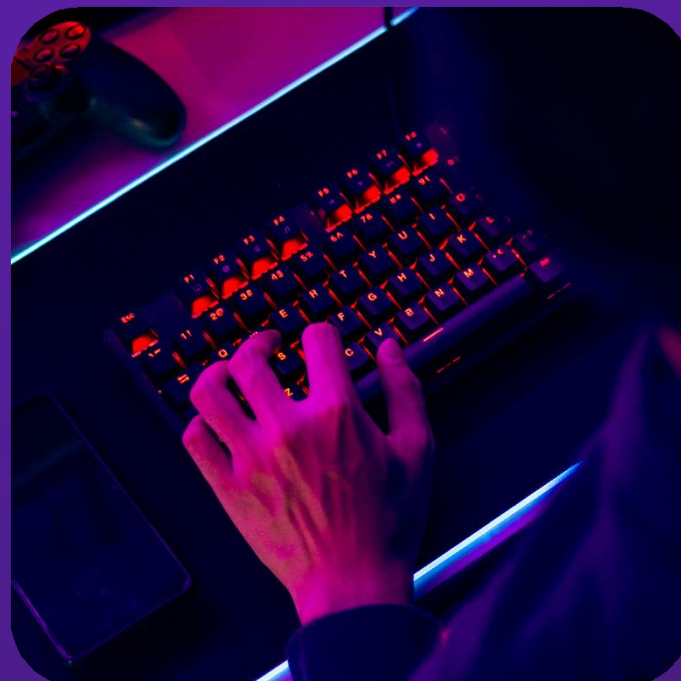
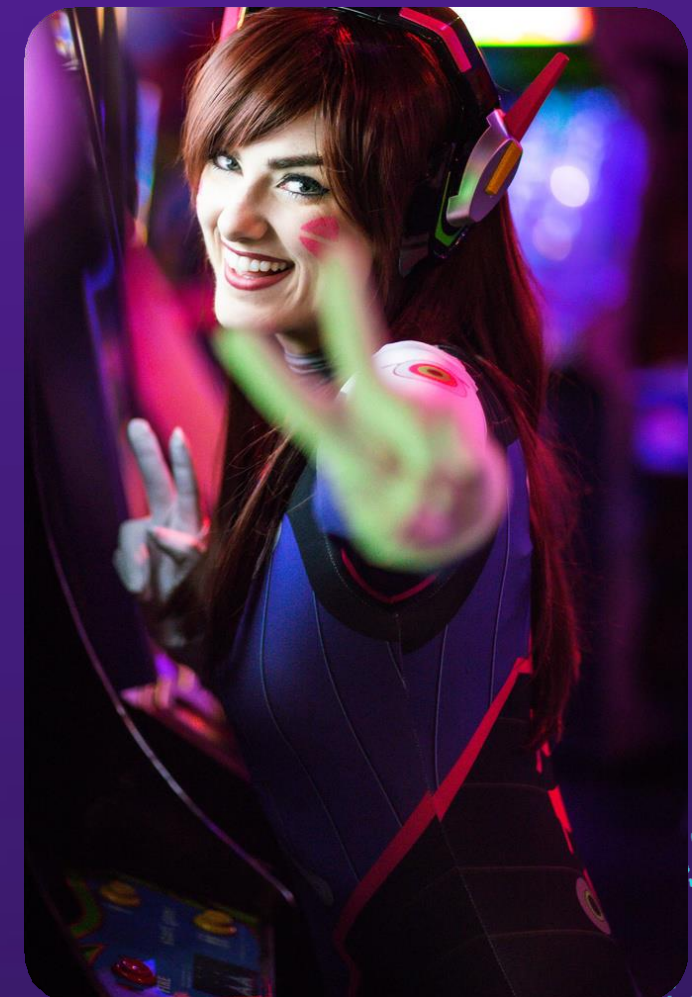


