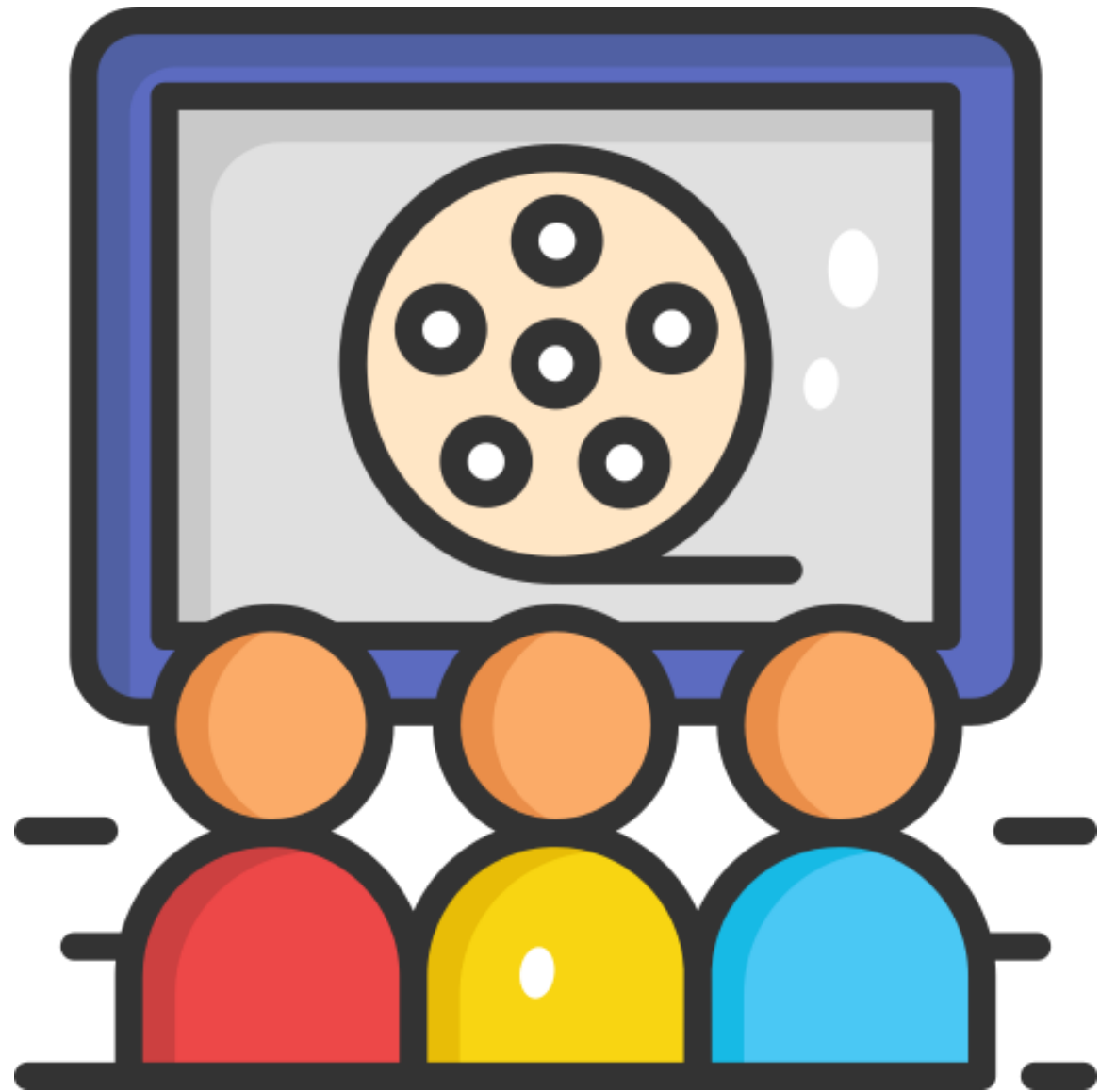


# Rockbuster Stealth

Database Analysis



# PROJECT 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 & KEY QUESTIONS

## GENRE ANALYSIS

(Which movies contributed most/least to revenue gain?)

## RENTAL ANALYSIS

(What was the average rental duration for all videos?)

## LOCATION ANALYSIS

(Which countries are Rockbuster customers based in?)

## TOP CUSTOMER ANALYSIS

(Where are customers with a high lifetime value based?)

## GEOGRAPHICAL ANALYSIS

(Do sales figures vary between geographic regions?)



