

A black laurel wreath, composed of two branches of leaves, frames the central text on the left and right sides of the image.

\$UCCESS IN THE MOVIE INDUSTRY

Genre VS ROI Analysis for Film Studios

2020

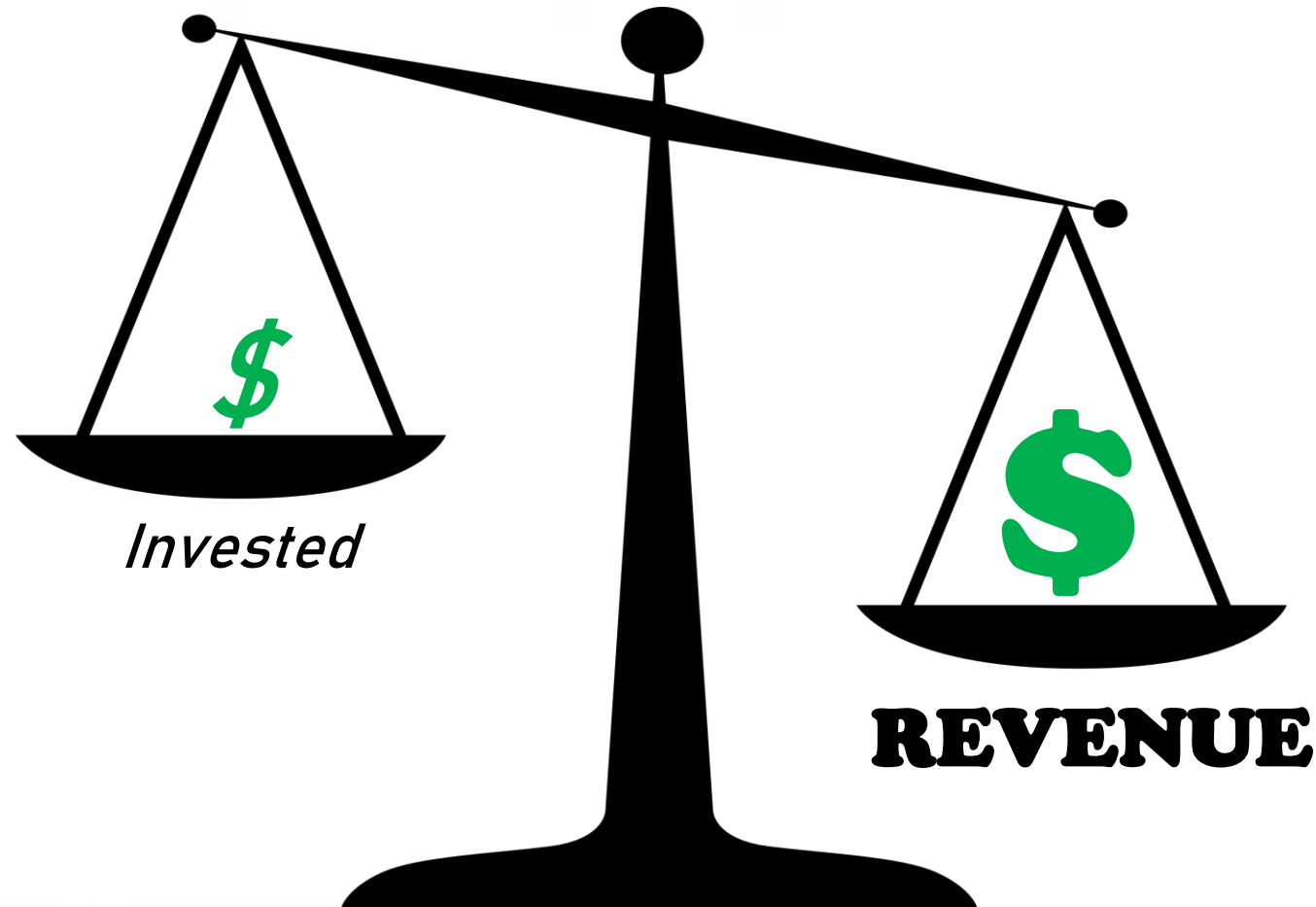
