

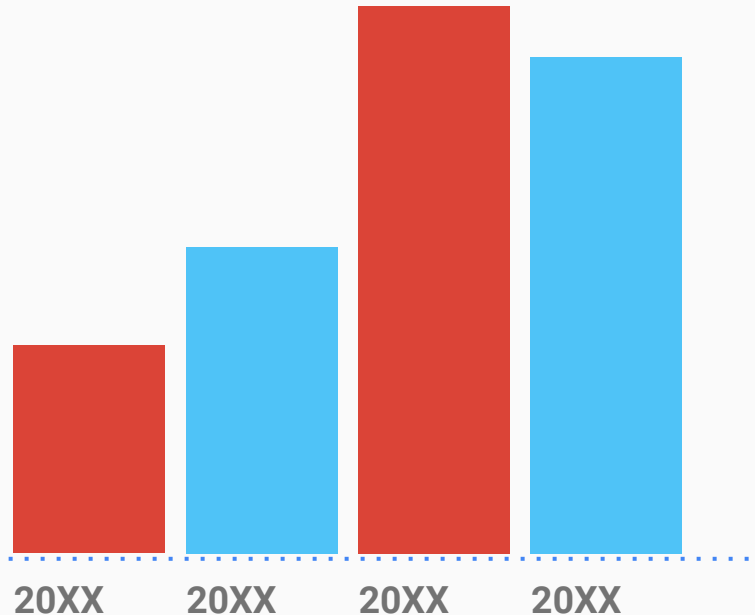
Microsoft
Studios Inc.

Executive Summary

- Problem: Microsoft desires to enter the film industry but lacks data-driven insights to do so.
- Solution: This presentation utilizes data science to analyze the film market, identify opportunities, and formulate actionable recommendations.
- Key Findings:
 - Finding 1: Identify the target audience and their preferences.
 - Finding 2: Analyze popular genres and market trends.
 - Finding 3: Develop a strategic entry point and potential partnerships.

The problem

In order for the CEO Satya Nadella to create and implement strategic goals and objectives required to venture into this industry he will need actionable insights based on existing market data.



A close-up photograph of a person's hand holding a purple marker, drawing on a whiteboard. The background is blurred, showing some greenery and a building. The text 'The solution' is overlaid in white on the left side of the image.

The solution

The problem presented by Microsoft will be solved using various Data Science methods and techniques such as:

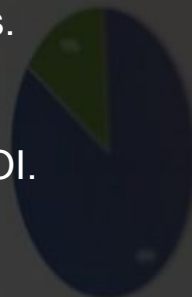
- 1.Data Understanding,
- 2.Data Preparation
3. Data Visualization

to accomplish accurate data analysis.

Business Understanding

- Strategic Objectives:
 - Identify target audience and their preferences.
 - Analyze popular genres and market trends.
 - Develop a strategic entry point with strong ROI.
- Potential Impact:
 - Increased market share and brand recognition.
 - Strength profitability and revenue generation..

■ New Visitor ■ Returning Visitor



Data Understanding

The data sets and databases provide by Microsoft aids us in creating data insights. The datasets are from five popular movie rating and reviews platforms, they are as follows:

1.IMDB

This dataset was used to analyze the popular genres and their correlating vote rating average.

2. Rotten Tomatoes

This dataset provide an understanding of the demographics preference

3.Box Office Mojo

This is data set used to analyze box office performance and identify successful trends.

4.TheMovieDB

This dataset provide insight into which genres provide the highest gross income

5.The Numbers

Data Analysis Methodology

The background image shows a laptop screen with a dark theme. On the screen, there is a line chart at the top with a blue line and a pie chart below it. The pie chart has two visible segments, one green and one blue. The text 'New Visitor' and 'Returning Visitor' is visible next to the pie chart. The overall image is dimly lit, with the laptop screen being the primary light source.

- **Data Cleaning:**

- Cleaning and preprocessing data for analysis.
- Handling missing values and identifying outliers.
- Ensuring data quality and consistency.

- **EDA Analysis Techniques:**

- Statistical analysis: Identifying correlations and patterns within the data.
- Data visualization: Effectively communicating key findings.

