



Jefelito Consults, Inc.

Creative Solutions for Your Data

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Business Questions

- Which genres currently dominate the film industry in the US and Canada (Domestic)?
- Are there any current trends in ticket sales?
- What is the percentage of domestic gross in relation to the total gross of box office sales?



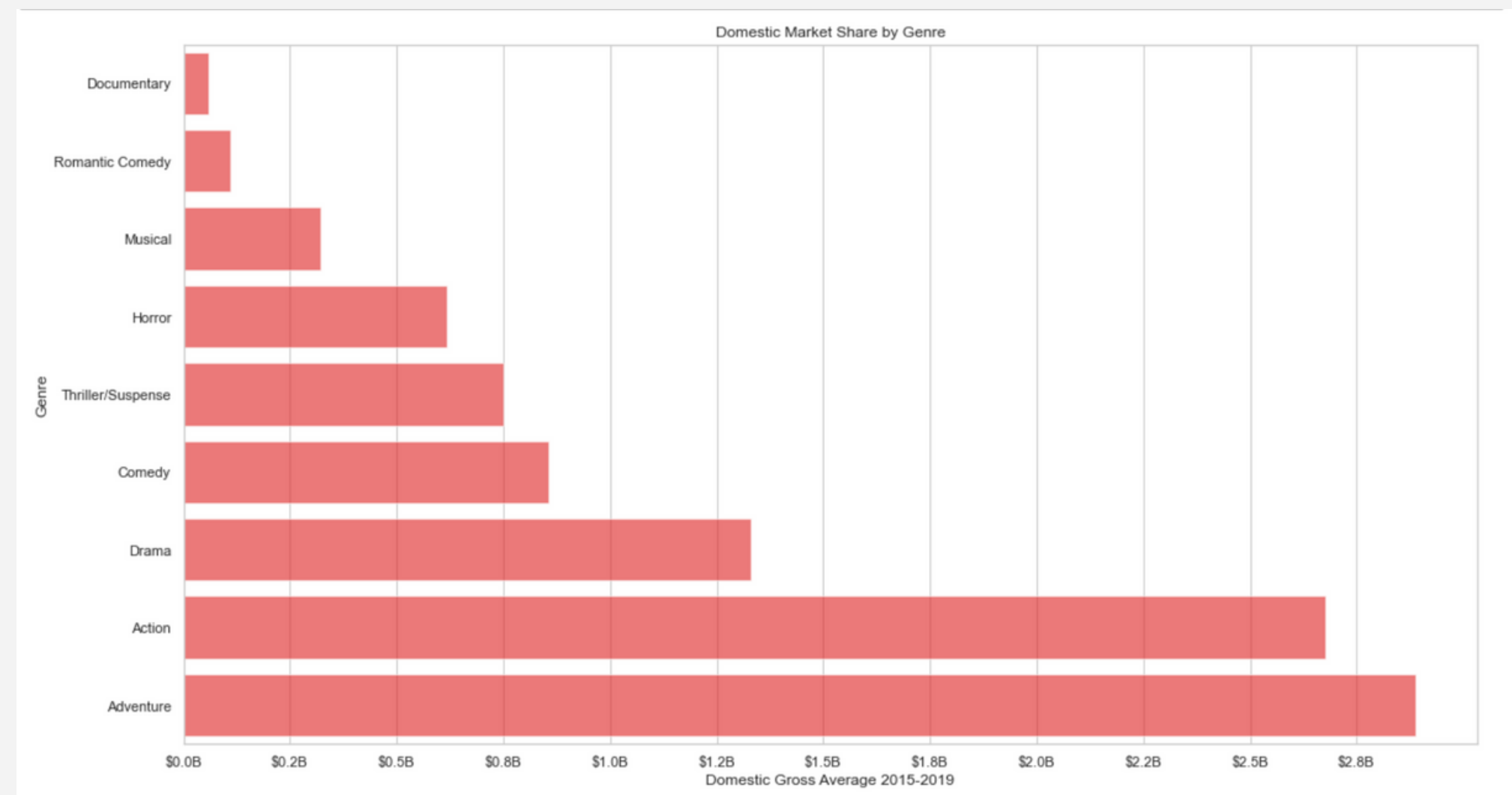
Profitable Genres



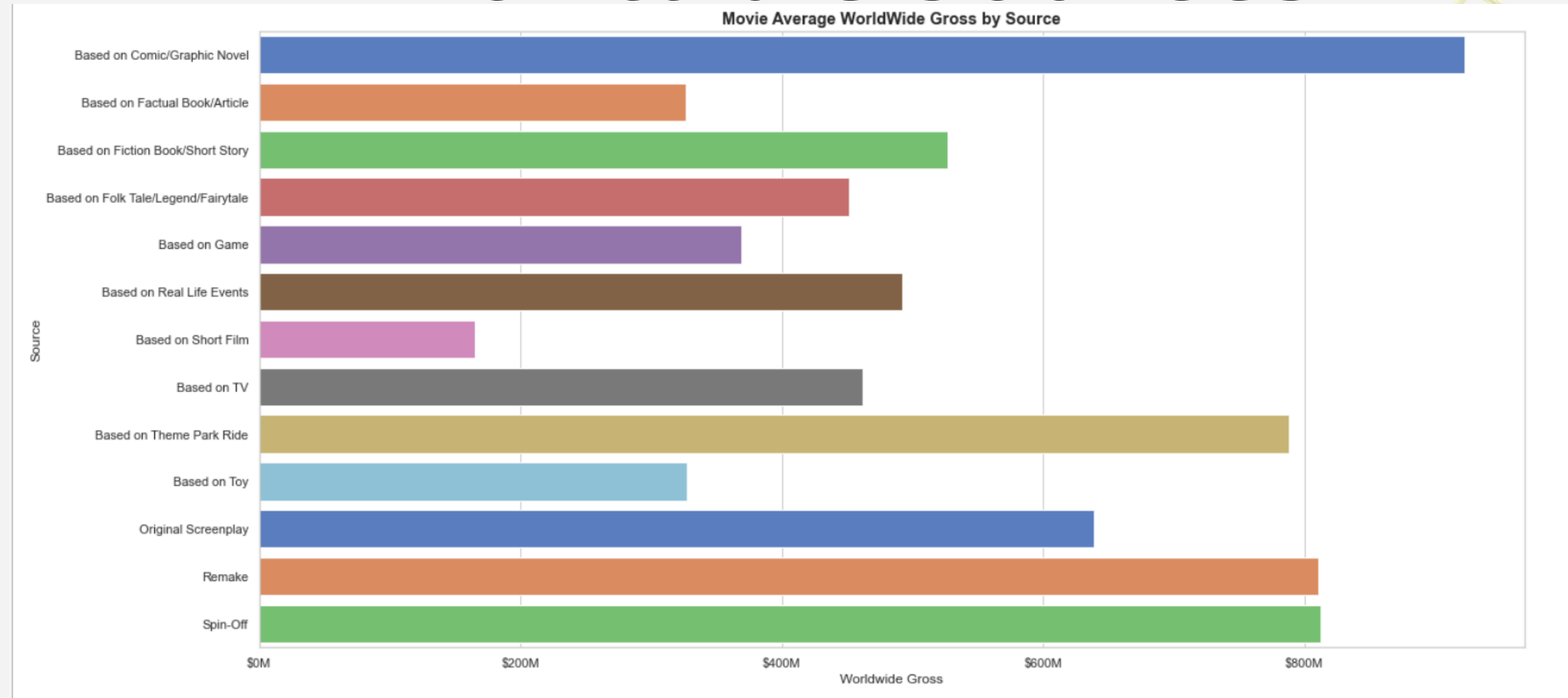
Findings

Adventure - \$2,887,874,205 / 5yr Avg.

Action - \$2,675,189,931 / 5 yr Avg.



