

DATA ANALYSIS ROCKBUSTER STEALTH



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Objectives and business questions

02 DATA SUMMARY

Descriptive statistics about the data

03 FILM REVENUE

Which films contribute the highest/lowest revenue?

04 CUSTOMER BASE

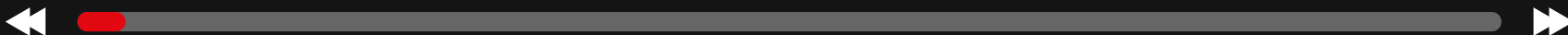
Where are the customers?

05 GEOGRAPHIC REVENUE

Which regions generate the most revenue?

06 TO CONCLUDE

Answers to business questions



1. Project
Overview

2. Data
Summary

3. Film
Revenue

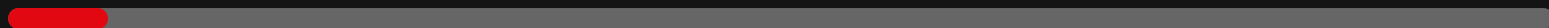
4. Customer
Base

5. Geographic
Revenue

6. To
Conclude

01

PROJECT OVERVIEW



1. Project
Overview

2. Data
Summary

3. Film
Revenue

4. Customer
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Revenue

6. To
Conclude

| BUSINESS QUESTIONS

Questions to answer:

- 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?



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I DATA NOTES/LIMITATIONS

- Since Rockbuster is a growing company and its customer base is as yet relatively small, some rental/customer/etc. figures are also small, which distorts some modal values
- Amendments to presumed spelling errors in data output: "Runion" to "Reunion" (country), "So Leopoldo" to "São Leopoldo" (city), "Acua" to "Acuña" (city) and "Teboksary" to "Cheboksary" (city)
- Country "Yugoslavia" has been renamed to "State Union of Serbia and Montenegro" in the data output, since it was reconstituted in 2003



1. Project
Overview

2. Data
Summary

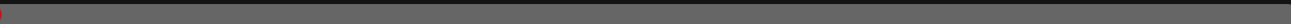
3. Film
Revenue

4. Customer
Base

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Revenue

6. To
Conclude

02 DATA SUMMARY



1. Project
Overview

2. Data
Summary

3. Film
Revenue

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Base

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Revenue

6. To
Conclude

I FILMS MOST COMMON VALUES

**RELEASE
YEAR**

2006

LANGUAGE

English

RATING

PG-13

**RENTAL
DURATION**

6 days

**RENTAL
RATE**

\$0.99

LENGTH

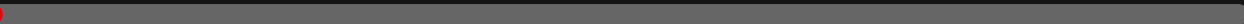
85 mins

**REPLACEMENT
COST**

\$20.99

**SPECIAL
FEATURES**

Trailers,
Commentaries,
Behind the Scenes



1. Project
Overview

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Summary

3. Film
Revenue

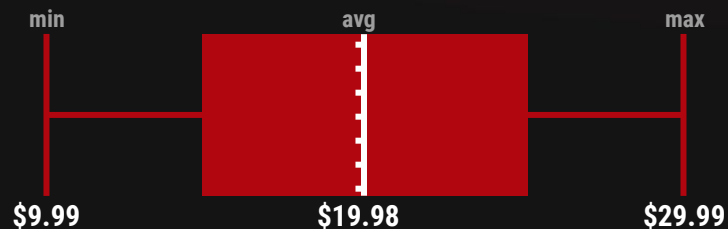
4. Customer
Base

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Revenue

6. To
Conclude

| FILMS SUMMARY STATISTICS

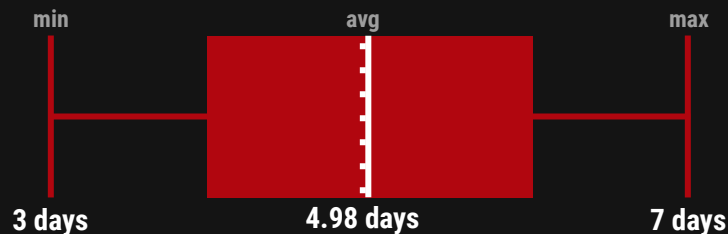
RENTAL REPLACEMENT



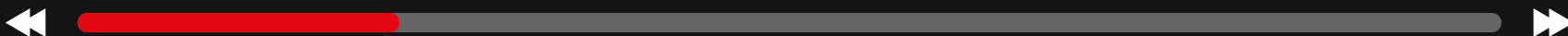
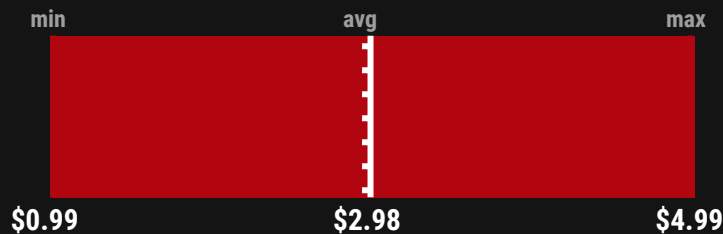
LENGTH



