Rockbuster Stealth

Data Analysis Project

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

Buisness questions:

1. What are the top 10 countries for Rockbuster in terms of customer numbers?

2. What are the top 10 cities that fall within the top 10 countries?

3.Who are the top 5 customers from the top 10 cities who've paid the highest total amounts to Rockbuster?

4. Which movies and movie genres contributed the most to revenue gain?

5. What are the minimum, maximum and average rental rates and rental duration?

The top 10 countries with the largest Rockbuster customer base

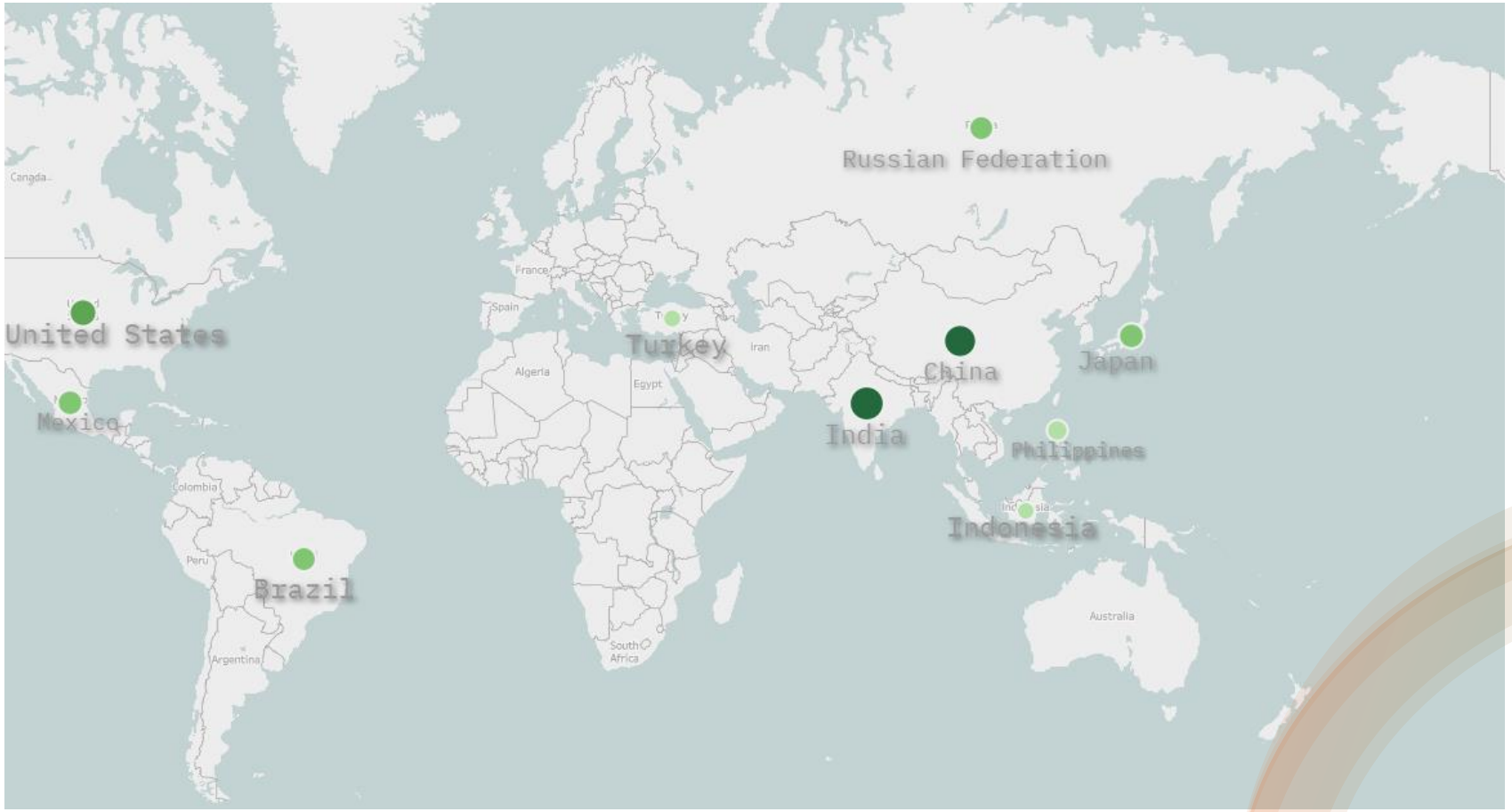

Tableau link

Top 5 cities within the top countries

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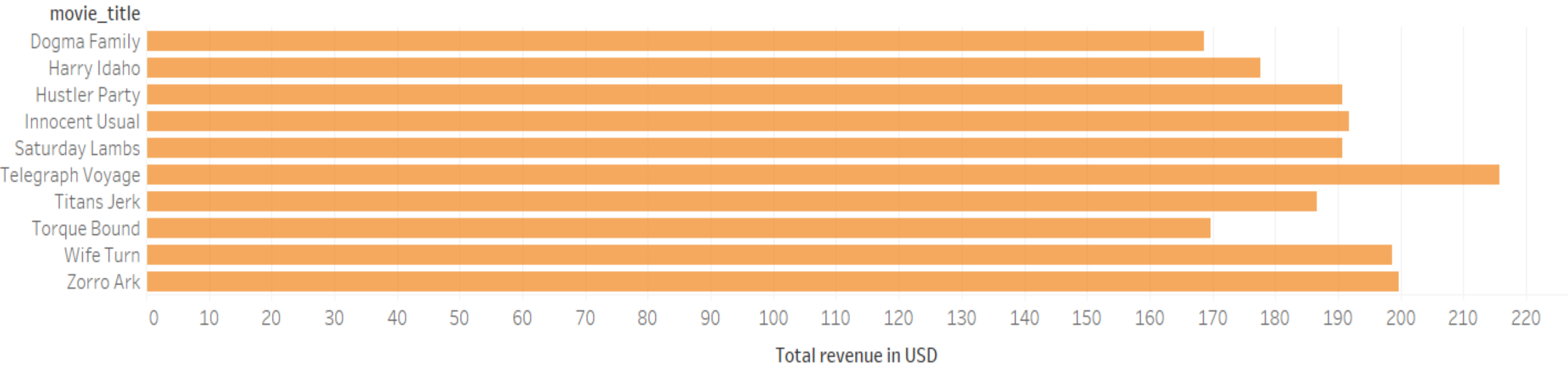
The average, minimum and maximum rental duration and rental rate

	Rental Duration	Rental Rate
Average	5	2,98$
Minimum	3	0,99$
Maximum	7	4,99$

Top 10 Movies by Revenue Gained



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Top 10 Genres by Revenue Gained

