



# Rockbuster Business Analysis

By Thang Tran

# Introduction

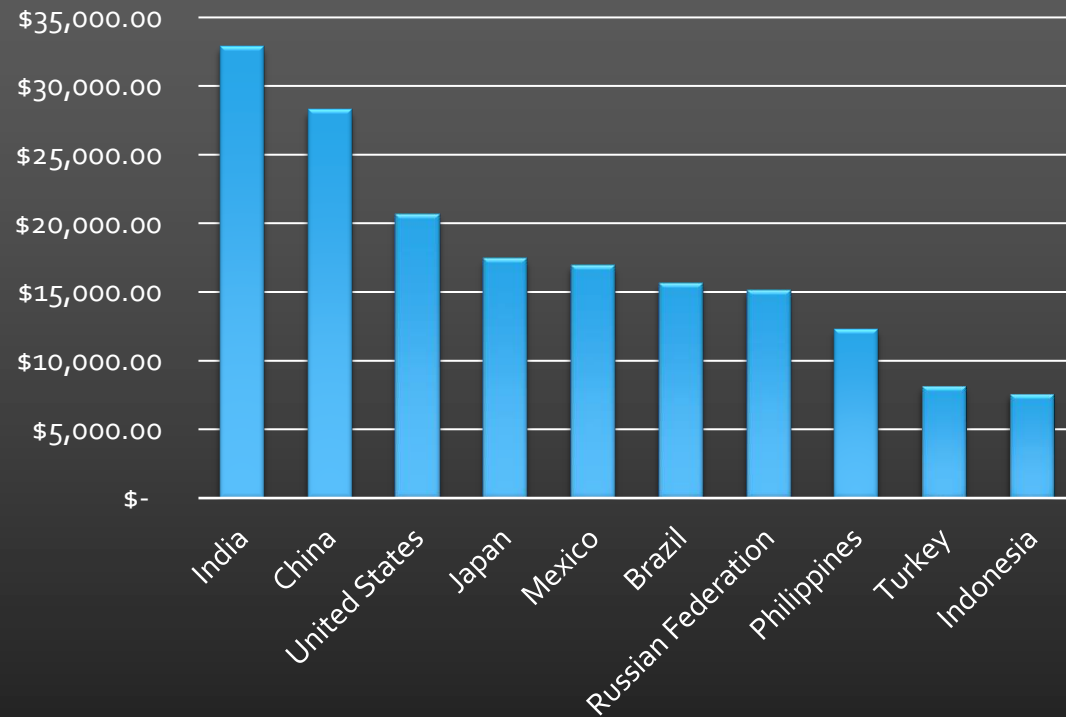
The purpose is to answer key business questions based on the results of analysis to prepare for the upcoming year for Rockbuster.

