




# Microsoft Film Studio

Presented by Cristina Townsend




# How can Microsoft enter the movie game?

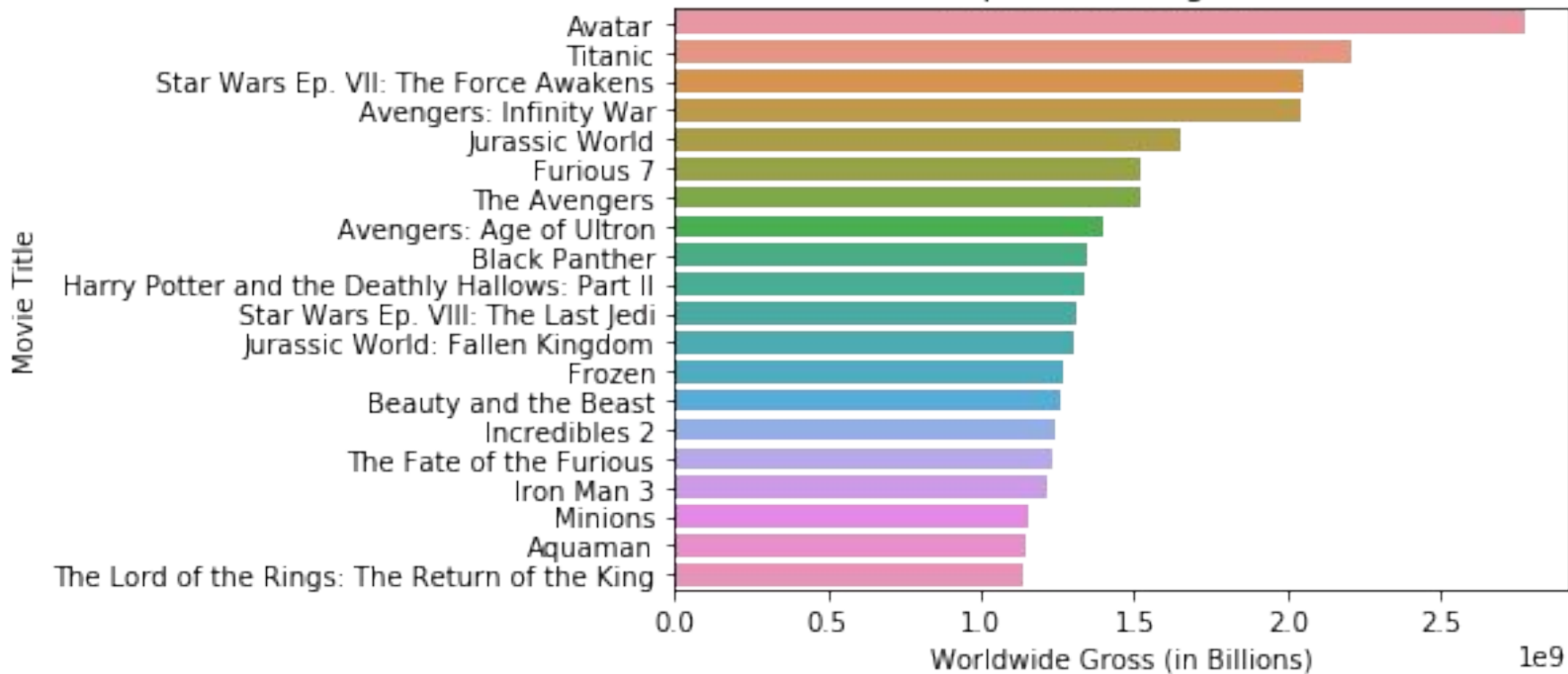
- Which movies are most profitable in the Box Office?
  - Which genres perform best in the box office?
- Which genres of movies will help Microsoft be taken seriously as a Film Studio?
- What do past box office trends tell us of the possibility of the future?



Which movies are most  
profitable in the Box  
Office?

