



MICROSOFT NEW MOVIE STUDIO INSIGHTS

Welcome to the presentation on
Microsoft's venture into the movie
industry.

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OVERVIEW

01

Business Problem

02

Business
Understanding

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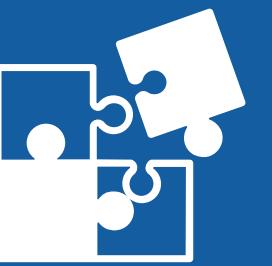
Conclusion

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BUSINESS PROBLEM

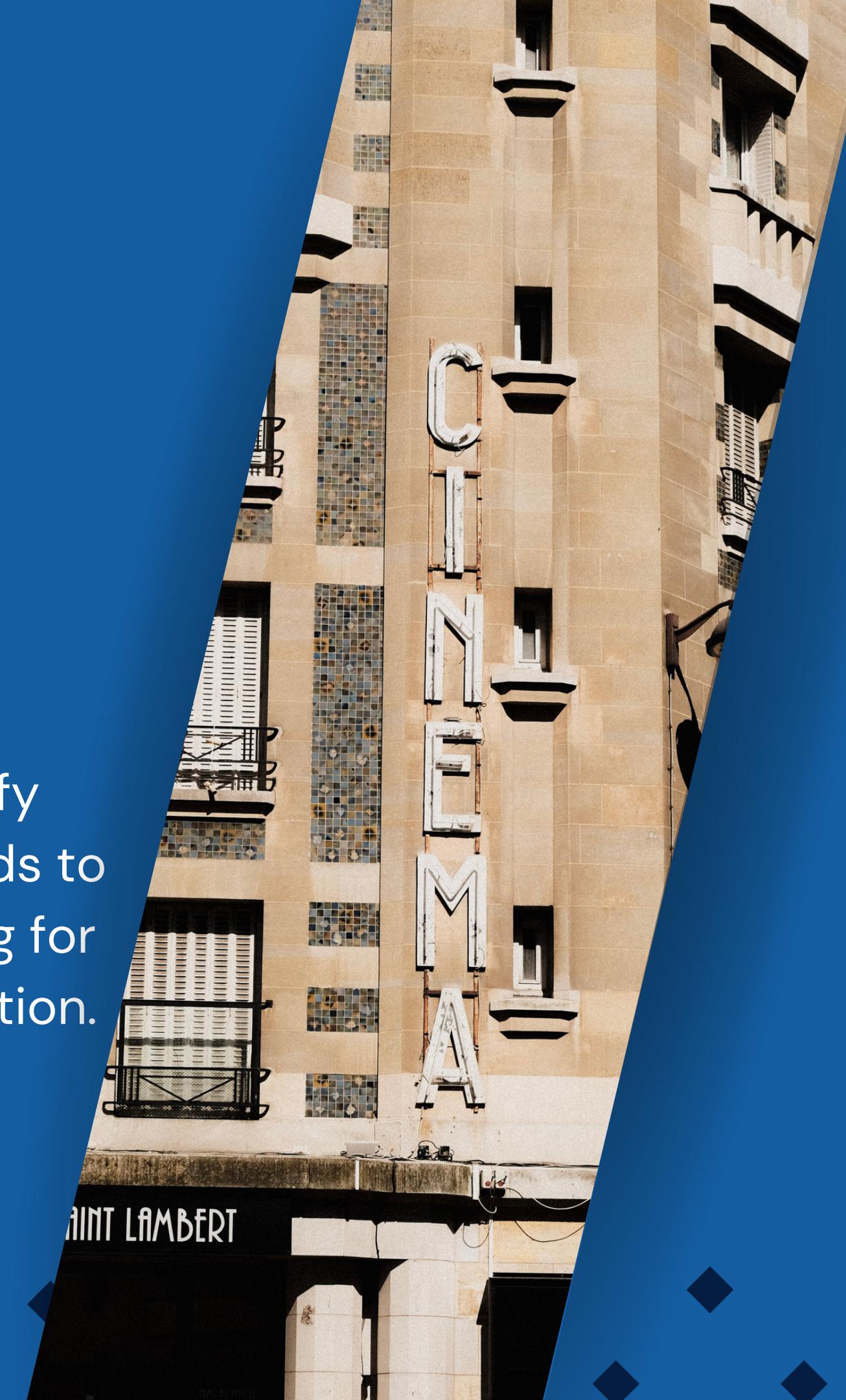


Microsoft aims to break into the movie industry but lacks expertise in film production.