# Company Overview



Total Customers: 599



Films for Rent: 1000



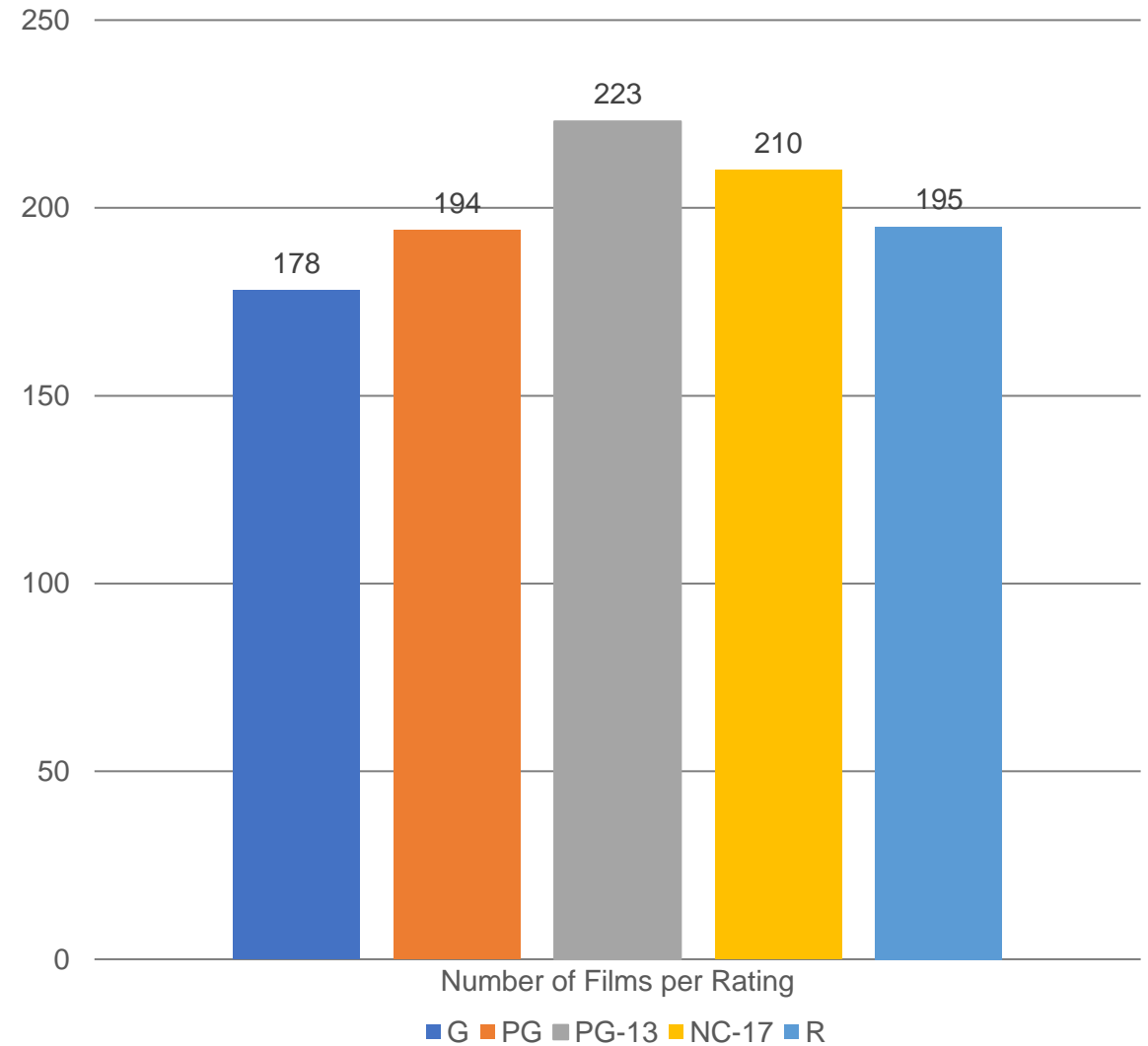
Average Rental Duration: 5 days



Average Rental Cost: \$2.98



Average Replacement Cost: \$19.98



# Genre Analysis

## Top 5 Films

Title	Rating	Genre	Total Revenue
Telegraph Voyage	PG	Music	\$215,75
Zorro Ark	NC-17	Comedy	\$199,72
Wife Turn	NC-17	Documentary	\$198,73
Innocent Usual	PG-13	Foreign	\$191,74
Hustler Party	NC-17	Comedy	\$190,78

## Worst 5 Films

Title	Rating	Genre	Total Revenue
Texas Watch	NC-17	Horror	\$5,94
Oklahoma Jumanji	PG	New	\$5,94
Duffel Apocalypse	G	Documentary	\$5,94
Freedom Cleopatra	PG-13	Comedy	\$5,95
Rebel Airport	G	Music	\$6,93

