

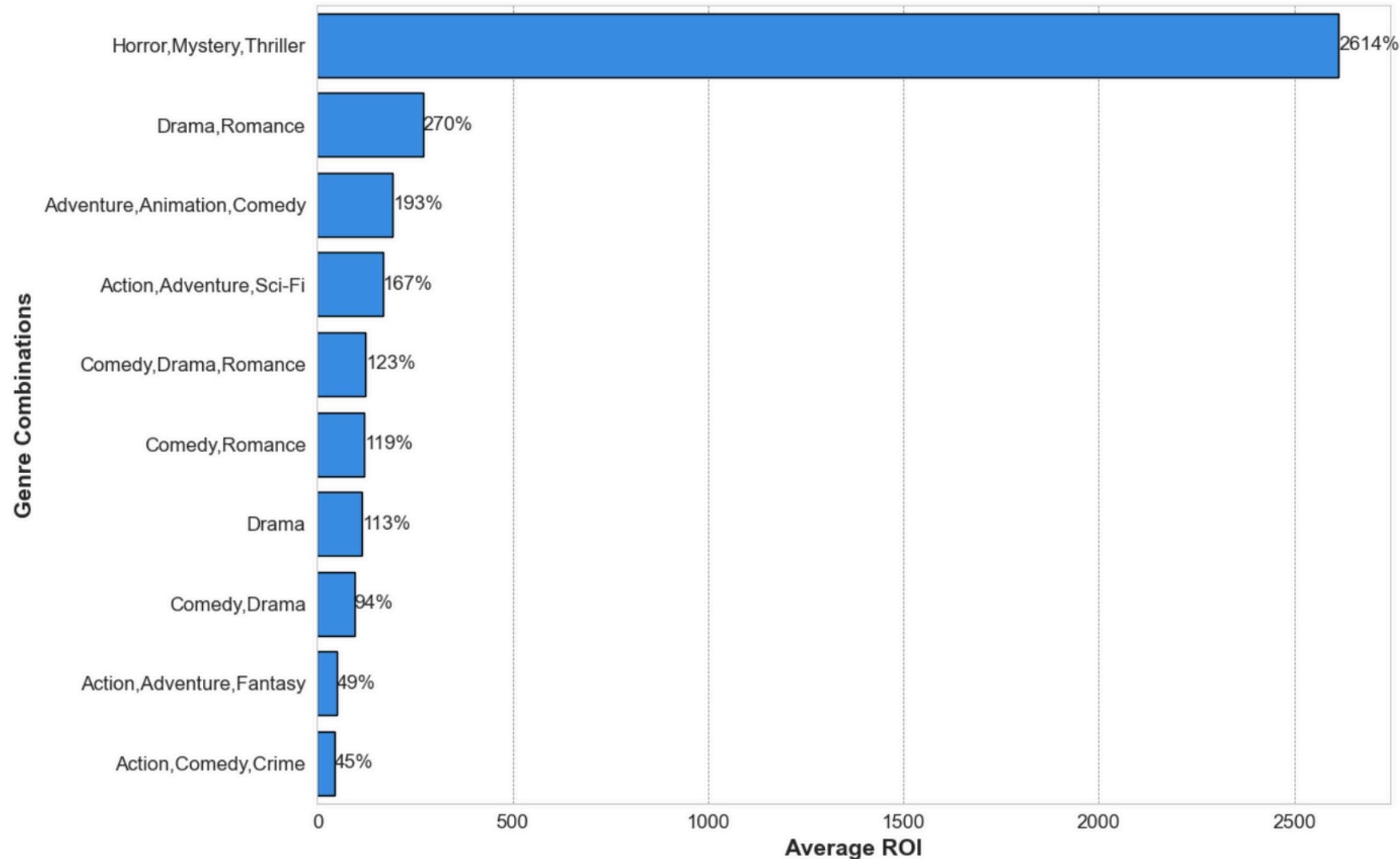
# **MAXIMIZING PROFITS AND ROI: GENRE AND TALENT INSIGHTS FOR STUDIO SUCCESS**

KATYA TALIPOVA  
4 OCT, 2024

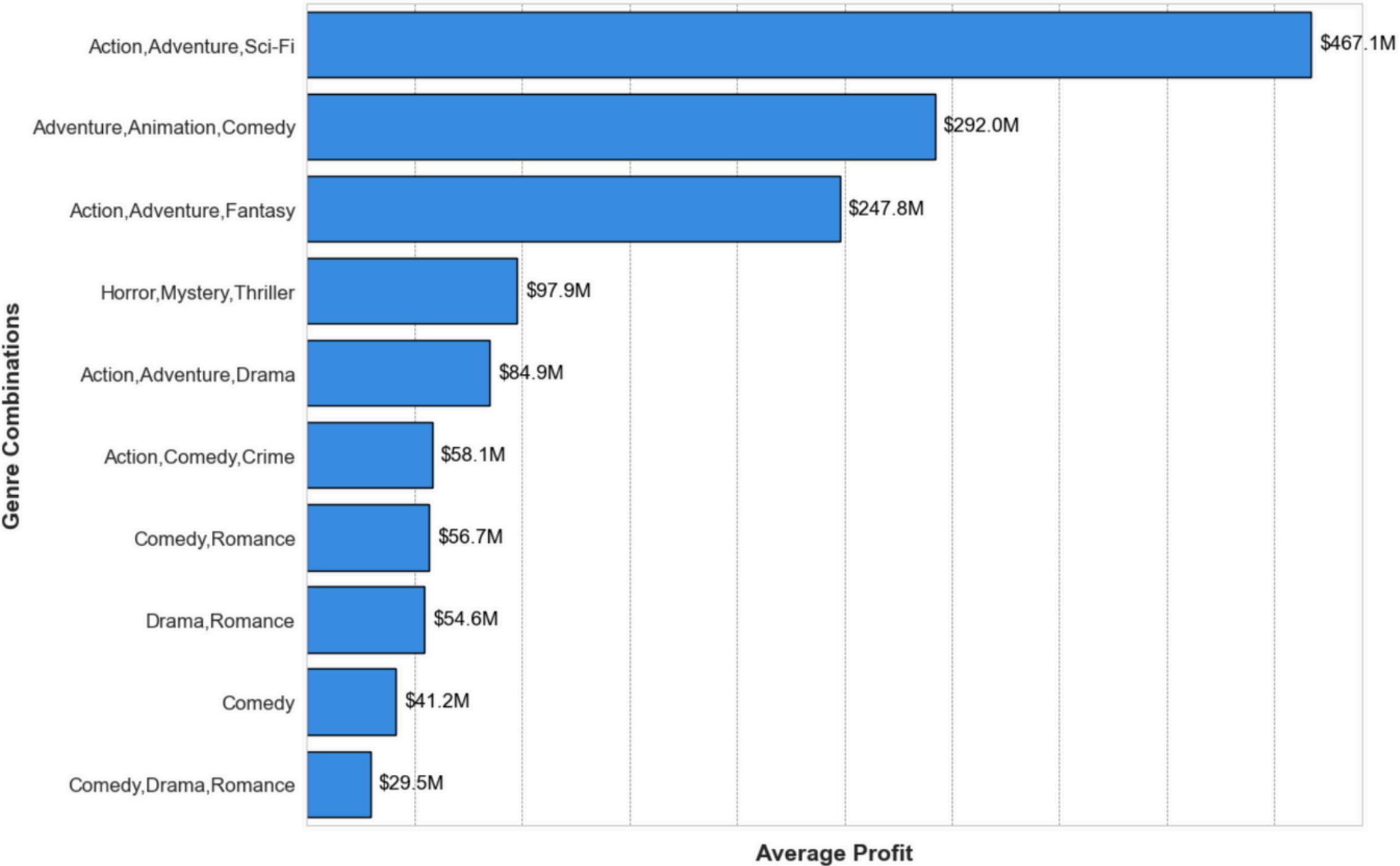
# Overview

- 2010 - 2019 movie data
- aimed to identify top genres, directors, producers, actors, and actresses
- focused on two metrics: average return on investment (ROI) and average profit

