

Sales Overview

AVG Revenue

115.2K

Revenue MTD

1.7bn

Volume MTD

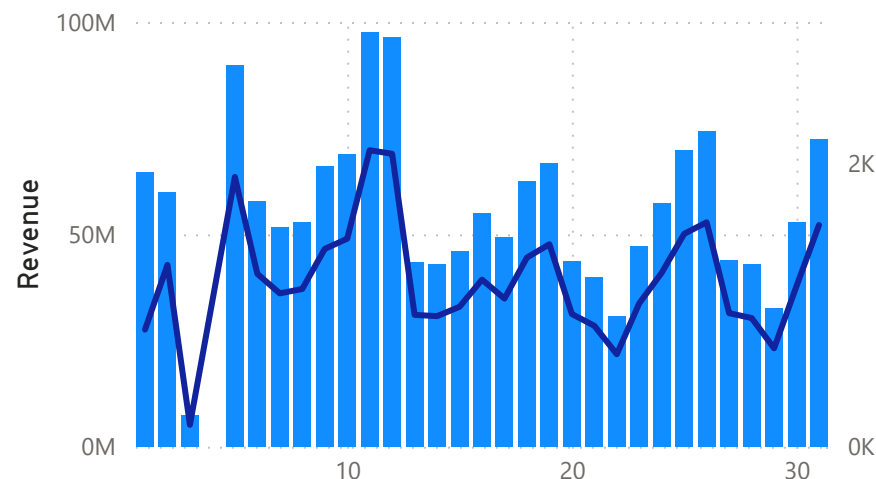
35.5K

Transaction MTD

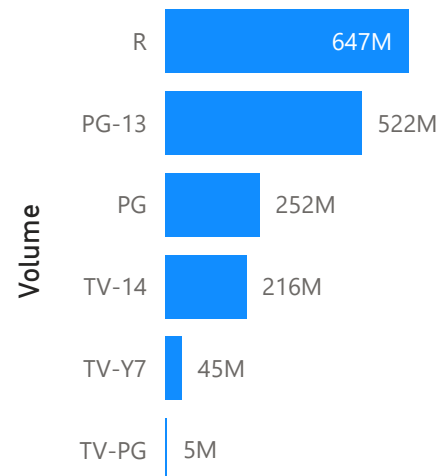
14.6K

Revenue and Volume by Day

● Revenue ● Volume

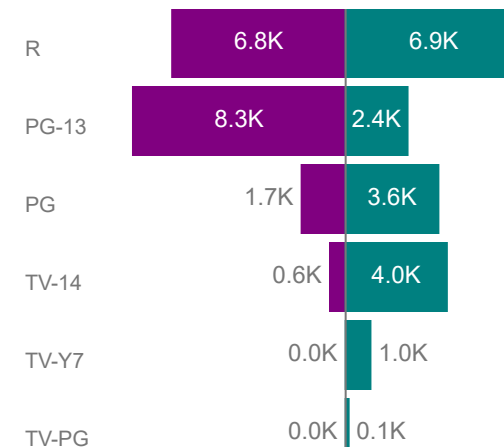


Revenue by Rating

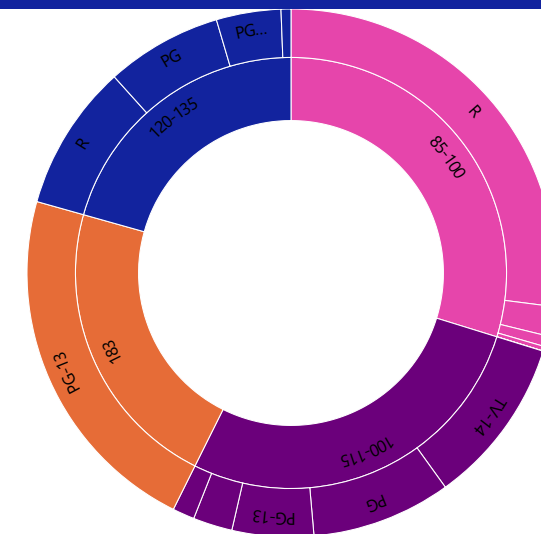


Volume by Rating and Day

● 1-15 ● 16-31

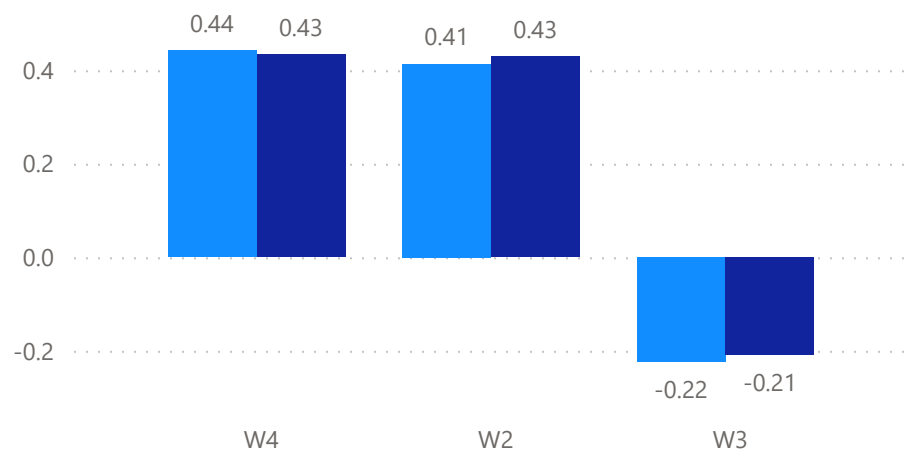


Revenue by Duration and Rating



Revenue WoW% and Volume WoW% by Week

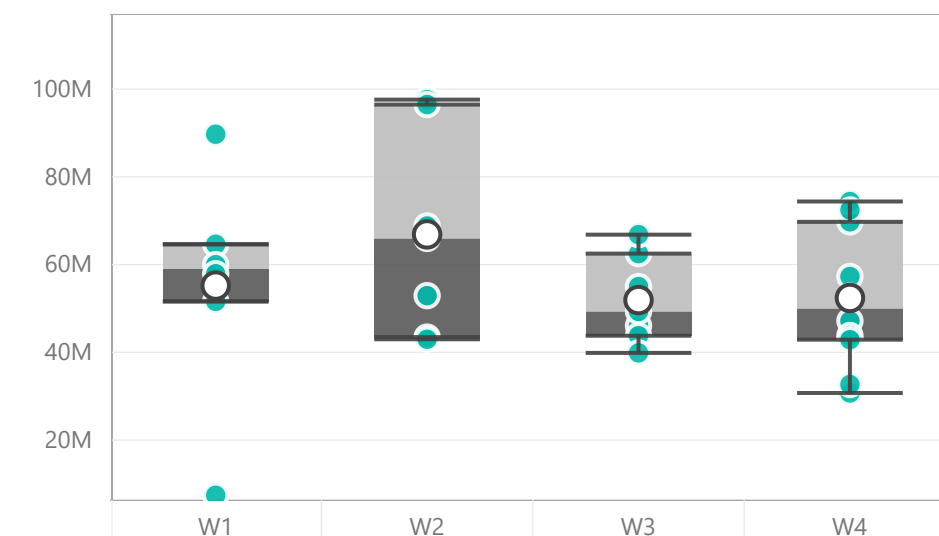
● Revenue WoW% ● Volume WoW%



Transaction by Top 10 Listed-in



Revenue by Date and Week



Sales Analysis

AVG Revenue

115.2K

Revenue MTD

1.7bn

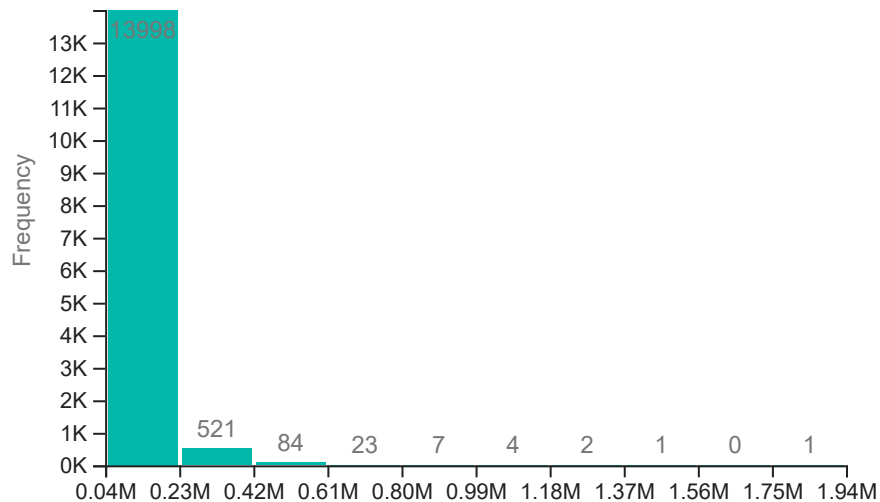
Volume MTD

35.5K

