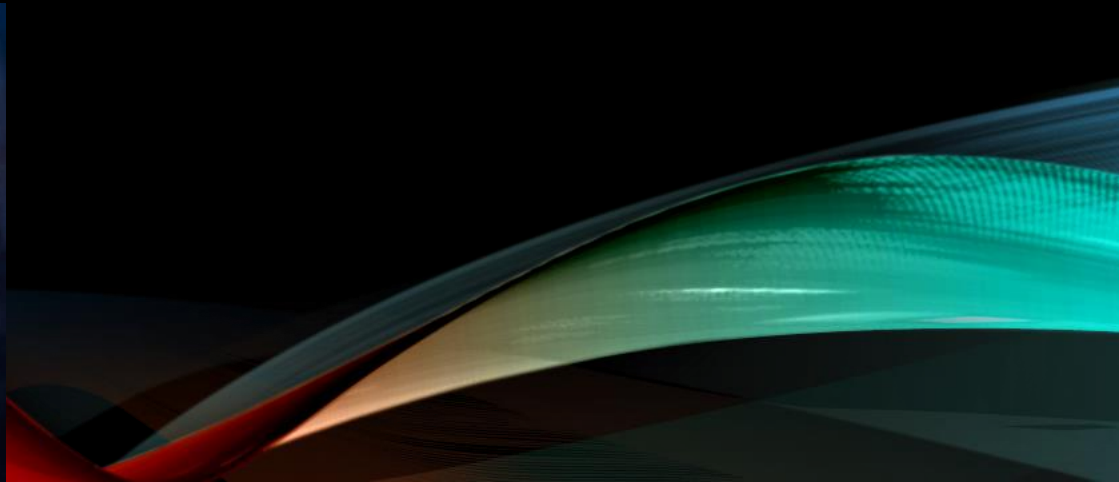
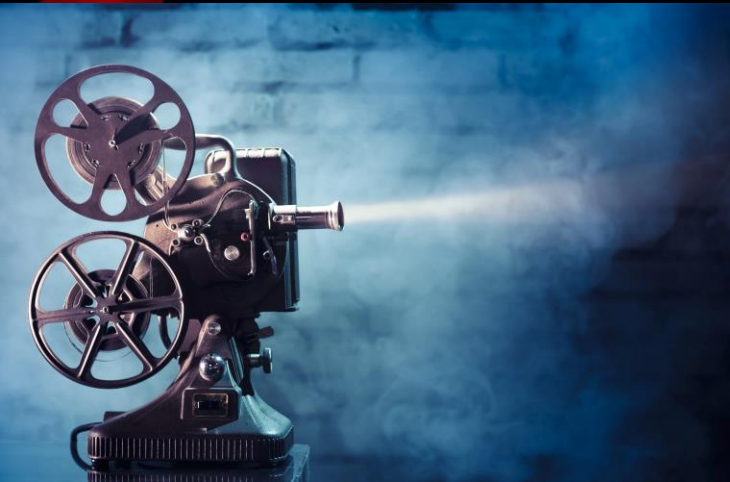


# ROCKBUSTER STEALTH LLC DATA ANALYSIS

Business Strategy for 2020

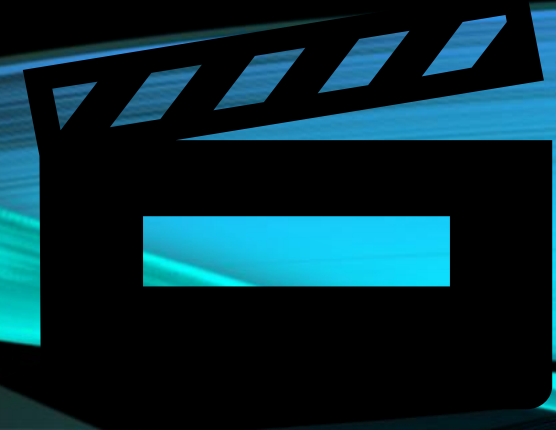
by

Atika AhmedSudi



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- Data Overview
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- Countries where Rockbuster customers are based
- Countries with the highest number of customers
- Countries with the highest revenue?
- MPAA Rating
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# Introduction

Rockbuster Stealth LLC is aiming to stay competitive in the era of streaming services and plans to establish an internet-based movie rental platform in 2020. To achieve this goal, the company will leverage its existing film licenses and employ its expertise in Data Analysis to derive valuable insights. These insights will assist the business intelligence department in formulating a robust strategy for a successful launch.