## Key Points:

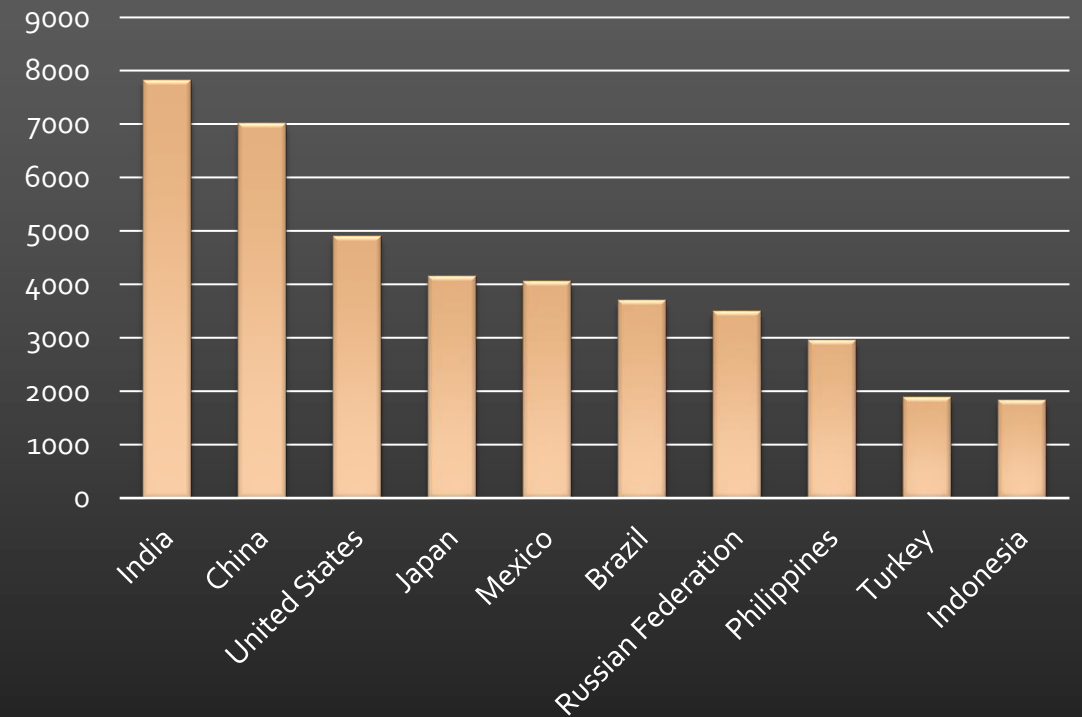
- The most profitable countries & cities
- Rental Statistics
- Sales by titles, genre, & rating
- Sales by rental duration, rates, & movie length

