

BUSINESS INSIGHTS AND MARKET TRENDS



AGENDA

The goal of this presentation is to assess the **current state of the business** by reviewing our catalog, active user base, and revenue, with the aim of identifying patterns and trends that can be leveraged to **improve commercial performance**.

- 1.- SUMMARY**
- 2.- CUSTOMER BASE ANALYSIS**
- 3.- REVENUE & SPENDING PATTERNS**
- 4.- CONTENT CONSUPTION TRENDS**
- 5.- STRATEGIC TAKEAWAYS & NEXT STEPS**



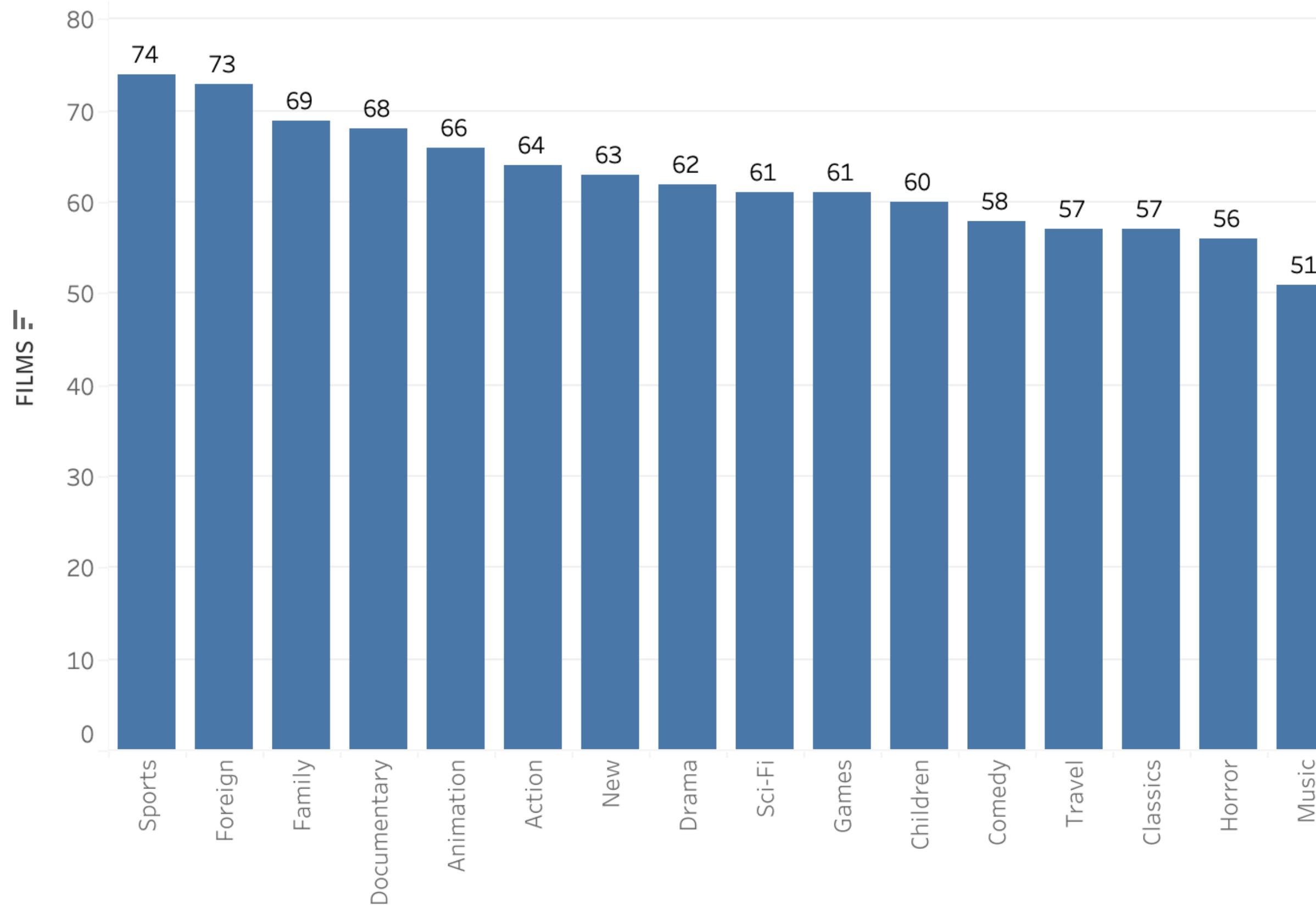
SUMMARY



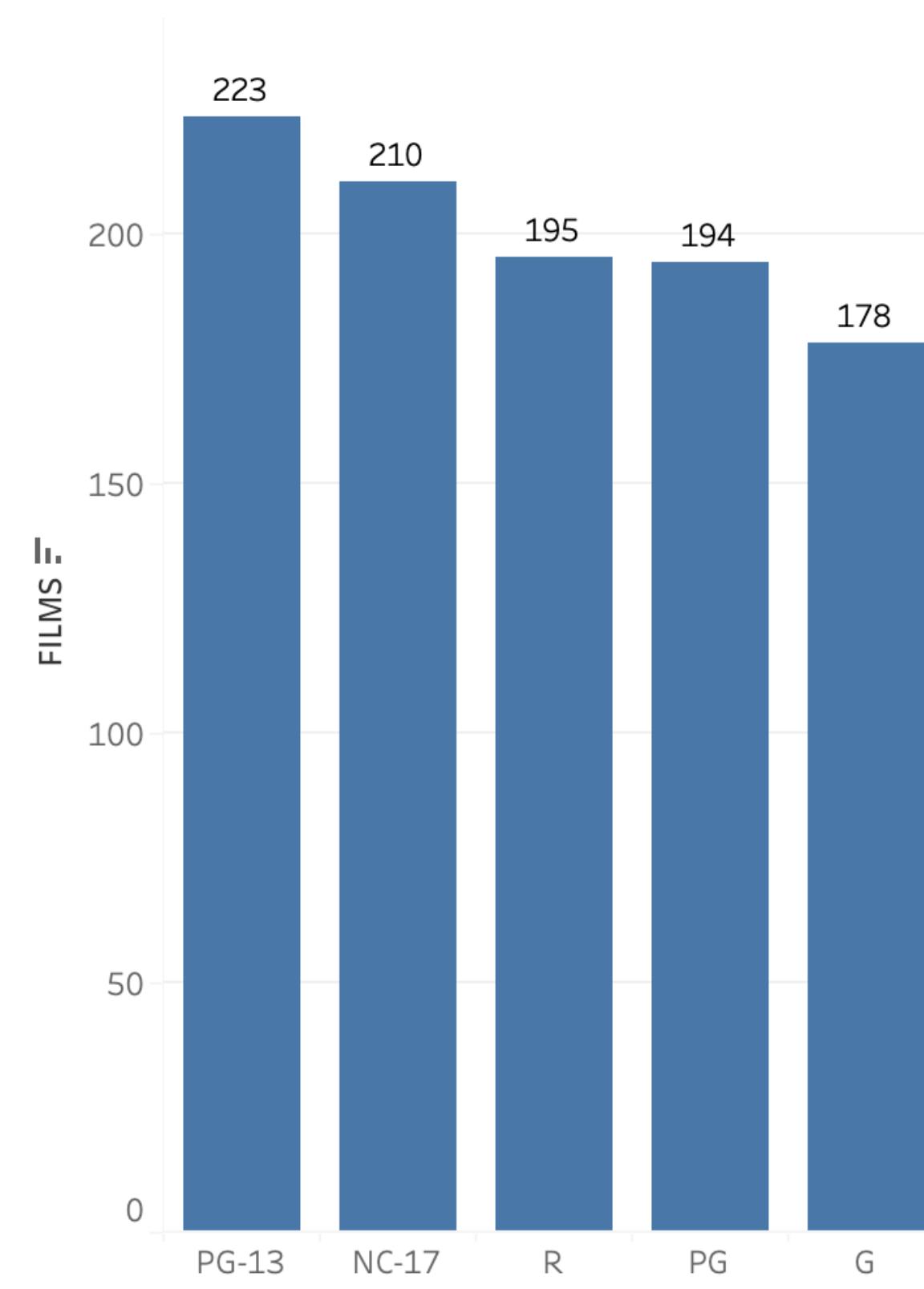
SUMMARY

We currently offer a total of **1,000 films** in our catalogue, with Sport being the most represented genre (74 titles). In terms of ratings, the majority of the catalogue is PG-13 with 223 films.

