

Analysis of Worldwide Film Rentals

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Agenda

1. Background and Key Questions
2. Visualizations
3. Recommendations
4. Appendix with links to Tableau visualizations

Background and Key Questions

Background and Key Questions

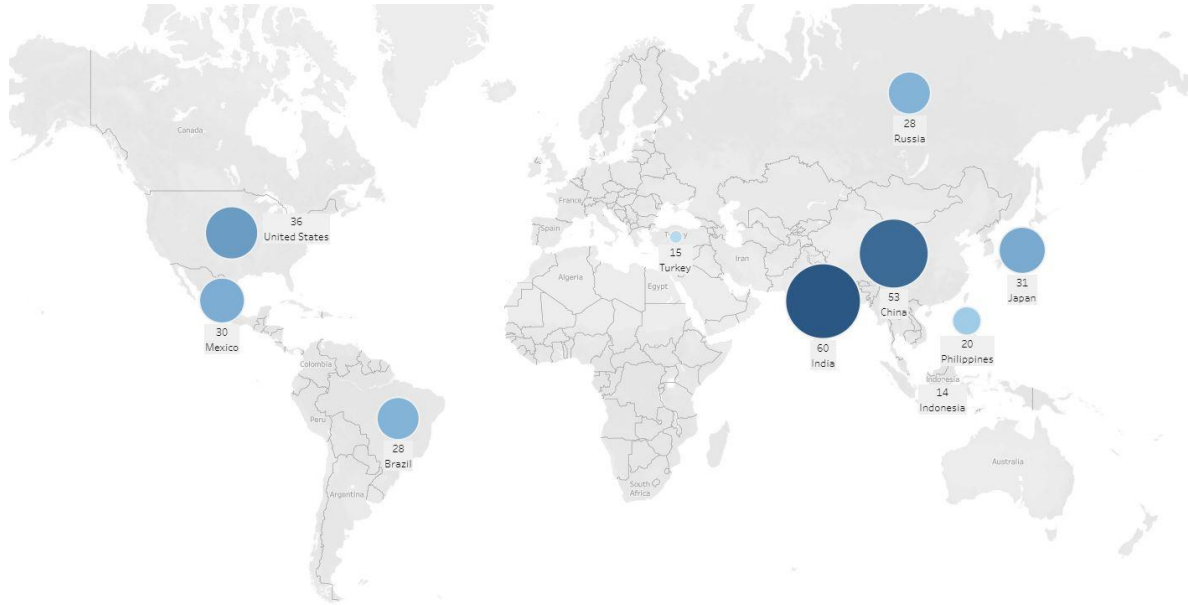
Rockbuster Stealth is a fictional movie rental company that previously operated film rental stores around the world. Facing competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

Before providing recommendations, however, the Rockbuster Stealth company asks for answers to these questions:

1. Which countries have the most customers?
2. Which countries generate the most revenue?
3. From which country were the most videos rented?
4. What are the highest grossing films by rating and category?
5. What are the highest grossing film categories?
6. Which actor generates the highest gross rental amount?
7. Rockbuster Stealth would like more information about film categories in India; show revenue generated by film category in India

Question 1

Which countries have the most customers?



India: 60
China: 53
United States: 36
Japan: 31
Mexico: 30
Brazil: 28
Russia: 28
Philippines: 20
Turkey: 15
Indonesia: 14

Asia and SE Asia account for 57% of these customers.

Question 2

Which countries generate the most revenue?



