

Rockbuster Stealth Data Analysis



Analysis by Gustaf Folger



Problem Statement

Rockbuster is a film rental service that operates around the world that is launching an online rental service in order to expand it's revenue and keep up with technology. Our goal in this analysis is to answer questions using data and to come up with some suggestions to improve income.



Business Questions

What genres earn the most?

What specific movies earn the most/least?

Which countries have the most customers?

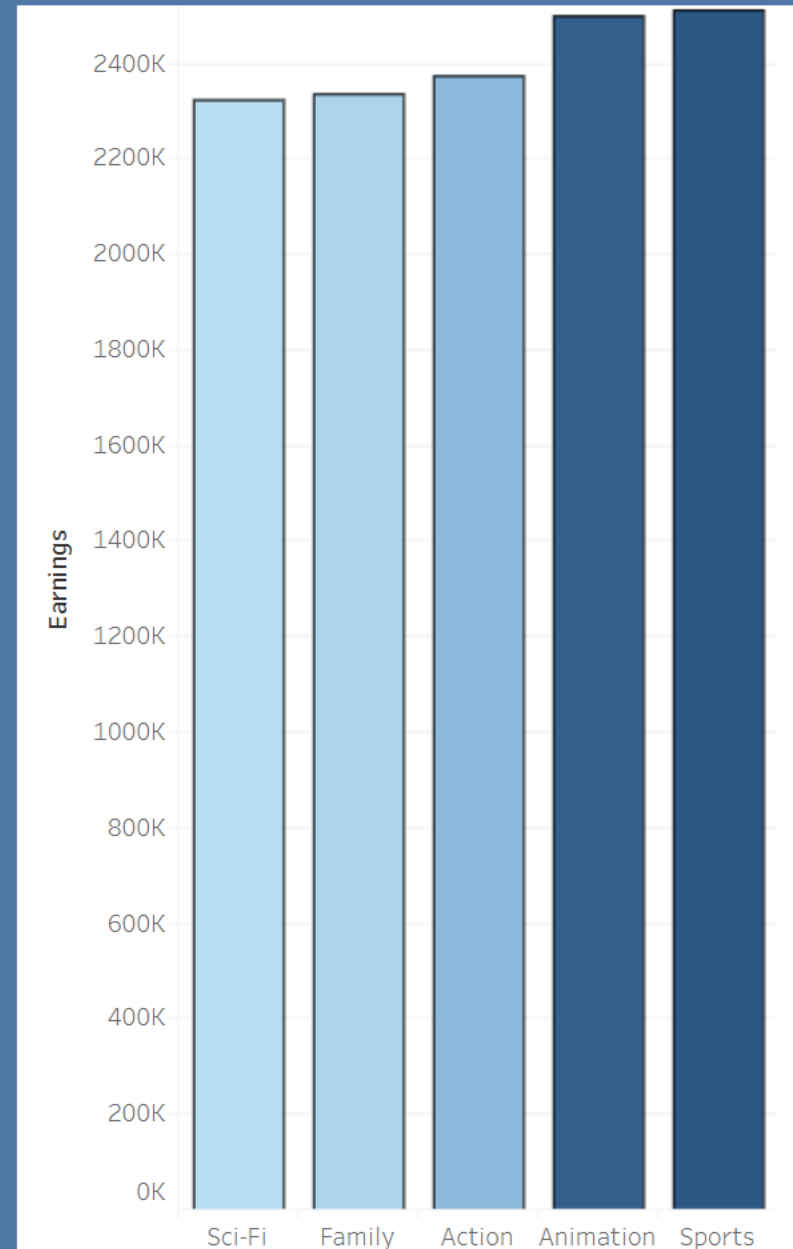


Who are Rockbuster's best customers?

Genres

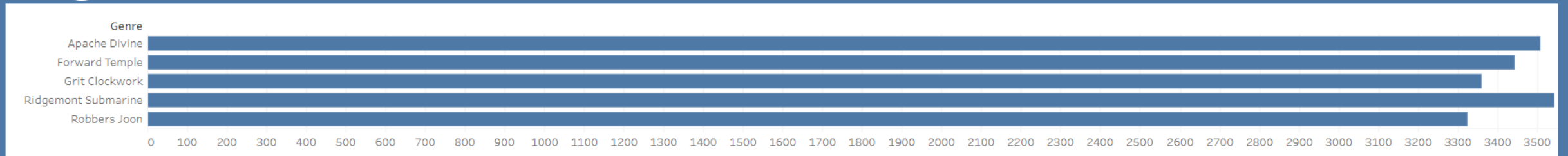
Our top genres are:

- Action*
- Animation*
- Children*
- Classics*
- Comedy*

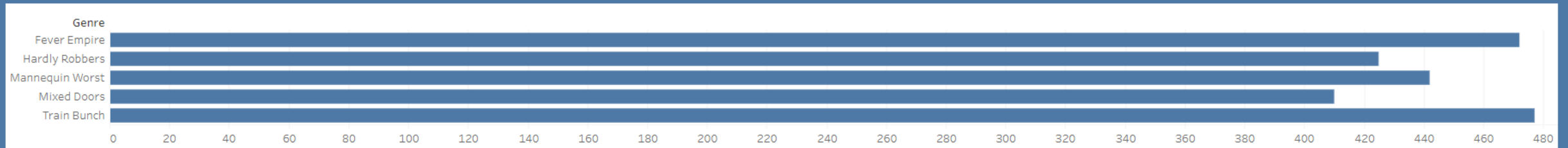


Highest and lowest earning films

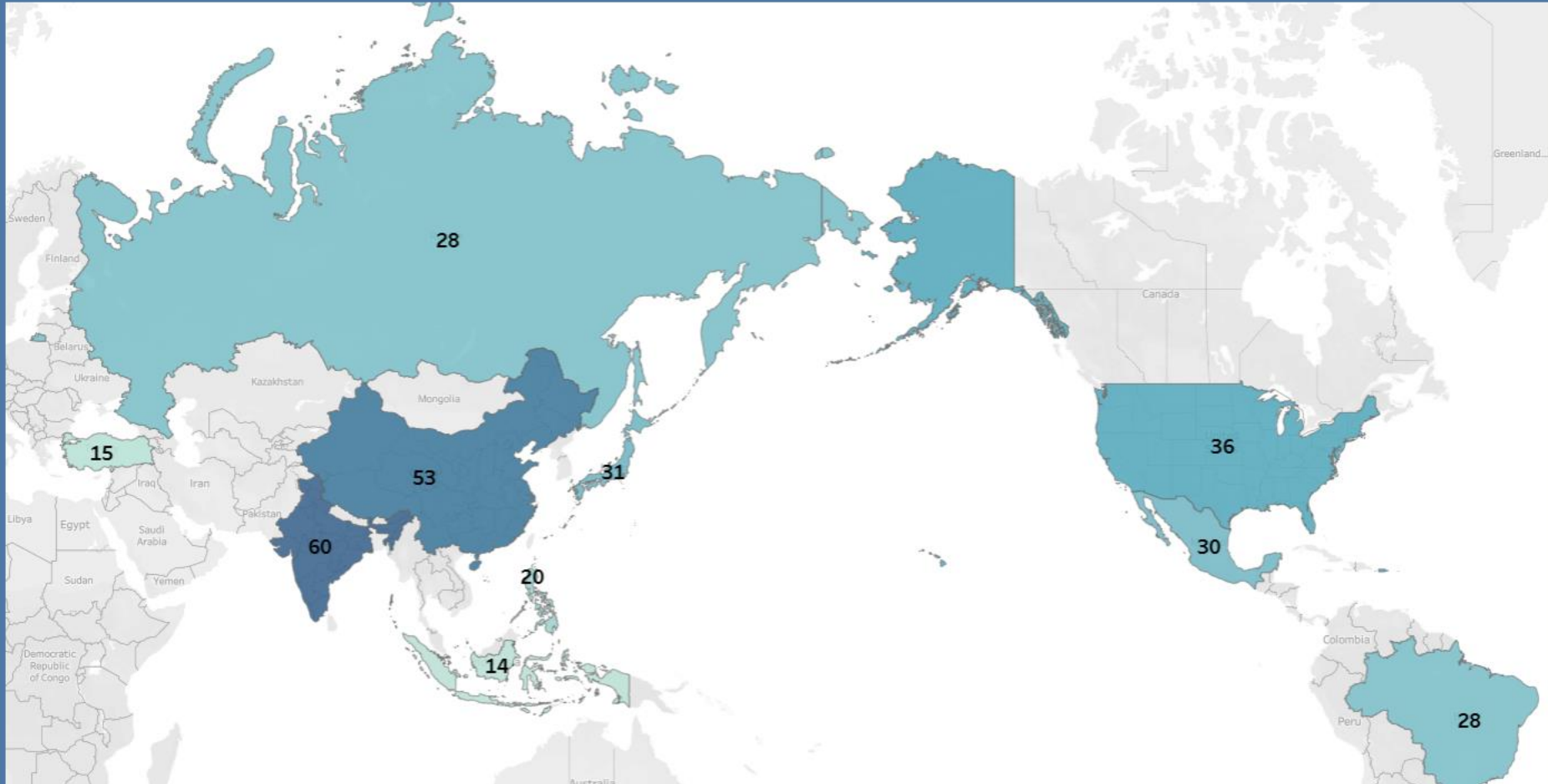
Highest:



Lowest:



What countries have the most customers?



Top countries:

India: 60

China: 53

United States: 36

Japan: 31

Mexico: 30

Rockbusters's top customers

- 1: Sara P. of Atlixo, Mexico*
- 2: Gabriel H. of Sivas, Turkey*
- 3: Sergio S. of Celaya, Mexico*
- 4: Clinton B. of Aurora, USA*
- 5: Adam G. of Adoni, India*



Recommendations

Drop the **lowest earning** films, they are not worth the license fees

Invest more heavily into our top markets of **China** and **India**

Start a **rewards programme** to encourage more spending from our **top customers**, start by rewarding the top 5.

Questions?

Feel free to contact me at:

gusfolger@gmail.com

