



# “Movie Studio Startup Formula: Microsoft”

By: Emmanuel Rono



# Overview

- Microsoft Corporation, or simply put, Microsoft, is a multinational technology company headquartered in Redmond, Washington, USA. It was founded by Bill Gates and Paul Allen on April 4, 1975.
- It is one of the world's largest and most influential technology companies, known for its software products, hardware devices, and cloud services.
- Microsoft aims to diversify its business by entering the entertainment industry through the creation of Microsoft Studios. Microsoft Studios aims to dominate the entertainment industry by utilizing its already extensive resources and global presence.



# Business Understanding

- The aim of this analysis is to find ways of breaching into this industry successfully.
- The following steps have been taken to address this:
- **Box Office Analysis:** Examine historical box office data to identify the types of films that have consistently performed well in terms of revenue. This analysis encompasses various genres, budgets, and release strategies.
- **Audience Preferences:** Understand audience preferences and demographics. Determine which genres, themes, and content resonate most with viewers.
- **Market Research:** Conduct thorough market research to understand the current trends and dynamics of the movie industry.
- **Competitive Landscape:** Evaluate the competition in the movie industry. Identify key players, successful studios, and their strategies. Understand how Microsoft can differentiate itself and compete effectively.
- **Financial Viability:** Assess the financial aspects of film production. Calculate budgets, expected returns, and profitability based on historical data and market trends.



# Problem Statement

Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies. You are charged with exploring what types of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create.



# Objectives

1. To see what is the most profitable genres.
2. To have a clear picture on what seasons are best for movie release
3. To have an estimate on how much money to invest for the venture to be profitable
4. What is the future for the film industry.
5. To see what is the most preferred language in films.



# Analysis (EDA)

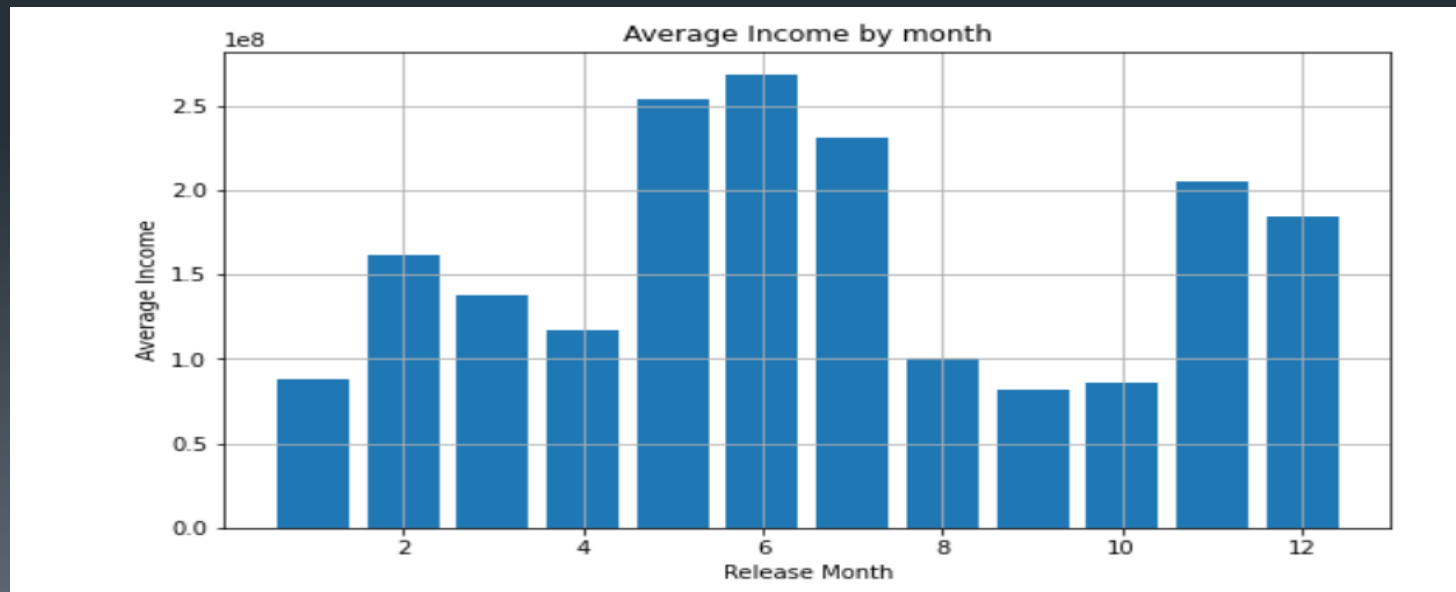
## Data Analysis

### Exploratory Data Analysis (EDA)

- ❖ EDA involves summarizing, visualizing, and understanding the key characteristics of your dataset.
- ❖ **The process consists of several steps:**
  - ❖ Importing a dataset.
  - ❖ Understanding the data.
  - ❖ Preparation the data (cleaning).
  - ❖ Understanding of variables.
  - ❖ Study of the relationships between variables (visualization).
  - ❖ Brainstorming.

