



Rockbuster Stealth Data Analysis Review

By Lupe Guevara - September 2023



**Welcome to the presentation on
Rockbuster Stealth LLC's transition to an
online video rental service.**



MOVIE
RENTALS

Objective

Rockbuster Stealth, a traditional movie rental company, is facing intense competition from streaming services.

A photograph of a movie theater audience. In the foreground, a young boy and girl are sitting together, both wearing 3D glasses and holding yellow popcorn boxes. They are looking towards the screen. Other audience members are visible in the background, also wearing glasses. The seats are red.

Goal

Analyze the situation and recommend strategies for a successful transition to online video rental.



Key Questions

1. Which movies contributed the most/least to revenue gain?
2. What was the average rental duration for all videos?
3. Which countries are Rockbuster customers based in?
4. Where are customers with a high lifetime value based?
5. Do sales figures vary between geographic regions?

Data Overview

Number of
films: 1000

Films release
year: 2006

Languages:
1000

Least rental
days: 3 days

Most rental
days: 7 days

Average rental
days: 5

Least rental
rate: \$1

Most rental
rate: \$5

Average rental
rate: \$3

Least length
of film: 46 min

Most length of
film: 185 min

Average length
of film: 115 min

Least
replacement
cost: \$10

Most
replacement
cost: \$30

Average
replacement
cost: \$20

Total R rated
films: 195

Total NC-17
rated films: 210

Total G rated
films: 178

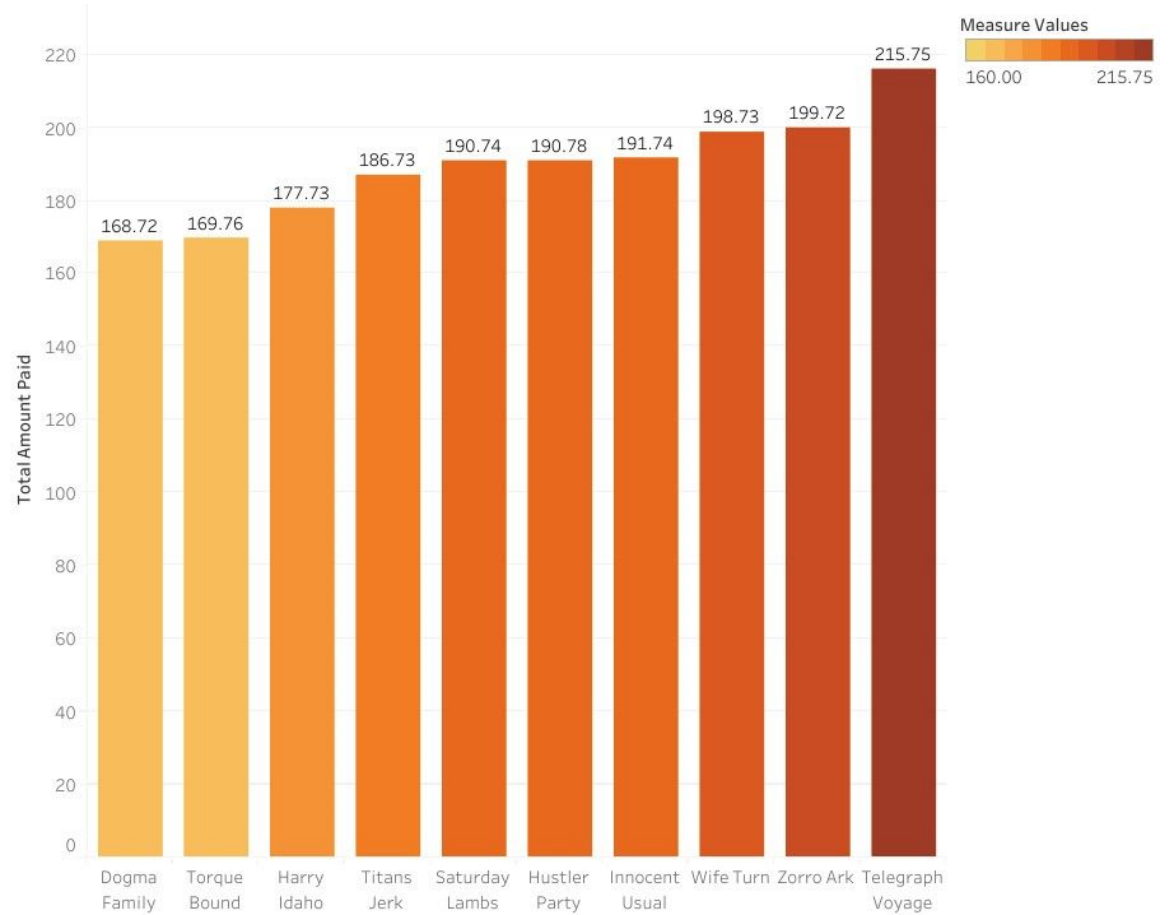
Total PG rated
films: 194

Total PG-13
rated films: 223

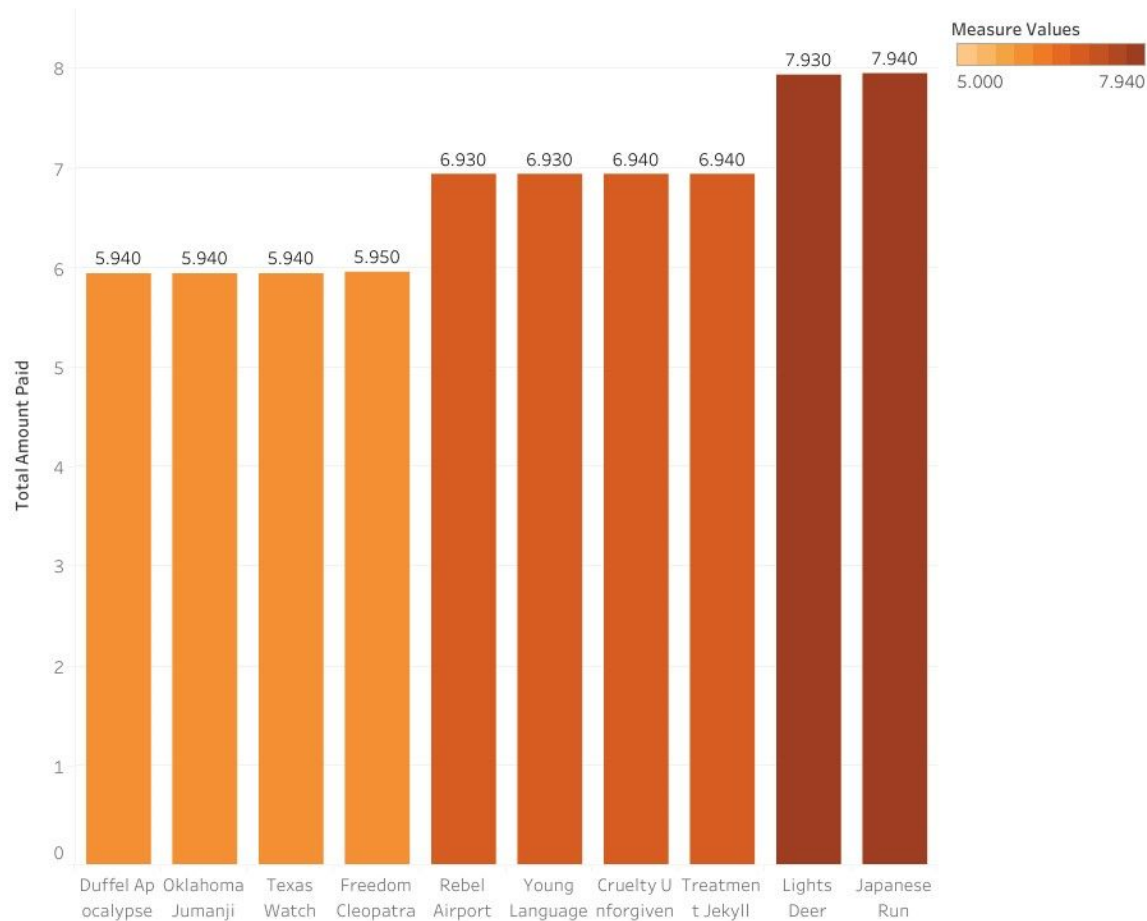
**Which movies contributed the
most/least in revenue gain?**



