# Rockbuster Stealth LLC

# Business-Analysis Presentation

RGN – E3.10 – 17.06.25

# Analysis Objectives

- What was the average rental duration for all videos?

- Which countries are Rockbuster customers based in?

- Do sales figures vary between geographic regions?

- Where are customers with a high lifetime value based?

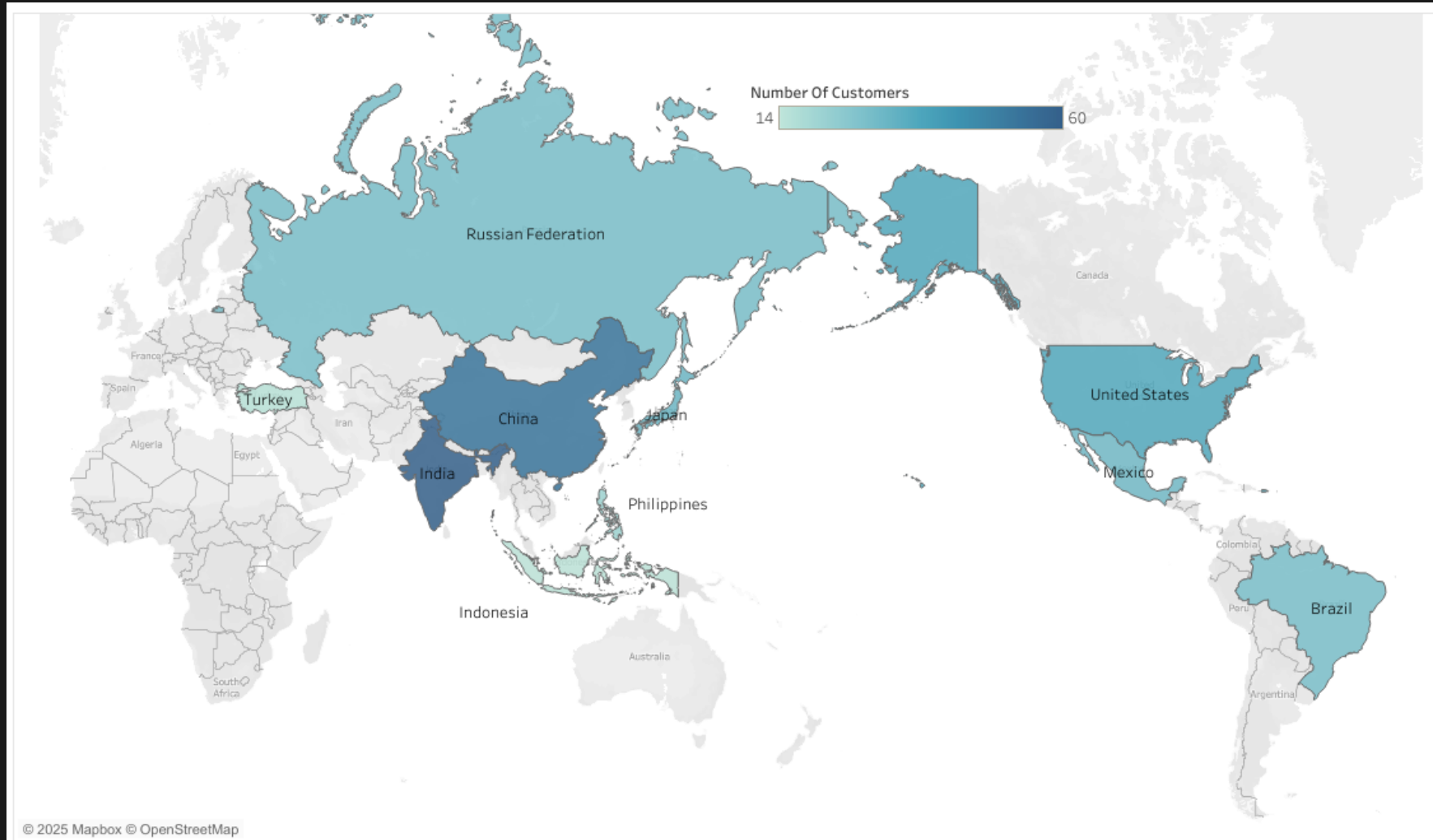- Which movies contributed the most/least to revenue gain?