# Top 10 Genre Categories by ROI



# Top 10 Genre Categories by Profit

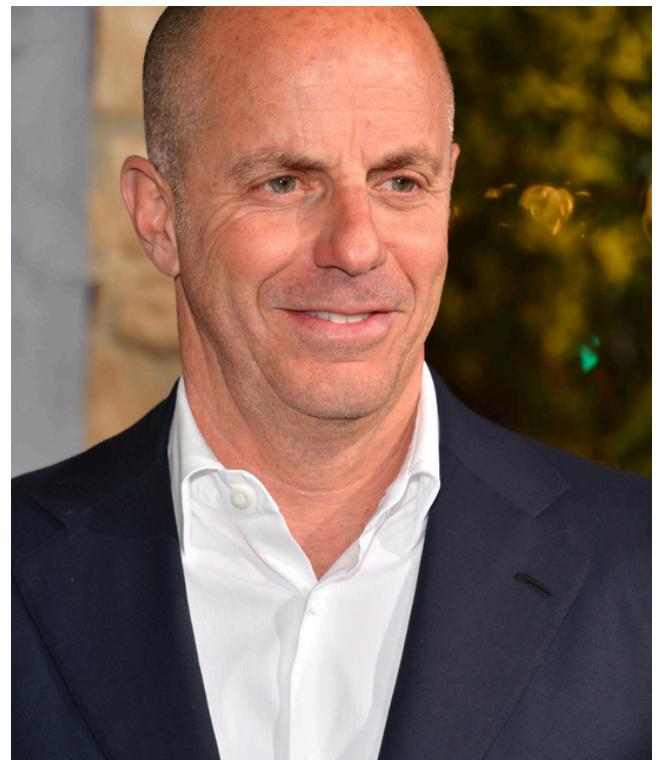




**HORROR / MYSTERY /  
THRILLER**

# Most Successful Producers

(Horror / Mystery / Thriller)



**Neal H. Moritz**



**Jason Blum**



**Michael Fottrell**



**David Heyman**



**Dana Brunetti**



# Most Successful Directors

(Horror / Mystery / Thriller)



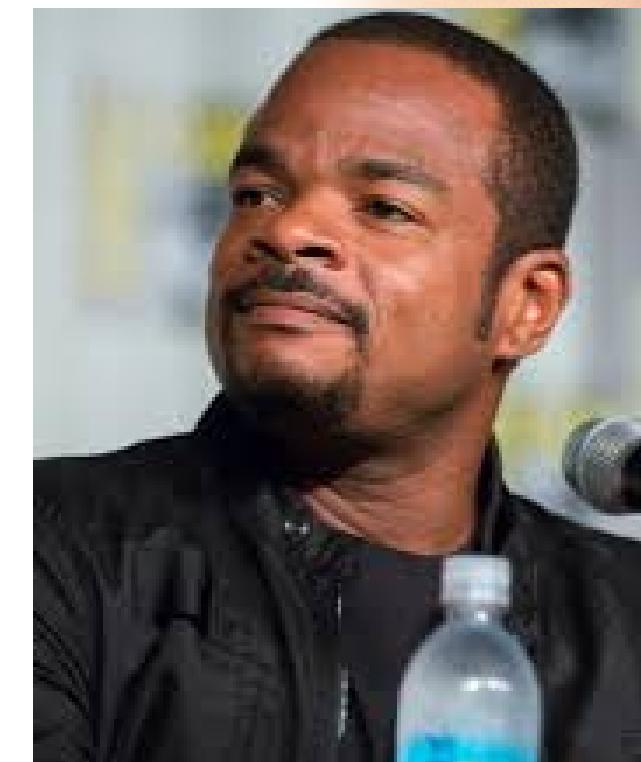
**James Wan**



**Sam Mendes**



**Justin Lin**



**F. Gary Gray**



**David Yates**



# Most Successful Actresses

(Horror / Mystery / Thriller)



