



BOX OFFICE BLOCKBUSTERS:

**Analyzing Top
Film Trends
for Microsoft's
New Movie
Studio**



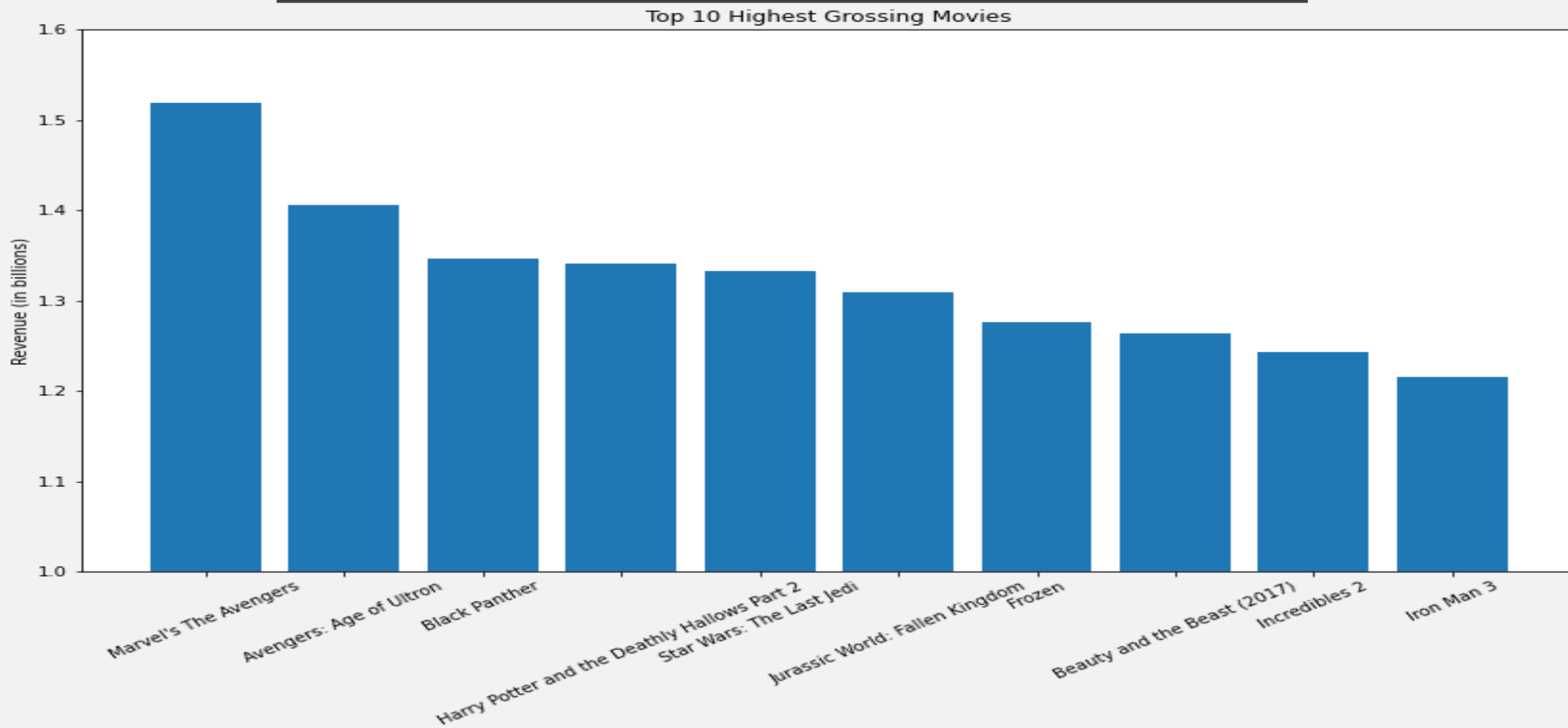
OVERVIEW

Business Problem: Microsoft wants to create a new movie studio but lacks knowledge of the film industry. They want to explore the current trends and successful movie genres to make informed decisions about what types of films they should create.

The following procedure has been applied in solving the business problem:

- Research and analyzing the current movie trends:
Research on the current movie trends and successful genres that are performing well at the box office. The research helps identify which genres are popular among audiences and which genres are profitable for the film industry. The use of data analytics has been applied in identifying movie trends, analyzing audience behavior, and predicting movie success.

