



# MOVIE STUDIO MICROSOFT

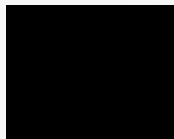
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Microsoft, a big player in tech, is looking to enter the movie studio market already dominated by established players

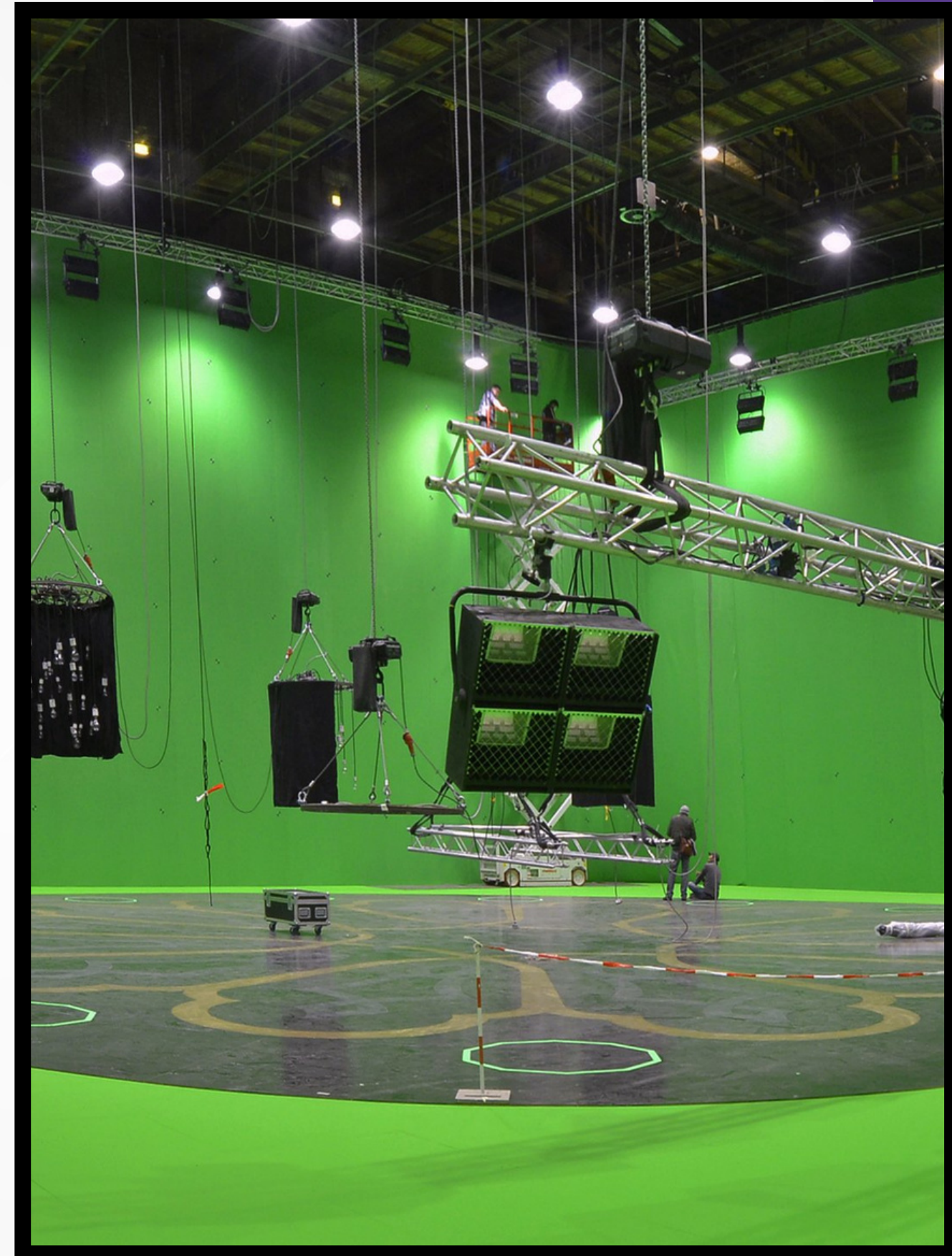
# NEW MOVIE STUDIO

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How to challenge competition from established players like Warner Bros, Disney Pictures, Universal Pictures, Sony Pictures, 20th Century Studio, Walt Disney Pictures, and LionsGate



Stiff competition from new movie distribution models especially from streaming platforms such as Netflix



# OUR RESEARCH QUESTIONS

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1. Which genres are most popular of all-time?