PLAN OF ACTION

Gather Data

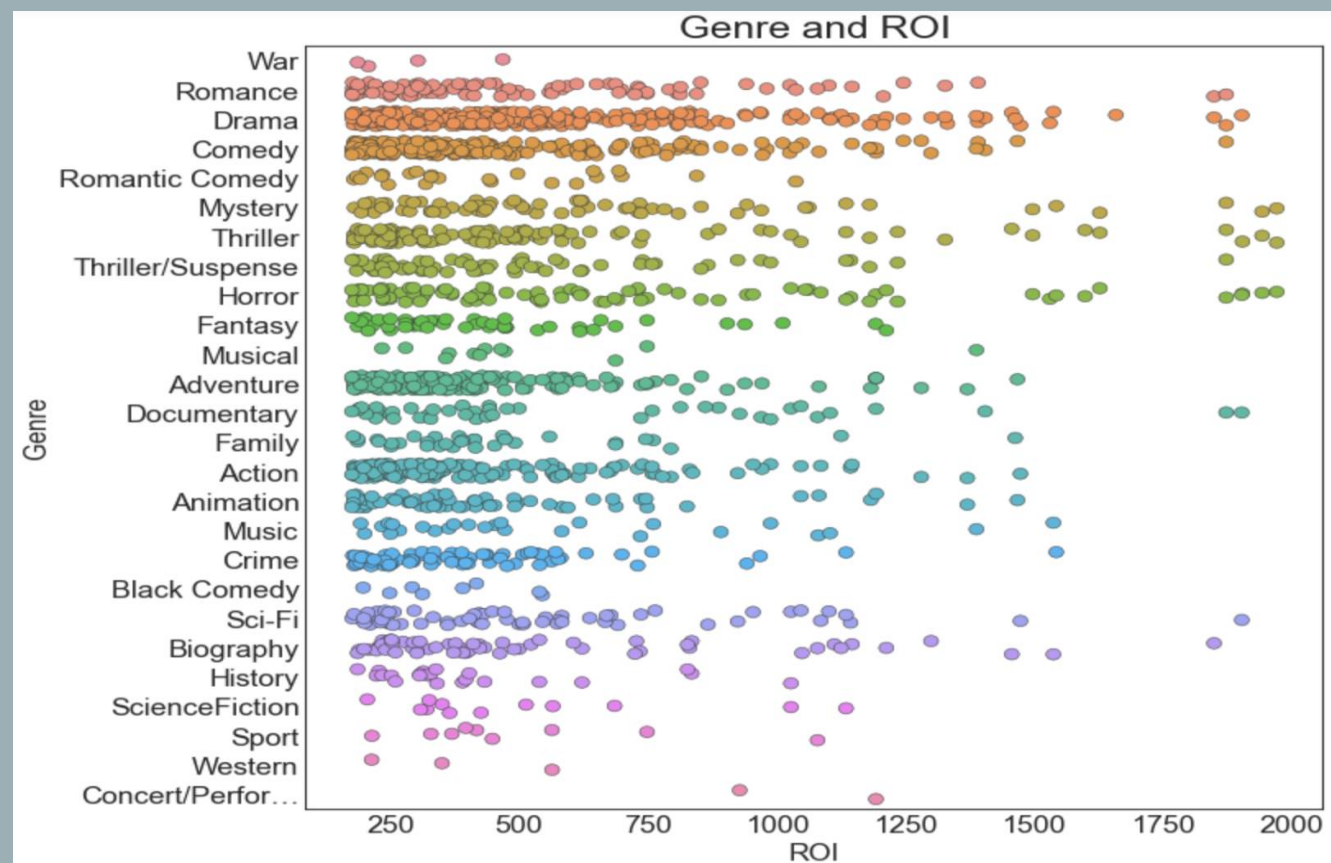
Find Trends

Goal: Maximize Investment

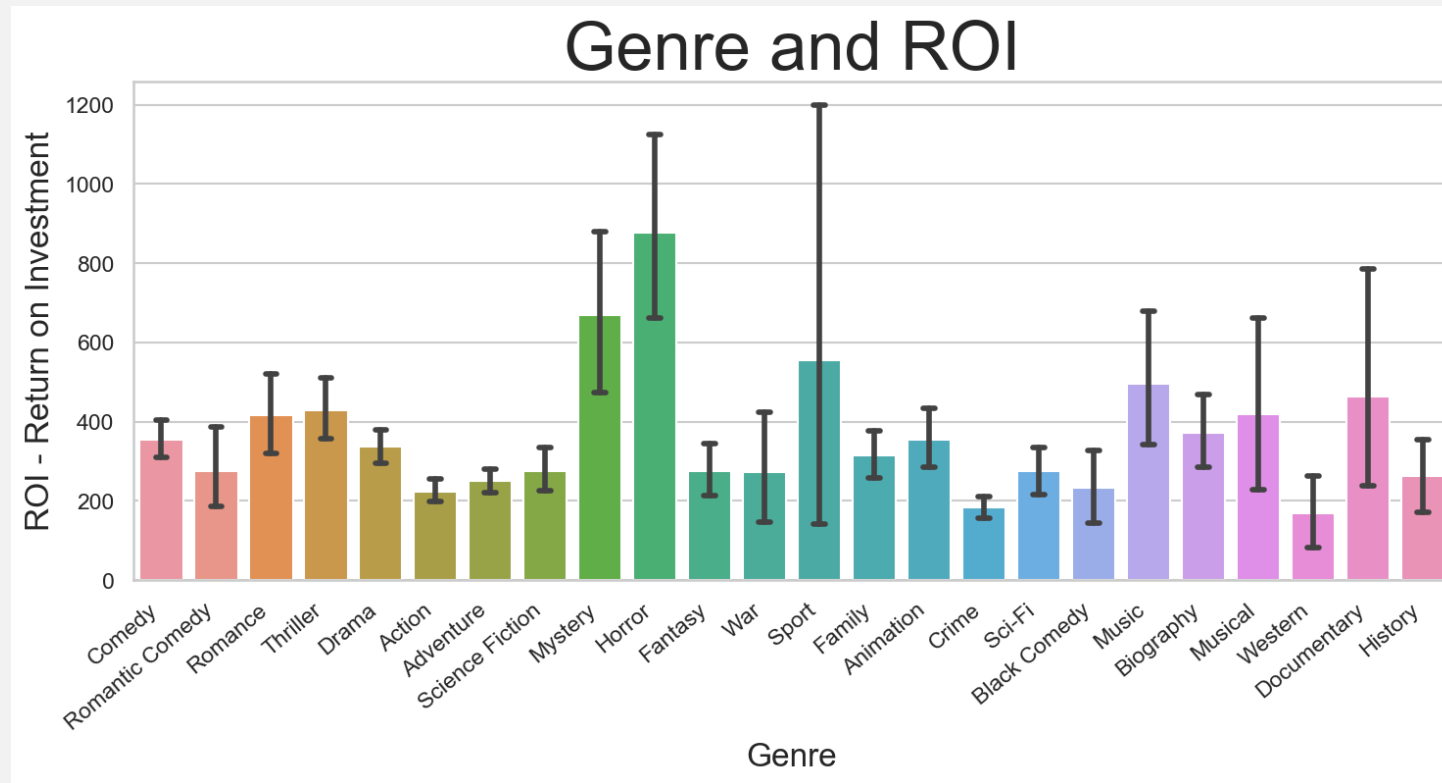
RETURN ON INVESTMENTS



OVERVIEW OF ROI PER GENRE



FURTHER BREAKDOWN OF ROI/GENRE

