MICROSOFT MOVIE STUDIO

KENNEDY JUMA

BACKGROUND

- Microsoft, a multinational technology company based in Redmond, Washington, was founded in 1975 by Bill Gates and Paul Allen. Known primarily for its software products like Windows and Microsoft Office, the company has always focused on innovation and staying ahead of the curve.

- With the rise of original video content from companies like Netflix, Amazon, and Apple, Microsoft is now looking to get in on the action by creating a new movie studio. To ensure the success of this new venture, Microsoft is analyzing current box office trends to identify the types of films that are performing well and make informed decisions about the types of films to create that will resonate with audiences and drive revenue.
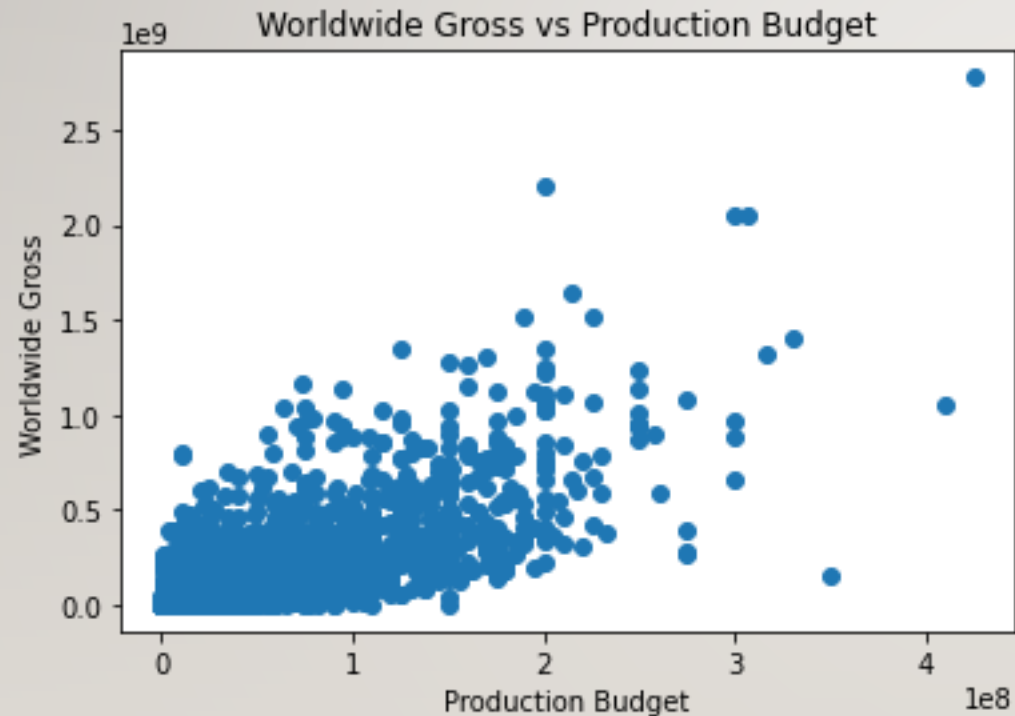
DATA EXPLORATION

- In order to make informed decisions about the types of films to create, Microsoft's new movie studio needs to start by exploring relevant data. This means looking at box office trends, analyzing movie genres and sub-genres, identifying successful actors and directors, and understanding audience demographics.

- By examining this data, the studio can gain valuable insights into what types of films are currently resonating with audiences and driving revenue. This will allow them to make more strategic decisions about the types of movies they should produce

BUSINESS QUESTIONS

- What are the most successful movie studios in the industry, and how do they achieve success?

- How does the budget of a movie affect its performance at the box office?