# Top 10 Countries

## Revenue



## Customer Count

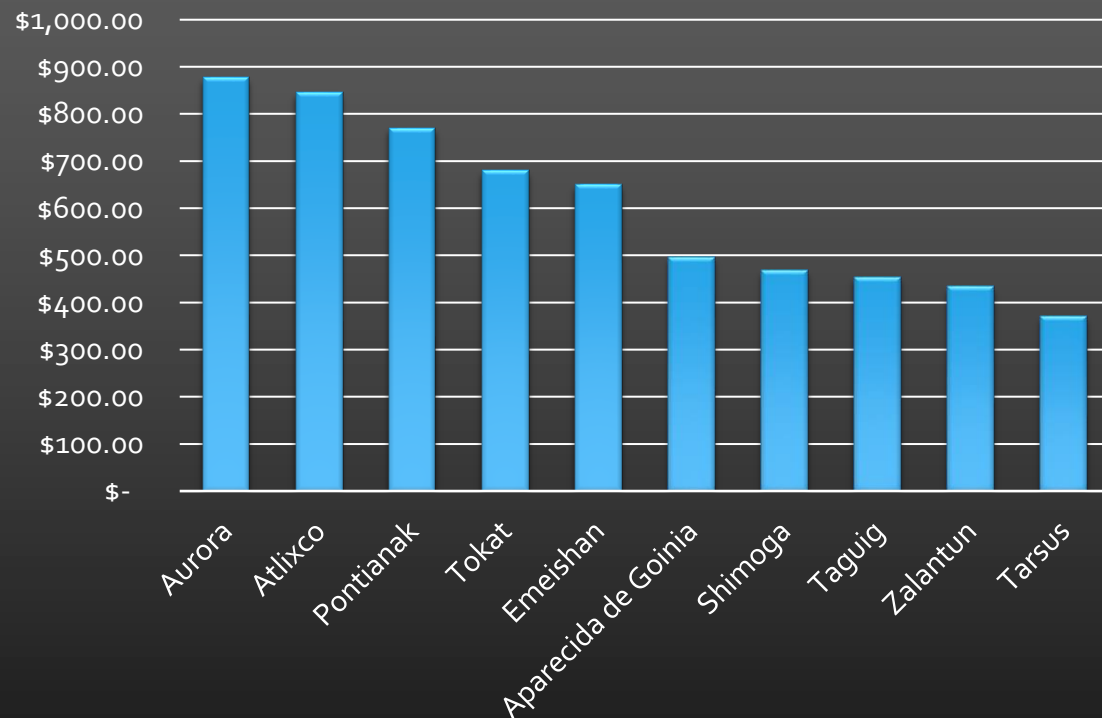


➤ Revenue increases as customer count increases

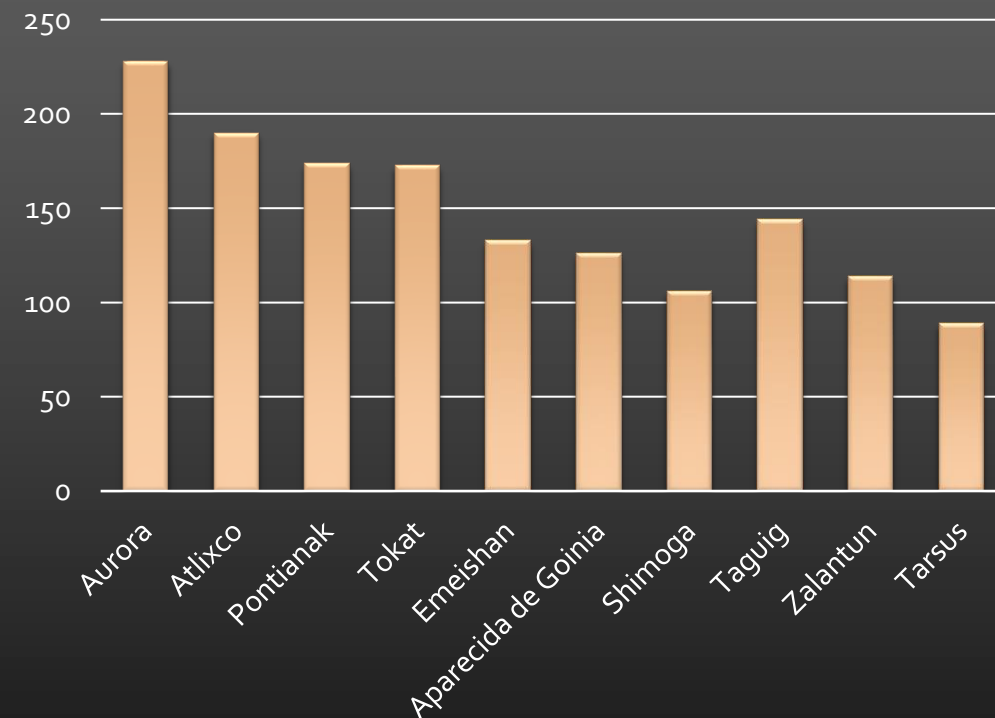
# Top 10 Cities

(in the Top 10 Countries)

## Revenue



## Customer Count



➤ Taguig is not as profitable as other cities despite its relatively high customer count

# Top 5 Customers

(in the top 10 cities & countries)

