

ROCKBUSTER STEALTH LLC.



Data Analyst: FNU Anamika

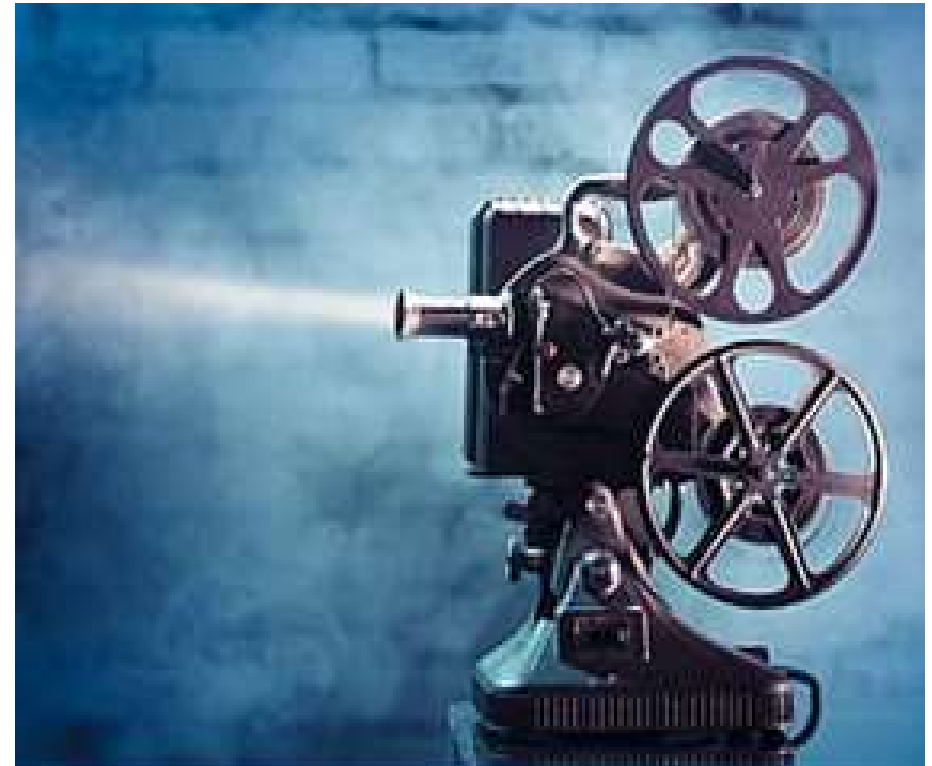
INTRODUCTION

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 service in order to stay competitive.

