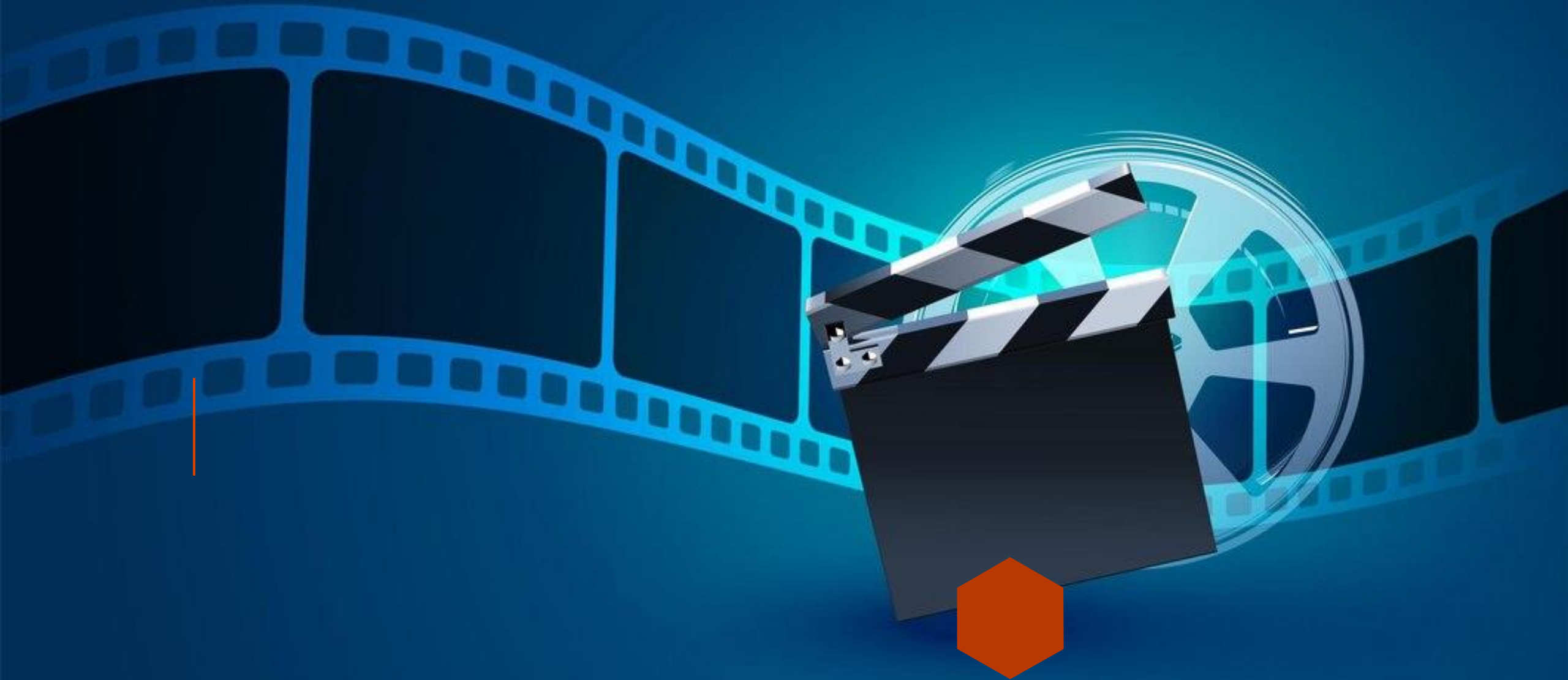


Box Office Breakdown:



Factors to Consider:



Most Popular Movies

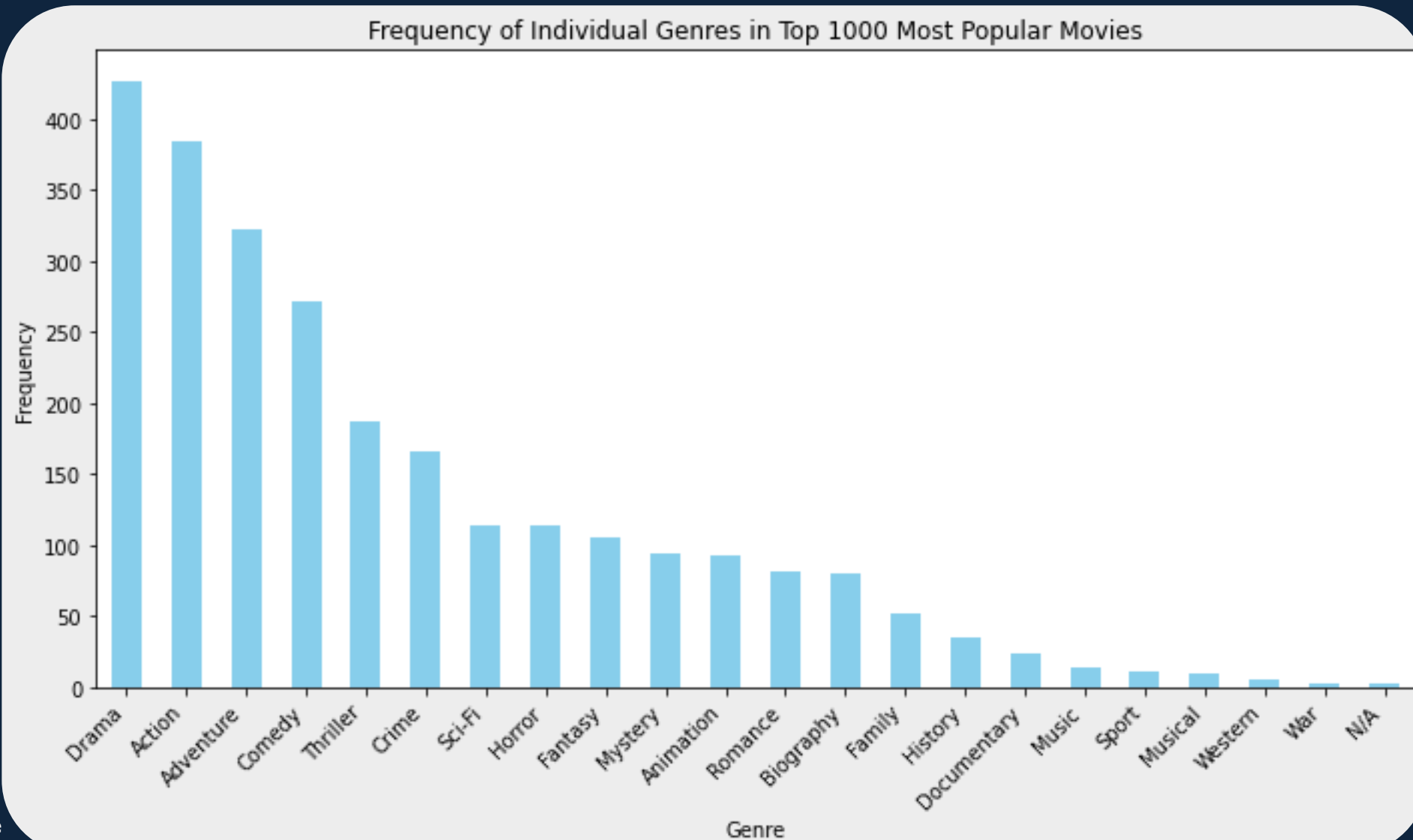


Movies with highest
ROI



Highest Grossing
Movies

1. Most Popular

