| Key Questions: | Answer or Insights: | Action Points: |  |
| --- | --- | --- | --- |
| Which distributors are generating the most revenue? | Distributors like Disney and Universal have shown significant revenue generation, with Disney leading in total gross. | - Focus on strengthening relationships with top-performing distributors.  - Consider partnering with high-revenue distributors. | **Bar Chart** - Shows total gross by distributor |
| How is the revenue changing over time? | Revenue tends to peak in the early weeks of release and then gradually declines. | - Optimize release schedules to maximize revenue during peak weeks. | **Combo Chart** - Shows percentage change over weeks |
| Which films are experiencing significant week-over-week changes in revenue? | Films like "Fly Me To The Moon" and "Jatt & Juliet 3" have experienced significant drops in revenue (78% and 50%, respectively). | - Implement strategies to stabilize revenue drops, such as re-engagement campaigns or promotional offers during critical weeks. . | **Combo Chart** - Compares percentage changes for different films |
| Do more film releases correlate with higher overall weekend gross? | The overall weekend gross is more influenced by trending films rather than the number of releases. | - Consider selective film releases based on market trends and audience interest. | **Column Chart** - Plots number of films released against weekend gross |
| Are there particular weeks where films tend to generate more cumulative revenue? | While early weeks generally generate revenue, the 6th week showed an unexpected increase in cumulative revenue. | - Investigate the factors contributing to the 6th week's revenue spike. | **Line Chart** - Shows cumulative revenue over weeks |