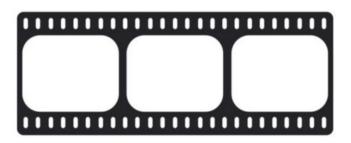


Rockbuster Stealth, LLC

Nancy Kolaski Data Analysis 4/14/24



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 services in order to stay competitive.

Key Questions & Objectives



•Which movies contributed the most/least to revenue gain?

This will help us understand what type of movie rentals will be most popular versus least popular in order to identify the inventory correctly

•What was the average rental duration for all videos?

If we see there are some genres or video types, then we can think about increasing rental prices for those genres

•Which countries are Rockbuster customers based in?

Once we understand the countries where more rentals take place, we can improve localizatino and regionality by bringig more regional movies there

•Where are customers with a high lifetime value based?

By analysing the type of customer demographics, we can target towards that population to gain more valued customers.

•Do sales figures vary between geographic regions?

This will allow us to figure out best places for marketing for Rockbuster.



Descriptive Statistics: Film Table (Numeric Data) length 46 rent_duration rent_rate replacement_cost Minimum \$19.98 1999 Average 4.985 \$2.98 115.272 Maximum \$4.99 185 \$29.99 1999

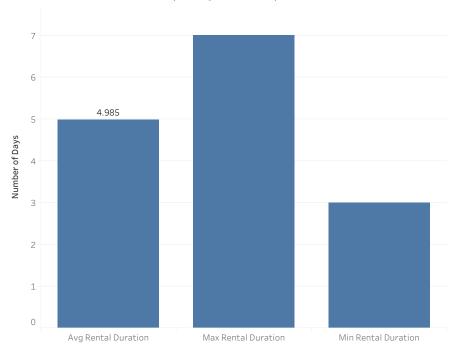
Film Table, Non-Numeric (Descriptive Statistics)							
	Title	rating special features		last_update			
Mode	Academy PG-	{Trailers,Commentaries,"Behind the	2024-03-26				
	Dinosour	13	Scenes*}				

Customer Table, Non-Numeric (Descriptive Statistics)									
	first_name	last_name	address_id	activebool	create_date	active value			
mode	Jamie	Abney	5	TRUE	2006-02-14	1			

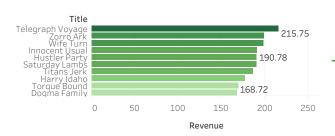


Rental Duration

(Average, Min, Max)



-Average rental duration is 5 days (max of 7, min of 3)

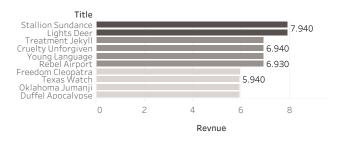


Top 10 movies - Highest Revenue

Bottom 10 Movies -

Lowest

Revenue



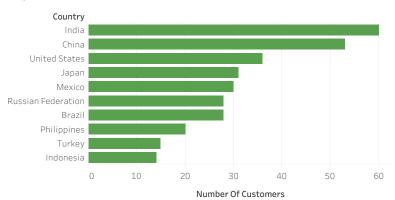
Max Rental Duration

Title Bucket Brotherhood Forrester Comancheros Deer Virginian Curtain Videotape Contact Anonymous Coneheads Smoochy Escape Metropolis Earth Vision Carrie Bunch Blackout Private

Movies rented the longest:

(no correlations to top 10 movies)

Top 10 Countries in Terms of Customer Numbers



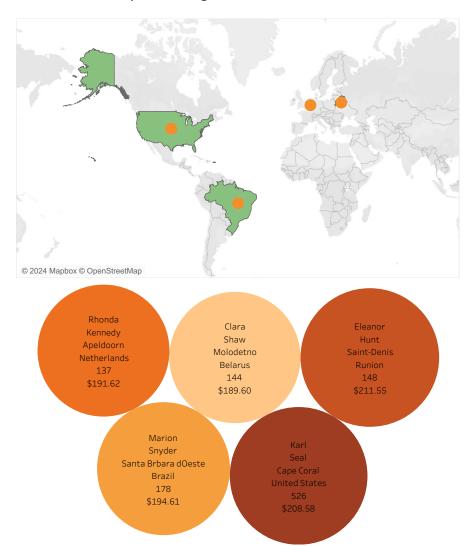


Rockbuster's Current Geographical Distribution of Customers and the Revenue Generated per Country



Top countries include India, China, U.S.A, Japan, Mexico, & Brazil

Top 5 customers from top 10 cities, who've paid the highest amounts to Rockbuster



Summary

*Top countries for revenue are:

India \$6,000 China \$5,200 U.S.A \$3,600 Japan \$ 3,100 Brazil & Mexico \$2,900



*Geographical Distribution is spread worldwide

(no trends or centralized locations, interesting to note since movies are mostly in english language)

*Top sales per top 5 customers is around \$200 each

(these customers are also scattered all around the world)

*Average Rental Duration for all videos is around 5 days

(no correlation between longer movie rentals and top movies)

Next Steps & Recommendations

-Interview top customers using questionnaires to find out what they like/don't like about Rockbuster's rental service

(since they are invested, they are likely to know the process well and have helpful feedback)

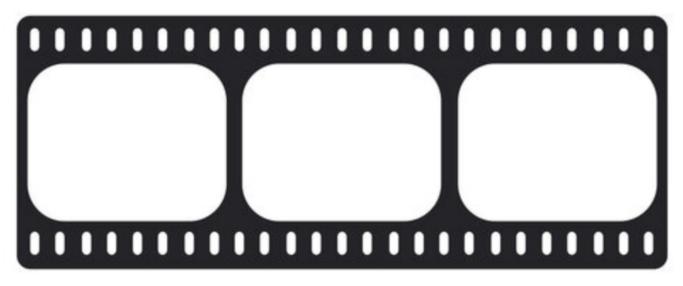
-Use AI to formulate algorythms for movies that are similar to the top 10 movie list in order to advertise more movies similar (and vice versa for bottom list)

(A list of revenue can then be collected in the 3 months following to see if there are increase in revenue)

-Focus marketing for Rockbuster in the higher populated regions since they produce more revenue

-Lastly, introduce more movies with language dialects of these top countries: India, China, Japan, Brazil, Mexico (this will likely produce a higher repertoirre of movies, as well as increase profits)

Thank you.



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