

By Brian Yoo

# ROCKBUSTER PROFIT ANALYSIS

## PROJECT OVERVIEW

Rockbuster is a movie rental company that has stores and customers world widely. To provide online streaming service, such as Netflix, Disney Plus, and Amazon Prime, Rockbuster management team want to get a trendy and useful information from global service users to be competitive. This presentation will address the following questions :

- Countries that use Rockbuster service.

- Category, rating, and genre that make most profit.

- Service users' rent tendency.

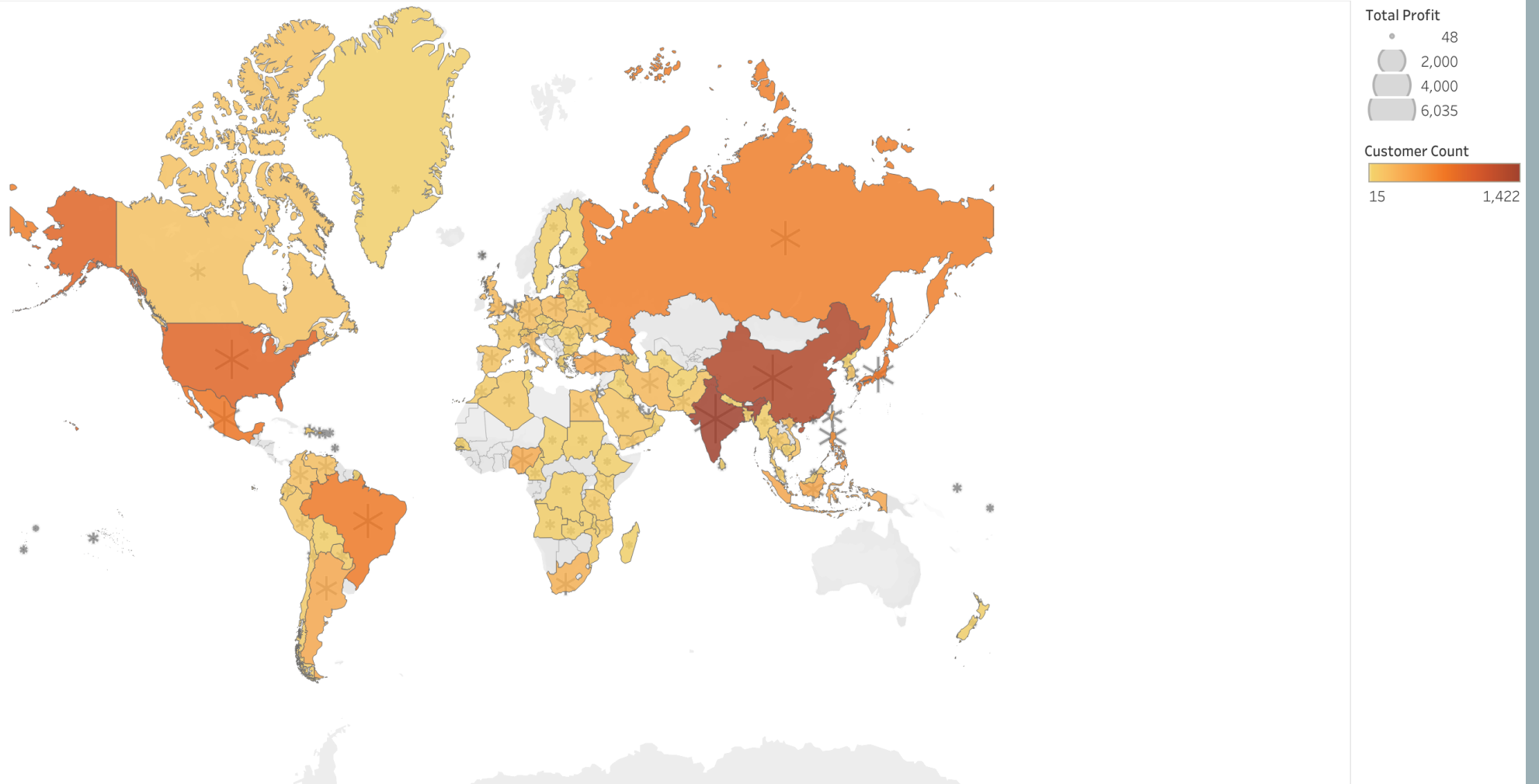
## Who Uses Rockbuster?

Rockbuster service is being used globally. Rockbuster's profit on regional basis point is positively correlated with its number of users.

