

★ **ROCKBUSTER STEALTH**
Data Analysis



Background

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.

Objective:

Helping Rockbuster Stealth's Business Intelligence (BI) department with the launch strategy for the new online video service

Key Questions

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

Movie Overview

Rental Duration	
Minimum	3 days
Maximum	7 days
Average	5 days

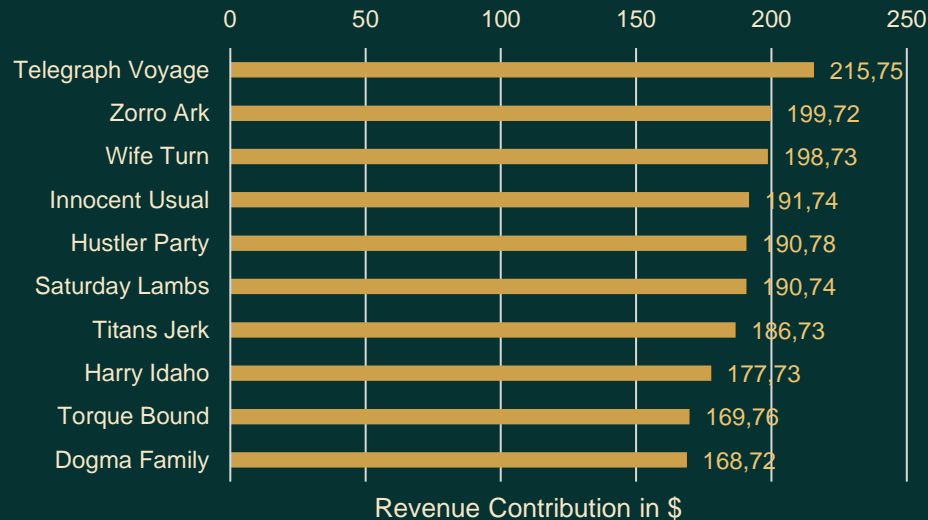
Rental Rate	
Minimum	\$0.99
Maximum	\$4.99
Average	\$2.98

Movie Length	
Minimum	46 minutes
Maximum	185 minutes
Average	115 minutes

Replacement Cost	
Minimum	\$9.99
Maximum	\$29.99
Average	\$19.98

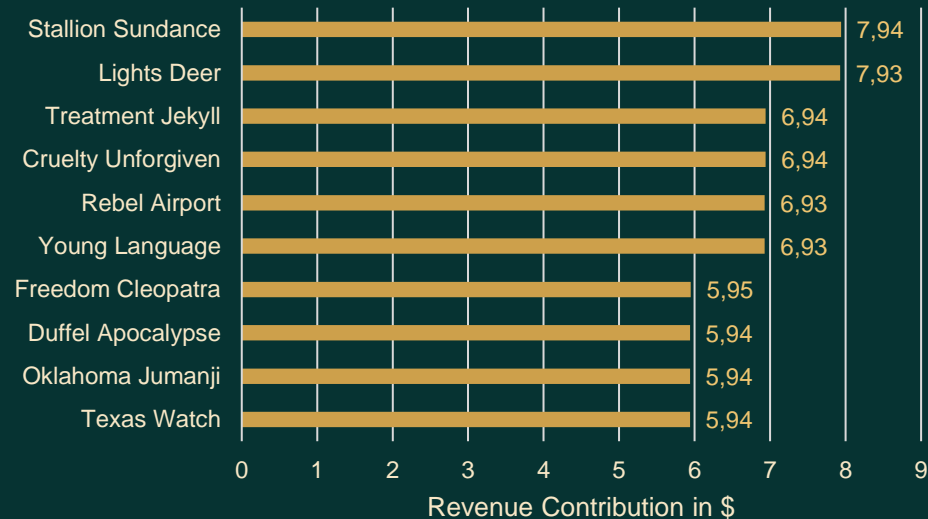
1. Which movies contributed the most to revenue gain?

Telegraph Voyage contributed the most to revenue with \$215,75.

