

# **Rockbuster Stealth LLC Data Analysis Project**

1

# Table of Contents

- Introduction
- Project Goals/Objectives
- Data Overview
- Key Business Questions
- Movies and their contribution in Revenues Gain
- Rental Duration of the Movies
- Countries in which the Rockbuster customers are based in
- Recommendations

# 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.

# Project Goals/Objectives

The goal of the project is to help the company with the launch strategy for the new online video service.

The objective of the project is to answer some key business questions and make data-driven decisions based on which the company can stay competitive against streaming services such as Netflix, and Amazon Prime.

# Data Overview

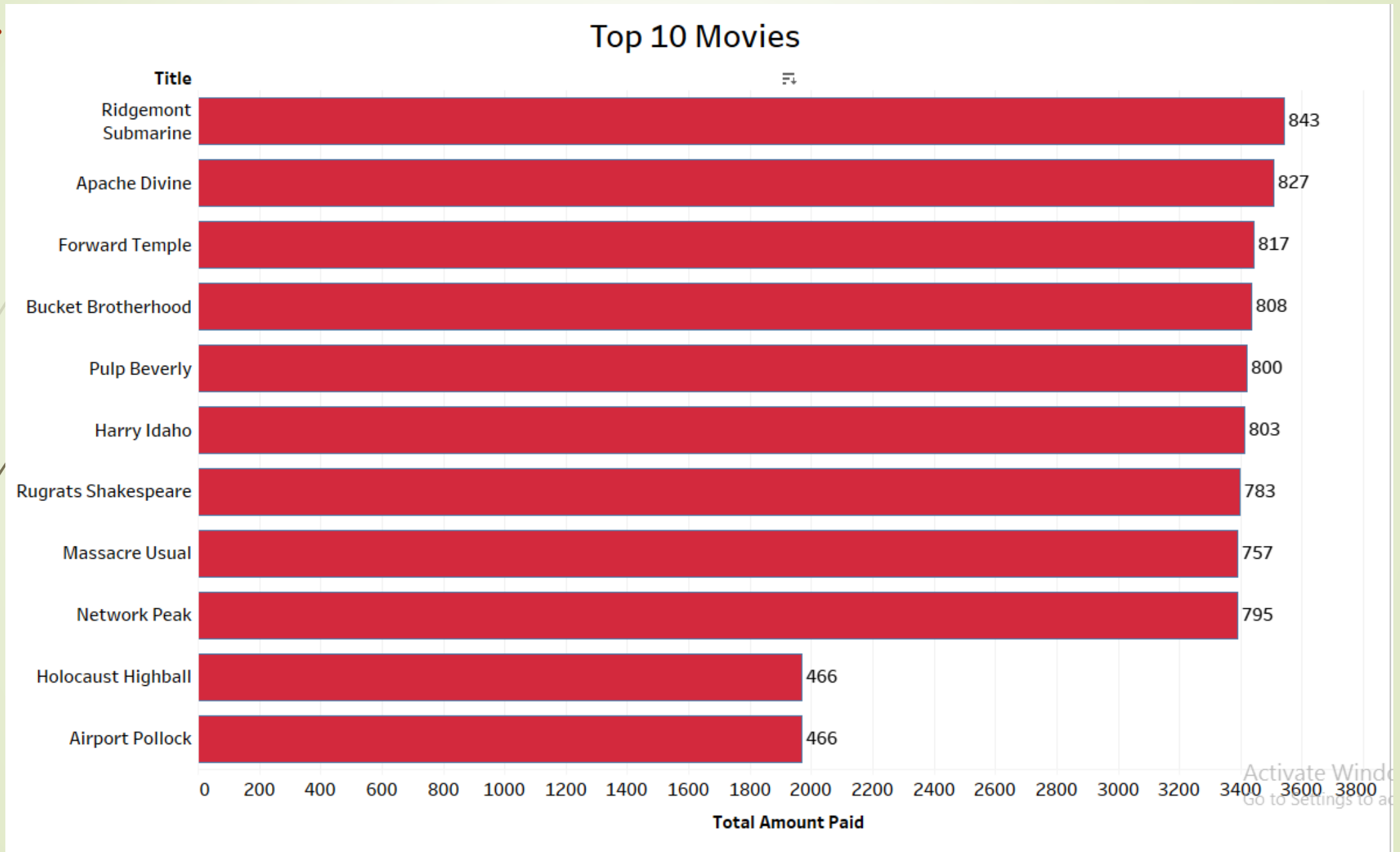
- There are (**1000 films**) in this database the most often occurring (**Mode**) language is English.
- It consists of (**599**) customers in **109** countries all over the world.
- Most often occurring release year is **2006** and the most occurring film rating is **PG-13**
- Average rental duration of the film id (**5 days**) and the average film length is (**115 min**).
- Average rental rate is (**2.9 \$**) and average replacement cost is (**19.98 \$**)

