

Movie Rental Analysis: Unveiling Trends, Preferences, and Revenue Drivers

Geographic / Location Analysis

Our Location Analysis segment delves into the performance of rental stores across diverse geographical regions. Through insightful visualizations and meticulous data exploration, we aim to uncover the profound influence of location on store success metrics. Key focal points include evaluating store performance metrics, customer satisfaction ratings, and the spatial proximity of stores to clientele.

Revenue Analysis

The Revenue Analysis section sheds light on the financial dynamics of our rental store operations. It delves into crucial aspects such as rental rates, replacement costs, and longitudinal sales trends. By dissecting revenue streams by country, customer segments, and film categories, this analysis unveils pivotal insights for optimizing revenue generation.

Customer Analysis

In our Customer Analysis segment, we embark on a comprehensive exploration of customer segmentation, preferences, and demographics. By unraveling the behaviors of high-value customers and their impact on revenue streams, this analysis serves as a blueprint for crafting targeted marketing initiatives and customer-centric endeavors aimed at elevating

Rental Analysis

Our Rental Analysis endeavor delves into the intricate patterns of rental activities and customer behaviors. By scrutinizing factors such as rental duration, frequency, and payment histories, this analysis uncovers nuanced trends that profoundly influence store revenue and customer allegiance. Additionally, it addresses pertinent queries surrounding seasonal variations and the dynamics between active and inactive customers, offering actionable

Film Analysis

Within our Film Analysis segment, we meticulously dissect our movie inventory, focusing on key aspects such as film performance metrics, popularity indices, and prevailing rental trends. Through intuitive visualizations and insightful observations, we discern the most sought-after films, the influence of diverse film categories, and the correlation between film

Actor Analysis

Our Actor Analysis initiative involves a thorough examination of actors' profiles, genre preferences, and their impact on film distribution and revenue contributions. Additionally, this analysis scrutinizes variations in rental rates attributed to different actors, providing invaluable insights into audience preferences and optimizing film selections to drive enhanced business performance.

67.41K

Revenue

2.98

AVG of Rental Rate

4.99

AVG of rental durat...

129M

Rental Frequency

COUNTRIES

☐ Afghanistan

☐ Algeria

☐ American Samoa

☐ Angola

☐ Anguilla

☐ Argentina

☐ Armenia

☐ Australia

☐ Austria

☐ Azerbaijan

☐ Bahrain

CITIES

☐ 's-Hertogenbosch

☐ A Coruña (La Coruña)