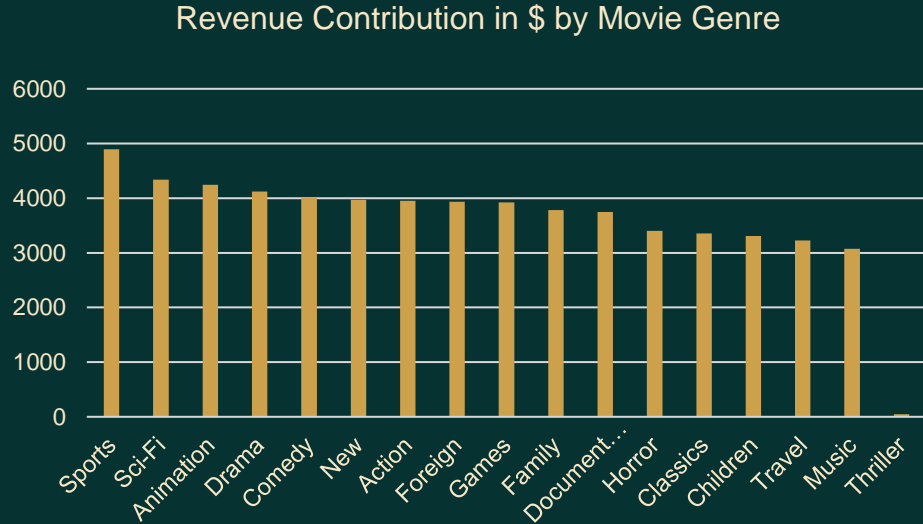


1. Which movies contributed the least to revenue gain?

Texas Watch, Oklahoma Jumanji and Duffel Apocalypse contributed the least to revenue with \$5,94 each.



1. Which movies genres contributed the most to revenue gain?

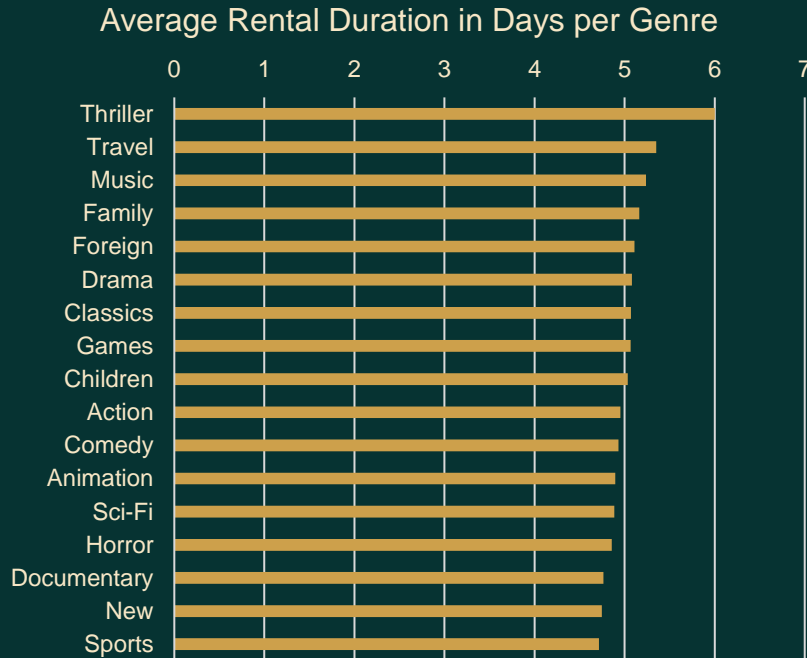


Top 5 Movie Genres:

1. Sports
2. Sci-Fi
3. Animation
4. Drama
5. Comedy



2. What was the average rental duration for all videos?



The average rental duration over all genres is **4,985 days**. Thriller is the genre with the highest rental duration of **6 days**.