Top 10 movies with the most revenue



Top 10 movies with the least revenue

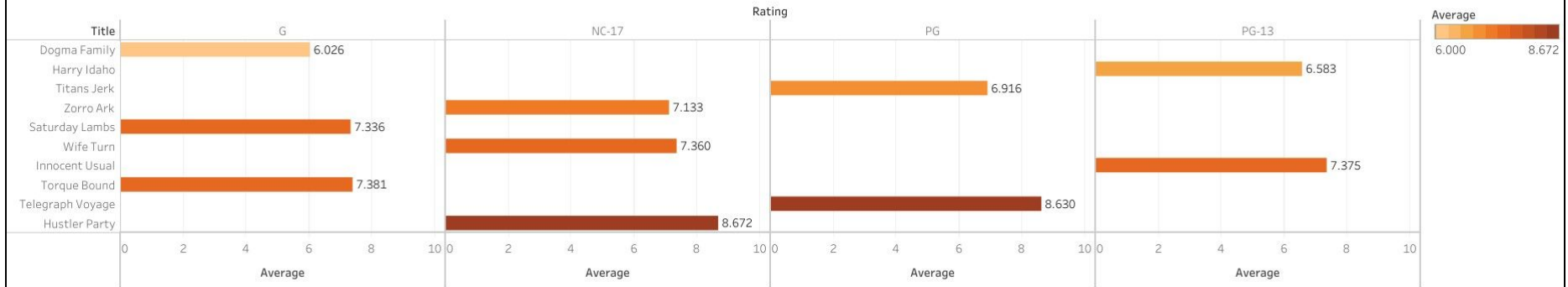


**What was the average rental
duration for all videos?**

Average Rentals by Film Ratings



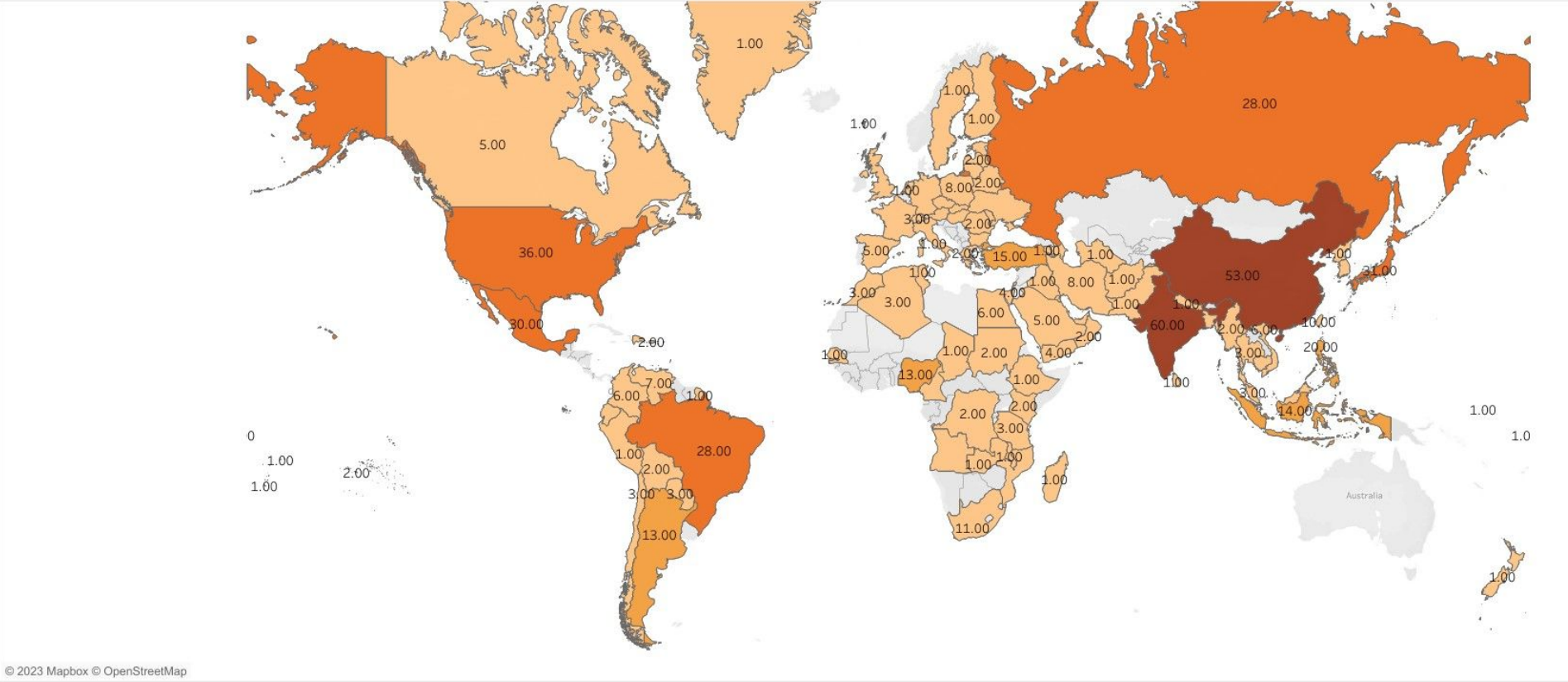
Top 10 films' average rental rates by film ratings



Movie rating don't seem to be the driving factors affecting revenue but in terms of top 10 we can see a slight increase in G & NC-17 ratings

