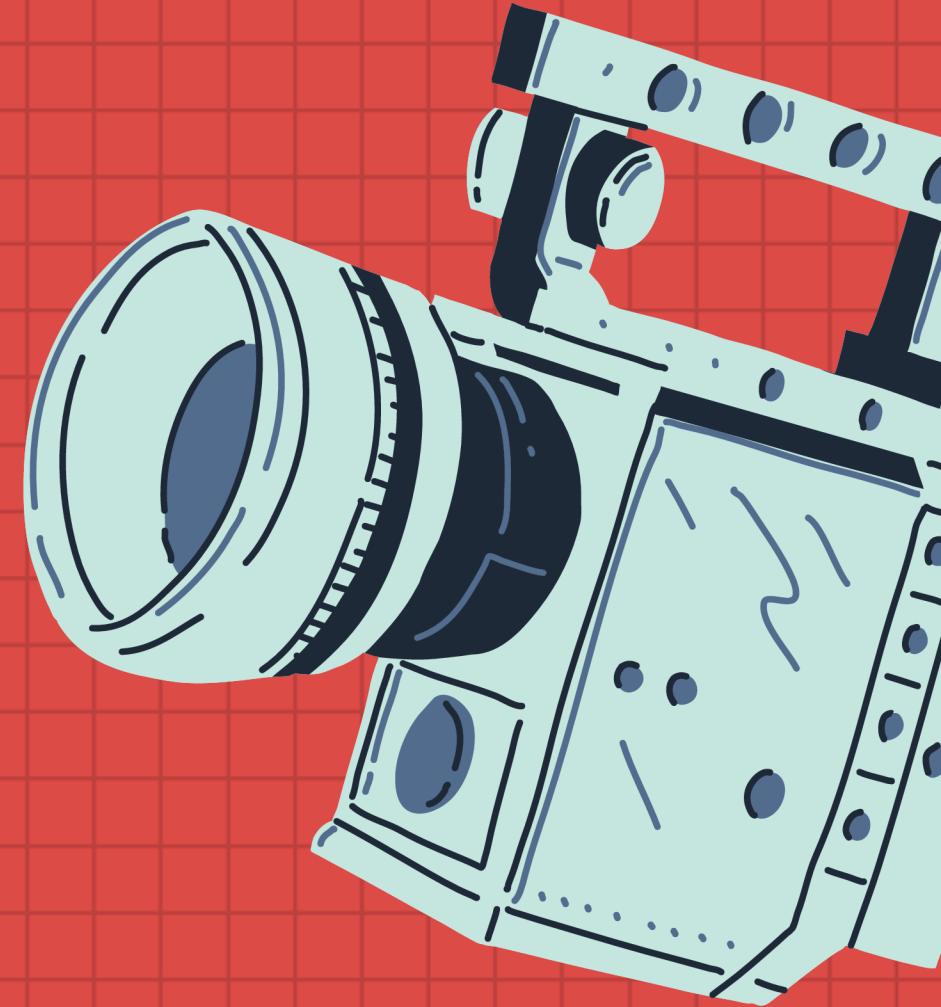
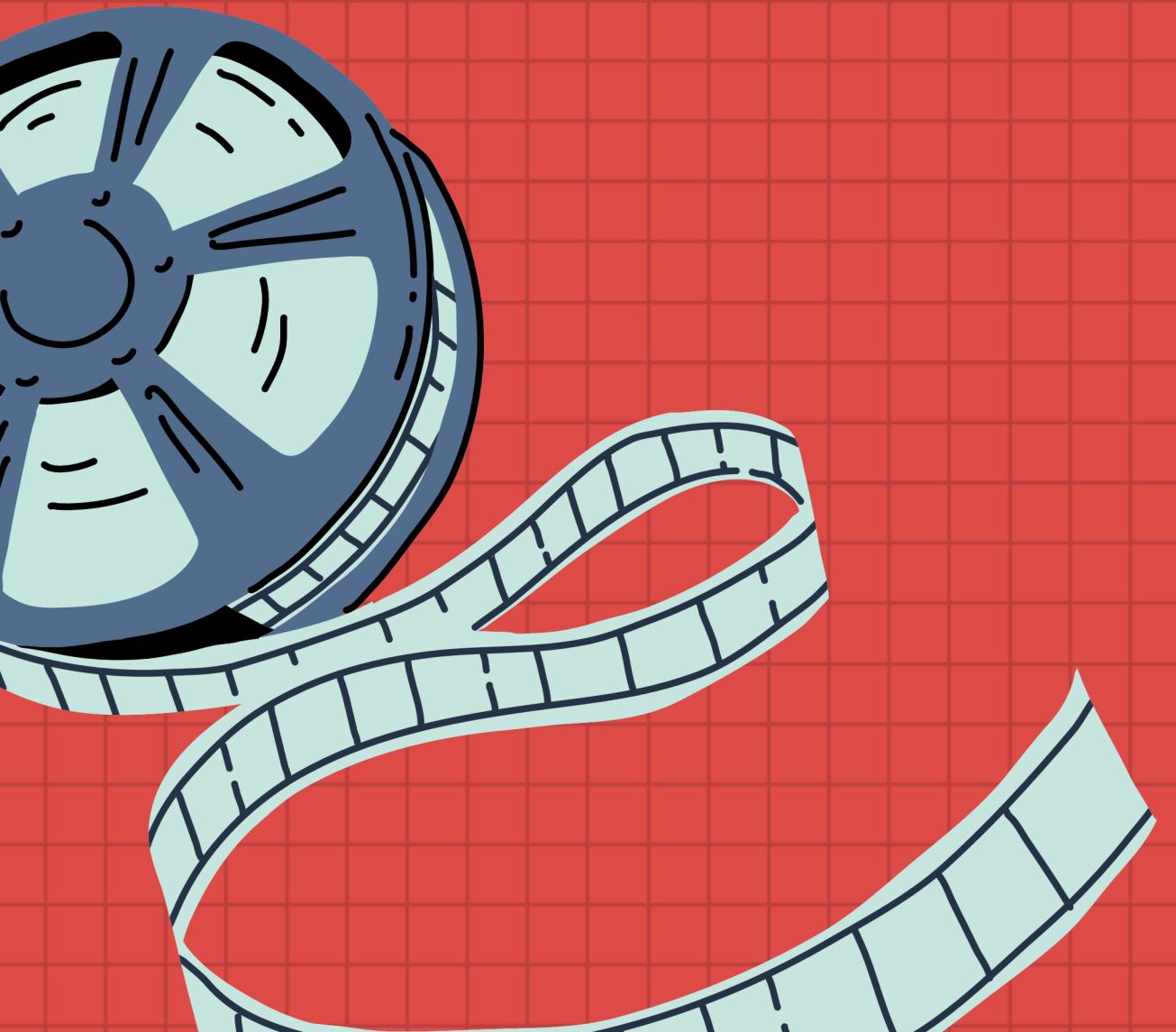