# What was the average rental duration for all videos?

## Movie Rental statistics

| | |
|---|---:|
| Average Film Length (mins) | 115.3 |
| Min Rental Duration (days) | 3.0 |
| Max Rental Duration (days) | 7.0 |
| Average Rental Duration (days) | 5.0 |
| Number of Rental Titles | 1,000.0 |

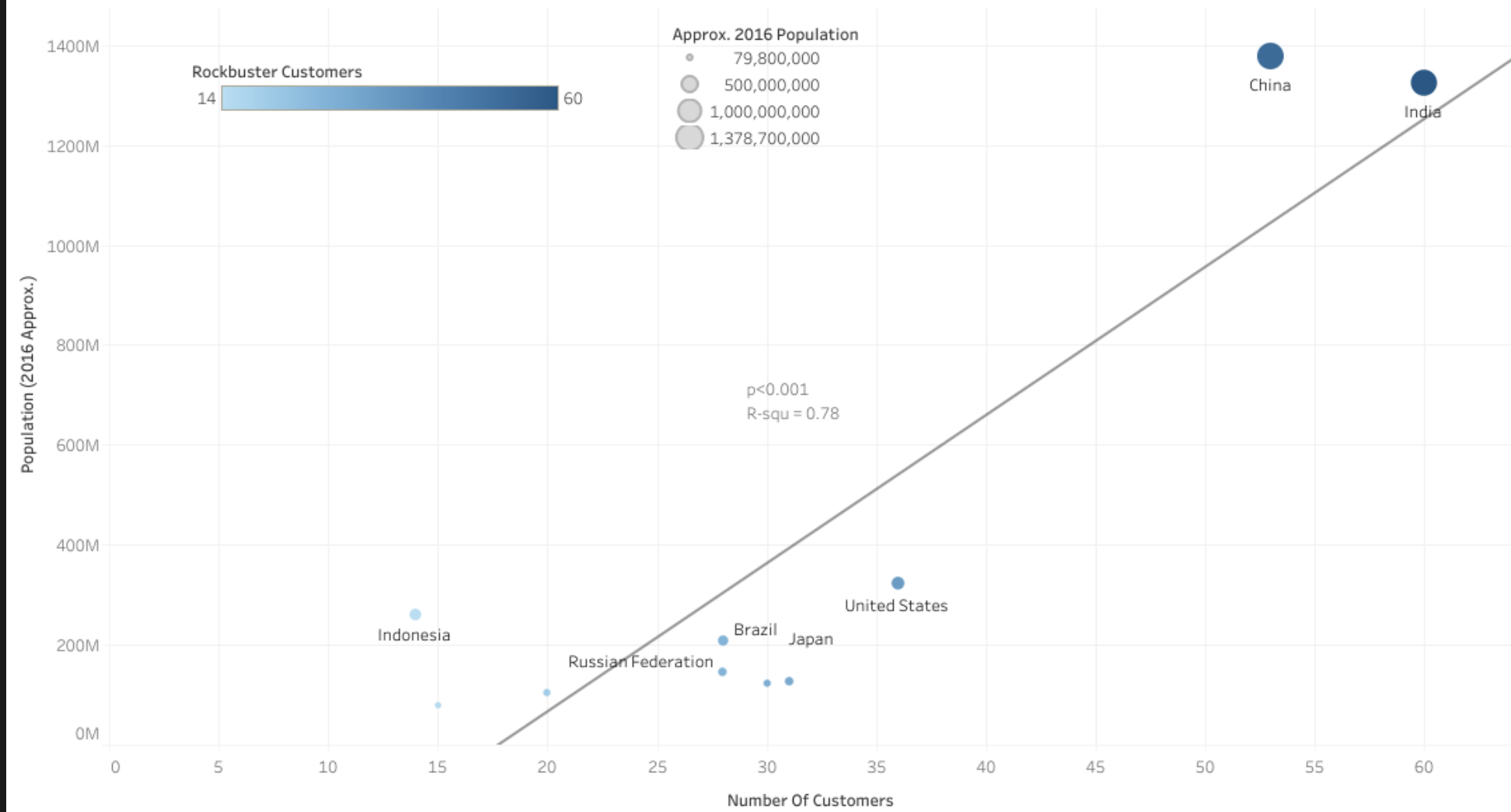# Which countries are Rockbuster customers based in?



