


The background features abstract, organic shapes in shades of orange and brown, primarily located in the corners. These shapes have a hand-drawn, textured appearance with some internal white lines and dots. The central area is a solid light blue.

BOLLYWOOD MOVIE ANALYSIS

By Janani JM

The screenshot shows the 'Query' group on the Power BI ribbon. The ribbon is divided into several sections, each with a set of icons and labels. The 'Query' group is highlighted, showing options like 'Properties', 'Advanced editor', 'Manage', 'Choose columns', 'Remove columns', 'Keep rows', 'Remove rows', 'Filter rows', 'Sort', 'Split column', 'Group by', 'Data type: Text', 'Use first row as headers', 'Replace values', 'Merge queries', 'Append queries', and 'Combine files'. The 'Query' group is the active group, and the 'Advanced editor' option is selected.

Queries [1]

 Bollywood_movie_clean...

f_x

Table.TransformColumnTypes(#"Promoted headers", {{"Movie_Name", type text}}, {"Release_Period", type text},

	A _C Movie_Name ▾	A _C Release_Per... ▾	A _C Whether_Rem... ▾	A _C Whether_Franc... ▾	A _C Ge... ▾	A _C New_Ac... ▾	A _C New_Direc... ▾	A _C New_Music_Di
1	Golden Boys	Normal	No	No	suspense	Yes	No	No
2	Kaccha Limboo	Holiday	No	No	drama	Yes	No	Yes
3	Not A Love Story	Holiday	No	No	thriller	No	No	No
4	Qaidi Band	Holiday	No	No	drama	Yes	No	No
5	Chaatwali	Holiday	No	No	adult	Yes	Yes	Yes
6	Shuttlecock Boys	Normal	No	No	comedy	Yes	Yes	Yes
7	Dirty Marriage	Holiday	No	No	adult	Yes	No	Yes
8	Future To Bright Hai Ji	Holiday	No	No	drama	No	Yes	Yes
9	Ghajini	Holiday	Yes	No	action	No	Yes	No
10	Taare Zameen Par	Holiday	No	No	drama	No	Yes	No
11	Mangal Pandey - The Rising	Holiday	No	No	drama	No	No	No
12	Fanaa	Normal	No	No	love_story	No	No	No
13	Dangal	Holiday	No	No	drama	No	No	No
14	3 Idiots	Holiday	No	No	drama	No	No	No
15	PK	Normal	No	No	drama	No	No	No
16	Rang De Basanti	Holiday	No	No	drama	No	No	No
17	Talaash	Normal	No	No	thriller	No	No	No
18	Dhoom 3	Normal	No	Yes	action	No	No	No
19	Pyaar Mein Aisa Hota Hai	Holiday	No	No	thriller	Yes	Yes	Yes
20	Gurjar Aandolan - A Fight For Right	Normal	No	No	drama	Yes	Yes	Yes
21	Yehi Hai High Society	Holiday	No	No	thriller	No	No	No
22	Say Yes To Love	Normal	No	No	love_story	Yes	No	No
23	Dreams - Sapnay Sach Honge...	Holiday	No	No	love_story	Yes	Yes	No
24	Three - Love Lies Betrayal	Normal	No	No	thriller	No	Yes	No
25	Malegaon Me Gadbad Ghotala	Normal	No	No	comedy	Yes	Yes	No
26	Khota Sikka - Jaat Ke Thaath	Normal	No	No	comedy	Yes	Yes	Yes
27								

Query settings

▼ Properties

Name

Bollywood_movie_clea...

- ✓ Applied steps

- Source
- Promoted head...
- Changed column...