# Overview

Number of Films:  
1000

Number of  
Languages:  
1 (English)

Release Year of All  
Films:  
2006

Min Rental  
Duration (days):  
3

Max Rental  
Duration (days):  
7

Avg Rental  
Duration (days):  
4.985

Min Rental Rate:  
\$0.99

Max Rental Rate:  
\$4.99

Avg Rental Rate:  
\$2.98

Min Movie Length  
(min):  
46

Max Movie Length  
(min):  
185

Avg Movie Length  
(min):  
115

Min Replacement  
Cost:  
\$9.99

Max Replacement  
Cost:  
\$29.99

Avg Replacement  
Cost:  
\$19.98



# Top 10 Highest Movie Revenue

These films have generated enormous money, adding considerably to the overall success of Rockbuster's film catalogue. Each of these films has made significant cash, contributing significantly to the overall success of Rockbuster's film catalogue.

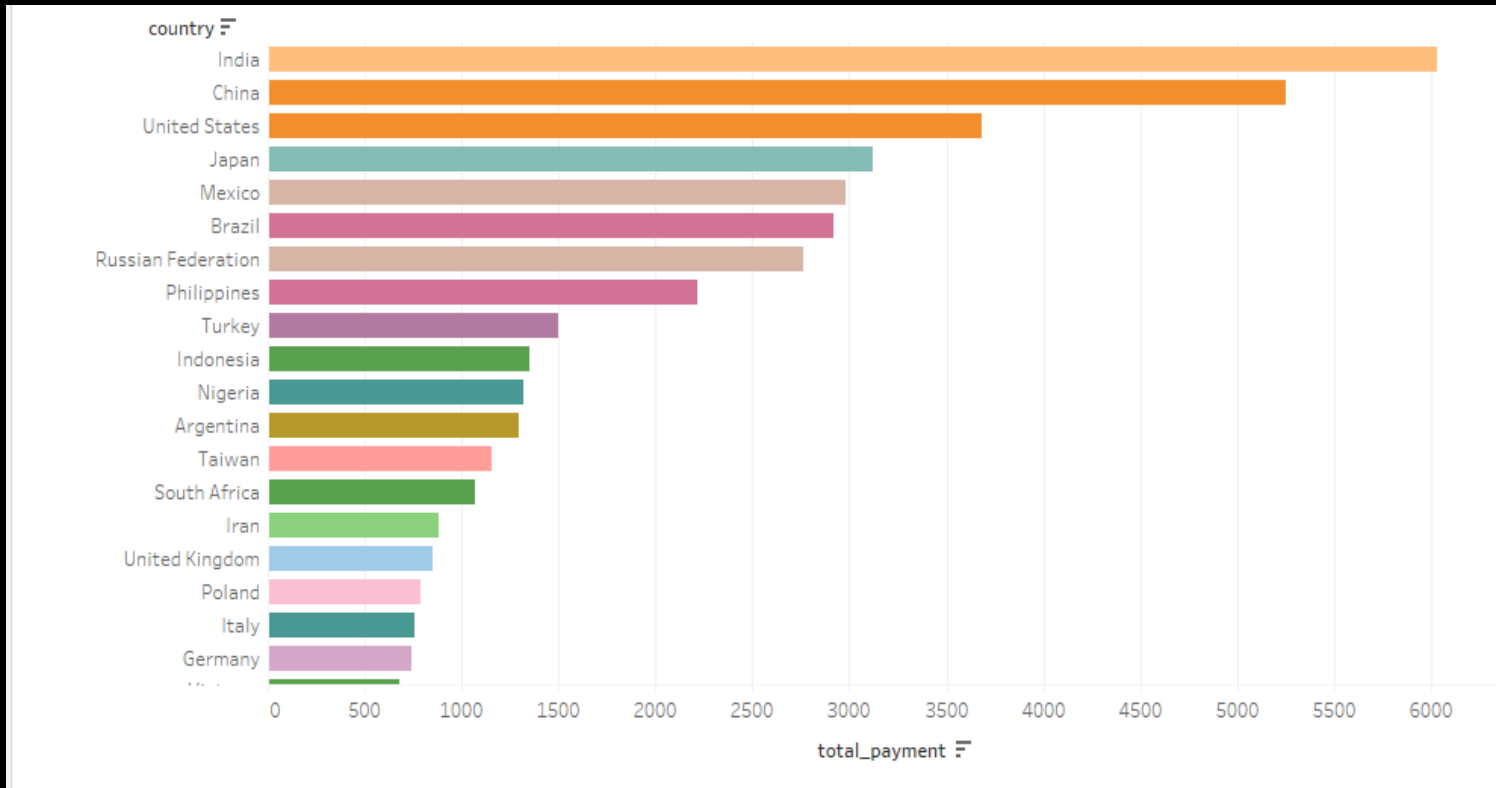
Film ID	Movie	Genre	Revenue
730	Ridgemont Submarine	New	\$110.72
892	Titanic Boondock	Animation	\$149.78
286	Enough Raging	Travel	\$51.84
664	Patriot Roman	Action	\$52.85
550	Maguire Apache	Family	\$33.91
504	Kwai Homeward	Drama	\$42.8
580	Mine Titans	New	\$138.83
982	Women Dorado	Action	\$38.81
315	Finding Anaconda	Family	\$26.9
992	Wrath Mile	Documentary	\$22.87



