



**ROCKBUSTER  
STEALTH LLC.**

**Data Analysis Project  
Juan Carlos Coronado**

---

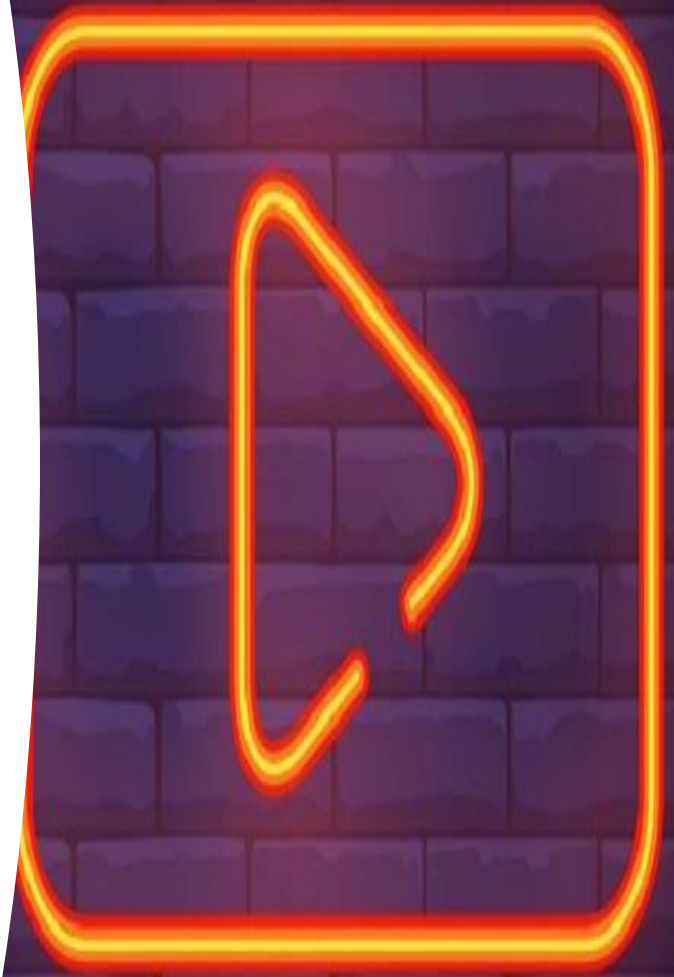




# PROJECT OVERVIEW

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 is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

As part of the data analyst responsibilities of Rockbuster Stealth's business intelligence (BI) department, this report is intended to support the launch strategy for the new online video service. The BI department assists other departments, from inventory to customer information, with data related queries.