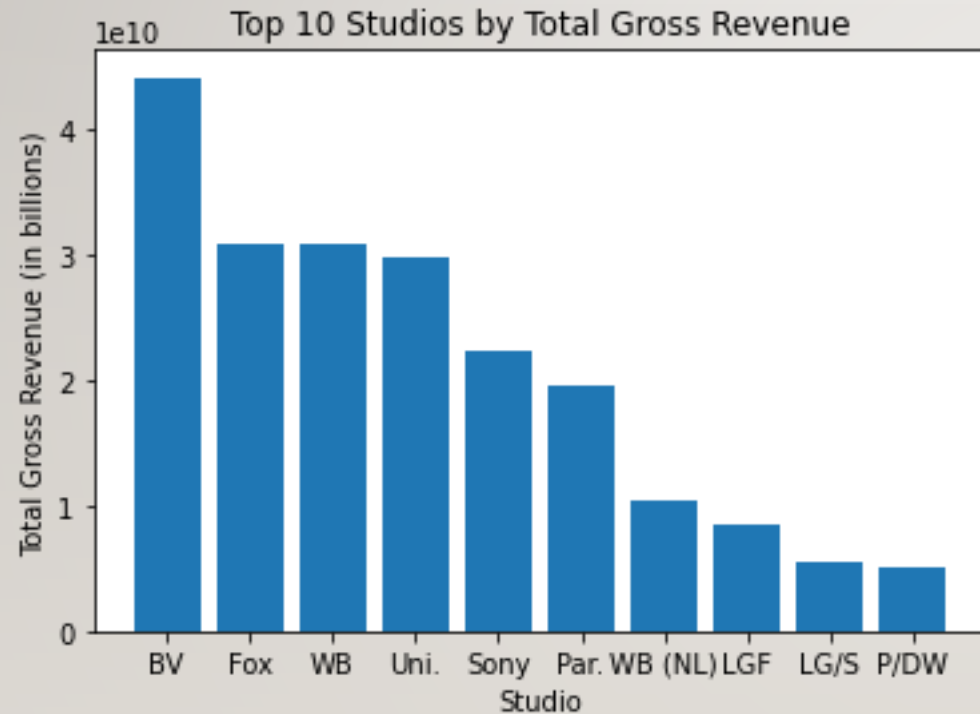- What studios produces the movies with the highest total grossing movies?

