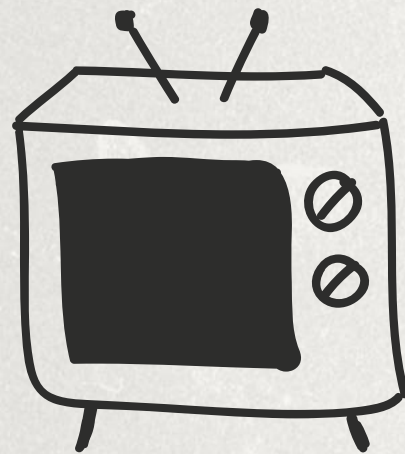
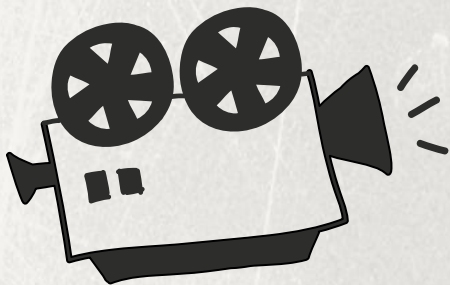
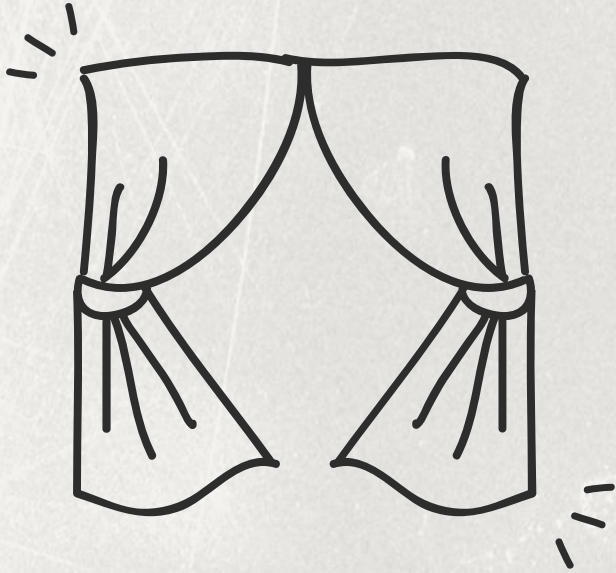

Rockbuster Health



Data Analysis

April 10, 2023

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.

Questions



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?

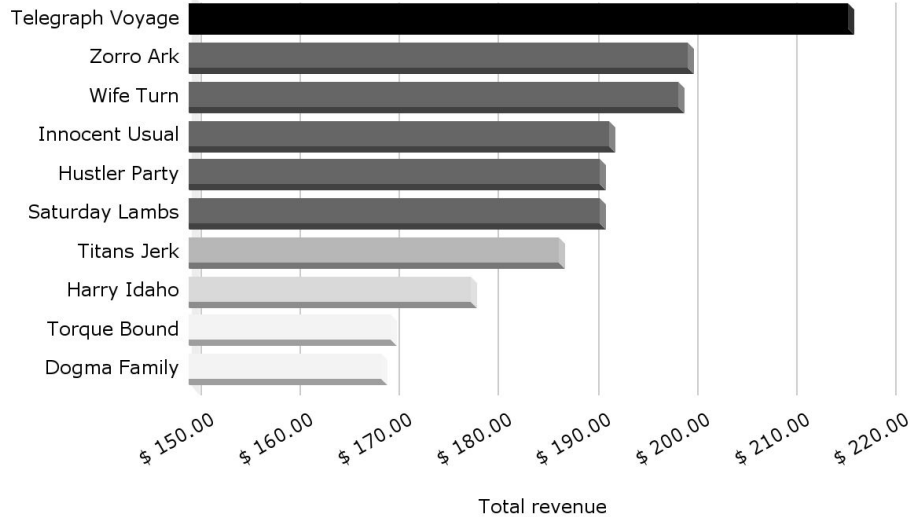


Where are customers with a high lifetime value based?



