

MOVIE RENTAL ANALYTICS : Discovering Patterns, Customer Preferences, and Key Revenue Contributors

Customer Analytics

In the Customer Analysis section, we conduct an in-depth examination of customer segmentation, preferences, and demographics. This analysis uncovers the behaviors of high-value customers and their influence on revenue, providing valuable insights to guide personalized marketing strategies and customer-focused efforts designed to boost satisfaction and build long-term loyalty.

Revenue Analytics

The Revenue Analysis section provides a detailed overview of the financial performance of our rental store operations. It explores key factors like rental pricing, replacement expenses, and long-term sales patterns. By breaking down revenue across countries, customer segments, and film categories, this analysis reveals essential insights that support the development of effective revenue optimization strategies and inform decisions to ensure long-term financial stability.

Rental Analytics

Our Rental Analysis initiative explores the complex patterns of rental behavior and customer activity. By examining elements like rental duration, frequency, and payment history, the analysis reveals subtle trends that significantly impact both store revenue and customer loyalty. It also tackles key questions related to seasonal fluctuations and the differences between active and inactive customers, providing valuable insights to shape effective, data-driven strategies.

Location Analytics

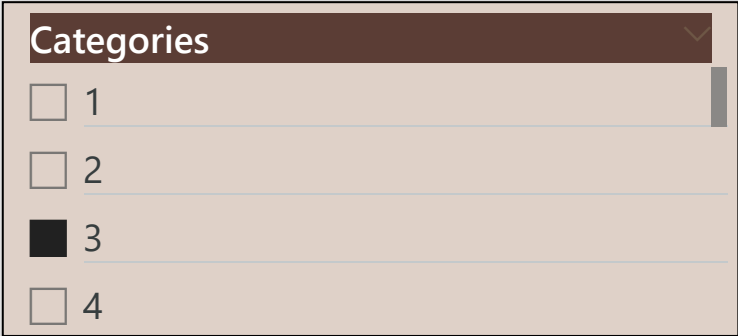
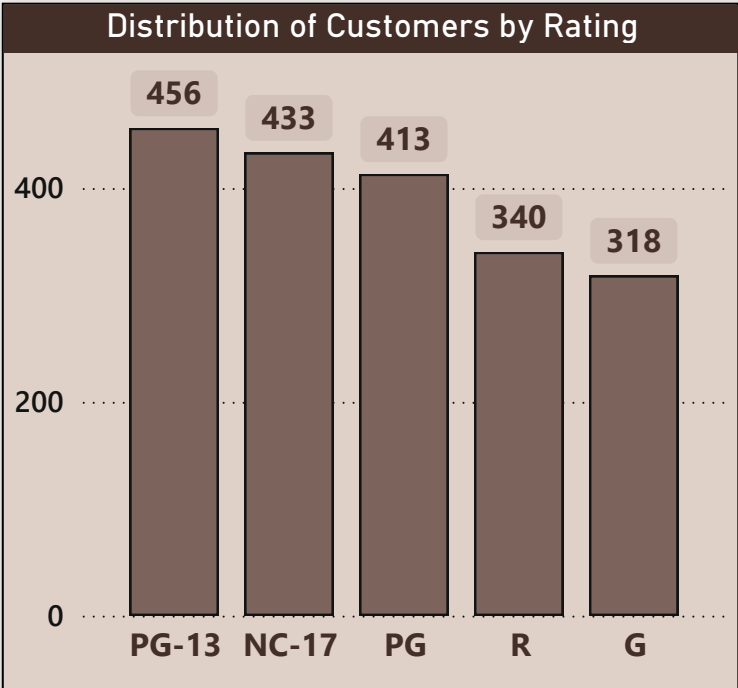
The Location Analysis section examines the performance of rental stores across various geographic regions. Utilizing detailed visualizations and thorough data analysis, it seeks to reveal the significant impact of location on key success indicators. The focus lies in assessing store performance, customer satisfaction levels, and the geographic proximity of stores to their customer base.