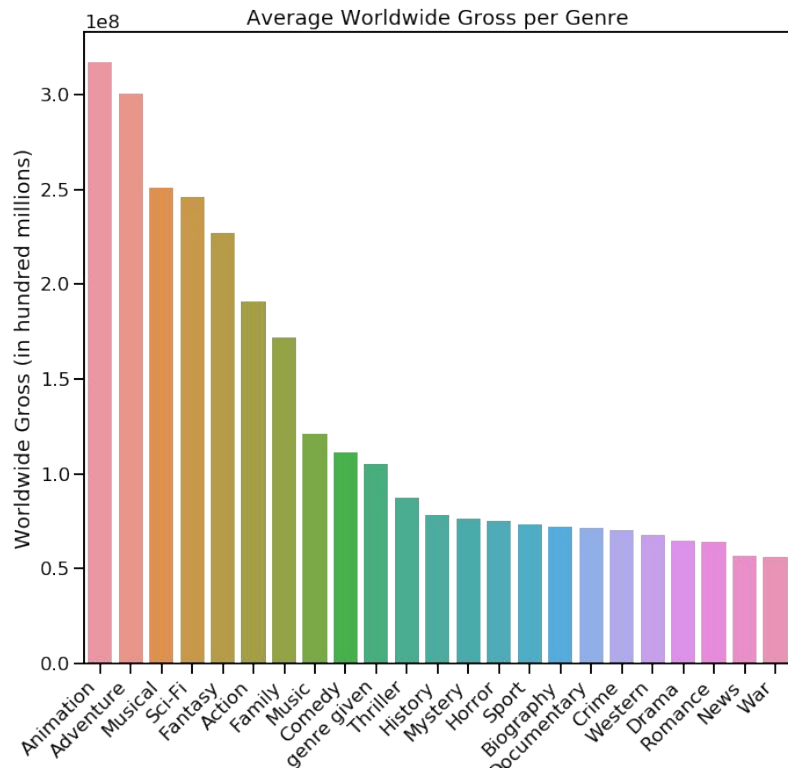
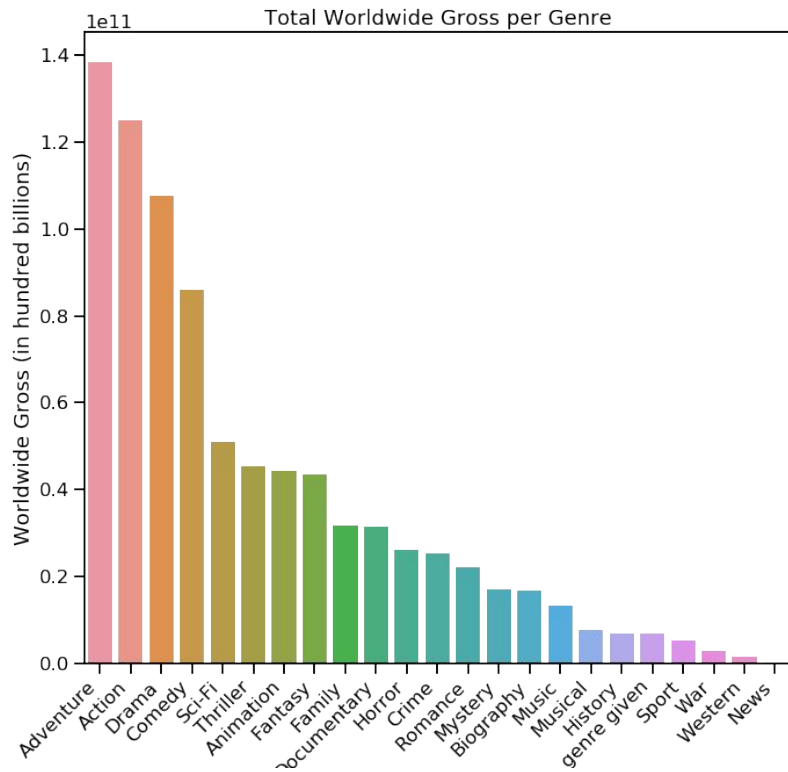



# Top 20 Grossing Films




# Recommendation

- Create your own nostalgia money-making series by planting the seeds to reap in 5 to 10 years.
- Find the next "Harry Potter," "Lord of the Rings"
- Find the next big directors