Transaction MTD

14.6K

Distribution by Revenue



Revenue by Day



Day

All

Listed-in

All

Rating

All

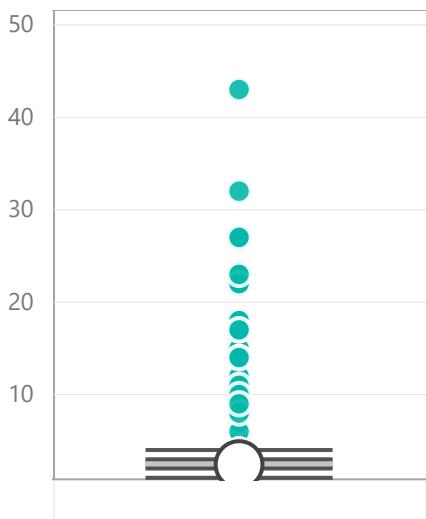
Country

All

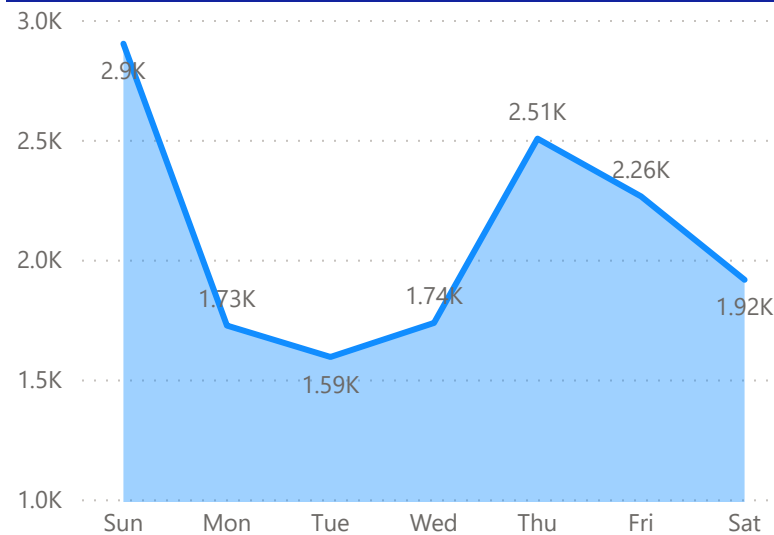
Age

All

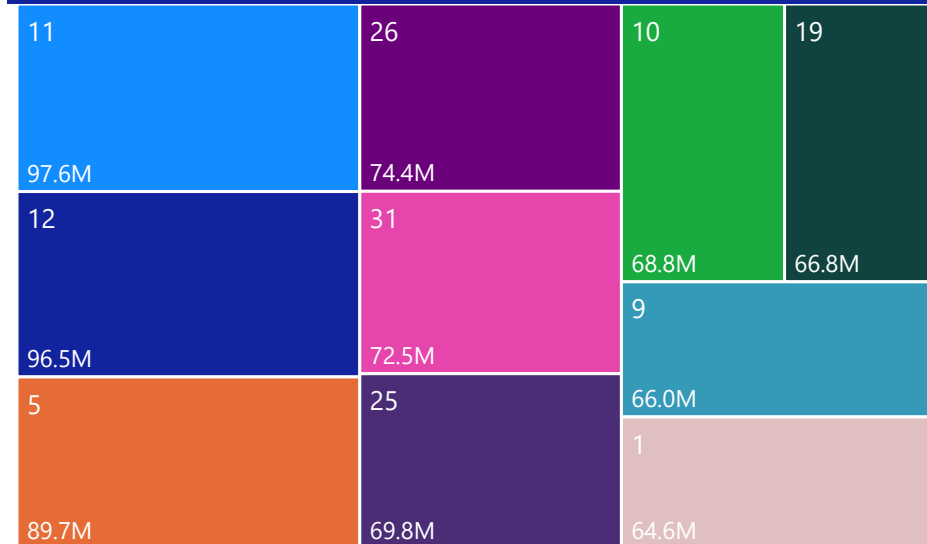
Volume by Orderid



Transaction by Day



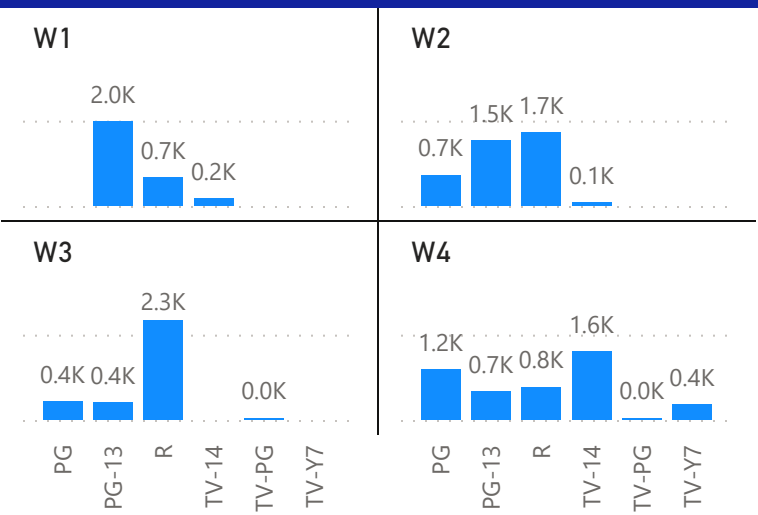
Revenue by Top 10 Day



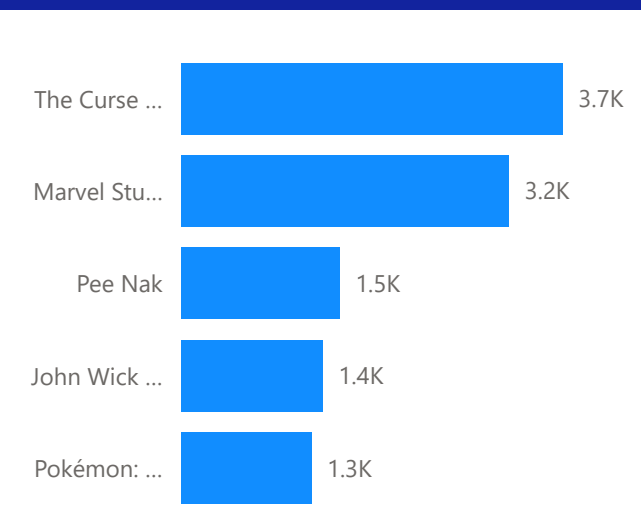
Film Analysis

| | | | | | |
|------------------|----------------------|-------------------|----------------------|----------------------|----------------------|
| Transaction by R | Transaction by PG-13 | Transaction by PG | Transaction by TV-14 | Transaction by TV-Y7 | Transaction by TV-PG |
| 5.5K | 4.6K | 2.3K | 1.9K | 368 | 46 |