Success at the Box Office





Measures of Success

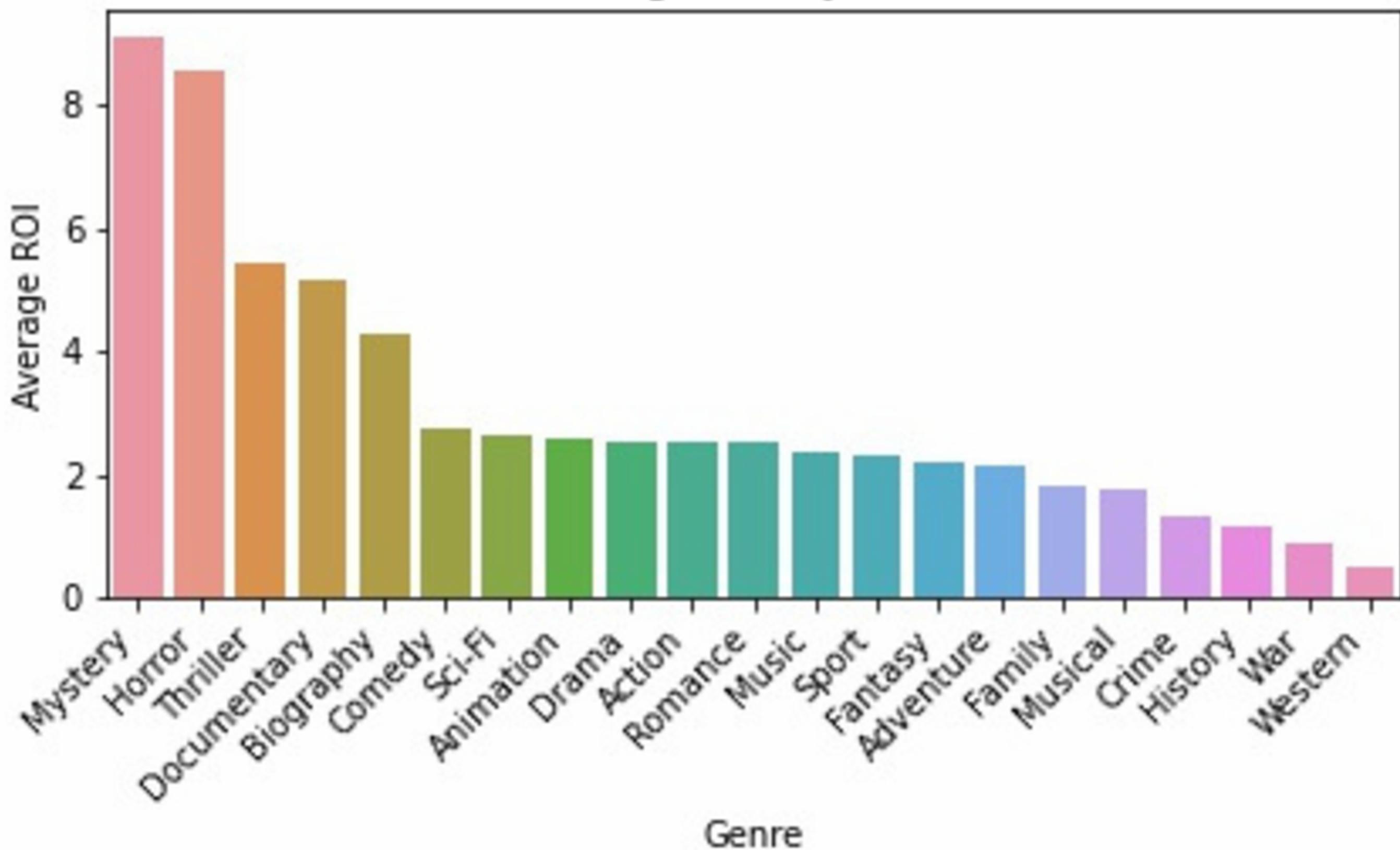
