

# ROCKBUSTER STEALTH DATA ANALYSIS PROJECT

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# INTRODUCTION

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime.

## OBJECTIVE

The Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

# AGENDA

- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?





# STATISTICAL ANALYSIS

- Average rental duration is 5 days
- Average rental rate is \$2.98
- In an event of misplacing a rented movie, a fee can be given to replace it.



Min. Rental Duration	Max. Rental Duration	Avg. Rental Duration
3	7	4.985

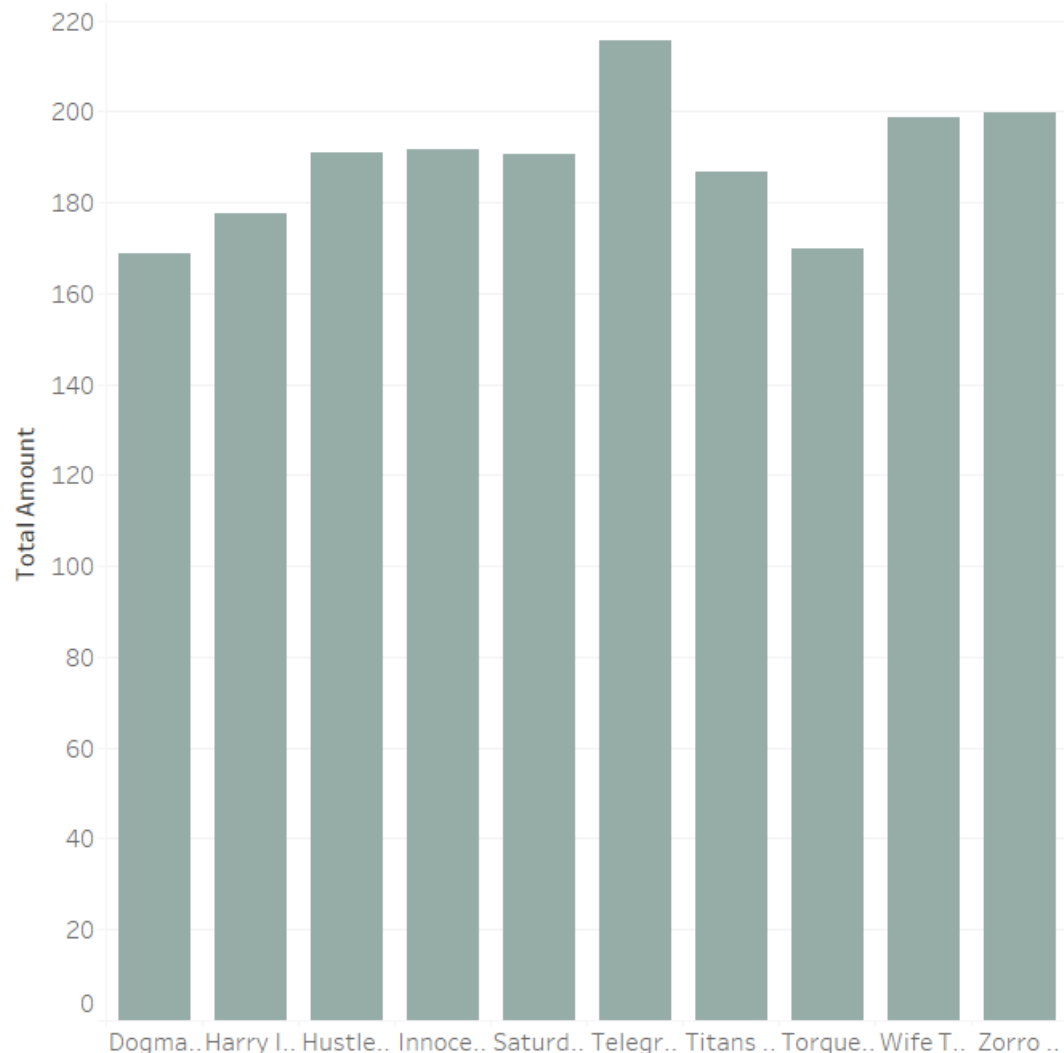
Min. Rental Rate	Max. Rental Rate	Avg. Rental Rate
0.99	4.99	2.98

