ANALYZING MOVIE RENTAL DATA FOR STRATEGIC DECISION-MAKING
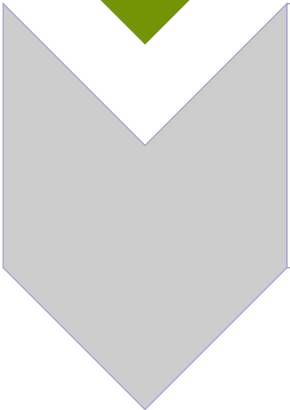
OBJECTIVES

Extract relevant insights, identify patterns and trends, and provide data-driven solutions to support decision-making processes.
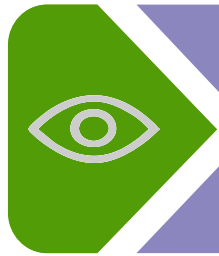
Contribute to the development of a successful launch strategy for Rockbuster's online video rental service.

Leverage data analysis to identify target customer segments, understand market trends, optimize inventory management, and enhance the overall customer experience.

GENERAL INFORMATION ABOUT THE DATA

599 CUSTOMERS

FROM **108** COUNTRIES

RENTAL RANGE **$0.99–$4.99**

AVG RENTAL DURATION: **5 DAYS**

REPLACEMENT COST $9.99 – $29.99

DATA FROM: The trimester between 2007–02–14 and 2007–05–14

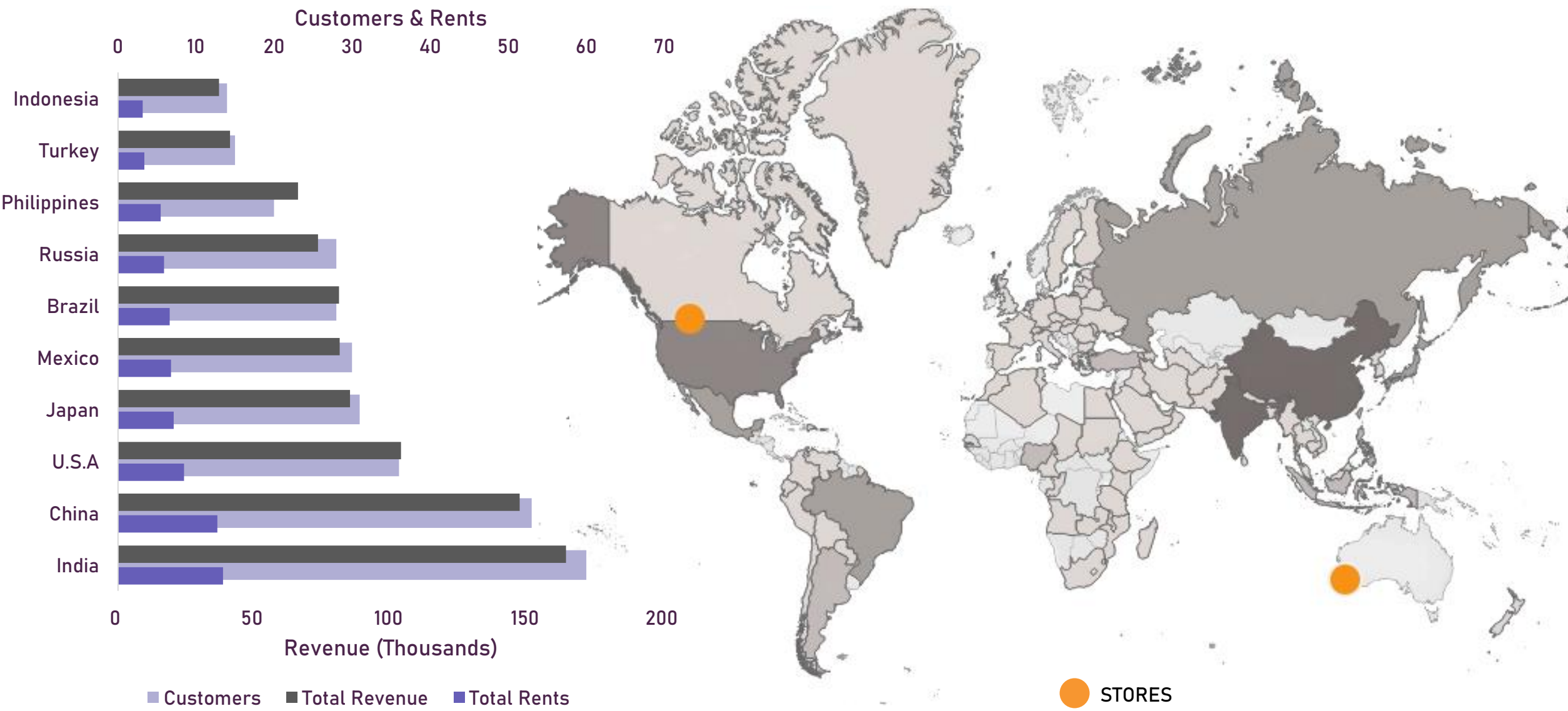FROM TWO STORES in **Canada and Australia**

1000 FILMS

FROM **2006**

RATINGS: PG–13, NC–17, PG, R, G.