# Revenue by Genre

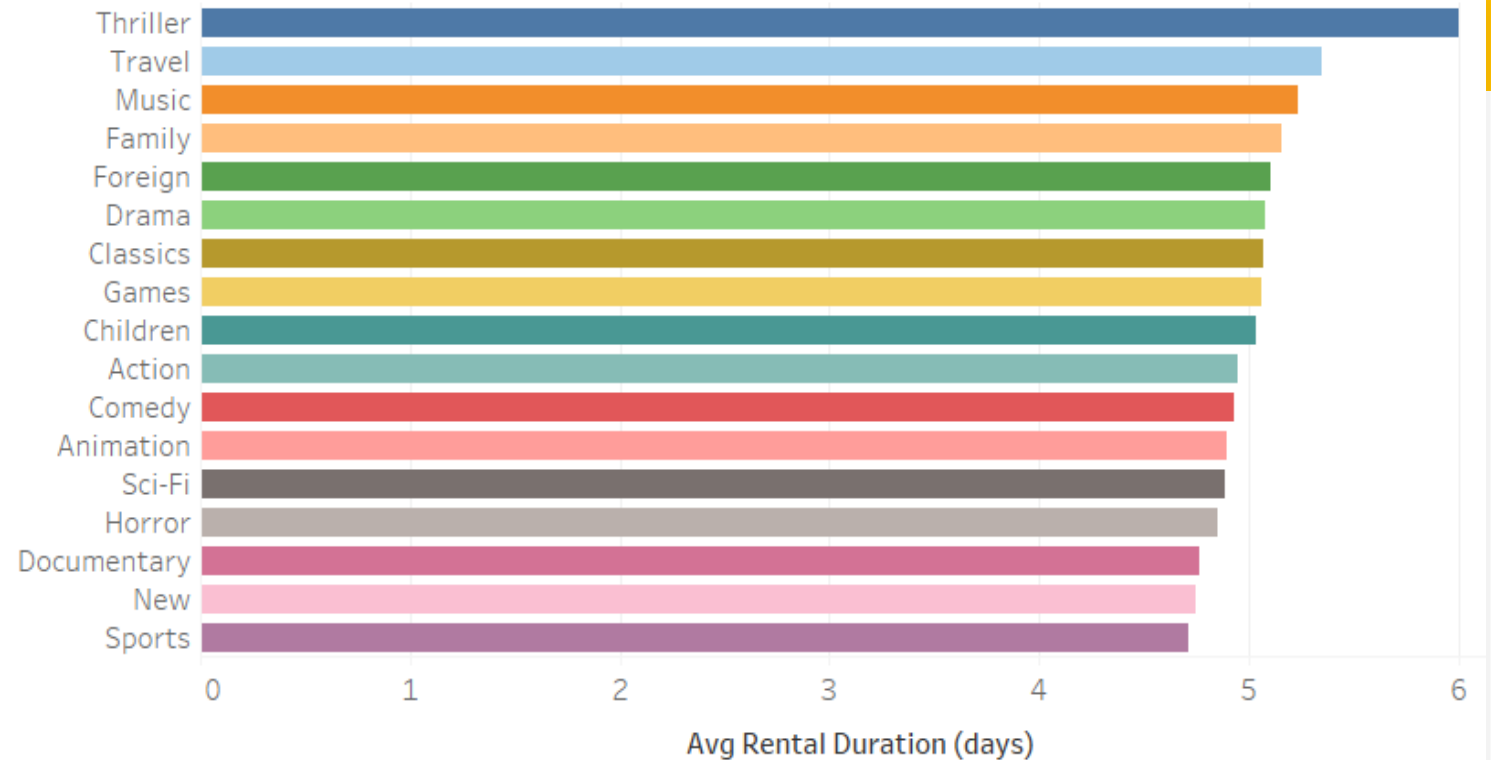


Sports \$4892	Comedy \$4002	Games \$3922	Family \$3782	Documentary \$3750
Sci-Fi \$4336	New \$3966			
Animation \$4245	Action \$3952		Horror \$3401	Travel \$3227
Drama \$4118	Foreign \$3934		Classics \$3353	Music \$3072
			Children \$3309	

# Rental Analysis

Customers rent titles for an average of 5 days before returning them.

Rental Duration is fairly consistent across all genres. No genre has a significantly smaller rental duration than any other.