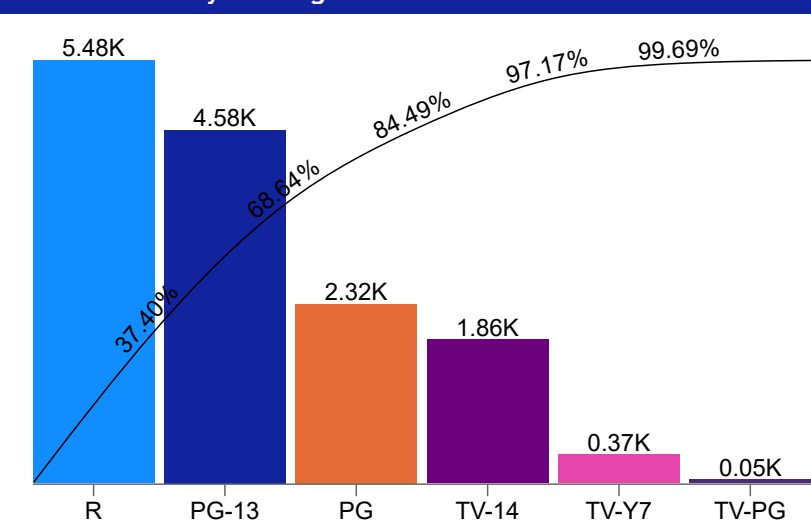
Transaction by Rating and Week



Transaction by Top 5 Title



Transaction by Rating



Day

All

Listed-in

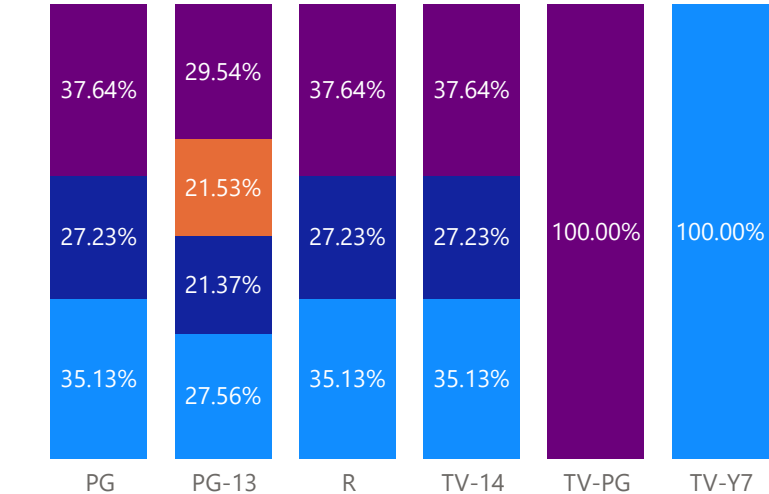
All

Rating

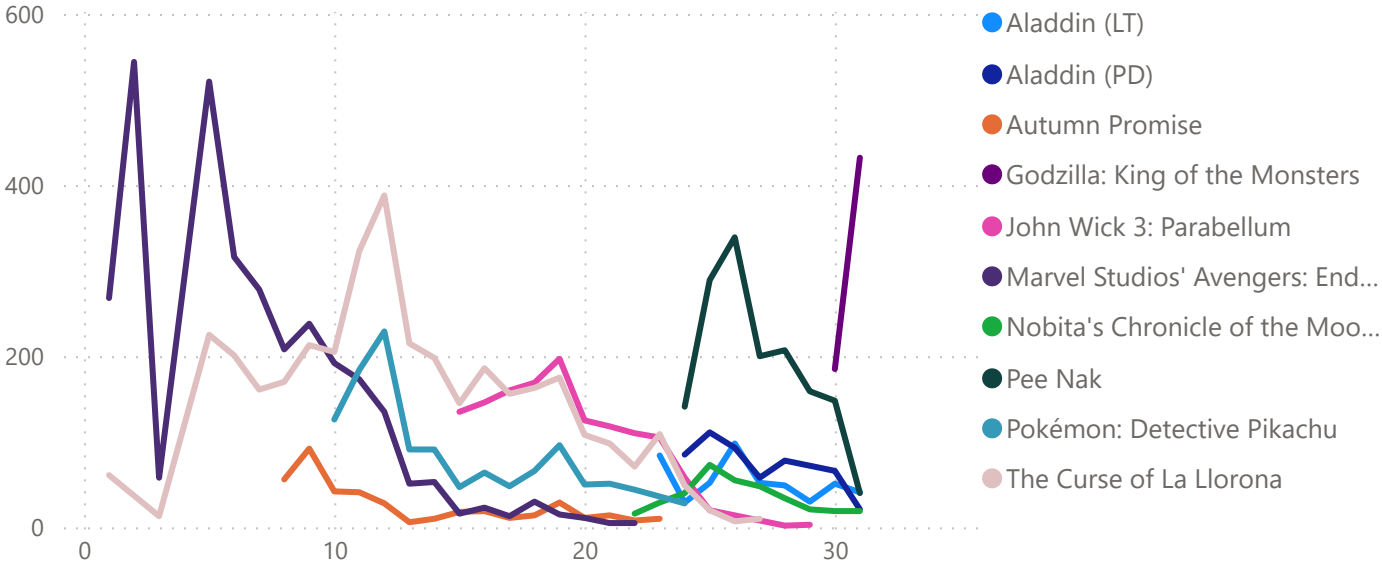
All

Transaction by Rating and Duration

100-115 120-135 183 85-100



Transaction by Day and Top 10 Title



Country

All

Age

All

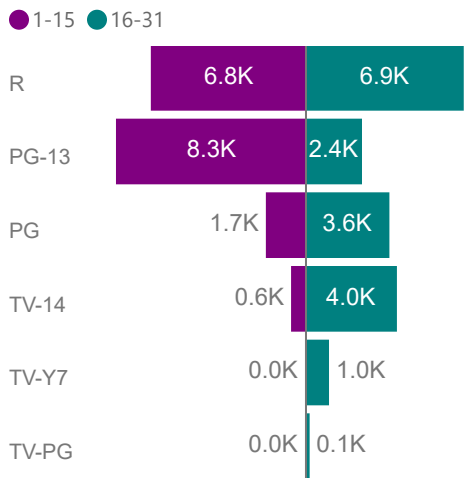
Film Analysis



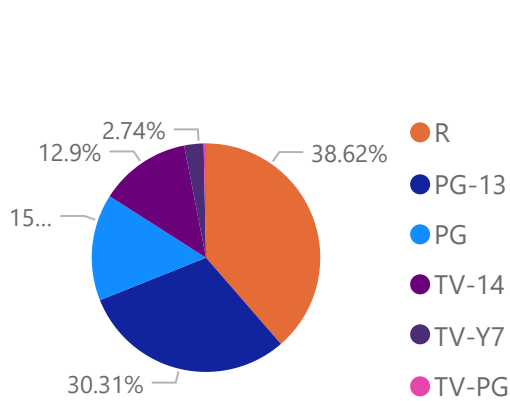
%CT Volume by Rating and Week

| Rating | W1 | W2 | W3 | W4 |
|--------|---------|---------|---------|---------|
| PG | | 16.20% | 12.28% | 24.78% |
| PG-13 | 70.27% | 35.96% | 12.84% | 14.33% |
| R | 23.41% | 45.80% | 73.71% | 16.73% |
| TV-14 | 6.32% | 2.04% | | 35.28% |
| TV-PG | | | 1.17% | 0.23% |
| TV-Y7 | | | | 8.64% |
| Total | 100.00% | 100.00% | 100.00% | 100.00% |

