

Assignment 3.10

Create a presentation for the business managers & technical team





Operations Overview

Rentals and Time

Most rentals are 5 days long with average length of movies being about 115 minutes

Average Duration Of Rental



Average Movie Length



Rating and Popularity

Our most popular movie rating is PG-13. It's important to note that our inventory consists mostly of PG-13 movies, which could lead to higher rentals for that rating.

Rating With Most Inventory



Most Popular Rating



Category and Popularity

The most popular category is Sports by a small margin, with only a fraction of difference between other categories. Our inventory is mostly balanced across categories, but Sports still constitutes the majority.

Category With Most Inventory



Most Popular Category

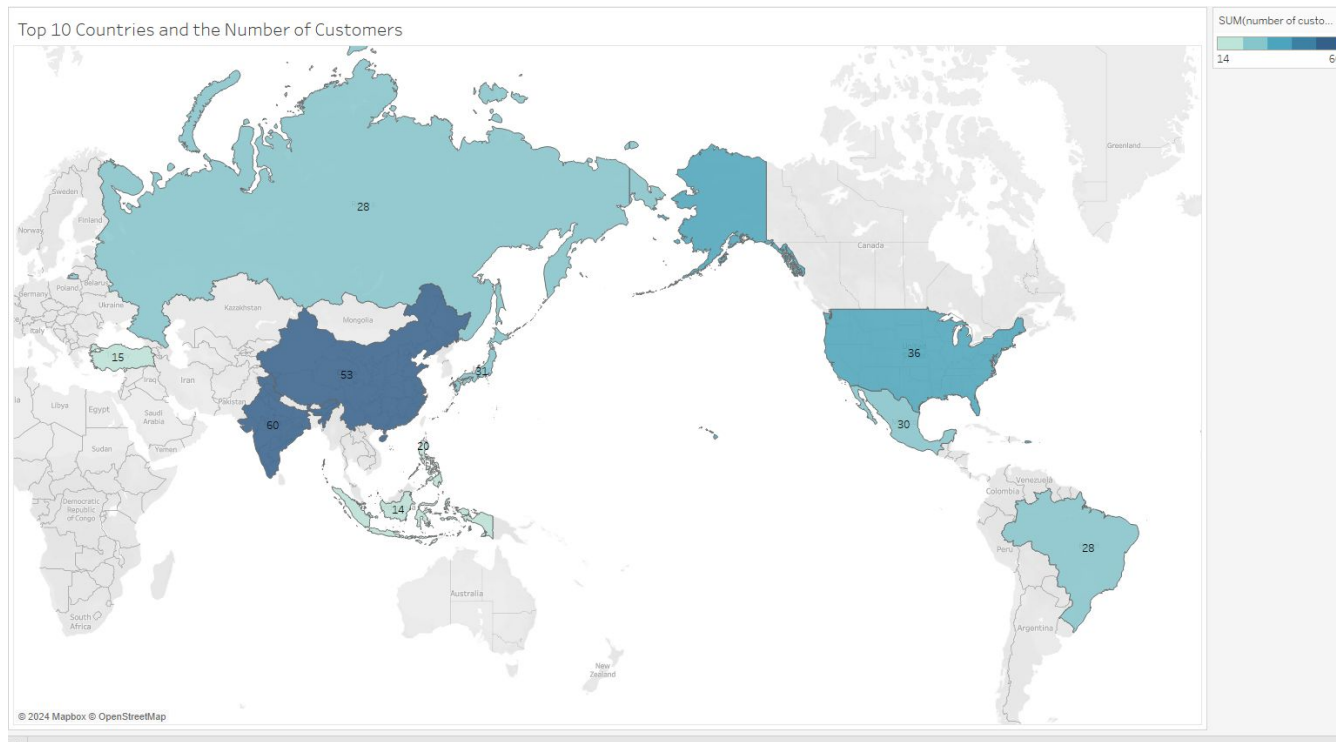




Top 10 Countries with the most customers

India has the most customers out of all the other countries

[Tableau Link click here](#)





Top 10 Cities with the most customers

However the city
with the most
customer is in
America and is
Aurora

[Tableau Link click
here](#)

Top 10 Cities and the Number of Customers





Top 5 high paying customers

Our highest paying customer is from Atlixco Mexico with a total payment of \$128.70

[Tableau Link click here](#)

Top 5 Customers and their Location



Recommendations

Country Responsible
For Most Payment Amount



Most Popular
Rating



Most Popular
Category



Adding more language options for more accessibility

We currently have only one language for our movies, which is English. My recommendation is to concentrate on creating Hindi dubs, as Hindi is the most popular language in India. India accounts for 19% of our overall revenue and shows similar popularity metrics, with PG-13 being the most popular rating and sports being the most popular movie category.

If we focus first on dubbing movies that are both PG-13 and sports films, this represents only 2% of our inventory, totaling 144 movies. This will significantly increase accessibility for our Indian customers. After we complete the dubbing process, we should consider adding more Indian-produced films to our inventory as well.