# Key Business Questions

- **BQ1.** Which movies contributed the most/least to revenue gain?
- **BQ2.** What was the average rental duration for all videos?
- **BQ3.** Which countries are Rockbuster customers based in?
- **BQ4.** Where are customers with a high lifetime value based?
- **BQ5.** Do sales figure vary between geographic regions?

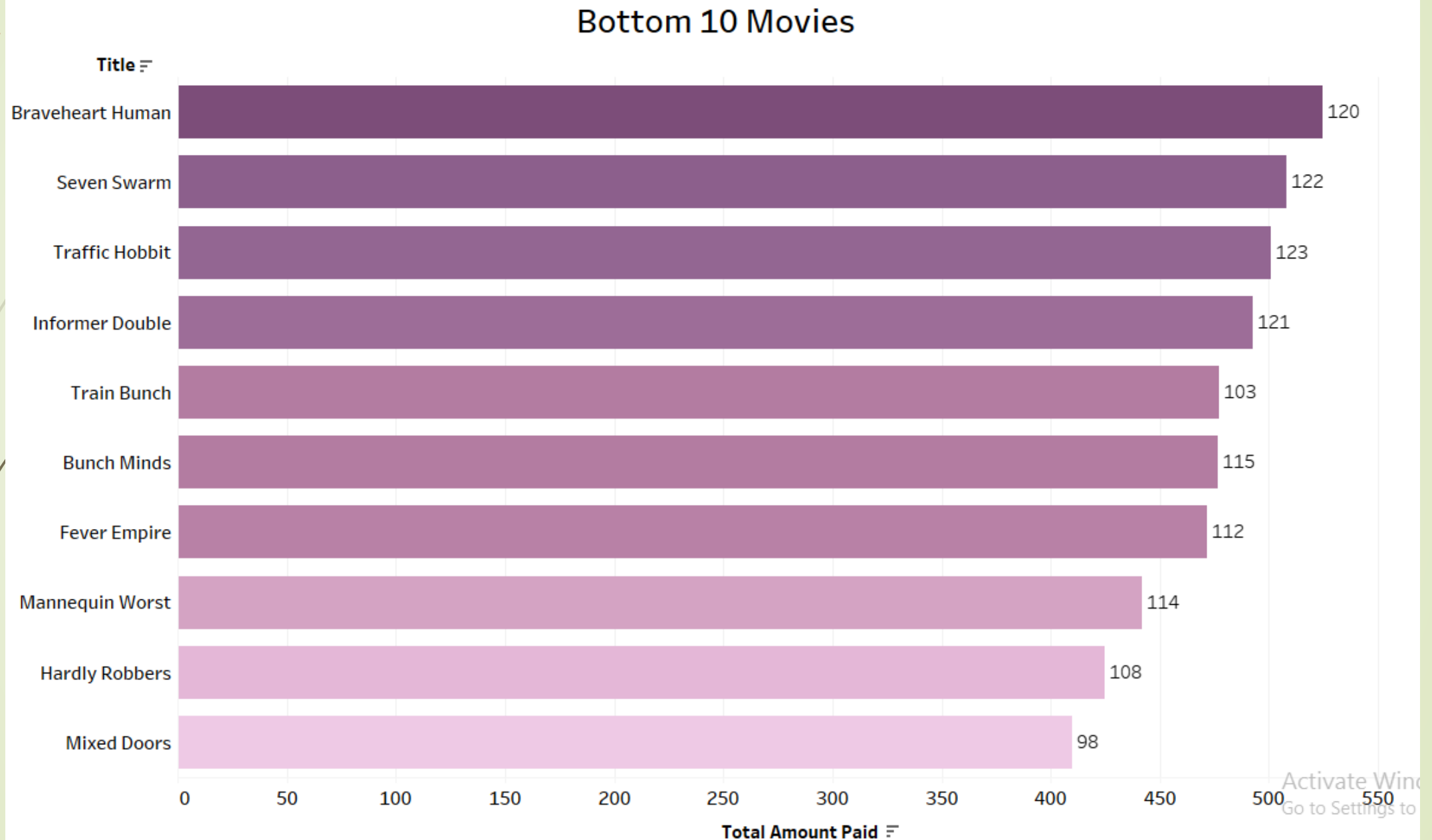
# Which movies contributed the most/least to revenue gain?