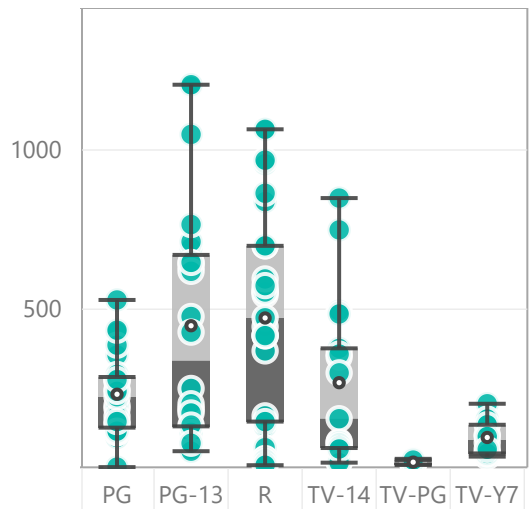
Volume by Rating and Day



Volume by Rating



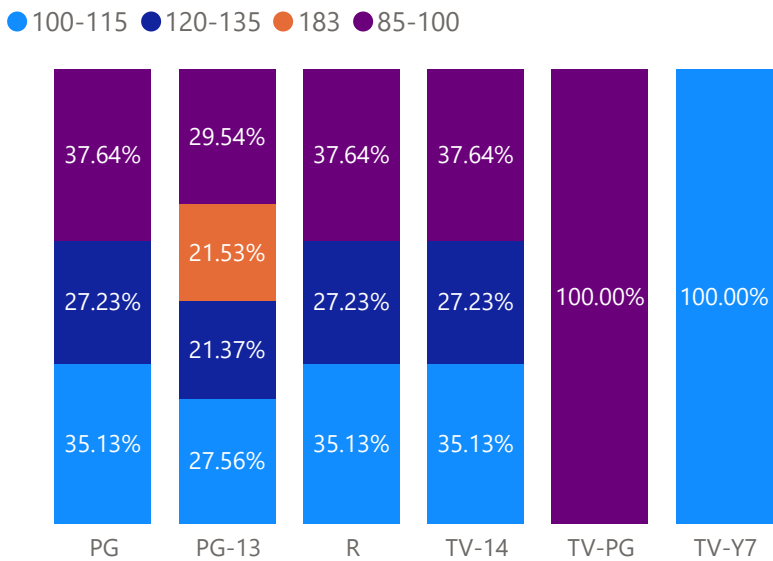
Volume by Date and Rating



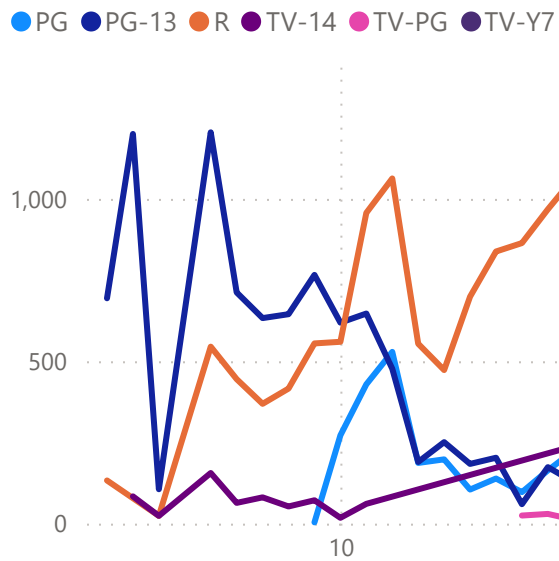
Sales Quantity by Listed_in

| Listed_in | % GT Volume |
|------------------|-------------|
| Action-Adventure | 15.28% |
| Horror | 14.36% |
| Thriller | 13.34% |
| Science Fiction | 12.74% |
| Fantasy | 11.42% |
| Mystery | 9.73% |
| Comedy | 6.99% |
| Family | 6.40% |
| Crime | 3.86% |
| Action | 3.17% |
| Drama | 1.52% |
| Romance | 1.19% |
| Total | 100.00% |

Transaction by Rating and Duration



Volume by Day and Rating



Film Analysis

Revenue by R
646.9M

Revenue by PG-13
522.4M

Revenue by PG
251.6M

Revenue by TV-14
215.8M

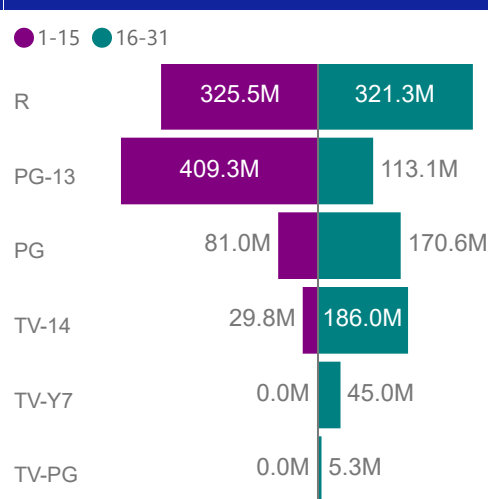
Revenue by TV-Y7
45.0M

Revenue by TV-PG
5.3M

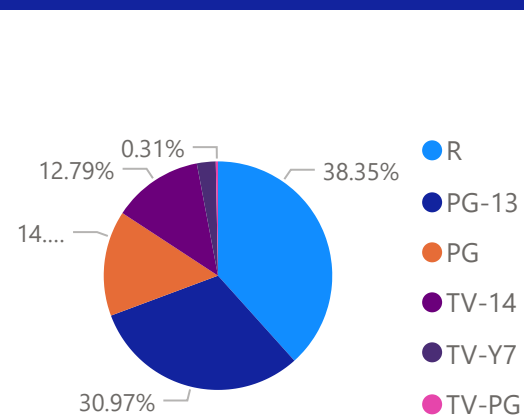
%CT Revenue by Rating and Week

| Rating | W1 | W2 | W3 | W4 |
|--------|---------|---------|---------|---------|
| PG | | 16.22% | 12.58% | 24.79% |
| PG-13 | 70.33% | 35.79% | 13.26% | 14.05% |
| R | 23.61% | 45.91% | 73.03% | 16.86% |
| TV-14 | 6.06% | 2.08% | | 35.49% |
| TV-PG | | | 1.13% | 0.22% |
| TV-Y7 | | | | 8.58% |
| Total | 100.00% | 100.00% | 100.00% | 100.00% |

