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| Title | Goals of analysis | Geography and customers | Most rented | Popular genres and movie ratings | Correlations | Conclusions and Recom.. |

Rock-buster Stealth

Revenue Analysis

by Jakub Kondelka

Goals of this analysis

The goal is to understand current market state and situation.

Insights will be analysed, followed by conclusions and recommendations
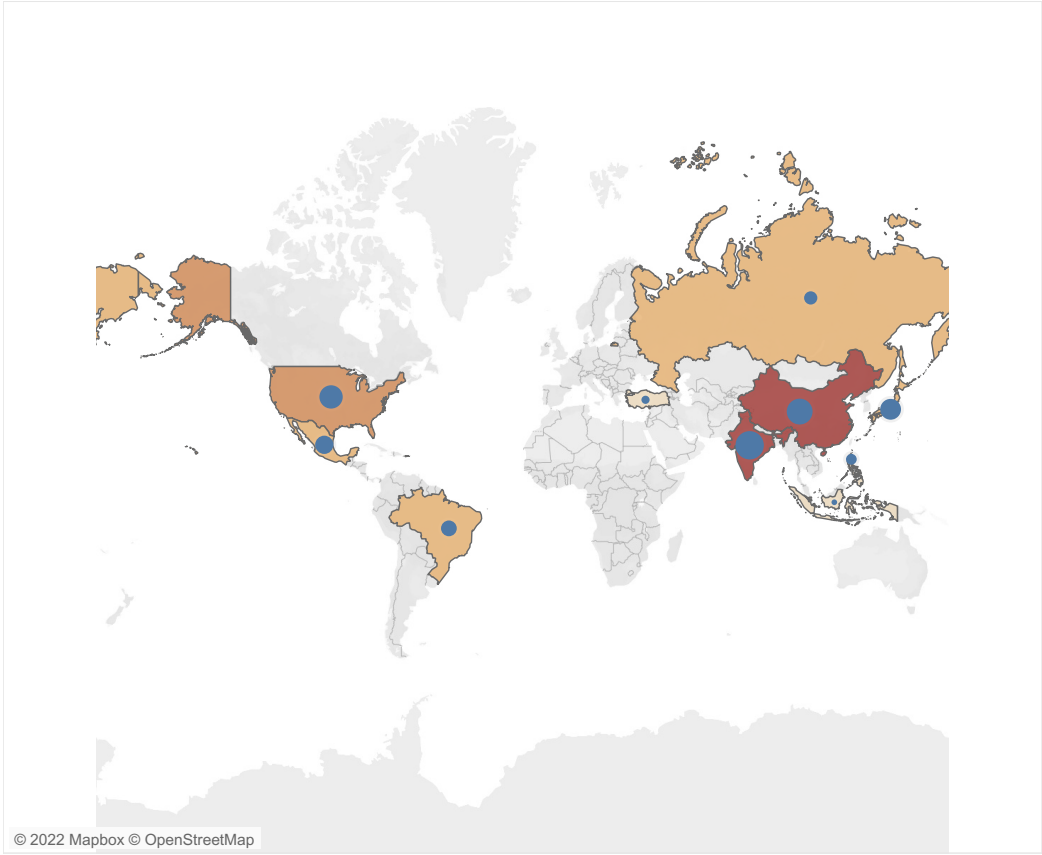
Focus is particularly on
    1) Geography - operations overview based on countries

    2) Most popular offerings

    3) Relationships between offerings/geographies that could be leveraged

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Overview of current situation

Top geography and customers

10 countries with most customers and most rentals

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The countries with most customers are

1) India - 60
2) China - 53
3) United States - 36
4) Japan - 31
5) Mexico - 30

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Overview of current situation