Min. Length	Max. Length	Avg. Length
46	185	115.272

Min. Replacement Cost	Max. Replacement Cost	Avg. Replacement Cost
9.99	29.99	19.984

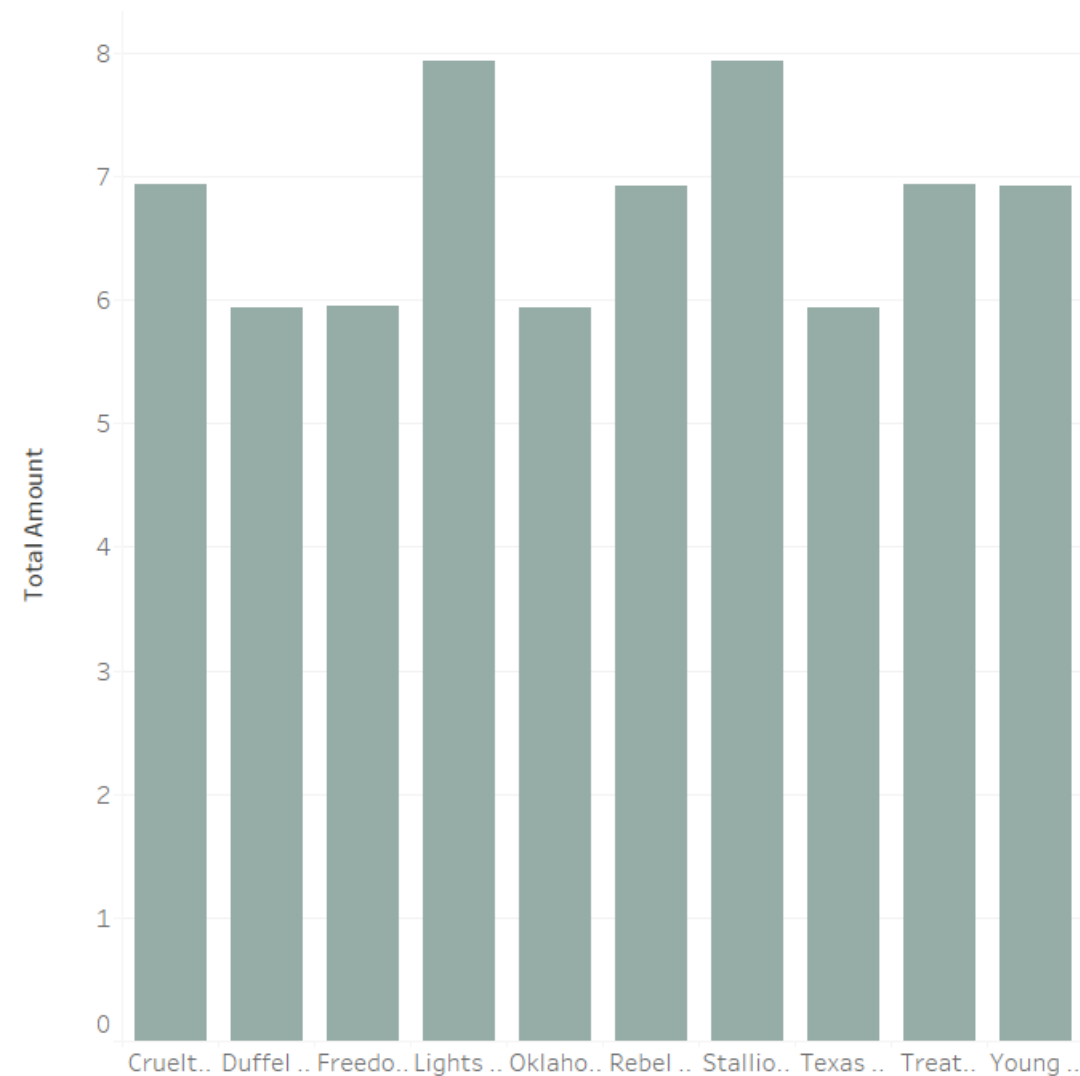
# TOP 10 MOST PROFITABLE MOVIES

- 1- Telegraph Voyage
- 2- Zorro Ark
- 3- Wife Turn
- 4- Innocent Usual
- 5- Hustler Party
- 6- Saturday Lambs
- 7- Titans Jerk
- 8- Harry Idaho
- 9- Torque Bound
- 10- Dogma Family

