



Microsoft **STUDIO**

Waweru Brian

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.

TABLE OF CONTENTS

Introduction

Primary Goals

Guiding Questions

Finding

Conclusion

INTRODUCTION

Should Microsoft venture in the Film industry?

Short answer: Yes!

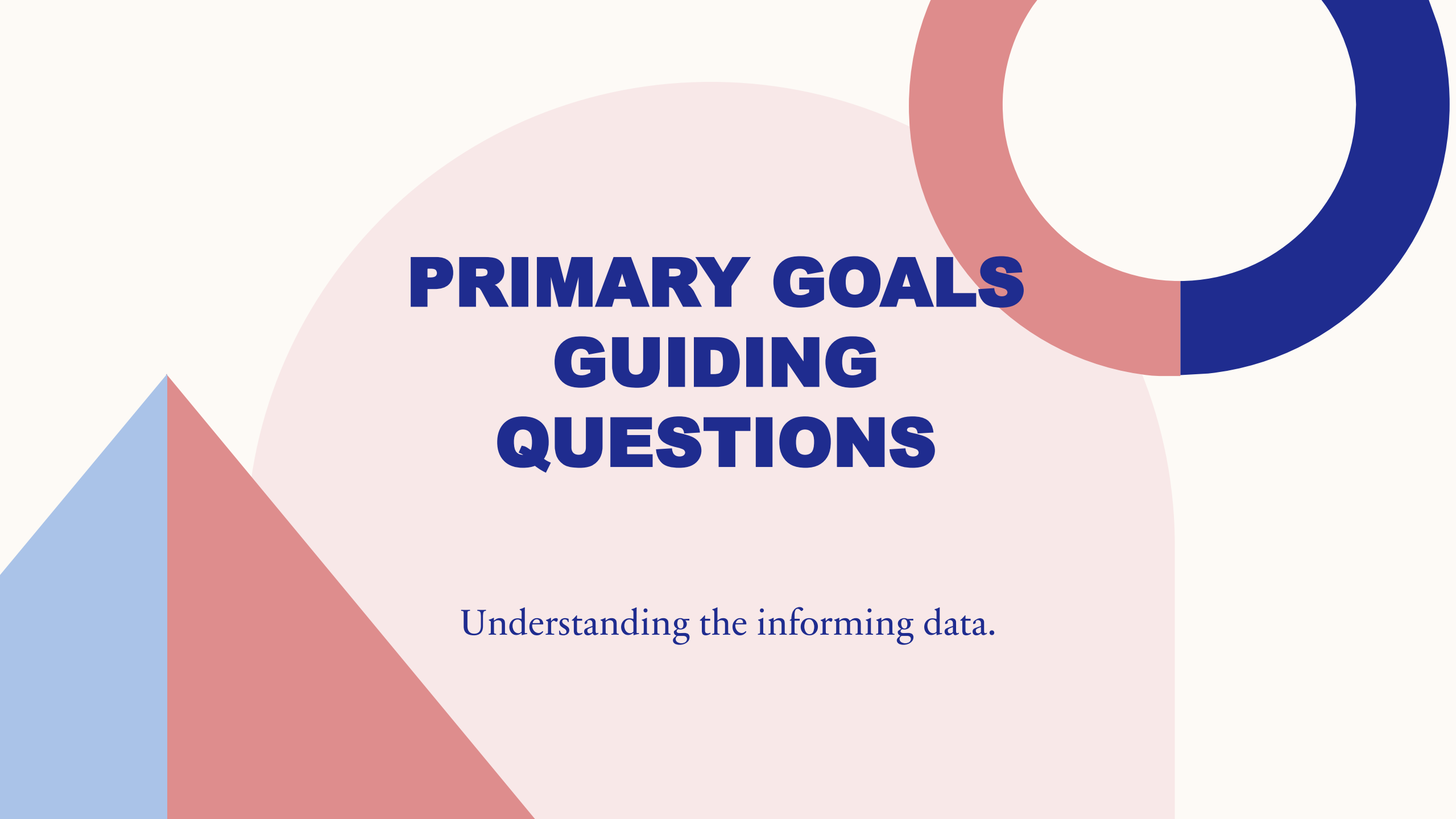
Film production is enormously lucrative venture for any company with a strong brand presence and standing. Microsoft would indeed have great chance in market penetration, recognition and revenue if it were to partake in this film production domain.

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.

OBJECTIVES

GENERAL OBJECTIVE:

Does Microsoft need to have a Studio of its own? **Where** and **how** should it commence its efforts in the industry?