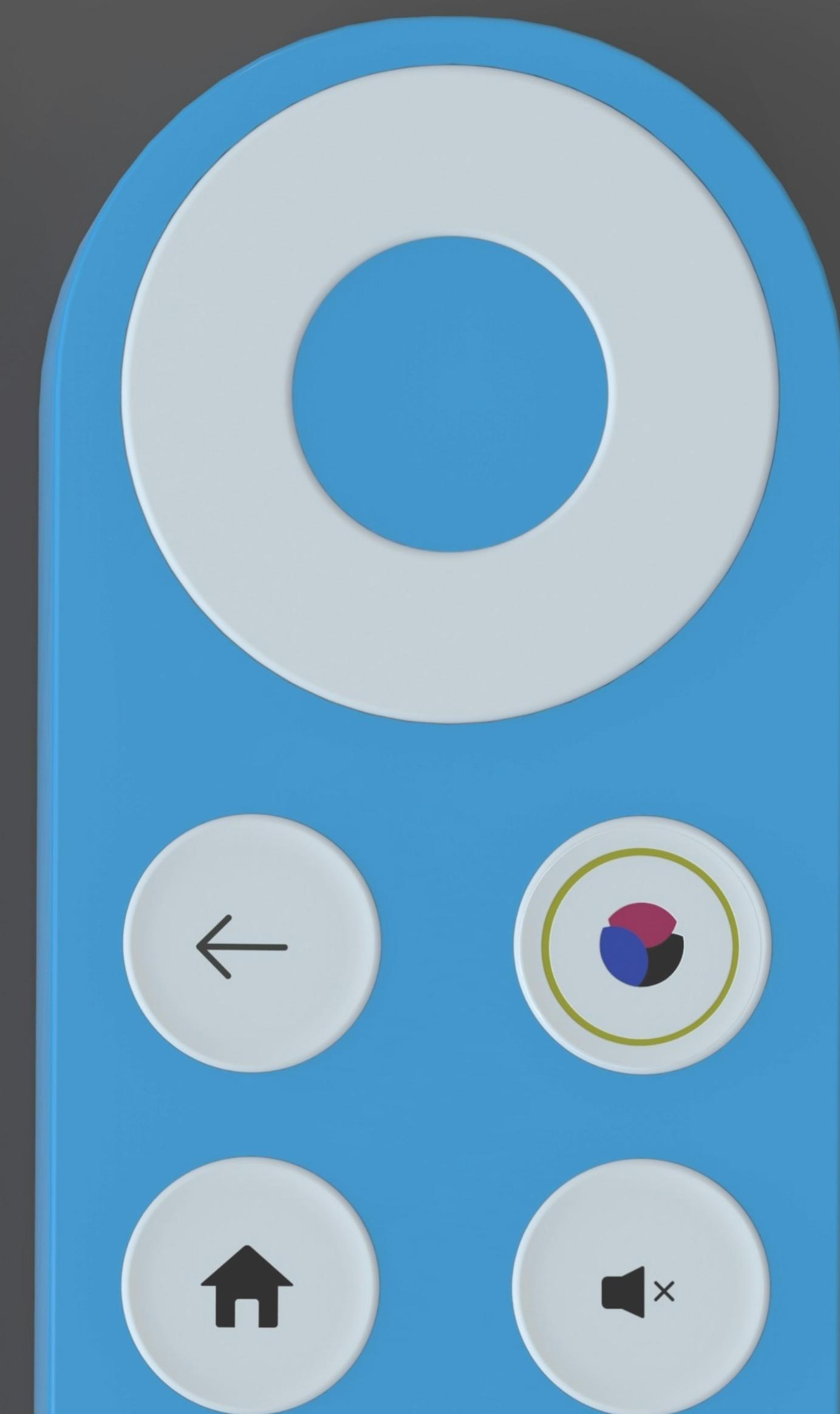
TOTAL AVAILABLE FILMS BY GENRE



TOTAL AVAILABLE FILMS BY RATING



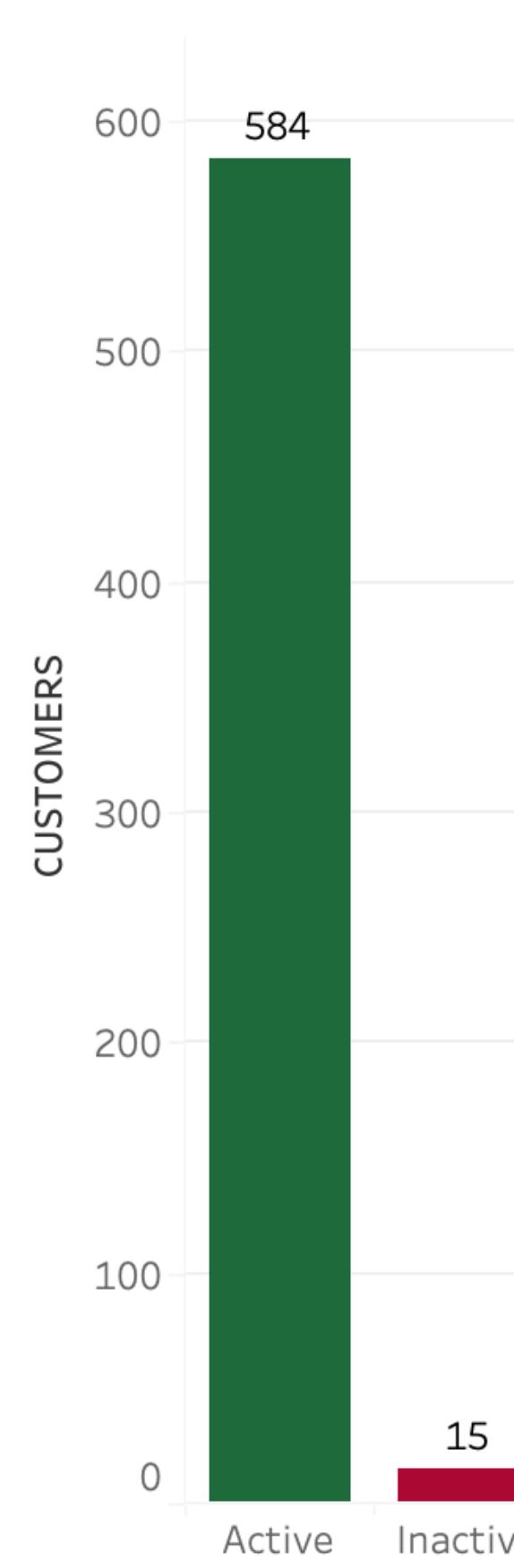
CUSTOMER BASE ANALYSIS



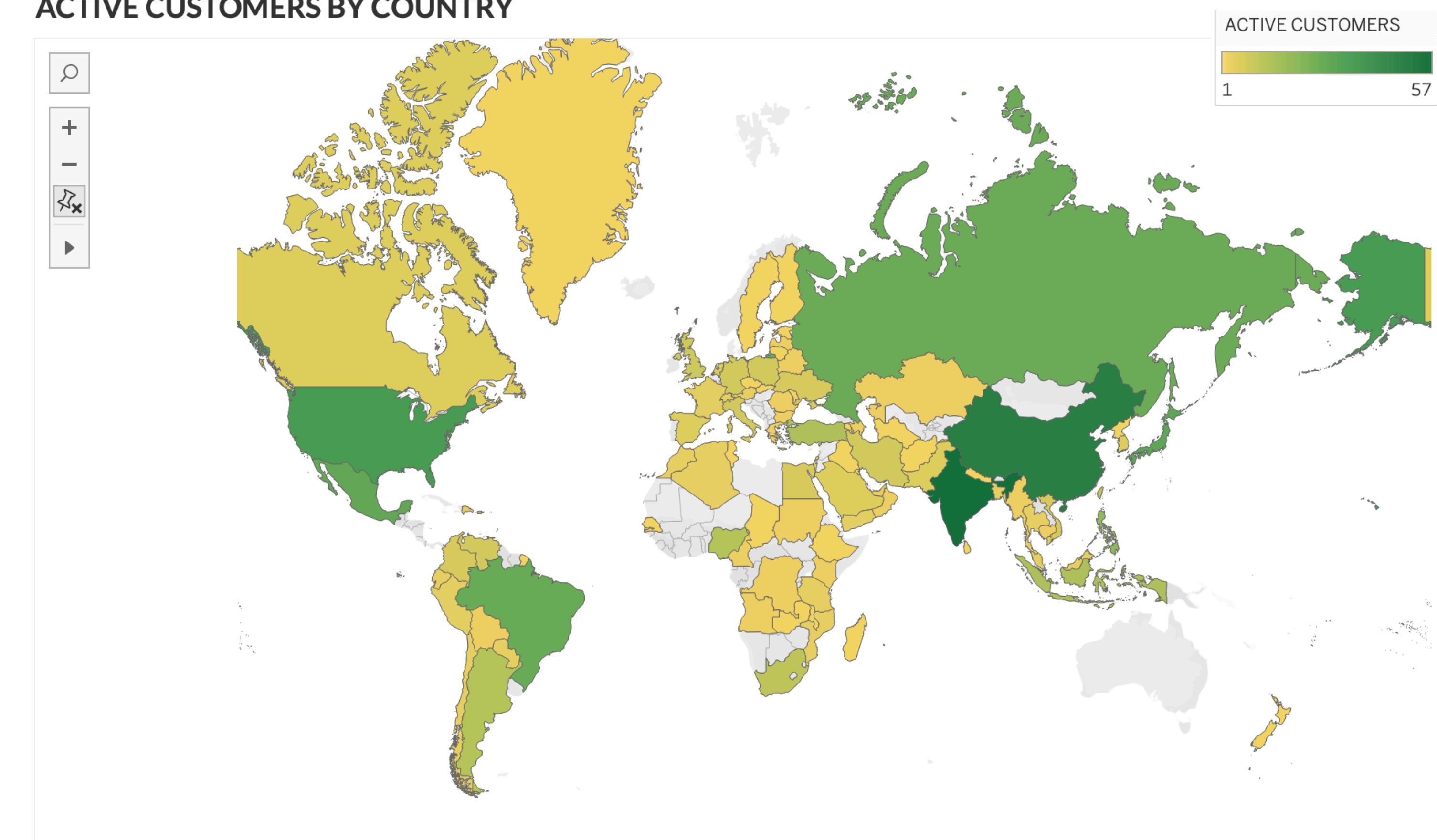
CUSTOMER BASE ANALYSIS

We have a total of 599 customers in our database, of which 584 are currently active, and 15 have churned. In terms of geolocation, the countries with the highest number of active customers are India (57), and China (50). Following these major markets, we have the U.S. (36), Japan (30), Mexico (29), Brazil (28), and Russia (27).

