

# MICROSOFT MOVIE WORLD.

ANNUAL REVIEW

9.24.XX



# AGENDA

INTRODUCTION

PROBLEM STATEMENT

METHODOLOGY/ANALYSIS

RECOMMENDATIONS/CONCLUSIONS



# INTRODUCTION

Microsoft new venture

A slide presentation on the data analysis made in order to help Microsoft venture into the movies world while ensuring threshold in operations and maximum profits.

## PROBLEM STATEMENT

Microsoft has announced that they would like to get into the movie industry. They will be creating a studio, however they have no knowledge of the movie industry. Our goal is to collect, clean, and analyze movie data from a variety of sources so that we can provide recommendations to Microsoft that will allow them to be successful in the movie industry.



# ANALYSIS QUESTIONS



. Which movies generate the highest profits and how much money should be spent for the budget to ensure success

What genres of movies are majorly produced and what's their relation to the profit?



# FINDINGS

## QUESTION ONE

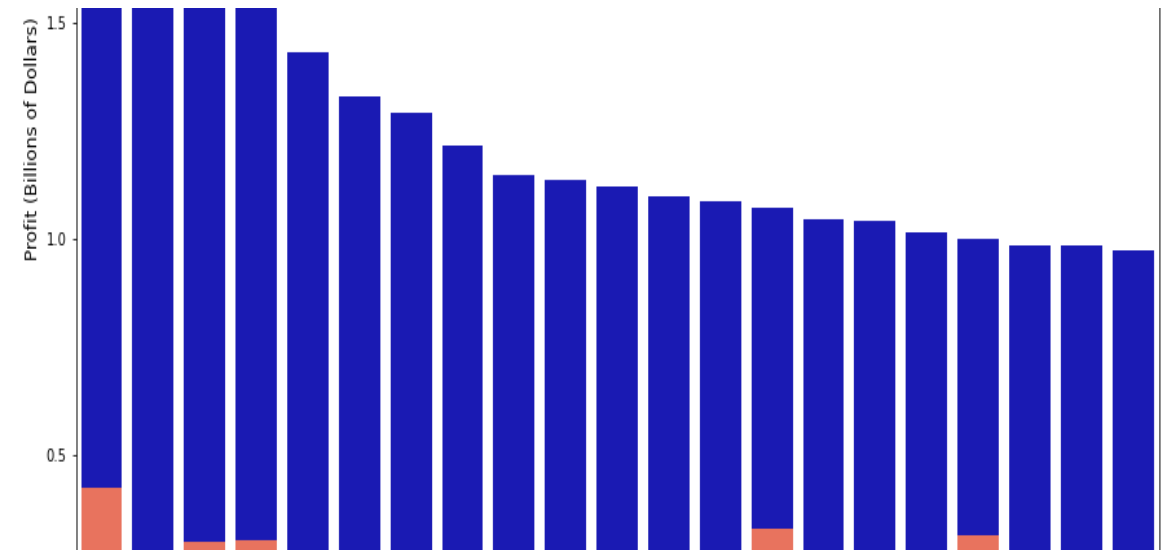
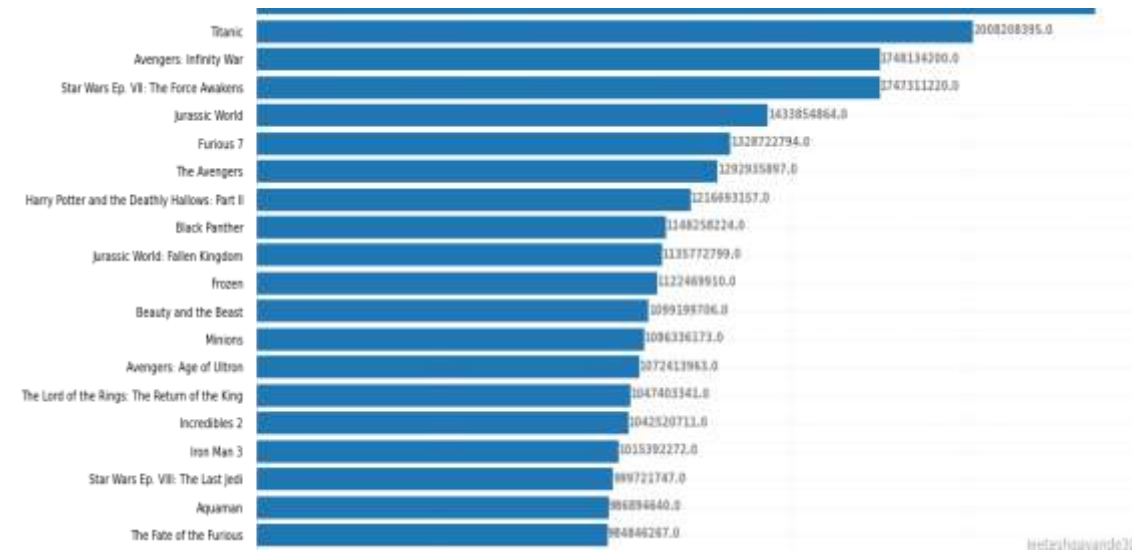
**The 20 top most successful movies have a median profit margin of 86.05% with a median budget of \$200,000,000.**

