



ROCKBUSTER STEALTH DATA ANALYSIS

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INTRODUCTION

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from other streaming services, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in 2020 to stay competitive.

Developing a strong launch strategy of the new online rental service will ensure the success of this platform.



WHAT IS OUR GOAL?

- ❖ **Our goal as Data analysts is to gain useful insight from the data that will help our Business Intelligence Department make a successful launch of the new online video rental Service.**

We will also be looking to provide data-driven answers to the following questions:

- ❖ **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

TOTAL MOVIE
COUNT:
2006

MAX RENTAL
DURATION:
7 DAYS

AVG RENTAL
DURATION:
5 DAYS

MIN RENTAL
DURATION:
3 DAYS

MAX RENTAL
RATE:
\$4.99

AVG RENTAL
RATE:
\$2.98

MIN RENTAL
RATE:
\$0.99

NUMBER OF
COUNTRIES WITH
CUSTOMERS:
109

MAX
REPLACEMENT
COST:
\$29.99

AVG
REPLACEMENT
COST:
\$19.98

MIN
REPLACEMENT
COST:
\$9.99

MOVIE
RATINGS:
PG,R,NC-17,
PG-13,G

TOTAL NUMBER
OF CUSTOMER
599

PG RATED
MOVIES COUNT:
194

R RATED
MOVIES COUNT:
195

NC-17 RATED
MOVIES COUNT:
210

PG-13 RATED
MOVIES COUNT:
223

G RATED
MOVIES COUNT:
178

COUNTRIES
COUNT:
109

MAX MOVIE
LENGTH:
185 MINUTES

AVG MOVIE
LENGTH:
115 MINUTES

MIN MOVIE
LENGTH:
46 MINUTES

CUSTOMER
COUNT:
599

The data overview has highlighted these key insights:

- All movies are in "English"
- All movies were released in "2006"
- The total rental revenue is "\$ 61,312.04"

IT IS ESSENTIAL TO USE THE DATA TO GAIN INSIGHT ON WHICH MOVIES ARE GENERATING THE MOST REVENUE. THE CHART ON THE LEFT SHOWS THE TOP 10 REVENUE GENERATING FILMS.

THESE FILMS ARE MADE OF A VARIETY OF DIFFERENT GENRES AND THEREFORE WE CAN MAKE A DATA-DRIVEN CONCLUSION THAT THE FILM GENRE IS NOT A MAJOR FACTOR IN THE REVENUE A FILM GENERATES.

THE TOP 10 REVENUE GENERATING FILMS SHOULD BE PART OF OUR UPCOMING ONLINE FILM LIBRARY.