Geographical Locations of Top 5 Customers

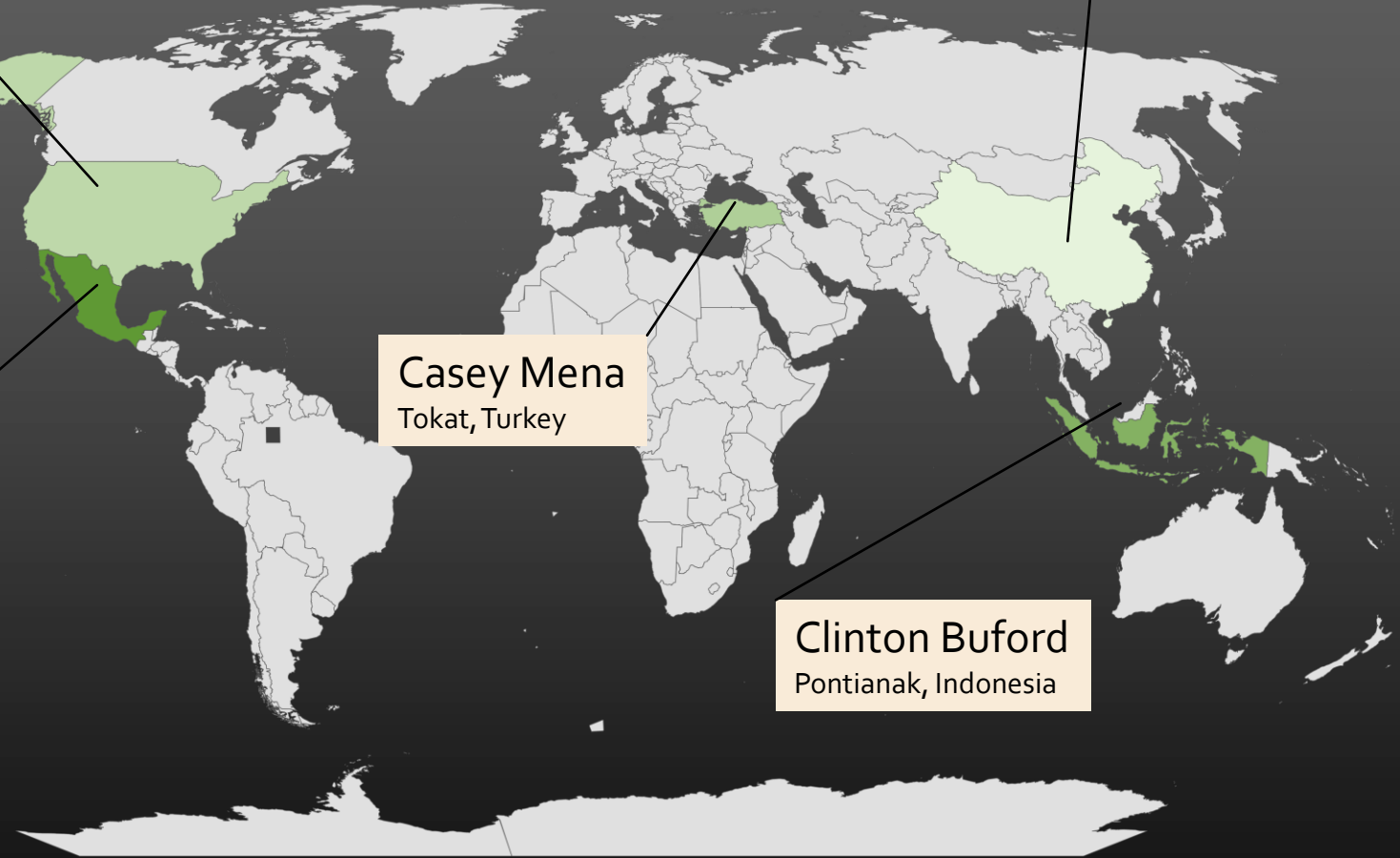
Alan Kahn  
Aurora, US

Leslie Seward  
Emeishan, China

Sara Perry  
Atlixco, Mexico

Casey Mena  
Tokat, Turkey

Clinton Buford  
Pontianak, Indonesia



# Rental Statistics

## Release Year:

Oldest – 2006

Latest – 2006

Mean – 2006