RENTAL DURATION



RENTAL RATE



1. Project
Overview

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Revenue

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Base

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Revenue

6. To
Conclude

| CUSTOMERS MOST COMMON VALUES

**ACTIVE
STATUS**

**1 (Yes)
97%**

**STORE
ID**

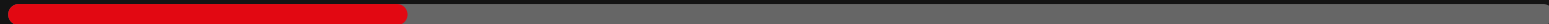
1

**CREATION
DATE**

2006-02-14

**LAST
UPDATE**

**2013-05-26
14:49:46**



1. Project
Overview

2. Data
Summary

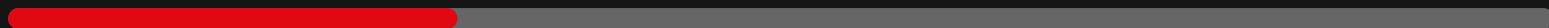
3. Film
Revenue

4. Customer
Base

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Revenue

6. To
Conclude

03 **FILM** **REVENUE**



1. Project
Overview

2. Data
Summary

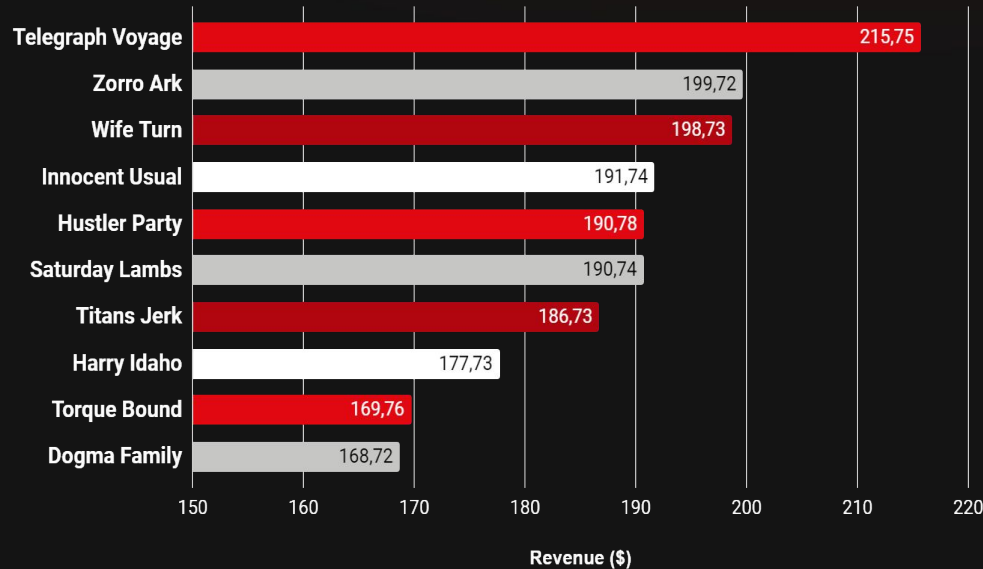
3. Film
Revenue

4. Customer
Base

5. Geographic
Revenue

6. To
Conclude

TOP 10 FILMS BY REVENUE



1

**TELEGRAPH
VOYAGE**

2

**ZORRO
ARK**

3

**WIFE
TURN**



Which movies contributed the most/least to revenue gain?

1. Project
Overview

2. Data
Summary

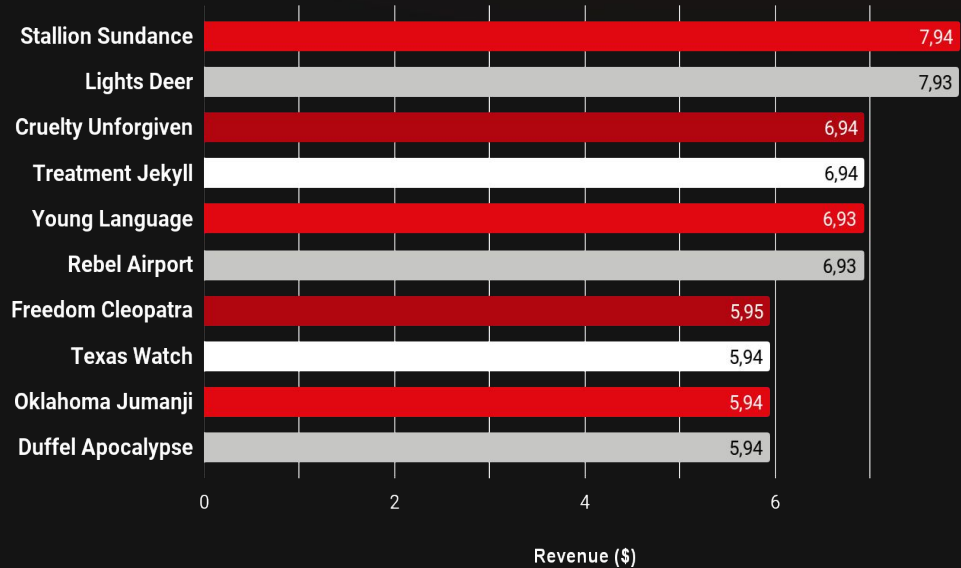
3. Film
Revenue

4. Customer
Base

5. Geographic
Revenue

6. To
Conclude

| BOTTOM 10 FILMS BY REVENUE



998

**TEXAS
WATCH**

999

**OKLAHOMA
JUMANJI**

1000

**DUFFEL
APOCALYPSE**



Which movies contributed the most/least to revenue gain?

