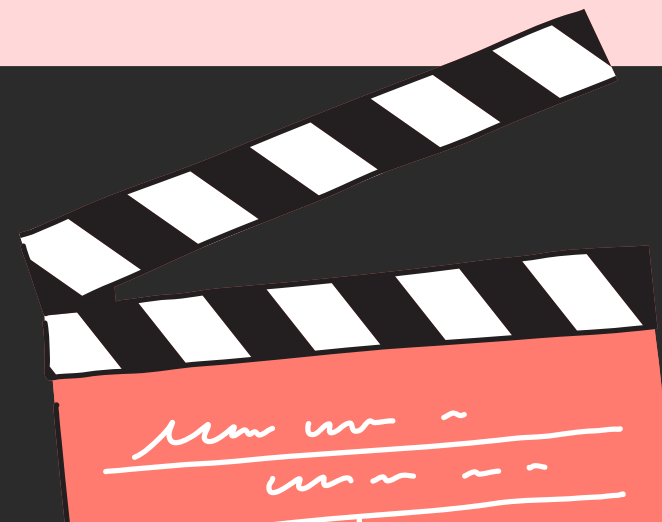
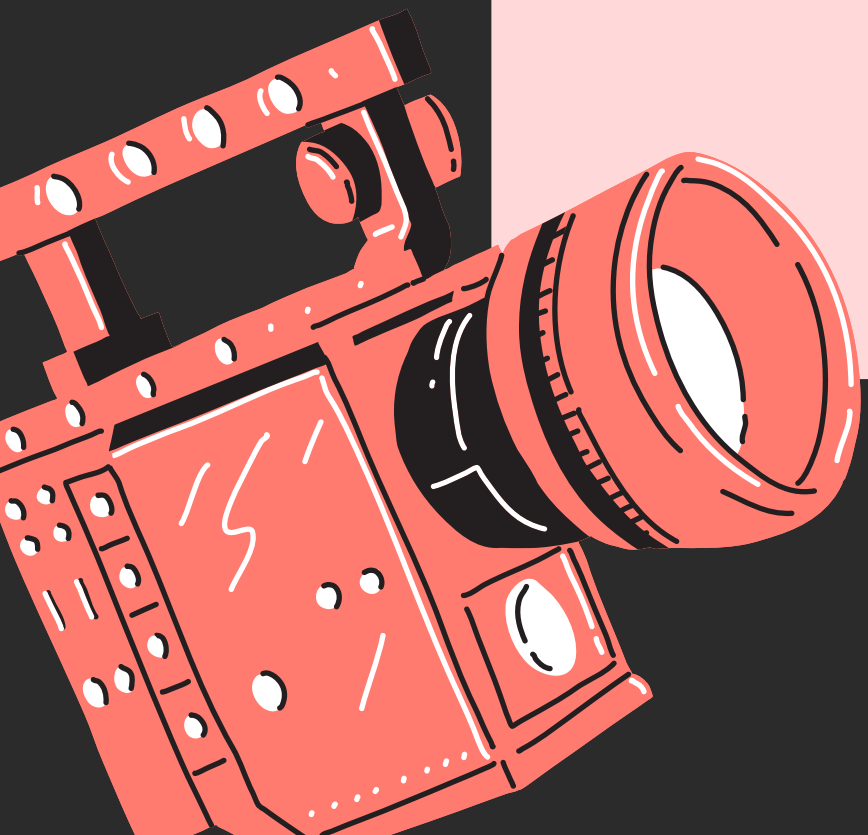


Portfolio Project

# Rockbuster Stealth LLC: Customer & Revenue Insights (Q2 2005)



By Yuliia Fliorko

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# Introduction



# Company Background & Business Objective

**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.

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: new online video service.



