

Box Office Trends and Studio Recommendations

Considerations

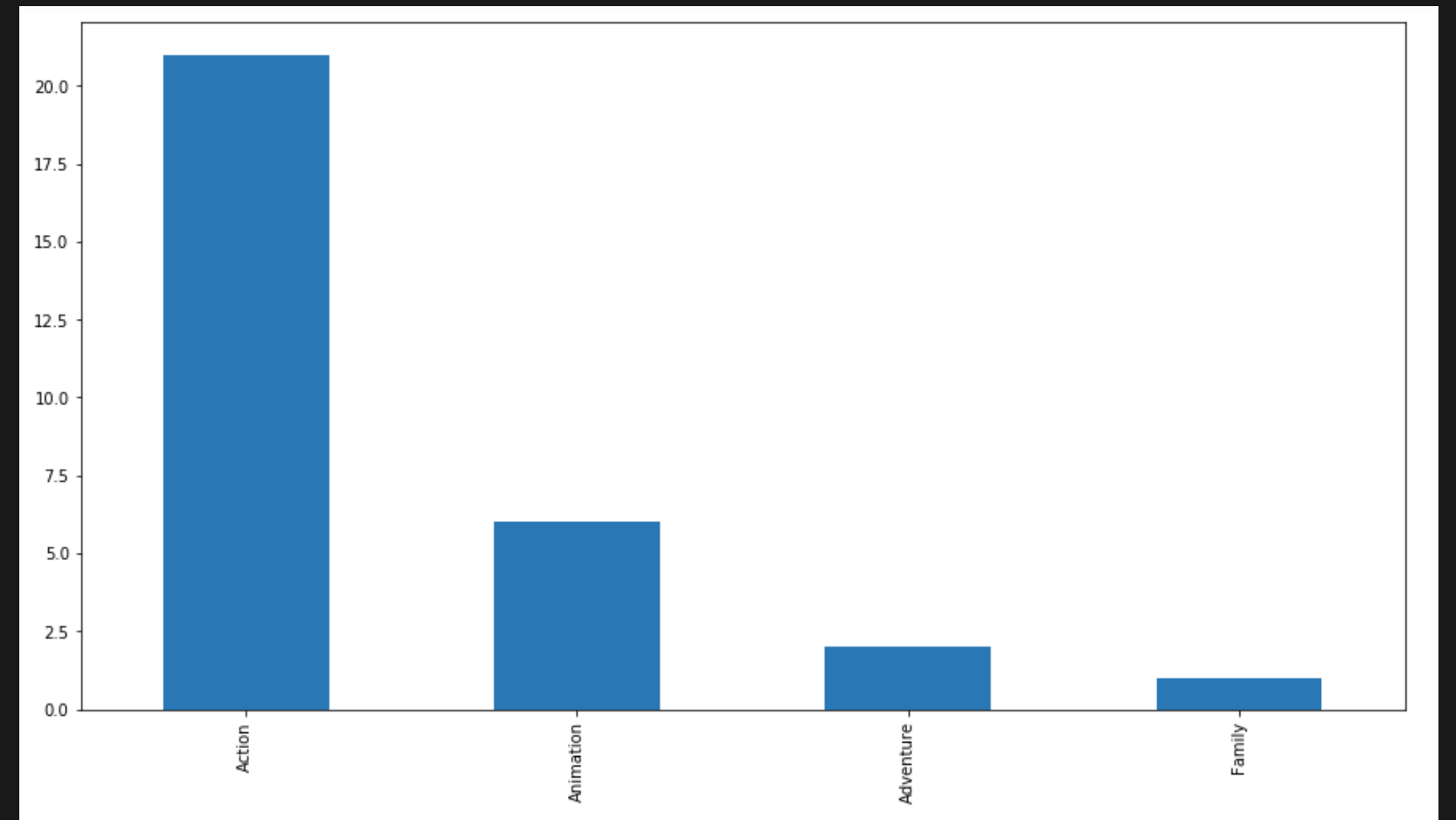
Data collected is the top 50 movies by box office gross for each year starting with 2010.

All data was collected from [imdb.com](https://www.imdb.com)

Top 3 movies every year

Consisted of primarily action and animation movies, with a few adventure and family movies.