ACTIVE VS. INACTIVE CUSTOMERS

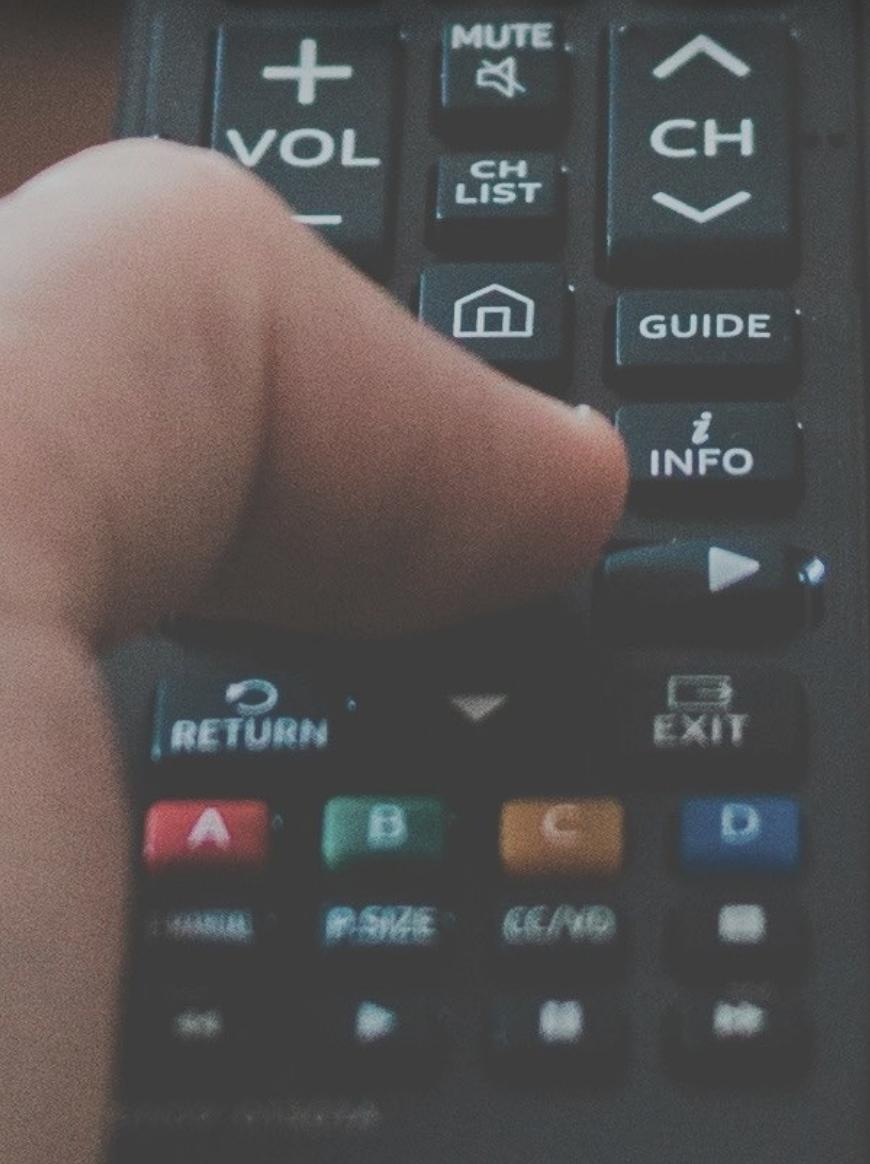


ACTIVE CUSTOMERS BY COUNTRY



*We have omitted "Yugoslavia" since it's not a country anymore. For further steps, we need to update the database using the city to identify those users in the specific country.

