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Microsoft Movie Analysis
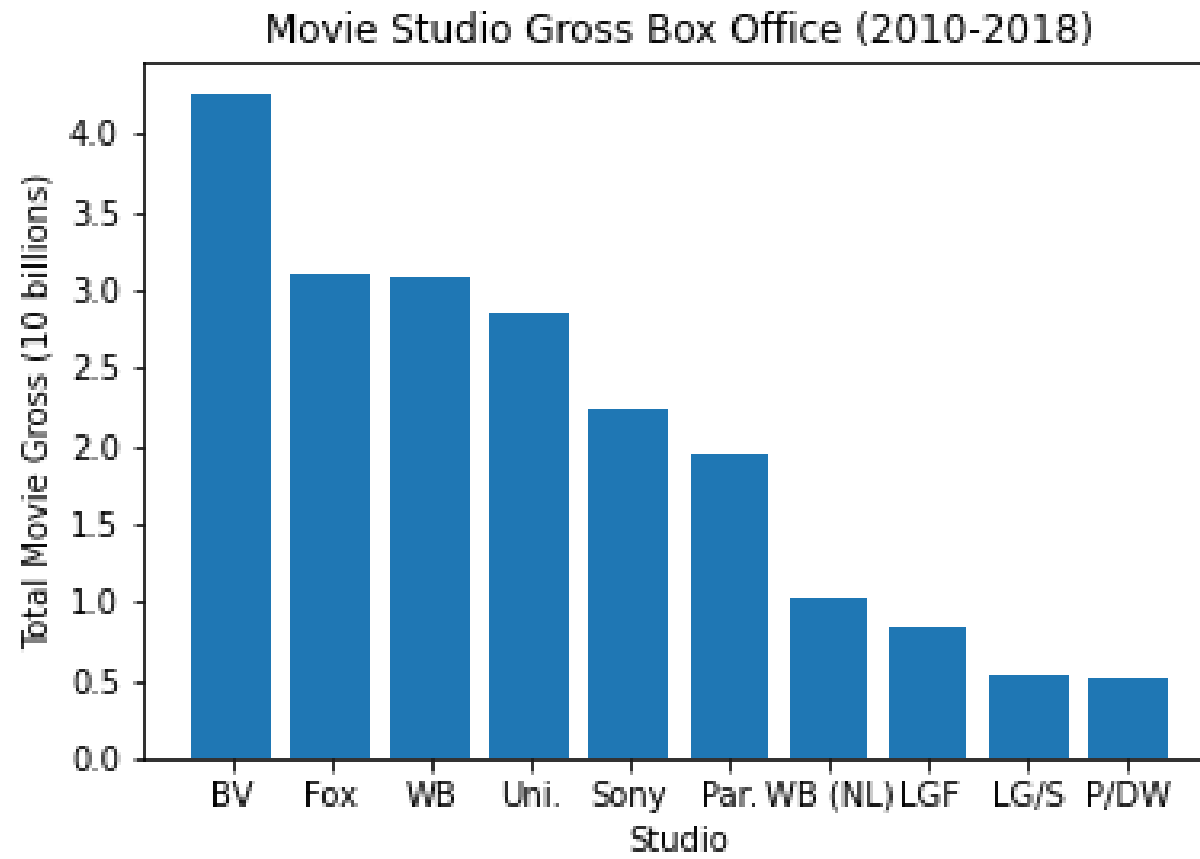
Presentation Overview