1	India	\$6035
2	China	\$5251
3	United States	\$3685
4	Japan	\$3123
5	Mexico	\$2985

# Worldwide Rockbuster Users

Customer Count and Total Profit

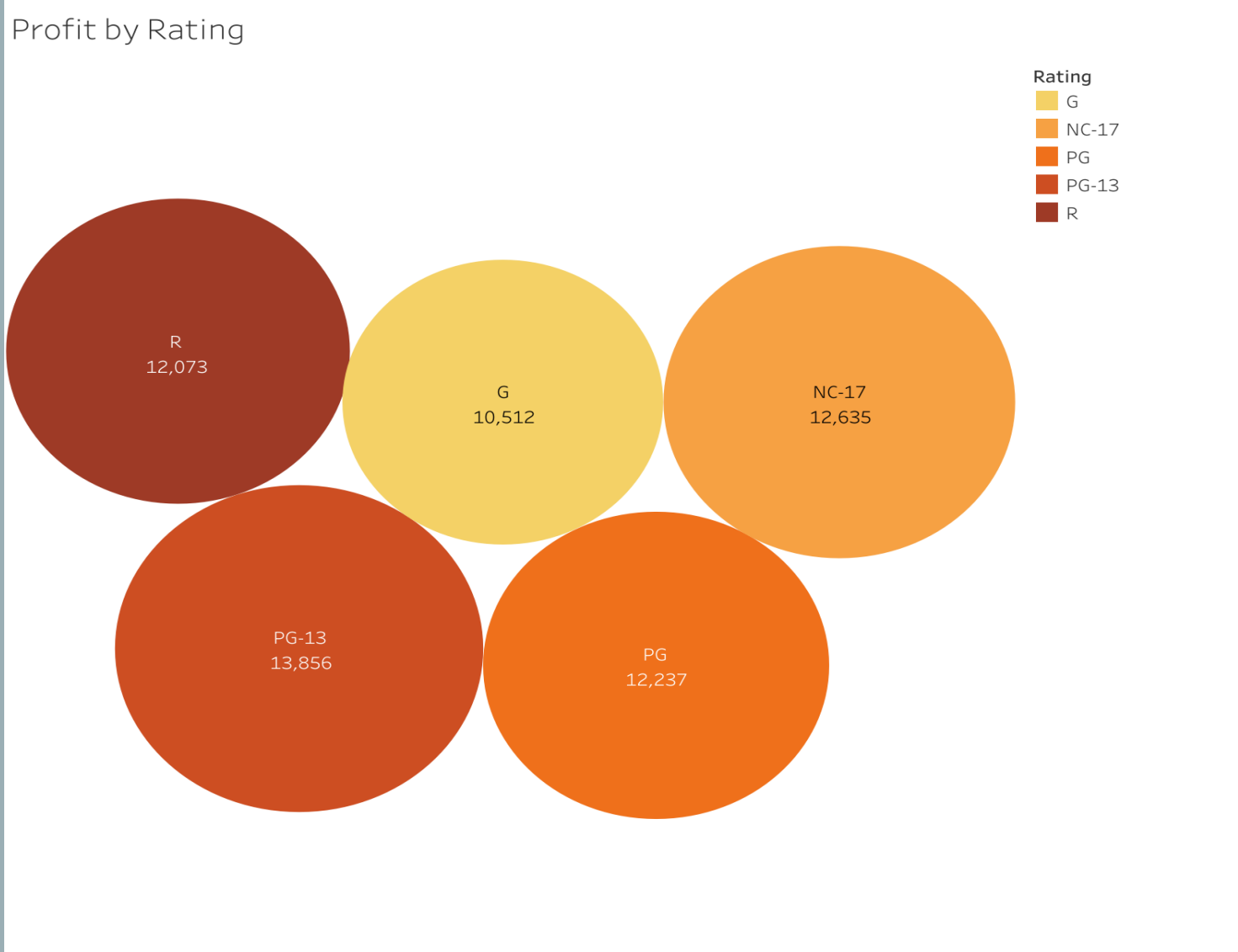


## Top 5 Service Users

Unlike top 5 countries that make most profit, top 5 service users are distributed in a more diversely

Customer ID	First Name	Last Name	City	Country	Total Spent
318	Brian	Wyman	Bydgoszcz	Poland	\$28
281	Leona	Obrien	Fuzhou	China	\$33
248	Caroline	Bowman	Tallahassee	United States	\$38
320	Anthony	Schwab	Tafuna	American Samoa	\$48
110	Tiffany	Jordan	Enshi	China	\$50

