

Rockbuster Stealth

Data Analysis Project

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2024

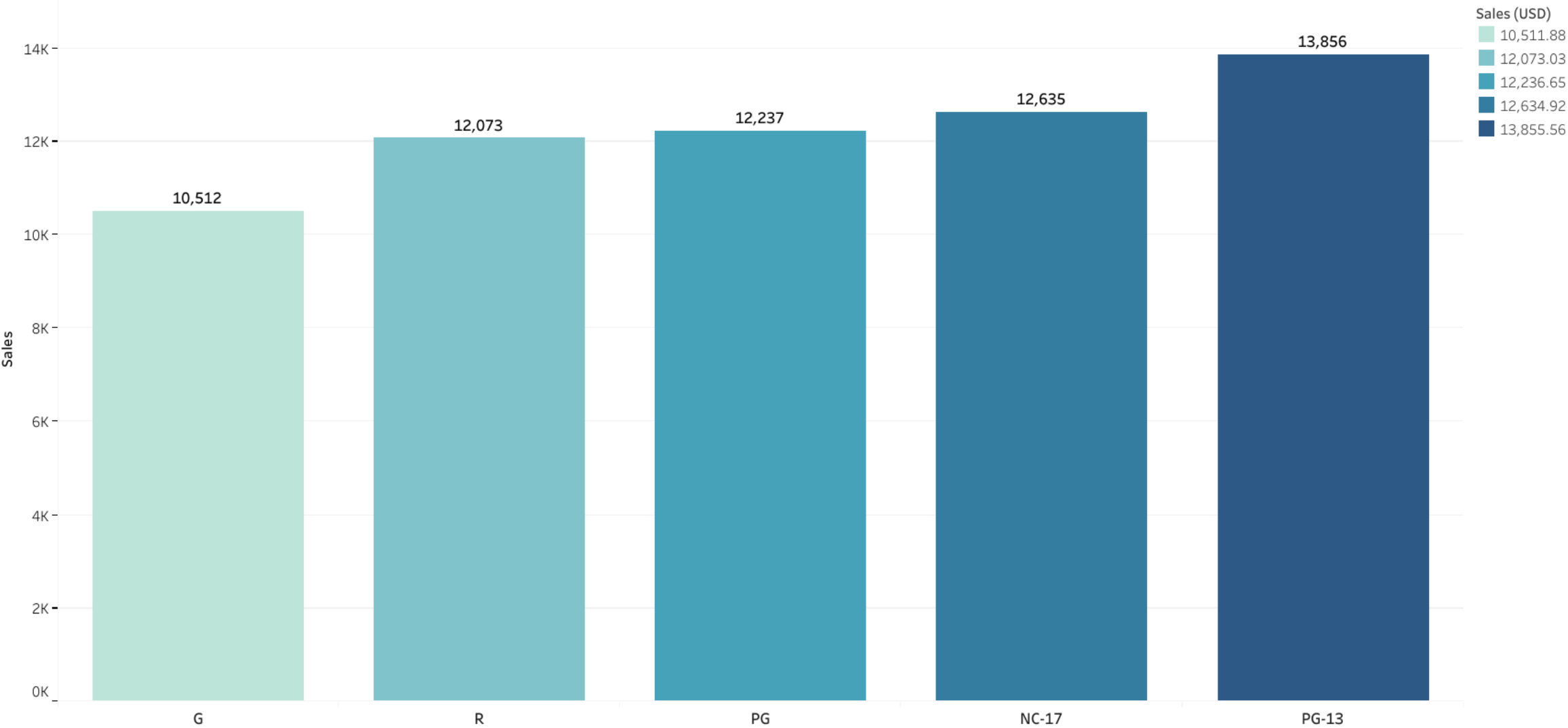
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Key Questions and Objectives