SPECIFIC OBJECTIVES:

Which Films performed well in domestic and worldwide markets base on:
genre, language and region.

(i) **Genre**

(ii) **Original titles** perform in the market?

(iii) **Language**

(iv) **Region**

***EDA* AND DATA CLEANING**

7

- 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*, *The MovieDB* and *The Numbers* collected over a 12 year period.

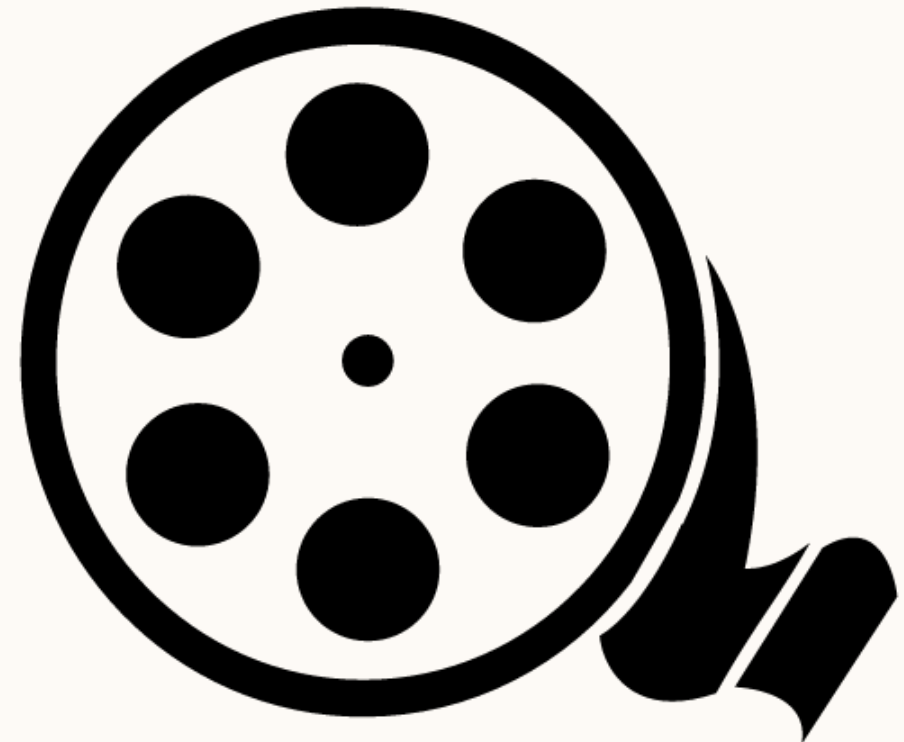
- What we have found out:

If we were to suggest the best way to approach launching The Microsoft Studio it would best to check: -

- (i) To choose a more recent and fitting timeline for inspection.
- (ii) Which Film genres performed well in BoxOffice (markets)
- (iii) Which Language performed well

(iv) Whether or not original film had a good performance in market.

(v) Which regions performed well



HERE IS WHAT WE FOUND OUT

8

In Data Cleaning, we had

- Over 287,000 films produced over the period of study and we worked on a robust 19,035 film we a labyrinth workable information.
- There were Original films, or remakes of older films production of films. There number of Remade Films; See figure 1
- The study encompassed production of film for 10 years; from 2010 to 2020.