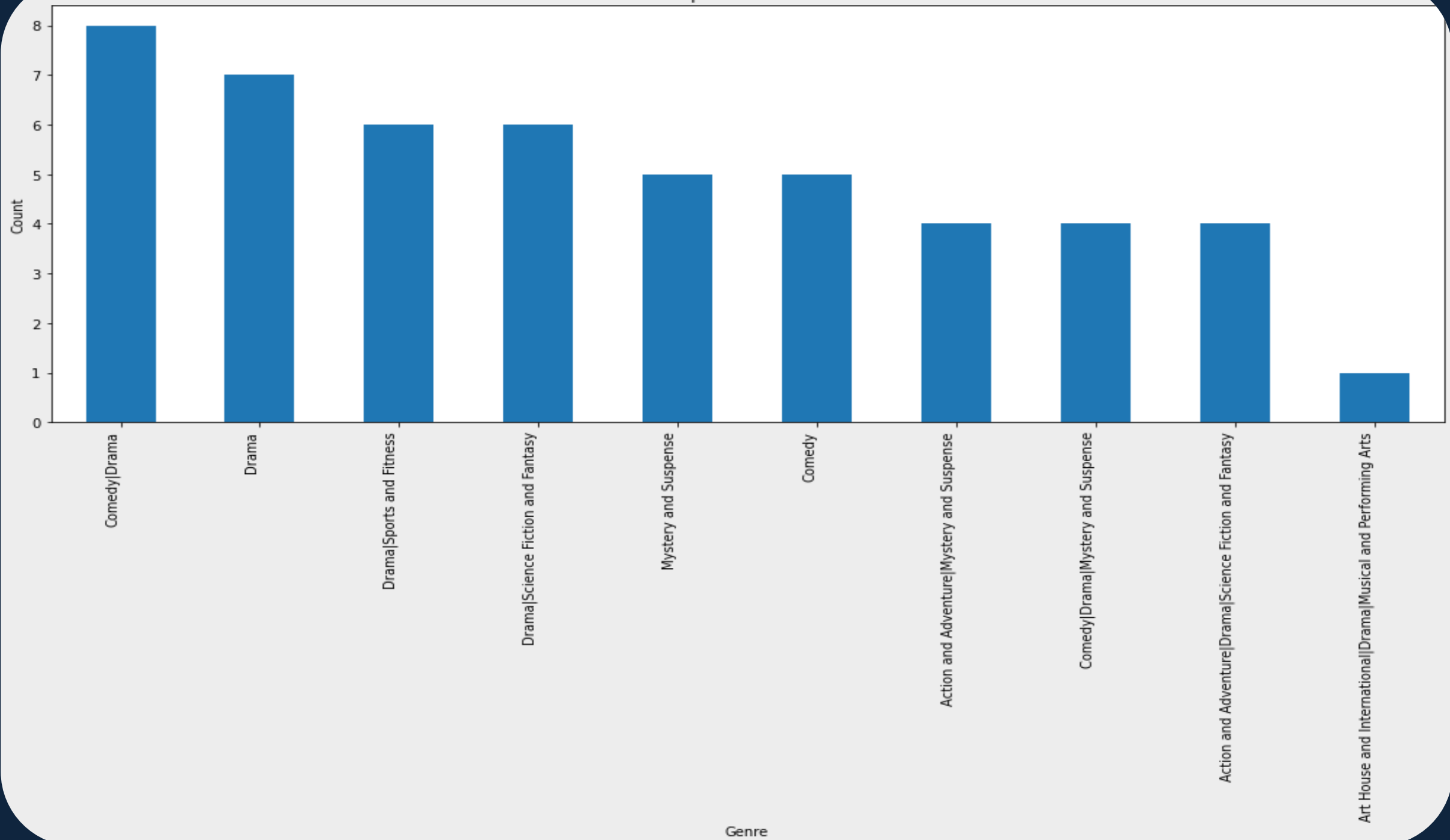


Drama

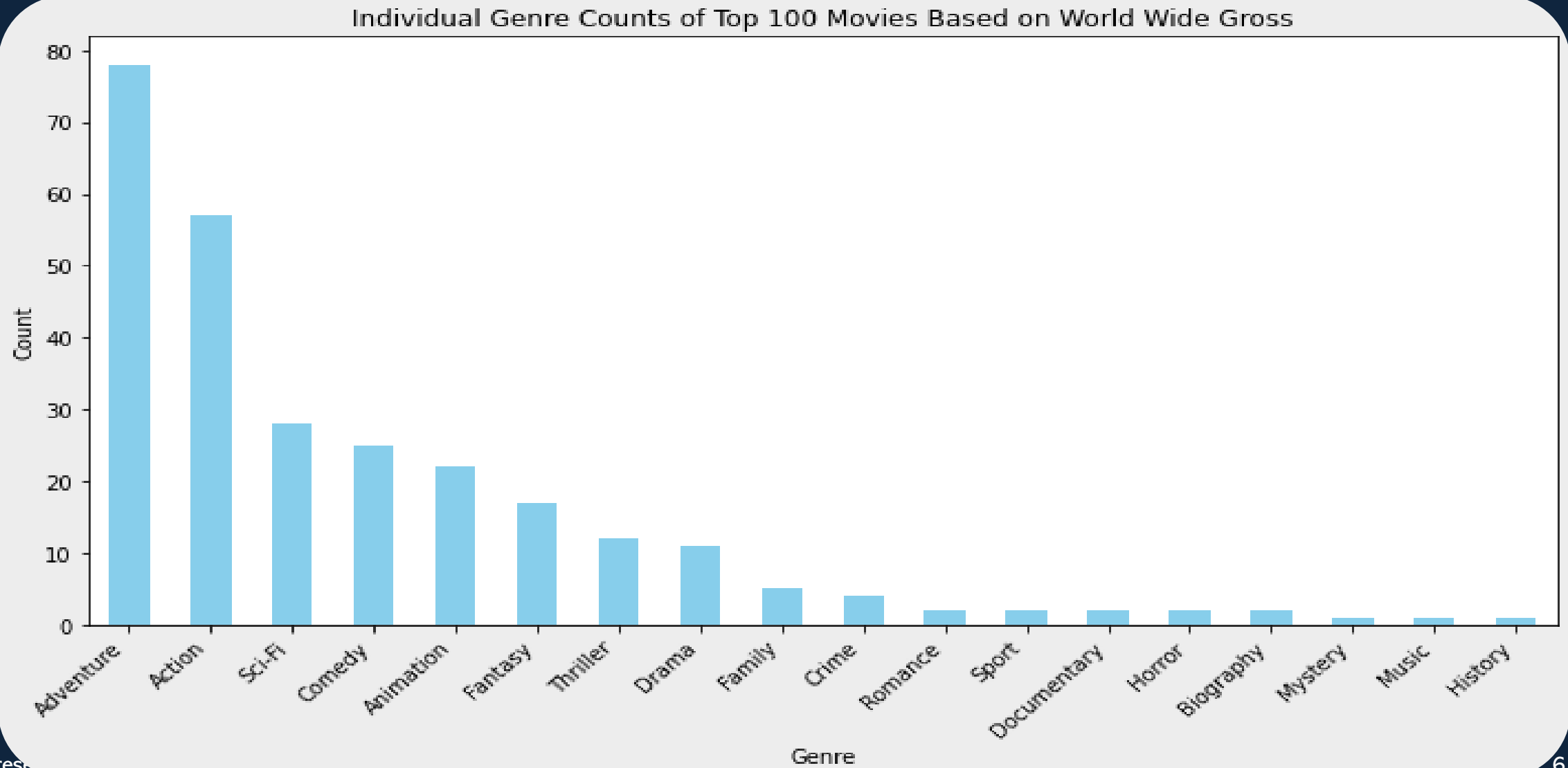
- Drama movies are shown to include more than 40% of the world's most popular movies within the last decade. Leading to high viewership and net profit as shown on the next slide.