7



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

8





# Total Amount Paid per Movie Category

9

**Top (5) Movie Categories are:**

**Sports  
Animation  
Action  
Family  
Sci-Fi**

**Bottom (5) Movie Categories are:**

**Thriller  
Music  
Travel  
Horror  
Children**



# Rental Duration of all the Movies

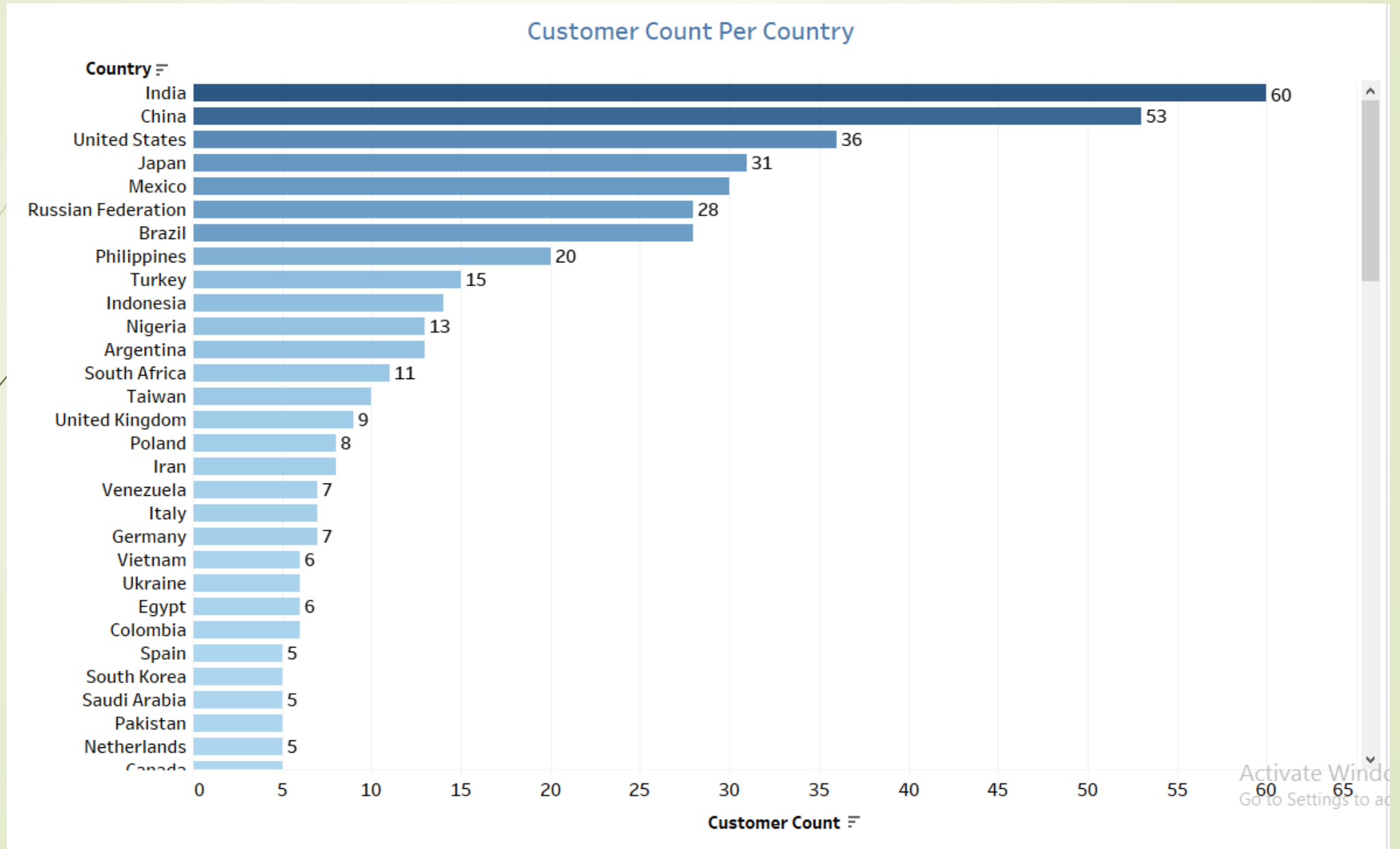
- The average rental duration for all videos is (5 Days)
- While minimum rental duration for all videos is (3 days) and Maximum rental duration is (7 days).

