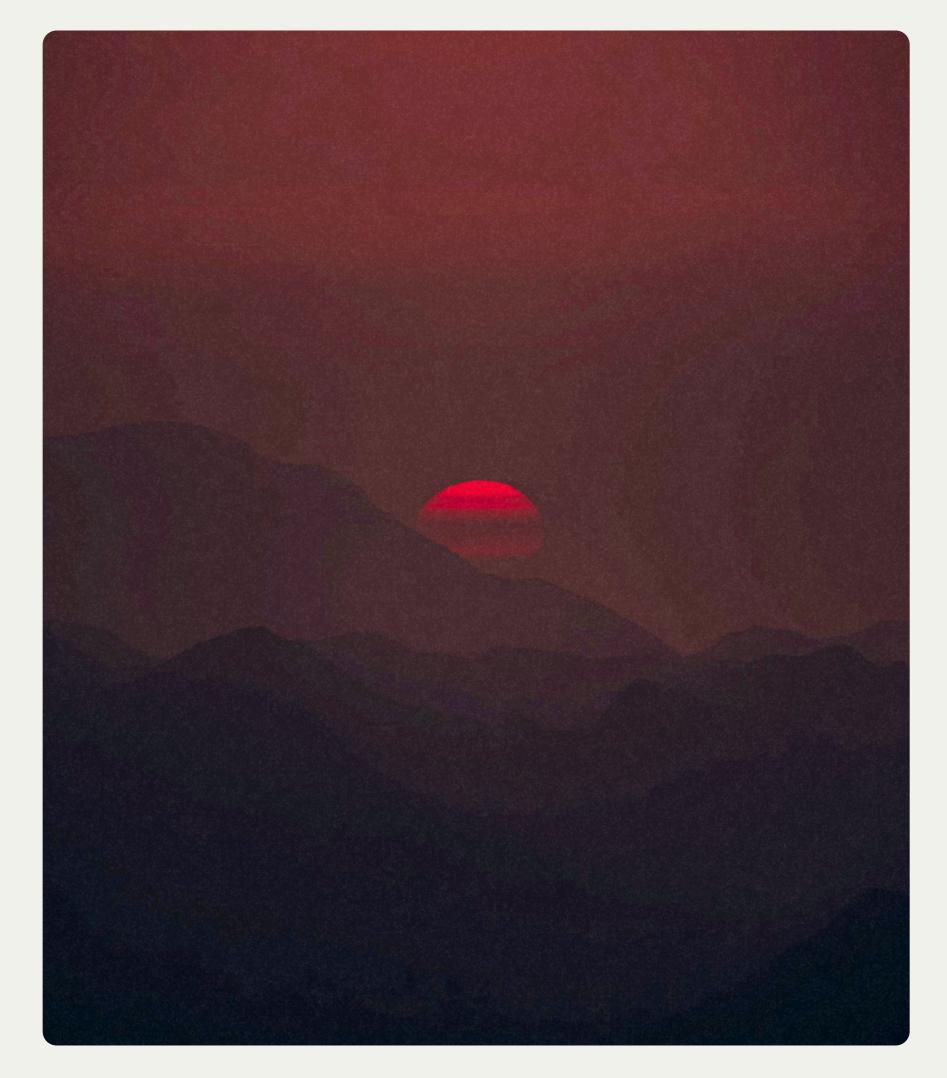


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