**Which countries are Rockbuster
customers based in?**

Rockbuster's total customer by countries



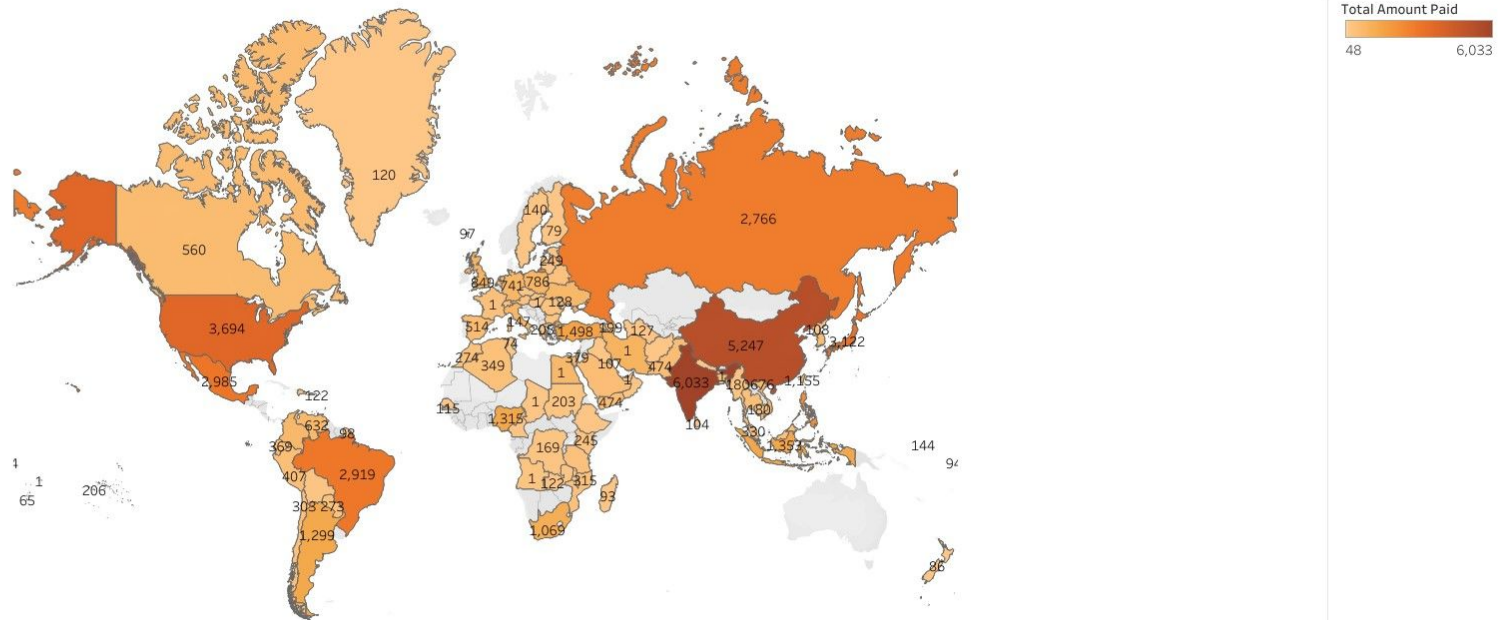
**Where are customers with a
high lifetime value based?**

A world map showing the distribution of COVID-19 cases by country. The size of the orange circle indicates the number of cases, with a legend showing 0, 10,000, and 1,000,000. The map shows a high concentration of cases in North America (USA, Canada), Europe (UK, France, Germany, Italy), and East Asia (China, Japan). Other countries with significant case counts include India, Brazil, and Russia. The map is credited to Mapbox and OpenStreetMap.

**Do sales figures vary between
geographic regions?**

1. ● Sales figures vary regarding the geographic regions
2. ● Countries in Asia, North America and Europe regions have high sales revenues
3. ● Sales in the African continent and in the Middle East are lower than the other regions

Rockbuster's sales by geographical regions



Recommendation: Move Forward with the Transition

Key Focus Areas for a Successful Transition:

- 1. Focus on Top 5 Customer Countries: India, China, US, Japan, & Mexico** | Concentrate initial efforts in these high-potential markets | Leverage existing customer base and market potential
- 2. Prioritize Marketing Activities and Budget:** Concentrate resources on countries with more established customer bases | Strengthen brand presence and customer retention | Tailor marketing strategies to regional preferences
- 3. Lead In-Depth Regional Movie Personalization Study:** Customize content library per region | Analyze preferences, trends, and cultural nuances | Enhance user experience and engagement

Thank You