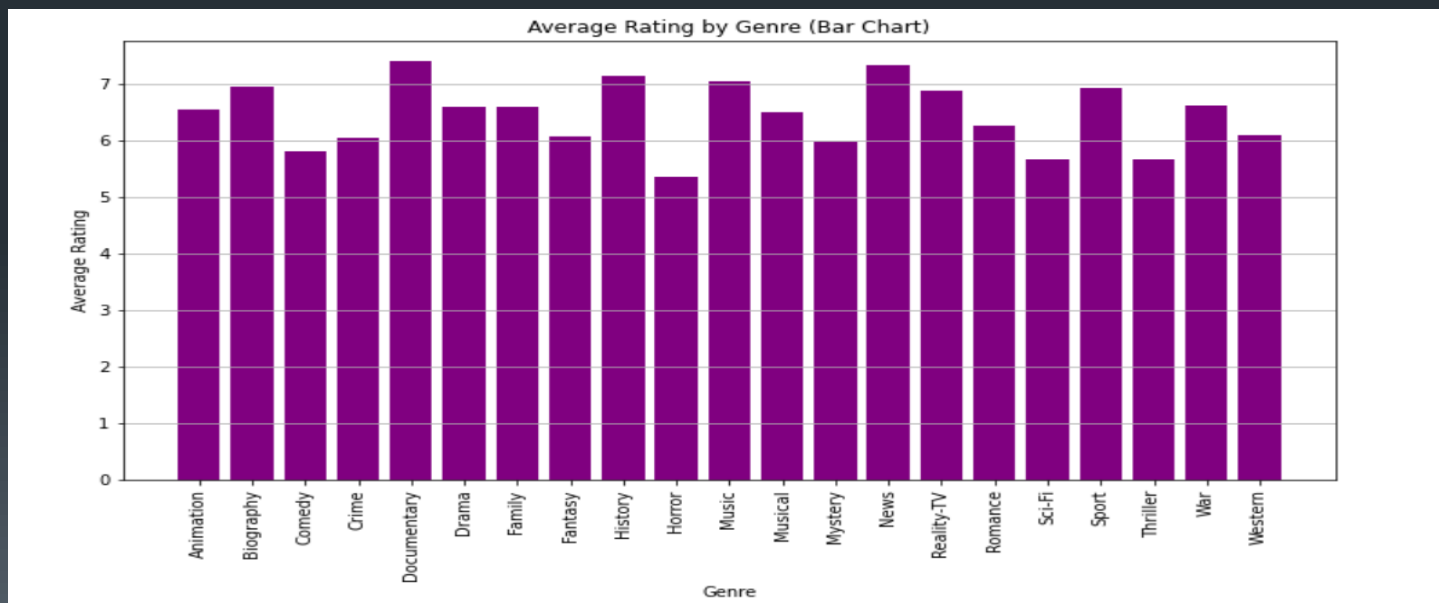
# Conclusion and Recommendation

- The best time to release a new movie is between May and July with June being the best month.