## **Which Countries the Rockbuster Customers are Based in?**

**There are (599) Customers based in (109) countries all over the world.**

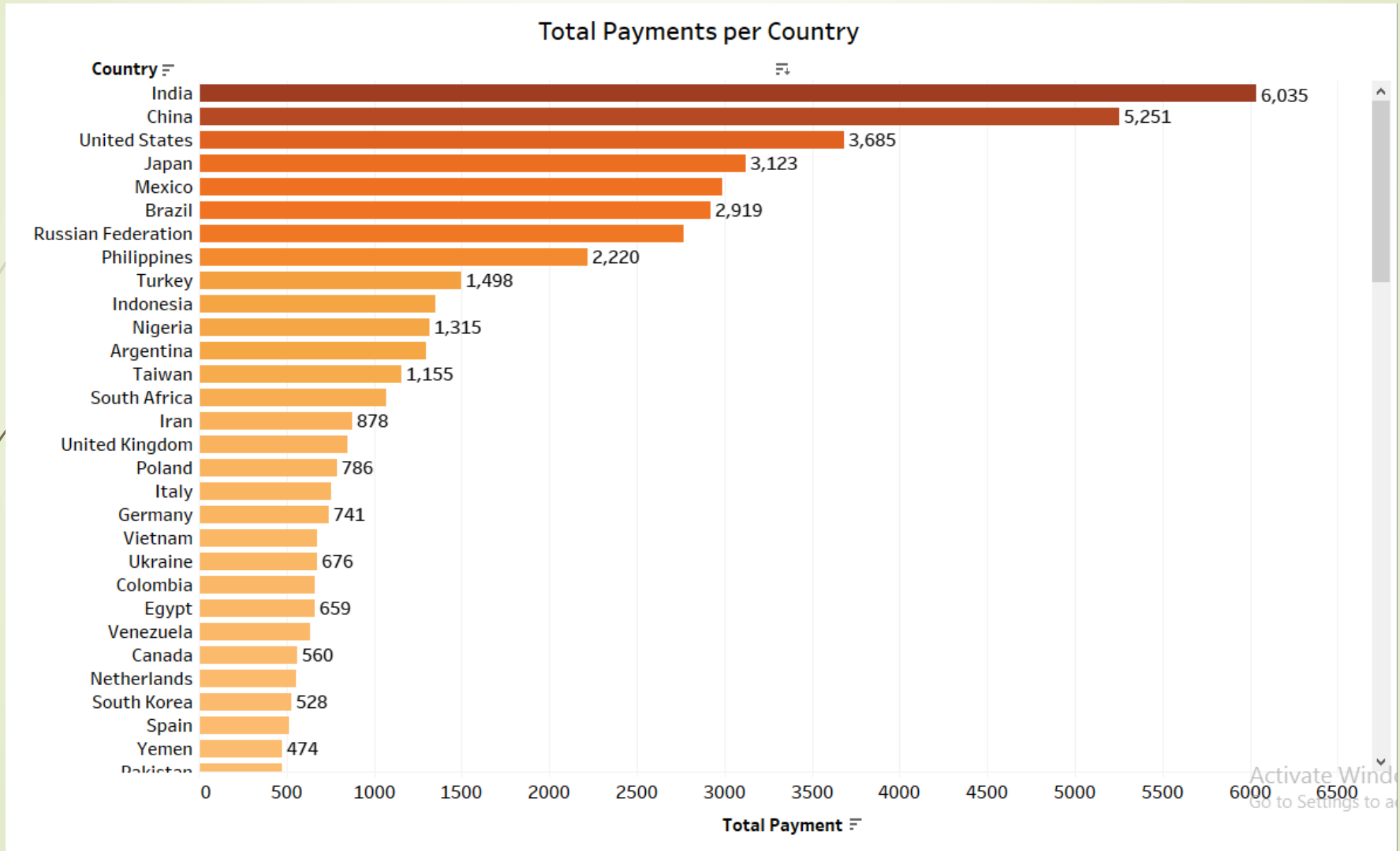
# Which Countries the Rockbuster Customers are Based in?