1. Is movie production budget directly related to the popularity/gross revenue?



1. Which cast and crew are associated with the most popular movies?



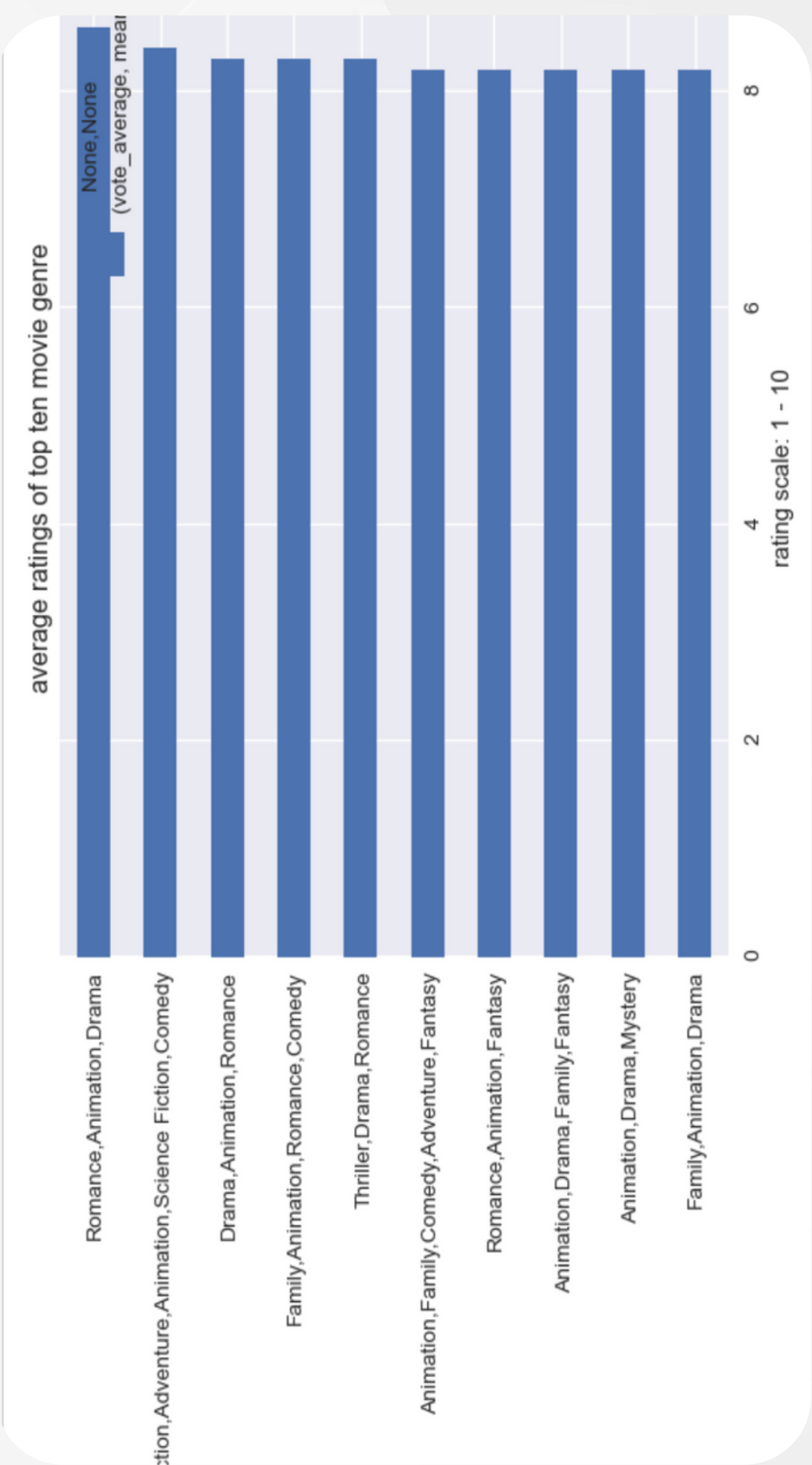


# OUR FINDINGS

The best-performing movie genres are Romance, Drama, Animation, and Family

Movie ratings for movie genres have remained more or less constant over the years