- Business Problem

- Recommendation 1:Studio/Film

- Recommendation 2: Genre

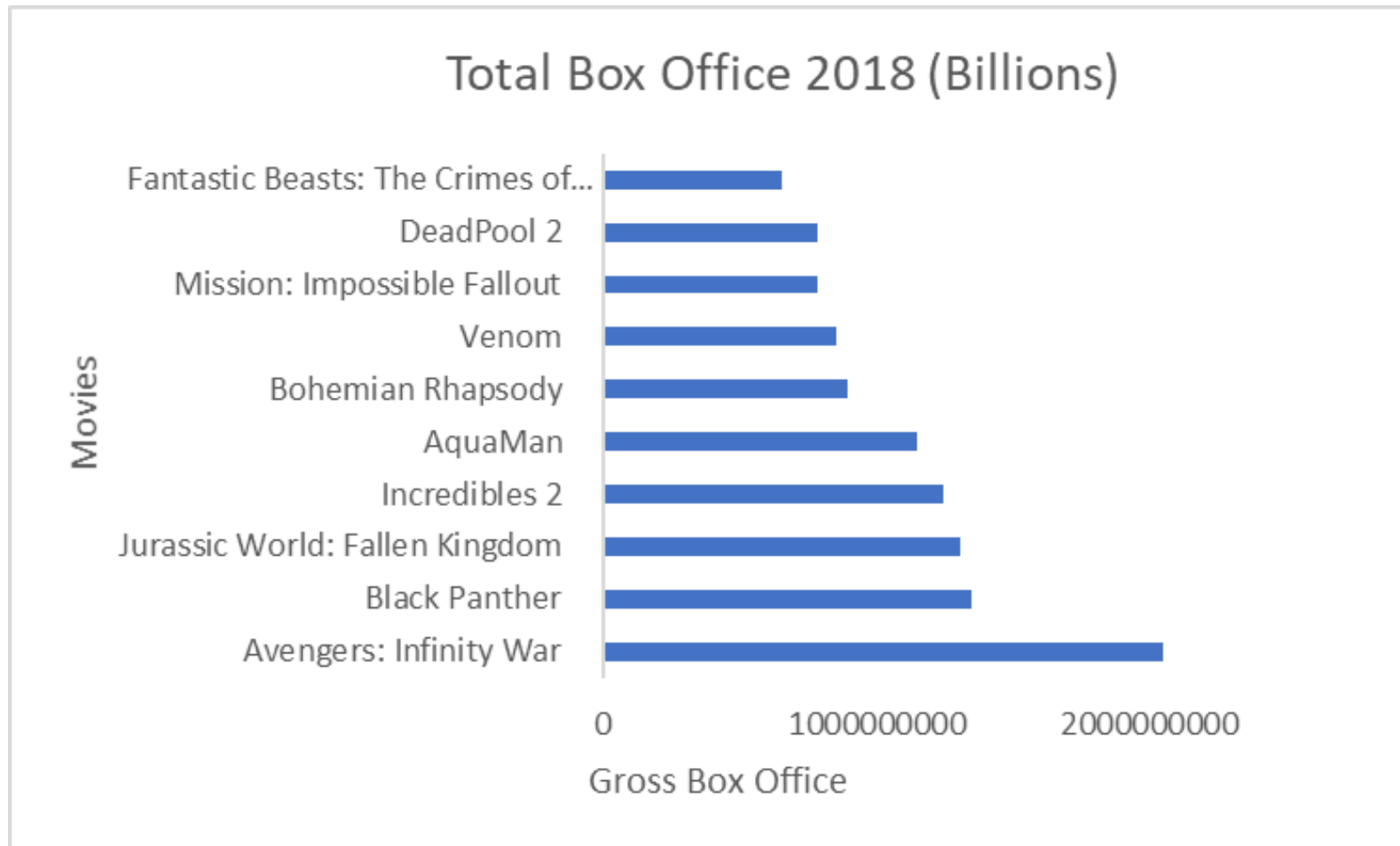- Recommendation 3: Production Budget

- Next Steps

- Questions

Business Problem

- Microsoft Movies

- Why Analysis

- Challenges?

Studio/Film

Movie Studio Gross Box Office (2010-2018)

Studio/Film

Total Box Office 2018 (Billions)

