

# Microsoft Movies Analysis: Exploring Trends, Insights and Recommendations

By Patrick Wambua





# Introduction

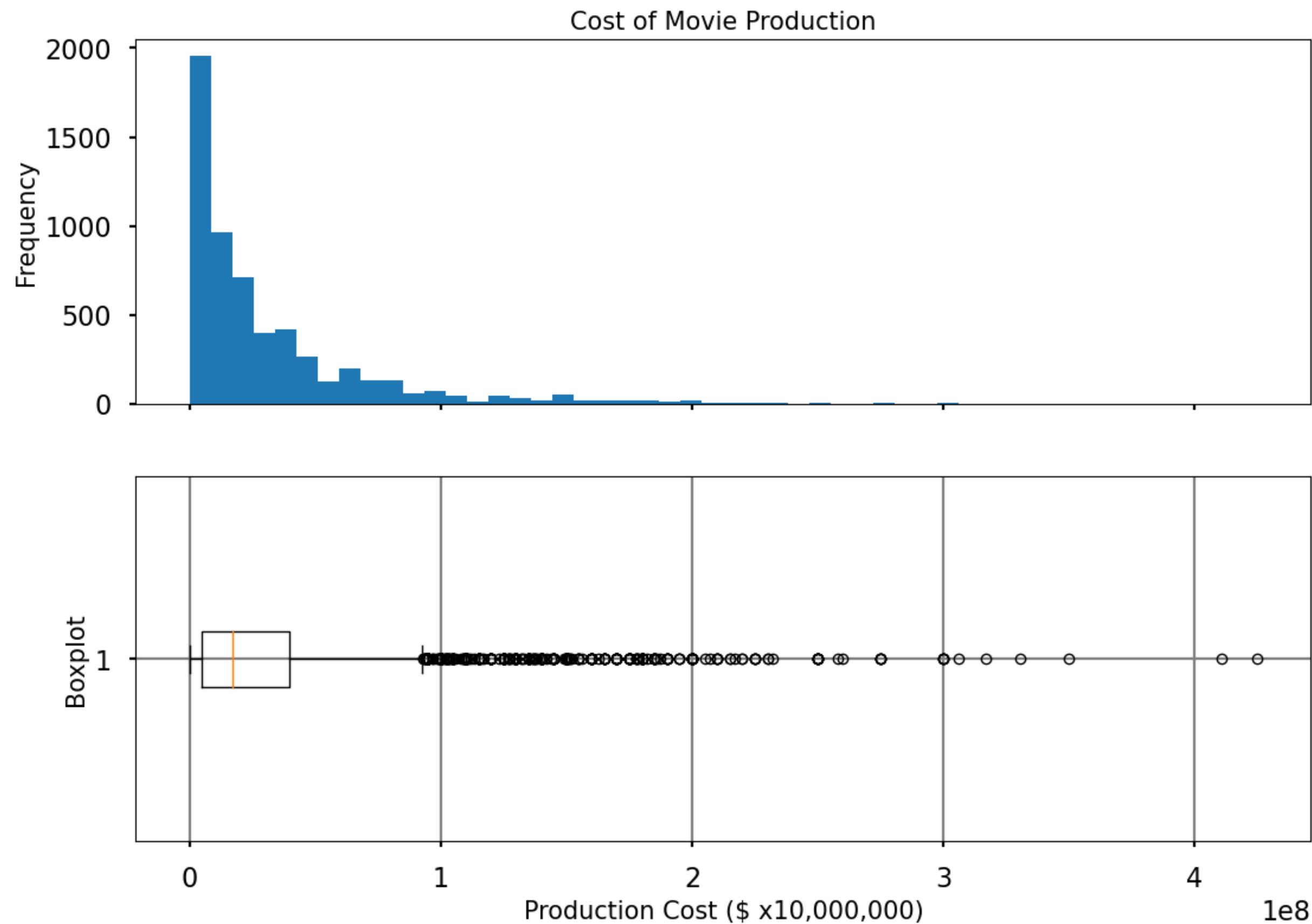
- ▶ Microsoft, a technology and software giant, is considering entering the movie-making industry.
- ▶ With expertise in computer technology and successful ventures like Windows, Microsoft Office, and Xbox gaming studios, they aim to dominate yet another sector.
- ▶ This proposal evaluates whether movie production is a viable branch for Microsoft to pursue.

