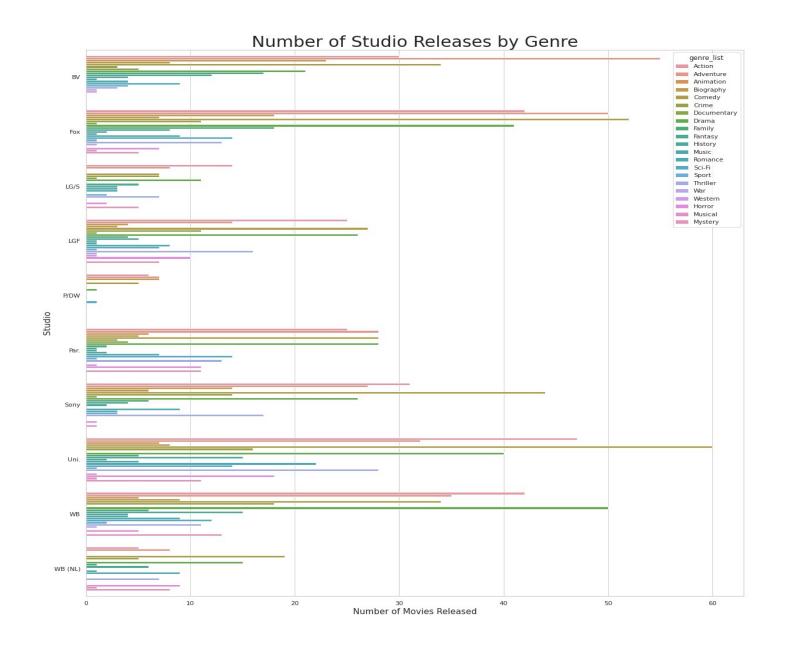# MICROSOFT STUDIOS

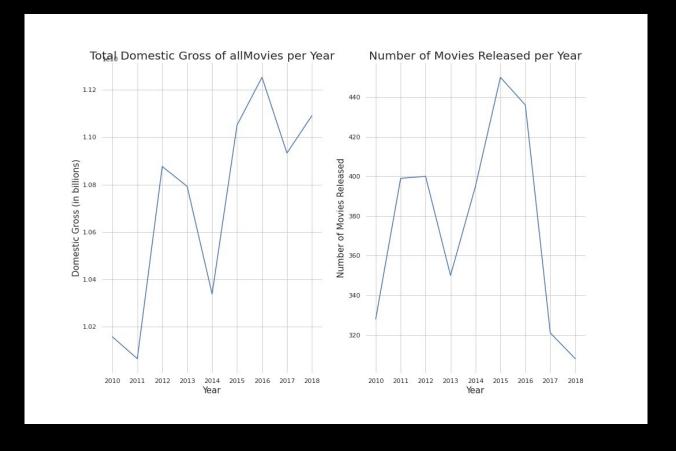Data Analysis and Recommendations

COMPETITOR ANALYSIS

Top 10 Average Domestic Grossing Studios
- BV (Disney)
- Uni. (Universal Pictures)
- WB Warner Bros
- Fox Studios
- Sony Pictures
- Par. (Paramount)
- LGF (Lionsgate Films)
- Warner Bros
- Lionsgate
- Dreamworks

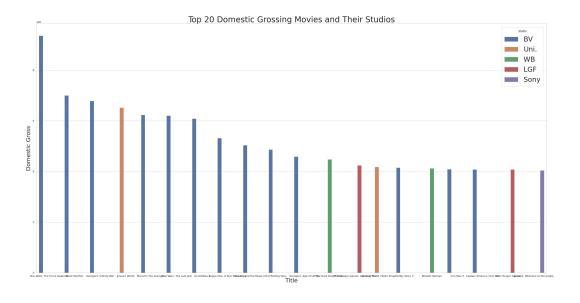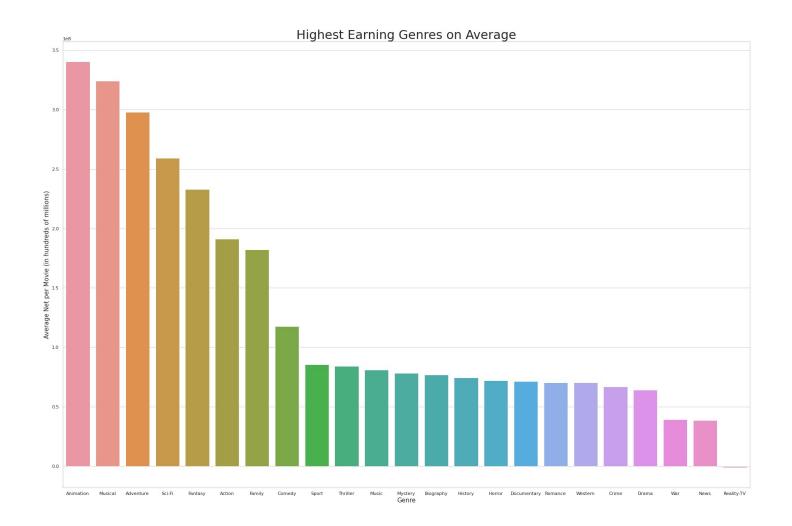Number of Studio Releases by Genre

