**Analyzing Microsoft’s Quarterly Valuation: 2010-2023**

Project Phase-1

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This investigation thinks about the commerce valuation of Microsoft, one of the greatest innovation companies in the world nowadays, which has played a critical part in the preparation of characterizing the computerized industry since its establishment in 1975. Over time, Microsoft advanced from a software-based company to a flexible corporate monster advertising a wide extend of items and administrations, such as cloud computing, equipment, programs, gaming, and more. All through its history, Microsoft has confronted challenges, dealt with changing advertising conditions, and experienced periods of quick development. Utilizing Microsoft's quarterly income and benefit numbers from 2010 to 2023, we plunge into key patterns, variances, and occasions that have affected the company's growth all through time. The Pareto Chart below further demonstrates our insight.

**Figure 1: Pareto Chart Displaying the Quarterly Revenue of Microsoft from 2010-2023**

**Figure 2: Pareto Chart Displaying the Quarterly Profit of Microsoft from 2010-2023**

**Findings and Discussion**

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Description automatically generated with medium confidence Microsoft's quarterly revenue and profit numbers throughout the analysis show a variety of patterns and fluctuations that provide insight into the company's long-term results. Finding the primary reasons for these differences and their consequences for Microsoft is the aim of the data study. Here are a few graphs that show it.

**Figure 3: Box Plot Displaying the Quarterly Revenue & Profit of Microsoft from 2010-2023**

**A graph with numbers and a bar

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**A graph with numbers and a bar

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**Figure 5: Histogram Displaying the Quarterly Profit of Microsoft from 2010-2023**



**Figure 6: Line Graph Displaying the Quarterly Revenue & Profit of Microsoft from 2010-2023**

**2010-2012: Stability and Growth**

In 2010, Microsoft experienced an increase in revenue and profit from Q1 to Q3 as a success of Windows 7, as demonstrated in the line graph above followed by a slight dip in Q4 where revenues dropped from $ 25 billion to $19 billion. This is attributed to increased prices of existing products, the launch of new products and services during that period, and sanctions on the consumer privacy policies of Microsoft.

Having lost money in the fourth quarter of 2010, Microsoft turned things around in 2011. The company began the year with $16.40 billion in revenue and $12.53 billion in profit. This was done gradually and steadily.

There were notable fluctuations in 2012, especially in Q3 when revenue and profit fell. This was caused by several variables, including shifts in customer demand where consumers opted for the free WordPress option (a Microsoft competitor), pressure from Yahoo and Google, and changes in the economy that have an impact on technological spending. They recovered in Q4, bringing in an extra $4 billion in revenue and profit over Q3, thanks to the successful launch of Windows 8 on October 26, 2012.

**2013-2015: Mixed Performance**

2013 saw a mix of ups and downs in revenue and profit. While Q1 and Q4 showed growth, Q2 and Q3 experienced declines. This pattern reflects fluctuations in product sales cycles (office suite packages) and changes in market dynamics such as the launch of Windows 8.1 which wasn’t a big success. As shown in the line graph above (Fig 6.0) the mix of ups and downs in 2013 growth.

In 2014, the company’s performance was stable, with revenue and profit maintaining consistency across quarters.

2015, however, showed a decline in revenue and profit in Q3 compared to the previous quarters. This is indicative of seasonal trends and specific challenges (Windows 8.1) faced by the company during that period.

**2016-2018: Recovery and Growth**

Microsoft felt an outstanding period of recuperation and extension in 2016, as seen by the quarter-over-quarter increments in income and benefits. Typically credited to beneficial item dispatches (Microsoft issued the Commemoration Overhaul, a critical overhaul to Windows 10, in 2016), key unions, acquisitions, and increments in operational viability. The bar chart underneath shows this boom.

Through 2017 and 2018, the company reliably detailed quarterly increments in income and benefits, which was consoling. A likely cause for this surge incorporates the procurement of LinkedIn, the development in the notoriety of cloud administrations, and the deals of corporate programs.

**Figure 7: Bar Graph Displaying the Quarterly Revenue & Profit of Microsoft from 2010-2023**

**2019-2022: Continued Development and Extension**

Microsoft had an extraordinary run in 2019, with both income and profit rising all year. Typically credited to the development of the gaming segment, the developing ubiquity of cloud computing, and the solid request for Office 365. The COVID-19 widespread displayed challenges, but strong improvement proceeded until 2020 and 2021.

