ROCKBUSTER STEALTH

- Database Analysis -

By Kendra Jackson

Objectives and Key Business Questions

Which countries are Rockbuster customers based in?

Which movies contributed the most/least revenue gain?

What was the average rental duration for all videos?

Where are customers with a high lifetime value based?

Do sales figures vary between geographical regions?

Business Summary
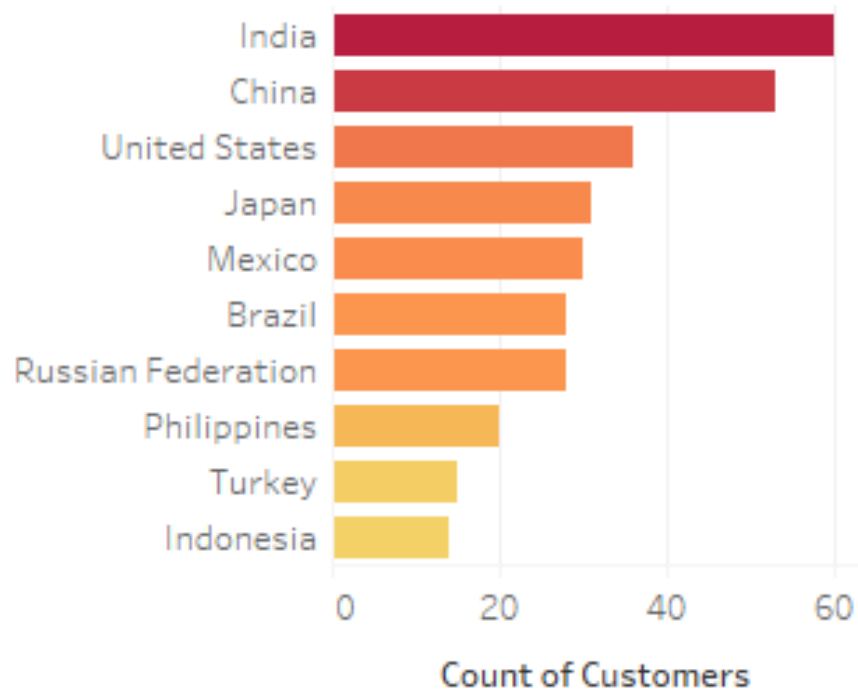
Total Revenue:
$61,312

Highest Revenue:
India

Highest Grossing Category:
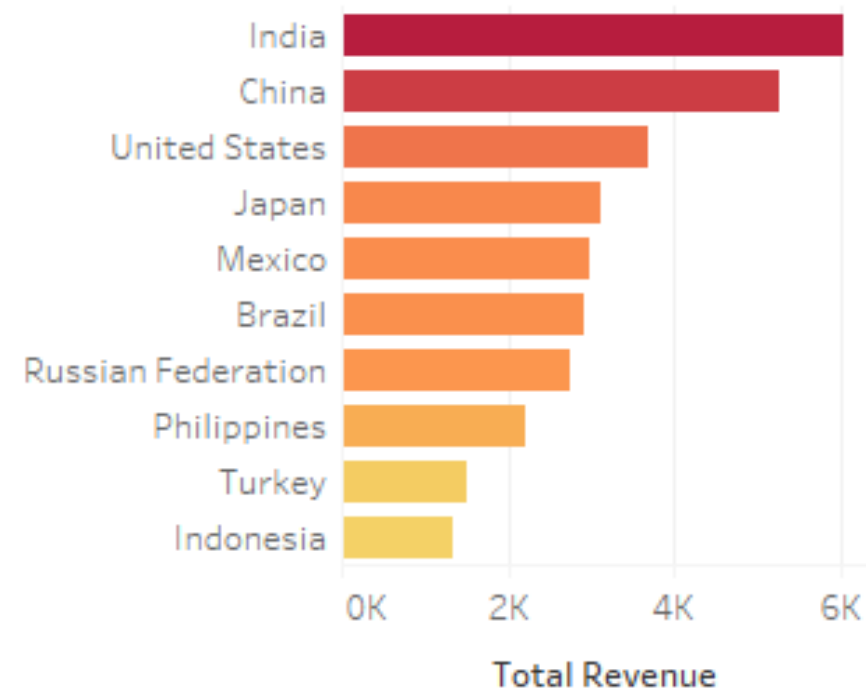**Sports**

Most Common Movie Rating:
