



# Rockbuster Stealth Data Analysis Project

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Presented by

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# Agenda

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Introduction

Objectives

Key Questions

Analysis

Key Findings & Recommendation





# Introduction

Rockbuster Stealth LLC is a movie rental company that have stores around the world.

They are currently facing competition from companies like Netflix and amazon prime.

Rockbuster Stealth management team plans to use its existing movie licenses to launch an online video rental service in order to stay competitive



# Objective

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Rockbuster Stealth LLC expects a data-driven answers that can be used for 2020 company strategy based on the analysis on the company data.



# Key Questions

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- 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?

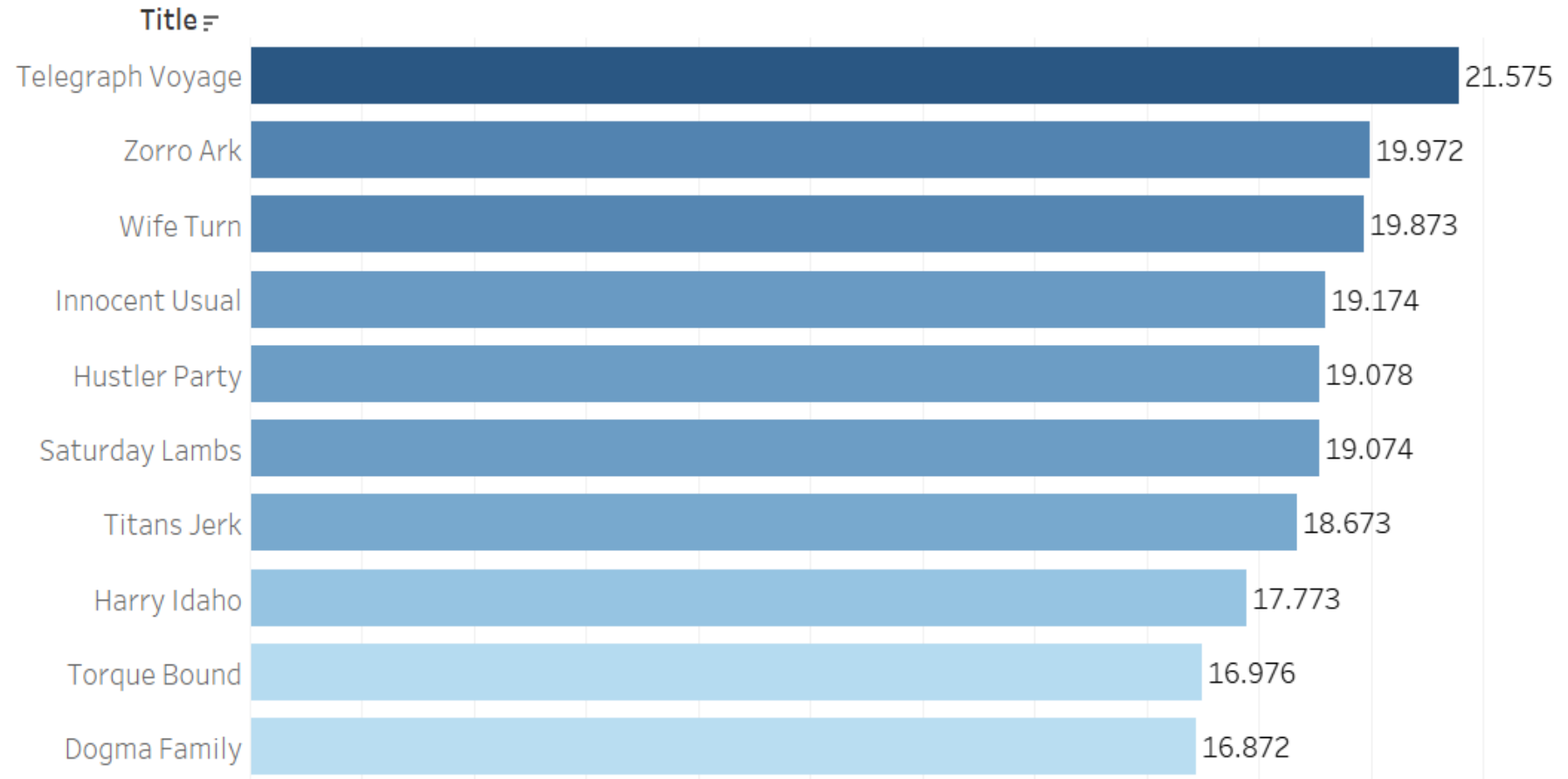




# Analysis

Total Revenue:  
61,312.04

## Top Revenue

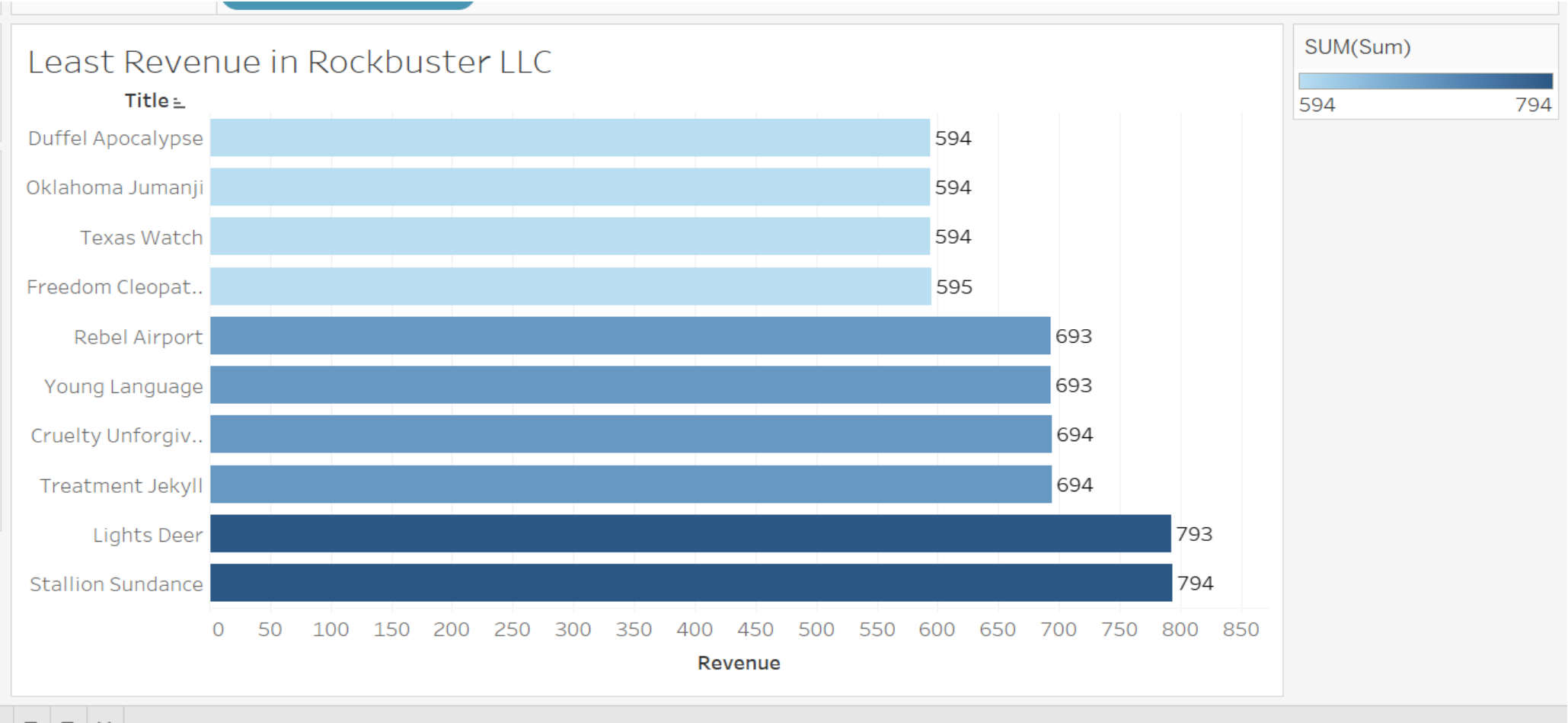


The graph shows the top 10 movies that generate the highest revenue for Rockbuster LLC?