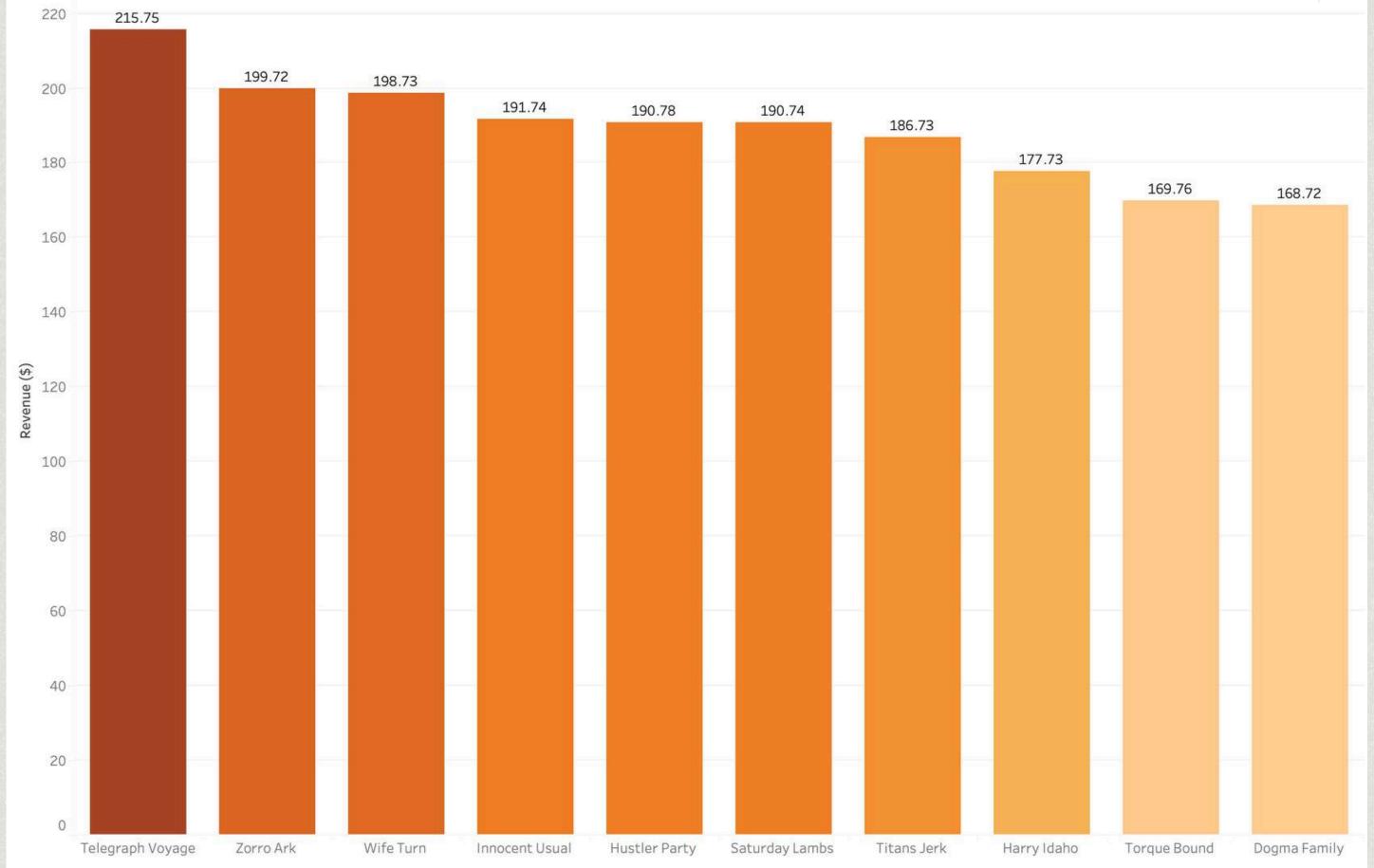
- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?