India: \$6,032.79

China: \$5,247.04

United States:
\$3,694.27

Japan: \$3,121.52

Mexico: \$2,984.82

Brazil: \$2,919.19

Russia: 2,765.62

Philippines: \$2,219.70

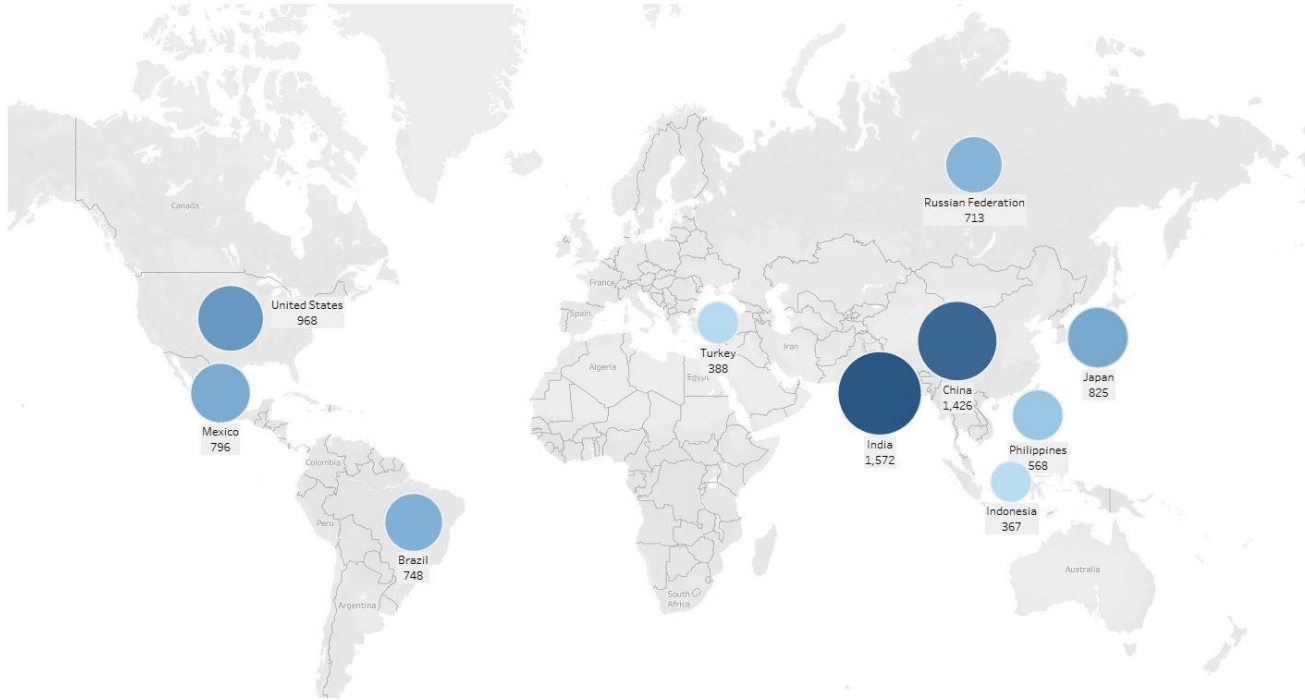
Turkey: \$1,498.49

Indonesia: \$1,352.69

Asia and SE Asia account for
56% of this revenue.

Question 3

Which countries rented the most movies?



