



Rockbuster Stealth Data Analysis

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Introduction

GOAL: 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. To further develop business plans we need to answer key questions using the data insights that we already have

- Tools Used
- SQL - Language used to retrieve data for Rockbuster
- Excel - Analyze data and Create visualizations
- Tableau - To create data visualizations our audience can interact with



Key Questions

- 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?



What is the Average Rental Duration for all videos?

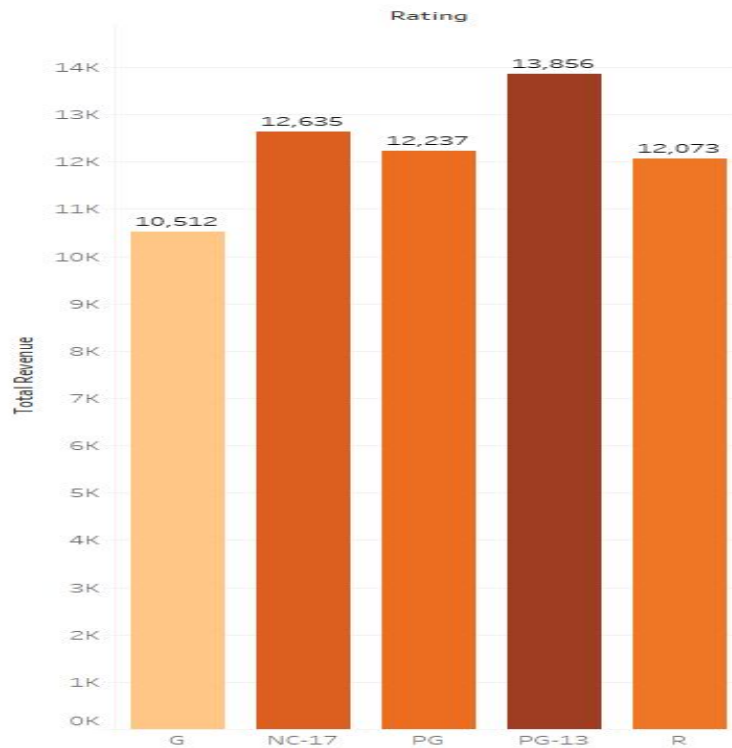
	Minimum	Average	Maximum
Rental Amount	\$ 0.99	\$ 2.98	\$ 4.99
Rental Length (Days)	3	5	7
Replacement Cost	\$ 9.99	\$ 19.98	\$ 29.99

The average rental cost is only 2.98 and that would grant you on average about 5 days of rental length.

Revenue by Rating

Highest Rated is PG-13,
NC-17 and PG

Rating Revenue



Which countries are Rockbuster customers residing in?

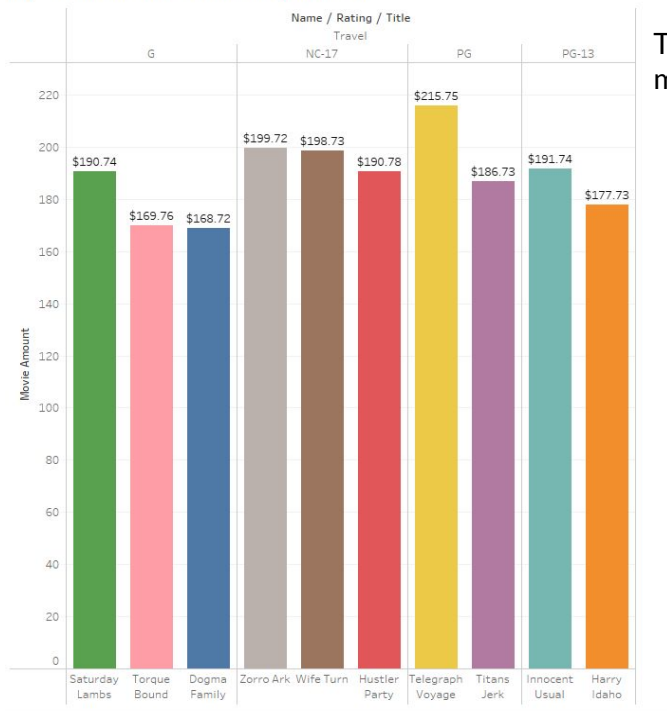
Rockbuster Global Customer Map



Rockbuster has customers that are worldwide except for places like Australia and Antarctica. The top 3 rockbuster countries are India, China and the United States.