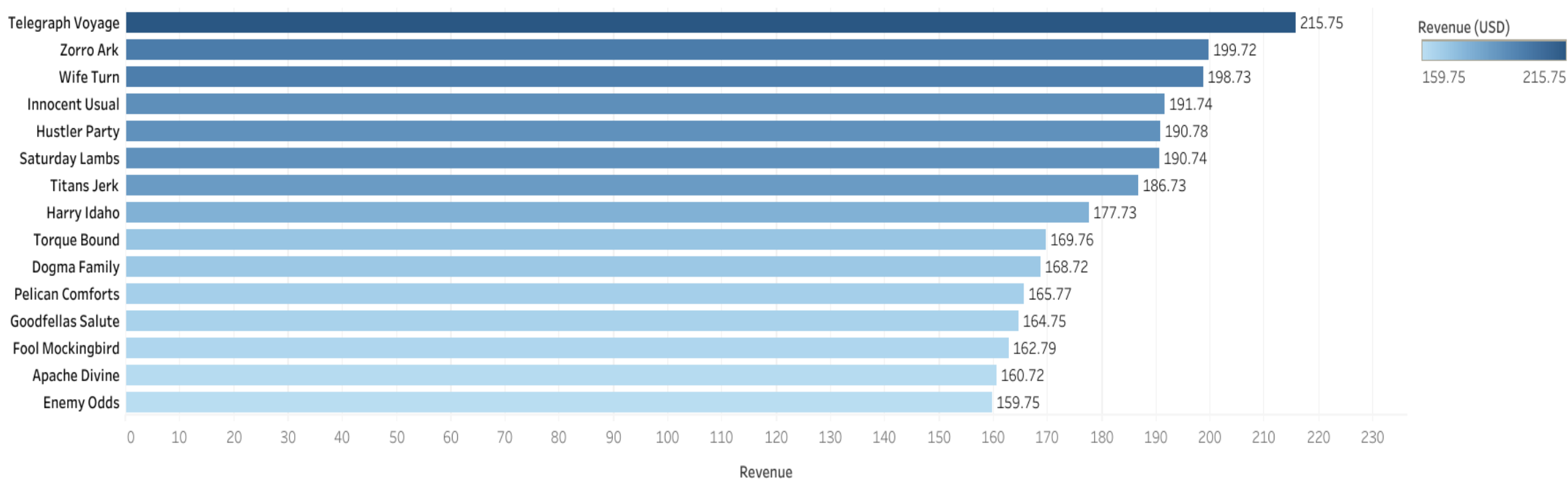
- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?



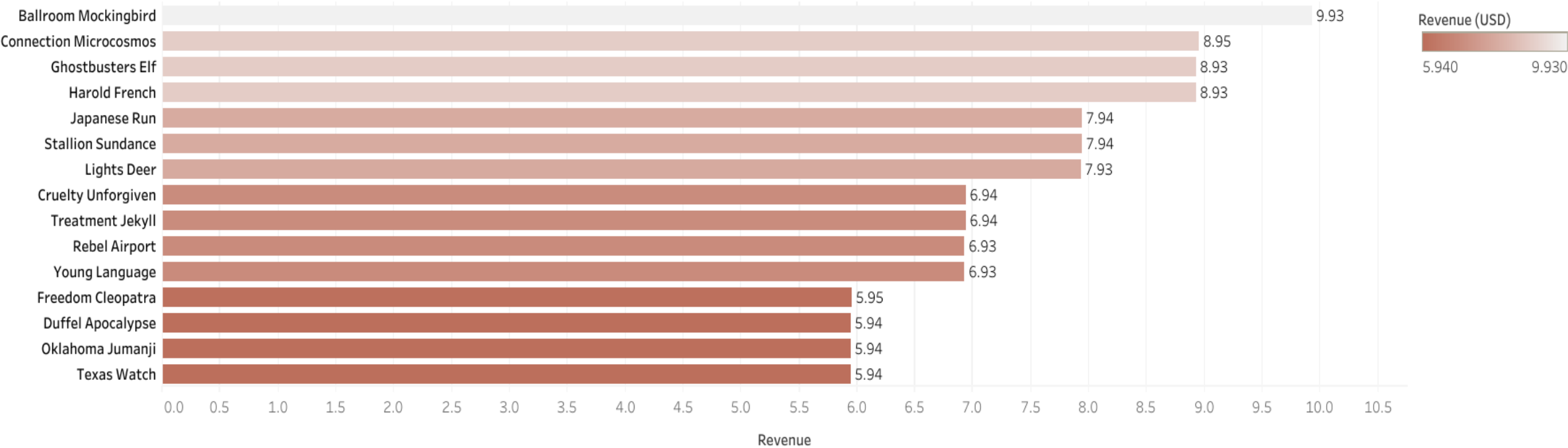
Movies that made the biggest/least contribution to Rockbuster's revenue growth by rating




Movies that made the biggest contribution to Rockbuster's revenue growth by title



Movies that made the least contribution to Rockbuster’s revenue growth by title





What was the
**average rental
duration** for
all videos?