Findings 1:

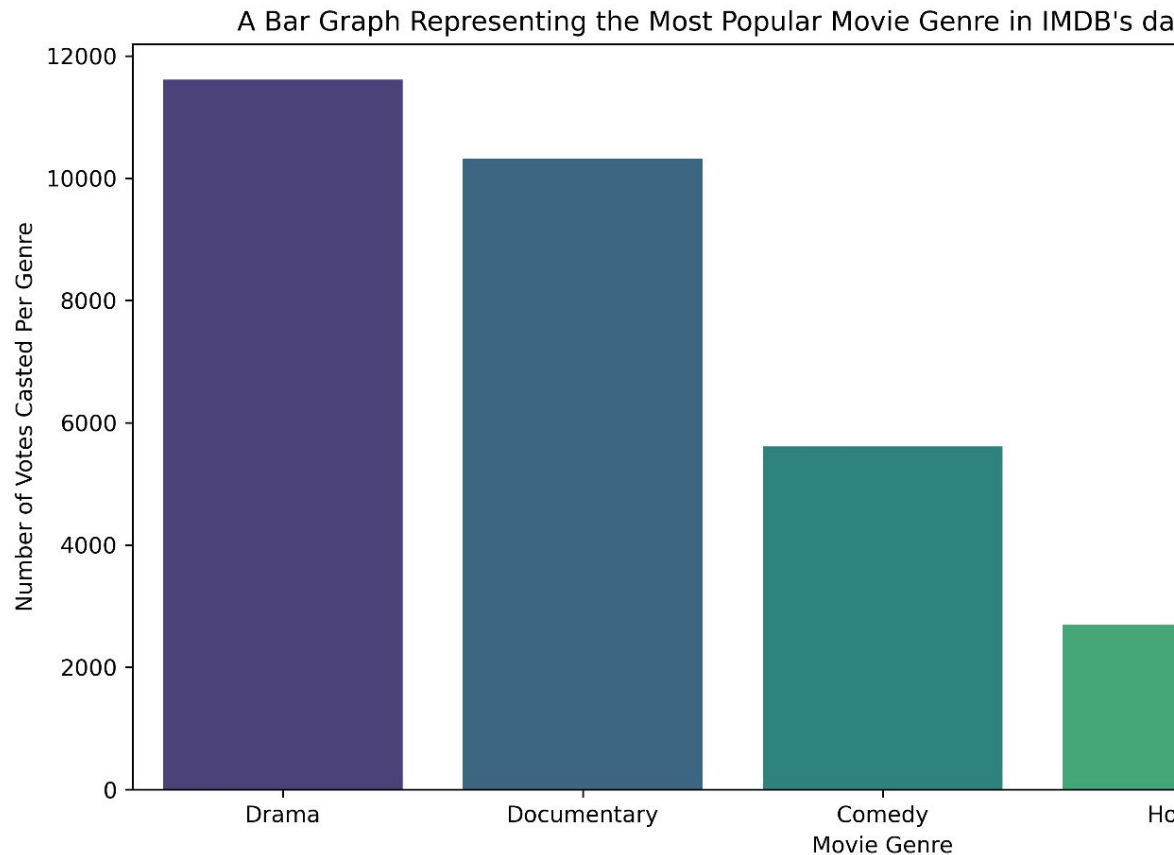
The most popular movie genre in IMDb's database is drama, with over 10,000 votes cast.

Documentary, comedy, horror, and comedy-drama are also popular genres, with over 6,000 votes cast each.

Musicals are the least popular genre, with less than 2,000 votes cast.