MICROSOFT MOVIE BUSINESS



CYCY
WANYEKI



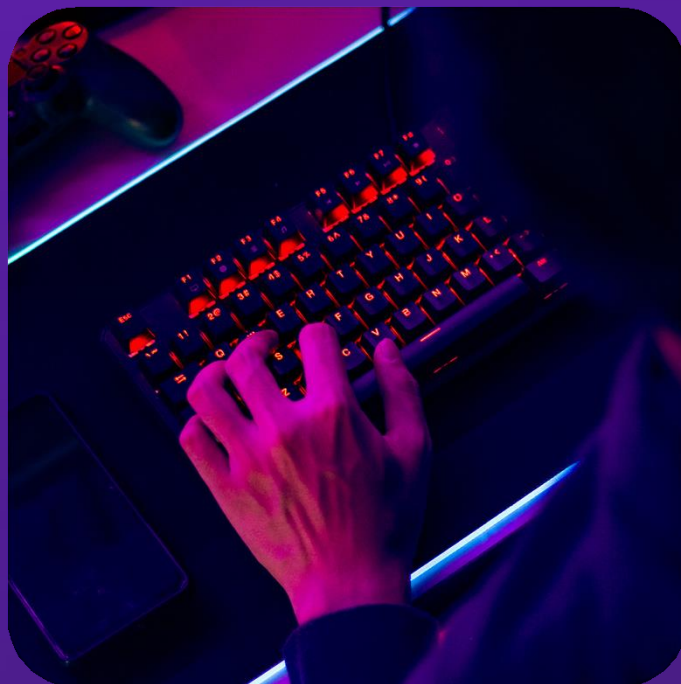
FILM BUSINESS

Movie business is extremely diverse owing to the many genres there are, not forgetting the joint-genres.

It is, therefore, very necessary to venture into the business with as much insights as possible.



Microsoft definitely has plenty of money to jump in on the big budget