



ROCKBUSTER STEALTH LLC

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| DATA ANALYSIS PROJECT | |
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Motivation & Key Questions

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.



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?

Data Overview

1000

Films

599

Customers

108

Countries

600

Cities

14596

Transactions

Data Overview Films

91 Films under 1 hour

215 Films 1 - 1,5 hours

205 Films 1,5 - 2 hours

447 Films over 2 hours

Sports
73 Films

Documentary
63 Films

Action
61 Films

Drama
61 Films

New
60 Films

Foreign
67 Films

Sci-Fi
59 Films

Comedy
56 Films

Classics
54 Films

Horror
53 Films

Family
66 Films

Children
58 Films

Travel
53 Films

Music
51 Films

Animation
64 Films

Games
58 Films

Film Revenue

\$ 2.98

Average
Rental Rate
per Film



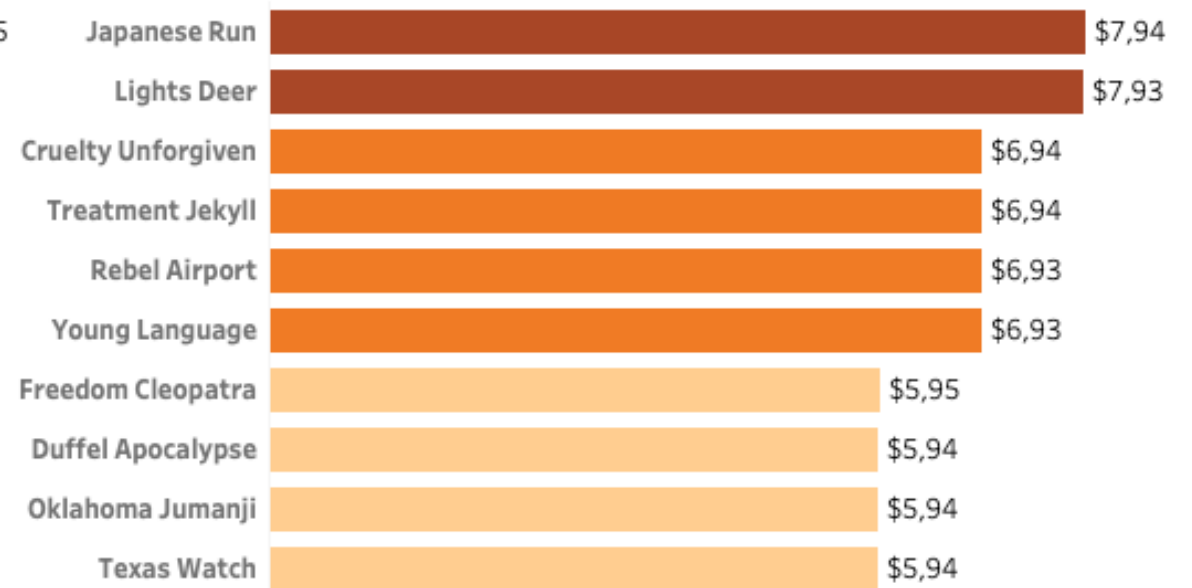
Highest Revenue



Total Revenue

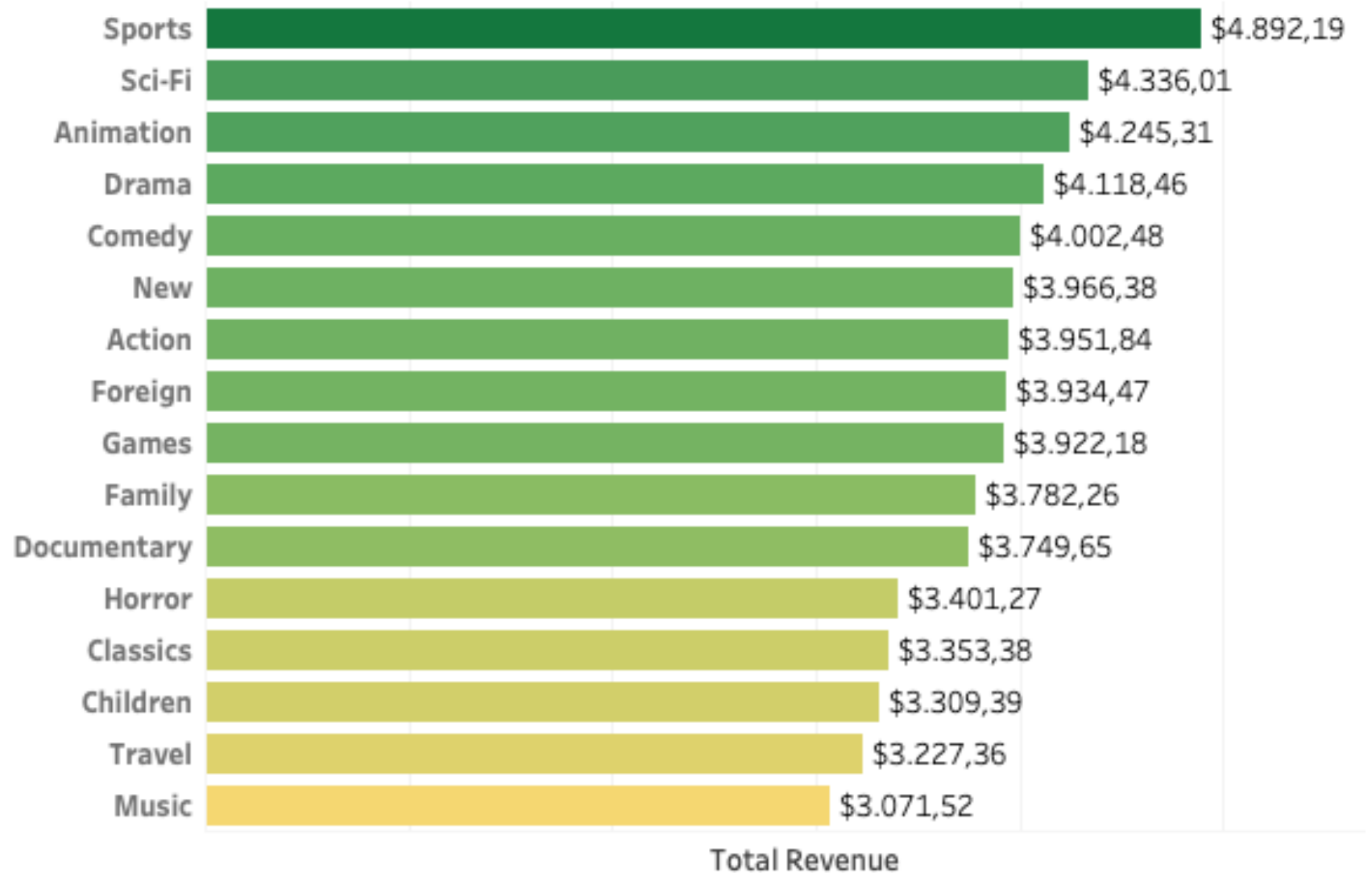