BUSINESS PLAN

Our goal is to identify successful movie trends to guide decision-making for the new studio's direction.



BUSINESS UNDERSTANDING

Our analysis aims to answer critical questions:

- 01** Which genres attract the most audience engagement?
- 02** Does movie runtime affect viewer ratings?
- 03** How does language impact movie popularity?
- 04** What's the performance difference between international and domestic markets?





DATA UNDERSTANDING

To comprehend Box Office performance and industry trends, we collected and analyzed data encompassing:

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- Movie genres
 - Ratings
 - Budgets
 - Popularity metrics
 - Domestic and foreign gross income
 - Runtime
 - Release dates
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THESE DATASETS WERE SOURCED FROM:

- Box Office Mojo
- The Movie Database (TMDB)
- IMDb
- The Numbers



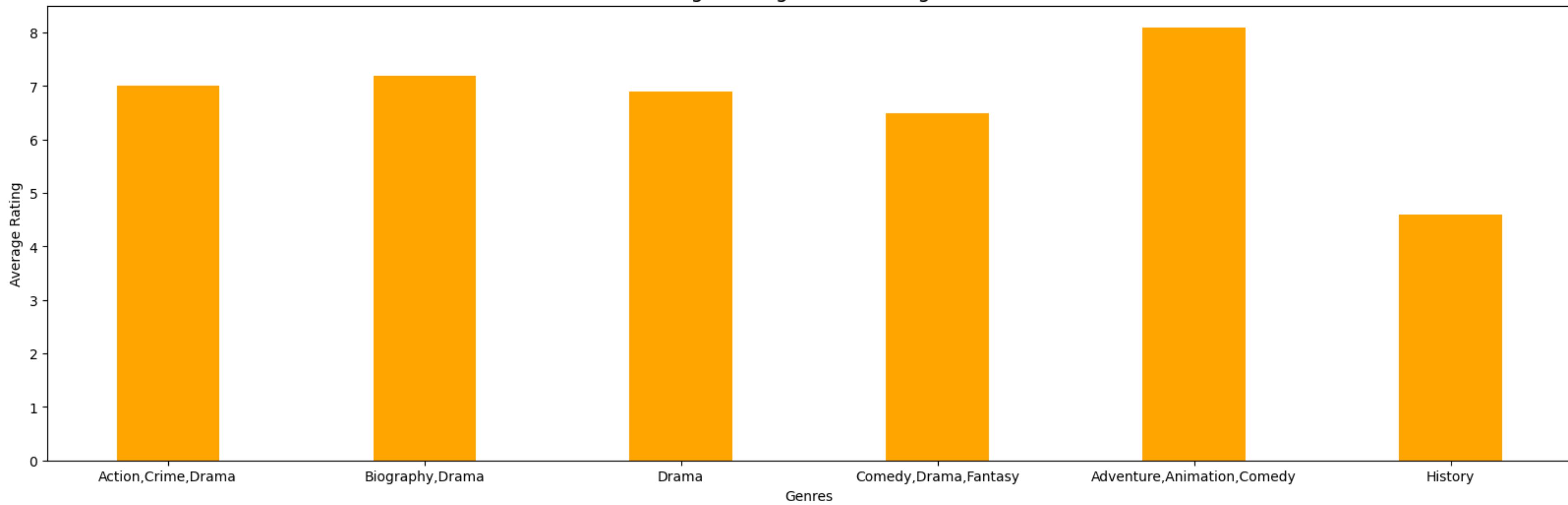
DATA ANALYSIS - 1

The bar graph in Visual 1 showcases audience genre preferences at the Box Office. Notably, Adventure, Animation, and Comedy genres exhibit high viewership, while History appears to have lower engagement.



