



# SAKILA COMPANY

Entertaining Life

## Movie Rent Organization

Analysis based on Organization data and trends

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# Sakila Company

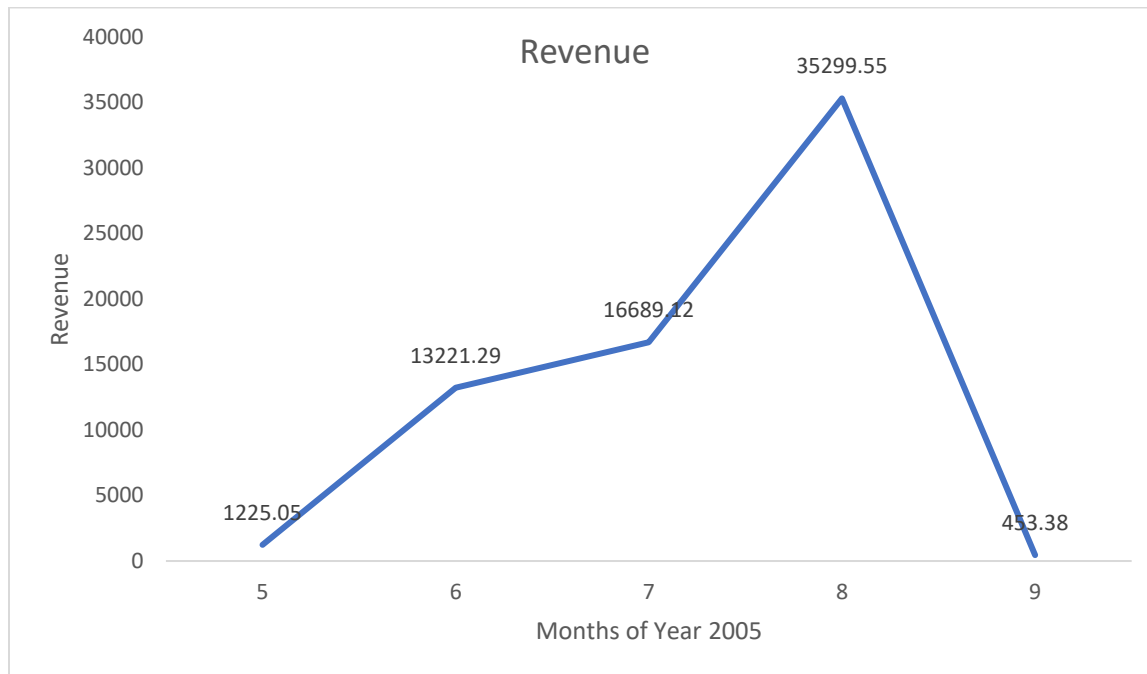
## DVD Rental Firm

Here are few insights about company's progress and development. The data available suggests that Company started its rental services from May 2005 and have 2 stores with 2 staff members in total. The stores are in Lethbridge, Canada and Woodridge, Australia. The company rent films by various actors and of various categories and ratings having different return period depending on the film.

### Financial Report:

The company collected 1225 USD in its first month and further revenue figures are as below:

Year	Month	Revenue
2005	05	1225.05
2005	06	13221.29
2005	07	16689.12
2005	08	35299.55
2005	09	453.38



The number of rentals if we go by store are as follows:

Store No.	Number of Rentals
1	8040
2	8004

### Customers Report:

The number of customers started using rental services in the below months:

Year	Month	Number of Customers joined
2005	2	158
2005	5	381
2005	6	59
2005	7	1

Top 10 good Customers based on maximum average spent are shown below. The frequency of renting films and last purchase months are also shown:

Customer ID	Average Spent (\$)	Frequency of buying	Last Purchase (Recency)
187	5.7	28	2005-05
433	5.35	25	2005-05
321	5.31	22	2005-05
542	5.27	18	2005-05
311	5.25	23	2005-05
19	5.24	24	2005-05
3	5.22	26	2005-05
285	5.22	26	2005-06
22	5.17	22	2006-05
259	5.17	33	2005-05

Top 10 bad customers based on maximum average spent are shown below. The frequency of renting films and last purchase months are also shown:

Customer ID	Average Spent (\$)	Frequency of buying	Last Purchase (Recency)
252	2.94	22	2006-05
395	3.04	19	2005-06
64	3.05	33	2006-05
381	3.05	35	2005-05
115	3.06	30	2006-05
557	3.07	24	2006-05
283	3.1	28	2005-06
411	3.11	26	2006-05
177	3.12	23	2005-06
568	3.18	21	2006-06

The customer with their smallest/longest tenure is:

Customer ID with smallest tenures	Tenure Years	Customer ID with longest tenures	Tenure Years
5	15.66	326	16.16
9	15.66	428	16.16
11	15.66	483	16.16
14	15.66	7	16.15
15	15.66	16	16.15
21	15.66	18	16.15
22	15.66	27	16.15
23	15.66	32	16.15
28	15.66	34	16.15

The revenue collected as per the market/Country are:

Revenue (\$)	Market
6630.27	India
5802.73	China
4110.32	United States
3471.74	Japan
3307.04	Mexico
3200.52	Brazil
3045.87	Russian Federation
2381.32	Philippines
1662.12	Turkey
1511.48	Nigeria

#### Internal Business Processes:

DVD films that are rented most:

Customer ID	Average Spent (\$)	Number of times rented
103	BUCKET BROTHERHOOD	34
738	ROCKETEER MOTHER	33
767	SCALAWAG DUCK	32
730	RIDGEMONT SUBMARINE	32
489	JUGGLER HARDLY	32
382	GRIT CLOCKWORK	32
331	FORWARD TEMPLE	32
1000	ZORRO ARK	31
973	WIFE TURN	31
891	TIMBERLAND SKY	31

DVD film that is least rented:

Customer ID	Average Spent (\$)	Number of times rented
400	HARDLY ROBBERS	4
584	MIXED DOORS	4
904	TRAIN BUNCH	4
94	BRAVEHEART HUMAN	5
107	BUNCH MINDS	5
180	CONSPIRACY SPIRIT	5
310	FEVER EMPIRE	5
335	FREEDOM CLEOPATRA	5
343	FULL FLATLINERS	5
362	GLORY TRACY	5

Film categories that are rented:

S No.	Category which is rented most	Category which is rented least
1	Documentary	Travel
2	Foreign	Foreign
3	Horror	Music
4	Family	New
5	Drama	Animation
6	Classics	Games
7	Games	Games
8	Comedy	Comedy
9	Children	Documentary
10	Games	Classics

Film categories that are rented least excluding the categories that are rented most:

S No.	Category which is rented least and exclude the most rented categories
1	Children
2	Drama
3	Family
4	Horror

Actors whose movies are rented most, and actors rented least excluding each other:

S No.	Actors rented most	Actors rented least
1	ADAM HOPPER	ANGELA HUDSON
2	ANGELINA ASTAIRE	BELA WALKEN
3	BEN WILLIS	BEN HARRIS
4	BURT POSEY	CAMERON STREEP
5	CAMERON WRAY	CARY MCCONAUGHEY
6	CAMERON ZELLWEGER	CHRISTOPHER BERRY
7	CARMEN HUNT	CUBA OLIVIER
8	DAN HARRIS	ED CHASE
9	DAN TORN	ED MANSFIELD
10	ELVIS MARX	EMILY DEE

The movies which are rented least are still rented to some extent but below are the movies which are not at all sold. The reason behind these movies for not being rented is majorly their ratings. Most of them are rated under parent guidance or age restriction which restricts young adults to watch these movies. This result also suggests that most of the audience are below the age 17.

The list of movies which are never rented are:

Film ID	Title	Rating
14	ALICE FANTASIA	NC-17
33	APOLLO TEEN	PG-13
36	ARGONAUTS TOWN	PG-13
38	ARK RIDGEMONT	NC-17
41	ARSENIC INDEPENDENCE	PG
87	BOONDOCK BALLROOM	NC-17
108	BUTCH PANTHER	PG-13
128	CATCH AMISTAD	G
144	CHINATOWN GLADIATOR	PG
148	CHOCOLATE DUCK	R

## **Employee**

Both the stores consist of one staff each and they are all actively participating in the running of these stores.

This analysis is independent of the store and is based on the data of the whole organization as “Sakila Company”. The data produced after segregating the 2 stores would be a bit different but as the scenario suggests, the CEO requires the Company Overview and not only the store specific data.

Other observation regarding to this point is that both the stores were actively participating in the analysis as observed during the result generation and hence segregated analysis would here not impact much on above analysis.