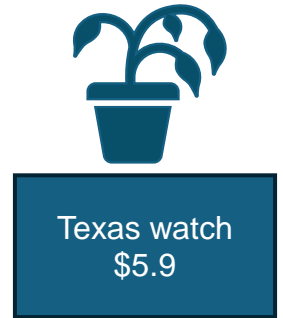
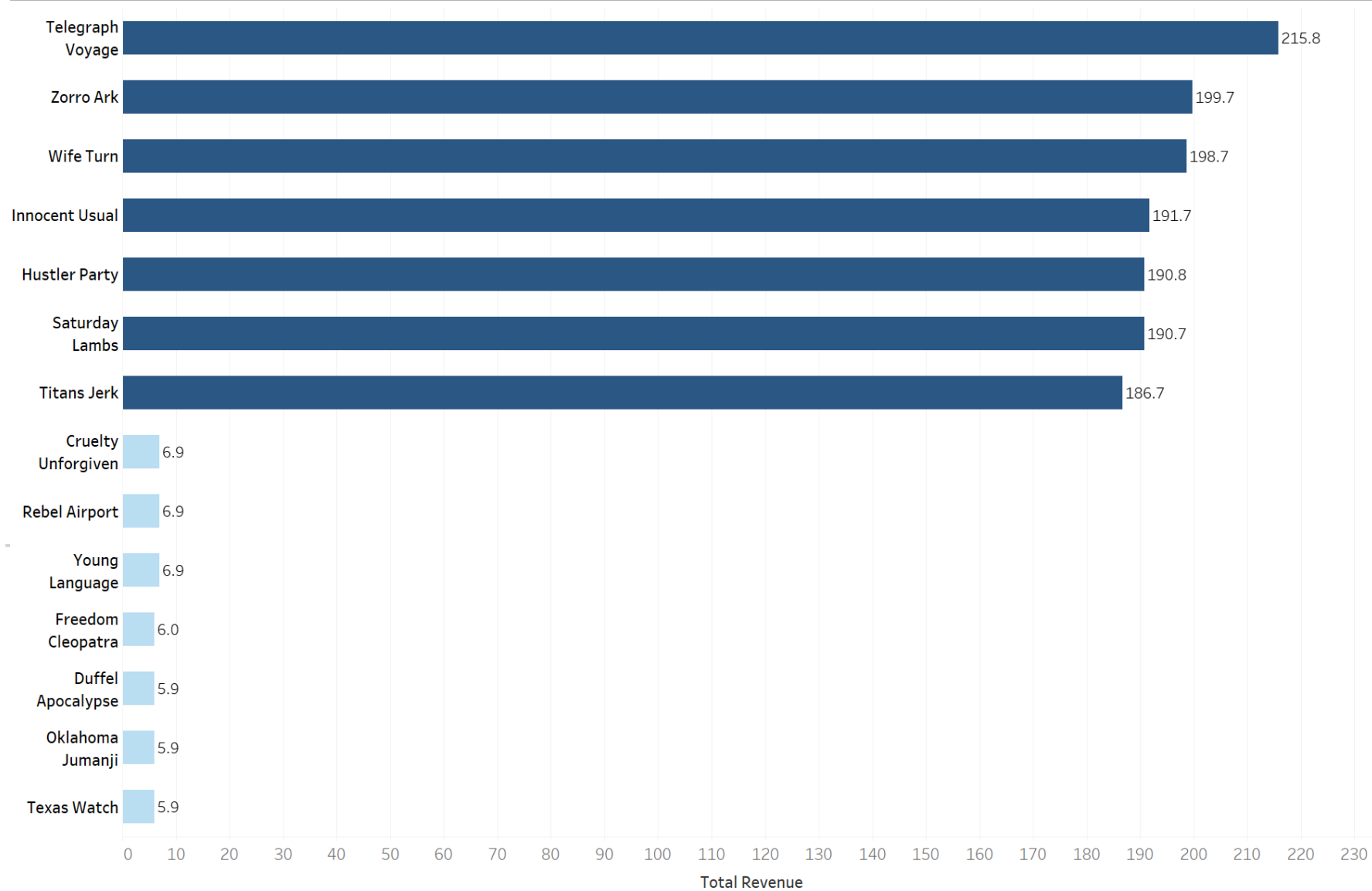
# KEY QUESTIONS & OBJECTIVES

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. Here are the main questions they'd like to answer:

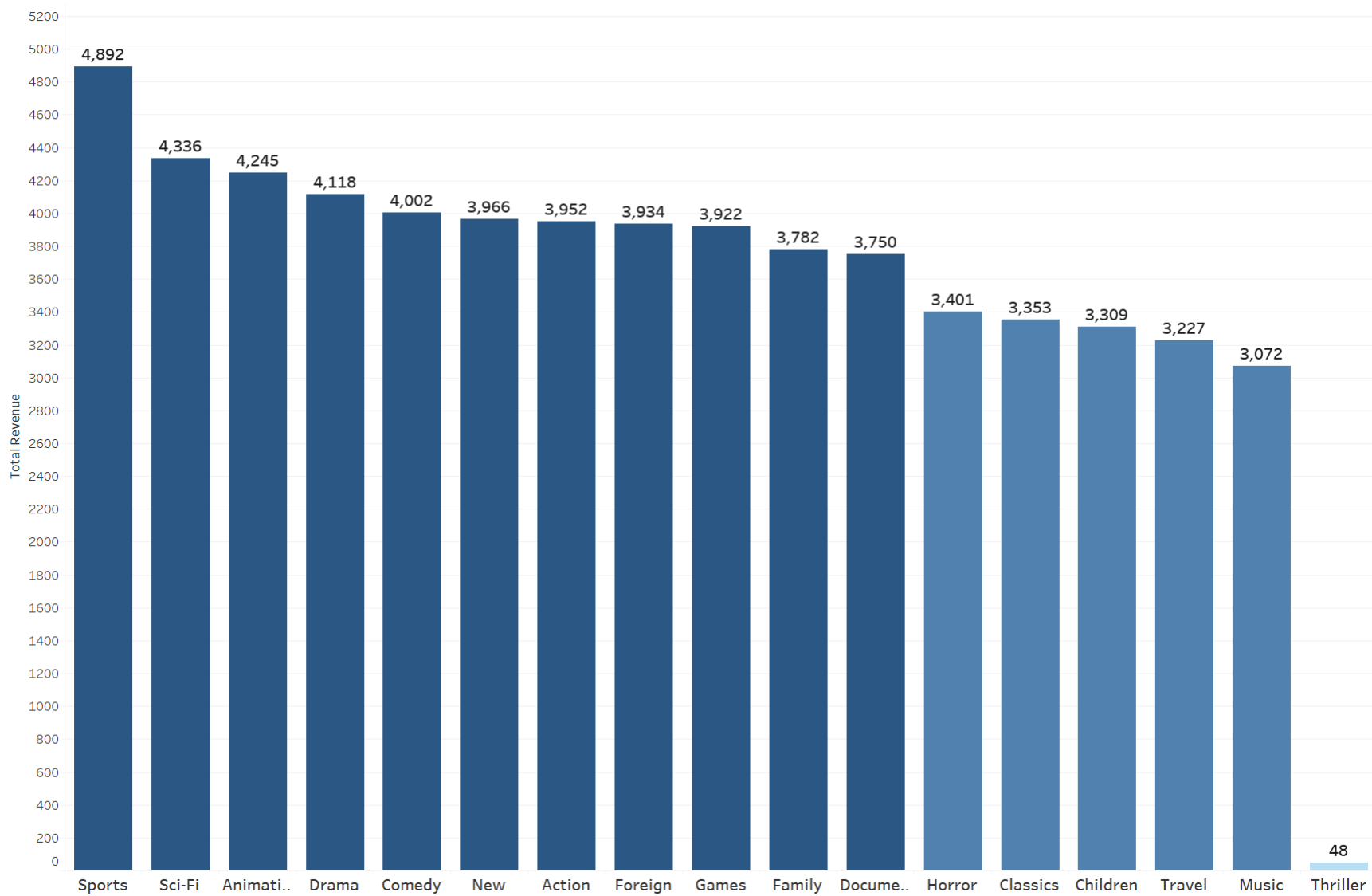
- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?