Blockbuster/high-budget movies rake in the highest gross revenues



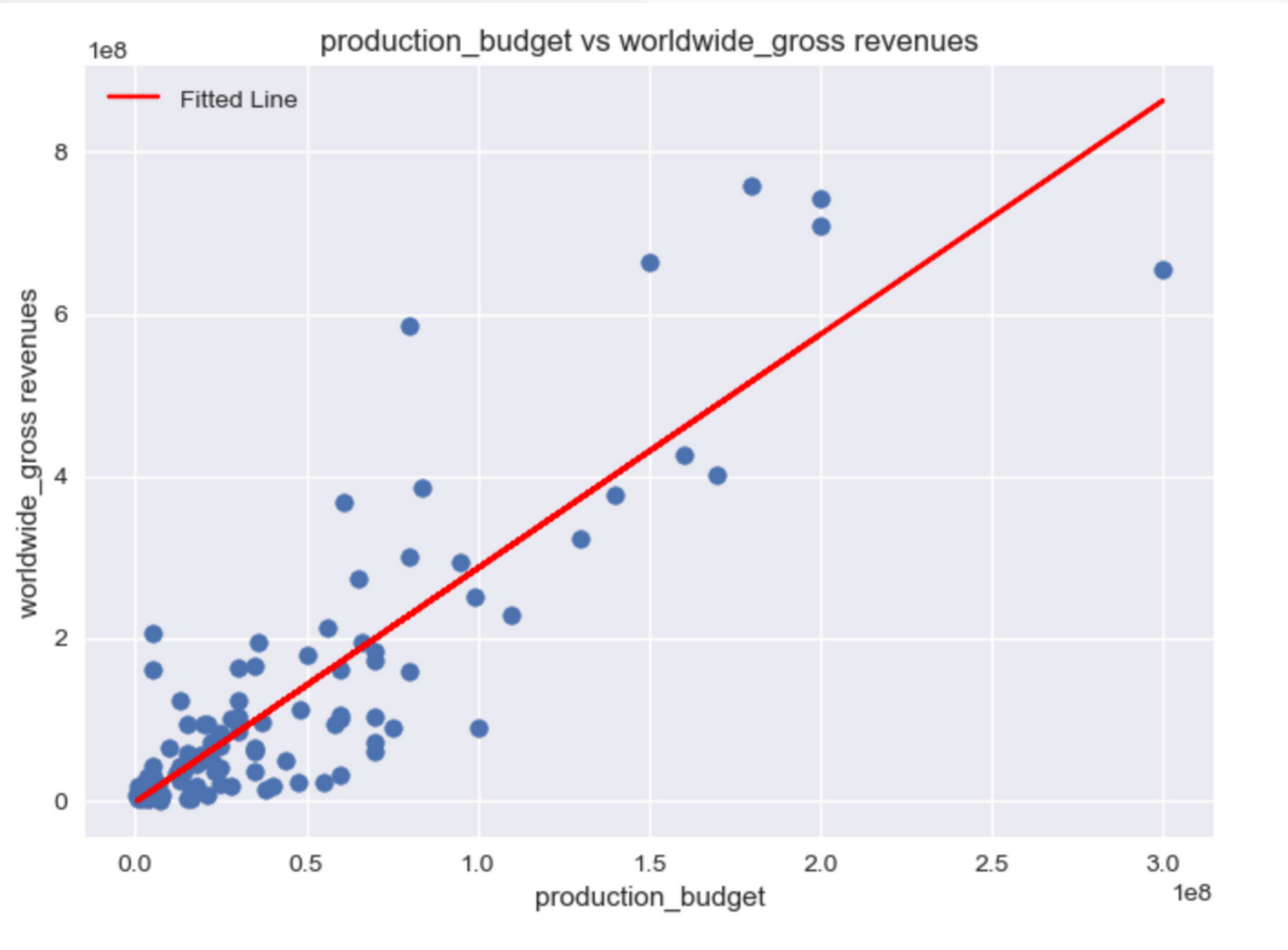
