



Rockbuster Stealth Data Analysis



Data Analyst: Mai Riordan



TABLE OF CONTENTS

I. OVERVIEW

IV. SUMMARY

III. DATA ANALYSIS

II. OBJECTIVES

V. RECOMMENDATIONS

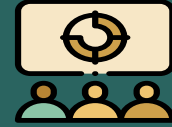
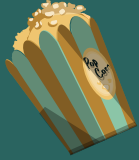
OVERVIEW



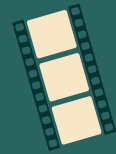
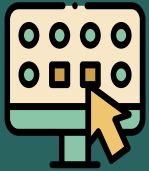
Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to **launch an online video rental service** in order to stay competitive.

OBJECTIVES

1. Determine which **movies** contributed the **most** and **least** to the **revenue** gain in Rockbuster.
2. Provide **insights** into the **average rental duration** for all videos in Rockbuster.
3. Identify the **countries** and **regions** where Rockbuster customers are based.
4. Determine the **locations** of **customers with a high lifetime value** for Rockbuster.
5. Analyze whether there is a **variation in sales** figures between **geographic regions** in Rockbuster.



DATA ANALYSIS



Which movies contributed the most to revenue gain?

This map represents **top 10** highest movies in revenue. The **darker** the color, the **higher** revenue.

Telegraph Voyage

is the **top** selling film, with **\$216** in revenue.

Top 10 Highest Revenue Gained by Movies

Telegraph Voyage Music PG 216	Innocent Usual Foreign PG-13 192	Titans Jerk Sci-Fi PG 187	Harry Idaho Drama PG-13 178
Zorro Ark Comedy NC-17 200	Hustler Party Comedy NC-17 191	Torque Bound Drama G 170	
Wife Turn Documentary NC-17 199	Saturday Lambs Sports G 191	Dogma Family Animation G 169	



Which movies contributed the least to revenue gain?

This map represents top 10 **lowest** movies in revenue. The **lighter** the color, the **lower** revenue.

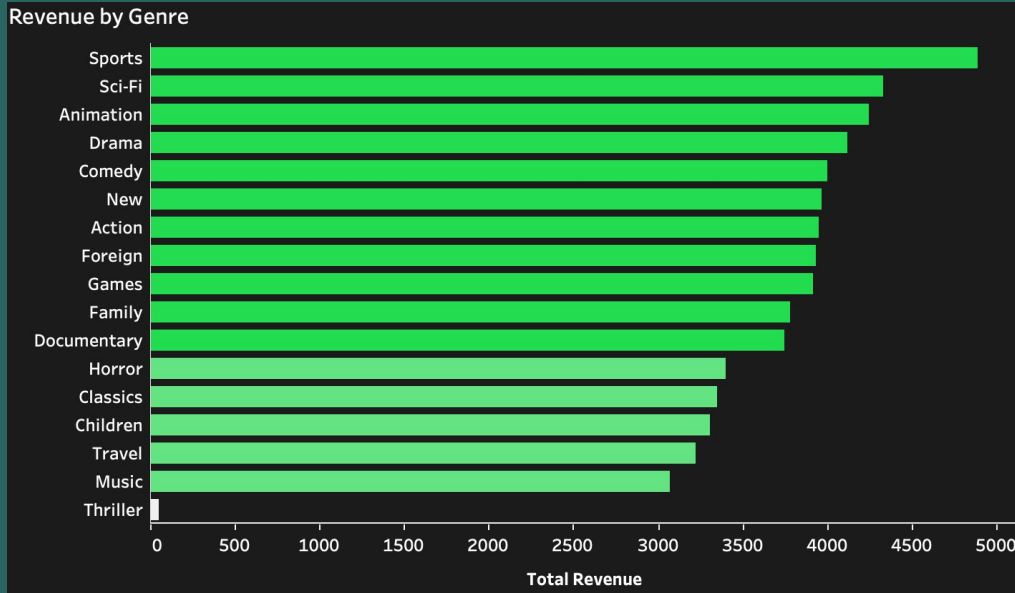
Texas Watch is the **lowest** selling film, with **\$5.9** in revenue.

