

Movie Rental Insights: Customer & Revenue Analysis

By Brent Neri
12/12/2024



Motivation

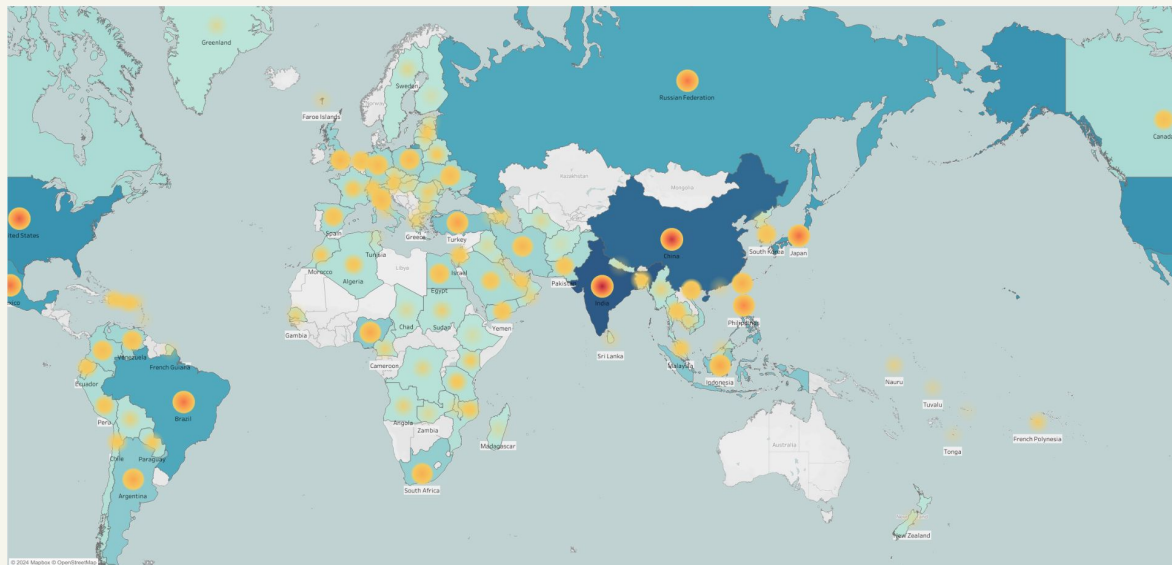
A deep dive into:

- Top customers
- Rental Patterns
- Movie Revenue



Highest Customer Base by Country

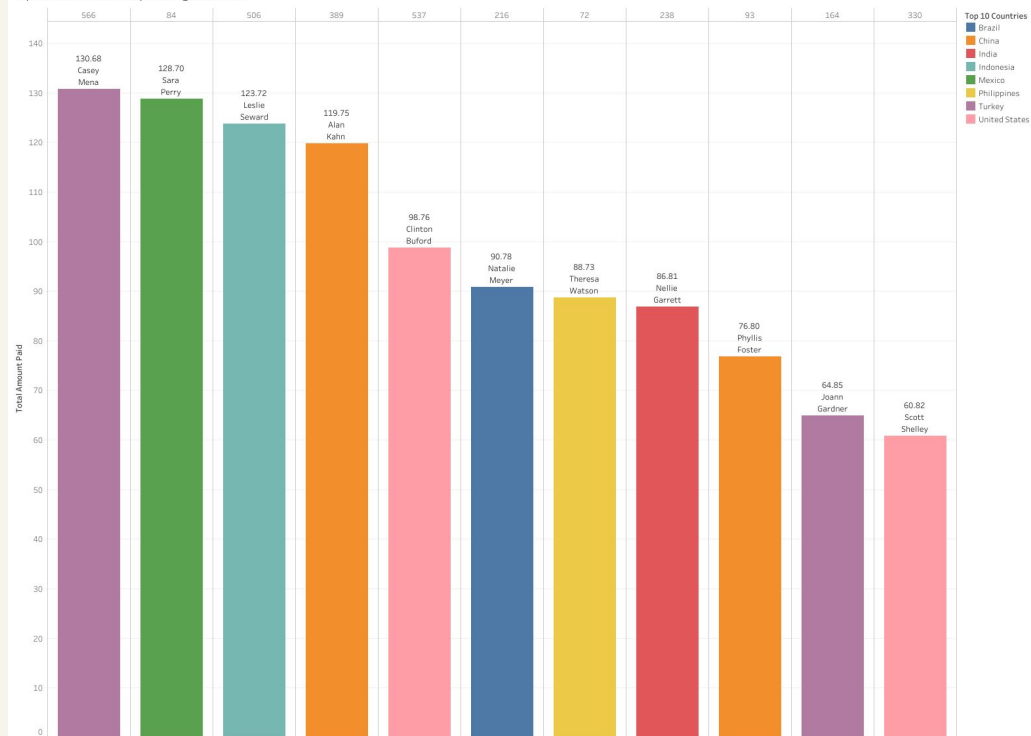
- Understanding the global distribution of customers helps target marketing and identify high-demand regions.



