MICROSOFT'S MOVIE STUDIO

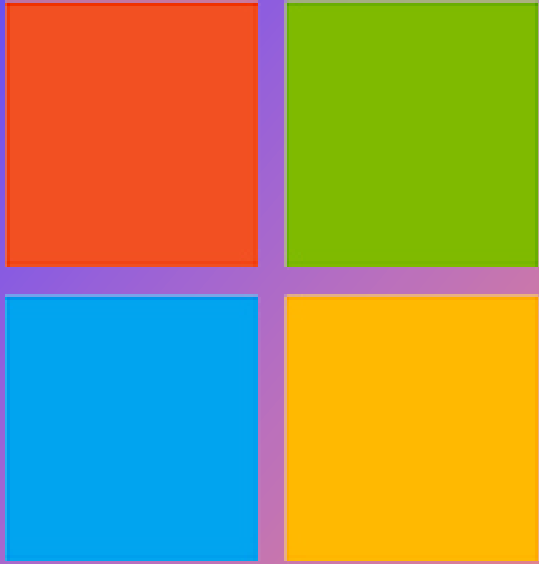Elsheikh Zumrawi

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SUMMARY

Microsoft wants to create a movie studio but lacks experience. To ensure success, insights into the types of films doing well at the box office are required. To help ease decision analysis is done on:

- Studio's average rating.
- Highest performing genre.
- Studio's revenue and revenue per year.
- Studio's profitability.

OUTLINE

- Business Problem
- Data & Methods
- Results
- Conclusion

Business Problem

- Microsoft plans to launch a new movie studio.

- Microsoft Lack experience in the video content industry.

- Investigate successful box office films for insights.

- Provide actionable recommendations to optimize content creation efforts.
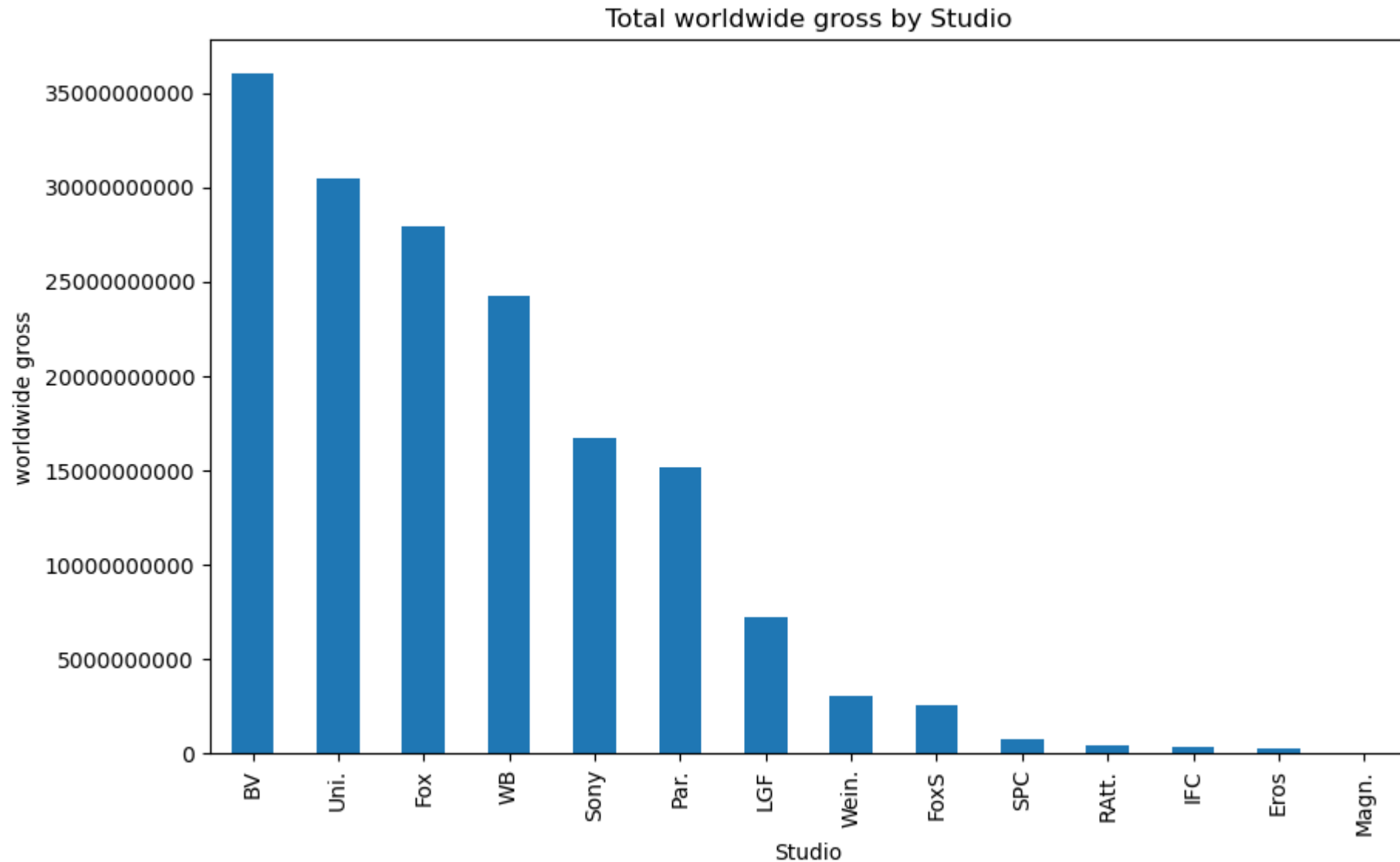
Data & Methods