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Top 5 customers who have paid the highest total amounts

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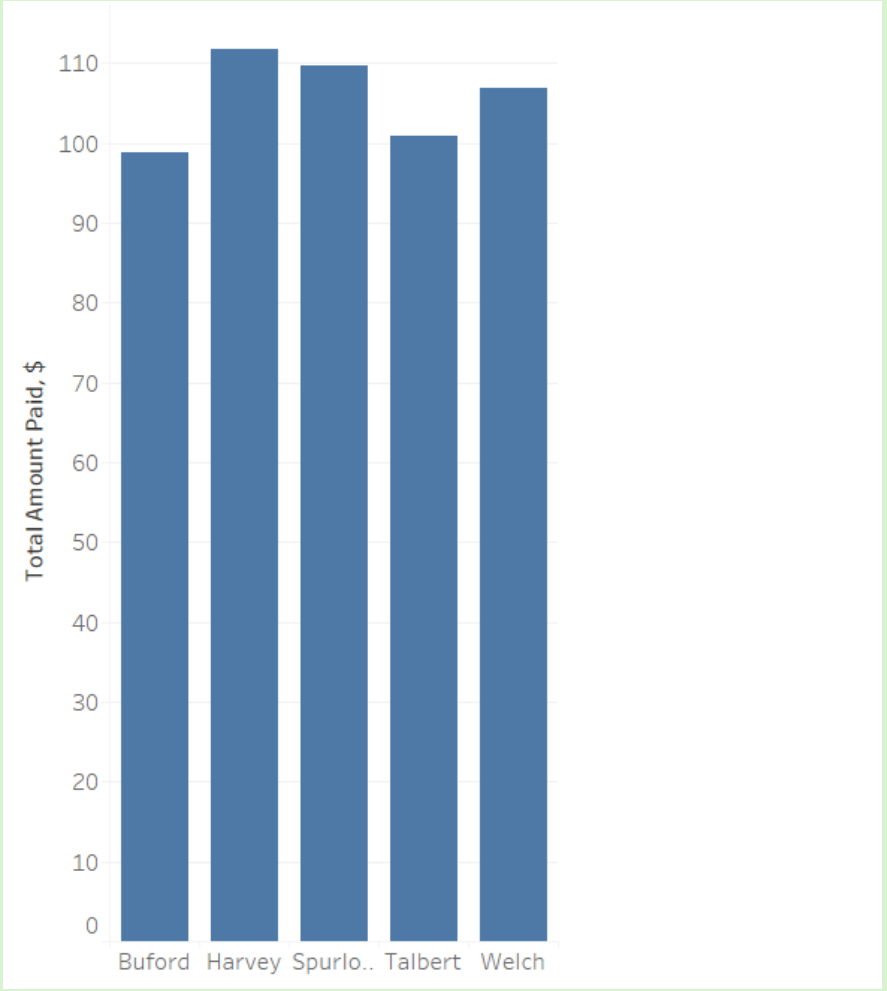

Conclusions, recommendations and next steps

As we see from the Figure 1, India and China are the countries with the largest number of Rockbuster customers, so, it is necessary to study the movie rental market in these countries, and based on the data obtained, diversify the content provided

Since the most popular movie genres are Sports, Animation, Drama, Action the Rockbuster should increase the number of movies in these categories for rent.

It is recommended to reward the most active users with discount coupons/gifts to maintain the loyalty of these users

Also, it is very important to attract new customers. A short free trial or discount for first-time renters can attract new customers who may later become regulars.
It is highly recommended to engage customers on Social Media and Email.

Questions?

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