Film Descriptive Stats

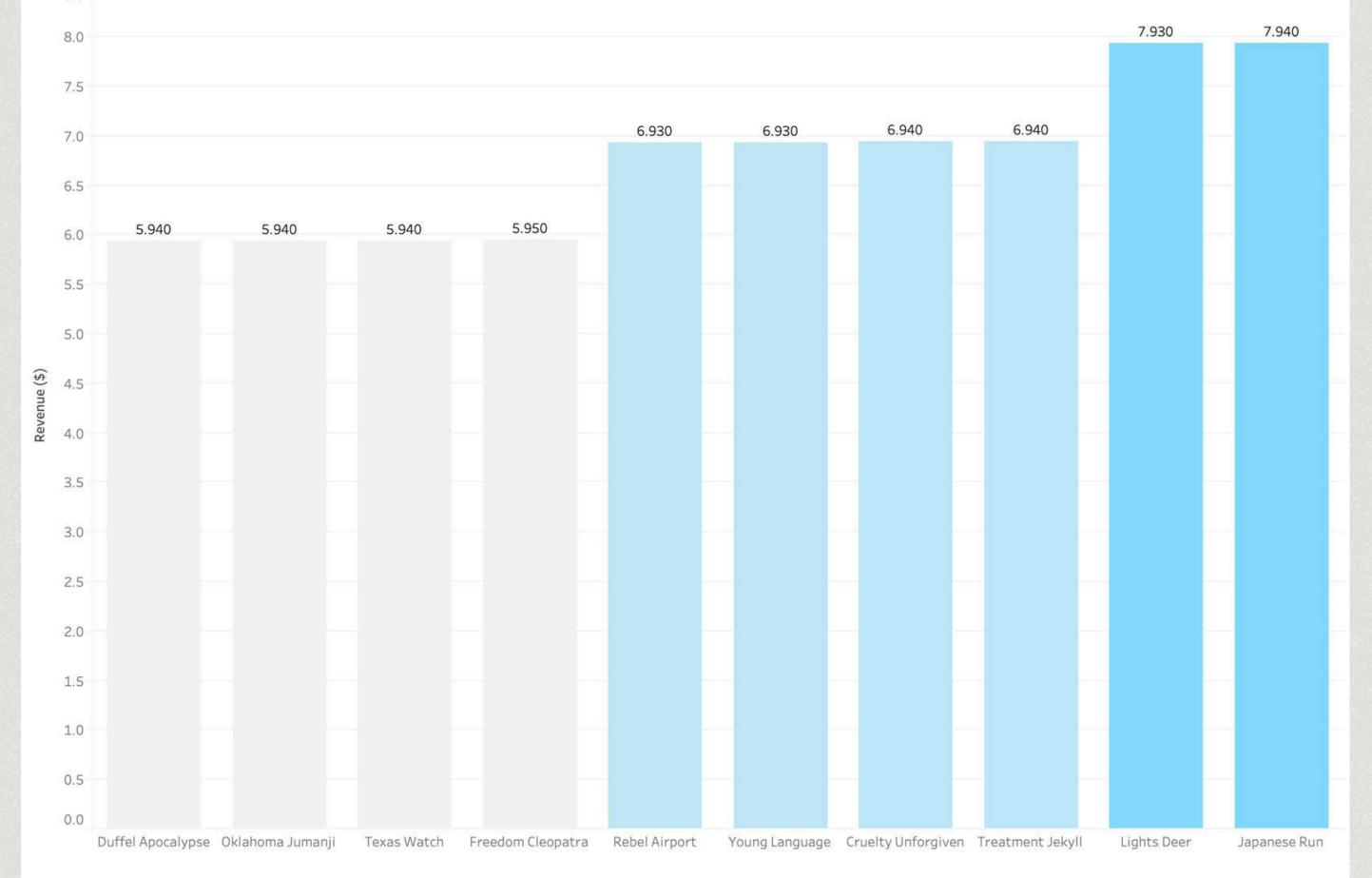
Film Discrete Data	Min	Max	Average
Film Length (min)	46	185	115.27
Rental Duration (day)	3	7	5
Rental Rate (\$)	0.99	4.99	2.98
Replacement Cost (\$)	9.99	29.99	19.98

Tableau Link

Top 10 films contributed the most to the revenue



Bottom 10 films contributed the least to the revenue



Where do the top customers live? Greenland Russian Federation Faroe Islands Canada Czech Republic Liechtenstein Holy See (Vatican City State) United States Turkmenistan North Korea Turkey South Korea China Iran Afghanistan Morocco Algeria Egypt United Arab Emirates Dominican Republic Chad | Sudan Saint Vincent and the Grenadines Sri Lanka French Guiana Nauru Congo, The Democratic Republic of the Tanzania Tuvalu Brazil Mozambique American Samoa French Polynesi Chile Paraguay Australia Argentina **Total Sales** 6,033 48

Which film genres were the most rented?

Sports 1,179	Family	Documentary	Foreign
	1,102	1,050	1,033
Animation	Sci-Fi	Gan	
1,166	1,101	96	
Action	Drama	Children	
1,112	1,060	945	

Top5 Paid Customers

Customer	Location	Amount Paid (\$)
#1	Saint-Denis, Réunion	211.55
#2	Cape Coral, US	208.58
#3	Santa Bárbara d'Oeste, Brazil	194.61
#4	Apeldoorn, Netherlands	191.62
#5	Molodetno, Belarus	189.60

Recommendations

- Expand the library by updating it regularly so that we won't lose out too other streaming services.
- Introduce monthly subscription programmes where premium members have access to the entire film library.
- Add more titles shot in foreign languages.
- Emphasis marketing more for regional markets, for example Tagalog films in Philippines, Tamil films for India, and so on.



End of Presentation Any questions?

Tableau Link