- Only studios with an experience of more than 70 movie production was picked in this analysis.

- Data collected from 2011 to 2016.
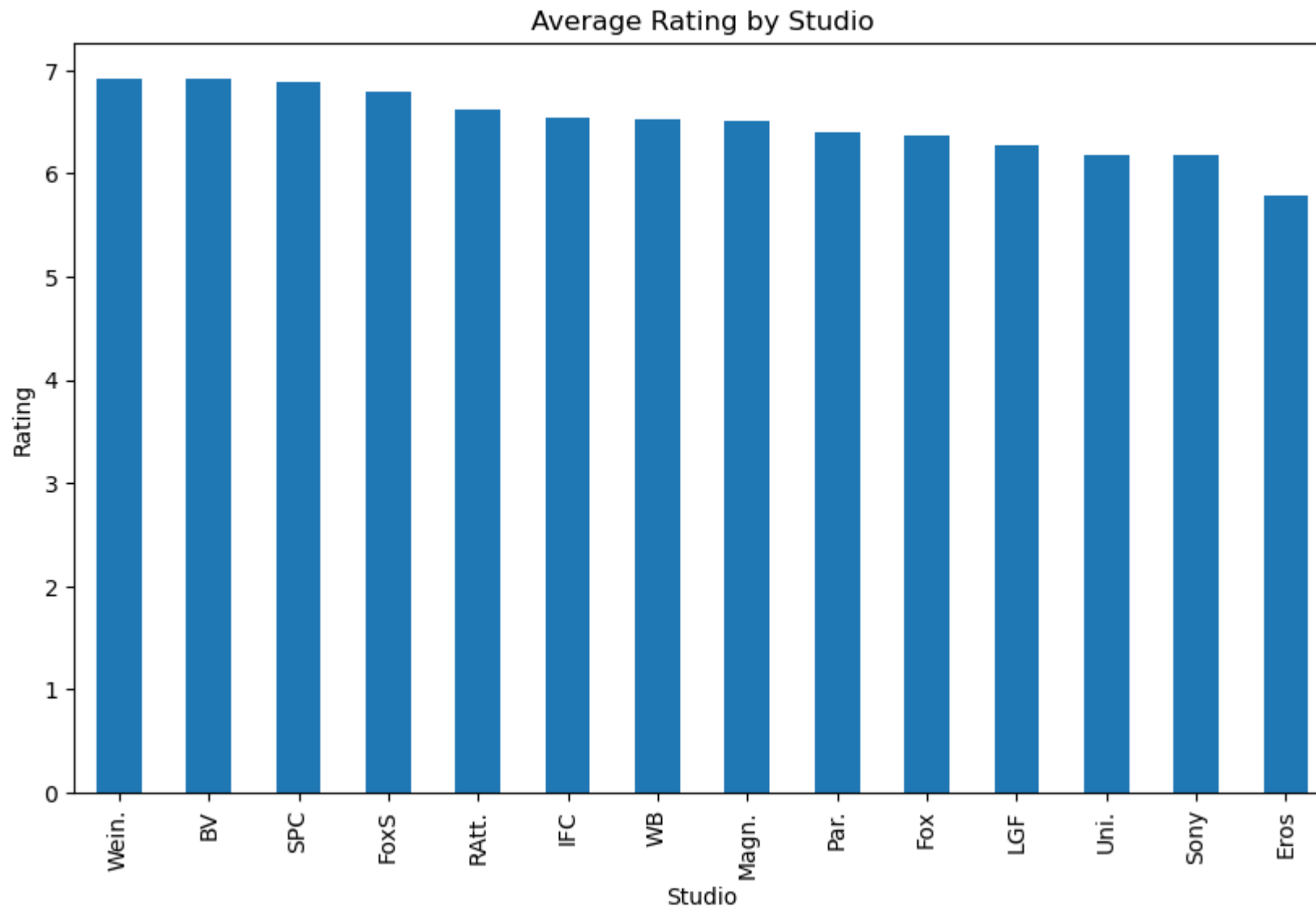
STUDIO'S REVENUE

