

Dashboard Link:

[https://public.tableau.com/app/profile/akhilesh.reddy4076/viz/BO\\_Dashboard/BOOverview](https://public.tableau.com/app/profile/akhilesh.reddy4076/viz/BO_Dashboard/BOOverview)

## Box Office Insights Dashboard

### Overview

The Box Office Insights Dashboard is an intuitive and dynamic Tableau tool designed to offer comprehensive analytics on movie box office performance. Tailored for industry professionals, this dashboard assists producers, directors, actors, and distributors in making informed decisions by analyzing historical trends and key performance metrics. The dashboard features interactive filters such as **Actor**, **Genre**, **Release Date**, and **Territorial Breakdown**, enabling users to drill down into data for more targeted insights.

### Use Cases

#### 1. Producers:

- **Investment Planning:** Gain insights into market trends by analyzing past box office performance across various genres, actors, and directors. This enables producers to make informed investment decisions, identifying genres with high returns and understanding successful seasonal release patterns.
- **Budget Optimization:** By evaluating factors like genre, runtime, and lead actor performance, producers can make cost-effective choices, aligning their budget to potential box office performance.

#### 2. Directors:

- **Genre Selection:** View trends to identify genres that resonate with audiences, helping directors select genres that align with market demand.
- **Runtime Optimization:** The dashboard shows how runtime affects box office results, allowing directors to adjust runtimes to optimize audience engagement and box office earnings.

#### 3. Actors:

- **Remuneration Decisions:** Analyze past movies' box office performance based on the actor, which helps actors evaluate their market value and negotiate appropriate remuneration based on projected box office draw.

#### 4. Domestic Distributors and Exhibitors:

- **Screen Count and Ticket Pricing Strategy:** Assess factors like actor pull, genre success, footfalls, and seasonal demand to allocate screen count and set competitive ticket prices for maximum profitability.
- **Revenue Share Planning:** The dashboard's territorial breakdown and historical trends help domestic distributors negotiate revenue shares with exhibitors based on realistic projections.

#### 5. Overseas Distributors:

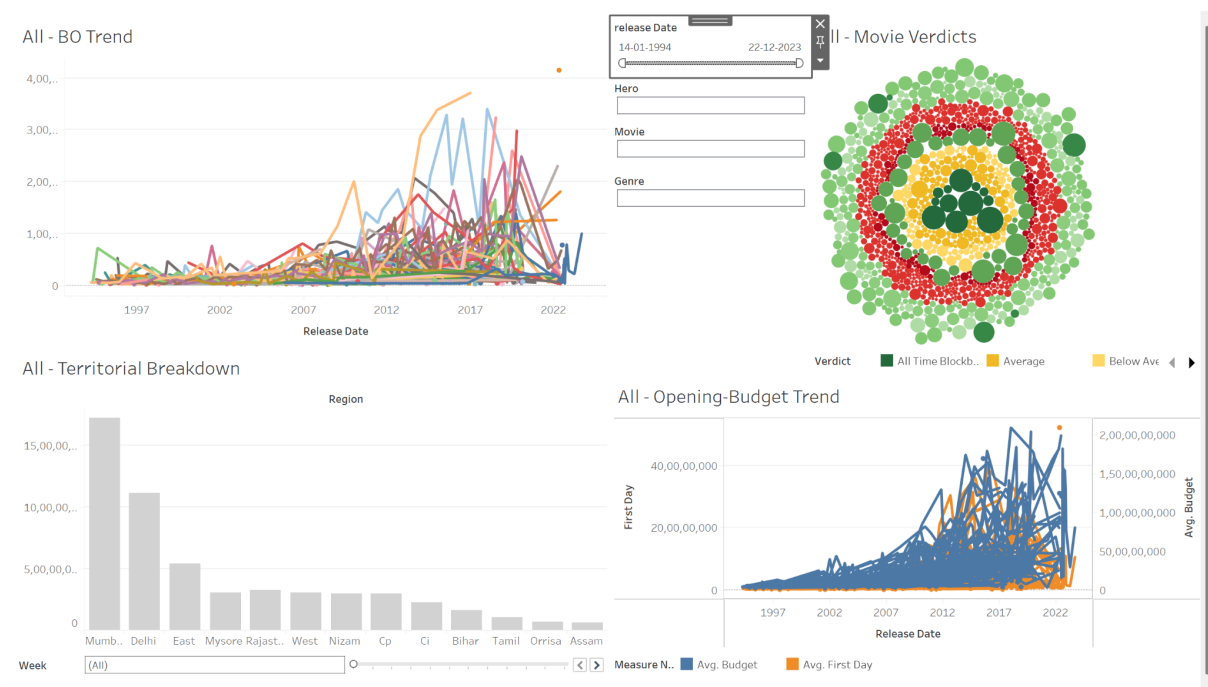
- **Market Demand Assessment:** Analyze box office trends from comparable markets to set competitive asking prices for overseas territories, understanding which genres, actors, or directors are in demand abroad.