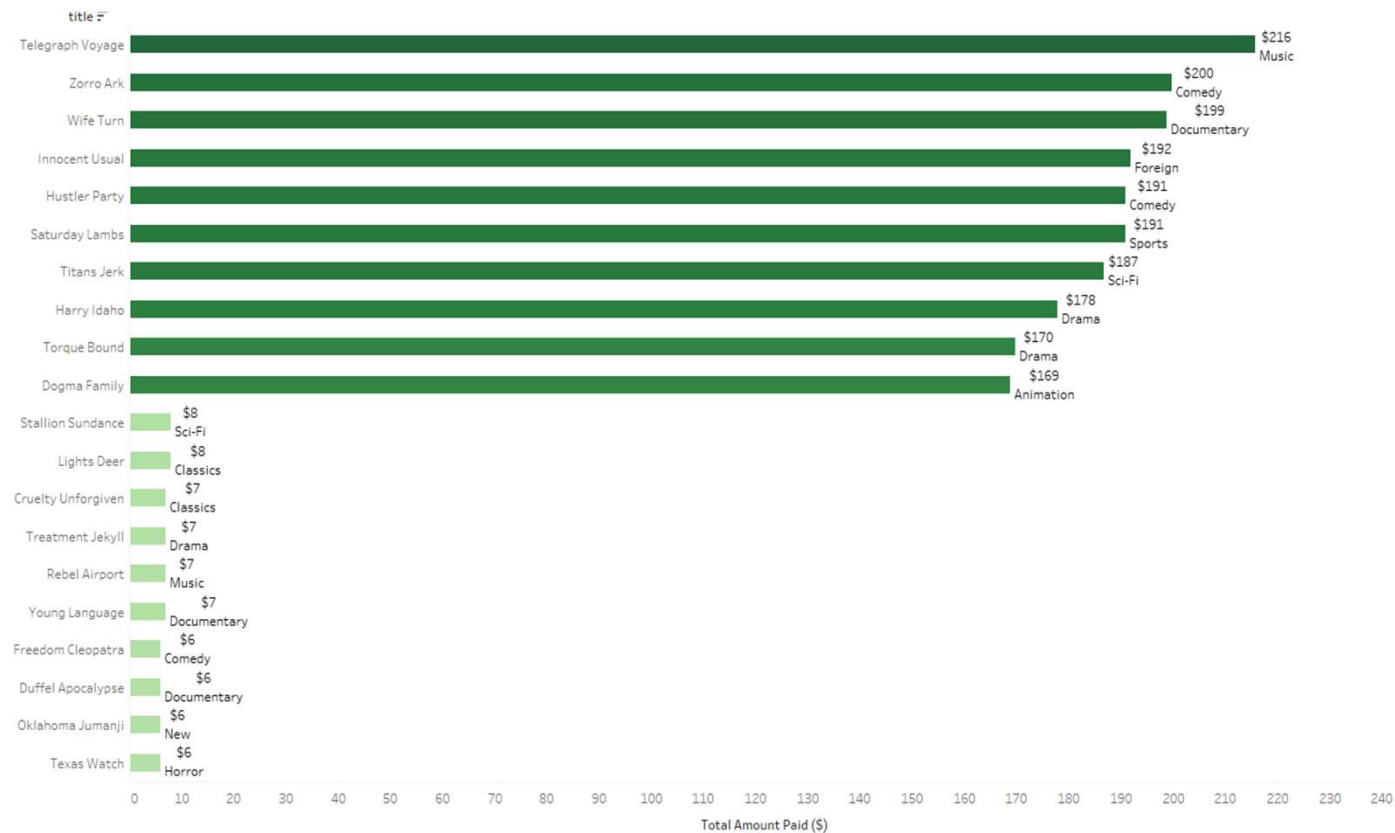


KEY BUSINESS QUESTIONS

- ▶ 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?



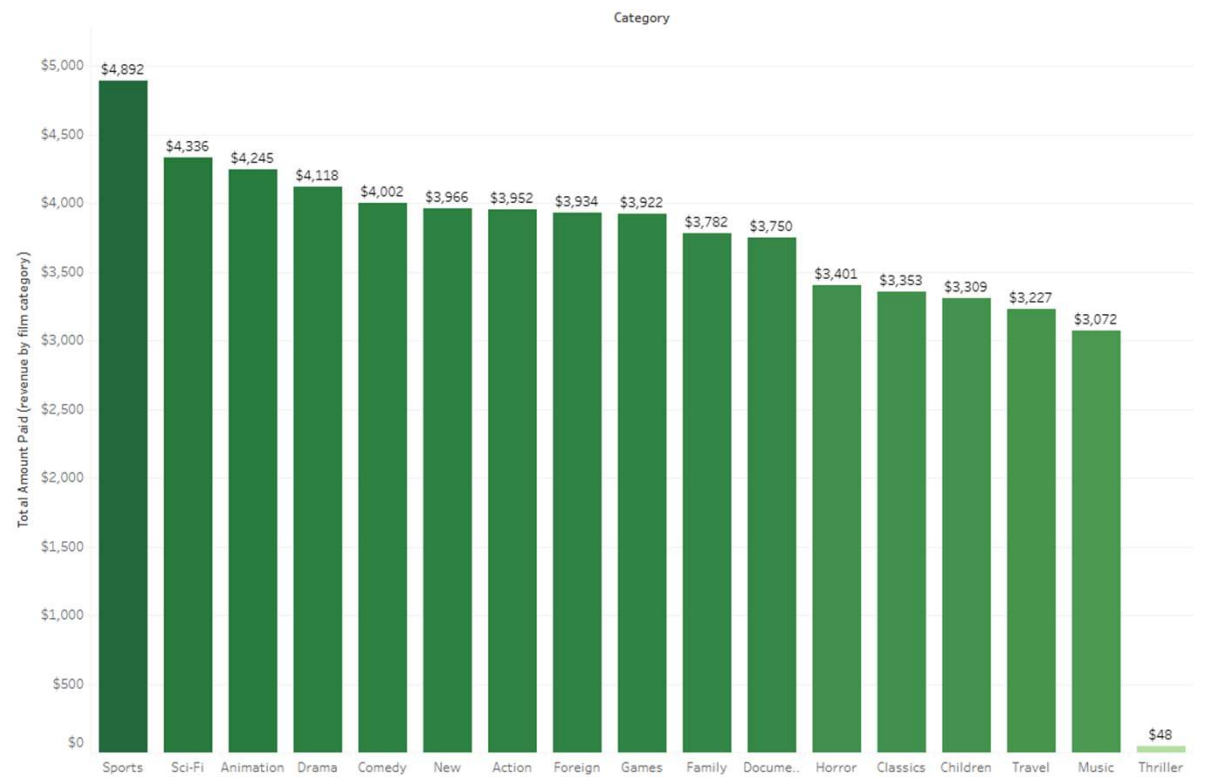
Which Movies Contributed The Most/Least To Revenue Gain?