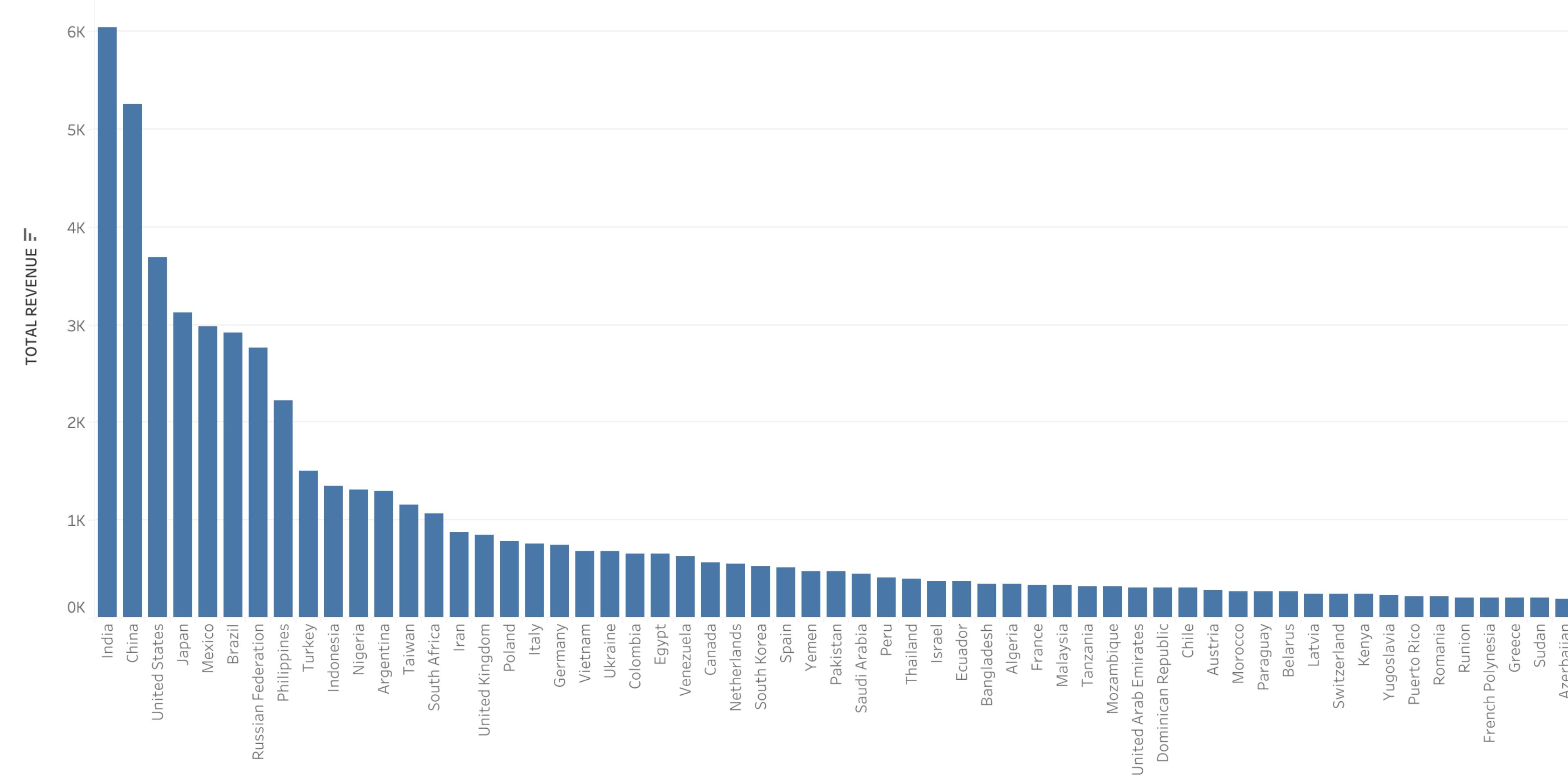
REVENUE & SPENDING PATTERNS



REVENUE & SPENDING PATTERNS

The distribution of total revenue by country shows that the TOP 8 markets (India, China, U.S., Japan, Mexico, Brazil, Russia, and the Philippines) account for 47.27% of our total revenue.

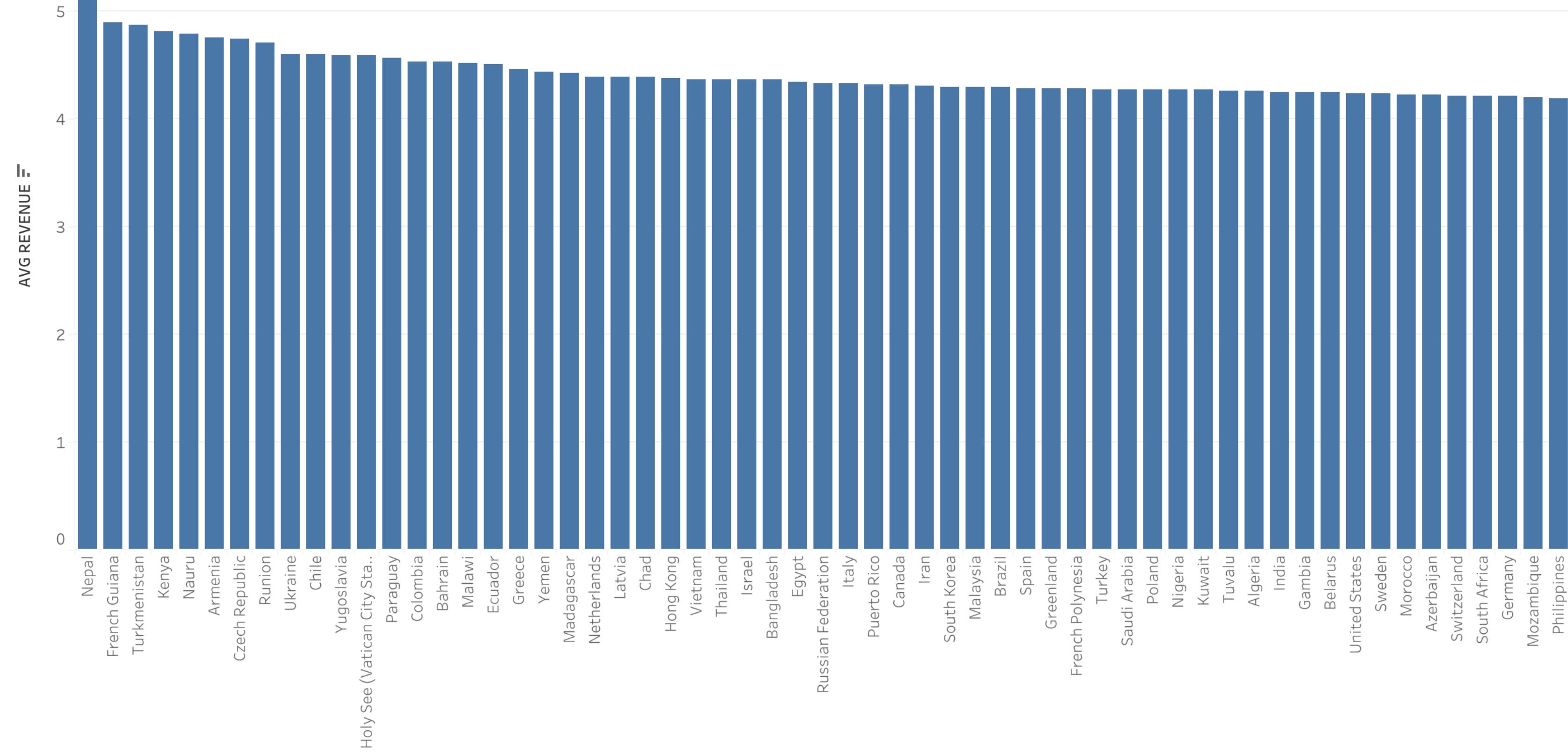
TOTAL REVENUE BY COUNTRY



REVENUE & SPENDING PATTERNS

Looking at the average revenue per customer by country, we don't observe any significant outliers. The average spend is fairly consistent across all countries. This consistency indicates that growth opportunities may lie more in expanding the customer base in key markets/countries or new pricing policies, rather than relying on differences in per-customer and country spend.