**Which Movies generate the highest Revenue?**



Total Revenue:  
61,312.04



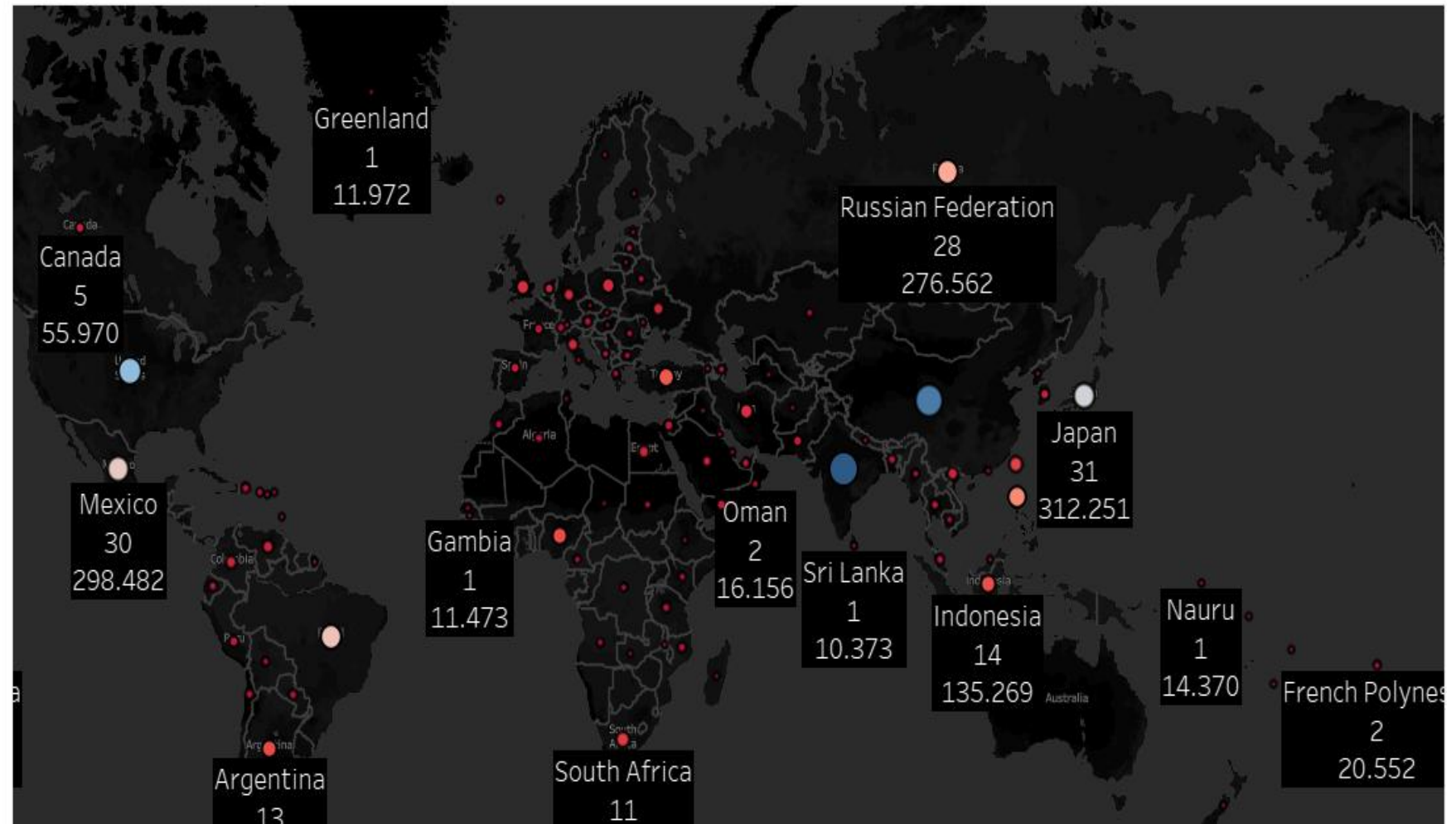
The graph shows 10 movies that generate the lowest revenue for Rockbuster.

