

--> Taylor Swift is a successful entrepreneur, extending her brand beyond music. She has taken control of her career by re-recording her albums to regain ownership, advocating for artists' rights.

--> Swift has expanded her business through strategic partnerships, merchandise, and film projects.



# Taylor Swift

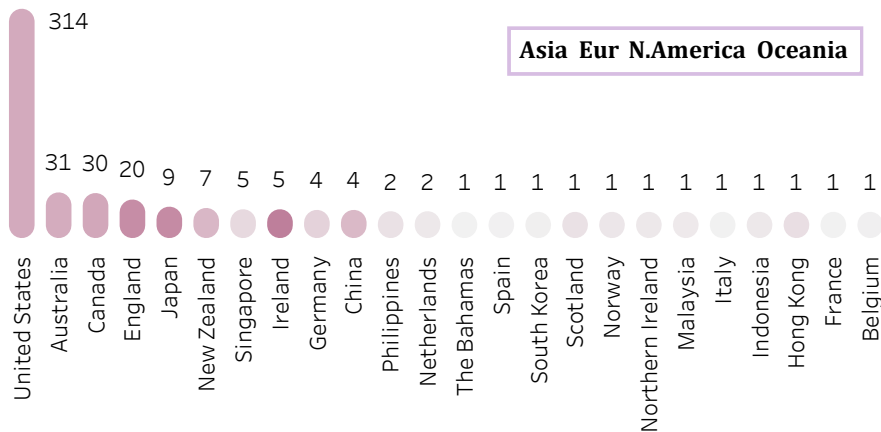
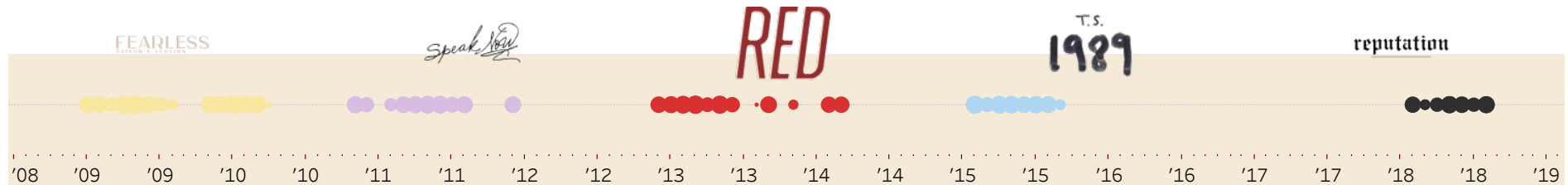


--> She adapts to industry changes while maintaining a strong connection with her fans.

--> Swift's business approach is innovative, independent, and audience-focused, making her an inspi..



# TAYLOR SWIFT THE ERAS TOUR



Asia Eur N.America Oceania

5  
Eras Tours

24  
countries

15,854,646  
Swifties

--> Fearless, Speaknow and Red combined has 2/3 attendies of The 1989 and reputation  
 --> Even though US has highest no. of shows, but Ireland has high average swifties attended followed by japan  
 -->The no.of countries performed reduced over the eras, still doesnt affect the revenue or attendies  
 --> Oceania and Europe has equal no. of attendies and revenue, though oceania consist of 2 countries only

# TAYLOR SWIFT: THE GROWTH OVER YEARS

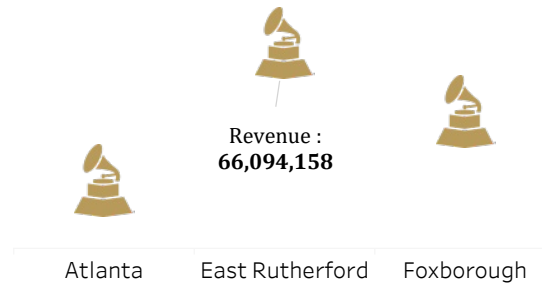
1,580,296,875

Total Revenue

22,031,386

Max. Revenue

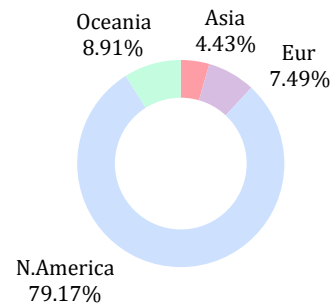
Highest Revenue Award Goes To...