1. Project
Overview

2. Data
Summary

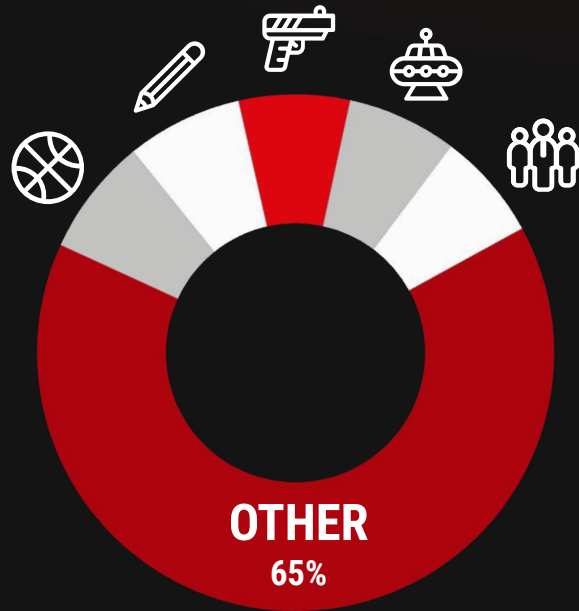
3. Film
Revenue


4. Customer
Base


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Revenue


6. To
Conclude

| GENRE POPULARITY BY RENTALS



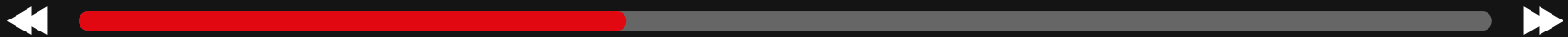

SPORTS
7.3%


ANIMATION
7.3%


ACTION
6.9%


SCI-FI
6.9%


FAMILY
6.8%



What are the most popular genres?

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Overview

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6. To
Conclude

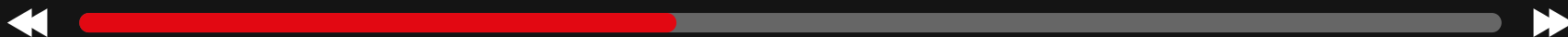
| AVERAGE RENTAL DURATION

4.94 days

Average Rental
Duration Of All Titles

4.99 days

Average Rental
Duration Of All Rentals



What was the average rental duration for all videos?

1. Project
Overview

2. Data
Summary

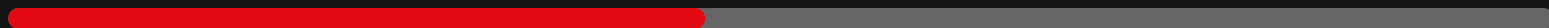
3. Film
Revenue

4. Customer
Base

5. Geographic
Revenue

6. To
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04 CUSTOMER BASE



1. Project
Overview

2. Data
Summary

3. Film
Revenue

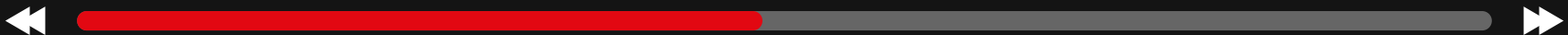
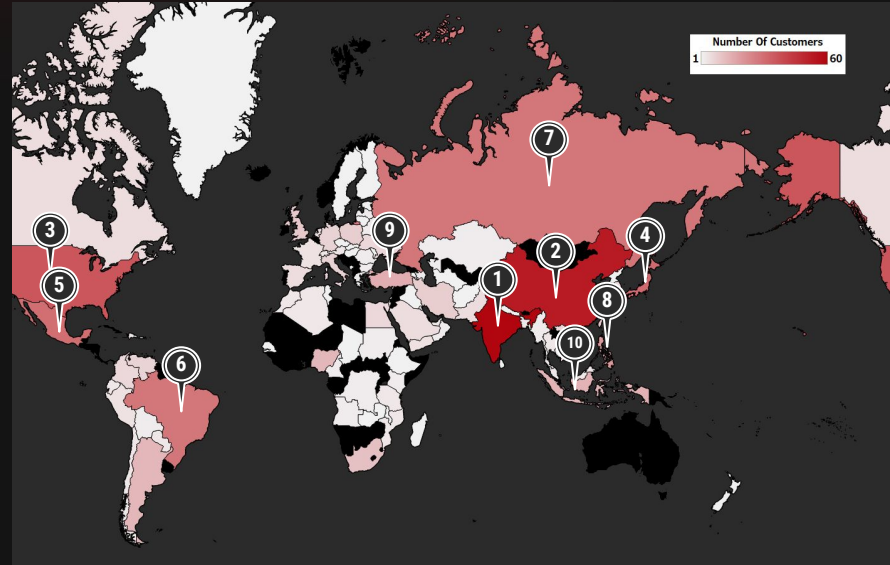
4. Customer
Base

5. Geographic
Revenue

6. To
Conclude

| CUSTOMER BASE: BY COUNTRY

01	INDIA 60	06	BRAZIL 28
02	CHINA 53	07	RUSSIA 28
03	U.S. 53	08	PHILIPPINES 20
04	JAPAN 31	09	TURKEY 15
05	MEXICO 30	10	INDONESIA 14



Which countries are Rockbuster customers based in?

