

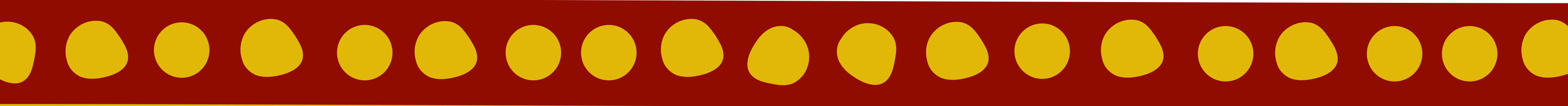
ROCKBUSTER STEALTH: DATA ANALYSIS

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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 plans to use its existing movie licenses to launch an online video rental service to stay competitive.





Overview

TOTAL REVENUE:\$61,312

STORES:2

CUSTOMERS:584

NUMBER OF FILMS:4581

COUNTRIES:109



What should we do?

**THE ROCKBUSTER STEALTH MANAGEMENT BOARD HAS
ASKED A SERIES OF BUSINESS QUESTIONS AND
THEY EXPECT DATA-DRIVEN ANSWERS THAT THEY CAN
USE FOR THEIR 2020 COMPANY STRATEGY.**

WHAT WAS THE AVERAGE RENTAL DURATION FOR ALL VIDEOS?