EXECUTIVE SUMMARY

- Microsoft Studio's entry into an already highly competitive industry dominated by behemoths like Disney and Sony is groundbreaking.

- It needs to produce attractive, appealing, and successful movies if it wants to be able to compete with its competitors on the big screen.

- With less and less movies being produced each year, there is a ever shrinking size of the pie to be left available; yet the pie grows bigger every year..

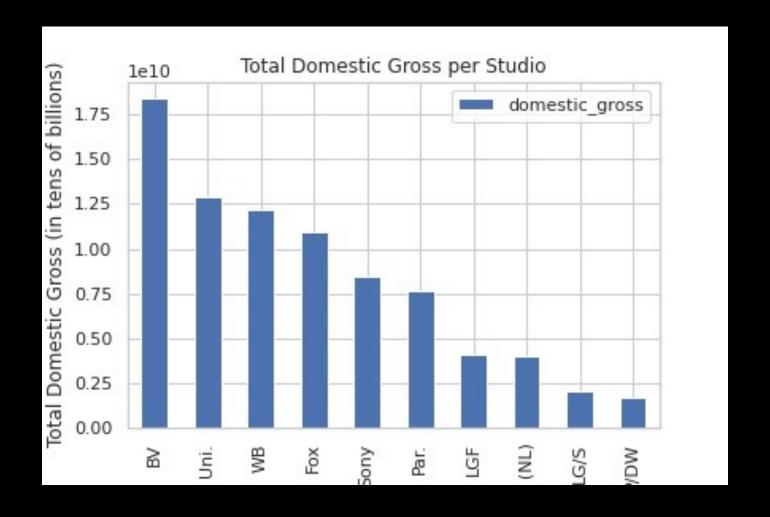# RECOMMENDATION 1

- Here, I am recommending Microsoft incorporate a live-action animated movie studio into their entry into the movie production business.
  - In determining the success of a movie, statistics like *Domestic Gross* were analyzed against genres, and the highest grossing movies were observed.