Lowest Revenue

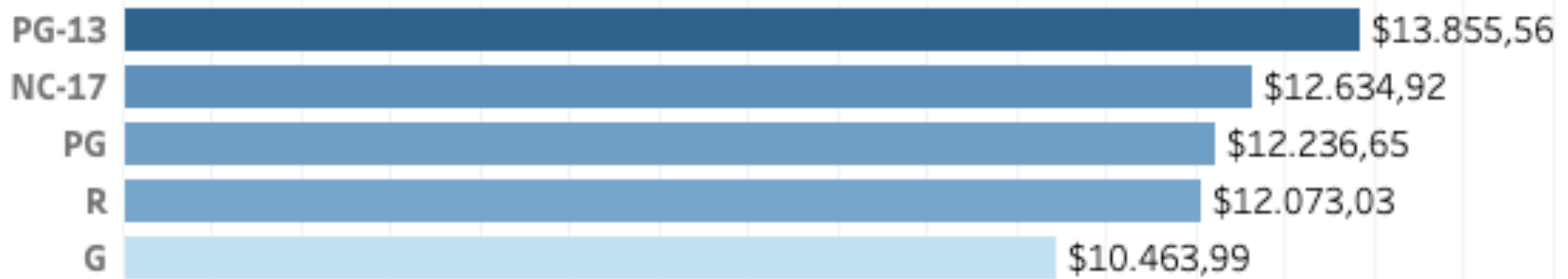


Total Revenue

Revenue by Genre



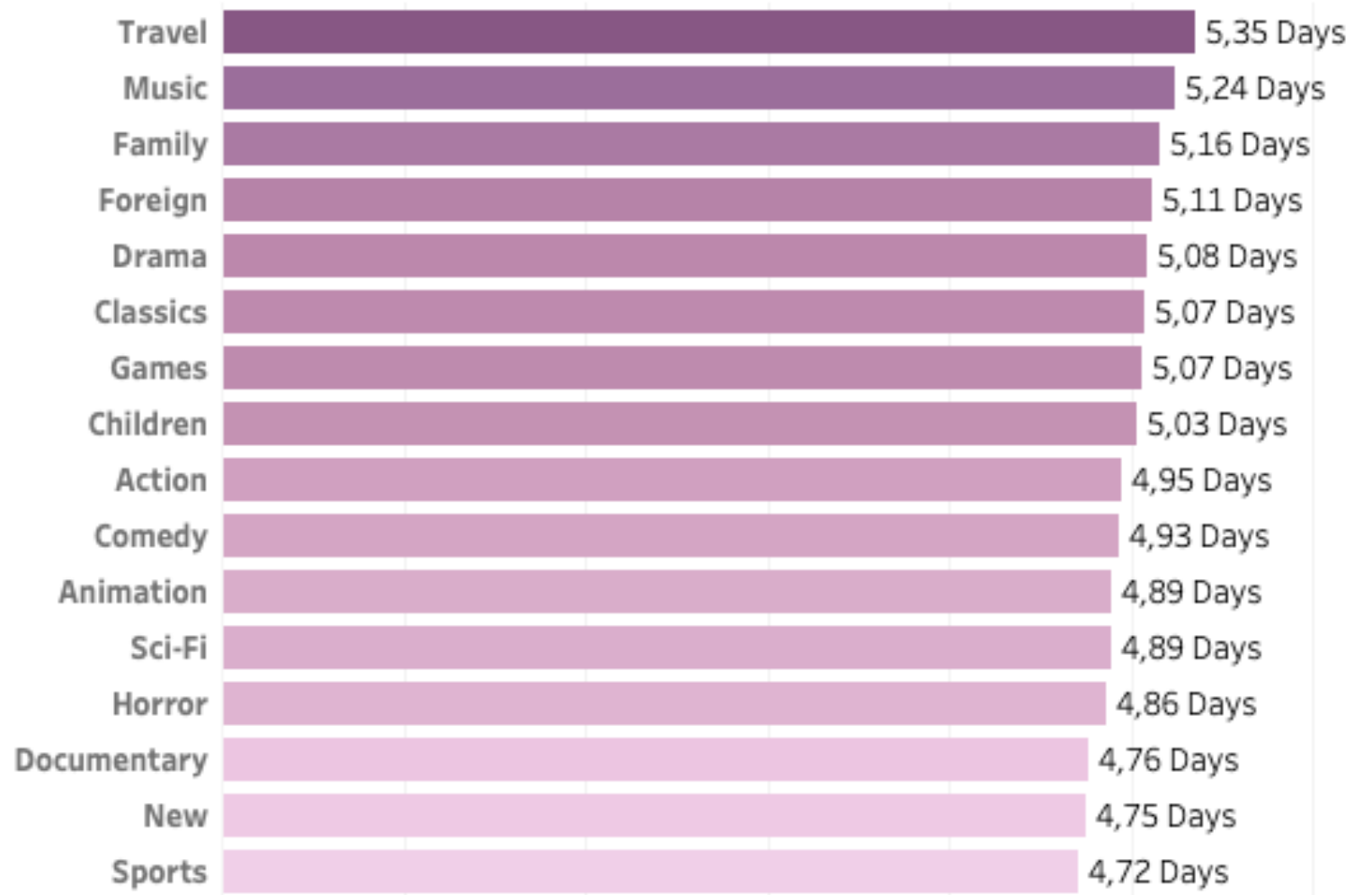
Revenue by Rating



Total Revenue

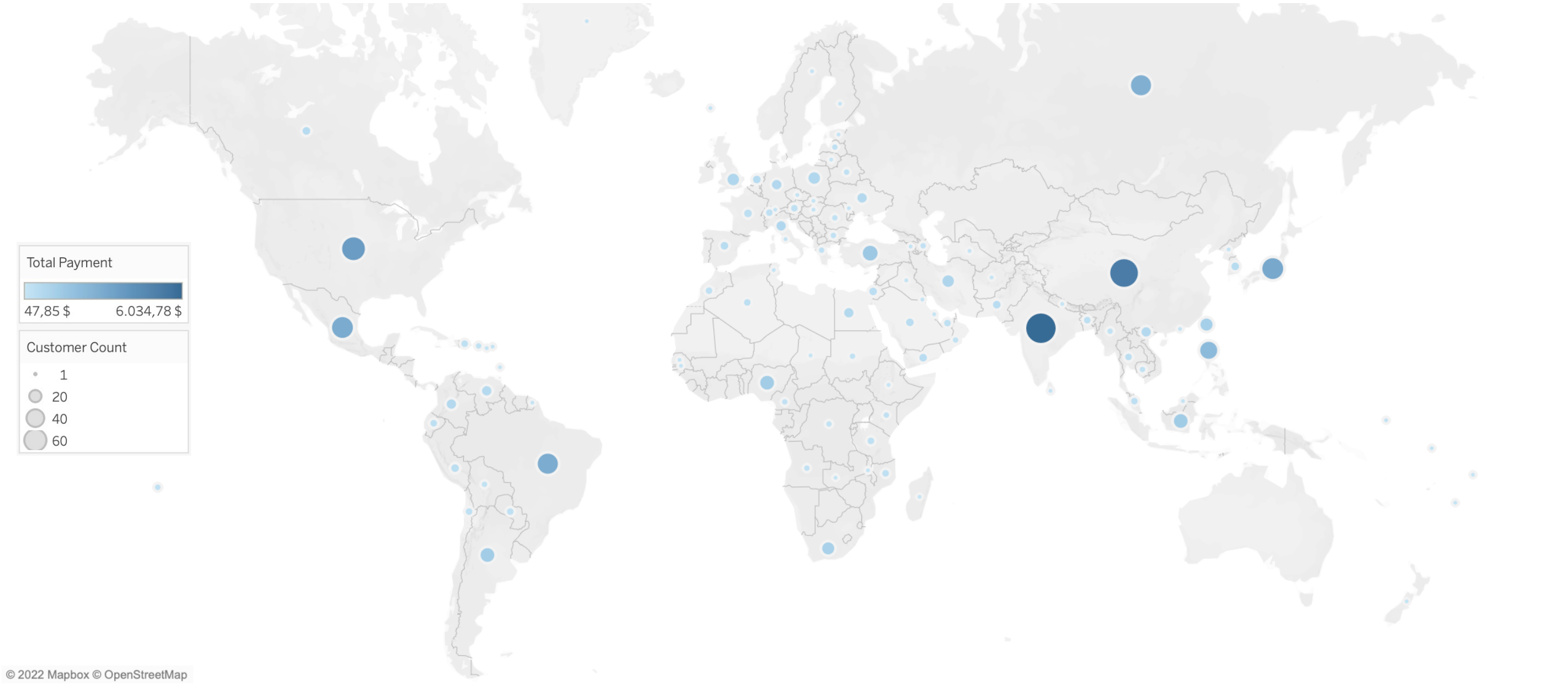
Average Rental Durations

5 Days
Overall Average



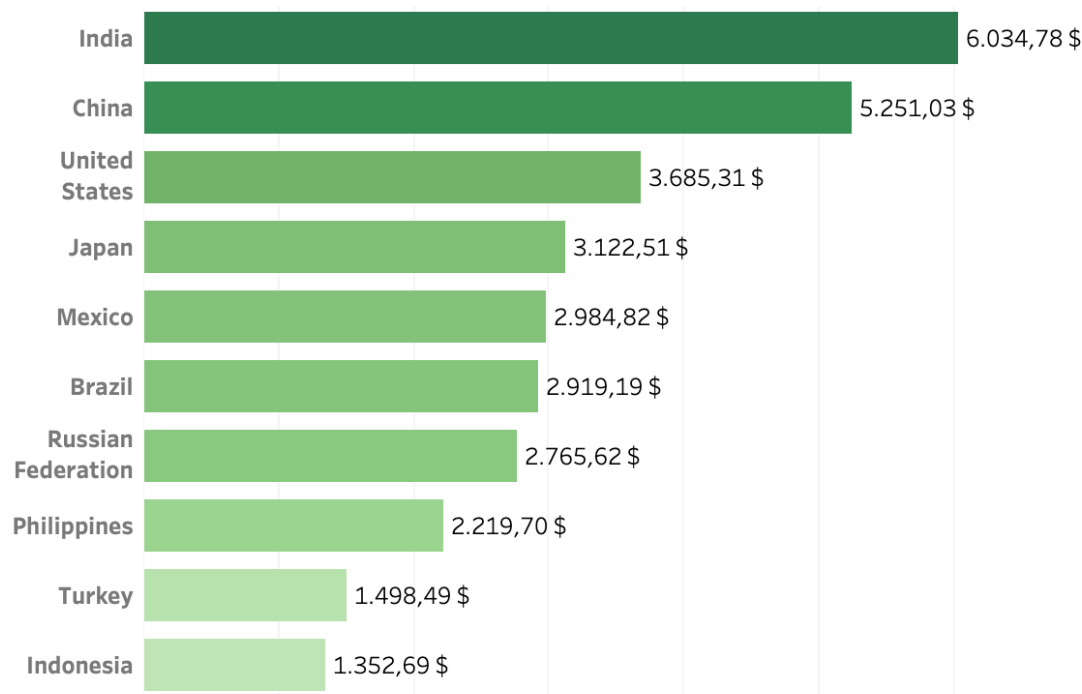
Average Rental Duration by Genre

Global Customer & Revenue Distribution



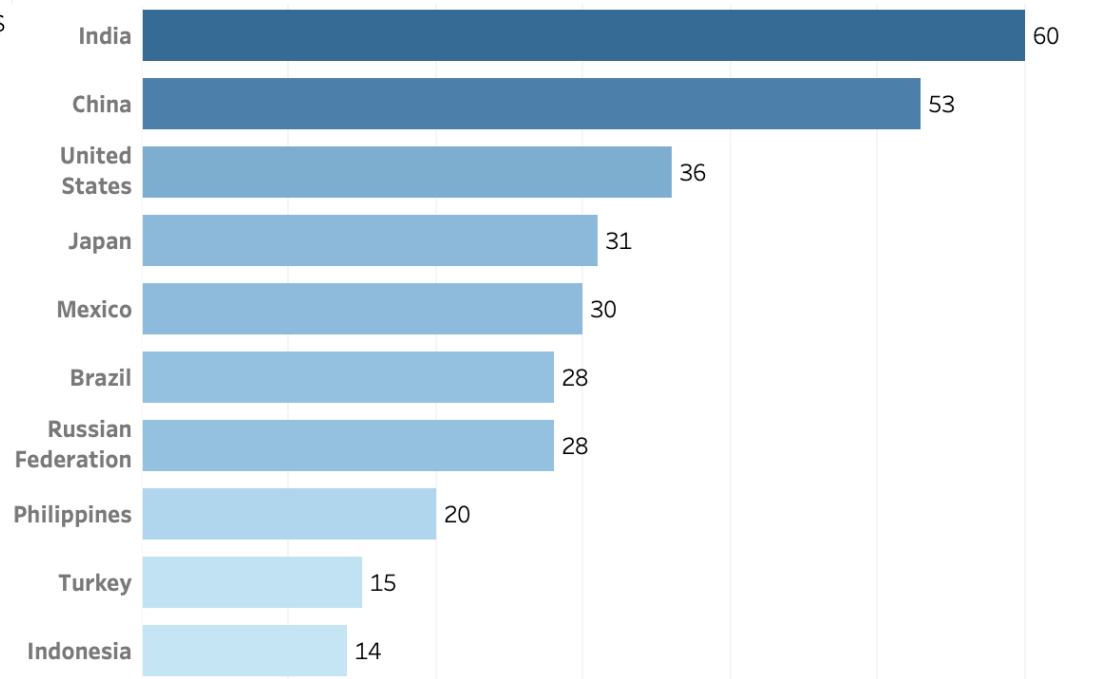
Top 10

Countries by Revenue