See performance in markets in the next slide

Original Titles

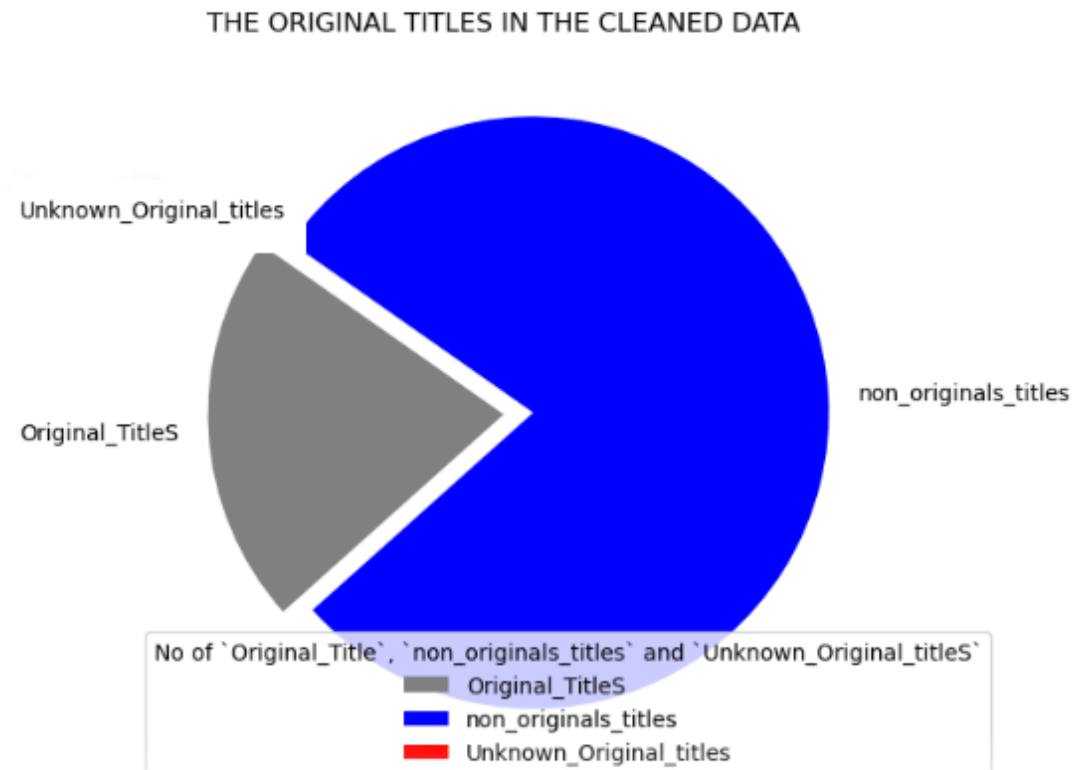


Figure 1

CONT.. ORIGINAL FILMS

INFERENCE:

It appeared that Old films did well in the worldwide market that new film production.

This is clearly seen in **Figure 1.1** with the 'No' category showing higher earnings globally.