Movie examples for each genre:



Action: The Avengers

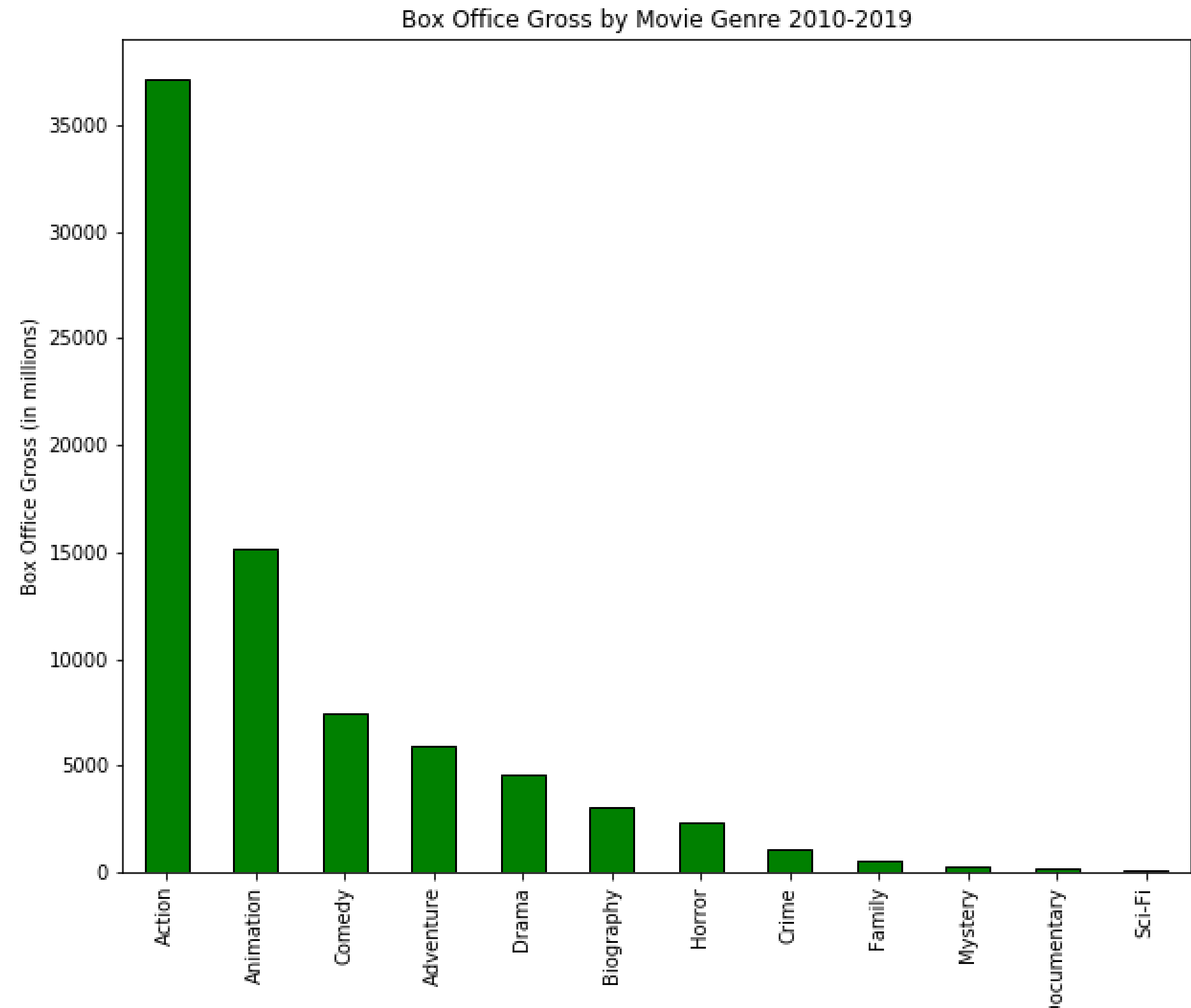
Animation: Frozen

Adventure: Alice in Wonderland

Family: Beauty and The Beast

Action Movies Are The Most Popular Genre

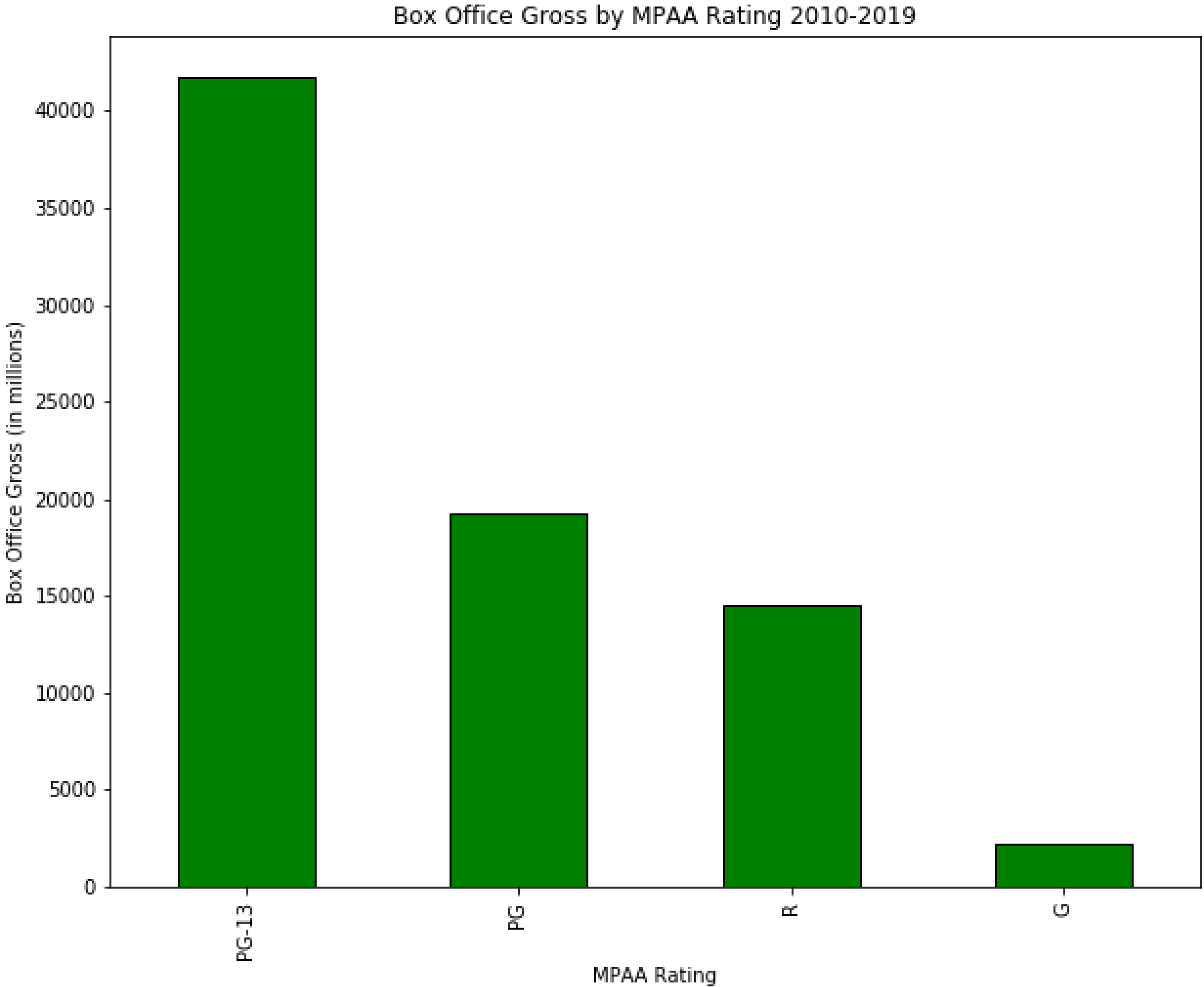
Measured by box office gross, action movies are by far the most popular. Animation, comedy, adventure, and drama round out the top 5.



MPAA Rating Appears to Make A Difference

Totalled over all genres
PG-13 movies
generated the highest gross
at the box office.

