



# FROM SCRIPTS TO STATS.



2025

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# INTRODUCTION

For the longest time the film industry has been viewed as a **high risk, high reward venture**. This is because of the unpredictable box office performance to shifting audience preferences.

However, the rise of international markets streaming platforms and production strategies, the industry offers new ideas to mitigate and capitalize on high yield opportunities. We can conclude that when movies are well executed movies/films generally yield high returns.



# OBJECTIVES

## Main objective

1. To investigate and analyze films that are doing well in the box office in the last decade

## Specific objectives

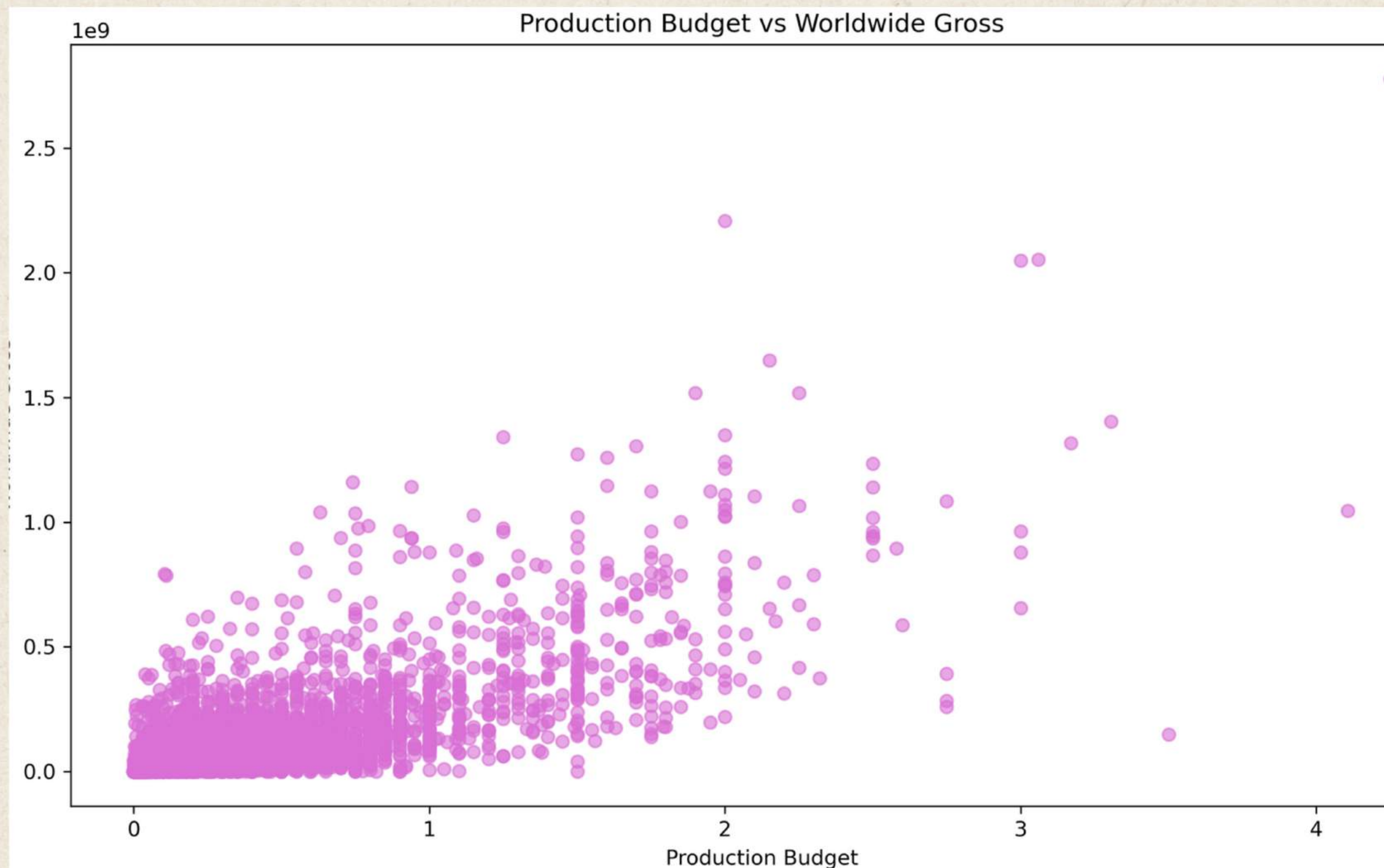
1. To identify the most popular genres that are highly rated.
2. To check the relationship between production budget and worldwide gross.
3. To look at the trends in domestic vs foreign gross over the years.
4. To provide insights on investment opportunities in the film industry.



