

Data driven insights &

Recommendations



Agenda

Key Statistics - Summary stats

- Visual findings
 Representation of key findings
- Recommendations



Most common movie language

ENGLISH

Most popular category

SPORTS

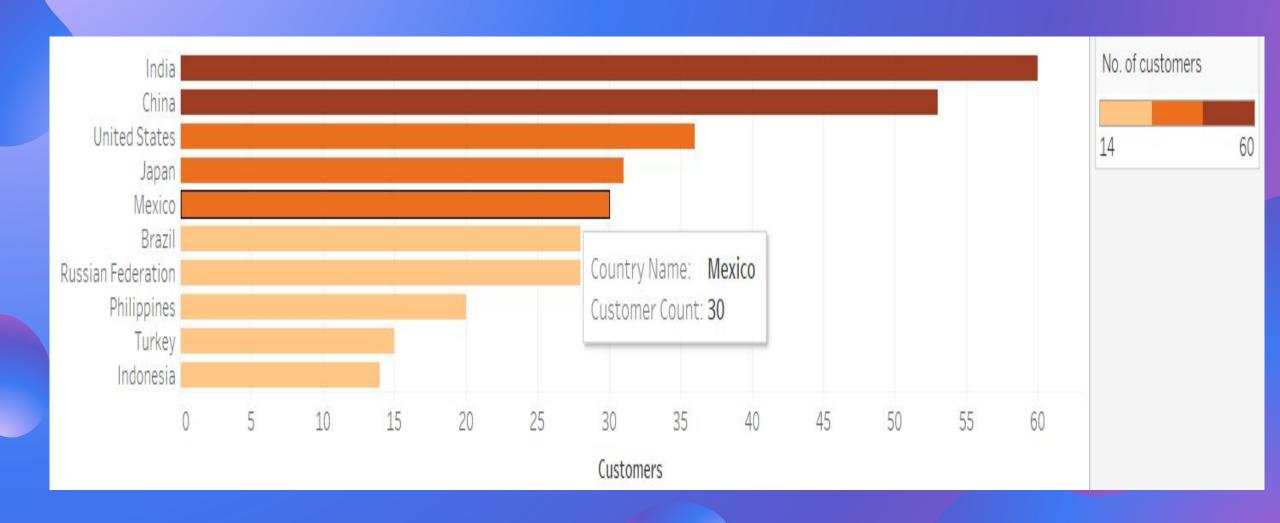
Most common movie rating

PG-13

RENTAL RATE

Maximum Minimum Average 1\$ 5\$ 3\$

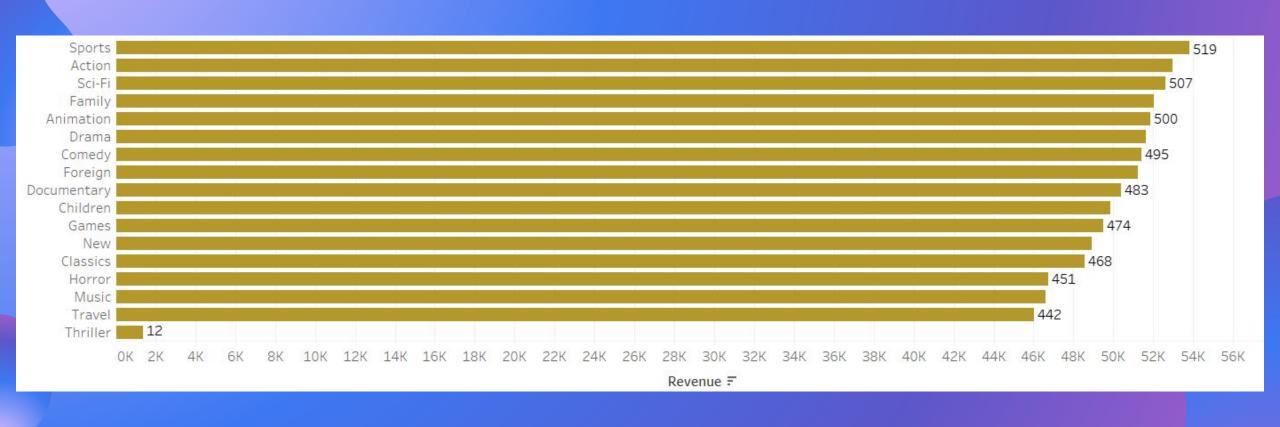
TOP 10 Countries



TOP 10 Cities



TOP revenue making movie genres



Regional penetration in terms of customer numbers and revenue Notable omissions from areas of penetration are Europe, Canada and Australia Top countries in terms of customers and revenue are India and China © OpenStreetMap

Top country genre combinations

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India Animation		A CONTRACTOR AND ADDRESS OF THE PARTY OF THE		ndia	India Horror		+			Brazil					
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Inc		India Music		India Games	India Comedy				States	Brazil	Brazil	Brazil	-		
Children India		India				Mexico	Mexico Sci-Fi							T	
Sci	504050	New		India		Mexico	Mexico	Mexi	ico						
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	ina mily					Mexico	Mexico	Mexi	ico						
Ch	ina	China Classics China Action China Music		China New	China	Japan	Japan								
	ama ina					Japan	Japan								
	medy			China		Japan	Japan	Japa		Turkey					
	ina mes			China		Japan	Japan	Japa		Turkey					

Summary & recommendations

- Leverage strengths: Focus on top and growing markets like India and China: Marketing and operations
- Missed opportunities: Find opportunities for Growth in Europe and Canada
- Data Science: Continuously update trending popular genres for each country and ensure parallel stocking and marketing



THANK YOU

