



Successful Film Genres

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5/9/2025

Overview

Company is expanding into box office market and is curious as to which genre would be best for a first film:

- Top 5 recommendations: Mystery, Horror, Thriller, Romance, and Sci-fi
- Mystery yielded highest return on investment
- Mystery, Horror, and Thriller market consistency

Outline

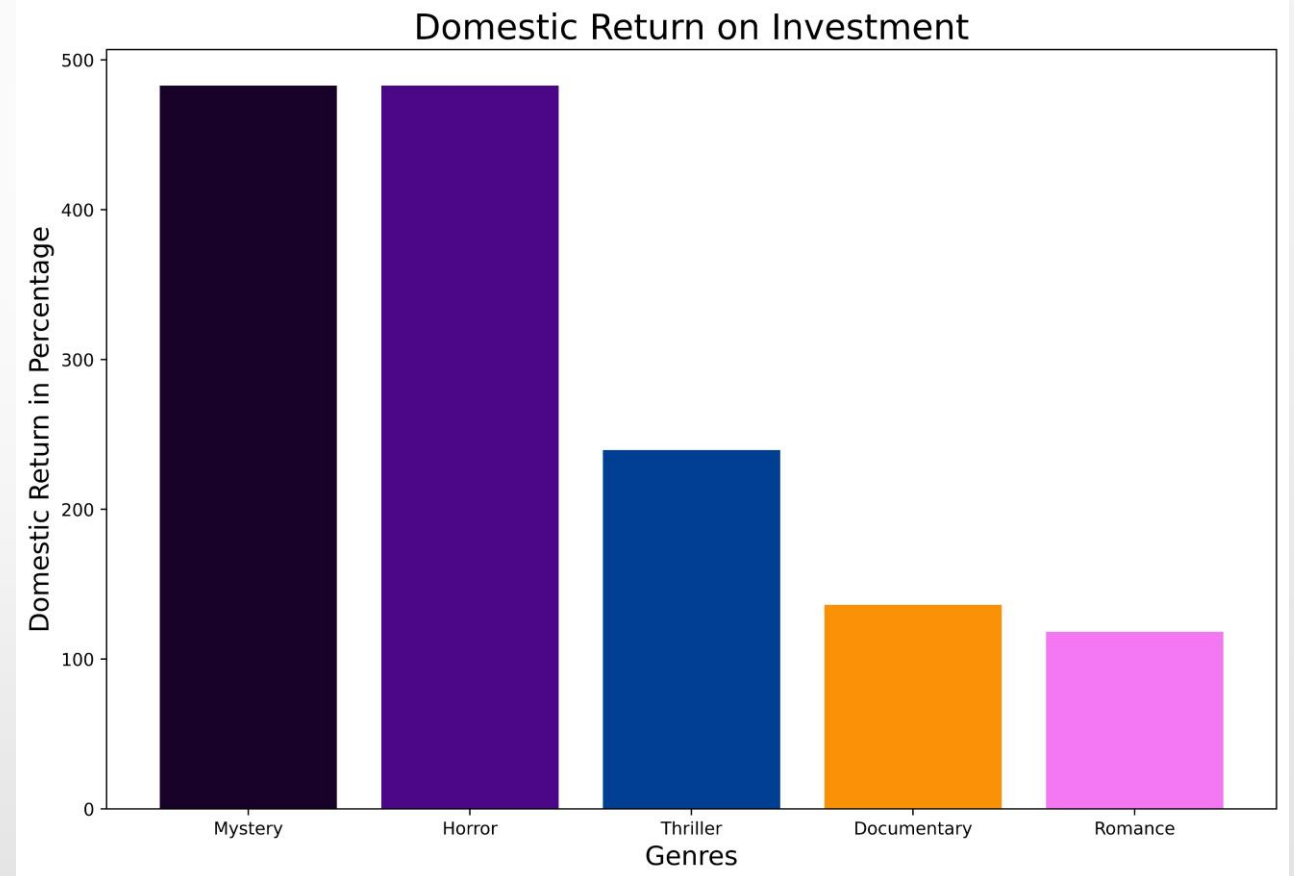
- Business Goal
- Data & Analysis
- Conclusion
- Next Steps