- Top 10 countries with the most Rockbuster customers

# Do sales figures vary between geographic regions?



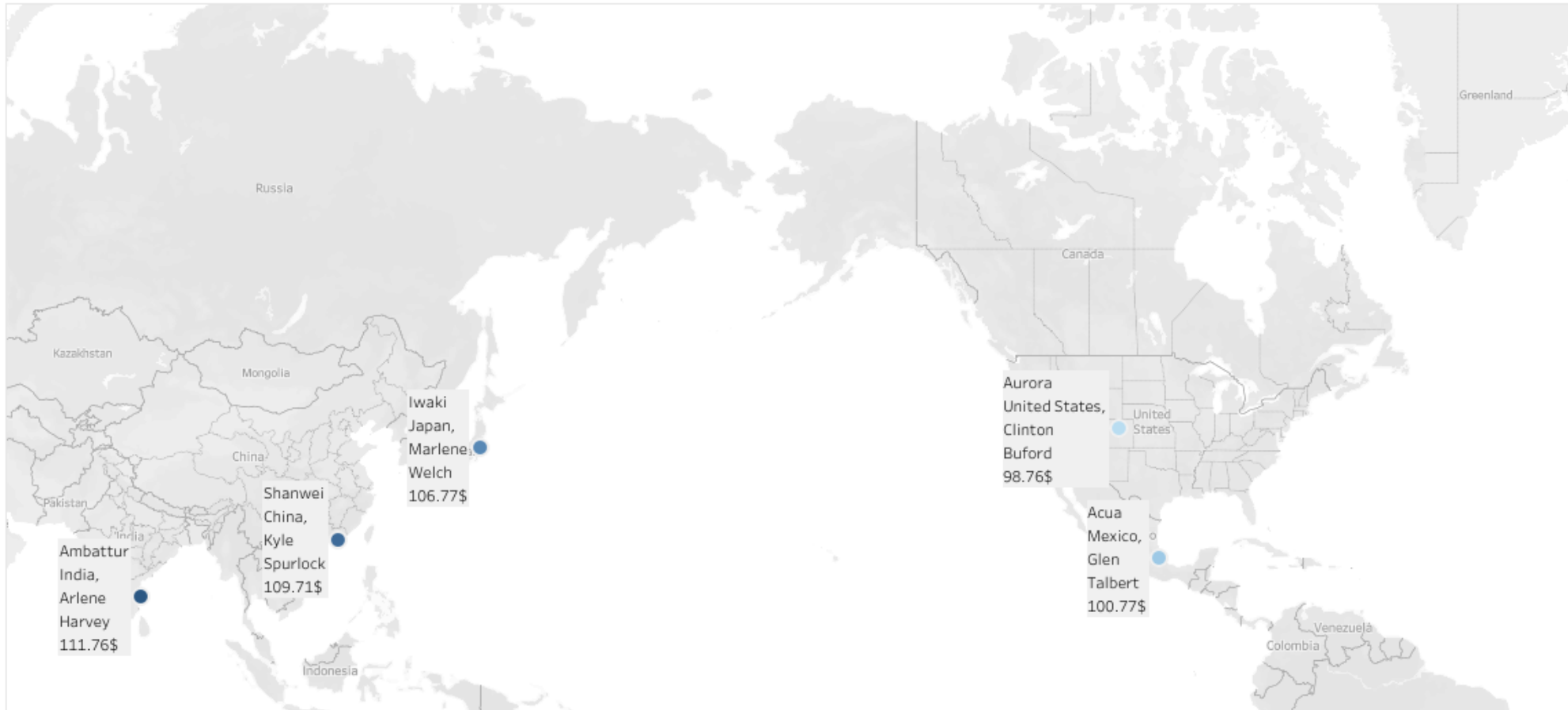Rockbuster customers increase with population

