

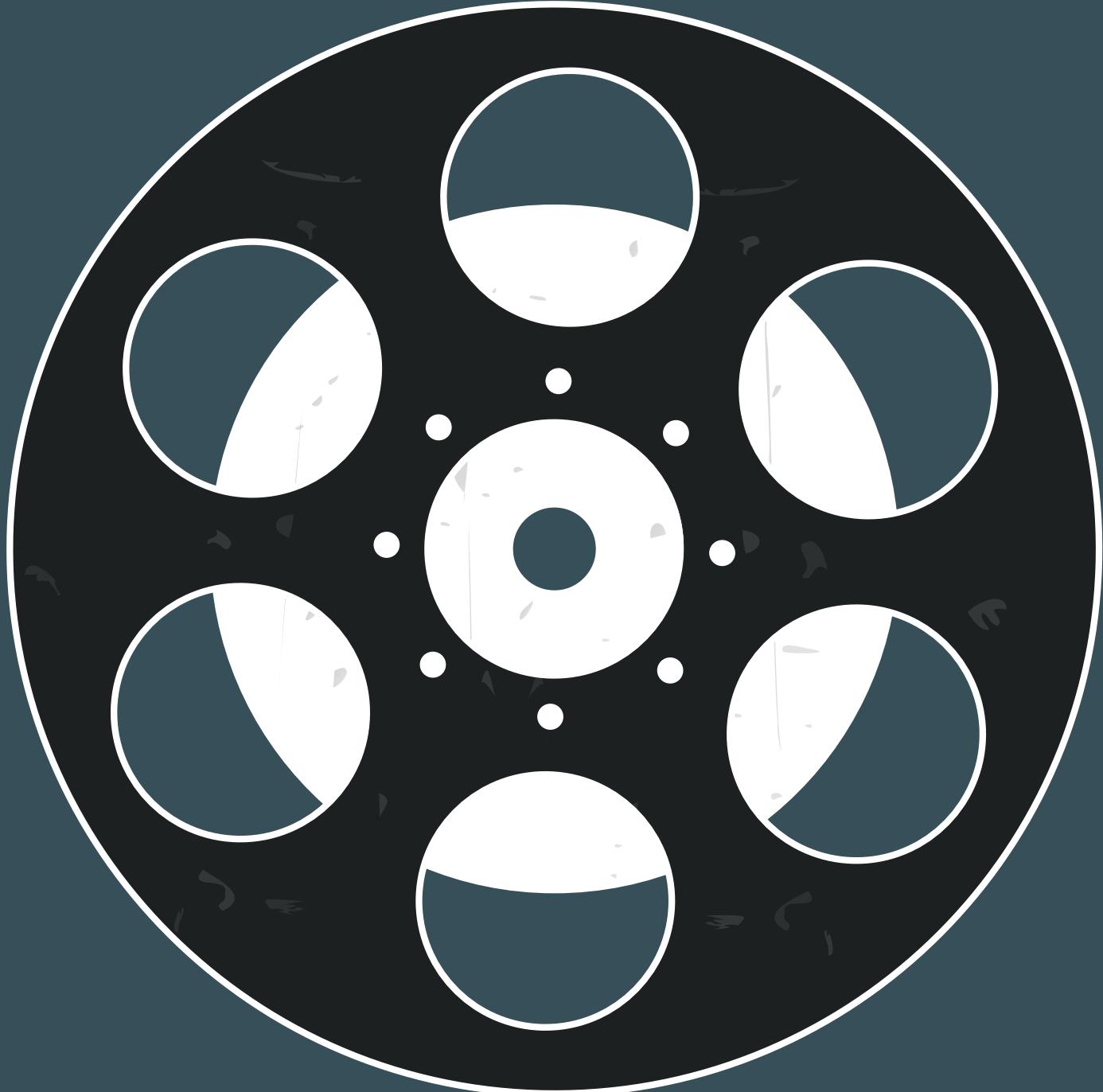
ROCKBUSTER

STEALTH

DATA ANALYSIS

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OVERVIEW



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 management team is planning to use its existing movie licenses to launch an online video rental service in order to remain competitive.

