

# **MICROSOFT STUDIO**

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The top right corner features two overlapping triangles: a larger olive green one and a smaller, lighter green one to its right. The bottom right corner features two overlapping triangles: a larger light pink one and a smaller, darker pink one to its right. A solid dark blue circle is positioned on the light pink triangle in the bottom right.

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# INTRODUCTION

Should Microsoft venture in the Film industry?

Short answer: Yes!

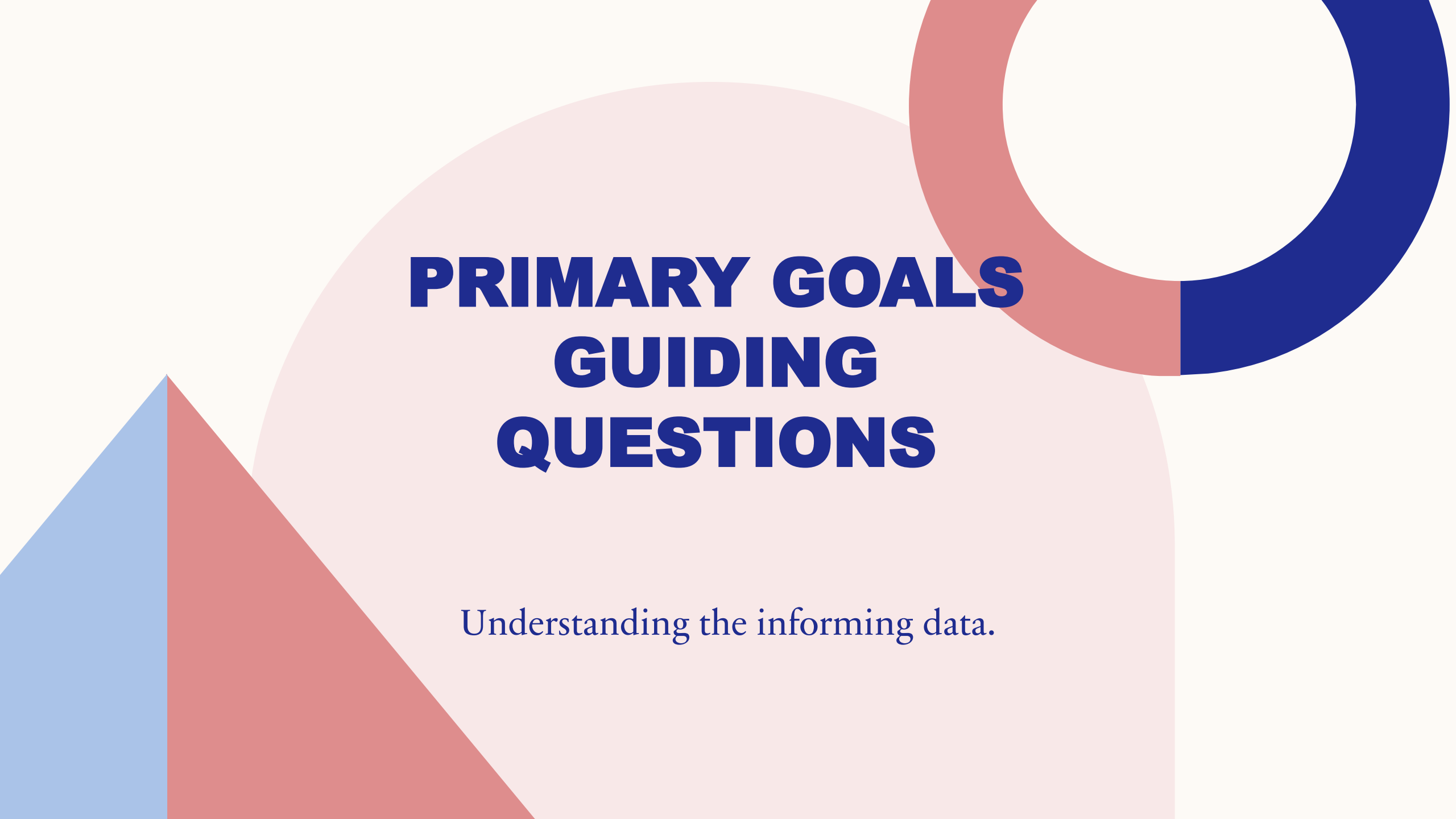
Film production is enormously lucrative venture for any company with a strong brand presence and standing. Microsoft would indeed have great chance in market penetration, recognition and revenue if it were to partake in this film production domain.

This study shows us why Microsoft should build a Film Studio and where exactly it should start.



**“BUSINESS OPPORTUNITIES ARE  
LIKE BUSES. THERE'S ALWAYS  
ANOTHER ONE COMING.”**

Richard Branson



# **PRIMARY GOALS GUIDING QUESTIONS**

Understanding the informing data.

# QUESTIONS

1. How many Titles have been produced in the course of the study
2. Are there Original Title? And if there are how many?
3. What are the Studios involved in the Film production in the study?
4. What Genres have been performing best in both the domestic and worldwide markets?
5. What is the Average Length of a performing Film?
6. Which Regions and Languages did well in Film Reception?

# BASIC EDA

- The vast pool of our study data comes from the world's most trusted and respected sources of film information. This includes, but not limited to *Box Office Mojo*, *IMDB*, *Rotten Tomatoes*, *TheMovieDB* and *The Numbers* collected over a 12 year period.
- What we have found out:
  - (i) At studio have a satellite branch across various regions
  - (ii) There is no shortage of the need for a Studio which produced a variety of genres
  - (iii) Studio Revenue from films follows the a particular genre of films

# WHAT WE HAVE LEARNT

## PRIMARYLY

- There were over 107,459 unique films produced over the period of study.
- None Original films, or remakes of older films, out did originally produced film.

## ALSO

- The best performing Studios were clustered in either the US, CA or the UK.
- And the best performing genres did well if they were Action, Adventure or Sci-Fi.
- The Average length of a performing Film was 97 minutes.



# AREAS OF FOCUS

## RECOMMENDATION AND AREAS OF FOCUS

- Region: Set up a Studio in either: US, CA or in UK.
- Invest in the production of Action, Adventure or Sci-Fi Films.
- Leverage brand presence in mentioned regions to spur certain successful productions.

# SUMMARY

Microsoft Should get into Film Production business.



# THANK YOU

Ran out of time,

If granted more time I'd have include the visualization.

The EDA was fun!