Movies (y-axis):
- Fantastic Beasts: The Crimes of...
- DeadPool 2
- Mission: Impossible Fallout
- Venom
- Bohemian Rhapsody
- AquaMan
- Incredibles 2
- Jurassic World: Fallen Kingdom
- Black Panther
- Avengers: Infinity War
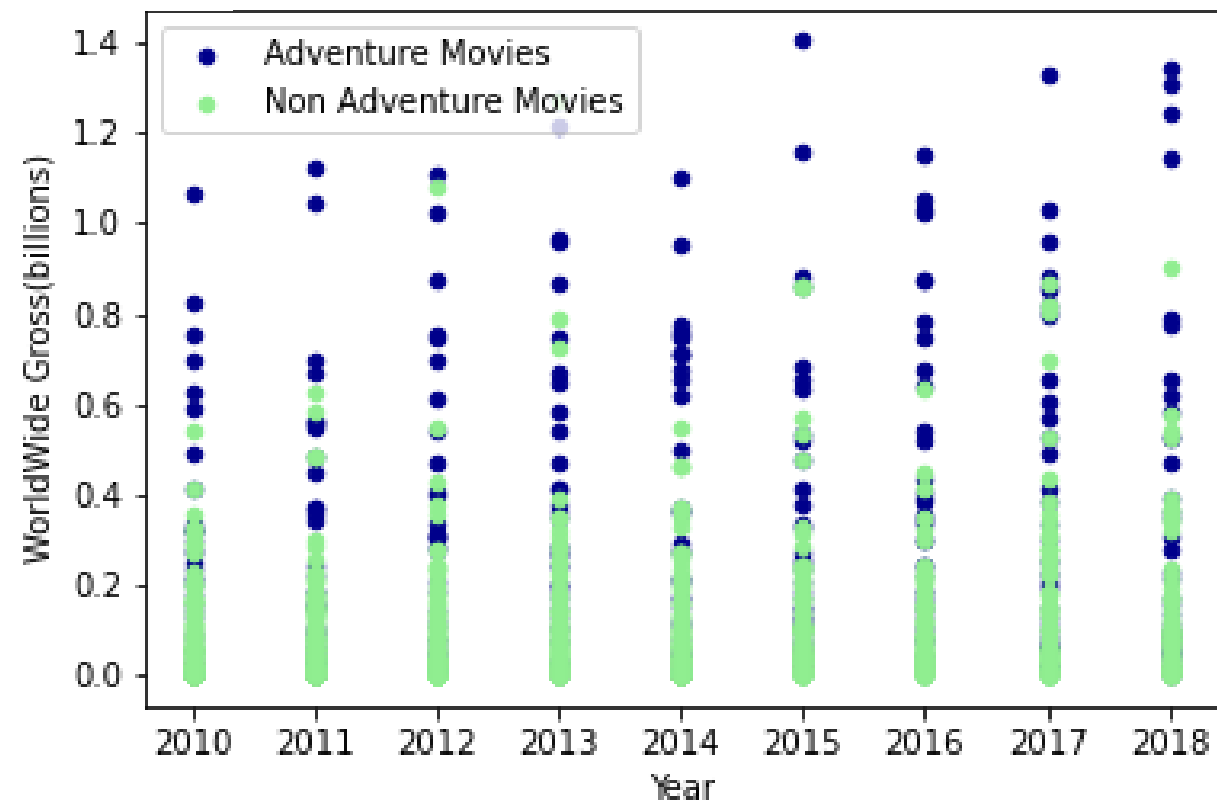
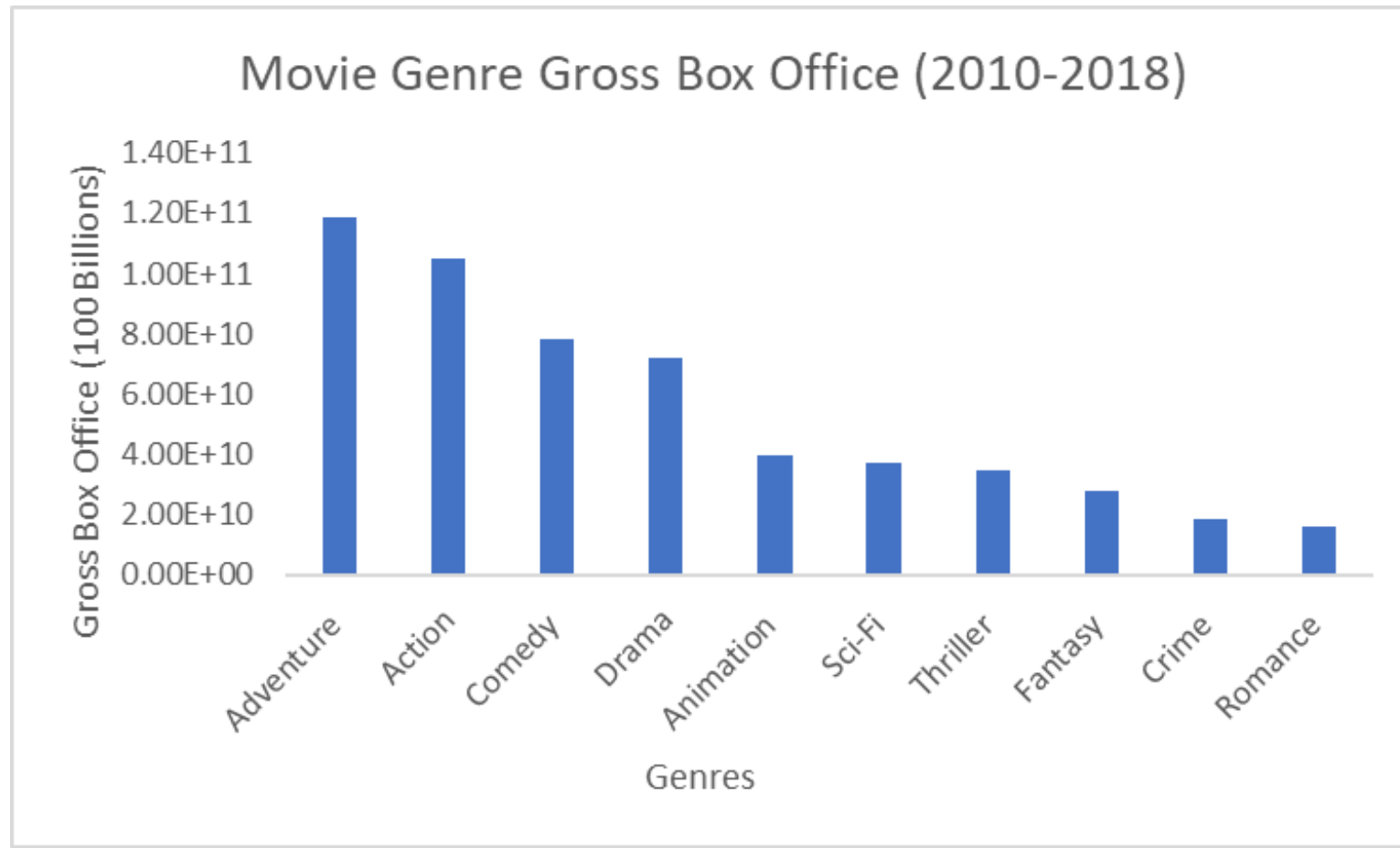Gross Box Office (x-axis): 0, 1000000000, 2000000000

