

# Rockbuster Stealth Data Analysis

June 2022

# Project Overview

## **Key Questions:**

- What was the average rental duration for all videos?
- Which movies contributed the most revenue gain?
- Which are the top 10 countries based on the number of users?
- Which are the top 5 countries with the most revenue?
- What are the most-watched movies genres?
- What are the top rating rented movies? Are the movies watched by adults only or not?

# Data Overview

- The data is stored in a relational database.
- We used SQL to analyze the data and answer key business questions.
- All 1000 movies in the database were released in 2006.
- English is the only movie language.
- PG-13 is the most common movie rating.



1000 Movies

Most Modal  
rating: PG-13

Language:  
English

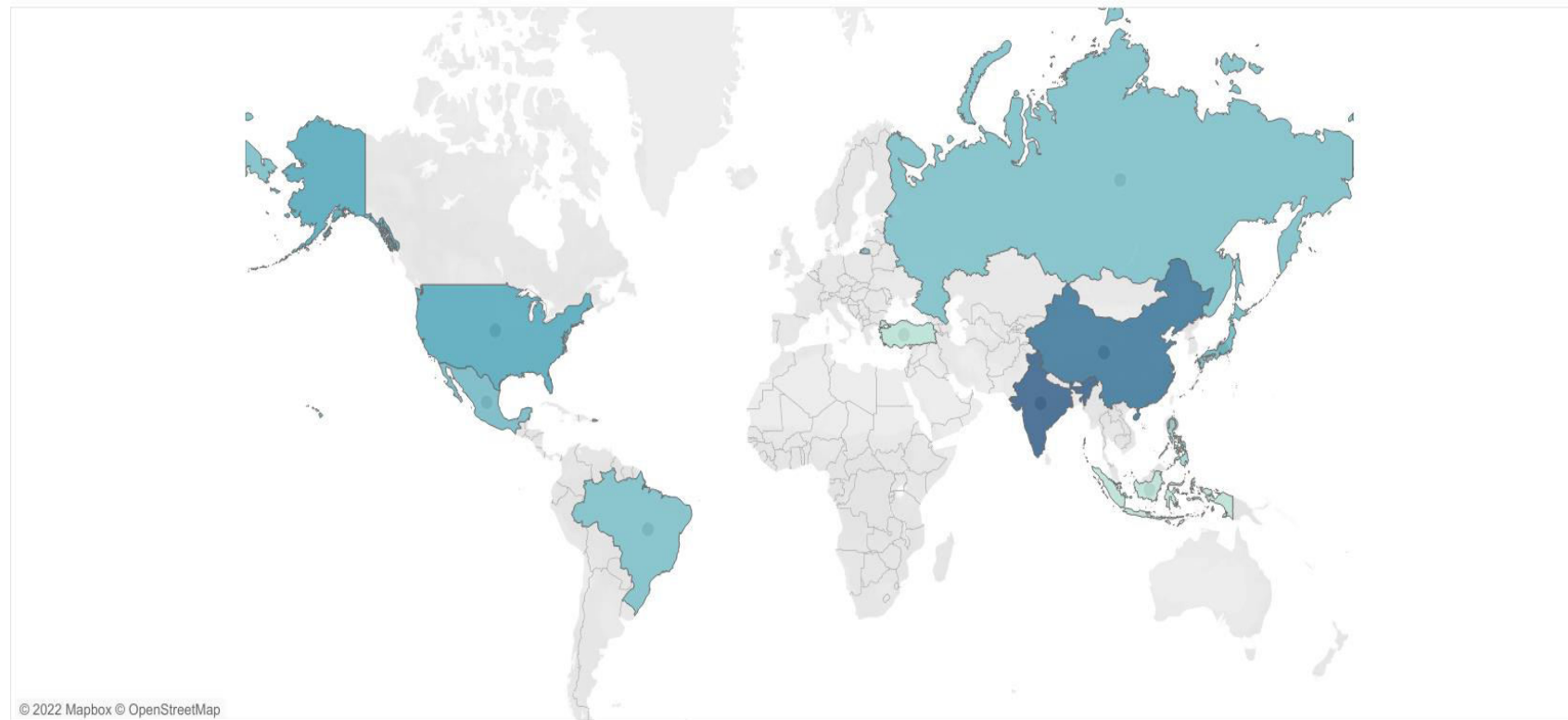
# Rental Duration: Key Numbers



	<b>Average</b>	<b>Minimum</b>	<b>Maximum</b>
Rental Duration	5 days	3 days	7 days
Movie Length	115 min	46 min	185 min
Rental Price	\$2.98	\$0.99	\$29.99