☐ Abha

☐ Abu Dhabi

☐ Acuña

☐ Adana

☐ Addis Abeba

☐ Aden

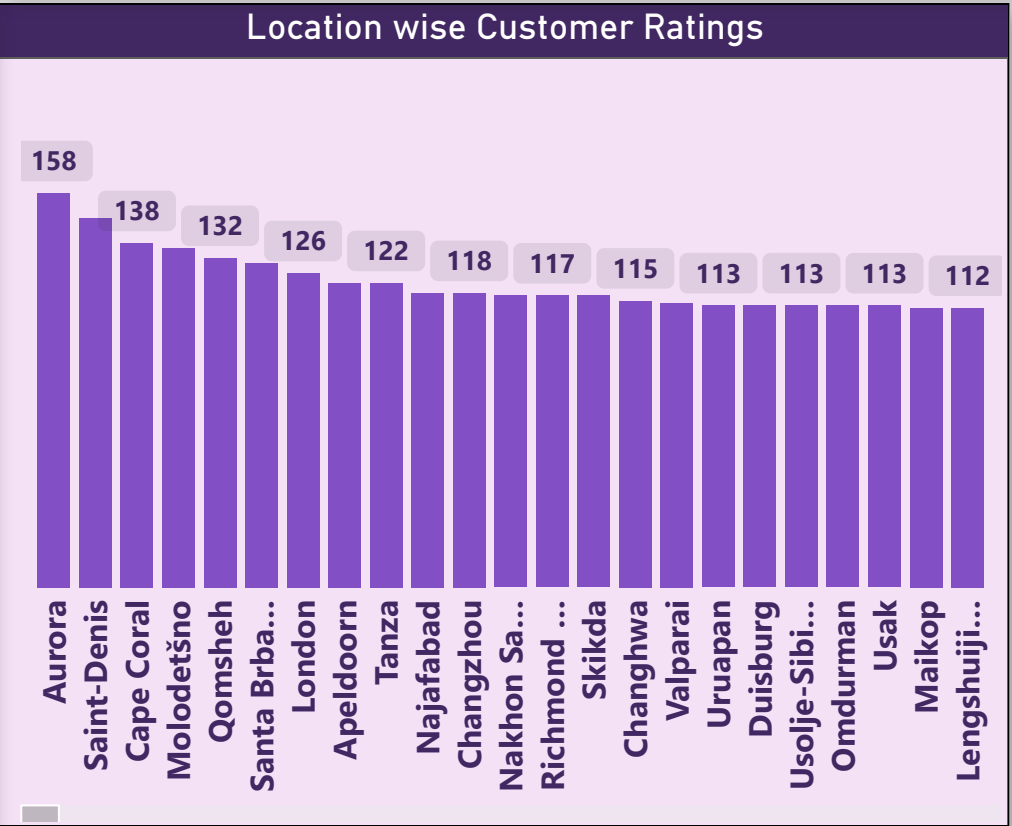
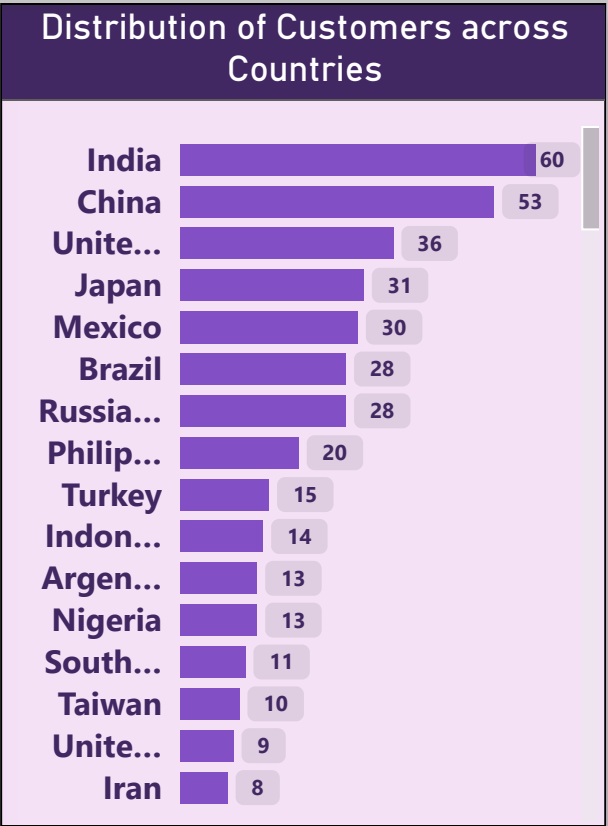
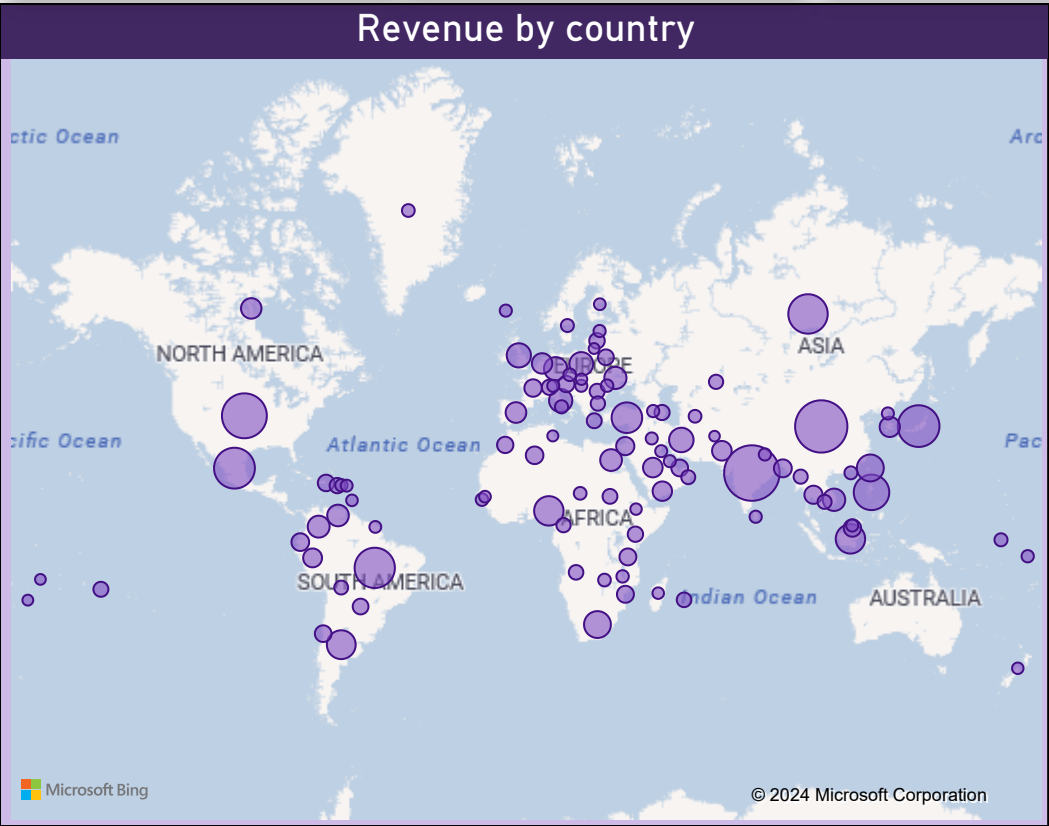
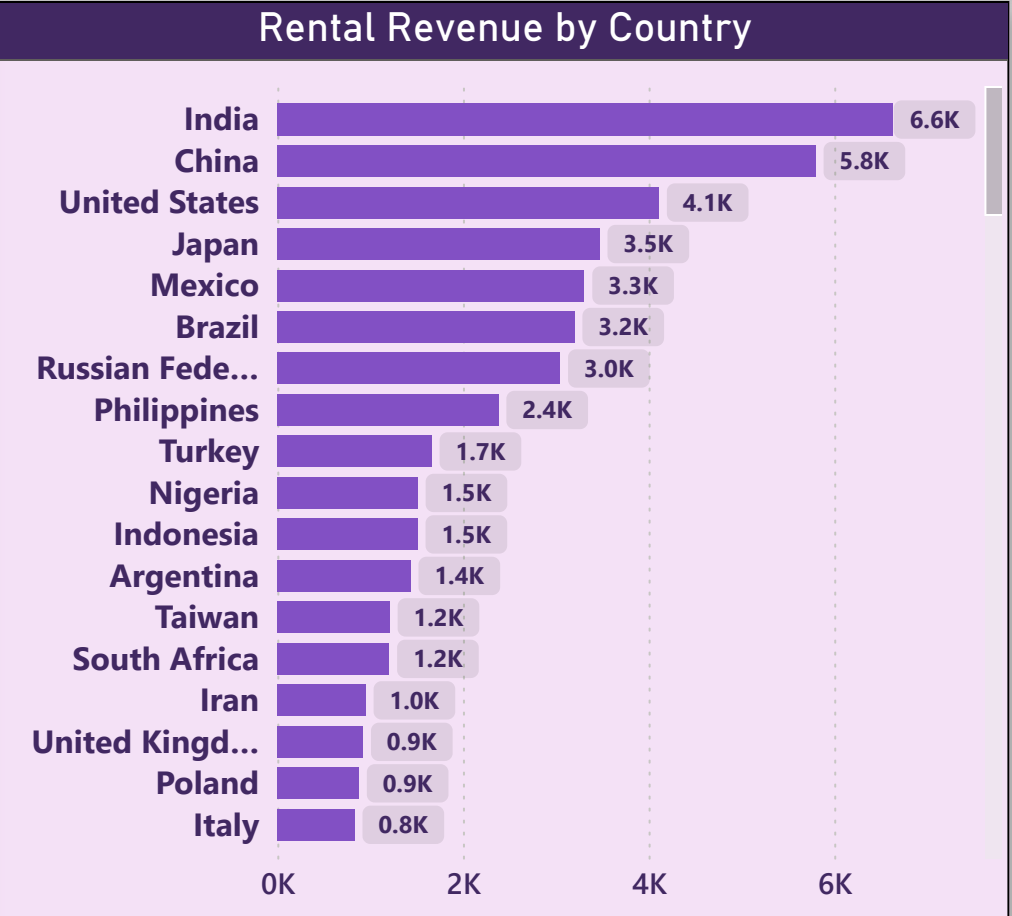
☐ Adoni

☐ Águas Lindas de G...

