

Company Overview

MARCH 13

SAKILA Company

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Sakila is a DVD rental company.

Below you will find a short overview of the company based on the data for May-August 2005, and February 2006. Analysis was performed in SQLite.

Financial Overview

YEAR	MONTH	REVENUE
2005	05	4824
2005	06	9632
2005	07	28374
2005	08	24072
2006	02	514

Company's revenues have increased drastically in July 2005, comparing to previous months. For the month following August, there is no data available until February 2006. In total, sales amount to \$67,416

STORE	TIMESRENTED	Company operates in two locations, each having even distribution in sales.
1	8040	
2	8004	

Customers Overview

NUMBEROFCUSTOMERS
599

LAST PURCHASE	PURCHASES PER CUSTOMER	AMOUNT SPENT
15 YEARS AGO	on average: 26	on average: 4.2

Over time, company had 599 customers. The last recorded sale occurred 15 years ago. On average, over time customers of Sakila made 26 purchases, and spent \$4.2.

customers stay with the company for an average of 15.0 years

TOPSELLINGCOUNTRIES	SALES	PERCENTSHARE
INDIA	6630	9.83%
CHINA	5803	8.61%
UNITED STATES	4110	6.1%
JAPAN	3472	5.15%
MEXICO	3307	4.91%
BRAZIL	3201	4.75%
RUSSIAN FEDERATION	3046	4.52%
PHILIPPINES	2381	3.53%
TURKEY	1662	2.47%
NIGERIA	1511	2.24%

Our customers are located in 108 different countries. However, top 10 in terms of sales are listed to the left in descending order. Note that those top 10 countries make of 52% of total sales.

Internal Business Processes Overview

TITLE	RATING	TITLE REVENUE	TIMES RENTED
BUCKET BROTHERHOOD	PG	180.66	34
ROCKETEER MOTHER	PG-13	116.67	33
SCALAWAG DUCK	NC-17	172.68	32
RIDGEMONT SUBMARINE	PG-13	130.68	32
JUGGLER HARDLY	PG-13	96.68	32
GRIT CLOCKWORK	PG	110.68	32
FORWARD TEMPLE	NC-17	128.68	32
ZORRO ARK	NC-17	214.69	31
WIFE TURN	NC-17	223.69	31
TIMBERLAND SKY	G	123.69	31

Above is the table with 10 most often rented titles. Below is the table with top 10 selling titles. We can see that the titles in both tables do not cross, e.g., we can potentially increase rental price for those titles that are rented the most often, in order to maximize revenue.

TITLE	RATING	TITLE REVENUE	TIMES RENTED
TELEGRAPH VOYAGE	PG	231.73	27
WIFE TURN	NC-17	223.69	31
ZORRO ARK	NC-17	214.69	31
GOODFELLAS SALUTE	PG	209.69	31
SATURDAY LAMBS	G	204.72	28
TITANS JERK	PG	201.71	29
TORQUE BOUND	G	198.72	27
HARRY IDAHO	PG-13	195.7	30
INNOCENT USUAL	PG-13	191.74	26
HUSTLER PARTY	NC-17	190.78	22

SELLING RATING	CATEGORY NAME	TIMES RENTED
BEST SELLER	Sports	1179
MEDIUM SELLER	Family	1096
SLOW SELLER	Horror	846

At Sakila, ratings are defined each category. If titles in a category have been rented less than 900 times, it is a 'Slow Seller'. If titles in a category have been rented between 900 and 1099 times, it is 'Medium Seller'. All the rest fall under 'Best Seller' rating. Table above identifies the top category for each rating. We can see that Sports category is the Best Seller, with the aggregate 1179 times rented over time. In the Medium Seller rating, Family category is leading, with a total of 1096 times rented. And in Slow Seller – Horror – with a total of 846 times rented. This data suggests that for the most popular categories assortment of film titles can be increased.

There's a total of 42 film titles that made no sales.

When analyzing sales per film, a total of 42 were identified as having made no sales. Reason being – **unavailability in inventory** (please refer to the code sql file). We can not identify whether these titles present no interest to our customers.

Employee's overview

As mentioned previously, Sakila operates 2 stores. Each store has 1 staff member employed. Both employees have even amount in revenue made and times films rented.

STAFF ID	TIMES RENTED
1	8040
2	8004