# Top 10 countries with more Customer base

TOP 10 Countries by Customer Number



Customer Number  
14 60

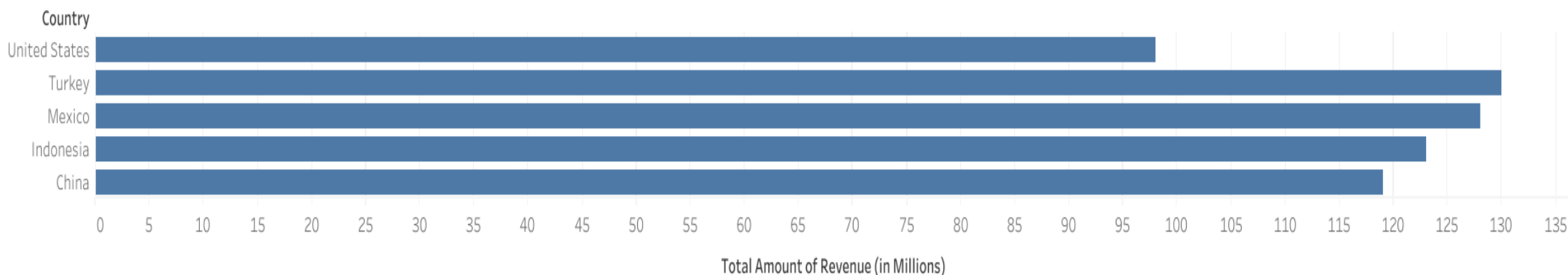
Top 10 Countries with the most customer base: (with the biggest to lowest)

India  
China  
USA  
Russia  
Mexico  
Brazil  
Japan  
Turkey  
Philippines

# Top 5 countries by Average Revenue

The biggest revenue country is Turkey, despite it has no more users than India, China, and the USA  
The USA is in the bottom 5 but still has considerable revenue.

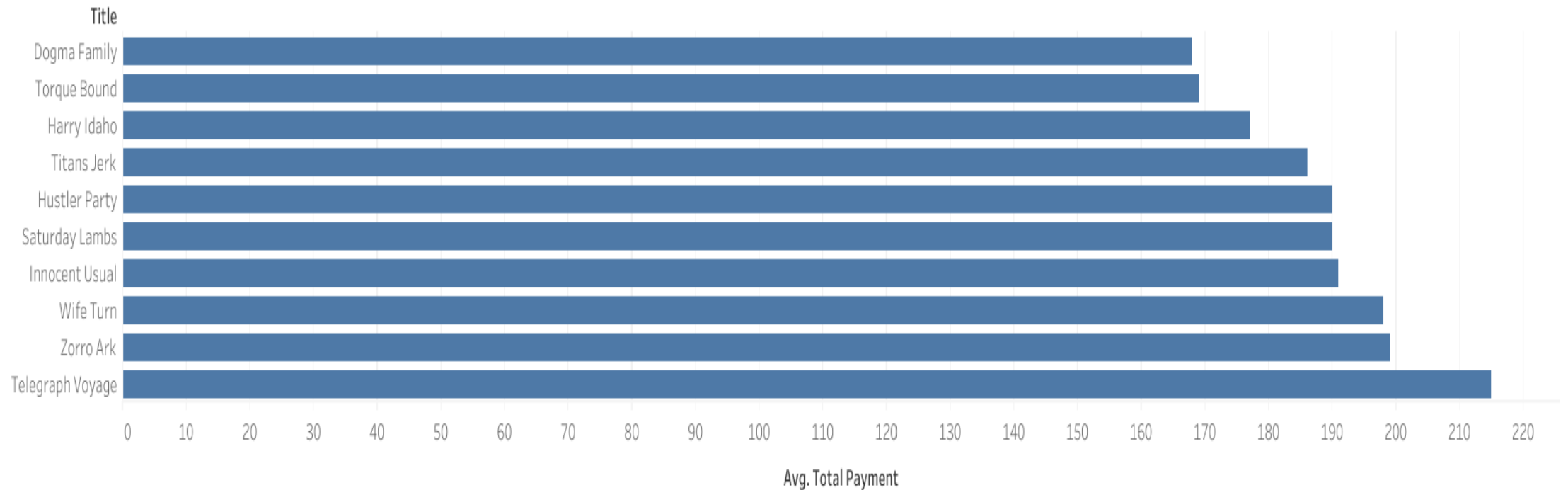
Top 5 Countries by revenue



# Top 10 Most Rented Movies

The movie list can give a clue on which genre is the most rented.

