

Box Office by Genre in 2022

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Topic and motivation

- Which movie genres performed more successfully during certain time periods (holidays, seasons, etc.)
- Gets insight about audience general interests



What genres are more likely to dominate the top 1 release in 2022, by time period?

Joined Data

Box Office Mojo

Daily Box Office For 2022

Year ▾ 2022 ▾

Data as of Mar 24, 2:56 PDT

Date ^	Day	Day #	Top 10 Gross ↕	%± YD ↕	%± LW ↕	Releases ↕	#1 Release	Gross ↕
Jan 1 New Year's Day	Saturday	1	\$39,077,865	+41.6%	-30.8%	26	Spider-Man: No Way Home	\$23,112,936
Jan 2	Sunday	2	\$29,043,656	-25.7%	-45.1%	25	Spider-Man: No Way Home	\$17,502,959
Jan 3	Monday	3	\$13,351,805	-54%	-65.9%	21	Spider-Man: No Way Home	\$7,908,732
Jan 4	Tuesday	4	\$10,399,690	-22.1%	-71.2%	23	Spider-Man: No Way Home	\$5,918,802
Jan 5	Wednesday	5	\$7,391,727	-28.9%	-78.3%	21	Spider-Man: No Way Home	\$4,383,219
Jan 6	Thursday	6	\$6,652,705	-10%	-81%	21	Spider-Man: No Way Home	\$3,926,778
Jan 7	Friday	7	\$15,938,444	+139.6%	-42.3%	25	Spider-Man: No Way Home	\$8,303,811
Jan 8	Saturday	8	\$27,445,445	+72.2%	-29.8%	25	Spider-Man: No Way Home	\$14,828,927
Jan 9	Sunday	9	\$17,001,522	-38.1%	-41.5%	25	Spider-Man: No Way Home	\$9,485,183
Jan 10	Monday	10	\$4,307,531	-74.7%	-67.7%	24	Spider-Man: No Way Home	\$2,426,248
Jan 11	Tuesday	11	\$5,523,488	+28.2%	-46.9%	24	Spider-Man: No Way Home	\$2,787,987
Jan 12	Wednesday	12	\$4,267,099	-22.7%	-42.3%	24	Spider-Man: No Way Home	\$2,312,886

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IMDB

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IMDB 2022 movies


Data Card Code (2) Discussion (1) Suggestions (0)

2022 Movies.csv (3.01 MB)

Detail Compact Column

A Title	# rank	A Year	A certificate
the movie name	the imdb rank	release year (2022)	imdb certificate

9892 unique values



Avatar: The Way of Water

1.

(2022)

PG-13

COMING SOON

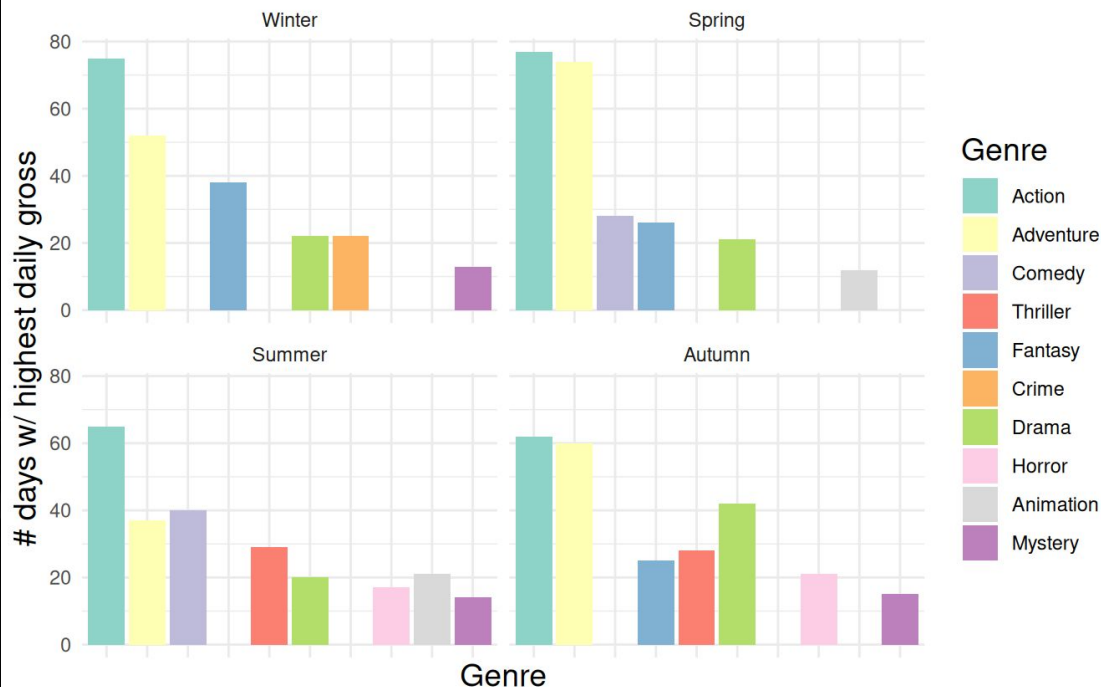
Action Adventure Fantasy

With Spider-Man's identity now revealed, Peter asks Doctor Strange for help. Wrong, dangerous foes from other worlds start to appear, forcing Peter to discover who he really means to be Spider-Man.

