



Box Office Insights for Microsoft's New Movie Studio

UNDERSTANDING THE TRENDS AND AUDIENCE PREFERENCES

MAGDALENE ONDIMU

17TH FEBRUARY 2024

INTRODUCTION

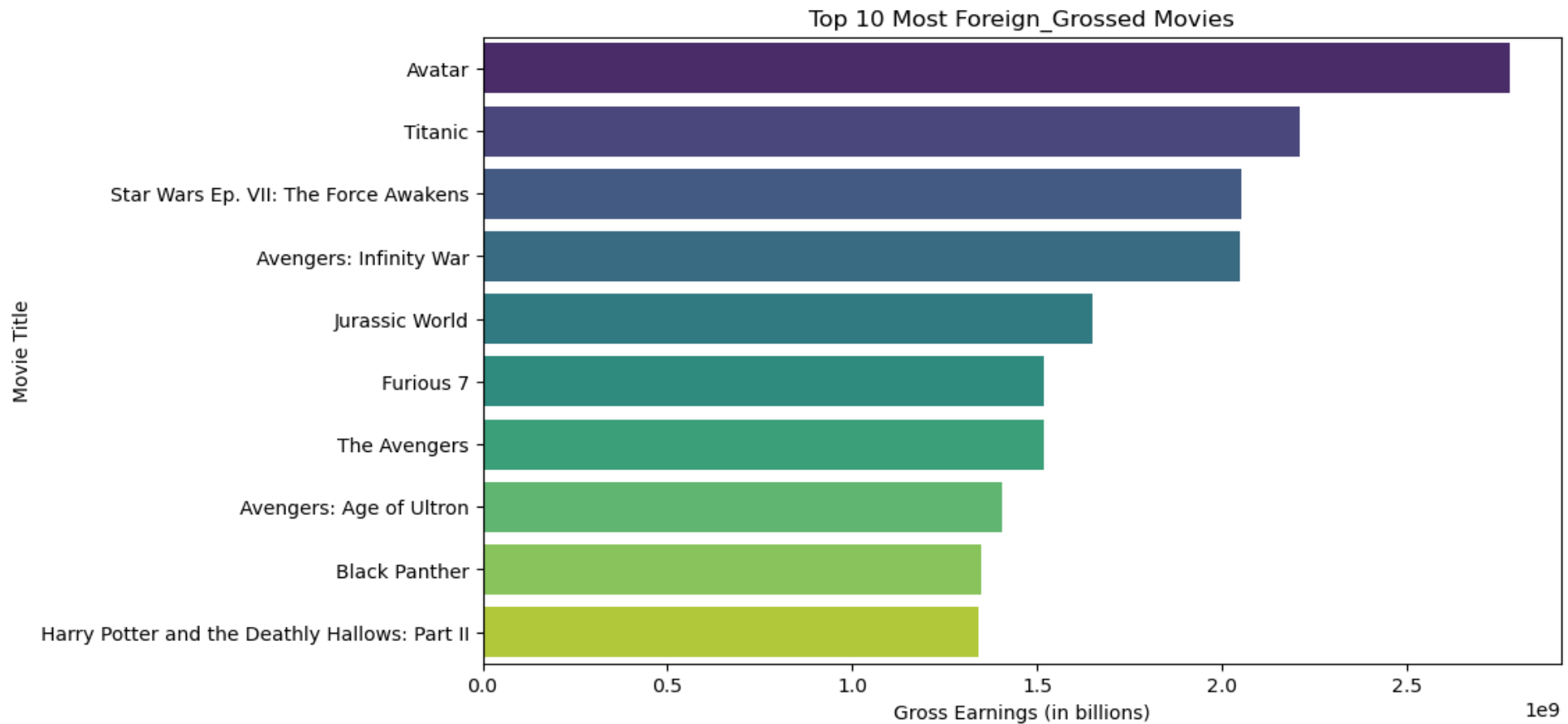
- ▶ This presentation is to explore current box office trends and provide actionable insights for Microsoft's new movie studio.