PG-13

Average Rental Duration :
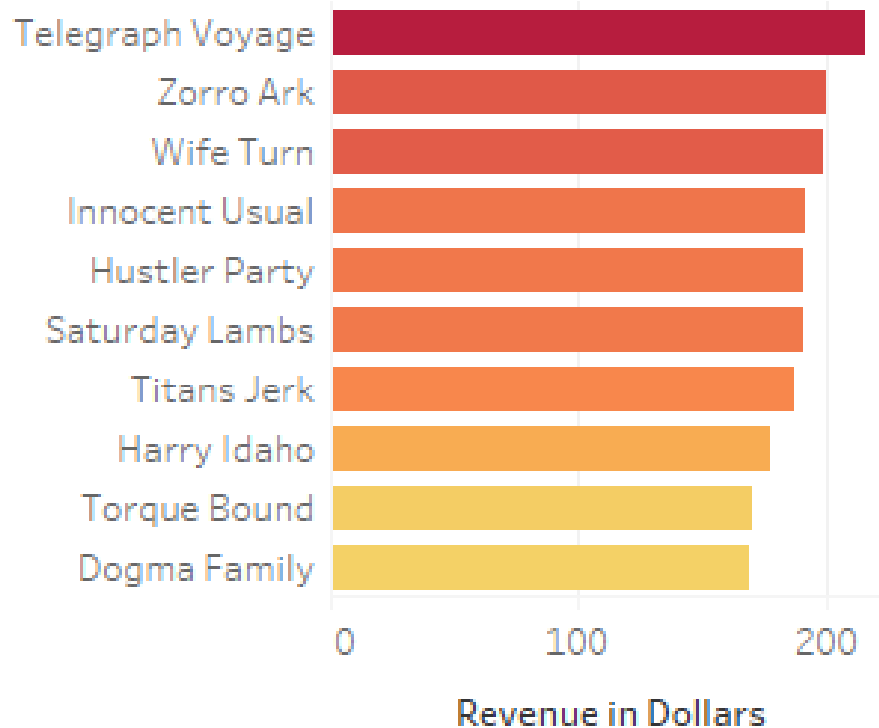**5 Days**

Top Countries by Revenue and Customers

Best and Worst Performing Movies

Top 10 Movies by Revenue

Movie	
Telegraph Voyage	
Zorro Ark	
Wife Turn	
Innocent Usual	
Hustler Party	
Saturday Lambs	
Titans Jerk	
Harry Idaho	
Torque Bound	
Dogma Family	

Revenue in Dollars (0, 100, 200)

Least Rented Films by Revenue

Movie	
Stallion Sundance	
Lights Deer	
Cruelty Unforgiven	
Treatment Jekyll	
Rebel Airport	
Young Language	
Freedom Cleopatra	
Duffel Apocalypse	
Oklahoma Jumanji	
Texas Watch	