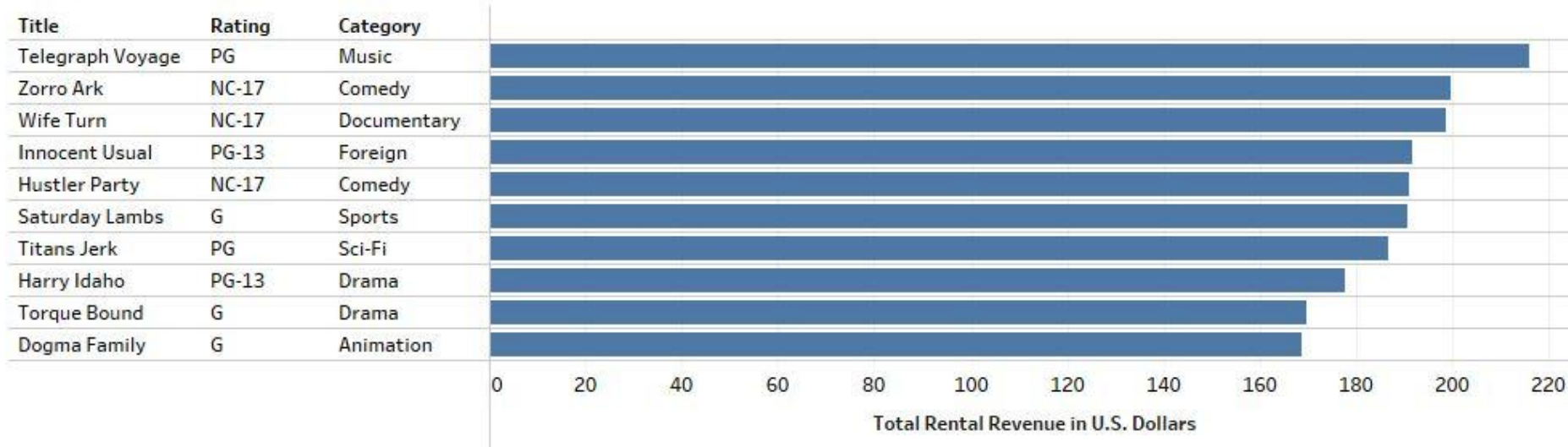
India: 1,572
China: 1,426
United States: 968
Japan: 825
Mexico: 796
Brazil: 748
Russia: 713
Philippines: 568
Turkey: 388
Indonesia: 367

Asia and SE Asia account for 57% of these rentals..

Question 4

What are the highest grossing films by rating and category?

Revenue by Film, Rating and Category

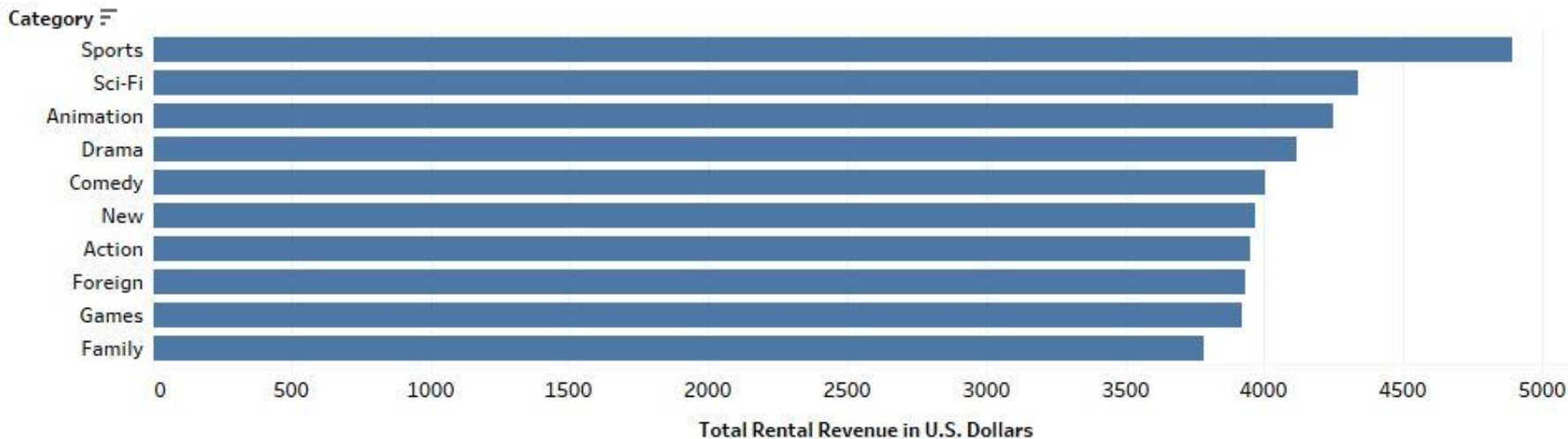


PG-13 and NC-17 rated movies contribute 50% of revenue for the 10 highest grossing film categories.

