



MICROSOFT STUDIOS MOVIE PROJECT

OUTLINE

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INTRODUCTION

- The film industry is currently valued at USD 244.43 billion.
- It is projected to be worth USD 409.02 billion by 2026.
- It is the right time for a major company to invest in the industry.

BUSINESS UNDERSTANDING

- Microsoft is setting up a new studio creating original video content.
- They would like to know:
 - What are the most popular genres?
 - Who to work with to ensure success of the project?
 - What studios are performing well in the current market?
 - What are the most popular film ratings?

DATA

- The data for this analysis has been sought from 3 sites
 - IMDB
 - Rotten Tomatoes
 - Box office Mojo

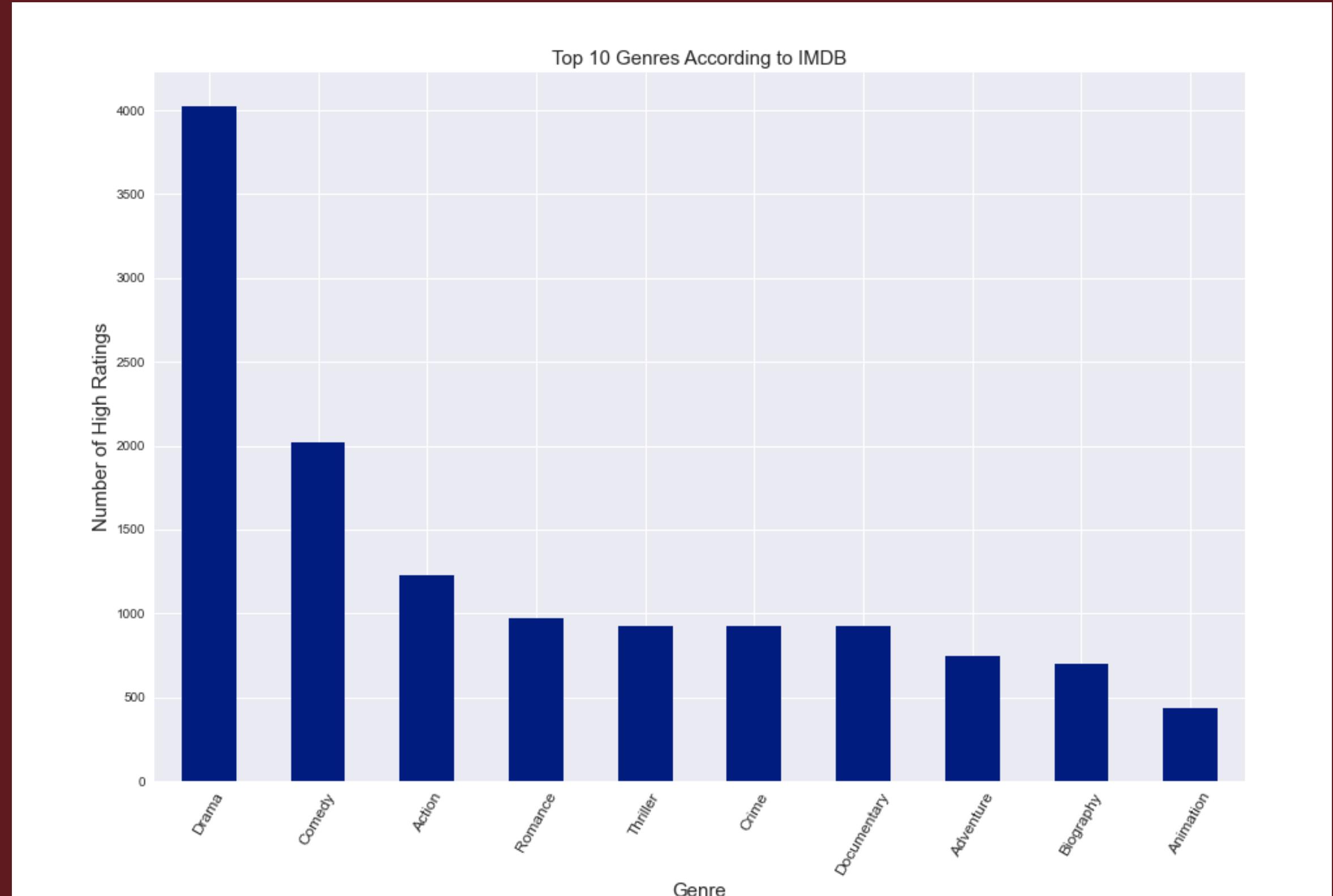


METHOD

- The most popular genres and film ratings were found by aggregating data on highly rated films among the masses.
- The best directors were found by grouping the data by the popular genres then finding the directors that had directed the highest number of these movies.
- The best studios were found by finding the studios that had produced the highest number of high grossing movies.

