REVENUE AND
CUSTOMER INSIGHTS

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Streaming Service Launch Strategy

Key Questions

▶ 1. Which movies contributed the most / least to revenue gain?

▶ 2. What was the average rental duration for all videos?

▶ 3. Which countries are customers based in?

▶ 4. Where are customers that spend the most located?
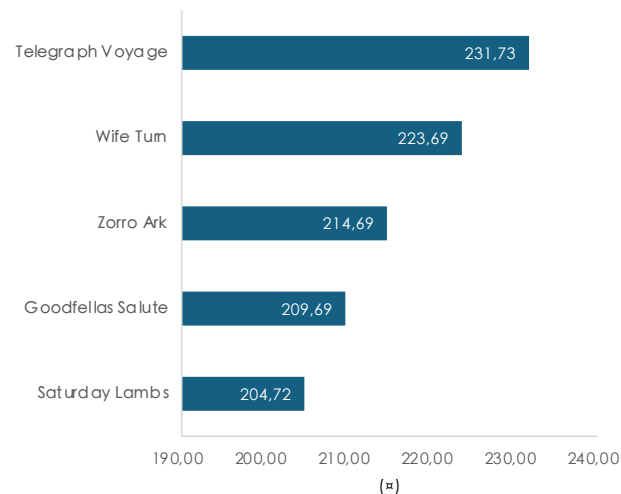
▶ 5. Do sales figures vary between geographic regions?

Question 1

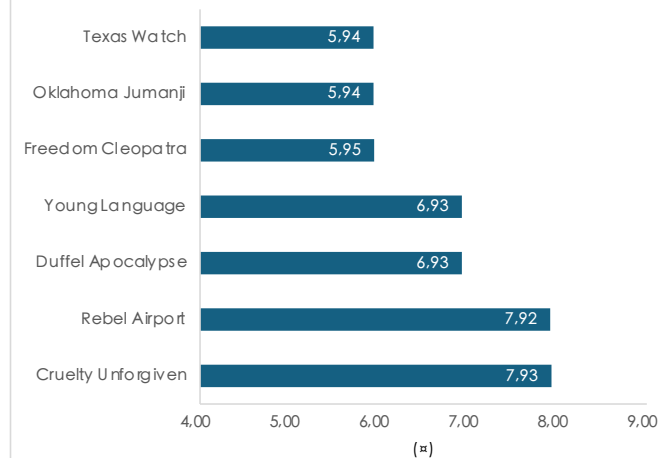## Which movies contributed the most / least to revenue gain?

Film Catalogue	
Titles (Registered)	1000
Titles (Inventory)	958
Categories	16
Ratings	5
Languages	1 (English)
Release Years	1 (2006)

Revenue Earned per Film (¤)	
Minimum	5,94
Maximum	231,73
Average	69,82
Total	66 888,39

Films in the Top 5 Revenue Positions

Film	Revenue
Telegraph Voyage	231,73
Wife Turn	223,69
Zorro Ark	214,69
Goodfellas Salute	209,69
Saturday Lambs	204,72

Films Sharing the Bottom 5 Revenue Positions

Film	Revenue
Texas Watch	5,94
Oklahoma Jumanji	5,94
Freedom Cleopatra	5,95
Young Language	6,93
Duffel Apocalypse	6,93
Rebel Airport	7,92
Cruelty Unforgiven	7,93

Of the 1,000 titles registered in the system, only 958 were held in inventory, generating ¤66,888.39 in total revenue. **Film-level earnings varied significantly,** with the top five titles — led by Telegraph Voyage and Wife Turn — generating between ¤204.72 and ¤231.73. At the other end of the spectrum, seven films occupied the bottom five positions, all earning less than ¤8.00, with Texas Watch and Oklahoma Jumanji tied for last place at just ¤5.94 each.

Question 2

What was the average rental duration for all videos?

Summary Statistics - Actual Rental Duration per Rental Term				
Rental Term (Days)	Number of Transactions	Minimum Actual Duration	Maximum Actual Duration	Average Actual Duration
3 Days	3 366	0	10	5
4 Days	3 213	0	10	5
5 Days	3 132	0	10	5
6 Days	3 352	0	10	5
7 Days	2 798	0	10	5
All Terms	15 861	0	10	5

While each film was assigned a fixed rental term between 3 and 7 days, **actual return behaviour showed no variation**, ranging from same-day returns to as long as 10 days, with an average of 5 days.