Genre Counts of Top 50 Movies Based on Net Profit



2. Highest Grossing Movies

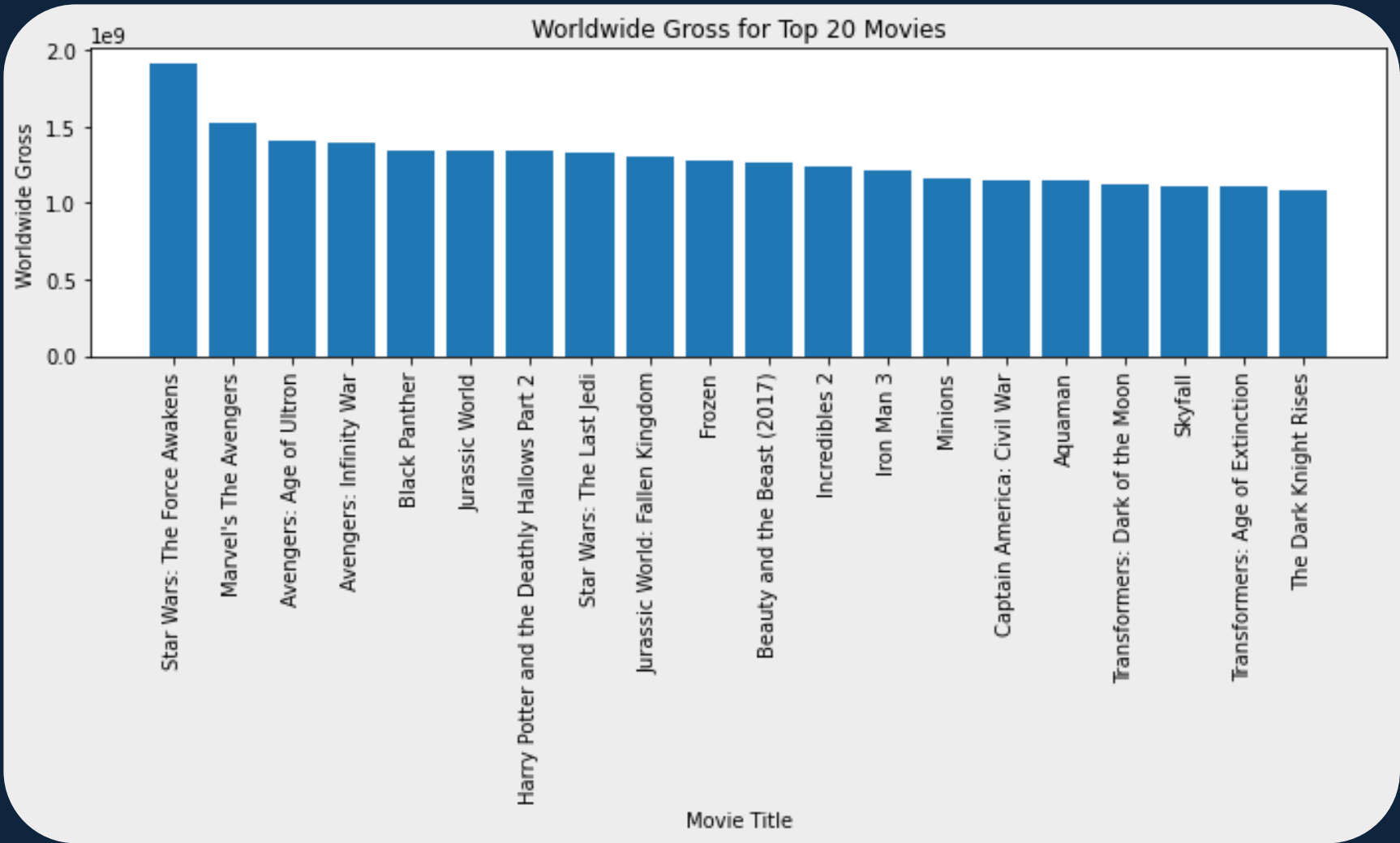


Action and Adventure

- For huge high budget, high grossing hits Action and Adventure Movies are the best option for the studio. Averaging in more than 70% of the current top grossing movies worldwide.