Revenue from renting

10 countries with highest amount spent on renting movies
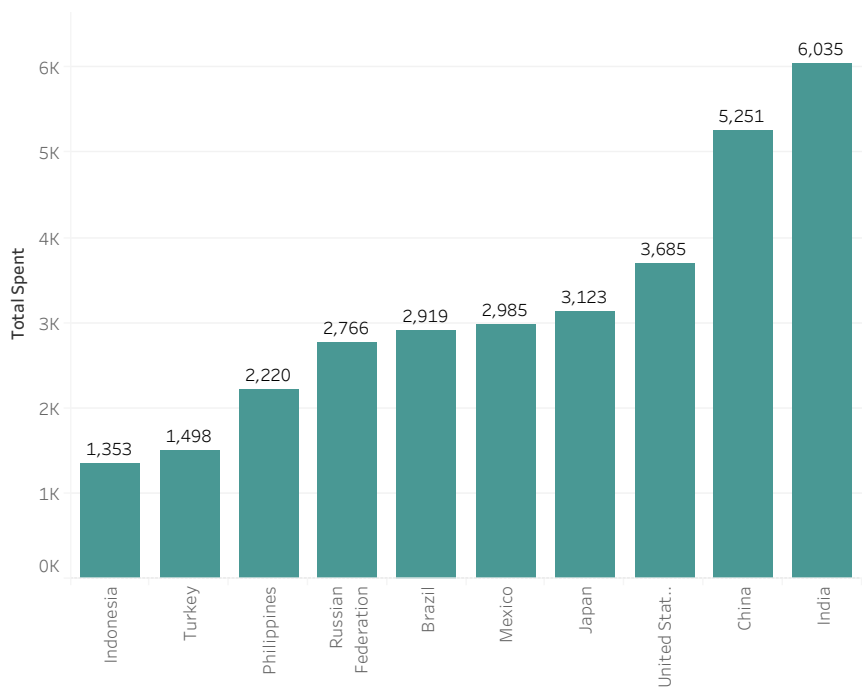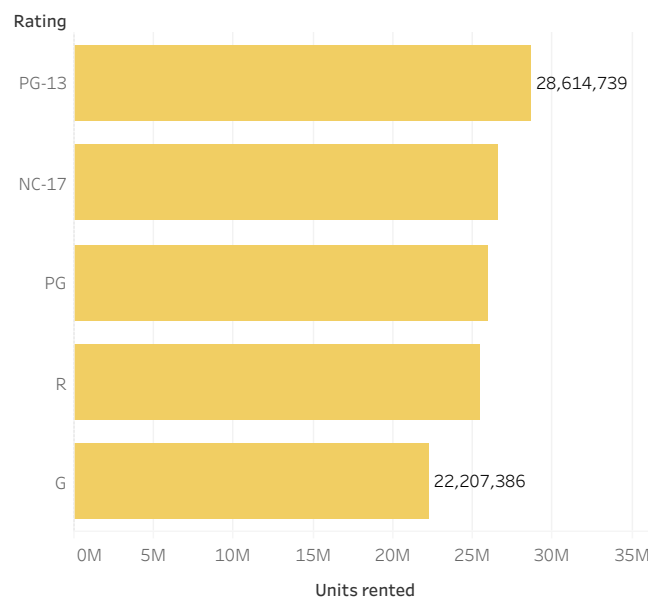

Countries with highest revenues are :

1) India - 6,035 $
2) China - 5,251 $
3) United States - 3,685 $
4) Japan - 3,123 $
5) Mexico - 2,985 $

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Genres and ratings popularity
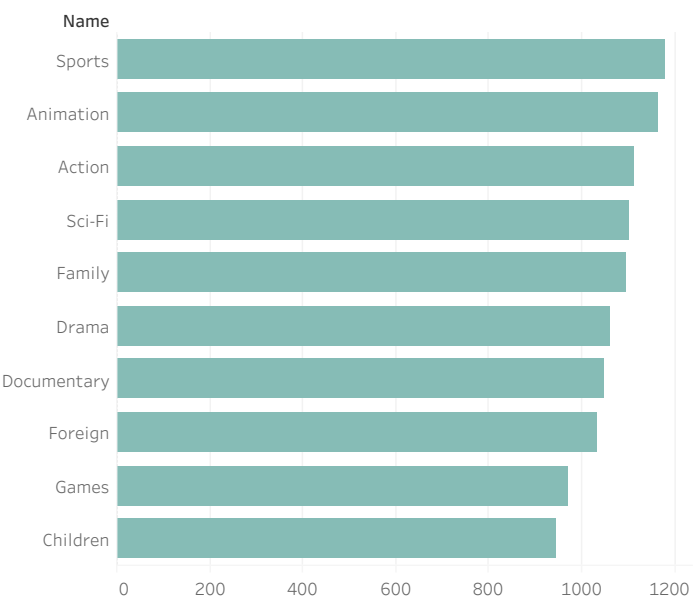The most popular genres and movie rantings..