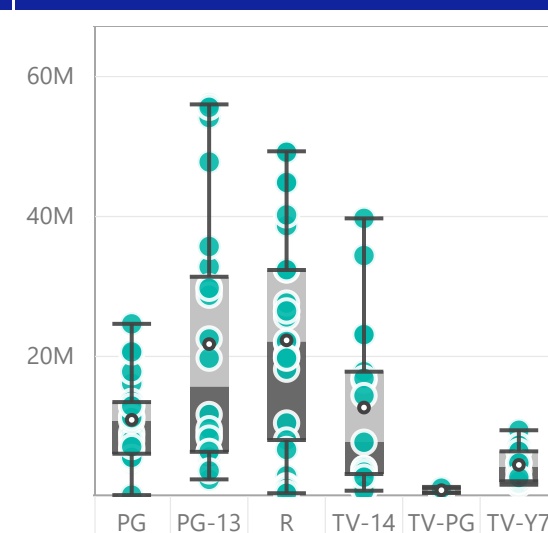
Revenue by Rating and Day



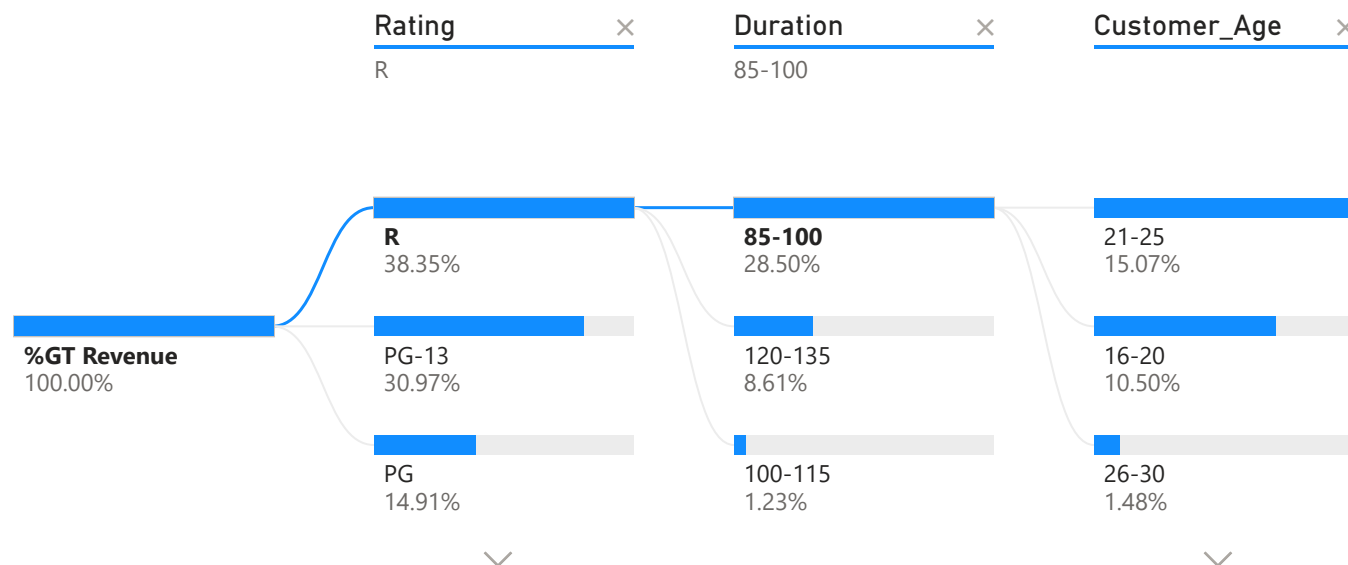
Revenue by rating



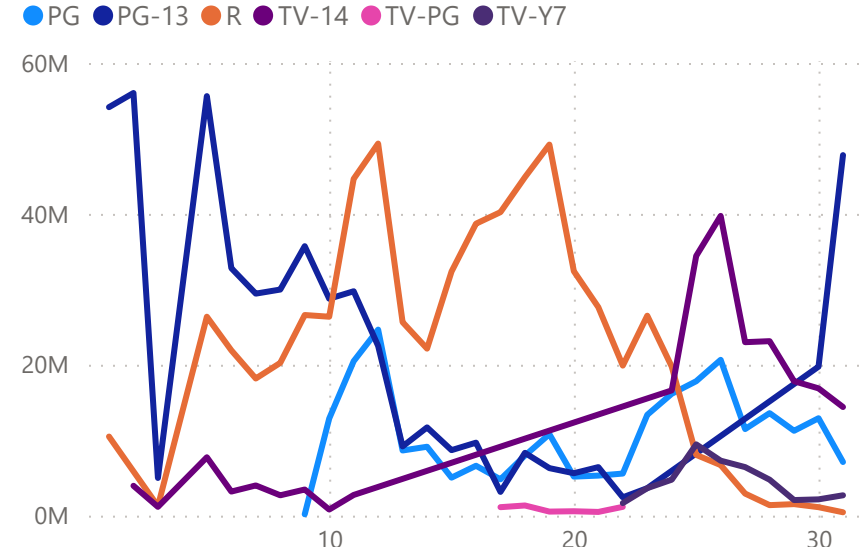
Revenue by Date and Rating



Revenue by Rating/ Duration/ Customer Age



Revenue by Day and Rating



Customer Analysis

Transaction by Champions

0.7K

Transaction by Loyal

0.7K

Transaction by Cannot Lose Them

0.3K

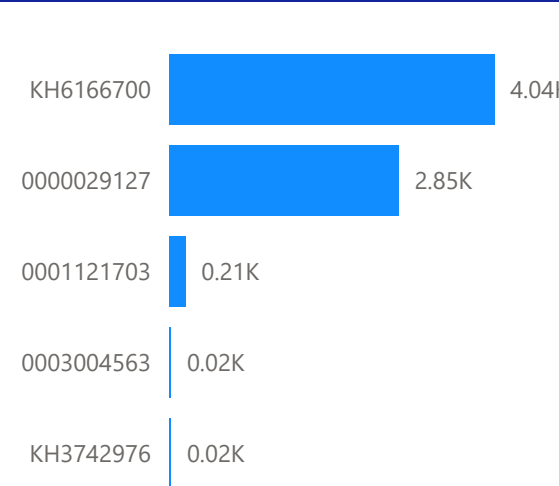
Transaction by At Risk

0.3K

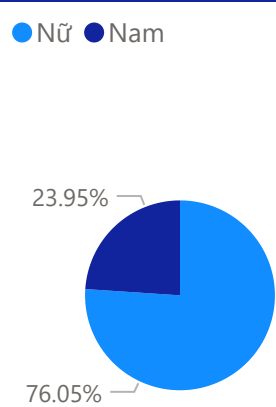
%GT Transaction & %GT Revenue by Segment

| Segment | %GT Transaction | %GT Revenue |
|-----------------------|-----------------|-------------|
| Champions | 16.08% | 65.80% |
| Loyal | 14.71% | 9.11% |
| Cannot Lose Them | 7.37% | 5.03% |
| At Risk | 6.70% | 5.00% |
| Potential Loyalist | 17.35% | 4.89% |
| Hibernating customers | 15.34% | 4.02% |
| Lost customers | 12.48% | 2.83% |
| Need Attention | 3.01% | 1.71% |
| About To Sleep | 6.97% | 1.61% |
| Total | 100.00% | 100.00% |

