

MICROSOFT STUDIO

*AN ANALYSIS TO COMMENCE
MOVIE PRODUCTION.*

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WELCOME TO THE PRESENTATION

BUSINESS PROBLEM

Microsoft's movie studio will produce movies in popular genres that appeal to current audiences, based on box office trends.



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OVERVIEW



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OVERVIEW

The analysis done is based on movies released between 2018 and 2019.

The aspects of this were:

- *Production budget*
- *ROI (Return On Investment)*
- *Genres*

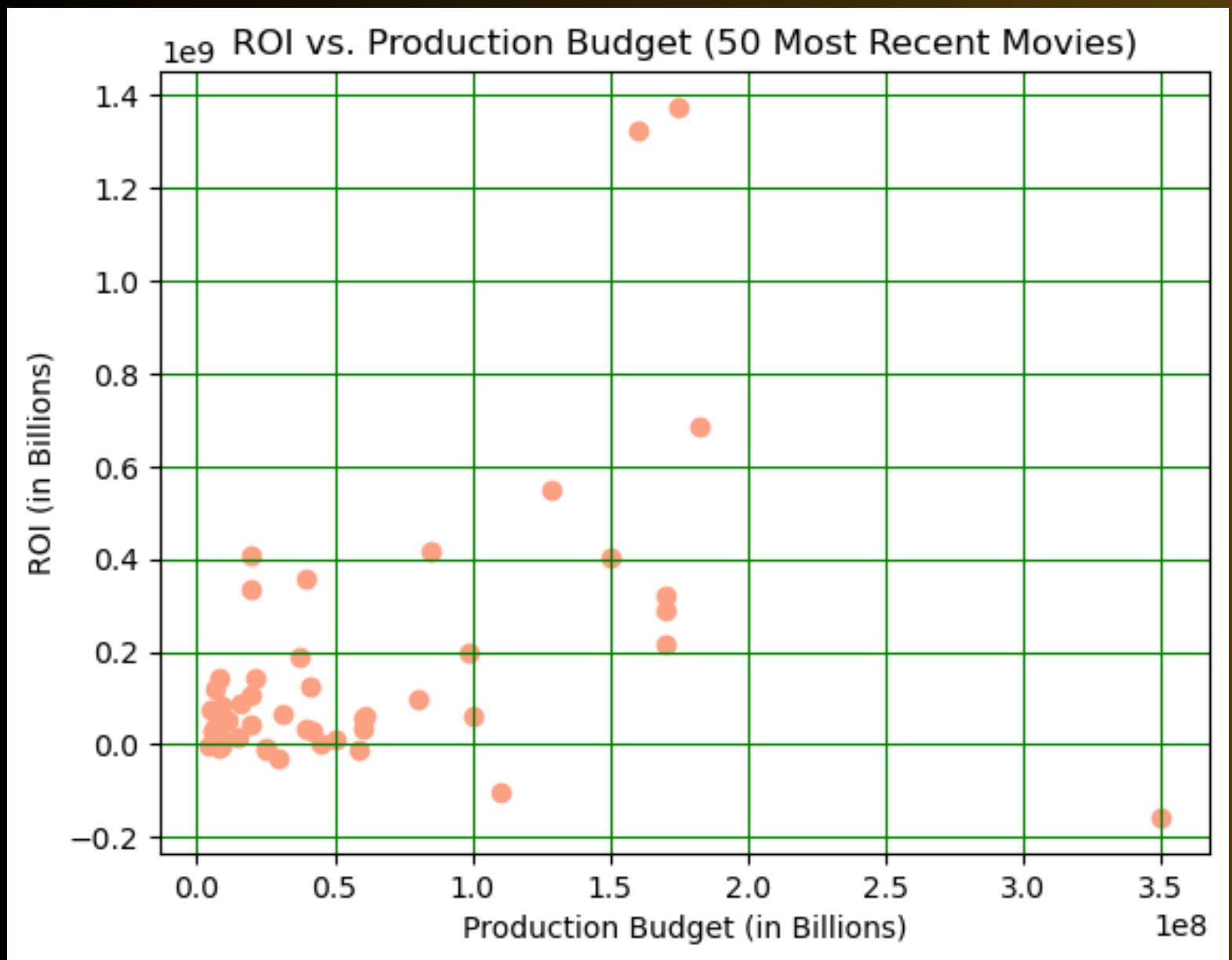
The motive is to have a rough figure of the best performing movies (grossing), and what genres are popular among the audience.



ANALYSIS

An analysis of movies from 2018-2020 reveals that films with a production budget of around \$500 million perform well at the box office, with international markets playing a significant role. Strategic marketing is essential for success. The analysis also explores the most popular genres.