Question 5

What are the highest grossing film categories?

Revenue by Category

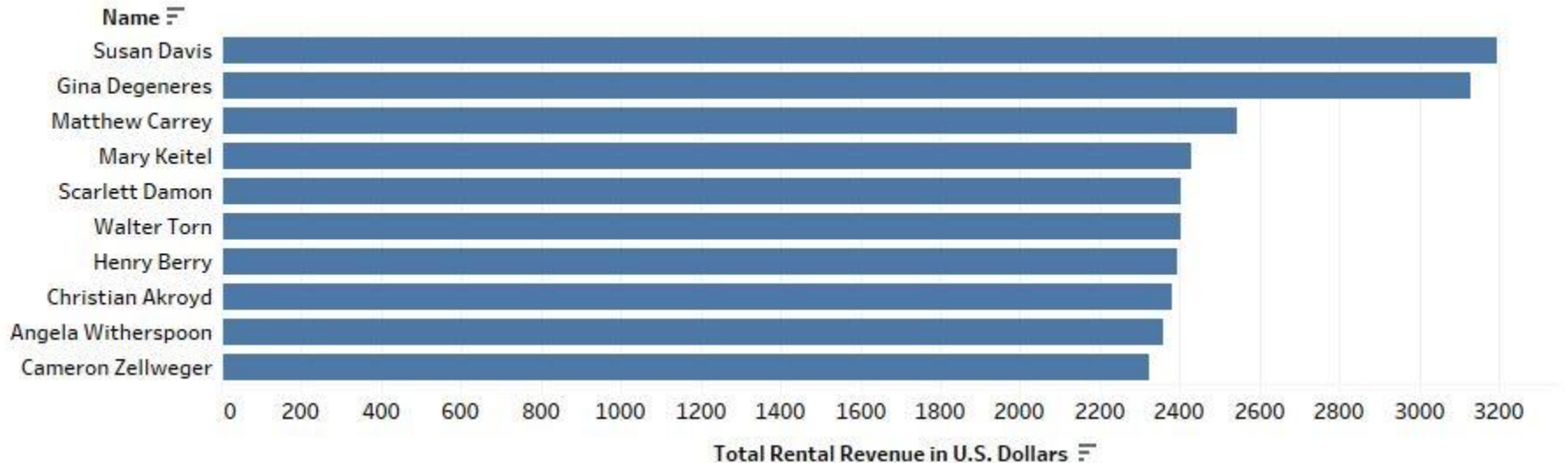


More information is needed to create a conclusion from this data. For example, what is meant by the "New" category? Additional information about "Foreign" films is required such as the type of foreign film.

Question 6

Which actor generates the highest gross rental amount?