# MOVIES THAT CONTRIBUTE THE MOST/LEAST TO REVENUE GAIN



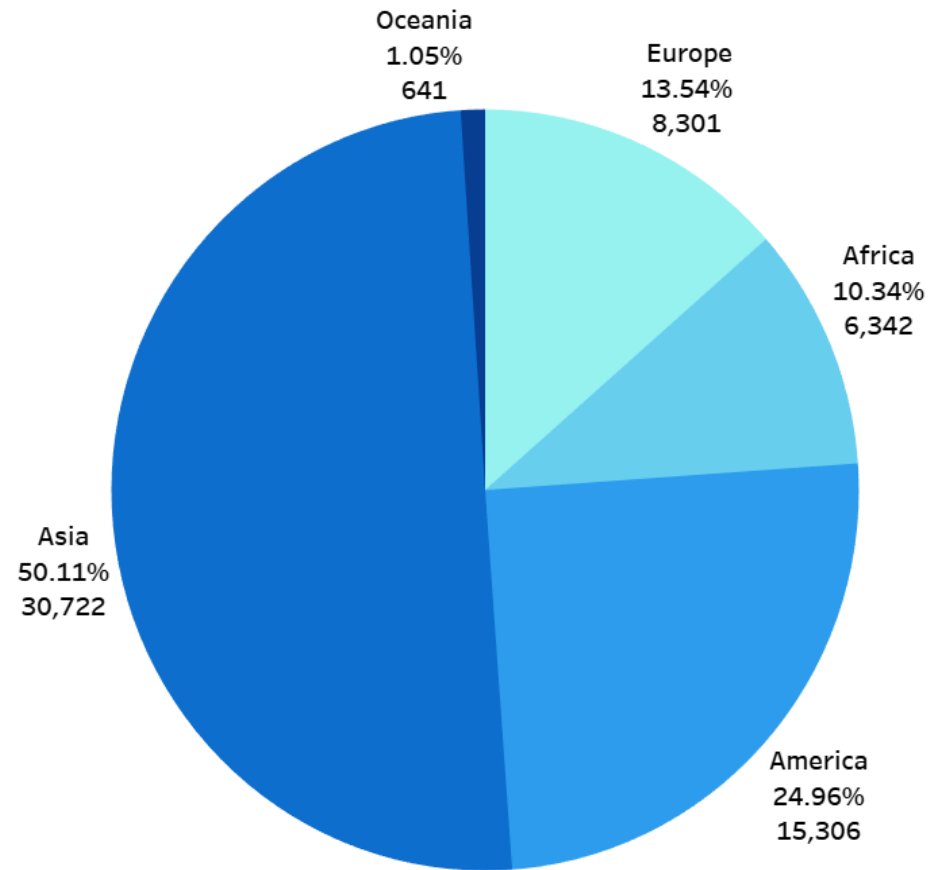
# REVENUE BY GENRE



Highest  
revenue  
genre  
Sports  
\$4,892

Lowest income  
genre  
Thriller  
\$48

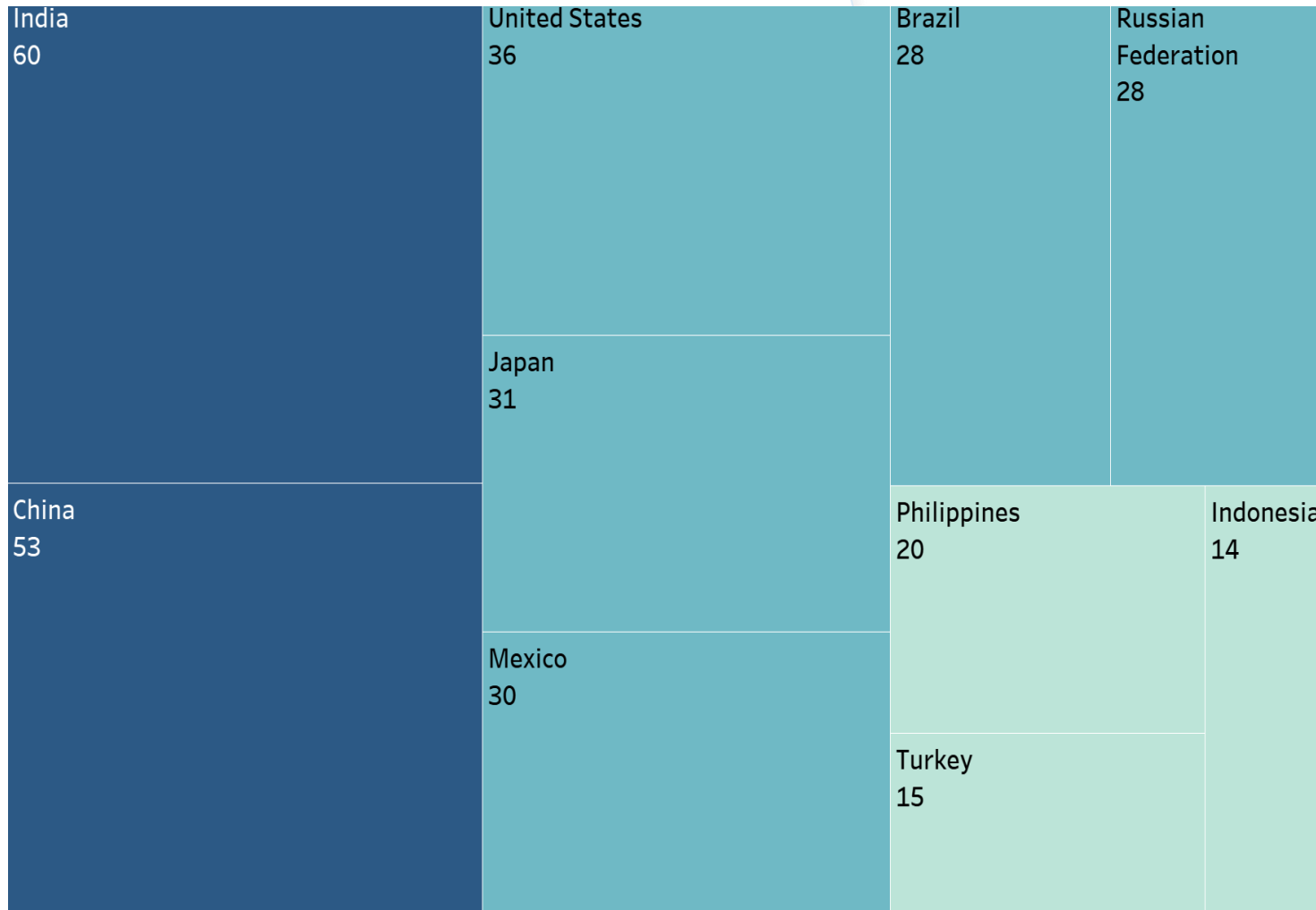
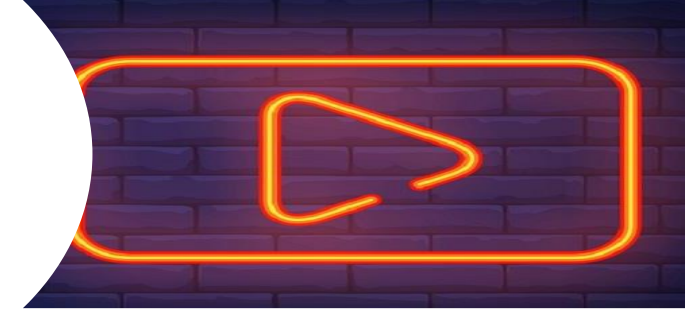
## MARKET SHARE BY GEOGRAPHIC AREAS



Rockbuster maintains notable global coverage, with a particular focus on the Asian continent, emerging as a key and leading market, followed by America and which together represent 75% of total global revenues.

\* For political considerations, the Russian Federation is assumed to be part of Asia.