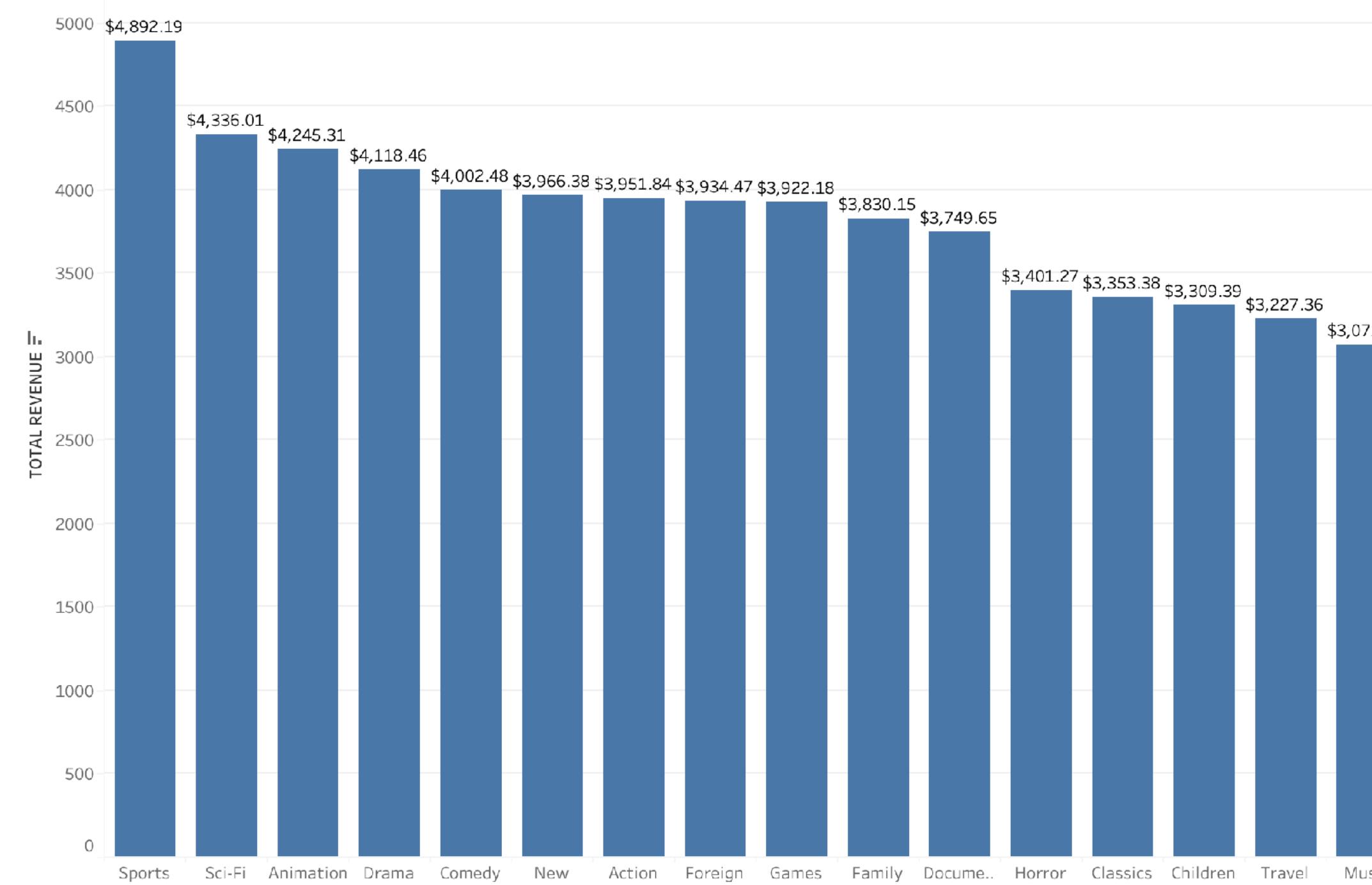
AVG REVENUE BY COUNTRY



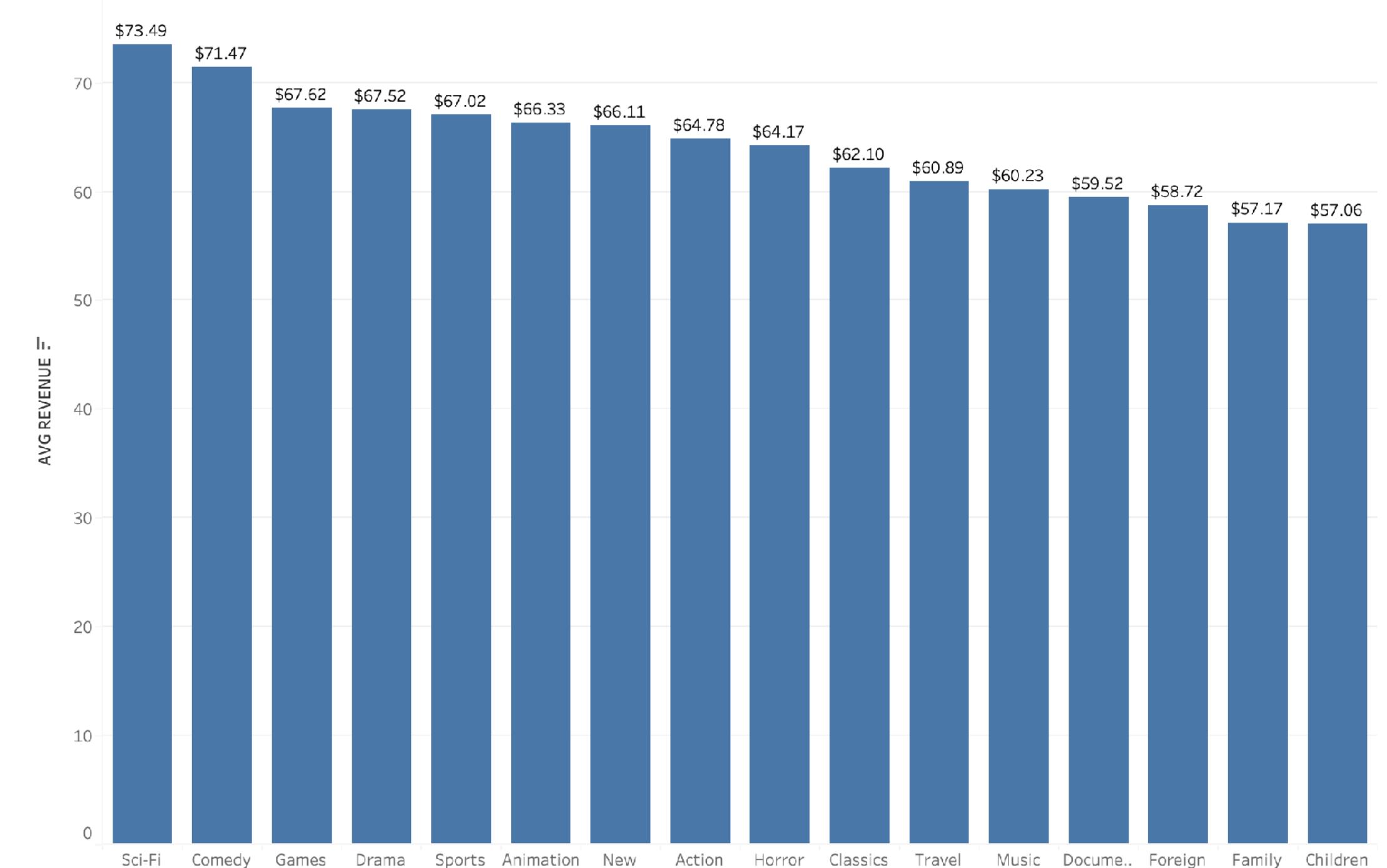
REVENUE & SPENDING PATTERNS

Overall, the genre generating the highest total revenue is Sports, followed by Sci-Fi and Animation. However, it's important to note that some other genres, such as Comedy and Games, achieve a high revenue per film despite having fewer titles in our catalogue. This suggests potential opportunities to expand these high-performing genres.