# PRODUCTION BUDGET VS WORLDWIDE GROSS

2025

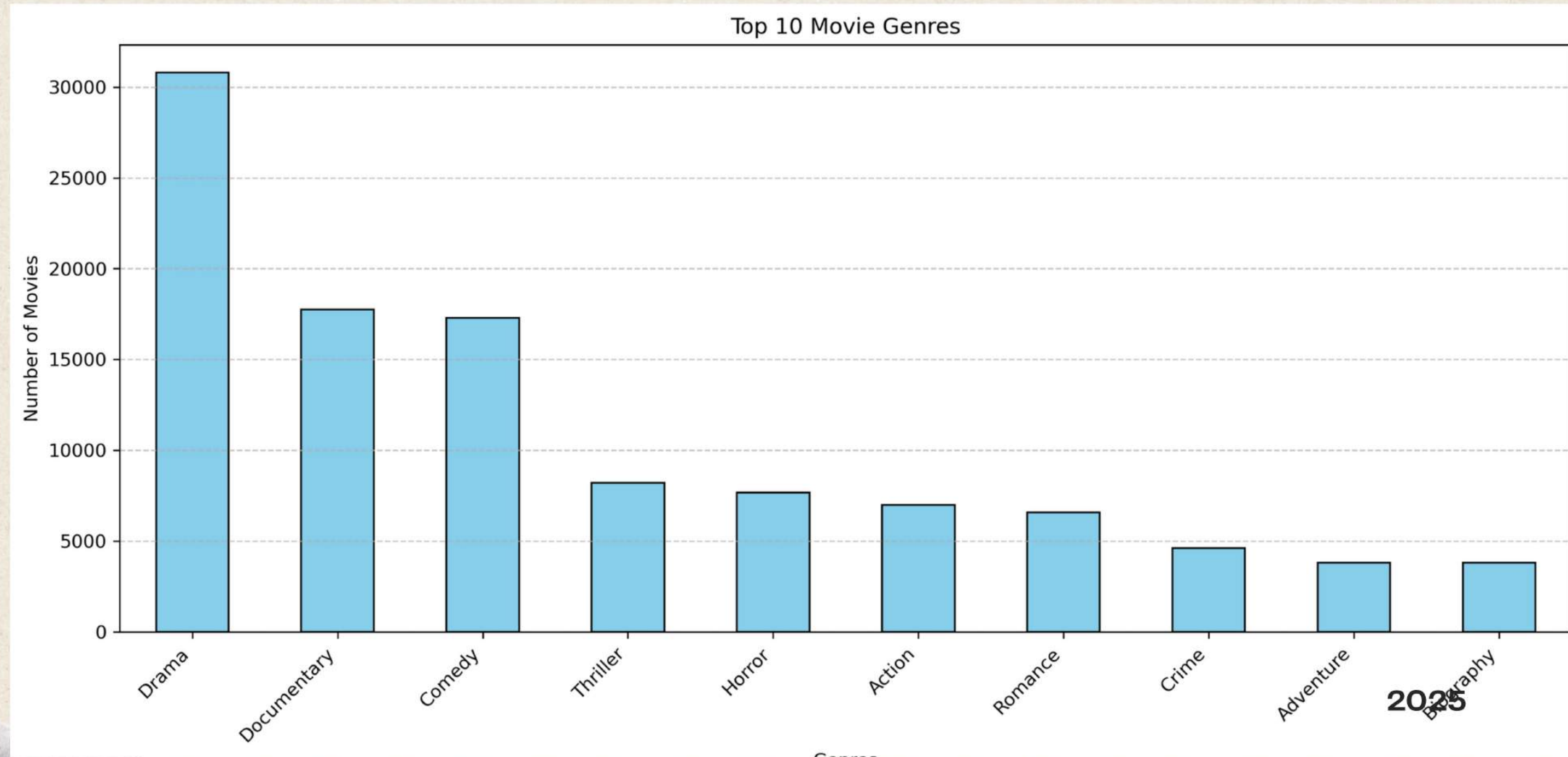
The relationship between Worldwide gross and production Budget is positive correlation but this doesn't mean mean the more you spend more on movie production the more the grossing even though they are some exceptions.





