



MAKING MOVIES AT MICROSOFT

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PROBLEM STATEMENT

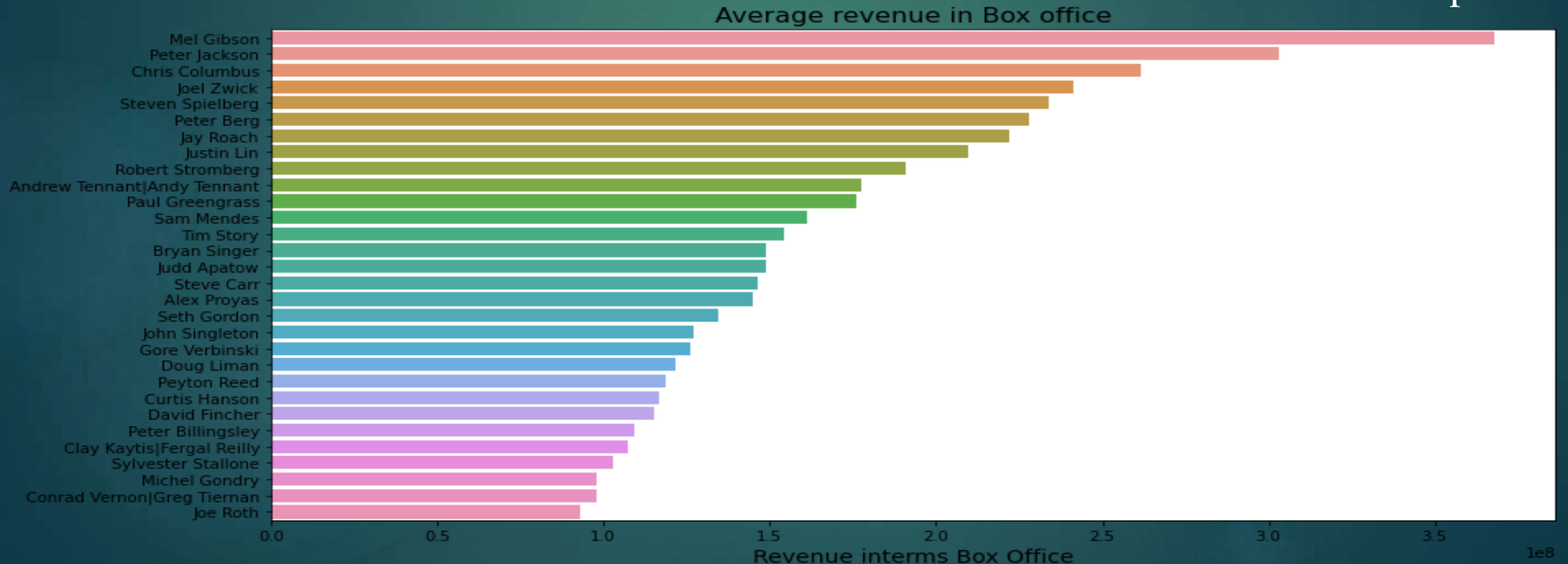
- ▶ Many medias across the globe such as Apple TV, Amazon have came up in the movie industry and producing movie content.
- ▶ Microsoft have decided to create a new movies studio and they have no idea anything about creating movies.
- ▶ The task is to collect, clean and movie data from different sources such as Box offices,IMDB so that we can provide recommendation and insight the Head of Microsoft's new movie studio to set up a successful and profitable movie studio.

METHODOLOGY

- ▶ We provided with data set to analyze and come with insight and recommendation to Microsoft in order to make them to set up a successful movie studio.
- ▶ I came up with the following arguments:
- ▶ What impact Directors have on the sale of movies in terms of Box Office?
- ▶ What are the most profitable movies and how much should one invest in movies?
- ▶ Which genres are most productive at the movie industry?
- ▶ Which are the most successful studios in the movie industry?

