



Rockbuster Stealth

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Business Questions

What countries/regions are vital to Rockbuster?

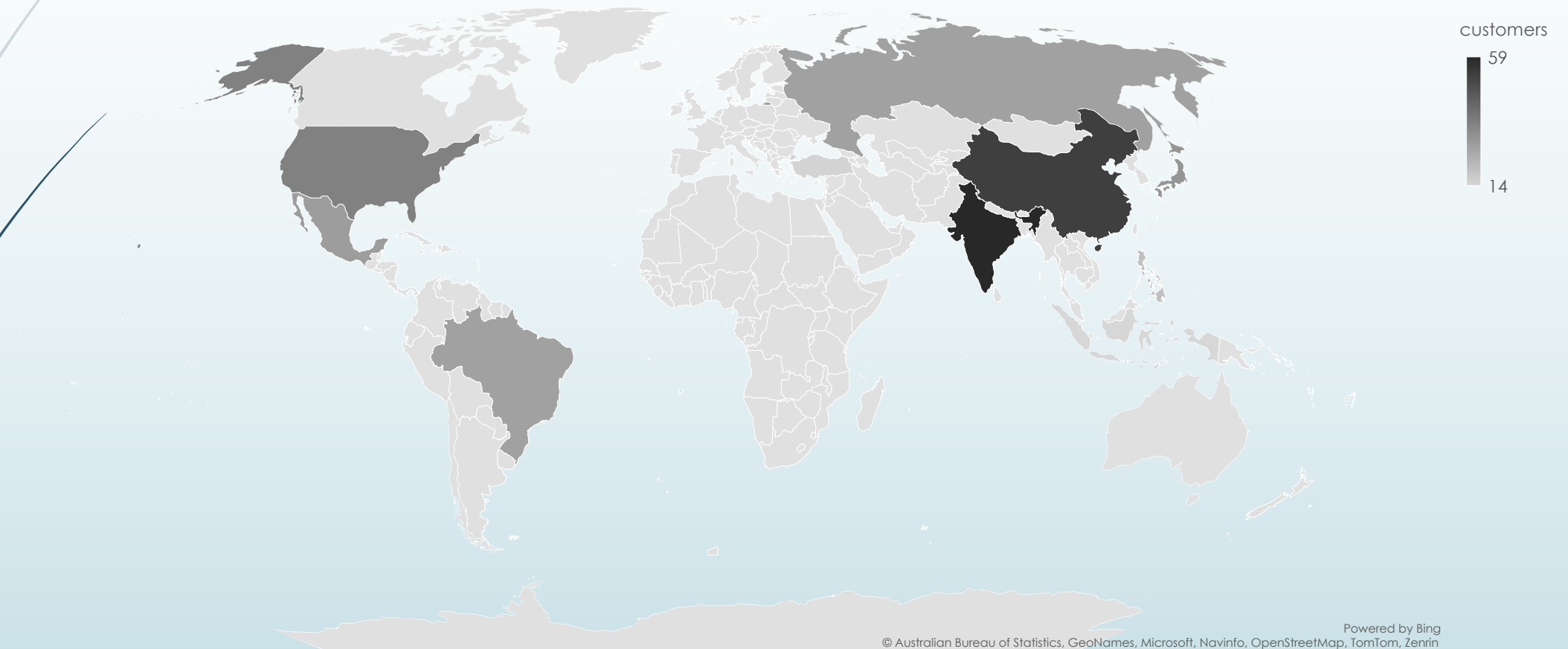
Does genre and age rating affect Rockbusters revenue?

What is the average rental duration for all movies?

Which languages contribute the most/least revenue?

What are the top ten countries in terms of customer numbers?