visual 1

Average Rating of Different genres



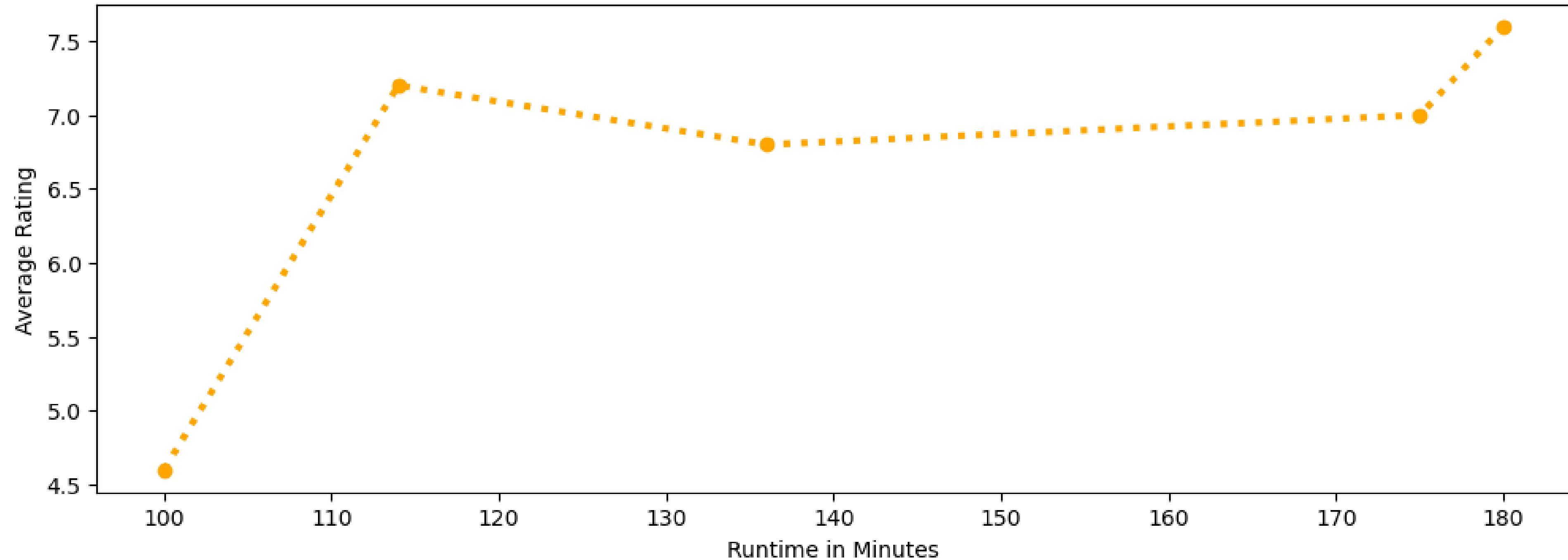
DATA ANALYSIS - 2

The line graph in visual 2 (next slide) illustrates the relationship between movie runtime and viewer ratings. Longer runtimes tend to correlate with higher ratings, indicating audience preference for extended storytelling.