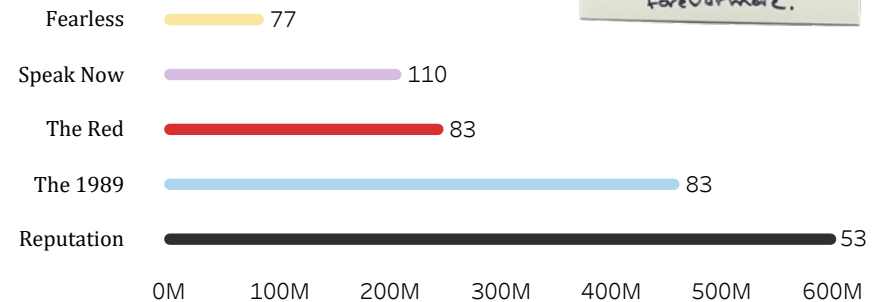
--> The less the number of shows, the more the revenue  
--> Asia has higher revenue compared to Europe  
--> The top 3 highest revenue shows are from US and reputation  
--> 50% of the total revenue is in reputation tour..



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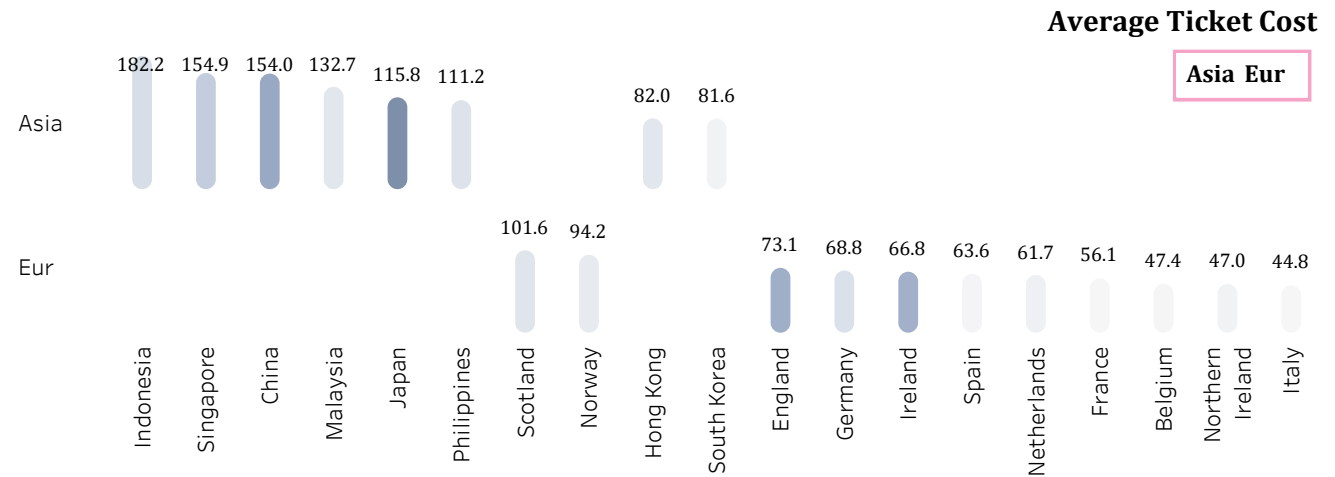
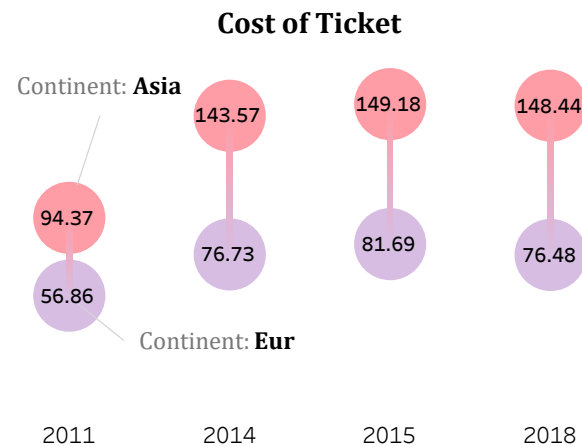
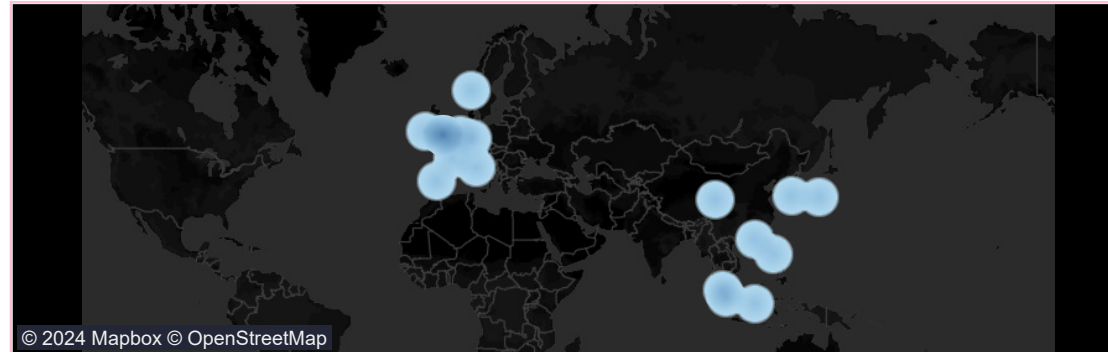
Asia Eur N.America Oceania