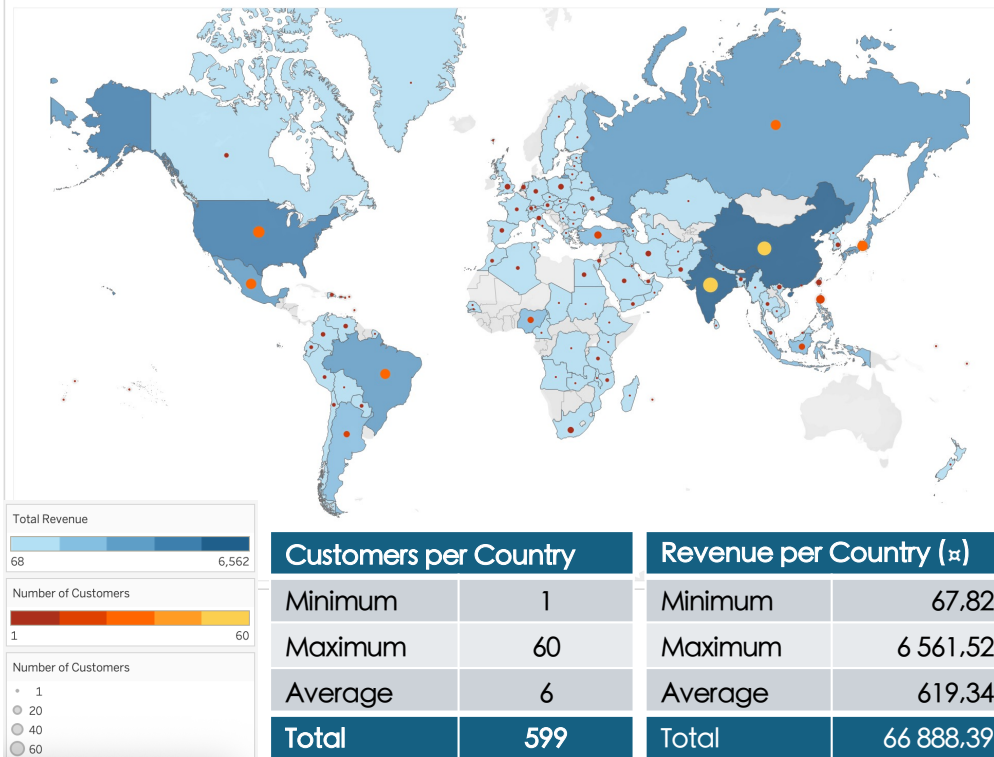| Rental Term	Number of Transactions - Actual Rental Duration										
	0 Days	1 Days	2 Days	3 Days	4 Days	5 Days	6 Days	7 Days	8 Days	9 Days	10 Days
3 Days	18	356	370	371	358	400	366	357	385	360	25
4 Days	22	309	361	369	339	337	401	358	363	335	19
5 Days	26	336	375	337	327	331	344	361	346	335	14
6 Days	22	342	371	354	356	383	372	430	355	345	22
7 Days	17	301	318	283	301	310	300	315	313	316	24
All Terms	105	1644	1795	1714	1681	1761	1783	1821	1762	1691	104

Returns were also evenly distributed between 1 and 9 days regardless of the assigned duration, with notably fewer same-day and 10-day returns, suggesting that **specified terms had limited influence on actual return behaviour.**

Question 3

Which countries are customers based in?