Top Customers and Spending Overview

- By identifying our top customers, we can target high-value relationships and tailor our services.

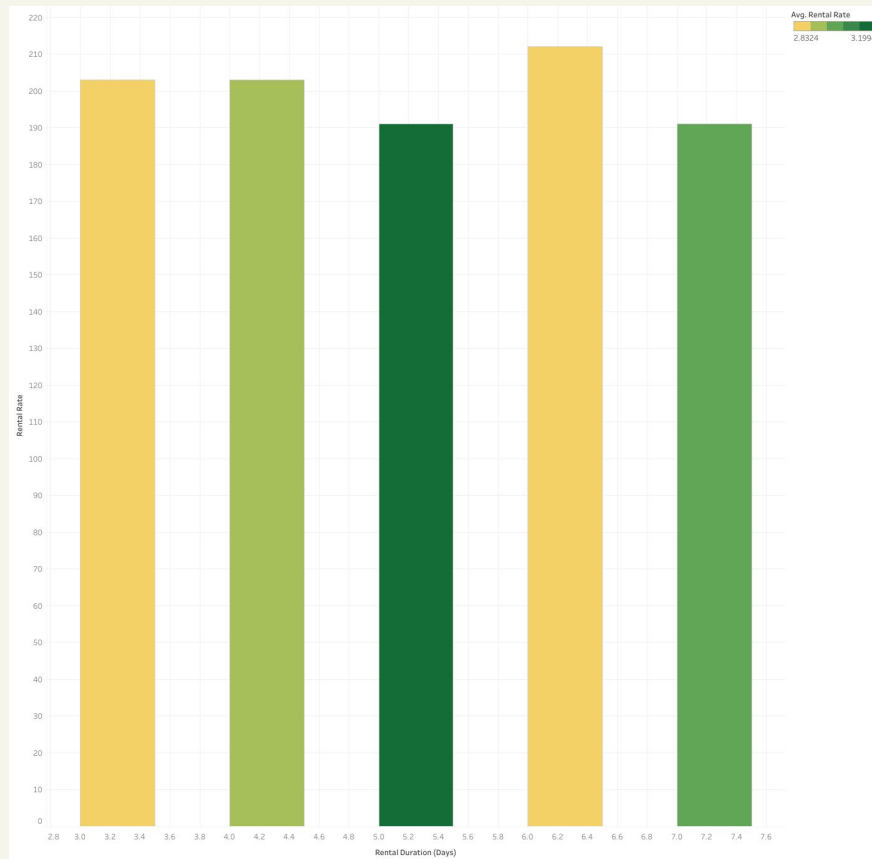
Top Customers and Spending Overview



Average Rental Duration

- The average rental duration tells us how long customers are engaging with the content, providing insights into their viewing behavior.