# Statement of the Problem

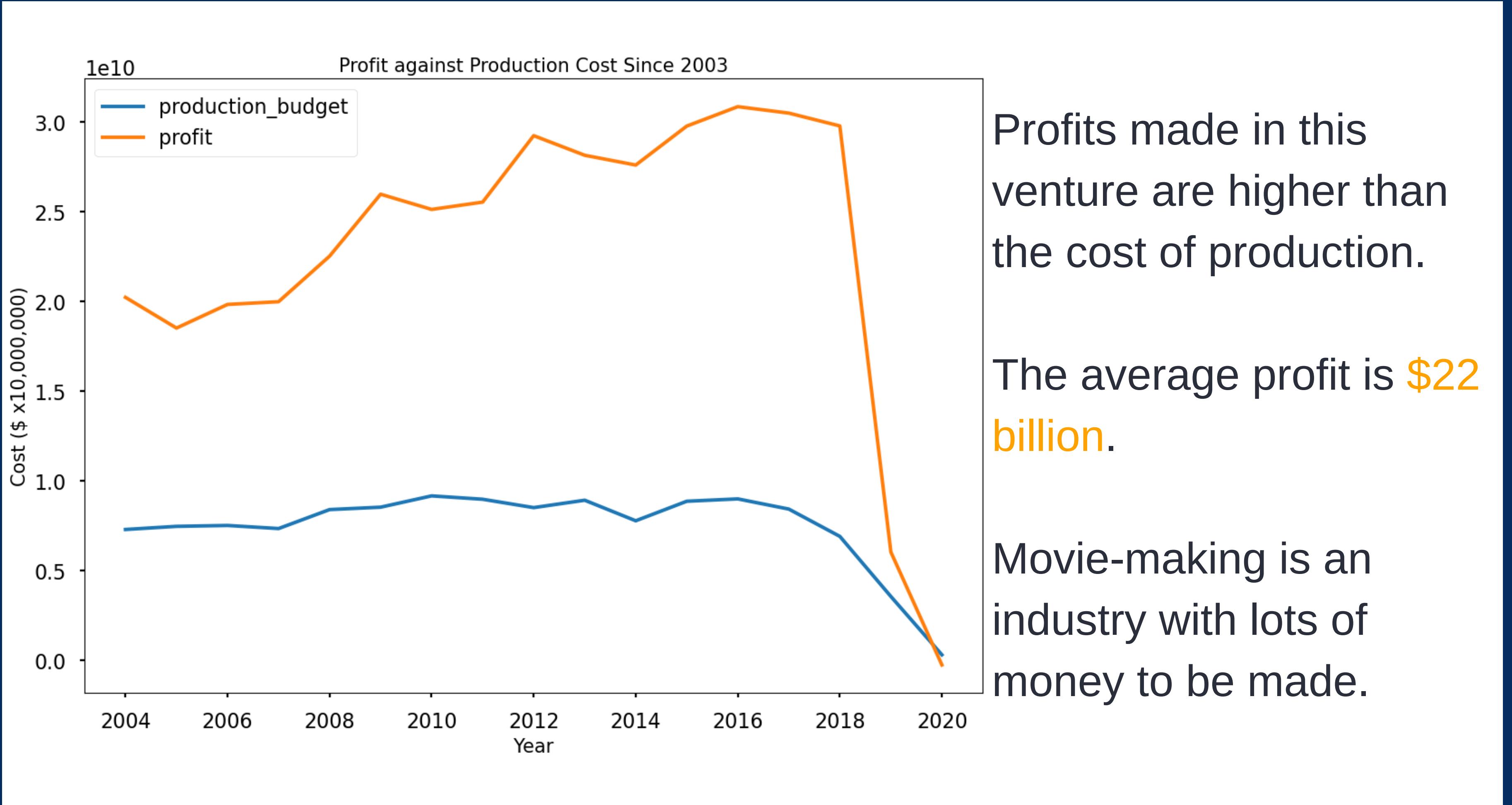
To ensure a smart business decision, Microsoft needs to determine if making movies is profitable and if they can excel in the industry. Two major yardsticks emerge:

- Can Microsoft generate substantial profits from movies?
- What is required to create popular films?

