

# Rockbuster Stealth LLC. Data Analysis Project

Katherine Valdivia, 06/20/23

# Agenda

- Introduction
- General Data Information
- Answering Key Questions
  - Movies most/least revenue gain
  - Countries customers are based in
  - Top 10 countries
  - Top 10 cities within top 10 countries
  - Customers with high lifetime value
  - Do Sales figures vary?
  - Top Genres within top countries
- Conclusion
- Recommendations
- Thank you!

# Introduction

- 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 in order to stay competitive
- The company is requesting the skills of a data analyst to produce meaningful insights to their questions, which will be used to launch new service streaming strategy. Key questions include:
  - Which movies contributed the most/least to revenue gain?
  - What was the average rental duration for all videos?
  - Which countries are Rockbuster customers based in?
  - Where are customers with a high lifetime value based?
  - Do sales figures vary between geographic regions?

# General Data Background Information

## KEY FACTS:

### Total Movie Count:

1000

### Most Common Movie Title:

Academy Dinosaur

### Most Common Movie Release Year:

2006

### Most Common Movie Rating:

PG-13

### Most Common Customer Name:

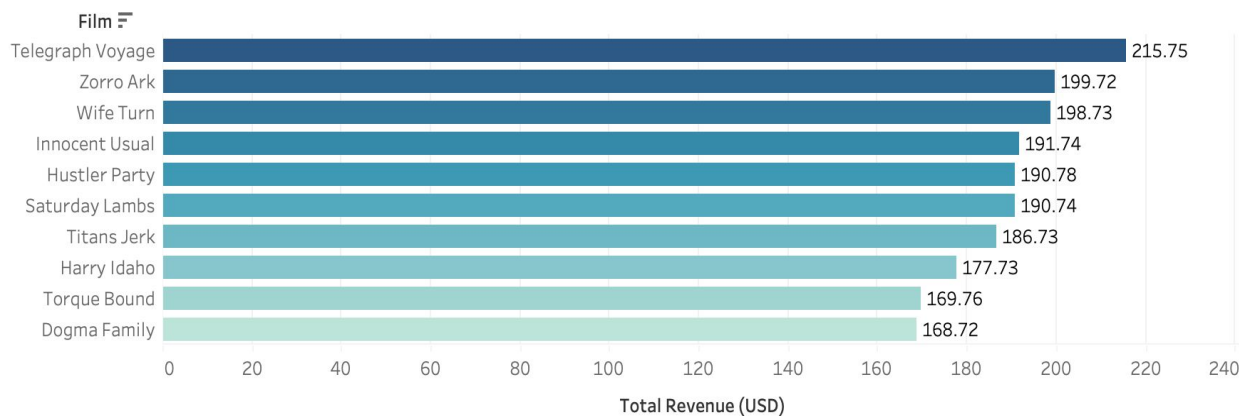
Jamie Abney

## Quantitative facts of inventory



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

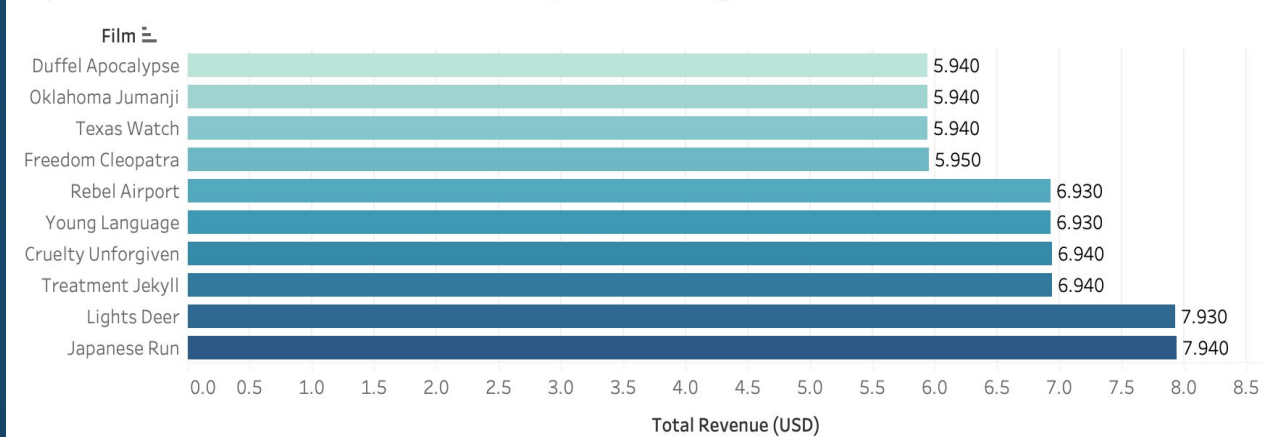
Top 10 films that contributed the MOST to revenue gain