# Key Business Questions Answered

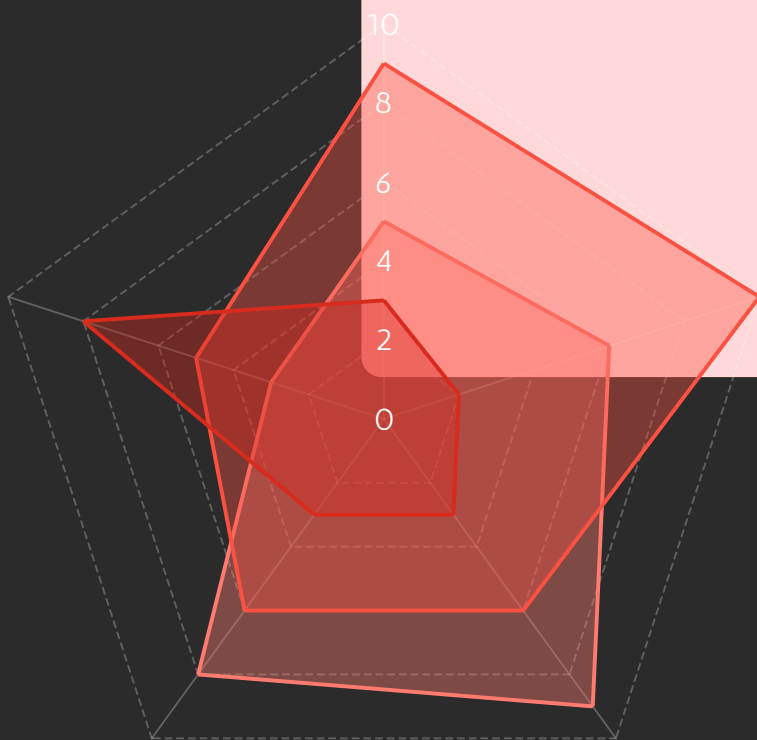
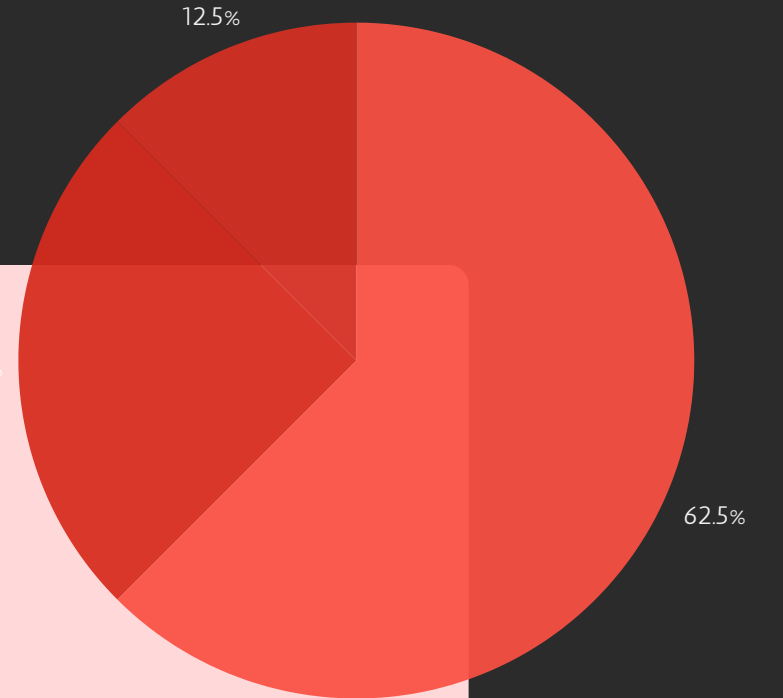
- Which countries generate the most revenue?
- Who are our top 5 highest-spending customers?
- Where are the majority of our customers located?
- What days and times of day do customers spend the most?
- Inventory Trends by Month (May–August 2005)

These questions will help to drive understanding of customer behavior and revenue potential.





# Data Description



# What's in the Data:

- Data includes customer transactions from Rockbuster's rental system
- Covers customer demographics, location (city, country), payment history, stores, staff, managers, and inventories
- Contains data from February to May 2007
- Has 44,804 total entries



# Data Overview

## Summary Statistics

Minimum Rental Price	–	<b>0\$</b>
Maximum Rental Price	–	<b>11.99\$</b>
Average Rental Price	–	<b>4.2\$</b>

Minimum Rental Duration	–	<b>3 days</b>
Maximum Rental Duration	–	<b>7 days</b>
Average Rental Duration	–	<b>4.9 days</b>