# Movies with the Lowest Revenue



## Rockbuster Global Stores and their total Revenue

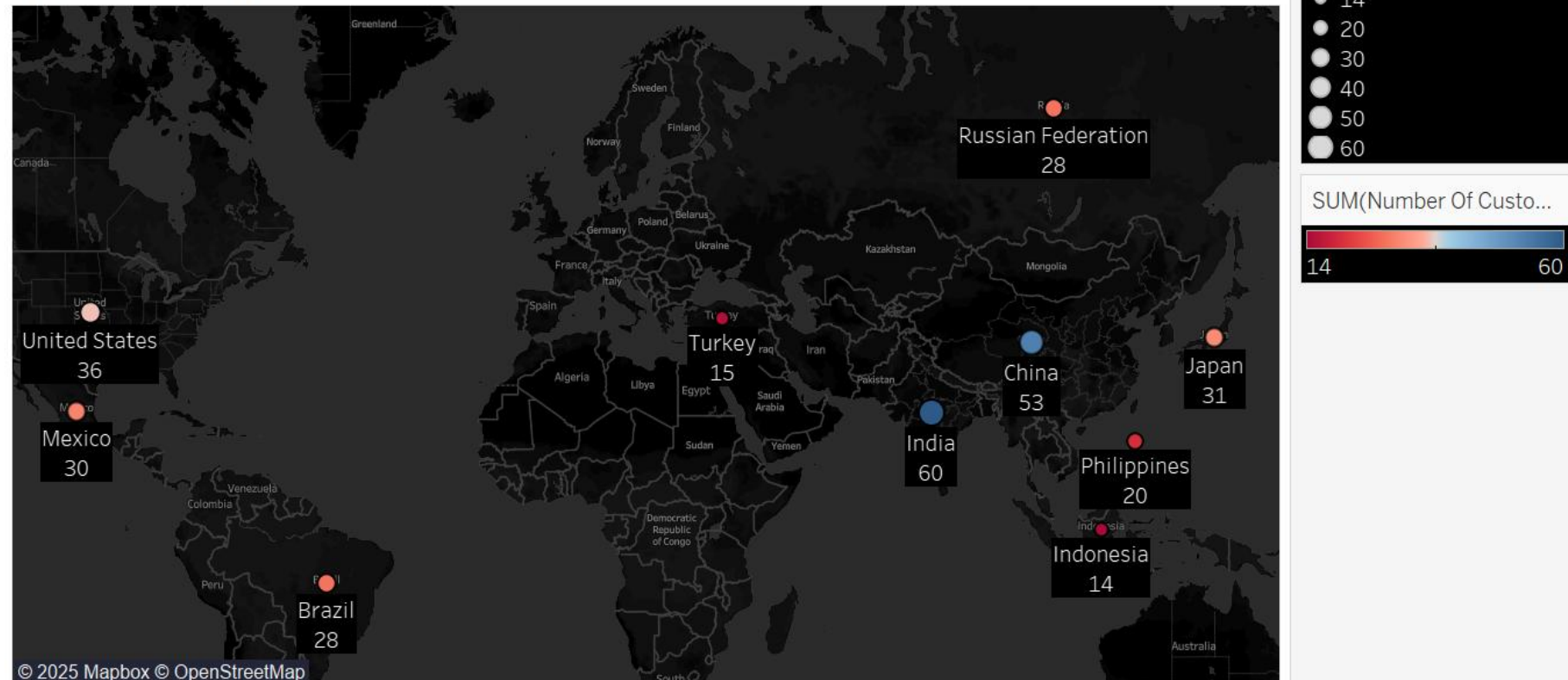
The map shows the distributions of Rockbuster stores all over the world and the total revenue of each store.



