Rockbuster Stealth

DATABASE ANALYSIS

Two-year action plan

Which movie contributed to the most Revenue gain?

What was the Average rental duration?

Which Movie Genre created the most Revenue?

Where are the customers with high LTV from?

Which country has the most Rockbusters customers?

Do Sales figure vary between different geographic location?
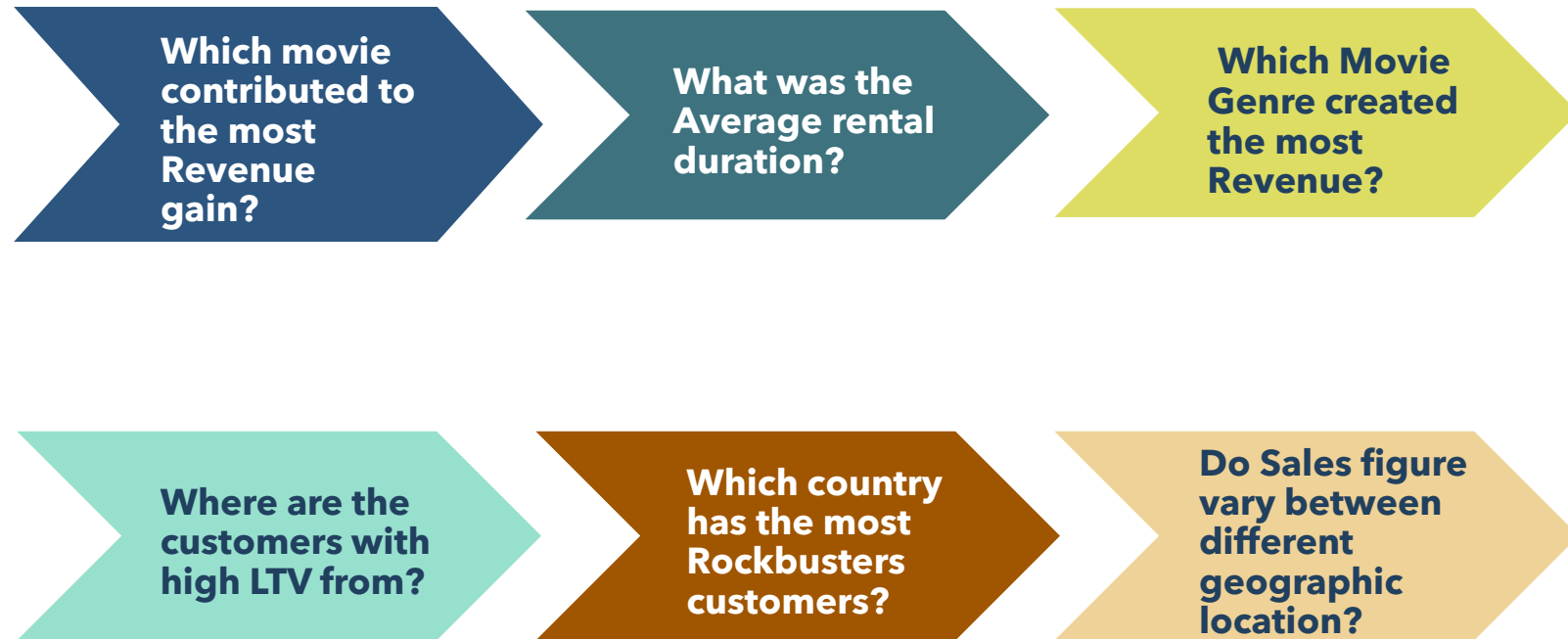
Telegraph Voyage

- The movie which contributed in highest revenue gain.

- There is more than one movies which has lowest Revenue.

