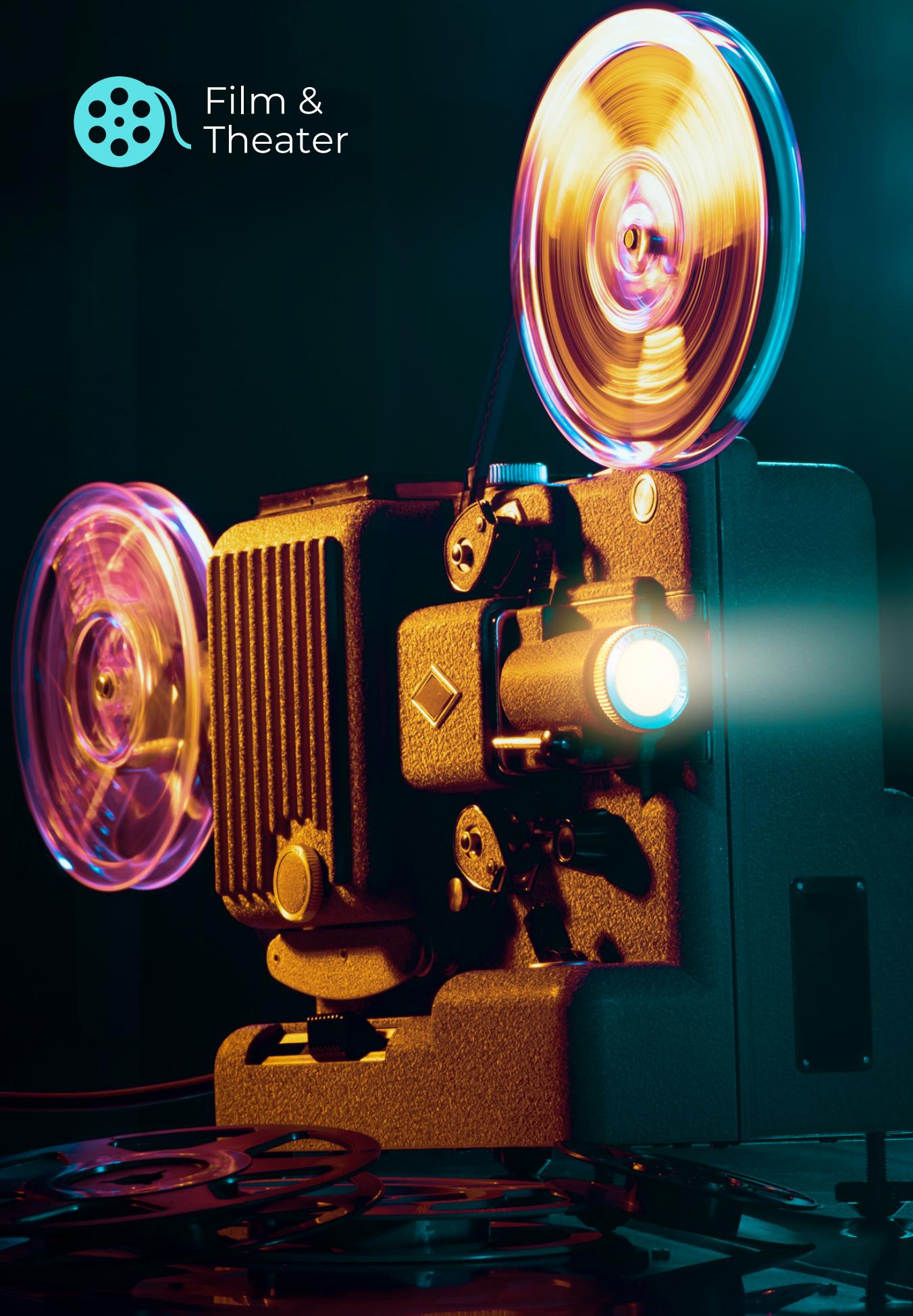




Film &  
Theater



Film

# MICROSOFT FILM AND MOVIE

Start Page



FILM



# OVERVIEW

Microsoft is entering the film industry and aims to understand the current landscape through exploratory data analysis (EDA). The goal is to identify successful film types at the box office, providing practical insights for the development of a profitable and competitive film studio.