17 GENRES

LANGUAGES: English

GEOGRAPHICAL DISTRIBUTION OF CUSTOMERS, RENTS, AND REVENUE

Customers & Rents

Revenue (Thousands)

Indonesia
Turkey
Philippines
Russia
Brazil
Mexico
Japan
U.S.A
China
India

Customers   Total Revenue   Total Rents

STORES

POPULAR RENTAL GENRES

Total Sales	Genre	Number of films	Avg rents per film
$ 4,892	SPORTS	74	14.6
$ 4,336	SCI-FI	61	16.4
$ 4,245	ANIMATION	66	16.1
$ 4,118	DRAMA	62	15.4
$ 4,002	COMEDY	58	14.7
$ 3,966	NEW	63	13.7
$ 3,952	ACTION	64	15.8
$ 3,934	FOREIGN	73	13.1
$ 3,922	GAMES	61	14.5
$ 3,782	FAMILY	68	14.4
$ 3,750	DOCUMENTARY	68	13.8
$ 3,401	HORROR	56	13.8
$ 3,353	CLASSICS	57	15.1
$ 3,309	CHILDREN	60	14.4
$ 3,227	TRAVEL	57	13.4
$ 3,072	MUSIC	51	14.7
$ 48	THRILLER	1	11.0

Legend: Total Sales, Number of films, Avg rents per film
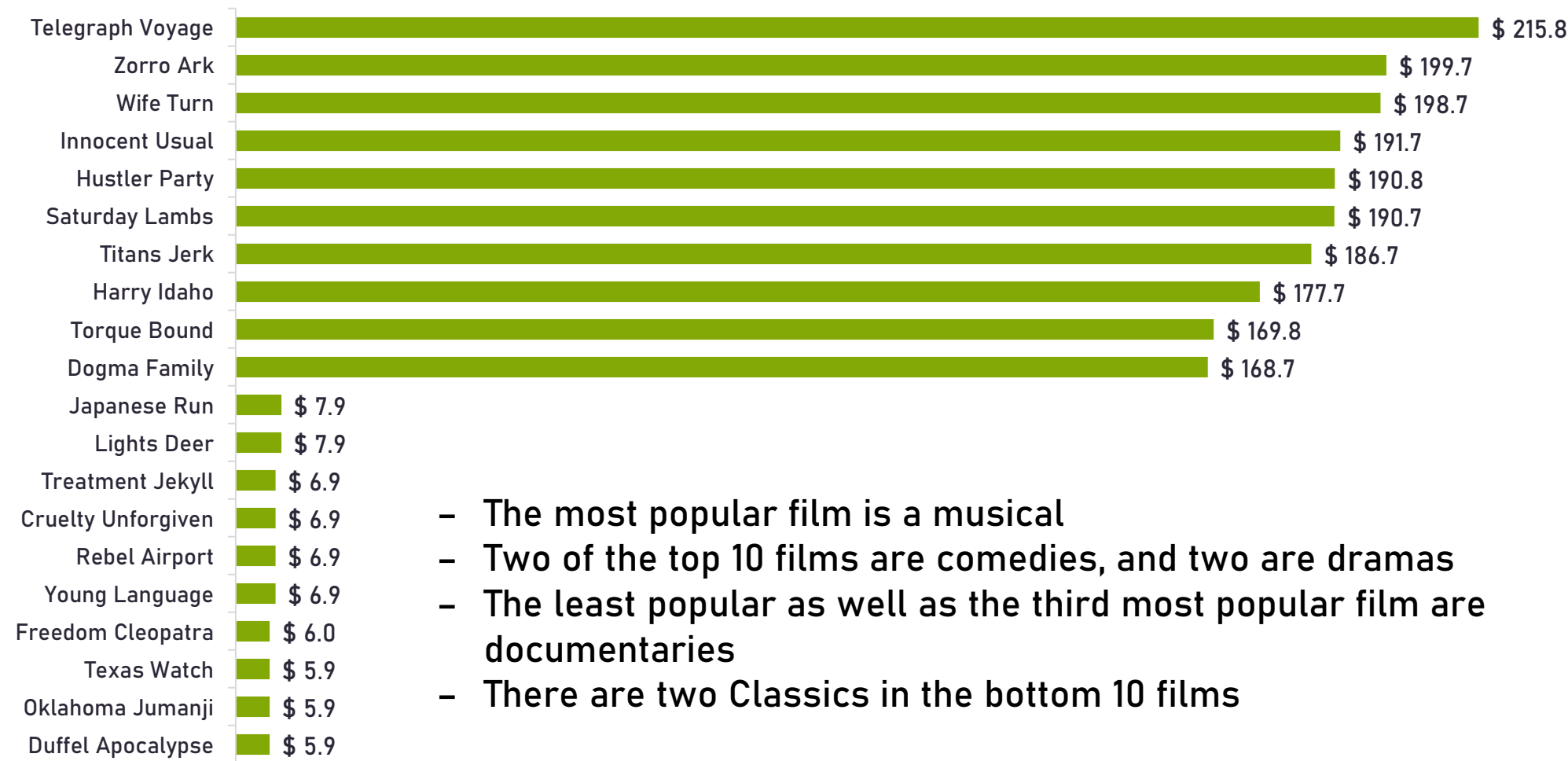
- The Sci–fi and Animation genre have the highest average rents per film, suggesting that films in this genre are frequently rented by customers and have a higher rewatch value.