Most popular rating categories

People mostly like to watch movies rated
1) PG-13
2) NC-17
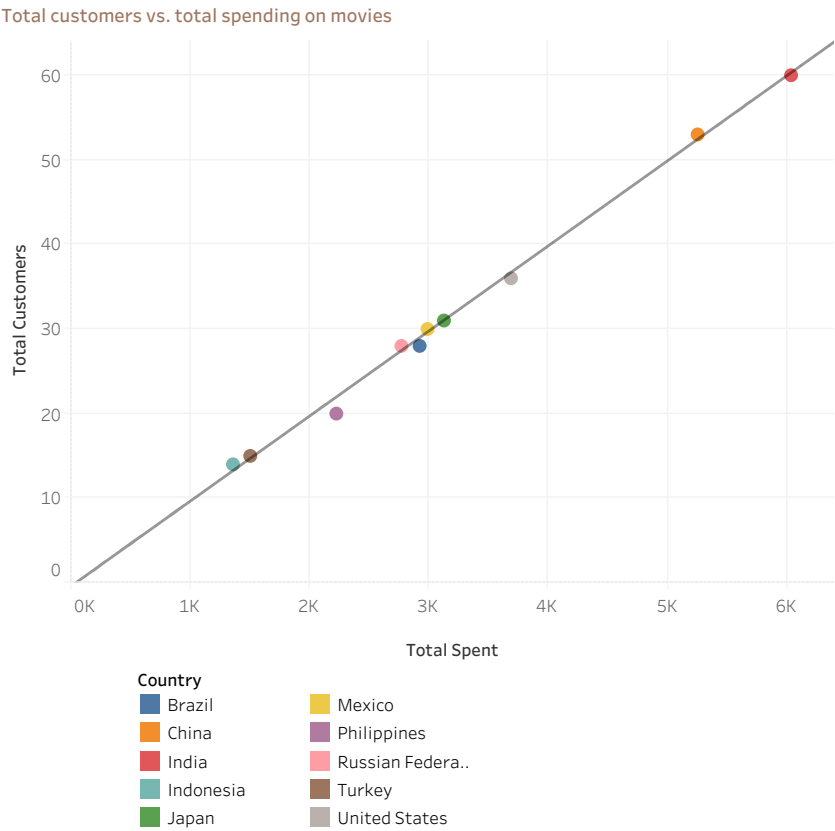
10 most popular genres

The most popular genres are
1) Sports
2) Animation..

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Correlation

Countries with most customers and most spending

The scatterplot graph shows almost **100% positive connection** between numbers of **customers** and **amount spent** on renting

Total customers vs. total spending on movies

Country

- Brazil
- China
- India
- Indonesia
- Japan
- Mexico
- Philippines
- Russian Federa..
- Turkey
- United States

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Conclusions and recommendations

1) Overall

- Despite indentifying most popular genres and ratings, the strenght of Rockbuster movie database is having titles on hand, that can satisfy different tastes.
- Overall, focus on having broad movie selection, rather than focusing on certaing genres.
- Explore rewards programs for top customers
- Explore adjusting rental rates to raise averages, in order to increase revenue

2) Geography based

- In terms of geography, certailny **India and China** are biggest markets, therefore making sure we **service them** properly is of great importance.

- We suggest to modify offering based on popularity of genres in each particular country. This can be especially leveraged during seasons, such as Christmas.