1

DURATION

MIN: 3days

MAX: 7 days

AVERAGE : 5 days

2

RATE

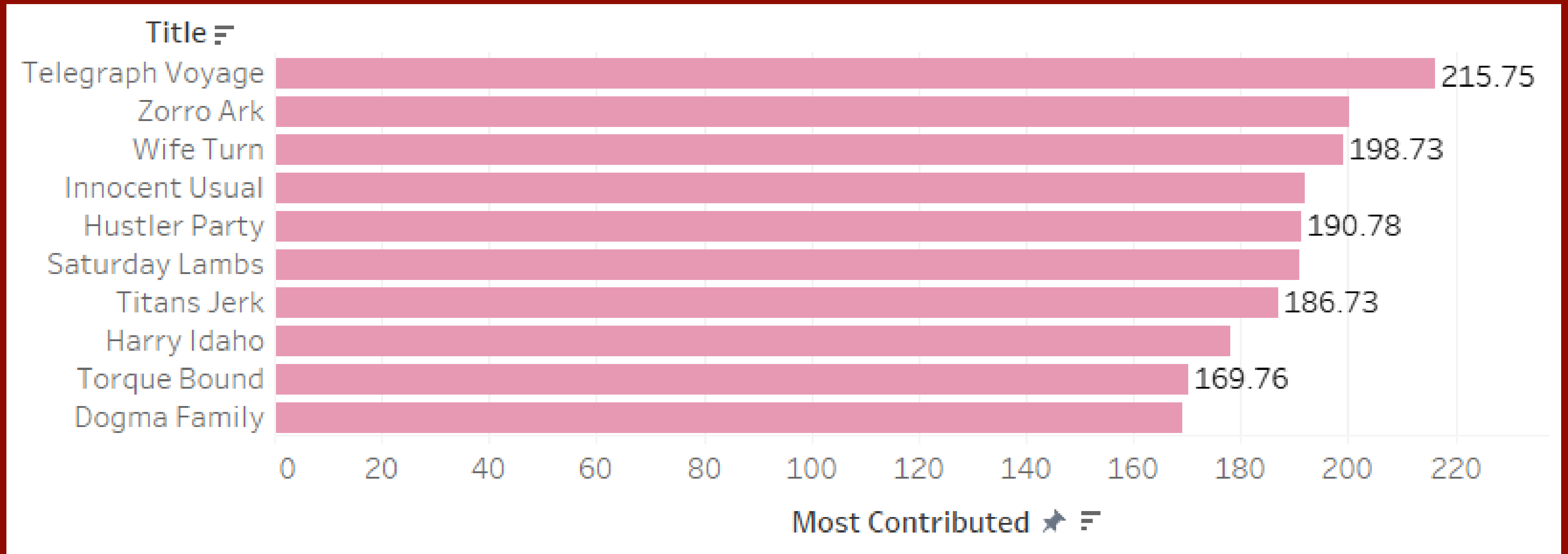
MIN:\$0.99

MAX:\$4.99

AVERAGE:\$2.98

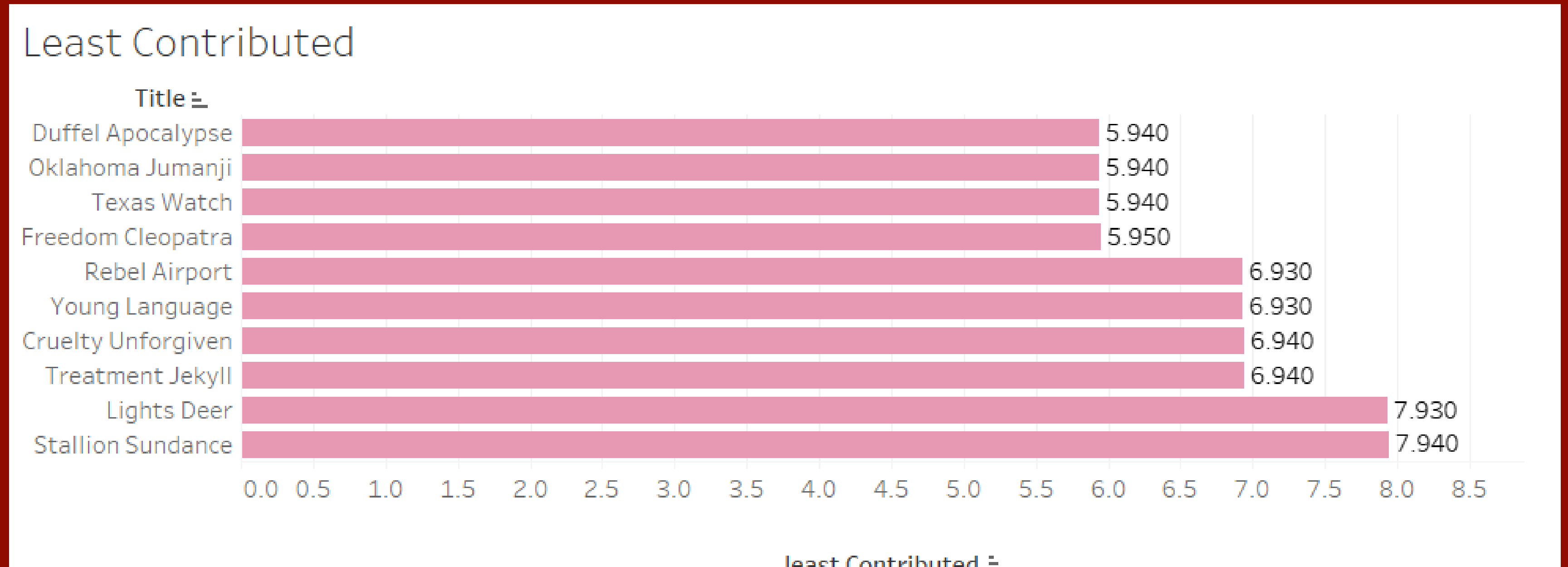
We could find that average of duration is 5 days, average is about \$2.98. Organize some marketing activities to encourage customers who borrow videos for less than 5 days to extend their borrowing period to 5 hours, which is in line with the average borrowing time for most people.

Which movies contributed the most to revenue gain?