Revenue in Dollars (0, 2, 4, 6, 8)
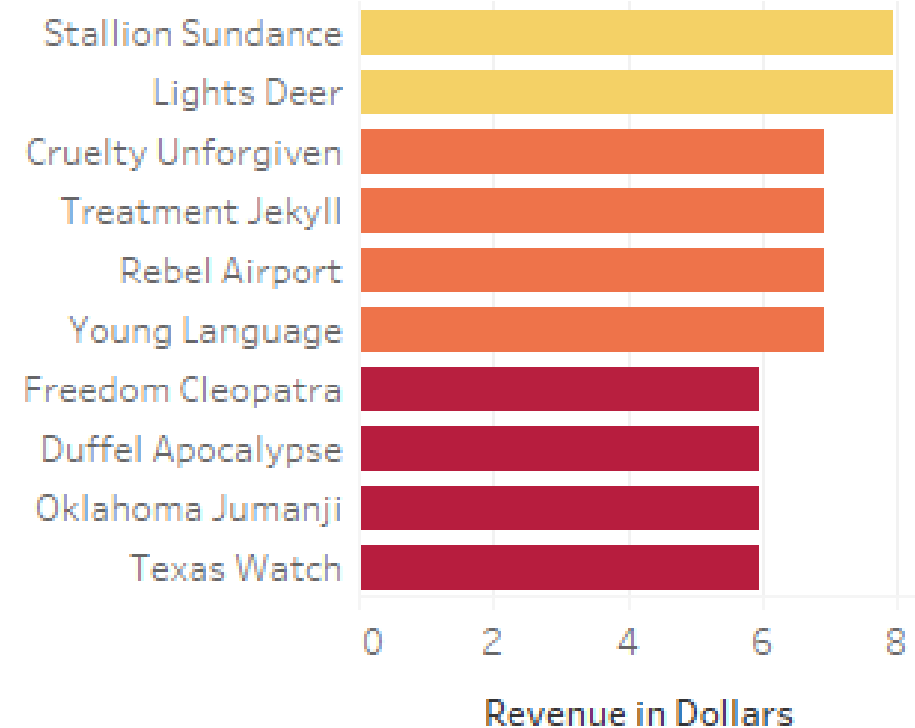
Most Popular Categories

Movie Inventory by Rating

Rating	Percentage
G	18%
NC-17	21%
PG	19%
PG-13	22%
R	20%
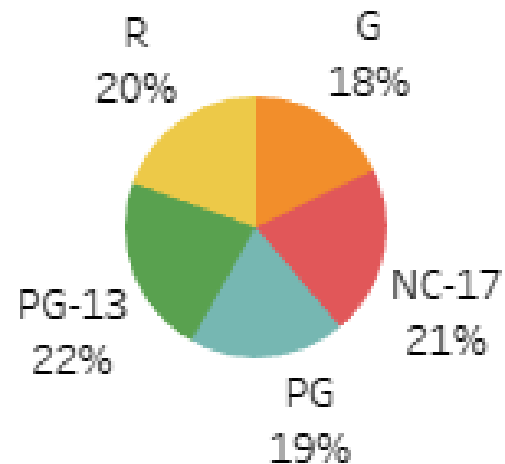
Inventory is made up of almost equal shares of each rating