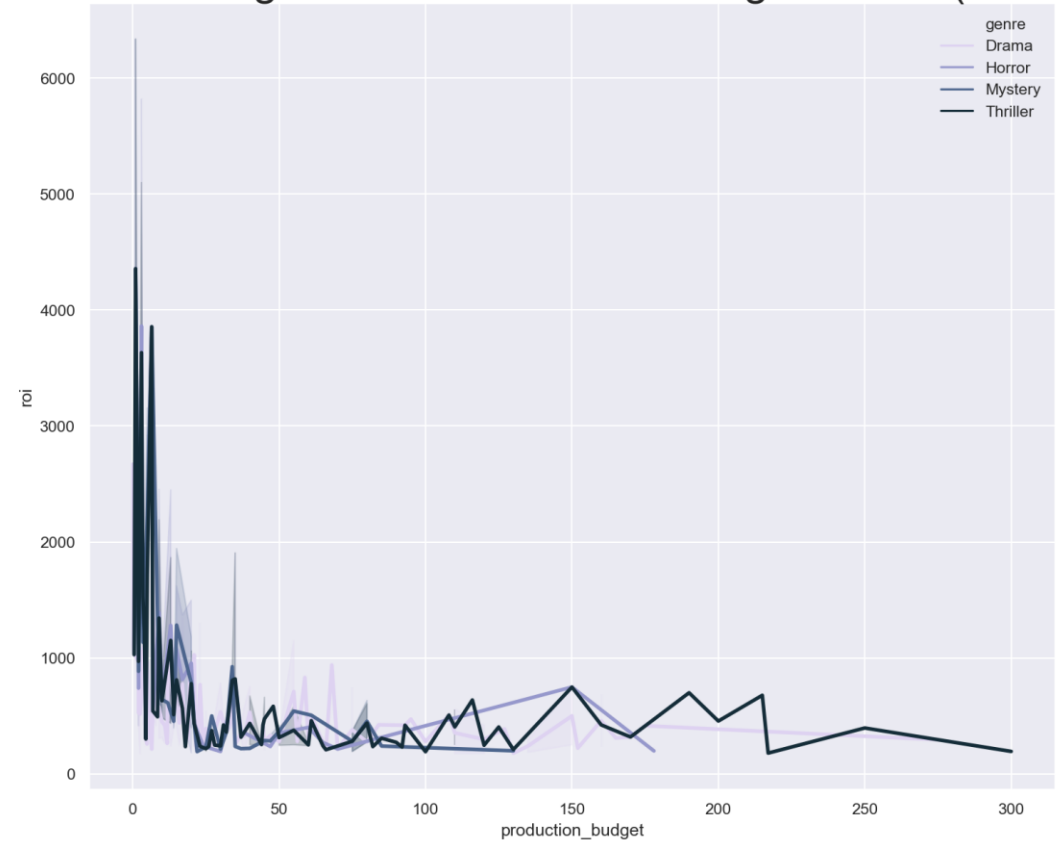


BUDGET BREAKDOWN

Focused Observation on Drama, Horror,
Mystery, and Thriller Genres

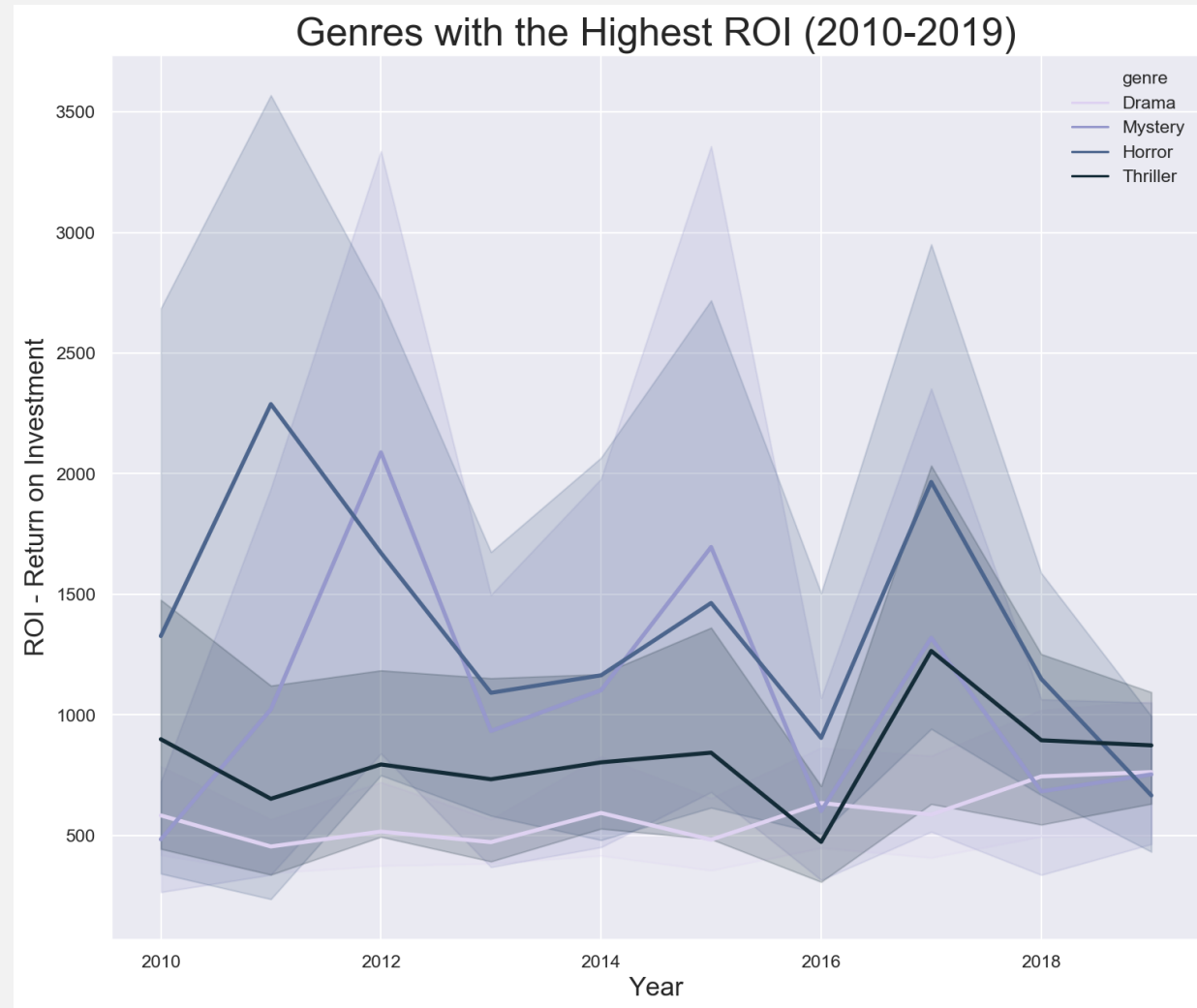
Smaller budgets make for a higher ROI

Production Budget for Genres with the Highest ROI (2010-2019)