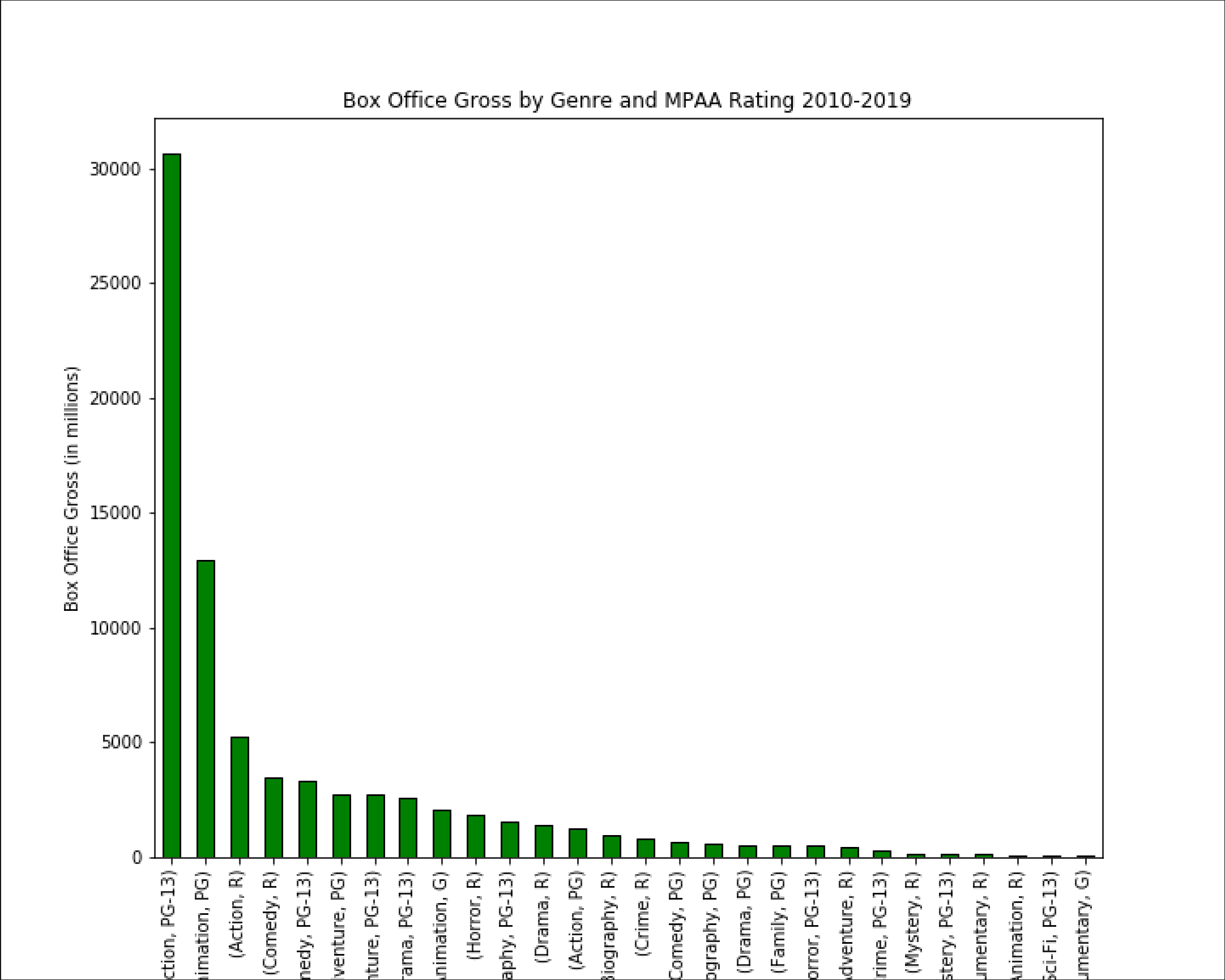
MPAA rating affects potential audience
size, as well as that audience's outlook on
the genre.



Genre and MPAA Rating Combined

Looked at together
the movies with the
highest box office gross
were
rated PG-13 action movies.