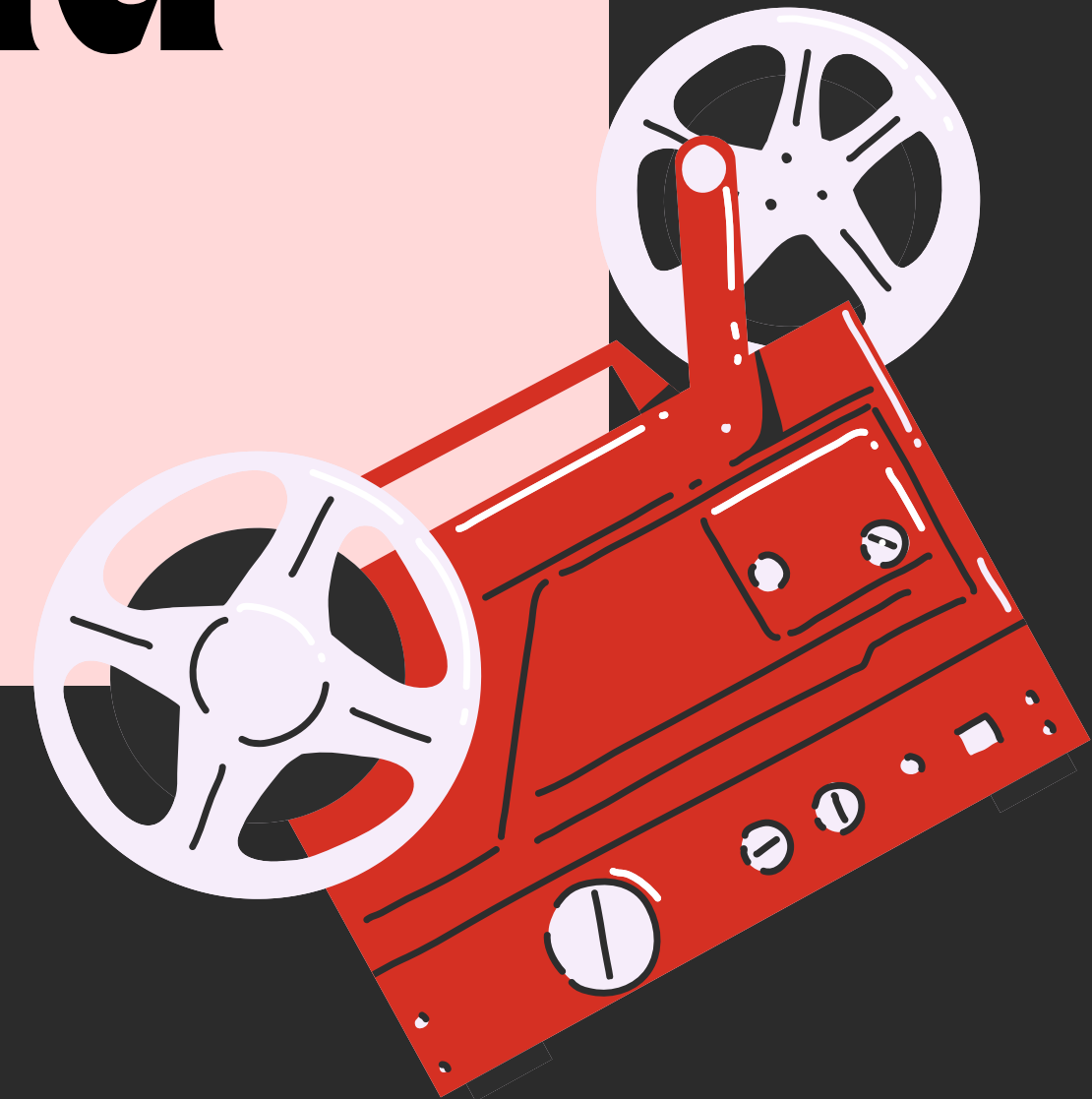
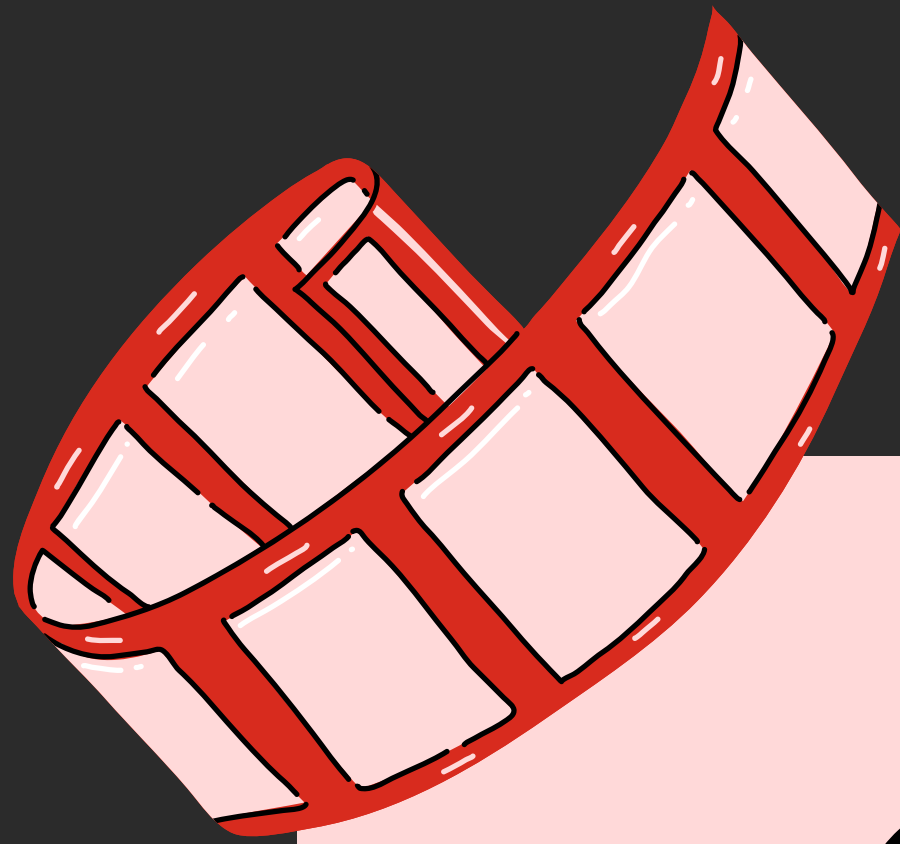
Total Inventory	–	<b>4581</b>
Unique Titles	–	<b>1000</b>

Number of Rentals	–	<b>16044</b>
Number of Customers	–	<b>599</b>

Our company is small in terms of inventory and number of customers, but those customers are incredibly active, averaging 27 rentals each across roughly 3 months we have on file.