Revenue by Actor

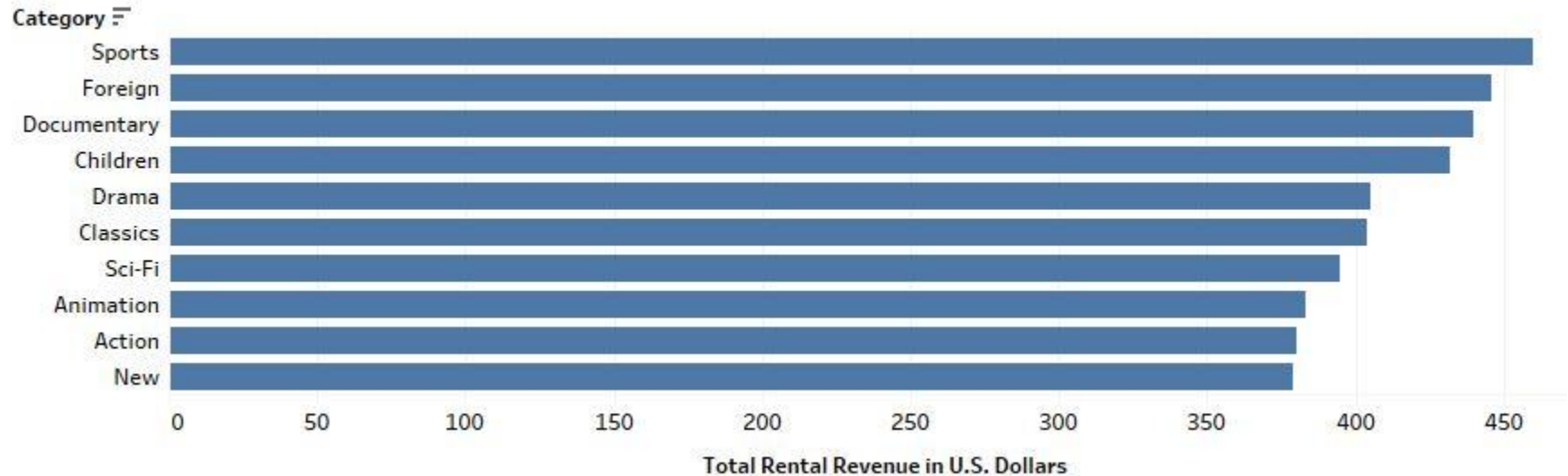


Women contribute 53% of total revenue for the top 10 highest grossing actors.

Question 7

Rockbuster Stealth would like more information about film categories in India; show revenue generated by film category in India.

Highest Grossing Rental Categories in India



Sports films are the highest grossing category both in India as well as worldwide.

Recommendations

Recommendations

1. Market films heavily in Asia and Southeast Asia; this region accounts for 57% of customers in the top 10 countries with the most customers, 57% of rentals for the top 10 countries with the most rentals and 56% of rental revenue for the top 10 countries that generate the most rental revenue.
2. Each category and actor may experience different levels of popularity in each country; perform deeper analysis and monitor over time in order to market specific films in each geographic region.
3. Consider marketing films in the sports category, rated either PG-13 or NC-17 starring either Susan Davis or Gina Degeneres; this category, ratings and actors generate the most rental revenue.
4. India may have growth potential; investigate why category type "Foreign" is 2nd most popular category. "Foreign" is ambiguous and further insights are needed.

Appendix

The background of the slide is a dark green gradient. On the right side, there is a series of concentric, semi-circular arcs that curve from the top right towards the bottom right. Small, light-colored dots are scattered along these arcs, creating a pattern that resembles a stylized fingerprint or a series of orbits.

Links

Customers by Country:

https://public.tableau.com/app/profile/david.carpenter5643/viz/CustomersbyCountry_17020753468830/Sheet6?publish=yes

Top countries by revenue:

https://public.tableau.com/app/profile/david.carpenter5643/viz/RevenuebyCountry_17020688271460/Sheet1?publish=yes

Top Rentals by Country:

<https://public.tableau.com/app/profile/david.carpenter5643/viz/RentalsbyCountry/Sheet2?publish=yes>

Highest grossing rentals by rating and category:

<https://public.tableau.com/app/profile/david.carpenter5643/viz/Highestgrossingrentalsbyratingandcategory/Sheet3?publish=yes>

Highest grossing rentals by category:

<https://public.tableau.com/app/profile/david.carpenter5643/viz/Highestgrossingrentalsbycategory/Sheet4?publish=yes>

Highest grossing rentals by actor:

<https://public.tableau.com/app/profile/david.carpenter5643/viz/Highestgrossingrentalsbyactor/Sheet5?publish=yes>

Highest grossing rental categories in India:

<https://public.tableau.com/app/profile/david.carpenter5643/viz/HighestGrossingRentalCategoriesinIndia/Sheet7?publish=yes>

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Thank You

The background of the slide is a dark green color. On the right side, there is a series of concentric, semi-circular arcs that curve from the top right towards the bottom right. Scattered along these arcs and in the surrounding space are numerous small, light-colored dots, creating a pattern reminiscent of a fingerprint or a stylized sunburst.