Top 10 countries by Customers



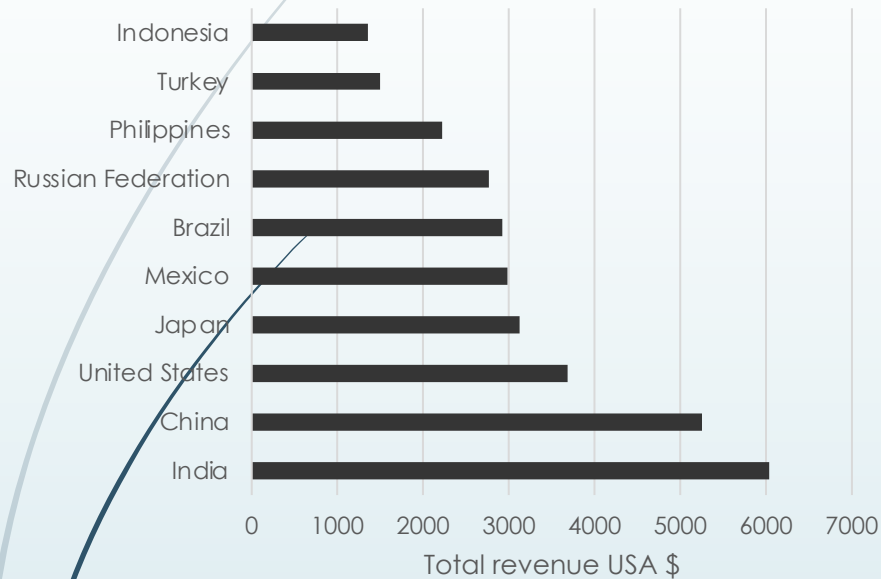
Insights

- Rockbuster has 599 customers in 109 countries
- Asia has the highest customer count compared to other regions
- India and China's customers together make up 36% of all customers in the table to the right

Country	Customers
India	59
China	53
United States	36
Japan	31
Mexico	29
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14

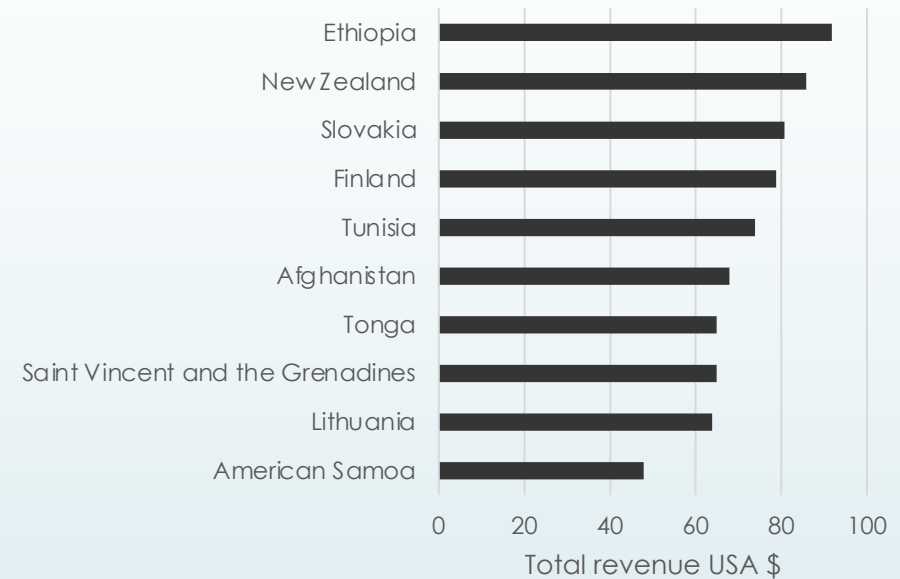
Top & bottom countries in terms of revenue