What was the average rental duration for all videos?

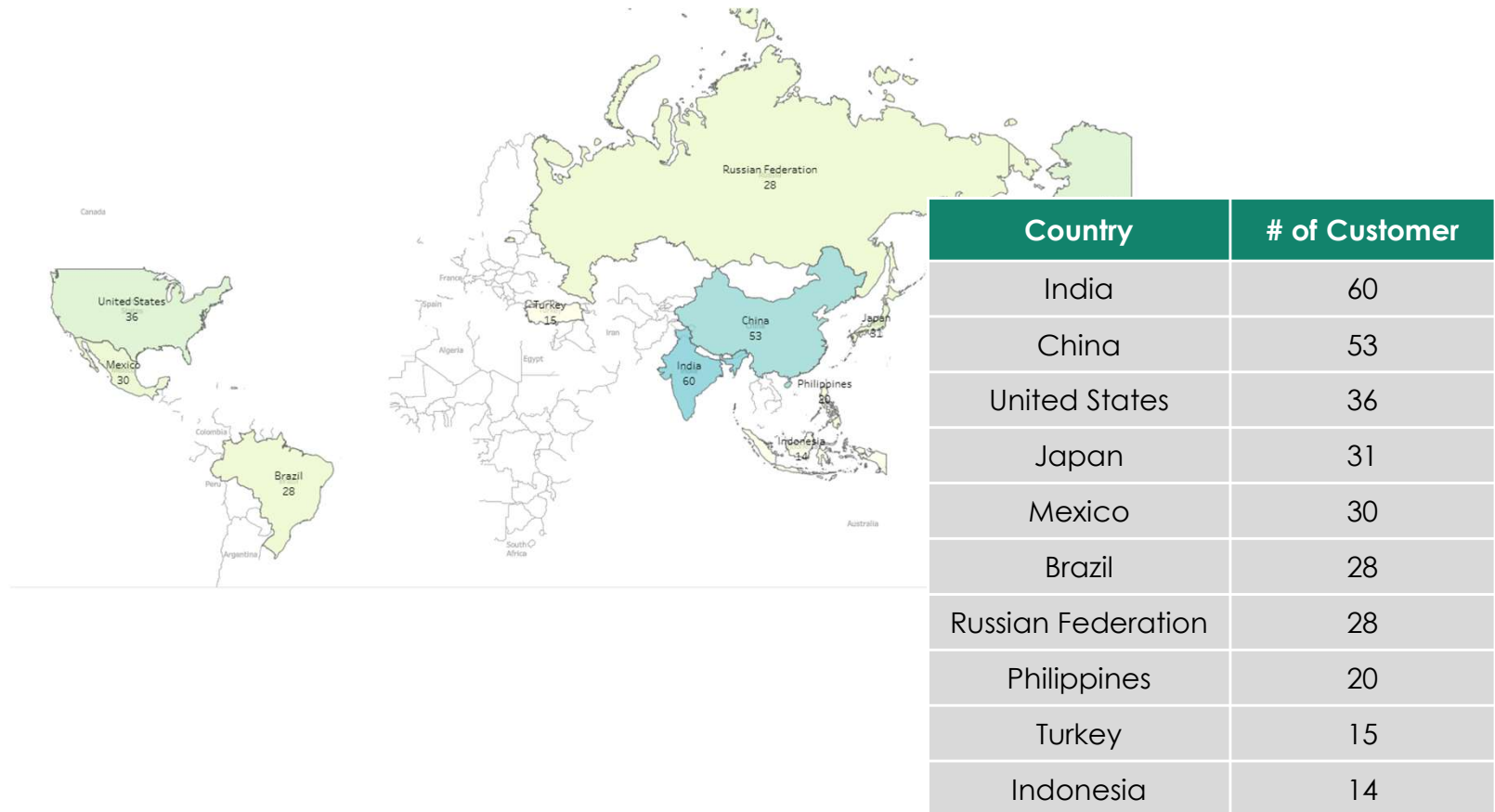
Number of Movie		Number of genre	
1,000		20	
Metrics	Minimum	Maximum	Average
Rental Duration (Days)	3	7	5
Rental Rate (\$)	0.99	4.99	2.98
Movie Length (Min)	46	185	115
Replacement Cost (\$)	9.99	29.99	19.99

Which Movie Category Is Most Popular And Least Popular?