3. Which countries are Rockbuster customers based in?

Top 5 Countries with the Highest Number of Customers



India
60



China
53



United States
36



Japan
31

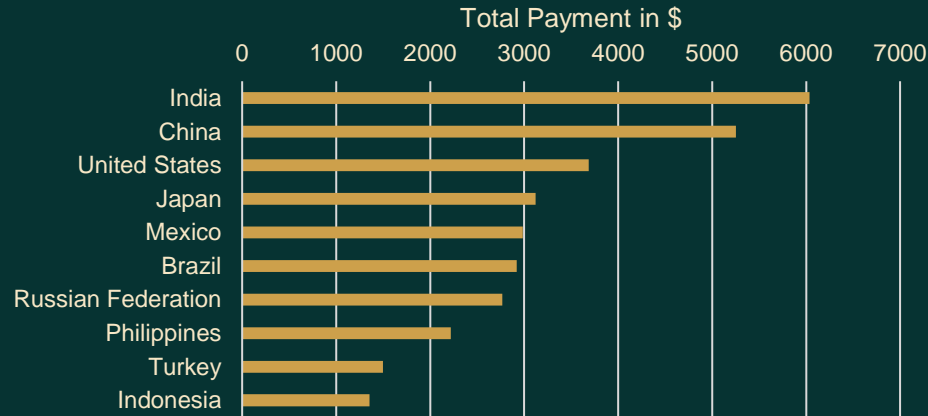


Mexico
30



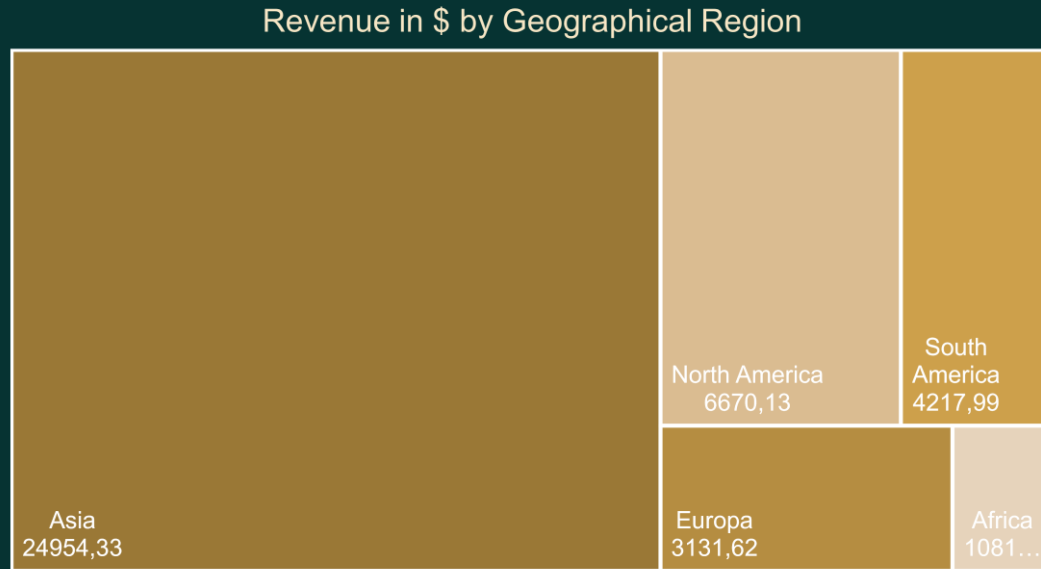
4. Where are customers with a high lifetime value based?

Top 10 Countries with Highest Customer Lifetime Value



Customers with the highest lifetime value are based in India, China, United States, Japan and Mexico (Top 5). These countries also have the highest customer counts.

5. Do sales figures vary between geographic regions?



Asia has by far the most revenue followed by North America and South America.

Summary

- The top 5 most popular genres: Sports, Sci-Fi, Animation, Drama, Comedy
- The top 3 most profitable regions: Asia, North America, South America
- The top 5 countries with highest customer counts and highest customer lifetime value: India, China, United States, Japan, Mexico



Recommendations



- Eliminating low revenue movies
- Similar movies as the movies with highest revenue contribution should be added to the inventory
- Focusing on marketing in Asia, the most profitable region, followed by the other named regions
- Focusing on marketing in high revenue genres, such as Sports, Sci-Fi, Animation, Drama, Comedy
- Rewarding loyal customers by offering them discounts on rentals or special subscription plans

Thank you!



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