## Key Features

- **Historical Data Analysis:** Access a wide range of box office data, segmented by time periods, territories, and other filters, to observe market trends.
- **Efficient Filtering:** Instantly apply filters by **Actor**, **Genre**, **Release Date**, and **Territorial Breakdown** to customize views and retrieve specific insights.
- **Comparative Metrics:** Compare statistics across different movies, actors, genres, and regions to identify correlations and make data-driven decisions.
- **Territorial Insights:** Detailed territorial breakdowns enable users to understand regional performance, supporting more precise decision-making for domestic and international distribution.

## Chart 1: Domestic Business Overview

**Purpose:** This chart provides an in-depth analysis of domestic box office performance, helping stakeholders like producers and distributors make strategic business decisions based on historical data.

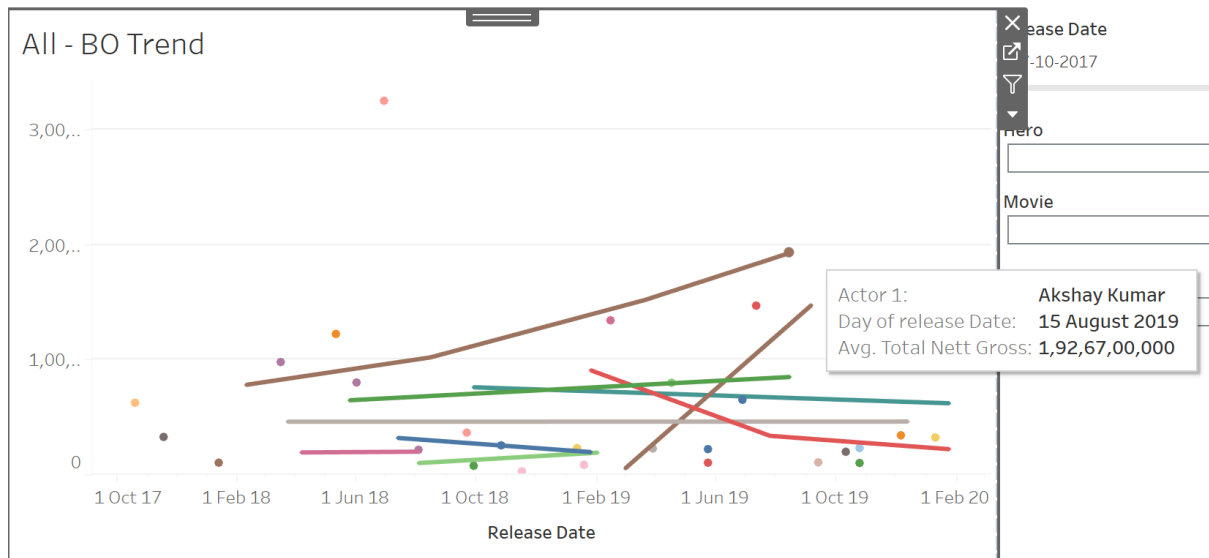