Profitable Sources



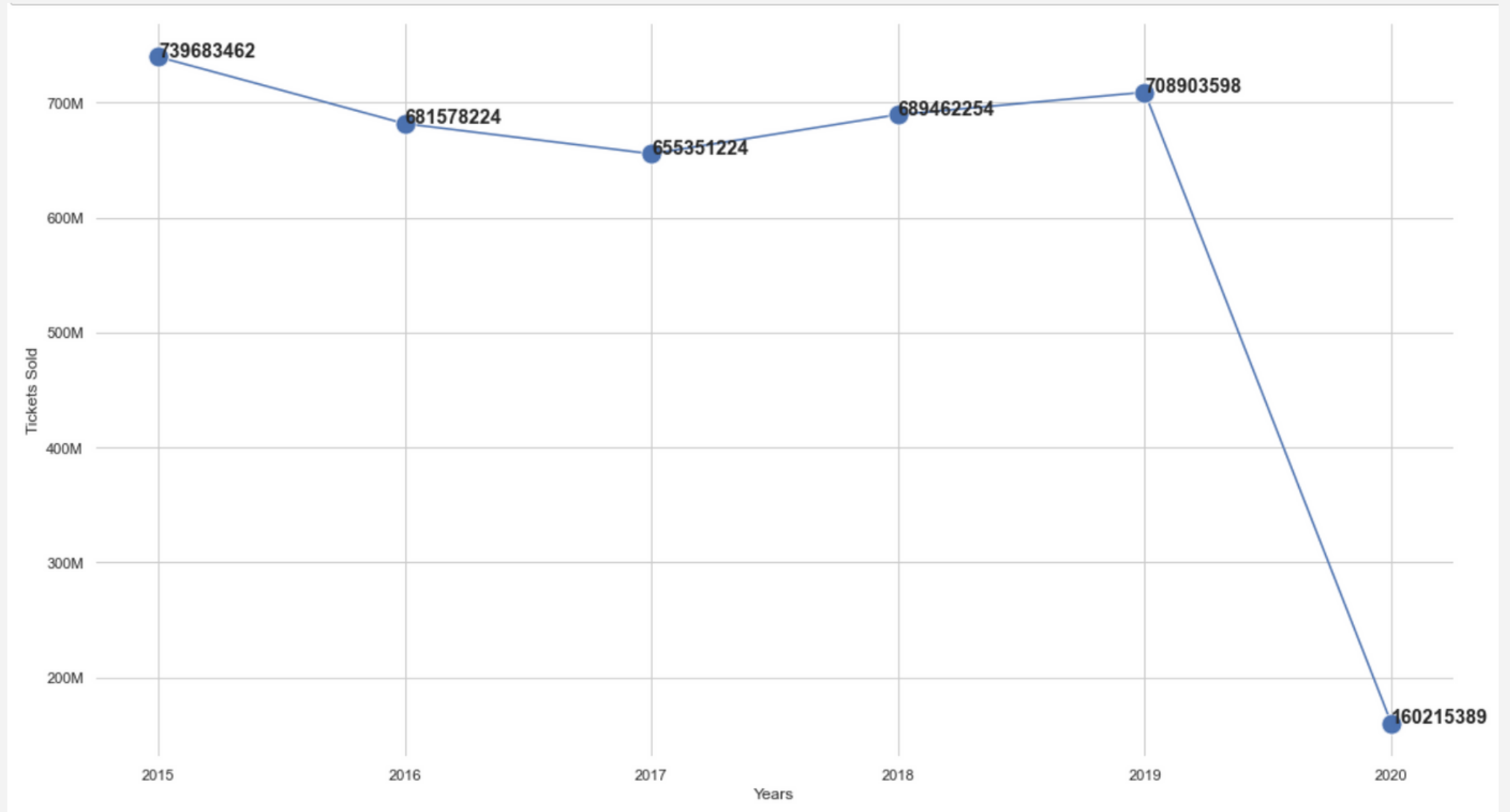
Findings

Original Screenplay - \$922,300,221 / 5yr Avg.

Spin-off - \$812,575,775

Remake - \$811,039,756 / 5 yr Avg.

Ticket Sales Trend



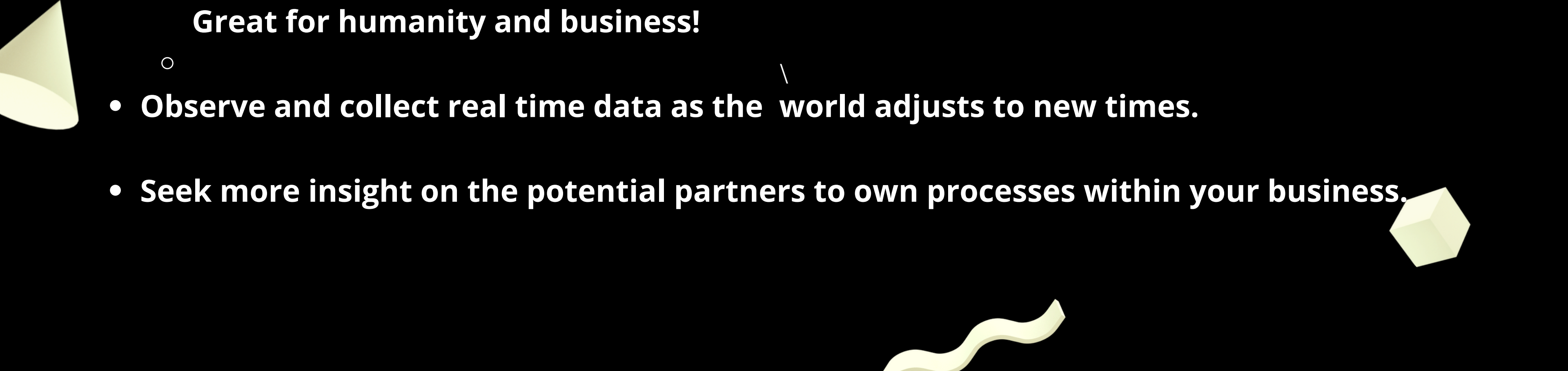
	Year	Domestic Gross Variance	Total Gross Variance
0	2015	0.00	0.00
1	2016	-0.01	0.07
2	2017	-0.00	-0.09
3	2018	0.04	0.07
4	2019	0.12	0.04
5	2020	-0.67	-0.60

Findings

Minimal change in basis points YoY



Recommendations

- **Major opportunity to penetrate the film industry and better reach the customer via multiple distribution channels.**
 - **Market research**
 - **Large subset of viewers utilize mobile for entertainment**
 - **Films and TV shows that feature diversity and inclusion are very well received.**
Great for humanity and business!
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 - **Observe and collect real time data as the world adjusts to new times.**
 - **Seek more insight on the potential partners to own processes within your business.**
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