1. Project
Overview

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Summary

3. Film
Revenue

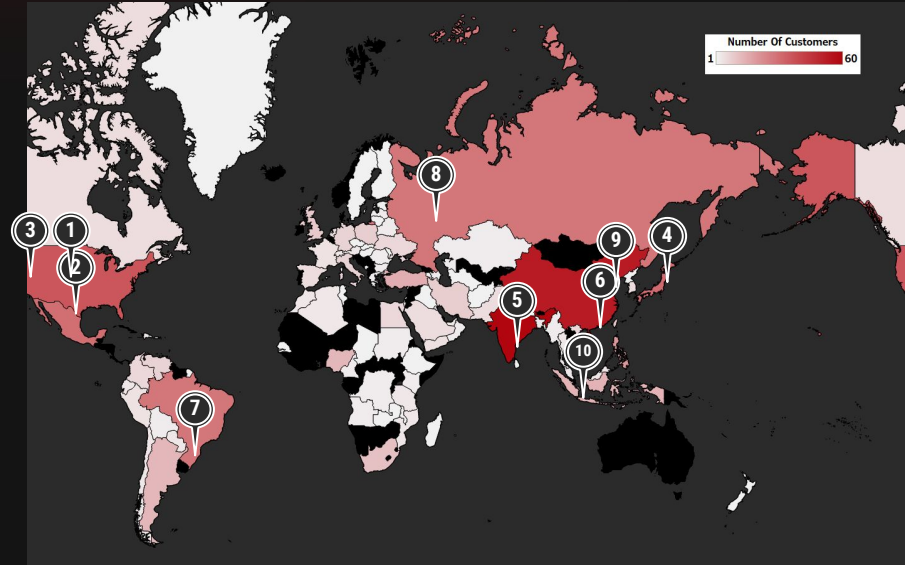
4. Customer
Base

5. Geographic
Revenue

6. To
Conclude

| CUSTOMER BASE: TOP 10 CITIES WITHIN TOP 10 COUNTRIES

- | | | | |
|----|----------------------|----|------------------------|
| 01 | AURORA
US | 06 | SHANWEI
CHINA |
| 02 | ACUÑA
MEXICO | 07 | SÃO LEOPOLDO
BRAZIL |
| 03 | CITRUS HEIGHTS
US | 08 | CHEBOKSARY
RUSSIA |
| 04 | IWAKI
JAPAN | 09 | TIANJIN
CHINA |
| 05 | AMBATTUR
INDIA | 10 | CIANJUR
INDONESIA |



Which countries are Rockbuster customers based in?

1. Project
Overview

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6. To
Conclude

I CUSTOMER BASE: TOP 5 CUSTOMERS

01

ARLENE HARVEY AMBATTUR, INDIA

02

KYLE SPURLOCK SHANWEI, CHINA

03

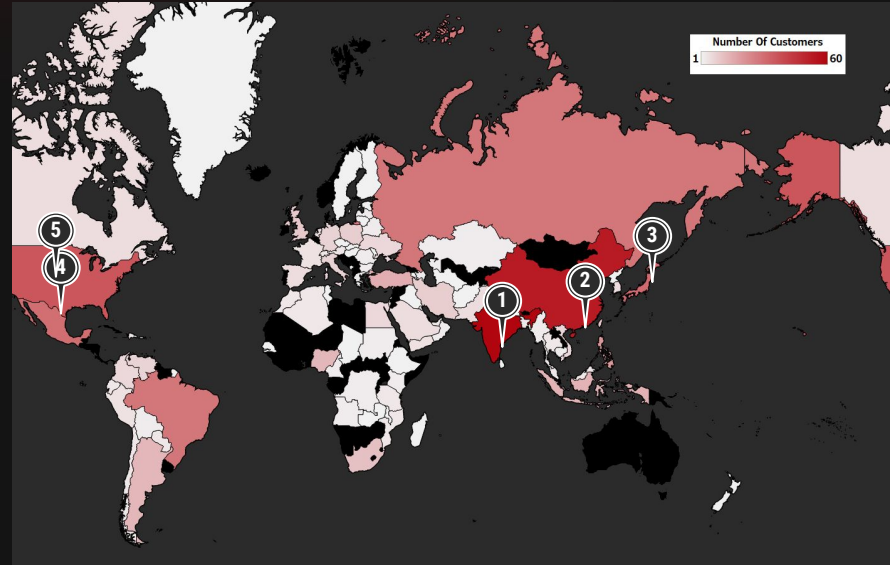
MARLENE WELCH IWAKI, JAPAN

04

GLEN TALBERT ACUÑA, MEXICO

05

CLINTON BUFORD AURORA, US



Where are customers with a high lifetime value based?

