

# Microsoft Movie Analysis

Breaking into Film Production

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# Summary

Descriptive analysis of film industry data to make informed decisions about the direction of Microsoft's new studio:

Aid in selecting a brand.

Mirroring successful competition.

Partnering with success.



# Outline

- Business Problem
- Data
- Results
- Analysis
- Conclusions

# Business Problem

What has been successful?

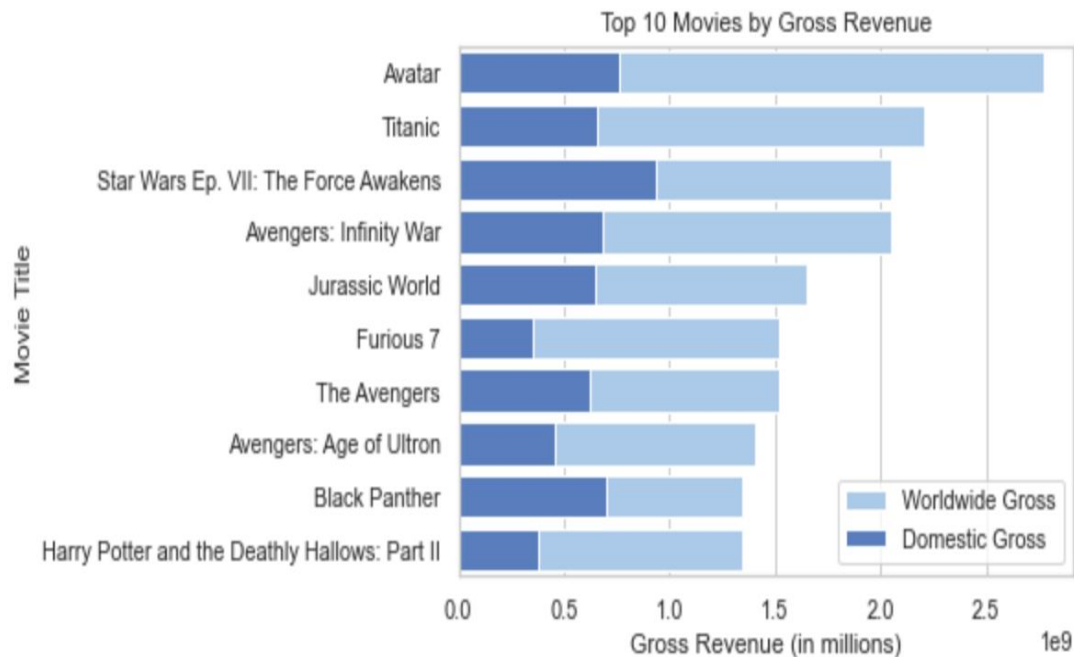
Who are we?

How can we emulate previous success?

# Data

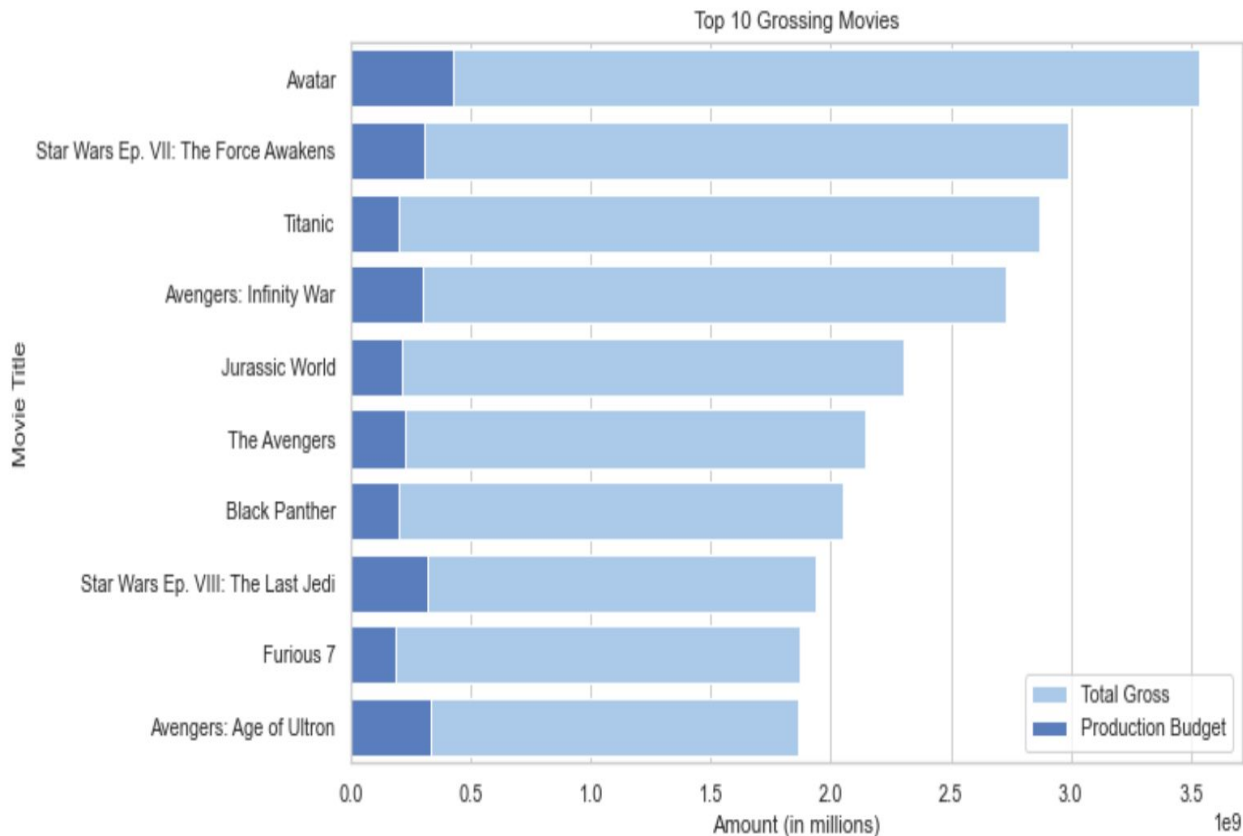
Gross data for top grossing films.

Includes international and domestic success.



# Results

Top films spent a lot  
but made a lot more.



# Analysis

Top movies are action/adventure.

Franchise partners.

Directors.

# Conclusions

Leverage existing strengths.

Create clear compelling brand.

Be patient and persistent.





# Thank You!

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