



Rockbuster Stealth LLC

Analysis and Insights

Key Questions and Objectives

- ▶ What was the average rental duration for all videos?
- ▶ Which movies contributed the most/least to revenue gain?
- ▶ What countries are Rockbuster's customers located in?
- ▶ Do sales figures vary between geographic regions?

Film Analysis

1000 total films

	Rental Duration	Rental Rate	Length	Replacement Cost
MIN	3	0.99	46	9.99
MAX	7	4.99	185	29.99
AVG	4.99	2.98	115.27	19.98

- ▶ Average rental duration for all films is 5 days
- ▶ Average rental rate is \$3

Top 5 Films with Highest and Lowest Revenues

Film Title	Total Revenue
Network Peak	\$1047.64
Dinosaur Secretary	\$1042.61
Shock Cabin	\$1018.74
Nightmare Chill	\$1008.84
Forward Temple	\$1007.66

Film Title	Total Revenue
Elizabeth Shane	\$139.60
Vanished Garden	\$141.60
Lesson Cleopatra	\$143.60
Mussolini Spoilers	\$143.61
Traffic Hobbit	\$143.61

Top 5 Films with Highest Revenues

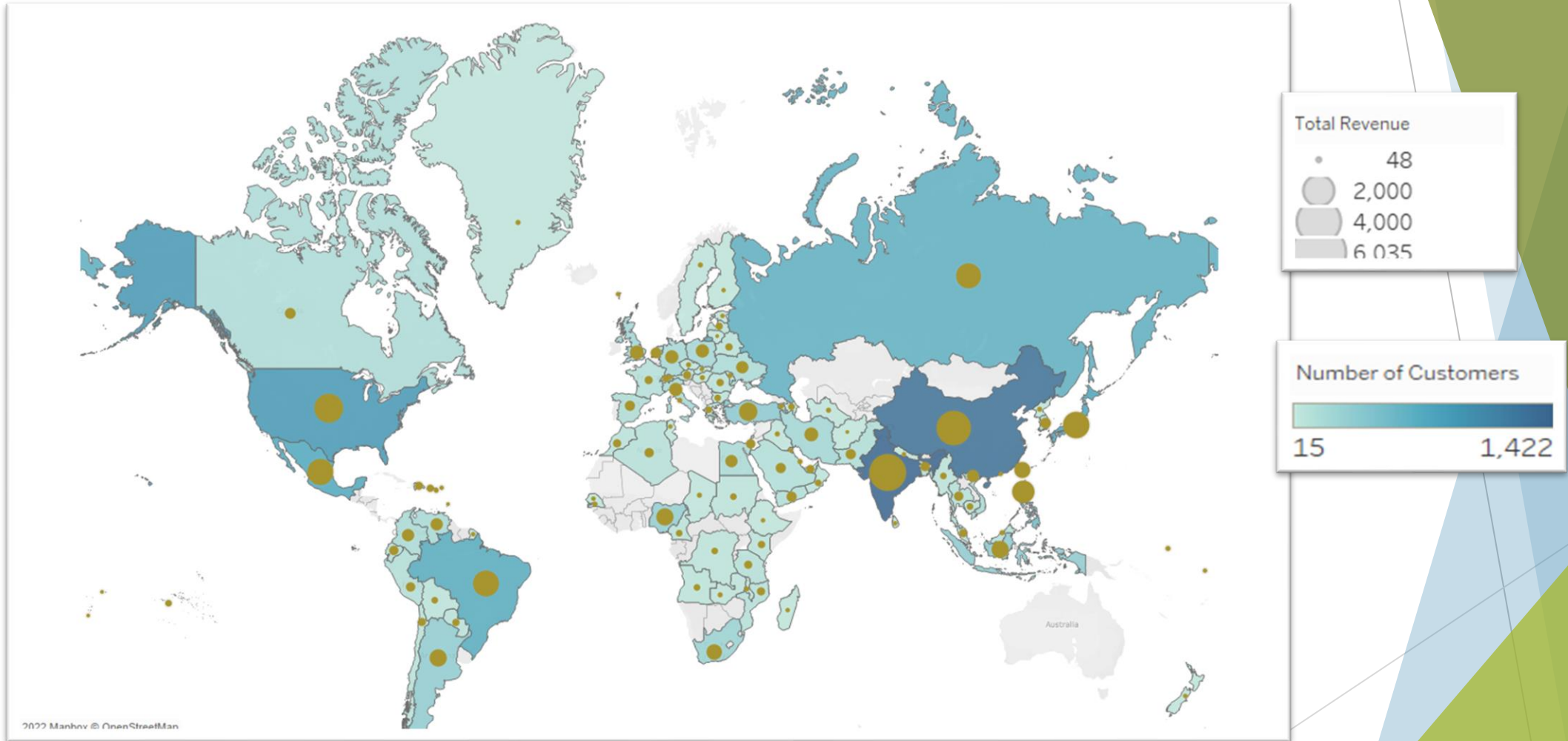
Analysis

Film Title	Rental Rate	Rental Duration
Network Peak	2.99	5
Dinosaur Secretary	2.99	7
Shock Cabin	2.99	7
Nightmare Chill	4.99	3
Forward Temple	2.99	6