- The film “Telegraph Voyage” has contributed the most to revenue gain with \$215.75.
- The film with the second highest revenue gain is Zorro Ark with \$199.72.

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

Top 10 films that contributed the LEAST to revenue gain



- The film “Duffel Apocalypse” has contributed the least to revenue gain with \$5.94
- The film with the second lowest revenue gain is “Oklahoma Jumanji” with \$5.94.

# Which countries are Rockbuster customers based in?



- Rockbuster customers are based in 597 cities in 108 countries.
- India has the largest percentage of customers with 10.02% as displayed by the legend that indicates 10.02% as the highest.

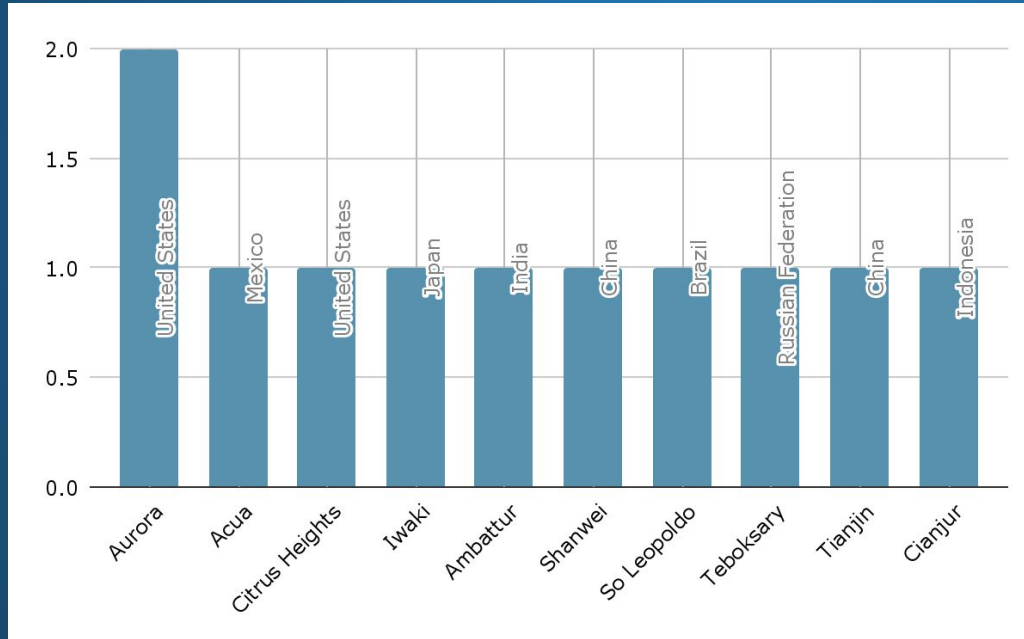
# Top 10 countries customers are based in



| Countries          | # of customers |
|--------------------|----------------|
| India              | 60             |
| China              | 53             |
| United States      | 36             |
| Japan              | 31             |
| Mexico             | 30             |
| Brazil             | 28             |
| Russian Federation | 28             |
| Philippines        | 20             |
| Turkey             | 15             |
| Indonesia          | 14             |