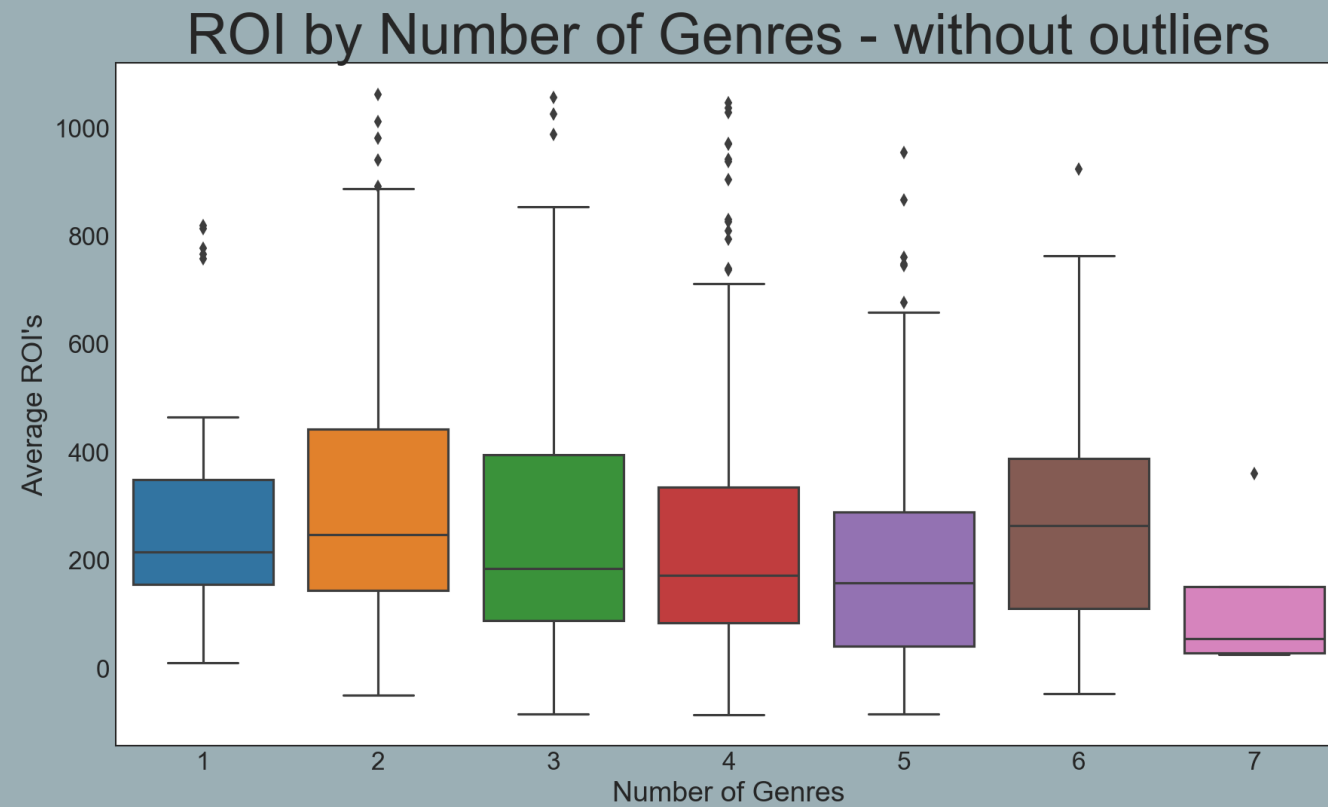


YEARLY TRENDS

Selected genres (Drama, Horror, Mystery, and Thriller) show consistently high ROI over time

