

A decorative graphic on the left side of the slide consisting of white lines and circles on a blue gradient background, resembling a circuit board or a stylized tree structure.

MICROSOFT MOVIE STUDIO PROSPECT

PRESENTED BY:

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MICROSOFT BUSINESS PROBLEM

Microsoft wants to enter the original video content market by creating a new movie studio.

However, they lack experience in movie production.

Your task is to analyze current box office trends to identify the most successful types of films.

Based on your findings, you will provide actionable insights to guide Microsoft's movie production decisions.

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PROJECT OVERVIEW

: ANALYZING BOX OFFICE TRENDS FOR MICROSOFT'S NEW MOVIE STUDIO

Objective:

- Analyze current box office trends.
- Identify top-performing film types in terms of audience reception and financial success.
- Guide decision-making for film production at Microsoft's new movie studio.

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Data was derived from:

<https://www.imdb.com/> for analyzing run time and genres

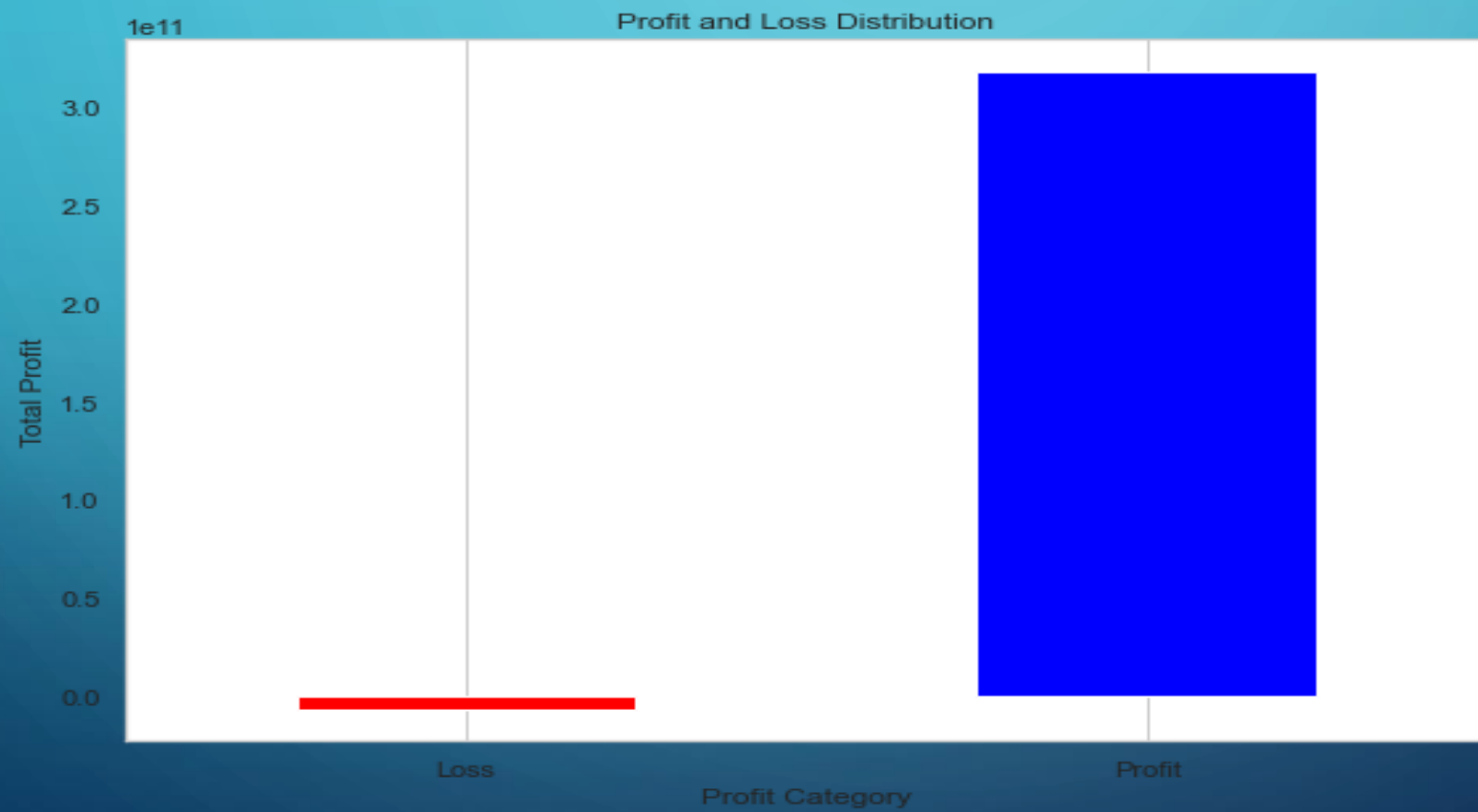
<https://www.the-numbers.com/> for analyzing budgets and profitability

