



ROCKBUSTER STEALTH LLC

A study on movie rental company

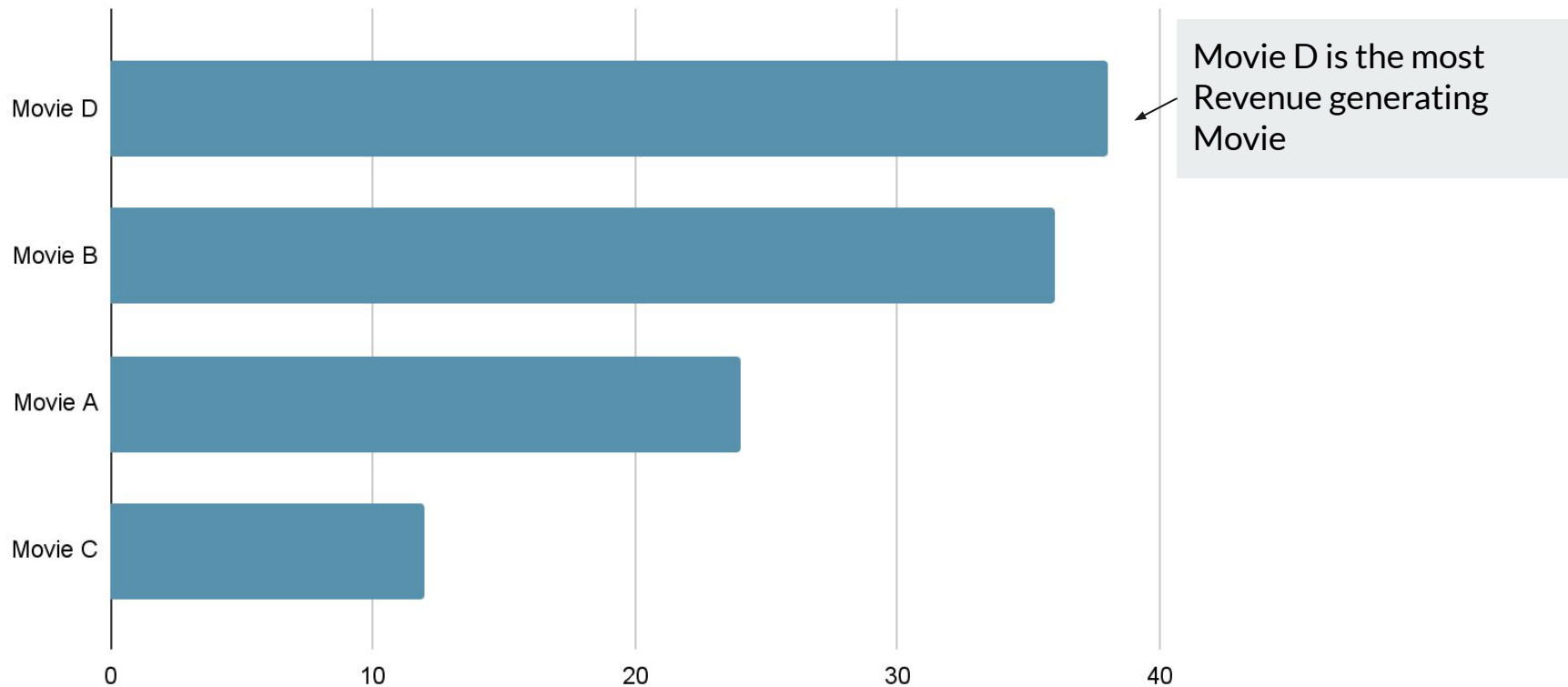
By Chipu Hwani



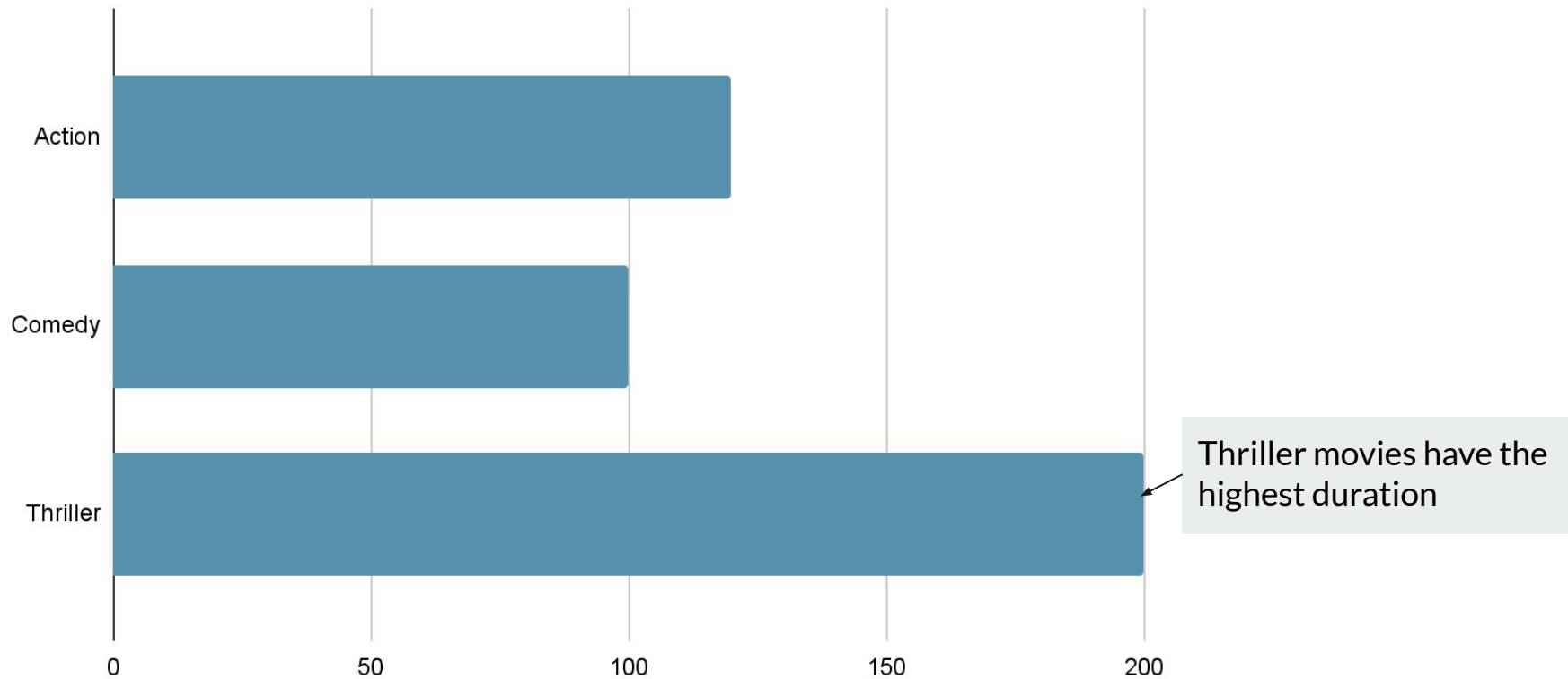
Agenda

- Movie Descriptive Analysis
- Customer Profiling