## QUESTION TWO

**The relation between the profit margin, profit and budget can help Microsoft in emulating the**

**Finance setups of the most successful movies.**

# DATA SUMMARY

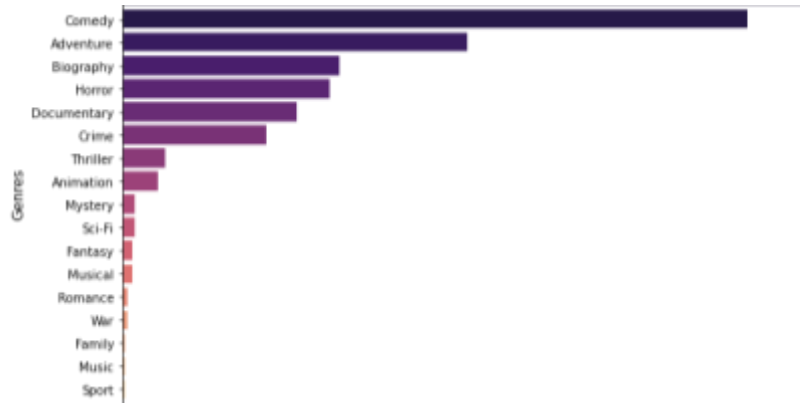


## MOVIES VS PROFITS BAR

- This graph shows the 20 most successful movies in relation to the budget.
- This is a clear indication that the more the budget allocated for the movie, the more the profit.

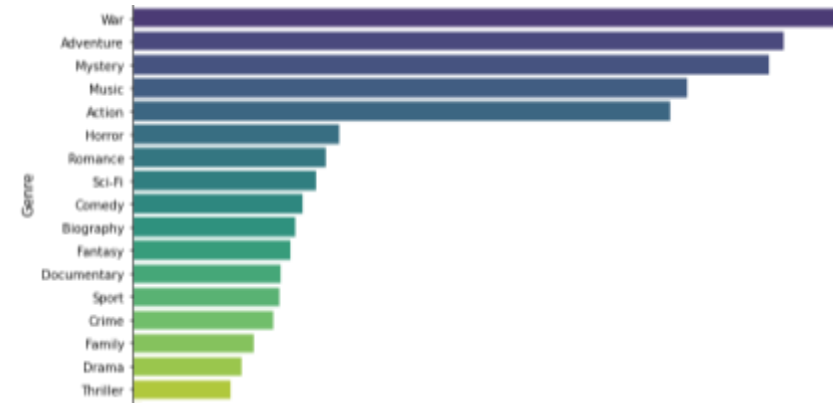
## PROFIT AND BUDGET OF SUCCESSFUL MOVIES

- 86.05 percent of the profitable movies have a profit of more than 50%
- the top 20 most successful movies have a median profit of \$200,000,000.



## MOVIE COUNT BY GENRE

- drama, comedy, and action dominate the quantity of movie genre



## NET PROFIT BY GENRE

- The most profitable genres  
animation,musical,war,adventure,mystery,action.





## QUESTION 1

- Microsoft to emulate the budgeting criteria of the 20 most successful movies in the industry
- I recommend that microsoft should put a budget of 50,000,000 which corresponds to a 81.93 percent profit margin.



## QUESTION TWO

- I recommend that Microsoft should focus their efforts on the top 6 most profitable movie genres: Adventure, Action, Comedy, Drama, Sci-Fi and Animation.

“NO DATA IS CLEAN BUT MOST IS USEFUL”

Dean Abbot



# THANK YOU



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