Movies with the lowest revenue

Movie	Revenue
Duffel Apocalypse	$5.94
Oklahoma Jumanji	$5.94
Texas Watch	$5.94
Freedom Cleopatra	$5.95
Rebel Airport	$6.93
Young Language	$6.93
Cruelty Unforgiven	$6.94
Treatment Jekyll	$6.94
Lights Deer	$7.93
Stallion Sundance	$7.94

Movies with the highest revenue

Movie	Revenue
Dogma Family	$168.72
Torque Bound	$169.76
Harry Idaho	$177.73
Titans Jerk	$186.73
Saturday Lambs	$190.74
Hustler Party	$190.78
Innocent Usual	$191.74
Wife Turn	$198.73
Zorro Ark	$199.72
Telegraph Voyage	$215.75

Movie Popularity

Average Rental Duration

5 days

Most common Movie Rating

PG-13

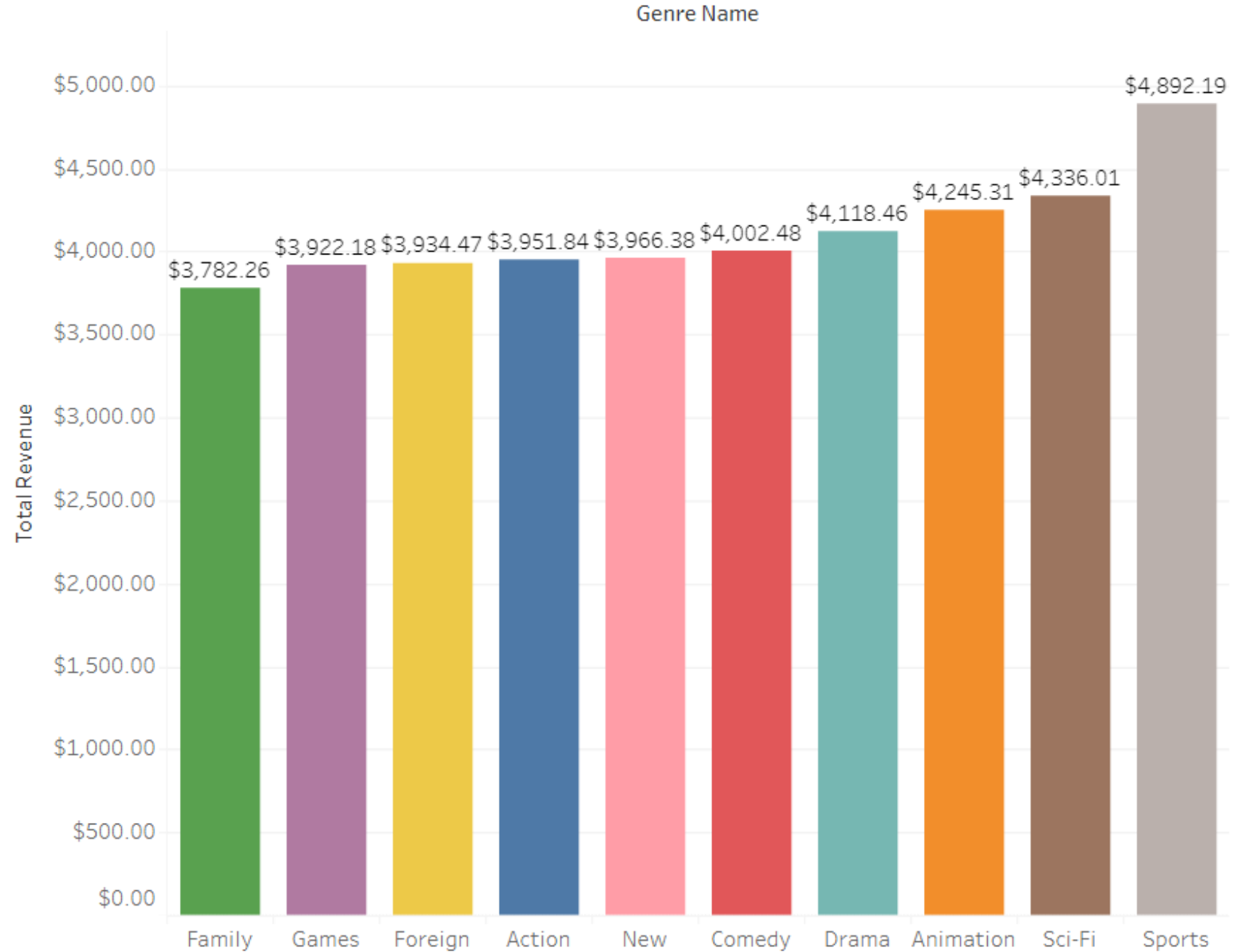**Genre generated most Revenue**

Sports

Total Movies Revenue

$61,312

Sports

The genre which created $4,892.19 as highest revenue.