☐ Ahmadnagar

Geographic Insights

Rental Rate & Rental Duration By Country		
Country	Sum of rental_rate	Rental Duration
India	2,228.54	3709
China	2,135.79	3534
United States	1,758.02	2940
Japan	1,629.57	2672
Mexico	1,554.76	2606
Brazil	1,546.82	2545
Russian Federation	1,432.17	2399
Philippines	1,210.83	2053
Turkey	965.83	1533
Nigeria	877.06	1456
Indonesia	872.94	1502
Argentina	823.14	1431
Total	2,980.00	4985

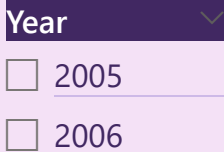
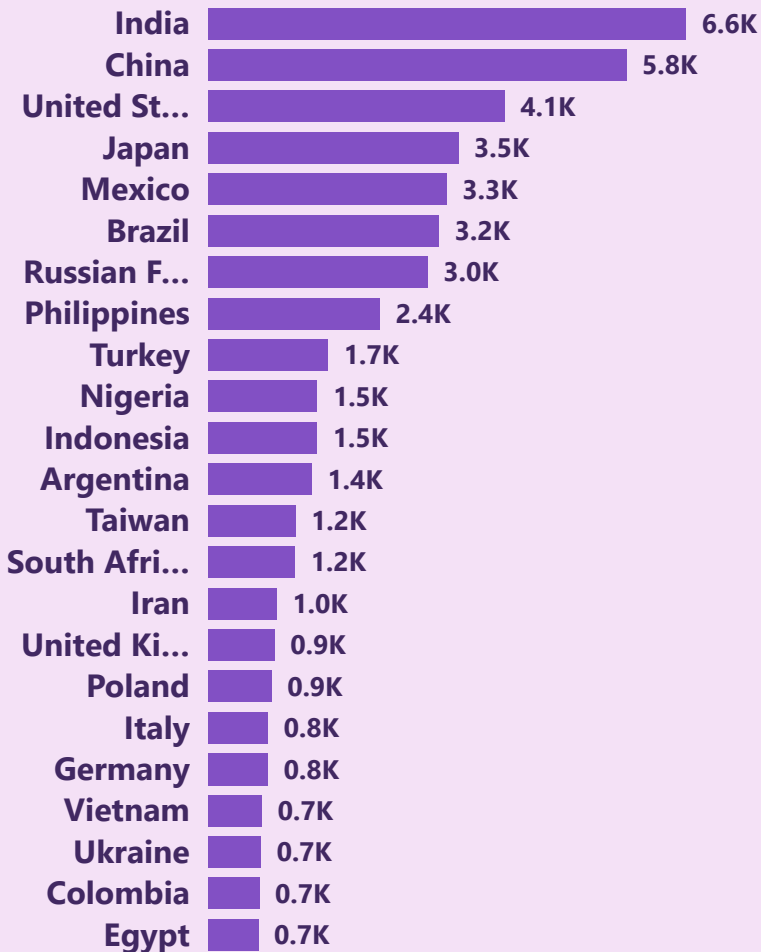