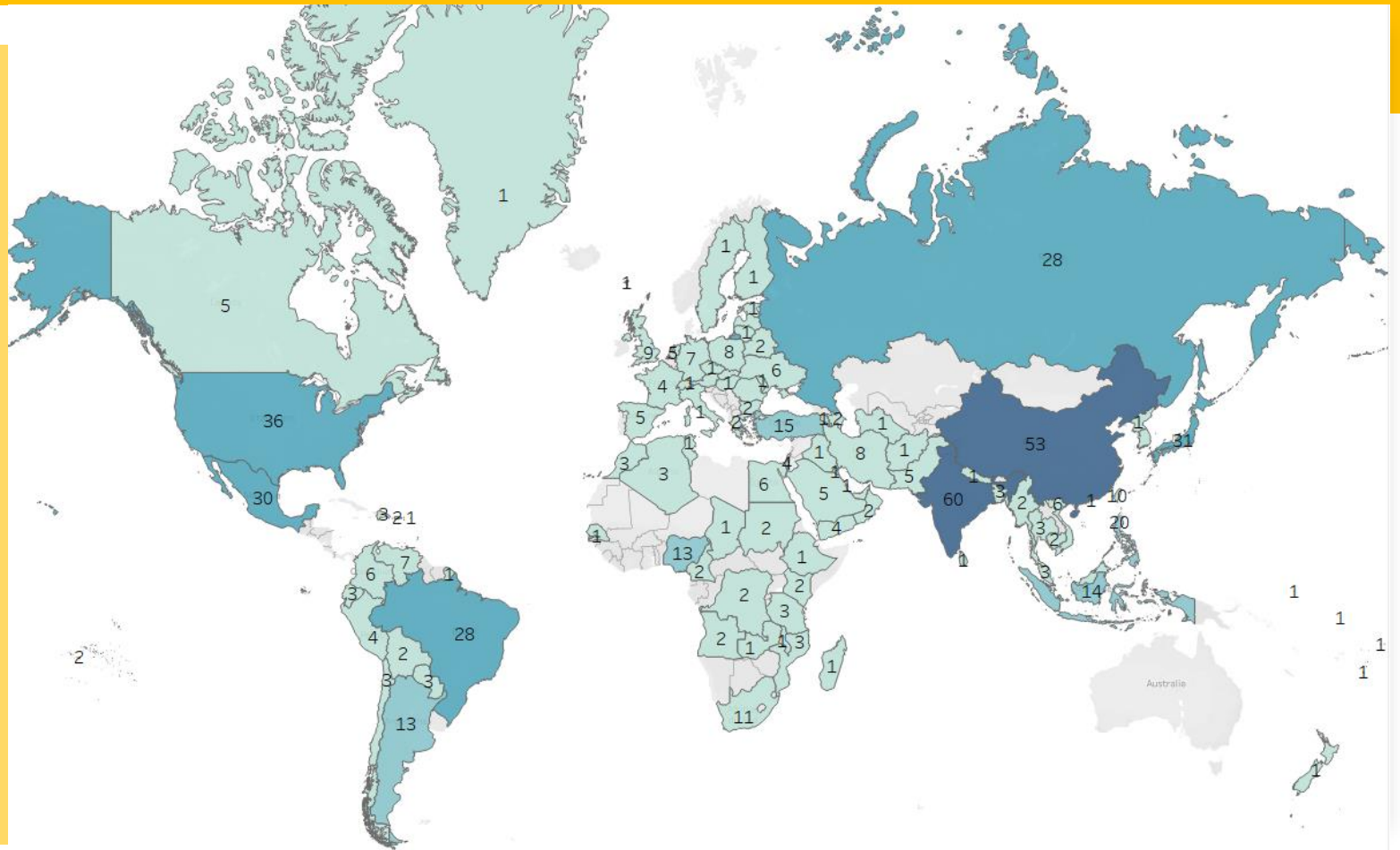


# Location Analysis

# Rockbuster customers are worldwide.

India has the most customers at 60, followed by China with 53 and the United States with 36.

Despite having a store location in Australia, there are no customers there.