movies immediately and given they have an existing brand that is very valuable, I want to present a balanced approach that considers ROI, total profit, and also "quality".



BUSINESS UNDERSTANDING

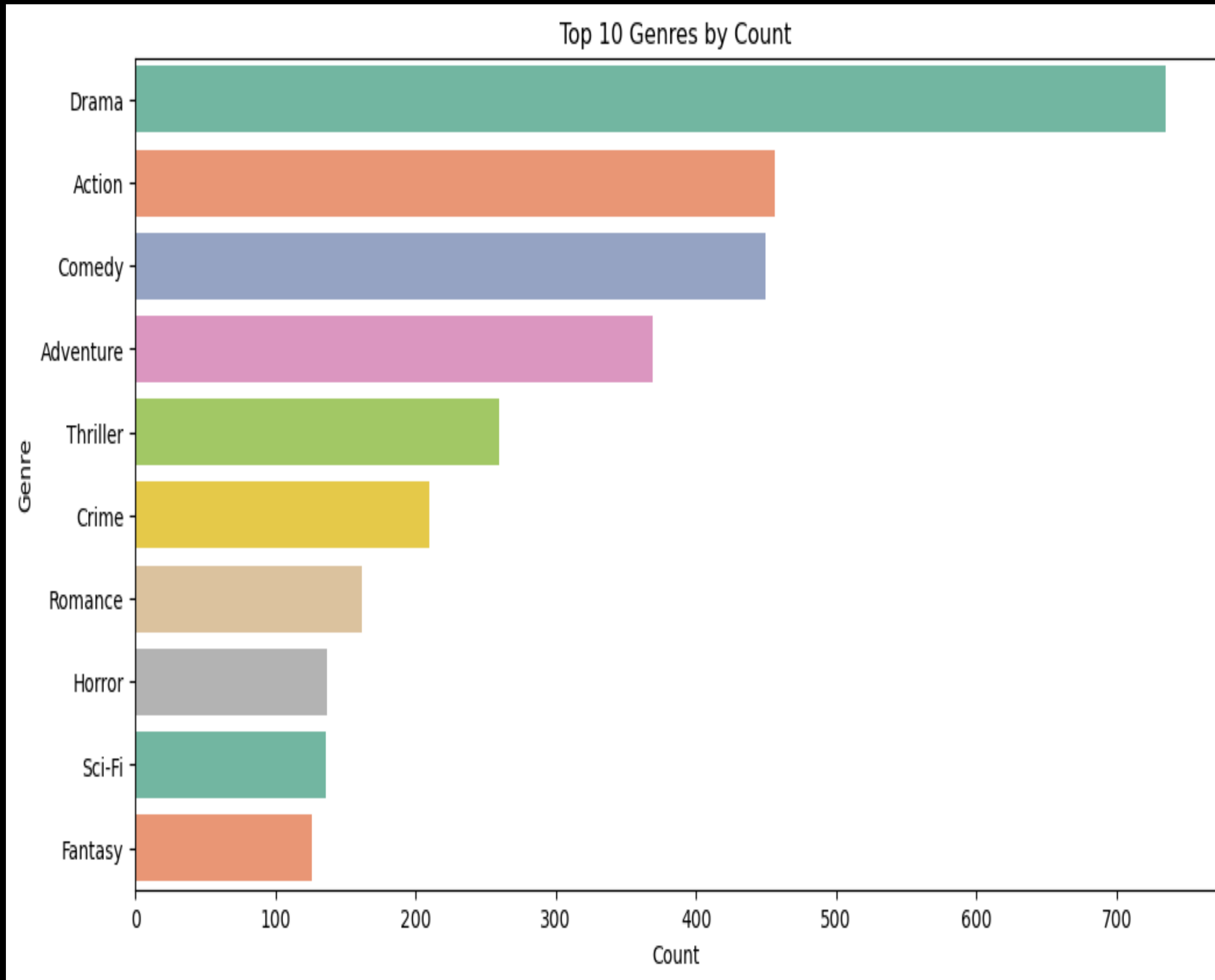
The goal for any business is to make profits. For this particular business, it would be to make profits and make successful movies.