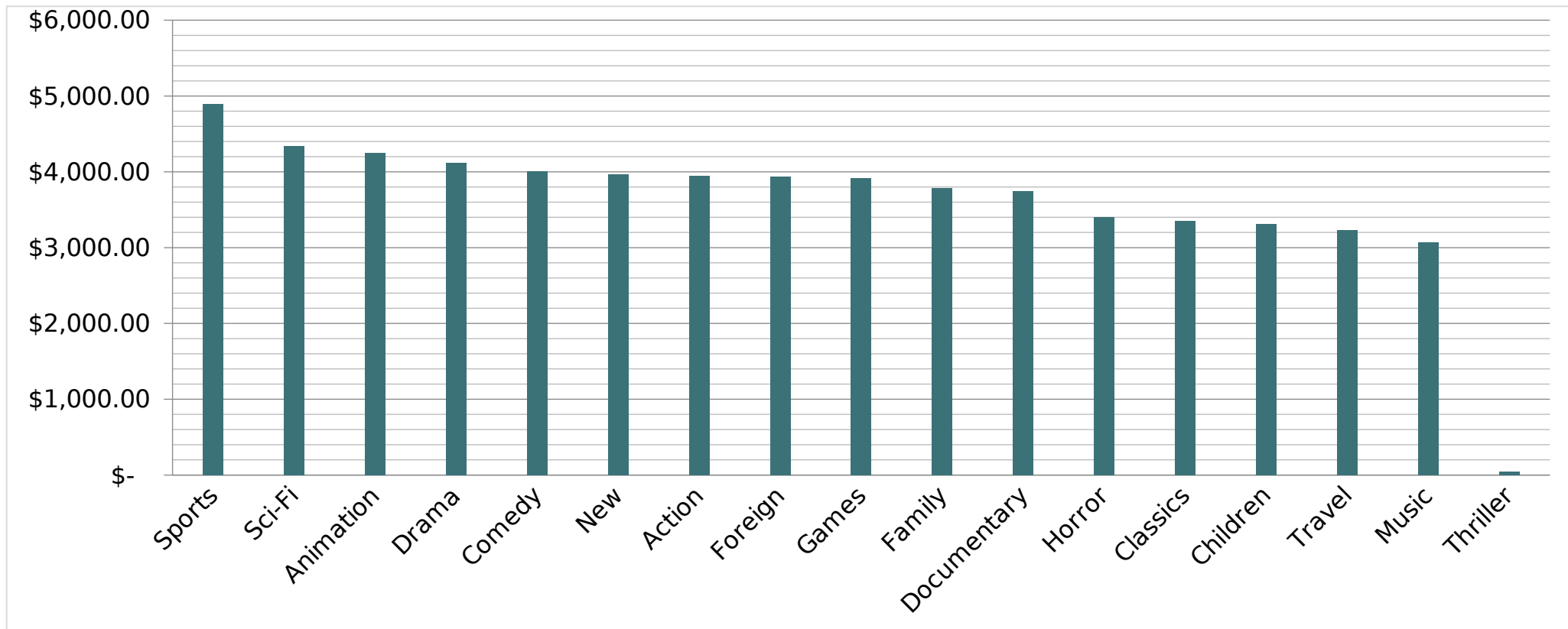


# TOP 10 LEAST PROFITABLE MOVIES

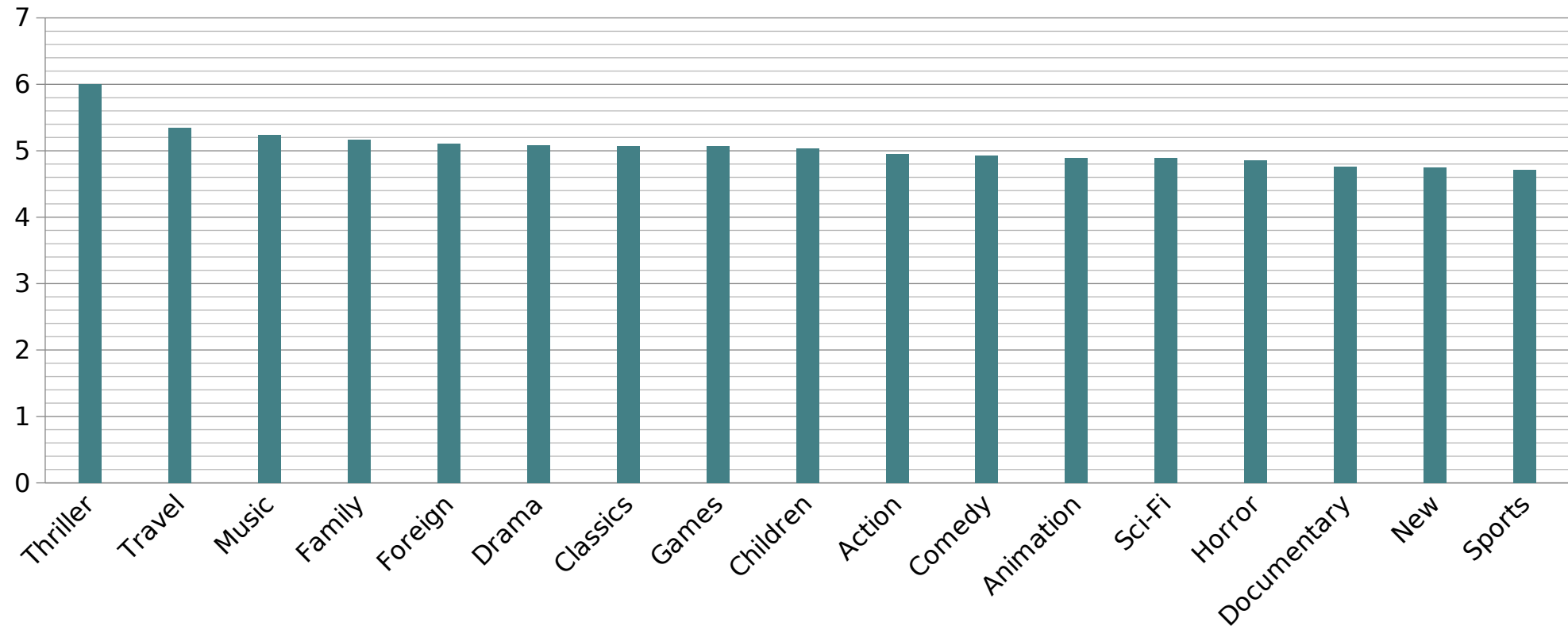
- |                      |                       |
|----------------------|-----------------------|
| 1- Texas Watch       | 6- Rebel Airport      |
| 2- Oklahoma Jumanji  | 7- Cruelty Unforgiven |
| 3- Duffel Apocalypse | 8- Treatment Jekyll   |
| 4- Freedom Cleopatra | 9- Lights Deer        |
| 5- Young Language    | 10- Stallion Sundance |