# TAYLOR SWIFT: THE EUROPE VS. ASIA ADVENTURE



--> The Italy being the lowest average ticket cost, has the lowest attendies  
 --> Eventhough the europe look highly dense, the choice of location in Asia attracted more attendies.  
 --> The more the show the less the demand  
 --> The country that produced high revenue in Europe is just half the value to the country that produced high revenue in Asia



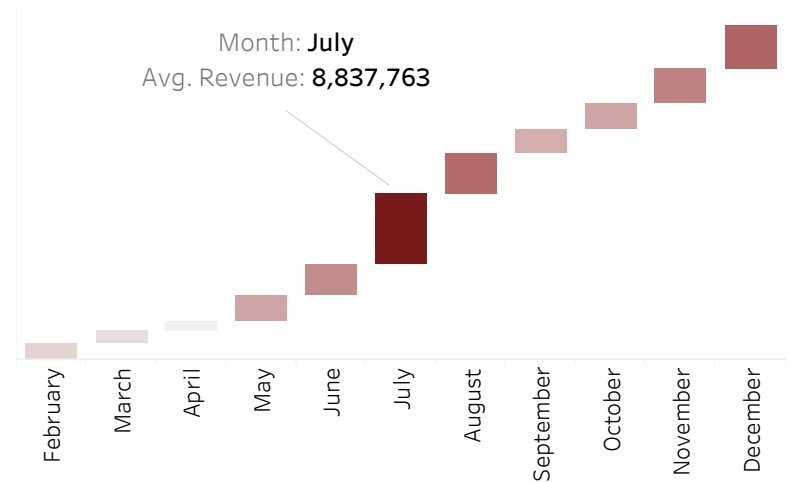
# TAYLOR SWIFT: THE EUROPE'S REVENUE INSIGHTS



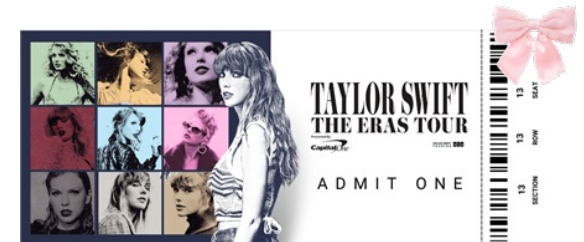
T.S.  
It's like I got this music  
in my mind sayin' it's gonna be  
alright. *Shake it off*

--> England followed by Ireland and Germany leading the revenue production in Europe  
 --> June and December generates more revenue compared to all year long  
 --> The larger the size of Venue, the more the revenue  
 --> France and Spain combined produced revenue less than Netherlands

Revenue over season



Venue Size vs. Revenue



# RECOMENDATION

## **Location**

--> Limit the number of shows concentrated within nearby geographical locations

## **Venue**

--> Choose venue with high number of seating and optimize the ticket based on priority

## **Ticket Cost**

--> Increase the cost of ticket based on the demand at venue with low no. of seating

## **Season**

--> Mid year and End of year is a great season to have a show.

## **Demand**

--> The less the number of shows the more the demand, Conduct less number of shows countrywise in an era  
..