Rockbuster Stealth Analysis

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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, the Rockbuster Stealth management team is planning to use its existing movie licenses to **launch an online video rental**

The goal of this project is to help the **launch strategy for the new online video service**

Key Questions

- What are the average rental duration for all videos?

- Where are the Rockbuster customers?

- Which countries have higher revenue?

- In which cities do the customers live?

- Who are the top customers?

- Which genres are the most representative?

- What are the next steps for Rockbuster?

Rockbuster Stealth Overview

1.000 unique **films**

Only one **language**: English

17 Genres

599 customers

Length:
Average 115 minutes
Minimum 46 minutes
Maximum 185 minutes

Rental Duration:
Average 5 days
Minimum 3 days
Maximum 7 days

Replacement Cost:
Average $ 19,98
Minimum $ 9,99
Maximum $ 29,99

Where are the Rockbuster customers?

The top 10 countries in terms of number of customers

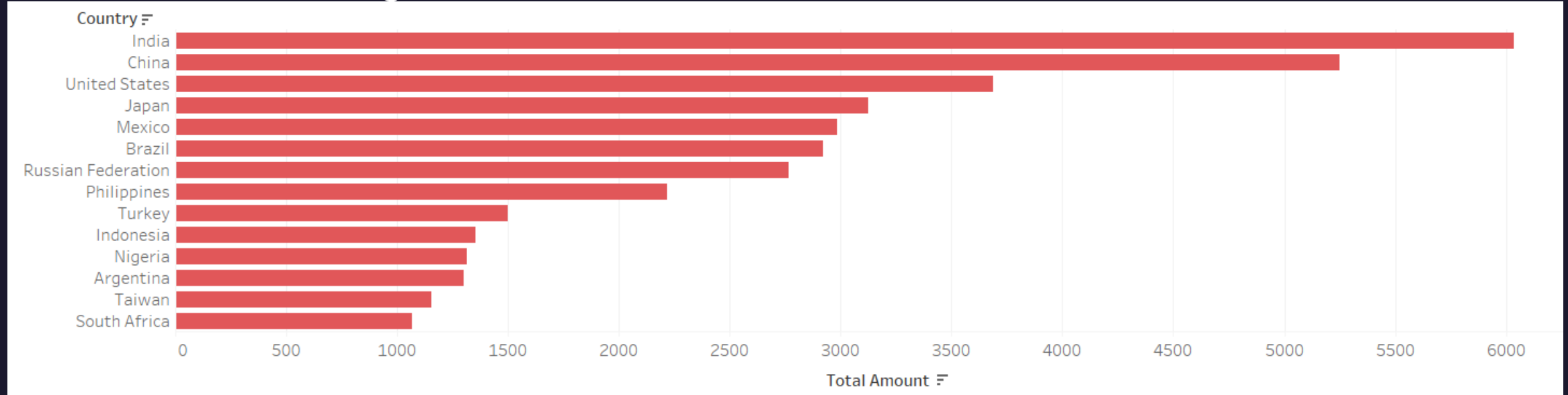| country character varying (50) 🔒	nr_customers bigint 🔒
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14

Rockbuster customers are spread around the world in **108 distinct countries**.
The **top 10 countries** in terms of number of customers are India, China, United States, Japan, Mexico, Brazil, Russian Federation, Philipines, Turkey, Indonesia

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Which countries have higher revenue?

Countries with revenue greater than 1.000

14 countries have revenue greater than 1.000.
The top 10 countries in terms of customers are the same top 10 countries with higher revenue.

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In which cities do the customers live?

country character varying (50)	city character varying (50)	nr_customers bigint
1 United States	Aurora	2
2 Indonesia	Cianjur	1
3 Mexico	Acua	1
4 Brazil	So Leopoldo	1
5 Japan	Iwaki	1
6 India	Ambattur	1
7 China	Shanwei	1
8 United States	Citrus Heights	1
9 Russian Federation	Teboksary	1
10 China	Tianjin	1

Within the top 10 countries the top 10 cities are:

Aurora, United States
Acua, Mexico
Cireus Heights, United States
Iwaki, Japan
Ambattur, India
Shanwei, China
So Leopoldo, Brazil
Teboksary, Russian Federation
Tianjin, China
Cianjur, Indonesia

Who are the top 5 customers?

