

ROCKBUSTER STEALTH DATABASE ANALYSIS

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PROJECT OVERVIEW

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, 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.

KEY QUESTIONS

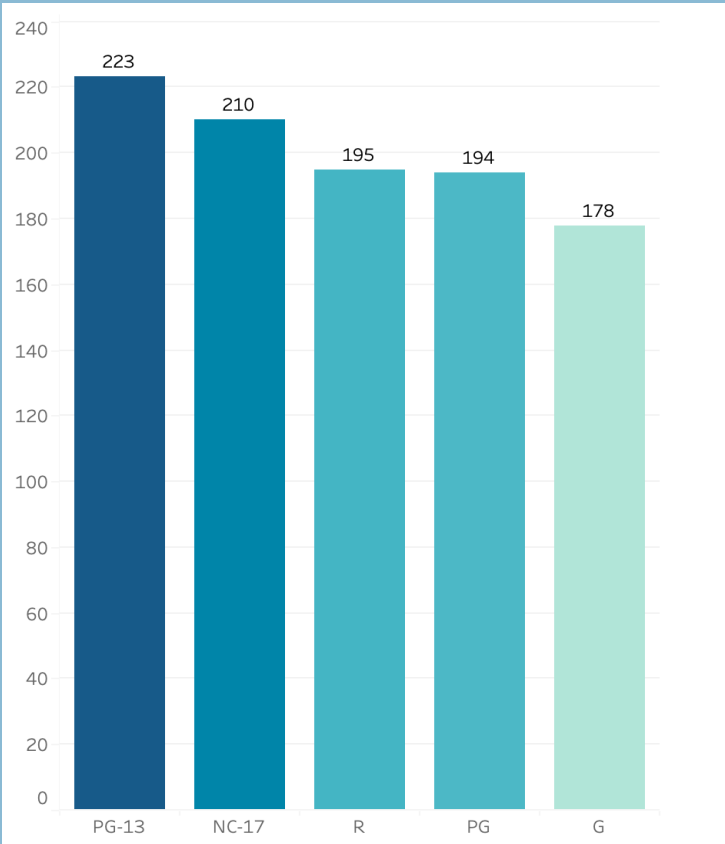
1. What was the average rental duration for all videos?
2. Which movies contributed the most/least to revenue gain?
3. Where are customers with a high lifetime value based?
4. Which countries are Rockbuster customers based in?
5. Do sales figures vary between geographic regions?

ROCKBUSTER OVERVIEW

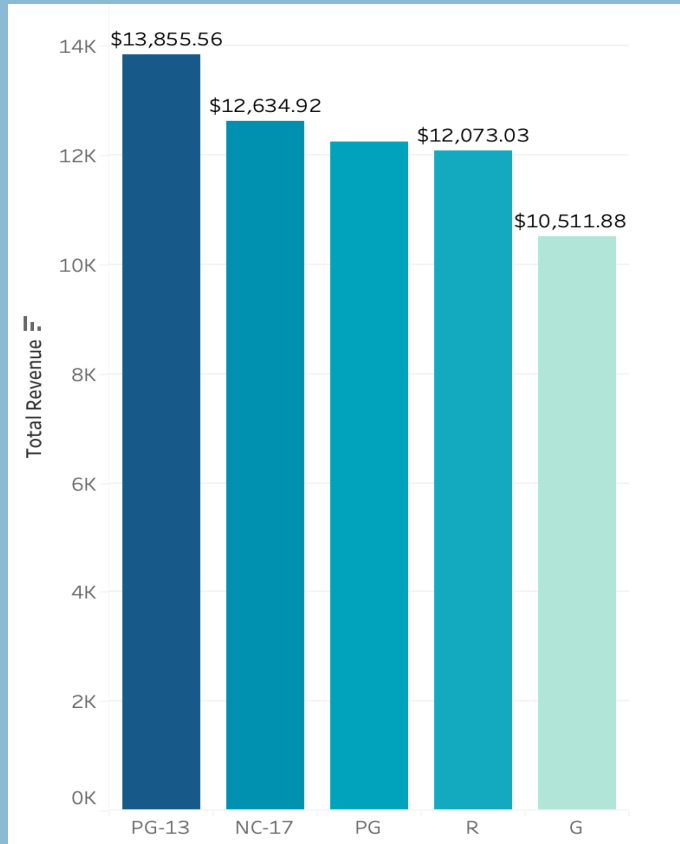
Total Customers:	Total Films:	Average Rental Duration:	Average Rental Rate:	Average Replacement Cost:
599	1000	5 days	\$2.98	\$19.99