Revenue By Genre

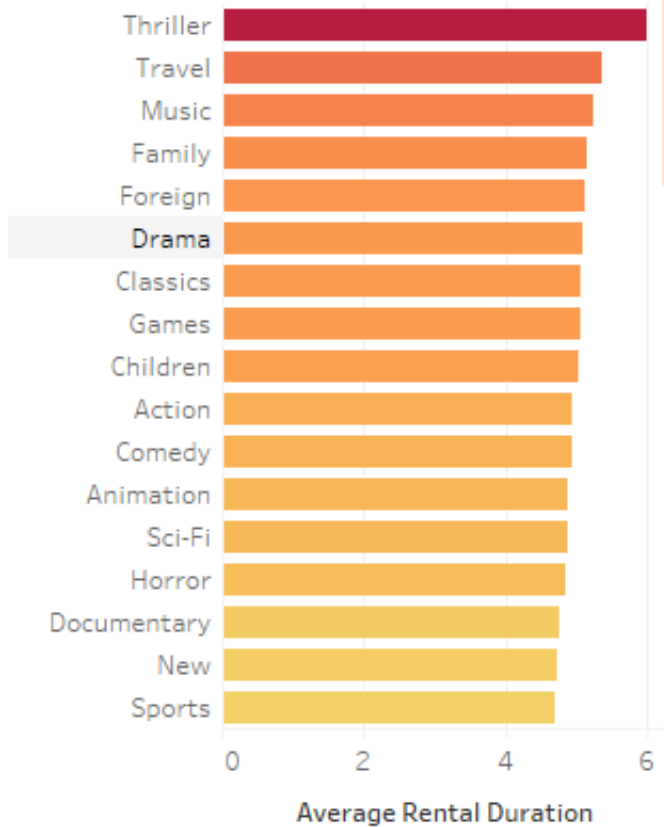| Genre	Revenue
Sports	$4,892.19
Comedy	$4,002.48
Games	$3,922.18
Family	$3,782.26
Sci-Fi	$4,336.01
New	$3,966.38
Horror	$3,401.27
Travel	$3,227.36
Animation	$4,245.31
Action	$3,951.84