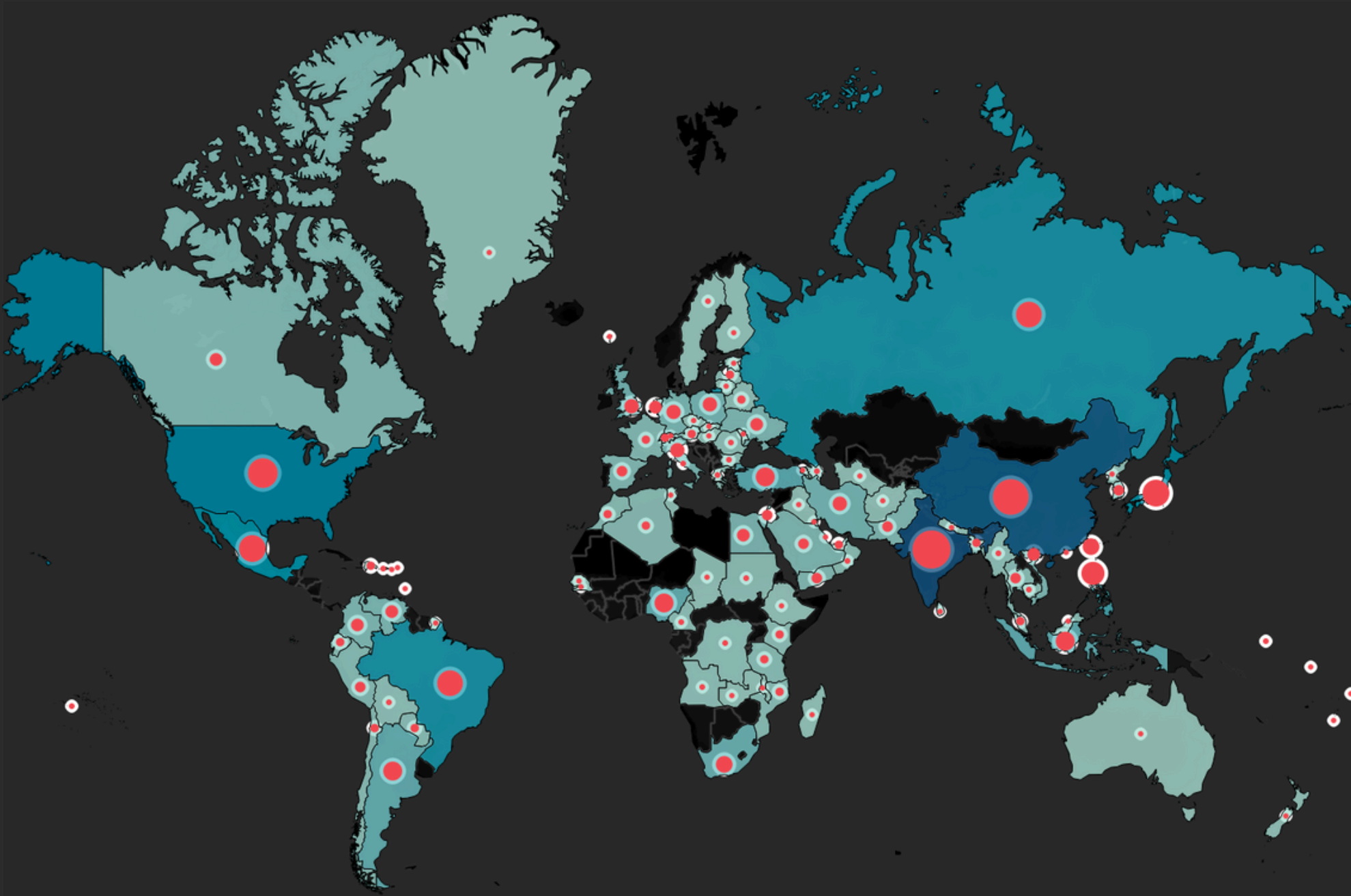


# Analysis and Findings



# Spatial Analysis

Distribution and Profit Contribution by Country



Darker = Higher Customer Base,, Larger Dot = Higher Revenue

## Countries with Largest Customer Base

Country	Active customers
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14

## Highest Revenue Cities

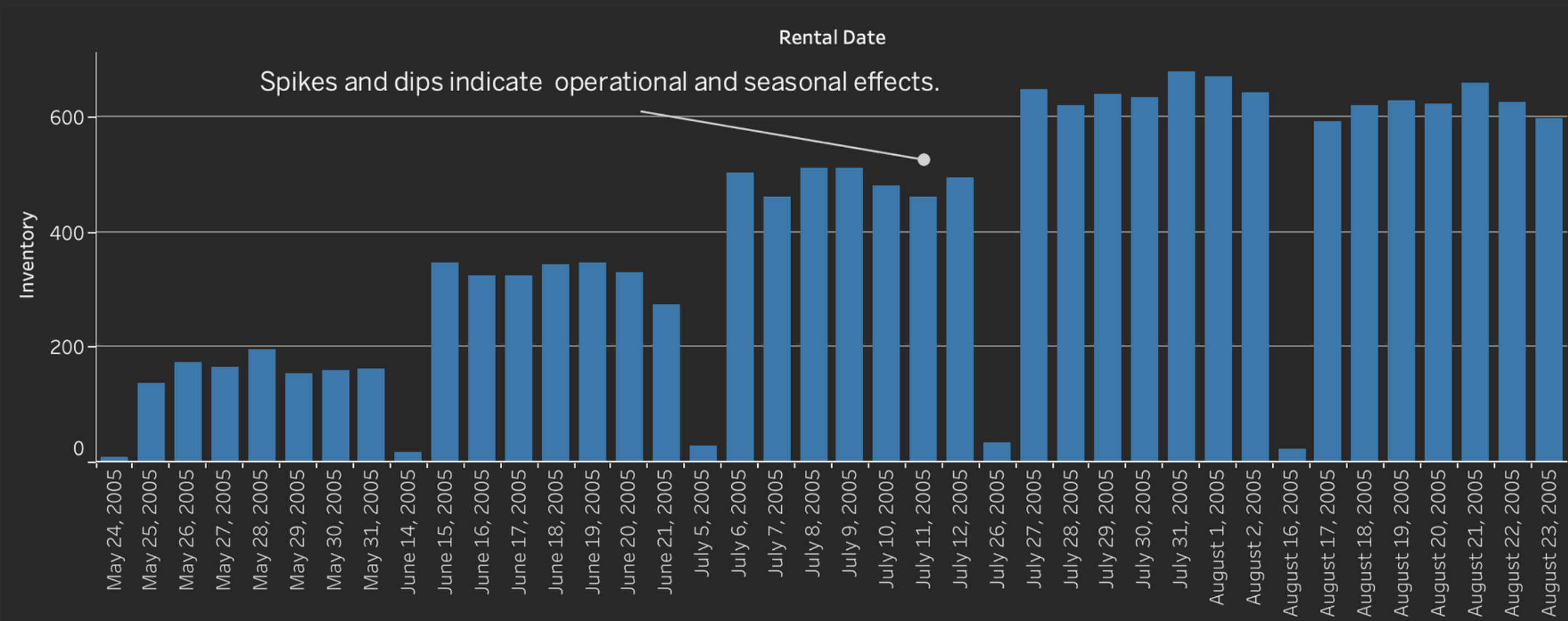
City	Country	Profit
Cape Coral	United States	208.58
Santa Brbara dOeste	Brazil	194.61
Memphis	United States	167.67
Tanza	Philippines	166.61
Valparai	India	162.67
Santa Rosa	Philippines	161.68
Aurora	United States	159.58
Tanauan	Philippines	156.66
Halisahar	India	154.7
Bijapur	India	154.66

# Customer Leader Board

Customer ID	First Name	Last Name	Country	City	Sendings
526	Karl	Seal	United States	Cape Coral	208.58
178	Marion	Snyder	Brazil	Santa Brbara dOeste	194.61
181	Ana	Bradley	United States	Memphis	167.67
236	Marcia	Dean	Philippines	Tanza	166.61
403	Mike	Way	India	Valparai	162.67