KEY QUESTIONS AND OBJECTIVES

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

2 What was the average rental duration for all videos?

3 Which countries are Rockbuster customers based in?

4 Where are customers with a high lifetime value based?

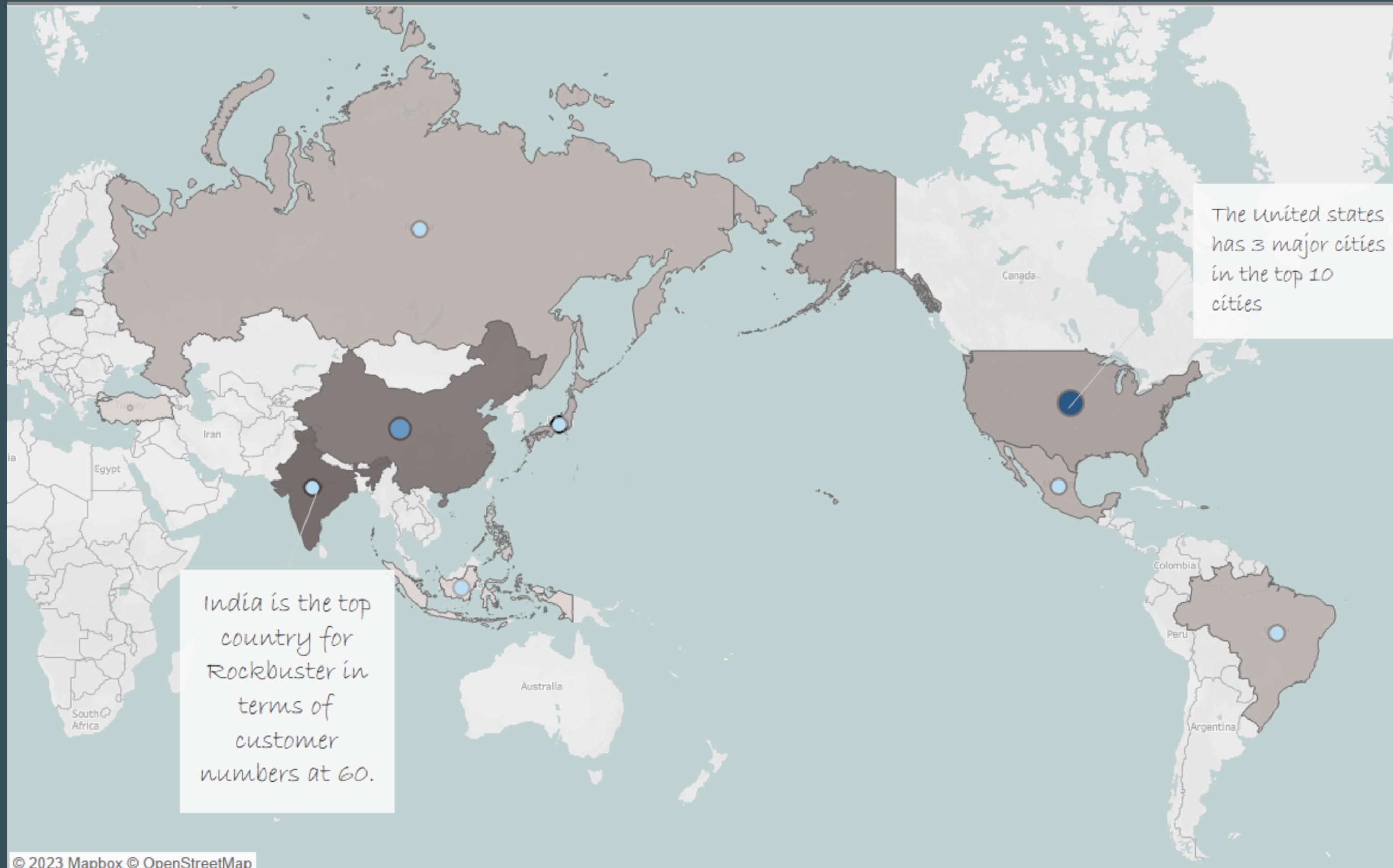
5 Do sales figures vary between geographic regions?