- The sales figures tend to increase with country population

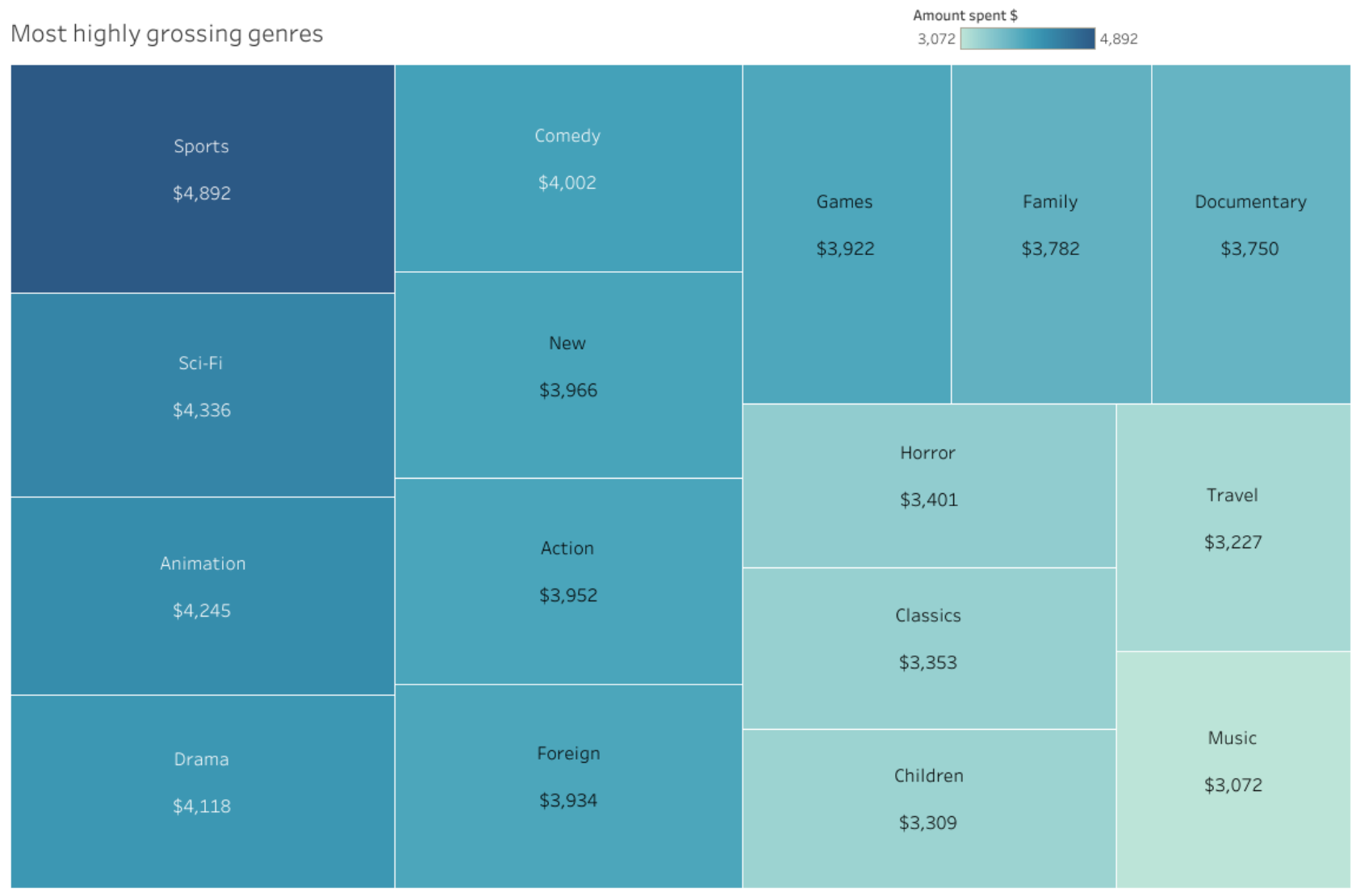# Where are customers with a high lifetime value based?



Top 5 Customers with the highest lifetime value

- No one region has a concentration of customers with a high lifetime value

# Which movies contributed the most/least to revenue gain?

## Most highly grossing genres

Amount spent $
3,072 — 4,892

| Genre | Amount |
|-------|--------|
| Sports | $4,892 |
| Sci-Fi | $4,336 |
| Animation | $4,245 |
| Drama | $4,118 |
| Comedy | $4,002 |
| New | $3,966 |
| Action | $3,952 |
| Foreign | $3,934 |
| Games | $3,922 |
| Family | $3,782 |
| Documentary | $3,750 |
| Horror | $3,401 |
| Classics | $3,353 |
| Children | $3,309 |
| Travel | $3,227 |
| Music | $3,072 |

- Highest grossing genres
  - Sports
  - Sci-fi
  - Animation
  - Drama

- Lowest grossing genres
  - Music
  - Travel
  - Children
  - Classics

https://public.tableau.com/app/profile/ryan.nattrass/viz/RGNE3_10-Genres/STORYboardRockbuster?publish=yes

# In summary…

-   The average rental duration is 5 days

-   Rockbuster clients are based all around the world but are more concentrated in highly populated areas

-   Customers with 'high lifetime value' for Rockbuster, have no discernable trends of location-spread

-   The highest grossing genres of rental are 'Sports' and 'Sci-fi' with the least being 'Music' and 'Travel'

# In recommendation…

- It may be beneficial to increase rental ability in more-highly populated areas

- It may be beneficial to alter the inventory so that genres;

  - ↑ 'Sports' and 'Sci-fi' 'Animation' and 'Drama'

  - ↓ 'Music' 'Travel' 'Children' 'Classics'