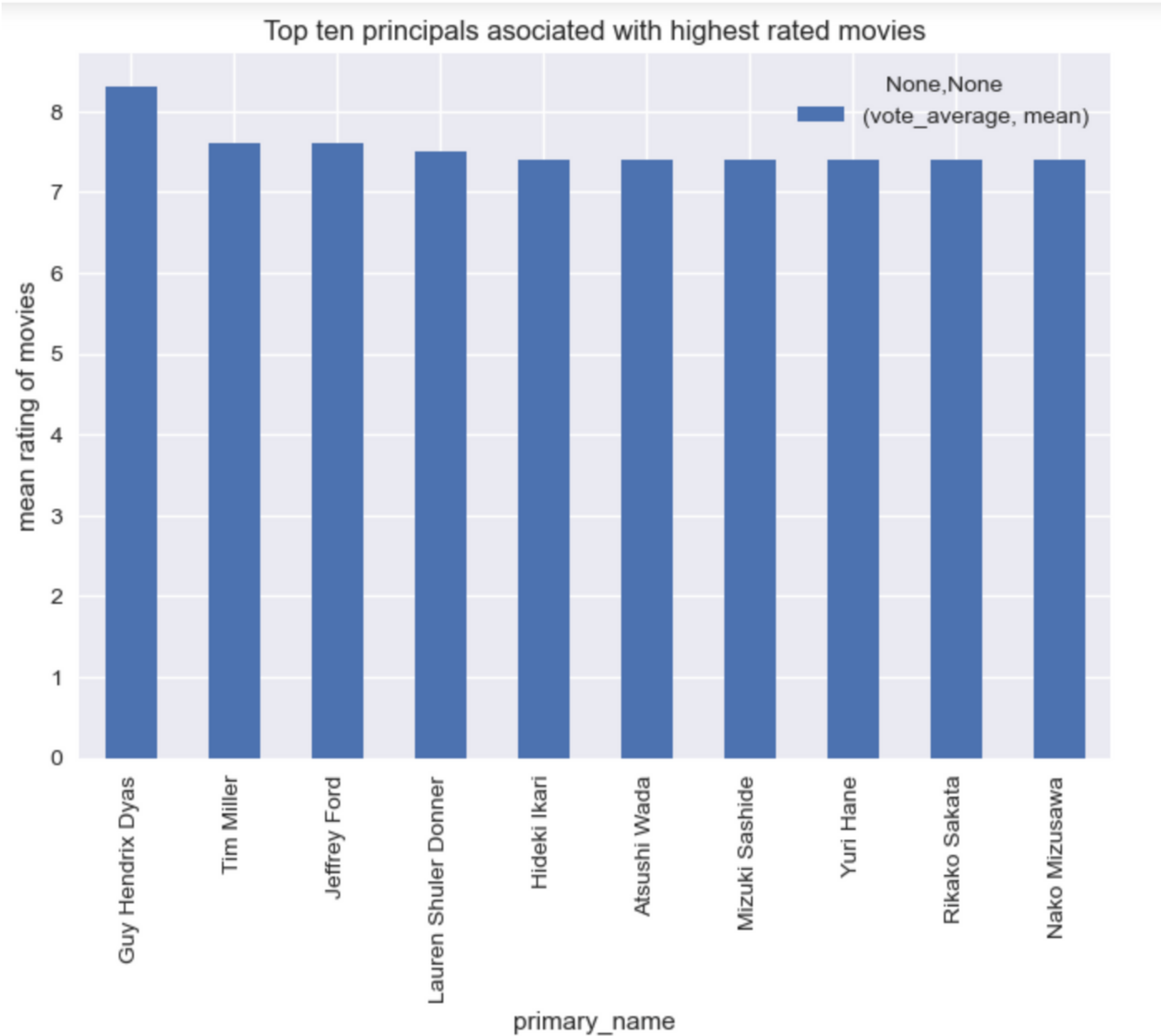


CHART OF  
**THIS YEAR**

WE SHOULD  
HIRE THE BEST  
CREW





**THANK YOU**