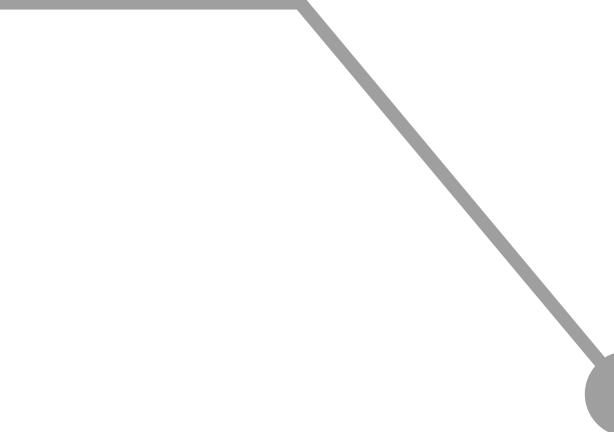


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# **MICROSOFT** **MOVIE STUDIOS**



MAHMOUD H. & MOHAMED K.

A large, stylized blue arrow or swoosh graphic that starts from the bottom right corner and curves upwards and to the left, partially overlapping the studio's name.

# INTRODUCTION

MICROSOFT MOVIE STUDIOS  
(MMS) IS THE NEW OFFICIAL  
MOVIE STUDIO SPONSORED &  
PRODUCED BY CEO SATYA  
NADELLA ALONGSIDE FOUNDERS  
BILL GATES, PAUL ALLEN.