REVENUE BY RATING ANALYSIS

Number of Movies by Rating

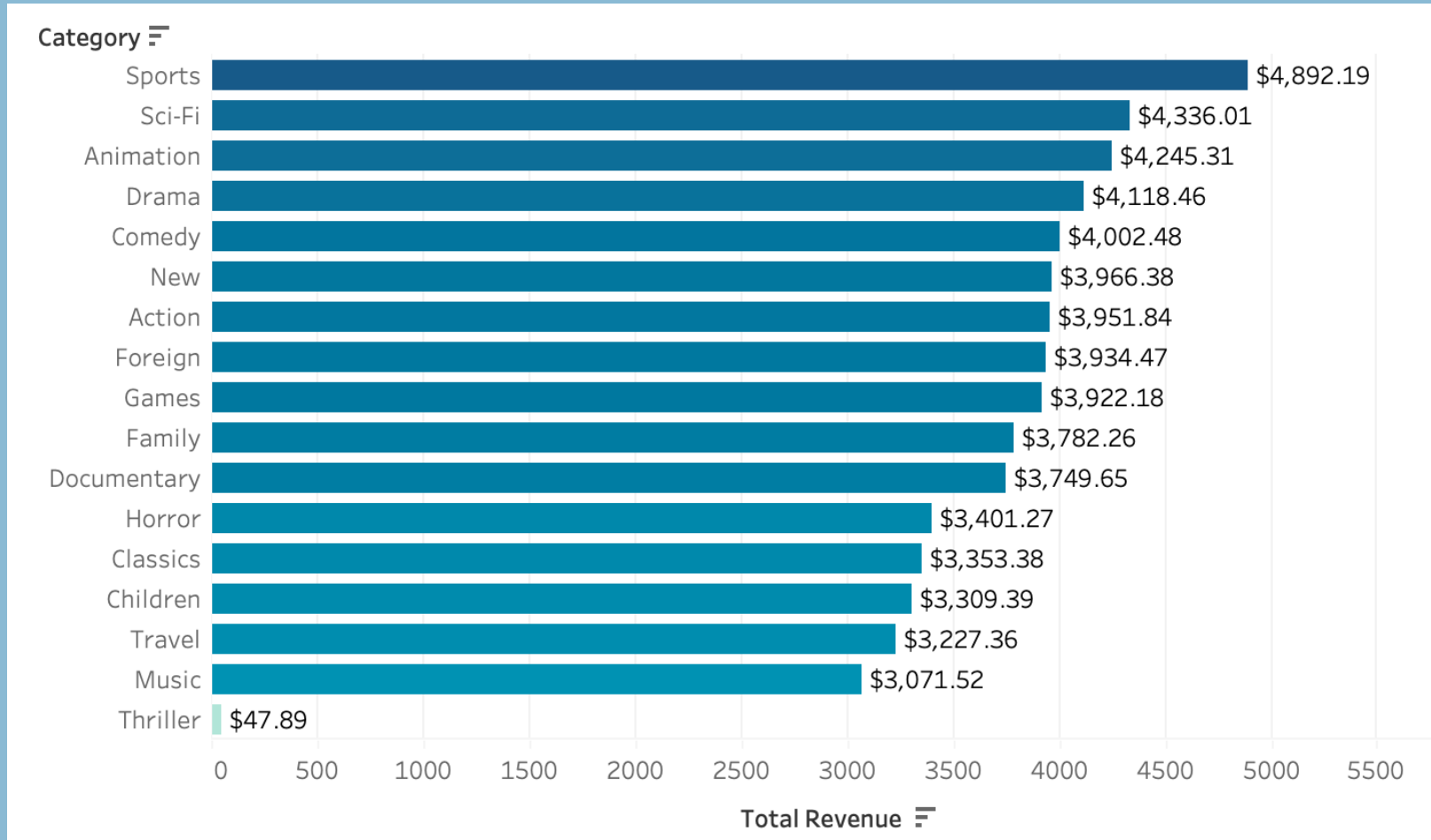


Revenue by Rating



- There is a correlation between the number of movies and revenue.
- PG-13 contributed to the most revenue gain and the most amount of movies.