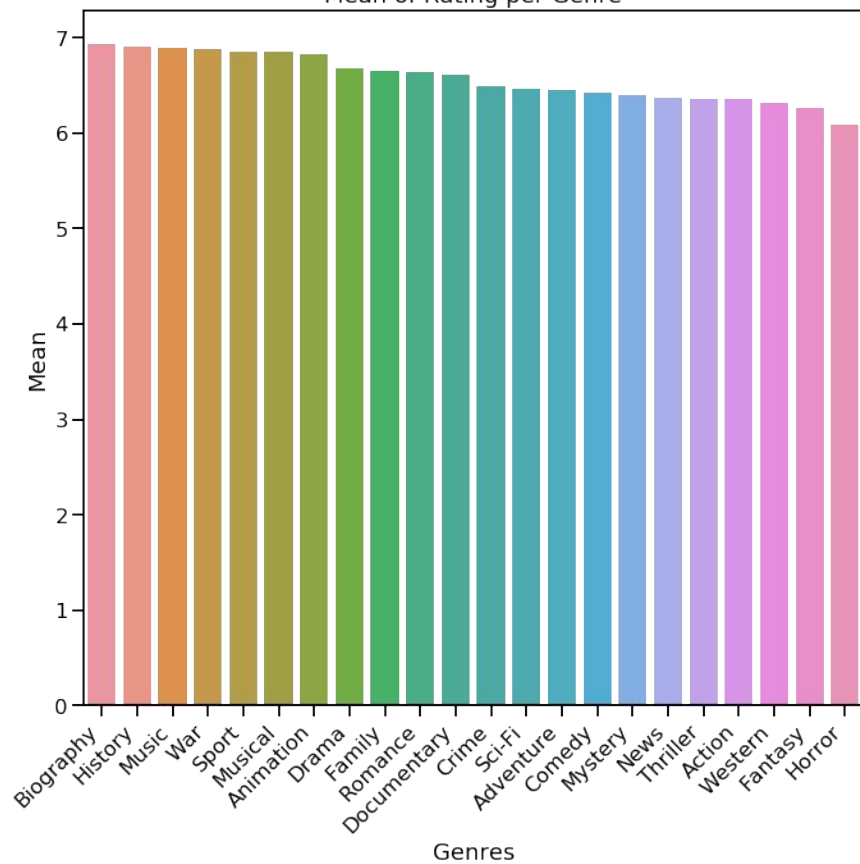




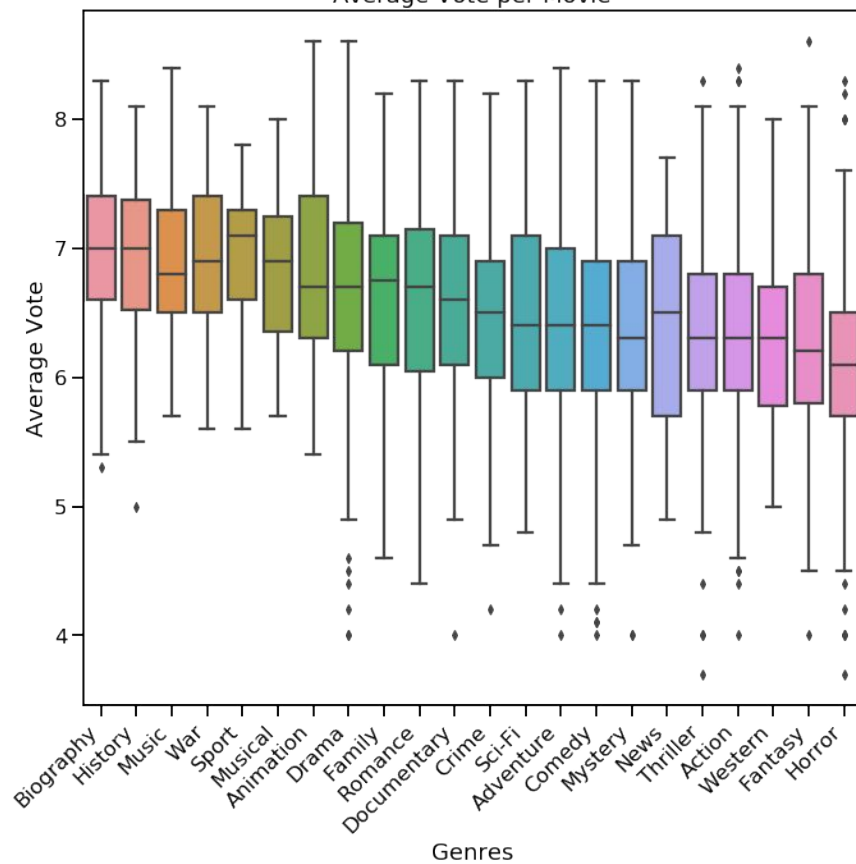
Which genres of movies will  
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Mean of Rating per Genre