LEAD QUESTIONS

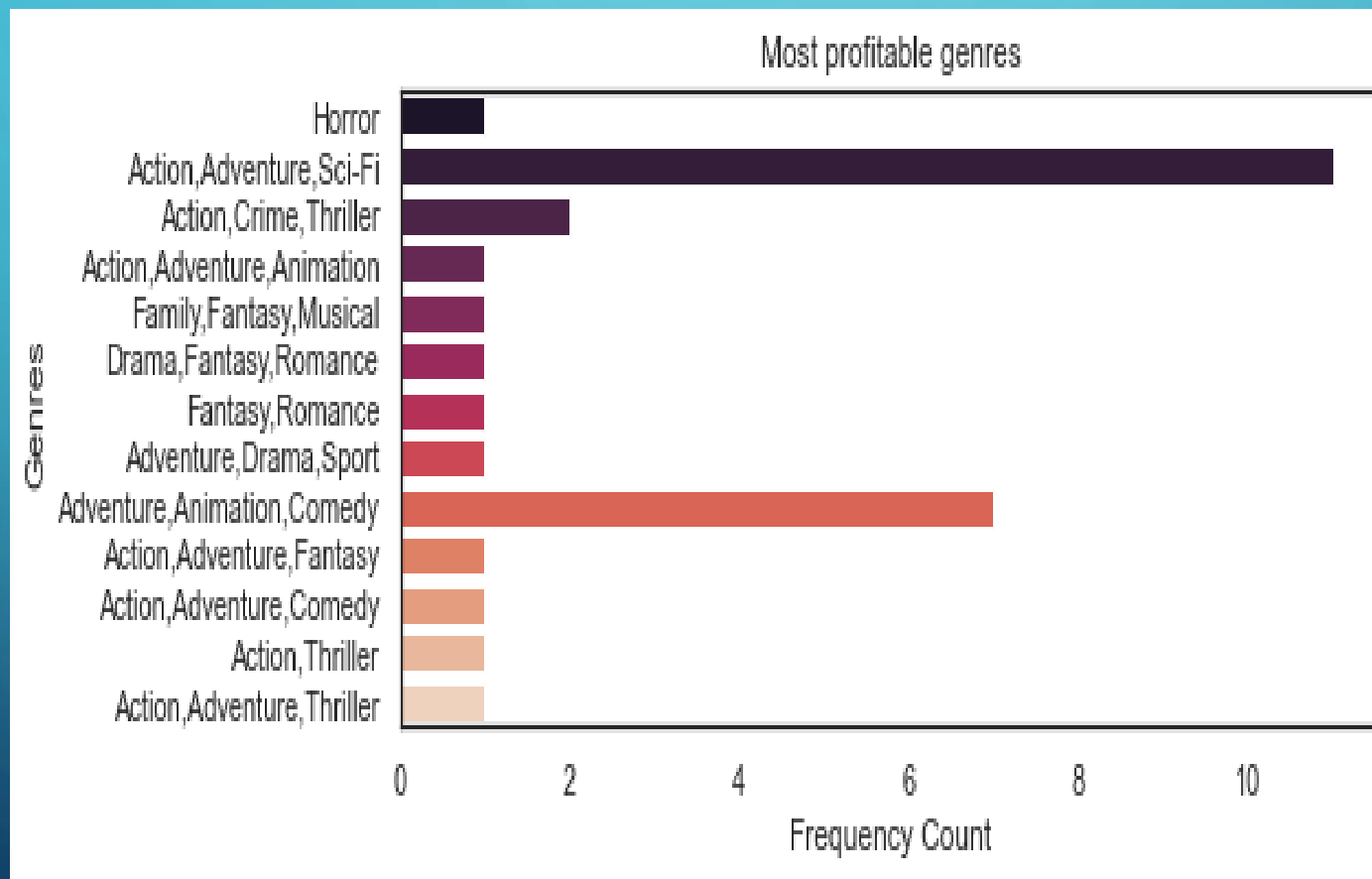
Questions to answer are:

- What are the profit and loss margins?
- Which is the best rated genre; most profitable genre, genre with highest ratings?
- What is the correlation production budget and profitability?
- What is the correlation between runtime and production budget?