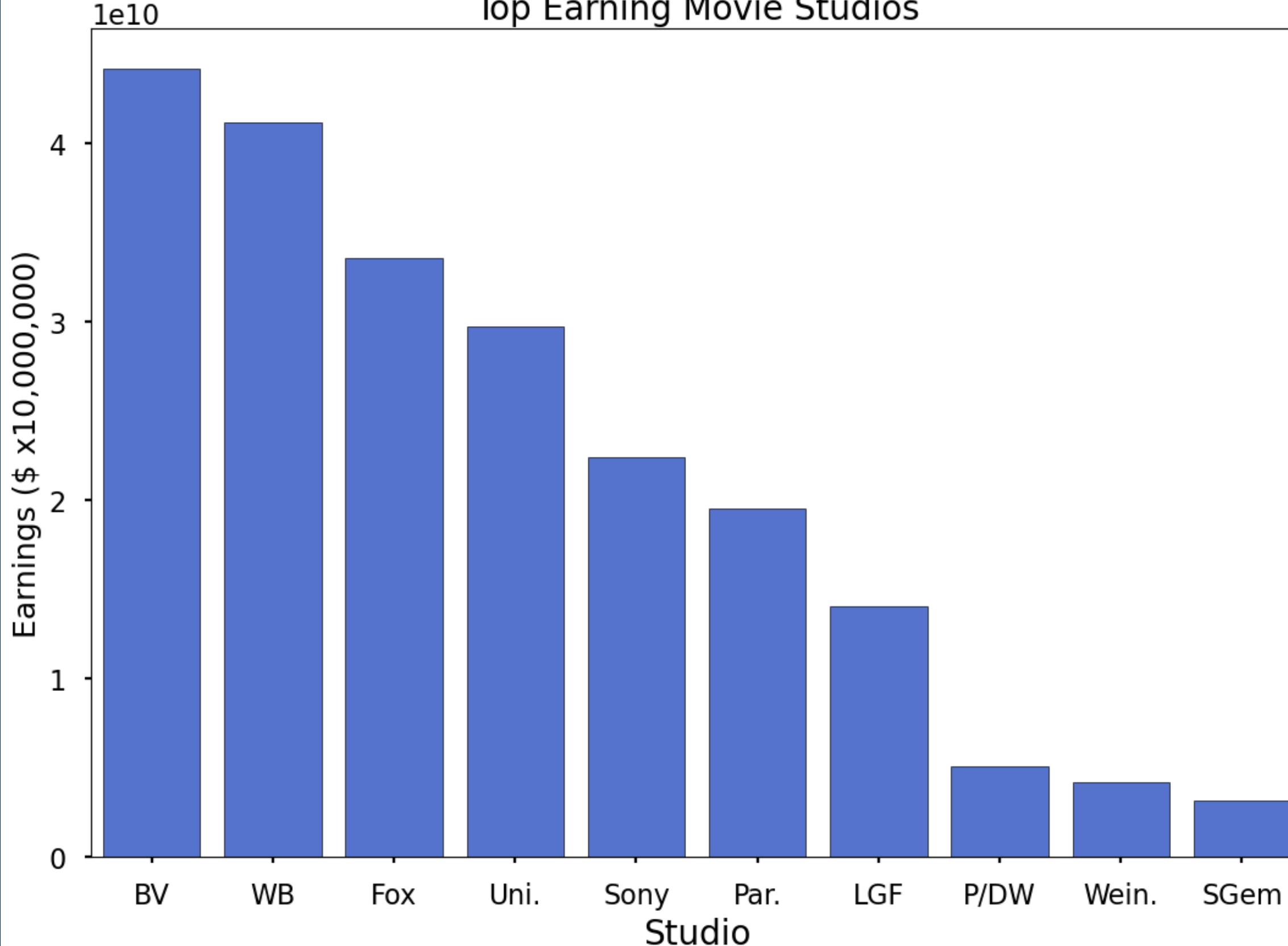
# Data Understanding



The average cost to produce a movie is  
**\$31,500,500**



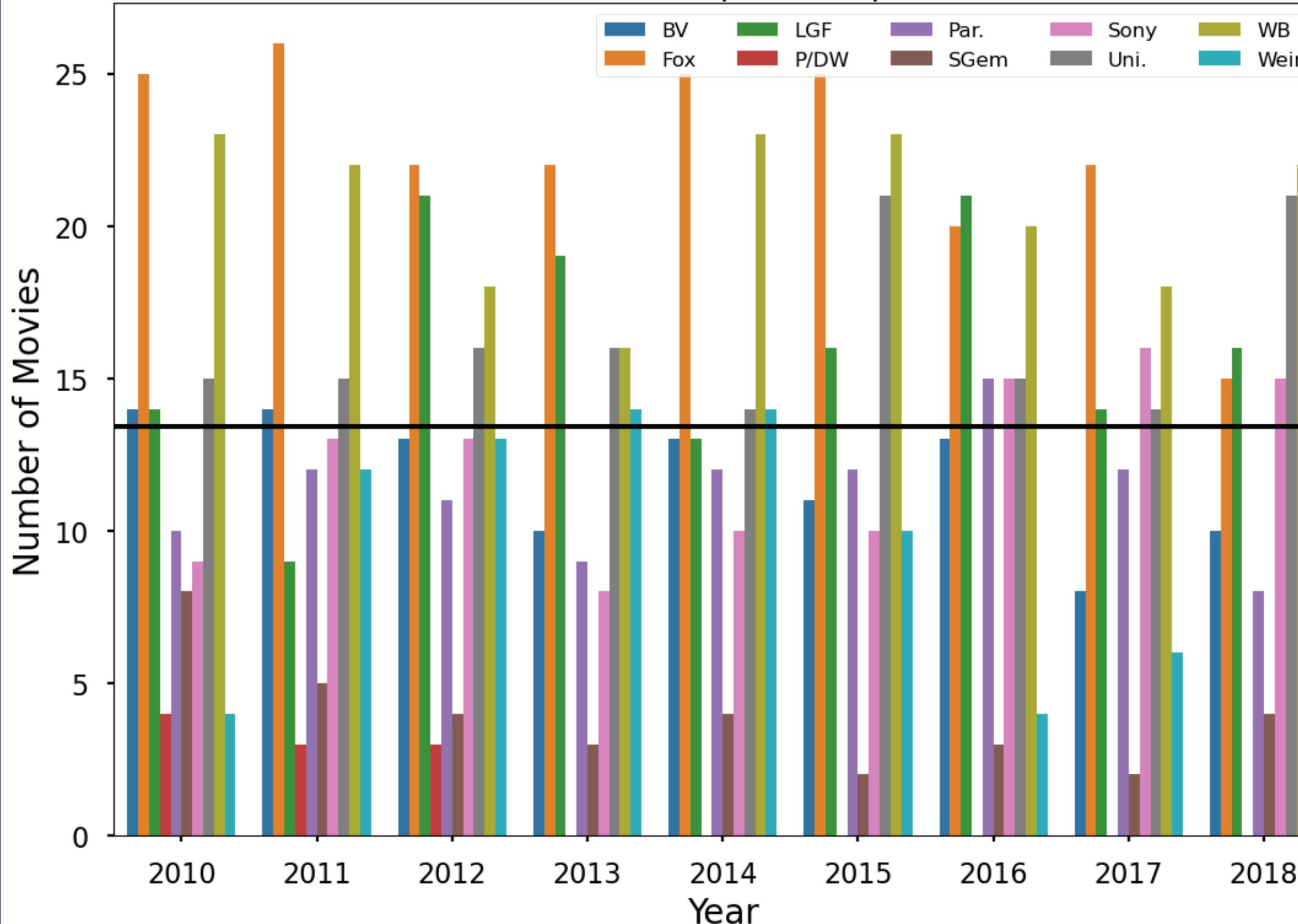
Top Earning Movie Studios



The top 2 studios, Buena Vista and Warner Brothers, made **\$5,000,000,000** a **year** over an 8-year period.