Top 10 Lowest Revenue Gained by Movies

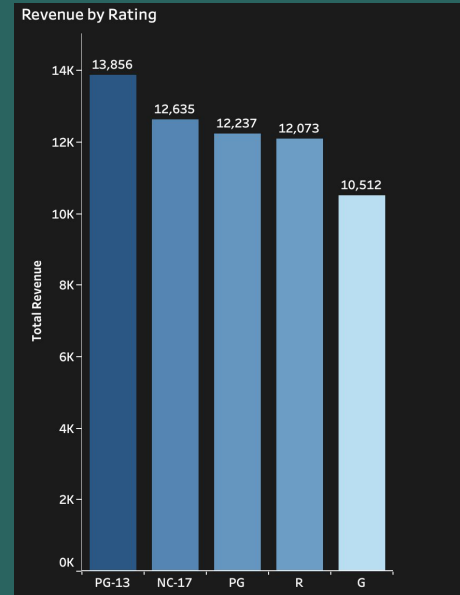
Japanese Run Horror G 7.9	Treatment Jekyll Drama PG 6.9	Freedom Cleopatra Comedy PG-13 6.0	Duffel Apocalypse Documentary G 5.9
Lights Deer Classics R 7.9	Rebel Airport Music G 6.9	Oklahoma Jumanji New PG 5.9	
Cruelty Unforgiven Classics G 6.9	Young Language Documentary G 6.9	Texas Watch Horror NC-17 5.9	



How Genres and Ratings contribute to the revenue?

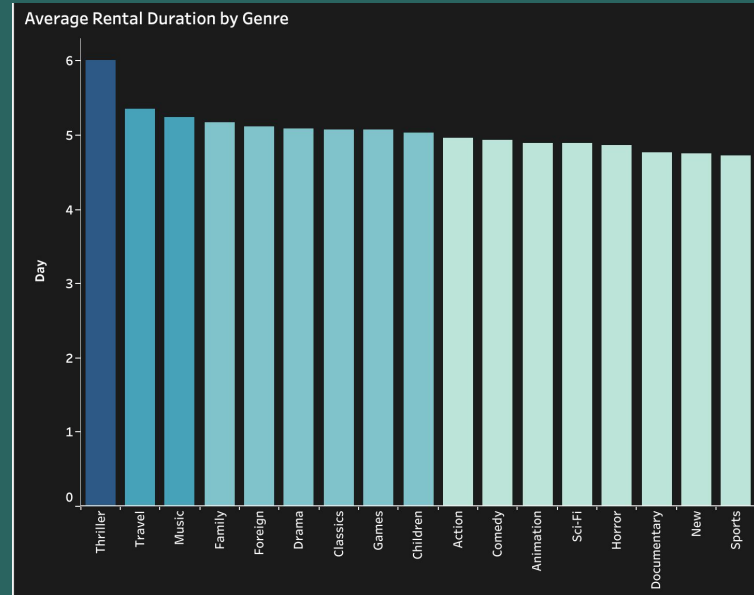
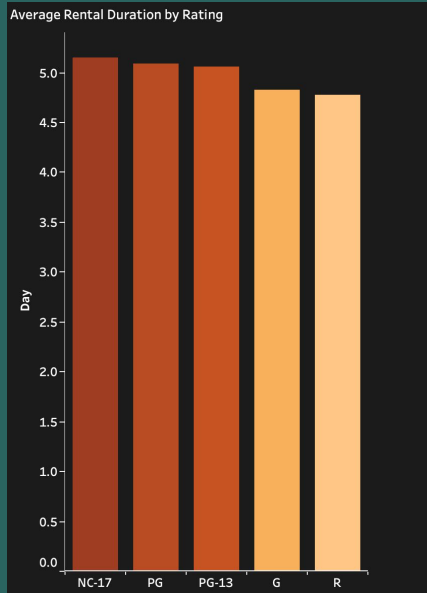


This chart represents revenue gained by **Genres**. **Sport** is rented the **most** and brings \$4900 in revenue. **Thriller** is the **least** favorite.