Revenue Overview

4.99

Average of Rental Duration

Rental Revenue by Country



67.41K

Revenue

2.98K

Total Rental Rate

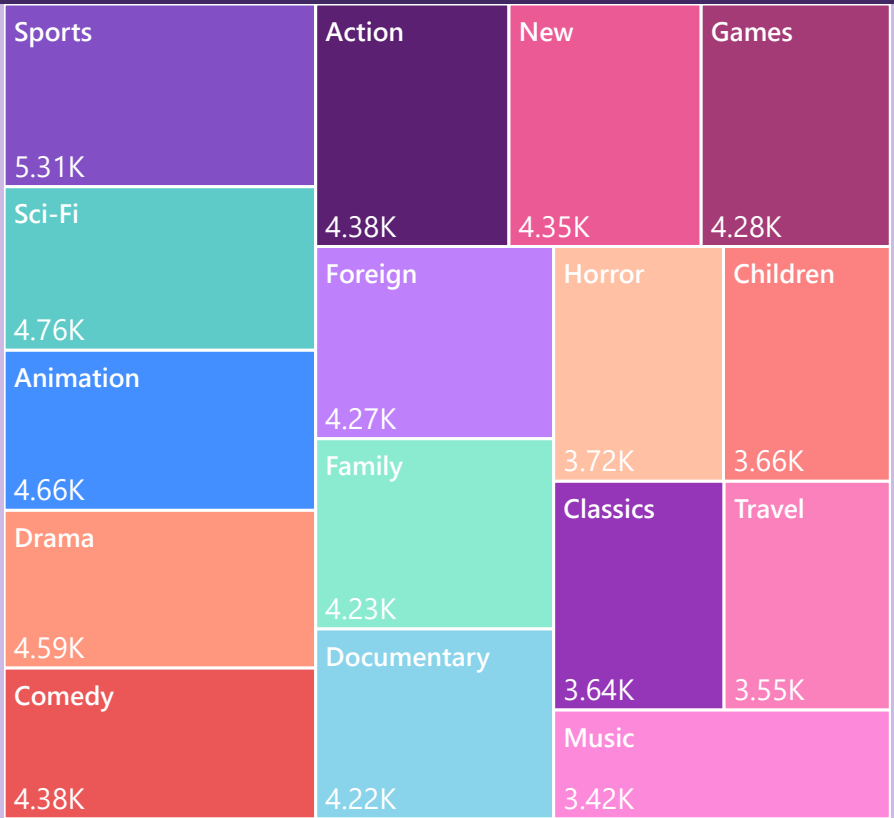
129M

Rental Frequency

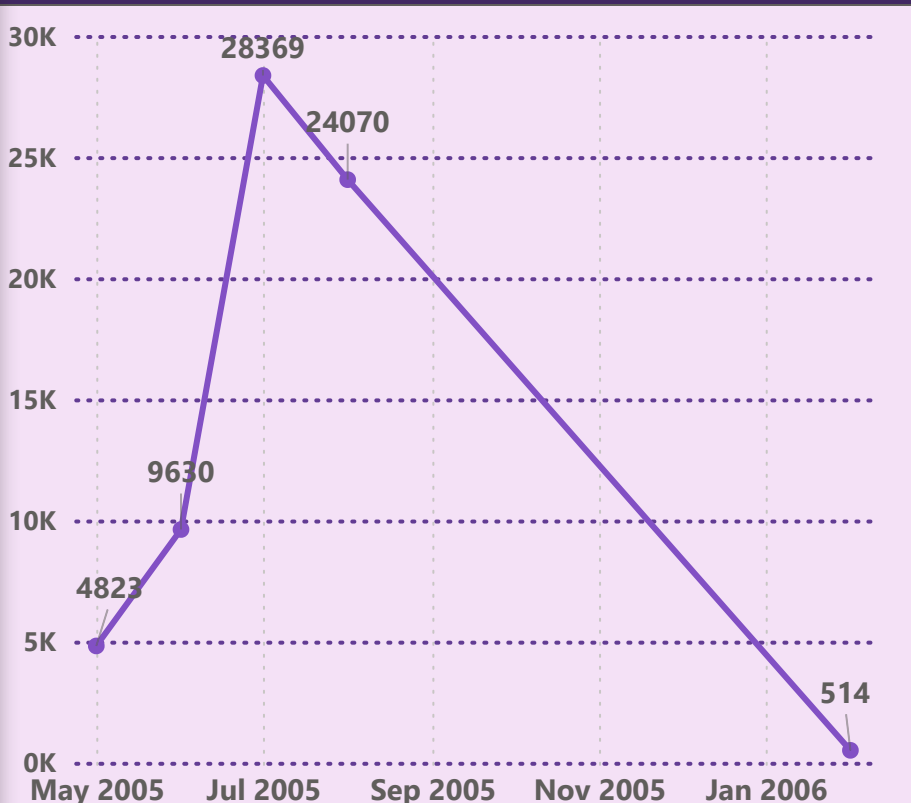
16.04K

Total Rentals

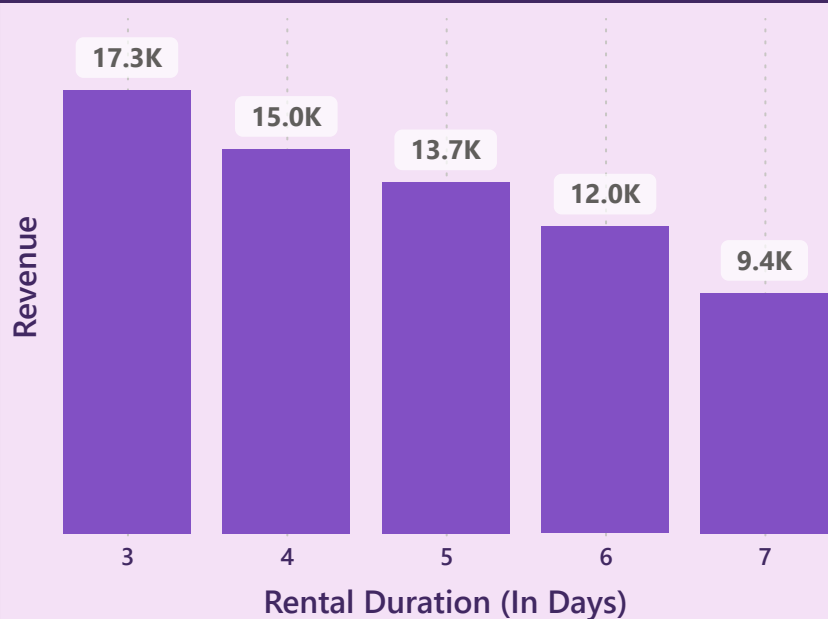
Revenue by Film Category



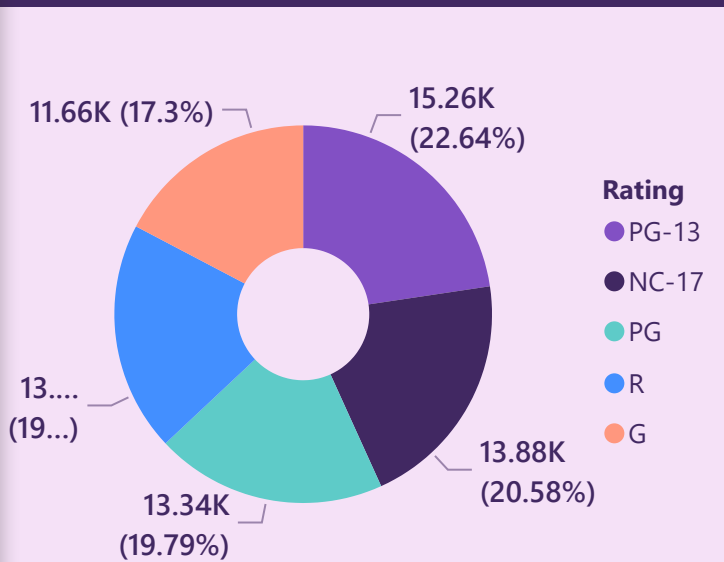
Revenue by Month



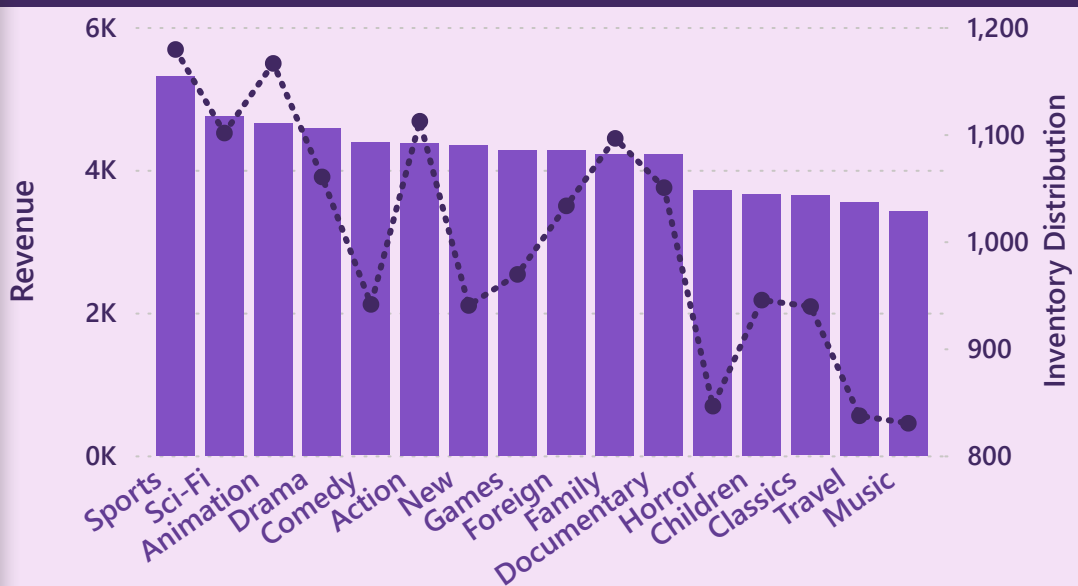
Revenue by Rental Duration (In Days)



