**Competitive Pricing Analysis - Entertainment Sector**

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# Overview :

# This report provides an overview of the tasks performed in relation to competitive pricing analysis for the entertainment sector. It focuses on evaluating pricing strategies used by competitors and identifying opportunities for optimizing pricing in the current market to drive higher sales and customer engagement. The analysis draws from available data sources to assess the pricing models, market trends, and their influence on customer preferences.

# Objective:

To understand the current competitive pricing strategies in the entertainment sector.

To identify key factors influencing pricing decisions for entertainment products and services.

To provide insights that can lead to more effective pricing models and improved profitability.

# Assigned Task(s) :

Task 1: Perform data collection and market research on competitor pricing in the entertainment sector.

Task 2: Analyze pricing patterns and their correlation with product popularity and customer engagement.

Task 3: Develop recommendations for adjusting pricing strategies based on competitive data analysis.

# Task Details :

# · **Task 1**: Data Collection and Market Research

# · **Status**: In Progress

# **Details**: Data from multiple competitors has been gathered to compare pricing strategies, including subscription models, pay-per-view options, and bundle offers. The research is ongoing to finalize the market comparison and identify key competitive pricing trends.

# · **Task 2:** Pricing Patterns Analysis

# · **Status:** Not Started

# **Details**: This task involves analyzing pricing data to identify patterns and correlations with customer engagement, which will help optimize our pricing model. Data analysis is scheduled to begin in the coming days.

# · **Task 3**: Developing Pricing Recommendations

# · **Status:** Not Started

# **Details**: Based on the research and analysis, recommendations will be formulated to propose changes or optimizations in pricing strategies for better market positioning.

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**Progress :**

**Accomplishments:**

Successfully gathered competitive pricing data from several major players in the entertainment sector.

Completed preliminary research into the pricing models used by competitors.

**Metrics:**

Data collected from 5 major competitors.

Pricing strategies compared across 3 primary categories: subscription models, pay-per-view, and bundle pricing.

# Challenges and Solutions :

# · **Challenges Faced:**

# · Difficulty in obtaining detailed and consistent pricing data from all competitors.

# Some competitors did not publicly disclose their pricing models, which required additional research or estimates.

# **· Solutions Implemented:**

# · Supplemented missing data by leveraging secondary sources such as market reports and surveys.

# Contacted industry experts for insights on competitors’ pricing strategies to complete the data set.

**Next Steps :**

# · Upcoming Tasks:

# · Complete the analysis of pricing patterns in the next phase.

# Start developing pricing recommendations based on data-driven insights.

# Present initial findings and recommendations to stakeholders.

# · Goals:

# · Finalize pricing pattern analysis and integrate it with customer engagement data.

# Develop actionable recommendations for improving competitive pricing strategies.

# Conclusion :

### Summary: The task is progressing well with data collection nearly complete. Initial insights into the competitive pricing landscape have been gained, which will inform the next steps in analysis and recommendation development.

# **Acknowledgments**: Thank the audience for their time and attention.