Classics	$3,353.38
Drama	$4,118.46
Foreign	$3,934.47
Children	$3,309.39
Music	$3,071.52
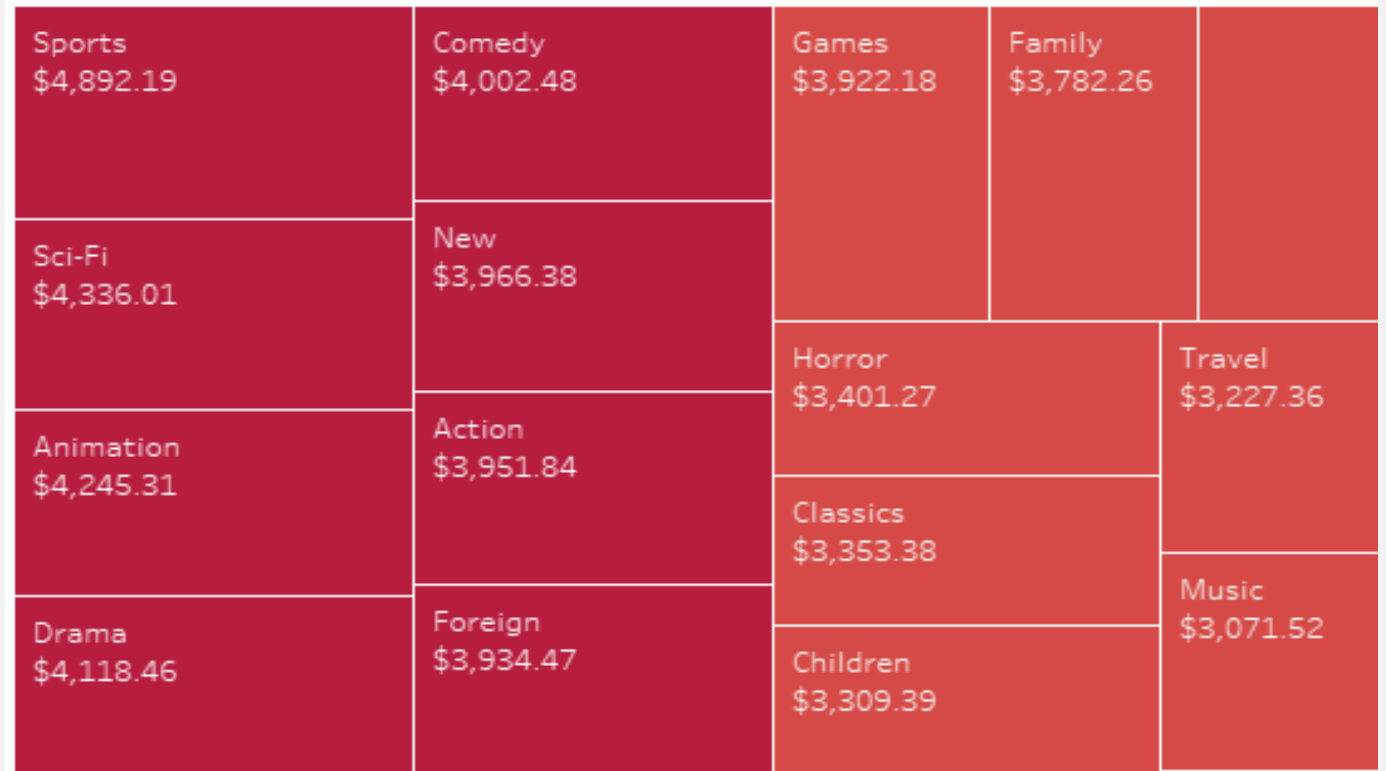
Top grossing genres: Sports, Sci-Fi, Animation, Drama, and Comedy
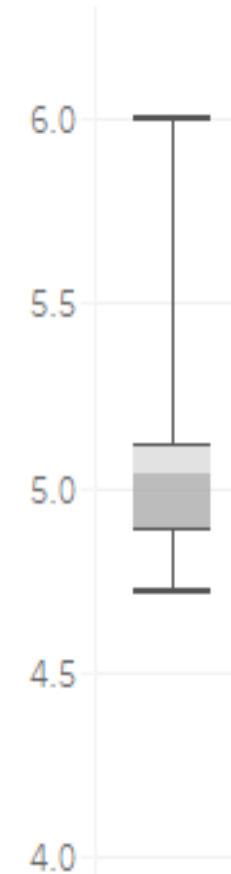
Rental Duration

