



# Voice of kenya

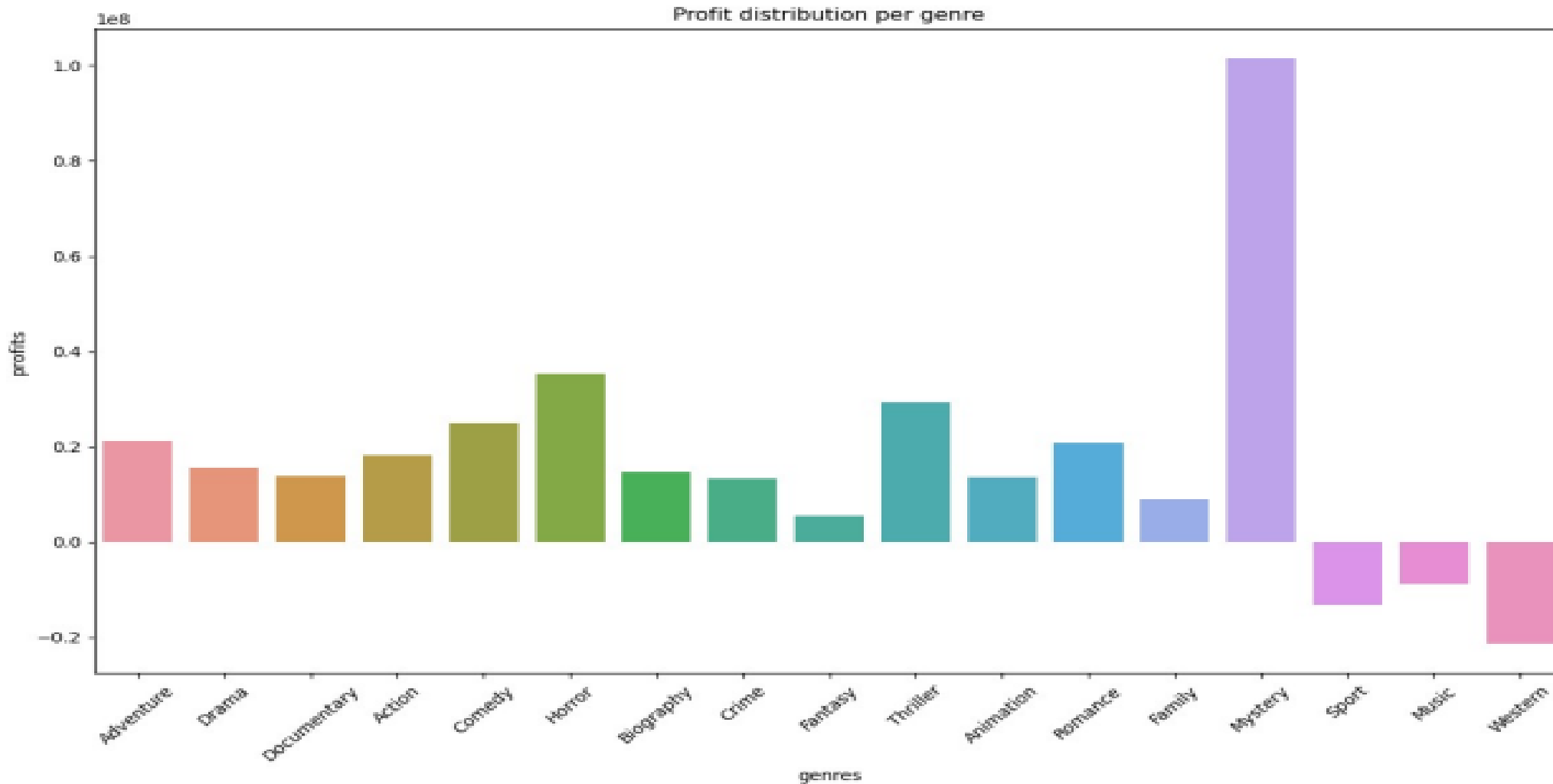
venture into real-world movie production

