



MICROSOFT  
ENTERTAINMENT STUDIOS:

**A NEW CHAPTER IN  
ENTERTAINMENT**

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# OVERVIEW

- ▶ Microsoft, a global technology leader renowned for its innovations in software, hardware, and cloud computing, is venturing into the realm of entertainment by creating its own studio.
- ▶ This is a significant step in Microsoft's journey towards diversification and expansion beyond its traditional technology domains.
- ▶ The entertainment sector, is a domain marked by creativity, captivating audience interactions, and constant technological advancements.
- ▶ This project aims to provide Microsoft with essential insights and strategies required to establish a successful movie studio.

# BUSINESS UNDERSTANDING

- ▶ The move to join the industry reflects Microsoft's recognition of the transformative power of storytelling, the widespread appeal of cinematic content, and the immense financial potential that this industry offers.
- ▶ The movie industry involves producing a wide array of content, from blockbuster films to compelling documentaries and captivating series.
- ▶ Microsoft's venture into this domain aligns with its broader mission of enhancing the lives of individuals and organizations through innovation.



# PROBLEM STATEMENT

- ▶ The film industry is a dynamic and constantly evolving landscape, influenced by various factors such as genre preferences, budget allocation, directorial contributions, and audience reception.
- ▶ To gain deeper insights into this complex ecosystem, this research project aims to analyze key aspects of the movie industry. Let's look at the objectives