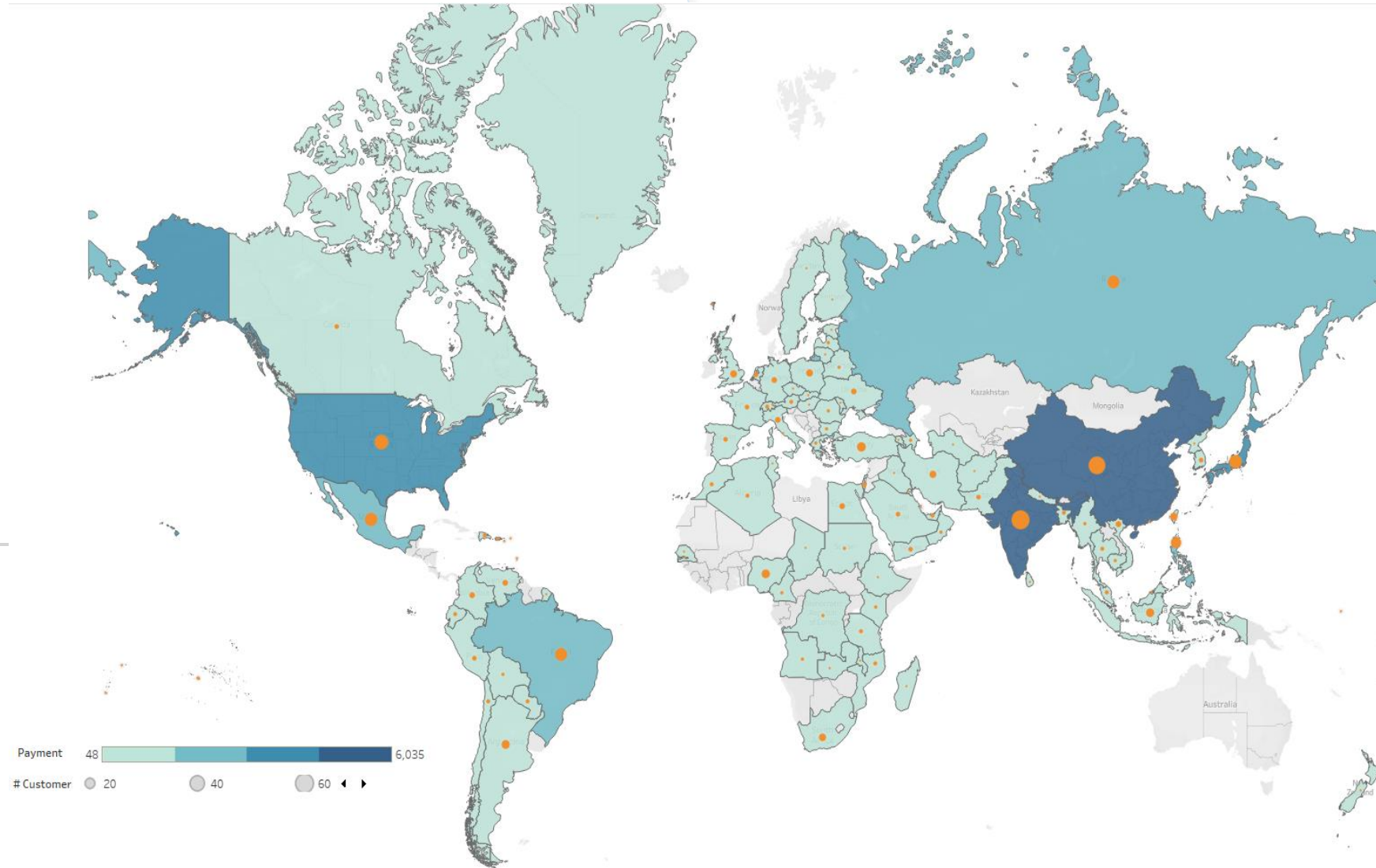
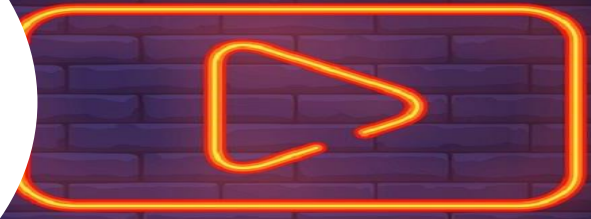
## COUNTRIES WITH THE HIGHEST NUMBER OF CUSTOMERS



This data offers a clear view of the largest number of customers globally. With a focus on the top 10 countries, we see a significant distribution of clients, highlighting key markets such as India, China, the United States, Japan and Mexico. Maintaining the coherence of higher income by geographic area.