# Global Store Distribution of Rockbuster LLC

The map shows the top 10 countries with the most customers of the company

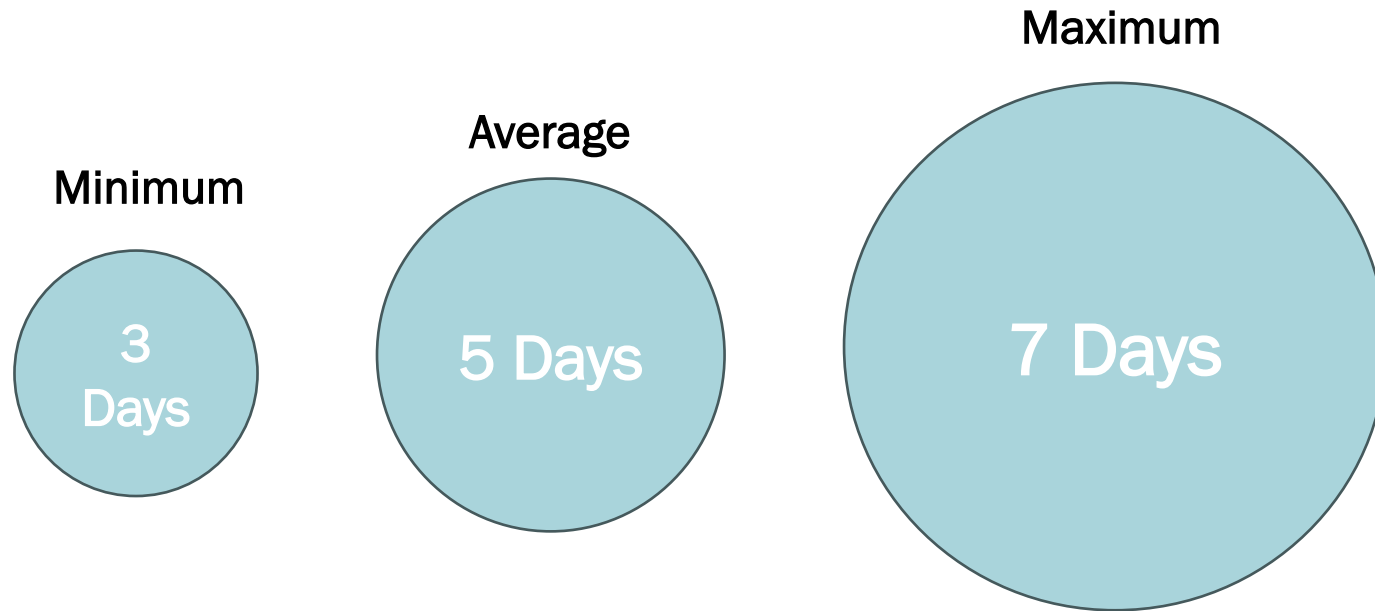
Top 10 countries



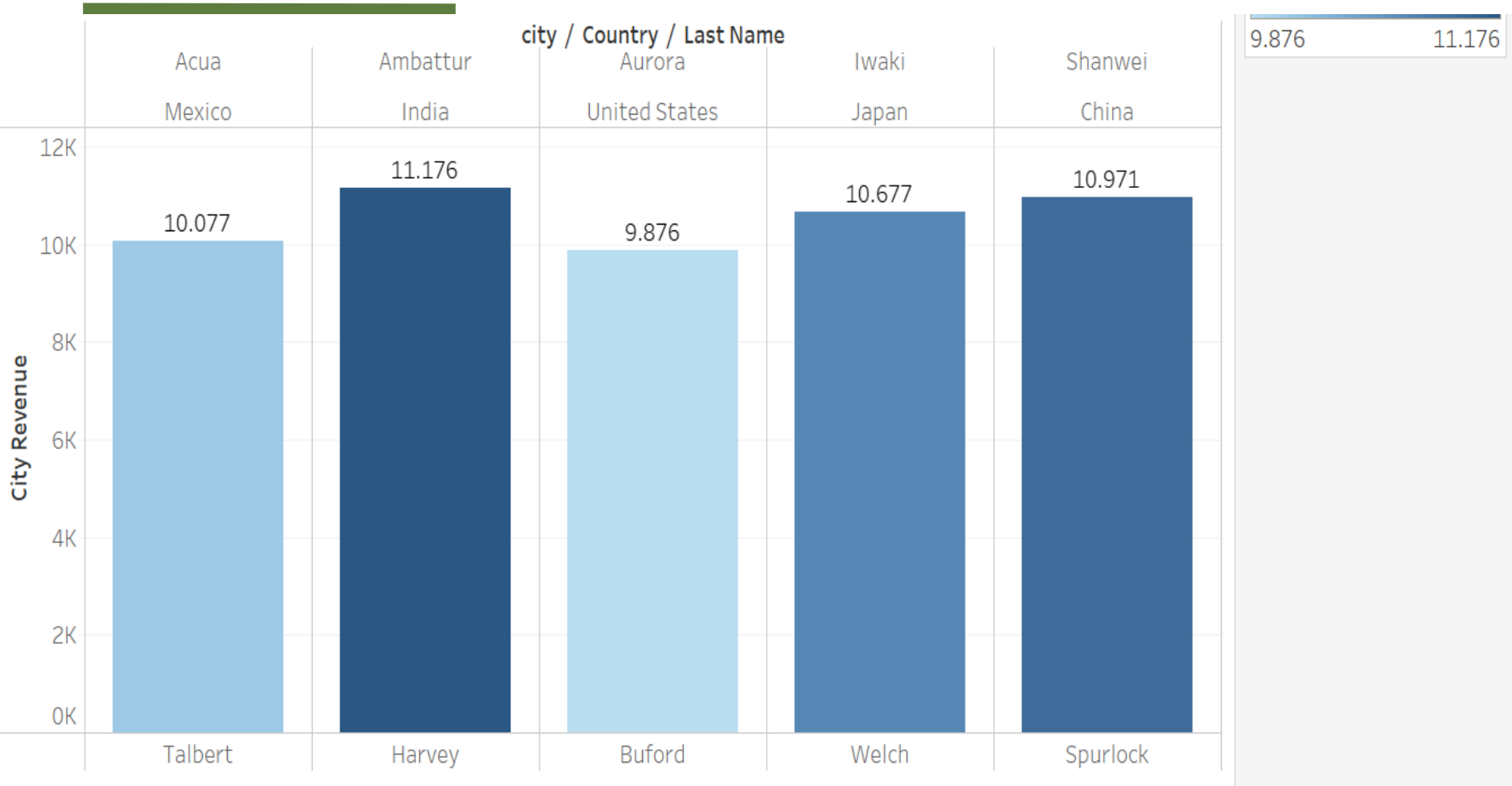
# Top 10 Countries with customers.

# What is the Average Movie Rental Duration?

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# Where are customers with a high lifetime value based?