# Top 10 cities within the top 10 countries customer count



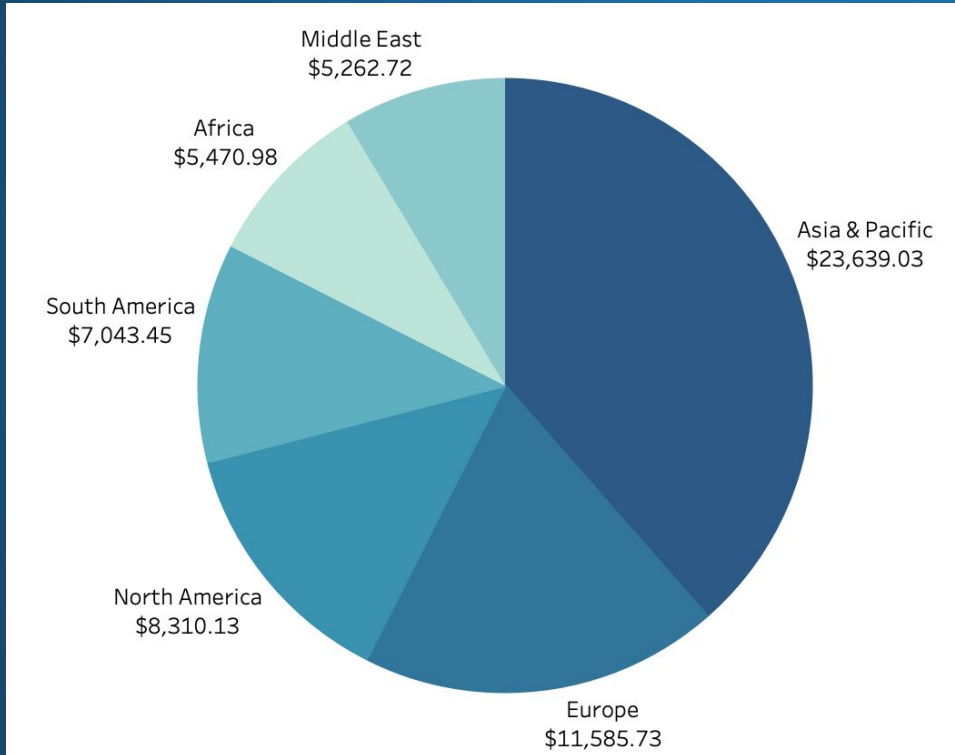
- Aurora the city within the United States has the highest customer count with 2.
- The rest of the cities within other countries only have a count of 1.

# Top 5 customers in top 5 cities (countries) by total amount paid

| Customer       | City (Country)         | Amount Paid |
|----------------|------------------------|-------------|
| Arlene Harvey  | Ambattur (India)       | \$111.76    |
| Kyle Spurlock  | Shanwei (China)        | \$109.71    |
| Marlene Welch  | Iwaki (Japan)          | \$106.77    |
| Glen Talbert   | Acua (Mexico)          | \$100.77    |
| Clinton Buford | Aurora (United States) | \$98.76     |