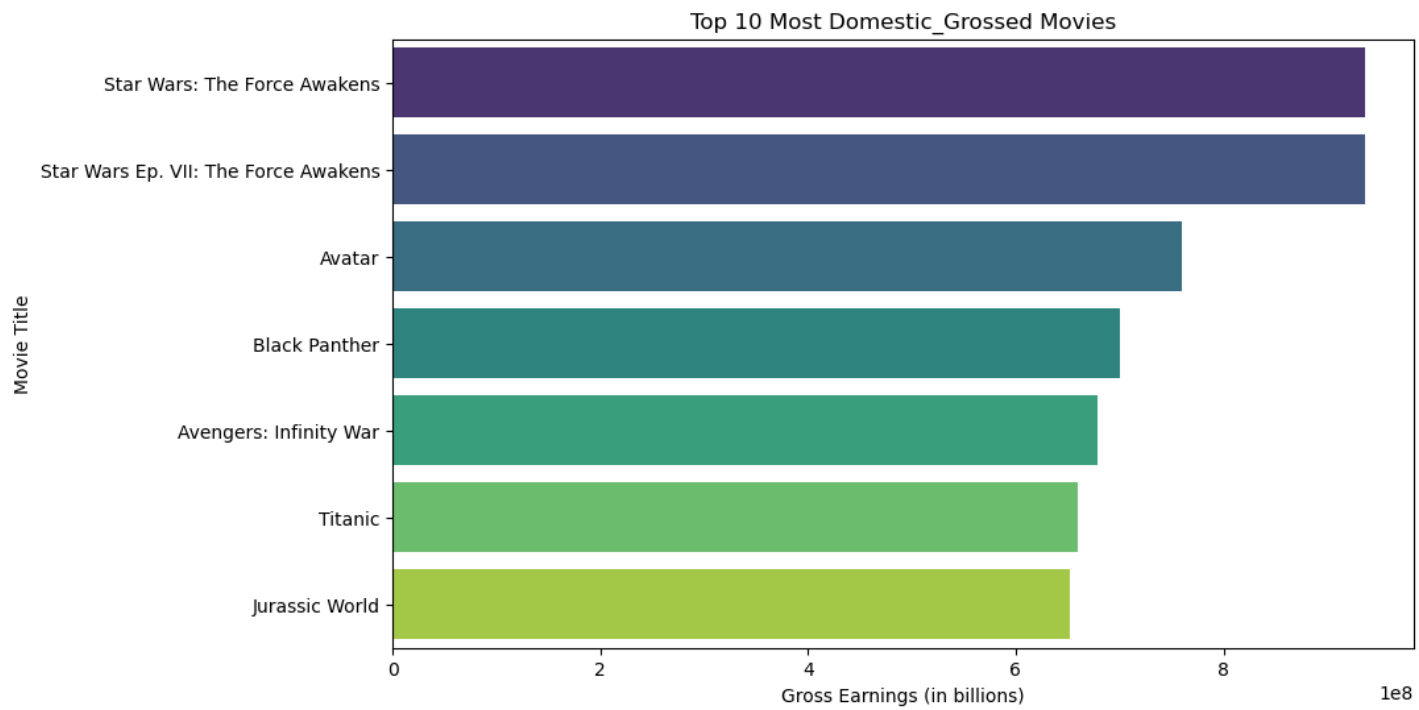


STEPS FOLLOWED

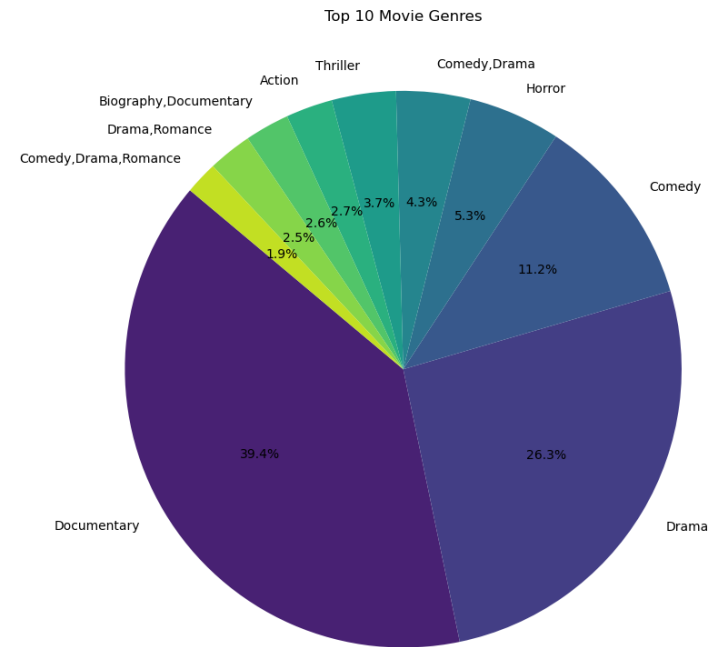
- ▶ Loading data to read
- ▶ Getting the information about the data
- ▶ Clean the data
- ▶ Working with the cleaned data
- ▶ Analyzed the data
- ▶ Visualized the data

Box office performance





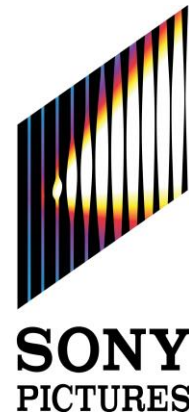
Genre Analysis



Studio performances



Buena Vista
International



Actionable insights

1. Investing in popular genres and targeting specific audience demographics. (foreign markets)
2. Exploring franchise development and adaptations of existing properties. (studios)
3. Collaborating with established filmmakers and production companies.

- 
- ▶ Questions from the audience



► Thank you.