# TOP 10 MOVIES GENRES

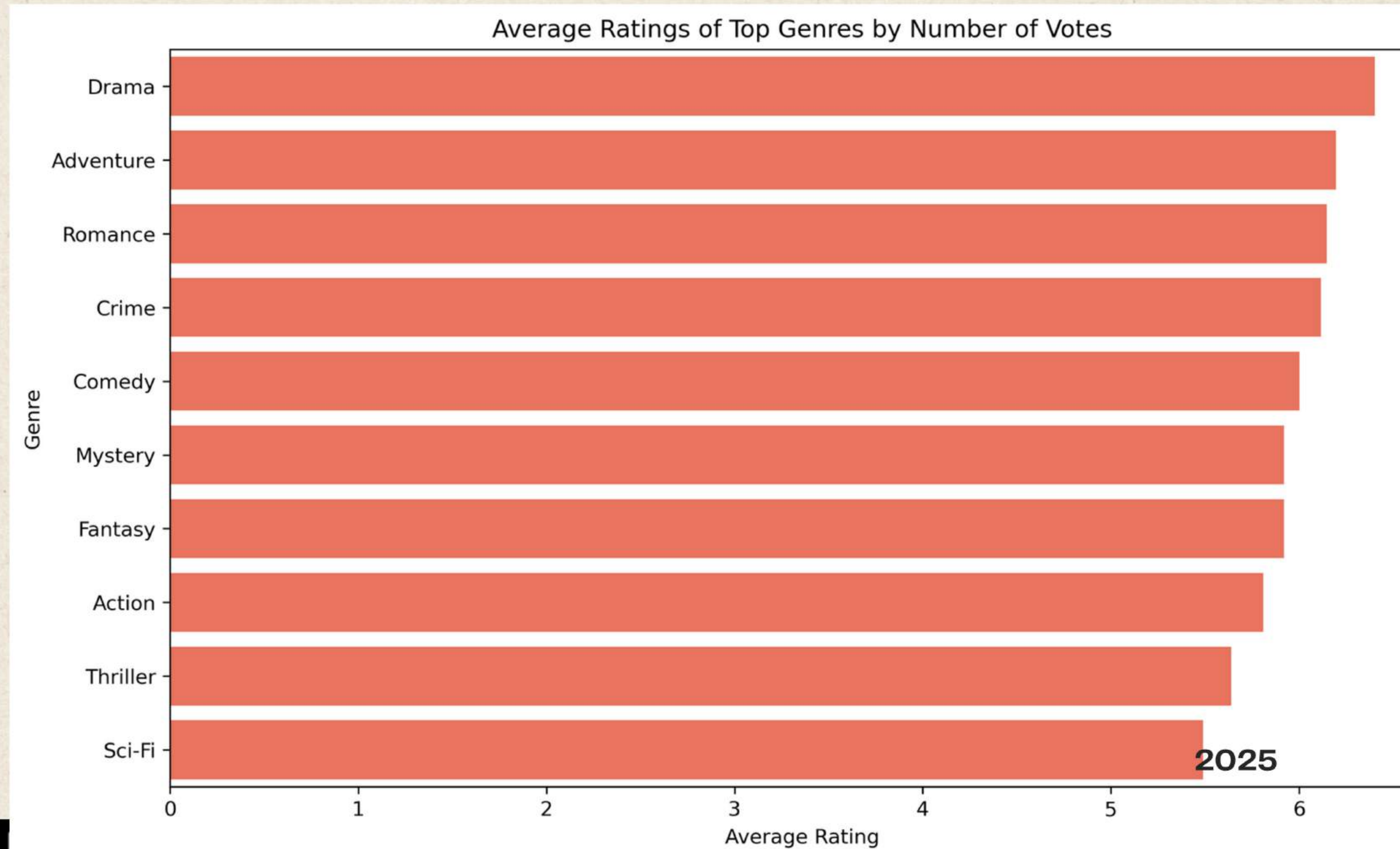
**Drama** is the leading genre covering 23.81% of our data followed by **Documentary**, **Comedy**, **Thriller** and **Horror** having 13.73%, 13.37%, 6.36% and 5.94% respectively.