# Countries with the highest Revenue

According to the analysis,  
Countries with the highest  
revenues are:

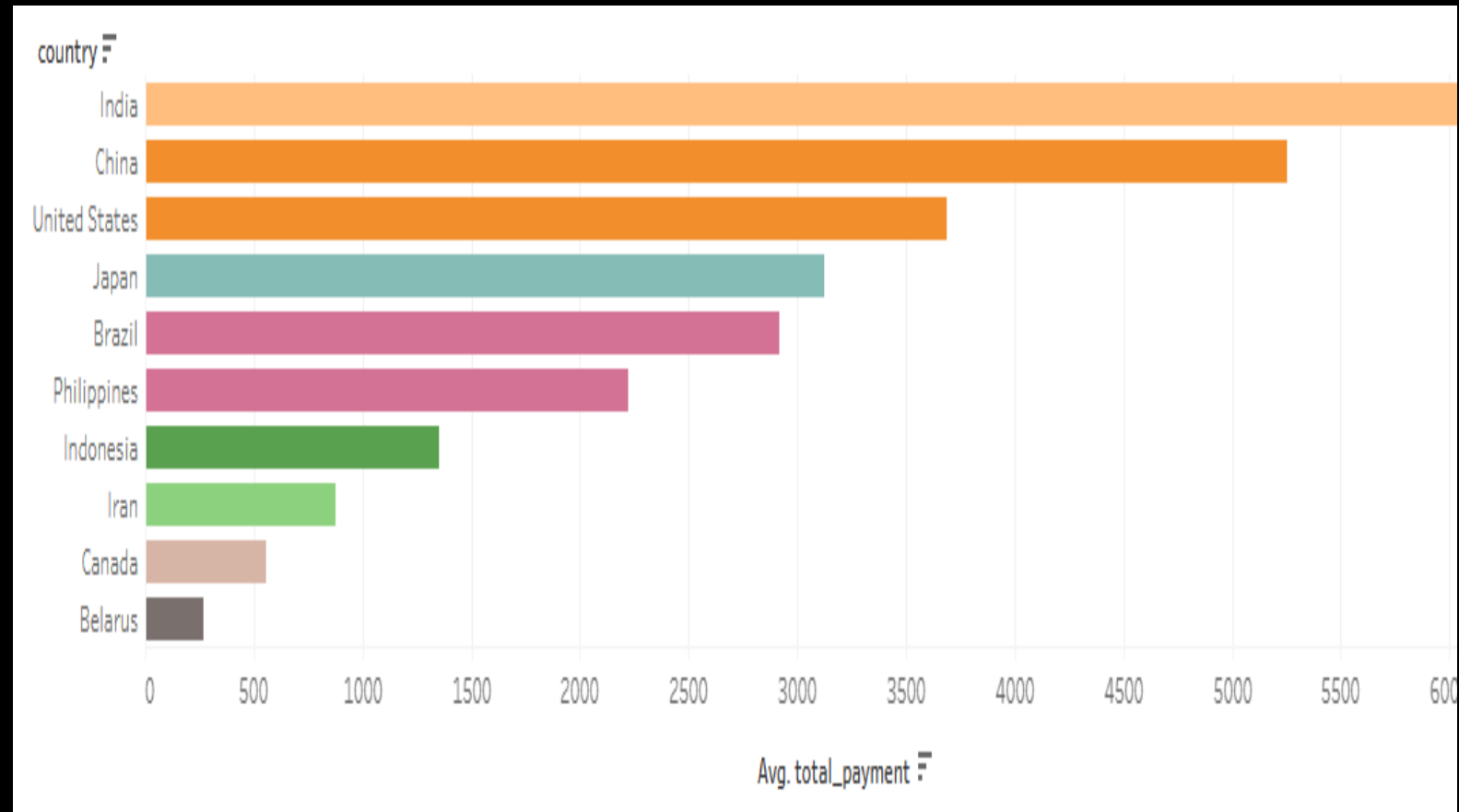
- India
- China
- USA
- Japan
- Mexico



# AVERAGE REVENUE OF TOP 10 COUNTRIES

According to the analysis the countries with the averages revenue are:

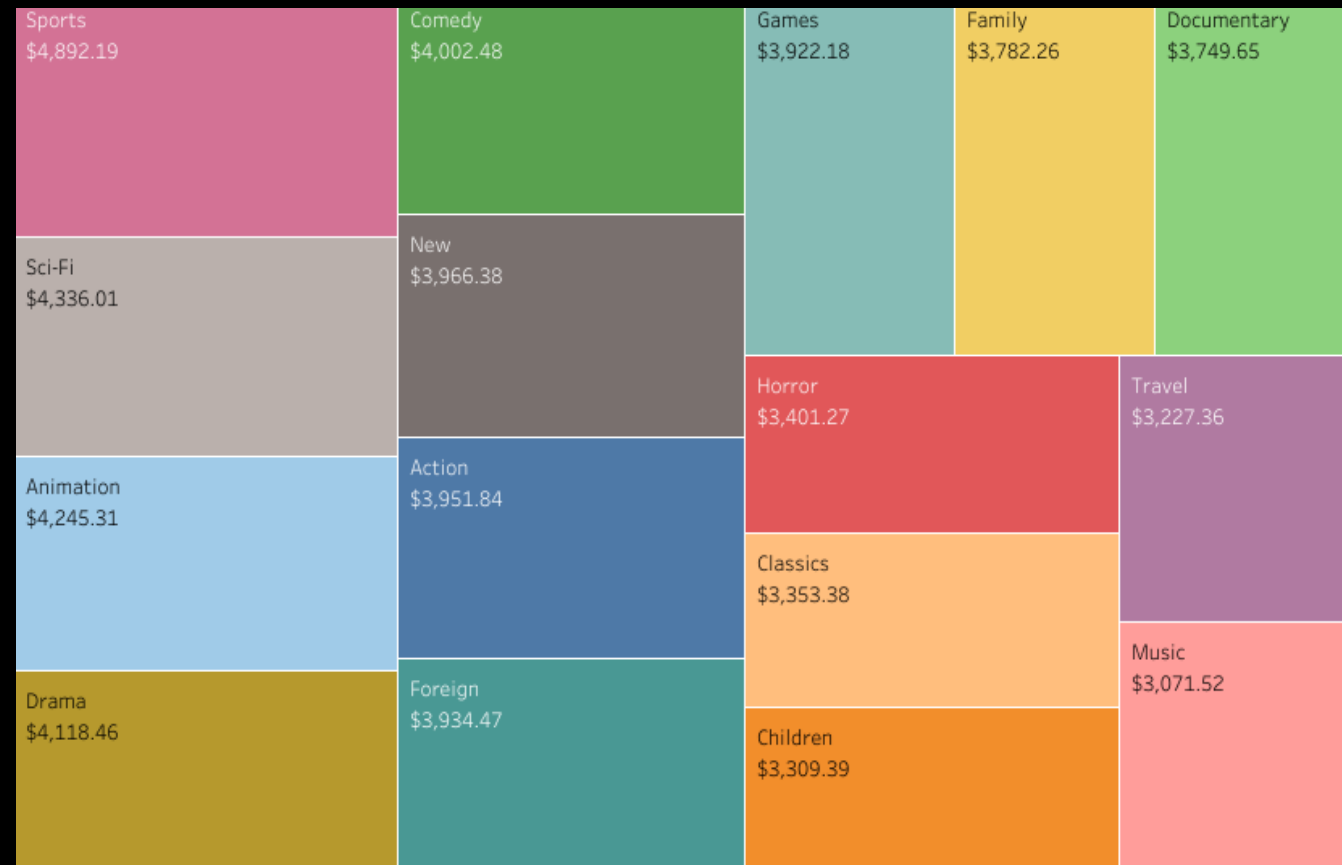
- India
- China
- USA
- Japan
- Brazil



# Rating by Genres

The following are the most