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Overview

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05

GEOGRAPHIC REVENUE



1. Project
Overview

2. Data
Summary

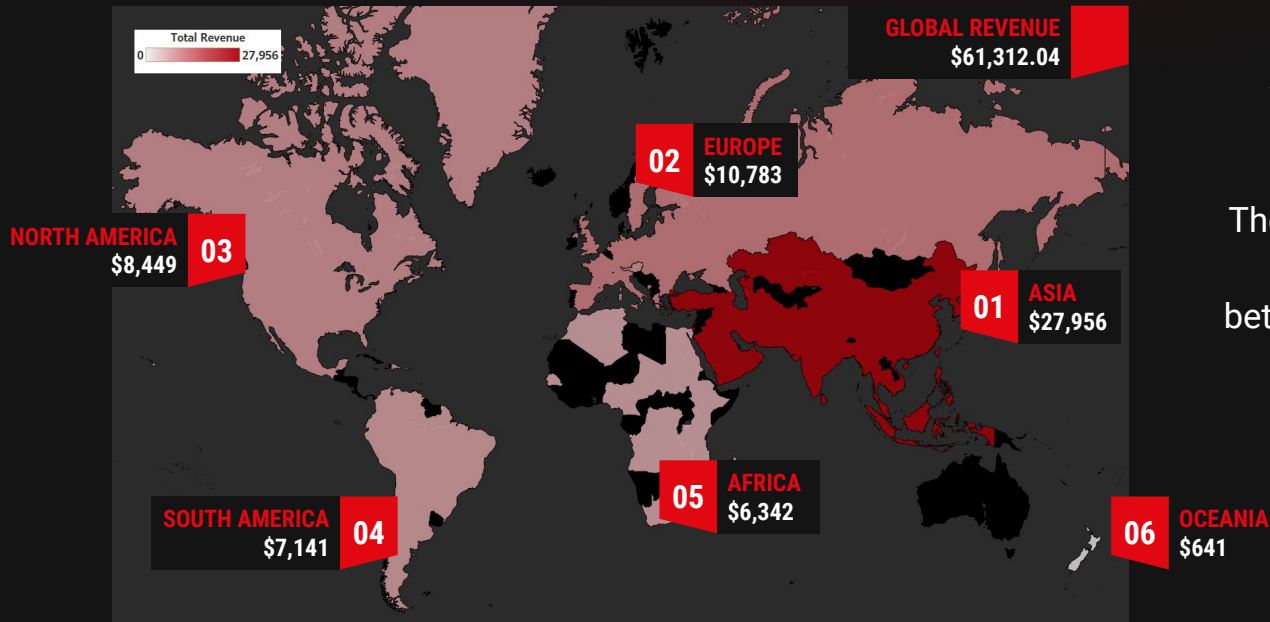
3. Film
Revenue

4. Customer
Base

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Revenue

6. To
Conclude

I GEOGRAPHIC REVENUE BY CONTINENT



Asia records the standout, greatest revenue.

There is relatively little variation in revenue in the middle, between Europe, North America, South America and Africa.

Oceania records very low revenue.

Do sales figures vary between geographic regions?

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6. To
Conclude

I GEOGRAPHIC REVENUE VARIATION BY COUNTRY

This section of the boxplot shows that the bottom 75% of countries generated revenue between \$47.85 and \$517.29 (25% of global revenue), suggesting low variation by country.



Do sales figures vary between geographic regions?

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Overview

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Revenue

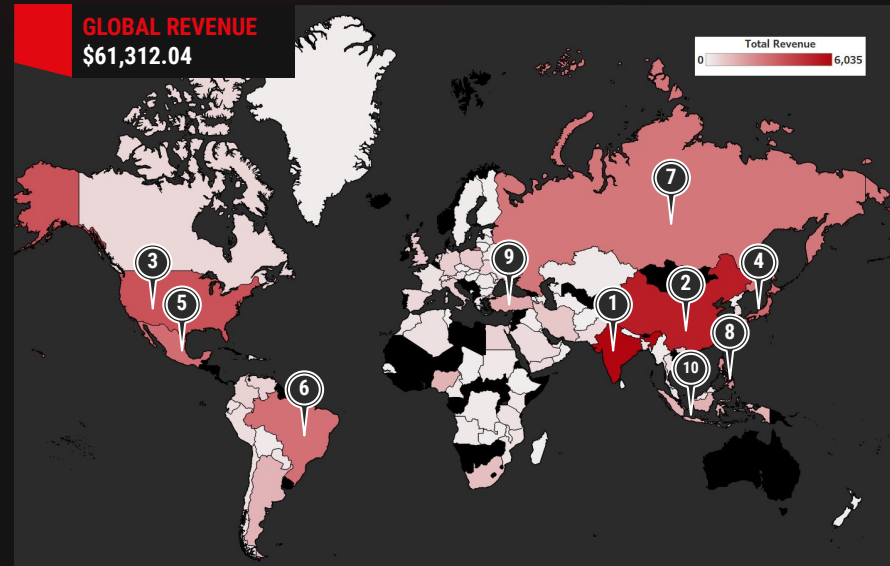
4. Customer
Base

5. Geographic
Revenue

6. To
Conclude

5. GEOGRAPHIC REVENUE BY COUNTRY

01	INDIA	06	BRAZIL
	\$6034.78		\$2919.19
02	CHINA	07	RUSSIA
	\$5251.03		\$2765.62
03	UNITED STATES	08	PHILIPPINES
	\$3685.31		\$2219.70
04	JAPAN	09	TURKEY
	\$3122.51		\$1498.49
05	MEXICO	10	INDONESIA
	\$2984.82		\$1352.69



Do sales figures vary between geographic regions?

