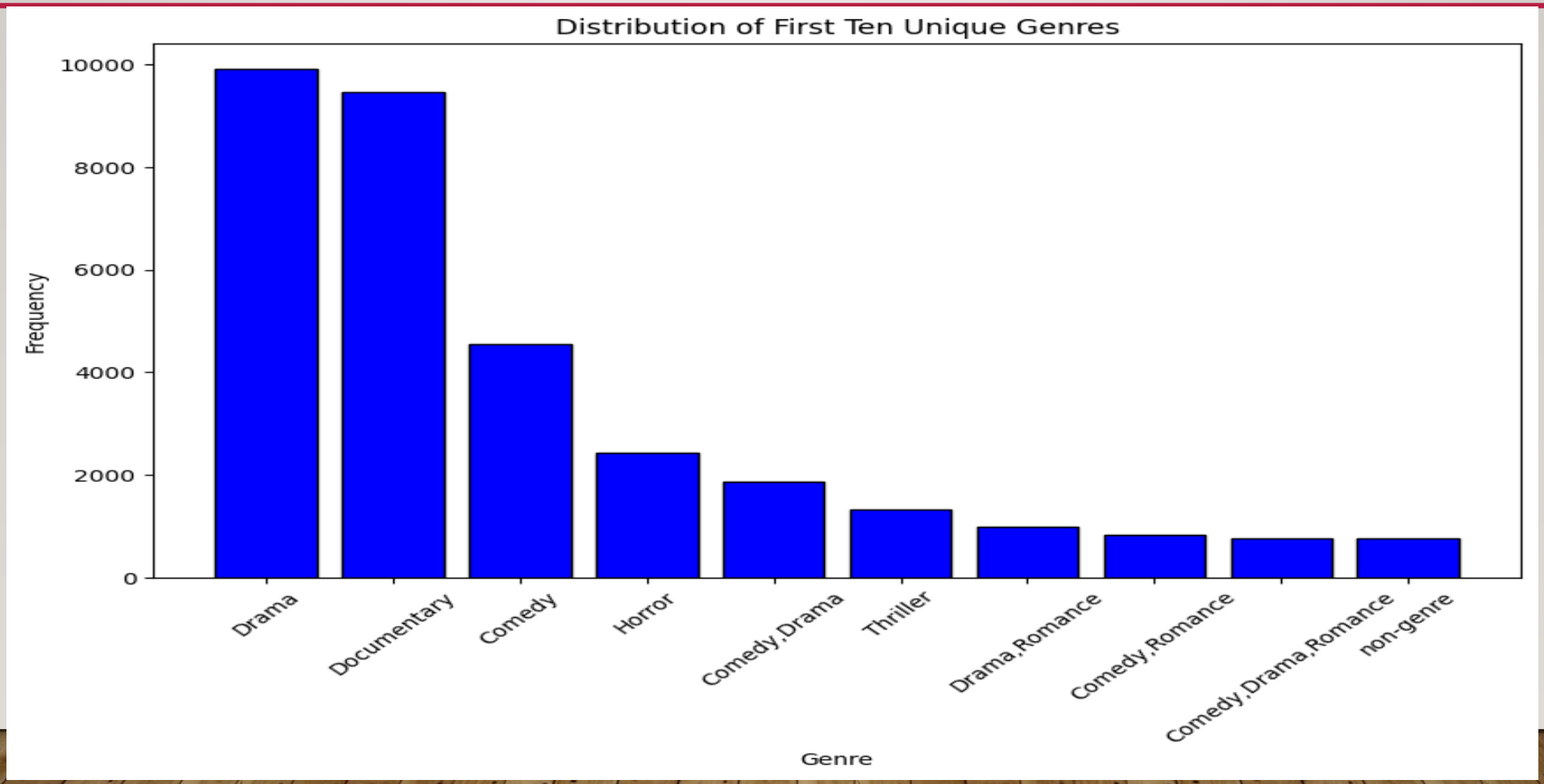
MICROSOFT NEW MOVIE STUDIO

PRESENTATION BY STEPHANIE MWAI

MAIN OBJECTIVES OF THE PROJECT

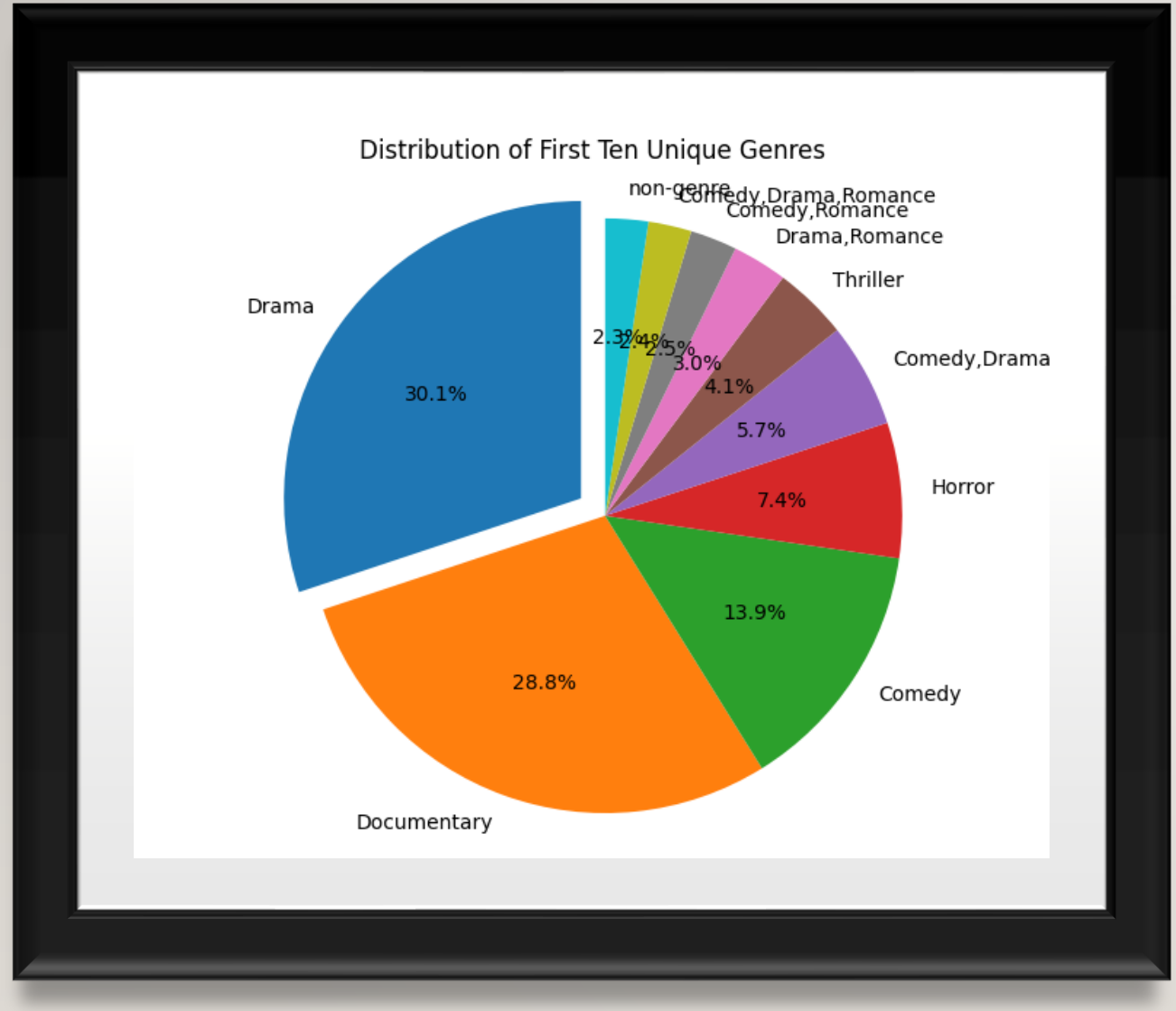
- Establish the top ten most common created movies genres over the period year 2010 to year 2018.
- Establish the percentage Market share of the top ten most common created movies genres over the period year 2010 to year 2018.
- Investigate annual income trend over the period year 2010 to year 2018.
- Establish the target market for the movies.