## Use Cases:

### 1. Genre-Based Actor Performance:

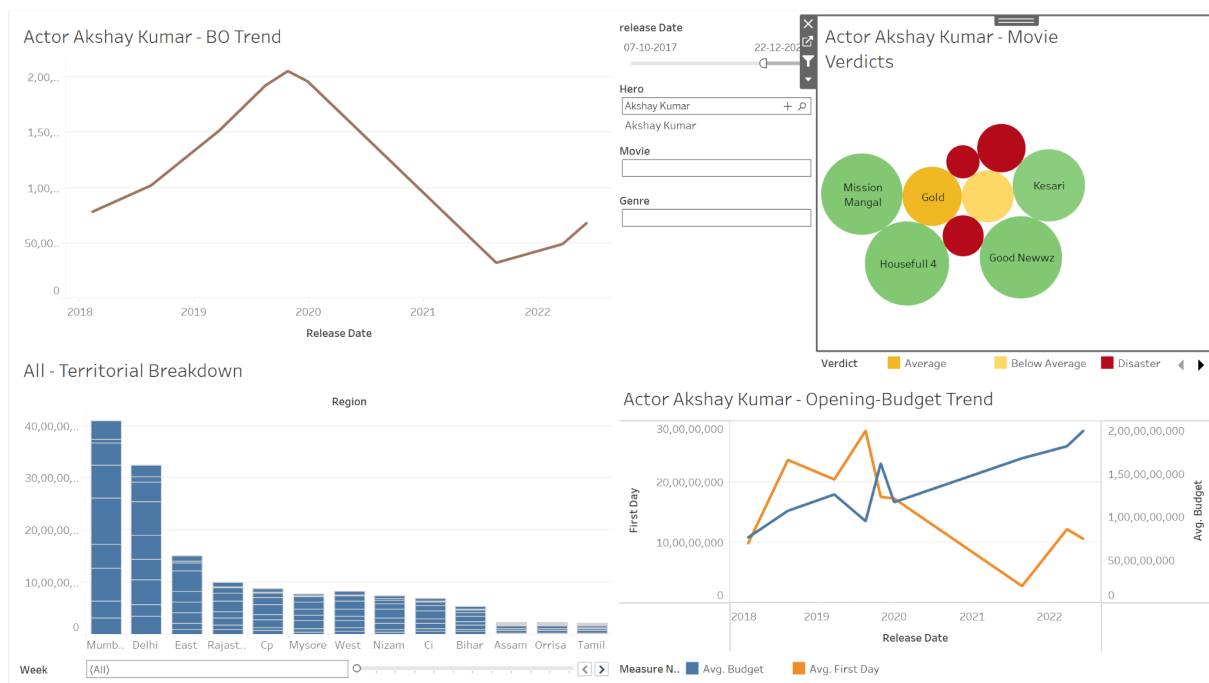
- **Producers:** If a producer plans to create a film in a specific genre, they can use the genre filter to examine which actors have consistently delivered high box office returns within that genre. For instance, selecting "Comedy" will

show a breakdown of actors excelling in comedy, allowing producers to cast strategically.



## 2. Budget Setting for Genre Films:

- Producers: By filtering for a genre and specific actor, producers can analyze recent box office trends for that actor's films in the chosen genre, including budget and opening day statistics. This data aids in setting a realistic budget that aligns with expected box office returns, enhancing financial planning and reducing investment risk.