12



# Which Countries the Rockbuster Customers are Based in?

13



# Which Countries the Rockbuster Customers are Based in?

14

Customer Count and Total Payment

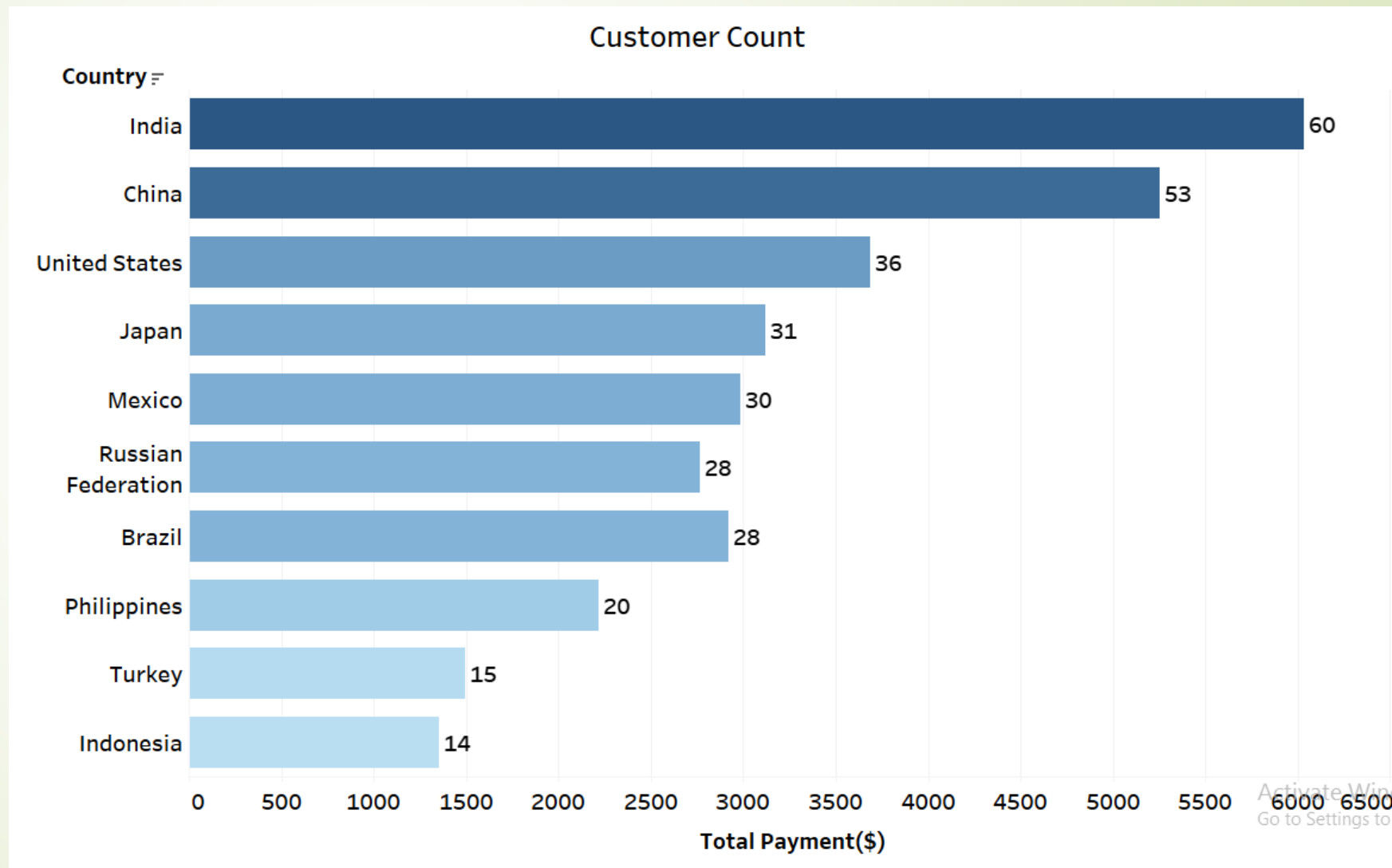


# Top 10 Countries

15

Out of (**599**) customers (**315**) customers are based in these top 10 countries which makes (**53%**) of the total customers all over the world.

Out of the total amount of the Global revenues of (**61312.04 \$**) , as much as (**31834.14 \$**) Revenues which makes (**52 %**) of the Global revenues , were gained in these countries.





# Top 5 Customers

## In the Top 10 Countries

Customer ID	Country	City	Total Amount Paid
225	India	Ambattur	111.76
424	China	Shanwei	109.71
240	Japan	Iwaki	106.77
486	Mexico	Acua	100.77
537	United States	Aurora	98.76

