

# Microsoft Film Industry Strategy Recommendation



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# Target audience

- Head of Microsoft Studio
- Board of Directors

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# Overview

The study been assigned to help Microsoft break into the film business. The objective was to determine what kinds of movies are currently performing the best at the box office and to inform Microsoft's new movie company executives of my results.

# Understanding the problem

## Budget

- A. What can you expect to spend on a good movie?

## Genres

- A. Which genre dominates among the top fifty rated movies?
- B. Which genres are economical in terms of the return on investment?

## Time

- A. Does the movie's length affect the film's cost?
- B. When is it Lucrative to release the movie?

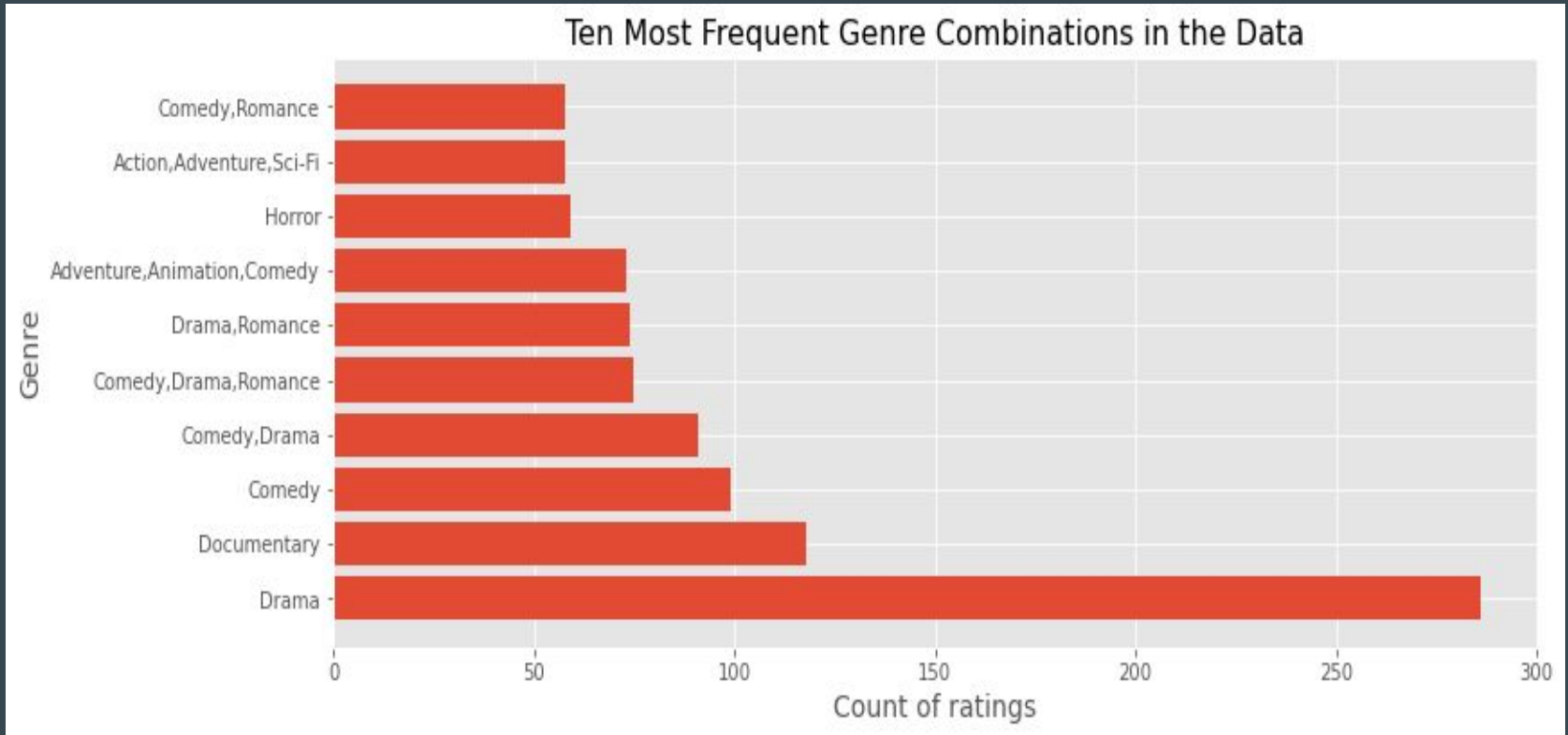
# Budget Proposals

41 million US dollars is the average amount of money spent on a good movie.