112M
Rental Frequency

579
Count of Custom...

173.40
Total Rental Rate

97.24K
Revenue



Customer Insights

first_name	last_name	customer_id	active(1) / inactive(0)
AARON	SELBY	375	1
ADAM	GOOCH	367	1
ADRIAN	CLARY	525	1
ALAN	KAHN	389	1
ALBERT	CROUSE	352	1
ALEXANDER	FENNELL	439	1
ALFRED	CASILLAS	423	1
ALFREDO	MCADAMS	567	1
ALICE	STEWART	51	1
ALICIA	MILLS	152	1
ALLAN	CORNISH	548	1
ALLEN	BUTTERFIELD	412	1
ALLISON	STANLEY	228	1
ALMA	AUSTIN	196	1
ALVIN	DELOACH	467	1
AMANDA	CARTER	40	1

Sales by Customer Segments

Children

97.24K

Rental Rate by Customers

Customer	Rental Rate
(Blank)	57
ELEANOR	9
GEORGE	9
BOB	8
EDWIN	8
ELMER	8
ISAAC	8
MABEL	8
PHILIP	8
ZACHARY	8
CHARLENE	7
CHRISTOPH...	7
DAVE	7
JAIME	7
JERRY	7
JESUS	7
KAY	7
KELLY	7
LESLIE	7
MARY	7
ROLAND	7
SARAH	7
WILMA	7
ANNETTE	6
BEN	6
BRIAN	6
BYRON	6
CRAIG	6
DENISE	6
ERNEST	6
EUGENE	6
FRANCIS	6
FRED	6
GINA	6
GLORIA	6