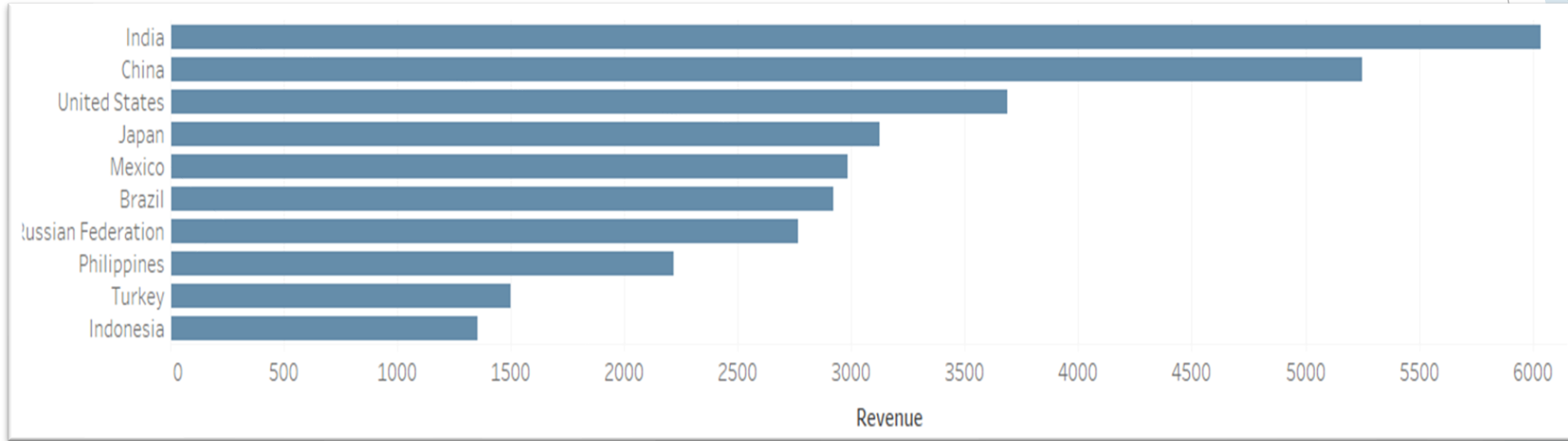
4 out of the 5 top earning films have:

- ▶ An average rental rate compared to all other films
- ▶ A longer rental duration compared to all other films

