

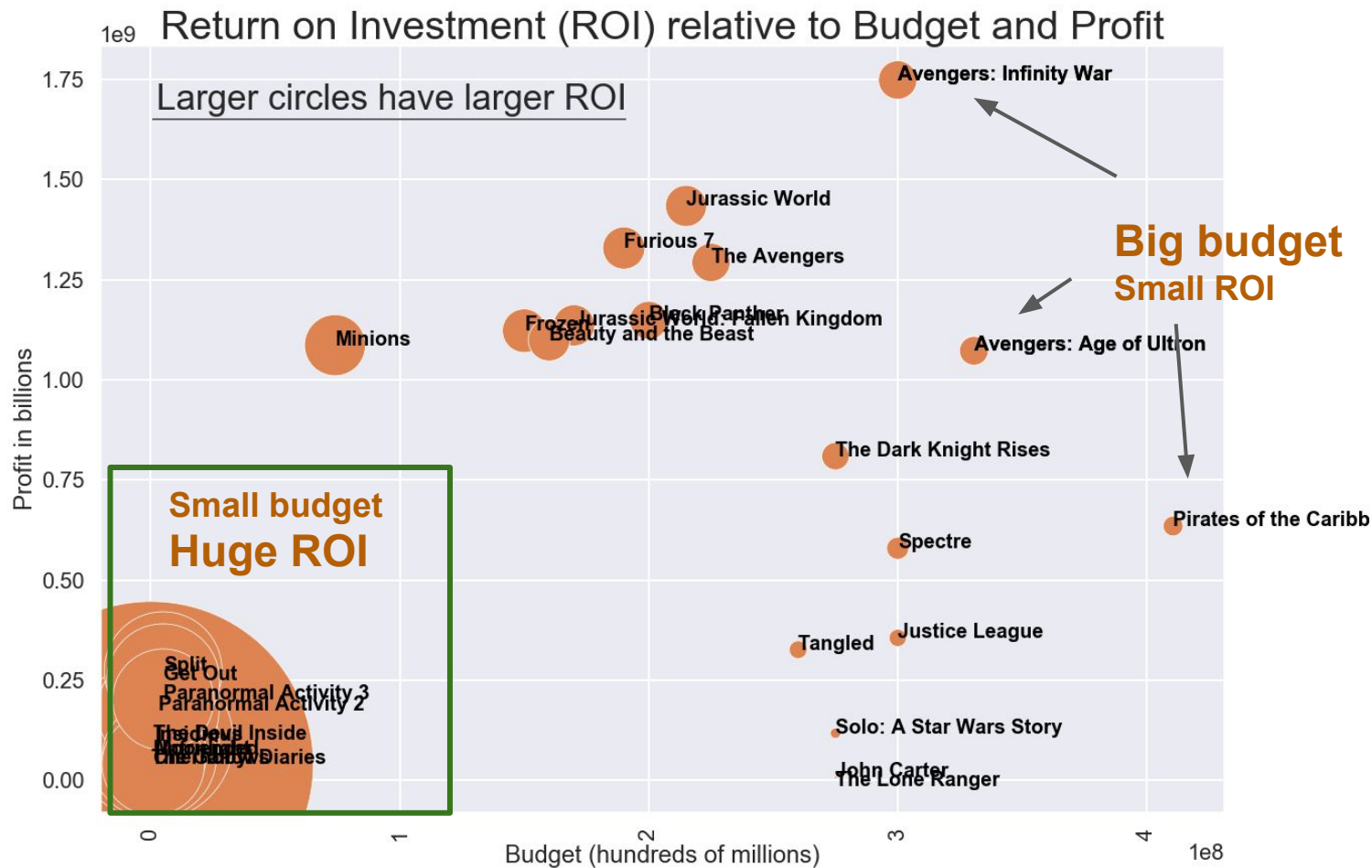
# Genres for Success

Understanding the best investment in movies

## MEASURE 1: Return on Investment

- Profit: **Worldwide Gross Revenue - Cost**
- Return on Investment (ROI):