Visual 2

Average Rating Against Runtime in Minutes



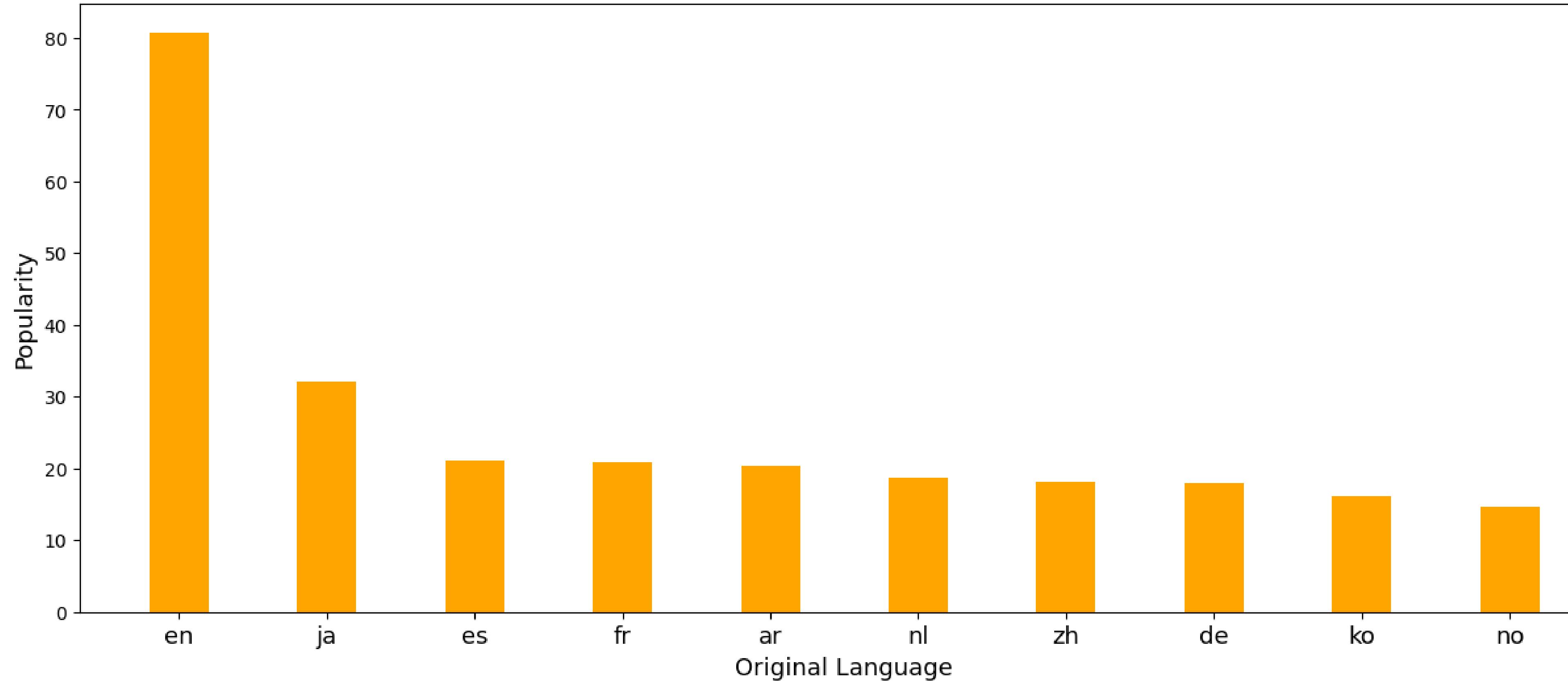
DATA ANALYSIS - 3

The graph in the next slide highlights movie popularity based on language. Films in English ("en") demonstrate greater popularity, suggesting a wider international audience reach compared to other languages.



Visual 3

Popularity of different original languages of movies



CONCLUSION



Observation 1

Adventure, Animation, and Comedy genres attract broad audiences, while History shows limited appeal.



Observation 2

Longer movie runtimes correlate with higher viewer ratings, indicating stronger engagement.

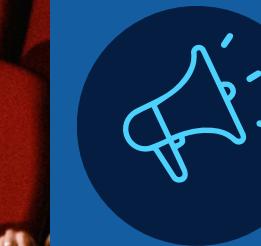


Observation 3

English-language films have higher popularity, likely due to their broader international accessibility.



RECOMMENDATIONS



Genre

Prioritize Adventure, Animation, and Comedy genres due to their widespread appeal.



Runtimes

Emphasize longer runtimes for deeper storytelling and enhanced audience engagement.



Language

Focus on producing films in English to reach a larger international audience.



Thank's For Watching

Connect with us.



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