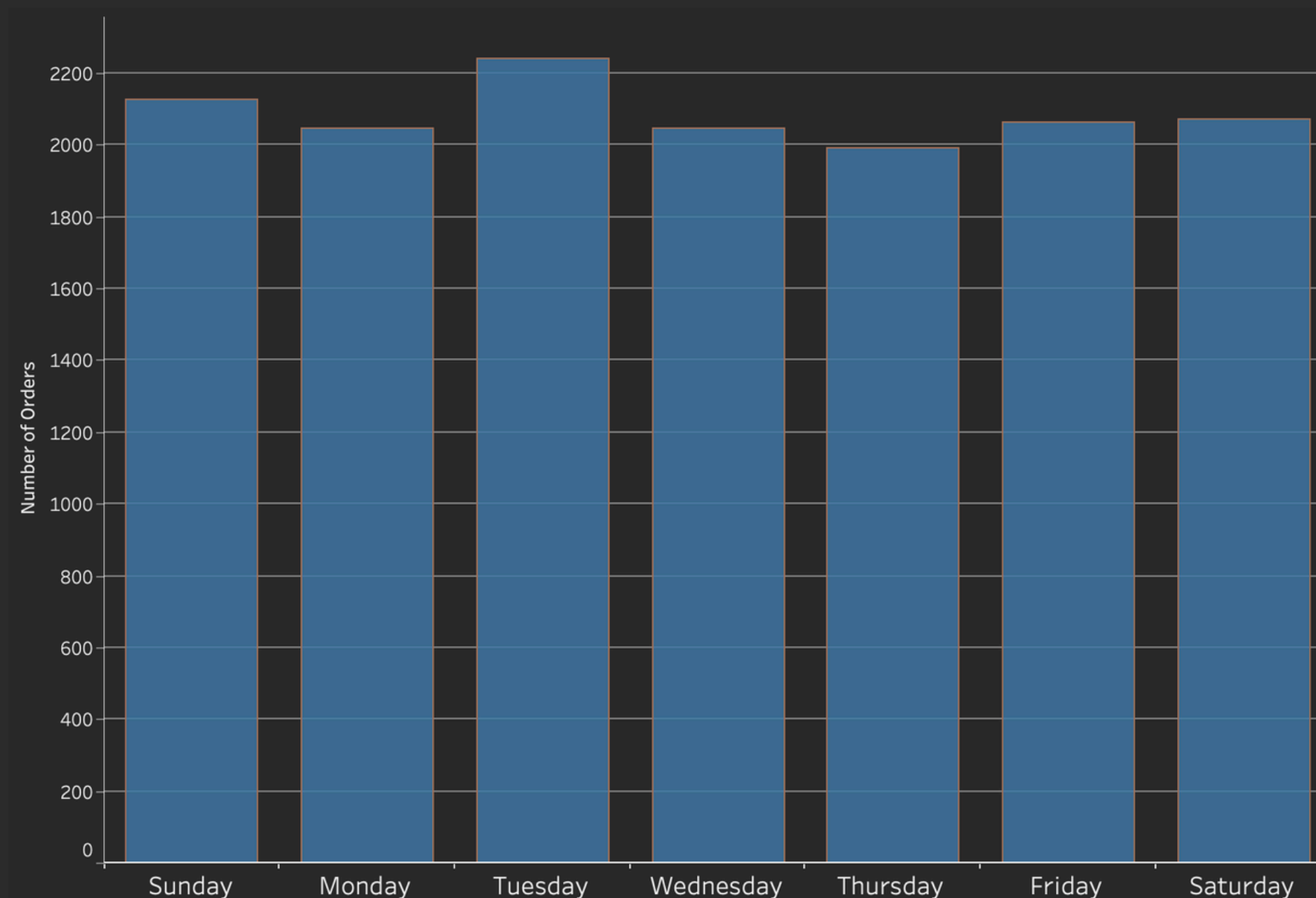


# Temporal Analysis: Daily Rental Trends Over Time (May - August)



Rental activity steadily increased after the store opened in May, reflecting successful early adoption and growing demand. Which indicates successful marketing efforts.

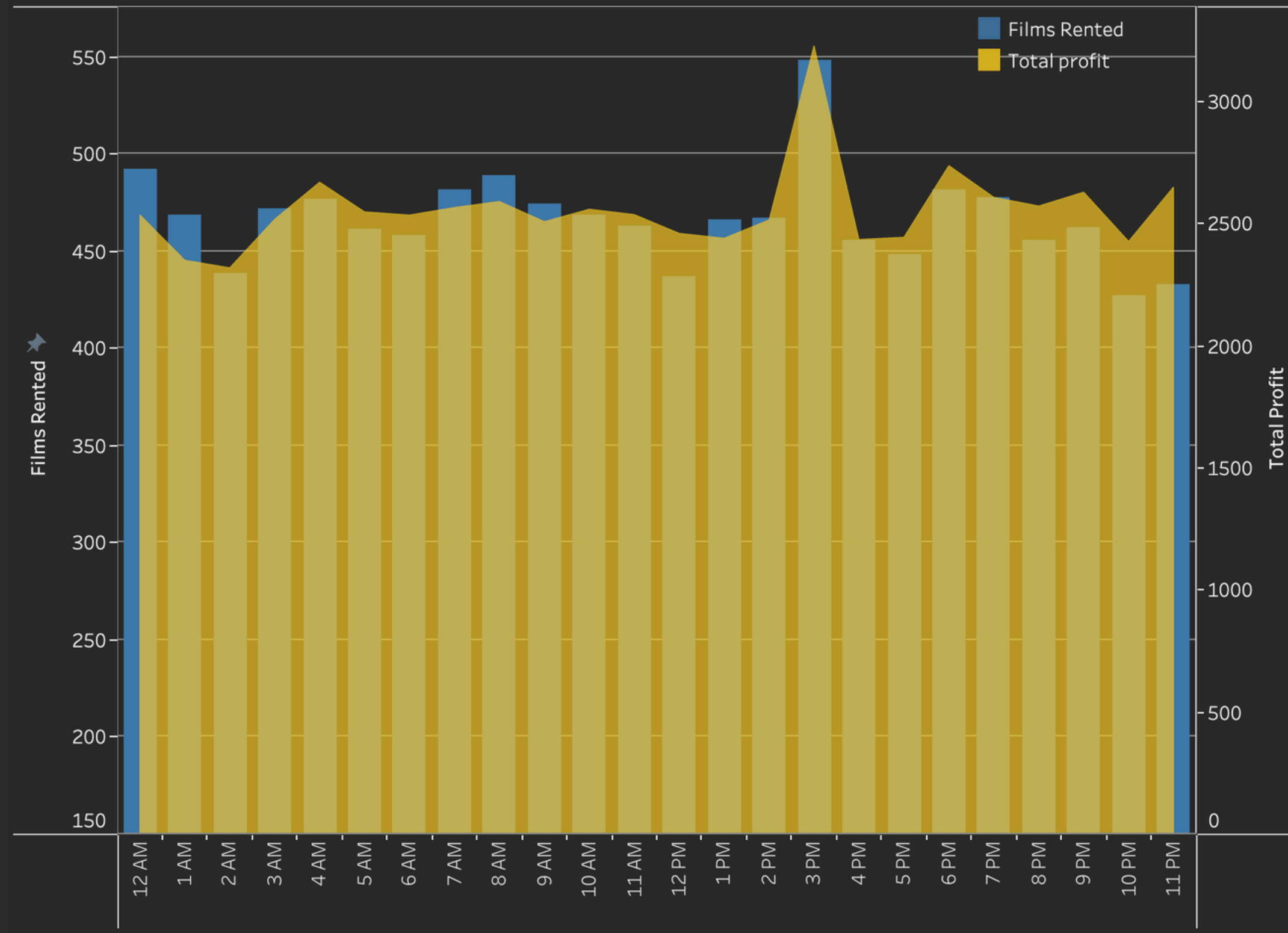
# Temporal Analysis: Customer Order Patterns by Day of the Week



