

# CREATION OF MICROSOFT MOVIE STUDIO



By: Kinoti



# Background

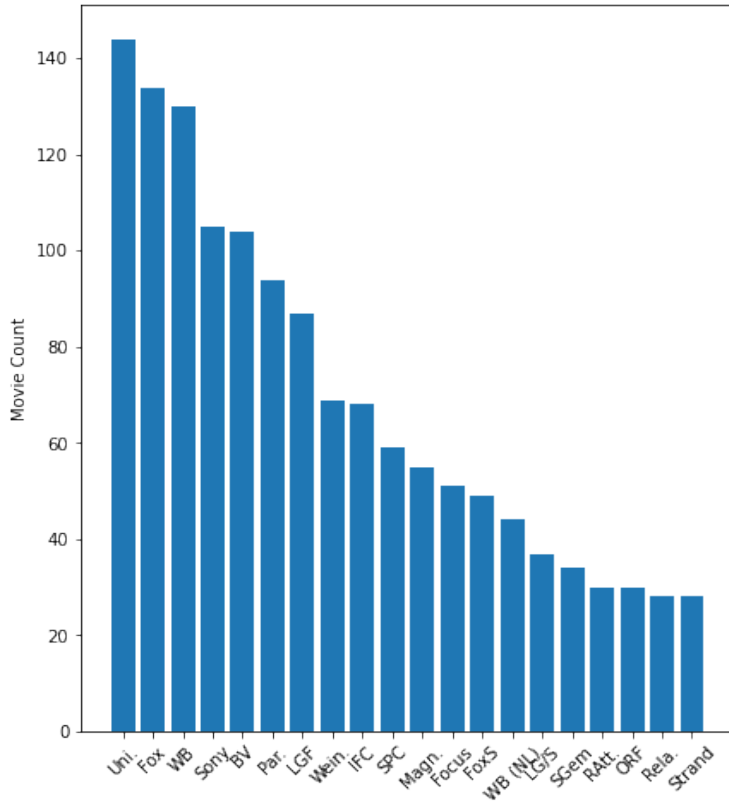
- Microsoft company is intending to venture into a new product-line- movie production.
- Through data analysis of the leading movie studios globally, we can get some insights on the best approach to be taken.

# Data Exploration

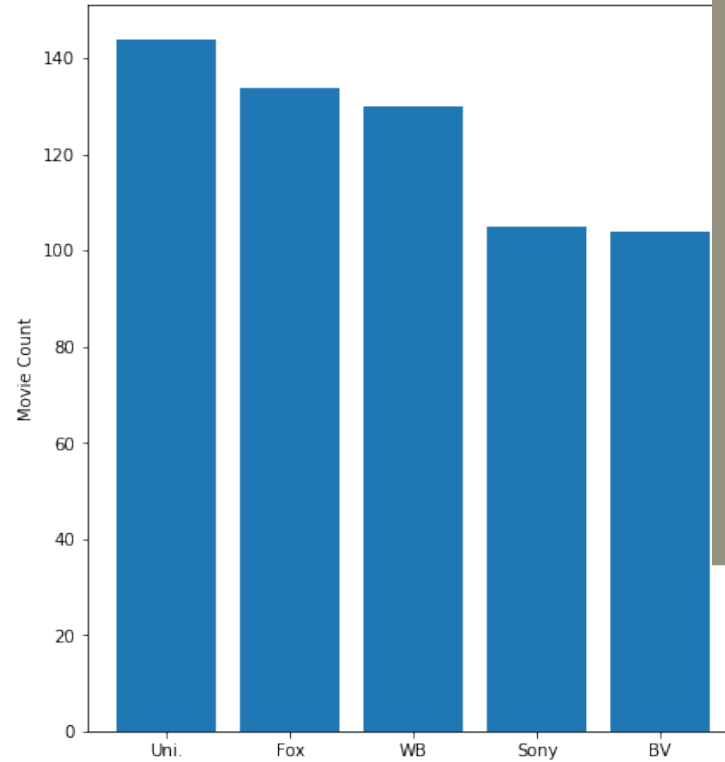
- Datasets obtained from studios
  - IMDB
  - The Numbers
  - Box Office Mojo
  - The MovieDB
  - Rotten Tomatoes