Implications for Microsoft entering the film industry:

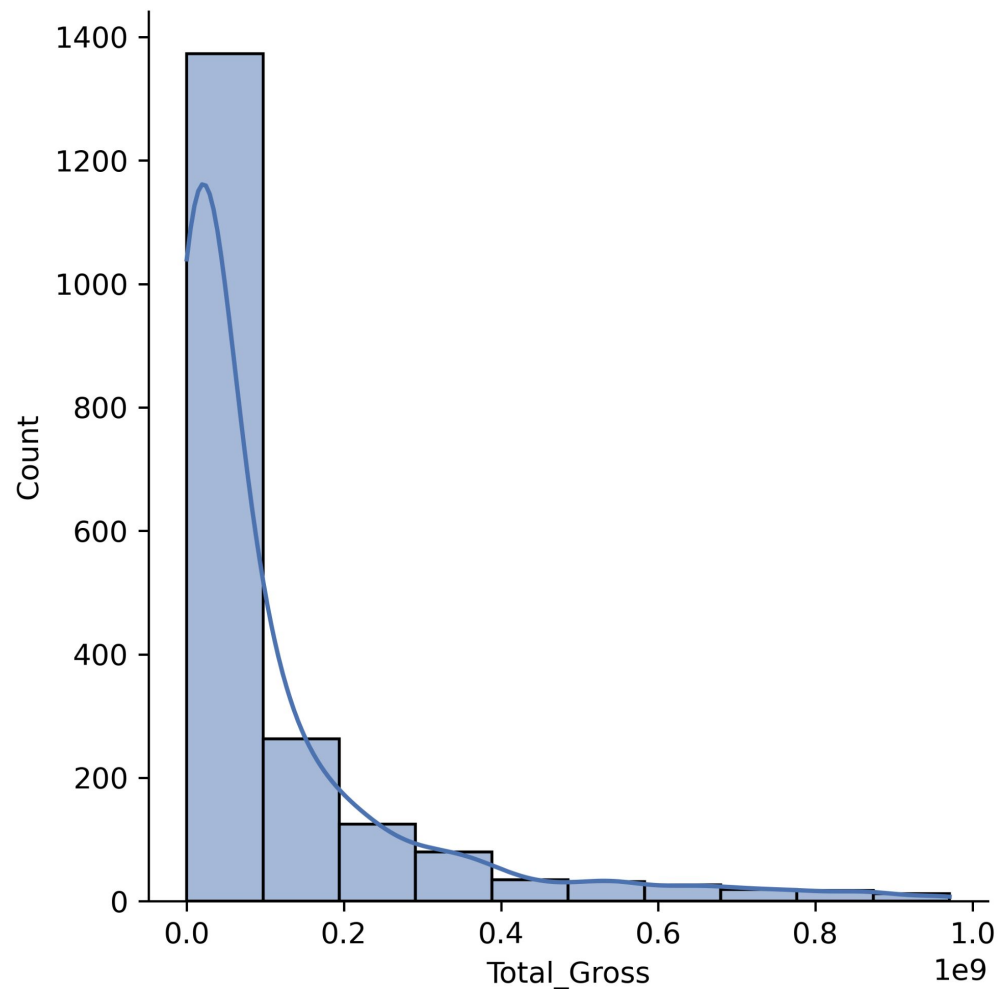
Microsoft should also consider producing films in genres that are currently underrepresented in the market, such as musicals.



Findings 2:

The Box Office Mojo Total Gross Income data column is skewed to the right. Only a few Studios had movies that grossed over \$1 billion. The median Total Gross Income is \$3.5 million

The right skewed distribution also implies that the movie studio industry may be slowing down and this can be supported by the growing number of people opting for streaming services due to its vast variety of options.



SWOT Analysis - Warner Bros.

Warner Bros. is a renowned entertainment company that has established itself as one of the top players in the global entertainment industry.

Warner Bros. was established in 1923, over the year Warner Bros. has shaped the landscape of film, television, and interactive entertainment.