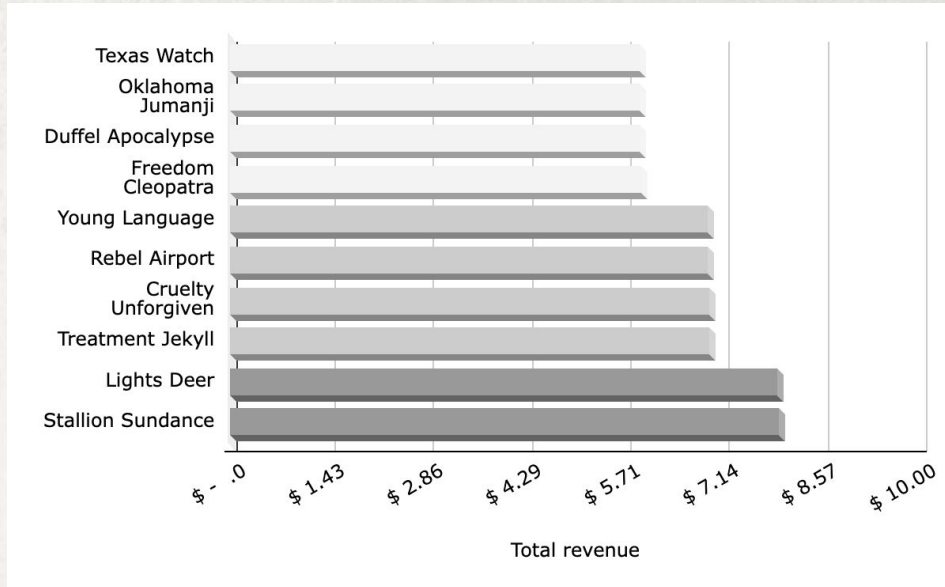
Do sales figures vary between geographic regions?

Movies that contributed *most* to revenue gain



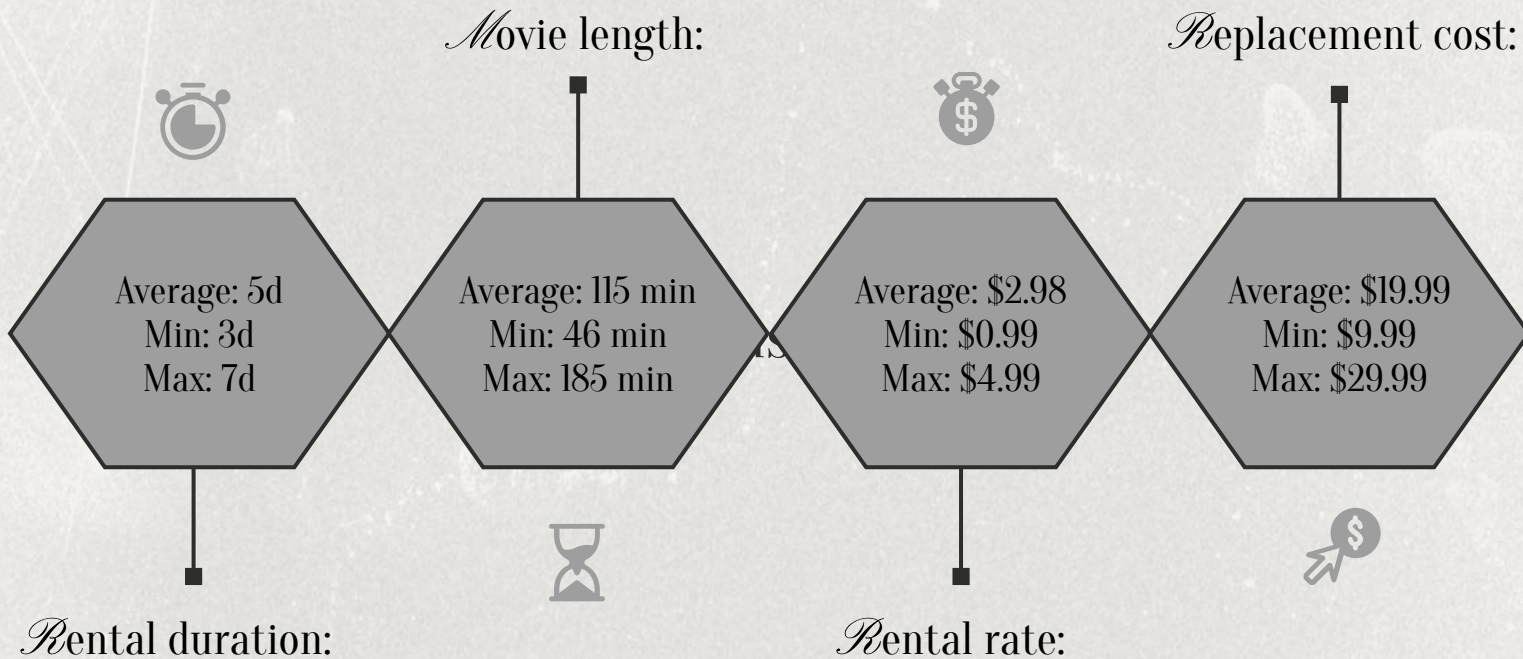
<i>Movie title</i>	<i>Total revenue</i>
Telegraph Voyage	\$ 215.75
Zorro Ark	\$ 199.72
Wife Turn	\$ 198.73
Innocent Usual	\$ 191.74
Hustler Party	\$ 190.78
Saturday Lambs	\$ 190.74
Titans Jerk	\$ 186.73
Harry Idaho	\$ 177.73
Torque Bound	\$ 169.76
Dogma Family	\$ 168.72

