Homework assignment 1

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# Show customer decision journey in a Movie industry (use graphical representation)

**2)Active evaluation**

The Customer goes through the list of available movies

**1) Initial-consideration set** as he/she decides upon what exactly they want to

The Customer thinks about watch, based on online reviews, availability, price etc.

watching a movie, based

on online reviews and

suggestion of others.

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**5)Loyalty loop(Trigger)**

The customers might become

a loyal fan of the movie if he/she

gets enough satisfaction from it and

might recommend it to others.

**3)Moment of**

**purchase**

Finally, the customer

decides upon

watching a movie and

books a ticket for it.

**4)Post purchase experience**

The customer experiences watching the

movie of his/her choice in the theatre and

forms a certain set of opinions regarding the

movie, that will influence their future activity.

# Using one business objective of your choice (see Slides), explain Analytics Process.

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| **Business objective:**  Ans) Improving movie ticket sales(Improve sales performance).  **Key questions:**  Ans)  1) Why certain customers decided to abandon their ticket booking?  2) What locations was the customer looking for to watch the show?  3) What kind of discounts and offers were available to the customer during his/her booking process? | **Data**  What kind of data you need to answer the questions  Ans)  Data - Clickstream data from websites like amctheatres.com, fandango.com, atomtickets.com etc and data from companies like PreAct, Fizziology and Moviepilot.  Source – Google Analytics, Crimson Hexagon and Fizziology. |
| **Report**  What is your story and what kind of visuals you want to show  Ans) I will showcase the manager and other personnel the advantage of conducting more promotional events for the movie with the leading cast by offering more discounts and offers to attract more customers by explaining how more audience have watched the movie in theatres with better discounts on their food and beverages, I will also mention what age groups of people and the geographic locations that are best to target based on descriptive analytics reports. My visuals will include the type of sales(in person sale, online sale), gross revenue, net revenue, budget, margin percentage, audience age groups and the geographic locations of best and worst performing theatres on a Microsoft Power BI dashboard. | **Analysis**  What kind of analysis you can do on the data you have collected  Ans) I will perform different types of “segmentation analysis” on the collected data like “demographic analysis” to narrow down the market on the basis of attributes like age, gender etc, “behavioral analysis” to check the traits of a customer, to understand what expectations they have in terms of cost and other areas like payment options, “geographic analysis” on the basis of country, state, county and street to change the language and other parameters according to the region and finally “psychographic analysis” to understand the preference and needs of the audience through the emotional and mental perspective. Descriptive Analysis on a prequel if the movie is a part of a franchise(example: Avatar) or on a similar genre, Predictive analysis to decide to upon number of theatres to show the movie from past reports and Prescriptive analysis to finalize a plan of action. |

# Clearly explain what action you want your manager to take as an outcome of your business analytics project that you plan to undertake (10-20 words).

Ans) I would want my manager to create a promotional event, in which the leading cast makes an alluring pitch to the audience to watch the movie, while having their favorite drinks and snacks on significant discounts.