TOTAL REVENUE BY GENRE



AVG REVENUE BY GENRE

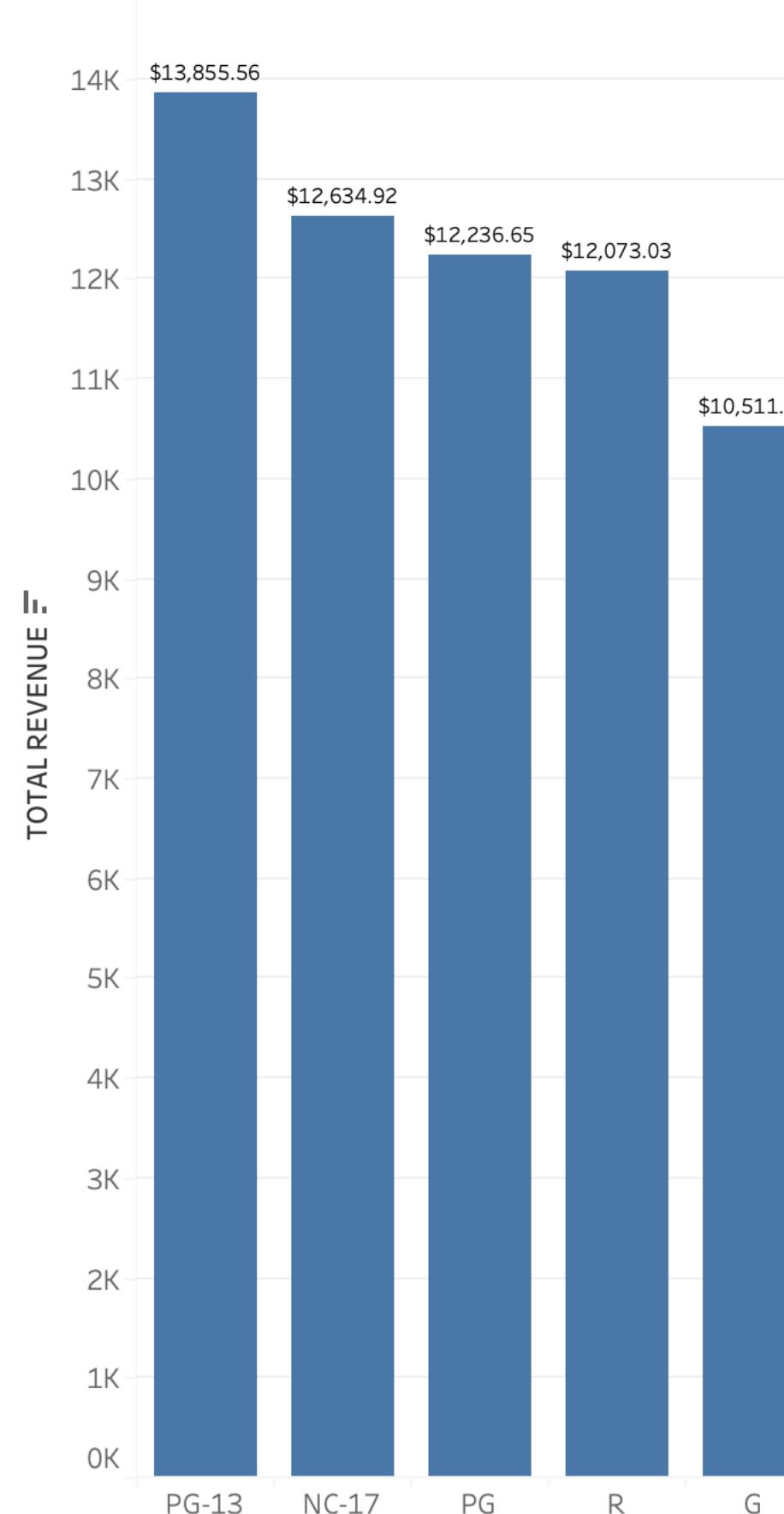


*We have omitted the category "New". For further steps, we need to update the database and identify to which other genre they belong.

