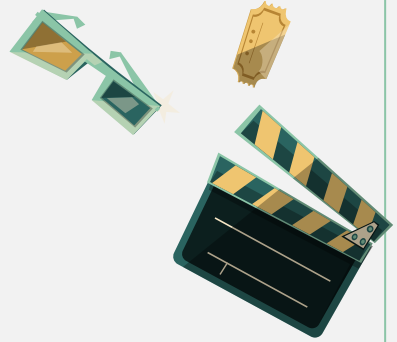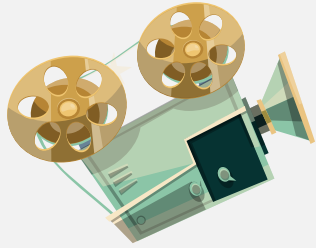# Rockbuster Stealth Data Analysis Project

Mafalda Antunes
September 2023

Presentation and Project Goal

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 i n order to stay competitive.

Project Goal : as part of Rockbuster Stealth's business intelligence (BI) team to help with the strategy launch of new the online video service, helps other departments, with data-related queries.
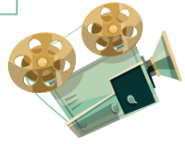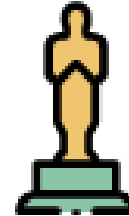
Rockbuster Stealth LLC Data Facts Overview

599 customers, in 109 countries and 600 cities around the world

Data collected between 05/2005 to 02/2006

1000 films in the database, mostly PG-13 rated and in English language

Average rental rate 2,98$
Average cost replacement 19,98$

Average rental duration 5 days

Release year of movies 2006
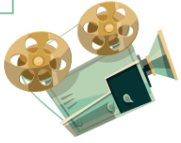
Business Questions

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?**

1. Which movies contributed the most/least to revenue gain?

Top 10 Movies	Revenue
Ridgemont Submarine	$3 542,57
Apache Divine	$3 506,73
Forward Temple	$3 442,83
Bucket Brotherhood	$3 434,92
Pulp Beverly	$3 420,00
Harry Idaho	$3 410,97
Rugrats Shakespeare	$3 398,17
Massacre Usual	$3 390,43
Network Peak	$3 388,05
Rocketeer Mother	$3 379,99
Total	**$34 314,66**

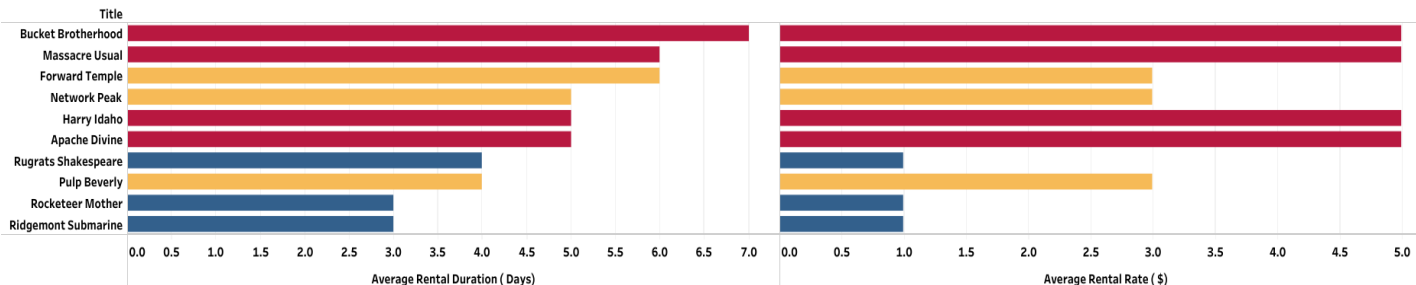| Bottom 10 Movies	Revenue
Mixed Doors	$410,02
Hardly Robbers	$424,92
Mannequin Worst	$441,86
Fever Empire	$471,88
Bunch Minds	$476,85
Train Bunch	$476,97
Informer Double	$492,79
Traffic Hobbit	$500,77
Seven Swarm	$507,78
Braveheart Human	$524,80
Total	**$4 728,64**