Revenue by Rating



Revenue & Inventory Distribution by Category



129M

Rental Frequency

2.98K

Total Rental Rate

599

Count of Customers

67.41K

Revenue

Distribution of Customers by Rating

3.6K

3.3K

3.2K

3.2K

2.8K

PG-13

NC-17

PG

R

G

Categories

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ 6

☐ 7

☐ 8

Active/Inactive Customer:

15 (2.5%)

584 (97....)

active

1

0

Customer Insights

Active/Inactive(1/0) Customer Details:

first_name	last_name	customer_id	active(1) / inactive(0)
AARON	SELBY	375	1
ADAM	GOOCH	367	1
ADRIAN	CLARY	525	1
AGNES	BISHOP	217	1
ALAN	KAHN	389	1
ALBERT	CROUSE	352	1
ALBERTO	HENNING	568	1
ALEX	GRESHAM	454	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

Sales by Customer Segments

Sports

5.31K

Sci-Fi

4.76K

Animation

4.66K

Drama

4.59K

Comedy

4.38K

Action

4.38K

New

4.35K

Games

4.28K

Foreign

4.27K

Family

4.23K

Documen...

4.22K

Horror

3.72K

Children

3.66K

Classics

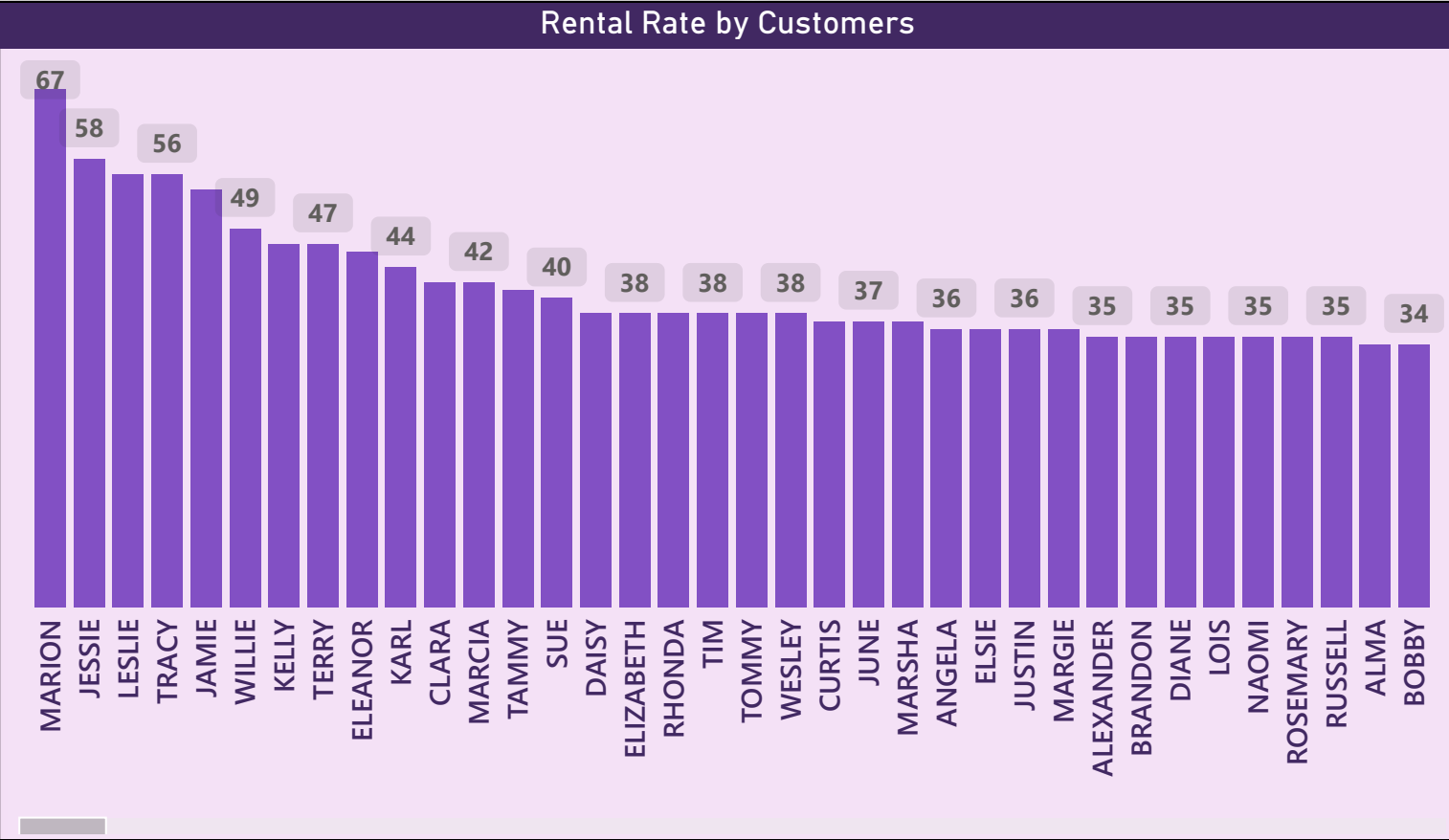
3.64K

Travel

3.55K

Music

3.42K



2.98K

Total Rental Rate

129M

