Entering the Movie Business:

A Microsoft Story

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Presentation Purpose

This presentation is to help identify what types of movies have performed the best at the Box Office in recent years. We will look to answer:

- What types of movies have the best profit percentages?
- What types of movies have the most absolute profit?
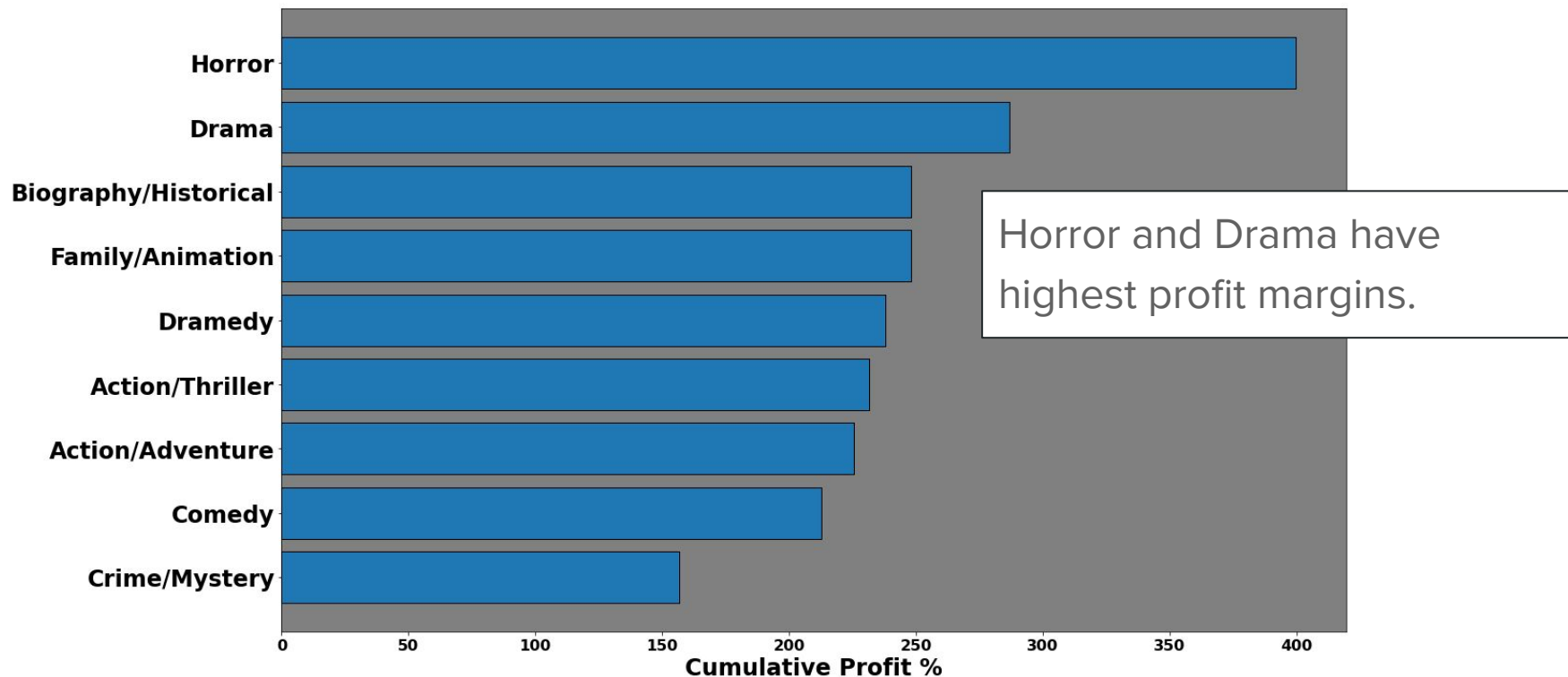- What doing customer viewing trends look like in recent years?

Movie Population for Analysis

For this analysis, the movie population will consist of:

- Movies released from 2010-2019.
- Movies with worldwide gross revenue over $20 million.
- Movies will be grouped into nine high-level genres for comparison purposes.