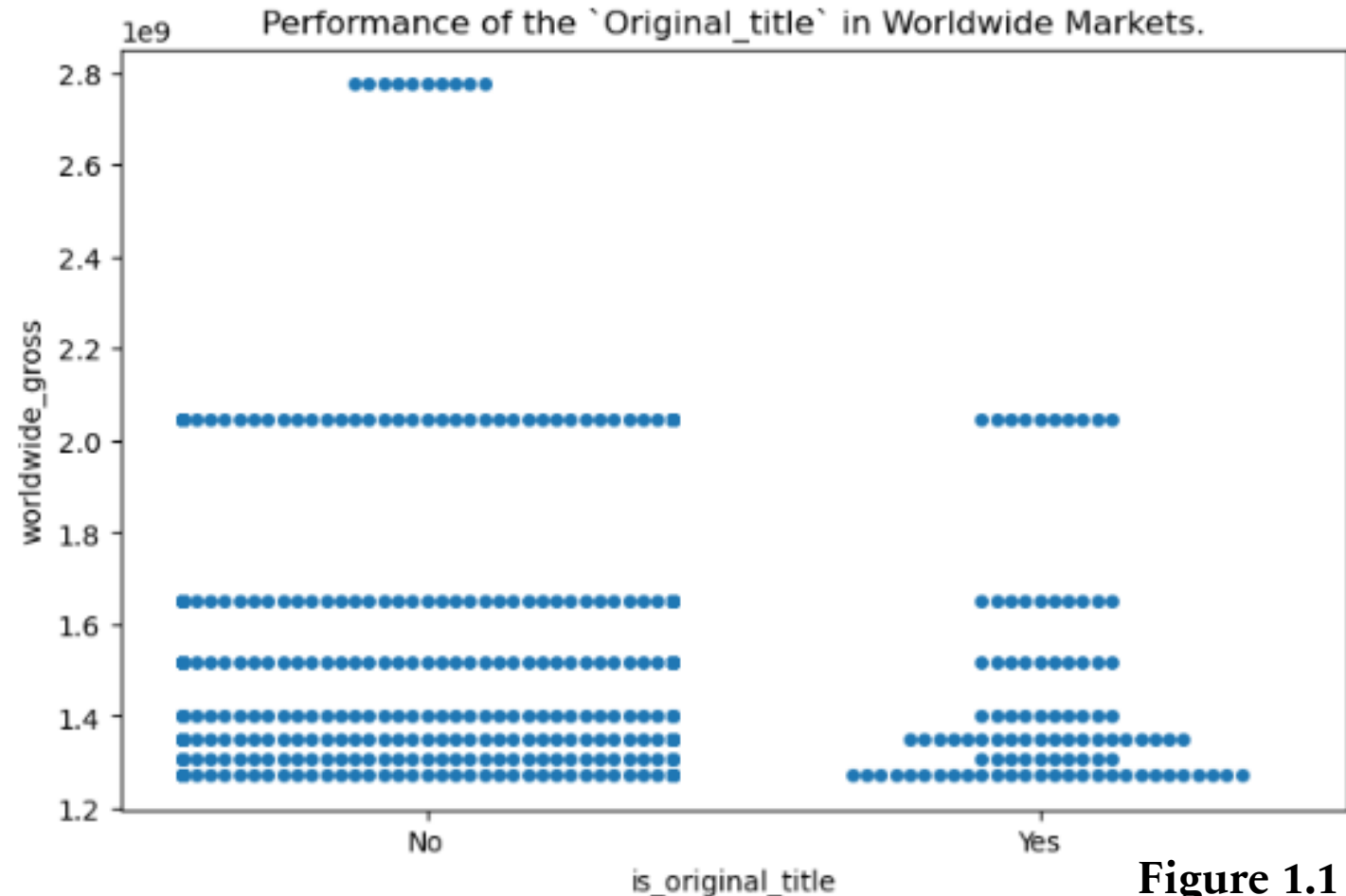


Figure 1.1

FILM AND TIMELINE

- The number of Films produced has fallen drastically. Pointing out there is a huge opening in the Film industry. See Figure 2

