

Microsoft Movie Analysis

Movies and the Generational Differences



Summary:

Designing an audience driven marketing strategy

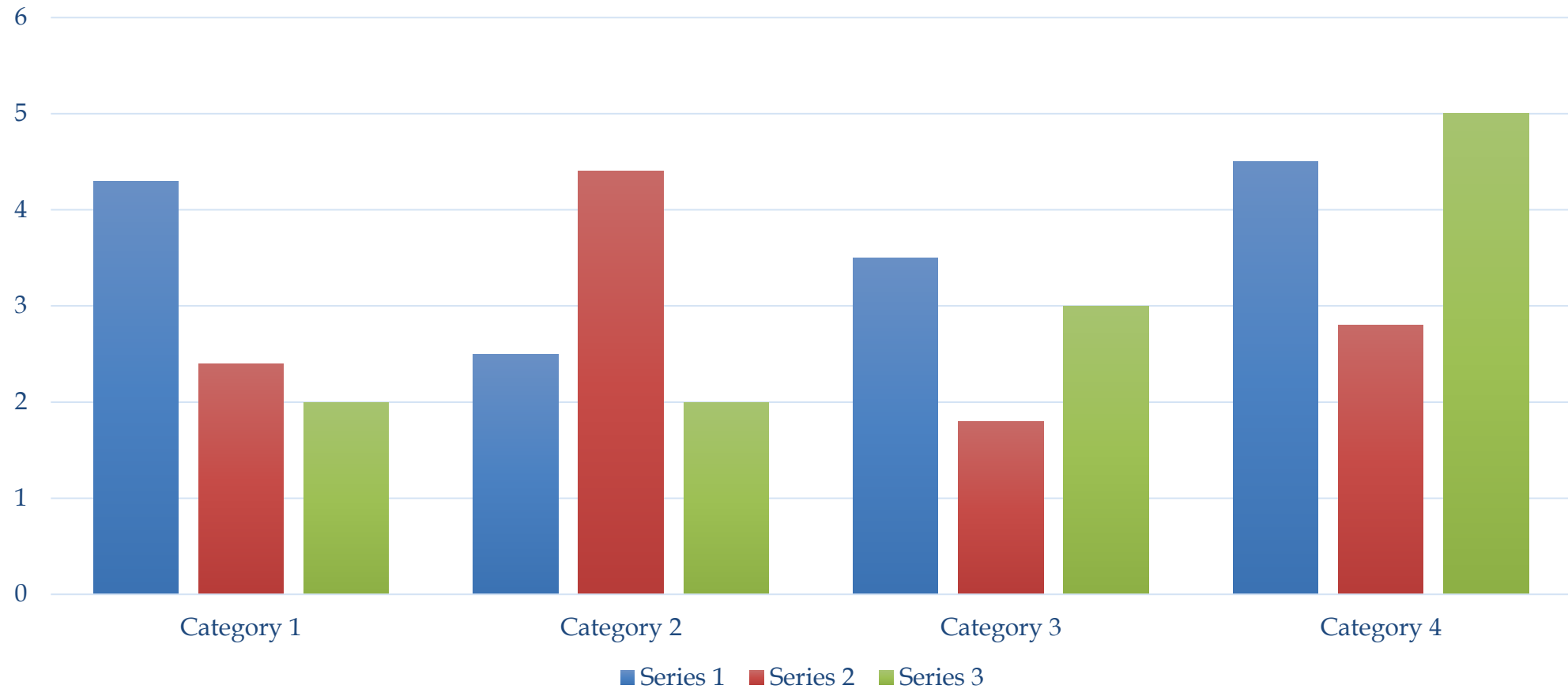
- What audience will Microsoft serve
- For the first time in history, there are five generations going to the movies. They are:
 - Traditionalists—born 1925 to 1945
 - Baby Boomers—born 1946 to 1964
 - Generation X—born 1965 to 1980
 - Millennials—born 1981 to 2000
 - Generation Z—born 2001 to 2020
- What kinds of challenges does this present for today's movie makers?
- How do generational differences affect which movies will be successful for the target audience?
- And what genre has the most influence by generation?



Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Title and Content Layout with Chart



Two Content Layout with Table

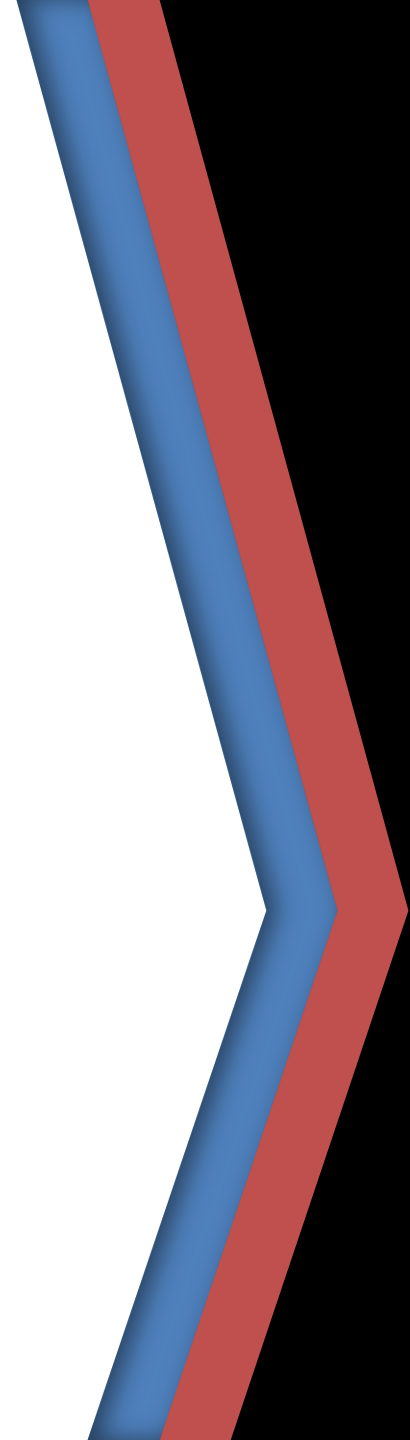
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- Second bullet point here
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Class	Group A	Group B
Class 1	82	95
Class 2	76	88
Class 3	84	90

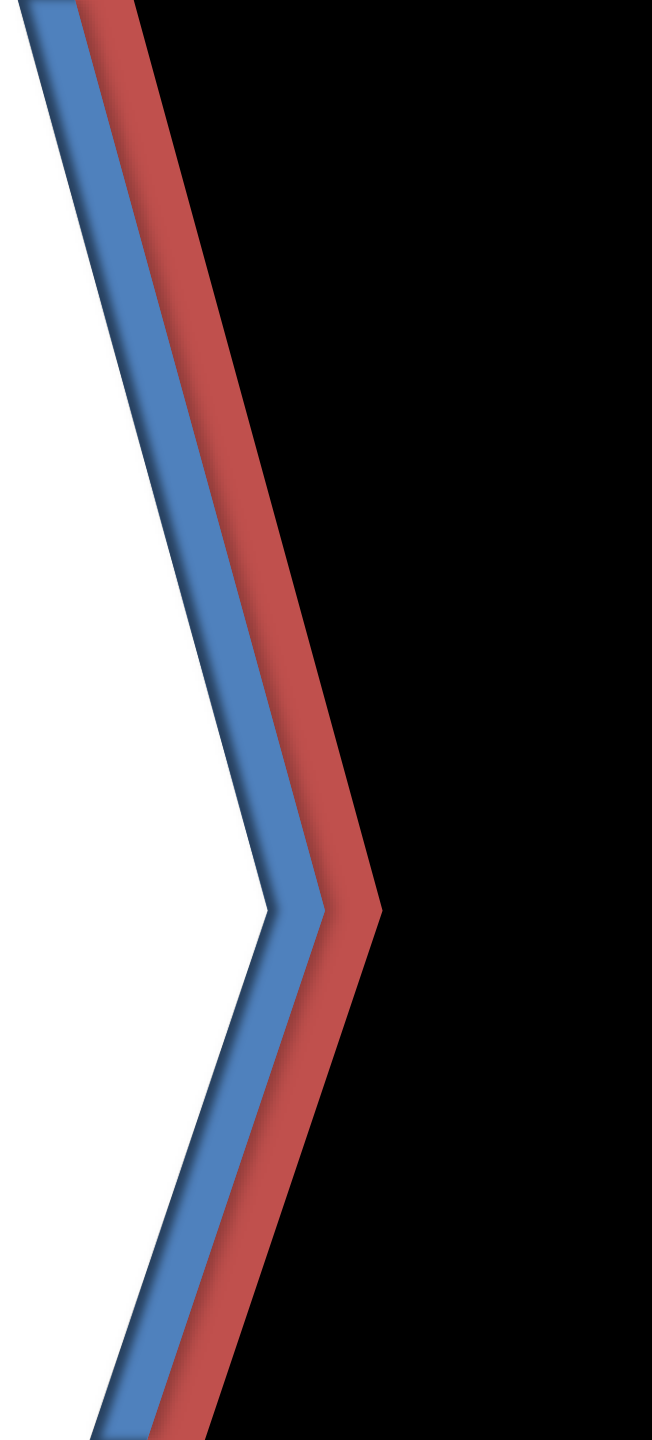
Title and Content Layout with SmartArt



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Add a Slide Title - 2



Add a Slide Title - 3

Add a Slide Title - 4

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