

Data Analysis and Insights

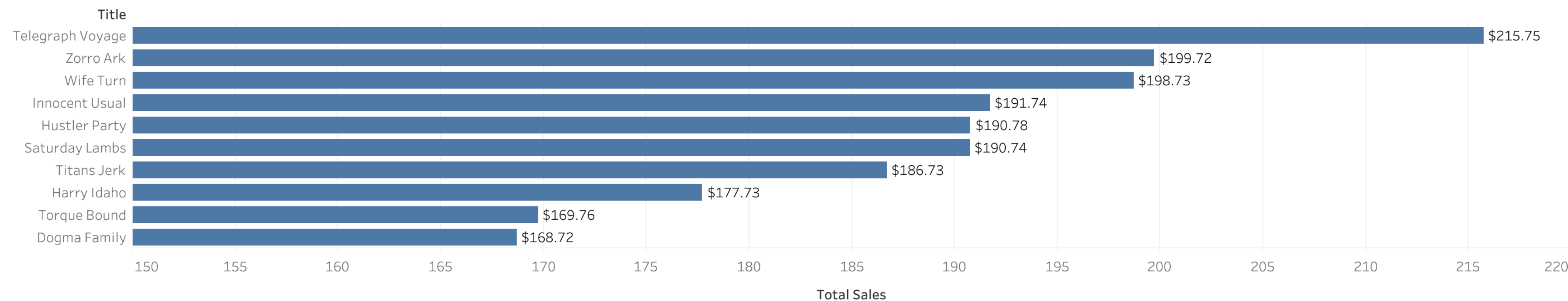
Launch Strategy 2020 for New Online Video Service

Data at a Quick Glance

- 599 customers based in 108 countries
- 958 movies within 17 movie categories in inventory
- All movies are in English
- 2 stores
- 4581 inventory entries
- 16044 rental entries
- 14596 payment entries

Which movies contributed the most/least to revenue gain?

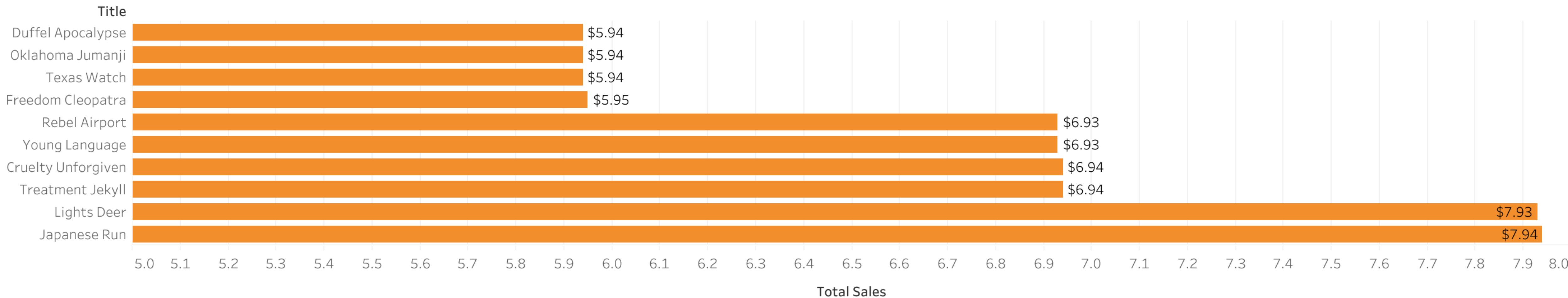
Top 10 Movies per Revenue Contribution



- Highest-grossing movie: Telegraph Voyage (\$215.75)
- Lowest-grossing movies: Duffel Apocalypse, Oklahoma Jumanji, Texas Watch (\$5.94)
- Average total revenue per movie: \$64