**Michelle Rodriguez**



**Judi Dench**



**Naomie Harris**



**Emma Watson**



**Eloise Mumford**

\$1.85B

\$1.2B

\$0.91B

\$0.85B

\$0.84B

# Most Successful Actors

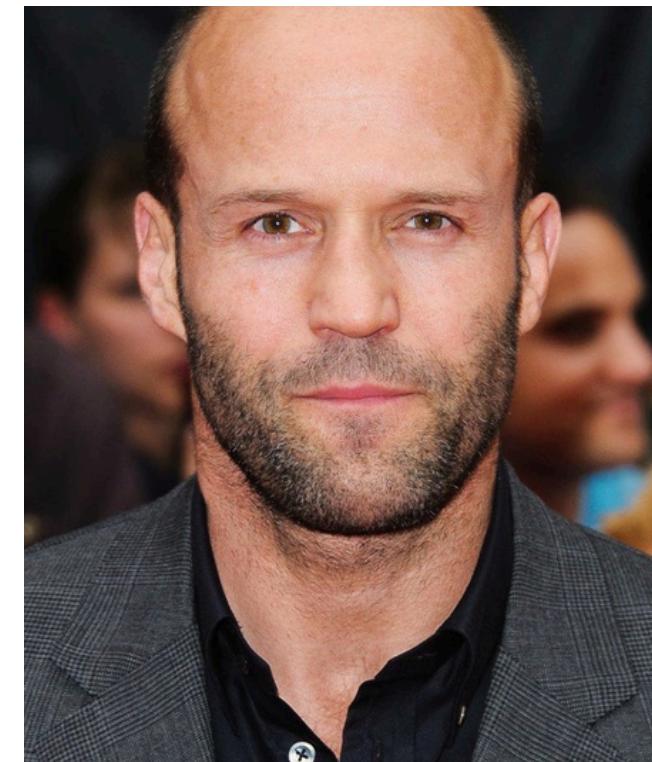
(Horror / Mystery / Thriller)



**Vin Diesel**



**Dwayne Johnson**



**Jason Statham**



**Paul Walker**



**Daniel Craig**



The background features a soft-focus, abstract composition of overlapping circles in shades of orange, yellow, and blue, creating a sense of depth and motion.