Return on Investment

≥ 2

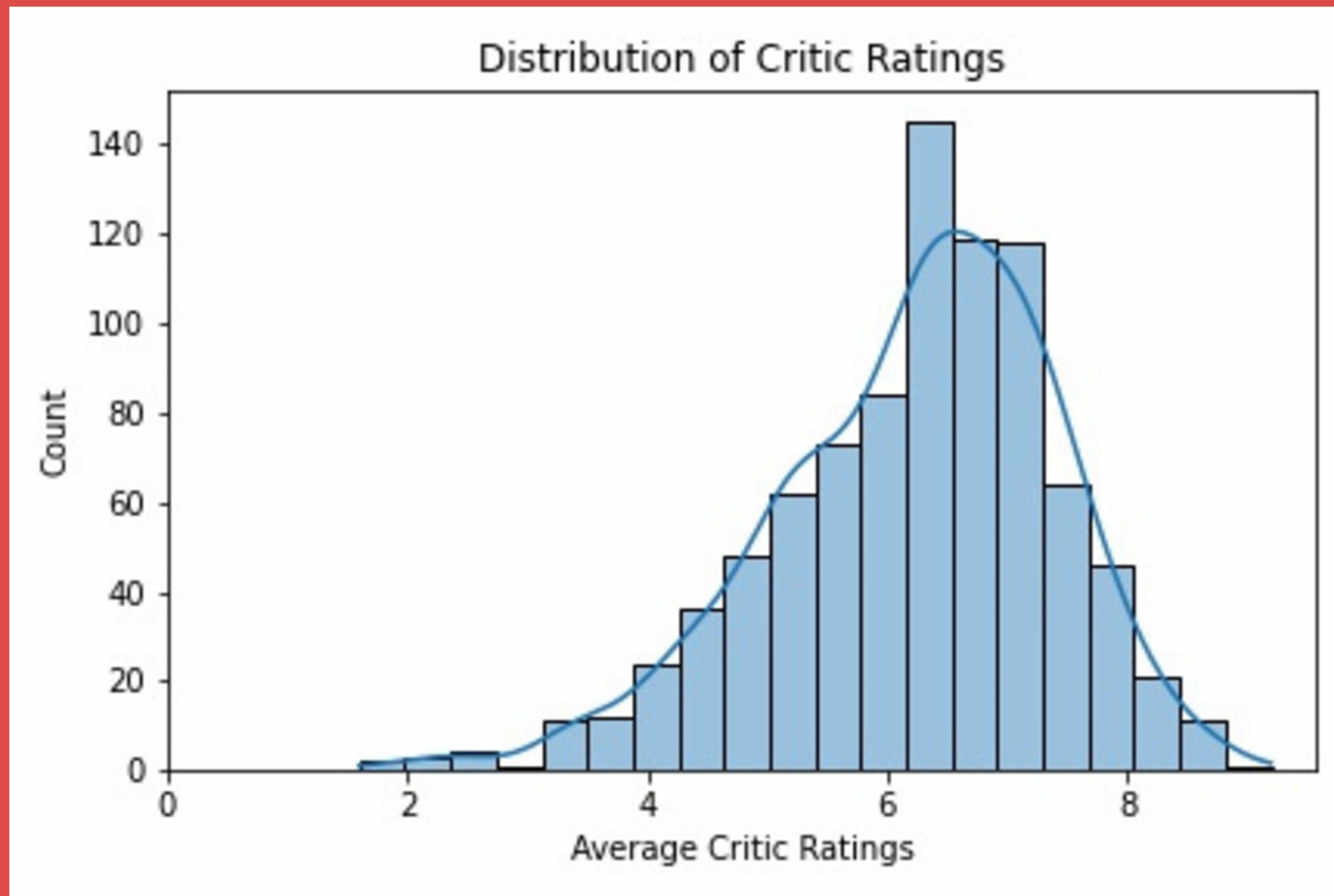