- The Comedy, Sports, and New genre have the highest average price per rent, indicating that customers are willing to pay a premium for this content.

- Despite only having one film from the Thriller genre, the average rents per film are consistent across most genres, ranging from 13.1 to 16.4. This suggests a relatively similar level of popularity or demand for films within each category.

FILM RATING ANALYSIS

PG
19%

R
20%

$ 12,237

$ 12,073
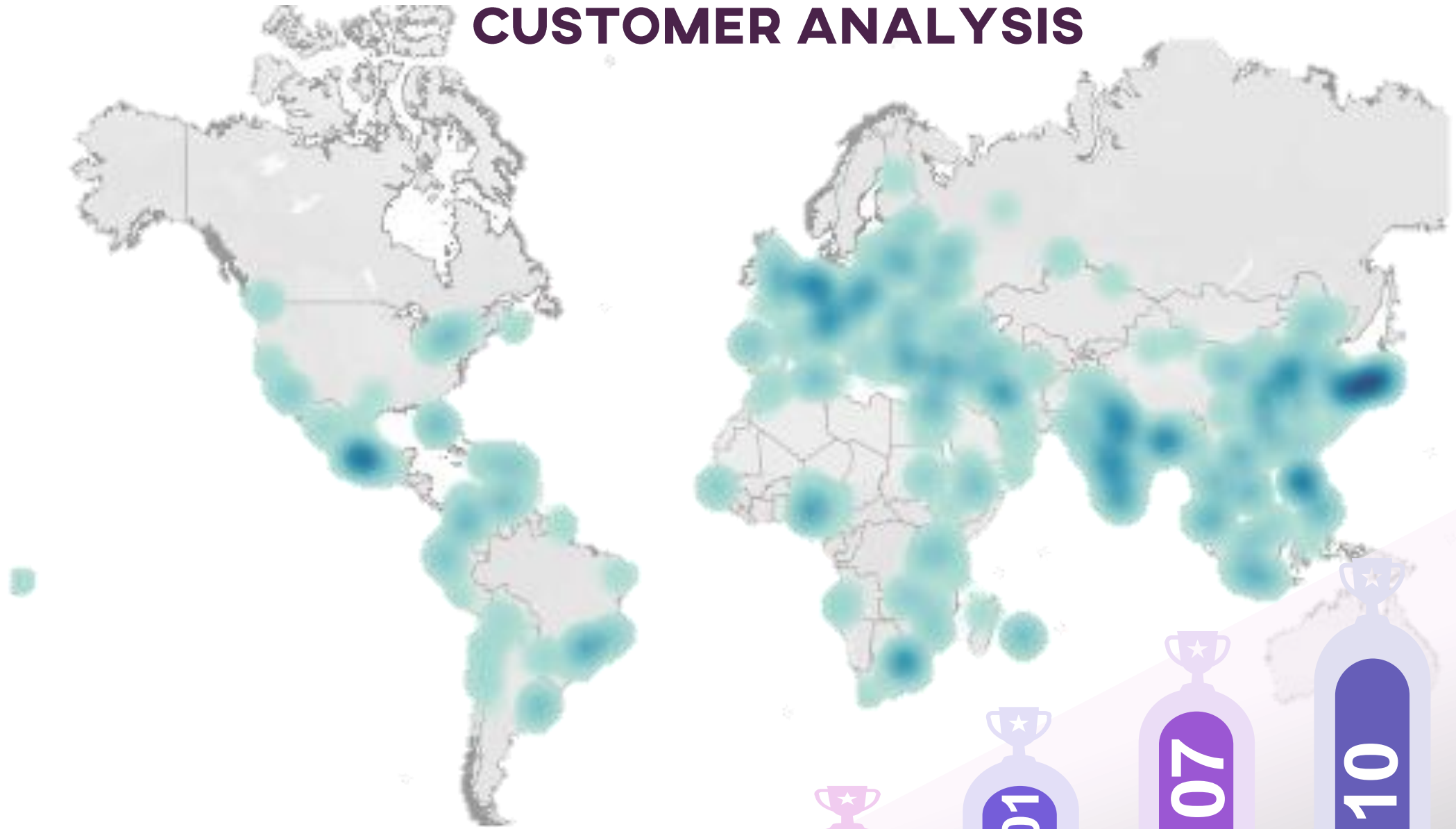
NC-17
21%

$ 12,635

$ 10,512

$ 13,856

G
18%
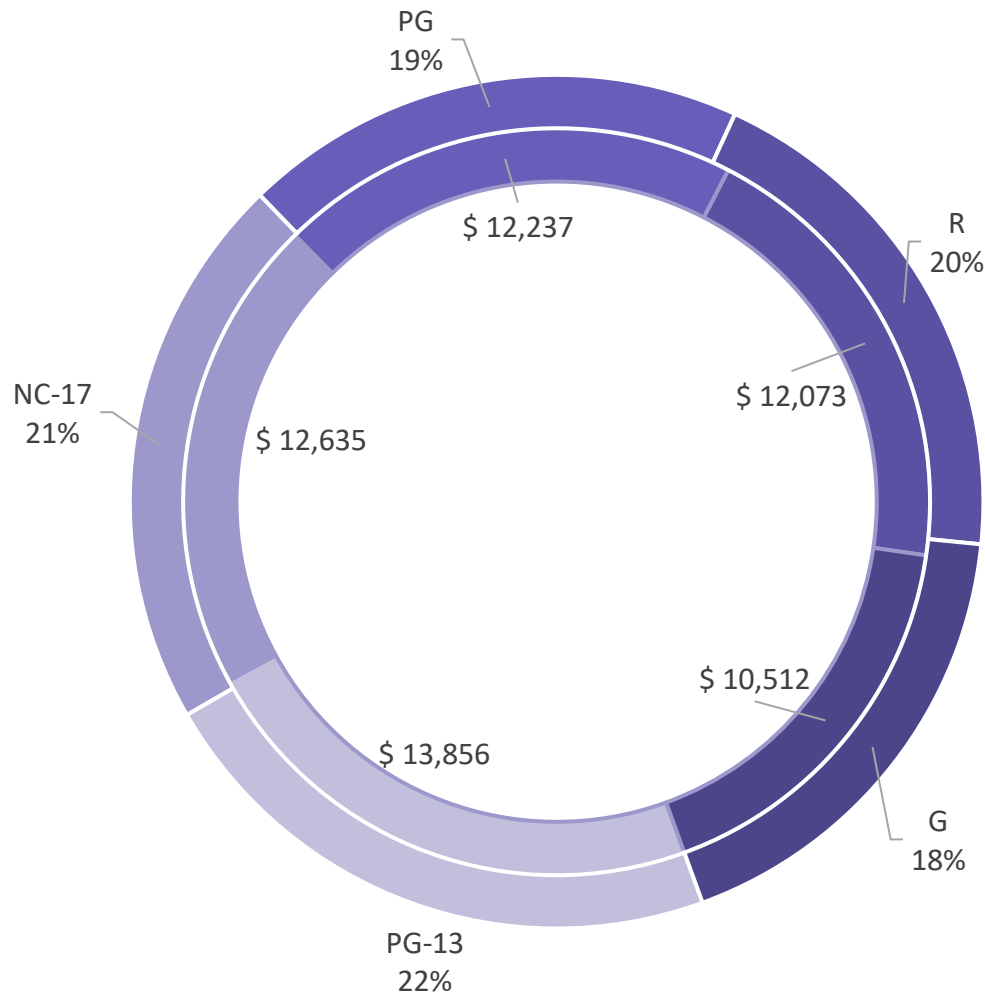
PG-13
22%

- In terms of total amount generated from rentals, the PG-13 rating has the highest revenue $ 13.856.
- The total revenue from each rating category is proportional to the number of films available in each genre.
- The NC-17 rating has the second-highest total number of rents, indicating a significant interest in more mature and adult-oriented content.
- The G rating has a lower total number of rents compared to other ratings and therefore revenue ($10.512), suggesting a relatively lower demand for movies specifically aimed at all audiences. Films targeted to specific audiences seem to be more popular than those who seek to appeal to everyone

FILM REVENUE ANALYSIS – BEST AND WORST

Film	Revenue
Telegraph Voyage	$ 215.8
Zorro Ark	$ 199.7
Wife Turn	$ 198.7
Innocent Usual	$ 191.7