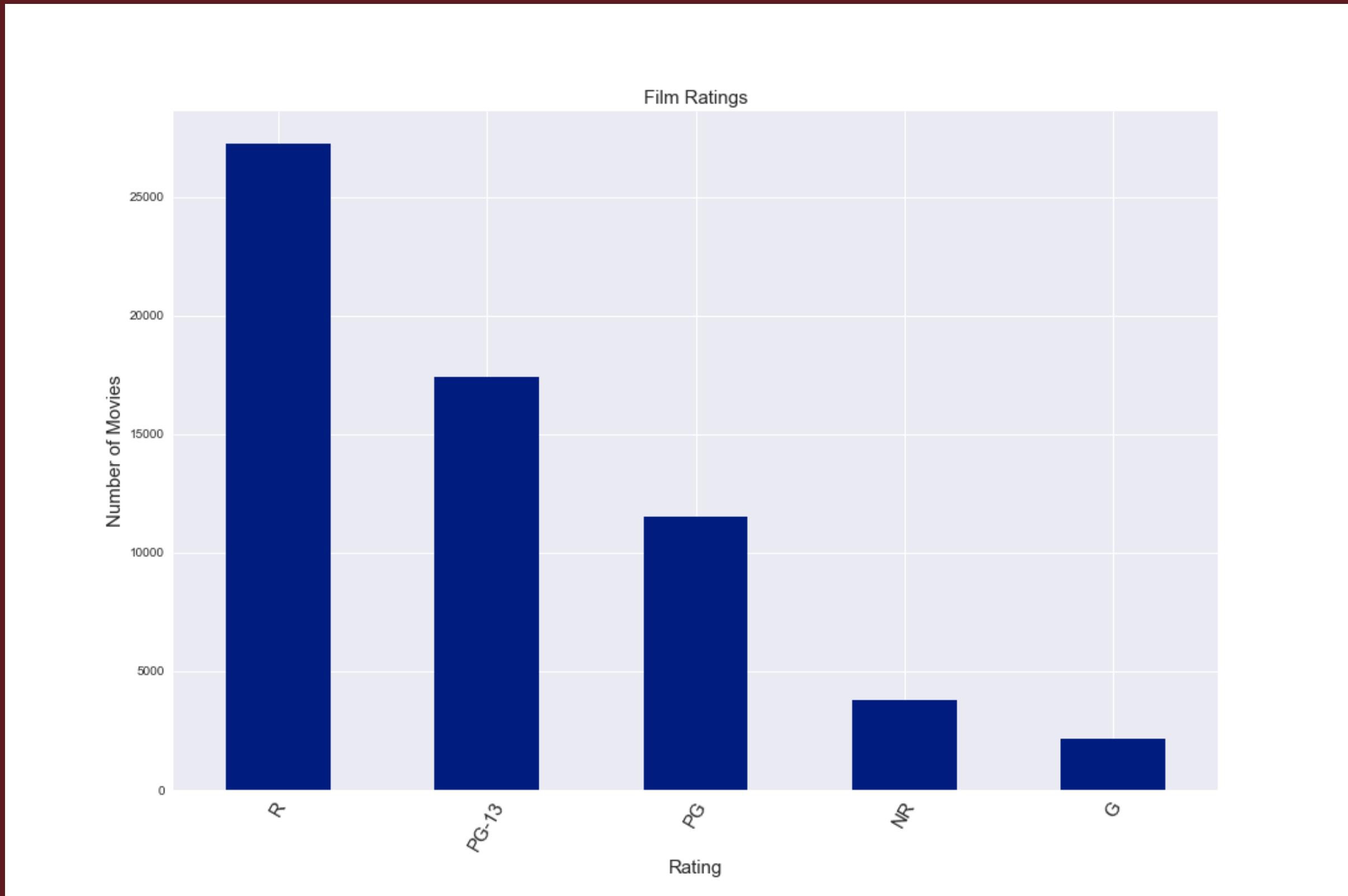
MOST POPULAR GENRE

- Drama is the most popular genre among viewers.
- It is followed by comedy and action