1
Arlene Harvey
From Ambattur, India
$ 111,76

2
Kyle Spurlock
From Shanwei, China
$ 109,71

3
Marlene Welch
From Iwaki, Japan
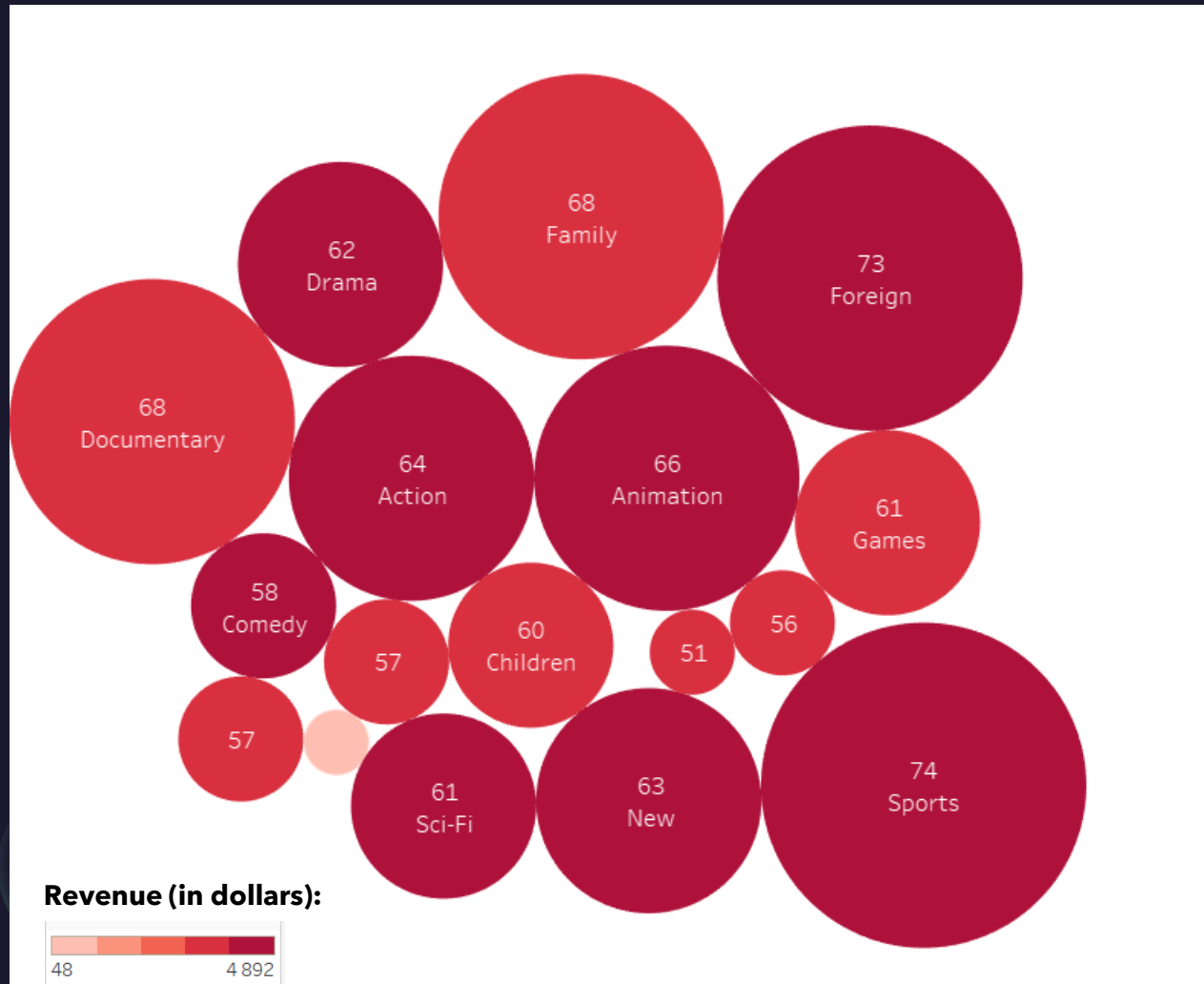$ 106,77

4
Glen Talbert
From Acua, Mexico
$ 100,77

5
Clinton Buford
From Aurora, United States
$ 98,76

Which genres are most representative?

Revenue (in dollars):
48 — 4 892

The top 6 genres in terms of number of films and revenue are:
Sports
Foreign
Family
Documentary
Animation
Action

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Recommendations

- Increase offer in terms of:
  - Number of films
  - Genre
  - Language

- Pricing
  - Differentiate the price according to the duration of the rental
  - Create a loyalty scheme

- Working together with the top clients and promoting them as Rockbuster Ambassadors, the goal is to increase customers and rentals

- After implementing the new startegy, continue analyzing insights and communicating new recommendations based on what data says

Thank you for watching

Additional question please reach out:
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