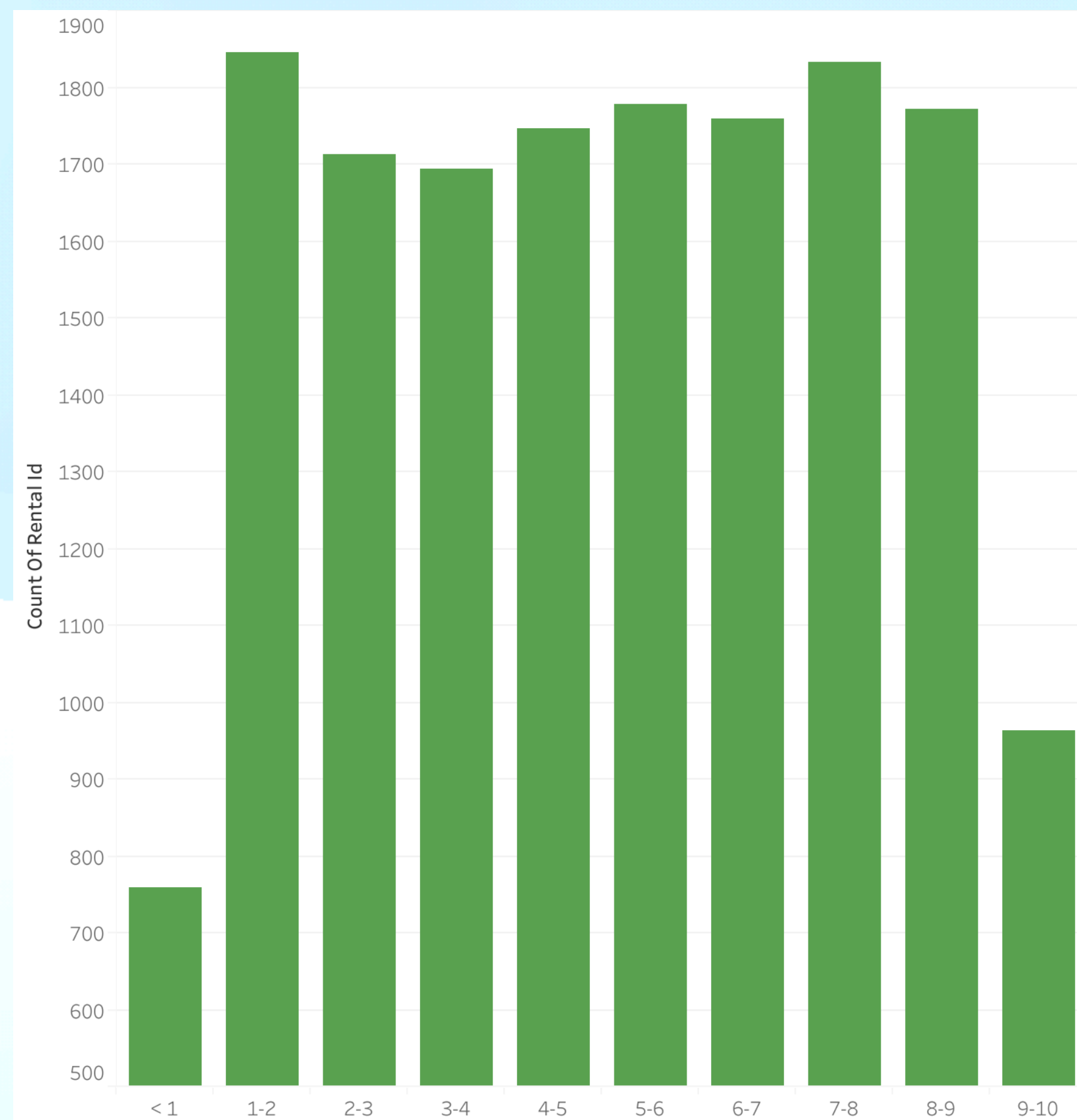
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