Revenue Overview

Rental Revenue by Country



1.65M

Revenue

2.98K

Total Rental Rate

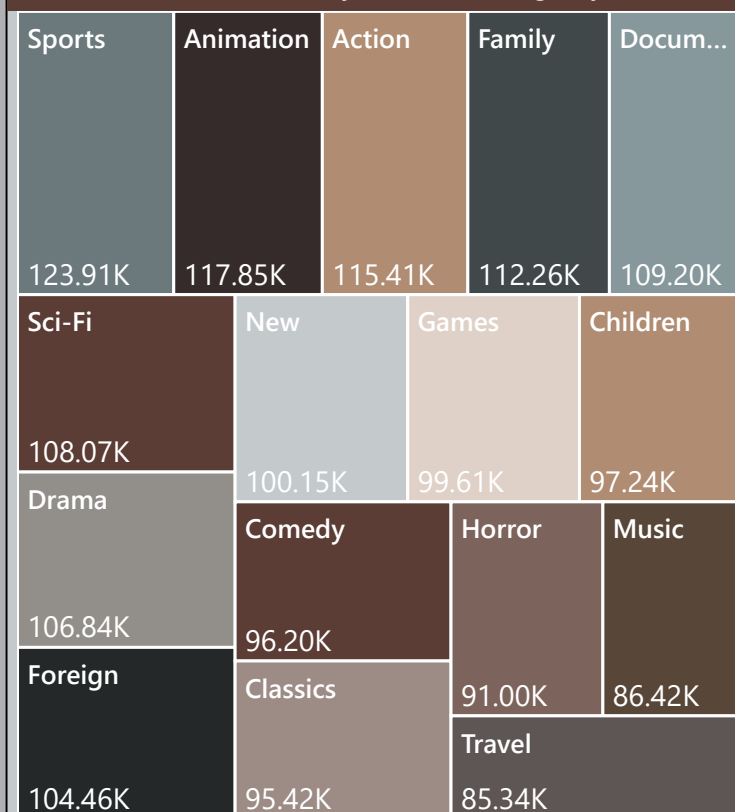
2bn

Rental Frequency

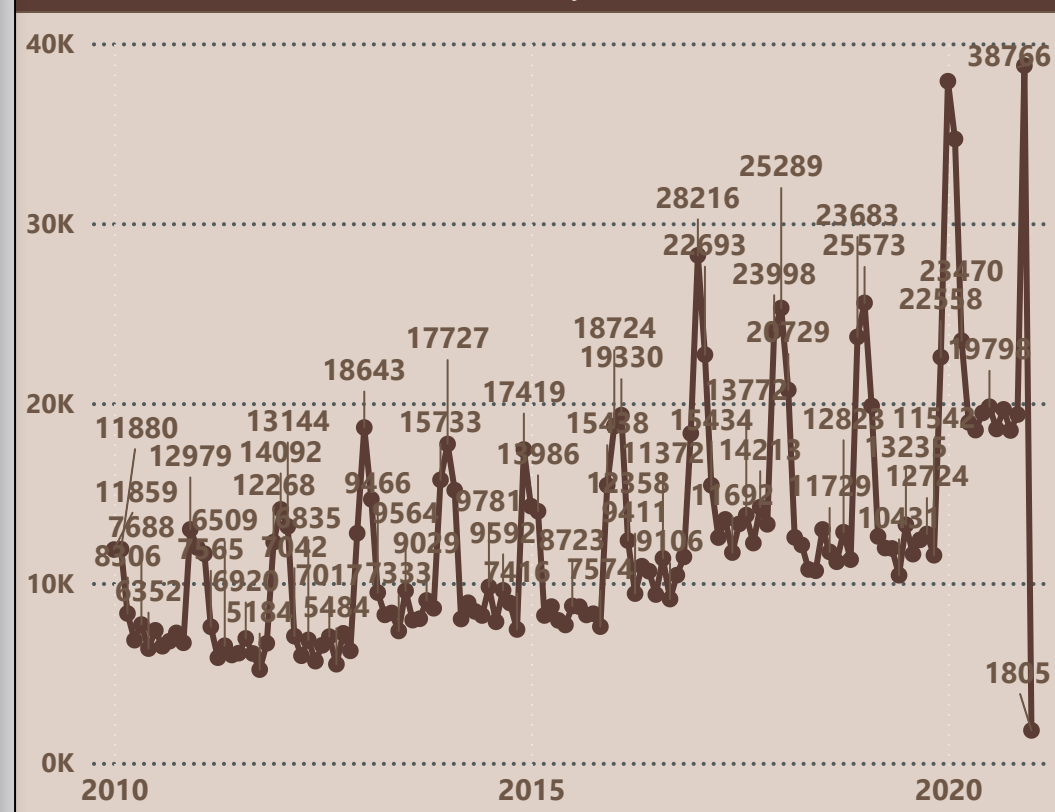
36.94K

Total Rentals

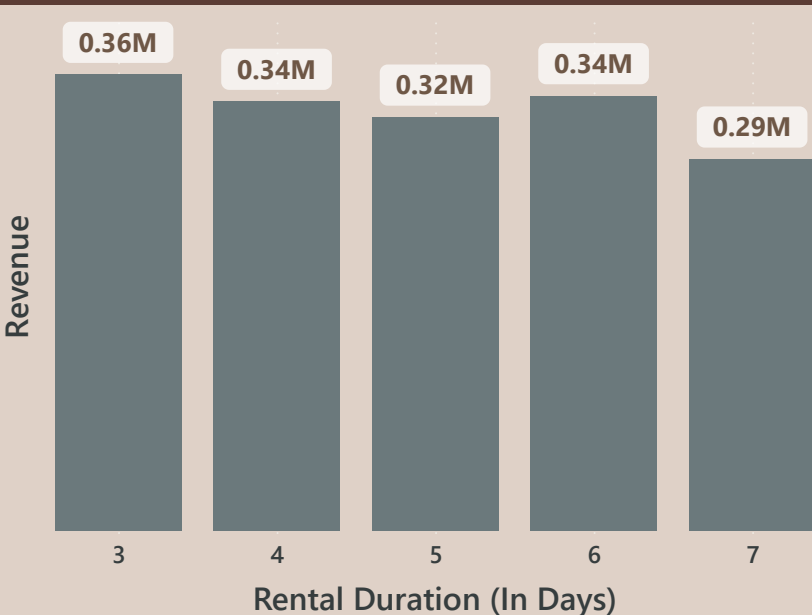