Descriptive (numeric) Statistics

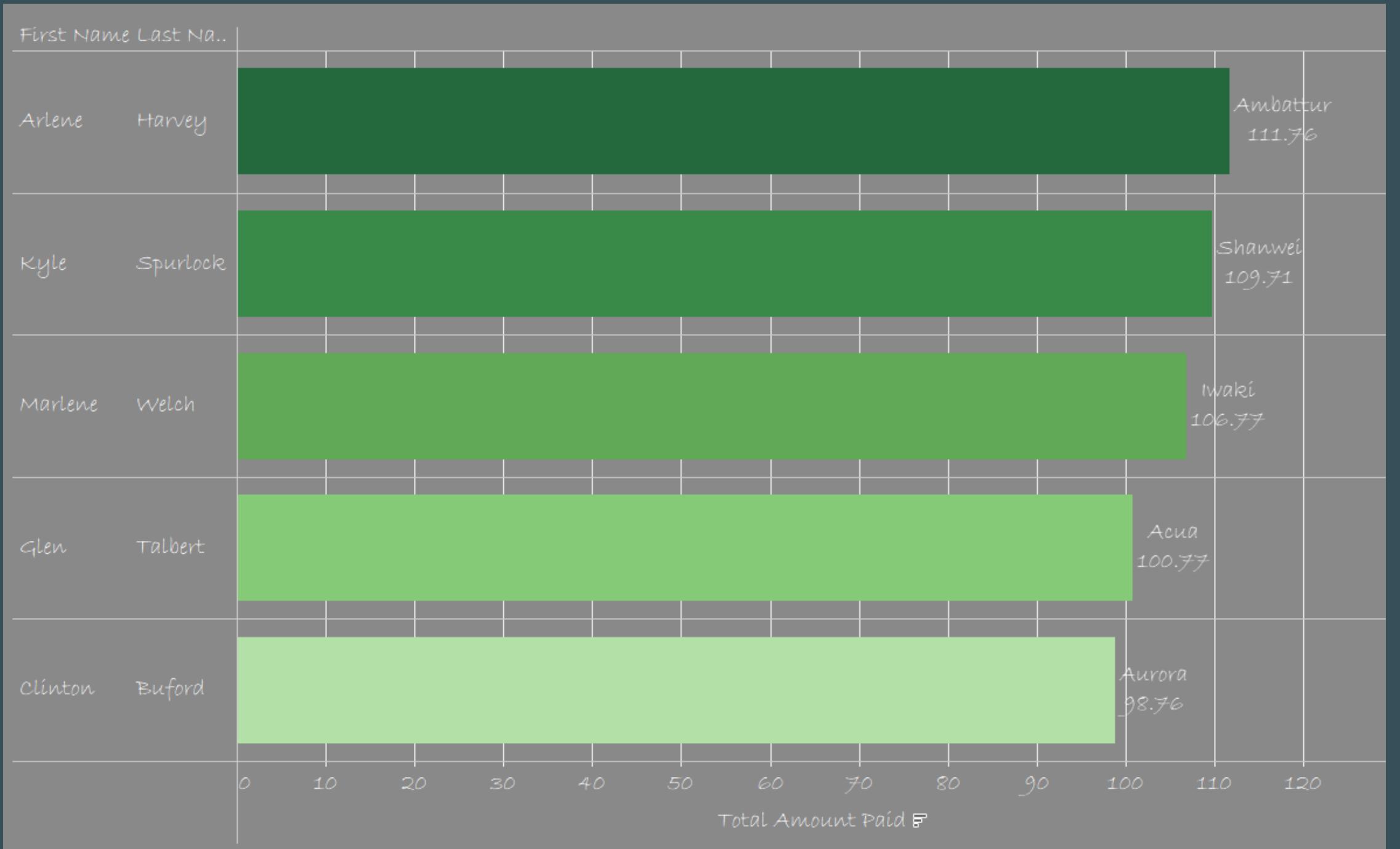
	Rental Rate	Replacement cost	Rental Duration	Length
Minimum	0.99	9.99	3	46
Maximum	4.99	29.99	7	185
Average	2.98	19.984	4.985	115.272
Count	1000	1000	1000	1000
Rows number				1000