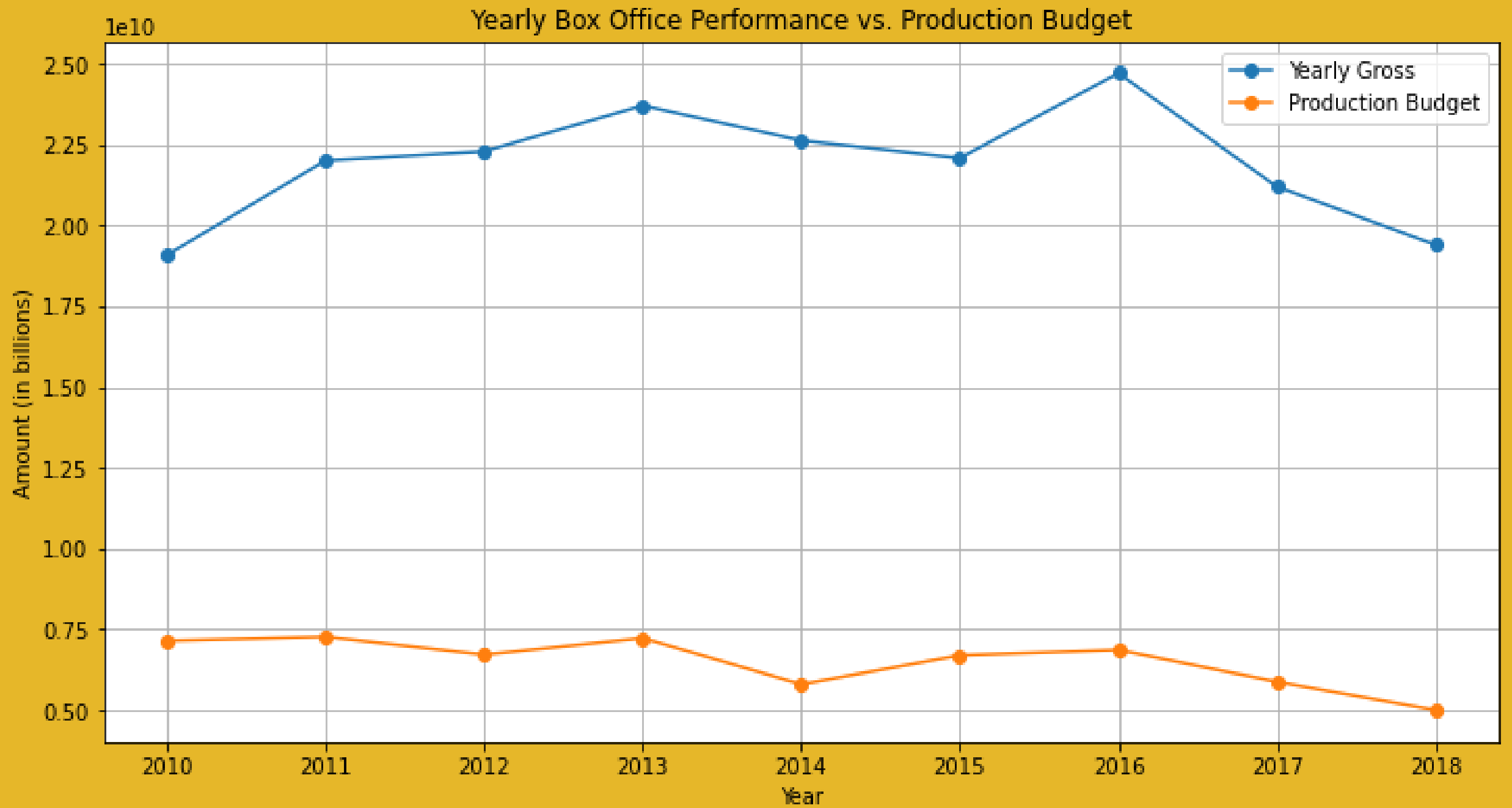
# OBJECTIVES

- ▶ **The objectives are:**

- ▶ 1. To analyze the overall box office performance of movies, including domestic, foreign gross and budget, to identify trends and patterns over the years
- ▶ 2. To identify emerging genre trends by analyzing the popularity of genres over time.
- ▶ 3. To analyze movie details such as directors and box office performance, to be able to see directors who have produced more movies over the years.
- ▶ 4. To analyze relationship between reviews and ratings