Tuesday consistently generates the highest number of orders, surpassing other weekdays by a noticeable margin. This trend suggests that customers are more likely to rent early in the week, possibly due to fresh content updates, weekly routines, or midweek downtime.

To **capitalize** on this behavior, we recommend aligning inventory updates, targeted campaigns, and premium release promotions with early - week activity. Additionally, monitoring Tuesday demand can help optimize staffing and customer service availability.

# Temporal Analysis: Hourly Spending Peaks: Are We Missing Revenue Opportunities?



Customers rent the most at 3PM, but profit peaks disproportionately—possibly due to premium rentals or bundling.

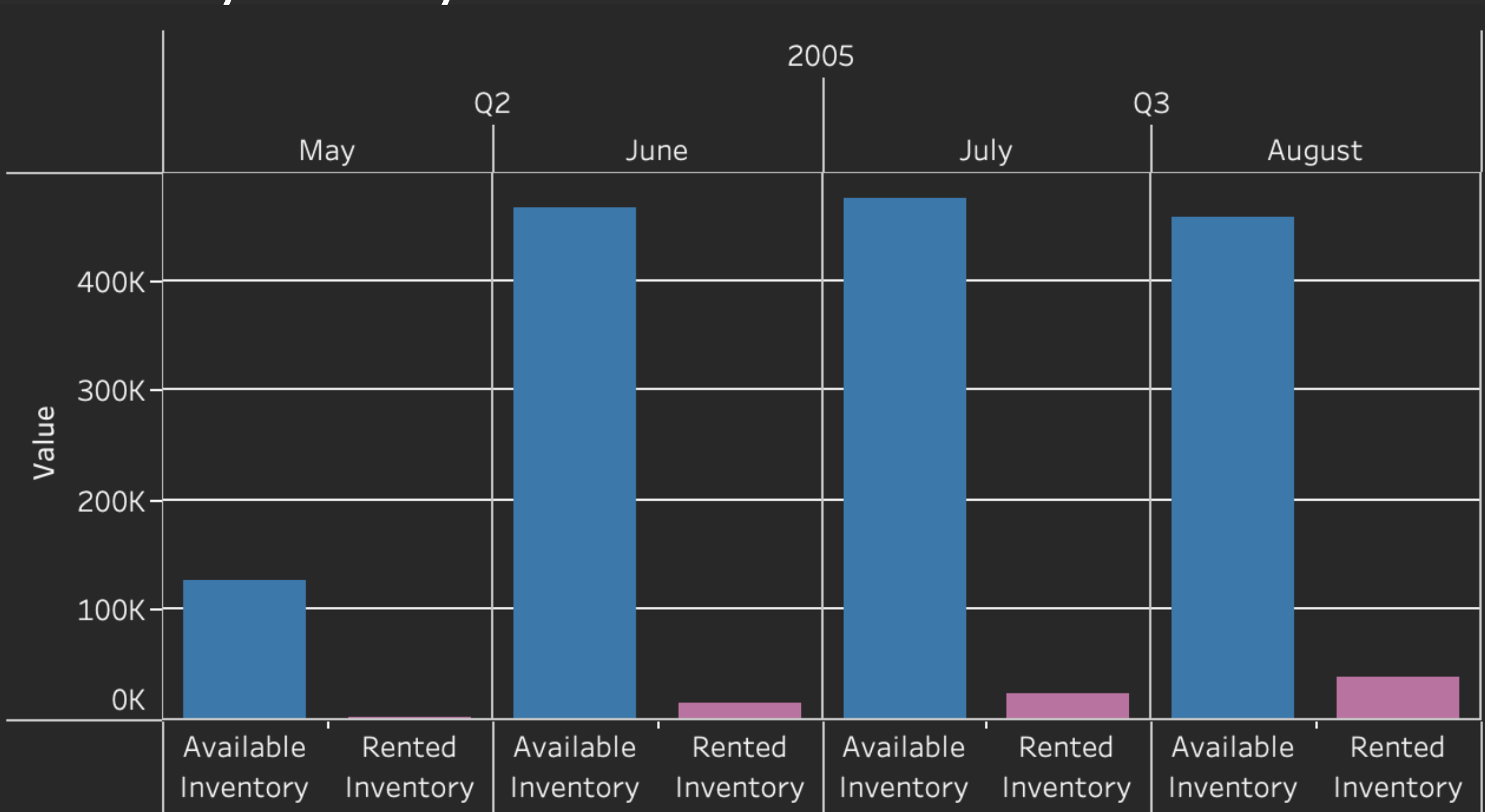
This indicates a strong conversion window where pricing strategies could be tested.