# Conclusions

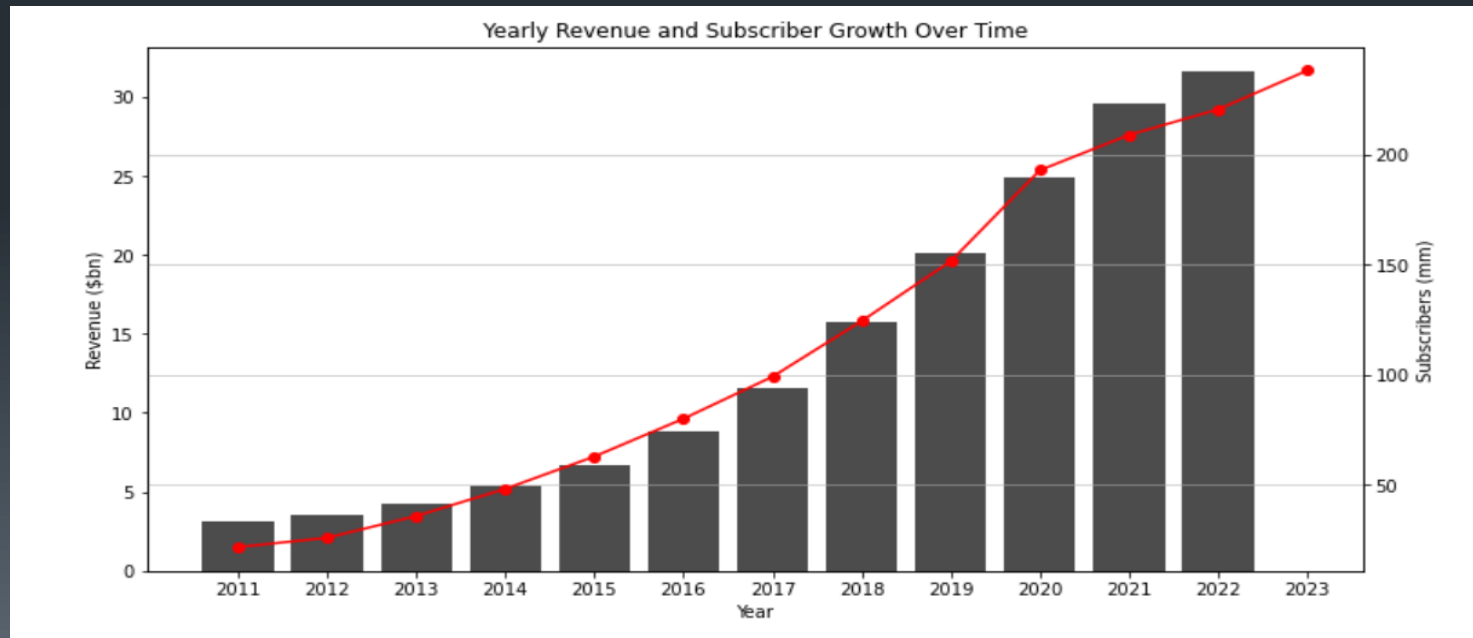
- Documentary, History and News genre have the best ratings.





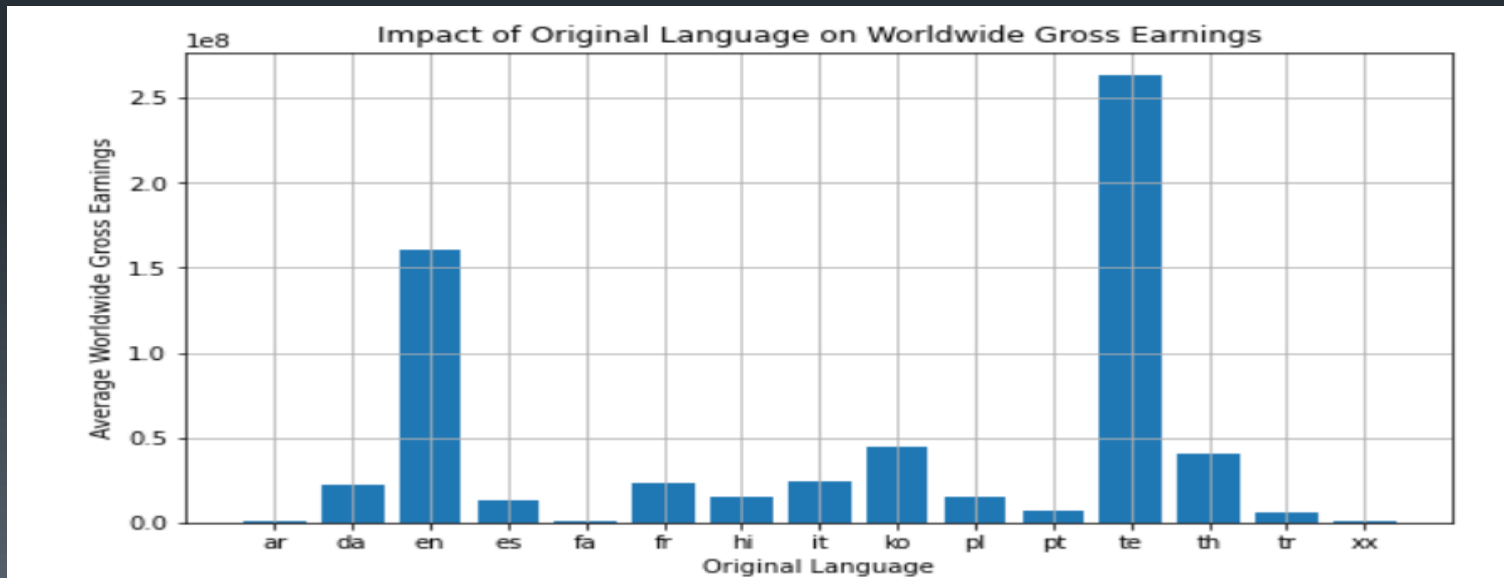
# Conclusions

- Movie streaming is the future, going by data analysis from Netflix data.



# Conclusions

- English and Telugu are the most preferred languages by audience in box office.





# Thank you!

- Feel free to reach out if you have any questions.
- Contact Number : +254726962218
- LinkedIn profile : [emmanuel-rono-478875104/](#)