# Studio Movie Count

Distribution of top 20 movie studios

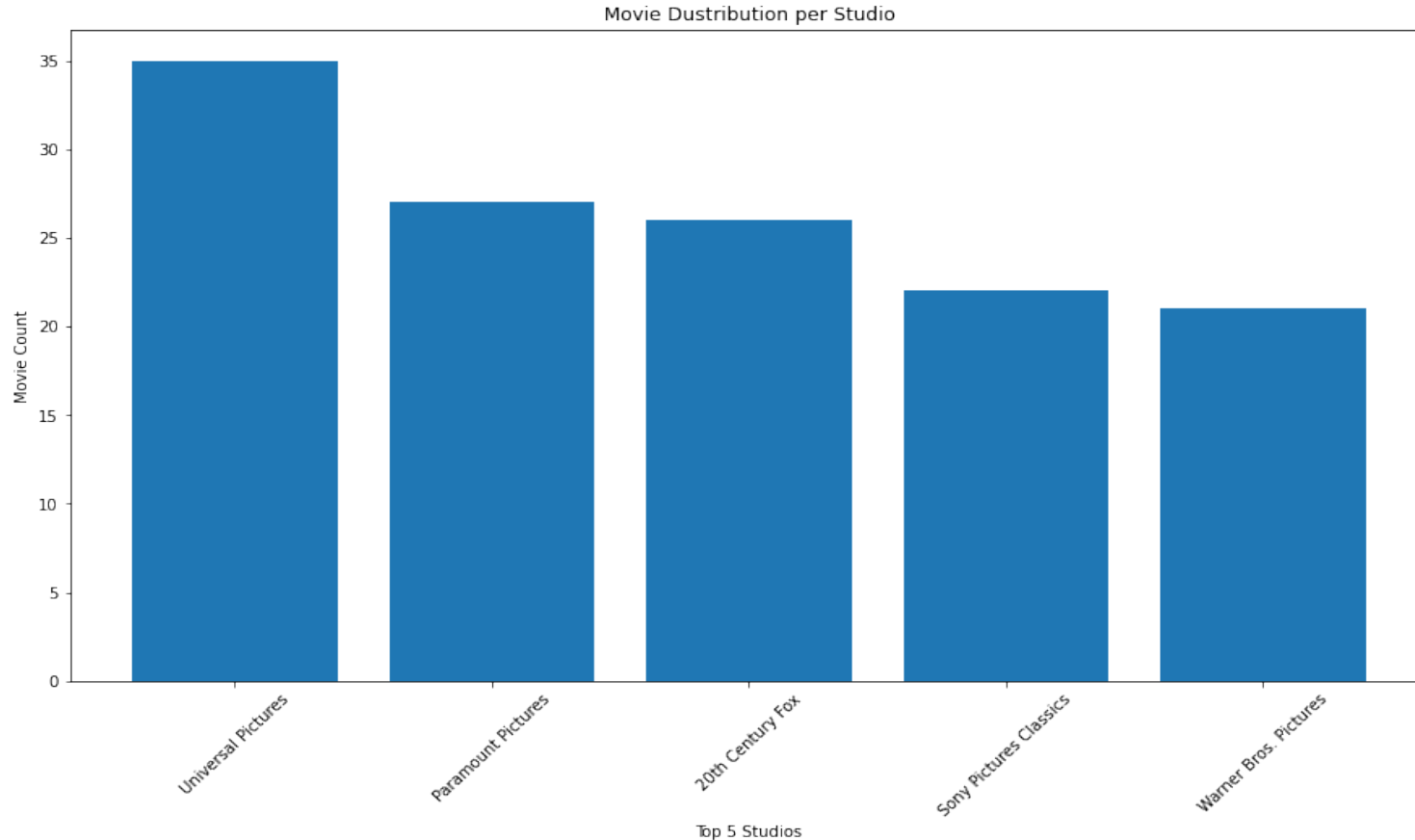


Top 5 movie studio