Peak rental and profit hours do not always align—offering targeted pricing could capture lost value.



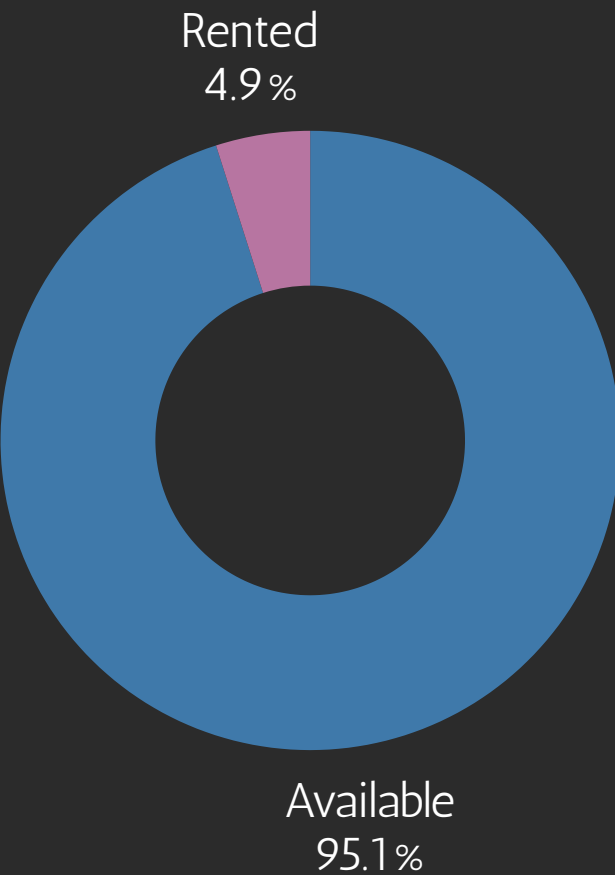
# Inventory Trends by Month (May–August 2005)

Monthly Inventory Load & Rental Volume



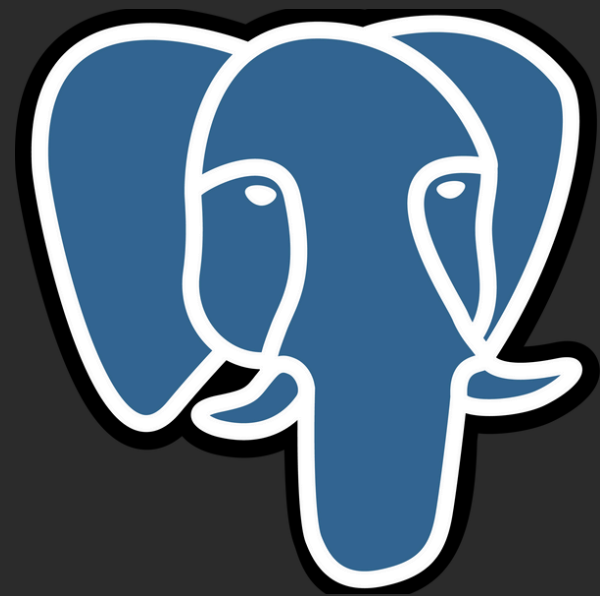
Overall Inventory Utilization

Only ~5% of inventory was rented on average.



Inventory was available 95% of the time from May–August 2005, highlighting significant untapped rental potential and operational opportunity.

# Supporting Files & Visuals



Dataset used



Tableau Board



Spreadsheet with more  
detailed analysis



Data  
Dictionary