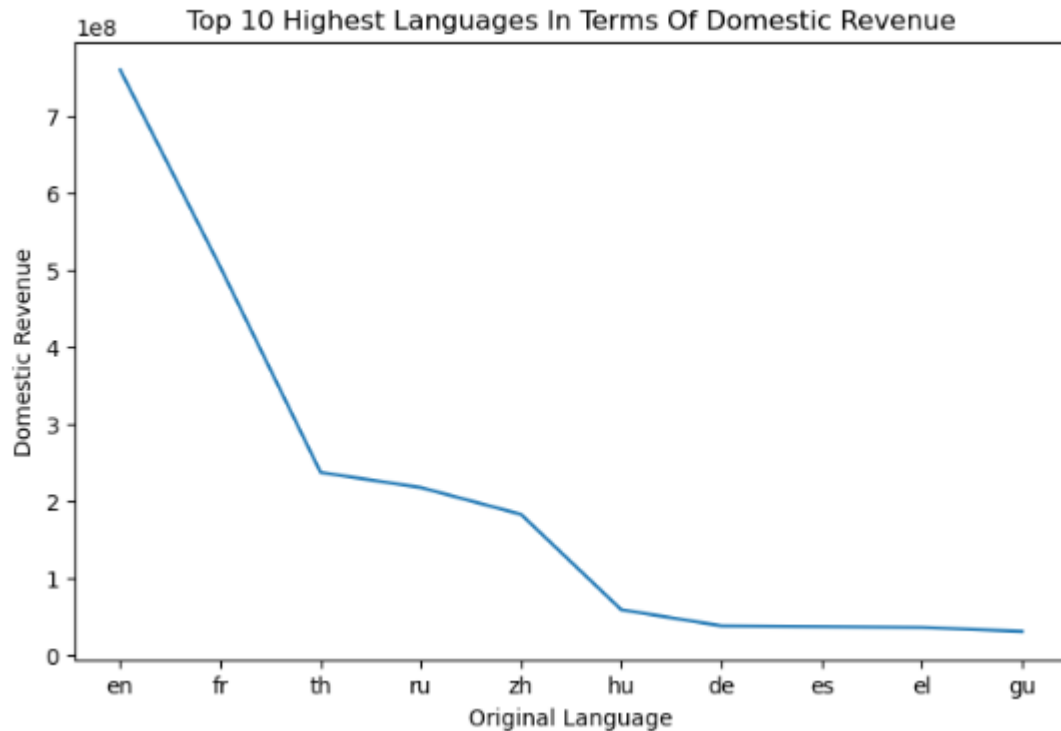


Figure 3

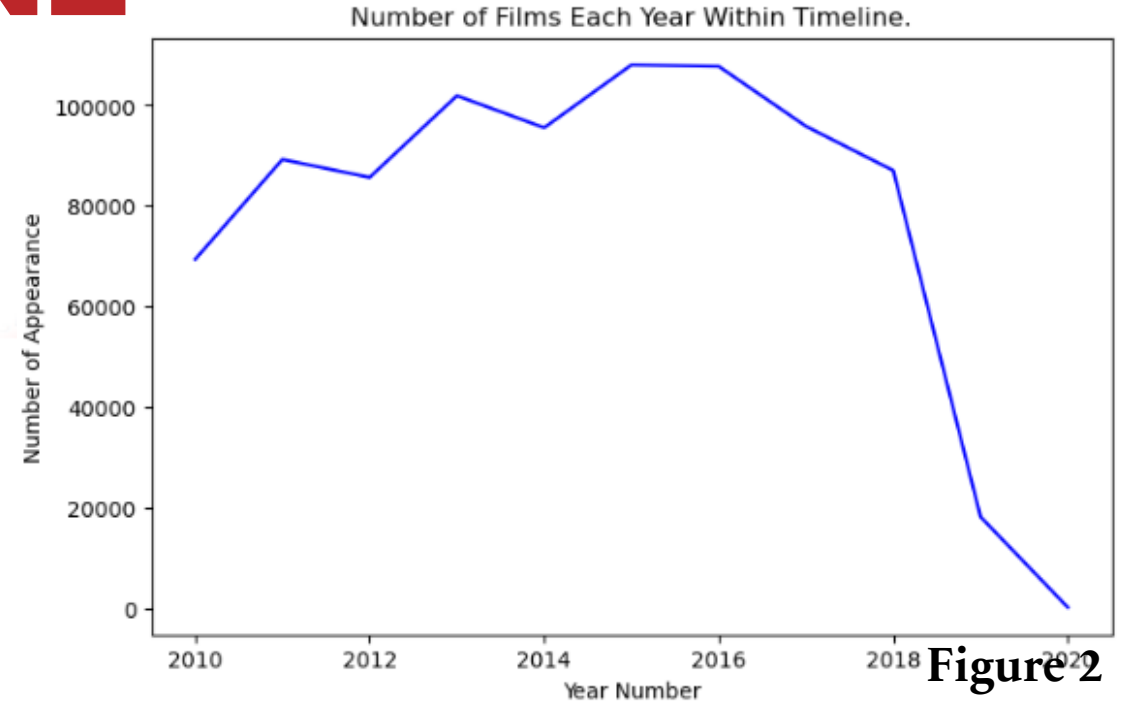


Figure 2

- The dominant languages of Top 10 frequent languages were English and French. See Figure 3

BEST STUDIOS ALONG REGIONS

- The Top biggest player in number of Studios 'BV' and 'Uni' are the Best Performing Studio thus far. See **Figure 4**