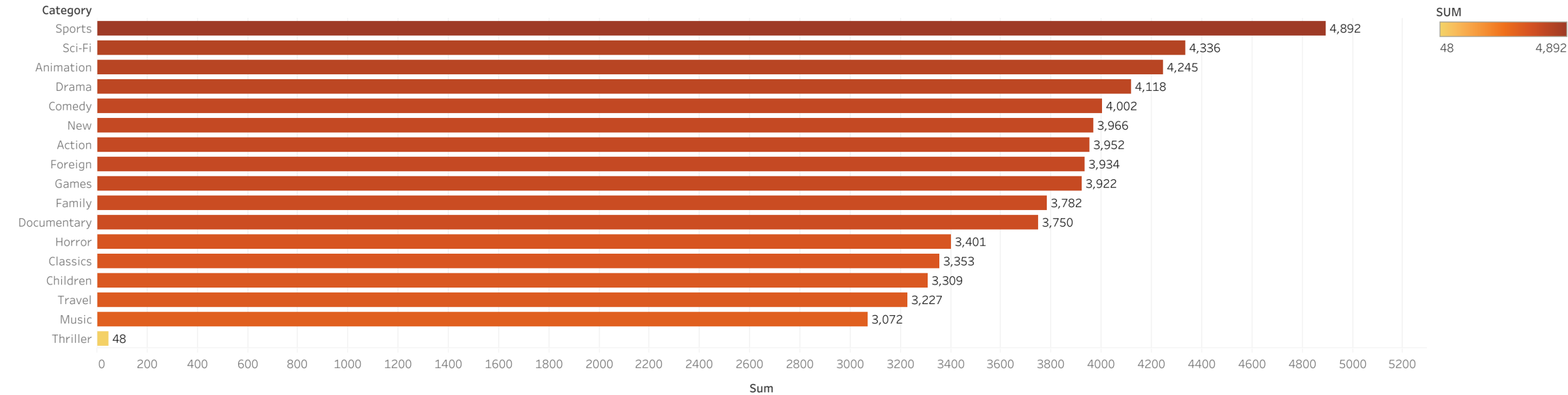
# Will there be a deference in profits depending on the rating?



There is obvious difference between ratings. PG-13 ranked the top which makes the most profit, followed by PG and R.

# The genre make the most profit

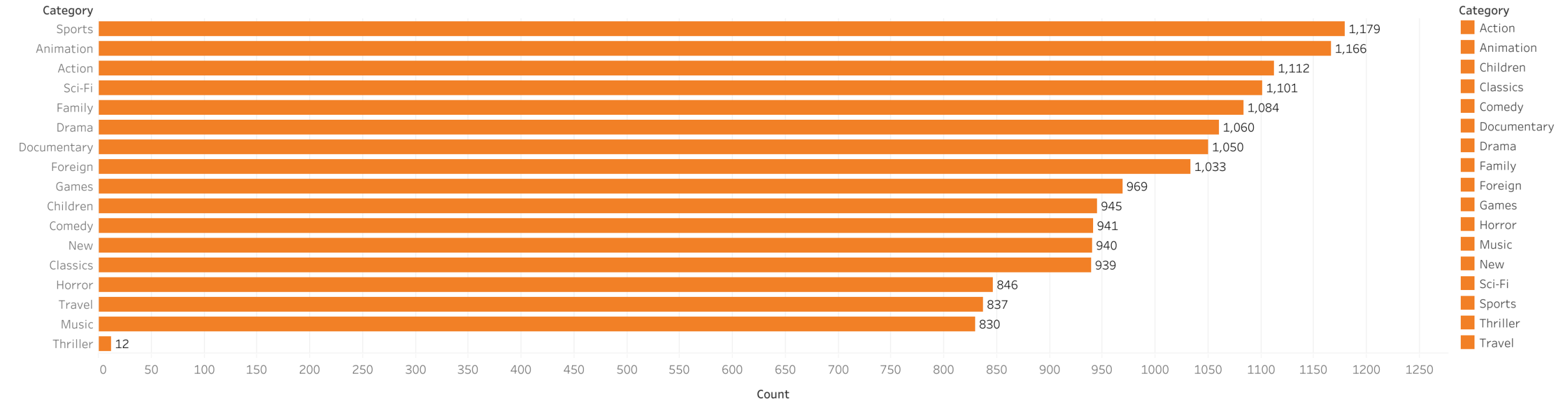
Profit by Category



The sports genre made the most profit, followed by S.F. and animation and thriller ranked the lowest.

# The genres that are rented the most

Count by Category



Sports ranked the top genre that are rented the most. However, unlike the chart that shows genre that make most profit, SF's rank is dropped to 4<sup>th</sup>, and animation's rank rose to 2<sup>nd</sup>.



# Average rental rate and duration

Rockbuster service users' average rental duration is 5 days.

Rental Duration	AVG	MAX	MIN
	5 days	7 days	3 days

Rental rate and its count does not show correlation. I assume the reason of the result shows inconsistency is that new releases' rate tend to be expensive, and people tend to prefer new release

Rental Rate	AVG	MAX	MIN
	\$3	\$5	\$1
Count	5120	5272	5652

# QUESTIONS?

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## RECOMMENDATIONS

Rockbuster should focus on targeting the market where makes the most profit, such as India, China, Mexico, Japan, and United States. Furthermore, they should focus on maintaining specific genres and ratings to keep their service users.

More detailed research may needed, such as rental trend in every season or the relation of rental rate and number of rental.

Link Tableau :

<https://public.tableau.com/app/profile/brian.yoo7693>