# REVENUE BY COUNTRY



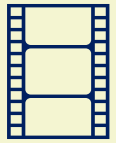
Top 10 countries by revenue	
Country	Revenue
India	6034.78
China	5251.03
United States	3685.31
Japan	3122.51
Mexico	2984.82
Brazil	2919.19
Russian Feder	2765.62
Philippines	2219.7
Turkey	1498.49
Indonesia	1352.69

For complete information on revenue and number of clients per country visit:

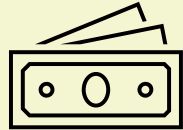
**[Rockbuster Revenue and Customer by Country | Tableau Public](#)**



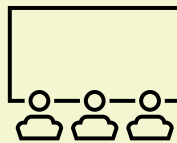
# DATA OVERVIEW AND STATISTICS



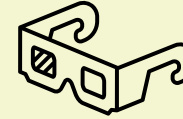
1000 Films



Total  
Revenue  
\$61.312



Customers  
599



Movie  
genre  
17



Highest  
Revenue Film  
Telegraph Vogaye



Lowest  
Revenue Film  
Texas Watch



Countries  
108



Modal  
Rating  
PG-13



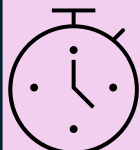
Modal  
Language  
English



Highest  
Revenue Genre  
Sports



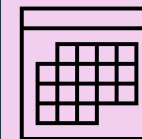
Minimun  
Film Lenght  
46 minutes



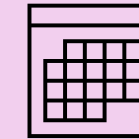
Maximun  
Film Lenght  
185 minutes



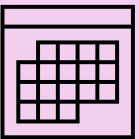
Average  
Film Lenght  
115 minutes



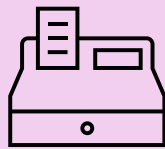
Minimal  
Rental  
duration  
3 days



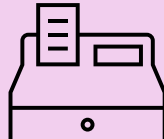
Maximal  
Rental  
duration  
7 days



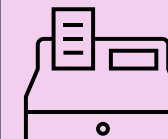
Average  
Rental  
Duration  
4.99 days



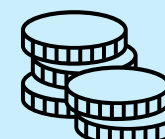
Minimun  
Rental  
Rate  
0.99



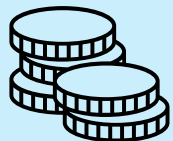
Maximun  
Rental  
Rate  
4.99



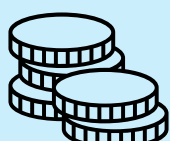
Average  
Rental  
Rate  
2.98



Min. Film  
Replacemete  
Cost  
\$.9.99



Max. Film  
Replacemete  
Cost  
\$29.99



Ave. Film  
Replacemete  
Cost  
\$19.98

## TOP 5 CUSTOMERS IN THE TOP 10 COUNTRIES BY REVENUE

customer_id	first_name	last_name	country	city	total_amount_paid
225	Arlene	Harvey	India	Ambattur	111.76
424	Kyle	Spurlock	China	Shanwei	109.71
240	Marlene	Welch	Japan	Iwaki	106.77
486	Glen	Talbert	Mexico	Acua	100.77
537	Clinton	Buford	United States	Aurora	98.76

This table presents the top five customers within the top ten countries with the highest income at Rockbuster. These clients stand out for their significant contribution to revenues in countries such as India, China, Japan, Mexico and the United States

# RECOMENDATIONS

- Develop an online streaming platform with a catalog focused on the main categories: Sports, Science Fiction, Animation and Comedy.
- Offering films in a variety of languages could help attract a wider audience and diversify the content offering.
- Expand the catalog of offerings with recently released movies.
- Implement a strategy of promotions and special offers to attract new customers and encourage loyalty from existing ones. This could include free trial offers, discounts on popular movie rentals or subscription packages with additional benefits.
- Maintain position in dominant markets and validate growth opportunities in other countries.
- Incorporate intelligent recommendation systems that suggest movies adapted to users' viewing history and preferences.