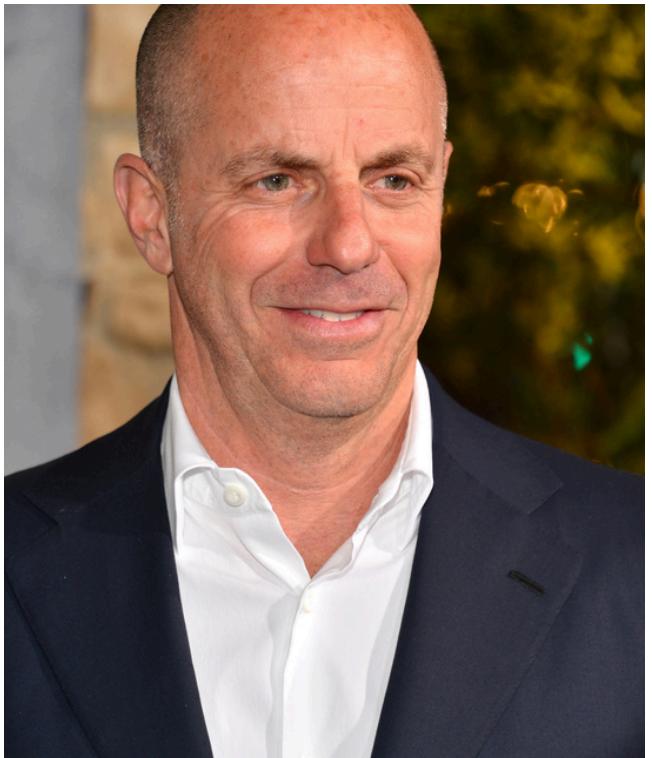
**ACTION /  
ADVENTURE / SCI-FI**

# Most Successful Producers

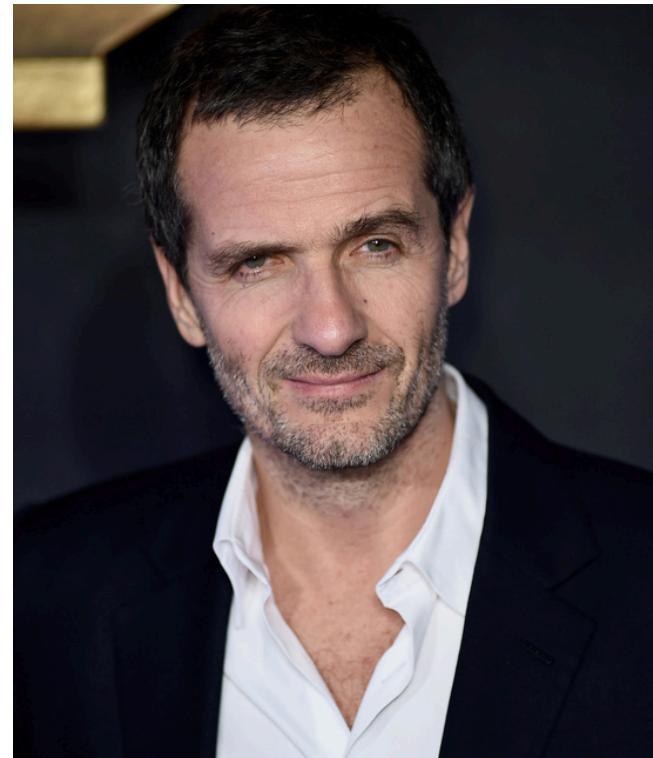
(Action / Adventure / Sci-Fi)