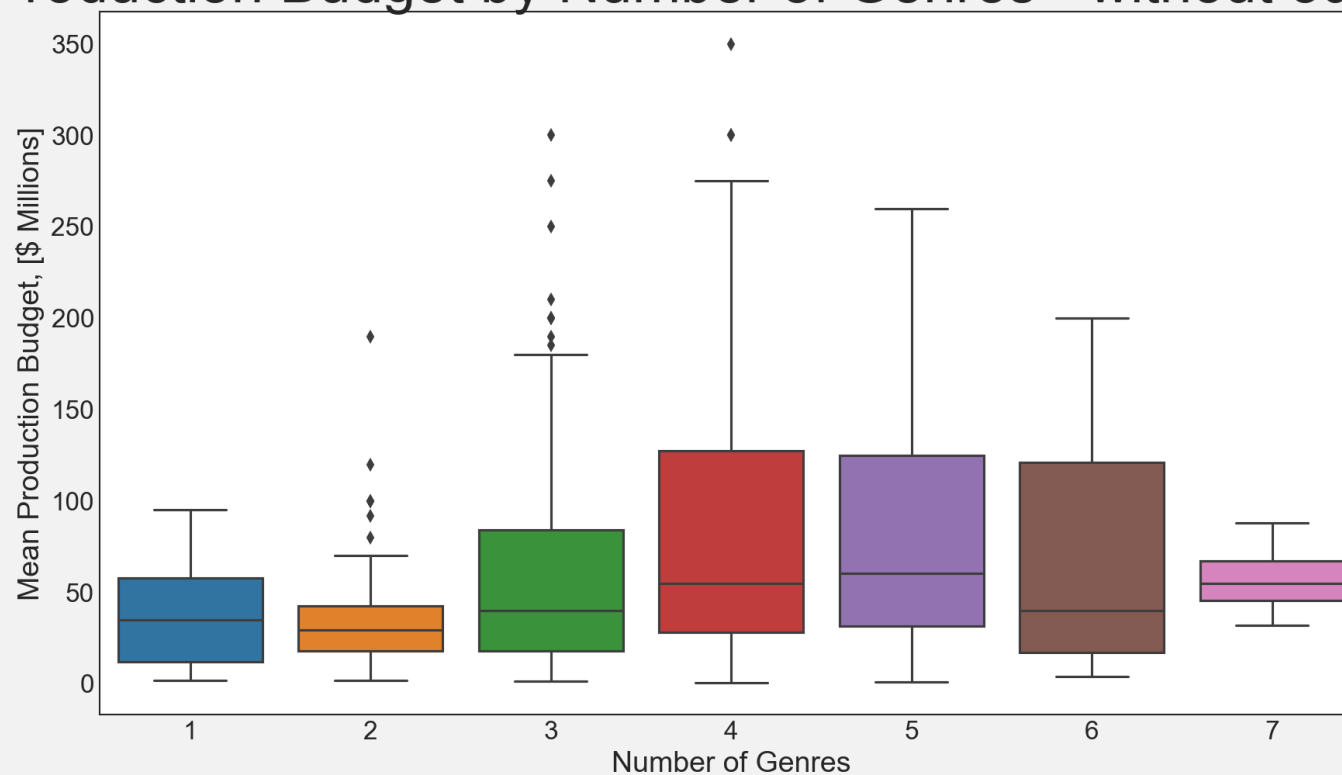


NUMBER OF GENRES VS ROI

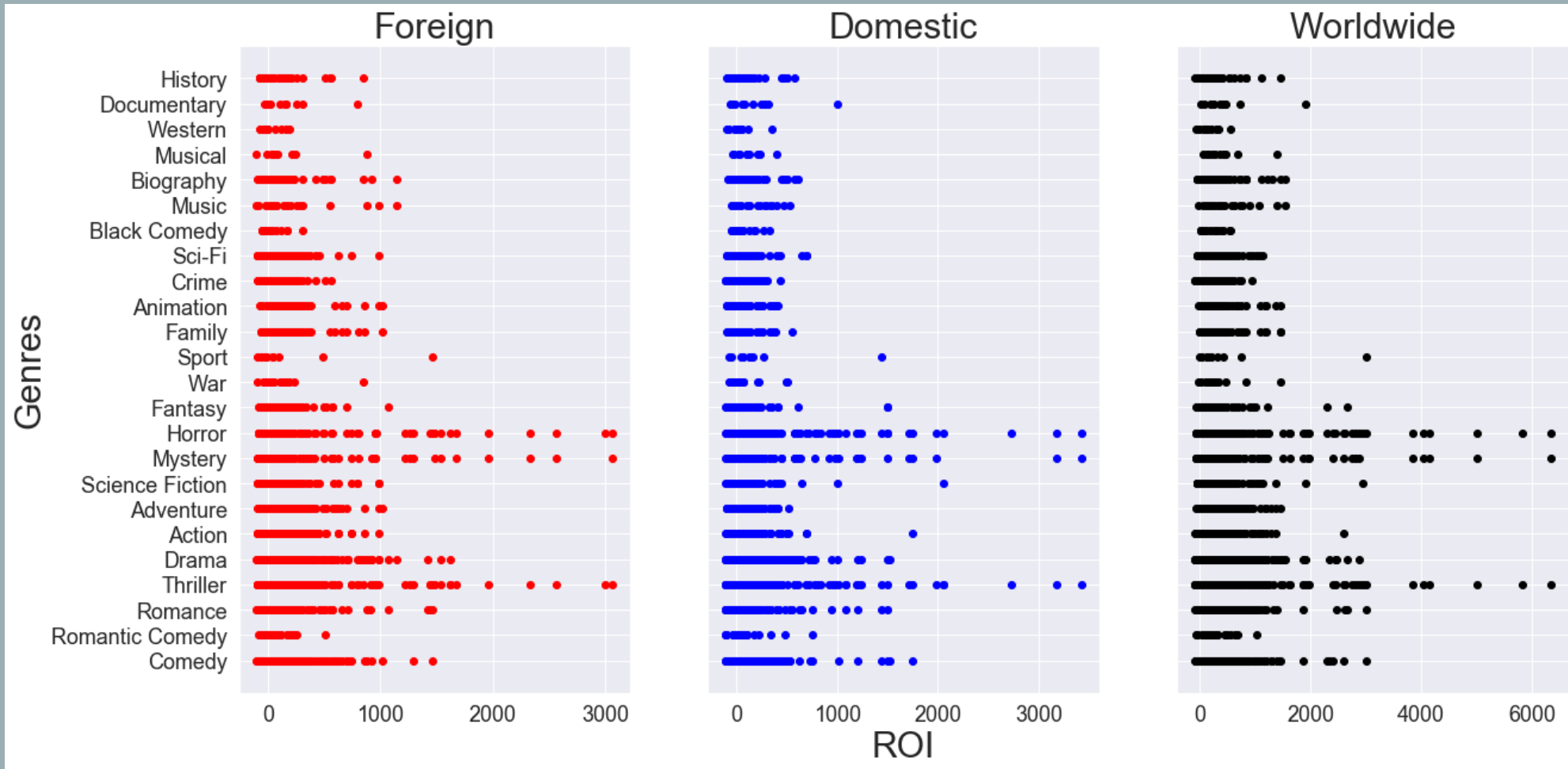