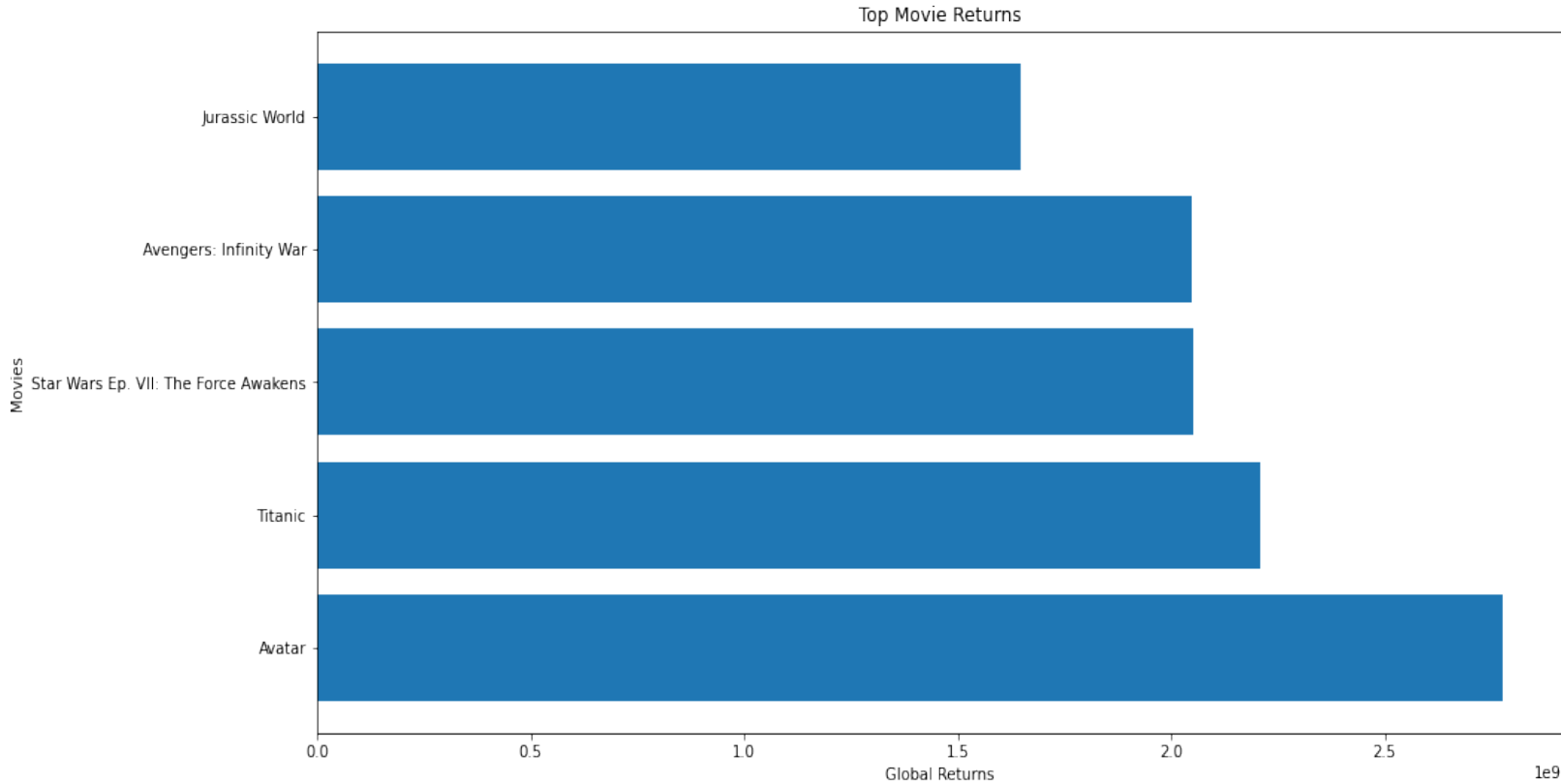
- Data from Box Office Mojo
- Uni. Studio has the most movie productions with around 140 movies produced