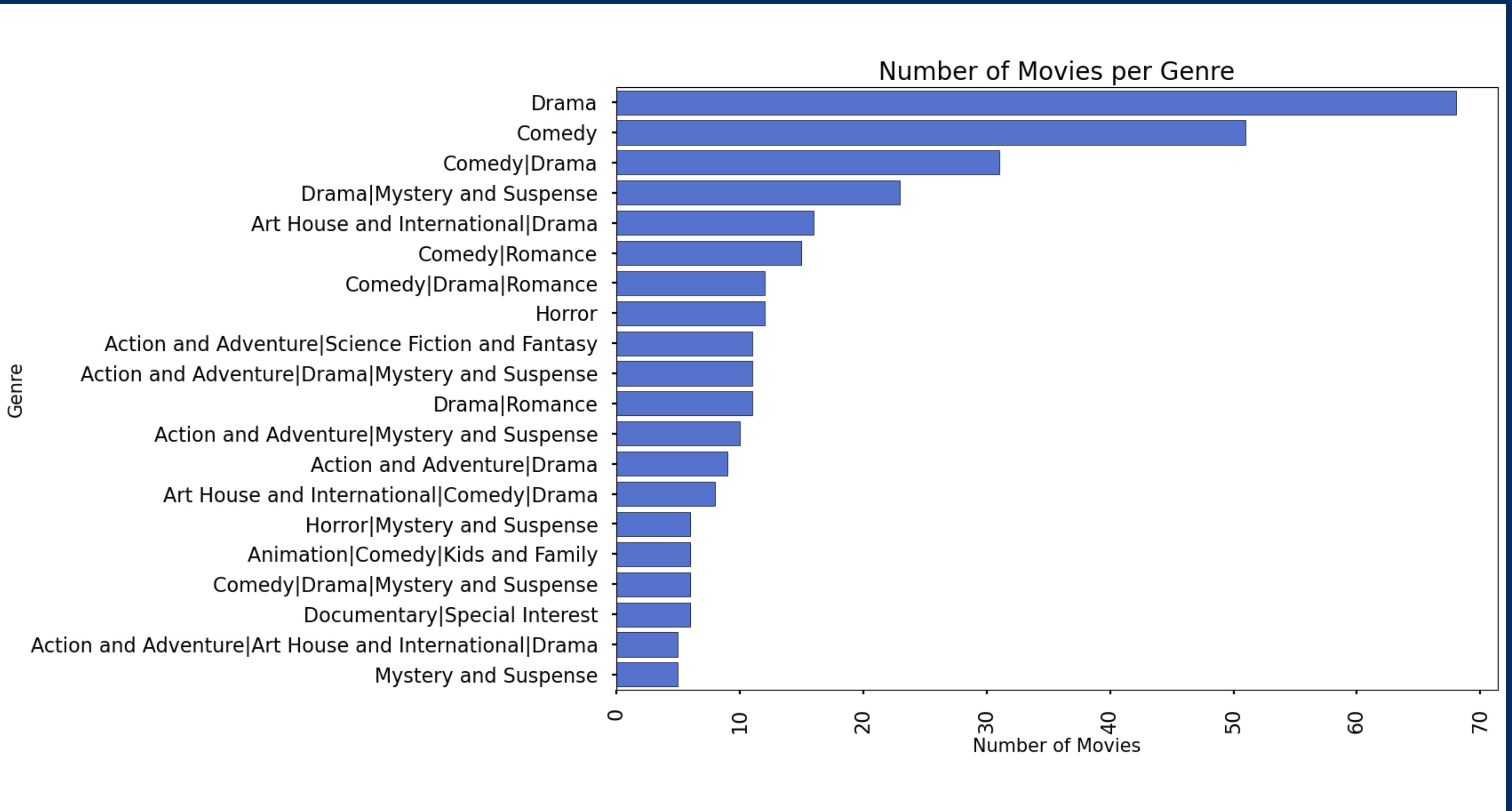
This is where Microsoft should aim to be.