## MOST POPULAR GENRE BY RATING.

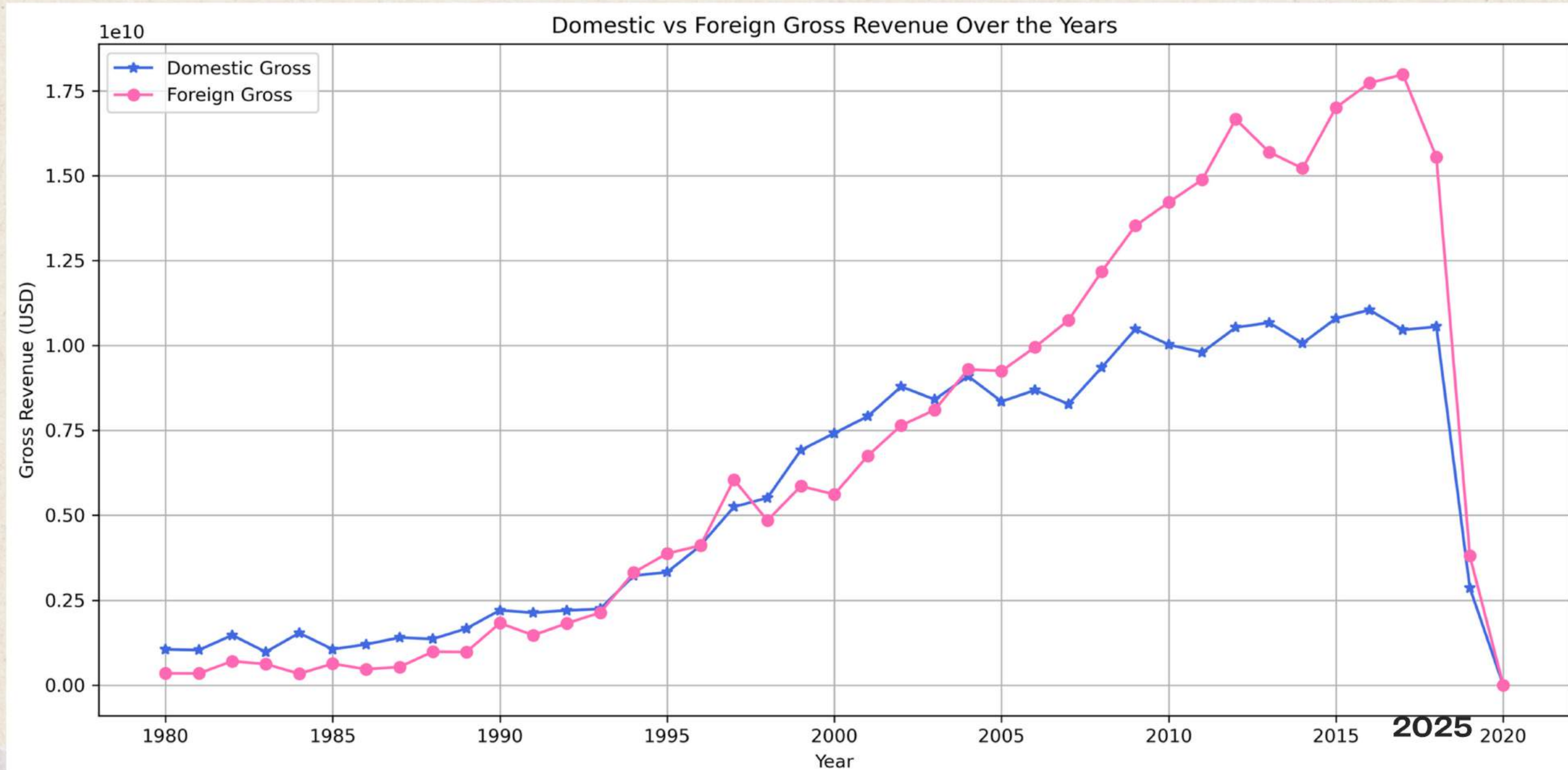
This gives us a balance between genres that are mostly watched and also have a good rating because both factors are important in deciding what genre to invest it in the long run. E.g Drama has the a percentage of votes 17.43% of the votes and an average rating of 6.4