Top 10 countries



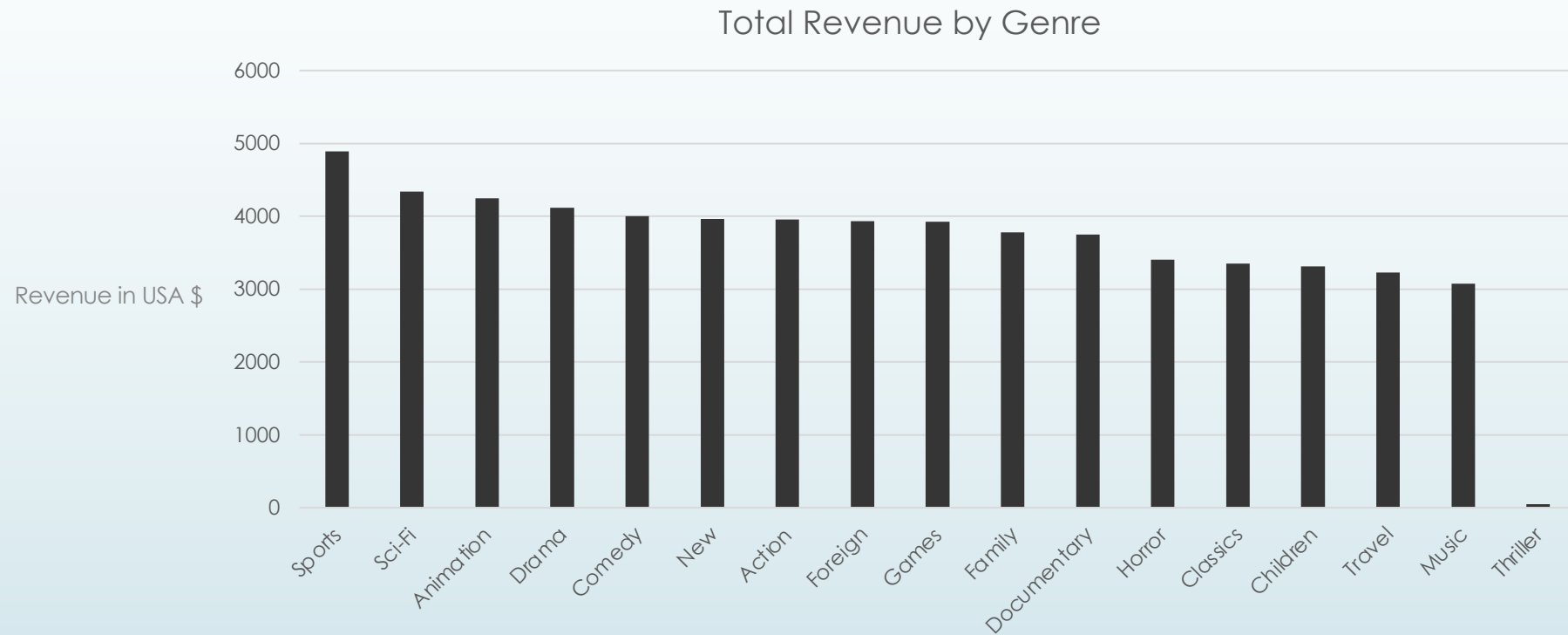
India has the biggest contribution to Rockbusters total revenue

Bottom 10 countries

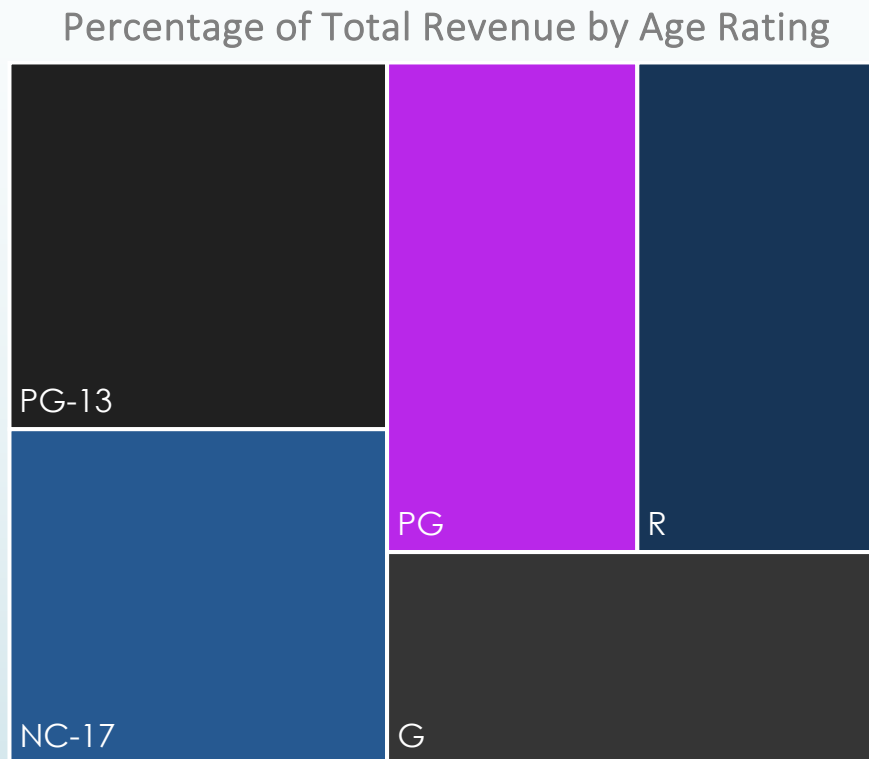


American Samoa has the smallest contribution to Rockbusters total revenue

Which genres contributed the most/least revenue gain?