Family genre created $3782.26 as the lowest revenue from all the movie genre.
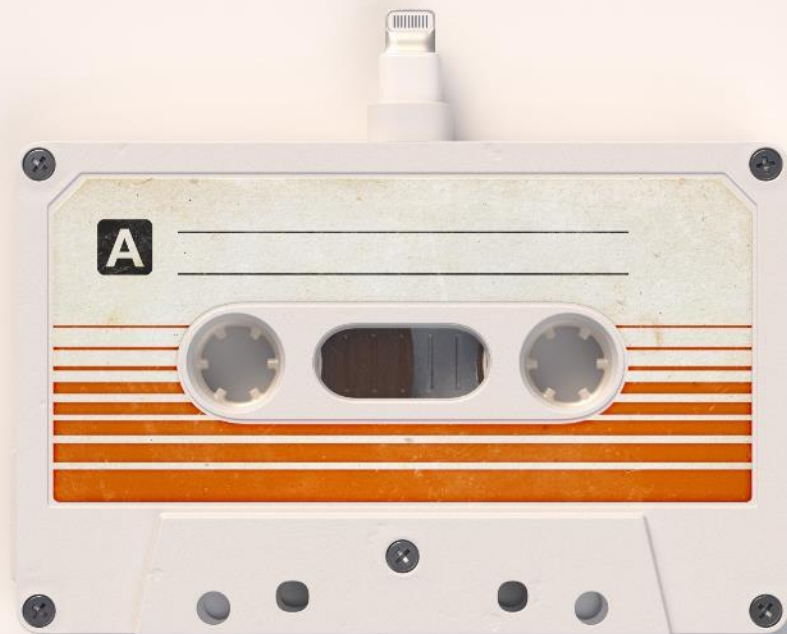
Highest revenue generating movie genre and categories