Minimum	Maximum	Average
3	7	4,98

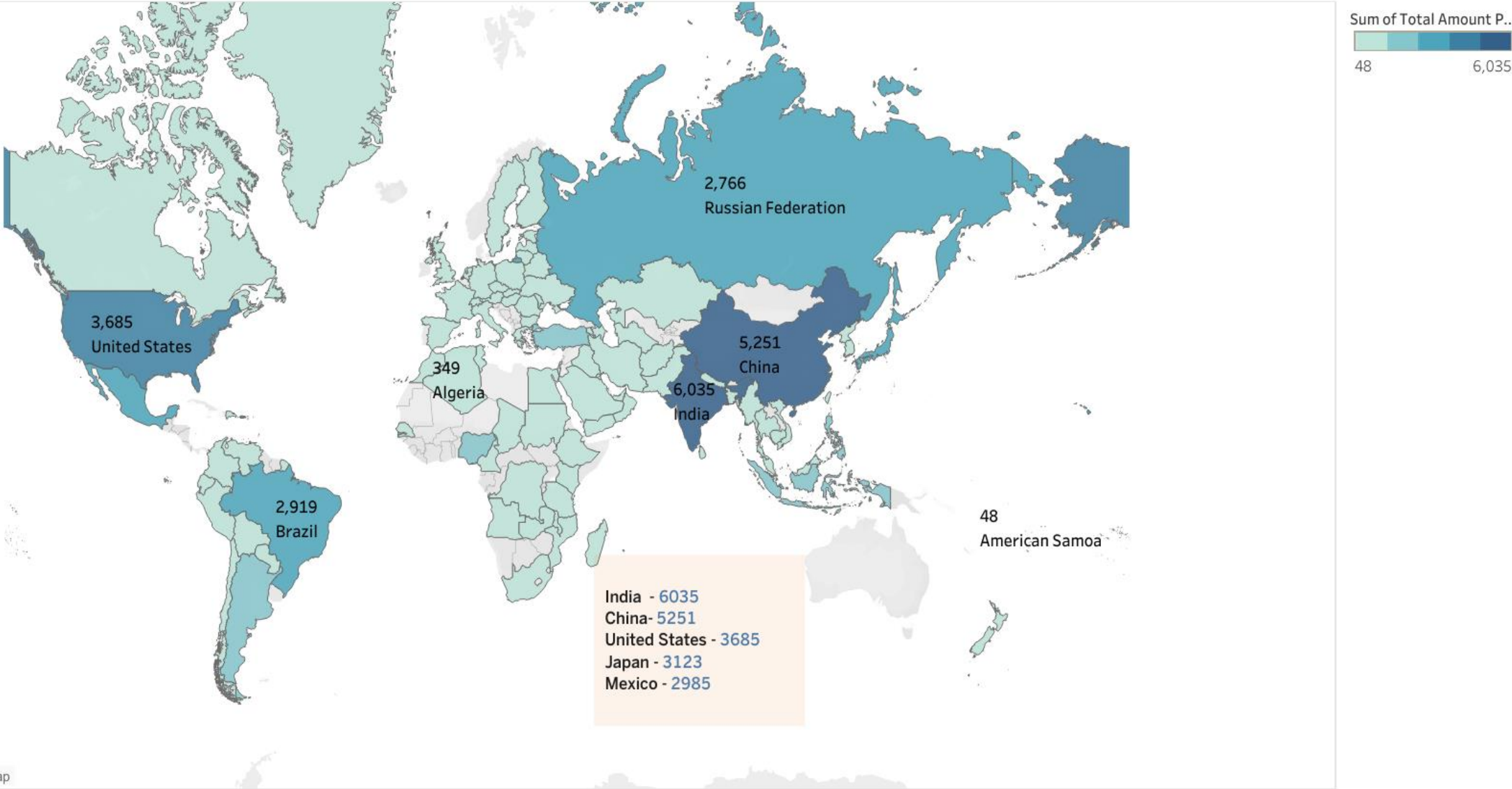
Countries in which Rockbuster's customers are located



Where are customers with a high lifetime value based?

Customer id	First name	Last name	City	Country	Total amount paid
148	Eleanor	Hunt	Saint-Denis	Reunion	211.55
526	Karl	Seal	Cape Coral	United States	208.58
178	Marion	Snyder	Santa Brbara dOeste	Brazil	194.61
137	Rhonda	Kennedy	Apeldoorn	Netherlands	191.62
144	Clara	Shaw	Molodetno	Belarus	189.60
459	Tommy	Collazo	Qomsheh	Iran	183.63
181	Ana	Bradley	Memphis	United States	167.67
410	Curtis	Irby	Richmond Hill	Canada	167.62
236	Marcia	Dean	Tanza	Philippines	166.61
403	Mike	Way	Valparai	India	162.67

How Rockbuster’s sales figures differ in different geographic regions



Conclusions



- The top 5 countries with the largest number of customers are the countries with the largest volume of sales.

In **India, China, United States, Japan** and **Mexico** the volume of sales increases accordingly to the number of customers.

Recommendations

- To increase the volume of sales in countries with a low level of sales, it is necessary to attract more customers from these countries.
- Focus on the movies that are the most popular and bring in the most revenue.