Movie making is profitable as more movies make money than those that make losses. From the data we shall go through we shall see this and also see that a movie could get even up to 500% profits.

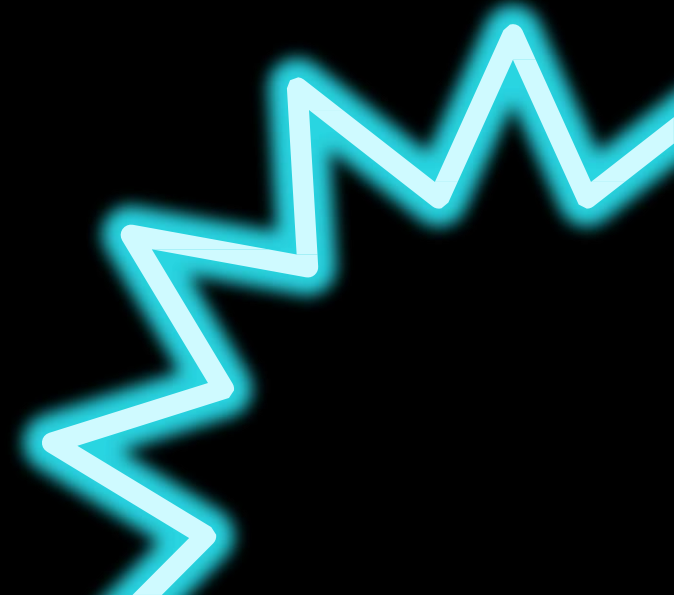
An informed choice of movie genres to be produced will greatly help for the studio to gain traction from the get-go.
Lets get into it, shall we!