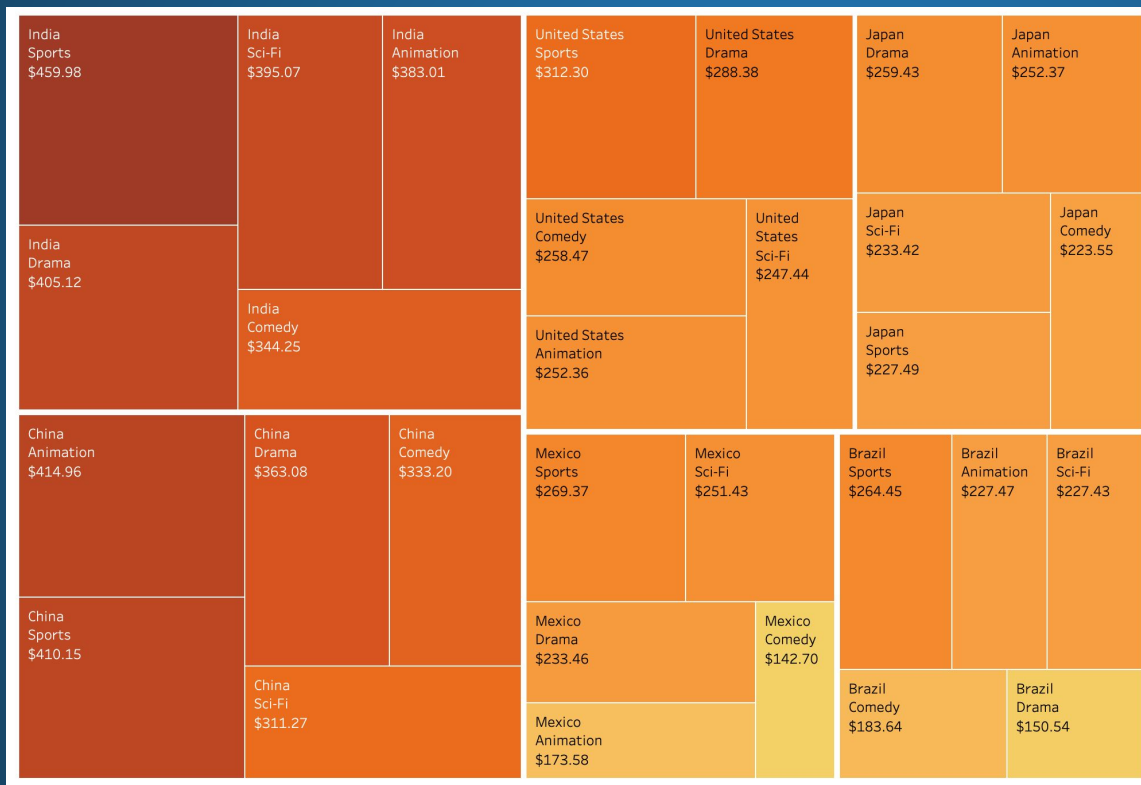
- As you can see these are the countries where customers with a high lifetime value are based.
- As you can see Arlene Harvey who lives in Ambattur, India is the top customer spender with \$111.76.

# Do sales figures vary between geographic regions?



- Yes, sales figures do vary between geographic region as we can see by the pie chart.
- The total revenue overall is \$61,312.04.
- The region with the highest sales figure is **Asia & Pacific** with **39% (\$24k)**
- The region with the second highest sales figure is **Europe** **19% (\$12k)**

# Top 5 Genres from top countries based on revenue



- **India's top genre:** Sports & Drama
- **China's top genre:** Animation & Sports
- **United States top genre:** Sports & Drama
- **Japan's top genre:** Drama & Animation
- **Mexico top genre:** Sports & Sci-Fi
- **Brazil's top genre:** Sports & Animation

# Conclusion

- The movie with the MOST revenue gain is “Telegraph Voyage” with \$215.75. The movie with the LEAST revenue gain is “Duffel Apocalypse” with \$5.95
- Rockbuster customers are based in 597 cities in 108 countries.
- India has the largest percentage of customers with 10.02%.
- The top 10 countries customers are based in is India, China, United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey, and Indonesia.
- The top 10 cities customers are based in is Aurora, Acua, Citrus Heights, Iwaki, Ambattur, Shanwei, So Leopoldo, Teboksary, Tianjin, and Cianjur.
- The top customer by total amount paid with \$111.76 is Arlene Harvey from Ambattur, India.
- The region with the highest sales figure is Asia & Pacific with 39% (24k).
- Most popular Genre

# Recommendations

Rockbuster LLC should focus on countries with high lifetime value customers, like India, China, Japan, Mexico, and the U.S.



Provide incentives to high performing customers like discounts and loyalty cards.



The inventory of films Rockbuster has are all from 2006. I would recommend adding films with release years other than 2006.



Promote films with the most popular genre within countries



# Recommendations

Promote film genres like Sports and Drama in India, Animation and Sports in China, Sports and Drama in the U.S., Drama and Animation in Japan, Sports and Sci-Fi in Mexico.



Online presence is important so I would recommend discussing the best signature colors and logos for Rockbusters online rental service because that will also help attract more customers.



The region with the highest sales figure is Asia, I recommend expanding the films inventory to include films with languages other than English.



**[Tableau Visualization Link](#)**



# Thank you for your attention.

Katherine Valdivia

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Credit given to Slidego for the powerpoint template.