Business Goal

- Expanding into the Box Office Market
- Find best genre for first film

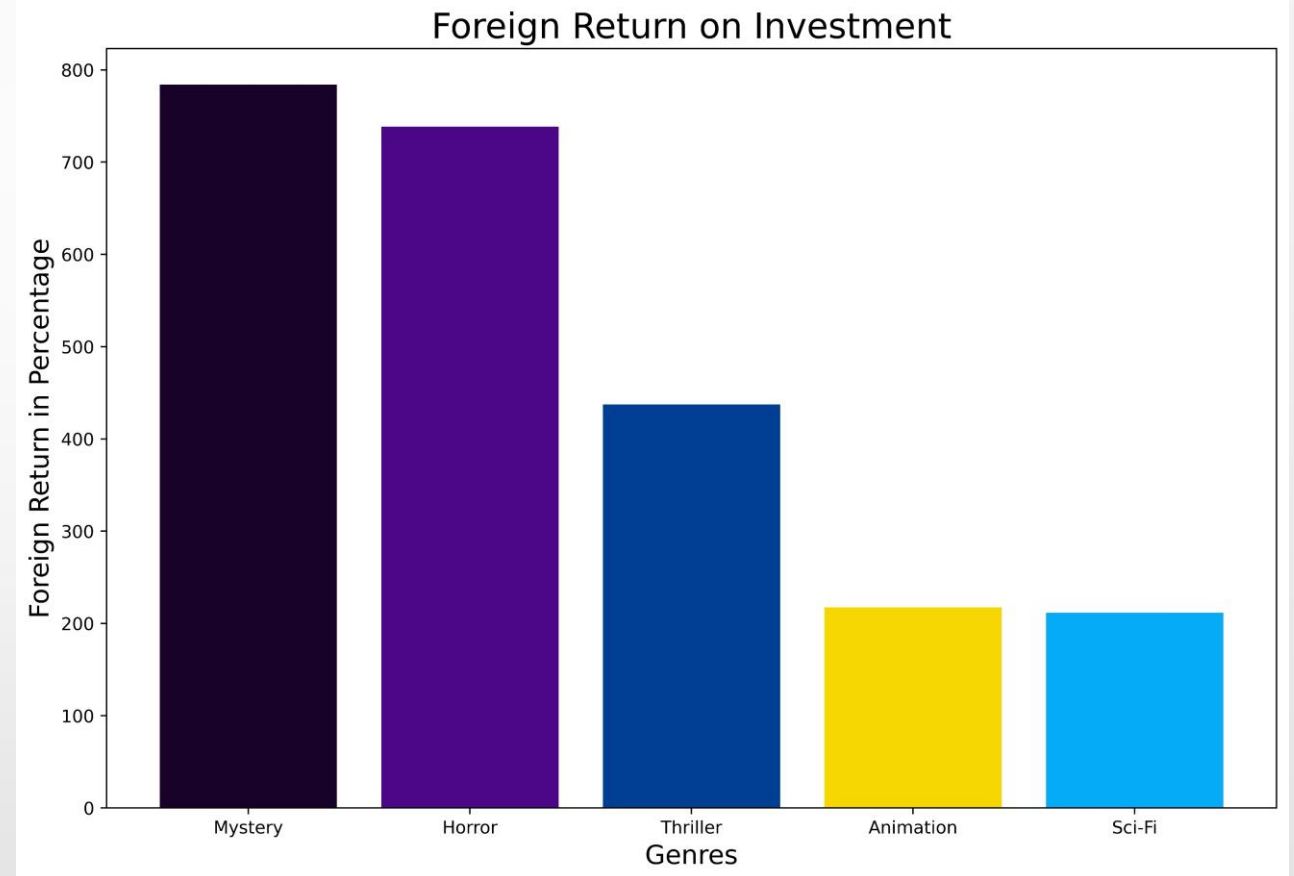
Data & Analysis: Domestic Return

- Data from: IMDb, Box Office Mojo, and The Numbers
- Domestic returns
- Mystery, and Horror returns