# Introduction

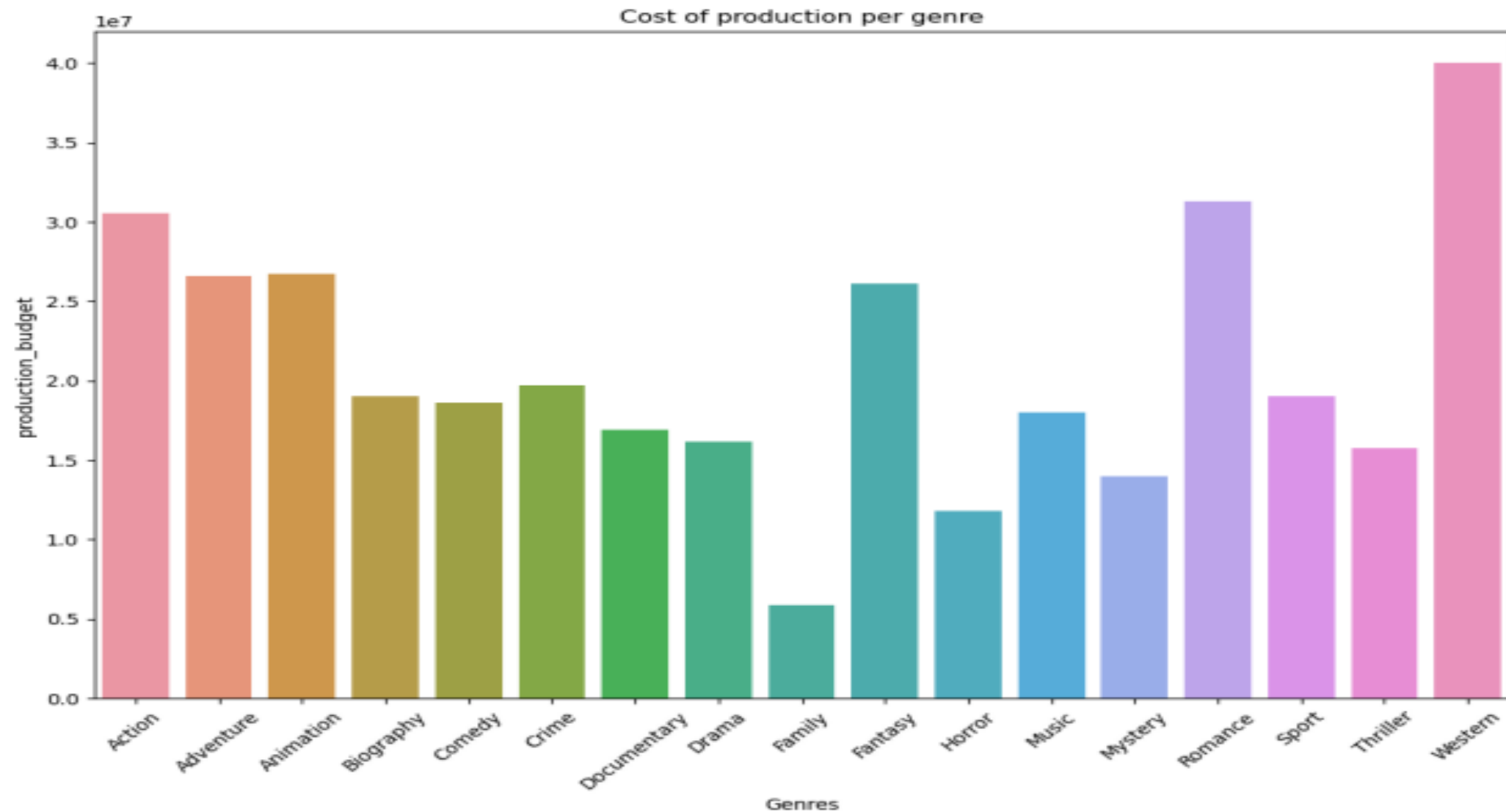
- ▶ Voice of Kenya University, a top institution in mass communication and media studies, is excited to announce a new venture into real-world movie production. This project aims to give our students exceptional hands-on experience, connecting their academic learning with the practical needs of the film industry while also generating income