# BACKGROUND

- Throughout the later years (2000s onward), the foreign gross outpaced the domestic gross, indicating studios were earning more from international audience.





# CONCLUSION



- A small number of movies make huge profits, likely representing blockbuster hits which are the exceptions while majority of the movies make negative profits and this is due to the high-risk nature of the movie industry because most movies are either a hit or a miss.
- Throughout the later years (2000s onward), the foreign gross outpaced the domestic gross, indicating studios were earning more from international audience.
- The relationship between Worldwide gross and production Budget is positive correlation because there is a visible upward trend as there is an increase in production there is also a increase in the worldwide gross

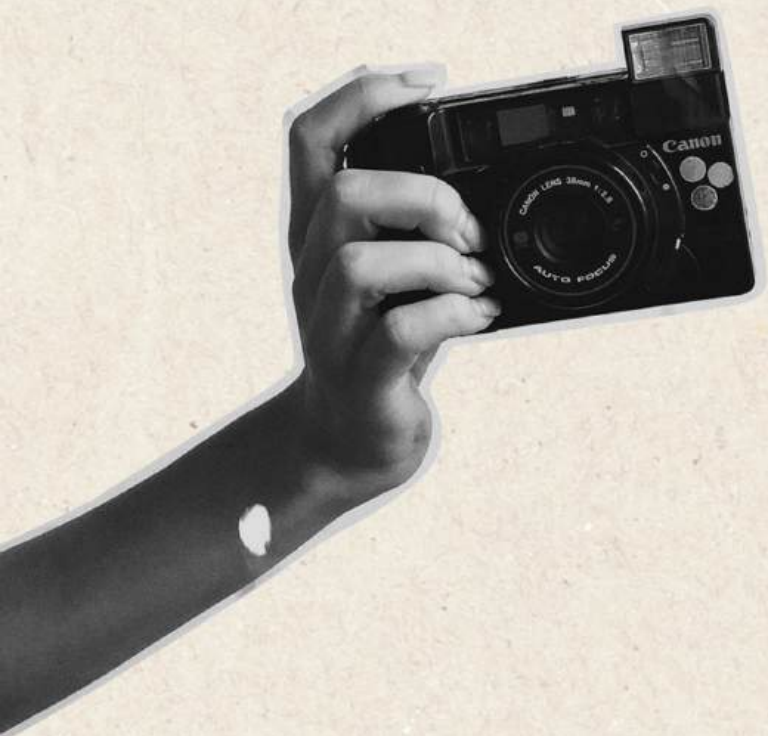




# RECOMMENDATIONS

- The stakeholders can invest in genres like Drama, Adventure, Romance, Crime and Mystery because they have a balance between popularity and also have a generally good overall rating.
- The stakeholders should invest in movies that are rated PG-13 films because they will give us a broad audience, while investing in R-rated films gives us a creative flexibility because of the targeted age group and a niche appeal to the consumers.
- The stakeholders can invest in unlocking new revenue models such as adding movies to streaming platforms because of the risky nature of the industry and the state of the world e.g a Pandemic like the COVID-19.





That's a wrap! Now let's  
roll the credits... and the  
investments!



2025

THANK YOU