

Genre Profitability Dashboard:

A Data-Driven Guide for Movie Investors

Explore film production trends and discover **the most profitable movie genres by revenue** and **return on investment (ROI)**. Use the filters to narrow your analysis by year, region, country, and genre.

Year

2015

2020

Region

☐ Foreign

☐ North America

Genre

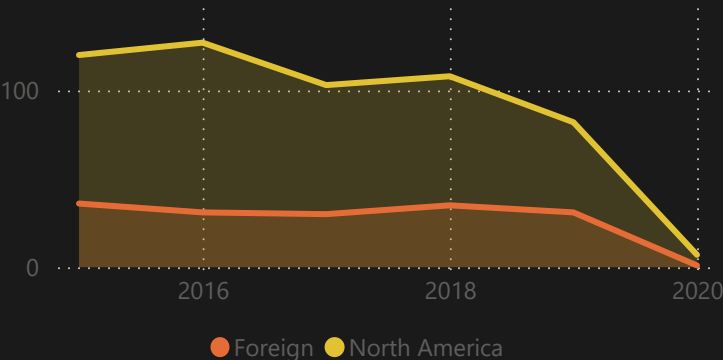
Todas

Country

Todas



Number of Movies Released per Year



Top Grossing Movie Overview

Highest Grossing Movie
Avengers: Endgame

Avg Budget
\$356 mill.

Avg % Gross
686%

Movie Genre
Action

Avg Gross
\$2.8 mil M

Top ROI Movie Overview

Highest ROI Movie
The Gallows

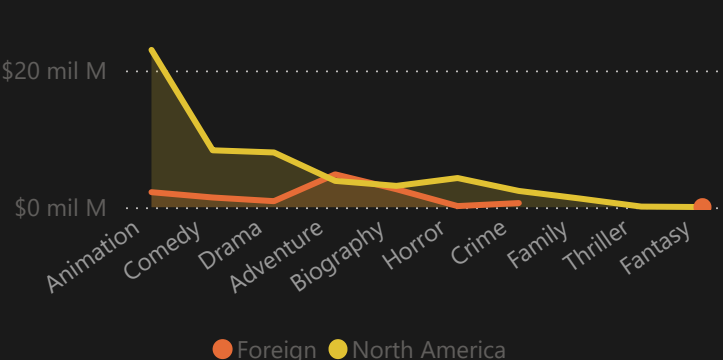
Avg Budget
\$100 mil

Avg % Gross
42864%

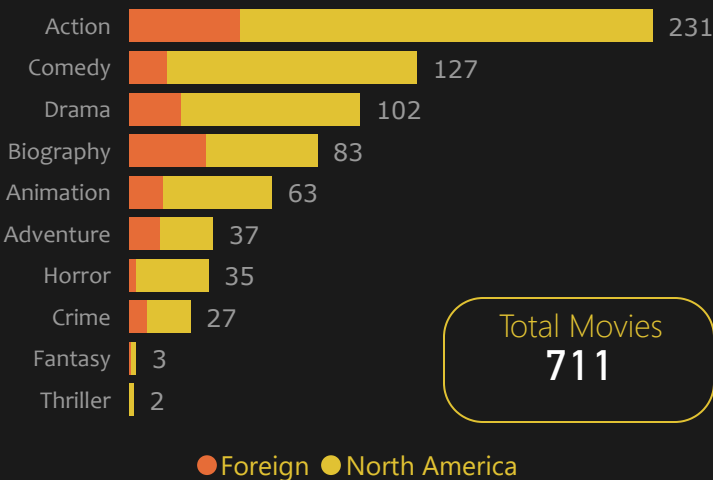
Movie Genre
Horror

Avg Gross
\$42.96 mill.

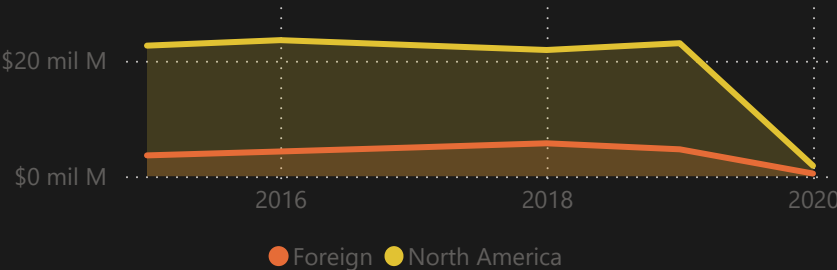
Top 10 Genres by Total Gross Revenue



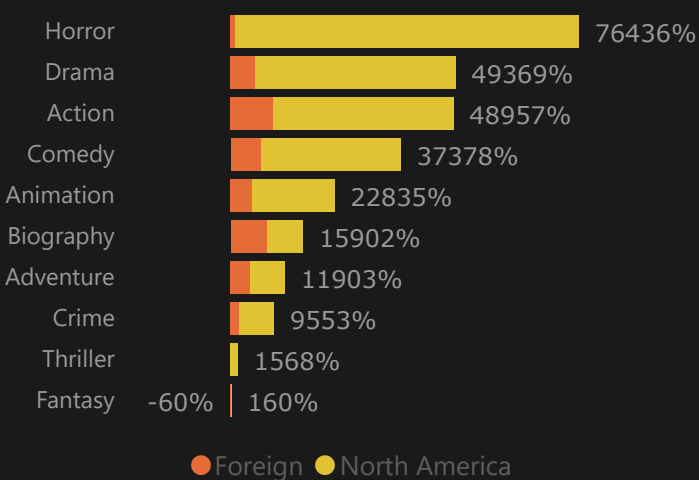
Top 10 Most Produced Genres



Total Gross Revenue by Year



Top 10 Genres by Return on Investment (%)



Genre Profitability Dashboard:

So, you wanna be a movie producer?

Select your production budget and release year range to define the movie dataset. The card below shows the number of films that match your criteria.

Choosing the right genre can make or break your investment. This section reveals which genres deliver blockbuster returns—and which ones burn budgets.

Investment Filters & Movie Universe ▼

1-Select Production Budget ▼

\$230,620,000

2-Select Release Year Range ▼

2015

2020

Total Movies

698

Genre-Based Investment Analysis ▼

genre	Movie Count	Max Budget	Avg Budget	Avg Gross	Avg ROI %	Risk Level
Horror	35	\$97,000,000	\$15,131,429	\$126,486,186	218388%	Low Risk
Thriller	2	\$8,000,000	\$6,000,000	\$44,512,608	78407%	
Family	1	\$160,000,000	\$160,000,000	\$1,264,434,525	69027%	
Drama	102	\$110,000,000	\$22,012,059	\$87,097,004	48401%	Low Risk
Animation	62	\$200,000,000	\$87,835,484	\$379,327,637	35955%	Low Risk
Crime	27	\$55,000,000	\$25,840,741	\$110,463,660	35380%	Moderate Risk
Adventure	37	\$200,000,000	\$77,943,243	\$233,742,602	32169%	Low Risk

Creative Strategy Based on ROI ▼

Top ROI Genre

Horror

Recomended Director

M. Night Shyamalan

Top Rating

R

Worst ROI Genre

Fantasy

Recomended Writer

Gary Dauberman

Recomended Star

Vera Farmiga

Region ▼

☐ Foreign

☐ North America

Genre ▼

Todas ▼

Country ▼

Todas ▼

X

←

Genre Risk vs. Reward Analysis ▼