The company's center on cloud administrations, computerized change, and further work arrangements contributed to the company's quality all through this period. Microsoft had a solid 2022, with critical income and profit increment within the fourth quarter. Typically, things just as the continuous requirement for cloud administrations, the ubiquity of certain item discharges (like Windows 11), and well-timed acquisitions.

**2023 Q1 to Q3: Sustained Growth and Market Leadership**

All through the primary three quarters of 2023, Microsoft appeared relentless and showed solid development in both income and benefit. As the company progressed its advanced in ventures, there was a critical request for the company's cloud administrations, especially Sky Blue, which moved the business's development. Also, the supported significance of Microsoft's efficiency suite, which incorporates Groups and Office 365, for further cooperation contributed to higher income development. Keeping clients intrigued and building a solid position within the advertising were made conceivable by key choices such as making item changes and joining forces with other businesses. Much obliged to its victory in 2023, Microsoft is now immovably set up as a major player within the innovative industry, with room to develop and enhance.

**Major Events**

Throughout the analyzed period, several significant events shaped Microsoft's trajectory. These include:

**Leadership**

The move from Ballmer to Satya Nadella in 2014 introduced a leadership centered on cloud computing and administration, checking a significant minute in Microsoft's history. Whereas Ballmer laid the establishment for development, Nadella's authority and vision moved Microsoft to modern status, as she centered more on broadening Azure and other subsets of Microsoft making it one of the foremost valuable and imaginative companies within the world. The centrality of the CEOs during this period was pivotal, as their authority styles and key choices had a significant effect on Microsoft's execution and direction long and brief term (Adon, 2023, p. ii).

**Acquisitions**

Microsoft has appeared to develop by procuring other comparable mechanical companies.

Major Acquisitions such as:

* LinkedIn: Procured by Microsoft in 2016
* GitHub: Obtained by Microsoft in 2018
* Minecraft: Procured by Microsoft in 2014
* Skype: Obtained by Microsoft in 2011
* Mojang Studios (Minecraft): Obtained by Microsoft in 2014
* ZeniMax Media: Procured by Microsoft in 2020

**Windows Upgrade discharge**

Windows 10 was propelled in 2015, followed by a noteworthy overhaul named the Commemoration Overhaul in Eminent 2016, which is considered the finest form of Windows. The overhaul brought unused highlights and changes to the working framework, such as advancements to Cortana, a big appearance of Windows Ink, improvements to the Microsoft Edge browser, and updates to the Begin menu and Action Middle. Windows 11 in 2021 boosted computer program deals and biological system development.

**Sky blue Extension**

Since mid-2010, Sky Blue has extended its cloud administrations to incorporate framework as a benefit (IaaS), stage as a benefit (PaaS), and program as a benefit (SaaS). Businesses of different sorts, from start-ups to major organizations, were pulled into this broad run of administrations, which advertised versatile and cost-effective cloud arrangements.

**Microsoft Surface Studio**

Microsoft presented the Surface Studio, a comprehensive desktop computer outlined for imaginative experts, in October 2016. The Surface Studio included a sizable touchscreen show and a distinctive pivot component that empowered it to operate as both a routine desktop and an advanced drafting table.

**Microsoft Teams**

Microsoft presented Microsoft Teams, a communication program like Slack, in 2016. This empowered clients to communicate through chat, share records, and work together on papers interior assigned groups and channels, moreover, interfacing with other Microsoft Office 365 items.

**Dispatch of Xbox One S support**

Microsoft discharged the Xbox One S, an overhauled version of its Xbox One gaming console, in 2016. The Xbox One S highlighted a slimmer plan, moved forward execution, and back for 4K video playback and Tall Energetic Run (HDR) gaming (Adon, 2023, p. ii).

**Conclusion**

Generally, an audit of Microsoft's quarterly revenue and profit figures from 2010 to 2023 shows the company's capacity to overcome impediments, adjust to changes, and make long-term plans. Despite challenges and moving showcase conditions, Microsoft has reliably illustrated amazing execution and relentless development by concentrating on cloud administrations, computer program advancement, and astute acquisitions. To remain a prevailing constraint within the technology industry, Microsoft must keep coming up with modern thoughts, extending its item line, and successfully leveraging rising innovations.

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