Revenue by Film Category



Revenue by Month



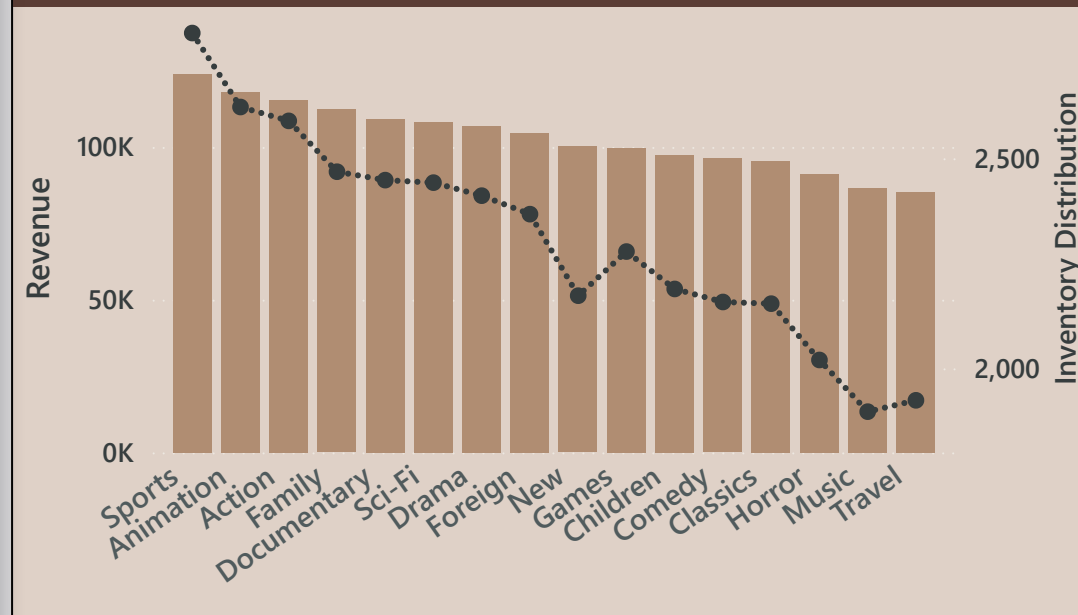
Revenue by Rental Duration (In Days)



Year

- ☐ (Blank)
- ☐ 2010
- ☐ 2011
- ☐ 2012
- ☐ 2013
- ☐ 2014
- ☐ 2015
- ☐ 2016
- ☐ 2017
- ☐ 2018