Popular movie Genre

Total revenue by movie genre
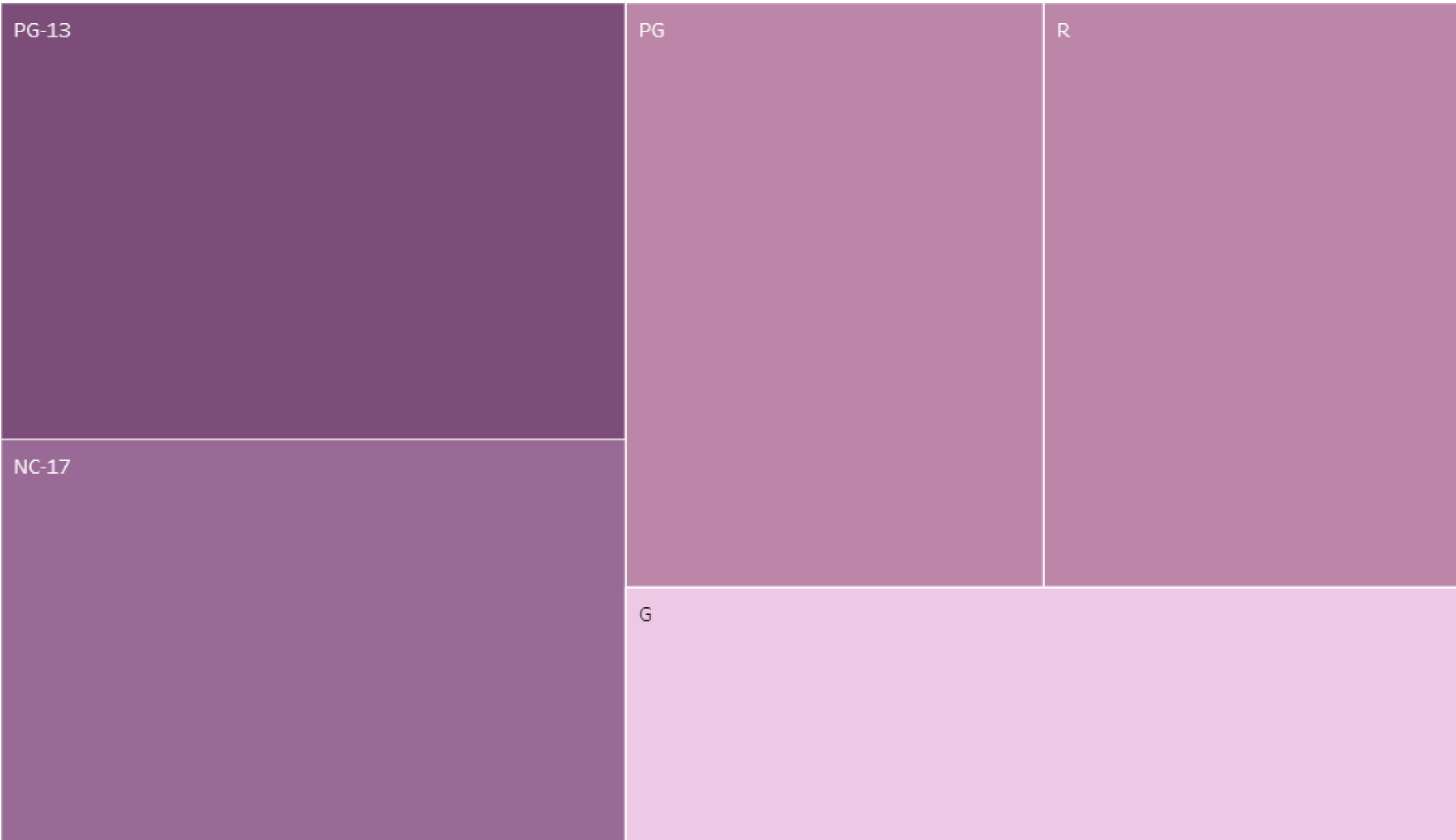
Genre Name

$4,892.19
$4,336.01
$4,245.31
$4,118.46
$4,002.48
$3,966.38
$3,951.84
$3,934.47
$3,922.18
$3,782.26

Total Revenue

Family | Games | Foreign | Action | New | Comedy | Drama | Animation | Sci-Fi | Sports

Movie revenue by rating

Valuable Customers

United States

Has the most lifetime valuable (LTV) customers.

India

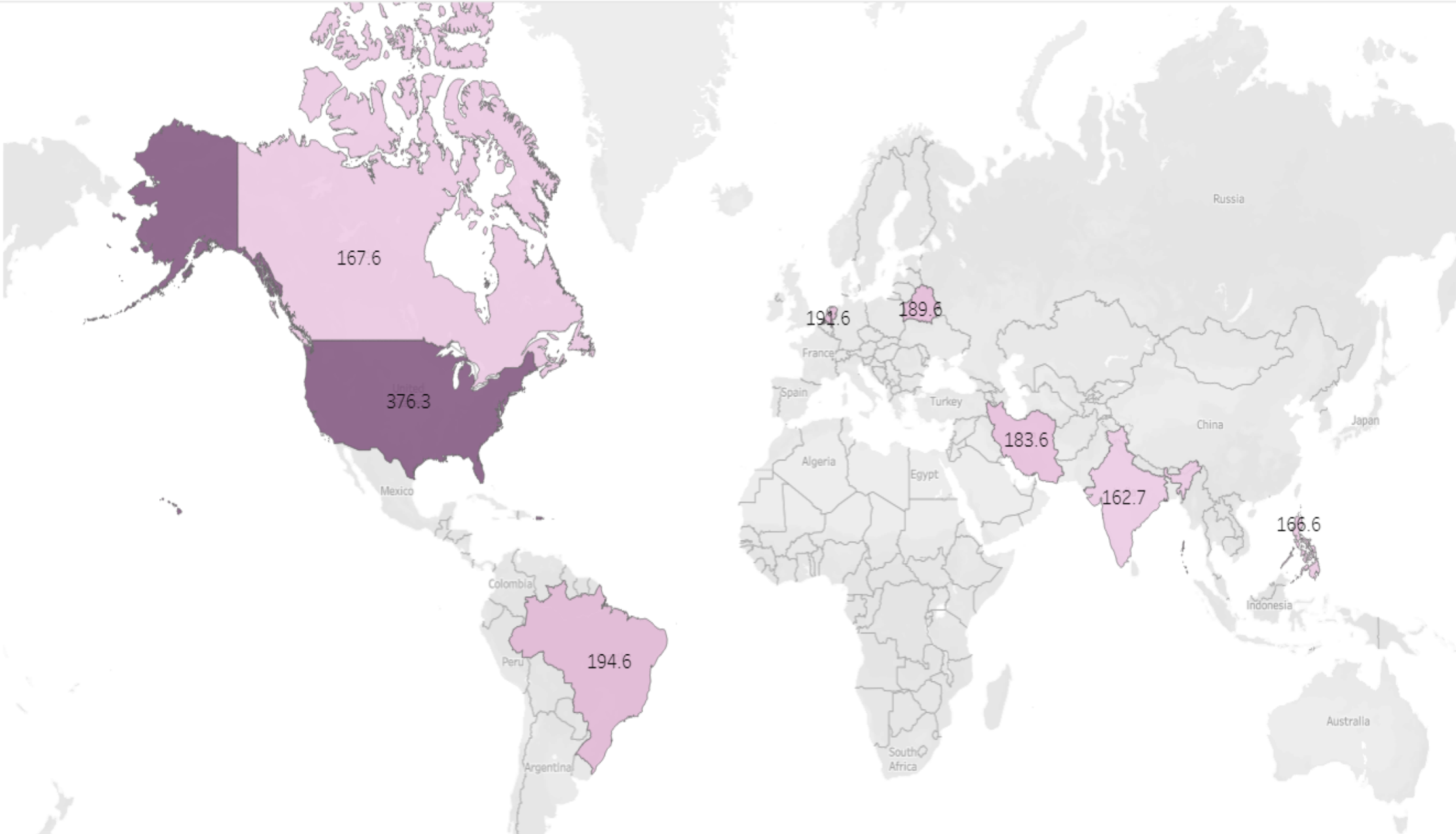Has the highest customers from all other countries.