# TOTAL REVENUE GENERATED BY GENRE



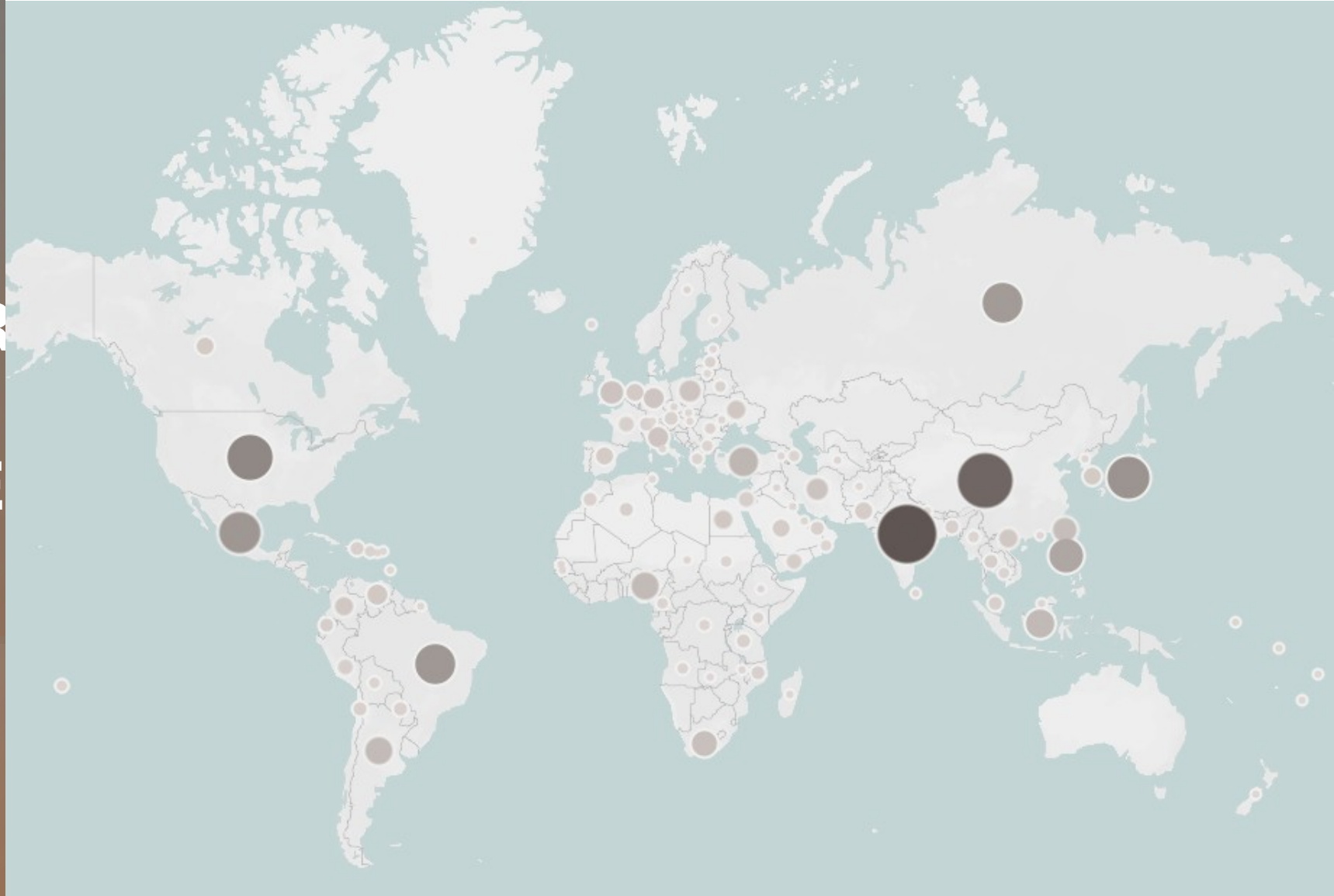
# AVERAGE RENTAL DURATION BY GENRE





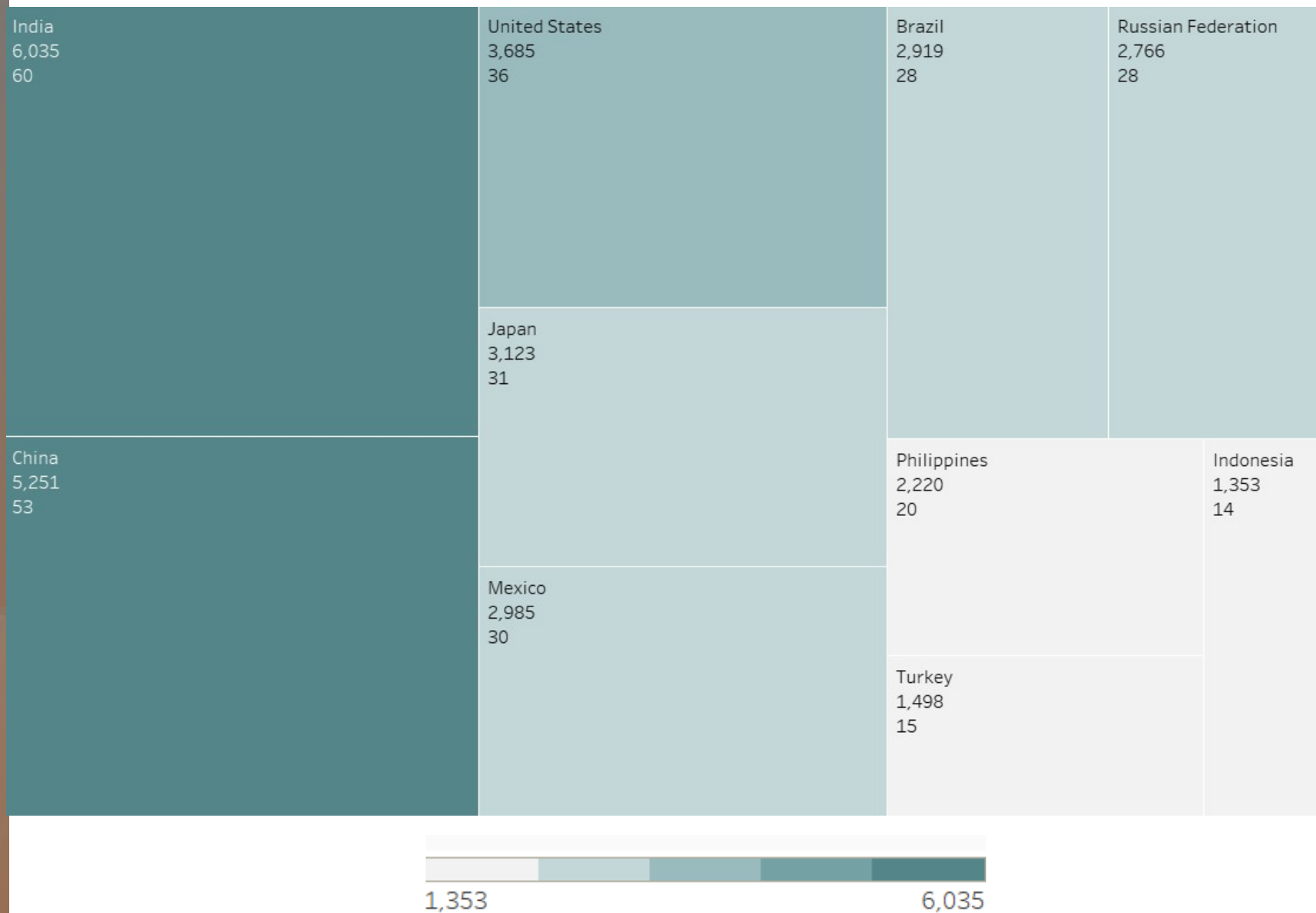
# ROCKBUSTER CUSTOMERS AROUND THE WORLD

- Rockbuster has approx. 600 customers.
- Rockbuster has customers all over the world, in around 108 countries.