WORLDWIDE GROSS VS PRODUCTION BUDGET

A correlation coefficient of 0.75 suggests a strong positive linear relationship between the production budget and worldwide gross of movies.
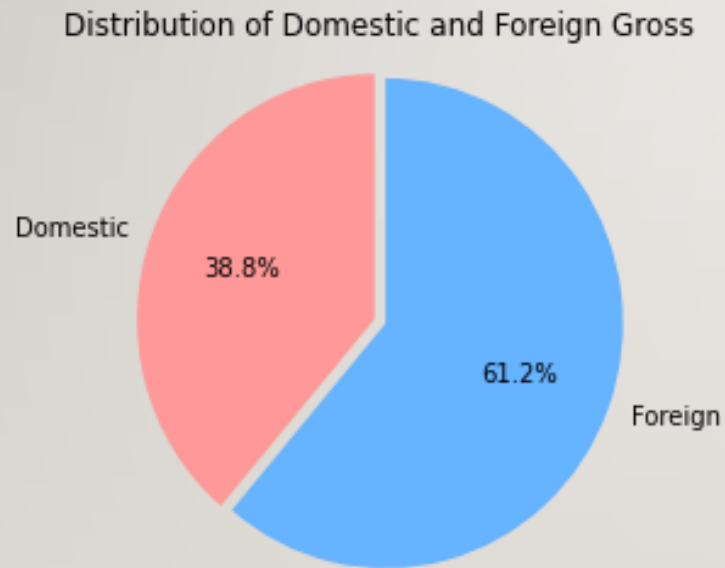
This means that as the production budget of a movie increases, its worldwide gross tends to increase as well.
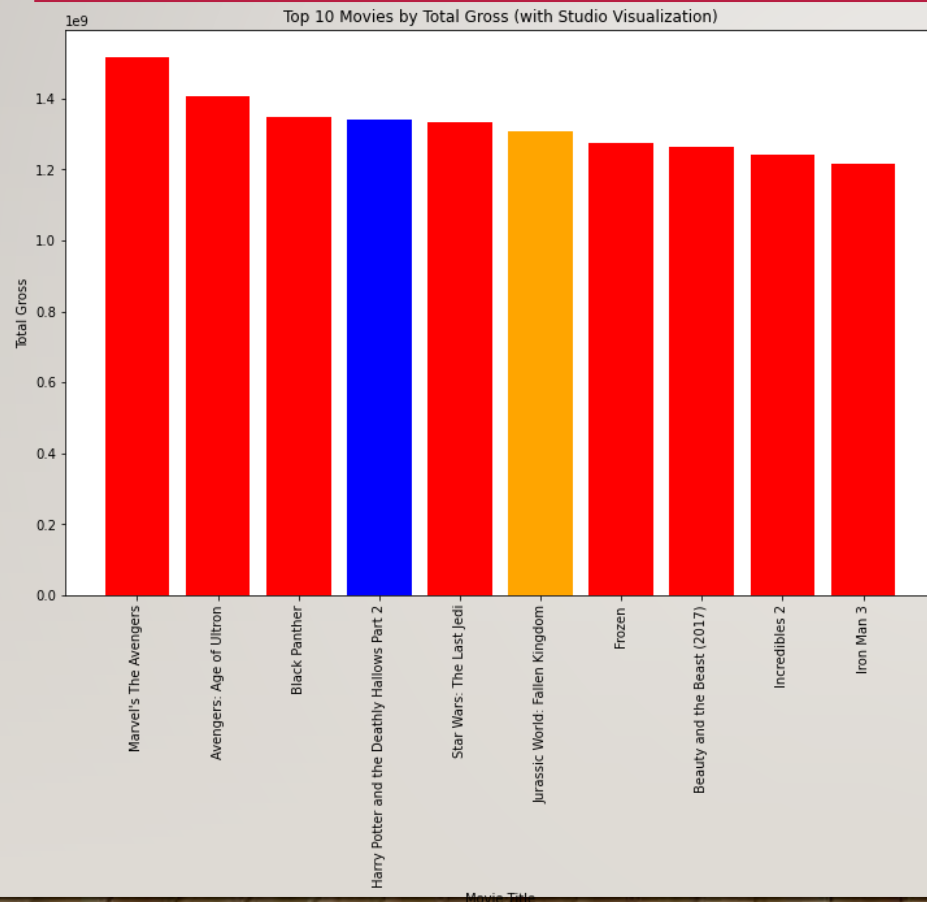
TOP 10 STUDIOS BY TOTAL GROSS REVENUE

The data shows the top 10 studios by Total gross revenue and BV leads followed by Fox and WB

DISTRIBUTION OF DOMESTIC AND FOREIGN GROSS

Distribution of Domestic and Foreign Gross

The movies had higher foreign gross than domestic gross

TOP 10 MOVIES BY TOTAL GROSS WITH STUDIO VISUALIZATION

Top 10 Movies by Total Gross (with Studio Visualization)

BV: red
WB: blue
LGF: yellow
The data shows that BV dominated with the most movies in top 10 with the highest total gross

BUSINESS RECOMENDATIONS

- Focus on creating blockbuster movies: The top 10 studios by total gross revenue are all major players in the film industry, producing high-budget movies with big-name actors and directors. Microsoft's new movie studio should focus on creating blockbuster movies with broad appeal, rather than niche or art-house films.

- Partner with established studios: Creating successful movies requires expertise and resources that Microsoft's new movie studio may not have on their own. They should consider partnering with established studios, such as the top studios by total gross revenue listed above, to leverage their expertise and resources.

- Foreign gross revenue is more than domestic gross revenue: The pie chart shows that foreign gross revenue accounts for a larger proportion of total revenue than domestic gross revenue

BUSINESS RECOMENDATIONS

- There is still significant revenue to be gained domestically: While foreign revenue is more than domestic revenue, it is important to note that domestic revenue still accounts for a significant proportion of total revenue. Thus, Microsoft's new movie studio should not neglect the domestic market and should focus on creating movies that can appeal to both domestic and international audiences.

- Different markets may require different strategies: Since foreign gross revenue accounts for a larger proportion of total revenue, Microsoft's new movie studio may want to consider tailoring their marketing and distribution strategies to better target international audiences. However, this will depend on the specific regions they are targeting and the types of movies they are creating.