Average Vote per Movie

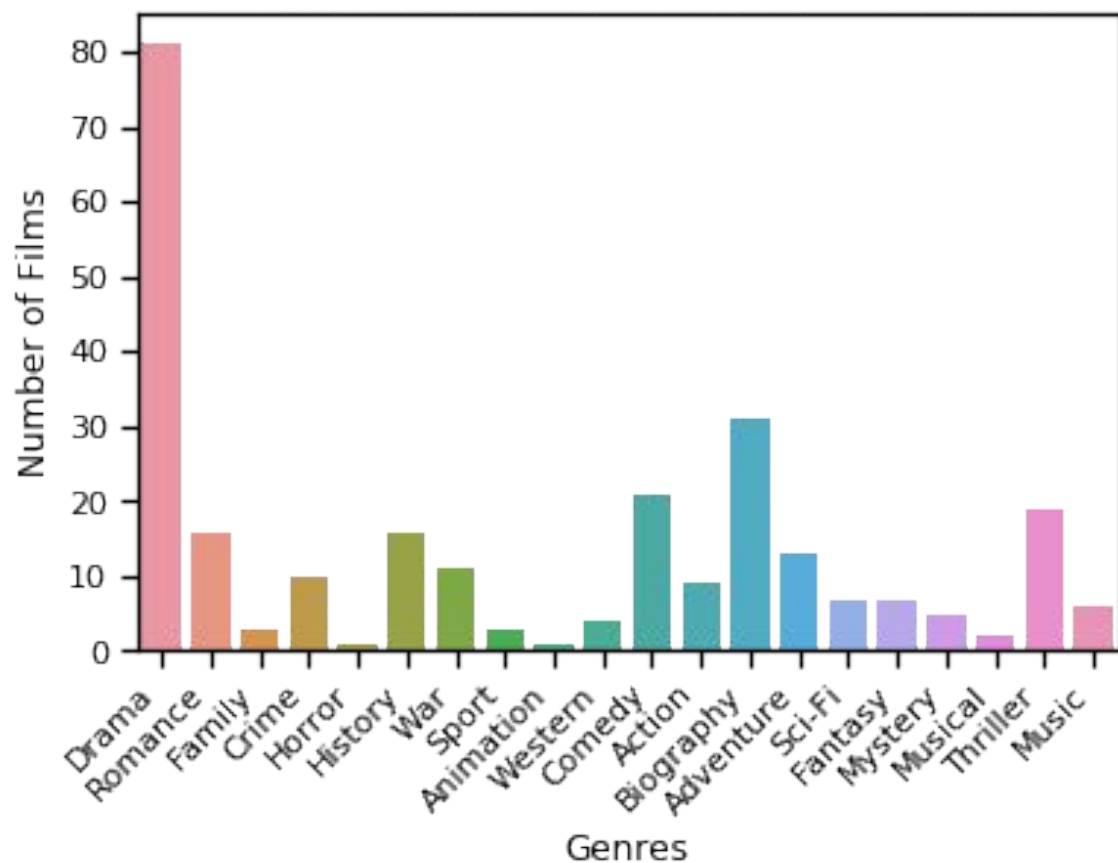




# Recommendation


- Average votes seem very close according to the bar plot, but if we look at the boxplot, we can see that the biography and history movies tend to have a slightly high rating and horror tends to have a lower rating.
- This suggests that a well done biopic could help Microsoft gain legitimacy in the Industry

