



Using Customer Data to Inform ▶ Launch Strategy

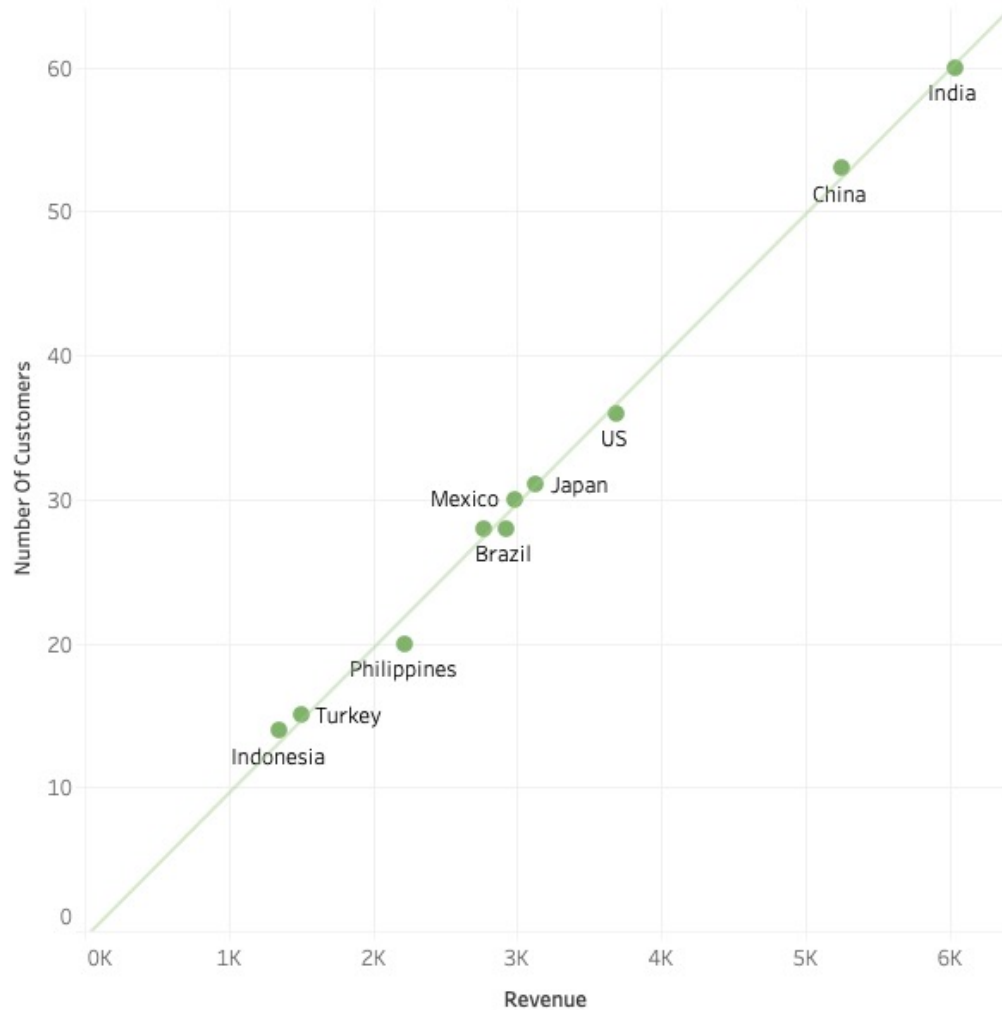
By: Tara Perrige

Where Are Our Customers Located?

	Country	# of Customers
1	India	60
2	China	53
3	US	36
4	Japan	31
5	Mexico	30
6	Brazil	28
7	Russia	28
8	Philippines	20
9	Turkey	15
10	Indonesia	14

	City	Country	# of Customers
1	Aurora	US	2
2	Atlixco	Mexico	1
3	Xintai	China	1
4	Adoni	India	1
5	Dhule (Dhulia)	India	1
6	Kurashiki	Japan	1
7	Pingxiang	China	1
8	Sivas	Turkey	1
9	Celaya	Mexico	1
10	So Leopoldo	Brazil	1

Customers are spread out around these countries; they're not located in the same cities.



Top 10 countries by revenue and number of customers

Where Does Our Revenue Come From?

Do the countries with the highest revenue correlate with the countries with the most customers? - YES!

Revenue and Customer Count By Country



- If you're interested in exploring this map further, please use the following link:
- https://public.tableau.com/views/3_10_16221467529730/RevenueCustomers?:language=en-US&:display_count=n&:origin=viz_share_link

Who Are Our Most Loyal Customers?

	Name	Location	Amount Paid
1	Sara Perry	Atlixco, Mexico	\$128.70
2	Gabriel Harder	Sivas, Turkey	\$108.75
3	Sergio Stanfield	Celaya, Mexico	\$102.76
4	Clinton Buford	Aurora, US	\$98.76
5	Adam Gooch	Adoni, India	\$97.80

These are our customers with the most brand loyalty. We can reward them by allowing them to test our new online video service and getting their feedback.

Recommendations

- ▶ Based on customer numbers and revenue, we should focus our launch in these countries: India, China, US, Japan, Mexico, Brazil, Russia, Philippines, Turkey, and Indonesia.
- ▶ We should reward our top five customers by letting them test the new online video service in return for their feedback.

ANY QUESTIONS?

APPENDIX

- ▶ Includes:
 - ▶ Summary of Data Used (Part 1)
 - ▶ Summary of Data Used (Part 2)

Summary of Data Used (Part 1)

Name	Minimum	Maximum	Average	Count	Mode
Film ID	1	1000	500.5	1000	1
Title				1000	Academy Dinosaur
Description				1000	A Action-Packed Character Study of a Astronaut And a Explorer who must Reach a Monkey in A MySQL Convention
Release Year	2006	2006	2006	1000	2006
Language ID	1	1	1	1000	1
Rental Duration (days)	3	7	4.985	1000	6
Rental Rate	0.99	4.99	2.98	1000	0.99
Length (minutes)	46	185	115.272	1000	85
Replacement Cost	9.99	29.99	19.984	1000	20.99
Rating				1000	PG-13
Last Update				1000	"2013-05-26 14:50:58.951"
Special Features				1000	{Trailers,Commentaries,""Behind the Scenes""}
Fulltext				1000	'baloon':19 'confront':14 'documentari':5 'feminist':8,11,16 'mile':2 'must':13 'spi':1 'thrill':4

Summary of Data Used (Part 2)

Name	Minimum	Maximum	Average	Count	Mode
Customer ID	1	599	300	599	1
Store ID	1	2	1.455759599	599	1
First Name				599	Jamie
Last Name				599	Abney
Email				599	"aaron.selby@sakilacustomer.org"
Address ID	5	605	304.7245409	599	5
Activebool				599	TRUE
Create Date				599	"2006-02-14"
Last Update				599	"2013-05-26 14:49:45.738"
Active	0	1	0.974958264	599	1