FILM



# BUSINESS UNDERSTANDING



MICROSOFT STUDIO

Microsoft is strategically entering the film industry, recognizing the need for a comprehensive understanding of the current movie landscape. The research aims to leverage Exploratory Data Analysis (EDA) techniques to discern the factors influencing box office success and identify lucrative film genres. The ultimate goal is to equip Microsoft with actionable insights, enabling the establishment of a profitable and competitive film studio.

FILM



# DATA UNDERSTANDING

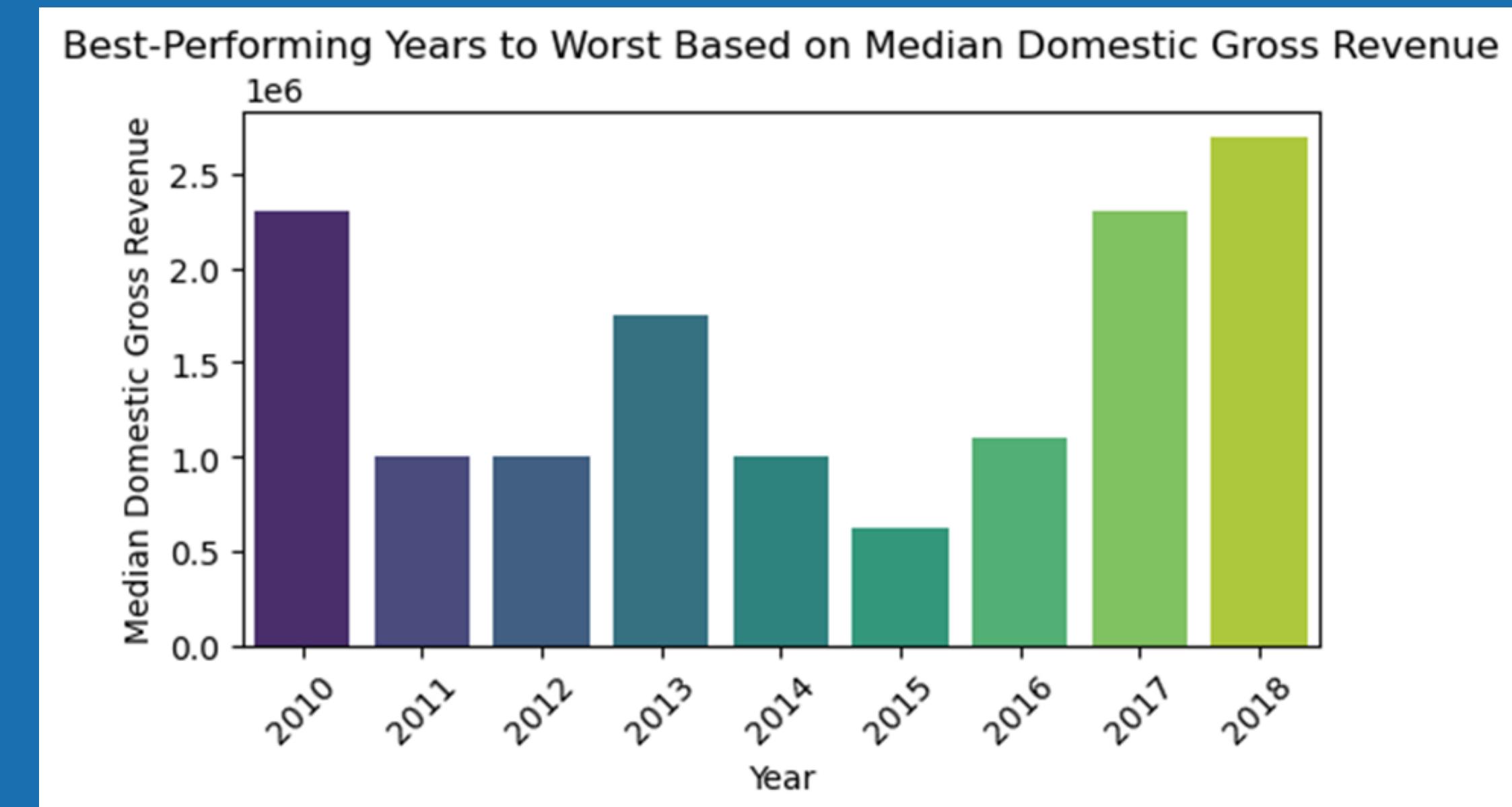


**The dataset provides valuable insights into the movie industry, emphasizing studio performance and box office revenue. Well-structured and complete, it enables exploration of key trends and correlations. This analysis supports Microsoft's foray into film, guiding decisions on release timing, studio success factors, and strategic opportunities.**

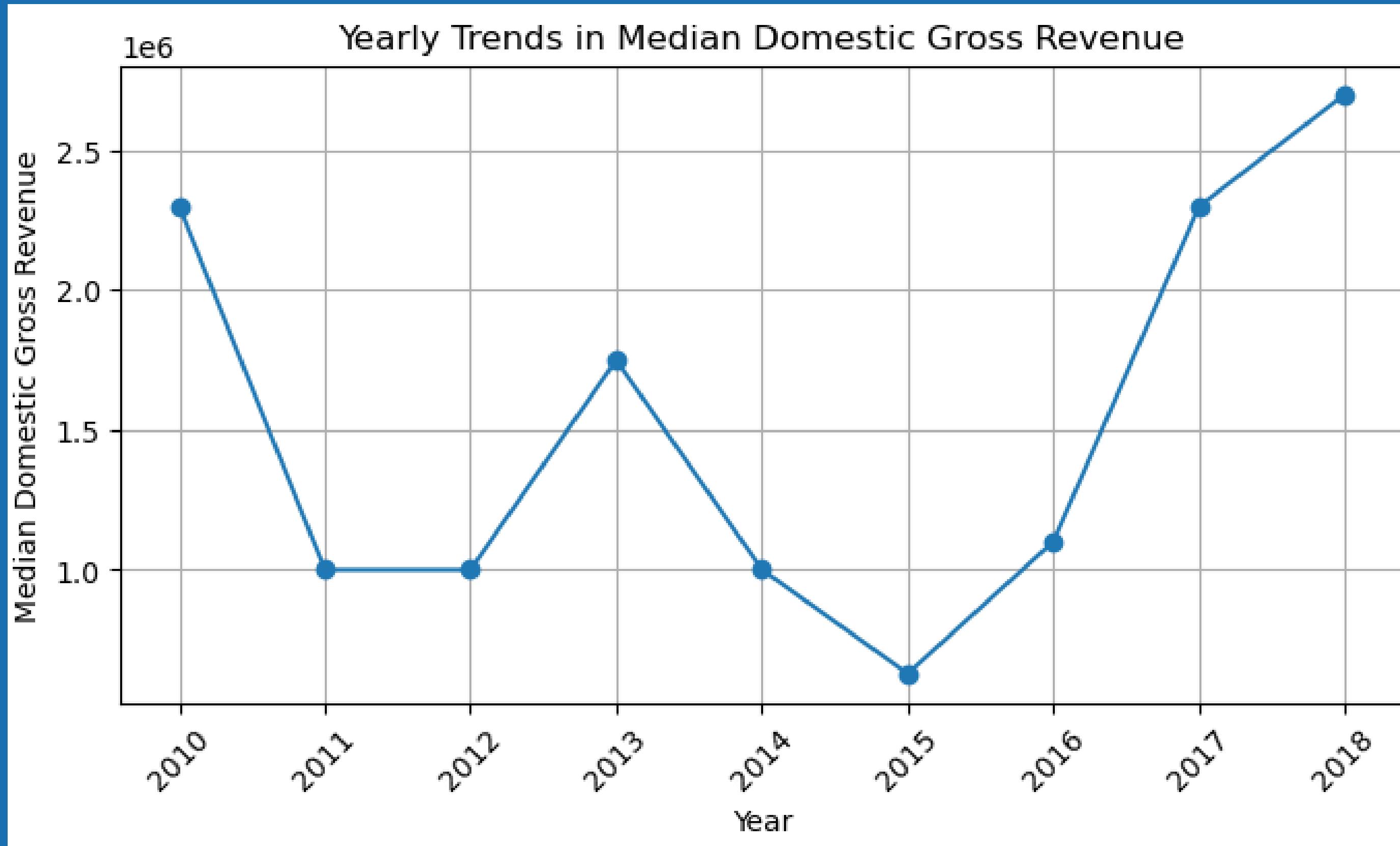
# BEST PERFORMING YEARS FOR FILM INDUSTRY