REVENUE BY GENRE ANALYSIS



MOST/LEAST PROFITABLE MOVIES

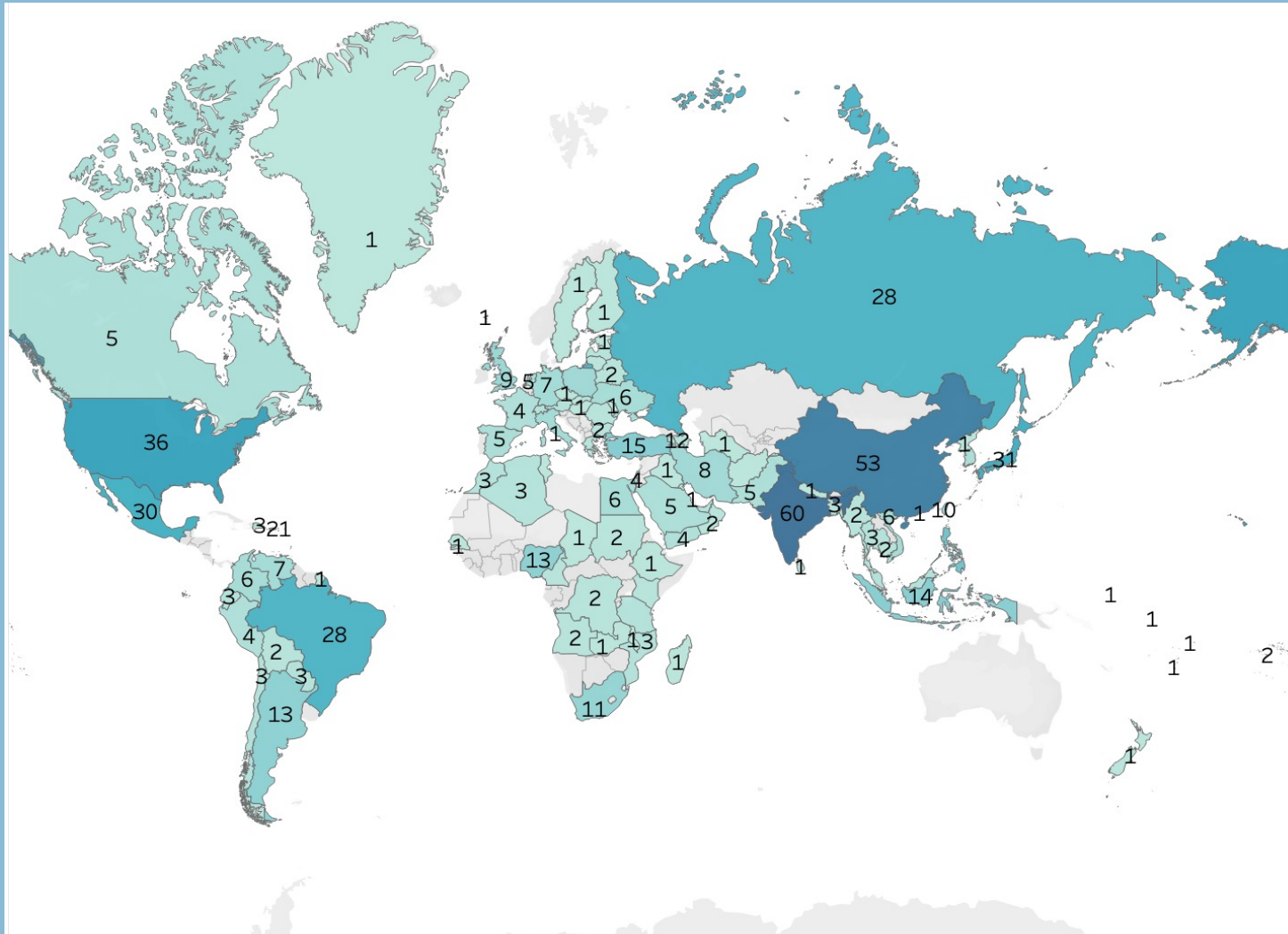
Most Profitable Films:

Title	Rating	Genre	Total Revenue
Telegraph Voyage	PG	Music	\$215.75
Zorro Ark	NC-17	Comedy	\$199.72
Wife Turn	NC-17	Documentary	\$198.73
Innocent Usual	PG-13	Foreign	\$191.74
Hustler Party	NC-17	Comedy	\$190.78

Least Profitable Films:

Title	Rating	Genre	Total Revenue
Texas Watch	NC-17	Horror	\$5.94
Oklahoma Jumanji	PG	New	\$5.94
Duffel Apocalypse	G	Documentary	\$5.94
Freedom Cleopatra	PG-13	Comedy	\$5.95
Rebel Airport	G	Music	\$6.93