**Kevin Feige**



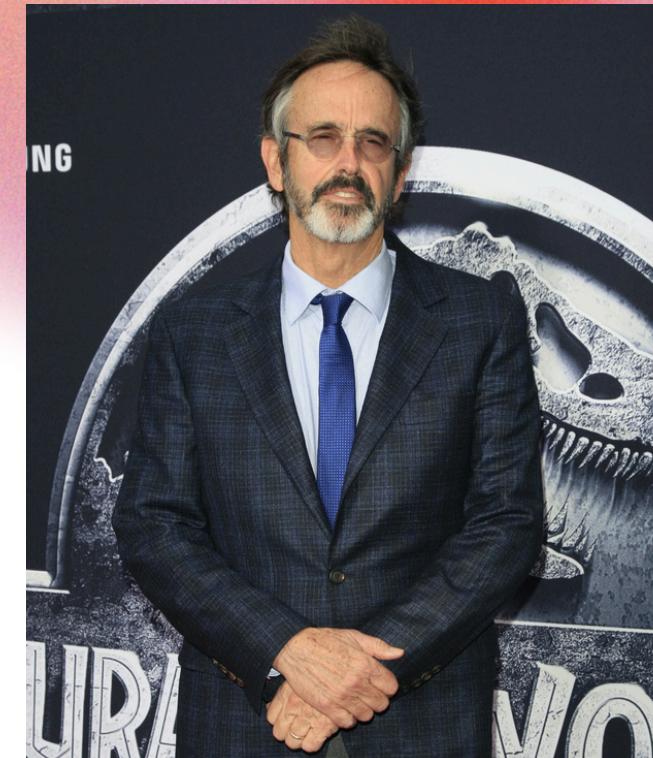
**Neal H. Moritz**



**David Heyman**



**Michael Fottrell**

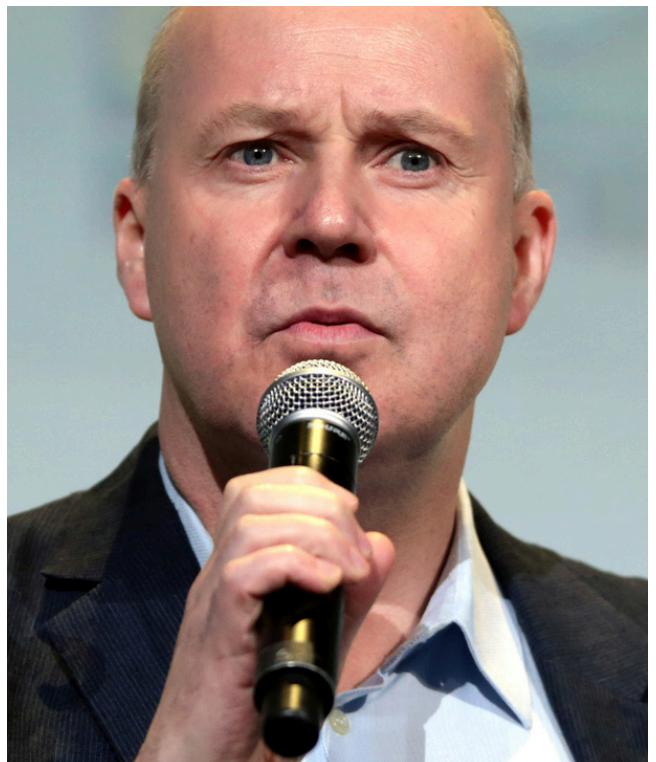


**Patrick Crowley**



# Most Successful Directors

(Action / Adventure / Sci-Fi)



**David Yates**



**Joe & Anthony Russo**



**Joss Whedon**



**Christopher Nolan**



**James Wan**



# Most Successful Actors

(Action / Adventure / Sci-Fi)