1. Project
Overview

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6. To
Conclude

06 **TO** **CONCLUDE**



1. Project
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4. Customer
Base

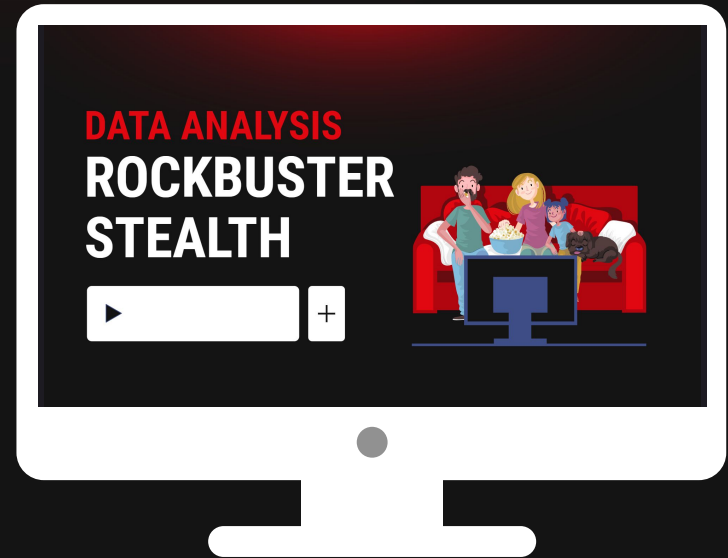
5. Geographic
Revenue

6. To
Conclude

Which movies contributed the most/least to revenue gain?

Top 10:

1. Telegraph Voyage
2. Zorro Ark
3. Wife Turn
4. Innocent Usual
5. Hustler Party
6. Saturday Lambs
7. Titans Jerk
8. Harry Idaho
9. Torque Bound
10. Dogma Family



1. Project
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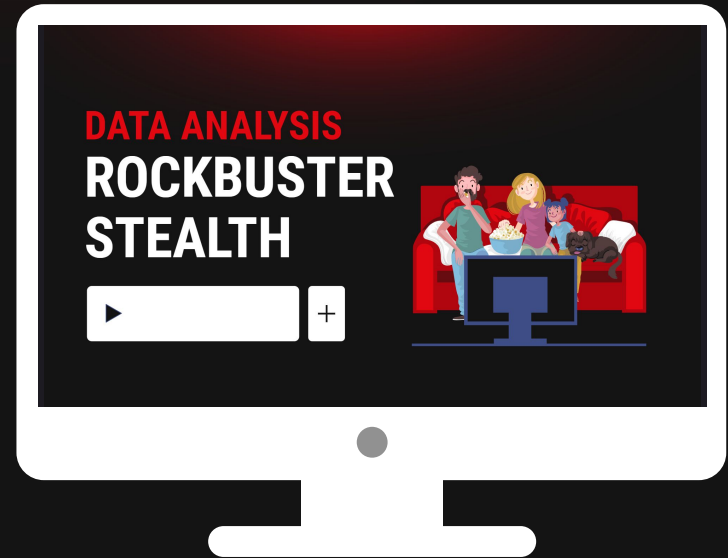
5. Geographic
Revenue

6. To
Conclude

Which movies contributed the most/least to revenue gain?

Bottom 10:

- 991. Stallion Sundance
- 992. Lights Deer
- 993. Cruelty Unforgiven
- 994. Treatment Jekyll
- 995. Young Language
- 996. Rebel Airport
- 997. Freedom Cleopatra
- 998. Texas Watch
- 999. Oklahoma Jumanji
- 1000. Duffel Apocalypse



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4. Customer
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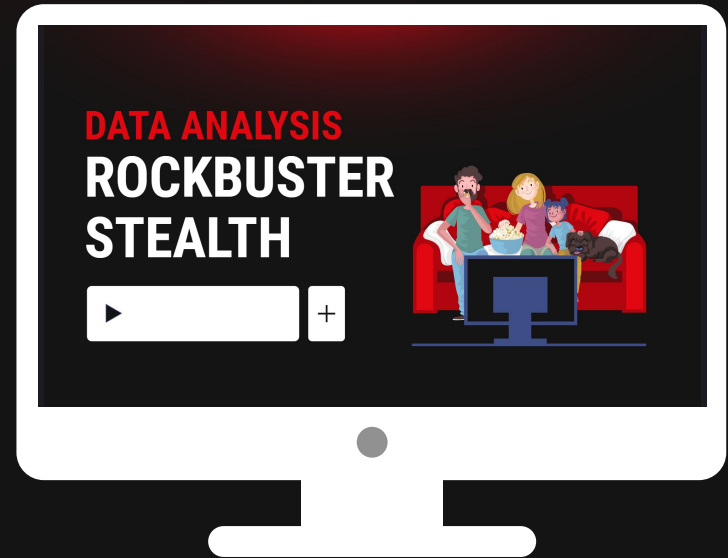
5. Geographic
Revenue

6. To
Conclude

What was the average rental duration for all videos?