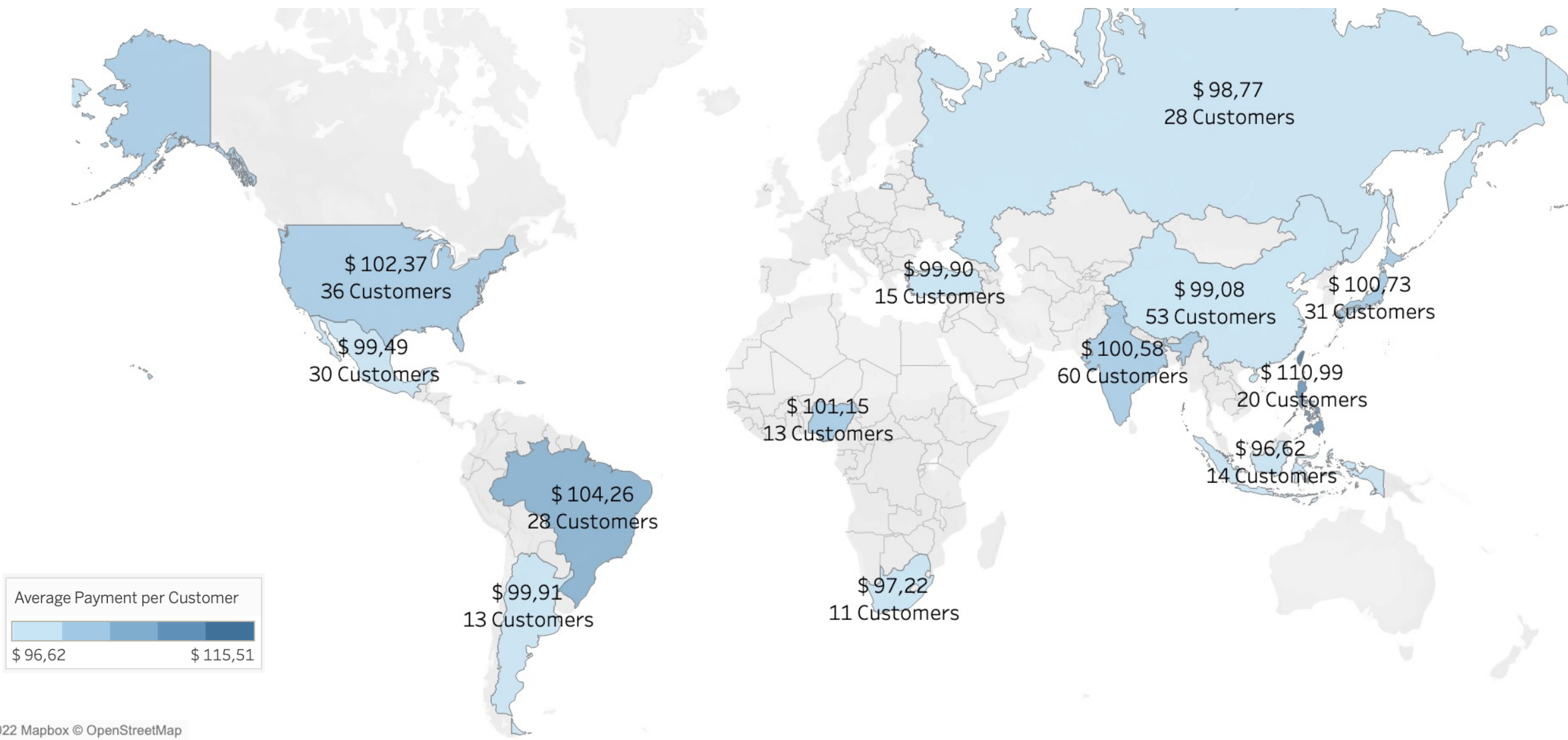
Total Payment

Countries by Number of Customers



Number of Customers

Average Revenue per Customer & Country (Countries with more than 10 Customers)



Top 5 Customers

Sara Perry

Atlixco
Mexico
\$ 128,70

Gabriel Harder

Sivas
Turkey
\$ 108, 75

Sergio Stanfield

Celaya
Mexico
\$ 102,76

Clinton Buford

Aurora
United States
\$ 98,76

Adam Gooch

Adoni
India
\$ 97,80

Insights

The most successful genres are:
Sport, Sci-Fi, Animation, Drama, Comedy

The most successful rating is PG-13.

The average rental duration is 5 days, with minimal variations per genre.

The countries with the most customers are India & China.

The countries with the most revenue are India & China.

Asia is the region with the most revenue.

Recommendations

Gather additional data about individual markets to better identify their high or low revenue factors and unique characteristics, and be able to predict future changes.

Focus on markets with a high number of customers and high average revenue per customer.

Gather additional data on user behaviour to incentivize returning customers by offering individualized recommendations based on their rental history.

Investigate the seasonality of film rentals (e.g. Holiday films). Are certain films more popular in specific seasons?



Thank you

Additional questions?

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Interactive Visualizations:

[Link](#)