Customers and Revenue per Country

Total Revenue

68 — 6,562

Number of Customers

1 — 60

Number of Customers
- • 1
- ○ 20
- ○ 40
- ○ 60

Customers per Country	
Minimum	1
Maximum	60
Average	6
Total	599

Revenue per Country (¤)	
Minimum	67,82
Maximum	6 561,52
Average	619,34
Total	66 888,39

Rank	Top 10 Countries	Customers	Revenue (¤)
1	India	60	6 561,52
2	China	53	5 757,87
3	United States	36	4 081,43
4	Japan	31	3 447,84
5	Mexico	30	3 293,10
6	Brazil	28	3 177,59
7	Russian Federation	28	3 037,91
8	Philippines	20	2 355,42
9	Turkey	15	1 651,15
10	Indonesia	14	1 504,35
Total		315	34 868,18

There were 599 customers based in 108 countries, but **activity was concentrated in a small number of high-volume markets.** The top 10 countries accounted for 315 customers (53% of 599) and ¤34,868 in revenue (52% of ¤66,888).

These countries also ranked identically in both metrics, indicating a strong alignment between customer volume and revenue contribution.

Question 4

Where are customers that spend the most located?

Top 10 Customers			
Rank	Customer ID	Country	Total Spent
1	526	United States	221,55
2	148	Réunion	216,54
3	144	Belarus	195,58
4	137	Netherlands	194,61
5	178	Brazil	189,62
6	459	Iran	186,62
7	469	Spain	177,60
8	468	India	175,61
9	236	Philippines	174,59
10	176	Algeria	173,63
Total			1 905,95

Top-spending customers were not limited to high-volume markets. They came from a diverse mix of countries, including major markets such as the United States and India, as well as smaller ones like Réunion and Belarus.
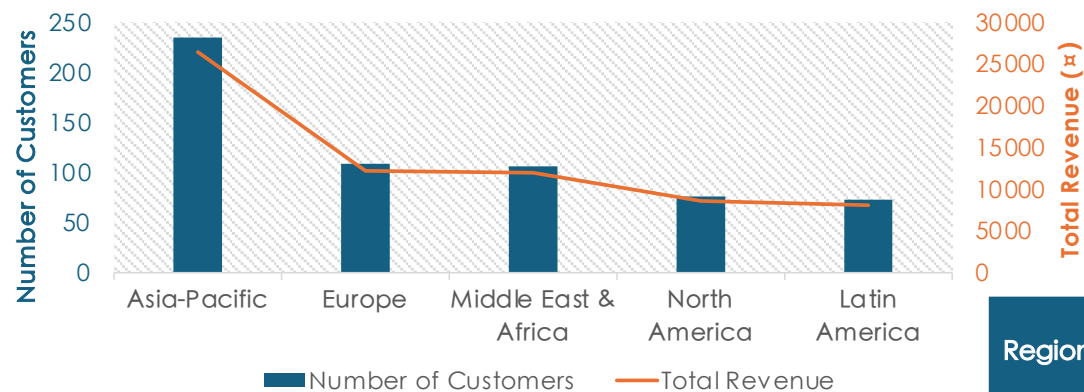
Despite their high individual spending, the combined contribution of the top 10 customers amounted to just ¤1 906 (3% of the ¤66 888 total revenue).

Revenue per Customer (¤)	
Minimum	50,85
Maximum	221,55
Average	111,67
Total	66 888,39

Question 5

Do sales figures vary between geographic regions?

Revenue and Customer numbers by Region

Sales figures varied significantly by region, largely mirroring customer distribution. Asia-Pacific had the highest customer count and revenue, followed by Europe and the Middle East & Africa with similar volumes. North America and Latin America contributed the least.

Despite differences in scale, **average revenue per customer was consistent across all regions**.

Region	Customer Count	Total Revenue	Average per Customer
Asia-Pacific	235	26 233,24	112
Europe	109	12 182,34	112
Middle East & Africa	106	11 911,99	112
North America	76	8 543,66	112
South America	73	8 017,16	111
Total		66 888,39	599

Summary

1. **Catalogue performance was uneven**, with a small number of titles generating disproportionately high revenue and many earning very little.

2. **Return behaviour showed little correlation** with assigned rental terms, suggesting customer habits were independent of predefined rental policies.

3. **Customer activity was highly concentrated**, with just 10 countries responsible for over half of global revenue and customer volume.

4. **Top spenders were globally dispersed**, but their individual impact on total revenue was limited.

5. **Asia-Pacific led all regions** in both customer count and revenue, followed by Europe and the Middle East & Africa.