- Conclusion

Average Rental Duration



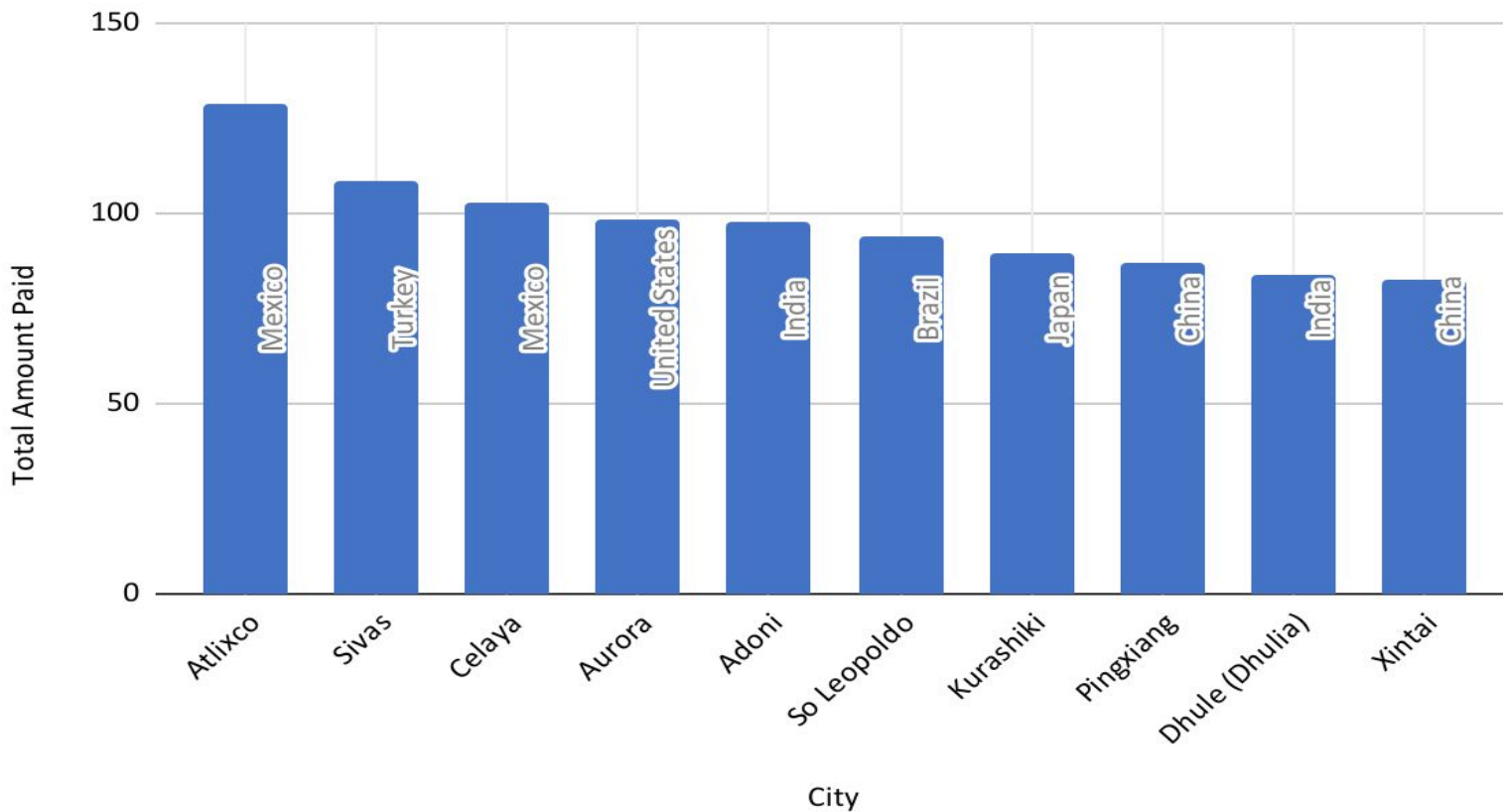
Duration (minutes) by Genre



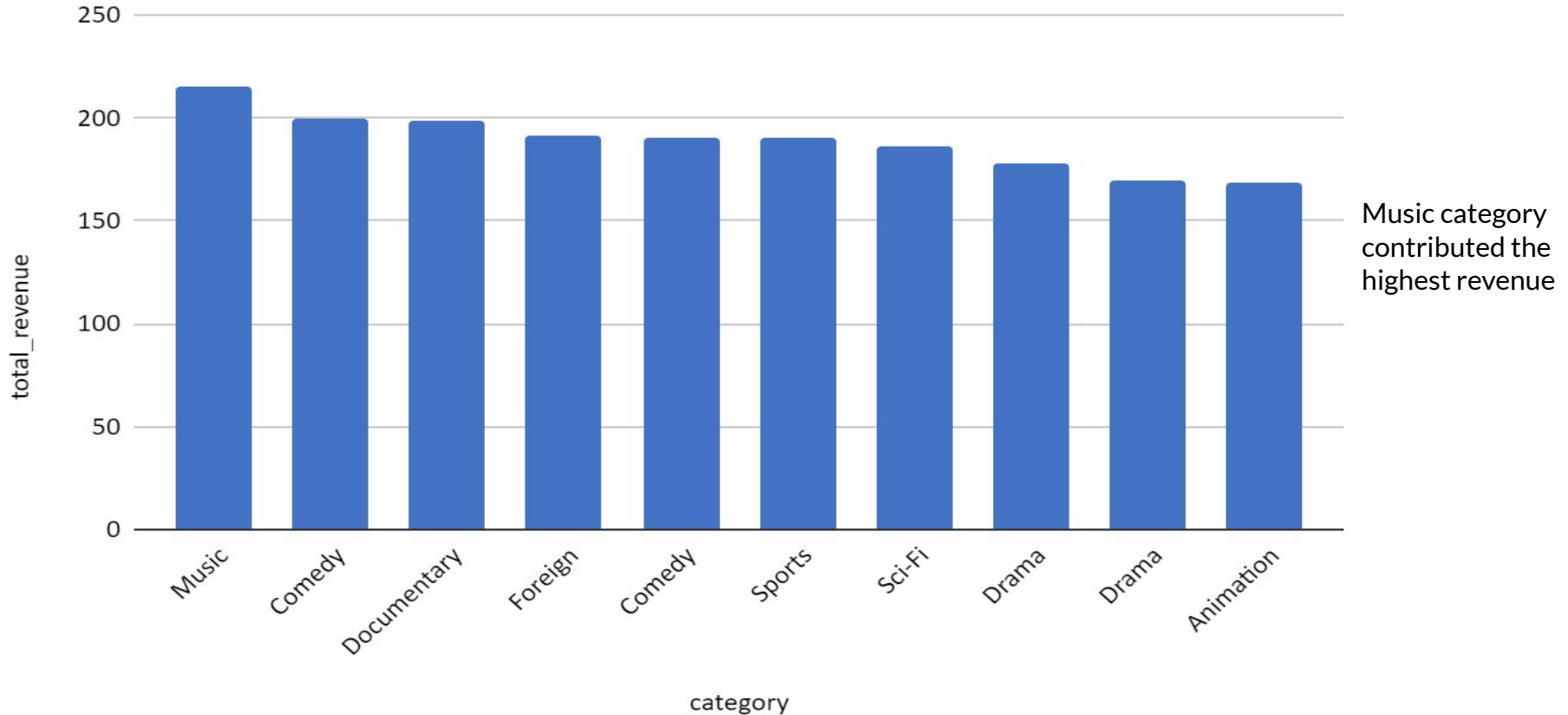
Customers by Geography



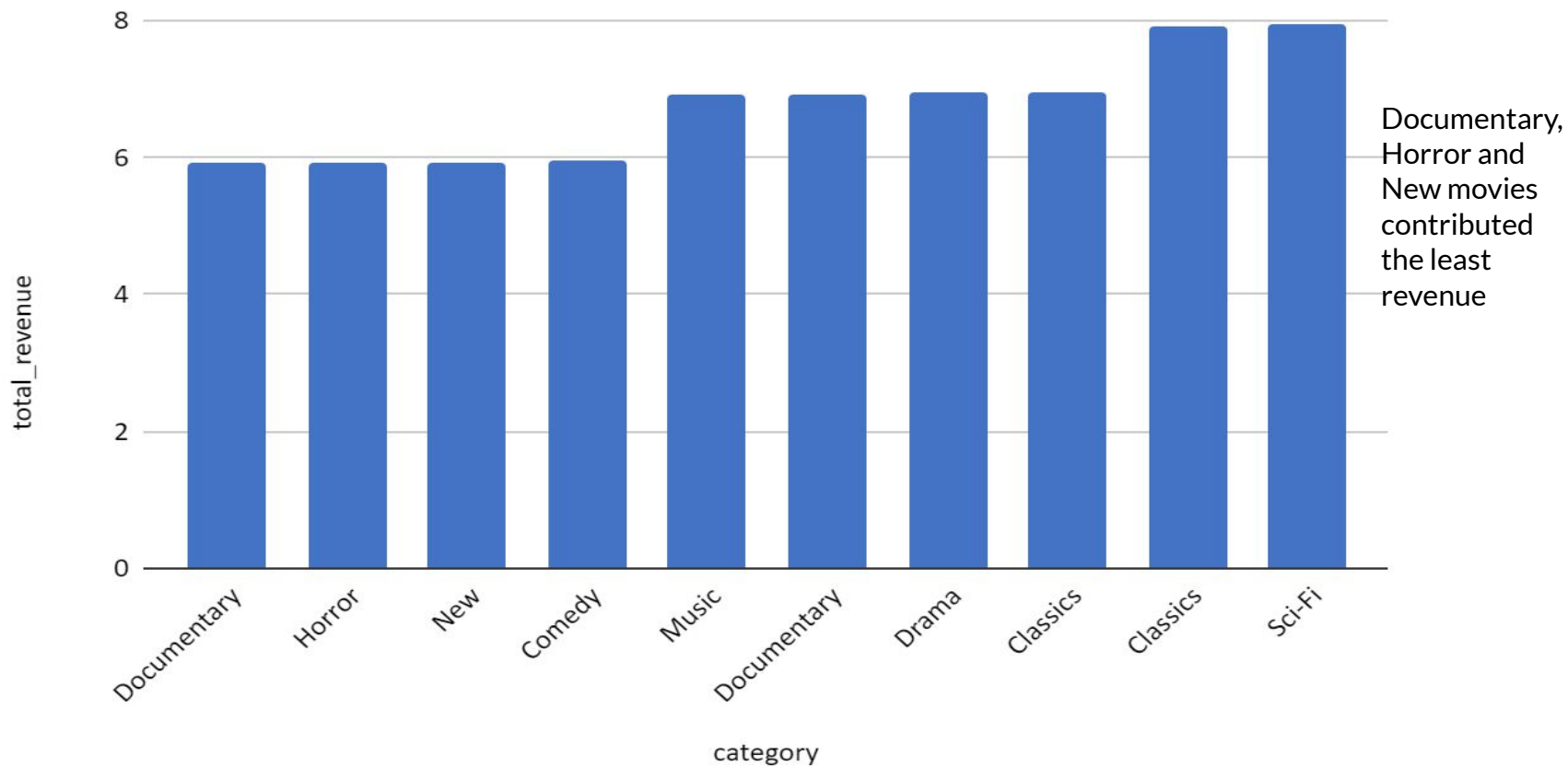
Top 10 Cities



Highest Revenue Contribution



Least Revenue Contribution



Conclusion and Recommendations

- The average rental cost is \$2.98, and the average rental duration is 5 days
- The most profitable region was found to be Asia with China having the highest spending followed by India.
- Some films bring as little revenue, it is recommended to drop these.
- Accounts for the top customers can be opened and used to rent where the customers can pay monthly instead of per rental.

- Tableau LINK:

https://public.tableau.com/app/profile/chipo.hwani/viz/RockbusterStealthLLC_16697104150930/RockbusterStealth?publish=yes