popular genres based on revenue analysis:

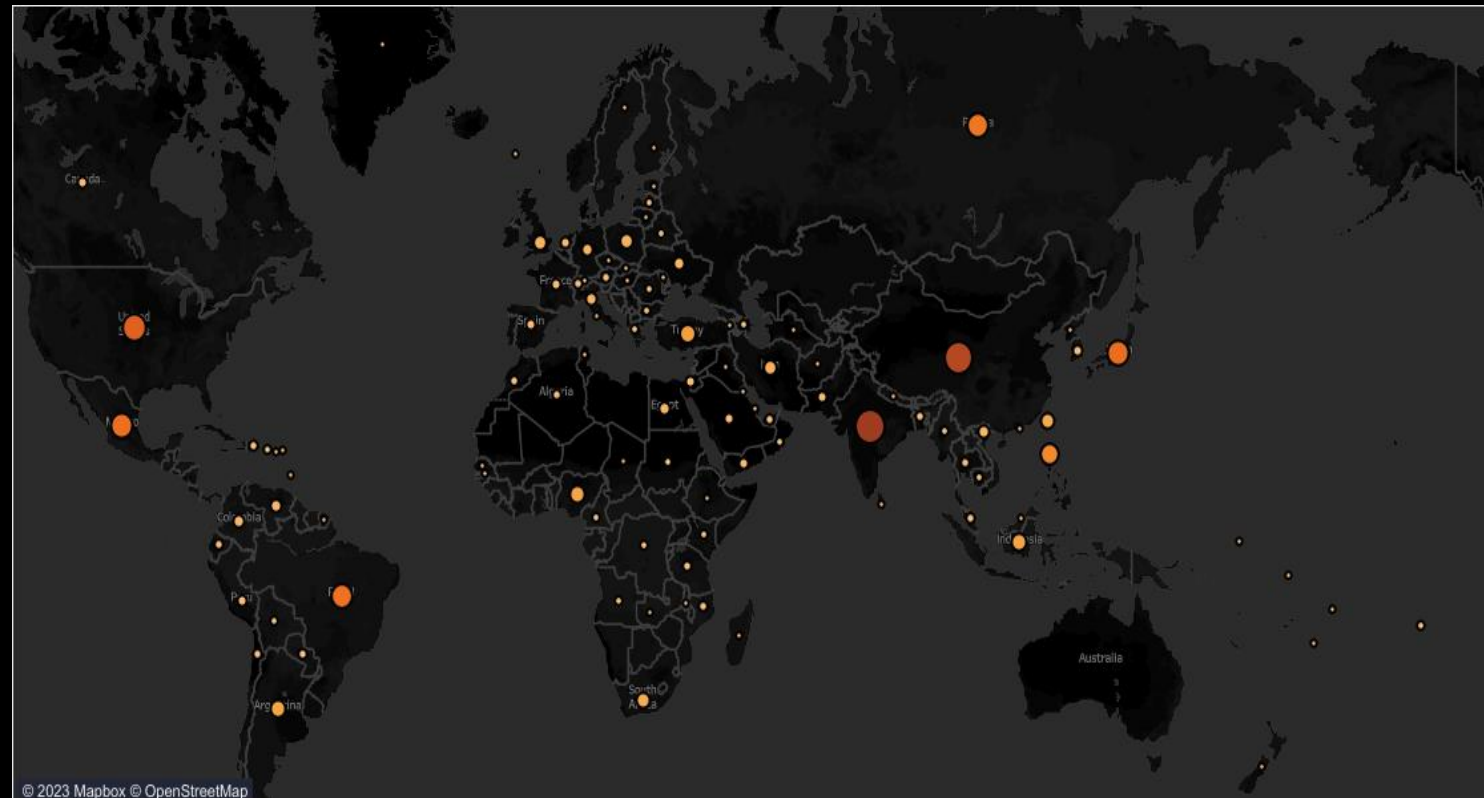
- Sports
- Sci-Fi
- Animation
- Drama
- Comedy