Across the years the data shows that there is increase in audience meaning growth in the film industry

With the growth also this indicates a resilient film industry that can withstand economic uncertainties



# YEARLY TRENDS IMPACT



Data shows how different genres of movies impact all over the years

# STUDIO SIZE AND THE SUCCESS

## TOP 3 STUDIOS

IFC : 166 MOVIES

Magn: 136

MOVIES

SPC: 123 MOVIES

43%

## THE MIDDLE

LGF: 94 MOVIES

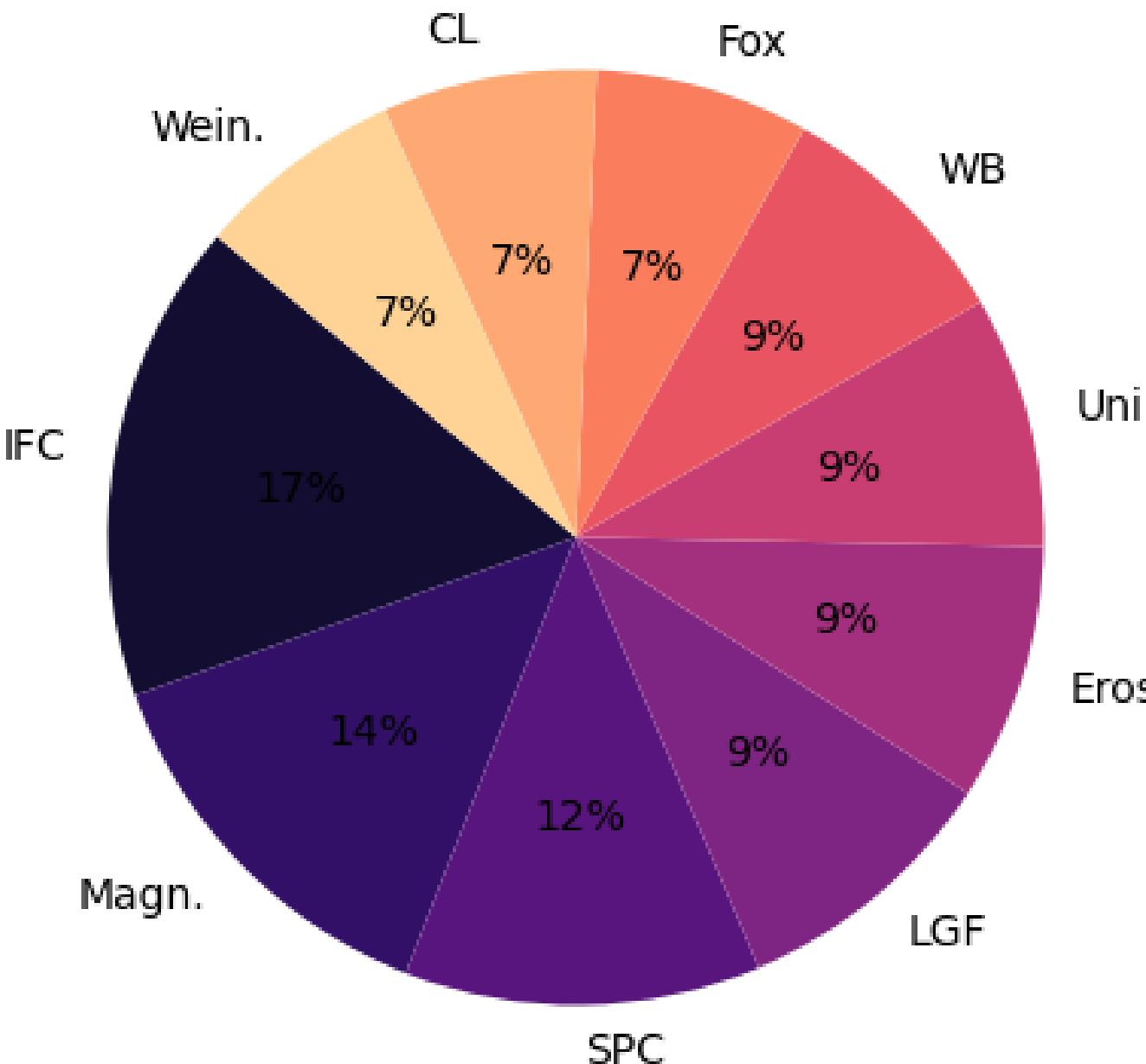
Eros : 89 MOVIES

Uni: 87 MOVIES

WB: 85 MOVIES

36%

Distribution of Movies among Top 10 Studios



## LAST THREE

FOX:74 MOVIES

CL: 74 MOVIES

WEIN: 72 MOVIES

21%

This Data will help Microsoft to know which companies they might partner with

# RECOMMENDATIONS

**Collaboration with Large Studios:** Form partnerships with established, larger film studios to enhance the potential for higher box office revenues.