Revenue contribution by age rating



- As seen to the left, there are no outliers for age rating
- PG-13 holds the highest percentage of total revenue (23%) and G holds the lowest (17%)
- The best and worst performing age ratings are not far off which shows us that this variable does not directly affect Rockbusters revenue

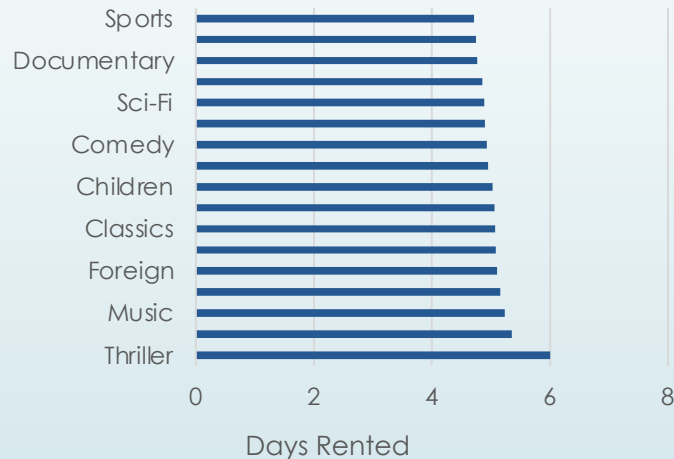
What is the average rental duration for all movies?

5 DAYS

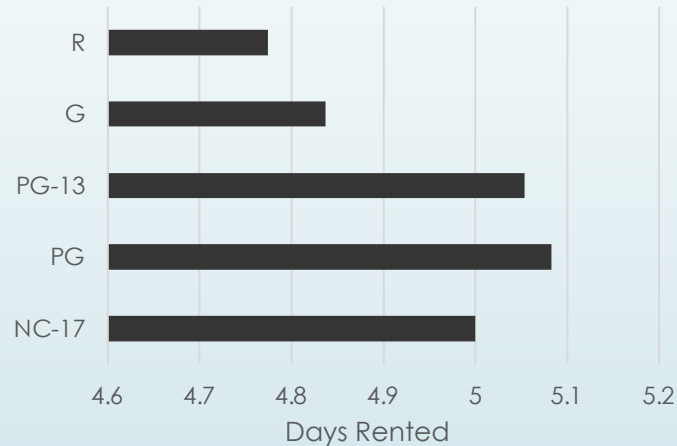


Insights

Average Rental Duration by Genre



Average Rental Duration by Age Rating



- Almost every genre's average rental duration is about 5 days
- On average the thriller genre is rented for the longest
- While rental duration does not seem to be affected by a movie's age rating