Number of Movies per Year per Studio

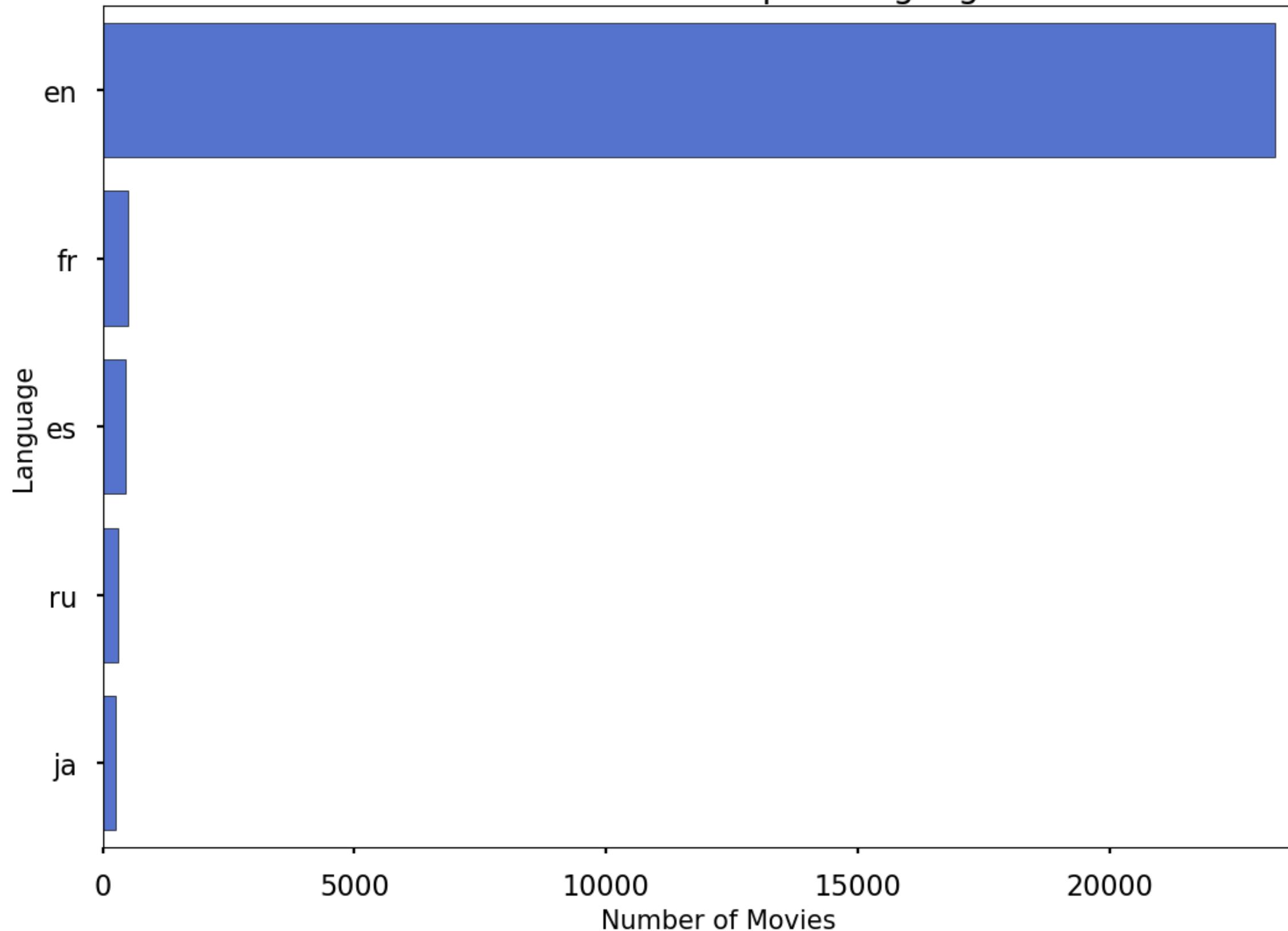


The **average number of movies** released per year by the top studios was **13**.

Microsoft should aim for this.