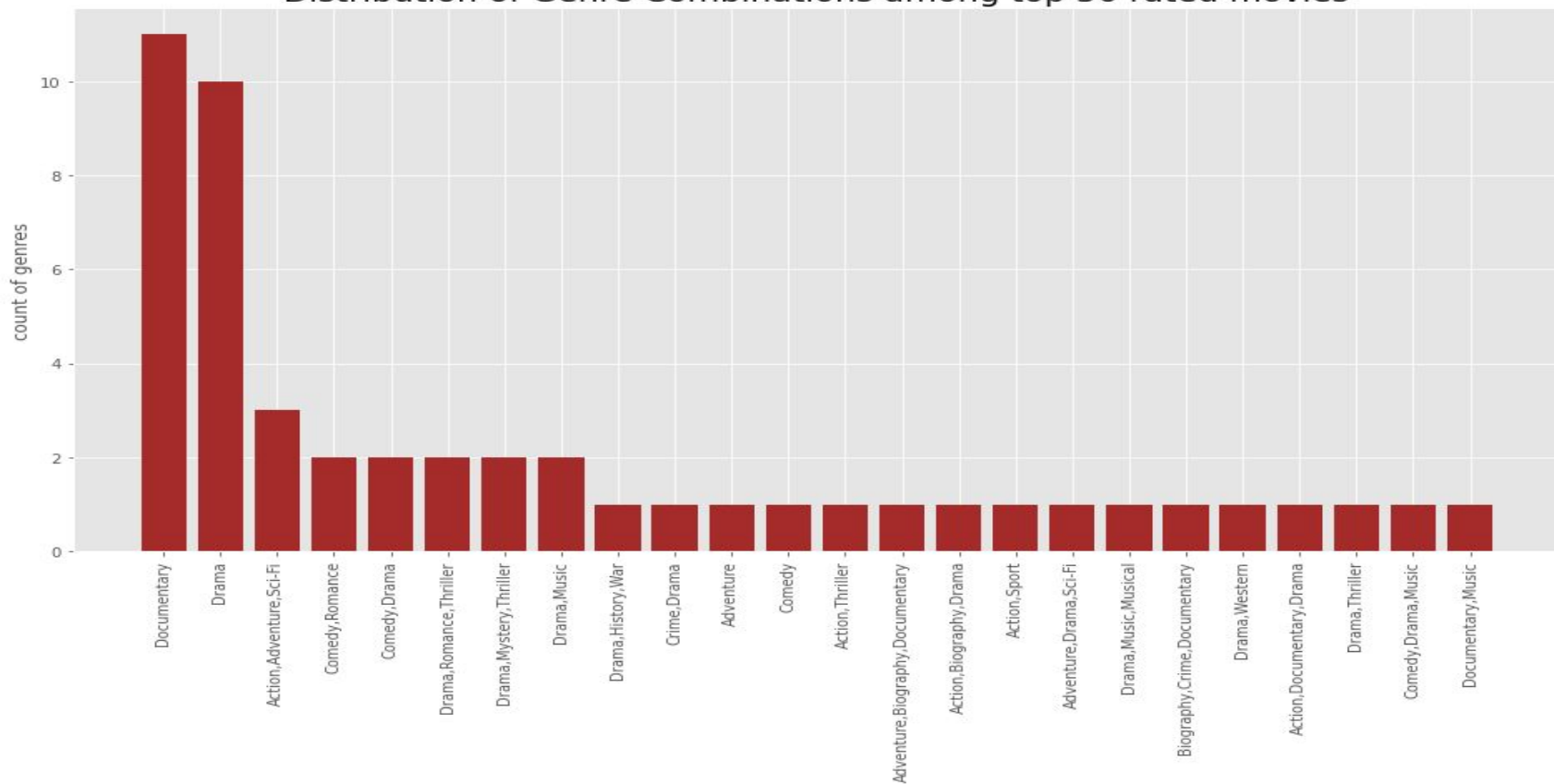
A good movie has an average rating of 6.9 and above.

