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2 0 2 5 C I N E M A P R E S E N T A T I O N

LIGHTS CAMERA ACTION!

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INTRODUCTION

EXPERIENCE THE MAGIC OF MOVIES



In today's highly competitive film industry, production companies face increasing pressure to make informed decisions that minimize financial risk while maximizing returns. Before investing in our new project, it's important to understand how different movie features — such as genre, production budget, and release timing influence audience reception.

OBJECTIVES

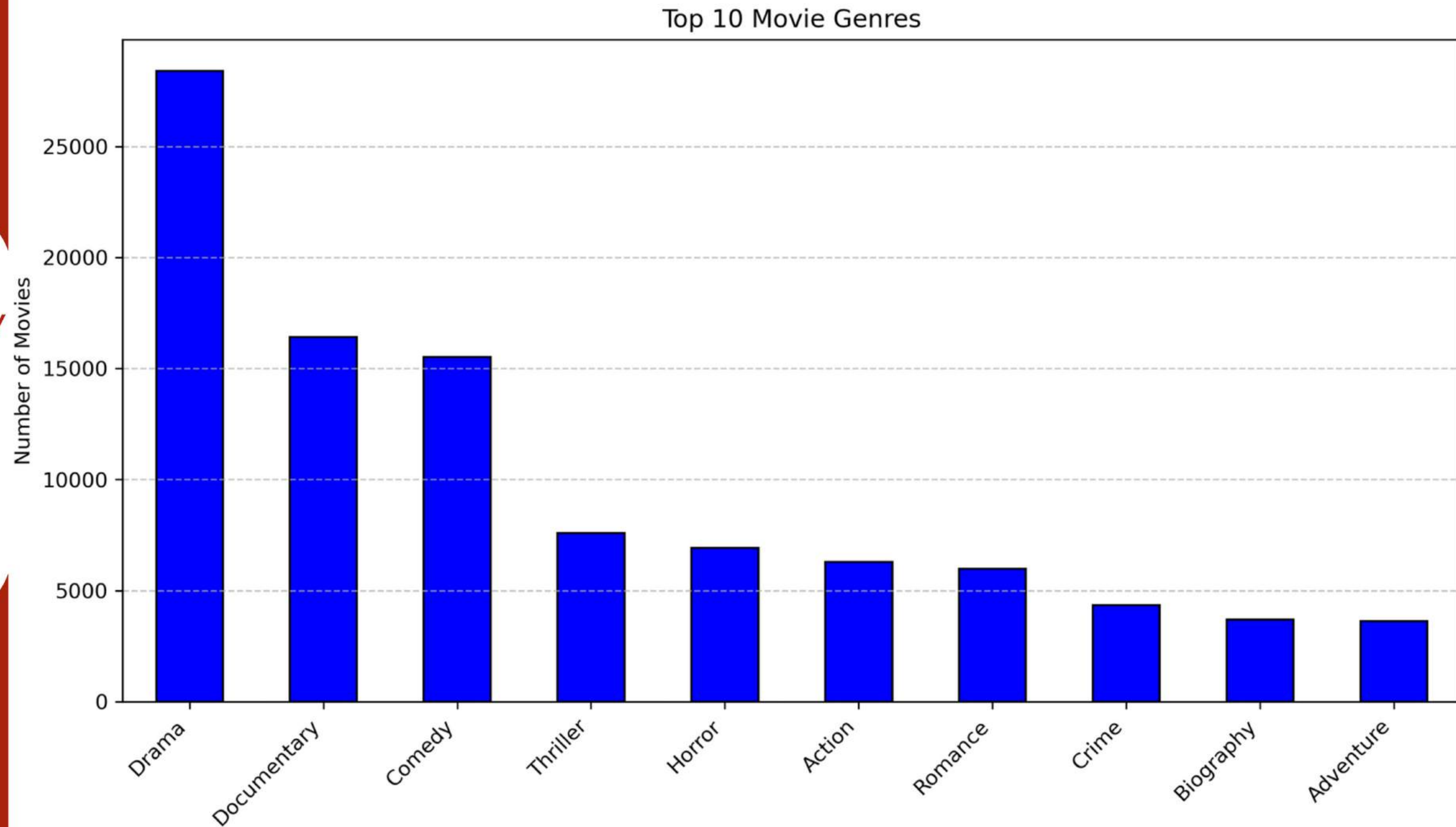
1. To identify the top 10 most produced genres
2. To identify the top rated movie genres
3. To calculate trends of production budget over the years
4. Determining how audience engagement to a movie changes over the years
5. Comparing average domestic and worldwide gross of movies and the trend with time