## Most Rented Title:

Academy Dinasour

## Rental Rates:

Highest – 4.99

Lowest – 0.99

Average – 2.98

## Movie Length:

Longest – 185 min

Shortest – 46 min

Average – 115 min

## Rental Duration:

Shortest – 3 days

Longest – 7 days

Average – 5 days

## Replacement Cost:

Highest – \$30

Lowest – \$10

Average – \$20

## Most Rented Rating:

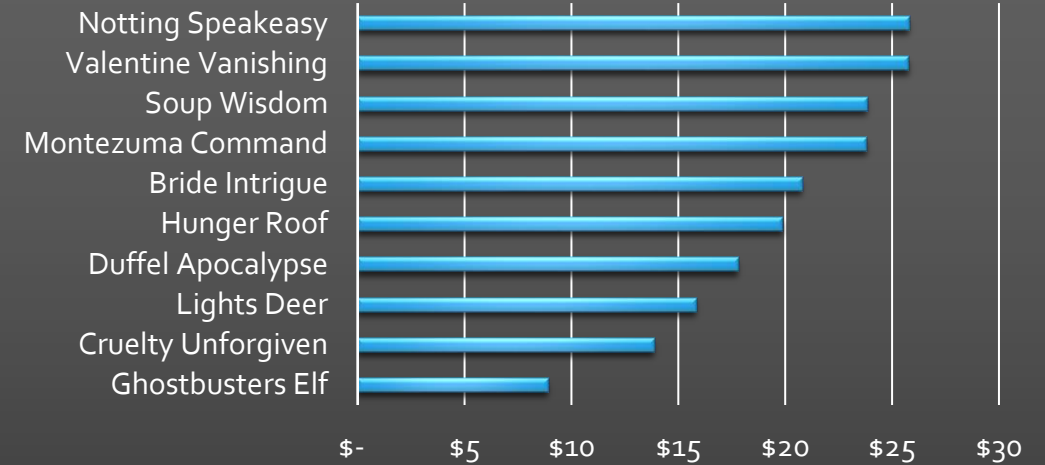
PG-13

# Sales by Titles & Ratings

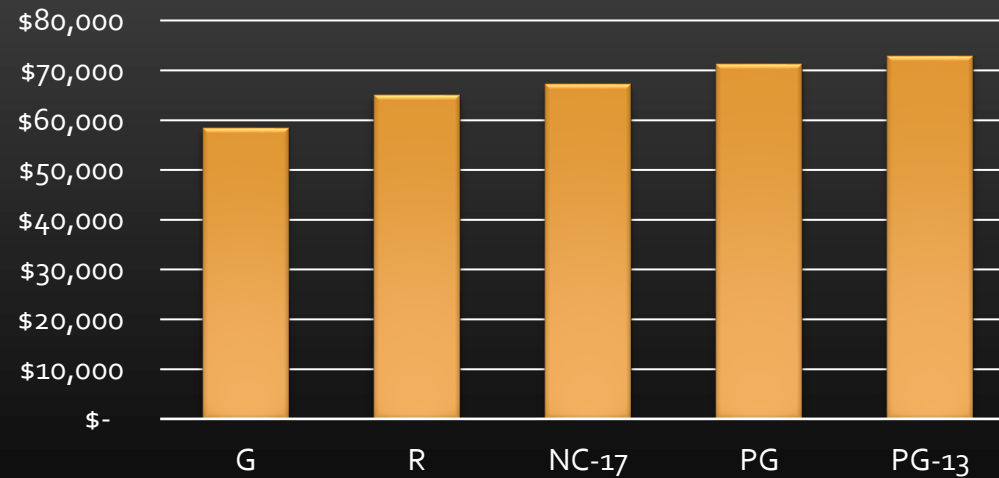
## Top 10 Titles



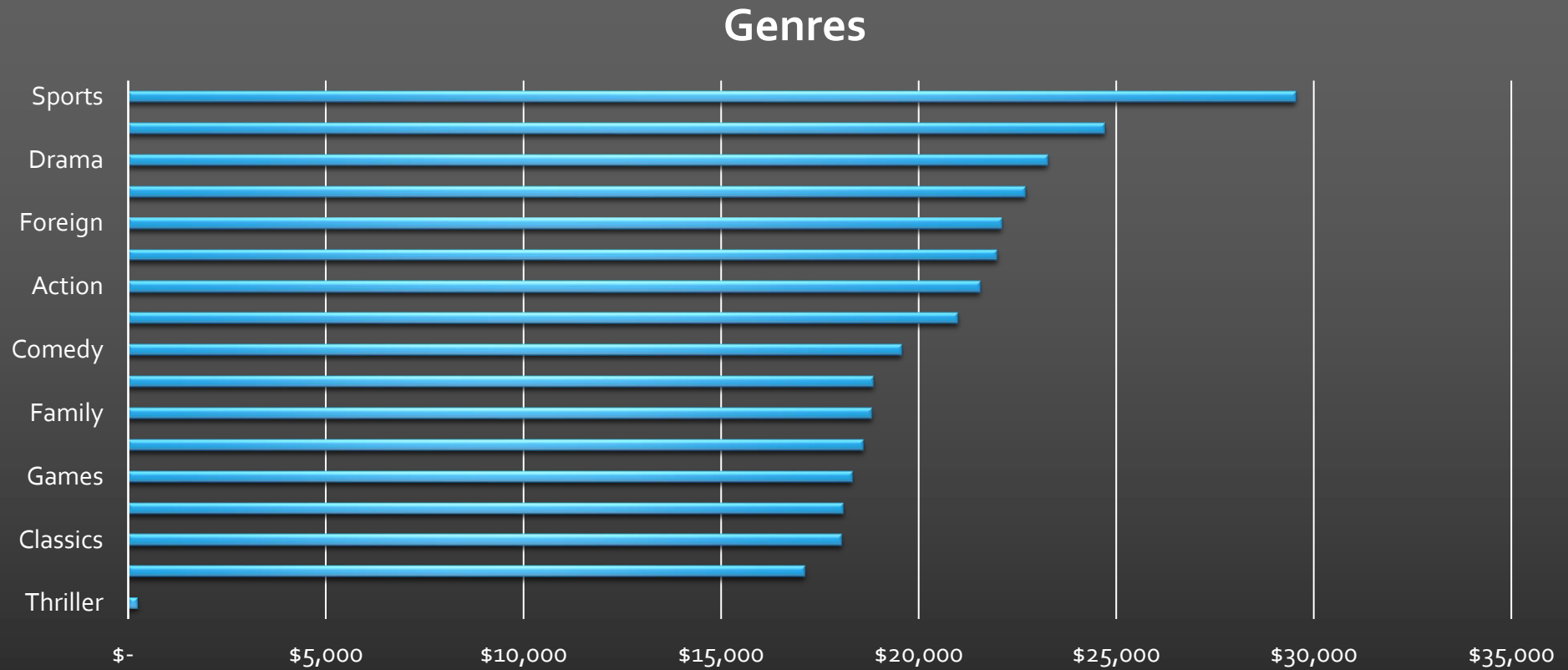
## Bottom 10 Titles



## Ratings



# Sales by Genre

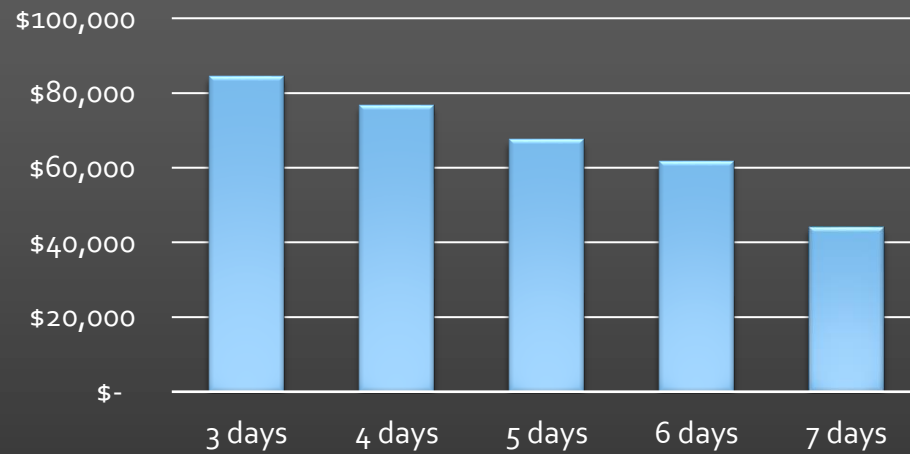


➤ Thriller is significantly less profitable than other genres.