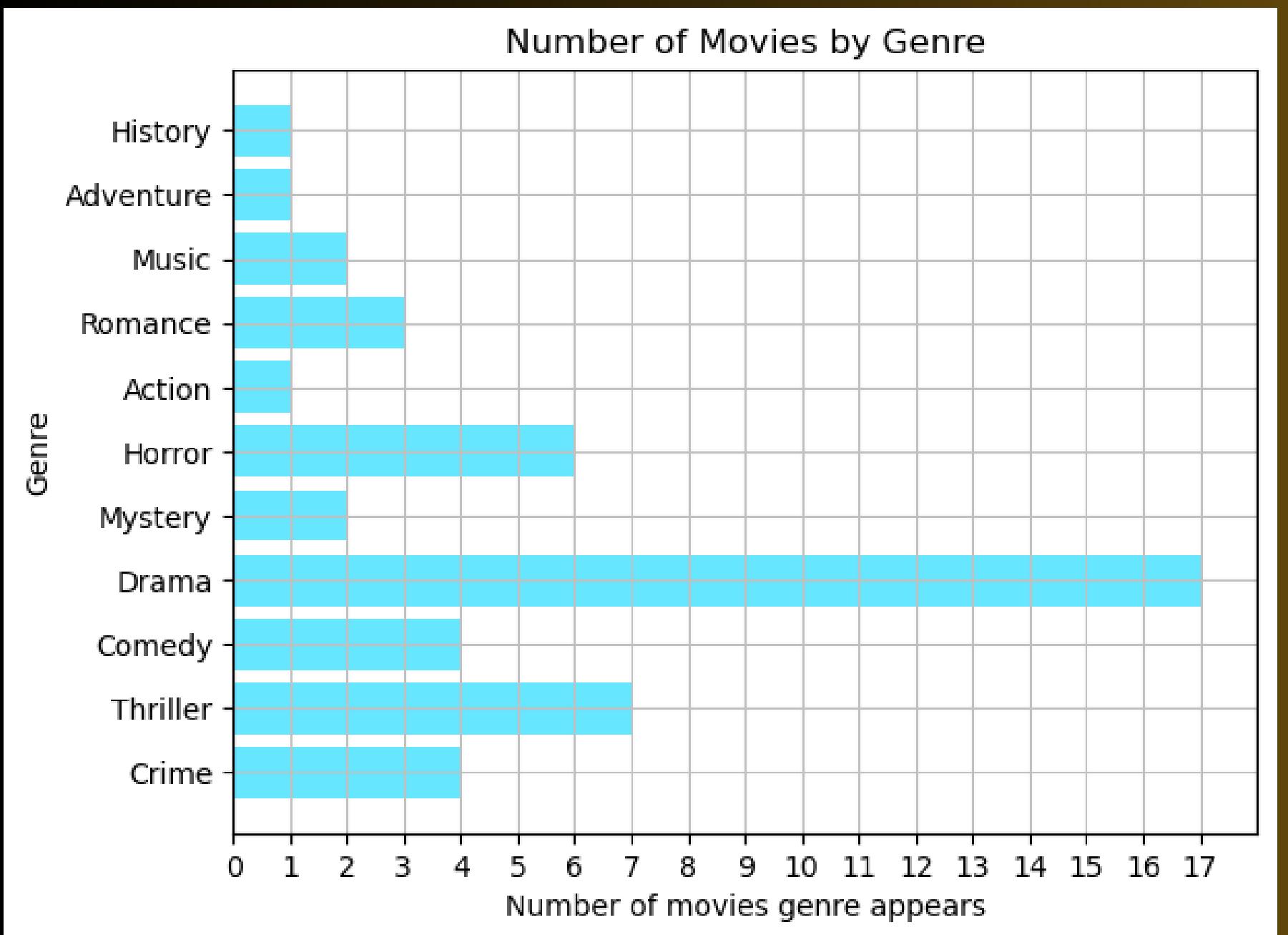
ROI VS. PRODUCTION BUDGET



INFOGRAPHIC SECTION

A quick view shows that the the high production budget generally yielded the high ROI in the sample movies. A lot of movies with production budget below 1 billion yielded an ROI less than a billion, with exceptions. Not to ignore the movie that had about 3.5 billion production budget but made a loss. A possible reason for this would be poor marketing, or not being received well by audience. We can also conclude from the table, that worldwide_gross is a big contributer to the ROI. So international audience should be considered.

FREQUENCY OF GENRES IN TOP POPULAR MOVIES



INFOGRAPHIC SECTION

The majority of the 21 movies examined were categorized as Drama, followed closely by Thriller and then Horror. It's also worth noting that a combination of genres occurred frequently, such as Thriller and Crime, which was also a popular classification.



CONCLUSION

Insights on Movie Production Budgets and ROI
Based on the data, it's evident that the production budget for most movies did not exceed 1 billion dollars, and the ROI also did not surpass that amount.
In fact, a significant number of movies had production budgets of less than \$500,000,000, with ROIs in the same range. Interestingly, the most popular movie genre is drama, followed by thriller and horror.



RECOMMENDATIONS

Key Areas of Focus for a Startup Studio

As a start-up studio, there are several key areas to focus on to maximize your chances of success. Here are some recommendations that may be helpful:

- 1. Concentrate on the Drama and Thriller genres, as they are the most popular among audiences. This will have a significant impact on the film's popularity.***
- 2. Invest in high production values, which typically requires a budget of around \$500,000,000. This budget will ensure that your movie is of the highest quality.***
- 3. Take into consideration the international audience, as they account for the majority of the film's return on investment. English-language movies are the most widely viewed, so keep this in mind when selecting the cast.***

Additional Factors to Consider

To further improve the quality of your movie production and enhance the audience's reception, consider the following factors:

- Cast members and directors***
- Marketing strategies***

These factors can provide valuable insights that can help you achieve greater success.





THANK YOU

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