Each genre's performance seasonally

How many days was a movie of _ genre the top grossing film?

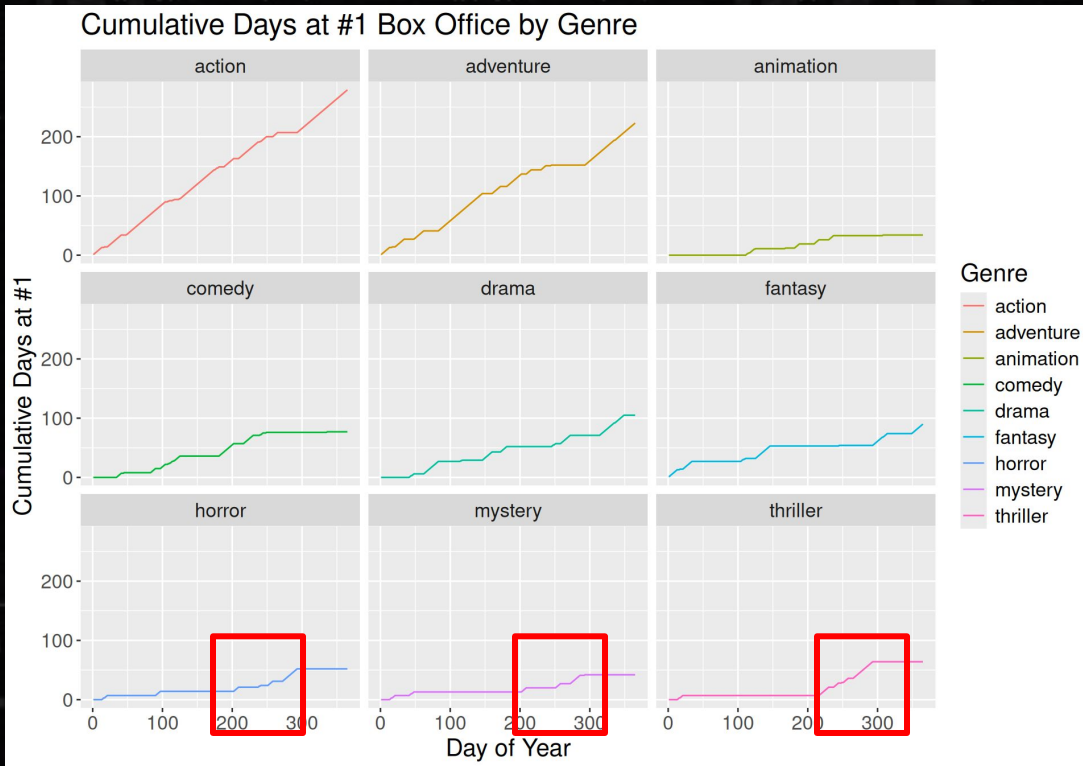
In 2022, by North American season



Observations

- Action and adventure dominant for **1+ months** every season
- Other genres inconsistent