Average Rental Duration Of All Titles:
4.94 days

Average Rental Duration Of All Rentals:
4.99 days



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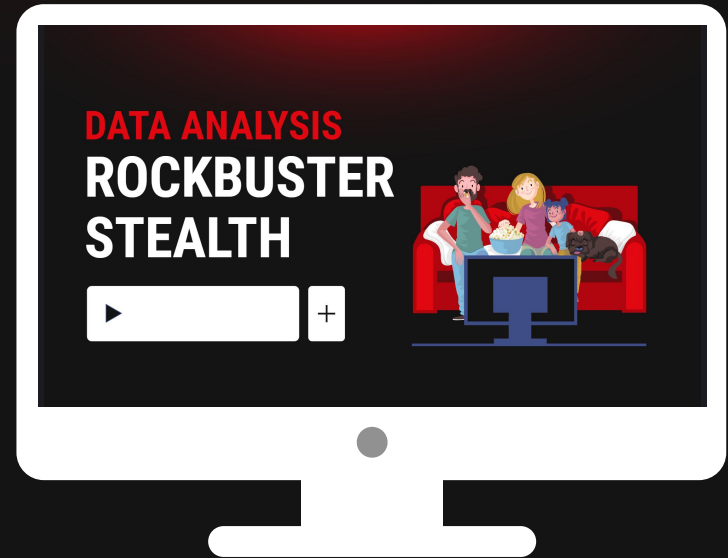
4. Customer
Base

5. Geographic
Revenue

6. To
Conclude

Which countries are Rockbuster customers based in?

1. India
2. China
3. United States
4. Japan
5. Mexico
6. Brazil
7. Russian Federation
8. Philippines
9. Turkey
10. Indonesia



1. Project
Overview

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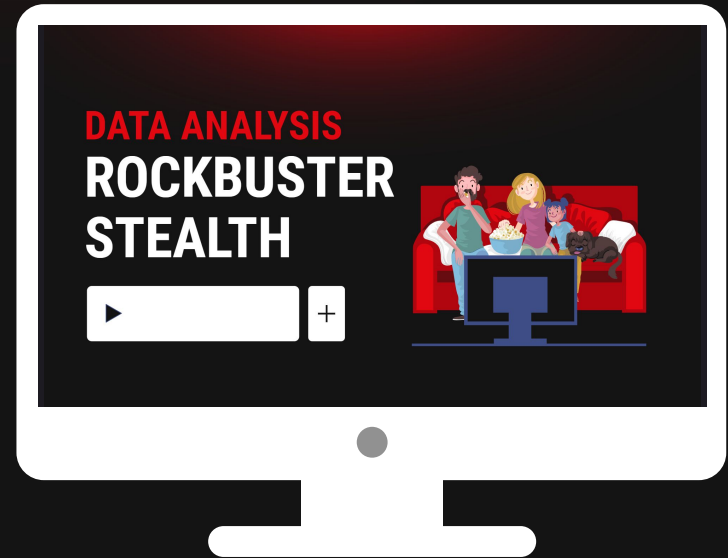
4. Customer
Base

5. Geographic
Revenue

6. To
Conclude

Which cities are Rockbuster customers based in?

1. Aurora, United States
2. Acuña, Mexico
3. Citrus Heights, United States
4. Iwaki, Japan
5. Ambattur, India
6. Shanwei, China
7. São Leopoldo, Brazil
8. Cheboksary, Russian Federation
9. Tianjin, China
10. Cianjur, Indonesia



1. Project
Overview

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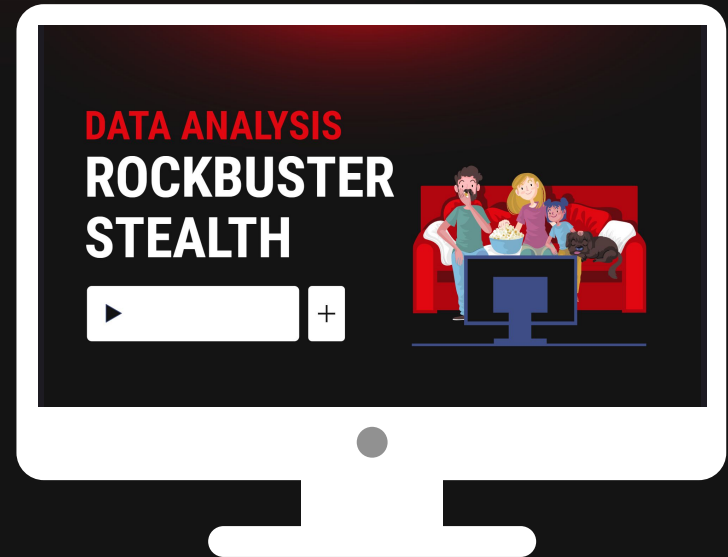
4. Customer
Base

5. Geographic
Revenue

6. To
Conclude

Where are customers with a high lifetime value based?