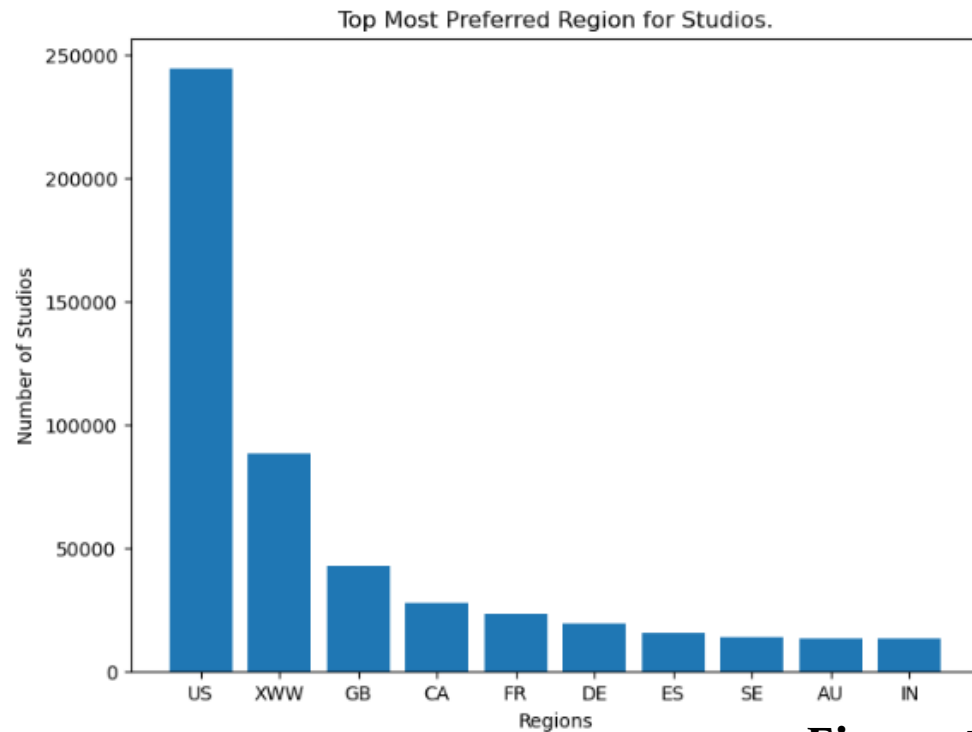


Figure 5

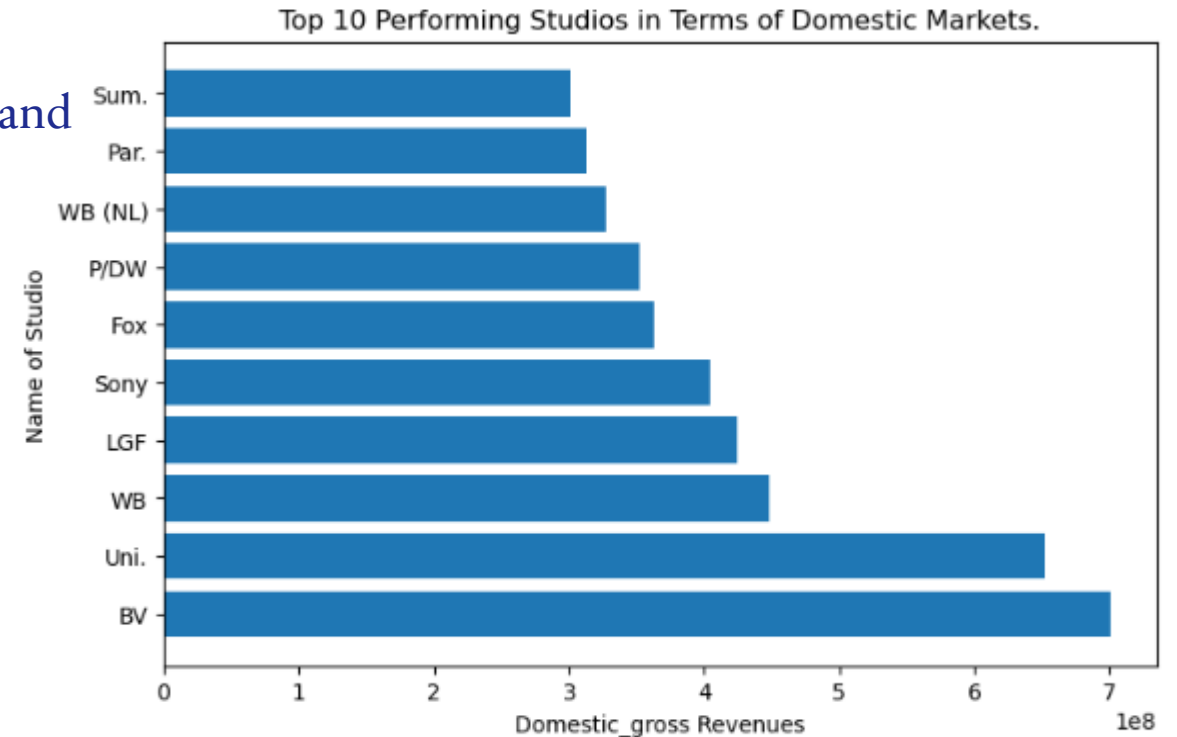


Figure 4

- The most preferred Region in number of Studios was seen to be 'US' and 'XWW' as seen in **Figure 5**

GENRES

- The Best performing genre in ether markets were *Drama, Action, Fantasy, Music* and *Romance*. See Figure 7.

BEST FILM RUNTIME

- The Average and best performing length of film was *94 minutes* as seen in Figure 8.