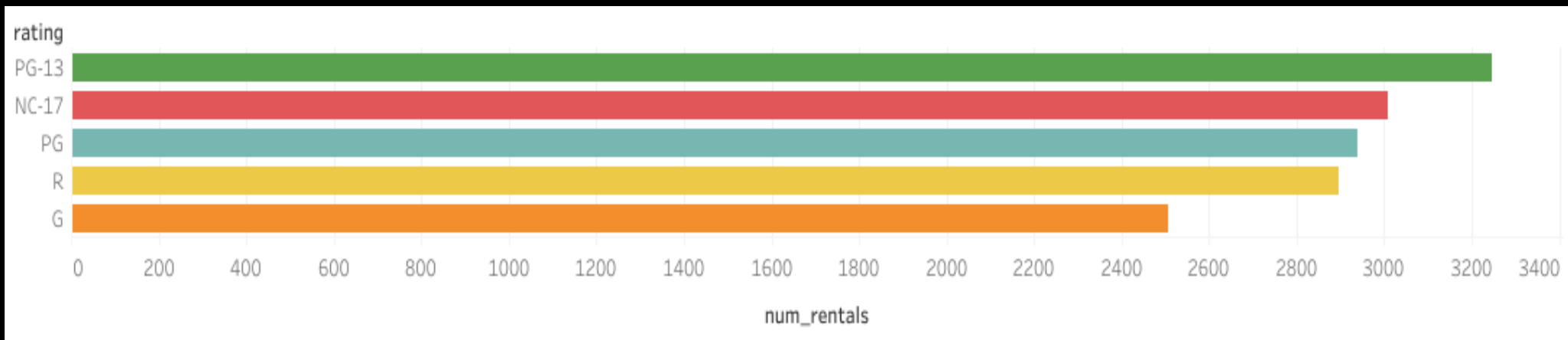
# Countries where customers are based

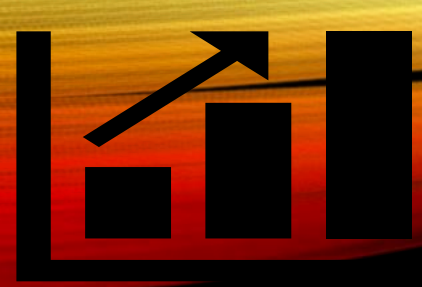
Gaining insights into customer demographics and preferences is paramount for creating a robust online catalogue. By conducting revenue and geographical analysis, organizations can effectively target customers across the globe, thus establishing a thriving online presence.



# MPAA Ratings

After analysing rental rates, it was discovered that PG-13 films are the most popular among customers, while G-rated films are the least popular. The MPAA rating of PG-13 provides the highest money, followed by NC-17, PG, and R. However, no major difference exists, and G grading cannot be ruled out.





# Conclusion

- Rockbuster Stealth LCC has a diverse customer base spanning the globe.
- Notable revenue drivers and high lifetime value are found in India, China, Japan, Mexico, and the United States.
- Popular genres vary across these countries:
  - "Sports" is favoured in India, the United States, and Mexico.
  - "Animation" is favoured in China.
  - "New" is favoured in Japan.
- The primary movie ratings for films released in 2006 are PG-13 and NC-17.
- While the majority of consumers are located in India and China, Rockbuster Stealth LLC has a presence in 109 countries worldwide.
- The genres that generate the highest revenue include sports, science fiction, animation, drama, and comedy films.



# Recommendations

Key points:

- Adding foreign language films, with a focus on Chinese dialects and Indian.
- Prioritizing marketing efforts in India, China, the US, Japan, and Mexico.
- Focusing on sports, sci-fi, animation, drama, and comedy films.
- Implementing customer loyalty programs to reward top customers.



**THANK YOU!**

Tableau link here: [Rockbuster](#) | [Tableau Public](#)