NUMBER OF GENRES VS BUDGET

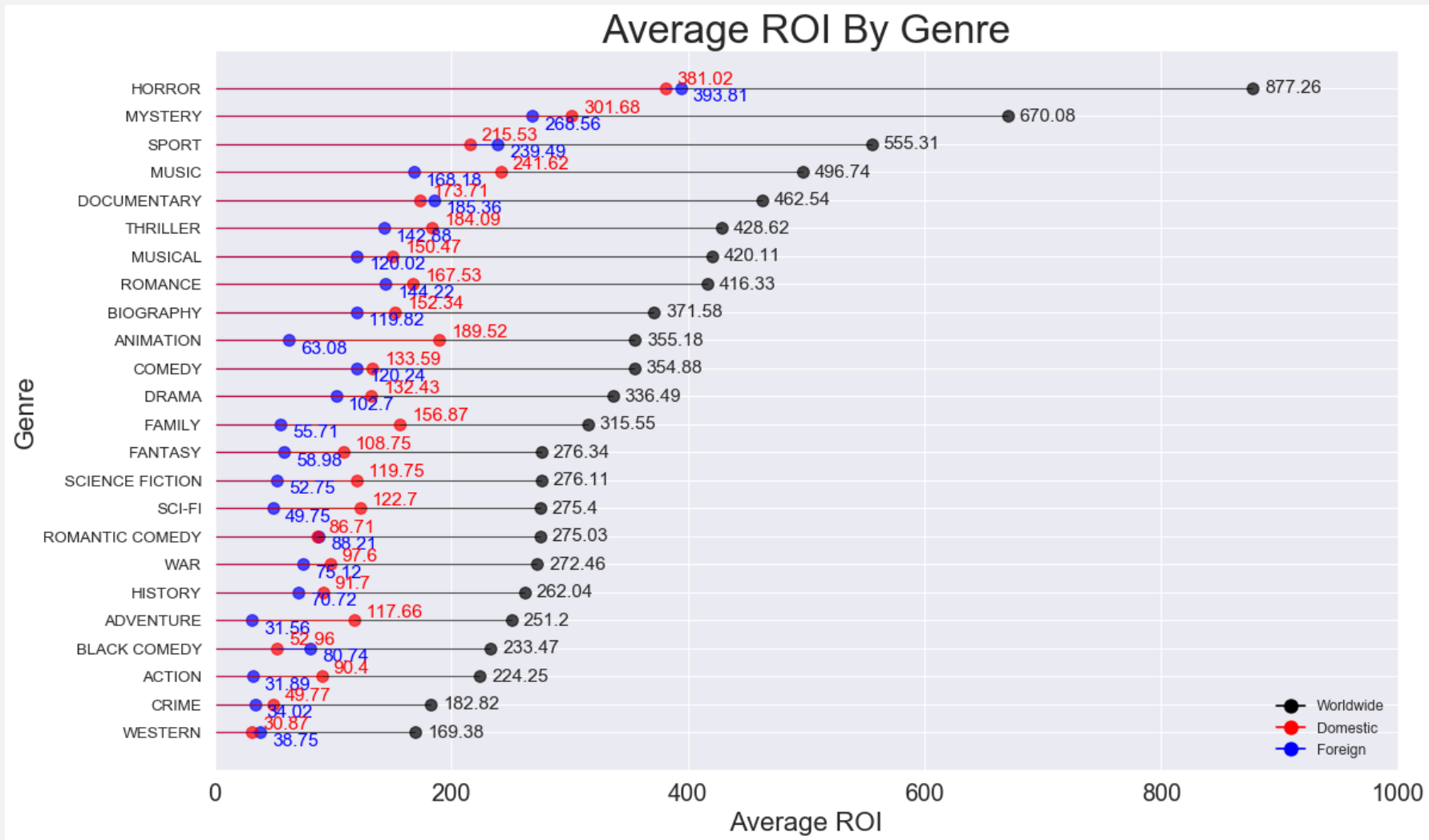
Production Budget by Number of Genres - without outliers