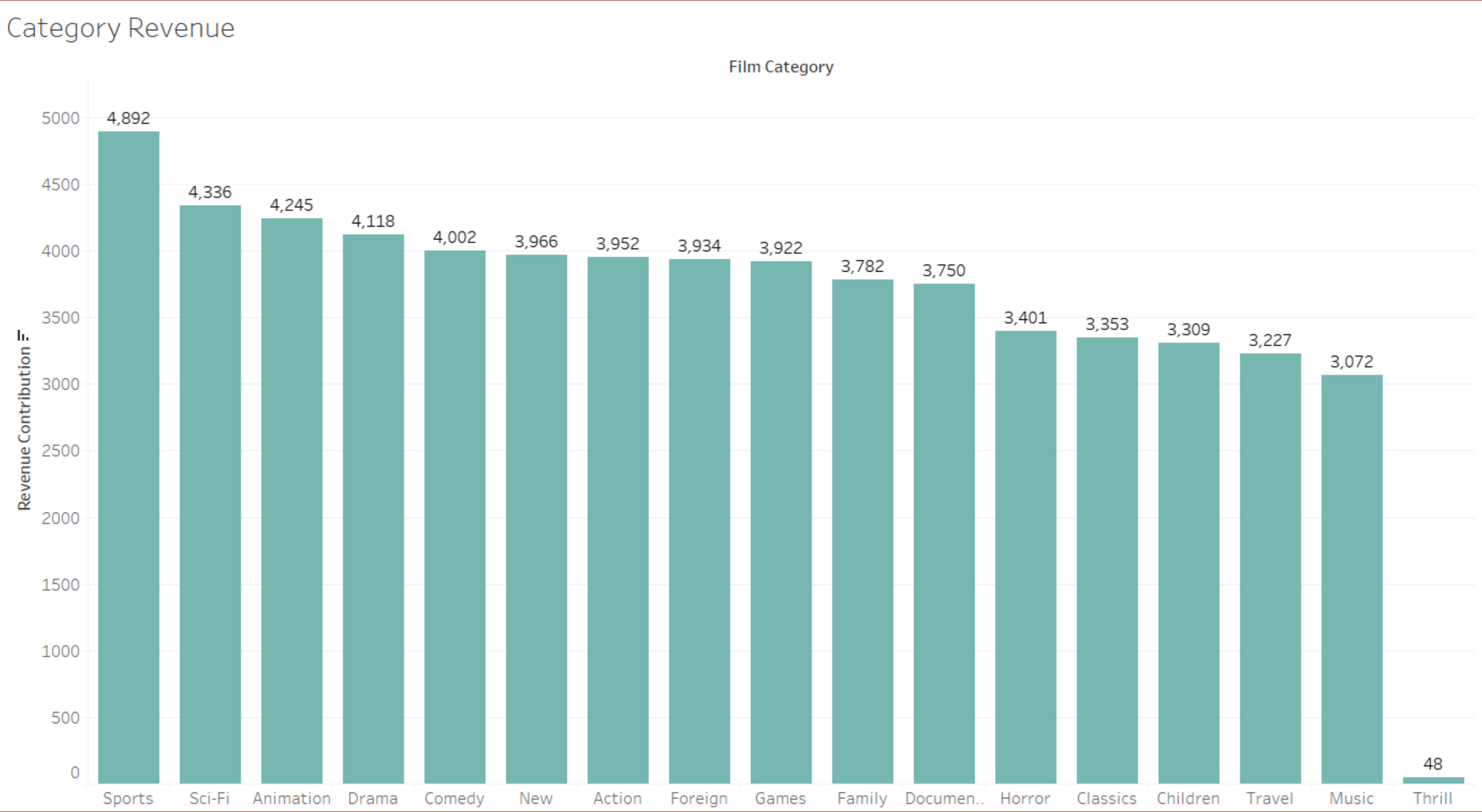
Top 10 movies contributed the most to revenue gain.

Which movies contributed the least to revenue gain?



Top 10 movies contributed the least to revenue gain.

Revenue by Genre



The top 5 genres that contribute the most to revenue gains are Sport, Sci-Fi, Animation, Drama, and Comedy.

What countries are Rockbuster customers based in?