TOP 10 CITIES FOR THE TOP 10 COUNTRIES FOR ROCKBUSTER



India and China are the top countries in Rockbuster in terms of customer numbers

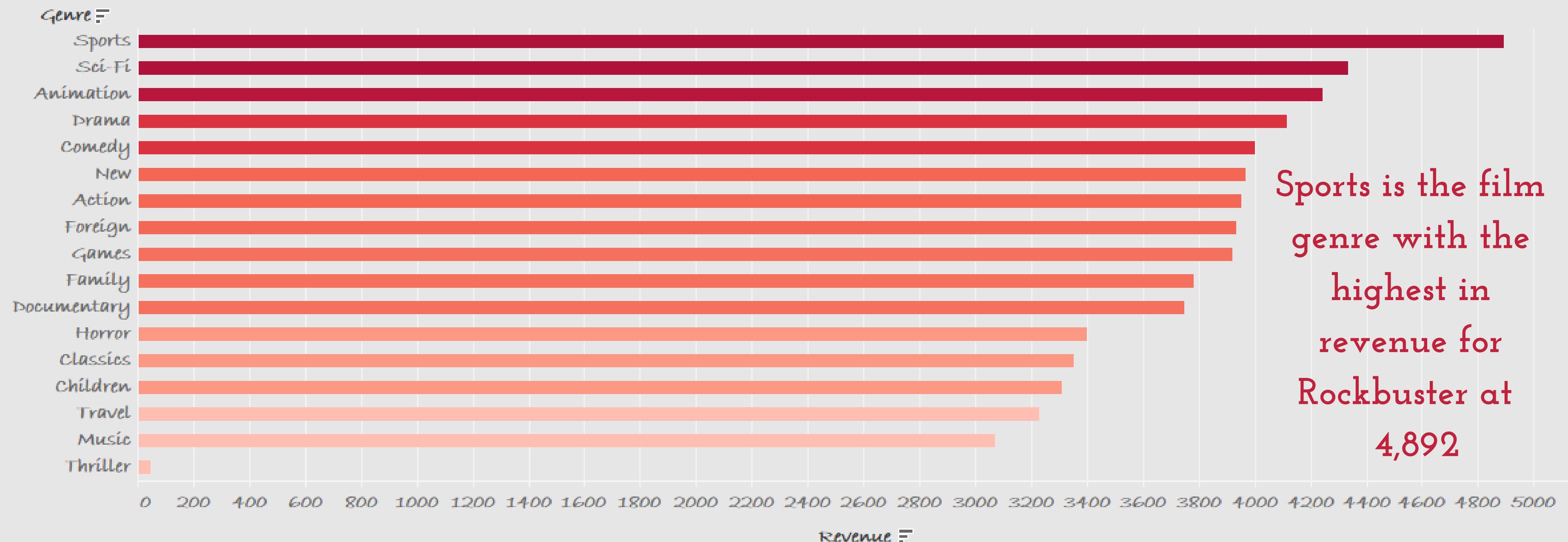
TOP 5 CUSTOMERS IN THE TOP 10 CITIES