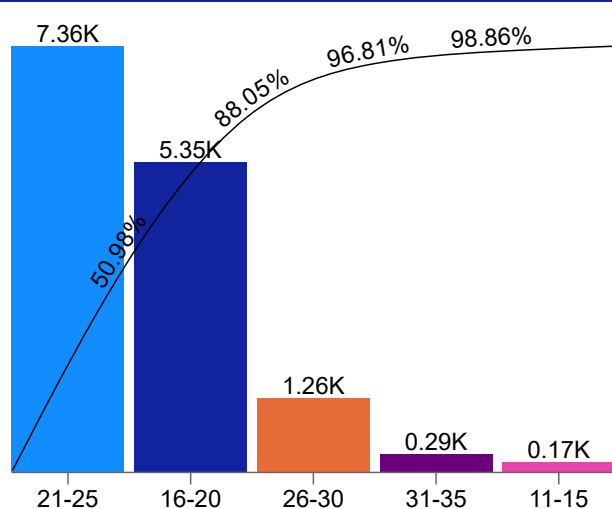
Transaction by Top 5 Title



Transaction by Gender



Transaction by Top 5 Age

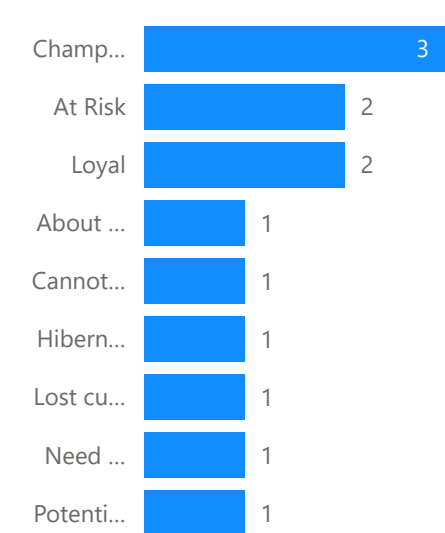


Day
All

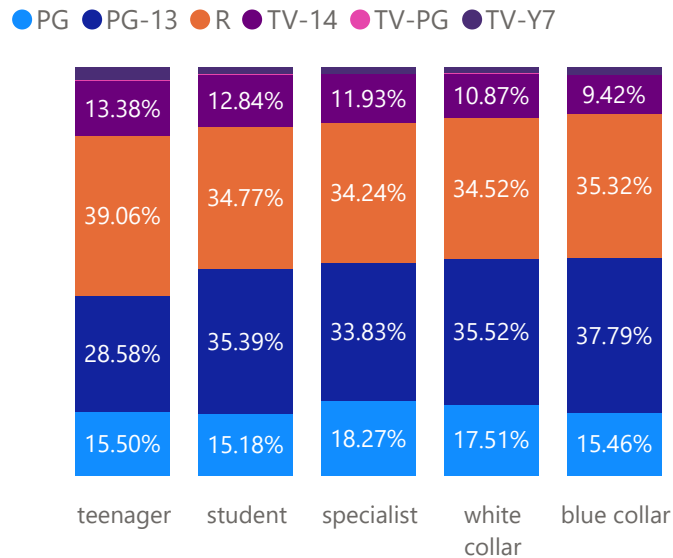
Listed-in
All

Rating
All

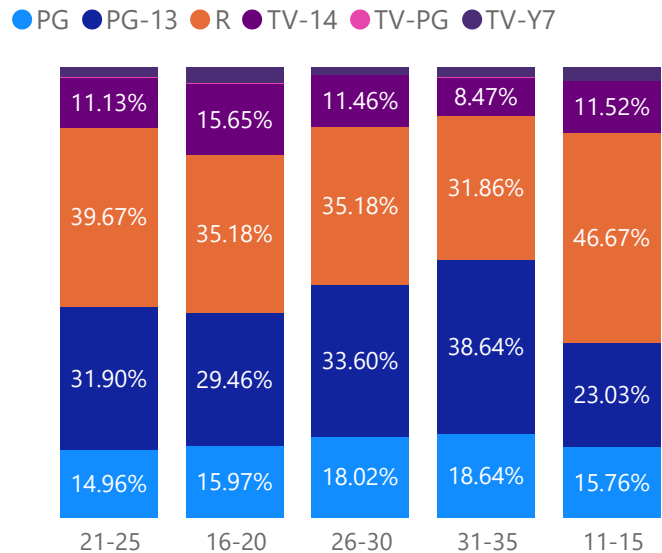
Transaction by Segment



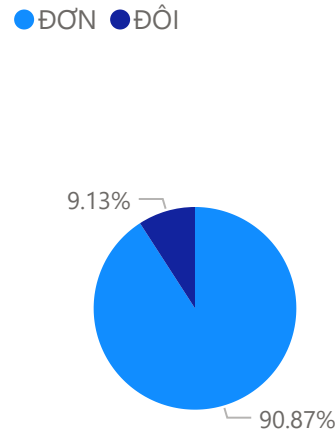
Transaction by Job and Rating



Transaction by Age and Rating



Transaction by slot type



Country
All

Age
All

Customer Analysis

Volume by Champions

23.3K

Volume by Loyal

3.3K

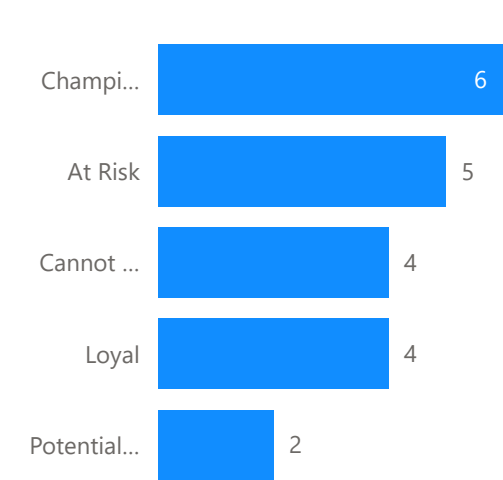
Volume by Cannot Lose Them

1.7K

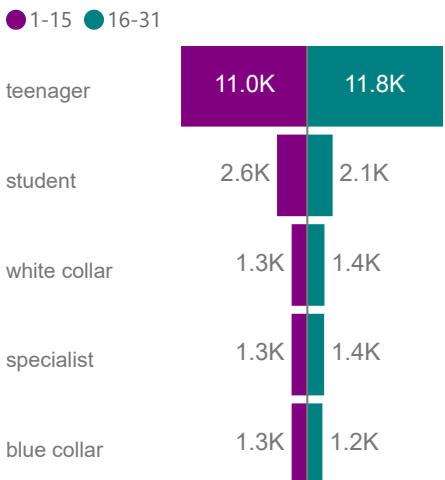
Volume by At Risk

1.8K

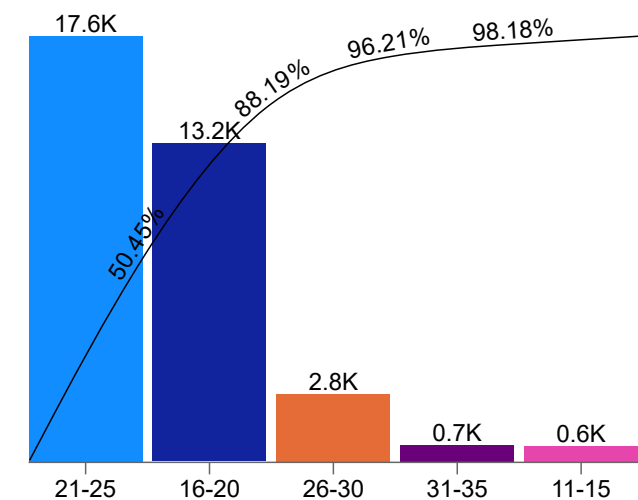
Median of Volume by Segment



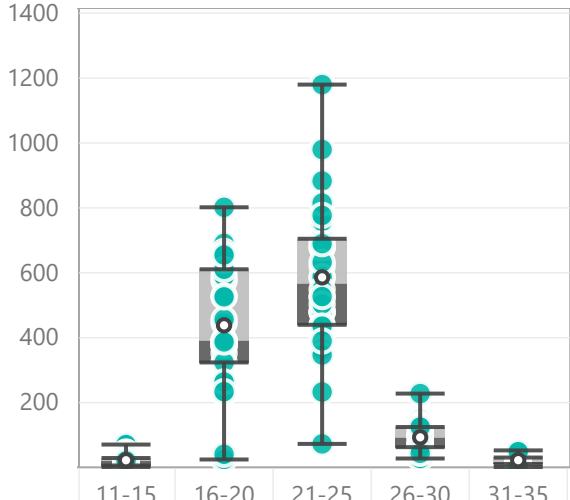
Volume by Job and Day



Volume by Top 5 Age



Volume by Date and Age

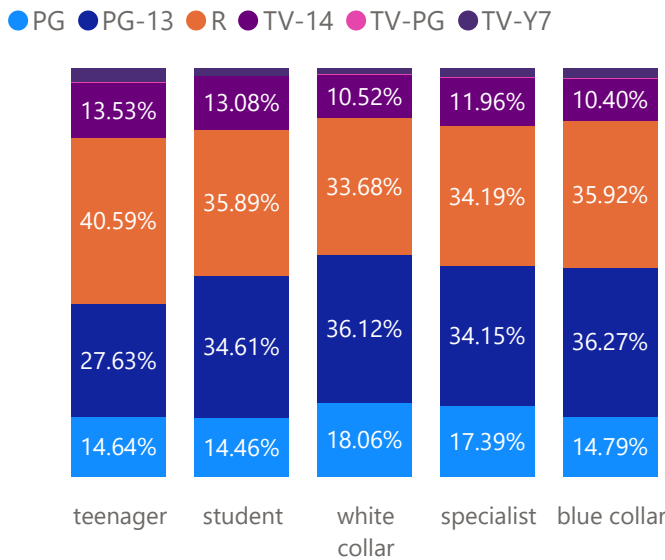


Day
All

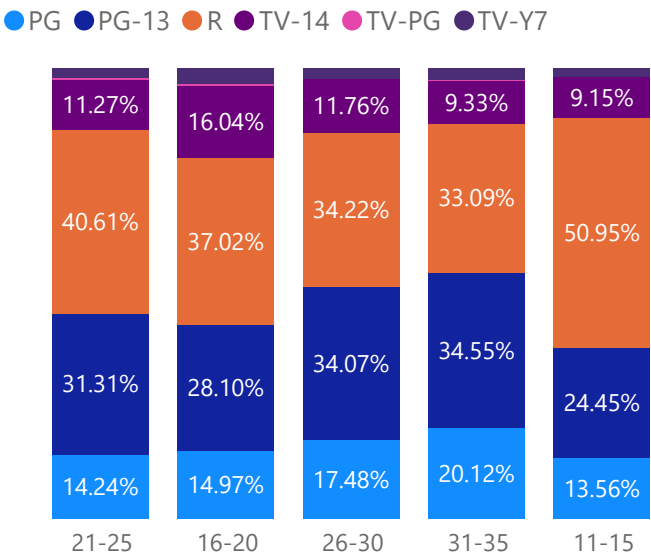
Listed-in
All

Rating
All

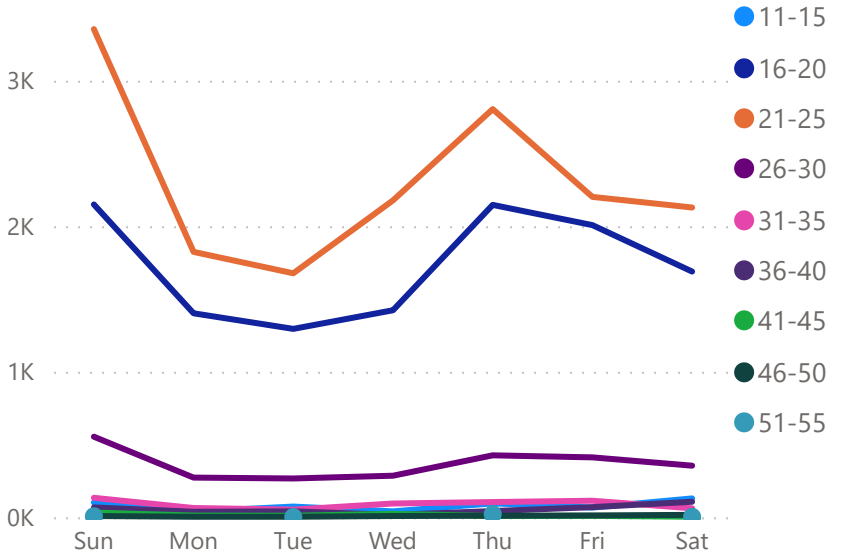
Volume by Job and Rating



Volume by Age and Rating



Volume by Day and Age



Country
All

Age
All

Customer Analysis

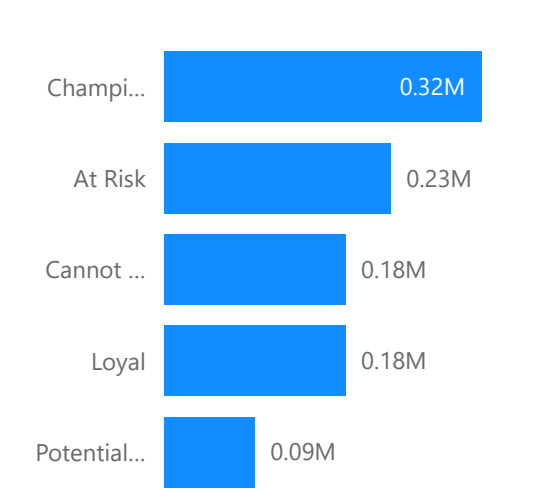
Revenue by Champions
1 110.0M

Revenue by Loyal
153.8M

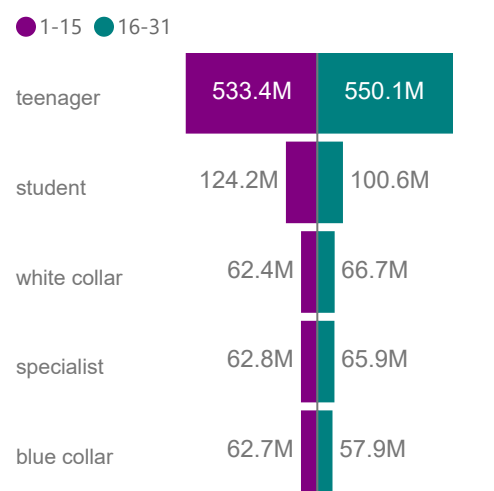
Revenue by Cannot Lose Them
84.8M

Revenue by At Risk
84.3M

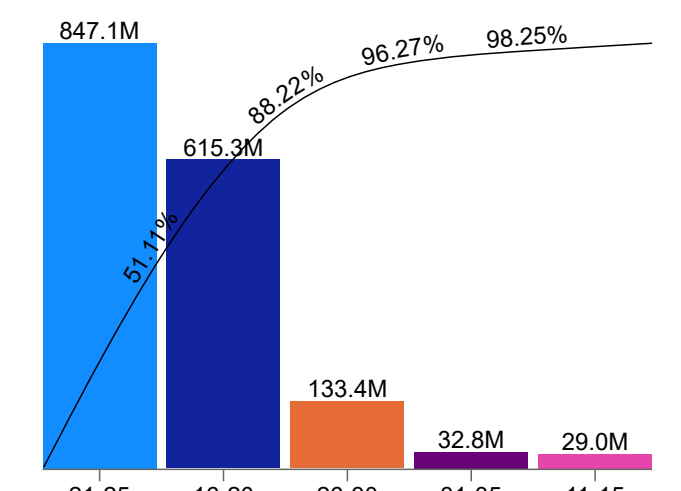
Median of Revenue by Segment



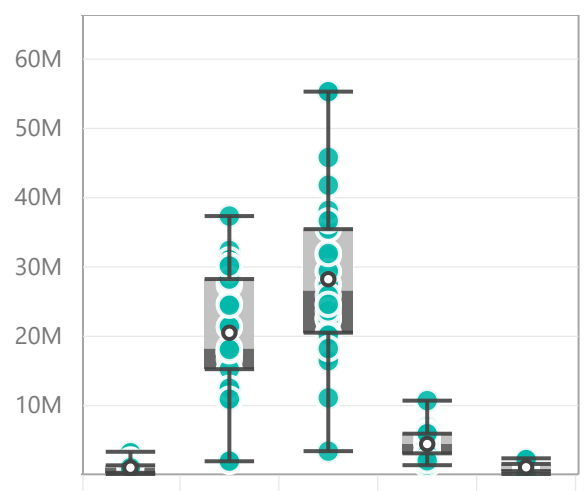
Revenue by Rating and Day



Revenue by Top 5 Age



Revenue by Date and Age

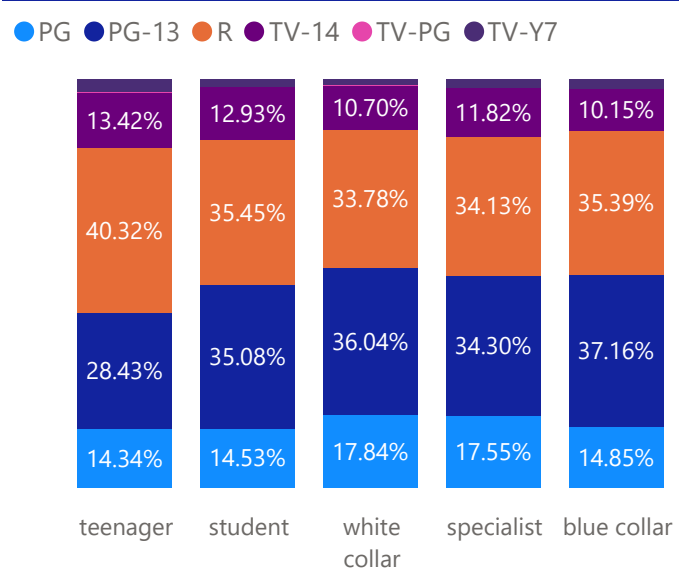


Day
All

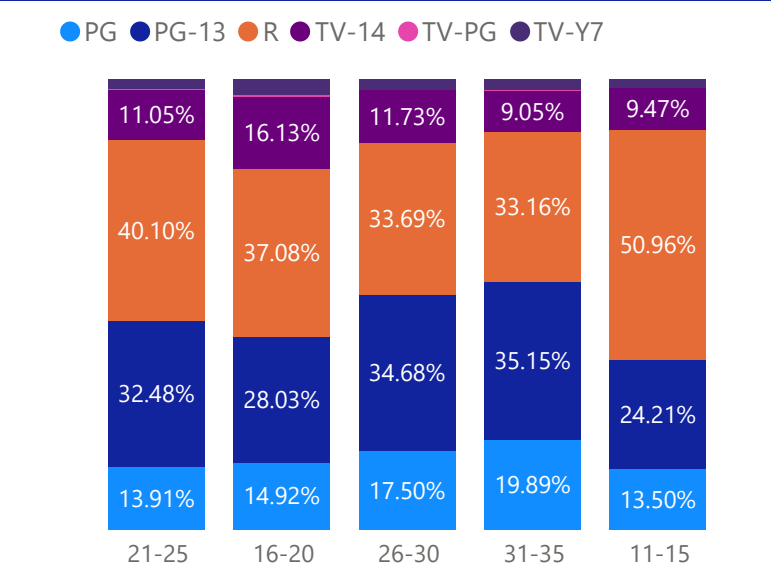
Listed-in
All

Rating
All

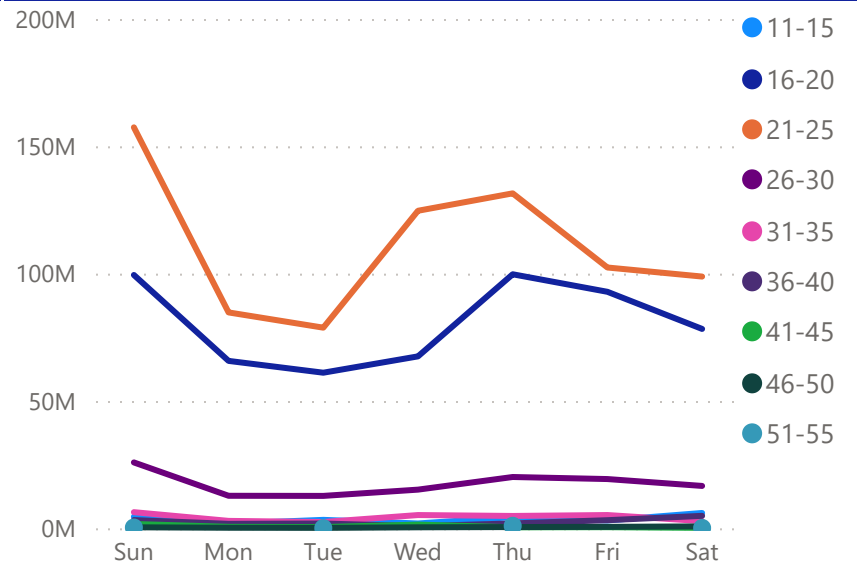
Revenue by Job and Rating



Revenue by Age and Rating



Revenue by Day and Age



Country
All

Age
All



Revenue & Volume Reporting

Day

All

Listed-in

All

Rating

All

Country

All

Age

All

Revenue by Rating