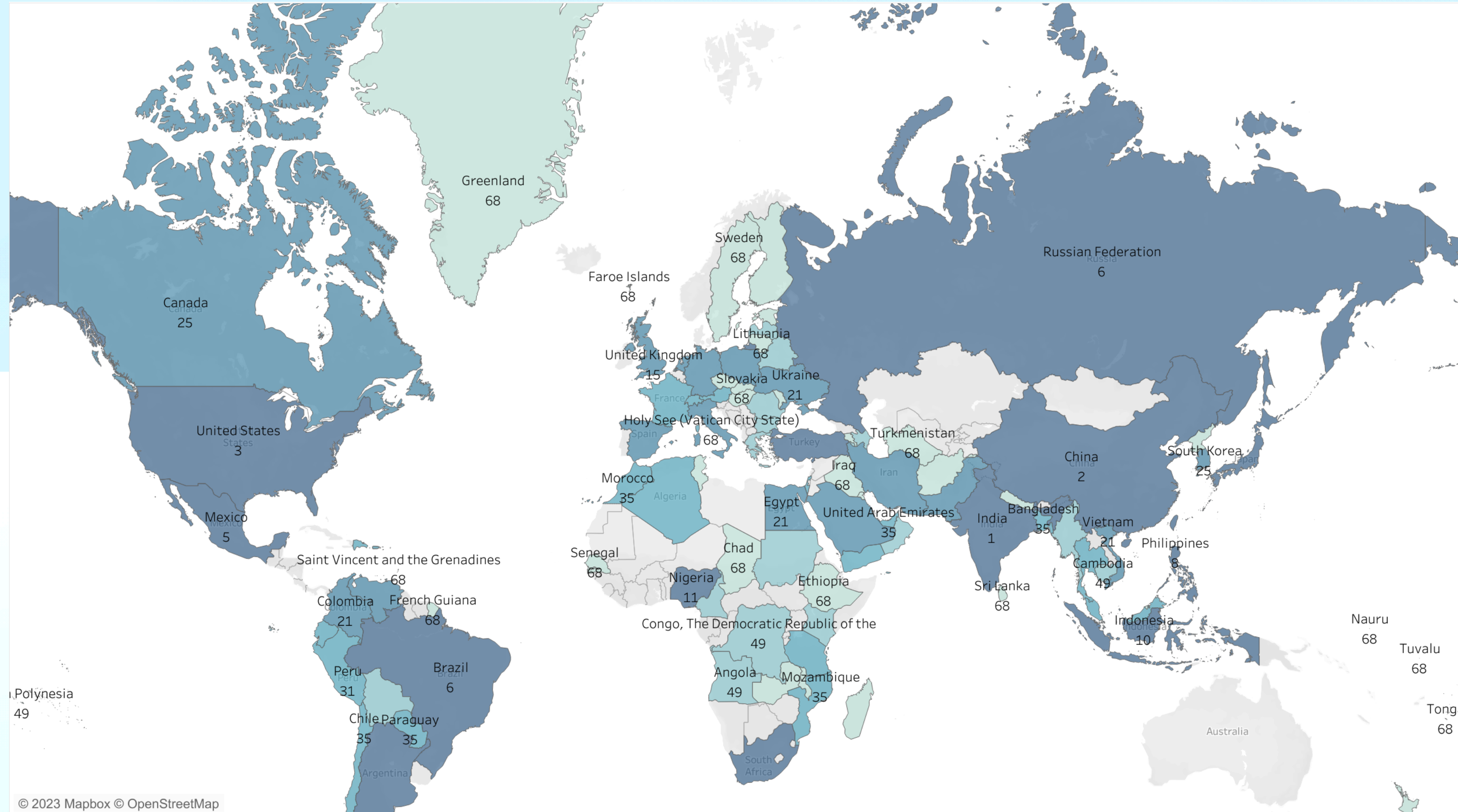
What was the average rental duration for all videos?