Recommendation 1:

➢ Analyze Business Models of larger budget studios

- Create a film "dynasty"

- Spread out to secondary studios for specific films

- Capitalize on non-film elements to compliment film elements (merch)

Genre

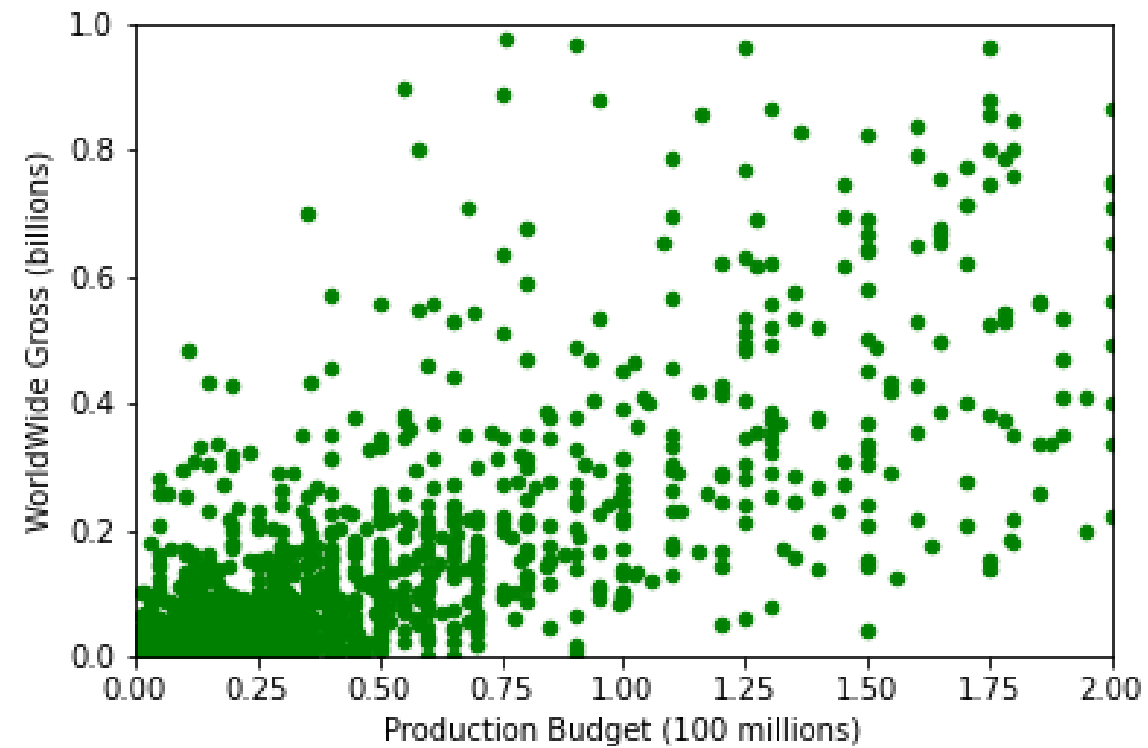Adventure Movies plotted against Non-Adventure Movies(2008-2018)
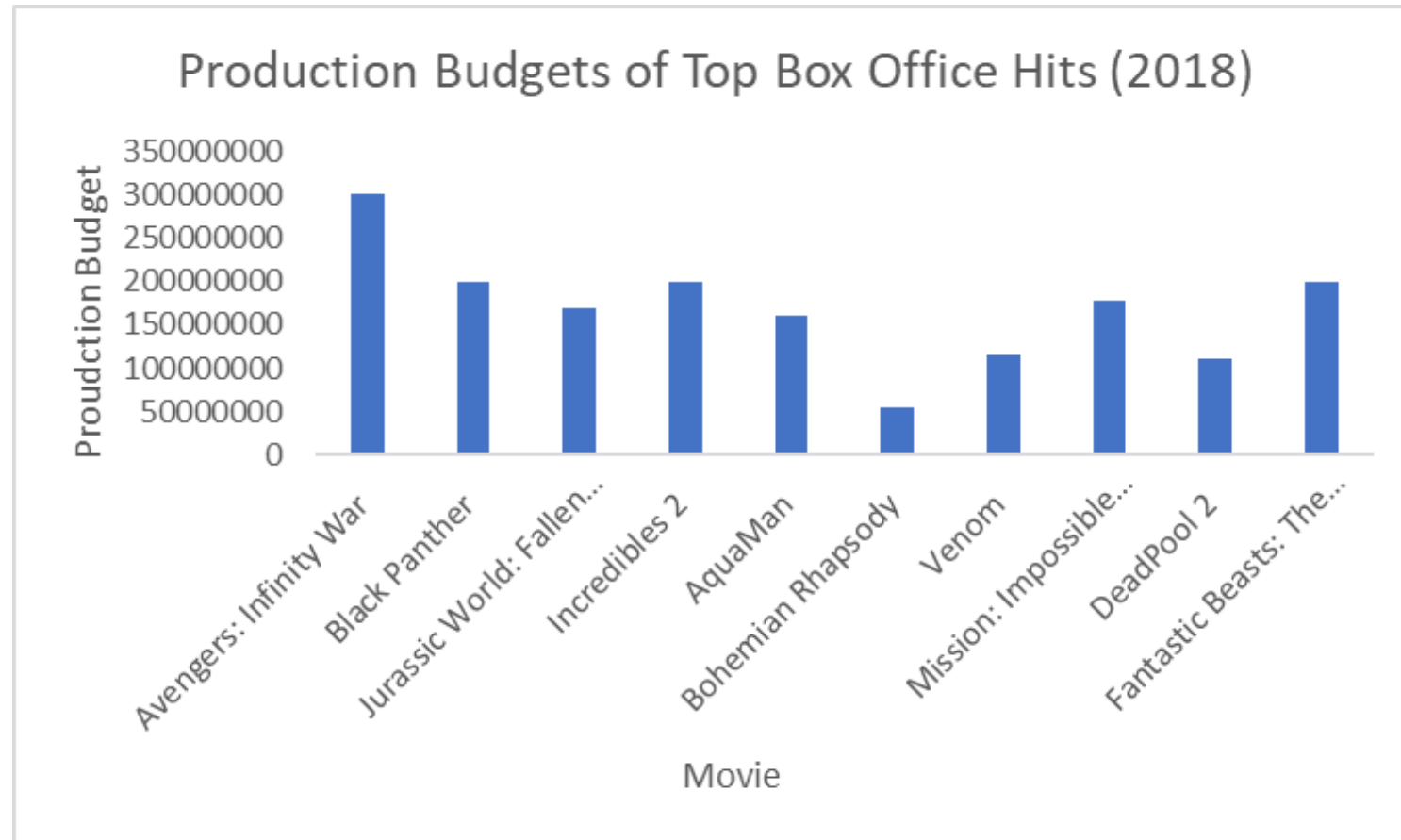
Genre

Recommendation 2

➢ First produced films should be Adventure/Action films

• Explore sub-genres within these two larger genres

• Build up brand

Production Budget

Movie Budgets plotted against World Wide Gross (2008-2018)

Production Budget

Recommendation 3

➢ Increased production budget to see larger box office returns

• Access experienced directors, crew members, and popular actors

• Leads to larger marketing campaigns

Next Steps

➢ Analyze current Microsoft properties that will translate well to film

➢ Conduct further analysis as to how to make a successful action/adventure film for Box Office Gains

➢ Meet with potential Executive Producers and Studio Heads

QUESTIONS?

Thank You For Your Time!