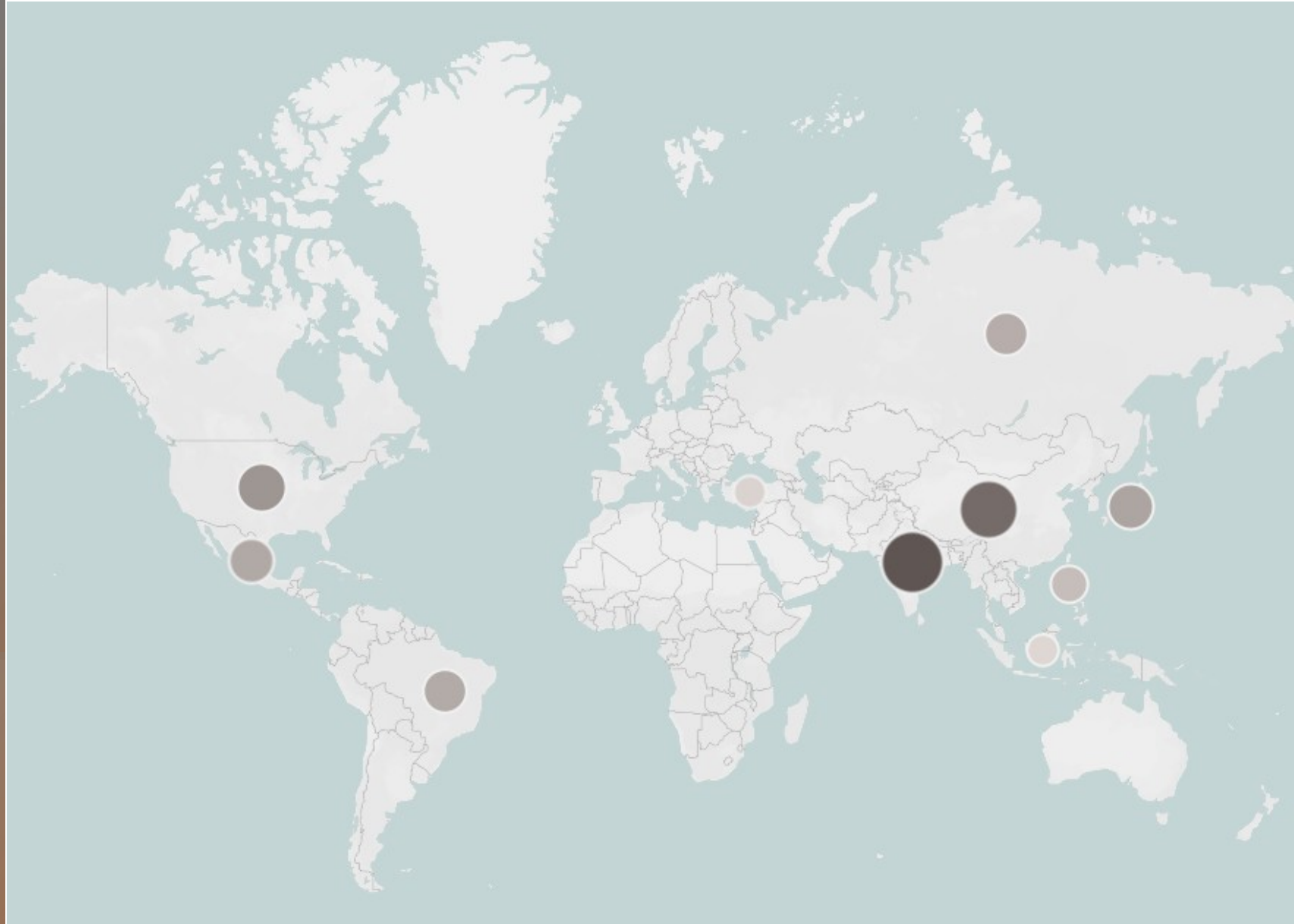
# TOP 10 COUNTRIES WITH HIGHEST CUSTOMERS

- India has the highest Rockbuster customers; generating revenue \$6,035.
- Indonesia has 14 customers and give the profit of \$1,353.



# SALES VARIATION ACCORDING TO REGIONS

- Asian Region has the highest customers ratio.
- North America has the 2<sup>nd</sup> most and South America has the 3<sup>rd</sup> most customer ratio.



# SUMMARY



- The highest revenue generated by a movie is \$215.75
- The least revenue generated by a movie is \$5.94
- The average rental duration of a movie is 5 days irrespective of the rental cost.
- Top profitable genres are Sports, Sci-Fi, Animation, Drama and Comedy.
- Rockbuster has the highest customer ratio in Asian countries; India, China & Japan.
- North America, South America, Europe and Africa also have Rockbuster customers.

# RECOMMENDATIONS

- Marketing should be done in the Asian region to get more customers. North America and South America also have a strong customer potential, right marketing will increase the customer ratio.
- Most popular genres should be advertised more in order to generate higher revenue, instead of advertising on the least popular genres.
- Movie titles with very low popularity should be replaced with high popular movie titles. Also, most popular movies must have several copies to cater the need of the customer.
- Loyal customers must be given incentives to appreciate their loyalty and in return this will capture other customers attention also.



# THANK YOU

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