# Movie Count



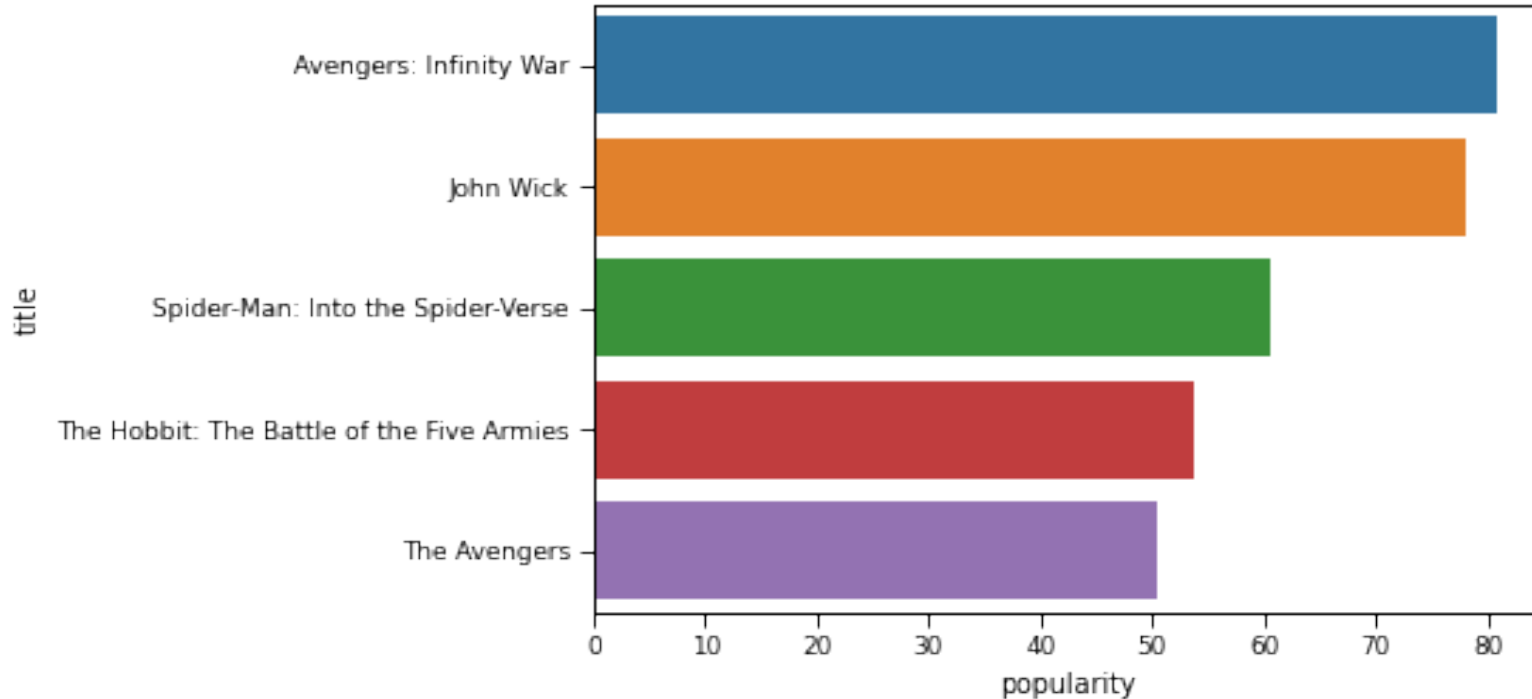
- Data from Box Office
- Universal Pictures (Uni.) still has the most movie production with around 35 movies.

# Global Returns Per Movie



- Avatar leading in global returns of more than \$27 billion followed by Titanic with \$22 billion.

# Movie Popularity



- Avengers: Infinity War, is the most popular movie globally with over 80% popularity.

# Recommendations

- Following the results above, Microsoft should:
  - Create a studio with the capabilities of Universal Pictures studio, having maximum production potential.
  - Venture into movie genres with high returns like Avatar and Titanic, and high popularity like Avengers: Infinity War. These genres are:
    - Action/ Sci-fi
    - Romance/ Drama



A movie poster for the film 'Titanic'. The top half features a close-up of Leonardo DiCaprio and Kate Winslet in period clothing, looking at each other. The bottom half shows the Titanic ship sailing on the ocean. A grey rectangular box with the text 'Thank You' is overlaid on the middle of the poster.

Thank You

LEONARDO  
DICAPRIO

ESCRITO E DIRIGIDO POR  
JAMES CAMERON

KATE  
WINSLET

# TITANIC

VIVA ESSA GRANDE EXPERIÊNCIA EM 3D.