Rental Duration By Category

Thriller, Travel, and Music are rented for longer than average

Average Rental Duration

Median of 5 → Average Duration 5 days

High Value Customers

First Name	Last Name	City	Country	Total Paid ($)
Arlene	Harvey	Ambattur	India	111.76
Kyle	Spurlock	Shanwei	China	109.71
Marlene	Welch	Iwaki	Japan	106.77
Glen	Talbert	Acua	Mexico	100.77
Clinton	Buford	Aurora	United States	98.76

Geographical Sales

Revenue and Customer Count per Country
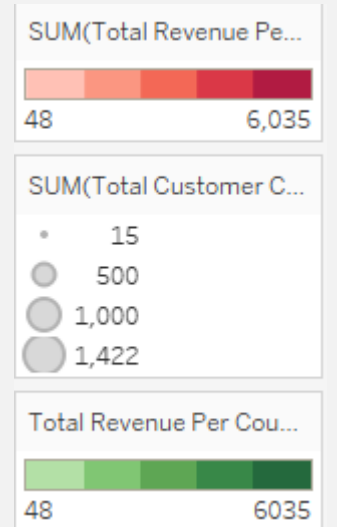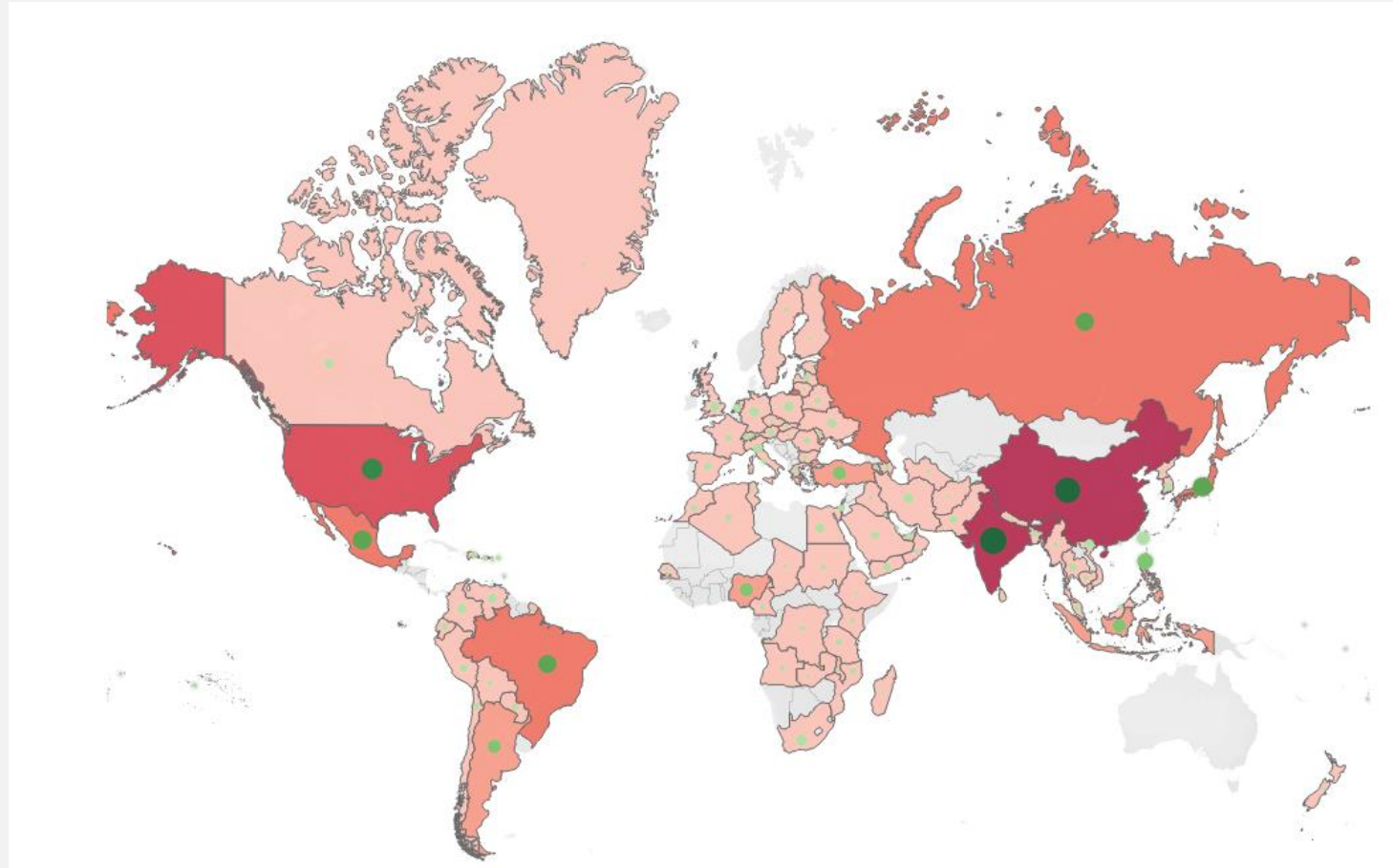
Summary and Recommendations

- Create a "Hidden Gems" movie category on Rockbuster's homepage for less popular films to encourage customers to try watching them
- Create a "Popular" or "Most Watched" section featuring Rockbuster's top films
- Focus marketing efforts and initiatives towards top revenue generating countries
- Consider removing the least rented films to cut down on costs

- Consider gathering data on watched movie genres in cities and countries to allow for further suggestion on movies to watch per demographic
- Consider analyzing available data and initiatives from competitor companies to see what has succeeded and failed

Top 5 Countries: India, China, USA, Japan Mexico

Top 5 Movies: Telegraph Voyage, Zorro Ark, Wife Turn, Innocent Usual, Hustler Party

Bottom 5 Movies: Texas Watch, Oklahoma Jumanji, Duffel Apocalypse, Freedom Cleopatra, Young Language

Top Genres: Sports, Sci-Fi, Animation, Drama, Comedy

Thank You

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Further Questions?

Contact Me!
Phone xxx xxx xxxx
Email xxxxxxxxx.com