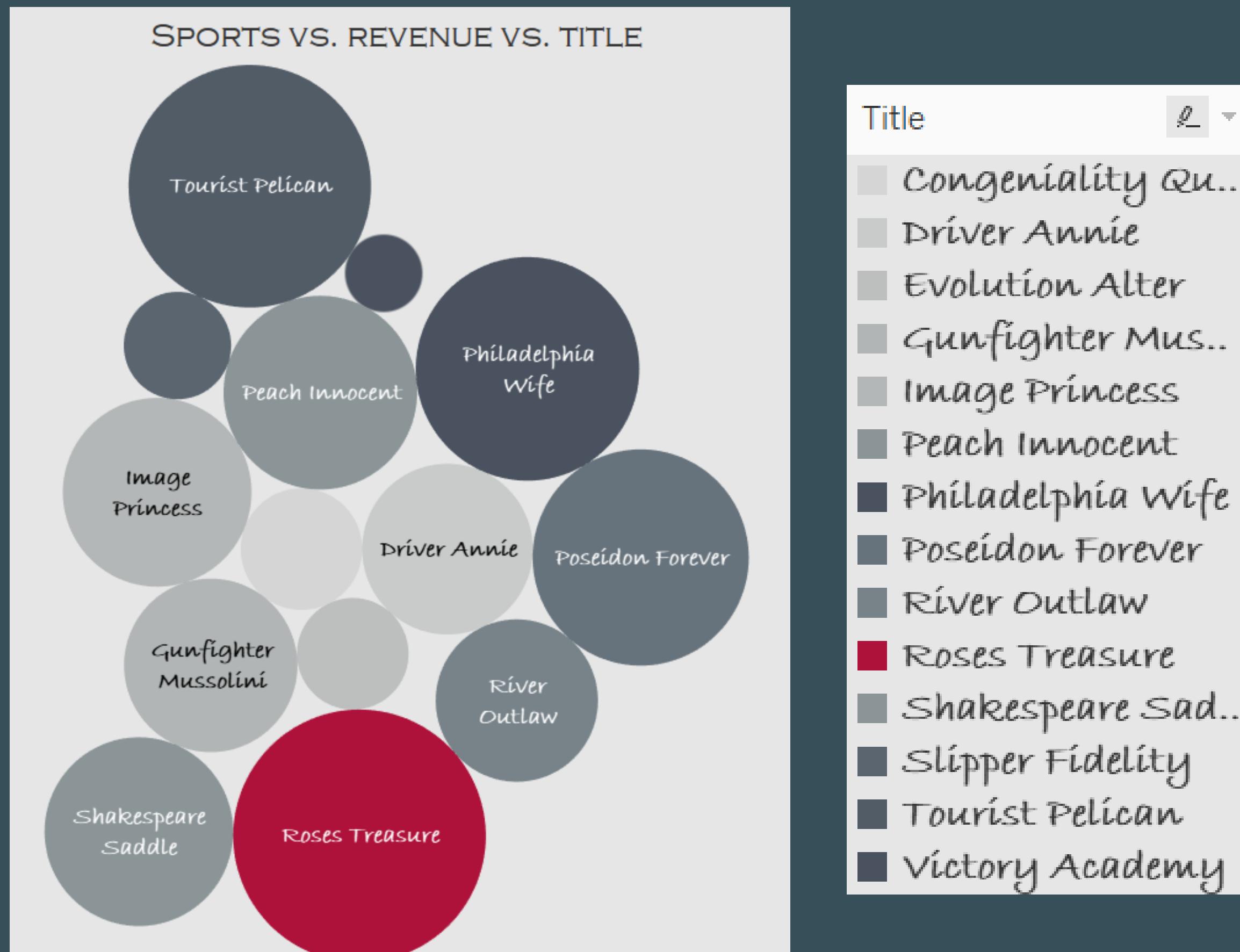
ARLENE HARVEY FROM AMBATTUR, INDIA IS THE NUMBER ONE CUSTOMER IN THE TOP 10 CITIES WITHIN THE TOP 10 COUNTRIES IN TERMS OF CUSTOMER NUMBERS.