DISTRIBUTION OF TOP 10 MOST CREATED MOVIE GENRES



RESULTS

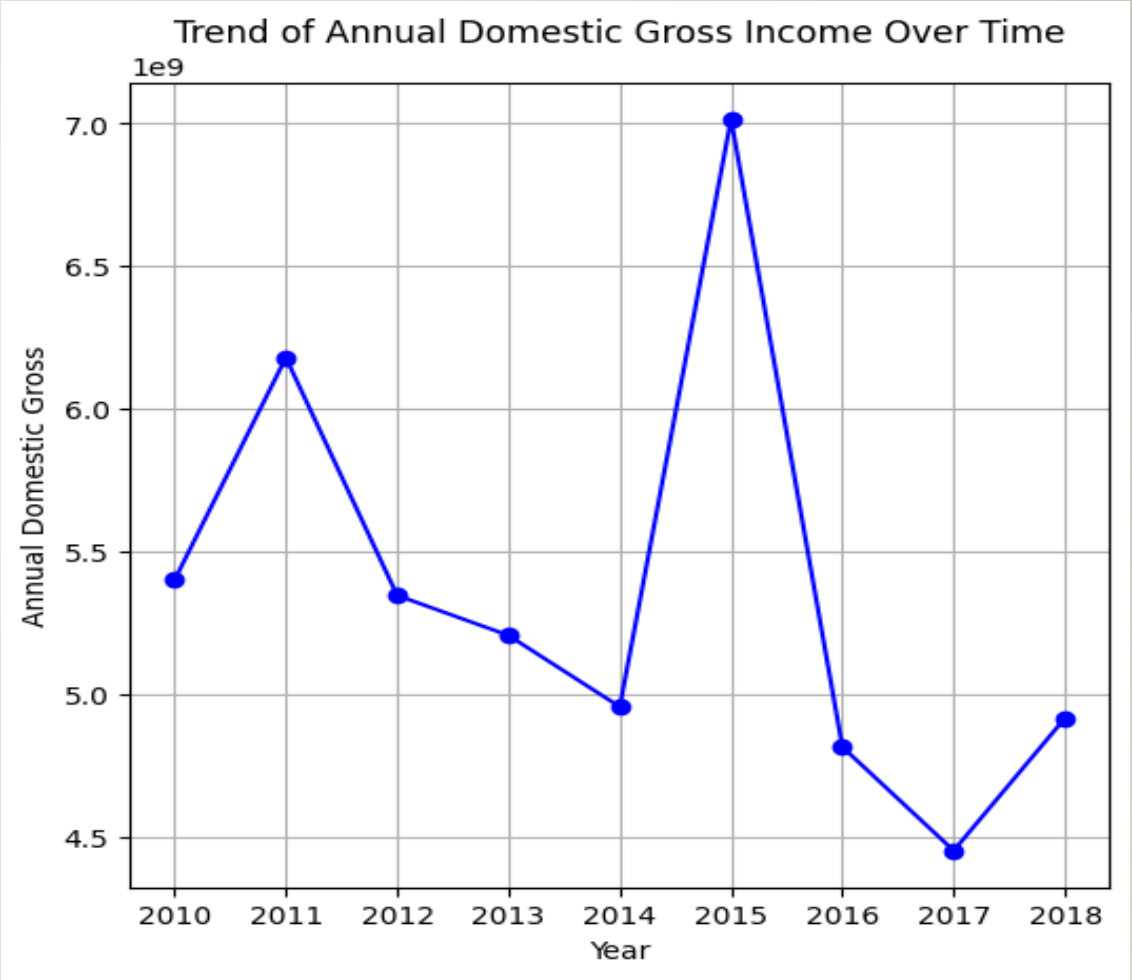
- The most created movie genre is Drama followed by Documentary and Comedy is third placed.
- This distribution tells creators prefer movies that are of one genre as compared to those with mixed genres.



PERCENTAGE MARKET SHARE OF TOP 10 MOST COMMON GENRES

- Out of the top ten most created genres movies of the genre Drama commanded the highest percentage market share of 30.1 %.
- Movies that had the least market share are those that had a mix of Comedy, Drama and Romance.

TREND OF ANNUAL DOMESTIC GROSS INCOME OVER TIME



RESULTS

- From the line plot above we can carefully observe that the annual domestic income increased from 2010 to 2011.
- We can also see that from 2011 to 2014 the domestic gross started decreasing.
- There was an increase in the domestic gross from 2014 to 2015 then the gross started declining from 2015 to 2016.
- The domestic gross continued to decline from 2016 to 2017 then an increase was observed from 2017 to 2018.

TREND OF ANNUAL FOREIGN GROSS INCOME OVER TIME

RESULTS

- As we can see from the line plot above for the foreign gross there was an increase in the foreign gross from 2010 to 2012.
- From 2012 to 2014 the foreign gross income started to decline.
- Additionally, from 2014 to 2015 the foreign gross increased again which showed a positive outcome.
- From 2015 all through 2018 the foreign gross income declined drastically.

CONCLUSION & RECOMMENDATIONS

- Microsoft office can consider creating movies of the genres Drama, Documentary, Comedy and Horror. They are the four most popular creations in the movie industry. Moreover, Microsoft could venture into creating movies with mixed genres as the current has not fully explored in them.
- Movies of the Drama genre enjoy the largest share in the market. Microsoft should consider creating this genre.
- Both Domestic and Foreign Market have erratic trajectory. This is shown by the drastic changes in the declines and increases of the income trends over time.
- Therefore, the company should target both markets that is domestic and foreign in order mitigate risk of declining incomes.