Average Rating

≥ 7.5

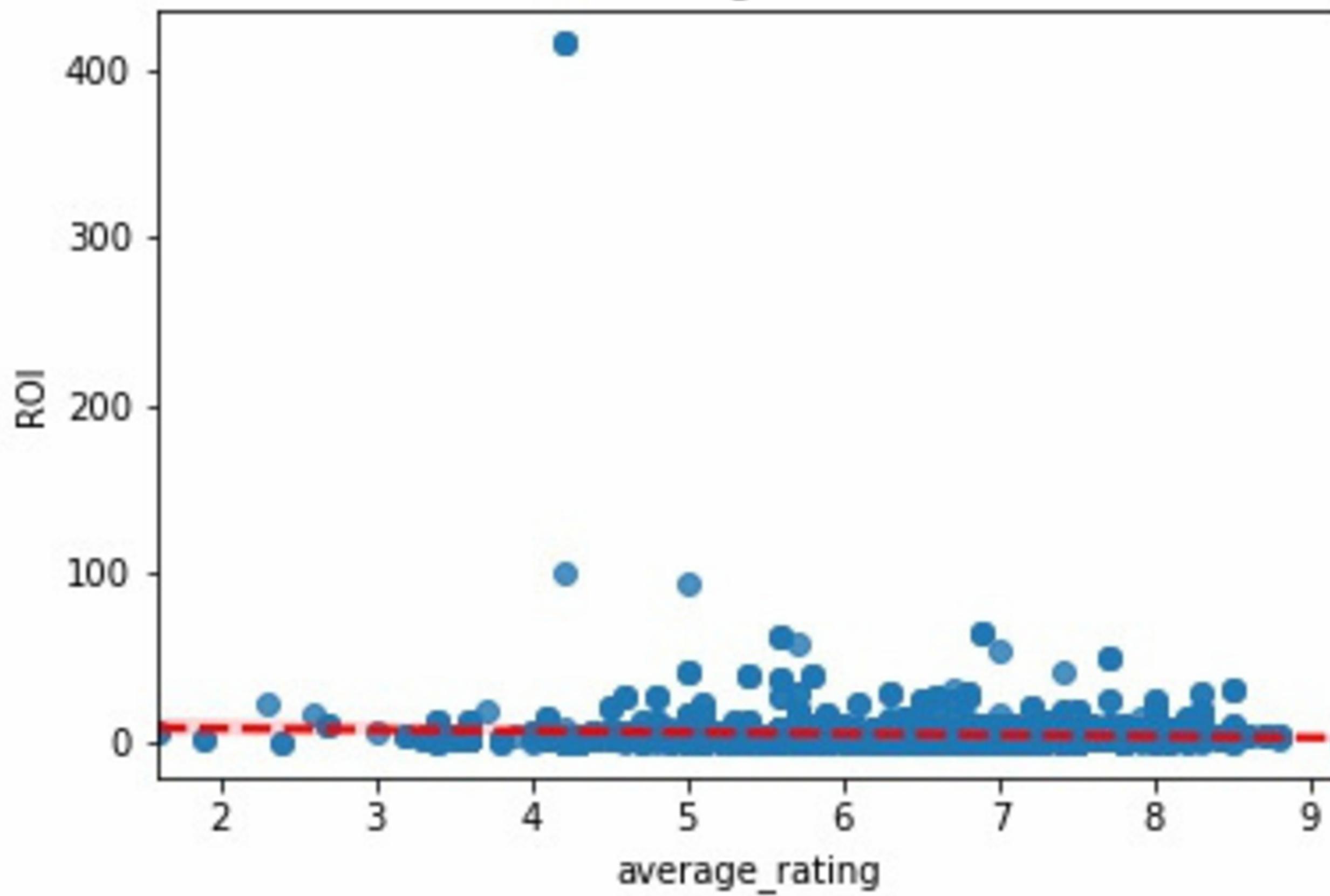
Average ROI By Genre



