



# MICROSOFT NEW MOVIE STUDIO RECOMMENDATIONS

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# INTRODUCTION

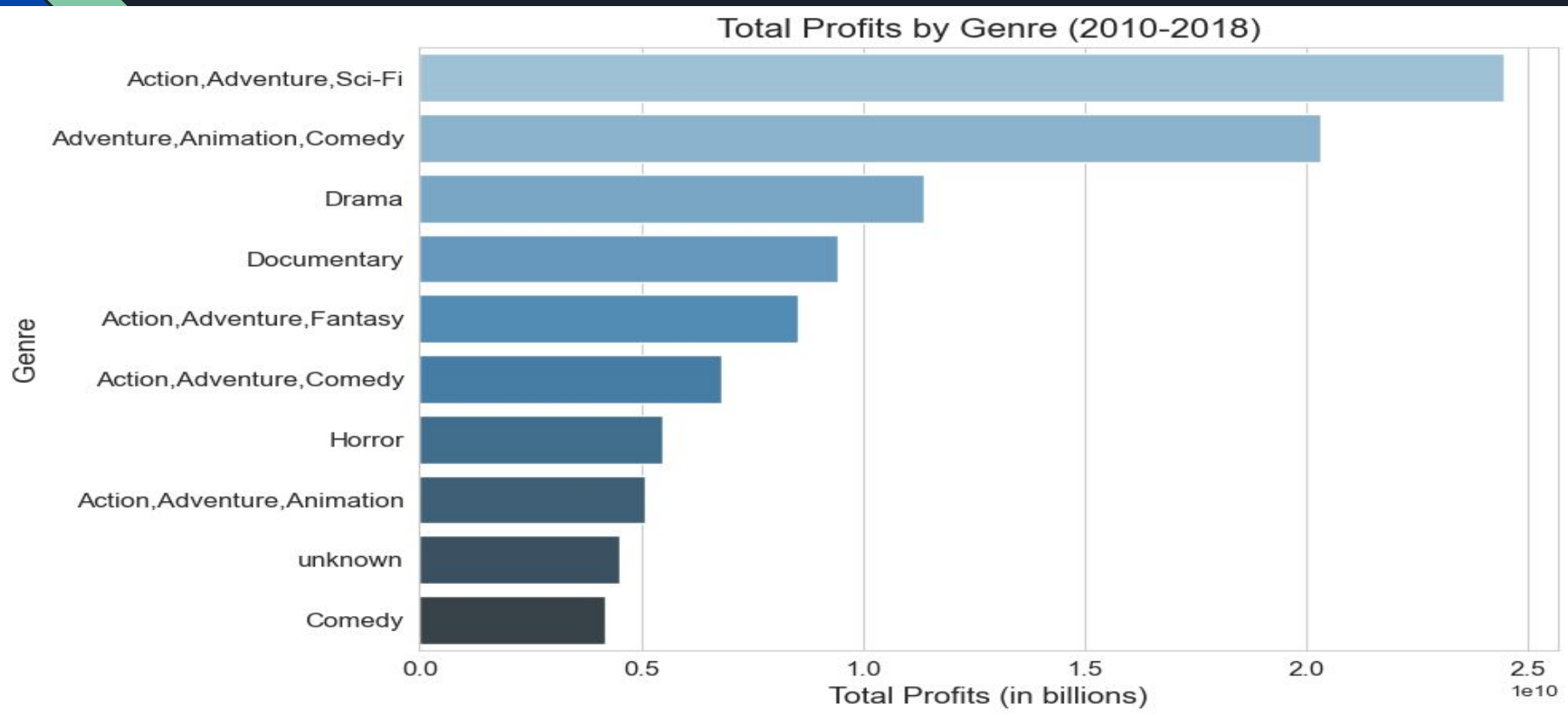
- Welcome to the presentation of Box office trends and insights for Microsoft's new movie studio.
- The goal of this analysis is to explore and find insights that can help Microsoft new movie studio make informed decisions about type of films to create.