Top10 movies



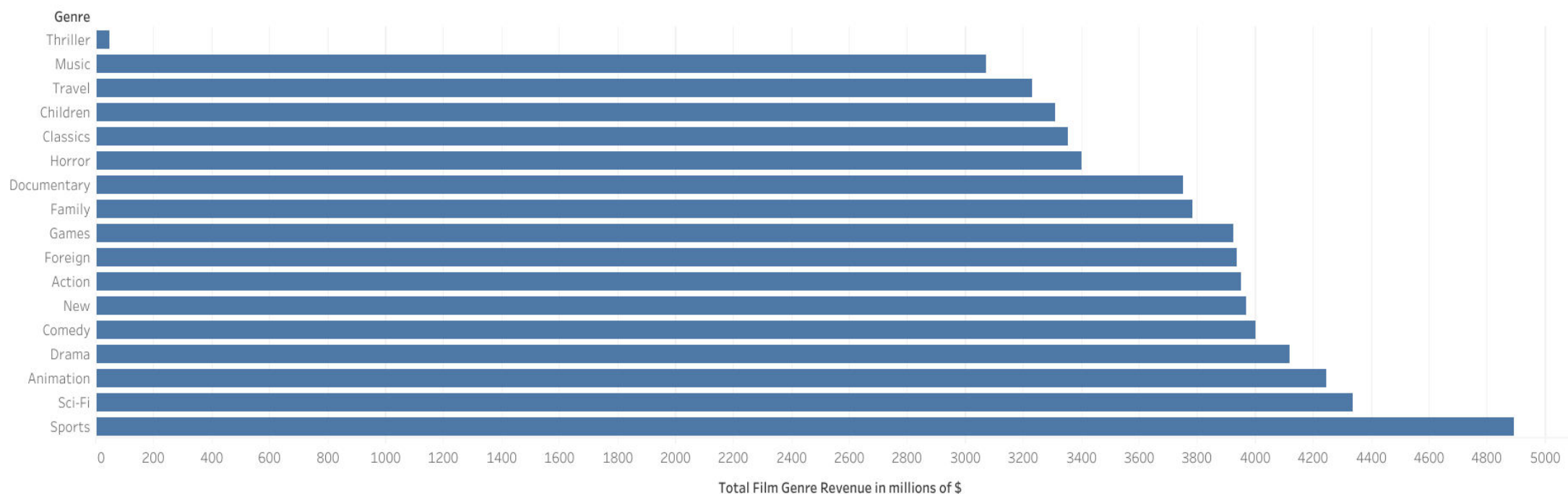


# Top 10 Most Rented Genres

People still love to watch more sports themes, followed by Sci-fi and Animation.

Thriller and Music are at the bottom

Top Genres





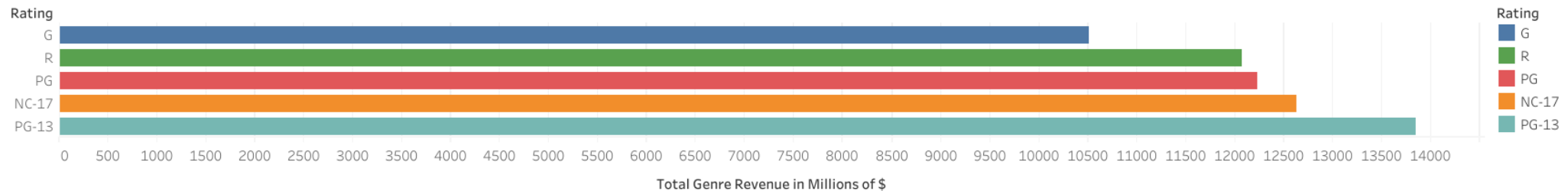
# Top 10 Most Rented Rating Movies

It seems that Adults only and parent advisory genres are the most rented movies (NC-17 and Pg-13)

Total Revenue by Rating

The NC-17 and PG-13 have the most revenue by Rating

Total Revenue Gender



# Recomendations

- Spending on movies in the most profitable ratings and genre categories, particularly the PG-13 rating and the Sports, Sci-Fi, and Animation genres.
  - Consider adding more recent movies
  - With the international presence of Rockbuster, expand the movie collection to include also local productions
  - Consider also expanding the language selection. The top languages are Chinese, Hindu, Japanese, Turkish, Spanish, Indonesian, and Portuguese.
- The average rental duration is 5 days.
  - PG-13 rated movies and movies in the Sports genre contributed the most to revenue gains
  - Rockbuster's customers are located worldwide, but the 10 countries have the most customer base.

# Thank You!

Data Dictionary, Queries, and Query Outputs are available upon request.

Link to Tableau Visualizations: [Rockbuster Stealth](#)