Number of Nominated Movies Based on Genre




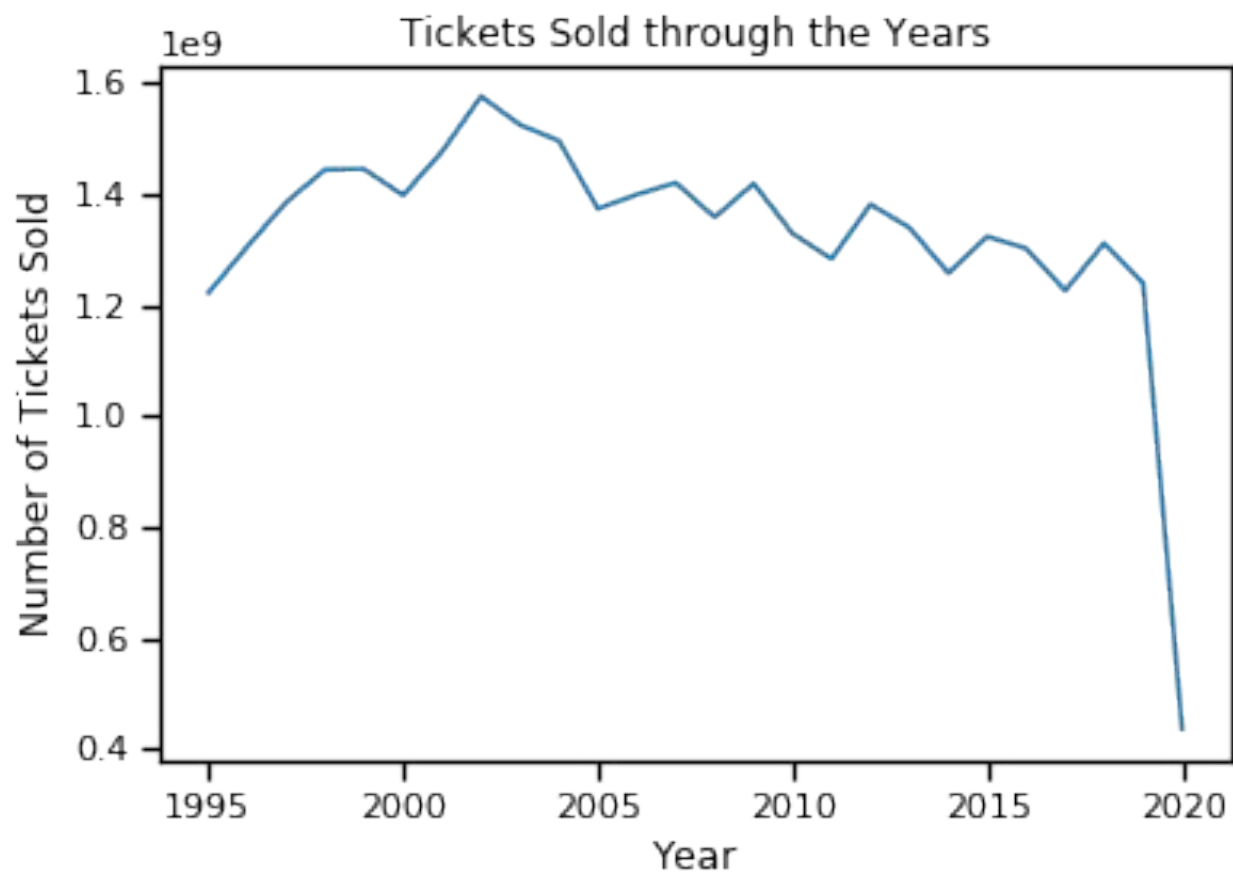
# Recommendation

- Drama films overwhelmingly nominated for Best pictures over films of other genres.
- While creating movies Action, Adventure, Animation movies for the box office, also create drama and well-acclaimed movies in order to gain credibility as a studio.



What do past box office  
trends tell us of the  
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# Overall Recommendations:

- Find and buy book rights especially to YA and other series that will build nostalgia have people coming to see multiple films of the same franchise for years to come.
- For Blockbuster movies focus on Adventure, Action, Comedy, and Animation
- Gain legitimacy in the Industry by creating higher rater Biopics
- Produce and market an award winning movies, which are overwhelming Drama film
- Create a movie from a beloved public domain work.
- Think about alternative distribution method especially for the short term to get Microsoft's name out there as a film producer before theaters open back up on the large scale.

# Future Work

- Scour film fest looking for up and coming directors and writers, get their names out by releasing movies through other means so when the pandemic is over and theaters open back up, people will recognize them and Microsoft as a legitimate studio and want to pay to see your films in theaters. This will allow Microsoft to acquire a bunch of properties and rights for a low cost.
- Many award movies start small and unknown, that is when you need to get them. This will involve buying a lot of duds, but the few great ones will cement you are a legitimate film production company.
- Research alternative distribution method for films - create a Microsoft streaming service or sell rights to a different streaming service.
- Possibility of creating an animation studio.



Thank you for your time.

Any additional questions?







# Data Used

- Box Office Mojo Movie Gross
  - The Numbers - Market Trends and Box Office Gross
  - The Movie DataBase - For Ratings and Genres
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