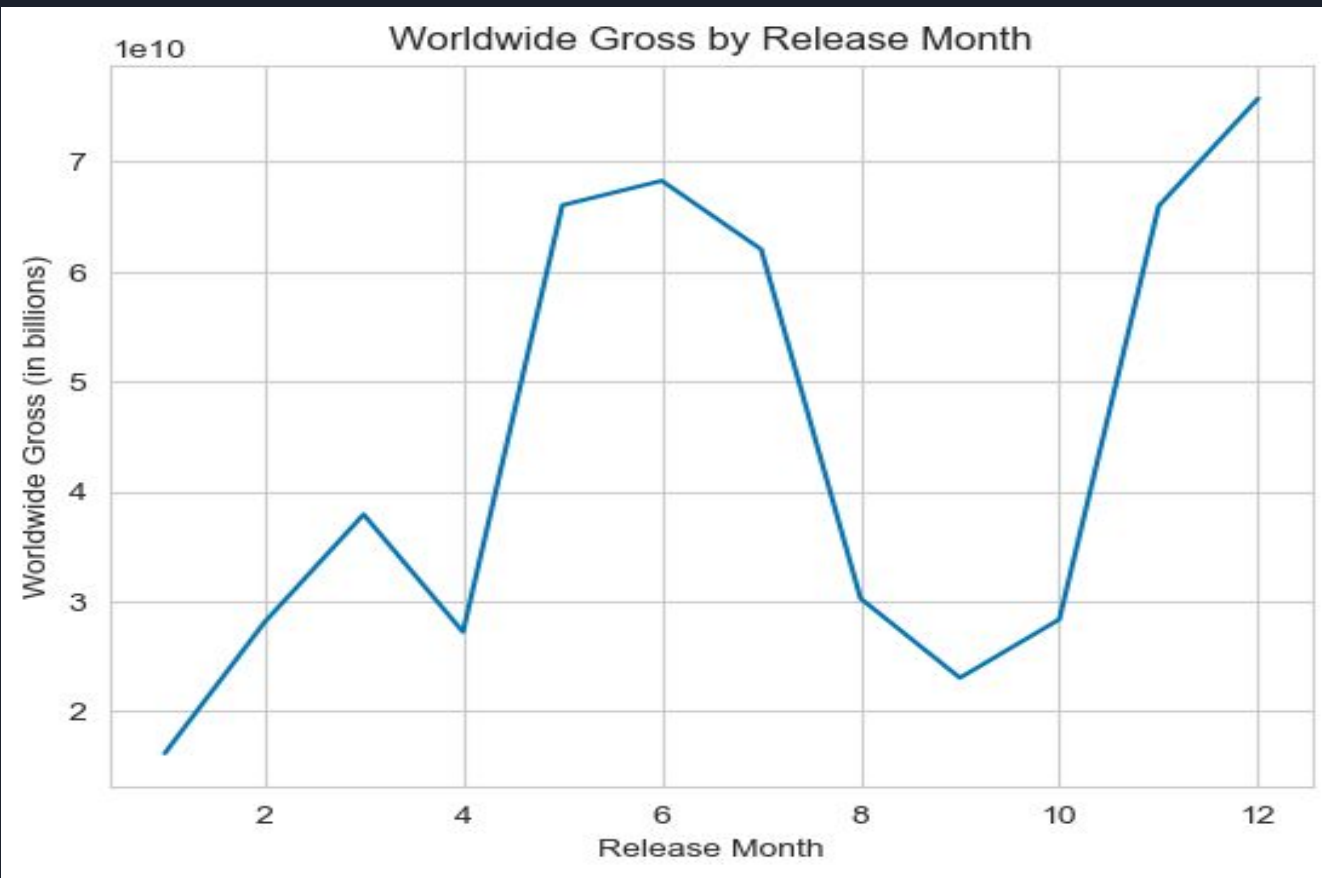
# DATA SOURCES

- Box Office Movies (bom)
- IM DataBase
- Movie Budgets
- Movie Information

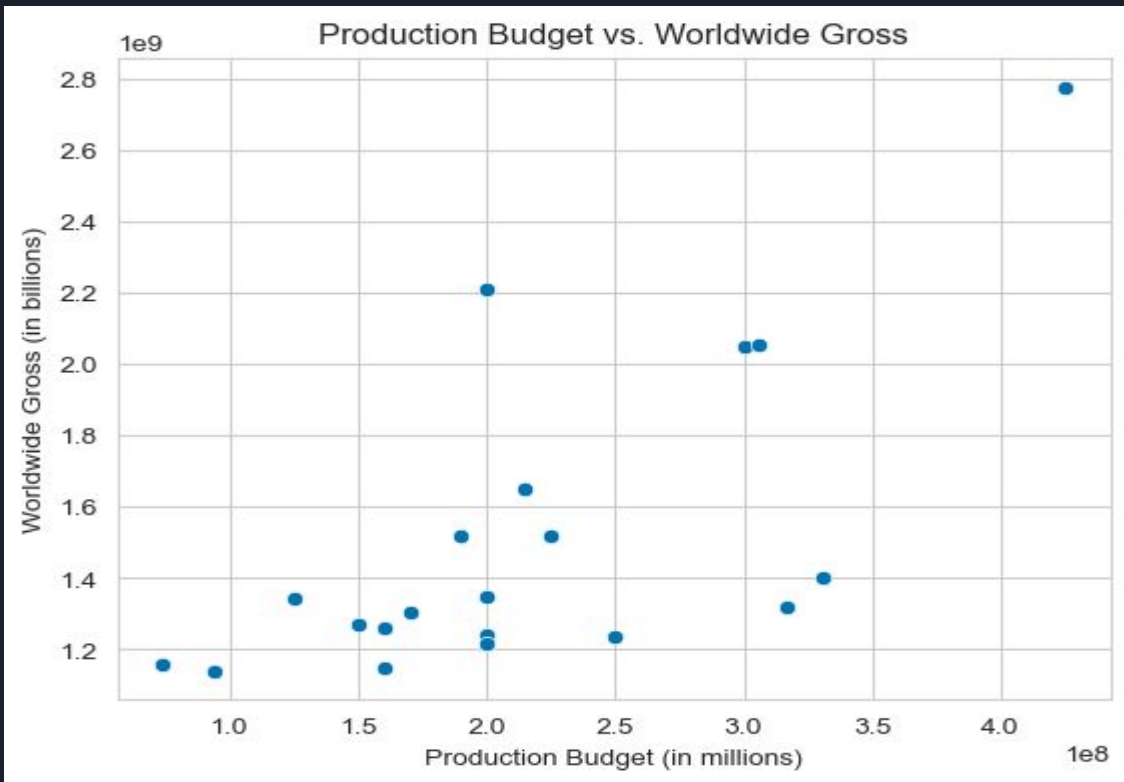
# TRENDS



# RELEASE DATES FOR MOVIES



# PROFITABILITY





# RECOMMENDATIONS

1. Invest in High production budgets to maximize their potential for worldwide gross and profits.
2. Creating movies on Action, Adventures and Science Fiction as they are the top selling movie genres.
3. Release movies during summer time May-August since these are the peak seasons.



# SUMMARY

- Microsoft's new movie studio should focus on creating movies in the Action,
- Adventure, and Science Fiction genres, with high production budgets, and aim to release their films during the summer months.



**THE END**