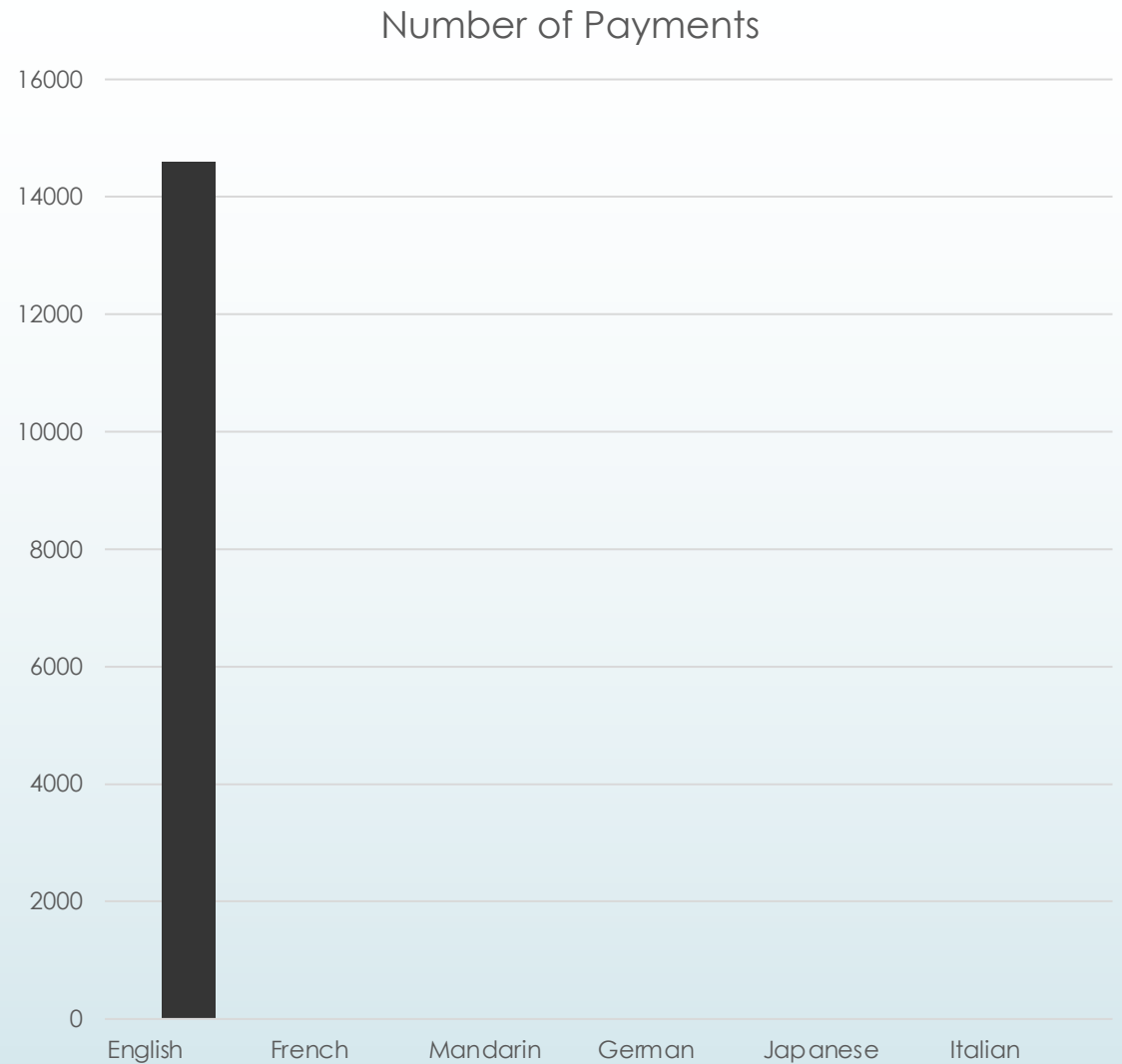
Insights

- On average the genre rented for the shortest amount of time (sports) has provided the most revenue and the genre rented for the longest amount of time (thriller) has provided the least
- Although this is an interesting observation, a genre's total revenue, and average rental duration do not provide a consistent pattern
- Therefore, showing that rental duration does not affect Rockbusters revenue

Genre	Percentage of Total Revenue
Sports	7.98%
Sci-Fi	7.07%
Animation	6.92%
Drama	6.72%
Comedy	6.53%
New	6.47%
Action	6.45%
Foreign	6.42%
Games	6.40%
Family	6.17%
Documentary	6.12%
Horror	5.55%
Classics	5.47%
Children	5.40%
Travel	5.26%
Music	5.01%
Thriller	0.08%

Language

- Rockbuster has movies in a variety of 6 different languages
- English makes up the total revenue, not a single payment has been made towards a movie in any other language





Top performers



Top country:	India
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Top genre:	Sports
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Top age rating:	PG-13
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Top Language:	English
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Conclusion and Recommendations

- Region-wise Rockbuster should be focusing on Asia and North America, specifically India, China, and the USA
- India is the overall top country, with the highest customer numbers and revenue contribution
- For genres, it is noted that the revenue contribution is distributed almost equally, none except thriller should be discriminated
- Age ratings and rental duration do not bring up any concern in terms of revenue, there is no obvious impact
- English is the only language that is relevant, no film in any other language has ever received a payment