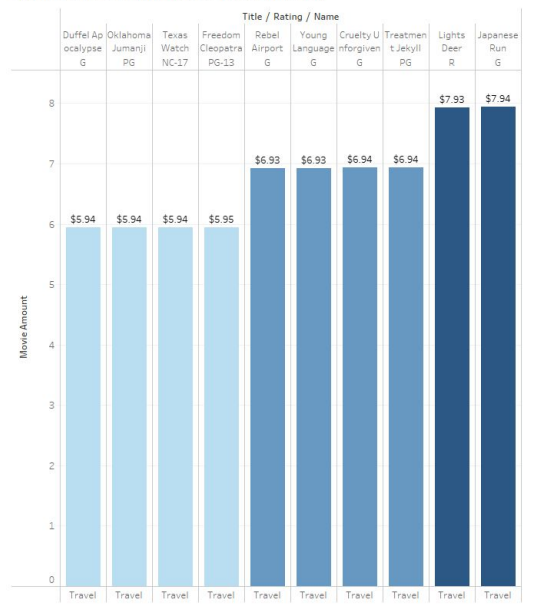
Which movies contributed the most and the least amount to revenue gain?

Top Ten Movies most revenue produced



Telegraph Voyage contributed the most with revenue.

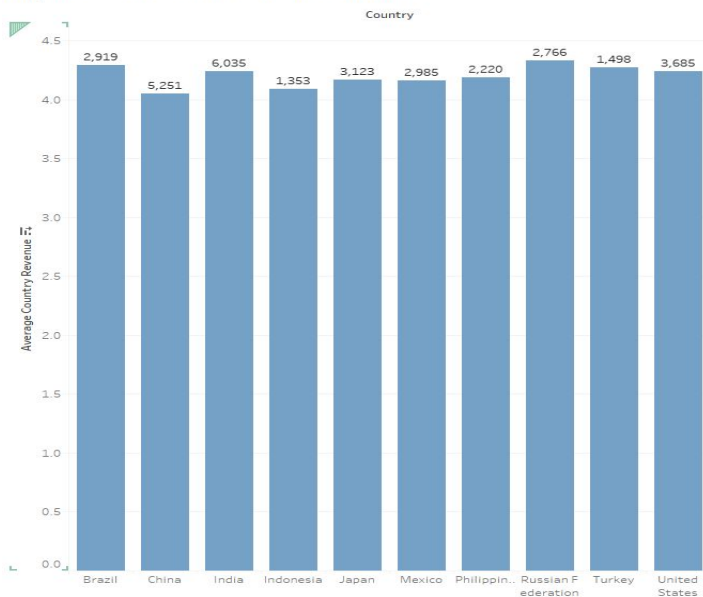
Movies that Contributed the Least Revenue



Movies that contributed the least amount are Duffel Apocalypse, Oklahoma Jumanji and Texas watch

Which countries are Rockbuster customers most Prominent?

Top Ten Countries and Revenue Amounts

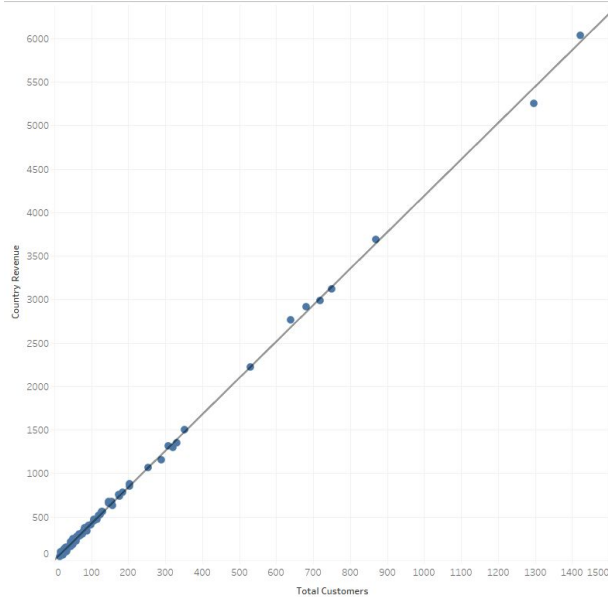


TOP TEN CUSTOMERS BY COUNT AND COUNTRY

Country	
Brazil	681
China	1,297
India	1,422
Indonesia	331
Japan	749
Mexico	718
Philippines	530
Russian Federation	638
Turkey	351
United States	869

Do sales differ among geographic regions?