Revenue & Inventory Distribution by Category



2.43K

Total Rental Rate

634M

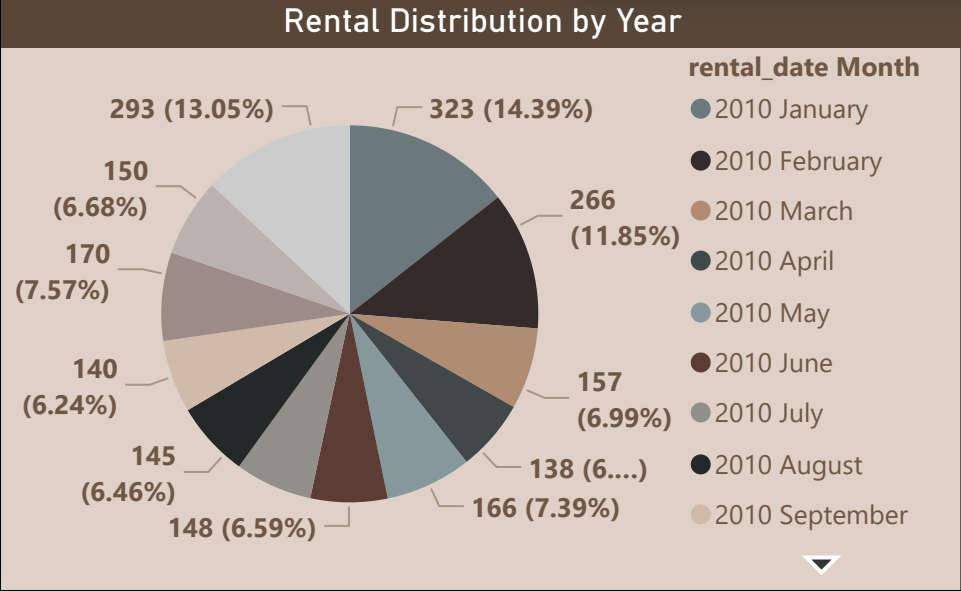
Total Rentals

4.95

AVG of Rental Duration

102.01K

Revenue



Rental Behavior Analysis

Average of rental_duration by Film-category

Sum of rental_duration 206 302

Travel	5.41
Family	5.21
Music	5.15
Foreign	5.12
Games	5.09
Drama	5.09
Comedy	4.98
Classics	4.96
Children	4.91
Horror	4.91
Animation	4.90
Documentary	4.88
Action	4.80
Sci-Fi	4.78
Sports	4.61
New	4.58