# CONTENT INDEX



- PROFITABLE GENRE
- RUNTIME FOR THE MOVIE
- DIRECTOR OF THE MOVIE

1

# MOST PROFITABLE GENRE

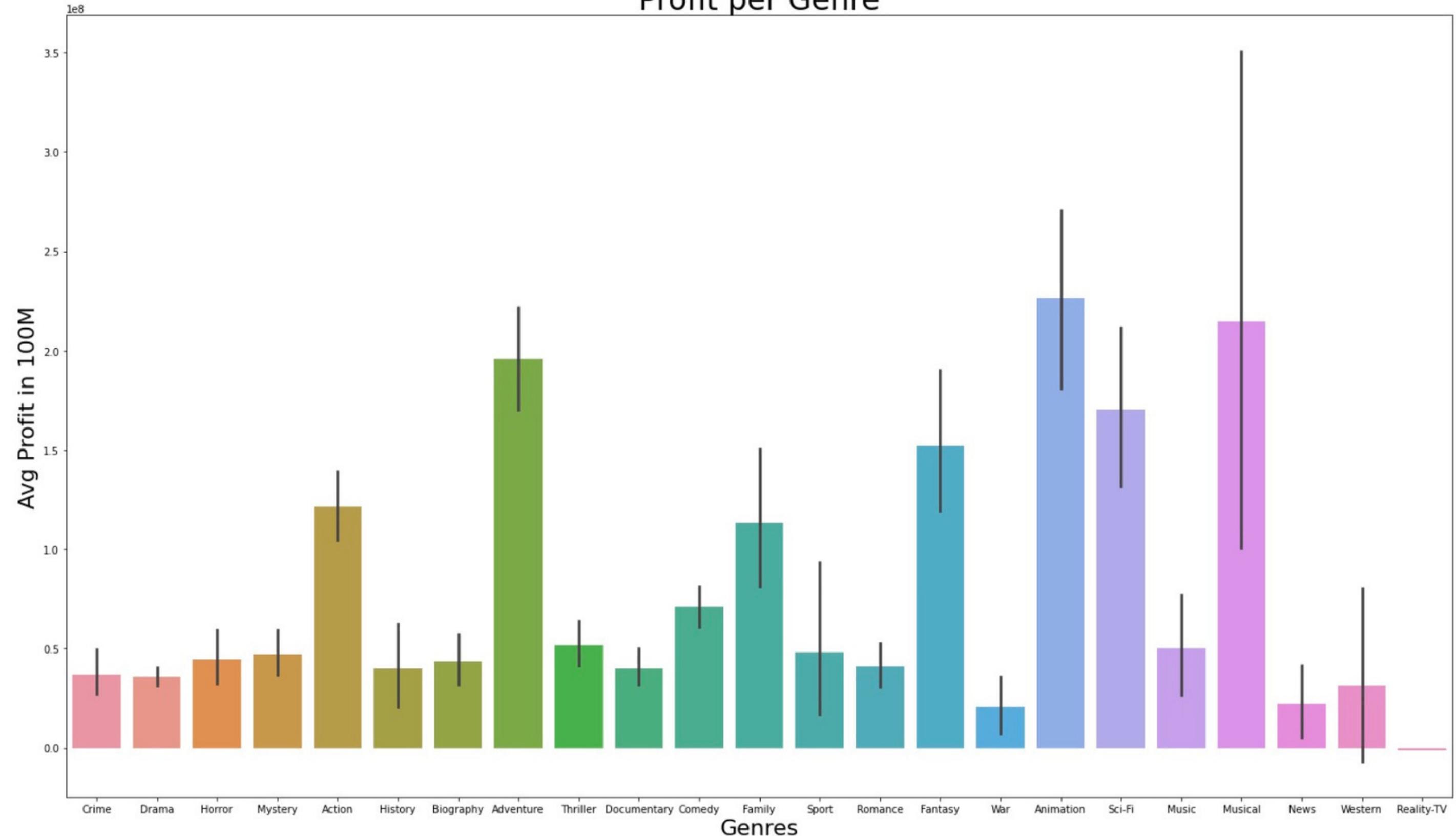