FILM REVENUE

Film Genre vs. Revenue



TOP MOVIE IN SPORTS GENRE

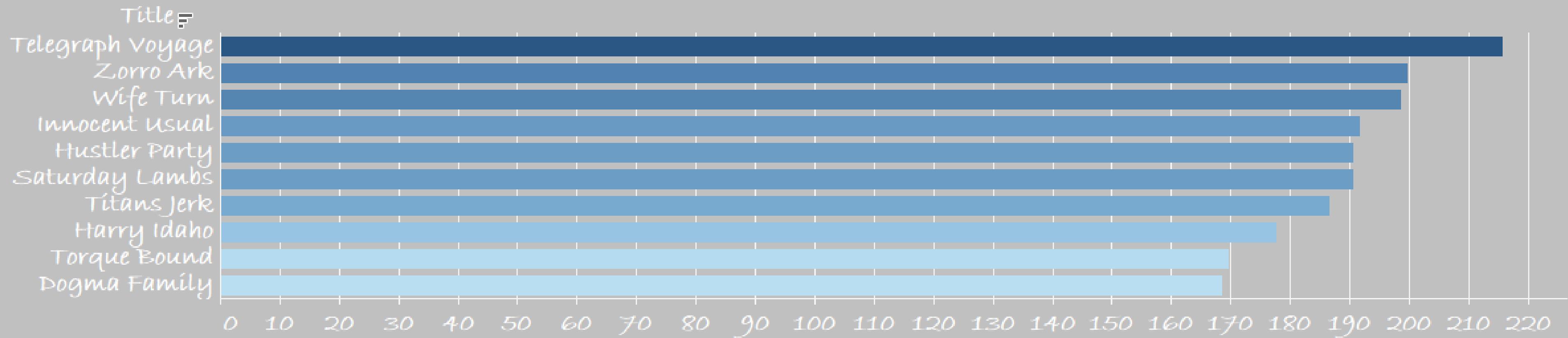


FILM RATING VS. REVENUE

FILM RATINGS vs. REVENUE		
PG-13	PG	R
13,856	12,237	12,073
NC-17		
12,635	G	
		10,512

TOP TEN HIGHEST REVENUE MOVIES

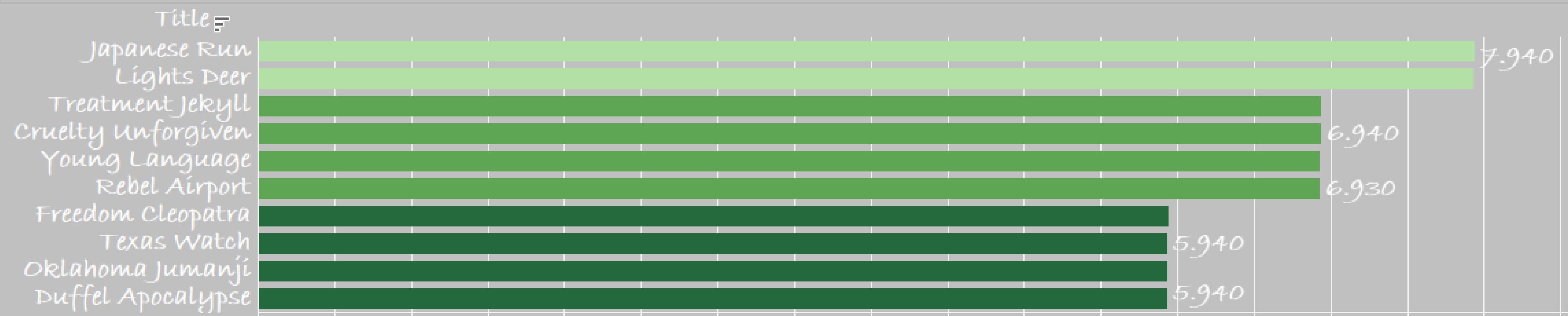
Top Ten Highest Revenue Movies



Telegraph Voyage, a music film rated PG-13 is the movie with the largest revenue

TOP TEN LOWEST EARNING REVENUE MOVIES

Bottom 10 Lowest Revenue Movies



Duffle Apocalypse, a documentary is the lowest-revenue Movie at 5.940



RECOMMENDATIONS & NEXT STEPS:

- Focus on the top countries that use Rockbuster the most beginning with India, China, the United States, Japan, and Mexico
- Ensure to target the Sports genre as that accumulates the most revenue
- Look into compiling and acquiring data on countries not presently available
- Focus on investing in genres/ratings that accumulate the most revenue per region
- Create a loyalty/incentives program for loyal customers in order to create lifetime customers



Tableau Presentation