Top 20 Domestic Grossing Movies and Their Studios

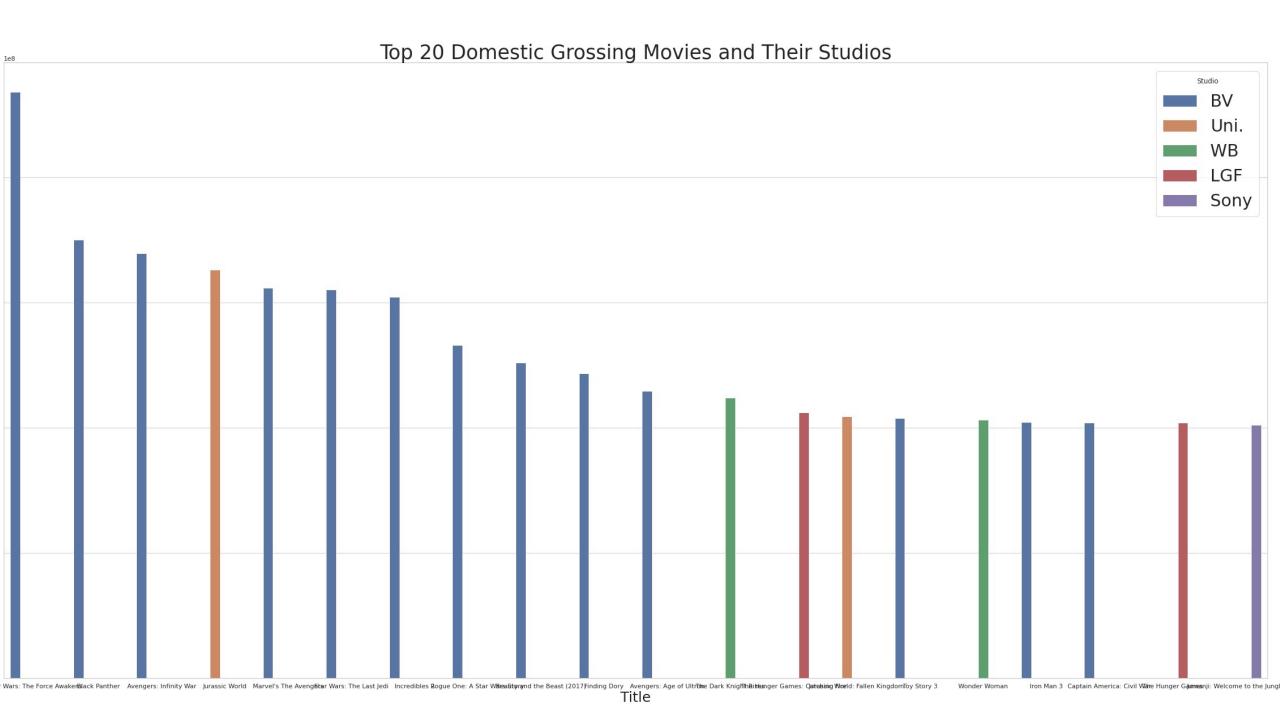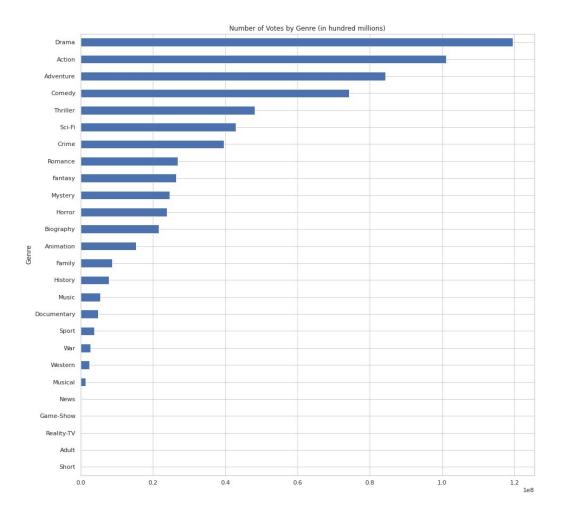Highest Earning Genres on Average

RECOMMENDATION 2

- The second proposal to Microsoft involves acquiring rights to one of three franchises currently owned by Disney:
  - 1. Star Wars
  - 2. Marvel
  - 3.Jurrassic Park

Total Domestic Gross per Studio

Top 20 Domestic Grossing Movies and Their Studios

Legend: Studio — BV, Uni., WB, LGF, Sony

X-axis (Title): Wars: The Force Awakens, Black Panther, Avengers: Infinity War, Jurassic World, Marvel's The Avengers, Star Wars: The Last Jedi, Incredibles 2, Rogue One: A Star Wars Story, Beauty and the Beast (2017), Finding Dory, Avengers: Age of Ultron, The Dark Knight Rises, The Hunger Games: Catching Fire, Jurassic World: Fallen Kingdom, Toy Story 3, Wonder Woman, Iron Man 3, Captain America: Civil War, The Hunger Games, Jumanji: Welcome to the Jungle

RECOMMENDATION 3

- As Microsoft builds its studio and begins to release one blockbuster after the other, it should explore releasing a spin-off drama series.

- The more compelling content is, the more its audience will want to engage with it.

Number of Votes by Genre (in hundred millions)

METHODS

- Several CSV/TSV files were used in this EDA/recommendation. All were converted into DataFrame type objects, whose features were subsequently grouped, mathematically operated on, and visualized to provide analysis to support the recommendations.

  - Genre breakdown was particularly important in this analysis. The gross data per genre and the studio breakdown were observed in this case to support certain conclusions about certain genres.

  - We also looked at a sample size of the top 20 domestic grossing films released. This data directly backs one recommendation, while slightly lending to the others. I believe there is something of value to be extracted from the info about these 20 films.

  - To emphasize the strength of these recommendations, it is shown early in the Executive Summary that less films on average are being released as time goes on; yet, the domestic gross for the films released continues to climb as time does the same. This factors out the assumption that more movies released per year may be contributing to a higher overall domestic gross, which would skew our analysis.

CONCLUSION

- Microsoft Studios fights an uphill battle against industry standards in box office; however, with growing consumer demand for content accompanied by growth as shown in the average gross rising year over year, it is well poised to establish itself as a production studio that releases successful, quality films.

- The recommendations herein are not binding; they should be used as guidelines to guide stakeholders' business decisions when asking the question, *"What kind of movie should we make?"*.

Figure 1. This is the cover art for The Movies. The cover art copyright is believed to belong to Lionhead Studios and Activision. Retrieved from https://en.wikipedia.org/wiki/The_Movies. Copyright Lionhead Studios/Activision 2022