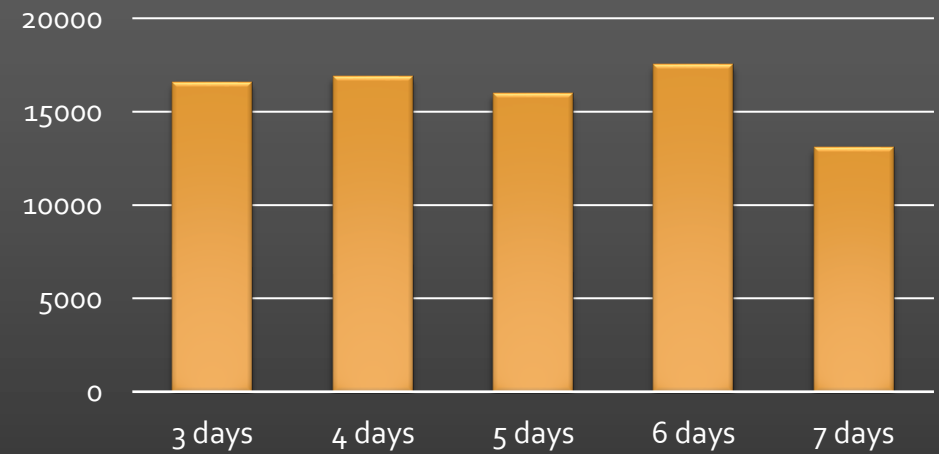


# Rental Duration

## Revenue



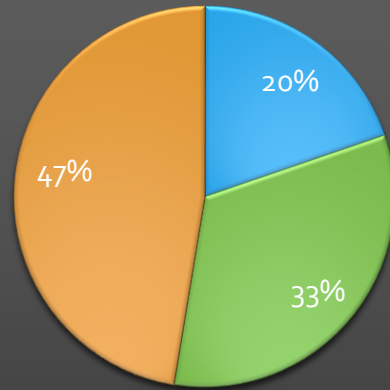
## Customer Count



➤ Customers prefer to rent for less than 7 days.

# Rental Rates

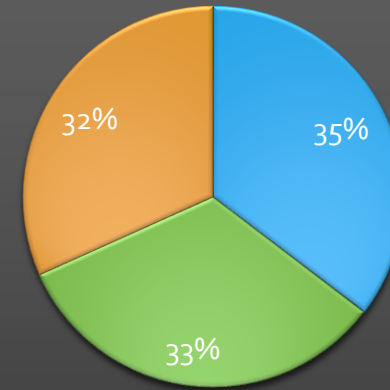
% Revenue



■ 0.99 ■ 2.99 ■ 4.99

- Higher rental rates directly correlate to higher revenue

% Customer

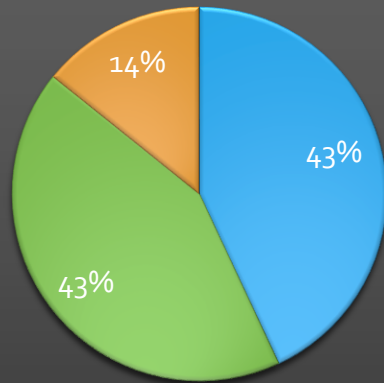


■ 0.99 ■ 2.99 ■ 4.99

- Customers have no preference for rental rates.

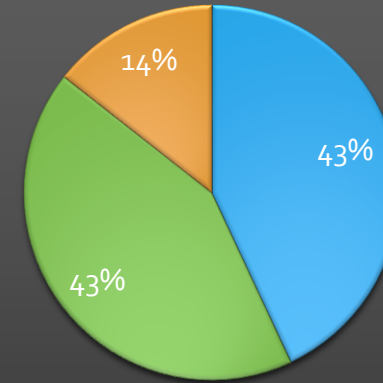
# Movie Length

% Revenue



■ 60 min ■ 120 min ■ 180 min

% Customer



■ 60 min ■ 120 min ■ 180 min

➤ Customers prefer movie length less than 180 min.

# Summary

## Top 5 Countries

India, China, US,  
Japan, & Mexico

## Top Title

Titanic Boondock

## Bottom Title

Ghostbusters

## Top Genre

Sports

## Rental Duration

most customers rent  
less than 7 days.

## Movie Length

most customers  
prefer 180 min or  
less.

## Rental Rate

customers have no  
preference.

## Top Movie Rating

PG-13

# Recommendation

- ✓ Focus marketing in the top countries.
- ✓ Advertise movies in the popular genres & rating.
- ✓ English is the only available language in the database.  
Add more languages to expand regions and customers.

# Thank You For Your Attention!

- Click the tableau link below to check out the results of the analysis in details.

[Tableau Link](#)

- You can also check out the dataset that I've extracted from the database using SQL here.

[Rockbuster Dataset](#)