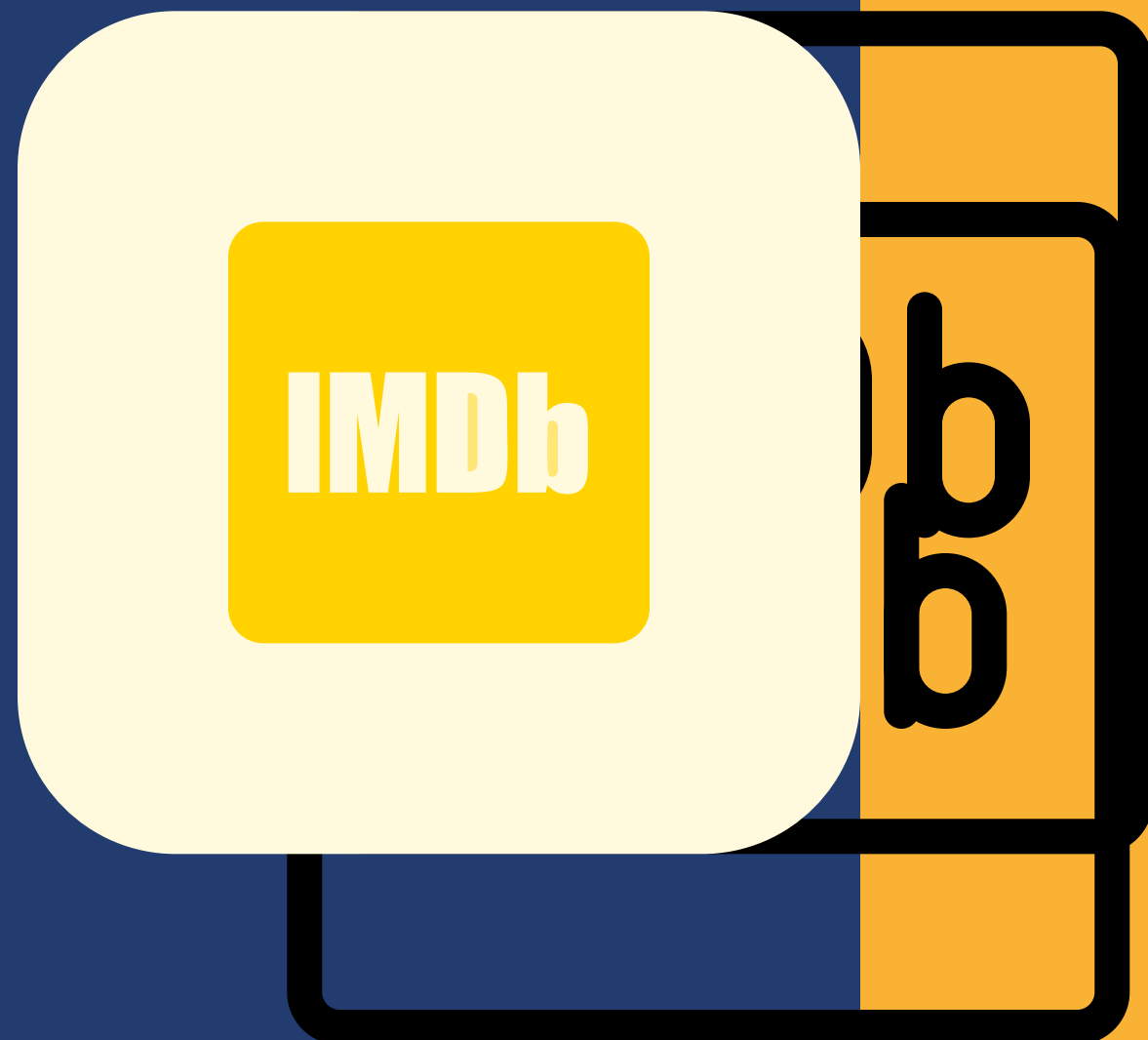


Film Analysis: MAXIMIZING BOX OFFICE SUCCESS

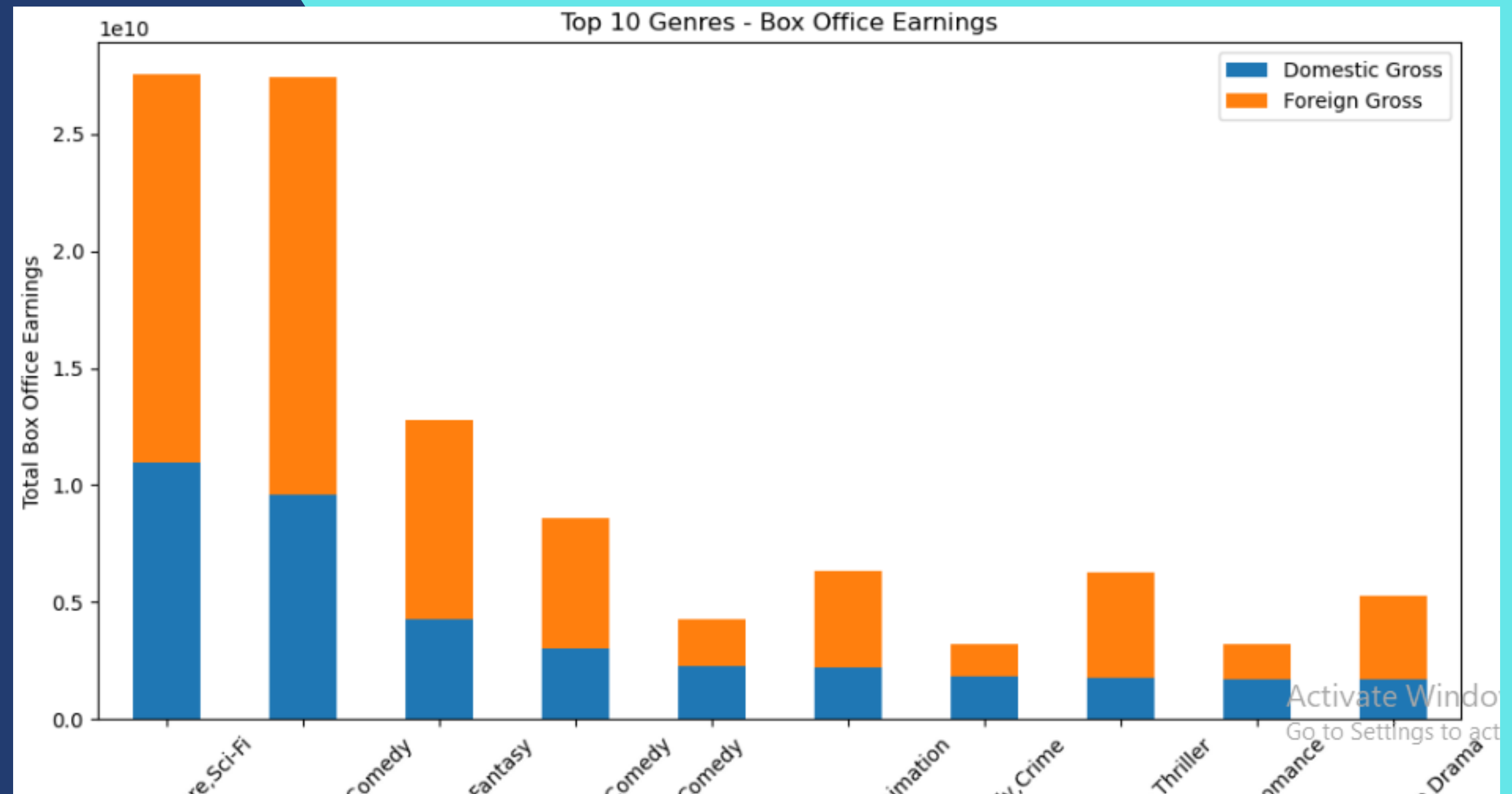
DETERMINING FILM SUCCESS FACTORS



Data Collection and Analysis



REPRESENT THE GENRES AND THEIR BOX OFFICE EARNINGS.



UNDERSTANDING GENRE PREFERENCES



Mystery



Science
Fiction



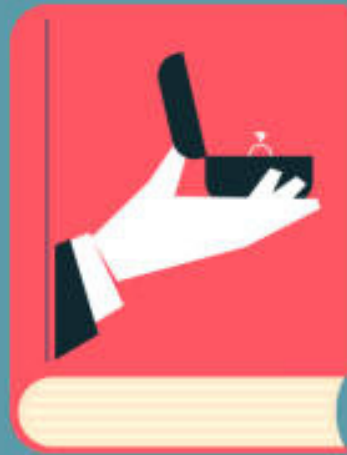
Adventure



Fantasy



Horror



Romance

STRATEGIC RECOMMENDATIONS

- Diversify into genre offerings
- Focus on high-grossing genres
- Experiment with genre combinations

CON

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