## Globally

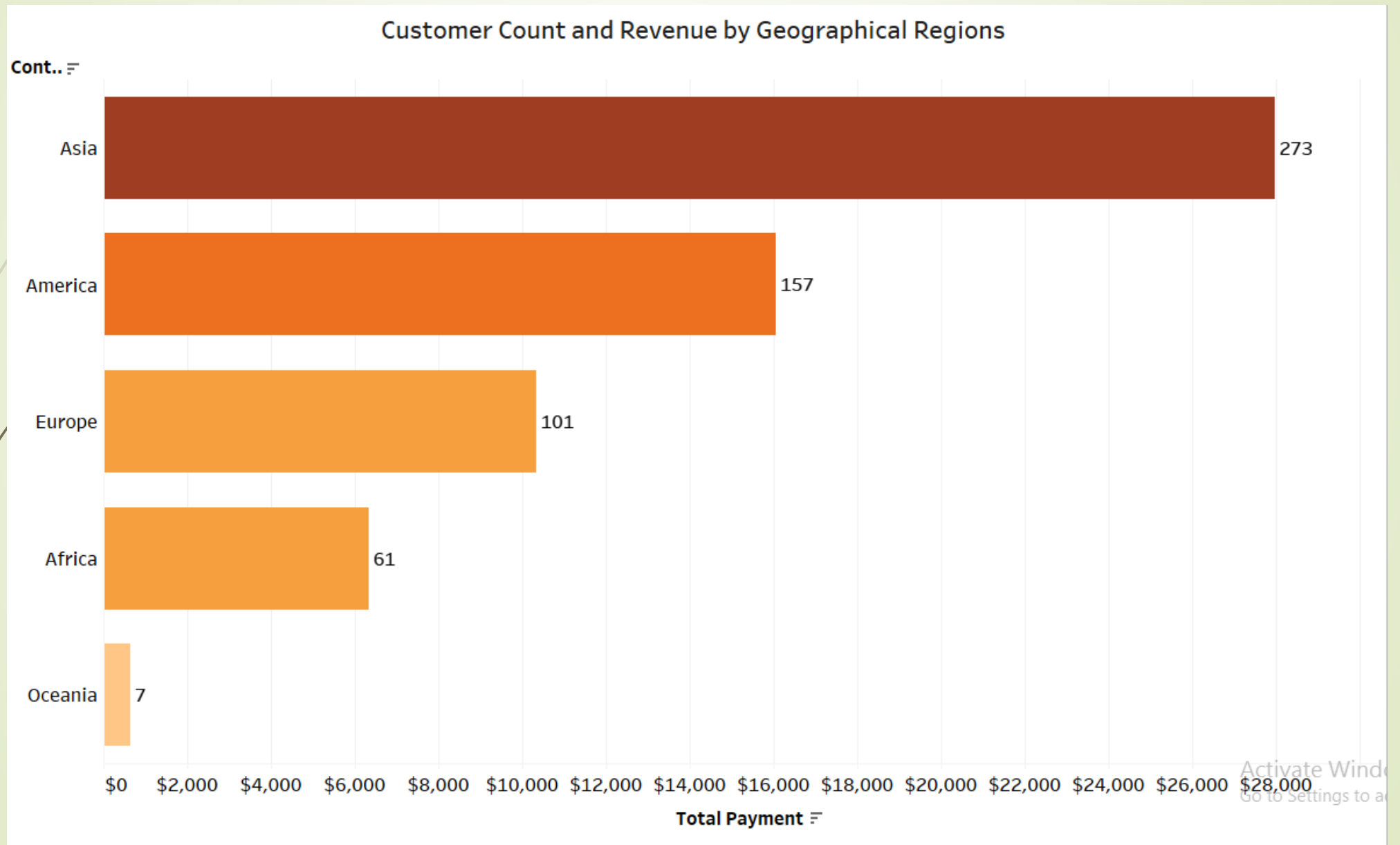
Customer ID	Country	City	Total Amount Paid
148	Runion	Saint-Denis	211.55
526	United States	Cape Coral	208.58
178	Brazil	Santa Brbara dOeste	194.61
137	Netherlands	Apeldoorn	191.62
144	Belarus	Molodetno	189.6

