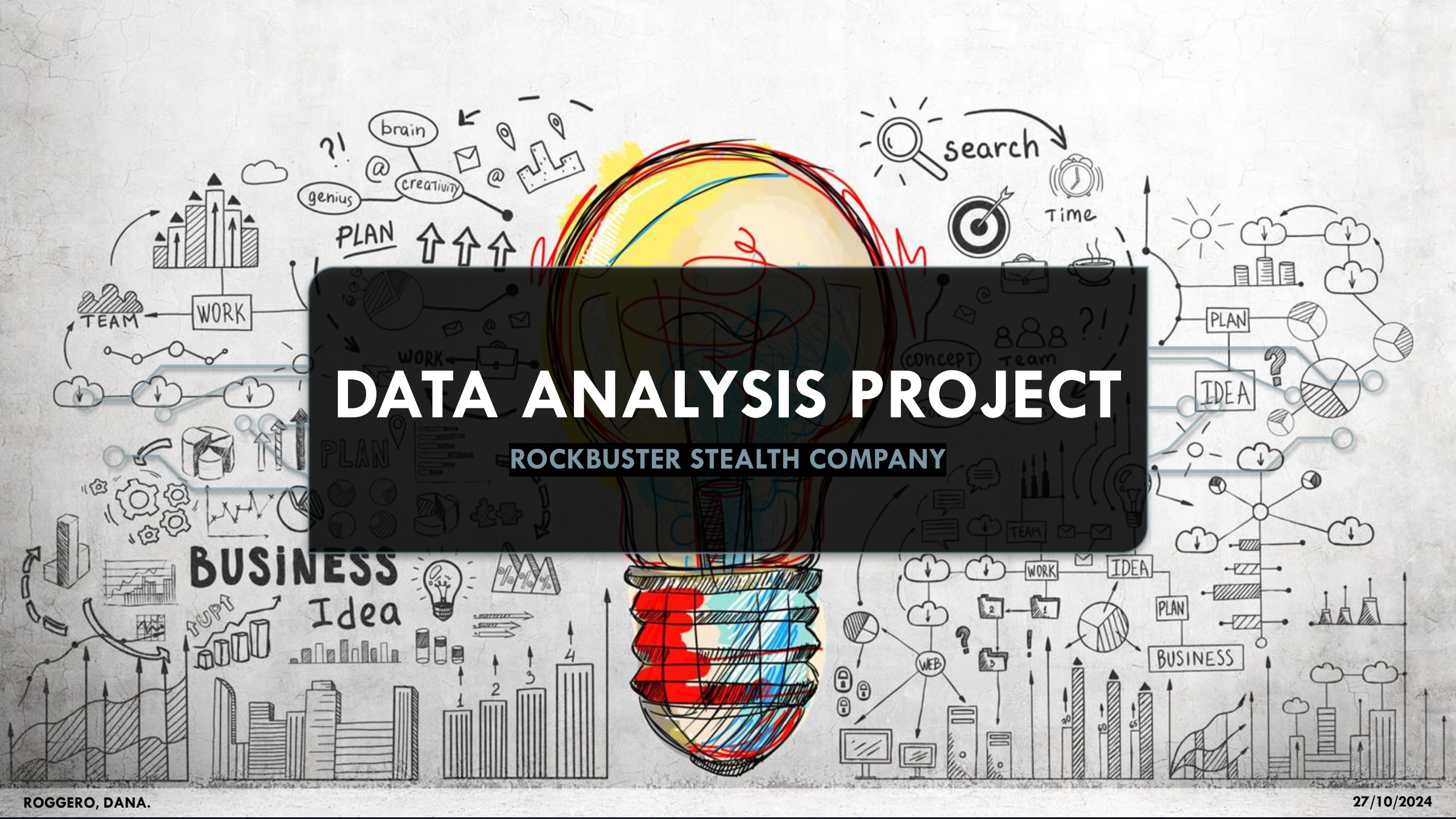


DATA ANALYSIS PROJECT

ROCKBUSTER STEALTH COMPANY

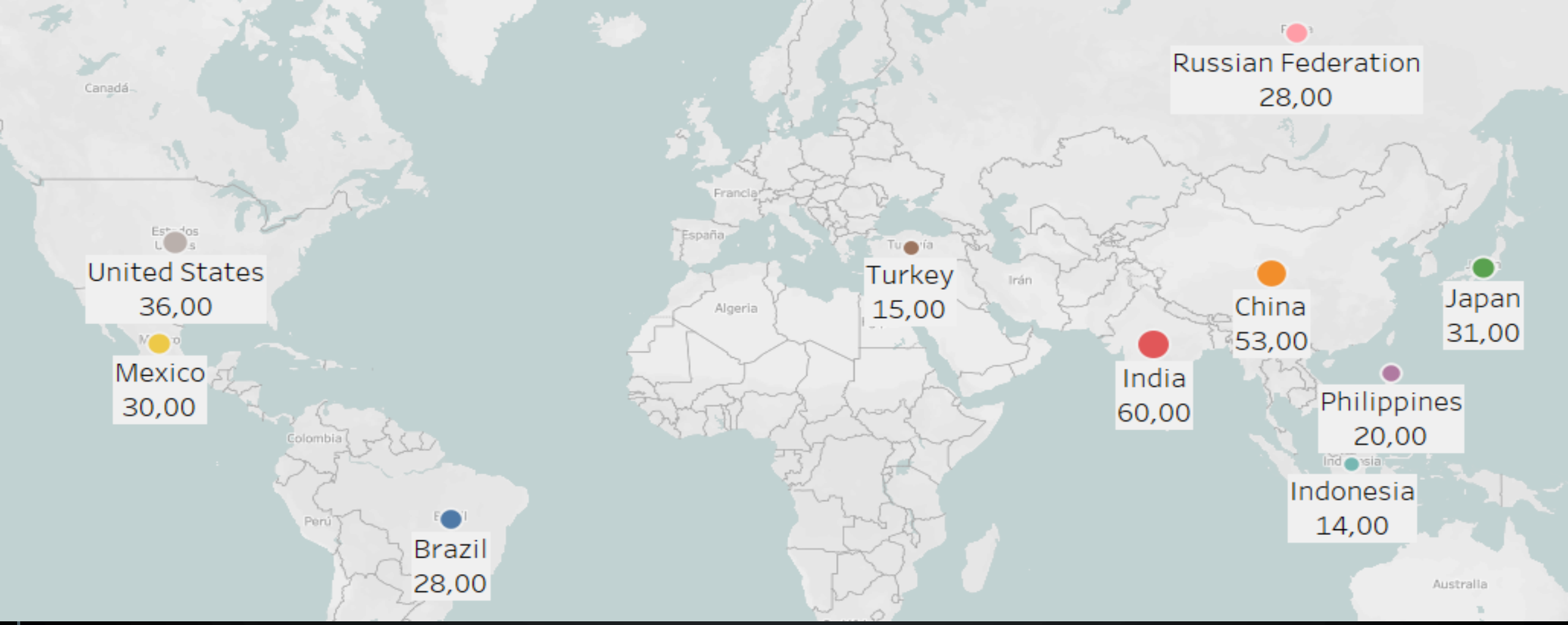
PROJECT INTRODUCTION & BUSINESS QUESTIONS

INTRO

- Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service to stay competitive.

QUESTIONS

- Which countries are Rockbuster customers based in?
- In which cities, in the main countries, are the largest consumers?
- Who are the company's biggest consumers?
- What was the average rental duration for all films?
- What are the most sold genres by the company?