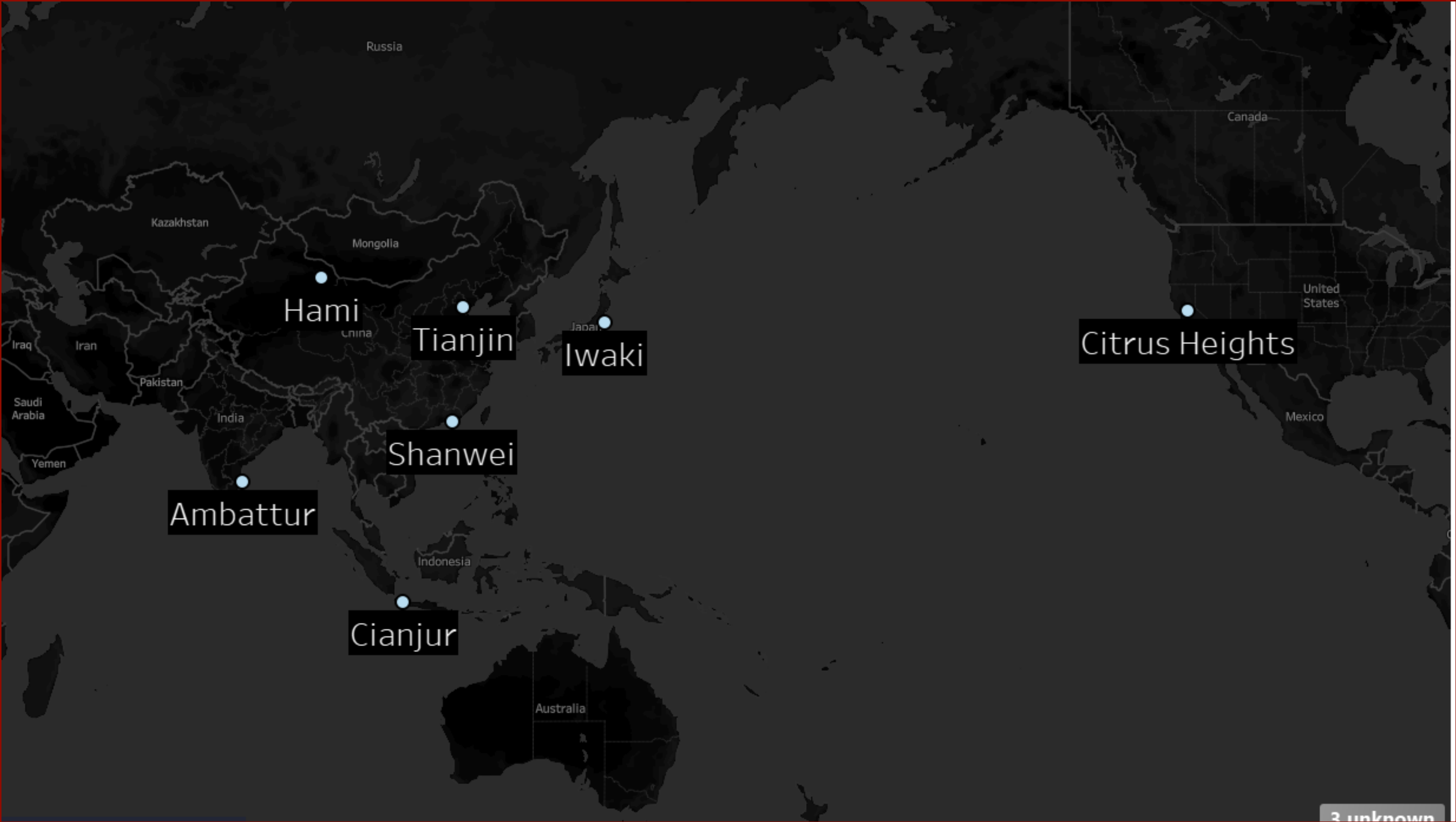
TOP 5

1. India
2. China
3. United States
4. Japan
5. Mexico



**Where are customers with a
high lifetime value based?**

Top 10 cities within the top 10 countries



Aurora
Acua
Citrus Heights
Iwaki
Ambattur
Shanwei
So Leopoldo
Tianjin
Hami
Cianjur

Top 5 customers in the top 10 cities who have paid the highest total amounts to Rockbuster.

customer first name	customer last name	country	city	total_amount_paid
Arlene	Harvey	India	Ambattur	111.76
Kyle	Spurlock	China	Shanwei	109.71
Marlene	Welch	Japan	Iwaki	106.77
Glen	Talbert	Mexico	Acua	100.77
Clinton	Buford	United States	Aurora	98.76

RECOMMENDATIONS

TOP 10 MOVIES CONTRIBUTED THE MOST TO REVENUE GAIN.

We can increase the advertising budget for these ten movies to improve their occupancy rates.

THE TOP 5 GENRES THAT CONTRIBUTE THE MOST TO REVENUE GAINS.

We can stock up more on Sport, Sci-Fi, Animation, Drama, and Comedy of movies to increase their rental rates

TOP 5 COUNTRIES WHERE OUR CUSTOMERS ARE BASED.

We should not only increase the advertising budget but also identify which types of movies are popular.

TOP 5 CUSTOMERS IN THE TOP 10 CITIES

We could offer them a discount for this VIP or association marketing collaboration. Let them to help us to promote.

CONNECT WITH US



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Tableau

link:https://public.tableau.com/app/profile/hannah6404/viz/RockbusterStealthDataAnalysis_16807513513930/Story2