# GENRE

**TOP 7**

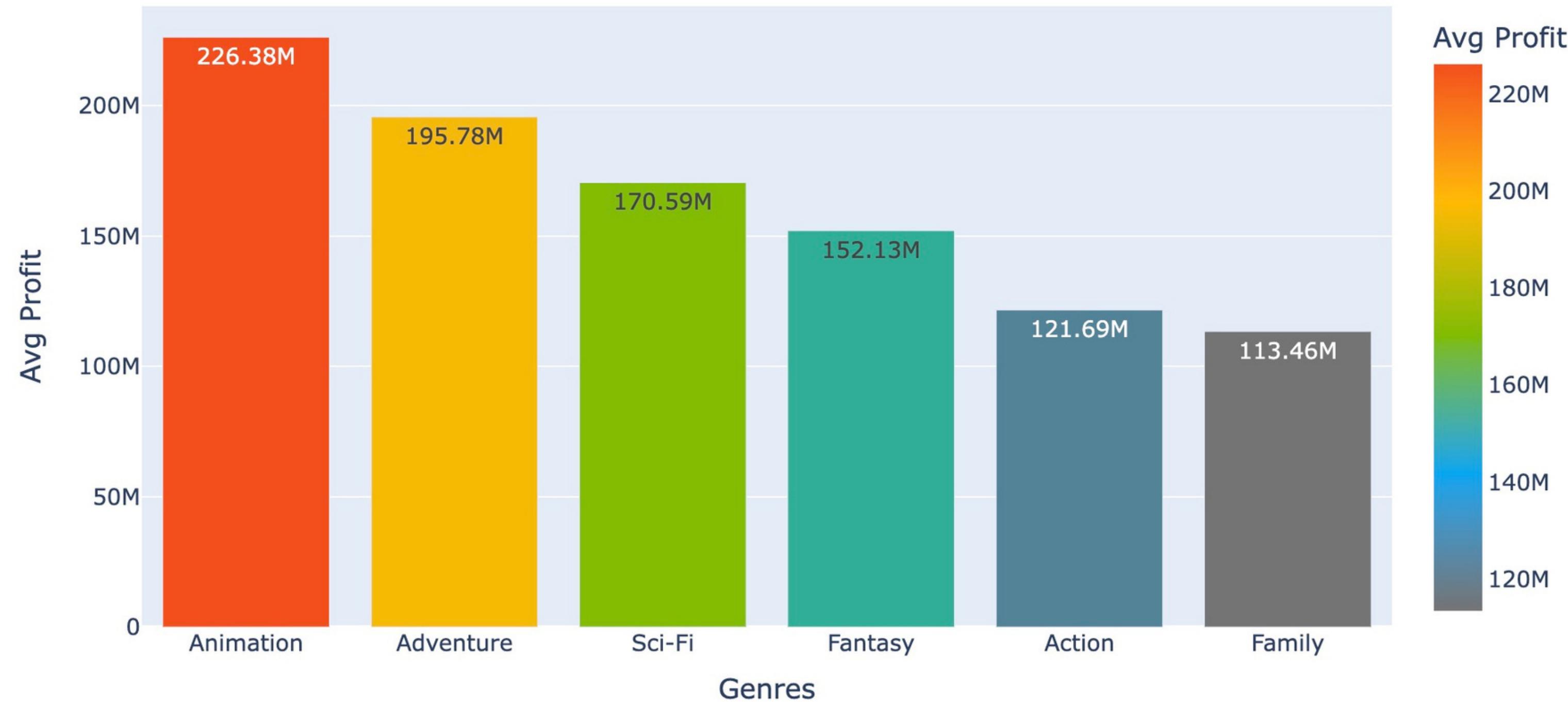
- ACTION
- ADVENTURE
- FAMILY
- FANTASY
- ANIMATION
- SCI-FI
- MUSICAL