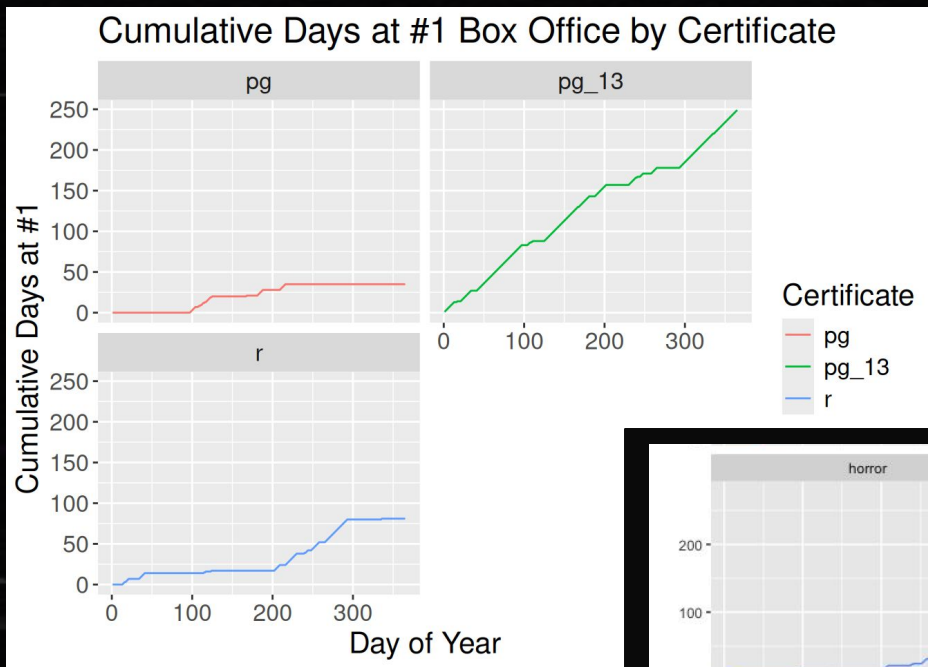
Each genre's performance over the year



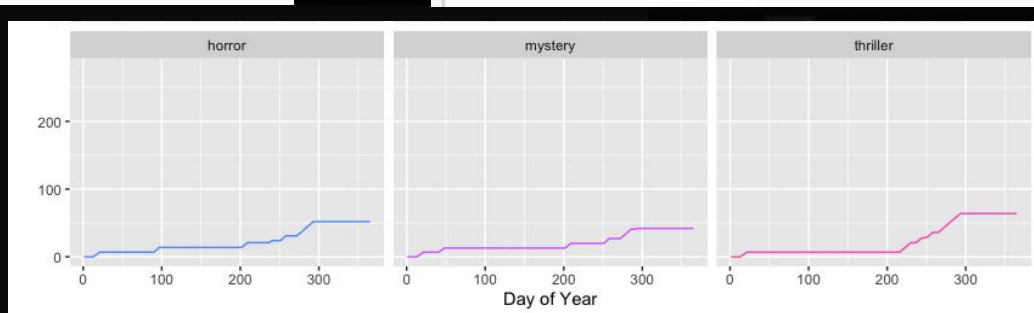
Observations

- Graph compares the days of the year and the cumulative days at #1
- Action & adventure has a fairly linear growing slope → #1 in the box office consistently throughout the year
- Horror, mystery, and thriller peaked near Halloween

Each certificate's performance over the year

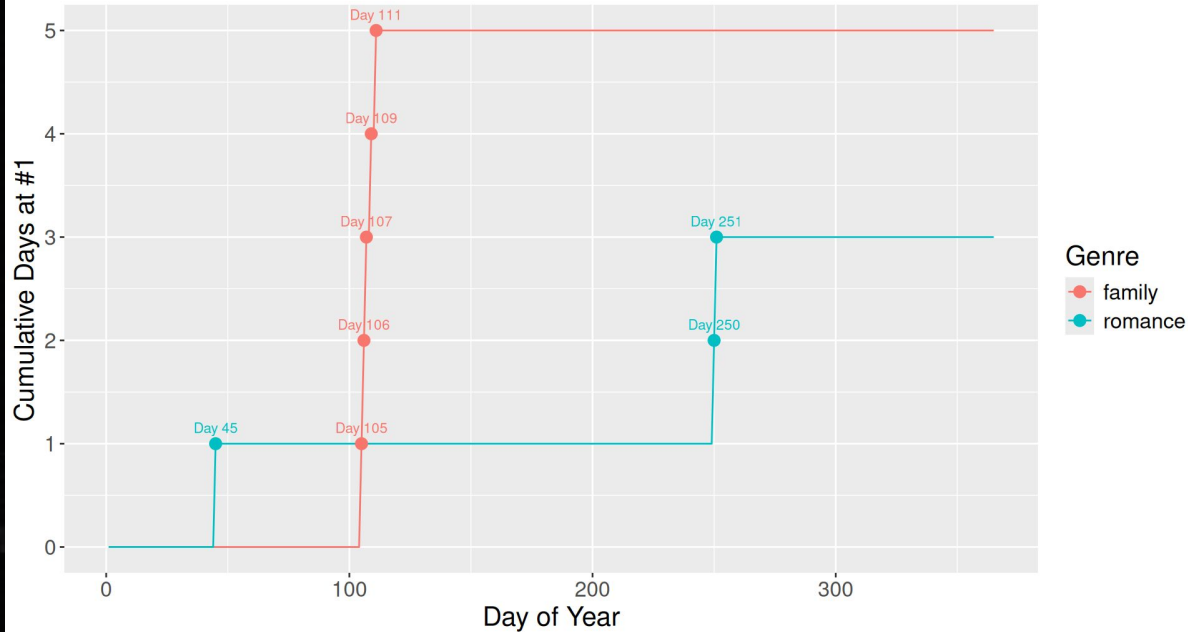


certificate	n
<chr>	<int>
1 PG	35
2 PG-13	249
3 R	81



Romance & Family Genre

Romance and Family Genre's Cumulative Days at #1
Box Office



day_number	date	genre	cumulative
45	Feb 14	romance	1
250	Sep 7	romance	2
251	Sep 8	romance	3
105	April 15	family	1
106	April 16	family	2
107	April 17	family	3
109	April 19	family	4
111	April 21	family	5

Observations

- Romance genre dominated on Valentine's Day
- Family genre dominated on Easter weekends

Summary

1. **Action and adventure** consistently **dominant** throughout 2022
2. Other genres fluctuates **dramatically** temporarily with less dominant days

Limitations

Only analyzed **top #1 movie**

Failed to include **top 1 gross income** since it's on a daily basis

Trends depend heavily on that year's releases, so **2022 alone isn't enough** to generalize

Each movie had **multiple** genre

Solutions

Use data that has **more years**, not just 2022

Broader data that does not just list the #1 movie