Total Rentals

Year

2005

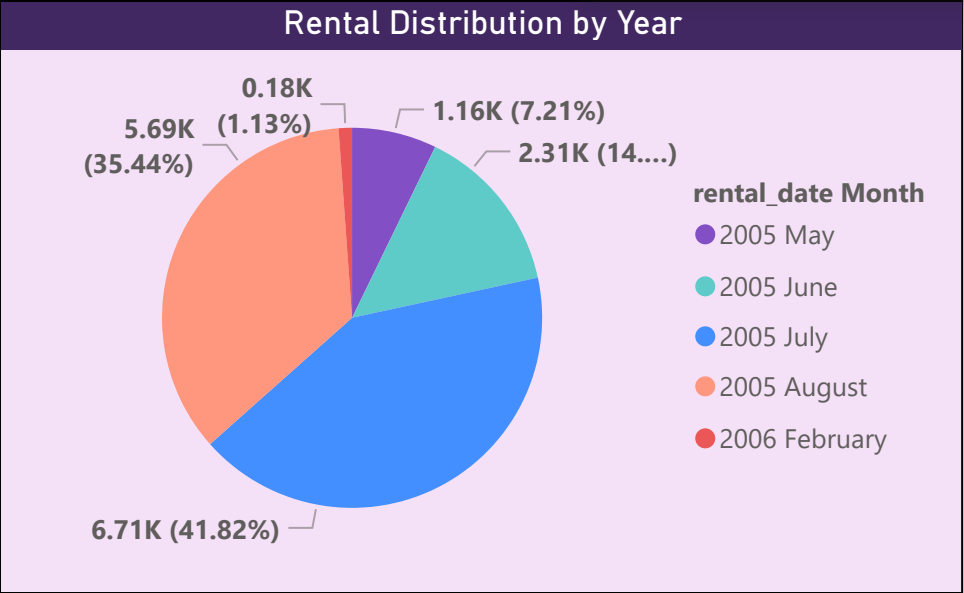
2006

4.99

AVG of Rental Duration

67.41K

Revenue



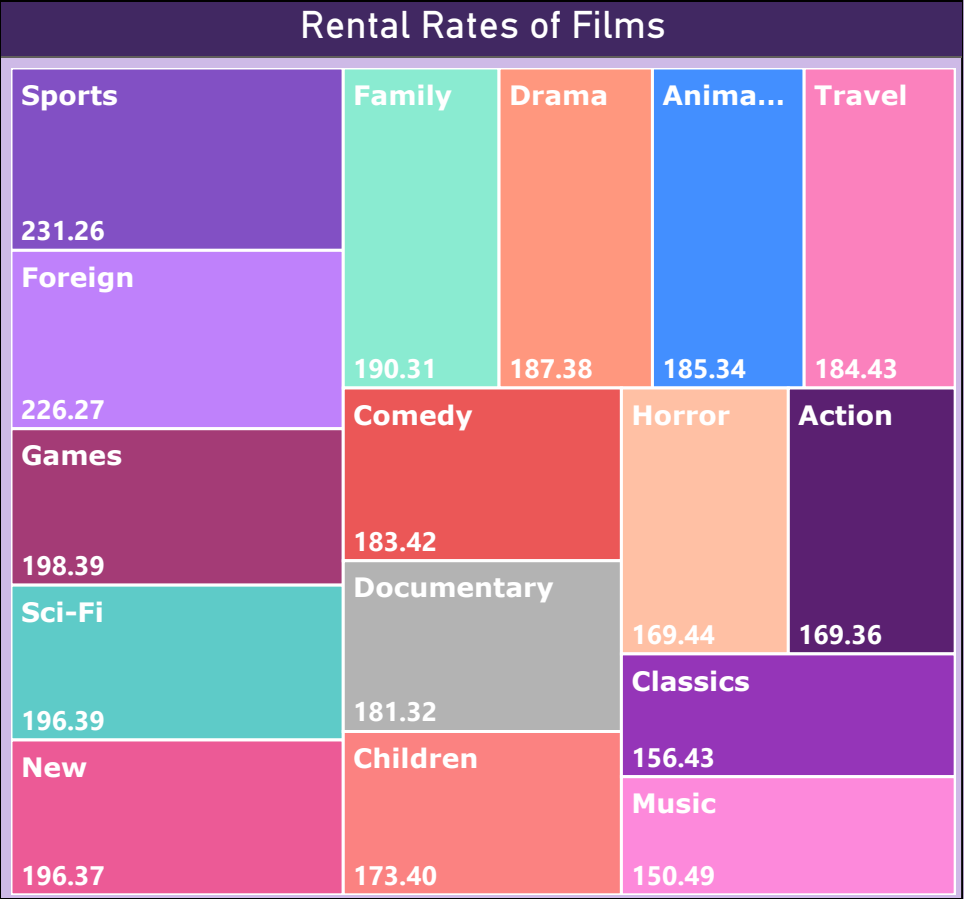
Rental Behavior Analysis

Average of rental_duration by Film-category

Travel	5.35
Music	5.24
Family	5.17
Foreign	5.11
Drama	5.08
Classics	5.07
Games	5.07
Children	5.03
Action	4.95
Comedy	4.93
Animation	4.89
Sci-Fi	4.89
Horror	4.86
Documentary	4.76
New	4.75
Sports	4.72

Films Distribution by Rental Duration (In Months)

3	203
4	203
5	191
6	212
7	191



Rentals by Film Title

Film Title	Average of rentals
LUCK OPUS	5556.40
ELIZABETH SHANE	5918.80
BLOOD ARGONAUTS	6030.60
HANOVER GALAXY	6038.94
JUNGLE CLOSER	6047.67
HOLLOW JEOPARDY	6049.50
SCISSORHANDS SLUMS	6083.20
ANTITRUST TOMATOES	6090.10
MYSTIC TRUMAN	6149.00
SHREK LICENSE	6157.67
SWEET BROTHERHOOD	6160.27
MADIGAN DORADO	6184.90

Rentals by Customer

Customer Name	Average of Rentals
BRIAN	5339.75
GENE	5452.19
EDUARDO	5575.11
FREDERICK	5660.81
BRENDA	5793.35
EDNA	5793.85
DELORES	5913.71
BEN	5953.42
JEANETTE	5989.05
HERBERT	6032.65
DORA	6045.13