Frequency Table: Duration of Movie Rental (in Days)

- Rental duration falls between 18 hours & 9 days 6 hours
- Most common rental duration: 1-2 days, closely followed by 7-8 days
- Average rental duration: 5 days 1 hour

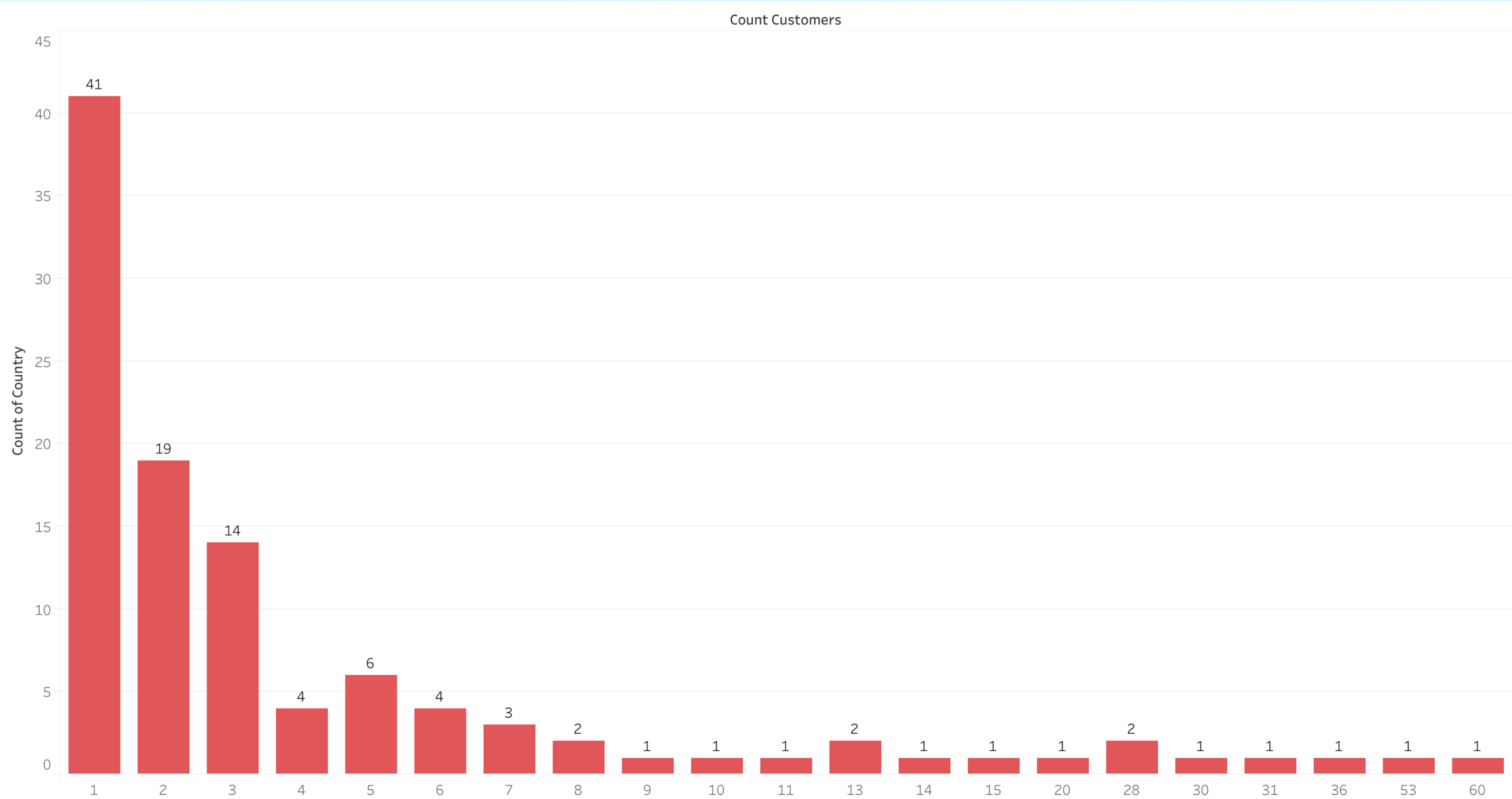
Which countries are Rockbuster customers based in?



- In total: 599 customers based in 108 Countries
- Number of customers per country ranges from 1 to 60
- Top 5 countries with most customers: India(60), China(53), The U.S.(36), Japan(31), Mexico(30)
- There are fewer than 10 customers in most countries