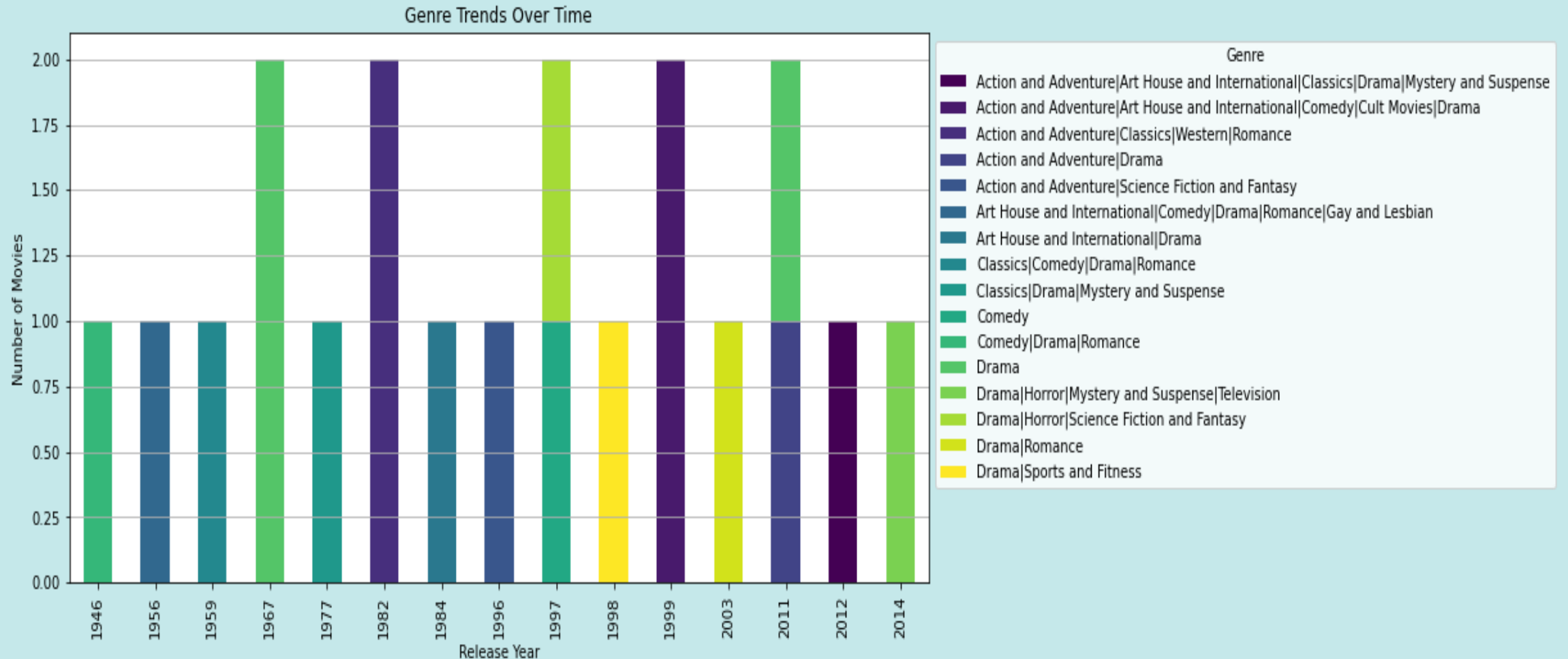
# ANALYSIS

- ▶ Perform our analysis using Exploratory Data Analysis (EDA) using a python library called pandas.
- ▶ Use data visualization to plot the analysis.
- ▶ Used – 1. Bar graphs
  - ▶ 2. Line graph
  - ▶ 3. Scatter plots
  - ▶ 4. Histogram
- ▶ The graphs analyze the objectives in question respectively.