Hustler Party	$ 190.8
Saturday Lambs	$ 190.7
Titans Jerk	$ 186.7
Harry Idaho	$ 177.7
Torque Bound	$ 169.8
Dogma Family	$ 168.7
Japanese Run	$ 7.9
Lights Deer	$ 7.9
Treatment Jekyll	$ 6.9
Cruelty Unforgiven	$ 6.9
Rebel Airport	$ 6.9
Young Language	$ 6.9
Freedom Cleopatra	$ 6.0
Texas Watch	$ 5.9
Oklahoma Jumanji	$ 5.9
Duffel Apocalypse	$ 5.9

- The most popular film is a musical
- Two of the top 10 films are comedies, and two are dramas
- The least popular as well as the third most popular film are documentaries
- There are two Classics in the bottom 10 films

THE GENRE ALONE DOES NOT APPEAR TO BE THE SOLE DETERMINING FACTOR FOR THE NUMBER OF RENTALS OR THE POPULARITY OF A FILM.

CUSTOMER ANALYSIS

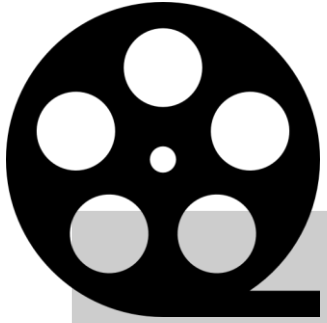TOP 5 CUSTOMERS IN THE TOP 10 CITIES WHO HAVE PAID THE HIGHEST TOTAL AMOUNTS TO ROCKBUSTER.

$99
CLINTON BUFORD
Aurora, USA

$101
GLEN TALBERT
Acua, Mexico

$107
MARLENE WELCH
Iwaki, Japan

$110
KYLE SPULOCK
Shanwei, China

$112
ARLENE HARVEY
Ambattur, India

RECOMMENDATIONS

CONTENT

- Expand the portfolio of films in different languages, especially **Hindi, Chinese, Japanese, and Spanish**, to cater to a broader audience. Additionally, consider adding local movies and series produced in countries with high rental rates.
- Price movies in popular genres with the highest rents per film accordingly to maximize revenue. Customers have shown a willingness to pay more for genres like **comedy, new releases, sports, and games.**