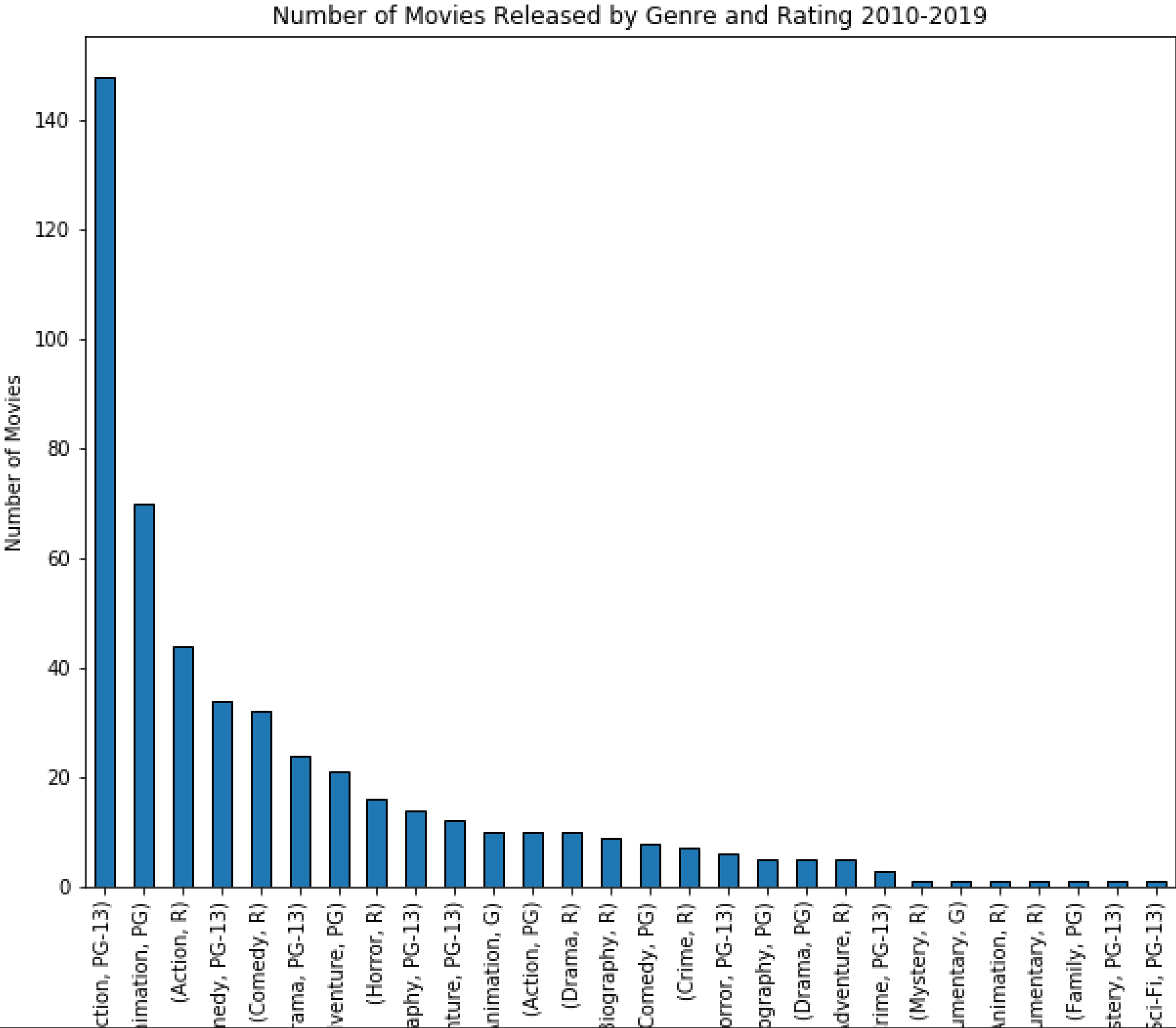
PG rated animations
R rated action movies
R rated comedies
and PG-13 rated comedies
round out the top 5.



A Crowded Market

PG-13 rated action movies have been the most commonly produced as well as being the highest grossing movie category.

PG rated animations, R rated action movies, PG-13 comedies, and R rated comedies round out the top 5.



Median Box office gross by genre and rating

Out of the top grossing genres, the highest average box office gross belongs to PG rated animation movies and PG-13 action movies.