| Week Name | PG | PG-13 | R | TV-14 | TV-PG | TV-Y7 | Total |
|-----------|-----------|-----------|-----------|-----------|---------|----------|------------|
| ⊕ W1 | | 233010000 | 78210000 | 20070000 | | | 331290000 |
| ⊕ W2 | 75960000 | 167570000 | 214965000 | 9720000 | | | 468215000 |
| ⊕ W3 | 45720000 | 48195000 | 265365000 | | 4095000 | | 363375000 |
| ⊕ W4 | 129915000 | 73620000 | 88335000 | 185985000 | 1170000 | 44955000 | 523980000 |
| Total | 251595000 | 522395000 | 646875000 | 215775000 | 5265000 | 44955000 | 1686860000 |

Volume by Rating

| Week Name | PG | PG-13 | R | TV-14 | TV-PG | TV-Y7 | Total |
|-----------|------|-------|-------|-------|-------|-------|-------|
| ⊕ W4 | 2783 | 1610 | 1879 | 3963 | 26 | 971 | 11232 |
| ⊕ W2 | 1619 | 3595 | 4578 | 204 | | | 9996 |
| ⊕ W3 | 954 | 998 | 5728 | | 91 | | 7771 |
| ⊕ W1 | | 4550 | 1516 | 409 | | | 6475 |
| Total | 5356 | 10753 | 13701 | 4576 | 117 | 971 | 35474 |

Revenue by Top 6 Age

| Week Name | 11-15 | 16-20 | 21-25 | 26-30 | 31-35 | 36-40 | Total |
|-----------|----------|-----------|-----------|-----------|----------|----------|------------|
| ⊕ W1 | 2580000 | 104370000 | 181580000 | 31350000 | 7015000 | 2250000 | 329145000 |
| ⊕ W2 | 10485000 | 176260000 | 237555000 | 29560000 | 7650000 | 4635000 | 466145000 |
| ⊕ W3 | 9000000 | 110025000 | 198630000 | 30555000 | 7830000 | 4815000 | 360855000 |
| ⊕ W4 | 6930000 | 224595000 | 229365000 | 41985000 | 10305000 | 6840000 | 520020000 |
| Total | 28995000 | 615250000 | 847130000 | 133450000 | 32800000 | 18540000 | 1676165000 |

Volume by Top 6 Age

| Week Name | 11-15 | 16-20 | 21-25 | 26-30 | 31-35 | 36-40 | Total |
|-----------|-------|-------|-------|-------|-------|-------|-------|
| ⊕ W1 | 55 | 2195 | 3383 | 622 | 135 | 46 | 6436 |
| ⊕ W2 | 229 | 3768 | 5056 | 632 | 163 | 103 | 9951 |
| ⊕ W3 | 199 | 2352 | 4244 | 654 | 164 | 103 | 7716 |
| ⊕ W4 | 151 | 4836 | 4901 | 889 | 224 | 148 | 11149 |