This chart represents revenue gained by **Ratings**. **PG-13** brings the **highest** revenue with \$13856.

What was the average rental duration for all videos?

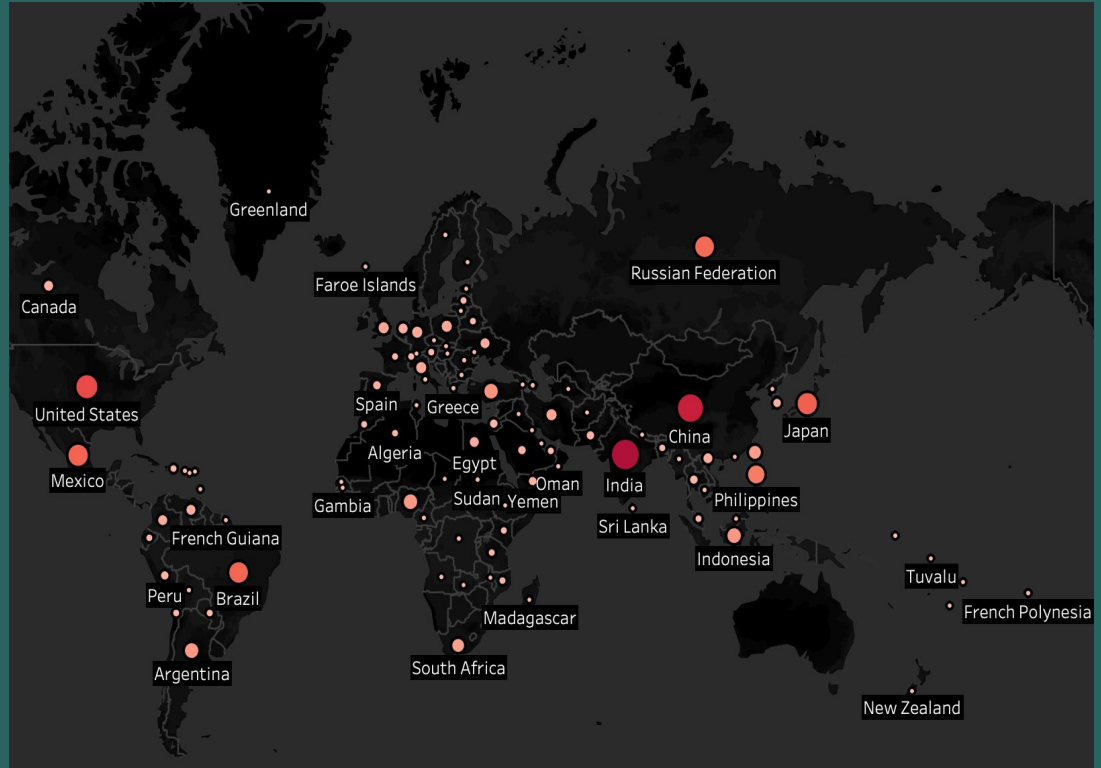


These charts show that most customers rent movies by rating and genres in **between 4 and 5 days**.

Which countries are Rockbuster customers based in?

Rockbuster customers are based in **108 countries**. The **larger and darker** the circle is, the **higher** customer count that that country has.