**It is worth mentioning that NOT all Top customers are based in the Top 10 countries.**



# Do sales figure vary between geographic regions?

17

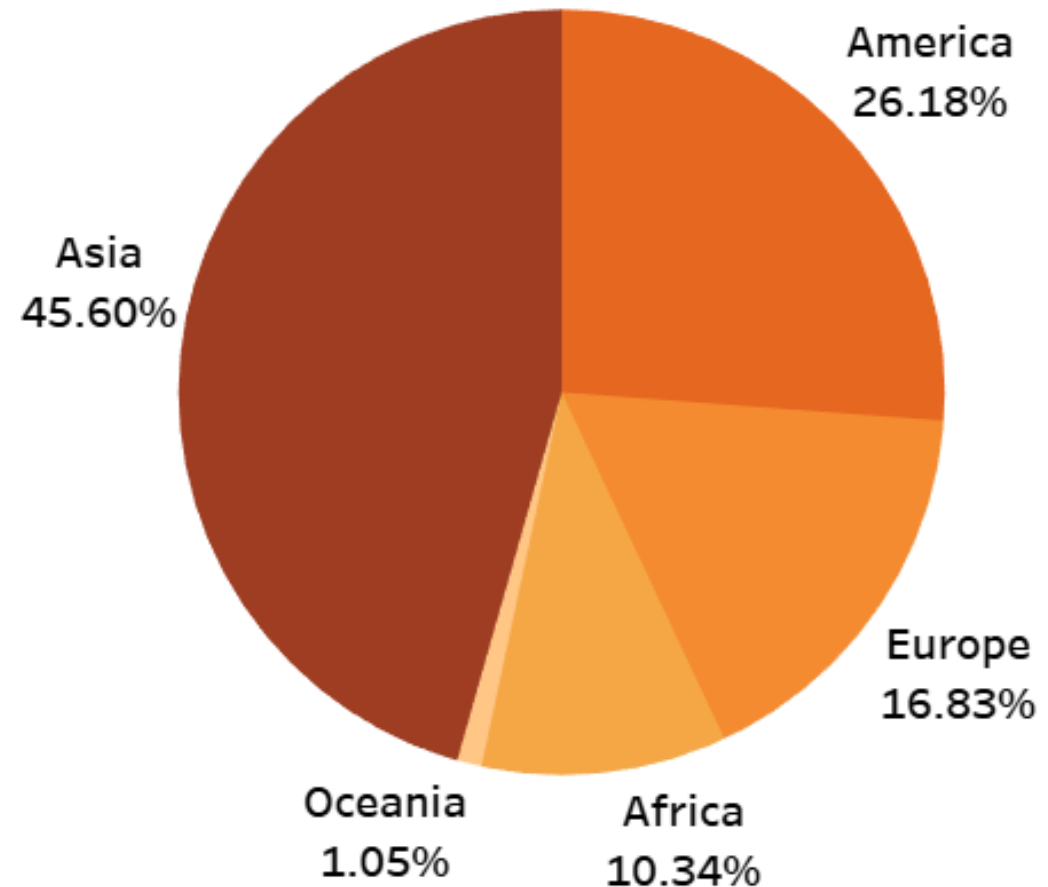


Among all geographic regions, Asia ranks first in terms of customer count (**273**) and Revenues (**45.60%** of the global revenues).

**America** stands in the second position by having (**157**) customers and making (**26.18 %**) of Global revenues

**Oceania** is in the last position by having only (**7**) customers and generating (**1.05 %**) of the global revenues

## Revenue by Geographical Regions



# Recommendations

- It is highly recommended for the Rockbuster to invest more in the top 5 Movies category (in terms of customer count and revenues gain) such as Sports, Animation, Action, Family, Sci-Fi
- Invest more in marketing in the **Top 10 countries** (such as India, China, United States, Japan, Mexico, Russian Federation, Brazil, Philippines, Turkey, Indonesia) that generated more than half (52%) of the global revenues for the company.
- The company should reward its **top 5 customers** so as they are motivated more as well as new customers will be attracted in the future.

# Thanks!

**If you have any question feel free to contact me through :**

[hameedkaryab@gmail.com](mailto:hameedkaryab@gmail.com)

**The link to my dynamic visualizations in Tableau is as :**

[https://public.tableau.com/app/profile/hameedullah.karyab/viz/RockbusterStealthDataAnalysisProject\\_16936617198400/Dashboard3?publish=yes](https://public.tableau.com/app/profile/hameedullah.karyab/viz/RockbusterStealthDataAnalysisProject_16936617198400/Dashboard3?publish=yes)