| Total | 634 | 13151 | 17584 | 2797 | 686 | 400 | 35252 |

Revenue by Top 3 Title

| Week Name | Marvel Studios' Avengers: Endgame | Pee Nak | The Curse of La Llorona | Total |
|-----------|-----------------------------------|-----------|-------------------------|-----------|
| ⊕ W1 | 233010000 | | 78210000 | 311220000 |
| ⊕ W2 | 114380000 | | 214965000 | 329345000 |
| ⊕ W3 | 13140000 | | 128475000 | 141615000 |
| ⊕ W4 | 945000 | 177300000 | 33840000 | 212085000 |
| Total | 361475000 | 177300000 | 455490000 | 994265000 |

Volume by Top 3 Title

| Week Name | Marvel Studios' Avengers: Endgame | Pee Nak | The Curse of La Llorona | Total |
|-----------|-----------------------------------|---------|-------------------------|-------|
| ⊕ W1 | 4550 | | 1516 | 6066 |
| ⊕ W2 | 2469 | | 4578 | 7047 |
| ⊕ W3 | 275 | | 2806 | 3081 |
| ⊕ W4 | 21 | 3788 | 730 | 4539 |
| Total | 7315 | 3788 | 9630 | 20733 |

Revenue by Job

| Week Name | blue collar | specialist | student | teenager | white collar | Total |
|-----------|-------------|------------|-----------|------------|--------------|------------|
| ⊕ W1 | 29980000 | 28385000 | 59190000 | 183840000 | 27750000 | 329145000 |
| ⊕ W2 | 26095000 | 28035000 | 57505000 | 325170000 | 29340000 | 466145000 |
| ⊕ W3 | 29205000 | 27630000 | 45270000 | 230220000 | 28530000 | 360855000 |
| ⊕ W4 | 32220000 | 40905000 | 62865000 | 344340000 | 39690000 | 520020000 |
| Total | 117500000 | 124955000 | 224830000 | 1083570000 | 125310000 | 1676165000 |

Volume by Job

| Week Name | blue collar | specialist | student | teenager | white collar | Total |
|-----------|-------------|------------|---------|----------|--------------|-------|
| ⊕ W1 | 595 | 572 | 1197 | 3526 | 546 | 6436 |
| ⊕ W2 | 558 | 589 | 1213 | 6963 | 628 | 9951 |
| ⊕ W3 | 631 | 576 | 965 | 4933 | 611 | 7716 |
| ⊕ W4 | 684 | 870 | 1334 | 7422 | 839 | 11149 |
| Total | 2468 | 2607 | 4709 | 22844 | 2624 | 35252 |