This was within the interquartile range of 6.5 million US dollars to 49 million US dollar

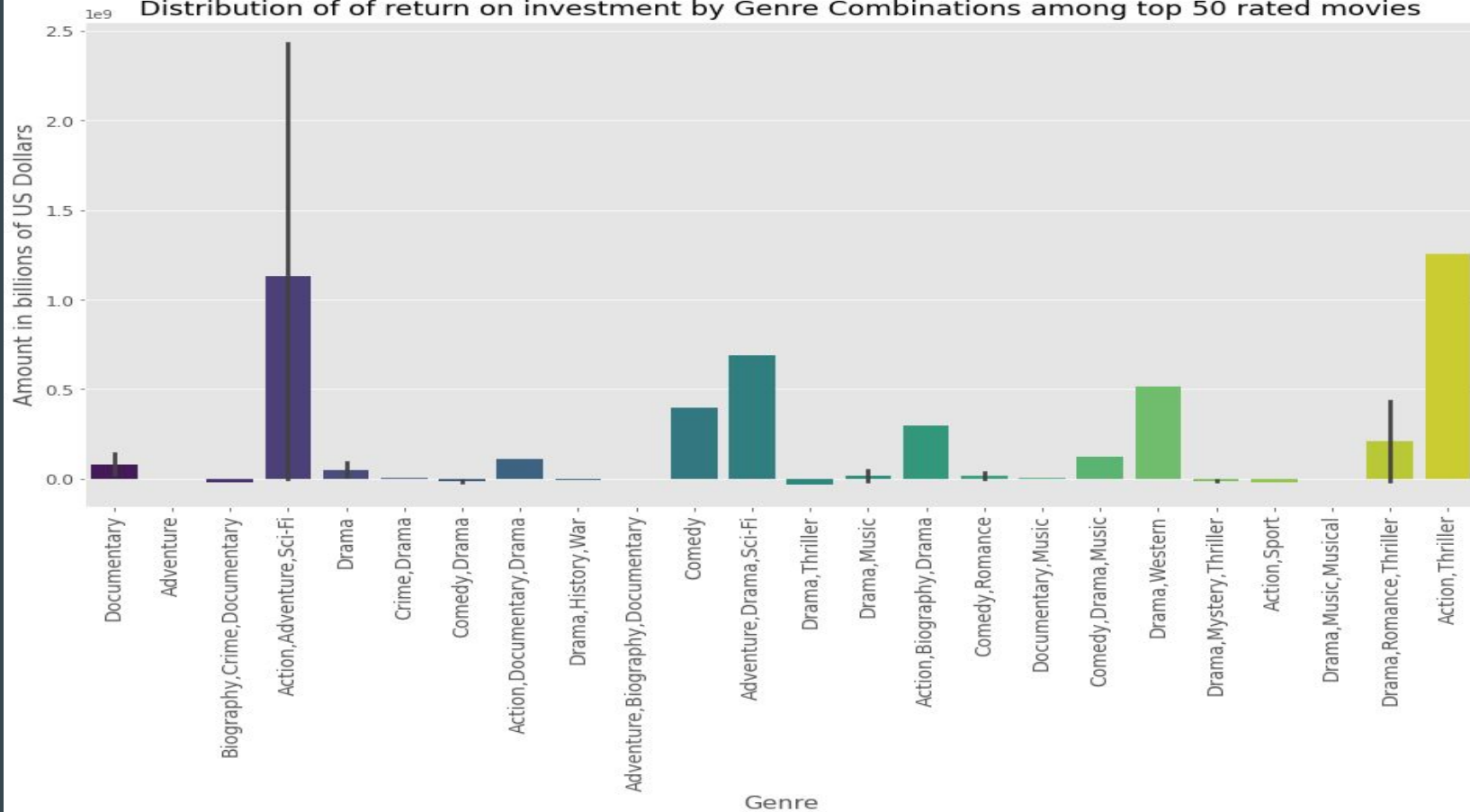
# Understanding the market



Distribution of Genre Combinations among top 50 rated movies

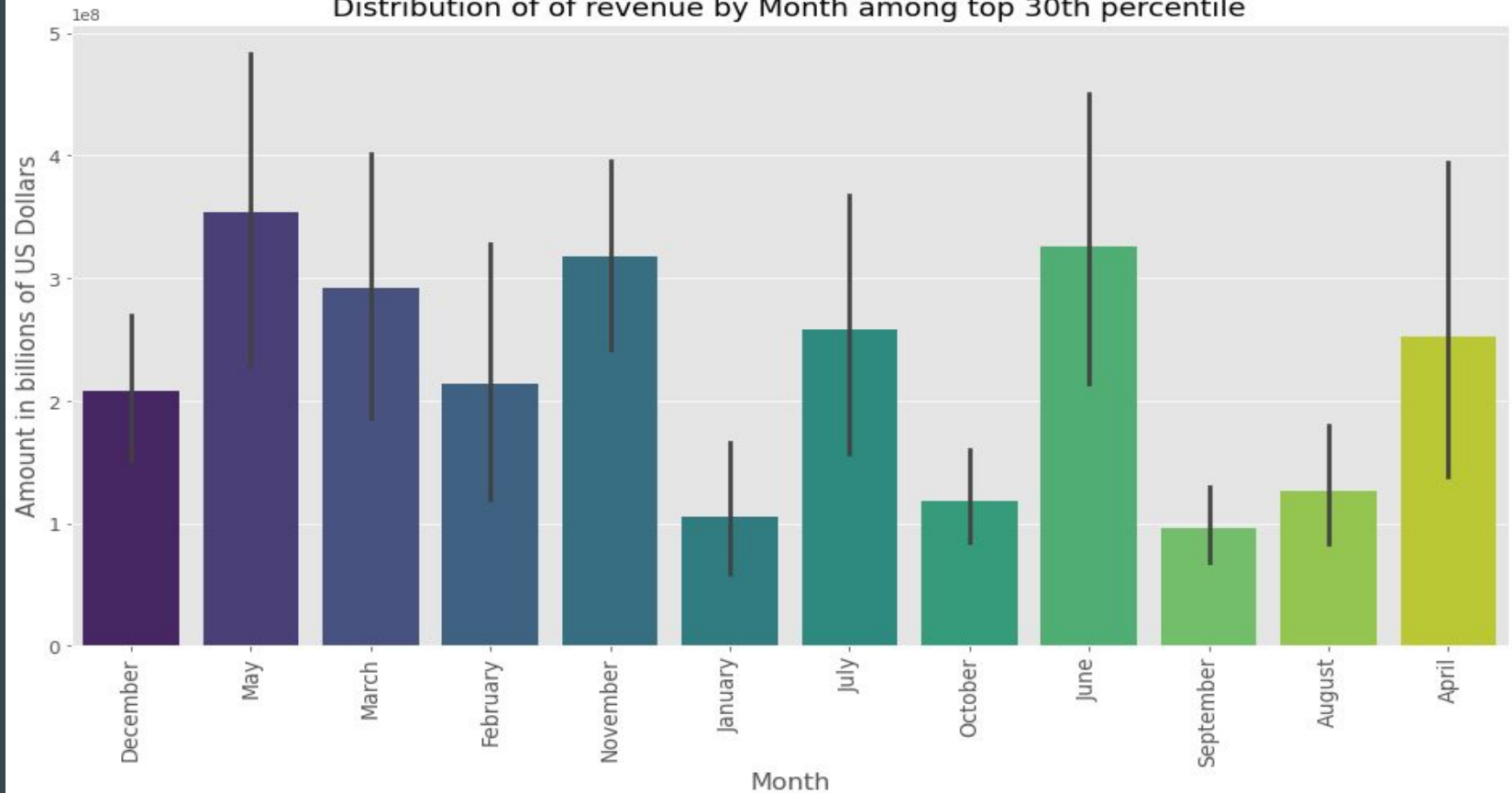


Distribution of of return on investment by Genre Combinations among top 50 rated movies





Distribution of of revenue by Month among top 30th percentile



# Market trends

## Trend 1

- Drama was the most frequent genre followed by Documentary and comedy.
- Documentary and Drama dominate the top 50 charts and are followed by Action/Adventure/Sci-Fi combination.
- Action/Adventure/Sci-Fi lead the charts in terms of return on investment while also being the most expensive to produce, it is followed by Action/Thriller and Adventure/Drama/Sci-Fi

## Trend 2

The dump months are:

1. April - July
2. November - March

May is the most lucrative month.

### Client Implications:

- To have a chance of success in the film business, Microsoft should invest in the above genres and release them in the above months.

# Proposed deliverables

## Deliverable 1

- In the short term invest in movies of Drama, Documentary and Action genres.

## Deliverable 2

- In the long term, invest in Adventure/Action/Sci-Fi.

## Deliverable 3

- Have a production budget of around 41 million US dollars for a good movie.

## Deliverable 4

- Release most of these movies in May or within the suggested dump months.