ANALYSIS

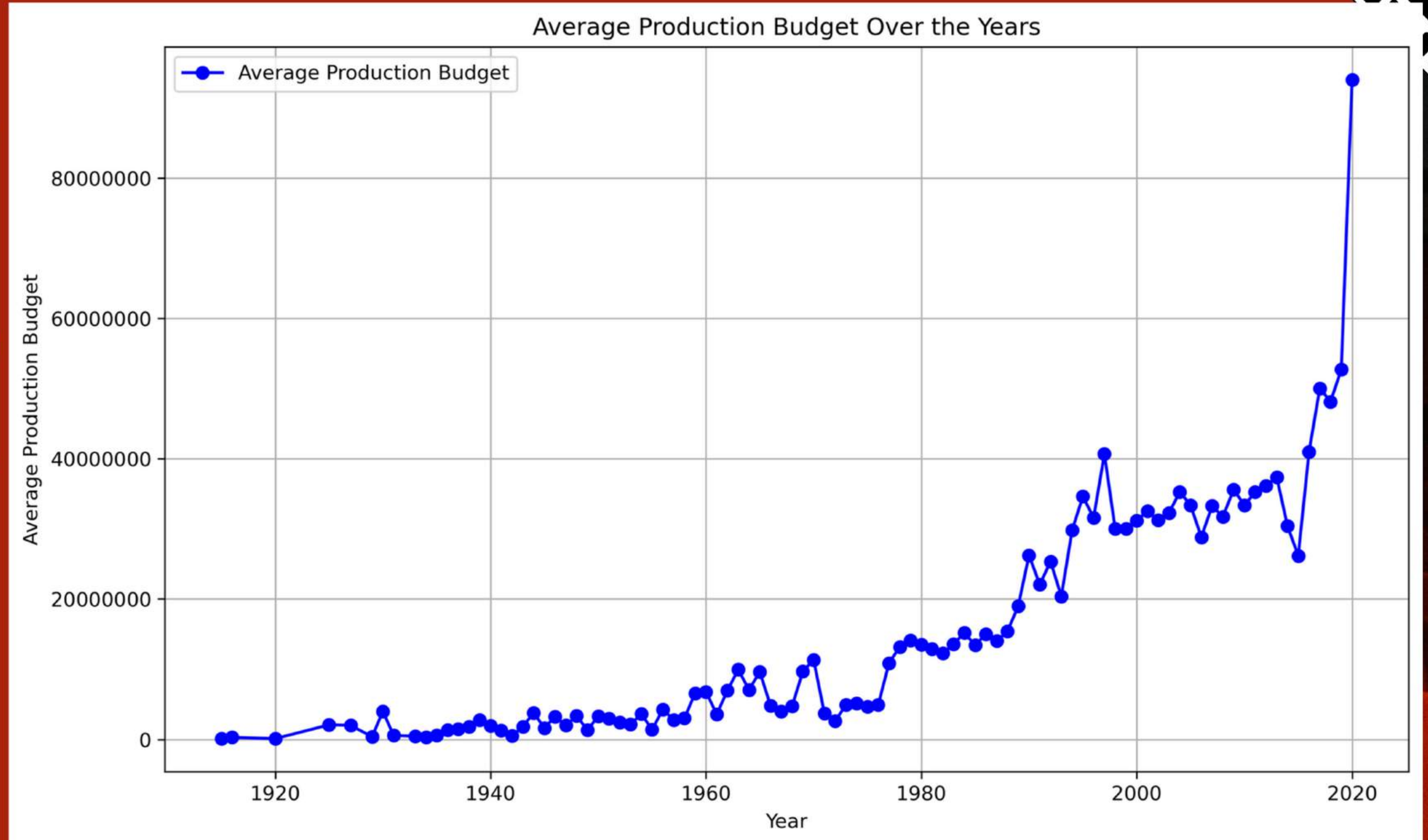
TOP 10 MOVIE GENRES

DRAMA, WITH 28,394 PRODUCTIONS, FOLLOWED BY DOCUMENTARIES WITH 16,423 PRODUCTIONS. COMEDY, THRILLER AND HORROR ALSO TOP THE LIST.