Profit per Genre



# TOP 6 GENRES

Profit per Genre



## PROPOSAL

- **ANIMATION IS THE MOST PROFITABLE GENRE**
- **AVERAGE PROFIT OF 226M EARNING TWICE AS FAMILY**

2

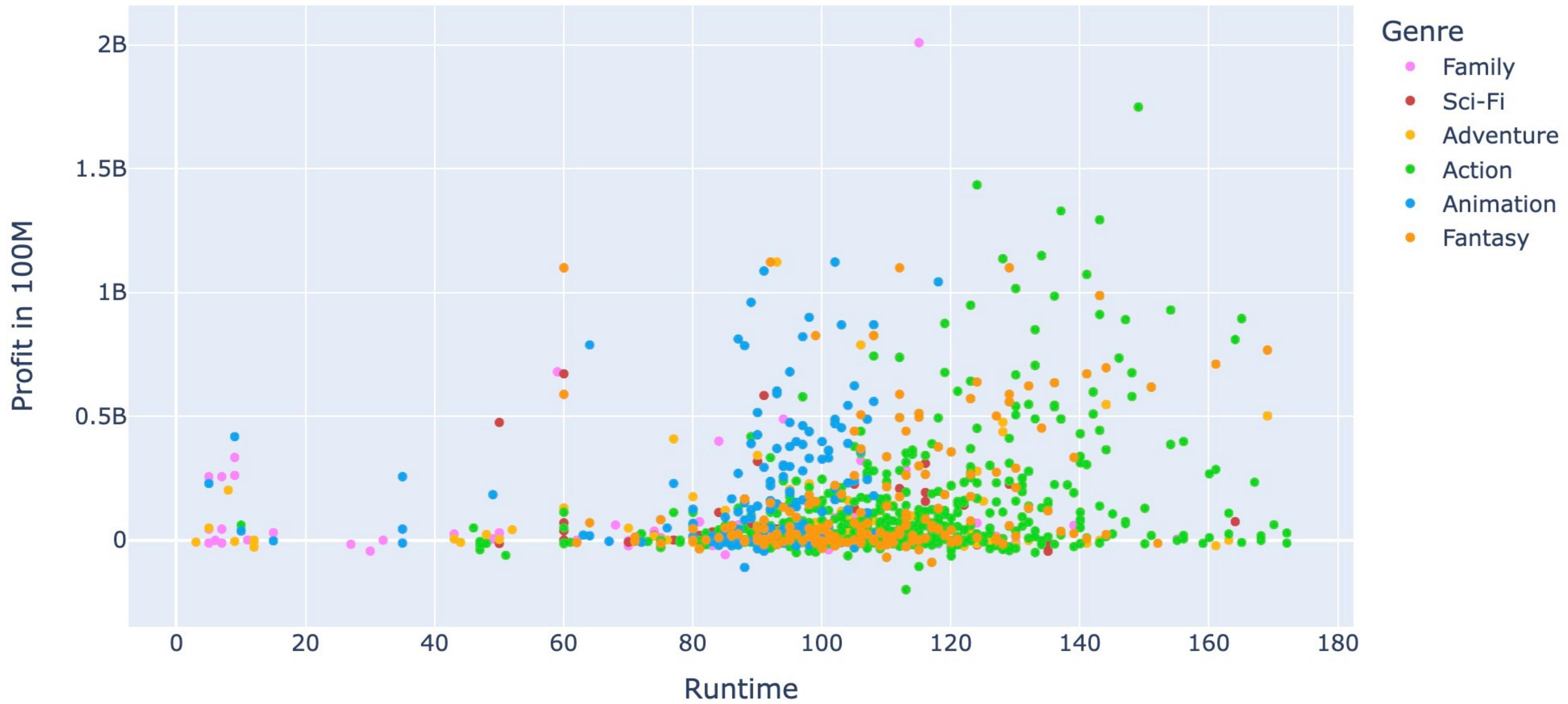
## RUNTIME

**DO PEOPLE LIKE TO WATCH LONGER MOVIES?**

IS THERE A CORRELATION BETWEEN  