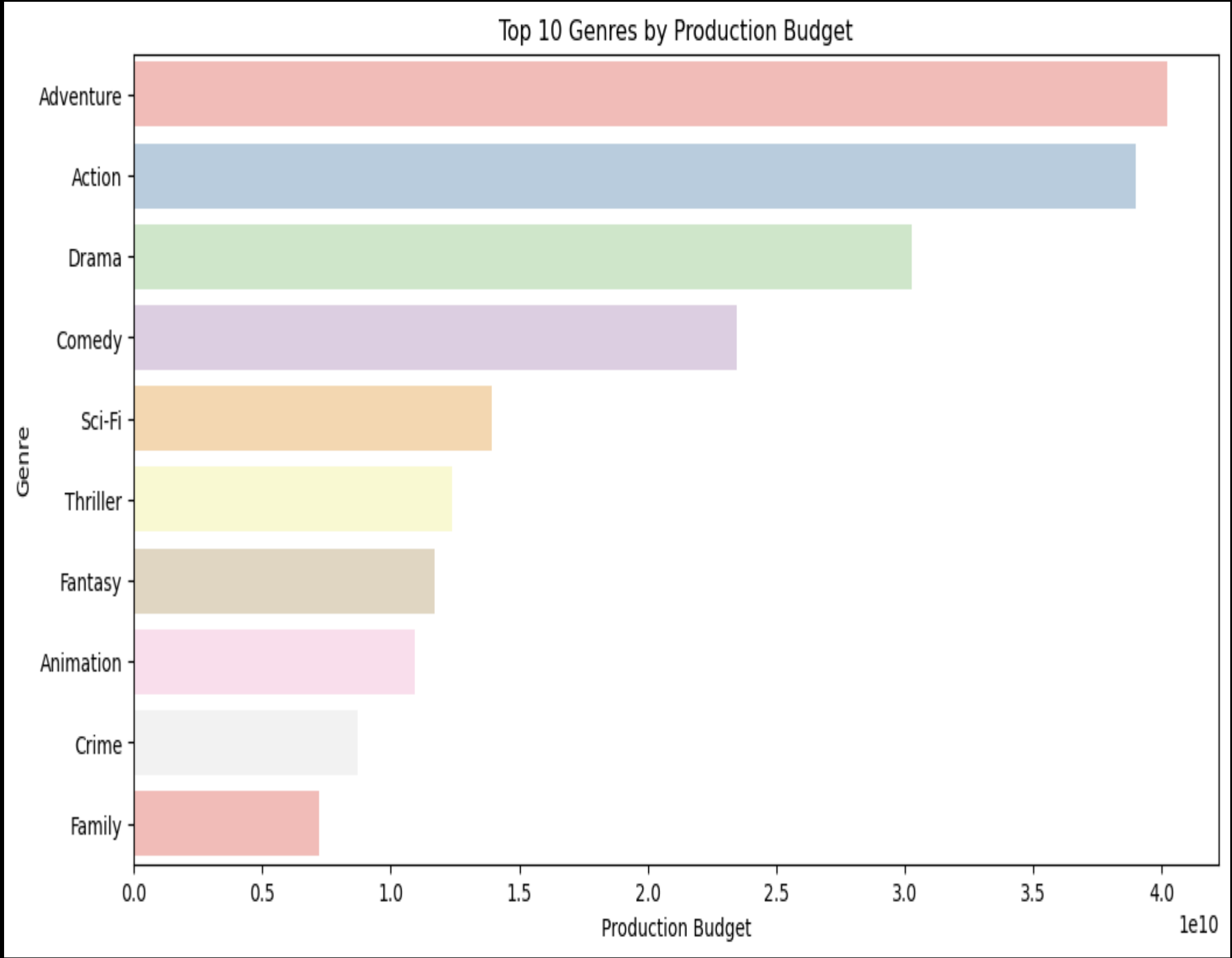
TOP 10 GENRES BY COUNT



THE MOST
PRODUCED GENRES
ARE;
DRAMA
ACTION &
COMEDY

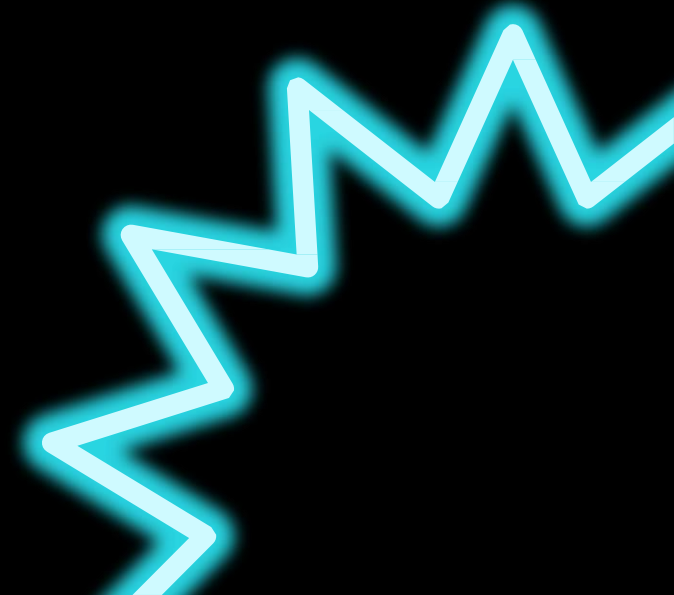