India

Has the highest revenue generating customers.

Indonesia

Has the lowest number of customers and lowest revenue generating customers.
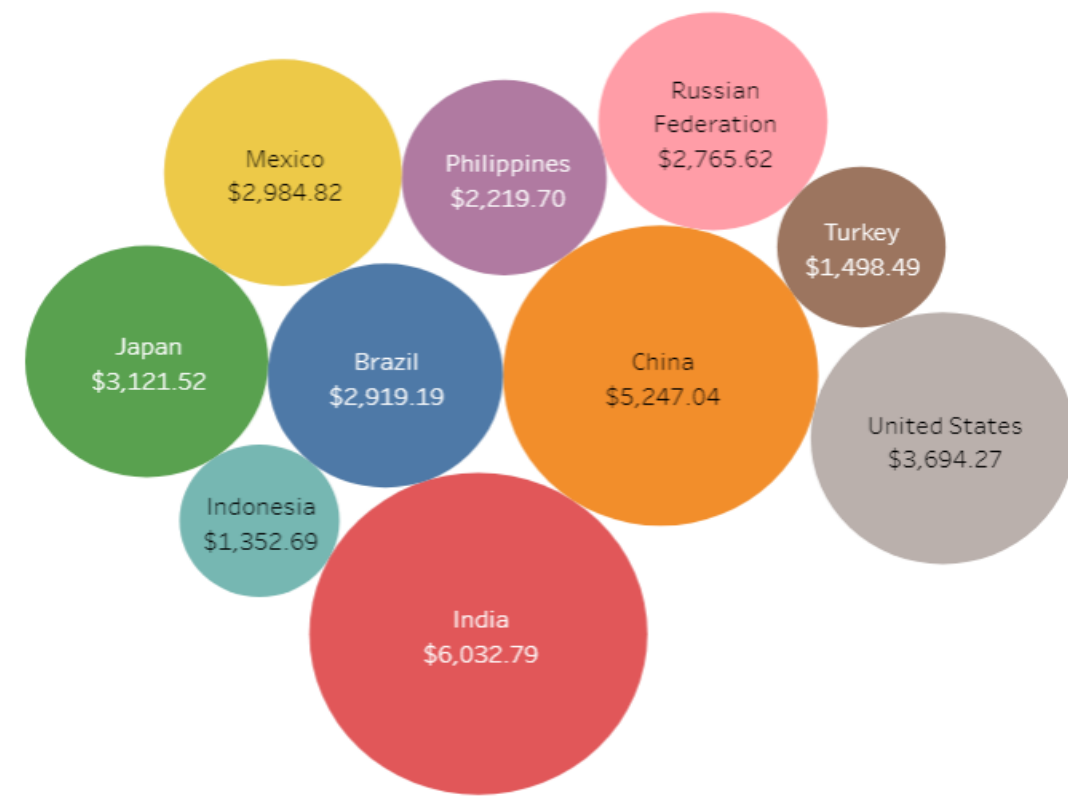
High lifetime value customer