Movie Genre by Revenue
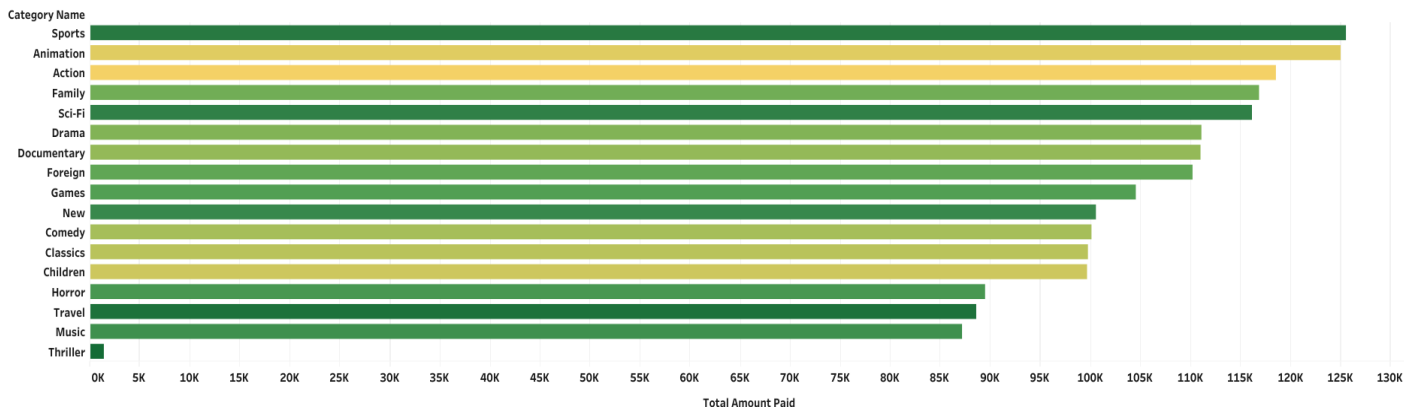
2. What was the average rental duration for all videos?

	Rental duration (days)	Rental rate ($)	Film length (min)	Replacement cost ($)
MIN	3	$0,99	46	$9,99
MAX	7	$4,99	185	$29,99
Average	5	$2,98	115,27	$19,98
Count	1000	$1 000,00	1000	$1 000,00
Count rows	1000	$1 000,00	1000	$1 000,00

Movie Average rental rate and duration

Title
Bucket Brotherhood
Massacre Usual
Forward Temple
Network Peak
Harry Idaho
Apache Divine
Rugrats Shakespeare
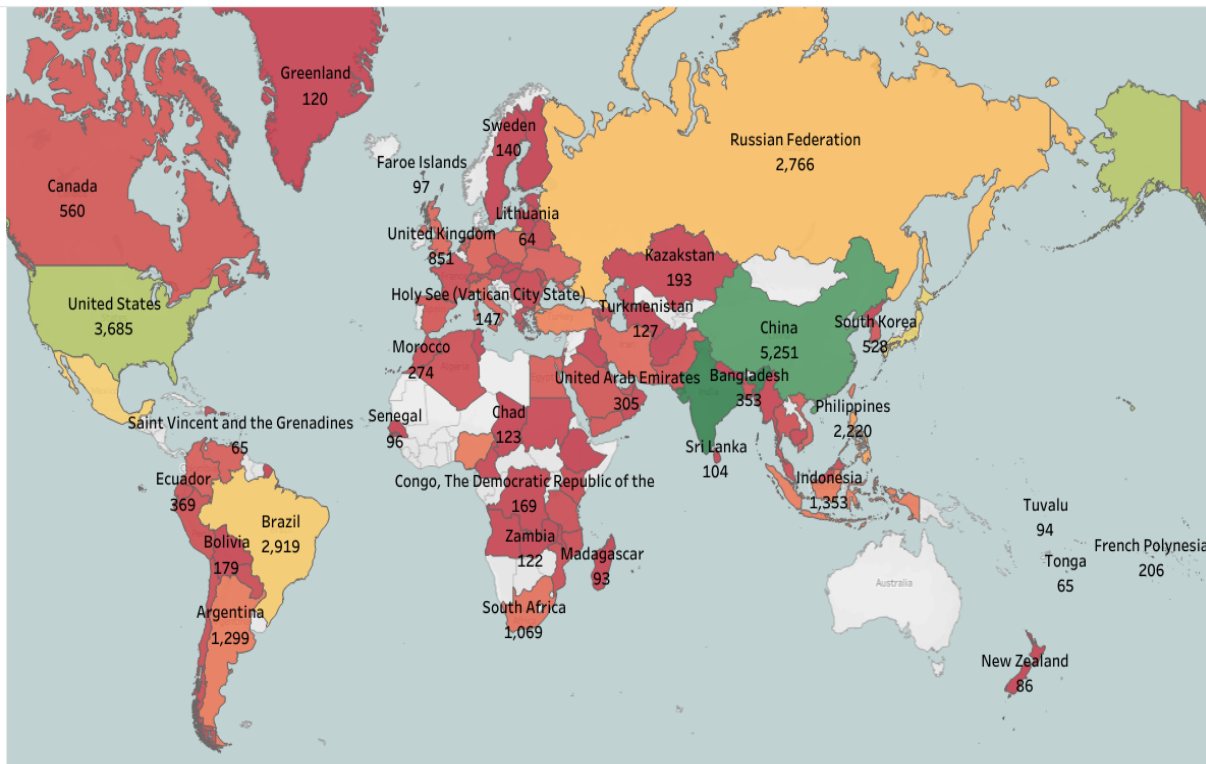Pulp Beverly
Rocketeer Mother
Ridgemont Submarine

Average Rental Duration (Days)

Average Rental Rate ($)