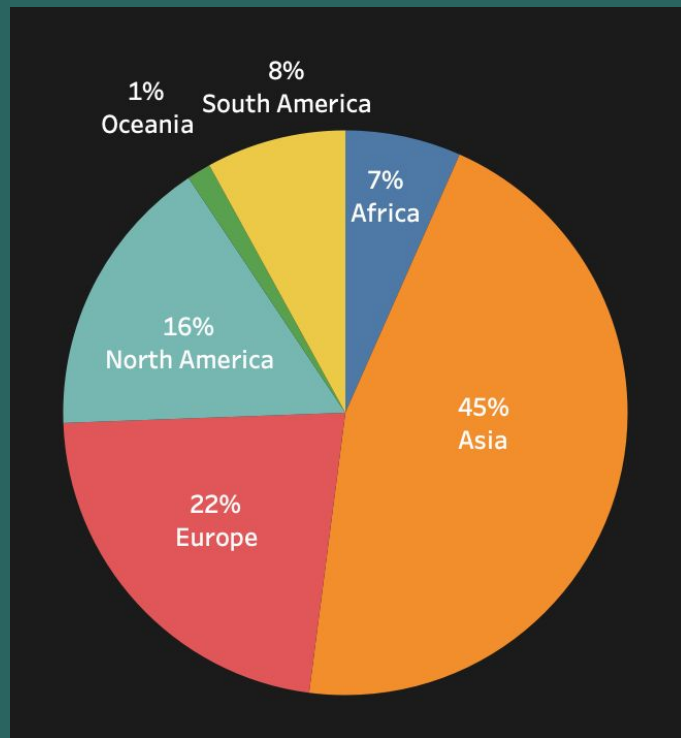
India has the **most** Rockbuster customers.



Which regions are most Rockbuster customers based in?

Rockbuster customers are based in across **6 regions**.

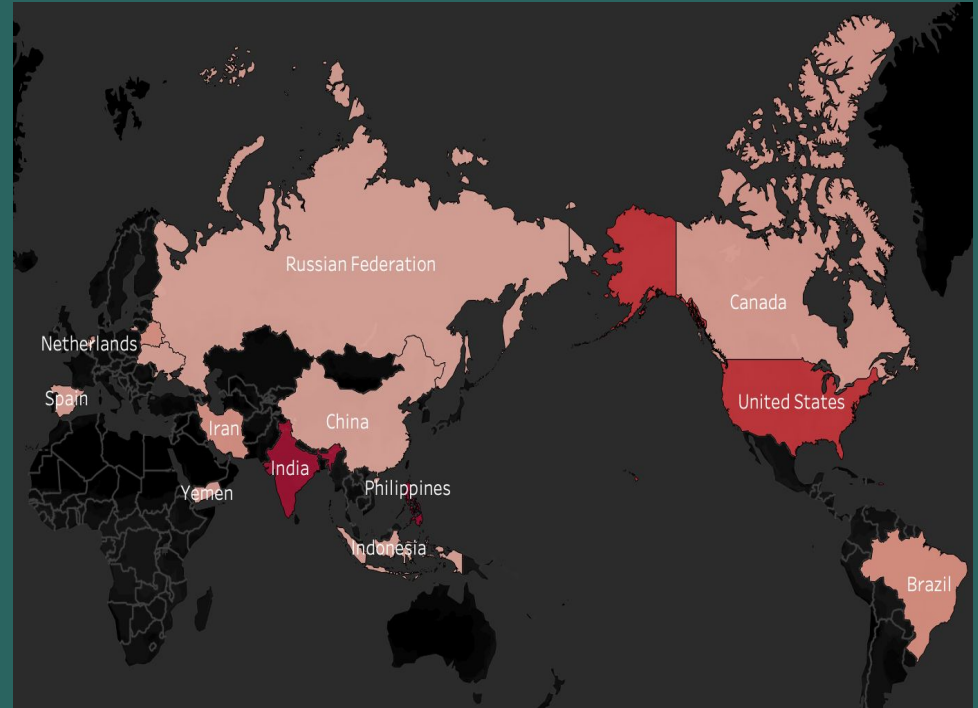
Asia accounts for **45%** of Rockbuster customers.



Where are customers with a high lifetime valued based?

The map indicates the **distribution** of the **top 20 customers** with a **highest lifetime value**.

The **darker** the color, the **higher** revenue that area gains. **India** and the **US** have high amount of high life time valued customers.



Who are top 20 customer with a high lifetime valued?