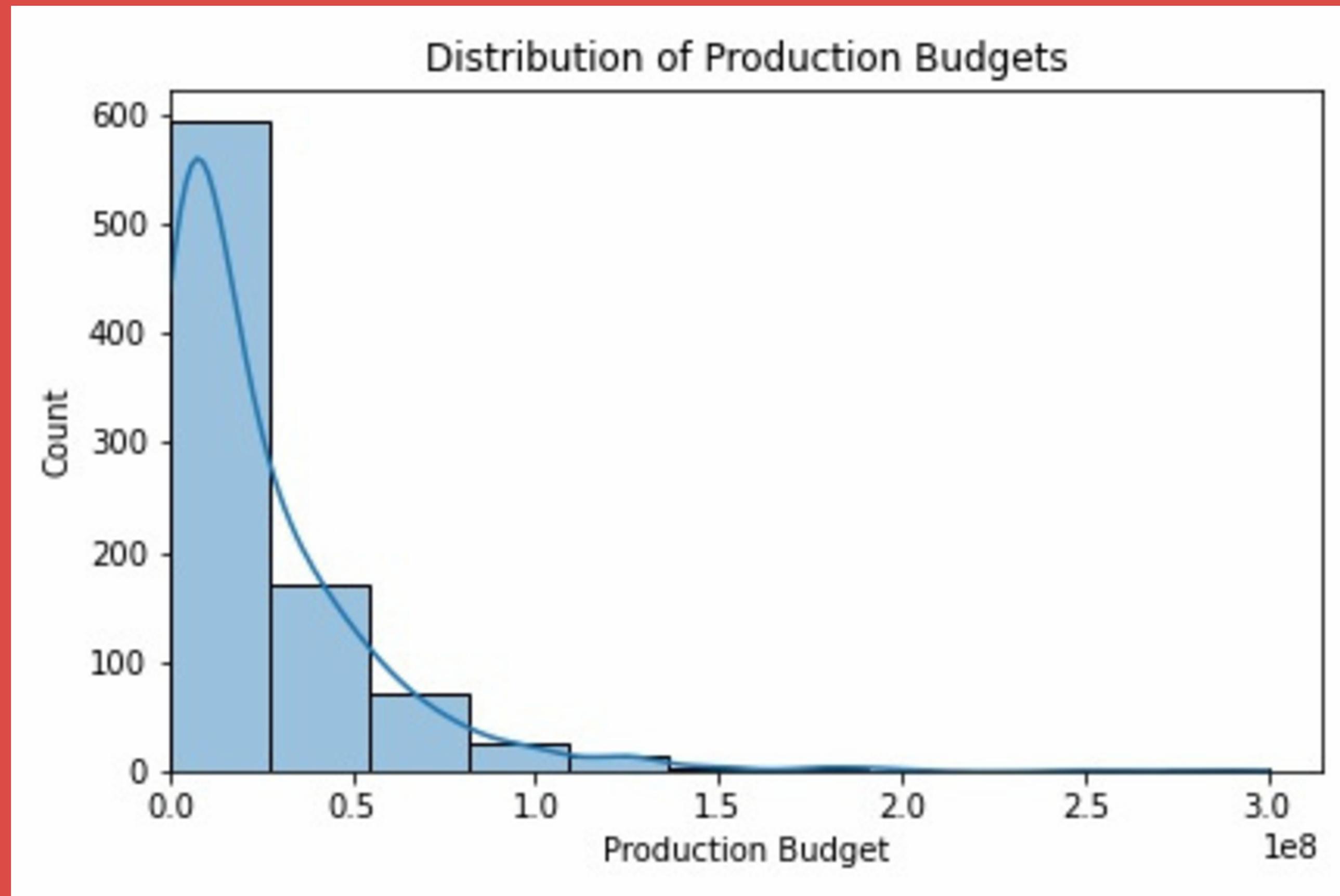
Average Ratings of Top Performing Genres