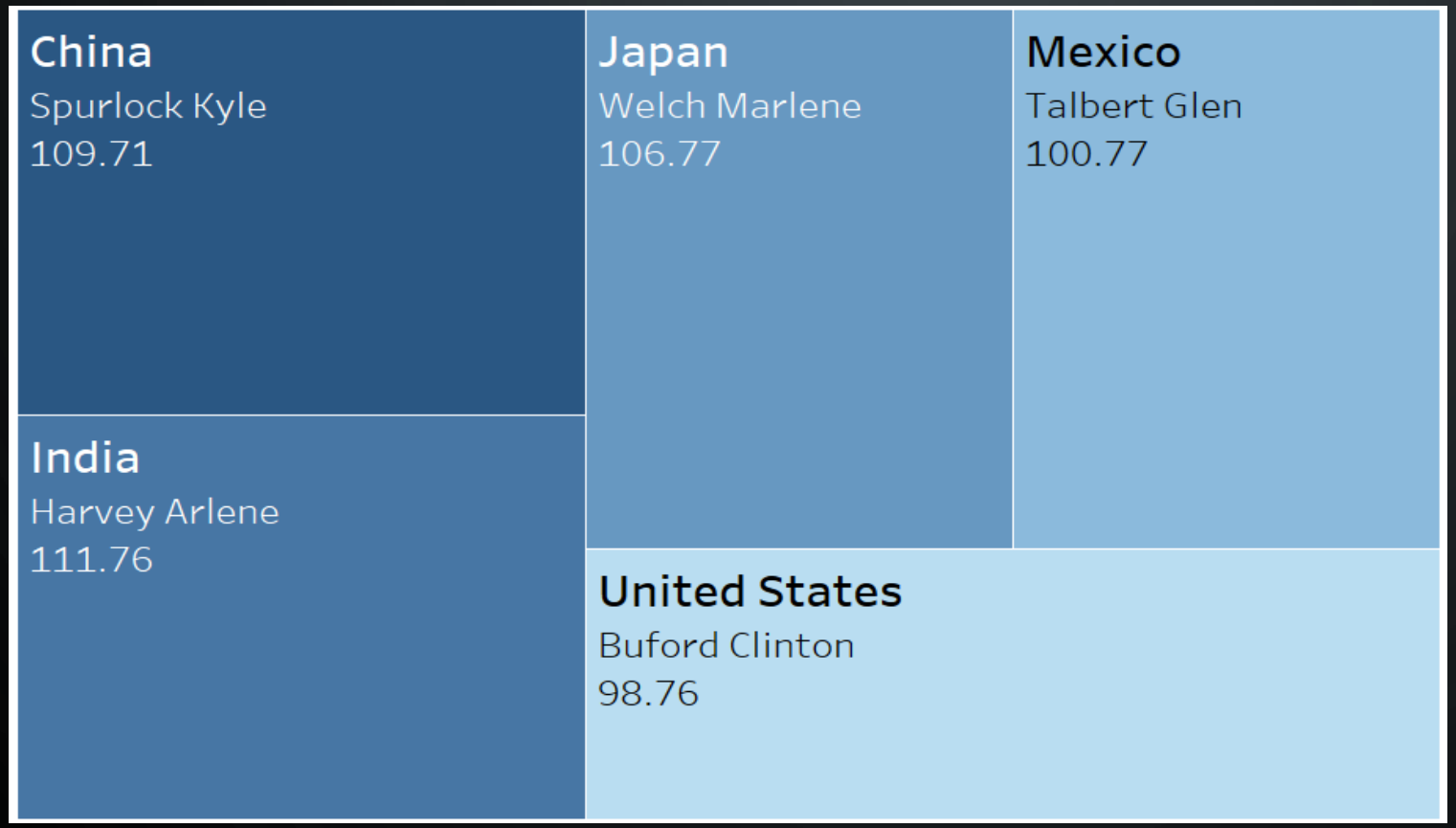
BIGGEST ROCKBUSTER CUSTOMERS: DISTRIBUTION BY GEOGRAPHY.

1. India
2. China
3. EE.UU
4. Japan
5. Mexico
6. Brazil
7. Russia
8. Philippines
9. Turkey
10. Indonesia

GEOGRAPHICAL DISTRIBUTION: THE CITIES WITH MOST CUSTOMERS.

1. Sivas,Turkey
2. Adoni, India
3. Pingxiang, China
4. Xintai, China
5. Celaya- Atlixco, Mexico
6. Kurashiki, Japan

Top 5 Biggest Rockbuster customers by Country.