2.98K
Total Rental Rates

4.99
Avg of rental d...

1000
Total Films

Film Ratings

G

NC-17

PG

PG-13

R

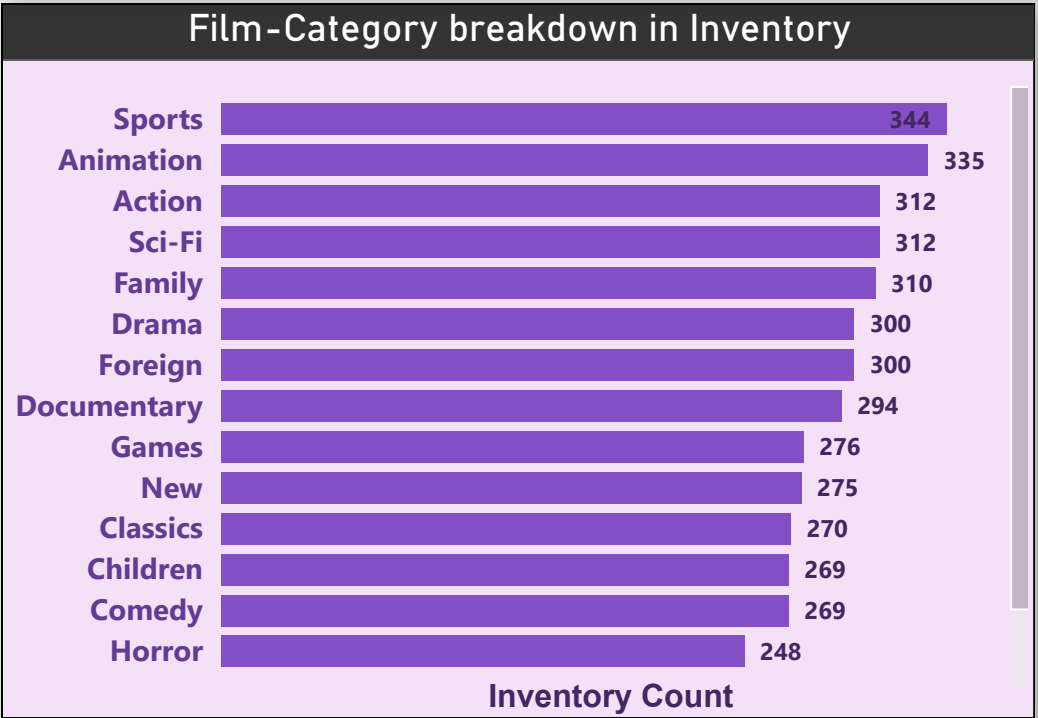
200
Actors

Film Title

All

A Action-Packed Character Study of a Astronaut And a Ex...
Description

Film id	Film Title	Film length	special_features
14	ALICE FANTASIA	94	Trailers,Deleted Scenes,Behind the Scenes
30	ANYTHING SAVANNAH	82	Trailers,Deleted Scenes,Behind the Scenes
35	ARACHNOPHOBIA ROLLERCOASTER	147	Trailers,Deleted Scenes,Behind the Scenes
41	ARSENIC INDEPENDENCE	137	Trailers,Deleted Scenes,Behind the Scenes
63	BEDAZZLED MARRIED	73	Trailers,Deleted Scenes,Behind the Scenes



Film Performance Examination

Distribution of films by Film Rating

178 (17.8%)

223 (22.3%)

194 (19.4%)

210 (21%)

195 (19.5%)

Film Rating

PG-13

NC-17

R

PG

G

Inventory Variation by Film-Ratings

791 (17.27%)

1018 (22.22%)

904 (19....)

944 (20.61%)

924 (20....)

Film-Ratings

PG-13

NC-17

PG

R

G

Revenue and Rental Rate by Film Category

Revenue

Count of rental_rate

Sports

Sci-Fi

Animation

Drama

Comedy

Action

New

Games

Foreign

Family

Documentary

Horror

Children

Classics

Travel

Music

Rentals Distribution by Films

34

32

32

32

31

31

31

31

30

30

30

30

30

30

30

30

30

29

29

29

29

BUCKET ...

ROCKETE...

FORWAR...

GRIT CLO...

JUGGLER...

RIDGEM...

SCALAW...

APACHE ...

GOODFE...

HOBBIT ...

NETWOR...

ROBBERS...

RUSH G...

TIMBERL...

WIFE TU...

ZORRO A...

BUTTERF...

CAT CON...

DOGMA ...

ENGLISH...

FROST H...

GRAFFITI...

HARRY I...

IDOLS S...

MARRIE...

MASSAC...

MUSCLE ...

PULP BE...

RUGRAT...

SHOCK C...

SUSPECT...

WITCHES...

BINGO T...

BOOGIE ...

CONFIDE...

DEER VIR...

ENEMY ...

FAMILY S...

GLEAMI...

Actor Insights (Star Power Analytics)