Additional expenses such as Distribution/Marketing were not included in this analysis.
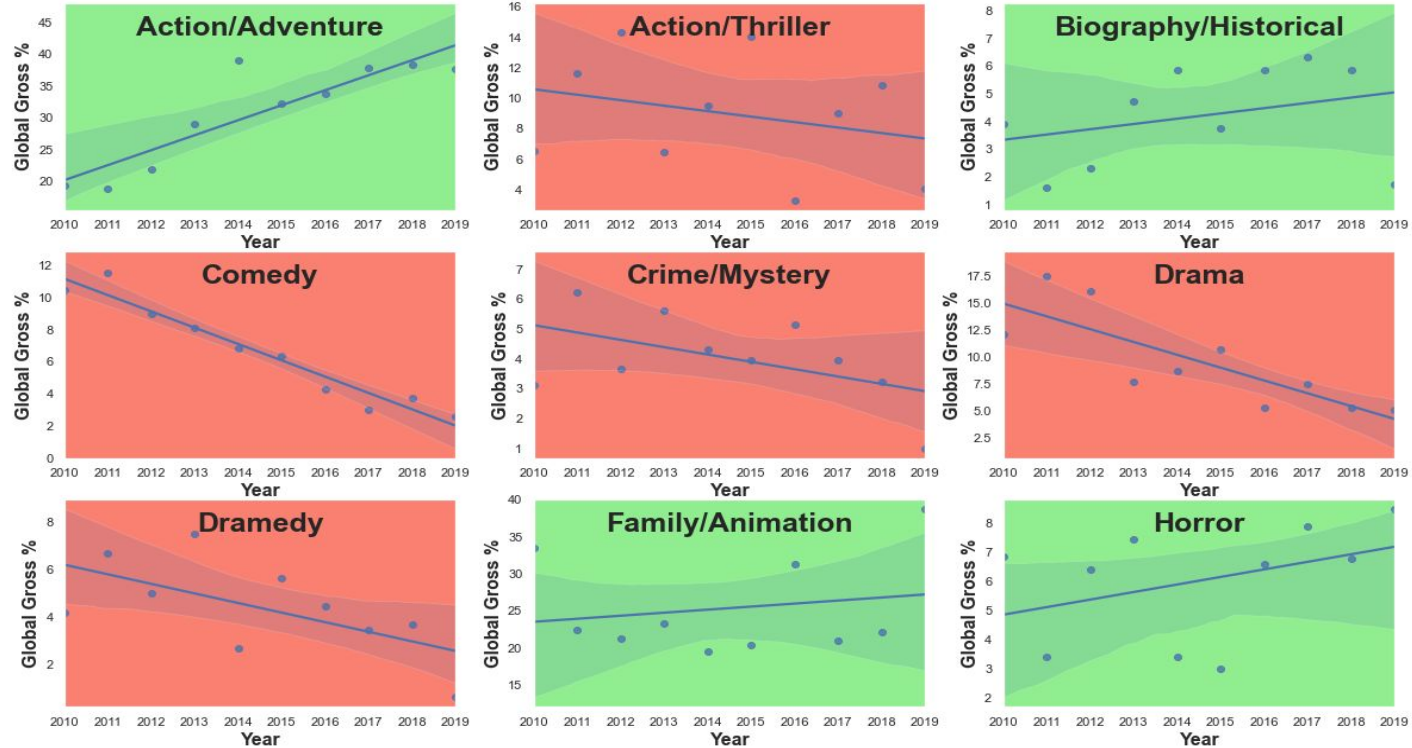
Genres with Highest Profit % (2010-2019)

Horror and Drama have highest profit margins.

Data Distribution for Budget and Absolute Profit

Action and Animation movies typically have highest budgets/profits.

Viewing Movie 'Experiences' are Trending Upwards

Conclusions

1. Focus on movies that provide experiences to customers that cannot be duplicated at home. Main examples include Action and Horror genres.
2. Lower-risk genres should be a core of the business to start including movies in the Horror, Family and Historical Drama genres.
3. Higher-risk movies can be invested in the Action genres to world-build and attempt to create franchises with the understanding that there is a higher chance of loss.

As a suggestion, Microsoft can try to leverage their video game catalog for movie options. Existing IP such as Elder Scrolls, Fallout and Minecraft may adapt to the desired genres.

Thank You!

Are there any questions?

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