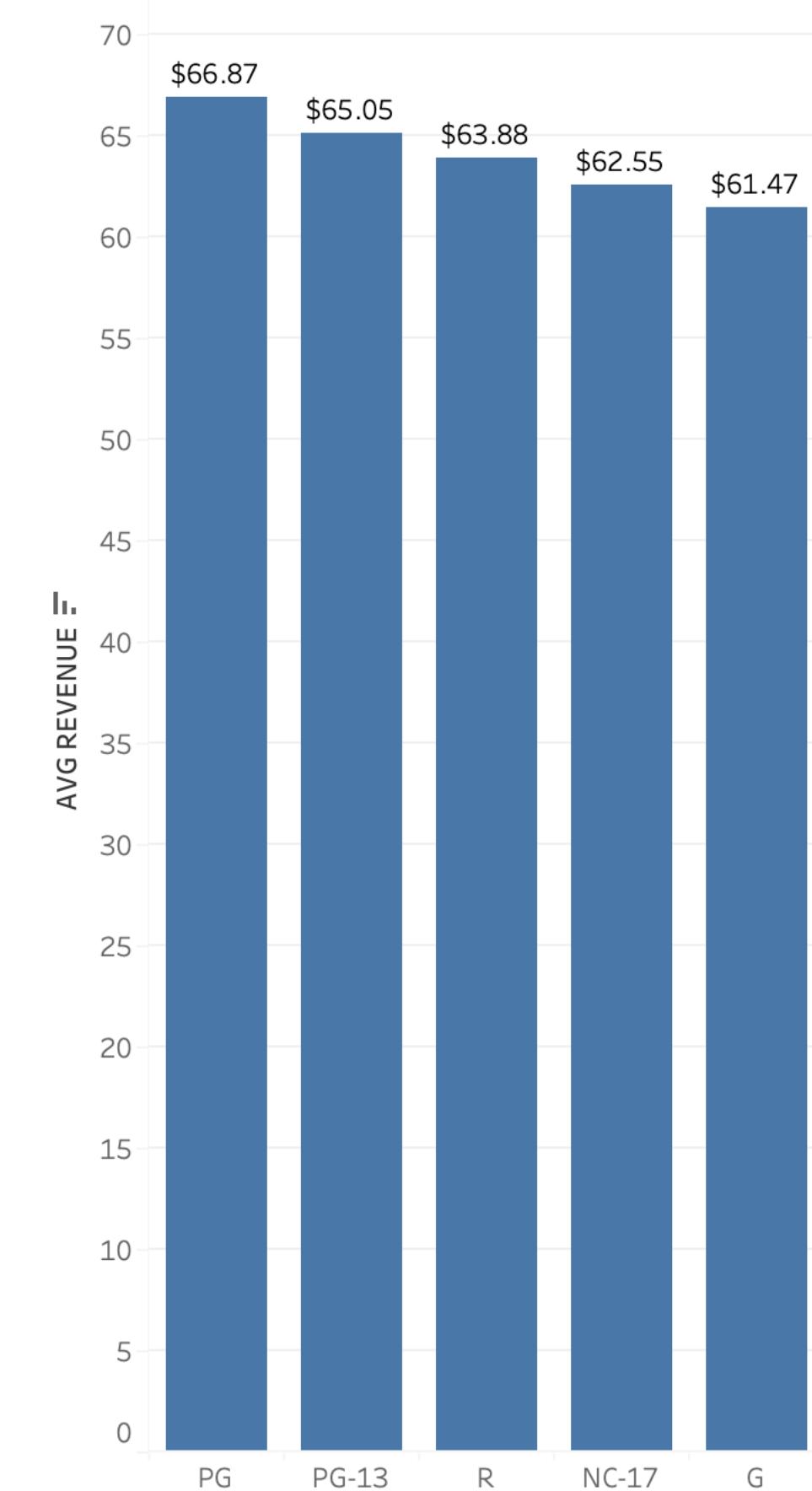
REVENUE & SPENDING PATTERNS

In terms of ratings, PG-13 generates the highest total revenue, followed by NC-17. However, similar to the genre analysis, it's important to note that PG-rated films achieve a higher revenue per title compared to other ratings, indicating a strong per-film performance that could be leveraged for catalogue expansion.

TOTAL REVENUE BY RATING



AVG REVENUE BY RATING



A person's hands are visible, holding a clapperboard. The clapperboard has several pieces of information printed on it: "1 9B 3" at the top, followed by a red digital timer showing "11:18:03:18". Below that, there is a table with the following data:

DIR	Picr Connection	DATE	1/25/16
CAM	Leo Zhuchenko	FORMAT	A 23.976
DA	Avel Chuklanov	INT	

The background is a blurred indoor setting.

CONTENT CONSUMPTION TRENDS

CONTENT CONSUMPTION TRENDS

Analyzing the TOP 8 countries by revenue and their most-consumed genres, we observe distinct trends by market. Notably, the genres driving the highest revenue vary across countries. For example, Sports in India, Animation in China, and Sci-Fi in Russia. This suggest the need for a potential market-specific content strategies.

REVENUE BY GENRE (TOP 8 MARKETS)

Genre	I.	Country							
		India	China	United States	Russia	Mexico	Brazil	Philippines	Japan
Action	II.	380,0	310,2	208,5	200,5	196,5	156,6	131,7	129,6
Animation		383,0	415,0	252,4	174,5	173,6	227,5	215,5	252,4
Children		432,0	312,2	186,5	146,7	159,5	159,6	96,7	174,5
Classics		404,0	297,2	182,5	191,6	175,6	133,6	104,7	155,6
Comedy		344,3	333,2	258,5	159,6	142,7	183,6	155,7	223,6
Documentary		440,0	307,2	262,4	161,6	195,5	192,6	110,7	210,5
Drama		405,1	363,1	288,4	145,7	233,5	150,5	126,7	259,4
Family		339,0	379,1	217,4	213,5	151,5	178,6	144,6	144,6
Foreign		446,0	256,3	243,4	155,7	245,4	185,6	188,5	159,6
Games		321,3	357,2	212,5	191,6	187,6	170,7	161,7	208,5
Horror		344,2	281,3	250,4	115,7	152,7	192,6	107,7	139,7
Music		294,3	300,3	182,5	183,6	123,7	126,7	110,7	108,7
Sci-Fi		395,1	311,3	247,4	214,6	251,4	227,4	124,7	233,4
Sports		460,0	410,2	312,3	160,7	269,4	264,5	167,6	227,5
Travel		265,3	246,4	159,7	171,6	178,6	171,6	128,7	204,5

STRATEGIC TAKEAWAYS

Taking into account the insights from the genre analysis, we can structure the strategy around two main pillars:

1. Overall markets: Using global trends, we should enhance our catalogue in terms of both genres and ratings:

- **Genres:** Focus on adding more films in genres generating the highest revenue. While we have a strong Sport catalogue (the top-grossing genre), we should also expand Sci-Fi, Animation, Drama, Games, and Comedy, as these genres show high revenue relative to the number of available titles.
- **Ratings:** Consider increasing the number of R and PG films in our catalogue.

2. Top 8 markets: Since these markets account for nearly half of total revenue, we should tailor the catalogue to each market's most popular genres, as some currently have limited offerings:

- **India:** Documentary and Foreign
- **China:** Animation and Family
- **U.S.:** Drama and Documentary
- **Japan:** Animation and Drama
- **Mexico:** Sci-Fi and Foreign
- **Brazil:** Animation and Sci-Fi
- **Russia:** Sci-Fi and Family
- **Philippines:** Animation and Foreign

NEXT STEPS

- We can analyze consumption trends by rating and country to identify additional patterns. This could inform targeted content strategies. For example, launching more kids/family or adult-oriented films in markets showing a preference for those types of films.
- While the overall retention looks strong, it would be valuable to investigate why 15 customers churned. Analyzing these customers individually may reveal patterns related to films rented, spending behavior, or geographic location.
- For this initial analysis, we didn't consider individual films or their cast. A follow-up analysis could identify top-performing films by country, helping us acquire similar titles for our catalogue, or popular actors' films to strengthen our catalogue in specific countries/regions.