THE RUNTIME OF A MOVIE  
AND  
THE AMOUNT OF MONEY IT CAN MAKE?



## Runtime vs. Profit of Movie per Genre



## Average Runtime

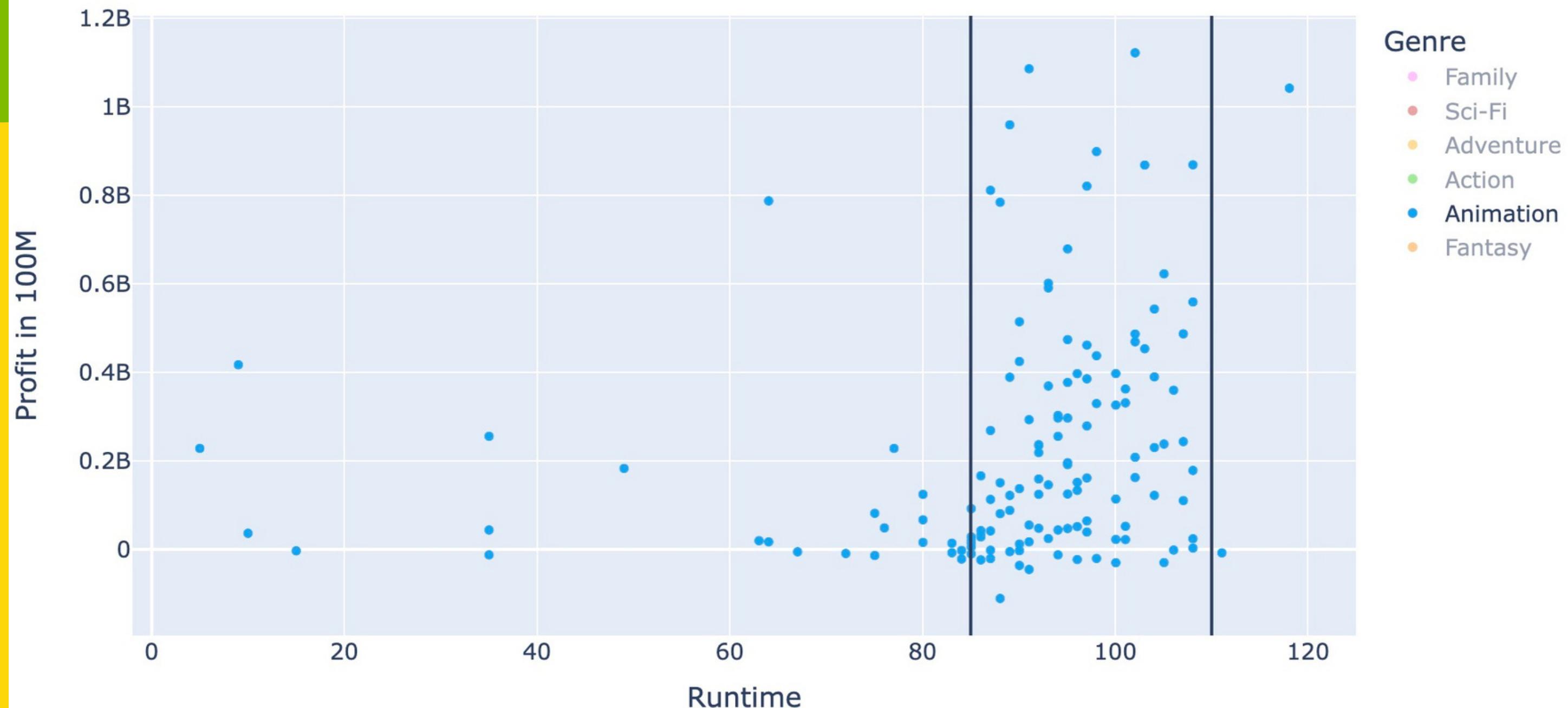
- 1 ANIMATION: 89.01M
- 2 ADVENTURE: 106.36M
- 3 SCI- FI: 107.17M
- 4 ACTION: 109.32M
- 5 FANTASY: 107.33M
- 6 FAMILY: 90.66M