- o Top category movies are Sports, Sci-Fi and Animation. Those are most popular between customers.
- o Conversely, the least popular movies are Thriller, Music, Travel and Classics.

WHICH COUNTRIES ARE ROCKBUSTER'S CUSTOMERS BASED IN?



Rockbuster Stealth LLC.

COUNTRIES WHERE CUSTOMERS ARE LOCATED



Top 10 Countries	
Country	Total Payment
India	\$ 6,034.78
China	\$ 5,251.03
United States	\$ 3,685.31
Japan	\$ 3,122.51
Mexico	\$ 2,984.82
Brazil	\$ 2,919.19
Russian Federation	\$ 2,765.62
Philippines	\$ 2,219.70
Turkey	\$ 1,498.49
Indonesia	\$ 1,352.69

- Top 10 countries are from Asia, Europe, North and South America have the highest payment. These regions are most revenue generated by customers.

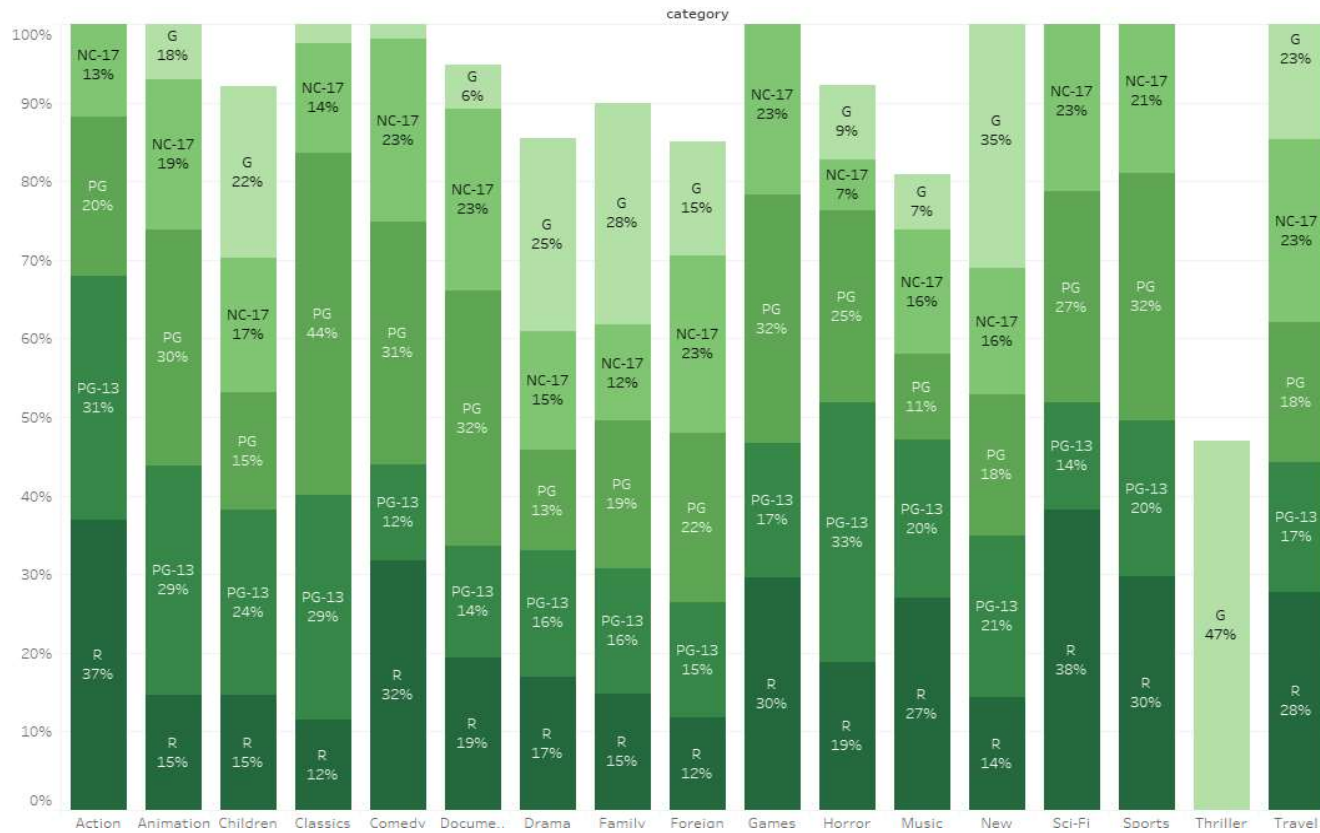
TOP PAYING CUSTOMERS BY COUNTRY & CITY

Top 5 Customers

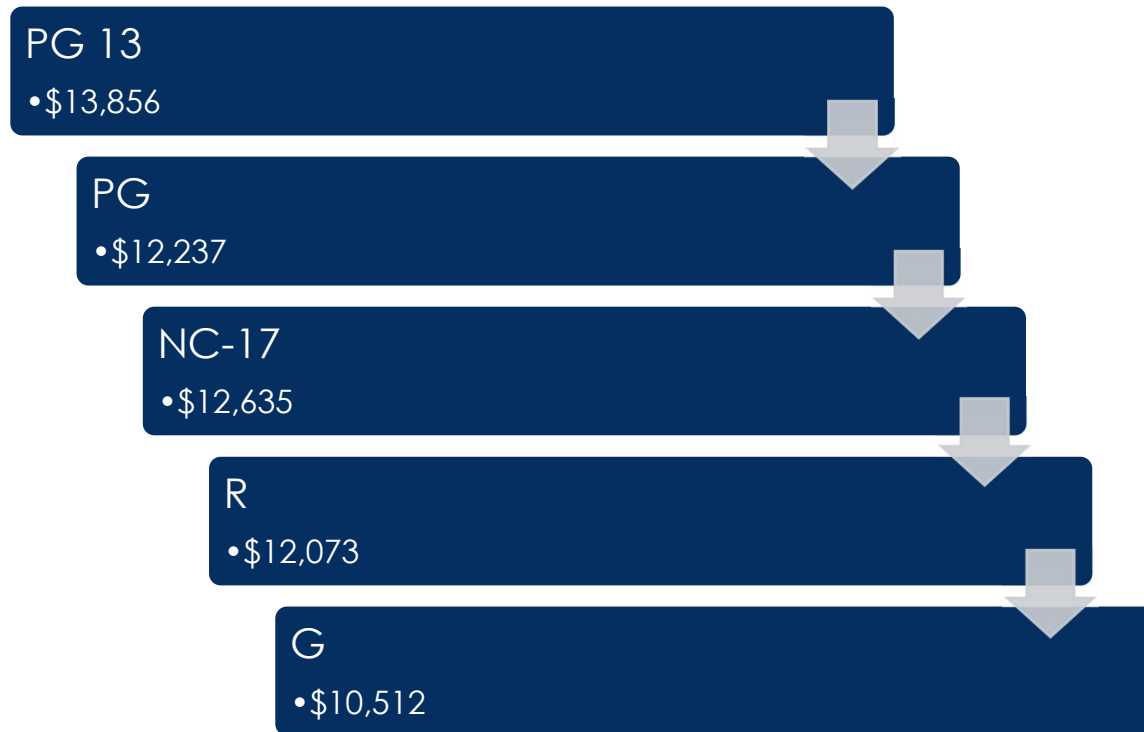
country	Customer Name	city	Customer Id	
Turkey	Rosemary Schmidt	Usak	204	\$134.69
	Gabriel Harder	Sivas	518	\$108.75
Japan	Marlene Welch	Iwaki	240	\$106.77
United States	Bill Gavin	Rockford	457	\$106.73
	Clinton Buford	Aurora	537	\$98.76

- The top five customer demographics are from Turkey, the United States, and Japan.

MOVIE CATEGORY BY RATING



REVENUE BY MOVIE RATING



PG-13 is most revenue generated rating and G is the least one.

RECOMMENDATIONS

- ▶ To boost revenue, it is advisable to give more prominence to the category thriller, music, classics and documentary with the lowest contribution.
- ▶ Boost the film industry in countries with lower revenue by increasing business for movies in those regions. East Asia, East Europe and Africa we should increase business in that region.
- ▶ PG-13 is the most revenue by rating. Need to focus on G rating movie business.
- ▶ Gather customer feedback to improve the quality and appeal of movie categories.



THANK YOU