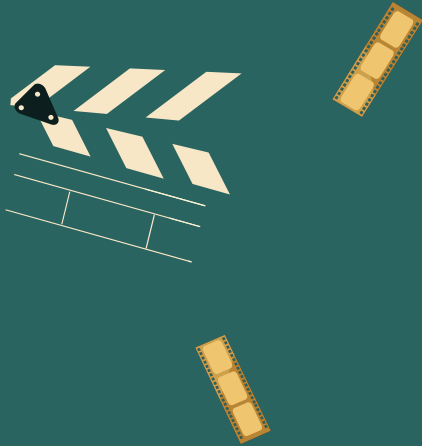
This chart shows **information** of **top 20** customers.

The **darker** the circles are, the **higher** amount customers pay to rent Rockbuster movies.

Top 20 Customers

Customer Id	First Name	Last Name	City Name	Country Name	
148	Eleanor	Hunt	Saint-Denis	Runion	●
526	Karl	Seal	Cape Coral	United States	●
178	Marion	Snyder	Santa Brbara dOeste	Brazil	●
137	Rhonda	Kennedy	Apeldoorn	Netherlands	●
144	Clara	Shaw	Molodetno	Belarus	●
459	Tommy	Collazo	Qomsheh	Iran	●
181	Ana	Bradley	Memphis	United States	●
410	Curtis	Irby	Richmond Hill	Canada	●
236	Marcia	Dean	Tanza	Philippines	●
403	Mike	Way	Valparai	India	●
522	Arnold	Havens	Santa Rosa	Philippines	●
469	Wesley	Bull	Ourense (Orense)	Spain	●
470	Gordon	Allard	Hodeida	Yemen	●
373	Louis	Leone	Tanauan	Philippines	●
259	Lena	Jensen	Halisahar	India	●
468	Tim	Cary	Bijapur	India	●
462	Warren	Sherrod	Usolje-Sibirskoje	Russian Federation	●
372	Steve	Mackenzie	Probolinggo	Indonesia	●
187	Brittany	Riley	Sumy	Ukraine	●
550	Guy	Brownlee	Zhoushan	China	●

SUMMARY



- **All genres** contributed to Rockbusters growth financially, **except Thriller** genre.
- Customers have a **habit of renting** most videos between **4 and 5 days**, disregard of genres or ratings.
- Rockbuster customers are based in **108 countries**.
- Rockbuster **prime market** is **Asia**, in which **India** and **China** attracts the most customers.

RECOMMENDATIONS



- To maximize revenue and customer satisfaction, Rockbuster should **prioritize launching the top 10 highest-grossing movies** on their online video rental service. This will ensure that customers have access to the most popular and profitable movies, which are likely to drive traffic and generate repeat business.
- To effectively reach a large and diverse customer base, Rockbuster should **prioritize the Asia and America markets** as their primary targets. These regions have high populations and a strong appetite for entertainment, making them ideal markets for online video rental services. By focusing on these markets first, Rockbuster can establish a strong foothold and build a loyal customer base, which can then be expanded to other regions.

RECOMMENDATIONS (cont.)



- To expand their customer base and revenue streams, Rockbuster should **conduct further analysis** to understand **why other regions are not performing as well as Asia and America**. By conducting surveys, analyzing data, and identifying customer preferences and behaviors, Rockbuster can create tailored plans and promotions to attract new users and build loyalty. This may include offering discounts to first-time users or incentivizing inactive users to return to the service.
- To **increase revenue from the Thriller genre**, Rockbuster should **conduct further analysis to identify why it is not performing as well as other genres**. This analysis could include surveys, focus groups, and data analysis to understand customer preferences and behavior. Based on the results, Rockbuster can adjust their strategy for promoting and recommending Thriller movies or consider investing in other genres that are more popular with customers. Additionally, Rockbuster could collaborate with content creators to develop new and innovative Thriller content that is more appealing to customers.

QUESTIONS/COMMENTS



- For further information or questions, contact Mai at mairiordan22@gmail.com
- Tableau Visualizations:
 - [Regions Sales](#)
 - [Top Customers Distribution](#)
 - [Top 20 Customers Info](#)