Revenue Vs Total Customers Regression Line



There is a very strong correlation between geographic region and revenue amount for total number of customers.



Who are the top customers and where are they based out of?

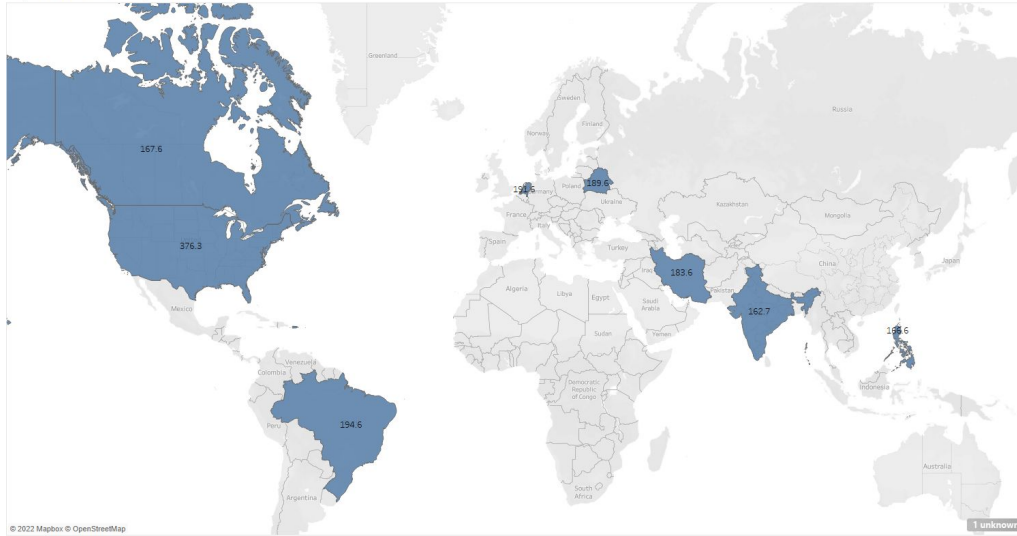
Top Ten customers world wide

City	Country	First Name	Last Name	
Apeldoorn	Netherlands	Rhonda	Kennedy	191.62
Cape Coral	United States	Karl	Seal	208.58
Memphis	United States	Ana	Bradley	167.67
Molodetno	Belarus	Clara	Shaw	189.60
Qomsheh	Iran	Tommy	Collazo	183.63
Richmond Hill	Canada	Curtis	Irby	167.62
Saint-Denis	Runion	Eleanor	Hunt	211.55
Santa Brbara dOeste	Brazil	Marion	Snyder	194.61
Tanza	Philippines	Marcia	Dean	166.61
Valparai	India	Mike	Way	162.67

Our Top Ten customers are very diverse and based out of all different countries. The United States is the Only country to have two on the List. One customer being from Cape Coral and the other from Memphis.

Do Sales Differ among Geographic region with Customers?

Top Ten Customers By their Country



Geographic listing of the Top Ten customers by location.

1. North America
2. Asia
3. Europe
4. South America

Sales do differ among geographic region



Conclusion

Insights:

Currently movies are floating at around \$2.98

Products: Our highest and best genre is sports and PG-13 rated movies. Our lowest would be thrillers, travel and then G for our lower rated movies

Sales: Top 3 countries are India, China and United States.

Customers: Our customers are very diverse and world wide but the United States has two customers in the Top Ten for sales.



Conclusion Continued

Rentals: If we are streaming we should still charge \$2.98 and rent that film out for five days

Products: Focus putting more films that produced more revenue like sports and avoid adding films that did not do as well like thrillers and travel movies.

Our highest revenue ratings are PG-13 and NC-17

Marketing: For marketing for us to start our streaming service we need to start it in our top three countries where there is the most revenue produced. We should further research about looking into Australia.

Sales: We need to focus on higher generating genres and ratings like Comedy and Sports and for rating focus on PG-13 and NC-17 since those are our higher generated genres and ratings.

Customers: We can set up a rewards program for customers so they can keep using our new streaming service. If they recommend a friend or family member our service we can get those customers 20% off everything on the service for two months as a welcome.



Thank You!

Dictionary Data, Queries, and Outputs will be available.

https://public.tableau.com/app/profile/javier.escalante5179/viz/JavierEscalante3_10Finalproject/Mostravenuemovie?publish=yes (Link to Tableau Project)