

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.

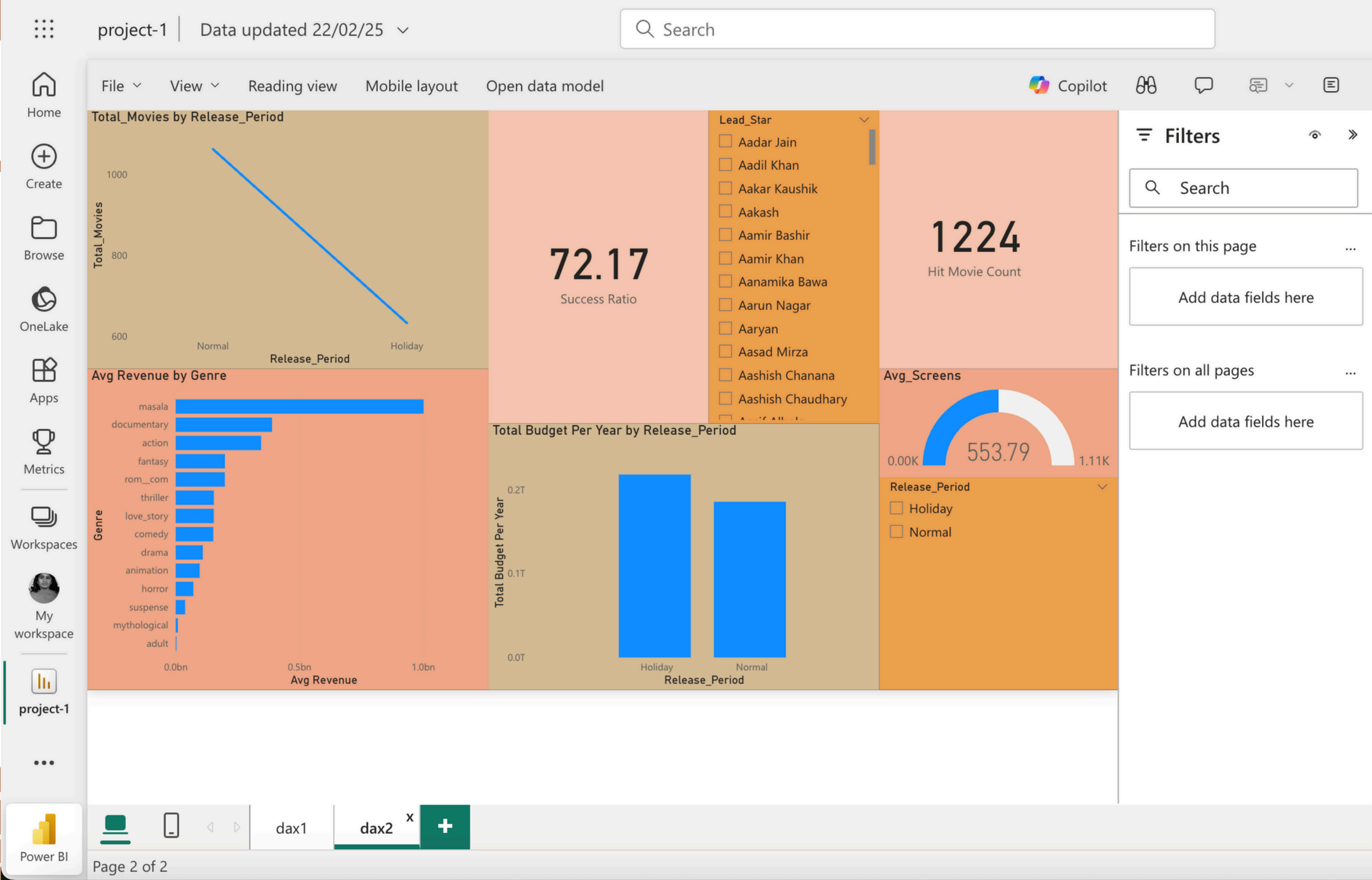
BOLLYWOOD MOVIE ANALYSIS

By Janani JM

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.

The image features a light cream background with the words "THANK YOU" centered in a bold, brown, sans-serif font. The corners of the image are decorated with abstract, organic shapes in shades of orange and brown, some with small white dots, resembling stylized foliage or watercolor splatters.

THANK YOU