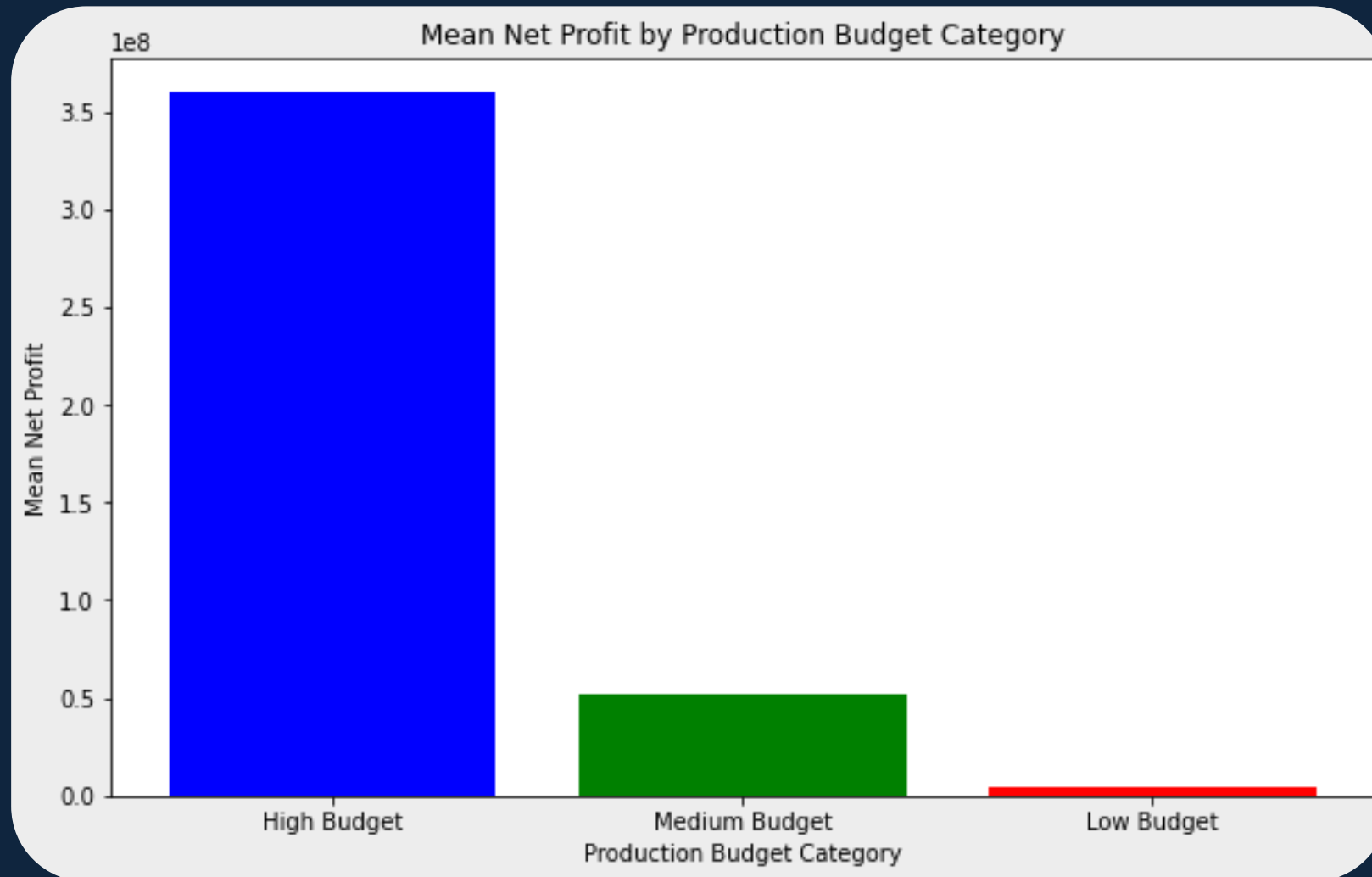
- With Movies like Star Wars and Avengers leading the way, action movies are far and away the top sellers when it comes to blockbusters.