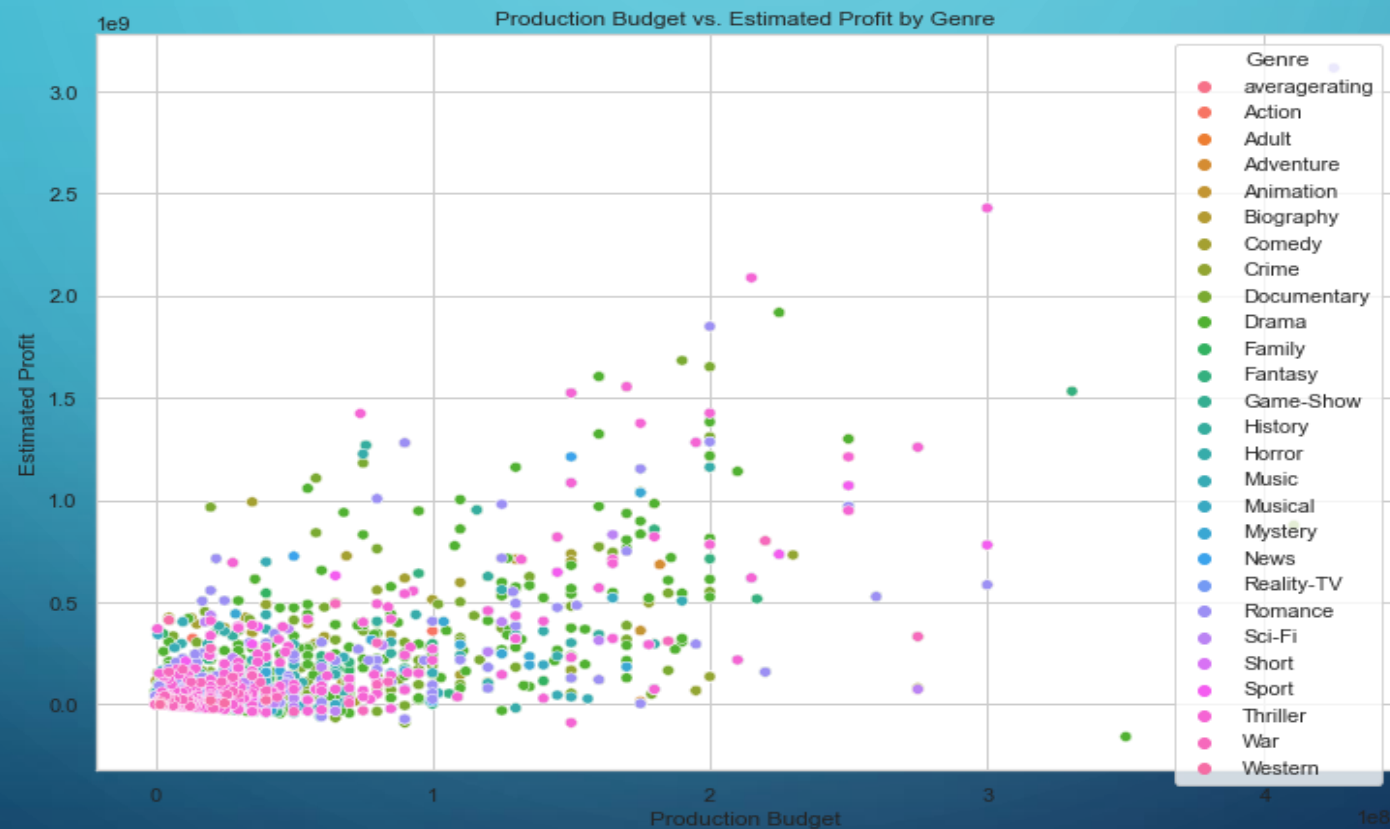
PROFITABILITY DISTRIBUTION



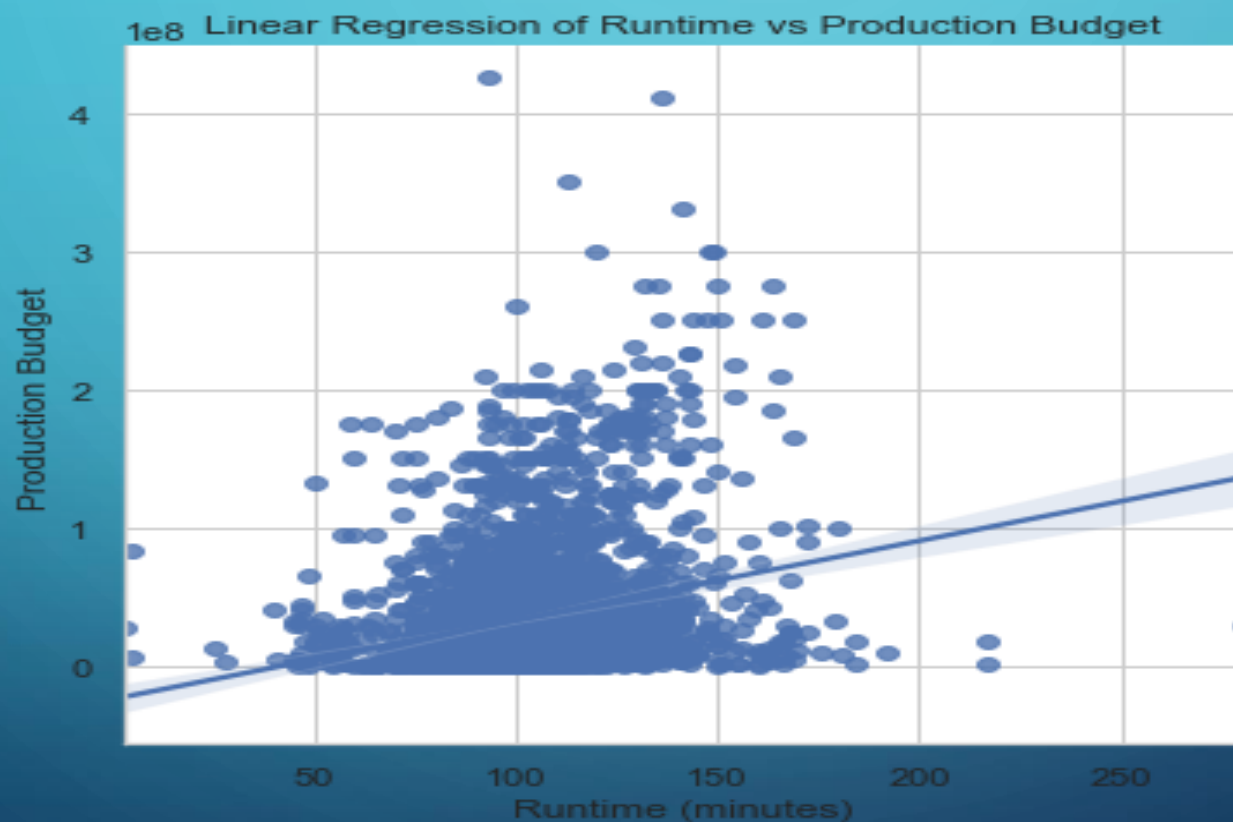
MOST PROFITABLE GENRE: ACTION, ADVENTURE, SCI-FI



PRODUCTION BUDGET AND ESTIMATED PROFIT ANALYSIS



CORRELATION ANALYSIS OF RUNTIME AND PRODUCTION BUDGET:WEAK POSITIVE CORRELATION BETWEEN RUNTIME AND PRODUCTION BUDGET.



RECCOMENDATIONS

- 1. Microsoft studios can choose to produce either Drama or Action, Adventure, Sci-Fi.
- 2. Microsoft should leverage on its already existing presence and budget to procure good show writers. A well-written script with strong execution can lead to success even with a lower budget. Invest in script development and focus on high-concept stories with broad appeal.