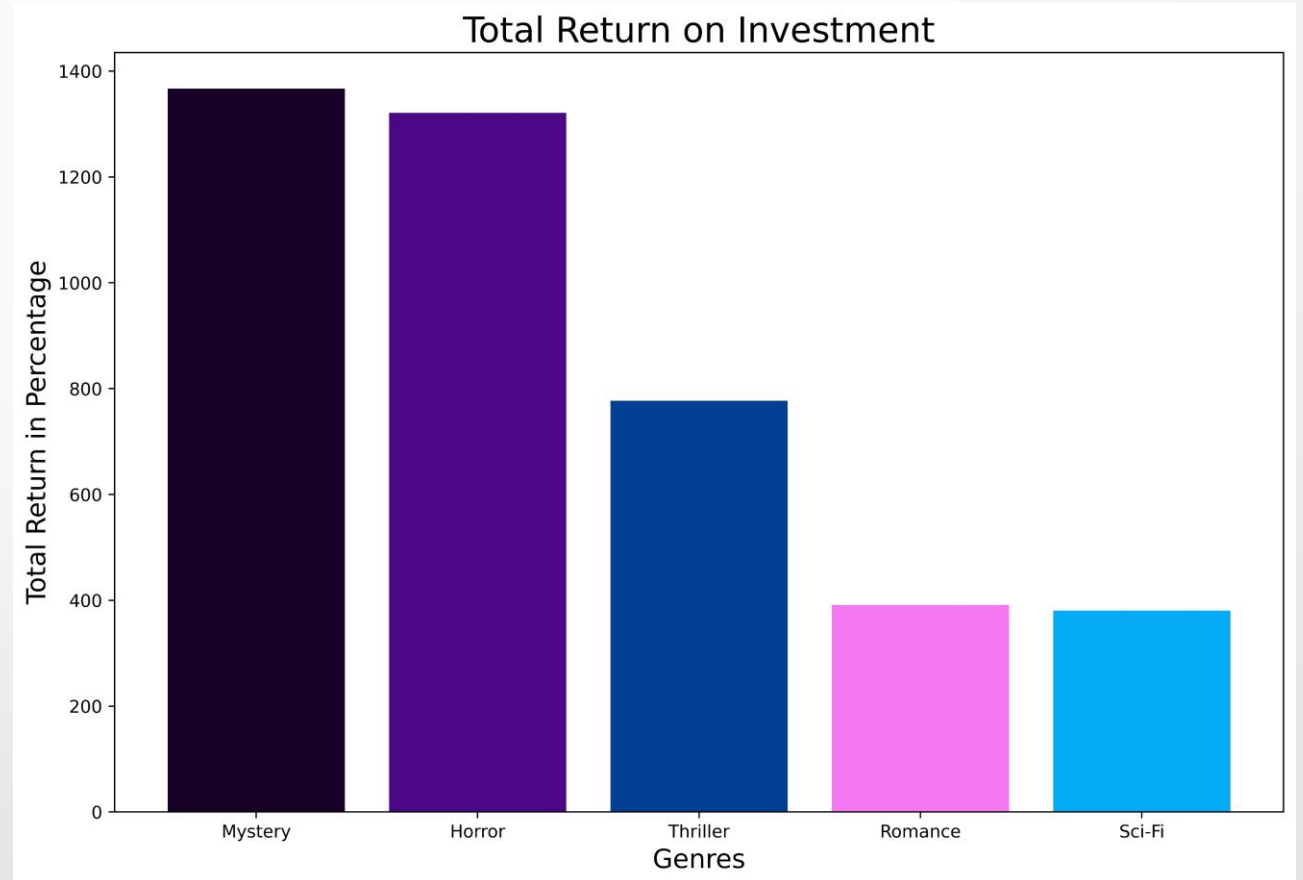
Analysis: Foreign Return

- Foreign return results similar to domestic returns
- Mystery and Horror yielding 750% to 800% returns



Analysis: Total Return

- Overall, Mystery and Horror had the Highest return
- Top 3 genres consistent among the three charts



Conclusions

- Top genre recommendations
- Highest return on investment
- Top genres consistency

Next Steps

- Research the films in top genres
- Look into Film genre trends over the years
- Gather and investigating 2020 – 2025 films

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Thank You