TOP 10 GENRES BY PRODUCTION BUDGET

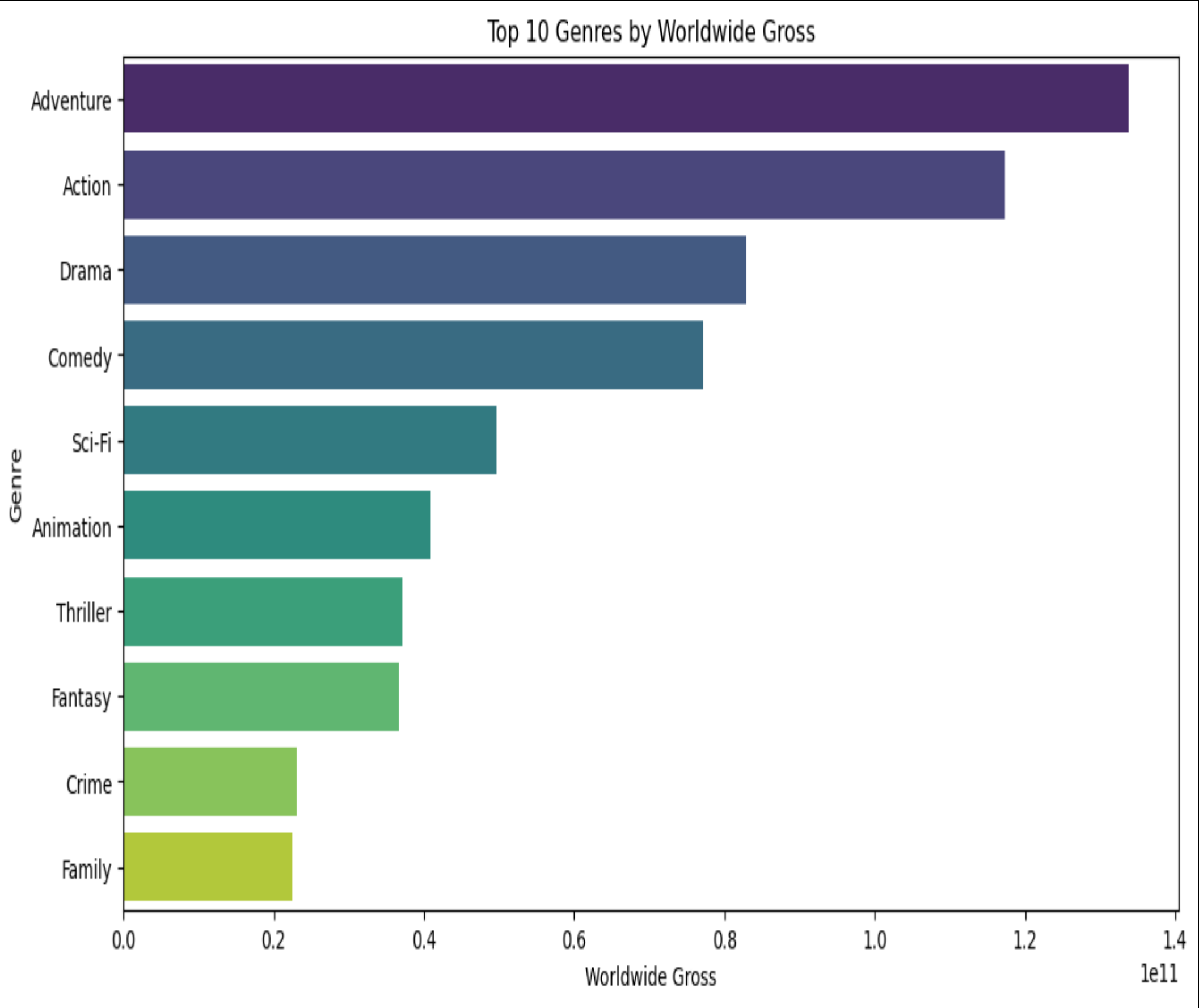


THE GENRES WITH THE HIGHEST PRODUCTION BUDGET ARE;