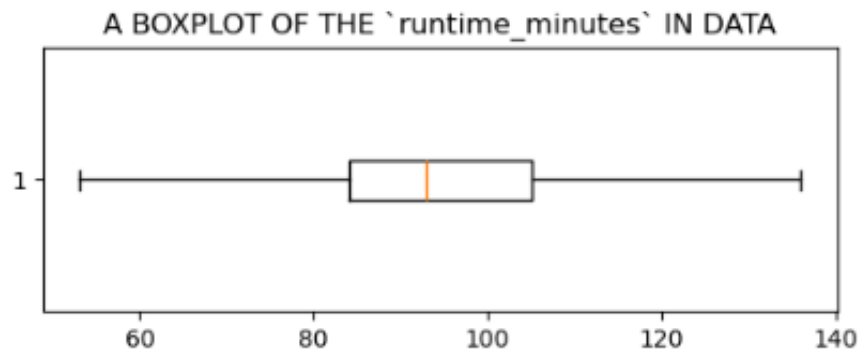


Figure 8

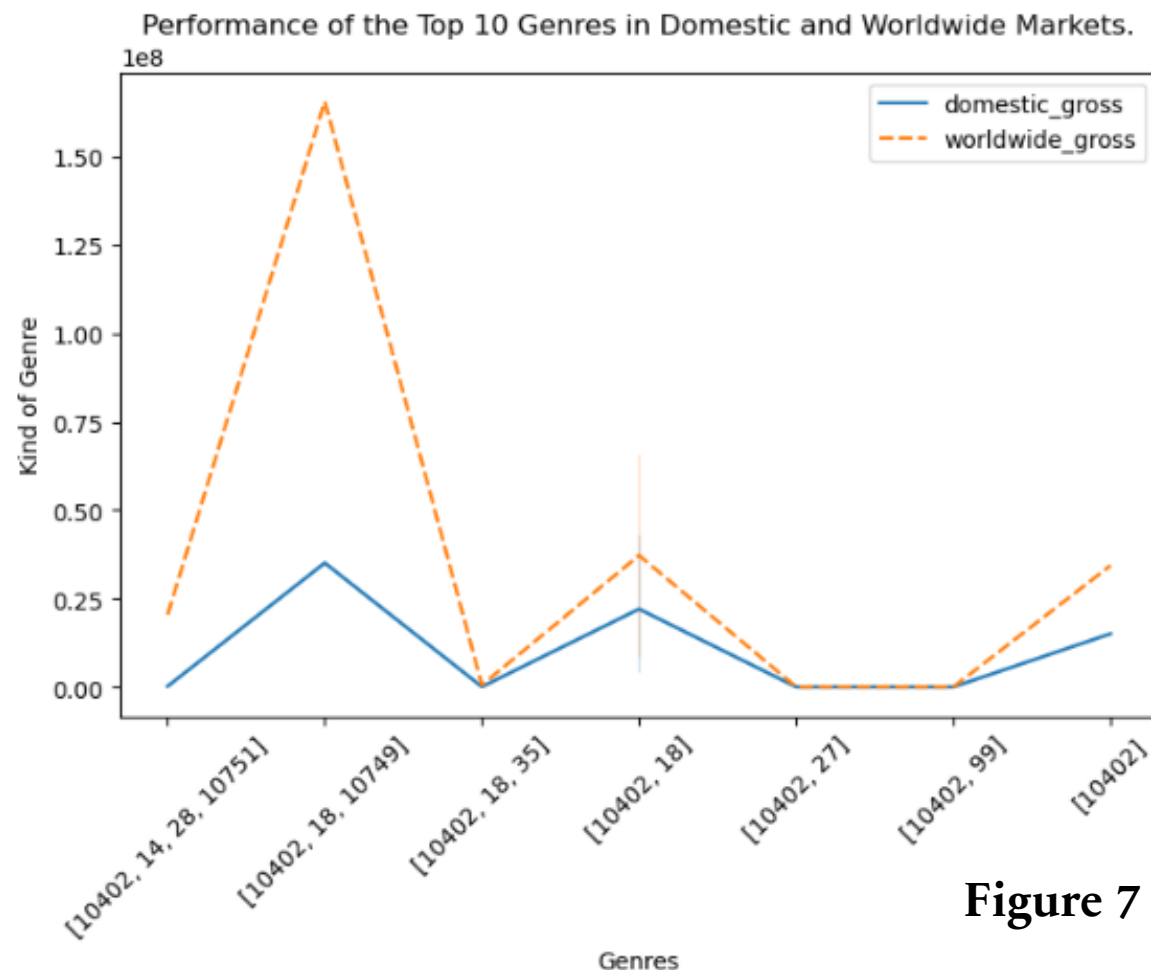


Figure 7

LANGUAGE

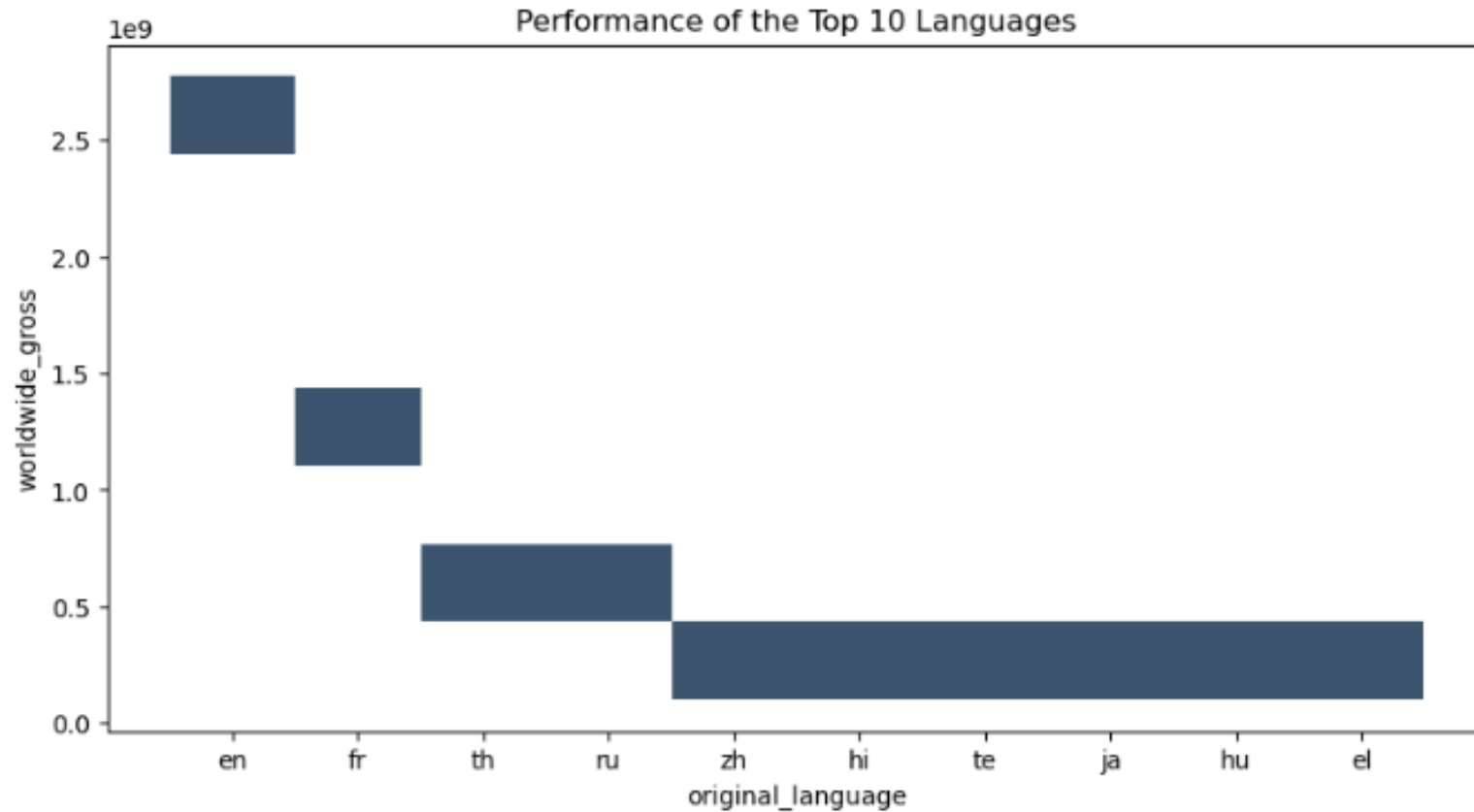


Figure 9

INFERENCE:

From this analysis, it was clearly shown that the top 10 performing languages included *English*, *Thailand*, *French* and *Russian*.

See Figure 9

RECOMMENDATIONS

- **Original Titles:** Remakes of old films perform better in overall markets. The best choices of film productions should be not be new film but *a remodeling of old films*.
- **Genre:** based upon the analysis we found out that *Drama, Action, Fantasy, Music* and *Romance*. A choice of production of any of this genres would receive a positive reception in the market.
- **Region:** The best choice of region to set up a Studio was found to be either in : '*US*', '*XWW*' or '*GB*'.
- **Language and Runtime:** The most occurring languages that performed well were: '*English*', '*French*', '*Thailand*' and '*Russian*'. Any choice of these languages recommended for any film production of roughly *94 minutes* of runtime length.

SUMMARY

Microsoft Should get into Film Production business by setting up studio in

Producing a **Remodelling of Old Films**, of the genres: *Drama, Action, Fantasy, Music or Romance* composed of either of these languages: 'English', 'French', 'Thailand' and 'Russian' and runtime length of roughly **94 minutes**.





THANK YOU