	Min	Max	Avg
Rental Duration	3	7	4.985
Rental Rate	0.99	4.99	2.98



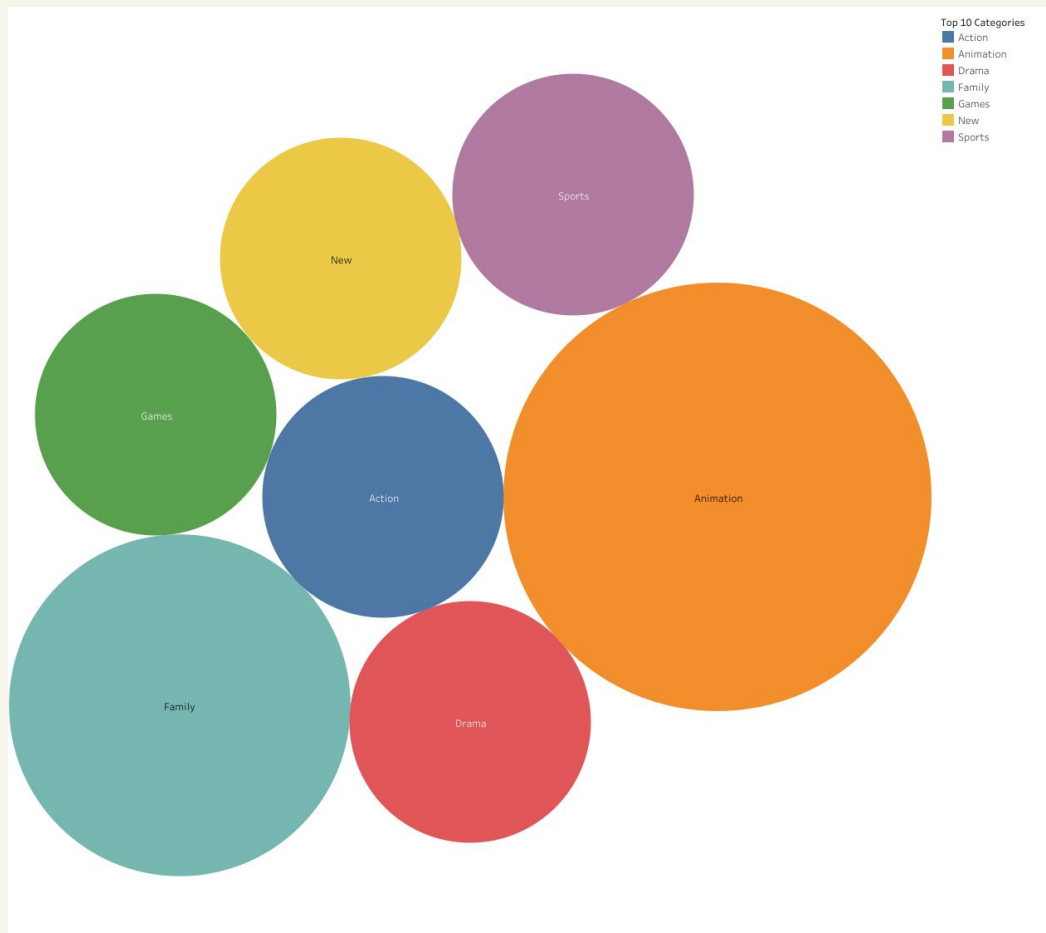
Top Movies

- Identifying the movies that generate the most revenue allows for better planning of promotions and inventory..



7 Top Genres

- Knowing which genres are the most profitable helps with future movie selection, promotions, and targeting specific customer preferences.



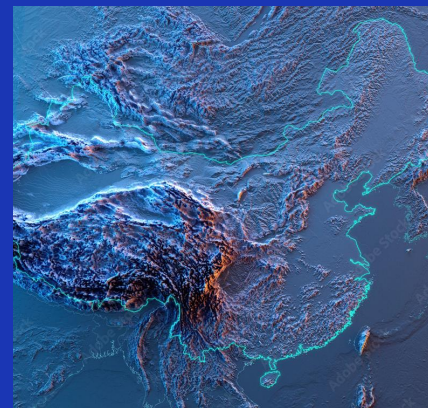
Conclusion & Strategic Insights

- Understanding our target audience we can look to future markets globally.
- Decreasing rental duration increases rental rate = more revenue.
- Focusing on top movies/genres allows for better inventory stock/management.
- Have a membership program to reward long term customers/spenders



#1 India

India is our top consumer with 60 customers



#2 China

Following close behind, China is second with 53 customers

Thank You

Questions?