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Sales between different geographic location

Countries with highest customer
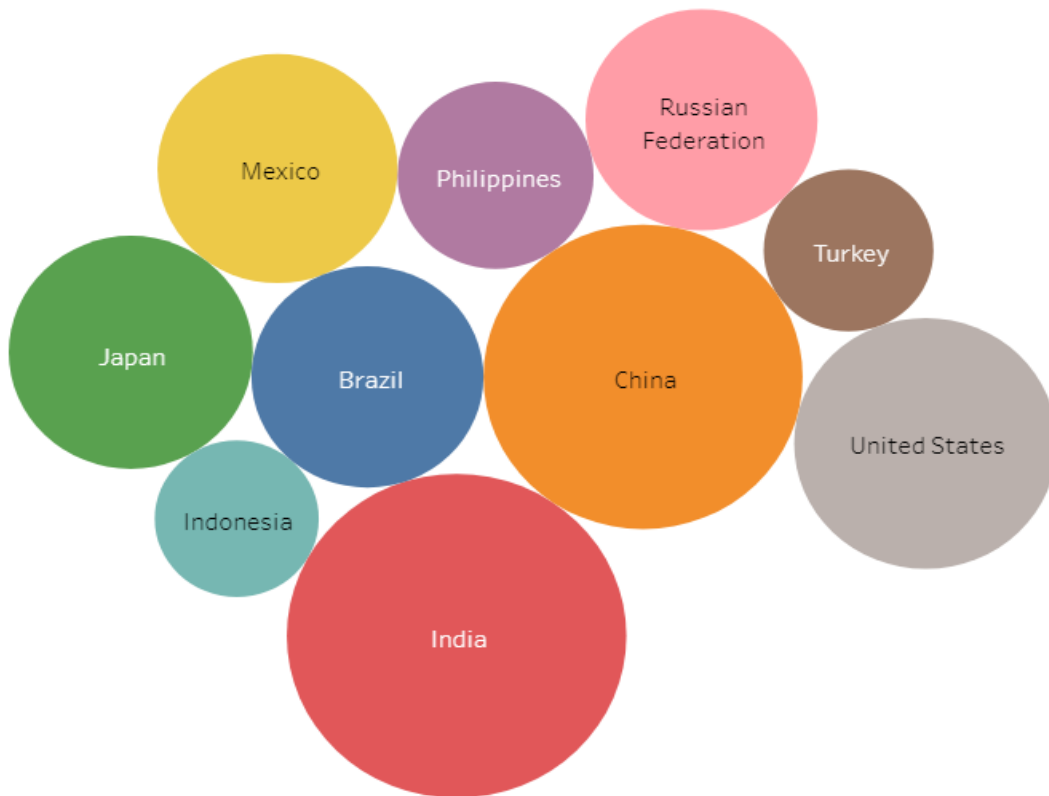
Country with highest revenue

Mexico $2,984.82

Philippines $2,219.70

Russian Federation $2,765.62

Turkey $1,498.49

Japan $3,121.52

Brazil $2,919.19

China $5,247.04

United States $3,694.27

Indonesia $1,352.69

India $6,032.79

Do sales vary between different geographic location?

$6,032.79

Highest Sales

India has the highest customer count and highest number of customers.

Indonatia has lowest customer count and lowest revenue.

Our top 10 countries are the same for both customer count and total revenue. We can see they follow a similar pattern - it is as expected that higher customers make higher sales numbers for said country.

Top Performers

Countries

- India,
- China,
- USA,
- Japan,
- México

Genre

- Sports,
- Sci-Fi,
- Animation,
- Drama,
- Comedy

Movies

- Telegraph Voyage,
- Zorro Ark,
- Wife Turn,
- Innocent Usual,
- Hustler Party

Summary

- Introduce a "Popular" or "Most Watched" section featuring Rockbuster's top-performing films.

- Concentrate marketing efforts on countries that generate the highest revenue.

- Evaluate the possibility of removing the least rented films to reduce costs.

- Gather data on preferred movie genres in various cities and countries to provide tailored recommendations for different demographics.

- Analyze competitor data and initiatives to identify successful and unsuccessful strategies.

Thank You

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