FOREIGN VS DOMESTIC AUDIENCES

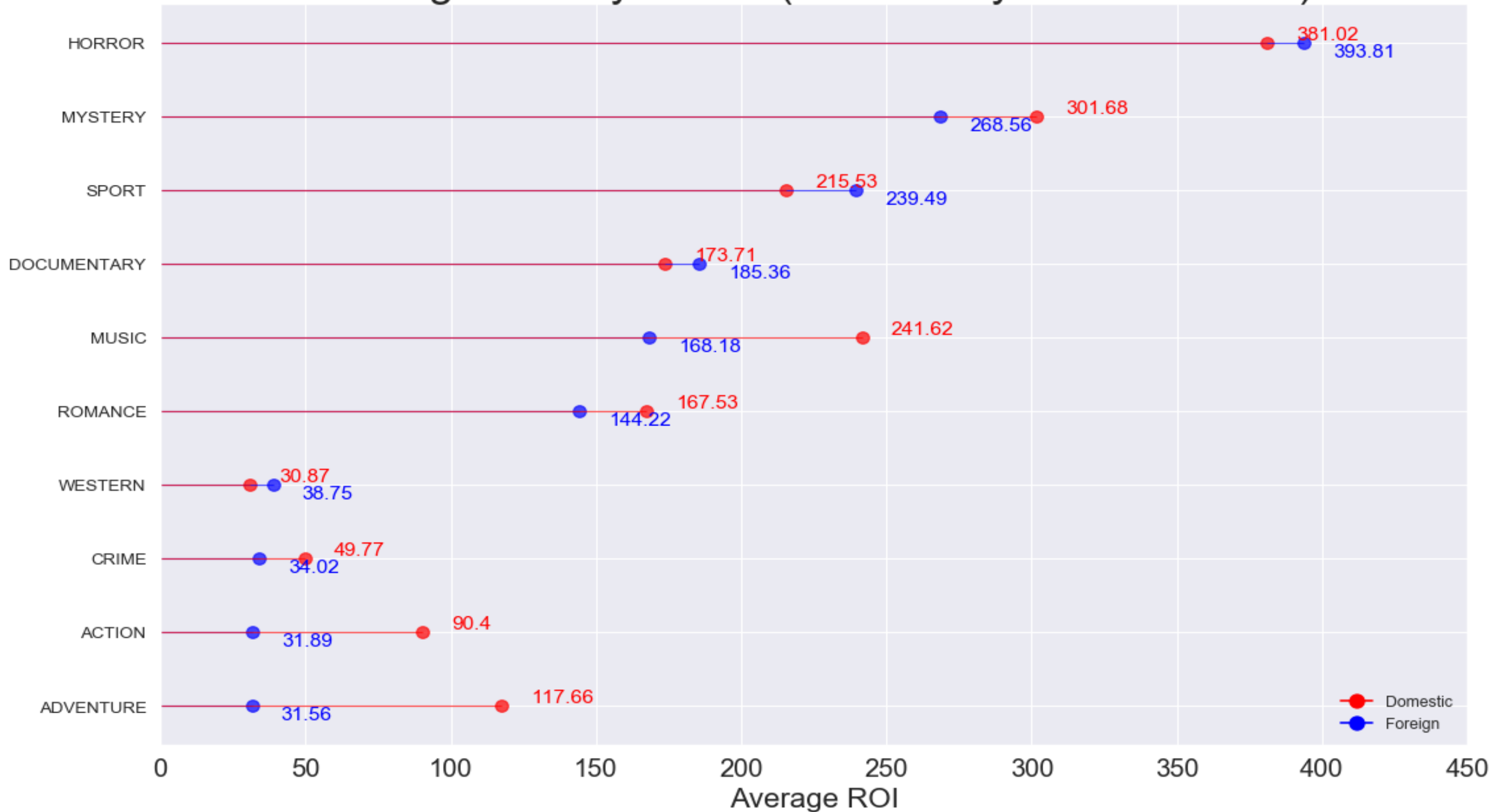


AVERAGE ROI TRENDS



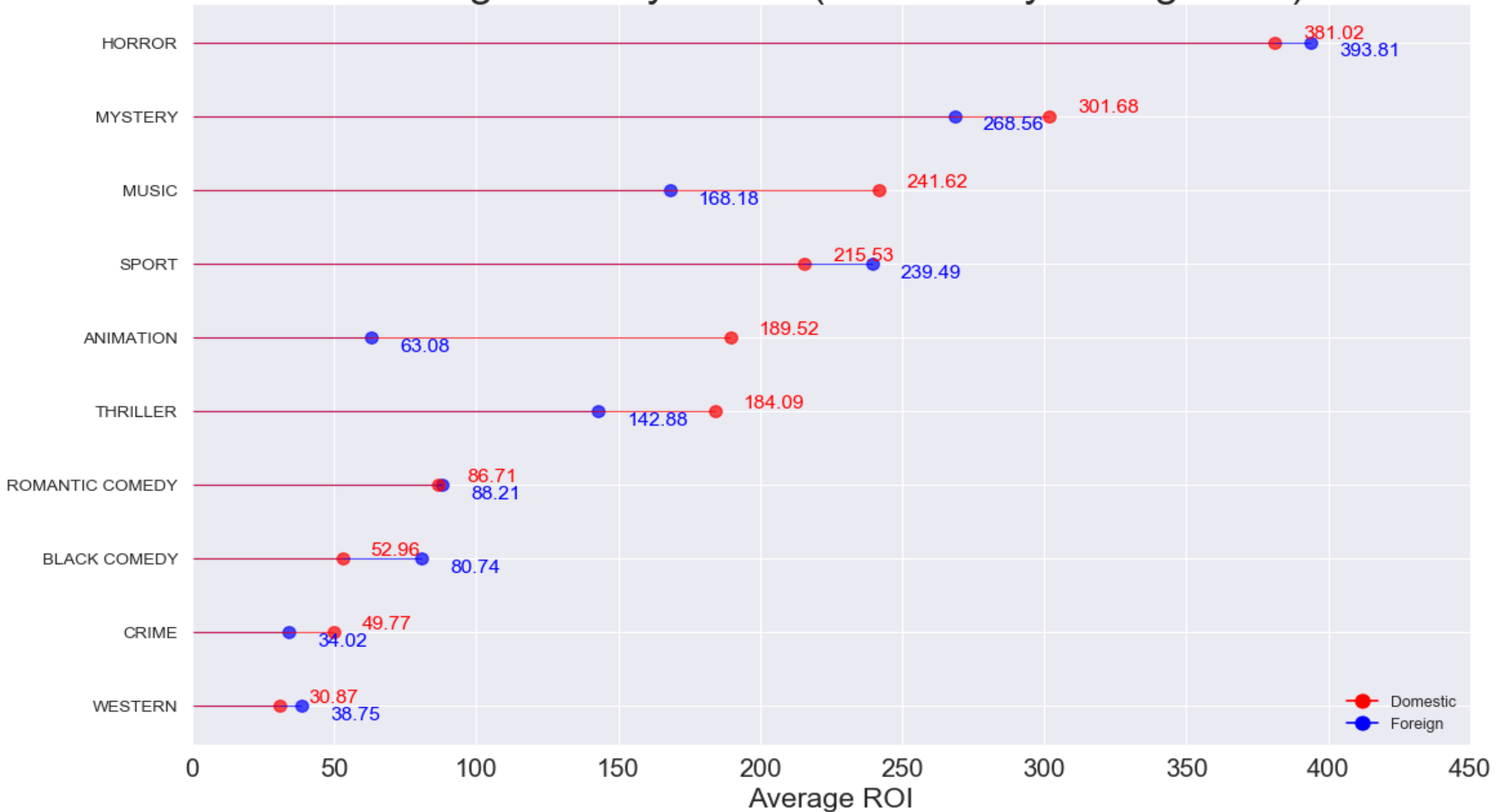
Average ROI By Genre (Ordered by Domestic ROI)

Genre



Average ROI By Genre (Ordered By Foreign ROI)