$$\text{ROI} = \frac{\text{PROFIT}}{\text{BUDGET}}$$

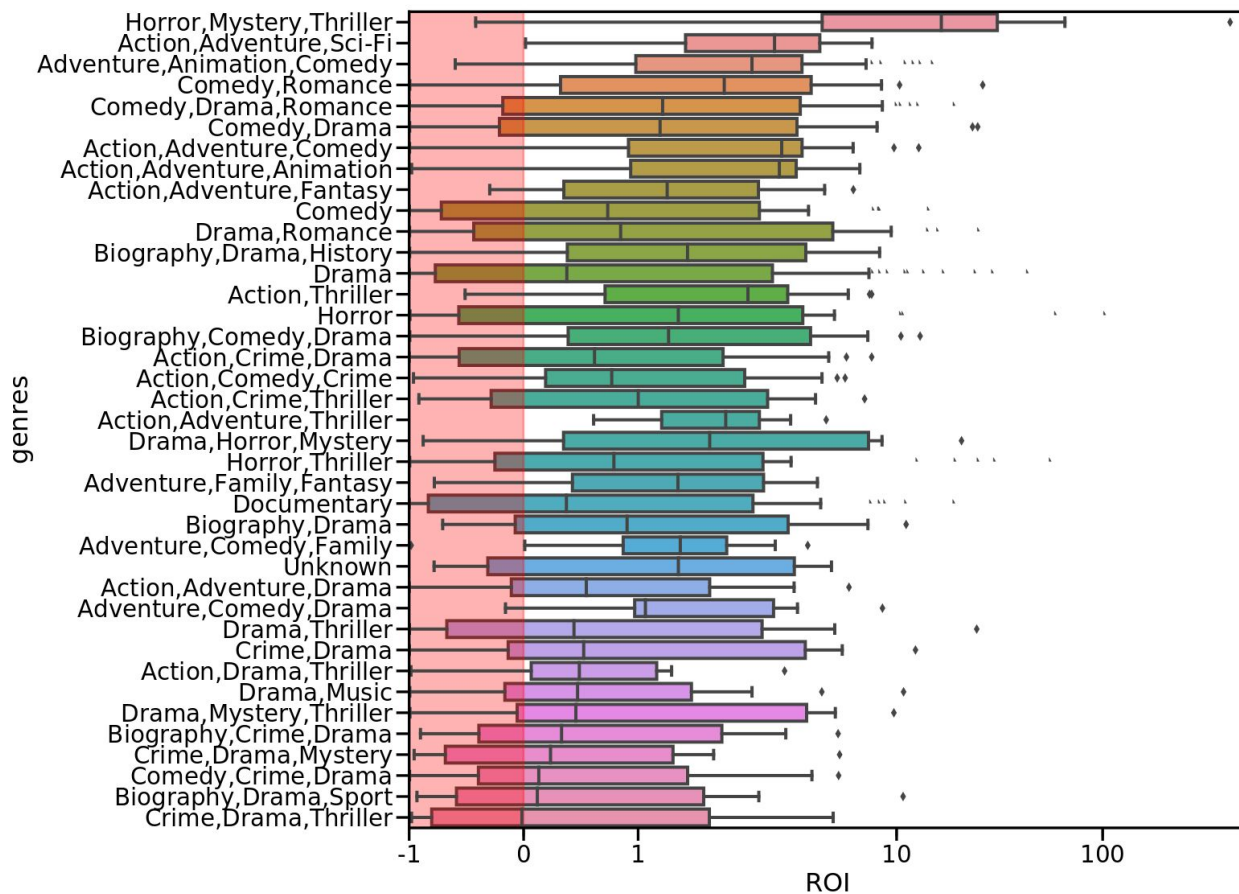


# MEASURE 2: Benefit-to-Risk Ratio

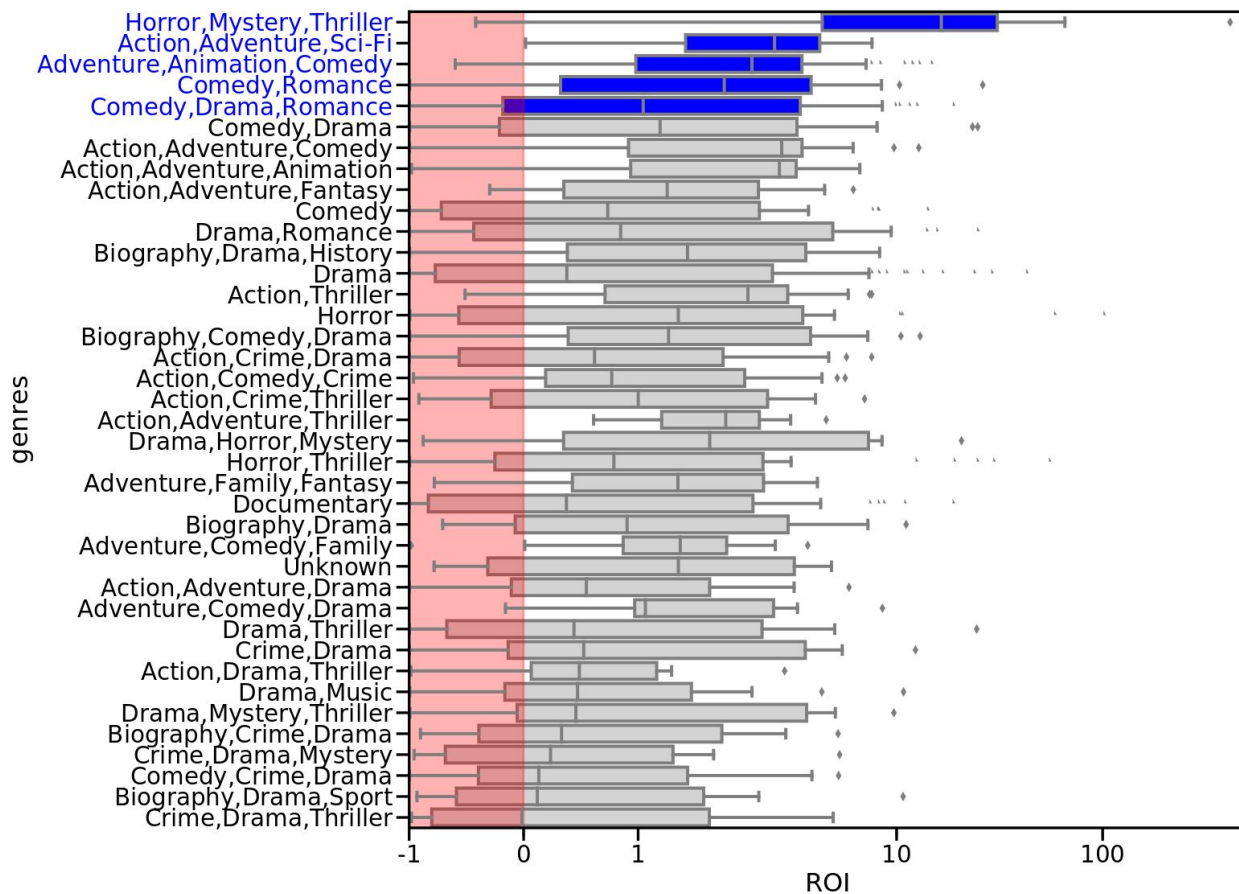
- Benefit by genre: **Median ROI**
- Risk by genre: **Proportion of movies with negative ROI**
- Benefit to Risk Ratio (BTR) by genre:

$$\text{BTR} = \frac{\text{BENEFIT}}{\text{RISK (adjusted)}}$$

# The Distribution of ROI across category, ordered by BTR

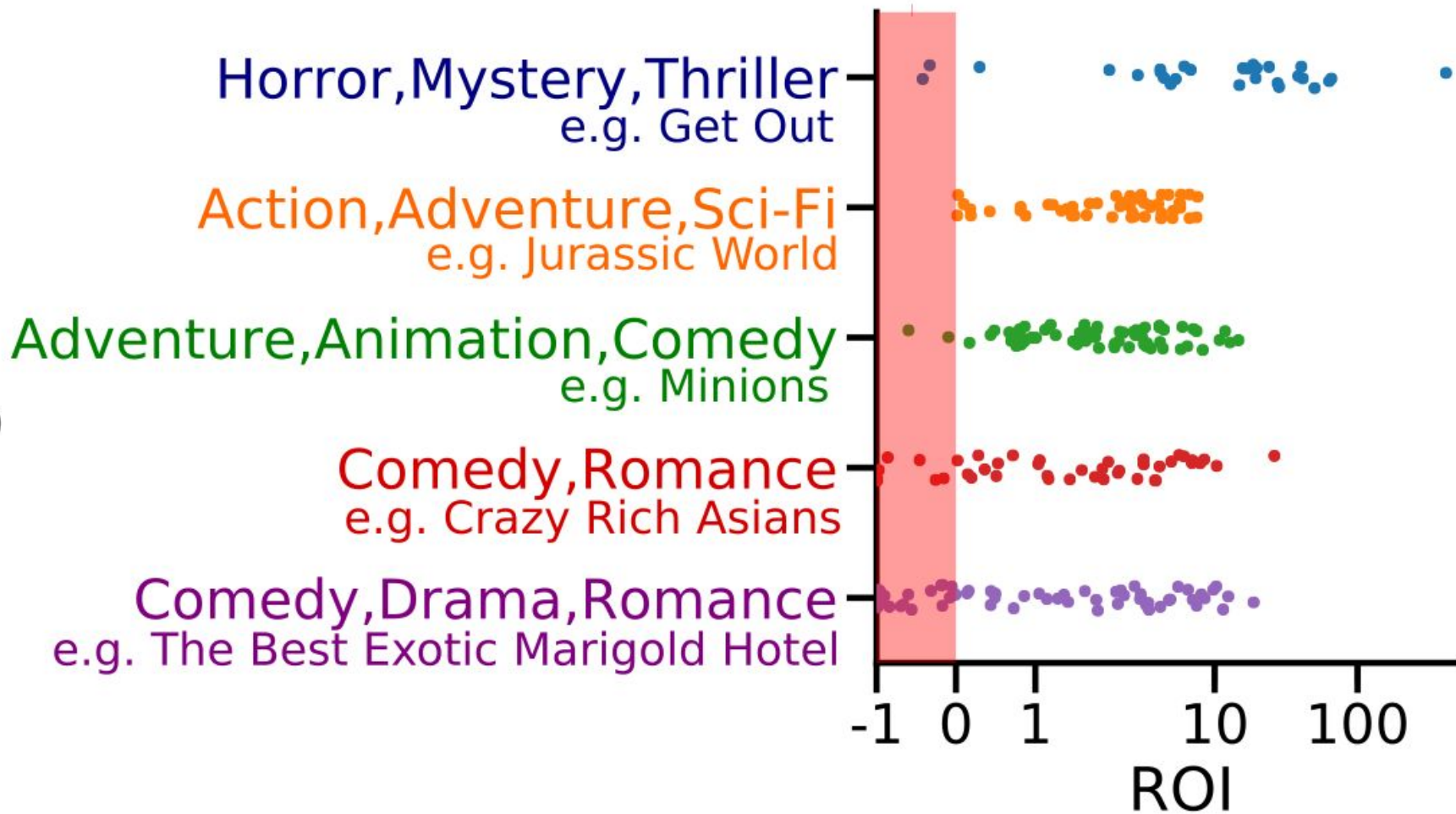


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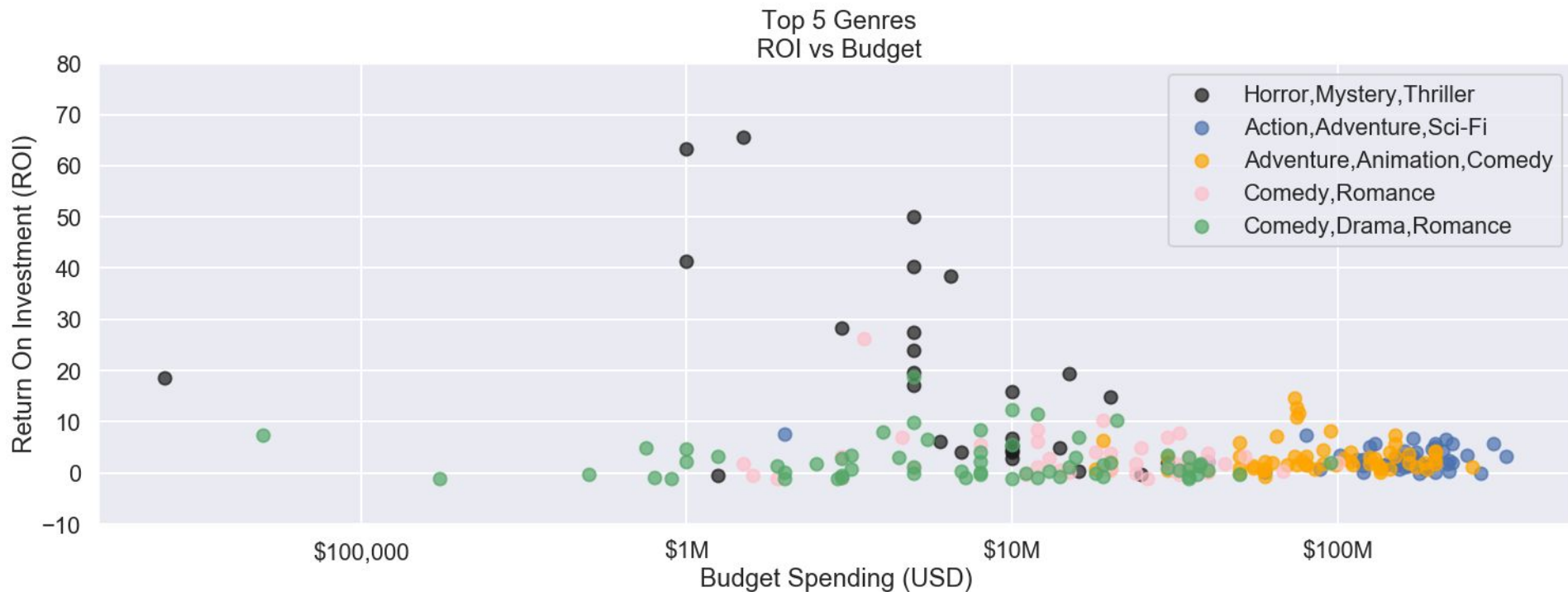


# Performance of Movies in Recommended Genres

genres



# How much per genre?



\* Outlier removed: "The Gallows" with ROI > 400 at budget 100k



# Recommendations



Horror, Mystery, Drama	Median Budget: 6.2 M	Median ROI: 16.5
Action, Adventure, SciFi	Median Budget: 170M	Median ROI: 2.0
Adventure, Animation, Comedy	Median Budget: 80.0M	Median ROI: 2.0
Comedy, Romance	Median Budget: 20.0M	Median ROI: 1.8
Comedy, Drama, Romance	Median Budget: 8.0M	Median ROI: 1.2