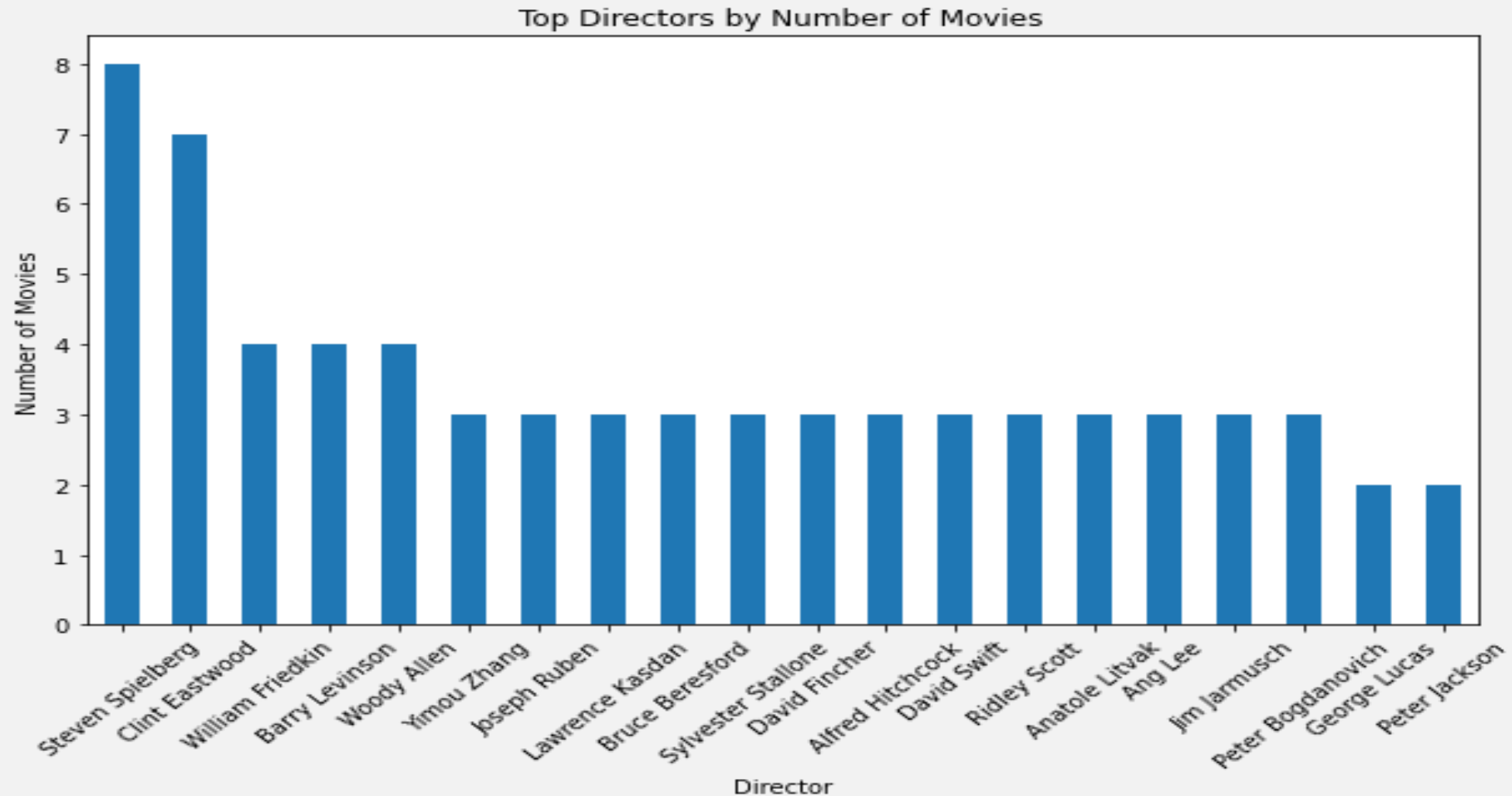




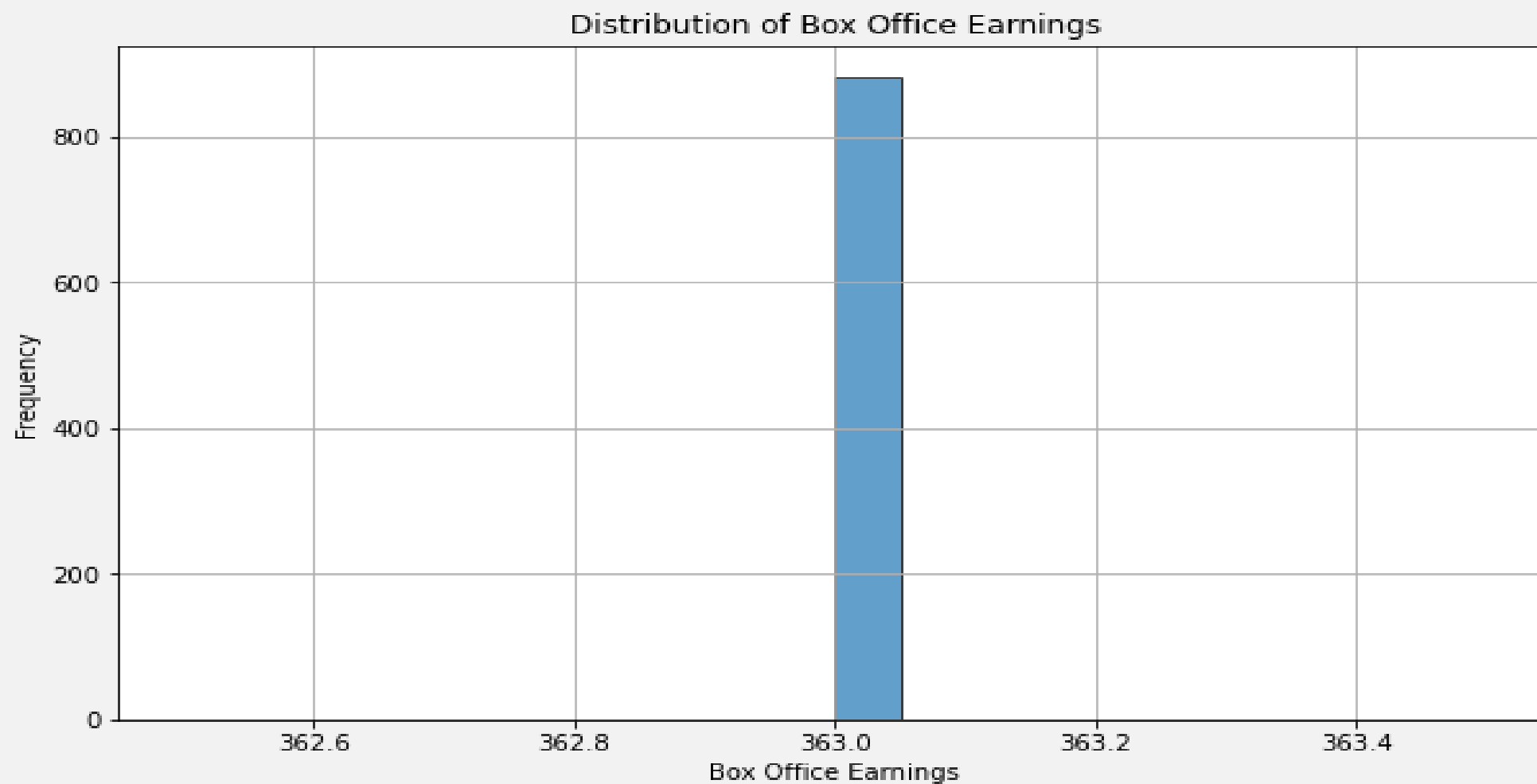
# Genre trends over time



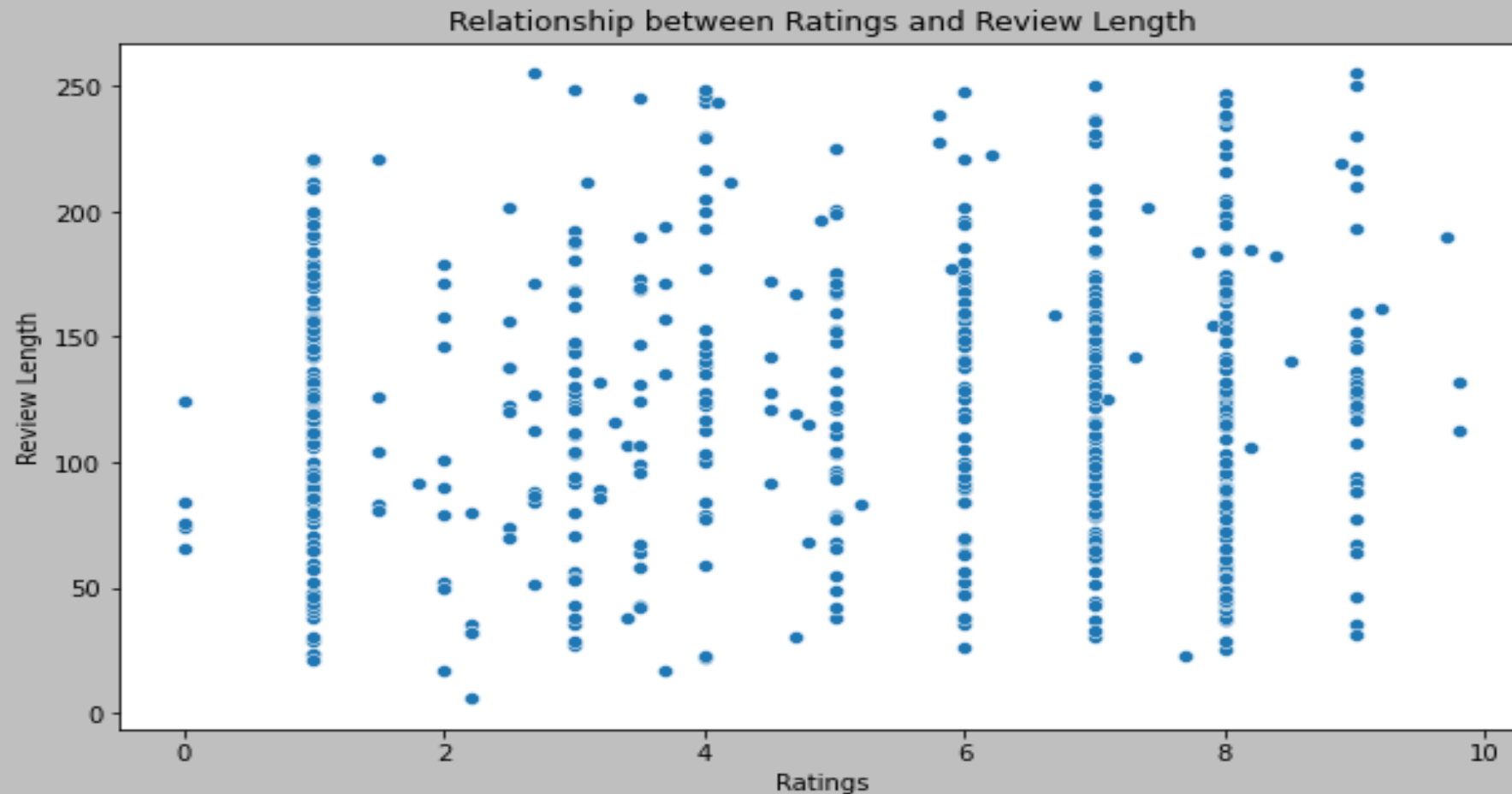
# Relationship between directors and number of movies each produce



# Box office performance



# Analyze relationship between reviews and ratings



# RECOMMENDATIONS AND CONCLUSION

## Recommendations

- ▶ **Identify genres and trends that resonate with global audiences**
- ▶ **Collaborating with directors who have a track record of delivering successful movies in genres that align with your objectives**
- ▶ **Diversify Genre Portfolio for Better Box Office Performance**
- ▶ **Place a strong emphasis on ensuring the quality of your movies.**

## Conclusion

- ▶ **However, The project provided a comprehensive overview of the movie industry, shedding light on critical factors influencing box office performance, genre trends, and the role of reviews and ratings.**
- ▶ **it's important to note that the movie industry is ever-evolving, and staying attuned to ongoing changes and innovations is essential for continued success in this dynamic field**





*The End*