- Provide a variety of movies with different ratings to cater to diverse audiences, **including more mature, niche, and adult-oriented content.**
- Increase the availability of thriller movies since there is a demonstrated interest from customers but limited offerings currently.
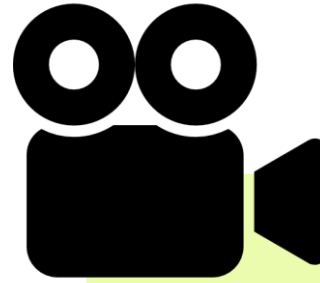
MARKETING

- Target countries with the highest rental rates, such as **Indonesia, Turkey, the Philippines, Russia, Brazil, Mexico, Japan, USA, China, and India**, to focus on expanding streaming services and maximize revenue.
- Implement **promotional offers and discounts** to attract new customers. For instance, offering a free trial period for new customers or providing discounts for loyal customers.
- **Establish a referral program** to encourage existing customers to refer friends and family to the streaming services. Incentives like discounts or free rentals can be offered to customers who successfully refer new customers.
- **Utilize predictive analytics to forecast future trends and demand for movies.** This can involve predicting popular movies in specific countries or regions, aiding in strategic content acquisition and marketing decisions.

THANK YOU!

For more information about the data and the queries used, please refer to the Excel file provided.