Movies that contributed *least* to revenue gain

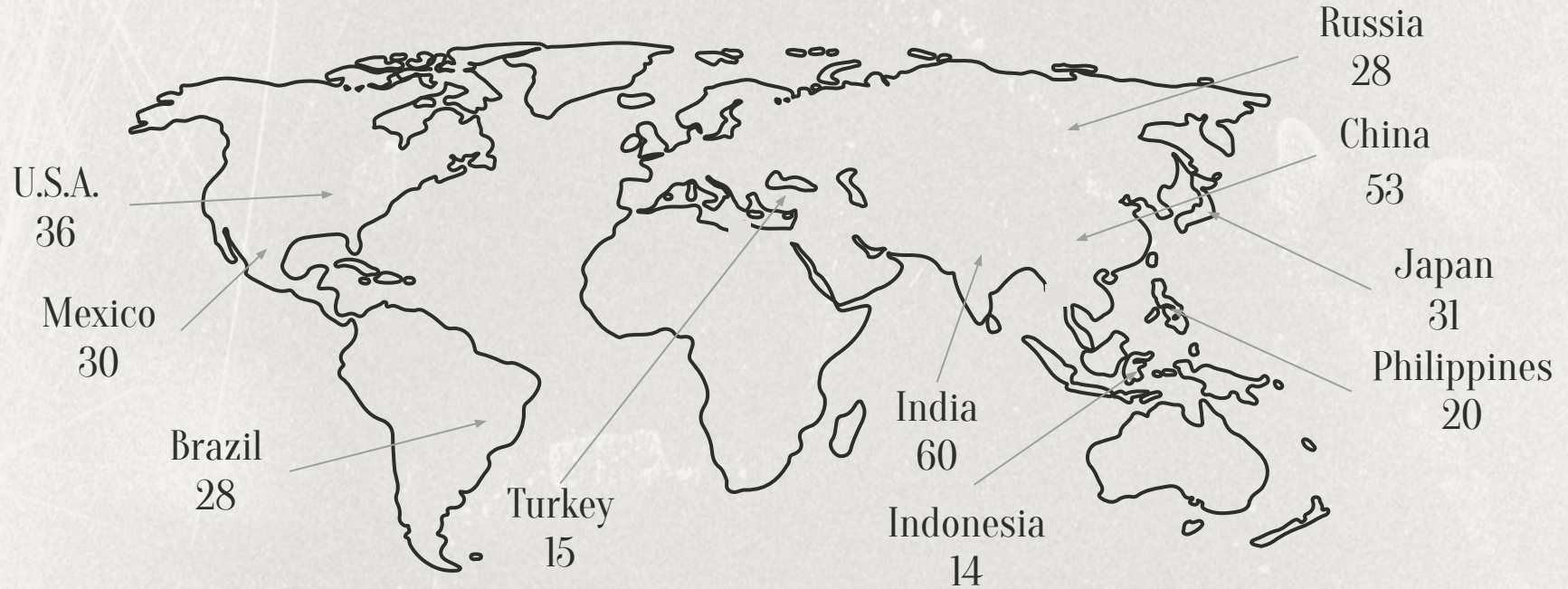


<i>Movie title</i>	<i>Total revenue</i>
Texas Watch	\$ 5.94
Oklahoma Jumanji	\$ 5.94
Duffel Apocalypse	\$ 5.94
Freedom Cleopatra	\$ 5.95
Young Language	\$ 6.93
Rebel Airport	\$ 6.93
Cruelty Unforgiven	\$ 6.94
Treatment Jekyll	\$ 6.94
Lights Deer	\$ 7.93
Stallion Sundance	\$ 7.94