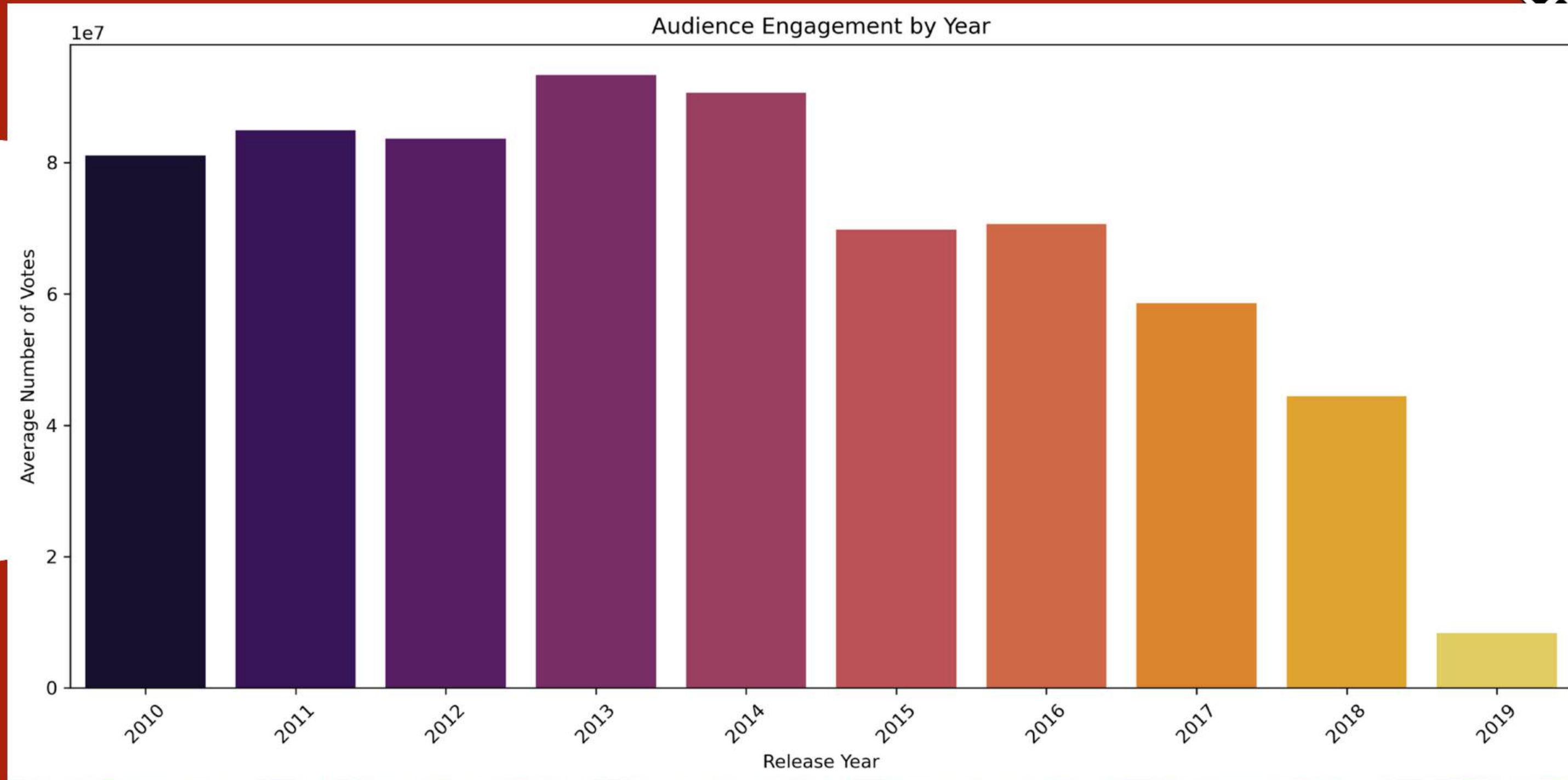
AVERAGE PRODUCTION BUDGET OVER THE YEARS

The production budget increases gradually over the years and hit it's peak in 2020



AVERAGE AUDIENCE ENGAGEMENT WITH TIME

AVERAGE YEARLY AUDIENCE ENGAGEMENT IS DECREASING WITH TIME AFTER HITTING IT'S PEAK IN 2013.



RECCOMENDATIONS

1. CONSIDER INTRODUCING MORE DOCUMENTARIES AND GAME-SHOW MOVIES AS THEY TEND TO BE MORE ACCEPTED BY THE AUDIENCE
2. AVOID PRODUCING REALITY-TV SHOWS AS THEY TEND TO BE VERY UNPREDICTABLE
3. THE PRODUCTION BUDGET TENDS TO INCREASE WITH TIME, POSSIBLY BECAUSE OF IMPLEMENTATION OF MORE TECHNOLOGY. INVESTING HIGHLY ON MOVIES MIGHT SECURE A HIGHER CHANCE OF SUCCESS
4. CONSIDER PRODUCING FILMS FOR INTERNATIONAL AUDIENCE AS WORLDWIDE GROSS IS HIGH



CONCLUSION

THIS ANALYSIS PROVIDES VALUABLE INSIGHTS INTO THE KEY FACTORS THAT INFLUENCE A MOVIE'S SUCCESS, SUCH AS GENRE, PRODUCTION BUDGET, AND AUDIENCE RATINGS. WE FOUND THAT CERTAIN GENRES CONSISTENTLY RECEIVE HIGHER RATINGS, WHILE OTHERS PERFORM BETTER FINANCIALLY. THERE IS ALSO A CLEAR LINK BETWEEN BUDGETING DECISIONS AND GROSSINCOME.

BY UNDERSTANDING THESE PATTERNS, MOVIE PRODUCERS CAN MAKE MORE INFORMED DECISIONS ABOUT WHERE TO INVEST, WHAT TYPES OF FILMS TO FOCUS ON, AND HOW TO BETTER POSITION THEIR PROJECTS IN A COMPETITIVE MARKET. THESE FINDINGS CAN HELP GUIDE FUTURE PRODUCTION STRATEGIES, REDUCE FINANCIAL RISK, AND INCREASE THE CHANCES OF CREATING SUCCESSFUL AND WELL-RECEIVED FILMS.



The background of the slide is a photograph of a movie theater interior, showing rows of seats and people in the audience. A semi-transparent red rectangle is overlaid on the image, containing the text. The top-left and bottom-right corners of the slide feature a white film strip graphic.

2025 MOVIE ANALYSIS
PRESENTATION

**THANK
YOU**

SEE YOU NEXT TIME