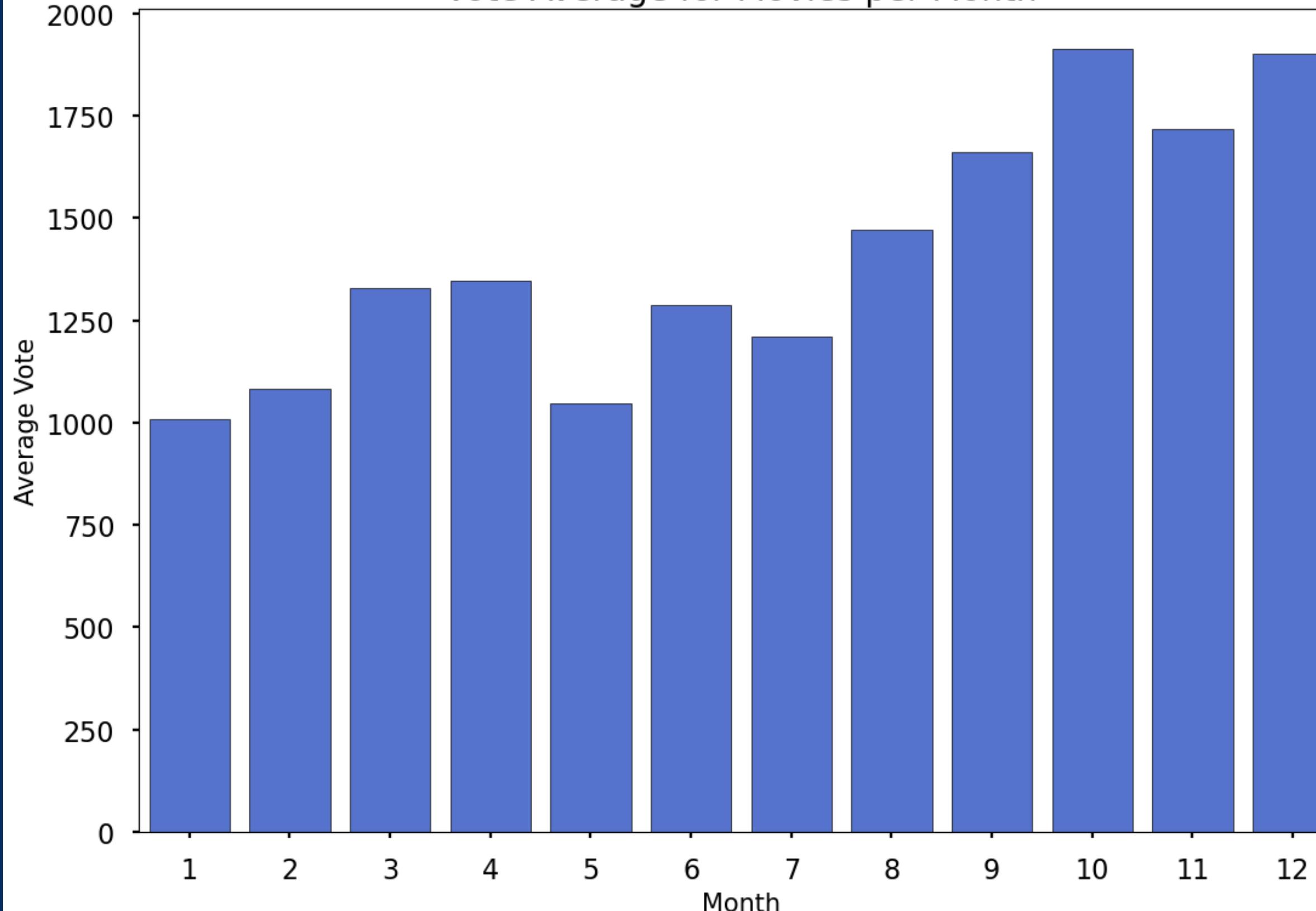


Number of Movies per Language



Microsoft should capitalize on dominance of English movies while also targeting markets with underrepresented languages to increase their reach and promote inclusivity, enhancing its image and popularity.

Vote Average for Movies per Month



Movies released towards the end of the year receive higher ratings, potentially due to the holiday season.

Utilizing this trend increases the likelihood of a movie gaining popularity, suggesting an optimal release time.

# Conclusion

The movie sector has significant profit potential, with an average industry profit of \$22 billion and top studios earning around \$5 billion annually.

Microsoft could hop on this.

# Recommendations

Microsoft should produce at least 13 films per year.

Narrow down to genres commonly preferred by audiences: drama, comedy, drama-mystery, comedy, romance and horror.

Release major films towards the end of the year.

Conduct analysis to determine influence of directors and actors on the success of a movie.

Explore the correlation between a movie's production cost and its popularity.

Identify and predict potential challenges that may arise during the movie production setup process.

**Thank you**