



# Budgeting for a Theatrical Production Company

## Entertainment

Worked with “Business Planning Team” to help them to finalize segment –wise budgets for upcoming markets based on the previous run results.

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## Situation

- The company runs several shows across the globe. Based on the tour plan for 2018 the company wanted to create and track budget for Ticket sales & revenue by market, to serve as targets for the show managers to achieve
- Additionally, there was an opportunity to streamline the data sources by transitioning from an older database to a comprehensive and accurate database

## Accordion Value Add

- Partnered with the client in the budget creation and tracking process by analyzing historical performance by market, show and segment
- Tracked and compared current run ticket sales and revenues with the trends from past two runs for 18 shows scheduled in 2018 tour plan
- Created executive level dashboards with sales trends from the start of ticket sales to the end of run-in order to better understand performance on a real time basis

## Impact

- Our analyses augmented the client's in-house analytical capacity and provided the company with a reliable and structured view of business performance in the markets scheduled in the tour plan
- The analyses are also leveraged to dynamically allocate marketing spend based on ticket sales trends

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Tickets and revenue data  
by segment for the  
previous 2 runs

Show name: Volta		Previous Run-1 (Amaluna 2014_New York)			Previous Run-2 (Totem 2013_New York)		
Market: Nassau		Revenue (\$)	Tickets (#)	Avg. Ticket Price (\$)	Revenue (\$)	Tickets (#)	Avg. Ticket Price (\$)
Segment 1: Corporate		\$411,910	5,885	\$70	\$422,692	6,540	\$65
	VIP Corpo	\$145,901	1,123	\$130	\$130,620	1,037	\$126
Segment 2: Group 12+		\$194,882	2,469	\$79	\$235,974	3,323	\$71
	VIP Group	\$23,082	180	\$128	\$11,426	89	\$128
Segment 3: EBG		\$1,215,527	16,679	\$73	\$1,541,277	22,318	\$69
Segment 4: B2B2C		\$771,741	10,402	\$74	\$1,765,181	21,381	\$83
	AAA	\$21,734	262	\$83	\$0	0	
	CAA	\$170	2	\$85	\$0	0	
	MLIFE	\$4,212	63	\$67	\$0	0	
	AARP	\$11,356	130	\$87	\$12,858	150	\$86
	GILTCITY	\$26,478	332	\$80	\$44,956	545	\$82
	GOLD STAR	\$137,990	1,985	\$70	\$251,498	4,110	\$61
	TRAVELZOO	\$202,990	2,712	\$75	\$416,676	5,932	\$70
	LIVING SOCIAL	\$362,494	4,859	\$75	\$619,801	6,750	\$92
	TICKETMASTER	\$0	0		\$419,392	3,894	\$108
VIP Segment		\$313,298	2,427	\$129	\$427,514	3,359	\$127
	VIP ind' box office	\$297,450	2,308	\$129	\$378,006	2,974	\$127
	VIP ind' b2b2c	\$0	0		\$0	0	
	VIP ind' premiere	\$15,848	119	\$133	\$49,507	385	\$129
Lounge		\$0	0		\$0	0	
Behind the scenes		\$38,395	81	\$474	\$50,530	111	€ 455

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Budget sales curves for upcoming market based on the trends from the previous run