TOP 10 HIGHEST GROSSING MOVIES

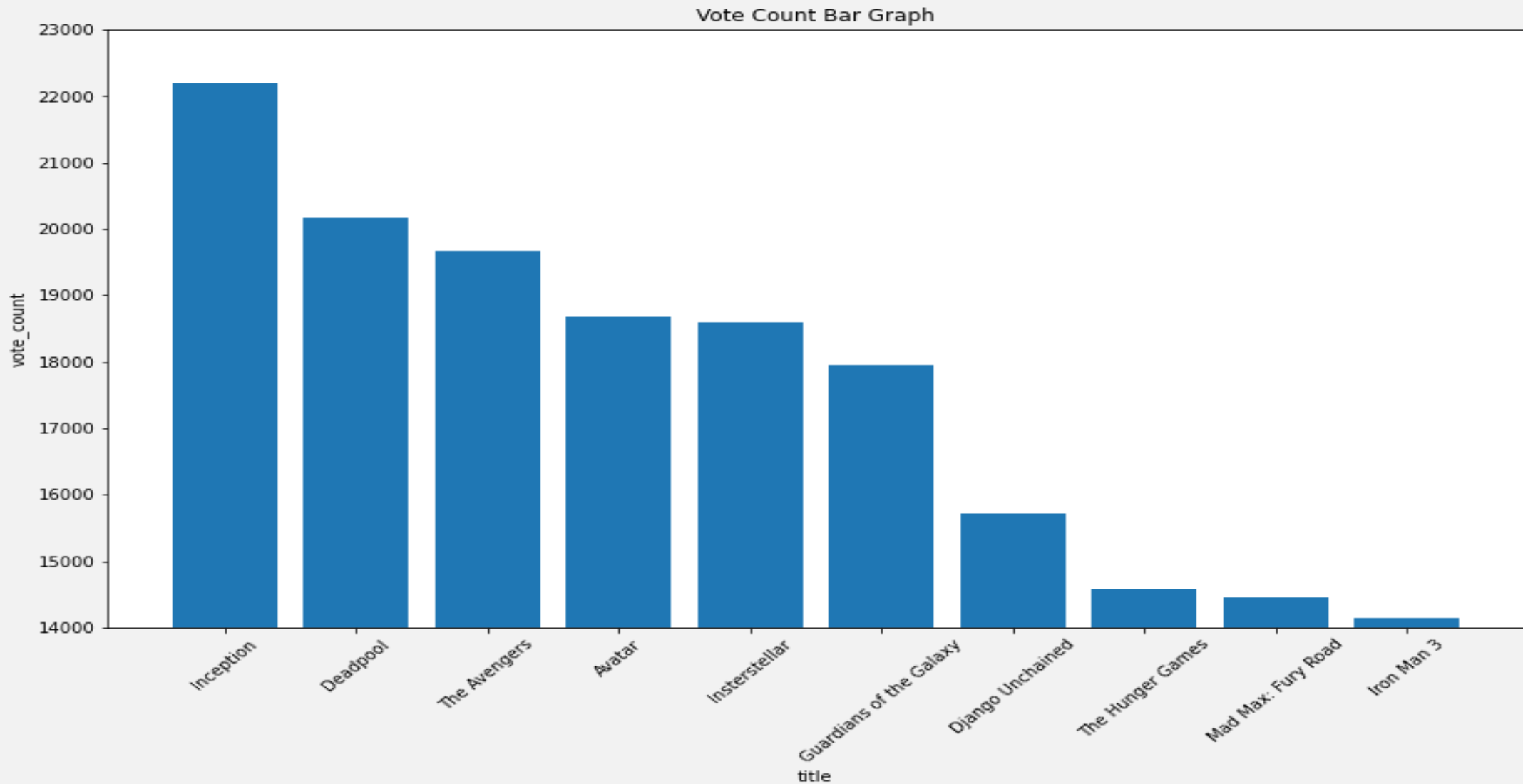


TOP 10 HIGHEST GROSSING MOVIES AND THEIR GENRES

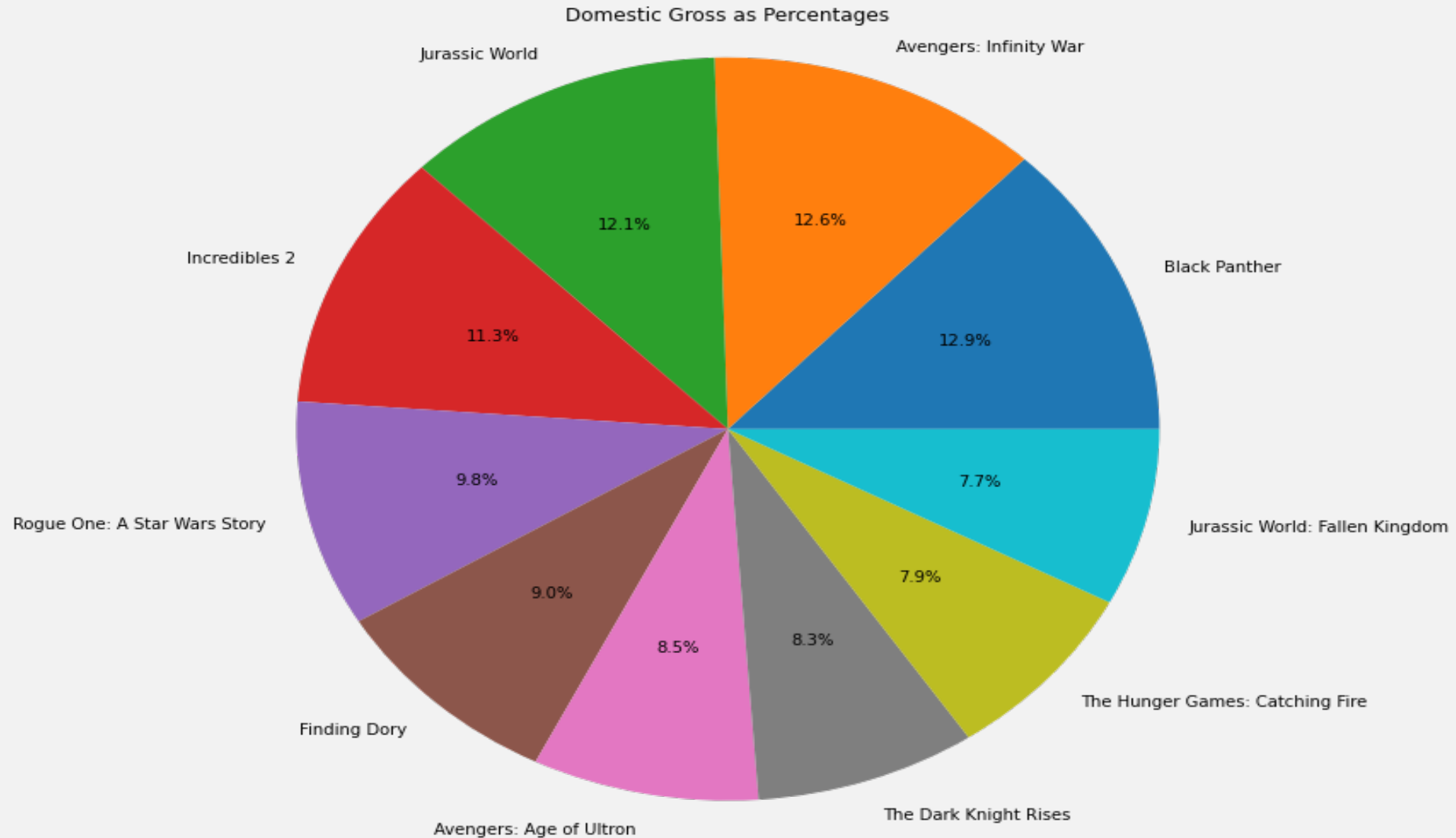
- Marvel's The Avengers (2012) - *Action/Adventure/Sci-Fi*
- Avengers: Age of Ultron (2015) - *Action/Adventure/Sci-Fi*
- Black Panther (2018) - *Action/Adventure/Sci-Fi*
- Harry Potter and the Deathly Hallows Part 2 (2011) - *Fantasy/Adventure*
- Star Wars: The Last Jedi (2017) - *Action/Adventure/Sci-Fi*
- Jurassic World: Fallen Kingdom (2018) - *Action/Adventure/Sci-Fi*
- Frozen (2013) - *Animation/Fantasy/Musical*
- Beauty and the Beast (2017) - *Fantasy/Musical/Romance*
- Incredibles 2 (2018) - *Animation/Action/Adventure*
- Iron Man 3 (2013) - *Action/Sci-Fi*

The top selling movies majorly belong in the Action|Adventure|Sci-Fi, Animation|Fantasy genres.

TOP 10 MOST POPULAR MOVIES



ACTION|ADVENTURE|SCI-FI|ANIMATION MOVIES AS PERCENTAGES OF THE DOMESTIC GROSS OF THE TOP 10 MOVIES



RANGE OF RUNTIME MINUTES FOR THE TOP SELLING GENRES

Genre	Runtime
Action and Adventure Classics Drama	104 minutes
Drama Science Fiction and Fantasy	108 minutes
Action and Adventure Mystery and Suspense	108 minutes
Action and Adventure Comedy Drama	98 minutes
Action and Adventure	115 minutes
Action and Adventure Classics Drama	165 minutes
Action and Adventure Science Fiction and Fantasy	101 minutes

RECOMMENDATIONS

After Analysis on the datasets from the box office, these are my recommendations:

1. Focus on the following genre of movies:

Action|Adventure|Sc-Fi

Fantasy|Adventure

Animation|Fantasy

Romance

This are the highest grossing genres based on foreign + domestic gross.

They are also the most popular genres based on vote count.

2. Maximize profits by priotizing using Animation in production since they require a low budget and sell more as it's among the most popular genres.

3. The runtime minutes for the movies should range between 100 – 130 minutes. This is the range for the most popular genres voted for by fans.

CONCLUSION

The prompt questions emerging from my presentation include:

1. Are there any emerging trends or niche markets that are ripe for exploration in the film industry?
2. How can Microsoft differentiate its films from those of established studios to stand out in the marketplace?
3. What strategies can Microsoft employ to effectively market its films and build buzz around new releases?

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THANK YOU