**Strategic Investments:** Consider strategic investments or acquisitions of larger studios for a robust industry foothold, increasing the likelihood of box office hits.



**Content Acquisition:** Focus on content acquisition from larger studios with a proven track record of box office success



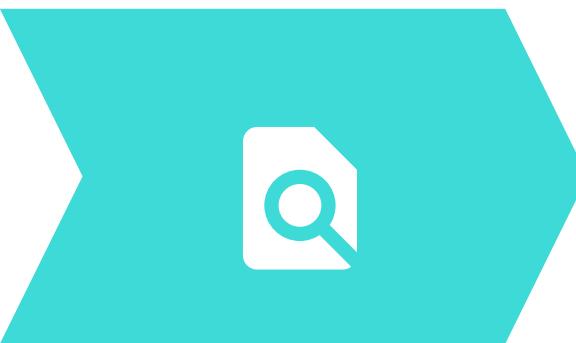
# NEXT STEPS

## Explore Collaboration Opportunities



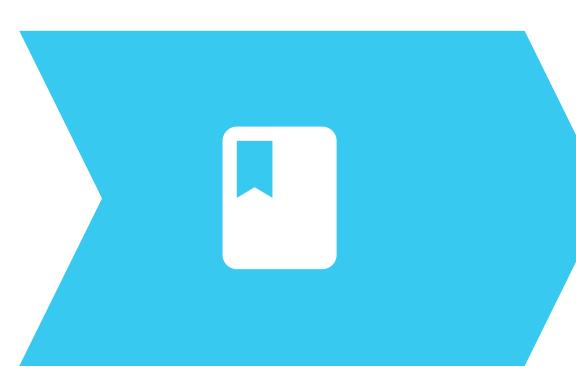
Identify and approach potential collaborators

## Conduct Due Diligence



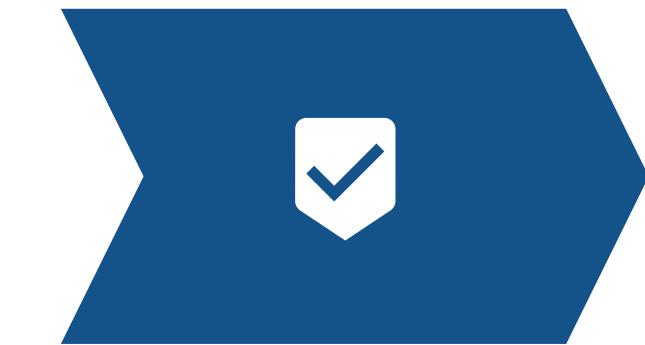
Perform thorough financial and legal assessments

## Establish Key Performance Indicators (KPIs)



to track the success of collaborations, investments, and content acquisitions.

## Build a Cross-Functional Team



Assemble a diverse team with expertise in finance, legal affairs, content acquisition, and strategic partnerships.

End

# Thank you

Do you have any questions?