ADVENTURE
ACTION &
DRAMA

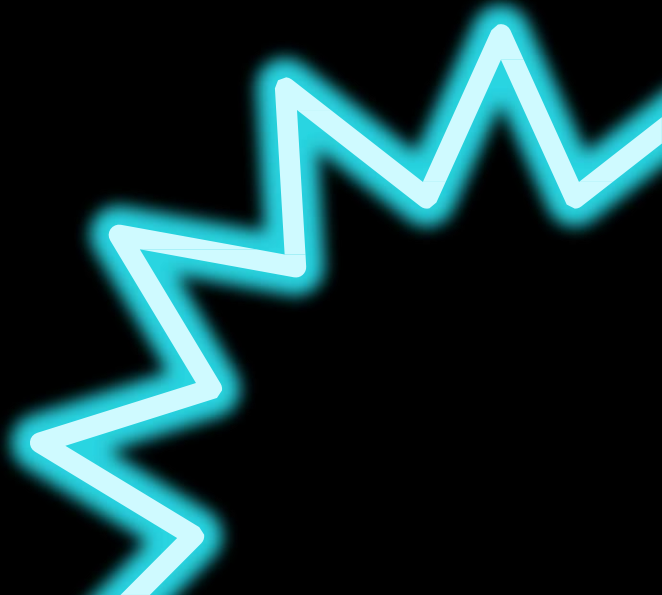


TOP 10 GENRES BY PRODUCTION WORLDWIDE GROSS

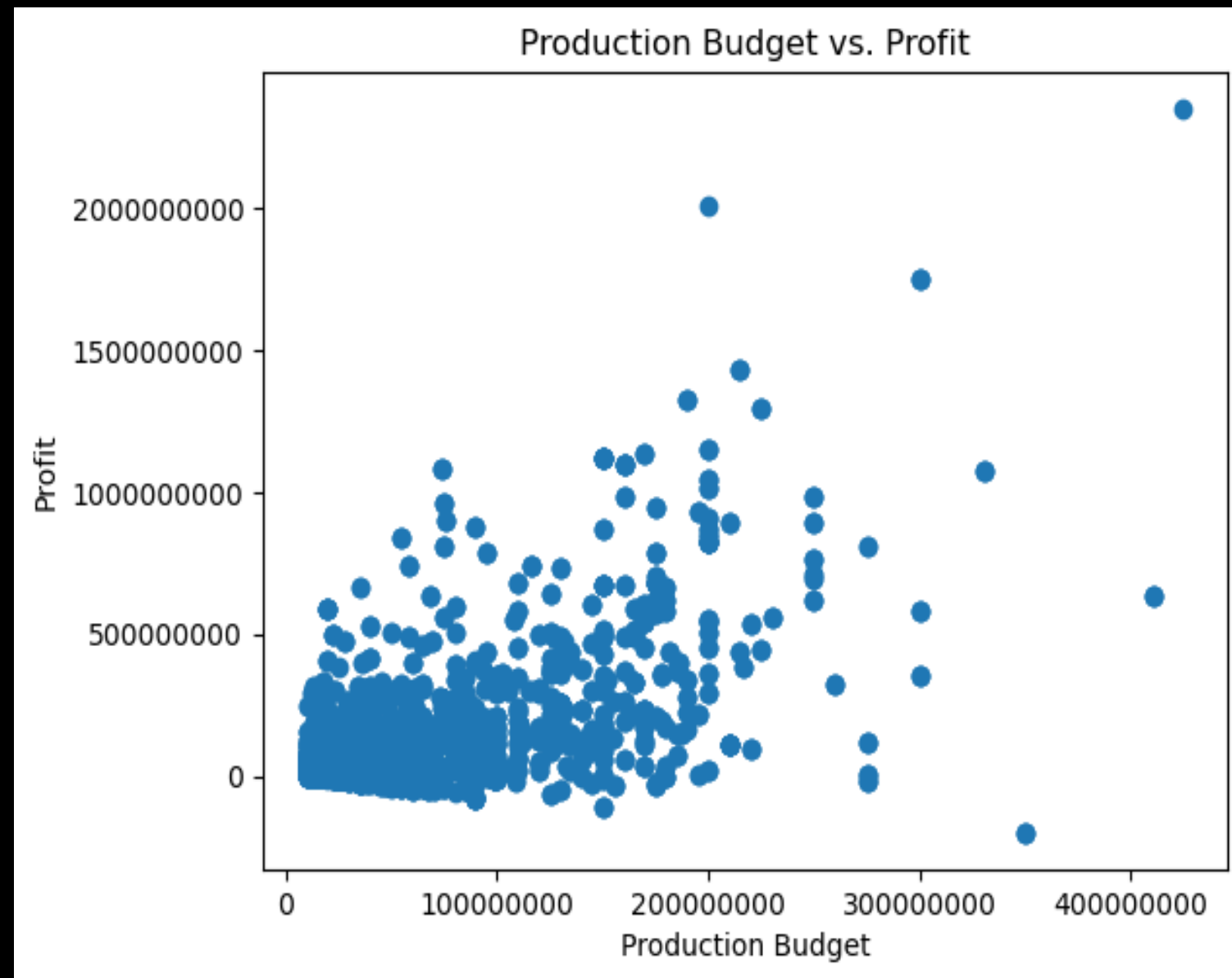


THE GENRES WITH THE HIGHEST
WORLDWIDE GROSS ARE;

ADVENTURE
ACTION &
DRAMA



DATA CORRELATION



The correlation between average production budget and average profit is approximately 0.58. This positive correlation suggests that, on average, genres with higher production budgets tend to produce higher profits in my dataset.

CONCLUSION

THE OVERALL CONCLUSION IS THAT THE MOVIE INDUSTRY IS A PROFITABLE VENTURE FOR MICROSOFT.

MICROSOFT SHOULD INVEST IN GENRES SUCH AS ADVENTURE , ACTION & DRAMA TO MAXIMIZE ON PROFIT RETURNS.