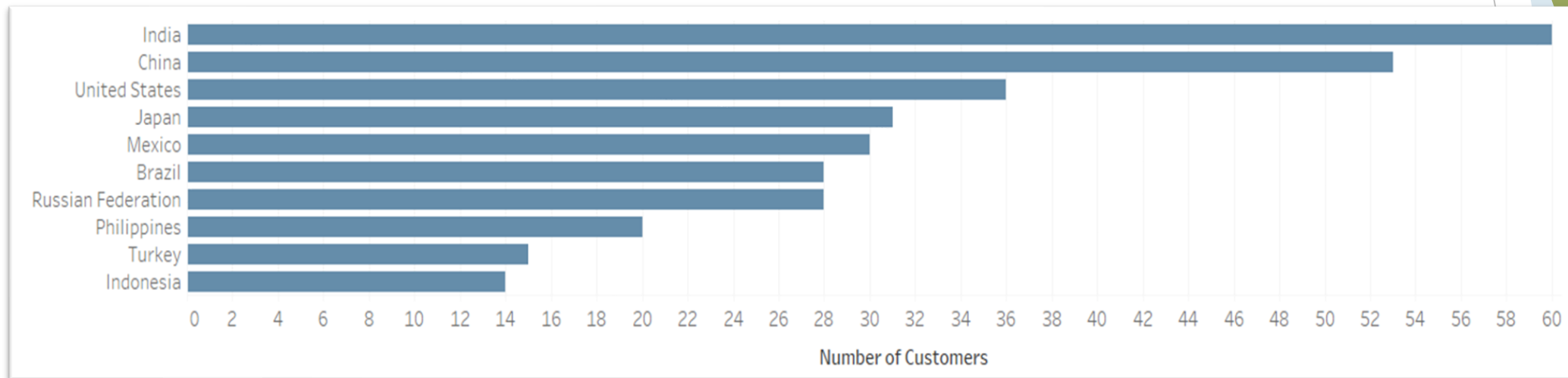
Customers and Revenue



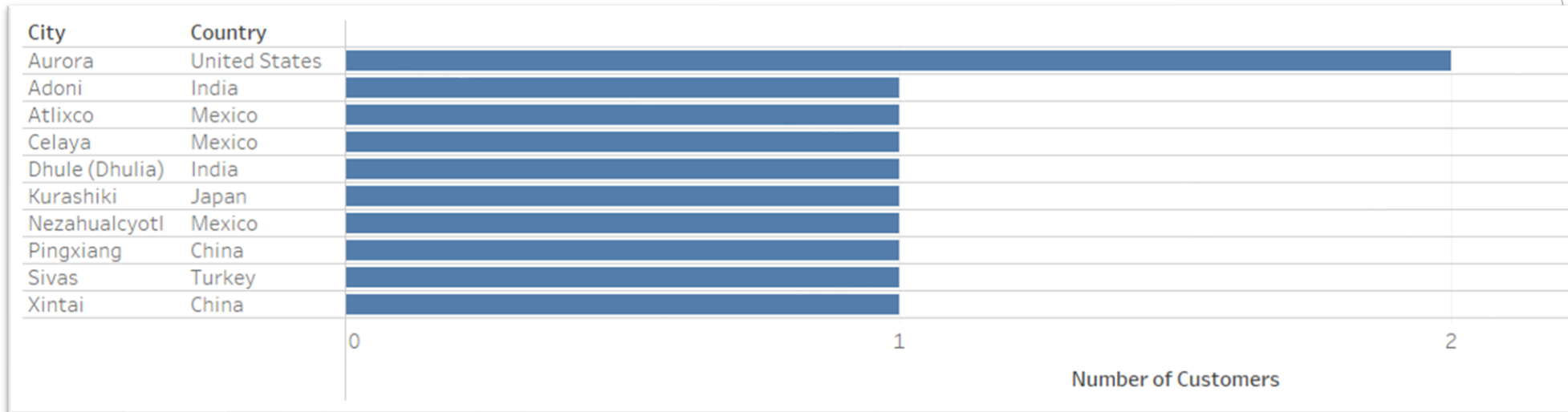
Top 10 Countries with Highest Revenue



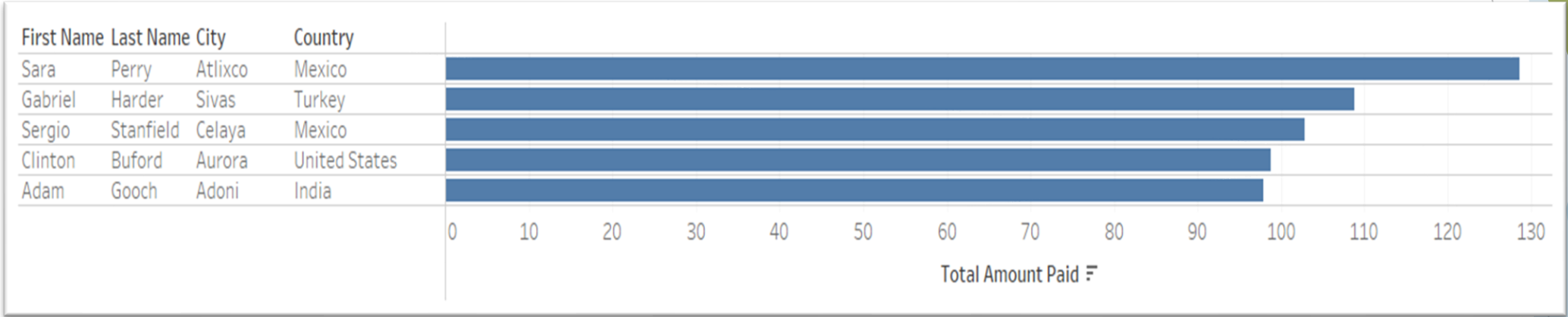
Top 10 Countries with Most Customers



Top 10 Cities Within Top 10 Countries



Top 5 Customers Within Top 10 Cities



Findings and Recommendations

- ▶ The top earning films have an average rental rate.
 - ▶ It is recommended to keep the rental rate at \$3 for most films
- ▶ The top earning films typically have a longer rental duration compared to other films.
 - ▶ It is recommended to encourage customers to rent films for longer periods of time.
- ▶ Unsurprisingly, the countries with the most customers also have the highest revenues.
 - ▶ Rockbuster should focus marketing efforts in countries with lower numbers of customers.
- ▶ Looking at the map, we see that sales vary considerably across geographic regions.
 - ▶ Most sales occur in S.E. Asia/China, followed by North America (U.S. and Mexico).
 - ▶ Europe and Africa have relatively low sales and could be regions to shift marketing attention.

Questions?

For any questions and/or further analysis, reach out to:

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