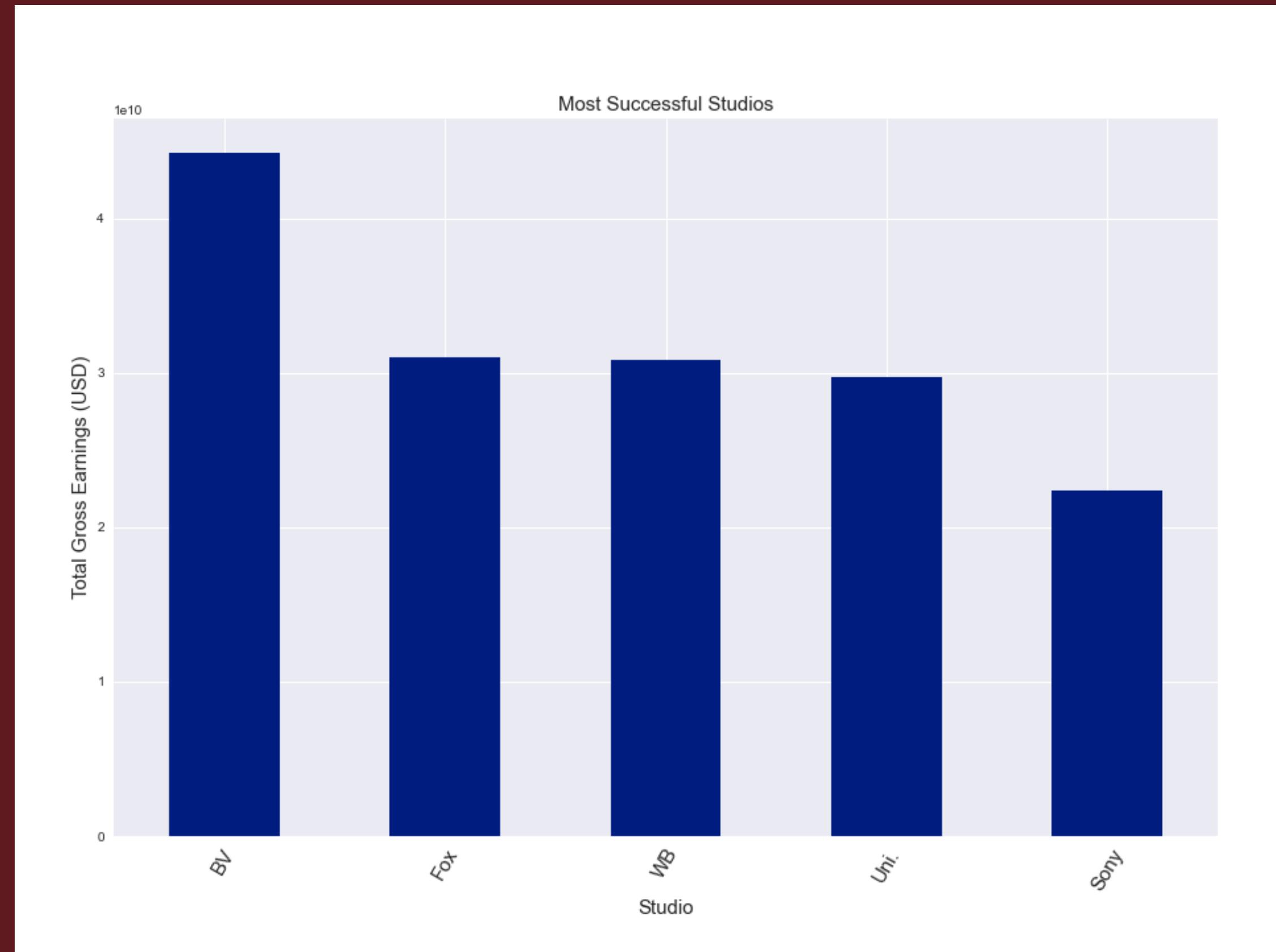
MOST POPULAR FILM RATINGS

- R-rated movies dominate the charts



MOST SUCCESSFUL STUDIOS

- Buena Vista Studios, also known as Walt Disney Studios is currently producing the most profitable movies in the market.



BEST DIRECTORS

- Directors that have produced the highest number of high grossing films per category are as follows:

Drama	<ul style="list-style-type: none">• Clint Eastwood• Steven Soderbergh
Comedy	<ul style="list-style-type: none">• Noah Baumbach• Woody Allen
Action	<ul style="list-style-type: none">• David Ayer• Zack Synder

RECOMMENDATIONS

1. The most popular genres are Drama, Comedy and Action. Focusing on these genres is likely to result in a popular movie that is received well by the masses.
2. Microsoft needs to benchmark with the Walt Disney Studios, Fox and Warner Bros as their movies have brought in the highest gross earnings worldwide.
3. R rated films are by far the most popular movies in the industry and Microsoft should focus on those.
4. The best directors to attach to the popular genres are as follows:
 - Clint Eastwood & Steven Soderbergh for Drama
 - Noah Baumbach & Woody Allen for Comedy
 - David Ayer & Zack Snyder for Action



THANK YOU!

Questions?

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