Selective statistics

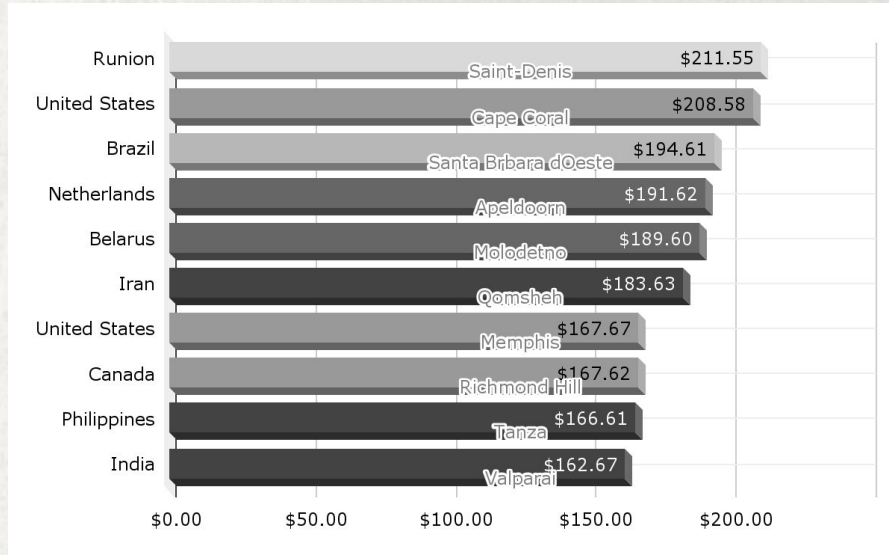


Customer locations



Rockbuster has customers all over the world. Top 10 countries, with the largest number of customers are shown here.

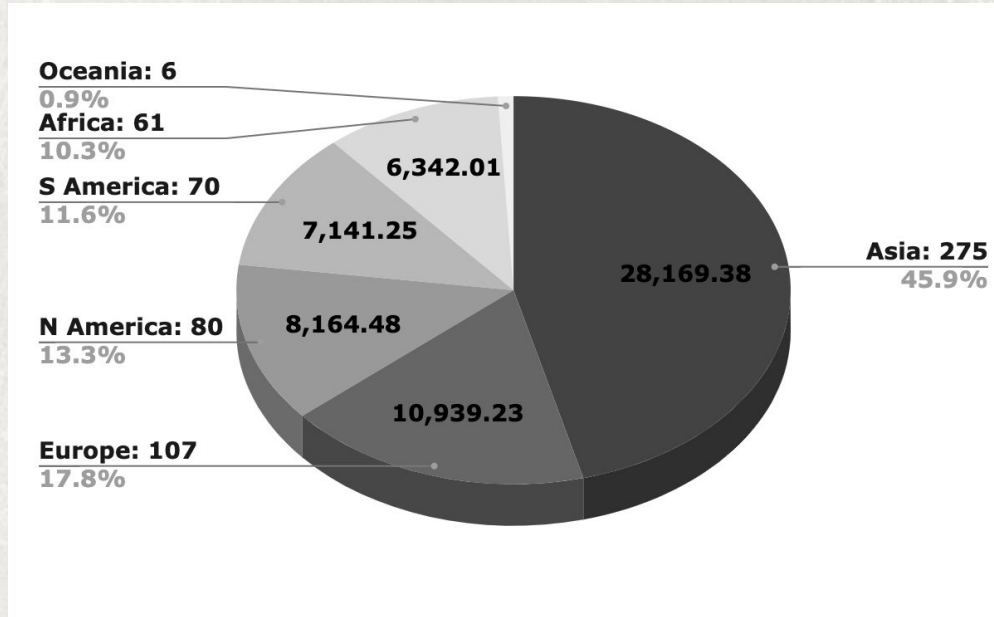
Customers with high lifetime value



The customer that spent most on Rockbuster platform is based in *Africa*. 3 in the top 10 are in *N America*, 3 in *Asia*, 2 in *Europe* and 1 in *S America*.

Considering that average rental is \$2.99, each of the top ten customers rented 50-70 movies in their lifetime.

Sales figures vary between regions



Asia accounts for the largest portion of Rockbuster's total revenues: 46%.

The number of customers follows the same pattern.

Note: I used StatisticsTimes.com for country classifications. They list Russia under Eastern Europe.

Conclusions and Recommendations

Regional focus



Netflix and Amazon are starting with N America, so the focus should be on growing existing *Asian* business first.

Foreign



Add movies in local languages. Most movies offered are in English, while most customers are based in Asia and Europe. Later offer *foreign* movies in other regions.

Subscription



Subscription based service should be considered or a combination of rent/subscribe.

Offering

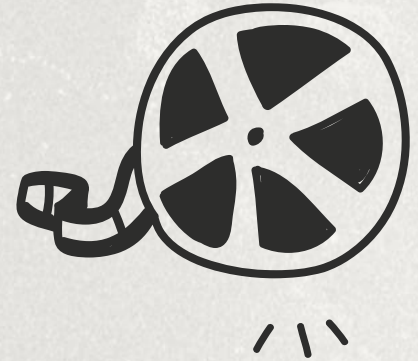


The number of movies on the platform should increase dramatically from current *1000* to be competitive.

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Tableau Map Visualisation link:
Task 3.10



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