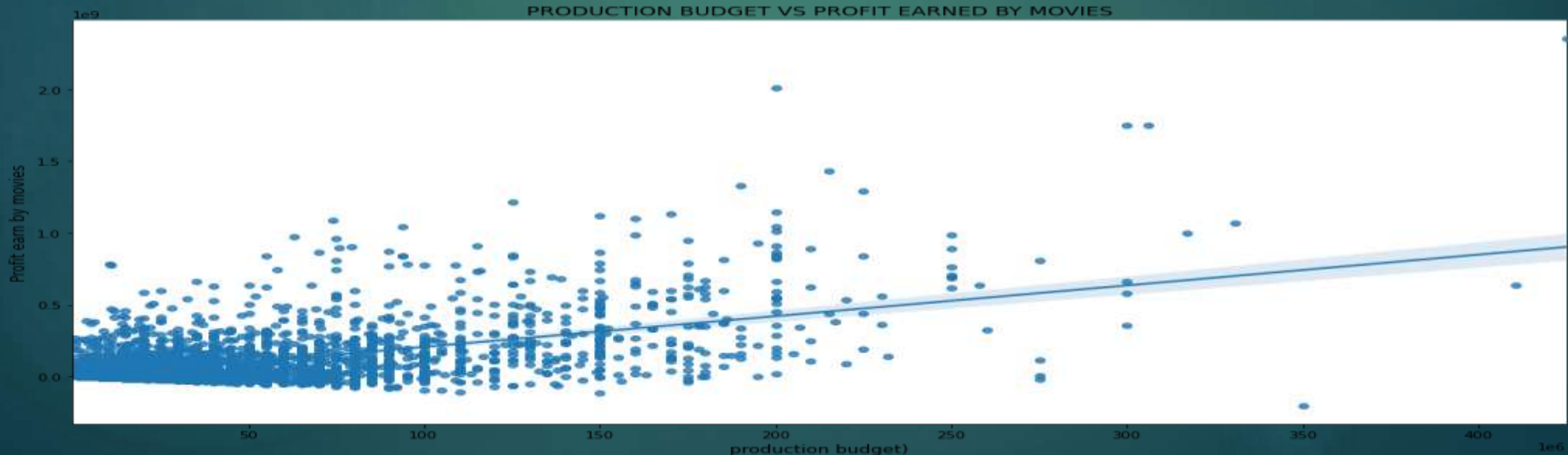
RECOMENDATION1:

- In my analysis based on the Directors contribute immensely on the sales of movie in terms of the box office .I have analyzed the most top 30 Directors based on the total sales of movies (box office).I recommend that Microsoft should higher most experienced and successful directors which contribute the success of movies in terms of sales and profit.



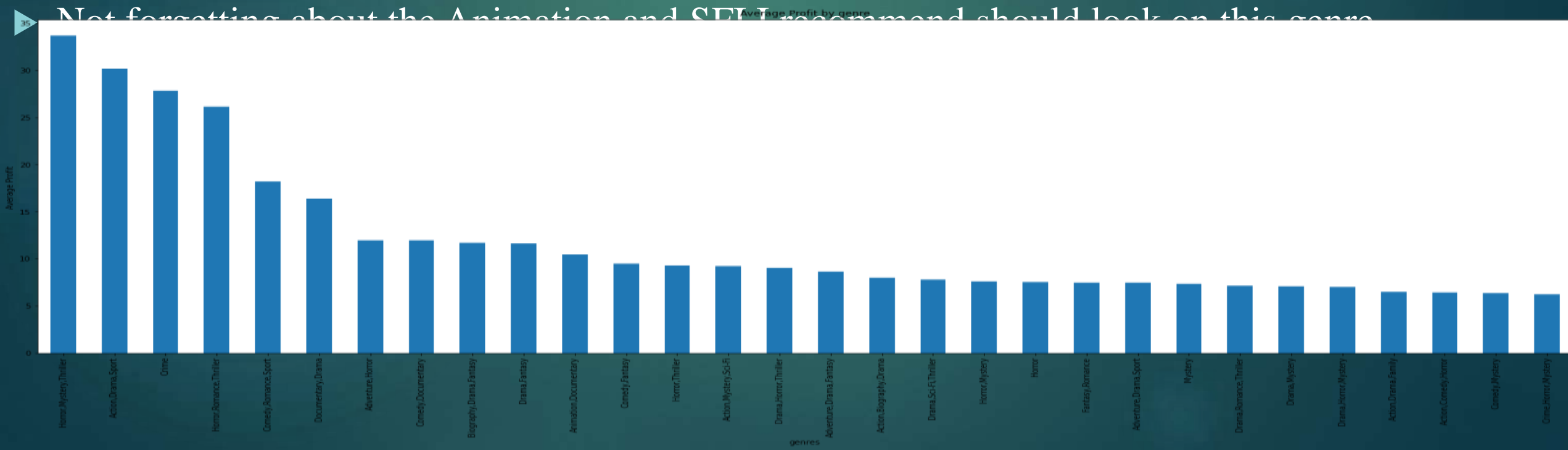
RECOMMENDATION2:

- ▶ From my analysis Avatar, Titanic, Star wars are the most successful movies based on their net profit. I recommend that Microsoft should allocate 50% production budget of the mean of the most successful movies in terms of the profit in order to make the Microsoft to be more competitive.
- ▶ In the analysis based on the scatter plot the more you allocate money in production budget the high chance to earn more profit. But with cautious to avoid over spend which will intern lead losses.I recommend that Microsoft should allocate not less than 70 million dollars based on the median of the production budget of movies.



RECOMMENDATION:

- ▶ In this analysis we have had look at the most productive and profitable genres in movies. First I recommend that Microsoft should allocate budget to all genres because have potential to generate more incomes.
- ▶ I recommend to Microsoft to focus on Horror,crime,Action,comedy and thriller because they have high net profits.