Count of Inventory

2245

0 4490

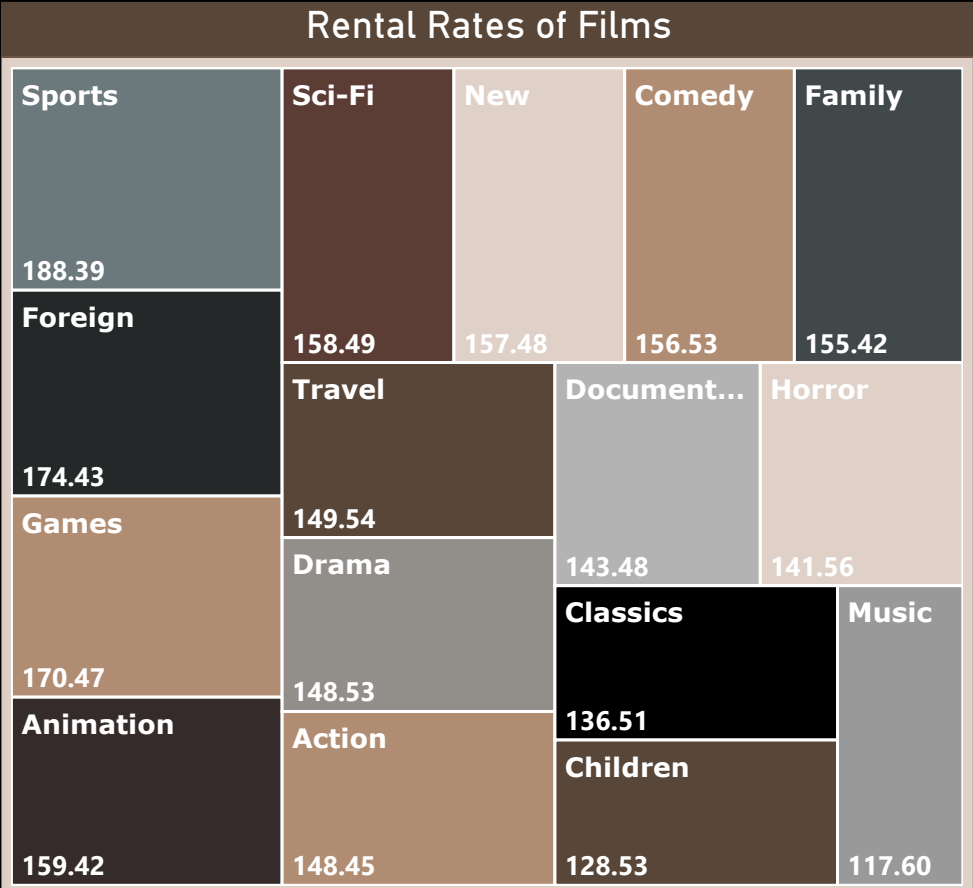
Year

☒ 2010

☐ 2011

☐ 2012

Rentals by Film Title	
Film Title	Average of rentals
RIGHT CRANES	281480.00
SPLENDOR PATTON	281495.00
CASSIDY WYOMING	281499.00
WONDERFUL DROP	281503.00
GUYS FALCON	281506.00
PEACH INNOCENT	281541.00
SHREK LICENSE	281541.00
SHANGHAI TYCOON	281583.00
JEKYLL FROGMEN	281588.00
BLINDNESS GUN	281589.00
EVERYONE CRAFT	281611.00
BLUE INSTINCT	281615.00



Rentals by Customer	
Customer Name	Average of Rentals
ROBERTO	281521.00
LENA	281539.00
ERICA	281541.00
DALE	281546.50
AUSTIN	281560.00
MELANIE	281562.00
BRANDON	281597.00
MAE	281603.50
TIMOTHY	281641.00
AMBER	281668.50
VERONICA	281703.00
FRANKIE	281708.00

Geographic Insights

1.65M

Revenue

4.99

AVG of rental dura...

2bn

Rental Frequency

2.98

AVG of Rental Rate

COUNTRIES

☐ (Blank)

☐ Afghanistan

☐ Algeria

☐ American Samoa

☐ Angola

☐ Anguilla

☐ Argentina

☐ Armenia

☐ Australia

☐ Austria

CITIES

☐ (Blank)

☐ A Corua (La Corua)