Genre



COMPONENTS OF PROFITABLE MOVIES

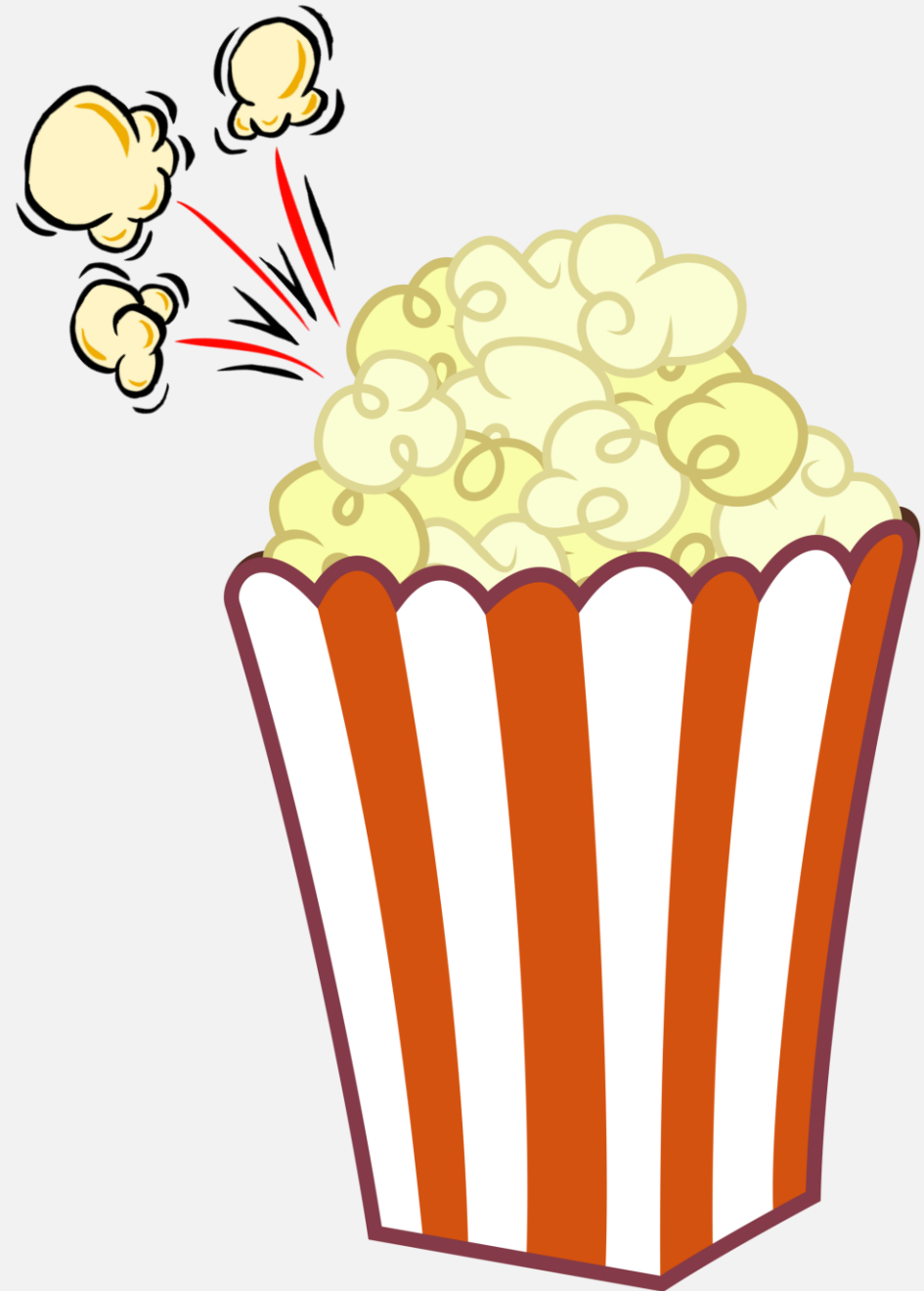


Invest in low budget but consistently high ROI
genres: Drama, Horror, Mystery, Thriller

Keep the genre count low.

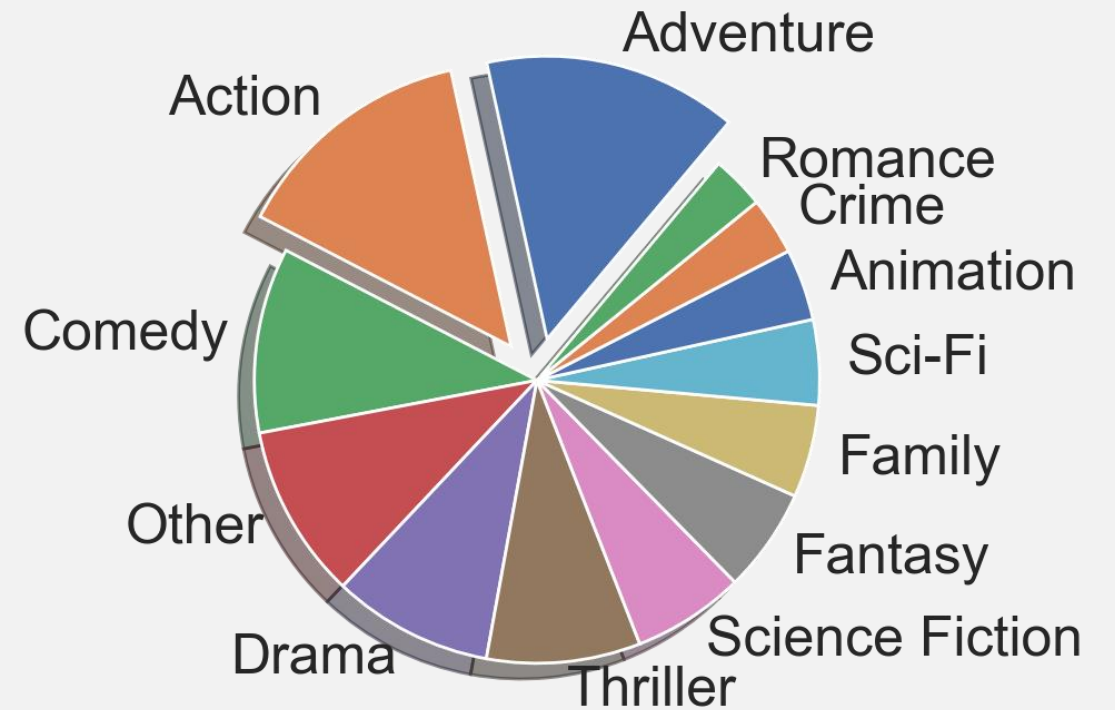


Follow trends based upon target audience.



FURTHER EXPLORATION

Largest amounts of money made in the Action, Adventure, and Comedy Genres



The chart above displays what portion of the total box-office sales that each genre made from 2010-2019.

A black and white photograph of the Hollywood sign on a hill at night. The sign is illuminated, and several bright spotlights from above create a starburst effect in the sky. The hill is covered in dense vegetation.

HOLLYWOOD

Thank you for your time.
We anticipate seeing your future productions.

PICTURE SOURCES

- Tristan Pope: “OLM_2012_Film_Fest_Laurel”
- Creative Commons: https://www.pngfind.com/mpng/ihxbmo_clapperboard-clipart-clipart-collection-film-slate-clapper-board/
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- The Wrap: “Hollywood Juneteenth”