Warner Bros. Total Gross Per Movie Performance Review

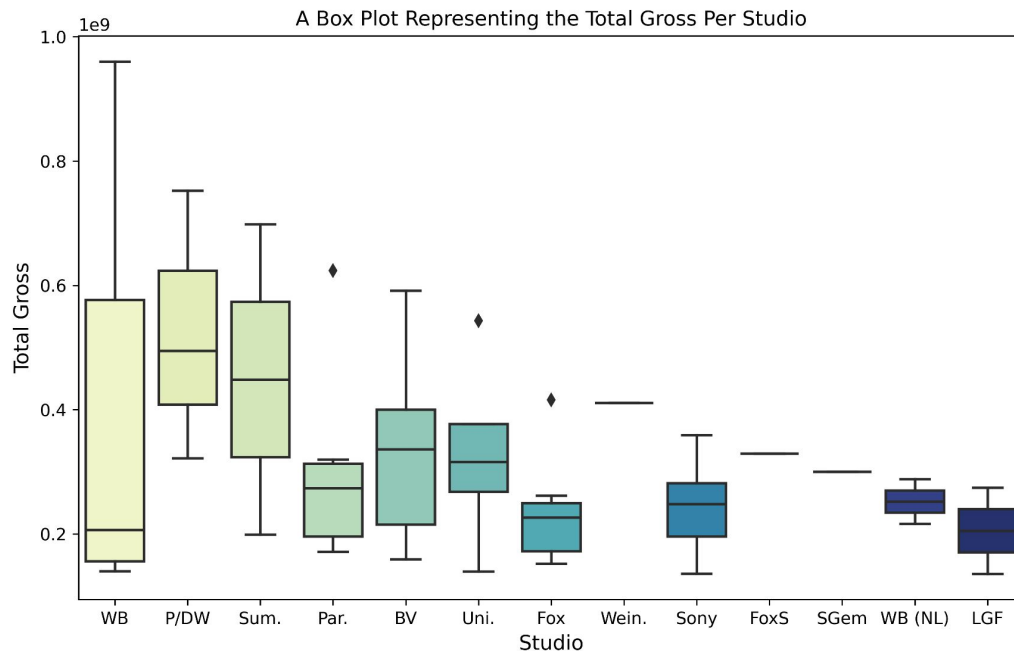
The film industry is competitive, with a small number of studios dominating the market.

Microsoft will need to produce high-quality, commercially appealing films.

Recommendations for Microsoft: Focus on producing high-quality, commercially appealing films.

Consider partnering with an established film studio.

Invest in marketing and distribution



A SWOT analysis diagram for Warner Bros. The diagram consists of a dark blue header bar at the top. Below the header, there are four white rectangular columns separated by thin dark blue vertical lines. Each column has a large white circle at the top containing a blue letter: 'S' for Strengths, 'W' for Weaknesses, 'O' for Opportunities, and 'T' for Threats. The letters are in a bold, sans-serif font. Below each circle, the corresponding section title is written in a smaller, bold, blue sans-serif font. At the bottom of each column, there is a paragraph of text in a standard black sans-serif font. The background of the entire diagram is dark blue.

S

STRENGTHS

Warner Bros is an established brand with high levels of market share and consumer loyalty.

W

WEAKNESSES

Warner Bros. has still registered to an out-dated business model whereas other established studio companies have adapted

O

OPPORTUNITIES

With Warner Bros market share and consumer loyalty, the company can start its own streaming service that's backed with years of consumer preference data

T

THREATS

Companies such as Amazon Prime and Disney+ have dominated the studio market with unique and robust production models that sets and keeps up with trend. Warner Bros may soon be unable to retain its market share due to lack of integrating technology into their product

Actionable Plan

Based on the information gathered, ,Microsoft can implement this plan in order to enter and penetrate the market.

1. Build Partnerships

Microsoft should create strategic partnerships with producers, directors and especially other studio companies that will aid the company in achieving the strategic goals

2. Creating Original Content

Investing a large amount of allocated funds to producing an original Microsoft film and series that will stand out and create awareness to the studio

3. User Data Analytics

Actionable Plan Continued

1. Content Licensing and Acquisition

Since Microsoft has financial strength it can acquire the rights to popular films. This will help Microsoft grow and improve the quality of its library array. This will also attract and retain viewers

2. Innovation

Microsoft should explore various technologies that could be integrated into their platform such implementing Virtual Reality content.

Conclusion

The film industry is old and already has dominant companies however with Microsoft's vast resource such as Bing and Internet Explorer I believe that Microsoft Studios Inc can effectively appeal to consumer preference.

The competitors in this industry are very well established. Therefore it would be my advice that collaboration and partnership should be used strategically instead of rivalry.

Microsoft has to also create their own original show. Based on the data the best genre to invest in is Drama movies.