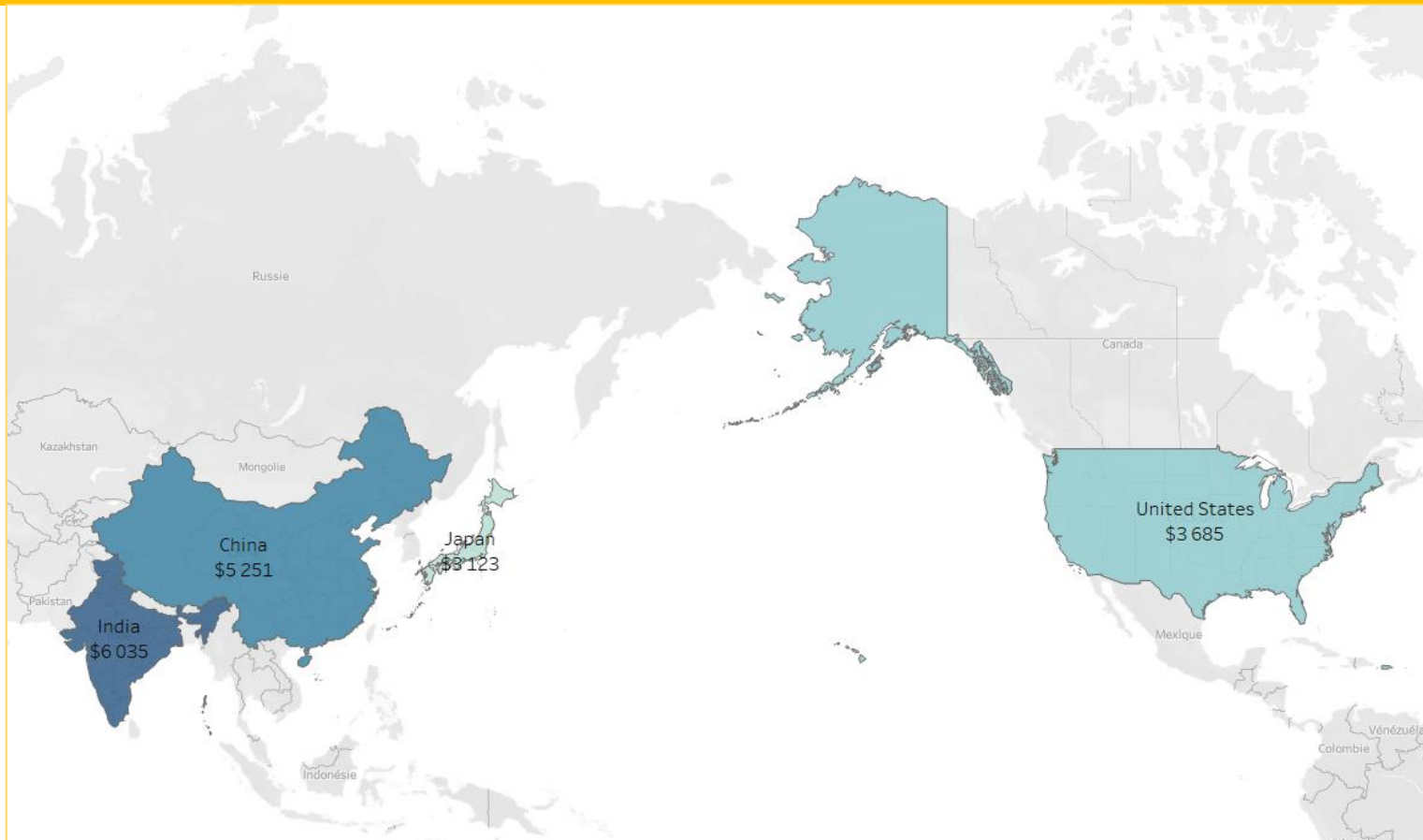
# Top Customers Analysis

Only 1 of the top 5 customers lives in one of the top 5 countries.

The top 3 customers: Eleanor Hunt, Karl Seal, and Marion Snyder also are top 3 in number of rentals overall.

Name	Country	Total Amount Paid
Eleanor Hunt	Runion	\$211,55
Karl Seal	United States	\$208,58
Marion Snyder	Brazil	\$194,61
Rhonda Kennedy	Netherlands	\$191,62
Clara Shaw	Belarus	\$189,60

# Geographical Analysis: Top 5 Countries



# CONCLUSIONS

## Worldwide Market & Sales Figure

- Target markets with high customer count and revenue: India, China, US, Japan, & Mexico.



## Popularity

- Rockbuster should work on getting more licenses for the top 5 popular genres: Sports, Sci-Fi, Animation, Drama, & Comedy.
- PG-13 rating is the most popular movie Segment.

## Retention

- Since Rockbuster is changing their business model, consider a loyalty program that would help to retain the customers we already have.





# RECOMMENDATIONS

India, China and US are the biggest market. Those are densely populated countries, which can be commercially exploited. Rockbuster shall invest in the marketing campaign in the big population countries.

Further research should be conducted to find out why certain markets have such low rentals—particularly Australia where there is a store but no customers.

Movies having PG-13 rating are indeed the most profitable one. However, market for NC-17, PG and R movies seem to be promising as they share similar revenue of around \$12,000, which indeed could be further exploited.

# Thank you !

Tableau  
[Link](#)