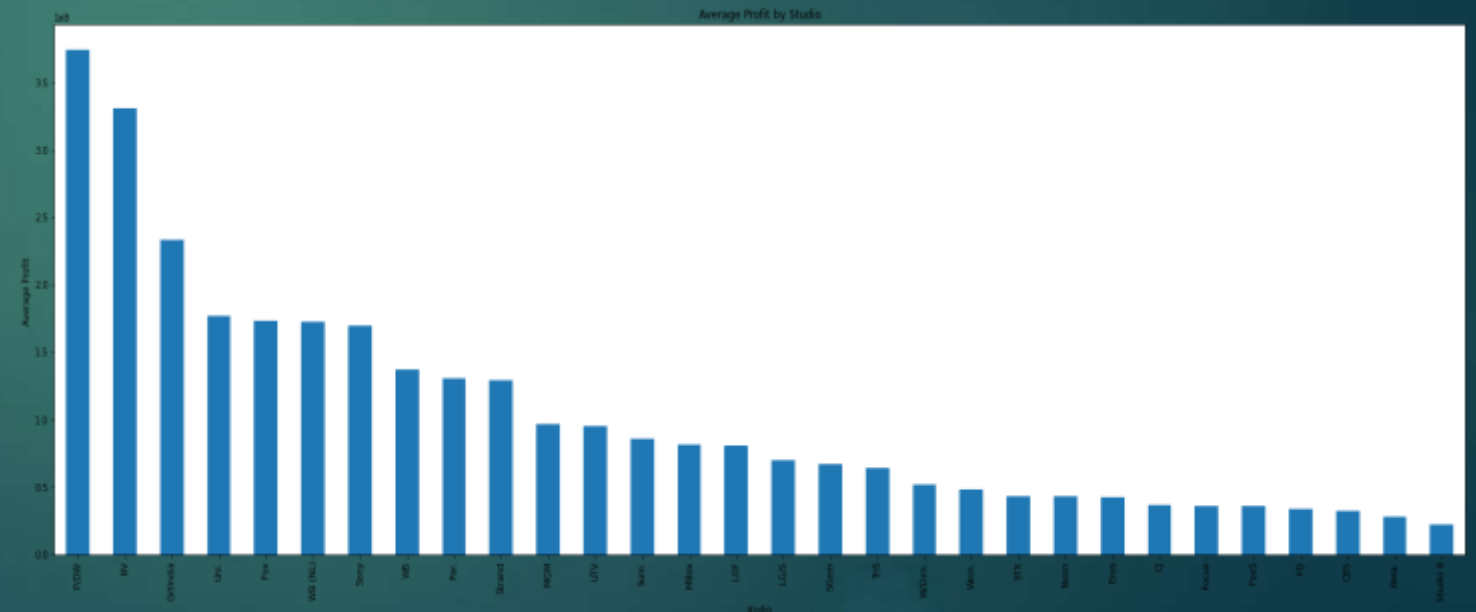
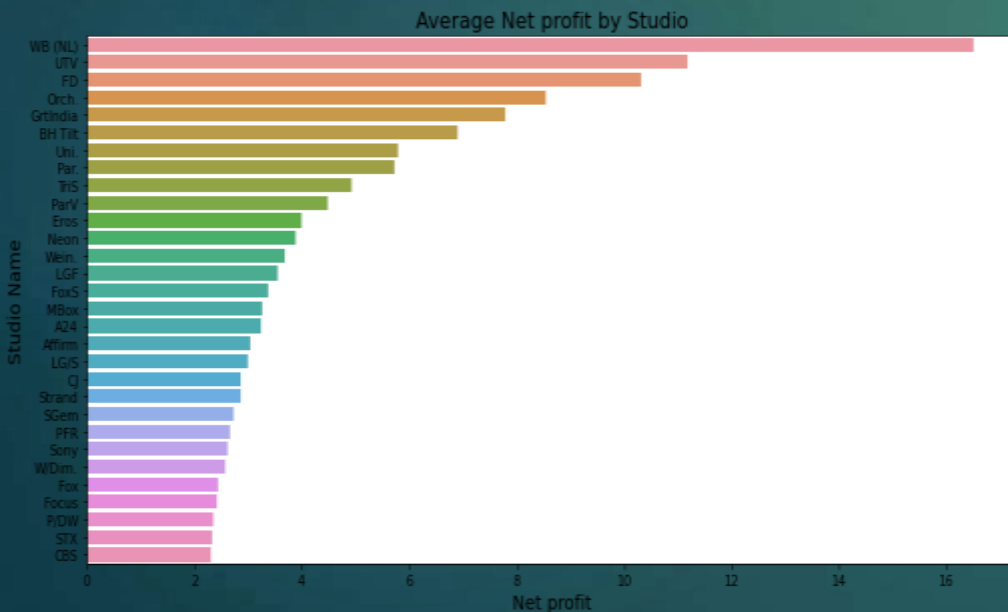


RECOMMENDATION4:

Based on the analysis have looked at the most successful studios in terms of their net profit.

For Microsoft to be among the best 30 studio I recommend that they should emulate the best practices equivalent top 10 movies studio.

From the analysis of net profits Warner bross have higher much net profit compared to other studios.



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THANK YOU!