Ranking: Countries with the Most Customers

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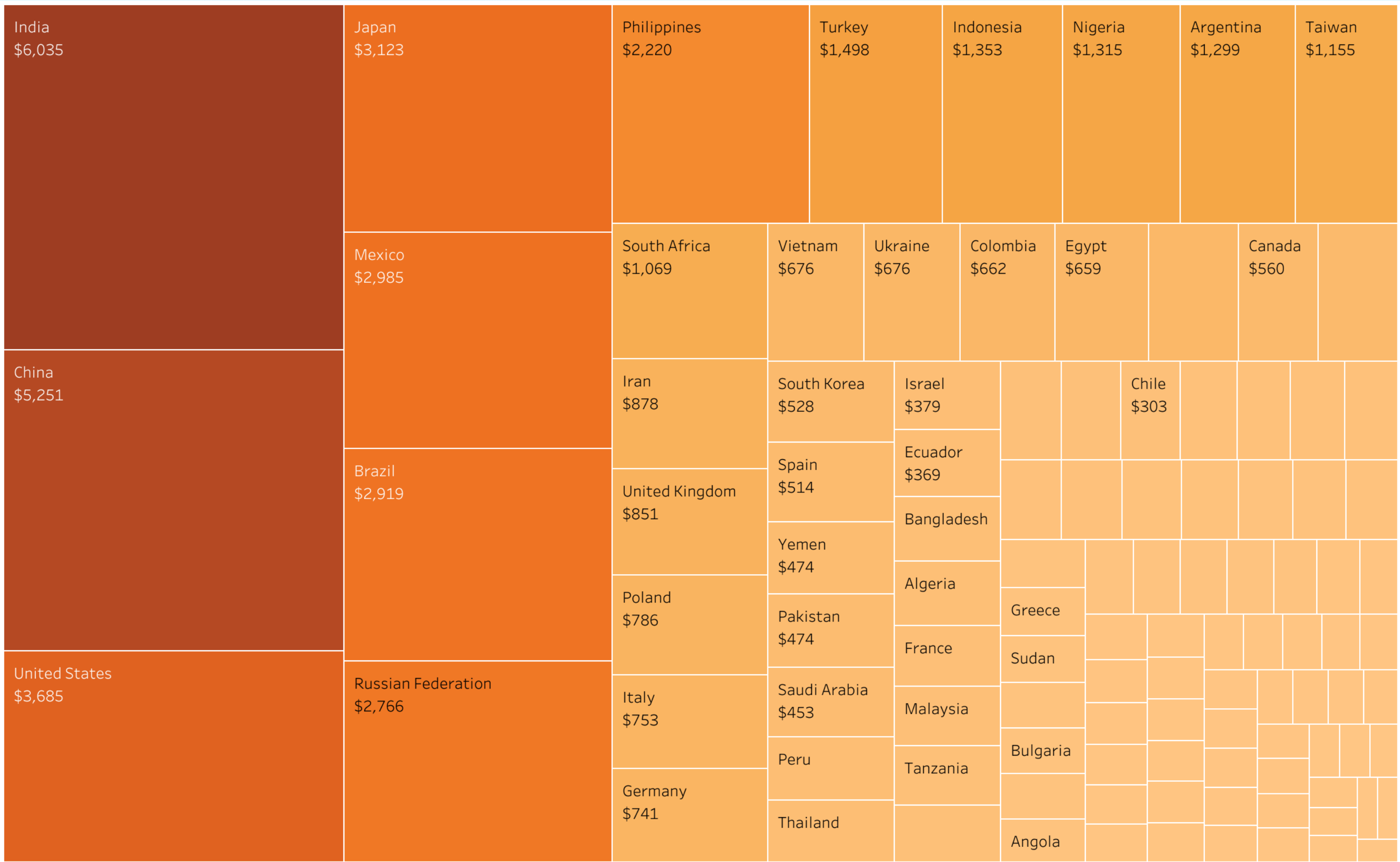
Where are customers with a high lifetime value based?



Treemap: Top customers with the highest lifetime value

- Customer lifetime value ranges between \$28 and \$212
- Countries of top 6 customers: France, The U.S., Brazil, The Netherlands, Belarus, Iran