**Robert Downey Jr.**



**Dwayne Johnson**



**Chris Evans**



**Vin Diesel**

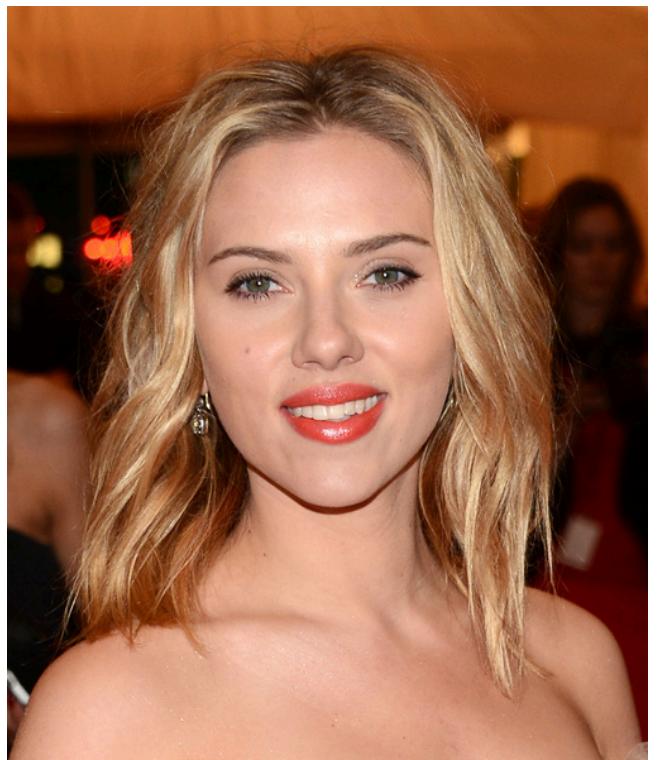


**Chris Pratt**

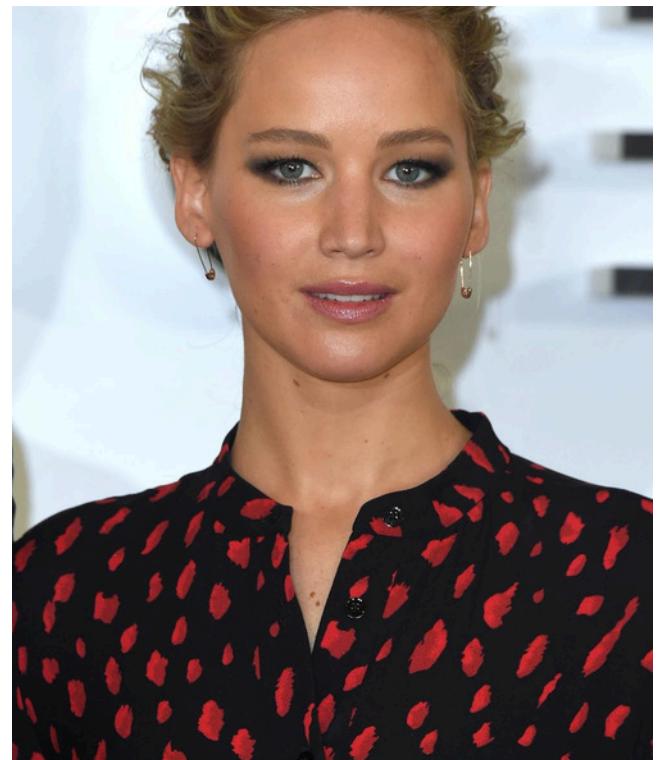


# Most Successful Actresses

(Action / Adventure / Sci-Fi)



**Scarlett Johansson**



**Jennifer Lawrence**



**Anne Hathaway**



**Kristen Wiig**



**Bryce Dallas Howard**



# How to pick a genre

	HORROR, MYSTERY, THRILLER	ACTION, ADVENTURE, SCI-FI
Average budget	\$9.72 M	\$169.72
Number of films	1,000	1,000

# How to make Horror/Mystery/Thriller



Neal H. Moritz



Jason Blum



Michael Fottrell



David Heyman



Dana Brunetti



Michelle Rodriguez



Judi Dench



Naomie Harris

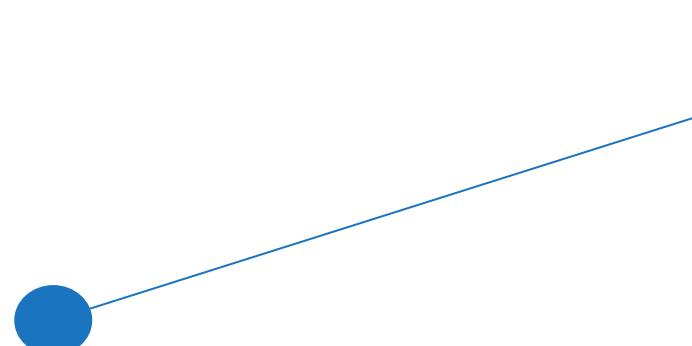


Emma Watson



Eloise Mumford

Director



Producer



Neal H. Moritz



Jason Blum



Michael Fottrell



David Heyman



Dana Brunetti



Vin Diesel



Dwayne Johnson



Jason Statham



Paul Walker



Daniel Craig

Actresses

Actors

# How to make Action/Adventure/Sci-Fi



David Yates



Joe & Anthony Russo



Joss Whedon



Christopher Nolan



James Wan



Scarlett Johansson



Jennifer Lawrence



Anne Hathaway



Kristen Wiig



Bryce Dallas Howard

Director

Actresses

Producer

Actors



Kevin Feige



Neal H. Moritz



David Heyman



Michael Fottrell



Patrick Crowley



Robert Downey Jr.



Dwayne Johnson



Chris Evans



Vin Diesel



Chris Pratt

The background features a large, semi-transparent white rectangular frame centered on the page. Inside this frame, there is an abstract design consisting of several overlapping circles in shades of orange, yellow, and blue. These colors transition and overlap to create a soft, blurred effect.

# THANK YOU!