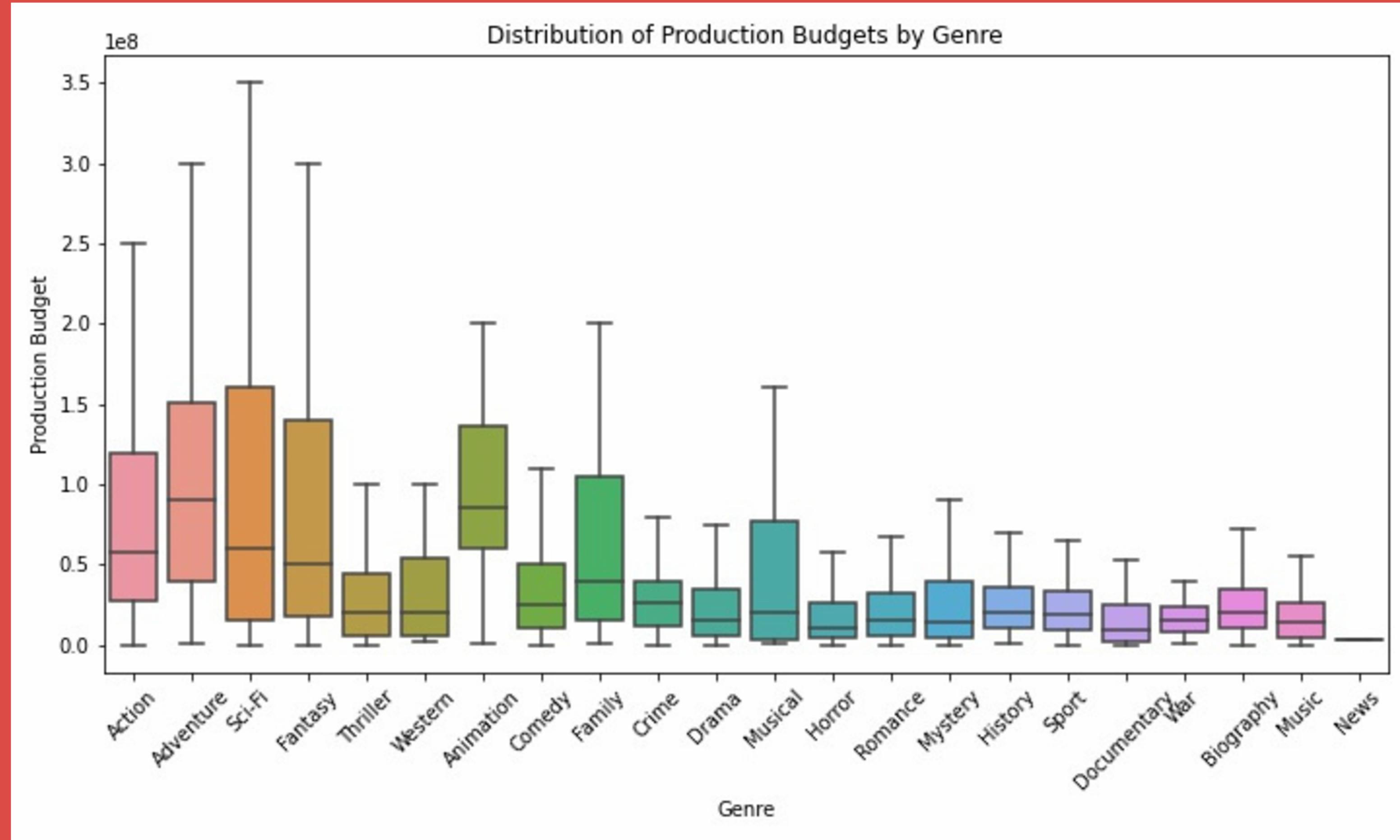


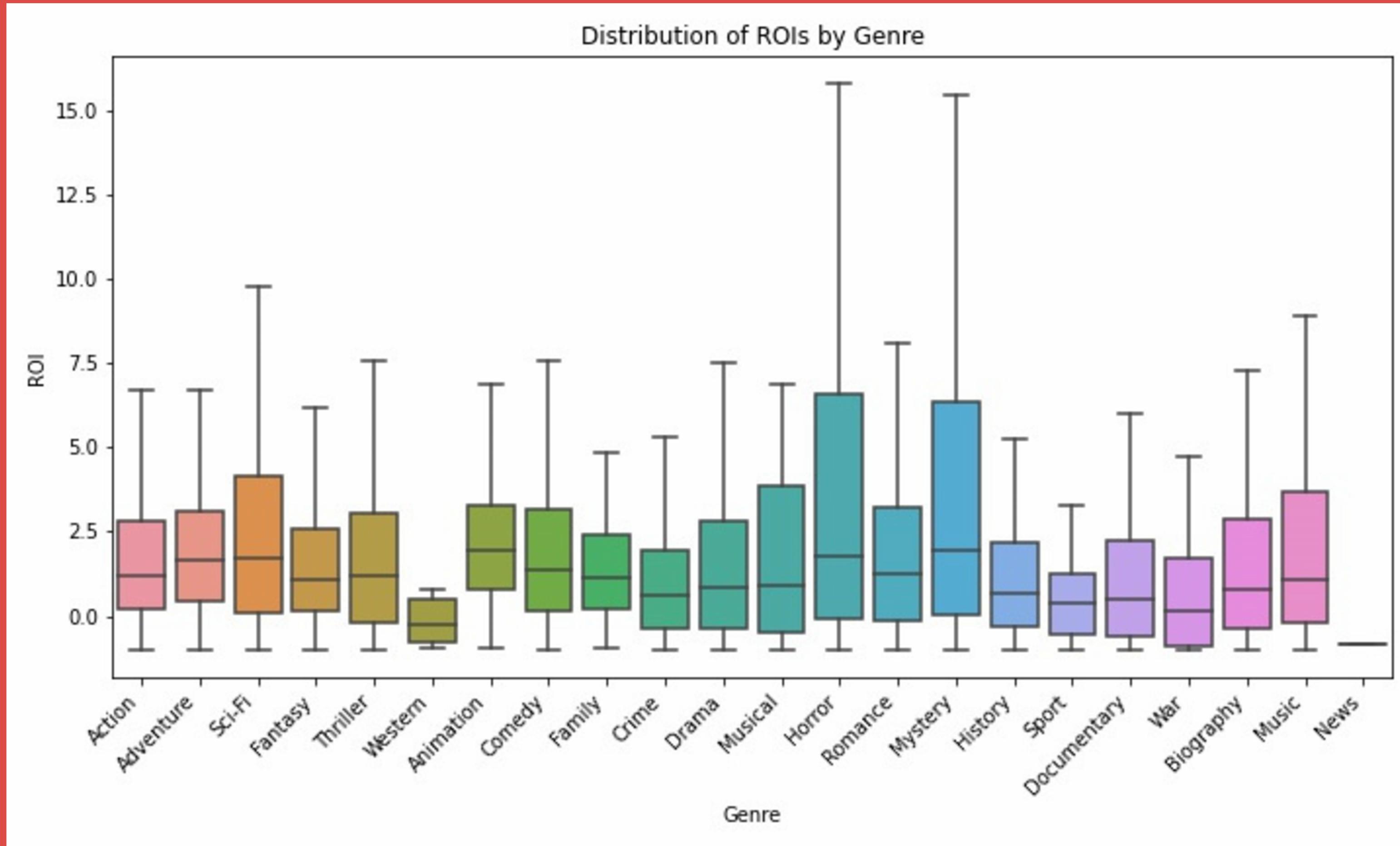
Rating v ROI

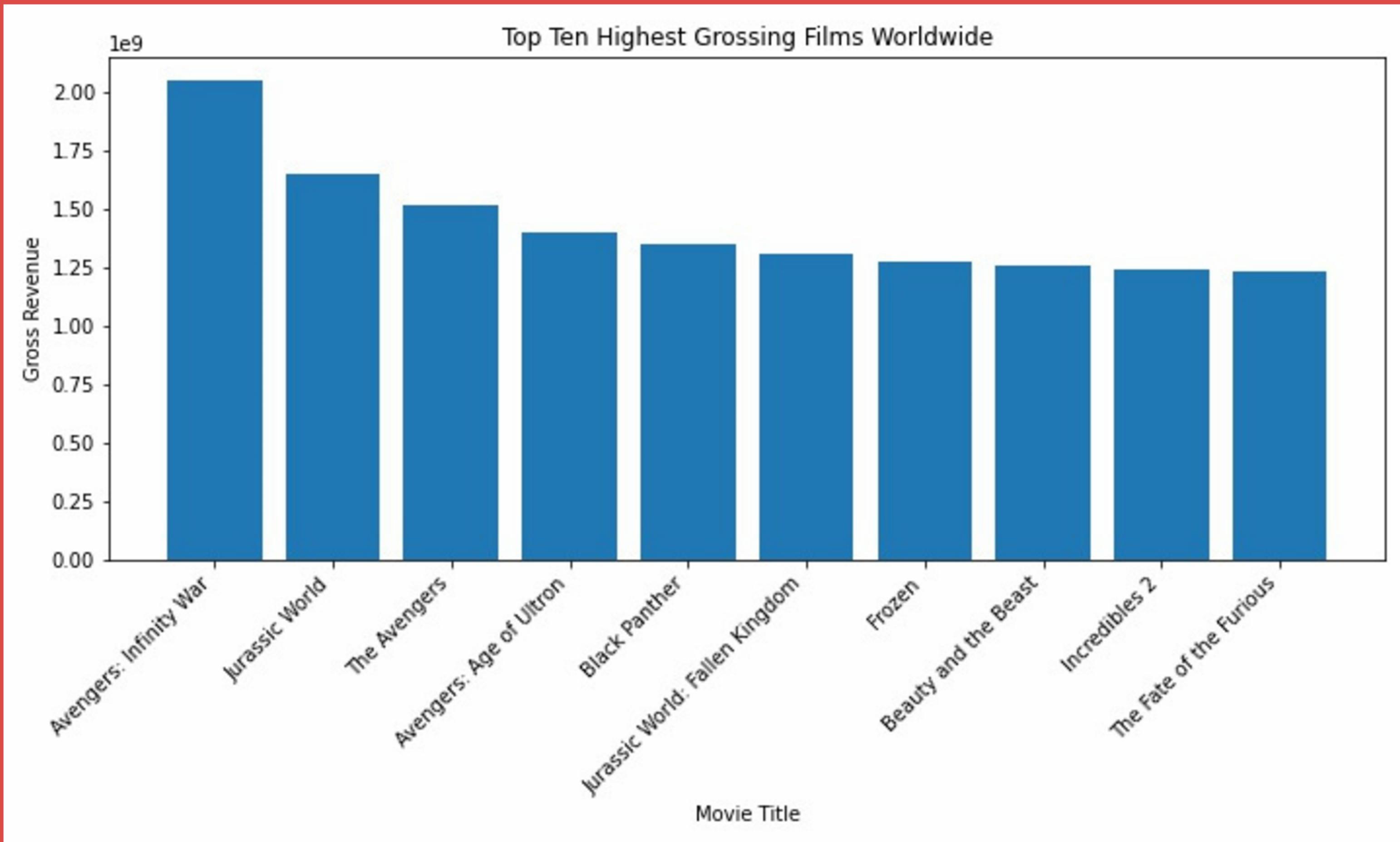


Budgets of Top Performing Genres









Recommendations



Invest in Horror & Mystery Genres

Invest in franchise movies

Don't splurge to make big bucks

Look into franchises, starpower, and directors for success predictability