## BASED ON OUR FINDINGS

90 MIN MARK, A FEW MINUTES OF LENIENCY MAKES THE MOST PROFIT

WE SHOULD CHOOSE TO BEGIN OUR JOURNEY IN THE ANIMATION GENRE, WITH A 90 MIN MOVIE SO THAT WE CAN MAKE THE MOST BANG FOR OUR BUCK

Runtime vs. Profit of Movie per Genre



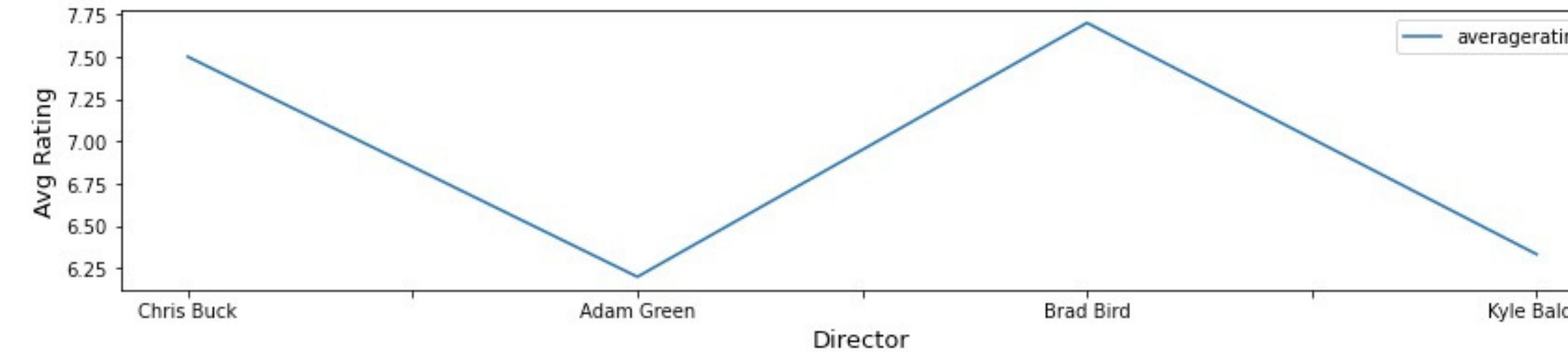
3

## DIRECTOR FOR US

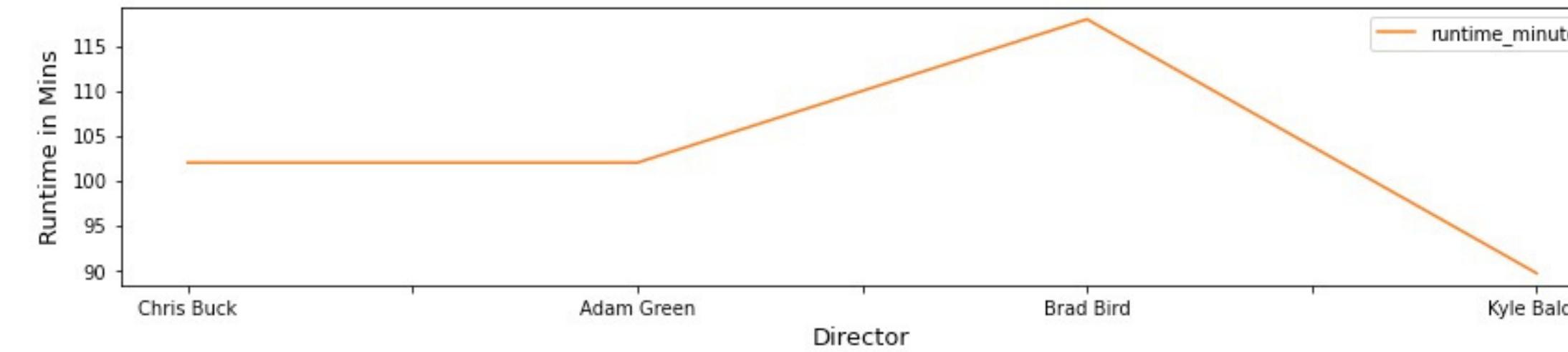
WHO SHOULD HELM THE DIRECTOR ROLE  
FOR THIS MOVIE?