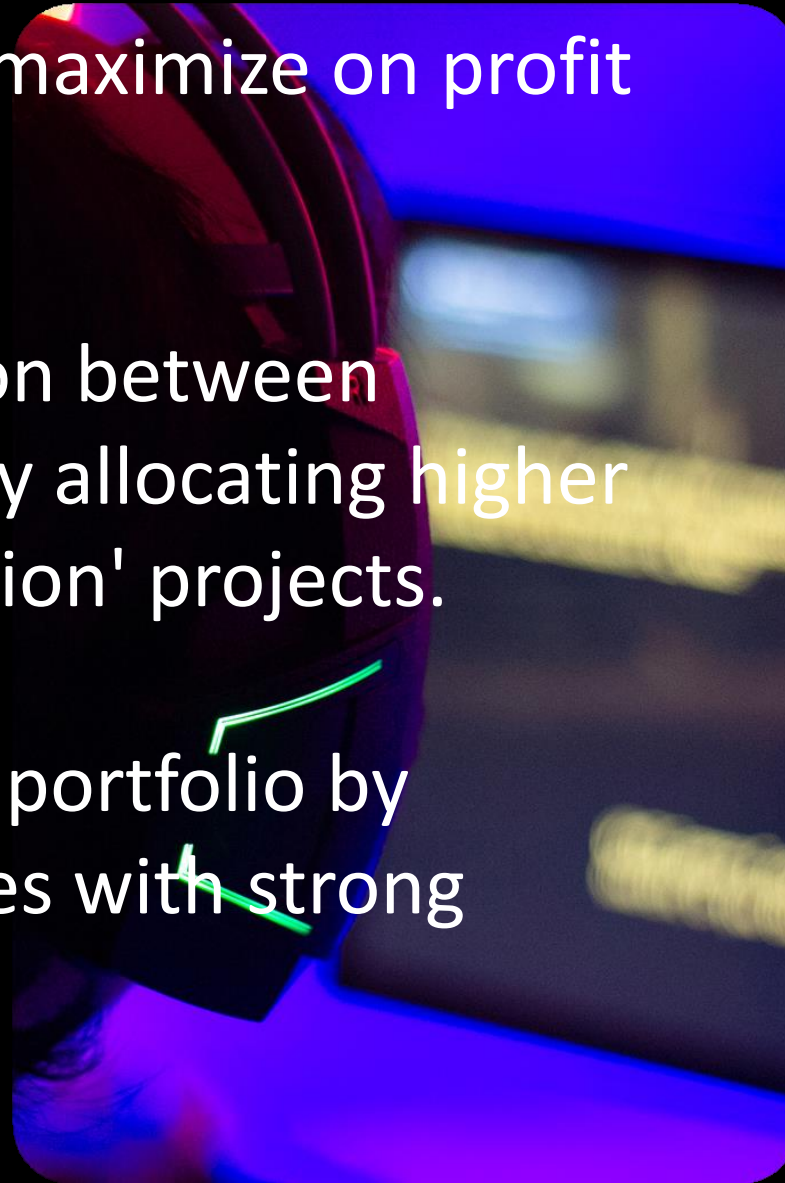


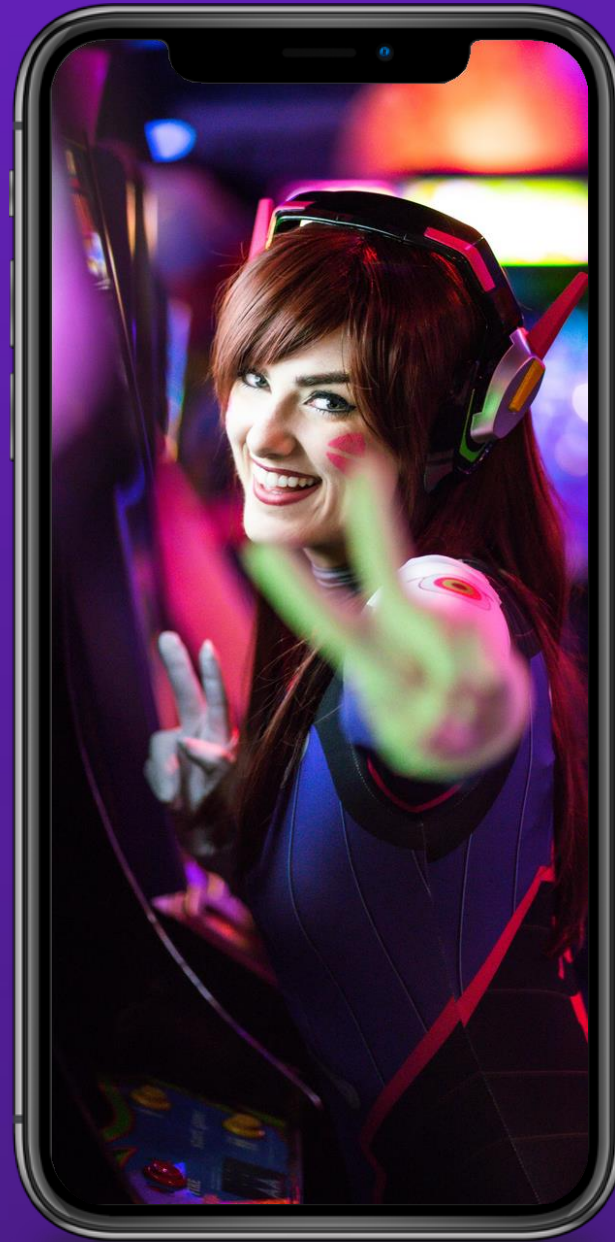
RECOMMENDATIONS

Microsoft should invest in genres such as adventure, action & drama to maximize on profit returns.

Leverage the positive correlation between production budget and profit by allocating higher budgets to 'adventure' and 'action' projects.

However, maintain a balanced portfolio by investing in lower-budget genres with strong storytelling potential.





THANK YOU!

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