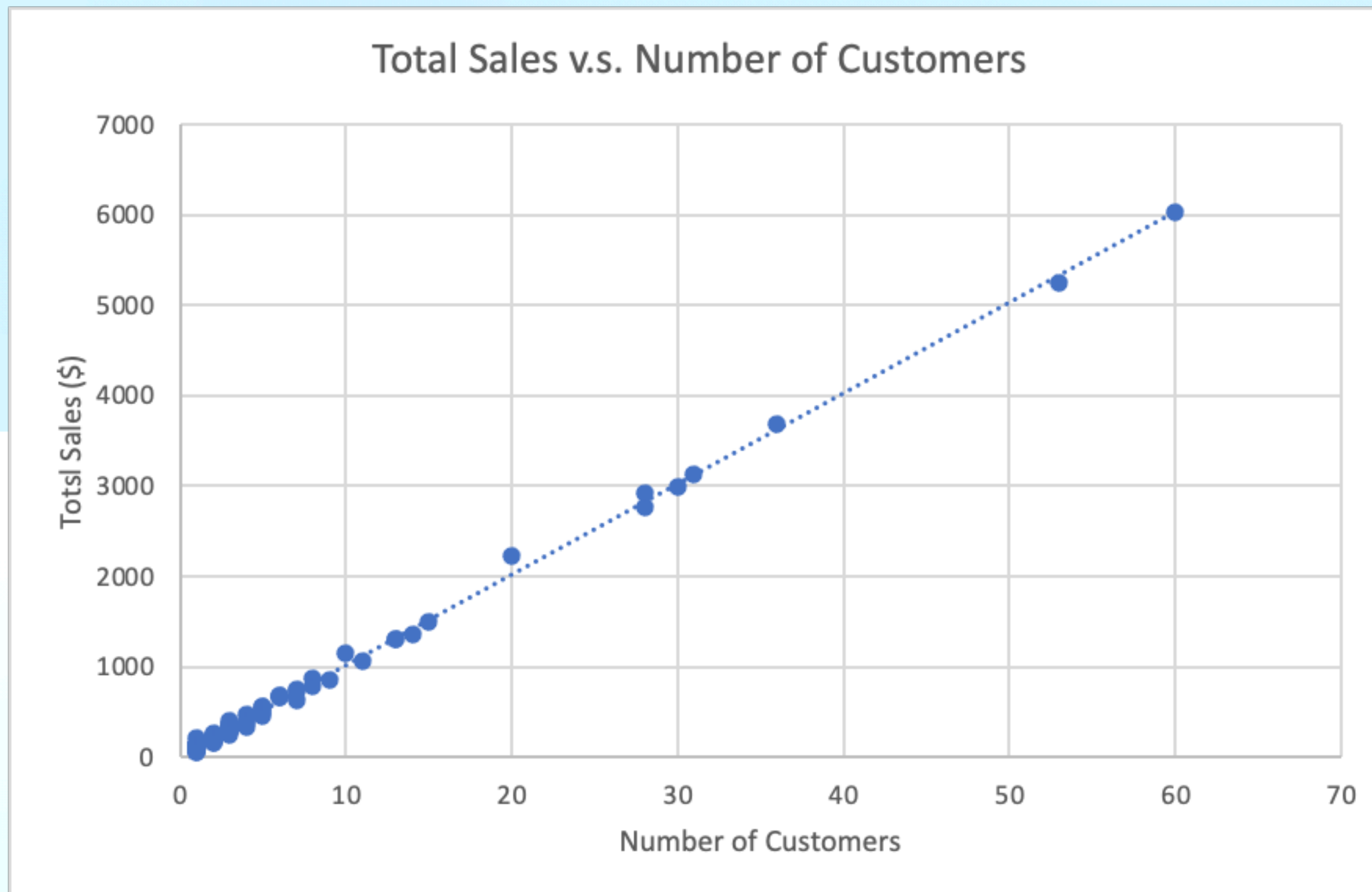
Do sales figures vary between geographic regions?



Treemap: Total Sales per Country

- Total sales per country ranges between \$48 and \$6,035
- Countries with highest sales: India, China, The U.S., Japan, Mexico
- Total sales and number of customers have a positive correlation

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Recommendations

- Diversify movie offerings by adding movies of further languages (e.g. Hindi, Chinese, Japanese, Spanish)
- Replace low-grossing movies with new movies (a separate analysis for selection of new movies is needed.)
- Increase customer base worldwide (currently < 10 customers in most countries!)
- Collect more recent data for analysis (All payment data are from 2007!)

Thank you for your attention!