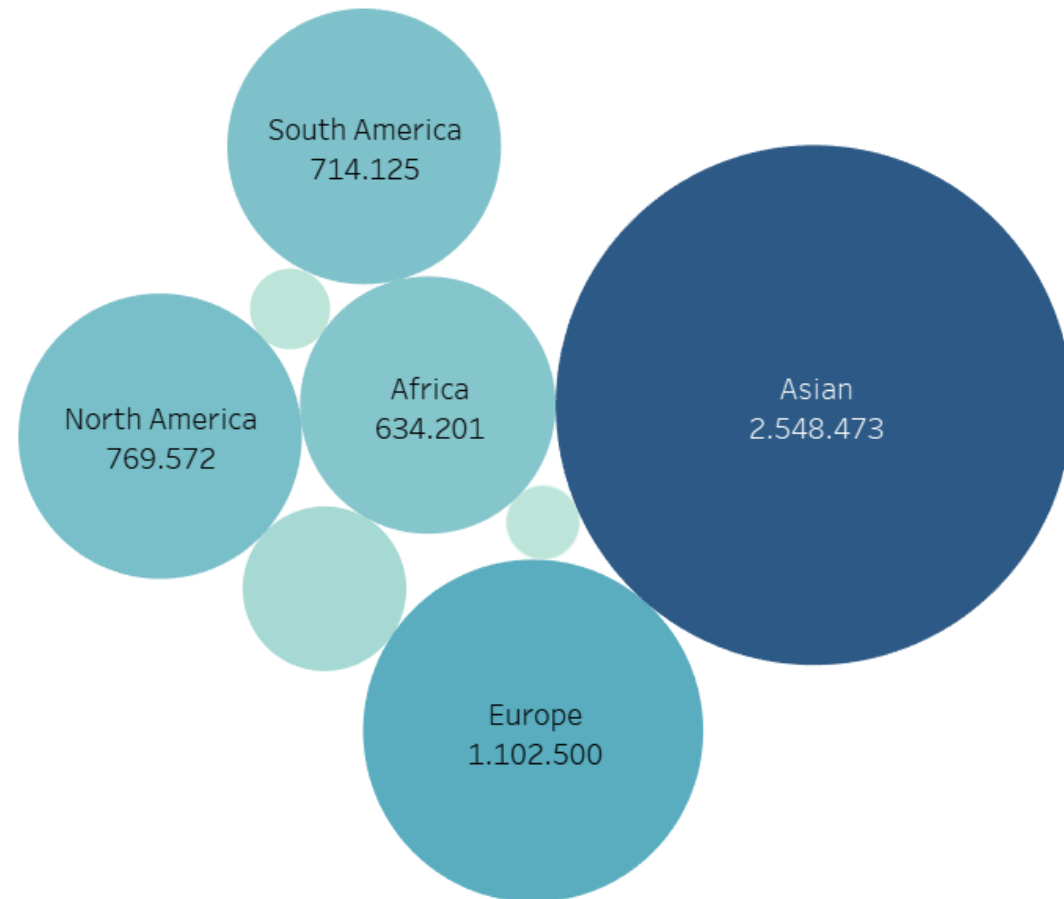
The graph shows the top customers from various cities of the world and the total revenue generated from each customer.



# Do sales figures vary between geographic regions?

The Asian region generate the highest revenue (\$2,548,473) for Rockbuster. The graph shows that the sales value varies between the regions

Rockbuster Sales value across different regions



# Key Findings & Recommendation



# Key Findings & Recommendation

## Key Findings

- The top revenue is generated from multiple movies.
- The top ten countries with the highest customer count are india, china, US, Mexico, Japan, turkey, phillipines, Brazil, Indonesia and Russia.
- The average rental duration for movies is five days.
- The top 5 customers are from the following cities; Aurora, Acua, Ambattur, Iwaki, shanwei. And three of the customers are from Asian region.
- The sales value varies across different region and Asian generate the highest sales.

## Recommendation

- Give more attention to the high-performing regions like Asian & Europe, to strengthen the current customer base and to gain new customers. These can help in the increase of revenue for Rockbuster.
- Further investigation show be done on movie rental data to understand the type of movies that is peculiar to a region. These will Rockbuster to understand the market more and also know the type of movies to make available.
- Create an environment for customer engagement especially the top cutomers to gain more insights on their preferences.



# Thank you

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Any question or send your question to  
[bisola@rockbuster.com](mailto:bisola@rockbuster.com)





# Tableau Links

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[https://public.tableau.com/app/profile/bisola.oyeyipo/viz/Book2\\_17407342278770/Revenue?publish=yes](https://public.tableau.com/app/profile/bisola.oyeyipo/viz/Book2_17407342278770/Revenue?publish=yes)

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