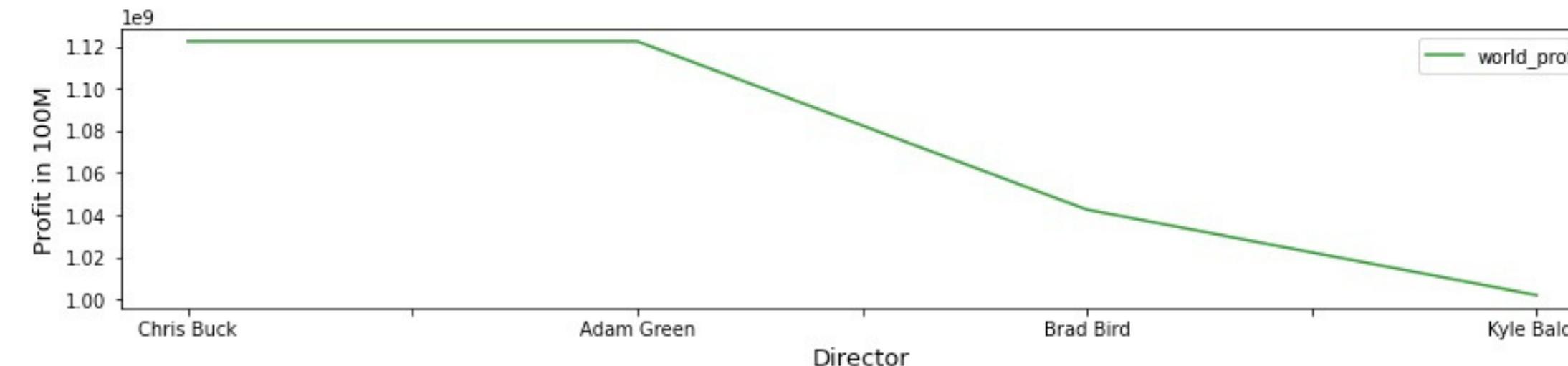
### Top 4 Directors in Animation Genre



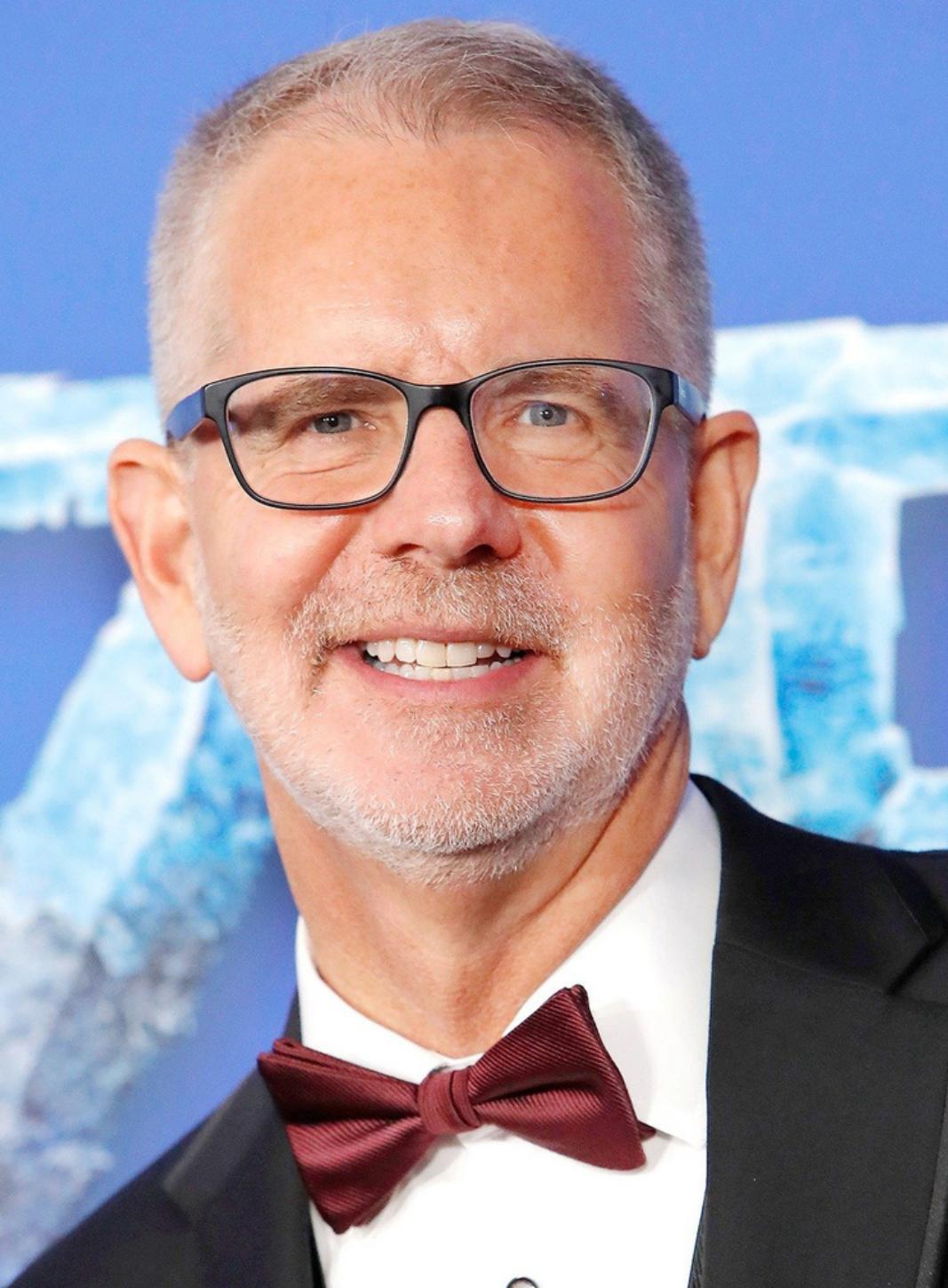
DIRECTOR PER AVG  
RATING OF MOVIE



DIRECTOR PER AVG  
RUNTIME OF MOVIE



DIRECTOR PER PROFIT  
OF MOVIE



# CHRIS BUCK



# Movies Directed by Chris Buck

# RECOMMENDATIONS

1