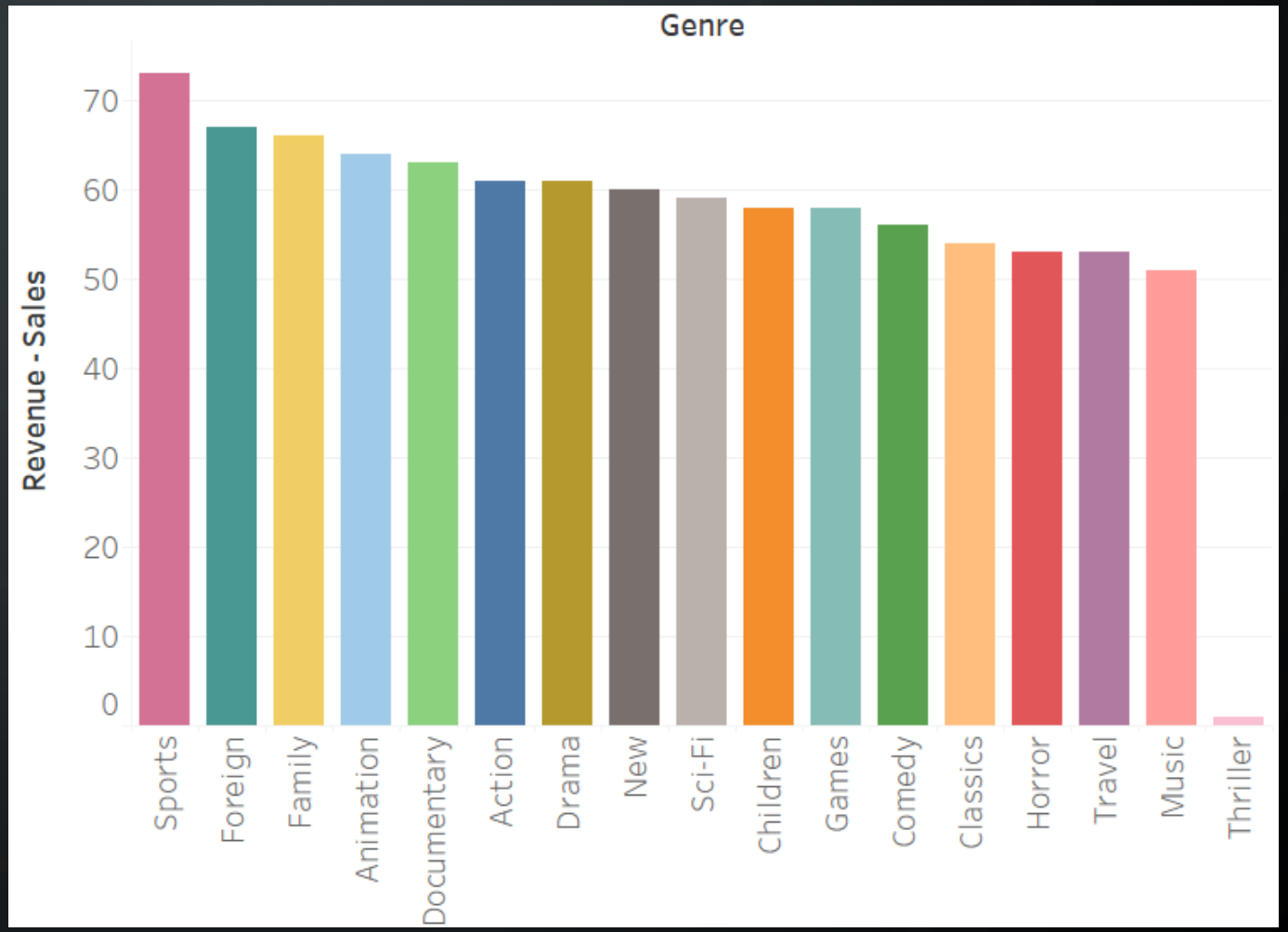
Biggest customers

1. **Harvey Arlene, China.**
2. **Spurlick Kyle, China.**
3. **Welch Marlene, Japan.**
4. **Talbert Glen, Mexico.**
5. **Buford Clinton, EE.UU.**

MOST SOLD & POPULAR MOVIE GENRES

Top 5

1. **Sports**
2. **Foreign**
3. **Family**
4. **Animation**
5. **Documentary**



STATISTICAL ANALYSIS & CONCLUSIONS

RENTAL DURATION

Average	4.98 days
Minimum	3 days
Maximum	7 days

RENTAL RATE

Average	$2.98
Minimum	$0.99
Maximum	$4.99

Total customers in the database:
599

ROCKBUSTER STEALTH RECOMMENDATIONS

- Based on the analysis, the company should observe the geographic analysis to identify the countries with the highest consumption of films in order to direct resources to them. In this case: India, China and EE.UU.
- Focused on customers; after having identified the largest film consumers, the company could direct its resources to building loyalty with them.
- Regarding film genres, there is no significant variation between the most consumed movie genres, but this information can be used to segment the 5 best-selling movie genres (Sports, Foreign, Family, Animation, Documentary) and make greater sales and promotion efforts for them.