1000

Total Films

200

Actors

67.41K

Revenue

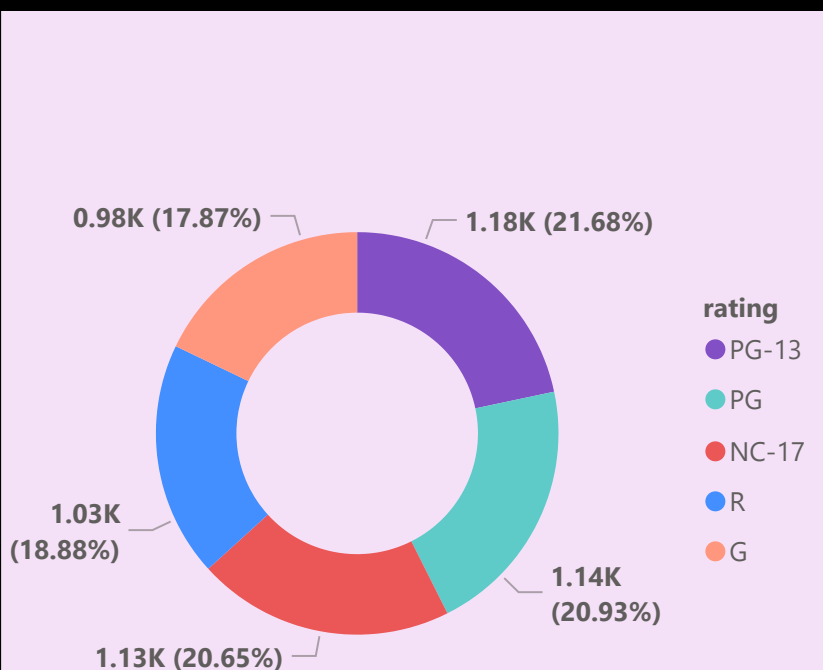
select actors

All

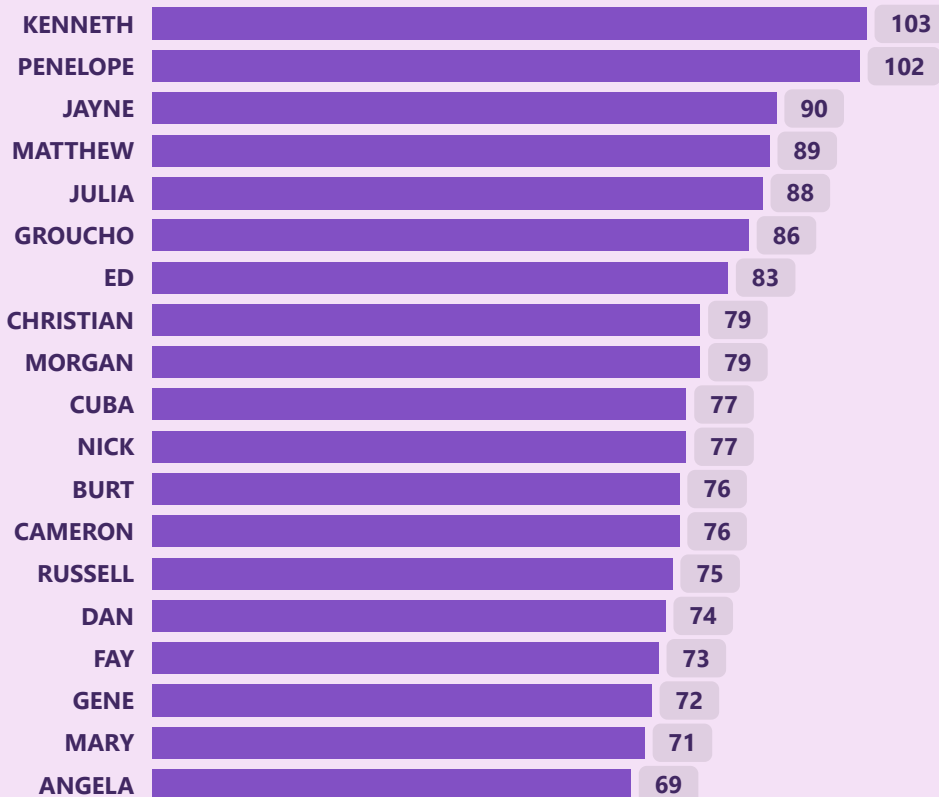
Actor Details

Actor_id	first_name	last_name	FilmPopularity
1	PENELOPE	GUINNESS	361
2	NICK	WAHLBERG	625
3	ED	CHASE	484
4	JENNIFER	DAVIS	484
5	JOHNNY	LOLLOBRIGIDA	841
6	BETTE	NICHOLSON	400
7	GRACE	MOSTEL	900
8	MATTHEW	JOHANSSON	400
9	JOE	SWANK	625
10	CHRISTIAN	GABLE	484
11	ZERO	CAGE	625
12	KARL	BERRY	961
13	UMA	WOOD	1225
14	VIVIEN	BERGEN	900
15	CUBA	OLIVIER	784
16	FRED	COSTNER	729
17	HELEN	VOIGHT	1024
18	DAN	TORN	484
19	BOB	FAWCETT	625
20	LUCILLE	TRACY	900
21	KIRSTEN	PALTROW	729
22	ELVIS	MARX	676

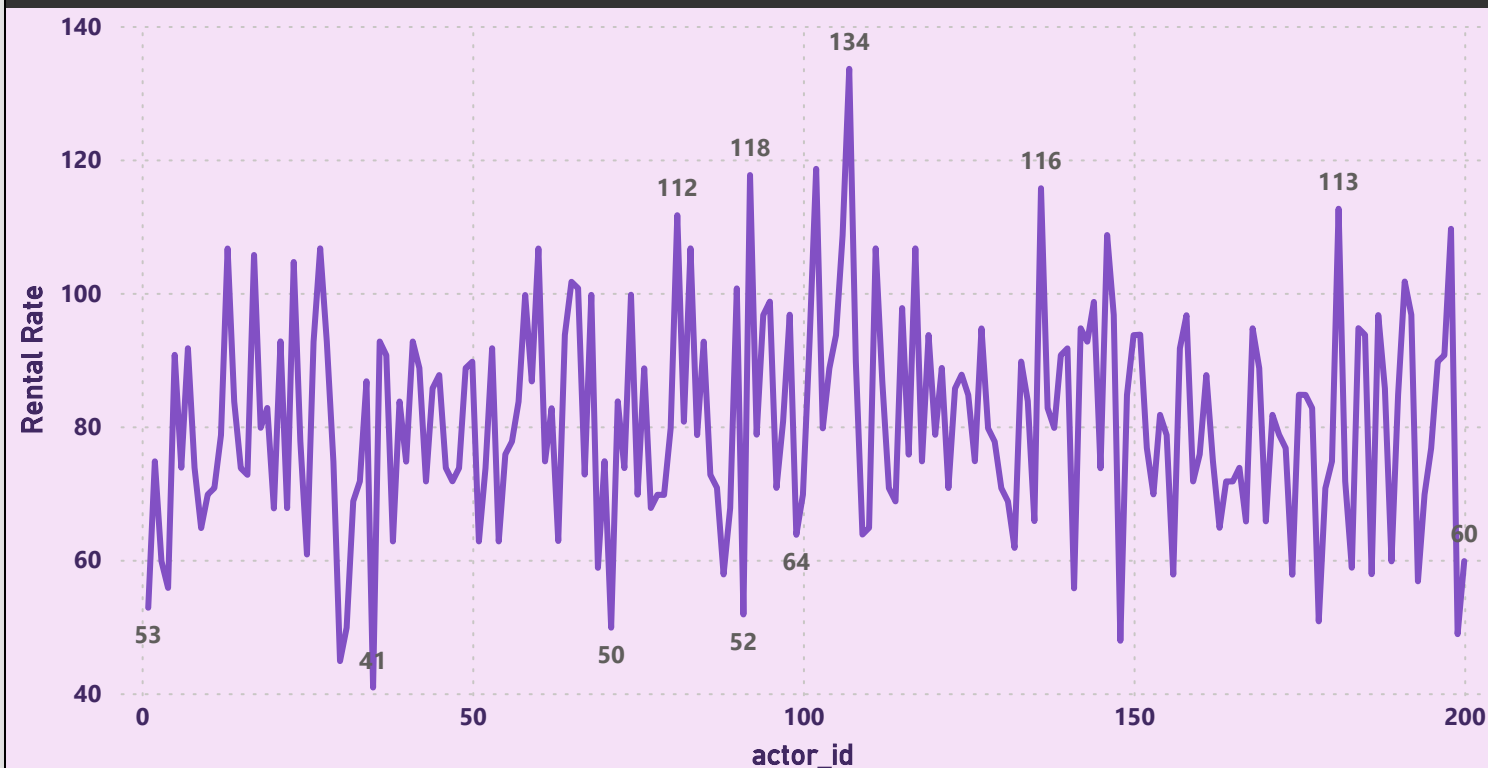
Genre Preferences of Actors



Distribution of Films by Actors



Actor wise Rental Rate Variation



Revenue Contribution by Actors