☐ Abha

☐ Abu Dhabi

☐ Acua

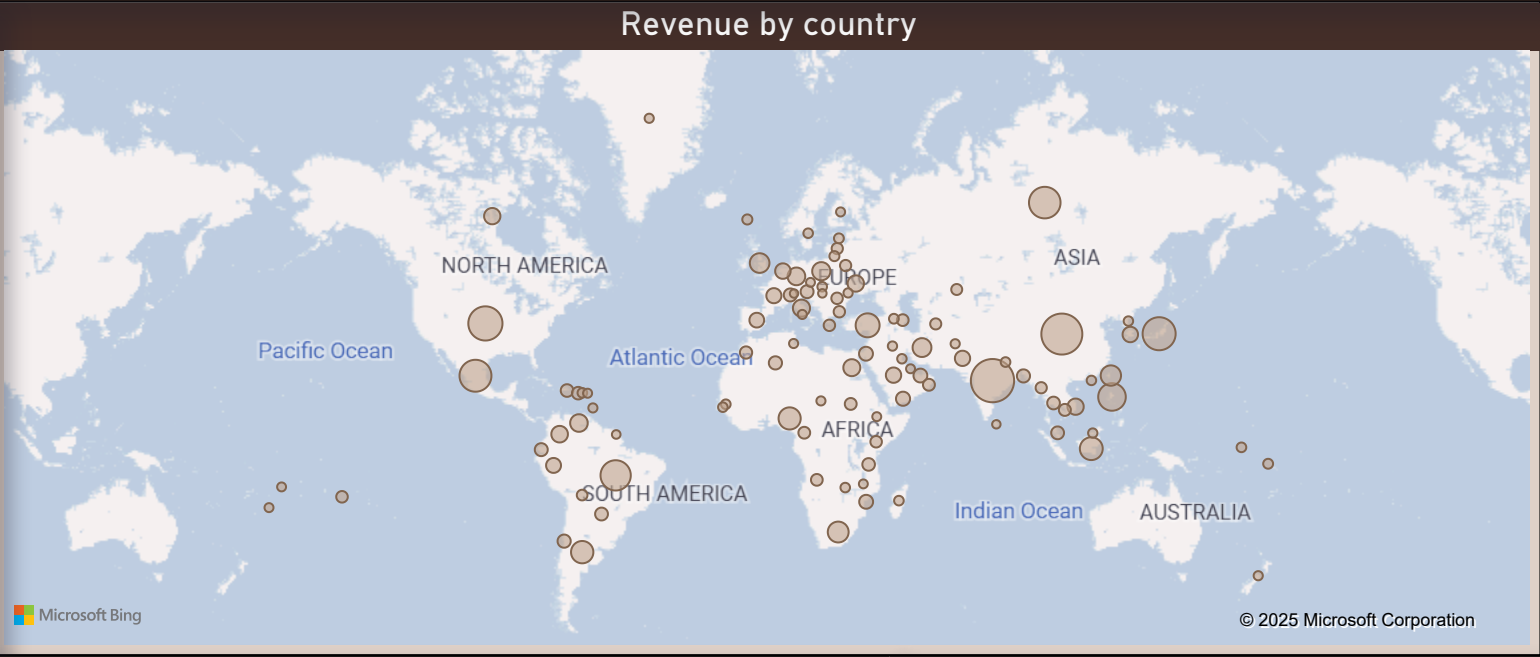
☐ Adana

☐ Addis Abeba

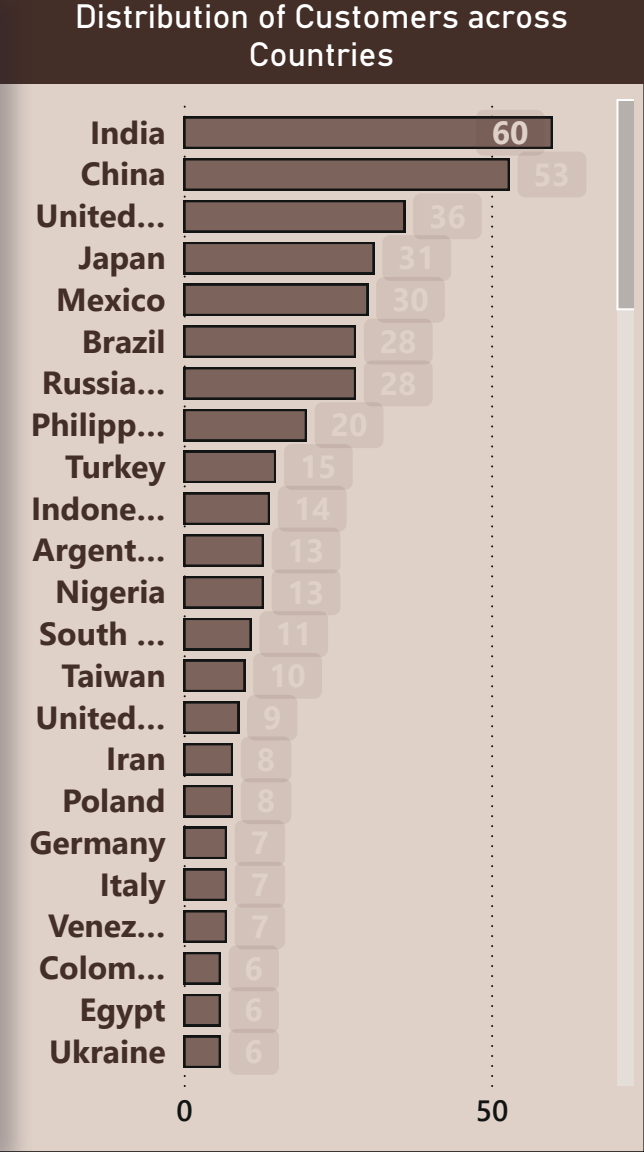
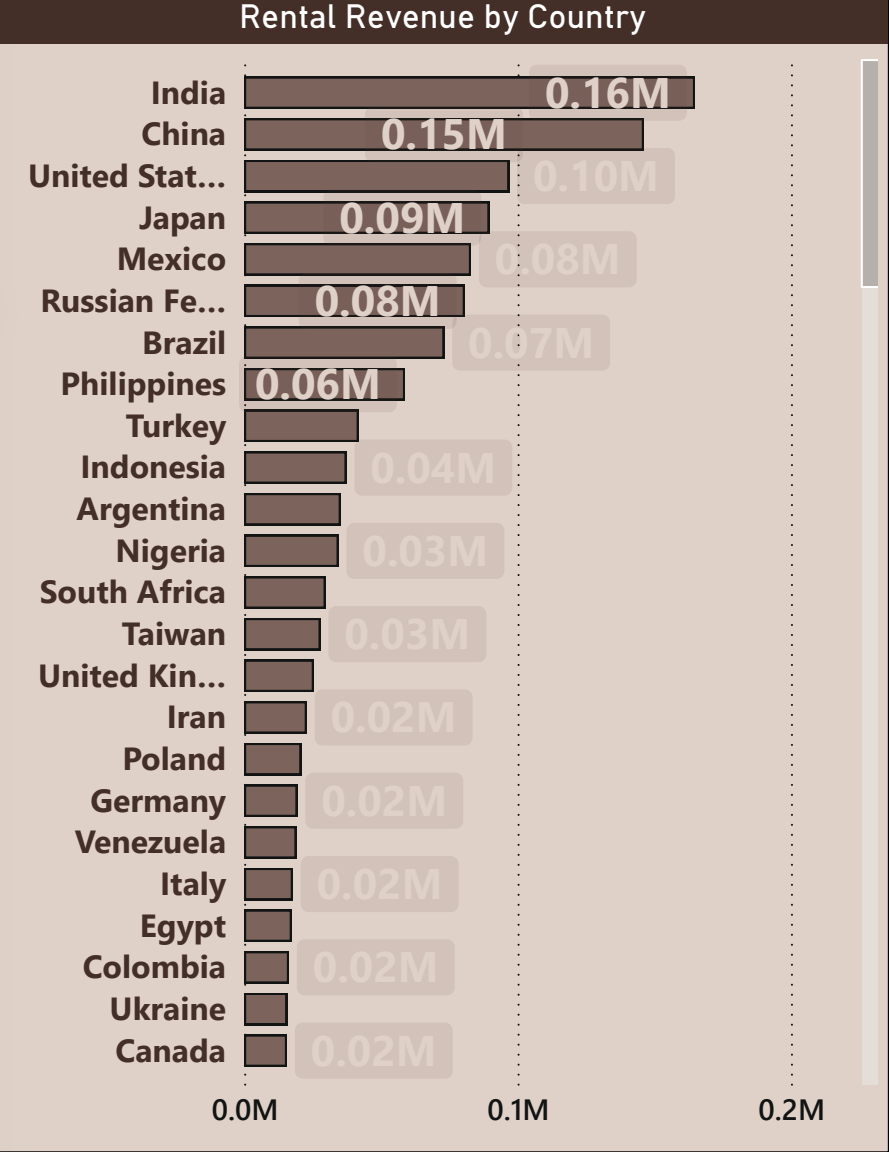
☐ Aden

☐ Adoni

☐ Ahmadnaqar



Country	Sum of rental_rate	Rental Duration
	2,739.79	4578
India	2,701.95	4491
China	2,586.25	4351
Total	2,980.00	4985



Credits

This project is done by:

Janani Karthikeyan	(Contribution: 33.33%)
Kiran Tamilselvan	(Contribution: 33.33%)
Bagheshri Suresh Kumar	(Contribution: 33.33%)