Subtitle

Total World Wide Gross by Studio

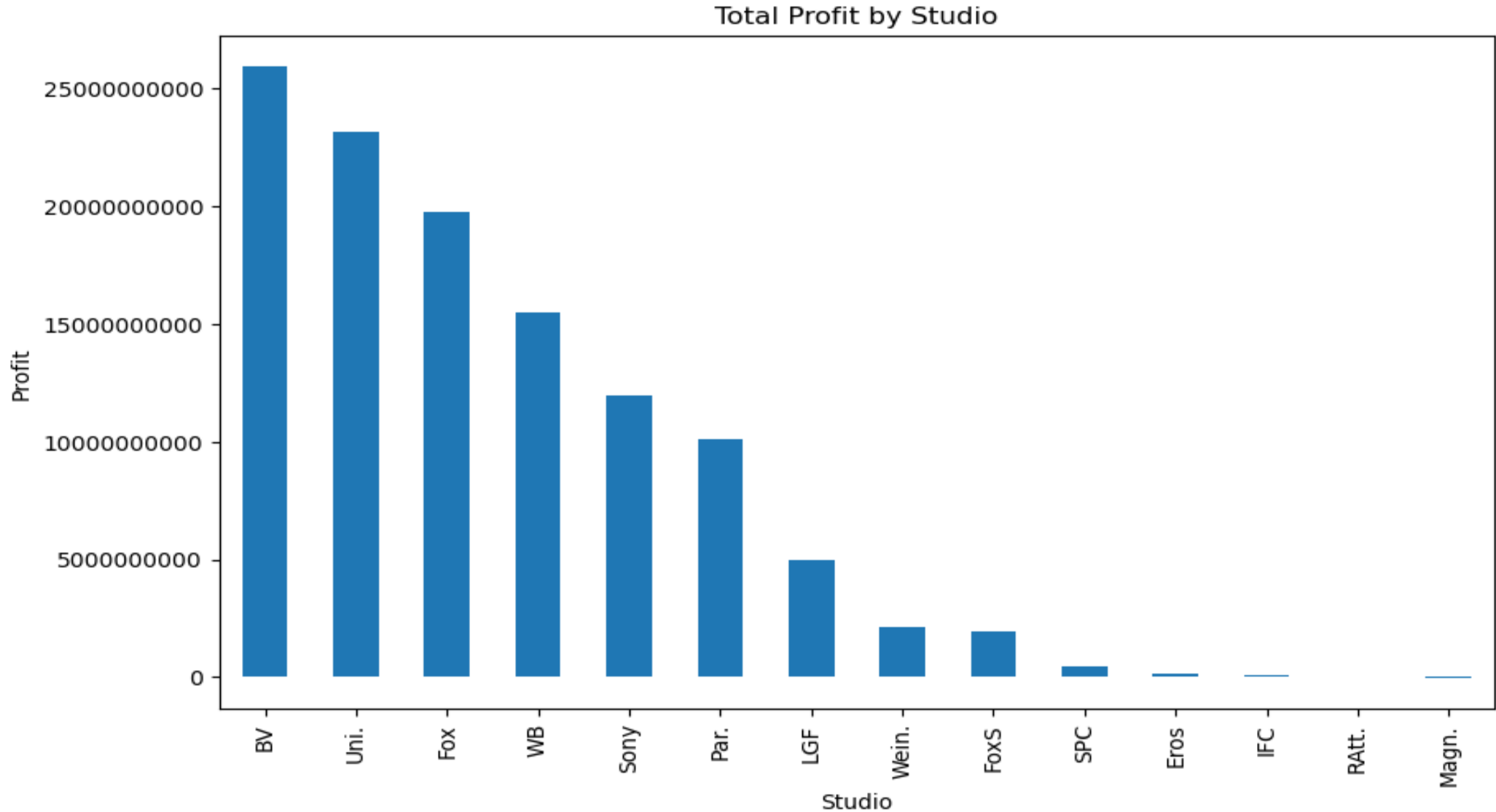# STUDIO'S RATINGS

Average rating by Studio

Average Rating by Studio

STUDIO'S PROFITABILITY

Total World Wide Gross by Studio

METHODS

- DATA CLEANING
- DATA EXPLORING
- DATA ANALYSING
- DATA VISULIZATION

14/5/2023

RESULTS

- Highest studio by revenue is Buena Vista (BV).
- Highest studio by profit is Buena Vista (BV)..
- Highest studio by average movie rating is The Weinstein Company (wein).

CONCLUSION

- **Buena Vista** is the most suitable studio for Microsoft to consult.

- highest revenue and profit achieved, coupled with the second-highest average rating per movie of 6.9 .

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THANK YOU

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