1. Ambattur, India
2. Shanwei, China
3. Iwaki, Japan
4. Acuña, Mexico
5. Aurora, United States



1. Project
Overview

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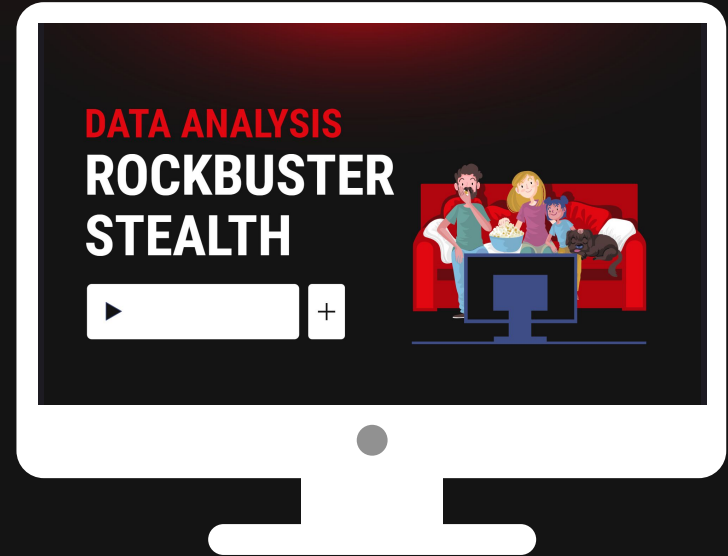
Do sales figures vary between geographic regions?

By continent:

Asia has the highest sales by far.

Oceania has very few sales.

North America, South America and Africa have sales in between with relatively little variation.



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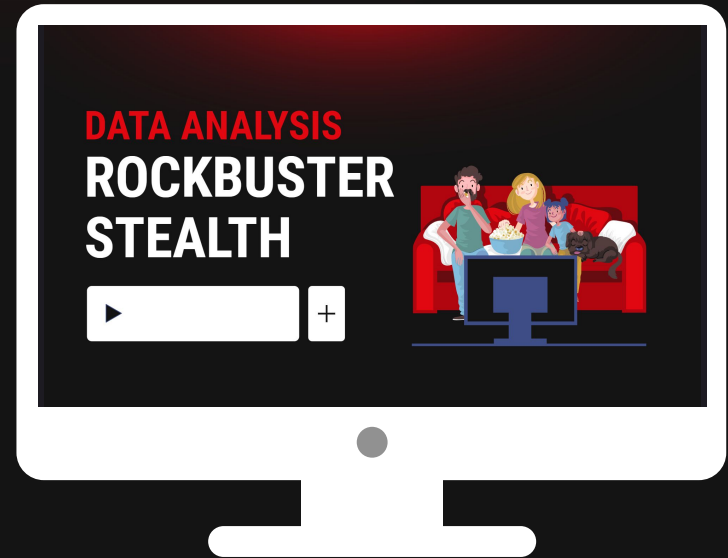
6. To
Conclude

Do sales figures vary between geographic regions?

By country:

The bottom 75% of countries have little variation accounting for just 25% of global revenue...

...however 54% of global revenue comes from just the top 12% of countries.



1. Project
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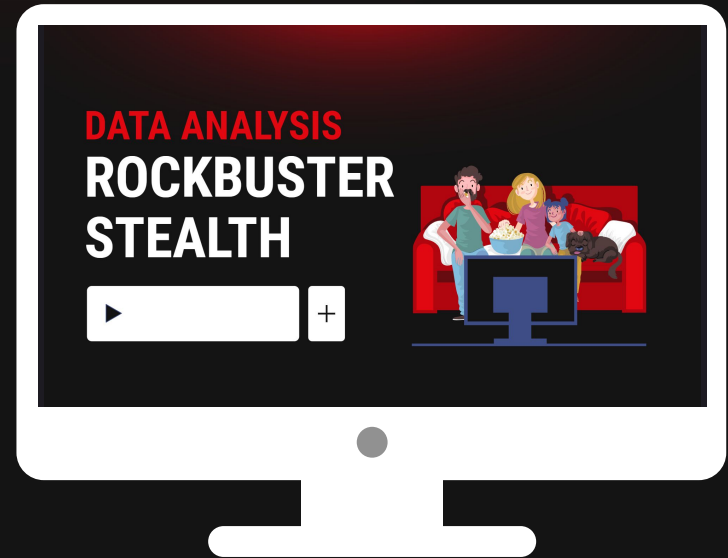
5. Geographic
Revenue

6. To
Conclude

Do sales figures vary between geographic regions?

Top 10 countries by revenue:

1. India
2. China
3. United States
4. Japan
5. Mexico
6. Brazil
7. Russian Federation
8. Philippines
9. Turkey
10. Indonesia



1. Project
Overview

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5. Geographic
Revenue

6. To
Conclude

THANKS!

Do you have any questions?

james.c.talbot@gmail.com



James Talbot



SQL Queries & Output



Data Dictionary

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JTanalytics