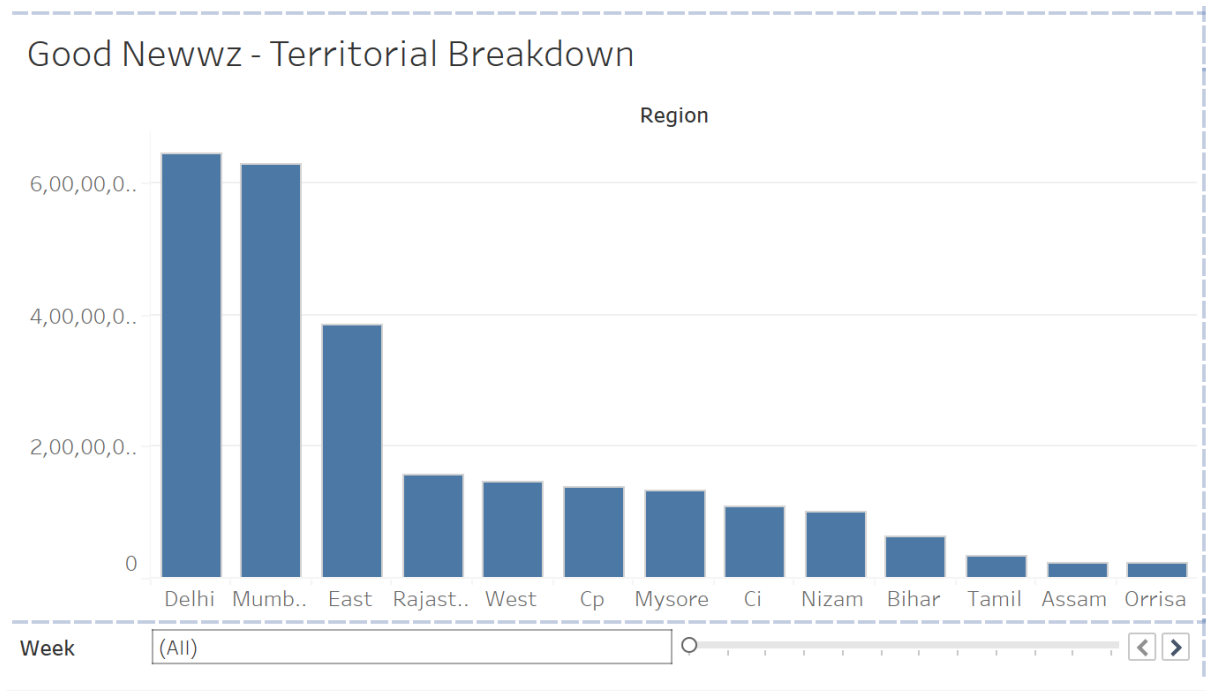


## 3. Territorial Breakdown for Distributors:

- Domestic Distributors: The territorial breakdown feature enables distributors to examine how different regions have performed for similar films. By viewing

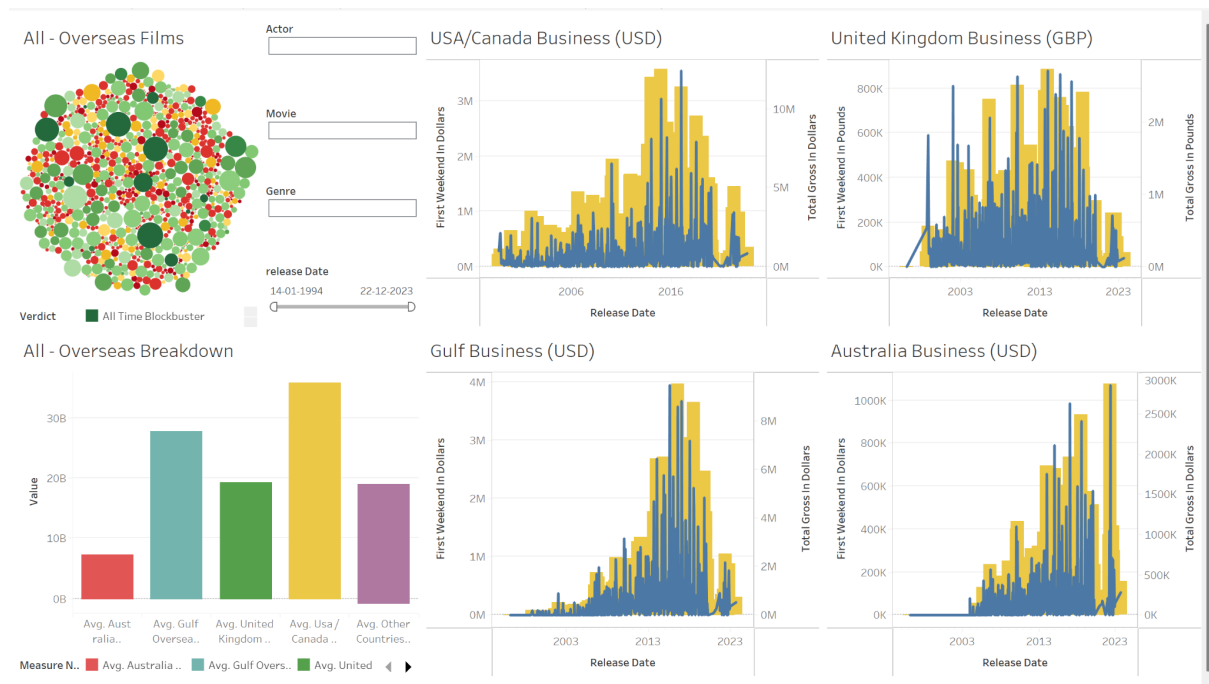
region-specific earnings, distributors can set competitive asking prices and adjust marketing strategies accordingly.

- **Distributor Share Structuring:** Distributors can use weekly performance trends to craft flexible revenue-sharing agreements with exhibitors. For films showing strong first-week performance, distributors may negotiate higher shares upfront, while more balanced weekly revenue can allow for steady shares over time.



## Chart 2: Overseas Business Analysis

**Purpose:** This chart supports overseas distributors and producers by providing global insights into film performance, filtered by key factors like genre and actor.