CUSTOMER COUNT



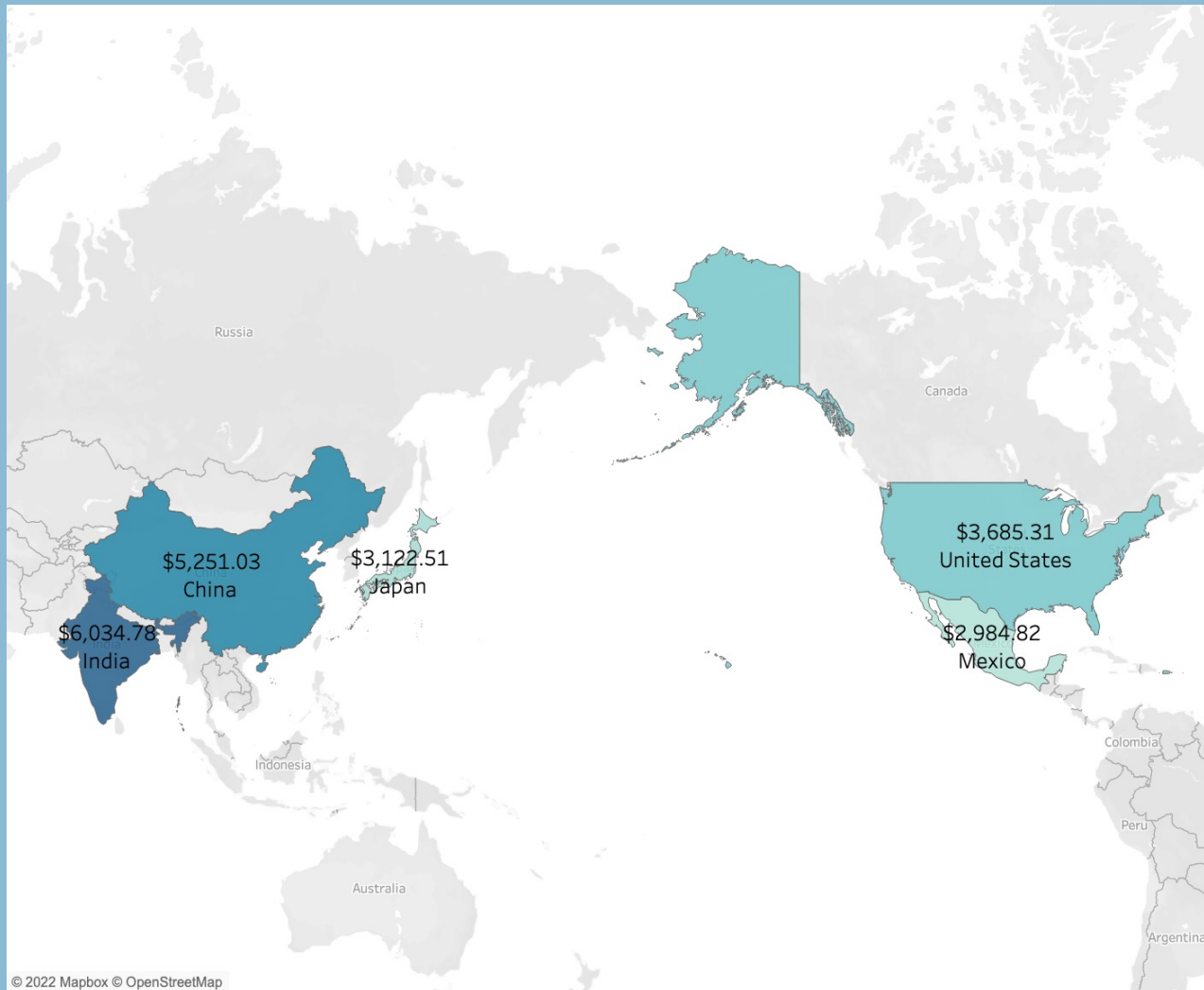
- India has the most customers at 60.
- China is second with 53.
- The United States is third with 36.
- Japan is fourth with 31.
- Mexico is fifth with 30.

TOP 5 CUSTOMERS

Name	Country	Total Paid
Eleanor Hunt	Runion	\$211.55
Karl Seal	United States	\$208.58
Marion Snyder	Brazil	\$194.61
Rhonda Kennedy	Netherlands	\$191.62
Clara Shaw	Belarus	\$189.60

Karl Seal is the only customer that resides in the top 5 countries with the most customers.

TOP 5 COUNTRIES IN REVENUE



Top 5 countries
in revenue are,

India

China

United States

Japan

Mexico

RECOMMENDATIONS

- Target markets with high customer count and revenue. These include the top 5 countries: India, China, US, Japan, & Mexico.
- Focus on the top 5 movies by genre as they are the most profitable. This includes: Sports, Sci-Fi, Animation, Drama, and Comedy.
- Coordinate with the marketing team to headline the top 5 most profitable movies to attract customers to the streaming service.
- Consider giving a special coupon to the top 5 customers for being loyal to Rockbuster Stealth and consider a loyalty program for future customers.

THANK YOU

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-DATA ANALYST-

[TABLEAU LINK](#)