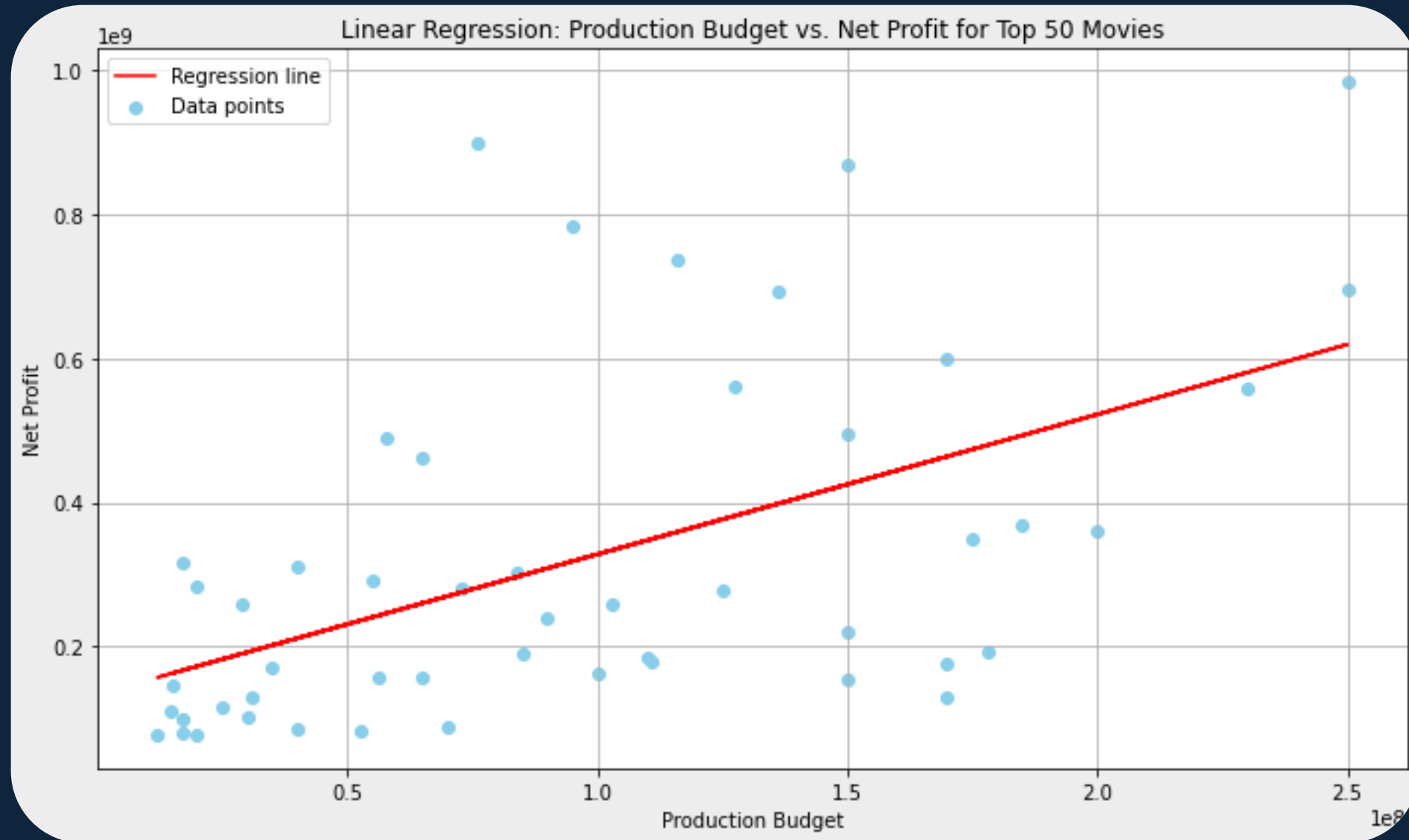
3. Production Budget and ROI



- High budget movies (\$000,000) have shown to generate the most profit as shown in the graph below in which samples of 100 random movies of each category were chosen. While movies in the low budget range i.e. below \$10,000,000 do not generate enough profit.



- In addition there tends to be a relative correlation albeit not great, between production budget and net profit for the top movies.



Conclusion:

- 1. For average movie production , drama films are the best category.
- 2. For big hit movies action and adventure are the ones that will gross the most.
- 3. The production budget of movies should be greater than \$10,000,000 for returns on investment to be realized and higher budget movies will likely bring in greater profits.