## Use Cases:

### 1. Overseas Distributor Price Setting:

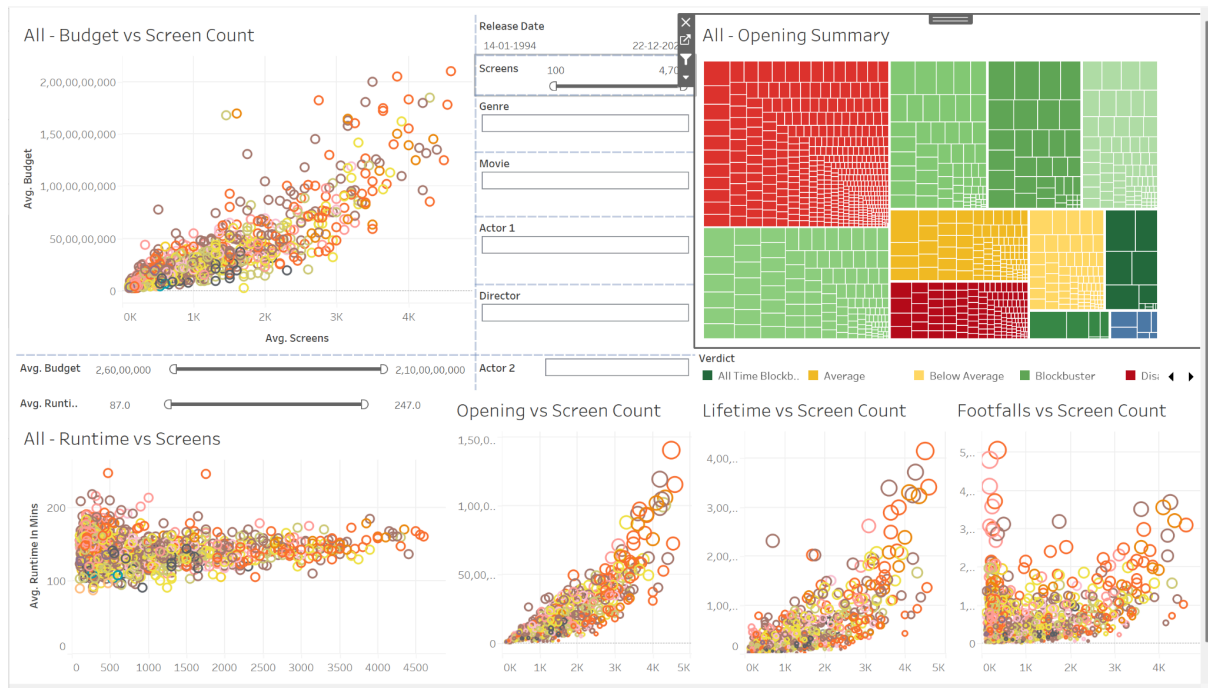
- **Overseas Distributors:** By filtering for specific genres or actors, overseas distributors can track initial box office openings and lifetime collections for films across various international markets. This allows them to set optimal asking prices based on previous comparable films' success, catering to local market demand.

### 2. Global Selling Price Optimization:

- **Producers:** Producers can evaluate film performance across regions to set fair selling prices for international distribution. This feature supports informed pricing decisions by comparing box office trends, particularly helpful for films with significant international appeal.

## Chart 3: Screen Count and Footfall Estimation - Runtime Comparison

**Purpose:** This chart assists stakeholders in making data-driven decisions regarding screen count allocations, ticket pricing, and runtime selection by comparing historical data on similar films.



## Use Cases:

### 1. Screen Count Planning:

- **Distributors:** For optimal profitability, distributors can filter by genre and runtime to analyze how similar past films performed based on their screen count. For instance, a distributor considering a wide release for a comedy film can review data from similar releases to determine the ideal screen count.

### 2. Opening Weekend Projections:

- **Distributors and Exhibitors:** By reviewing the performance of films with similar actors or directors, distributors can gauge the potential opening weekend turnout and adjust screen allocation accordingly.

### 3. Runtime Insights for Directors:

- **Directors:** Filtering for specific runtimes within a genre, directors can assess successful runtimes for comparable films. This aids in making informed decisions that align runtime with audience preferences, improving the film's overall appeal.

### 4. Ticket Pricing Strategy:

- **Exhibitors:** With access to footfall data, exhibitors can view historical demand patterns, allowing them to set optimal ticket prices for maximum revenue. The comparison of film budget with box office performance offers further insight, enabling exhibitors to adjust prices according to the film's budget and projected popularity.