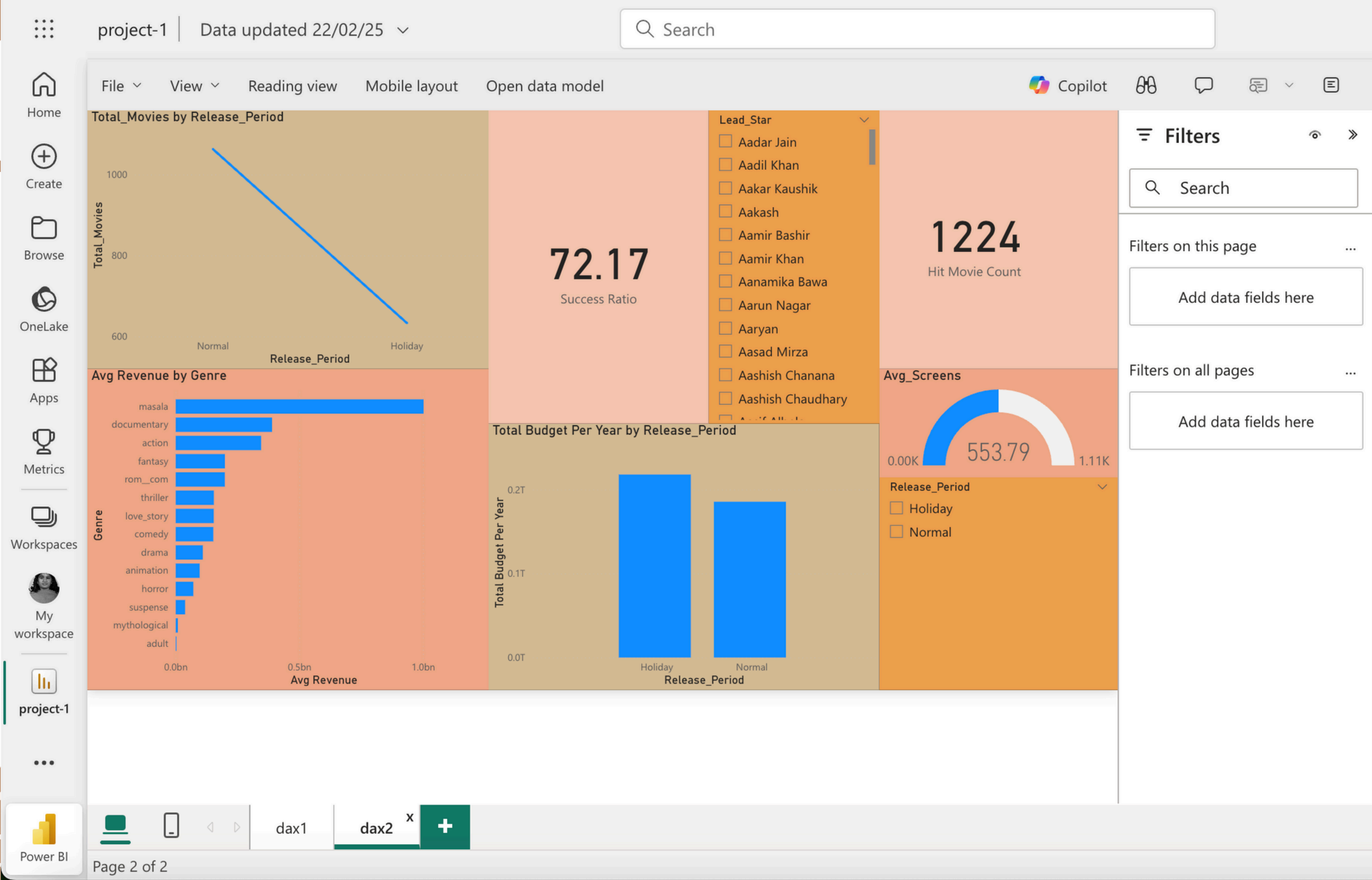
Completed (0.18 s) Columns: 14 Rows: 99+

Step

DAX FUNCTION

- Average Screens Per Movie = `AVERAGE('Bollywood_movie_cleaned 3'[Number_of_Screens])`
- Highest_Grossing_Movie =
`LOOKUPVALUE('Bollywood_movie_cleaned3'[Movie_Name], 'Bollywood_movie_cleaned 3'[Revenue(INR)], MAX('Bollywood_movie_cleaned 3'[Revenue(INR)]))`
- Hit Movie Count = `COUNTROWS(FILTER('Bollywood_movie_cleaned 3', 'Bollywood_movie_cleaned 3'[Revenue(INR)] > 'Bollywood_movie_cleaned 3'[Budget(INR)]))`
- rofit Margin % = `DIVIDE(SUM('Bollywood_movie_cleaned 3'[Revenue(INR)]), SUM('Bollywood_movie_cleaned 3'[Budget(INR)]), 0) * 100`

- Revenue_By_Genre = CALCULATE(SUM('Bollywood_movie_cleaned 3'[Revenue(INR)]), ALLEXCEPT('Bollywood_movie_cleaned 3','Bollywood_movie_cleaned 3'[Genre]))
- Success Ratio = DIVIDE(COUNTROWS(FILTER('Bollywood_movie_cleaned 3', 'Bollywood_movie_cleaned 3'[Revenue(INR)] > 'Bollywood_movie_cleaned 3'[Budget(INR)])), COUNT('Bollywood_movie_cleaned 3'[Movie_Name]), 0) * 100
- Total Budget Per Year = CALCULATE(SUM('Bollywood_movie_cleaned 3'[Budget(INR)]), ALLEXCEPT('Bollywood_movie_cleaned 3', 'Bollywood_movie_cleaned 3'[Release_Period]))



SUMMARY

◆ Industry Overview

A total of 1696 movies have been analyzed, generating a total revenue of 255 billion.

Bollywood predominantly produces drama (37.68%), followed by action and romance.

◆ Top Revenue-Generating Directors

Rohit Shetty, Kabir Khan, Ali Abbas Zafar, and S.S. Rajamouli lead in revenue contribution.

Their consistent success suggests strong audience engagement and box-office dominance.

◆ Revenue Trends by Release Period

Movies released during the Normal period generate higher revenue than Holiday releases.

This contradicts the usual assumption that Holiday releases perform better.

- ◆ Success Ratio: 72.17% (Indicates a high proportion of movies performing well)
- ◆ Total Hit Movies: 1224
- ◆ Revenue & Budget Trends
 - Masala, Documentary, and Action genres generate the highest average revenue.
 - Holiday releases have a higher budget per year compared to Normal releases, but normal releases still dominate in total revenue.
- ◆ Screen Distribution
 - Average Screens per Movie: 553.79, indicating a moderate screen distribution.
- ◆ Release Period Impact
 - Total movies released during normal periods are significantly higher than those released on holidays.

Overall, genres and release periods play a crucial role in a movie's financial success.

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THANK YOU