3. Which countries are Rockbuster customers based in?

Rockbuster customer based in countries

Country Revenue
48 — 6,035

Greenland 120
Canada 560
United States 3,685
Sweden 140
Faroe Islands 97
Lithuania 64
United Kingdom 851
Russian Federation 2,766
Kazakstan 193
Holy See (Vatican City State) 147
Turkmenistan 127
China 5,251
South Korea 528
Morocco 274
United Arab Emirates 305
Bangladesh 353
Philippines 2,220
Saint Vincent and the Grenadines 65
Senegal 96
Chad 123
Sri Lanka 104
Indonesia 1,353
Tuvalu 94
Ecuador 369
Congo, The Democratic Republic of the 169
French Polynesia 206
Bolivia 179
Brazil 2,919
Zambia 122
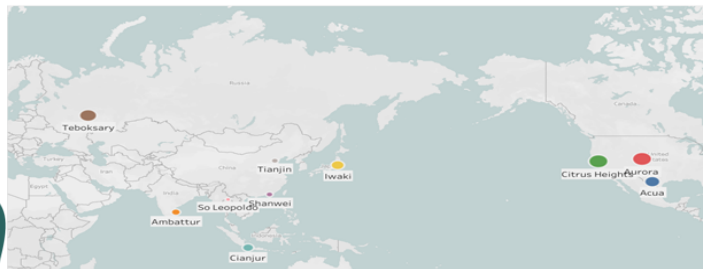Madagascar 93
Tonga 65
Argentina 1,299
South Africa 1,069
New Zealand 86

4. Where are customers with a high lifetime value based?

Top 10 Countries per Revenue

Top 5 clients in revenue

| Client		Country	City	Revenue
Eleanor	Hunt	Runion	Saint-Denis	$211,55
Karl	Seal	USA	Cape Coral	$208,58
Marion	Snyder	Brazil	Santa Brbara dOeste	$194,61
Rhonda	Kennedy	Netherlands	Apeldoorn	$191,62
Clara	Shaw	Belarus	Molodetno	$189,60
			Total:	$995,96

Top 10 Cities by Revenue

Top 5 clients in the top ten cities in revenue

Client		Country	City	Revenue
Arlene	Harvey	India	Ambattur	$111,76
Kyle	Spurlock	China	Shanwei	$109,71
Marlene	Welch	Japan	Iwaki	$106,77
Glen	Talbert	Mexico	Acua	$100,77
Clinton	Buford	USA	Aurora	$98,76
			Total:	$527,77

5. Do sales figures vary between geographic regions?

Total Revenue ($) by Region
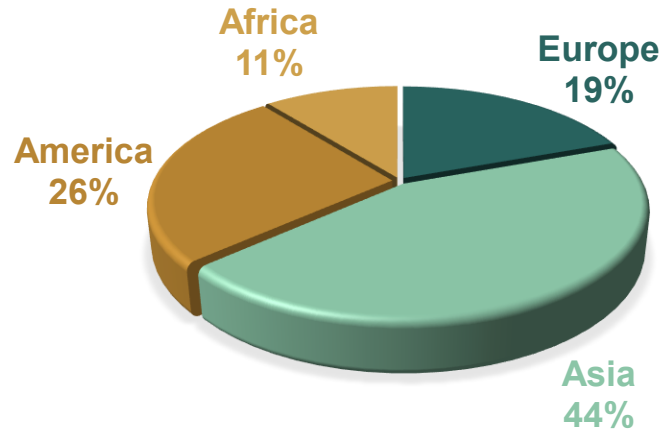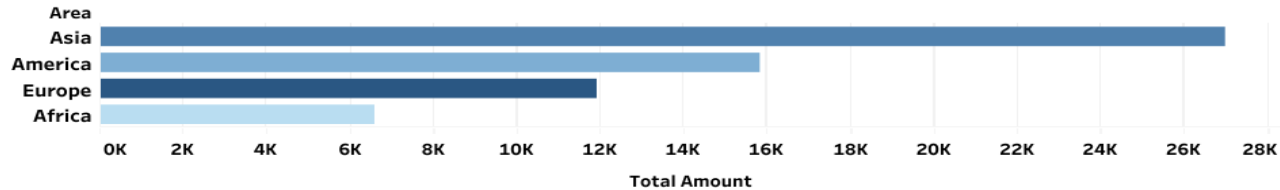
Strategy recommendations and future analysis

Keep investing in films within the top categories: Sport, Animation, Action, Family and Sci-Fi.

Keep investing in developing marketing and branding strategies in the top ranked geographical regions.
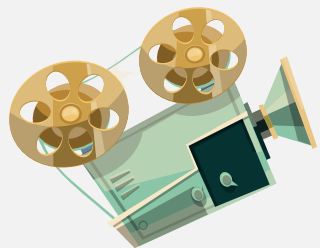
Implement Customer Loyalty Reward programs

Improve/invest in data gathering strategy and record methods

Thank You!

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September 2023

(Link to Tableau Public)