## Profit Distribution per Genre:

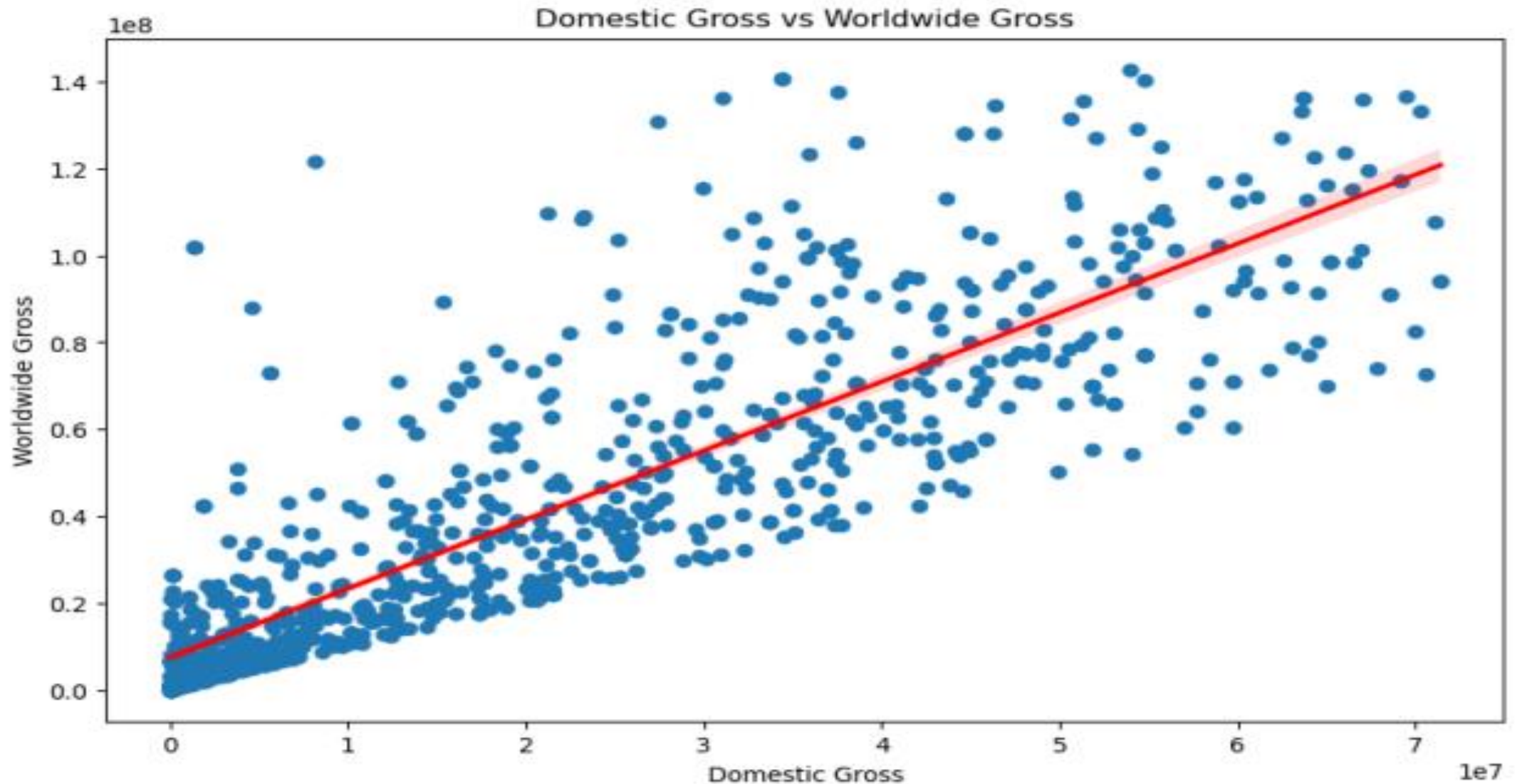
This bar chart shows the profit distribution across different movie genres, highlighting Mystery as the most profitable and Western as the least.



**Cost of Production per Genre:** This bar chart displays the production costs for various genres, with Western having the highest and Family the lowest costs.



**Domestic Gross vs Worldwide Gross:** This scatter plot with a trend line illustrates the positive correlation between domestic and worldwide gross revenues for movies.





# Recommendations

- ▶ Voice of Kenya should focus more on production of mystery genre movie. They should also venture in producing adventure, action, comedy, horror, and thriller films. These genres offer a balance of manageable profitability.
- ▶ They should consider cost of production - This is a key aspect. For example producing the western genre is very costly yet it is not profitable at all. In our data it shows that the cost of production of the thriller is not very high but it gives the best profit Based on the analysis of production costs per genre. Producing Horror, Comedy, and Thriller films, which offer a good balance of moderate production costs and high profitability.
- ▶ The strong positive linear relationship between Domestic Gross and Worldwide Gross suggests that movies performing well domestically tend to also perform well internationally. Invest in genres and film types that have historically performed well domestically

# Conclusion and discussion

I welcome any questions you might have about approach and findings  
Please feel free to reach out for further information or clarification.  
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