MOST PROFITABLE GENRE:  
ANIMATION



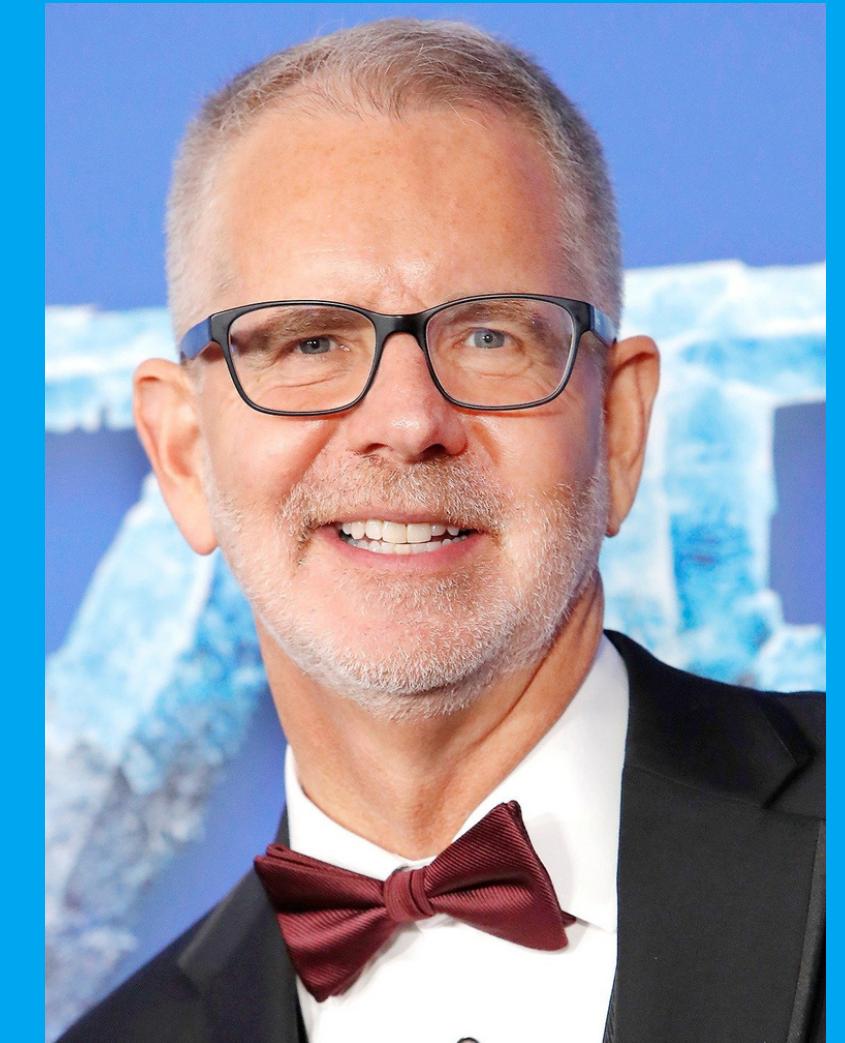
2

PROFITABLE RUNTIME  
FOR ANIMATION:

90 MINUTES &  
FEW MINUTES OF  
LENIENCY

3

BEST DIRECTOR FOR THE  
GENRE:  
CHRIS BUCK



# OUR TEAM



**MAHMOUD  
HOSNY**

*Junior Data Analyst*



**MOHAMED  
KATHERHASSAN**

*Junior Data Analyst*