TOP 10 REVENUE GENERATING FILMS

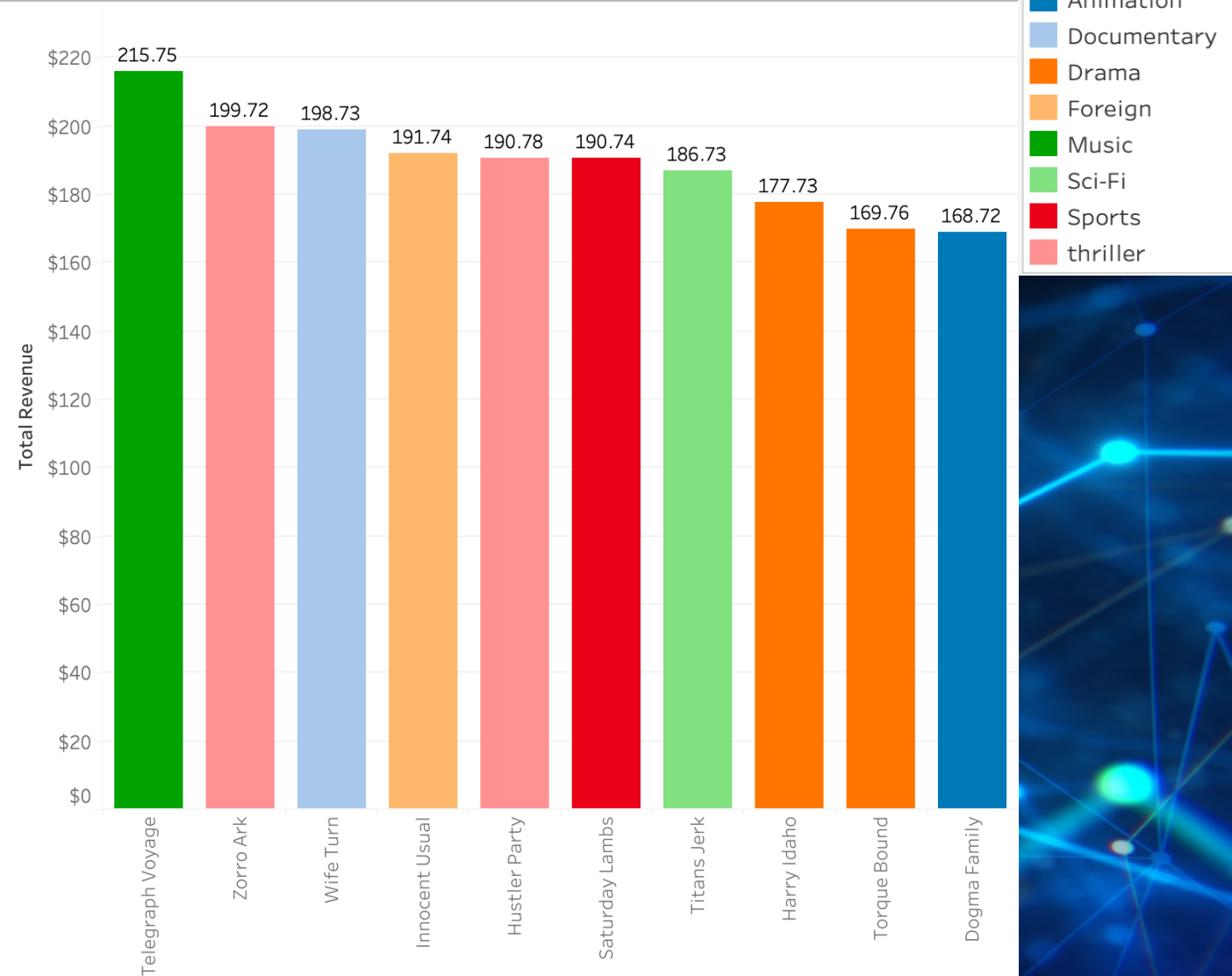


TABLEAU LINK:

https://public.tableau.com/views/Task3_10PresentingSQLResults/Top10RevenueByFilm?language=en-US&display_count=n&origin=viz_share_link

THESE GENRES:

*DOCUMENTARY

*DRAMA

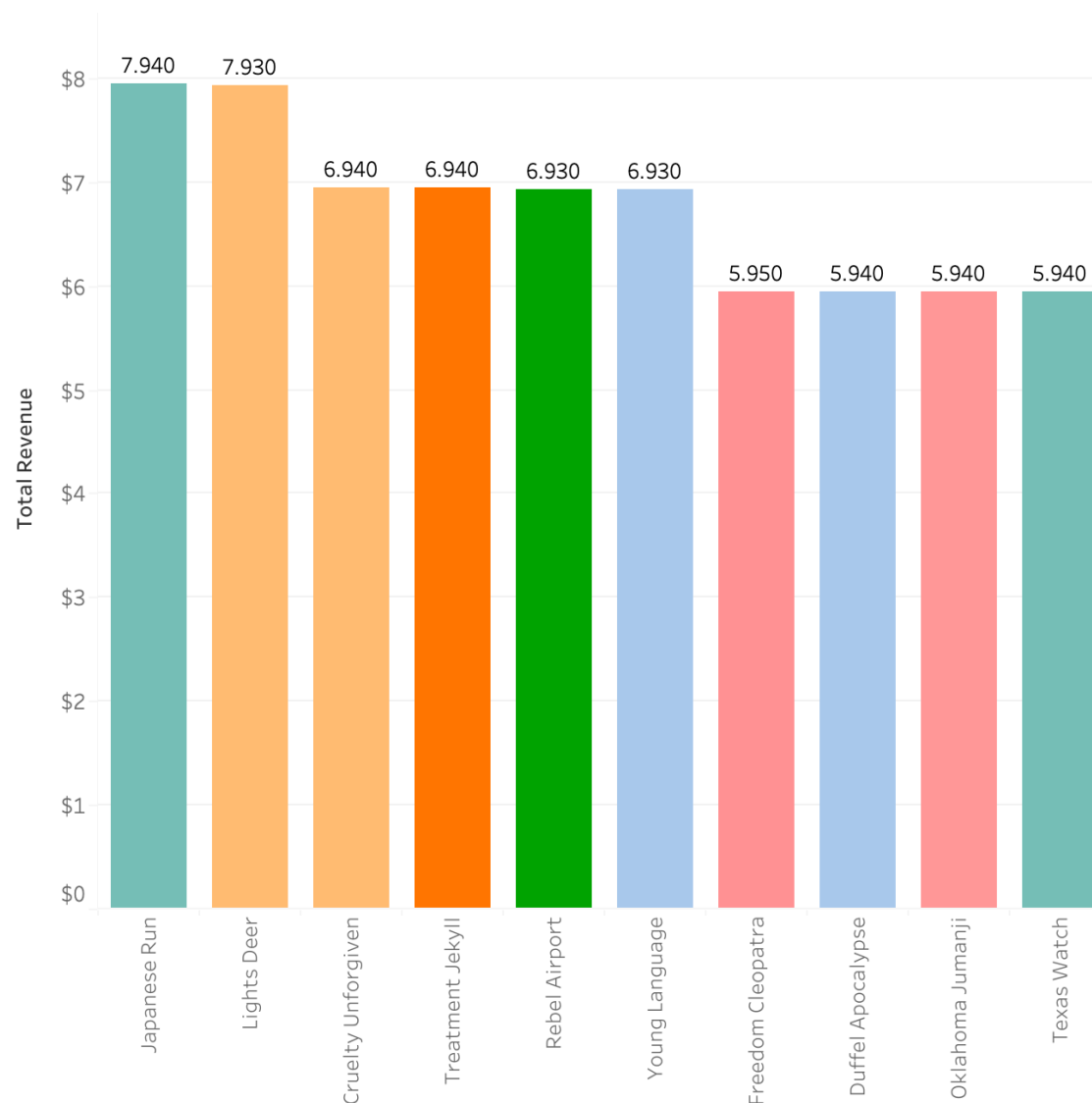
*MUSIC

*THRILLER

**APPEAR BOTH IN THE TOP 10 AND
THE BOTTOM 10 REVENUE
GENERATING FILMS.**

**THIS SUPPORTS OUR PREVIOUS
CONCLUSION THAT GENRES ARE NOT
A MAJOR FACTOR IN THE REVENUE
GENERATED BY A FILM.**

BOTTOM 10 REVENUE GENERATING FILMS



Genre

Classics

Documentary

Drama

Horror

Music

New

thriller

TABLEAU LINK:

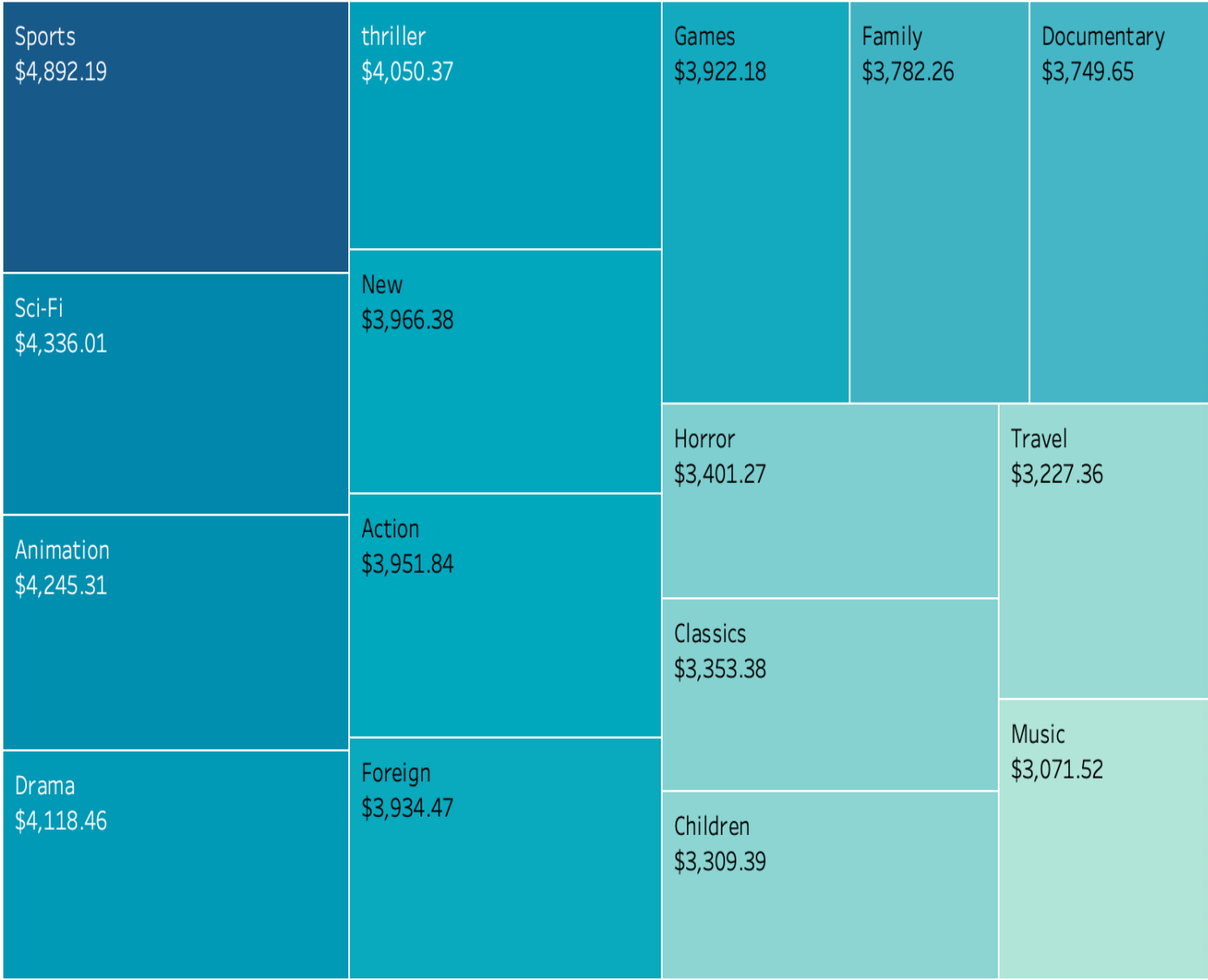
https://public.tableau.com/views/Task3_10PresentingSQL/Results/Bottom10RevenueByFilm?language=en-US&display_count=n&origin=viz_share_link

OUR ANALYSIS ON THE REVENUE BY GENRE PROVIDED INSIGHT ABOUT THE MOST POPULAR GENRES.

THESE ARE THE TOP 5 GENRES IN TERMS OF REVENUE:

- *SPORTS
- *SCI-FI
- *ANIMATION
- *DRAMA
- *THRILLER

TOTAL REVENUE BY GENRE



WE HAVE 599 CUSTOMERS WHO ARE BASED IN 109 COUNTRIES WORLDWIDE.

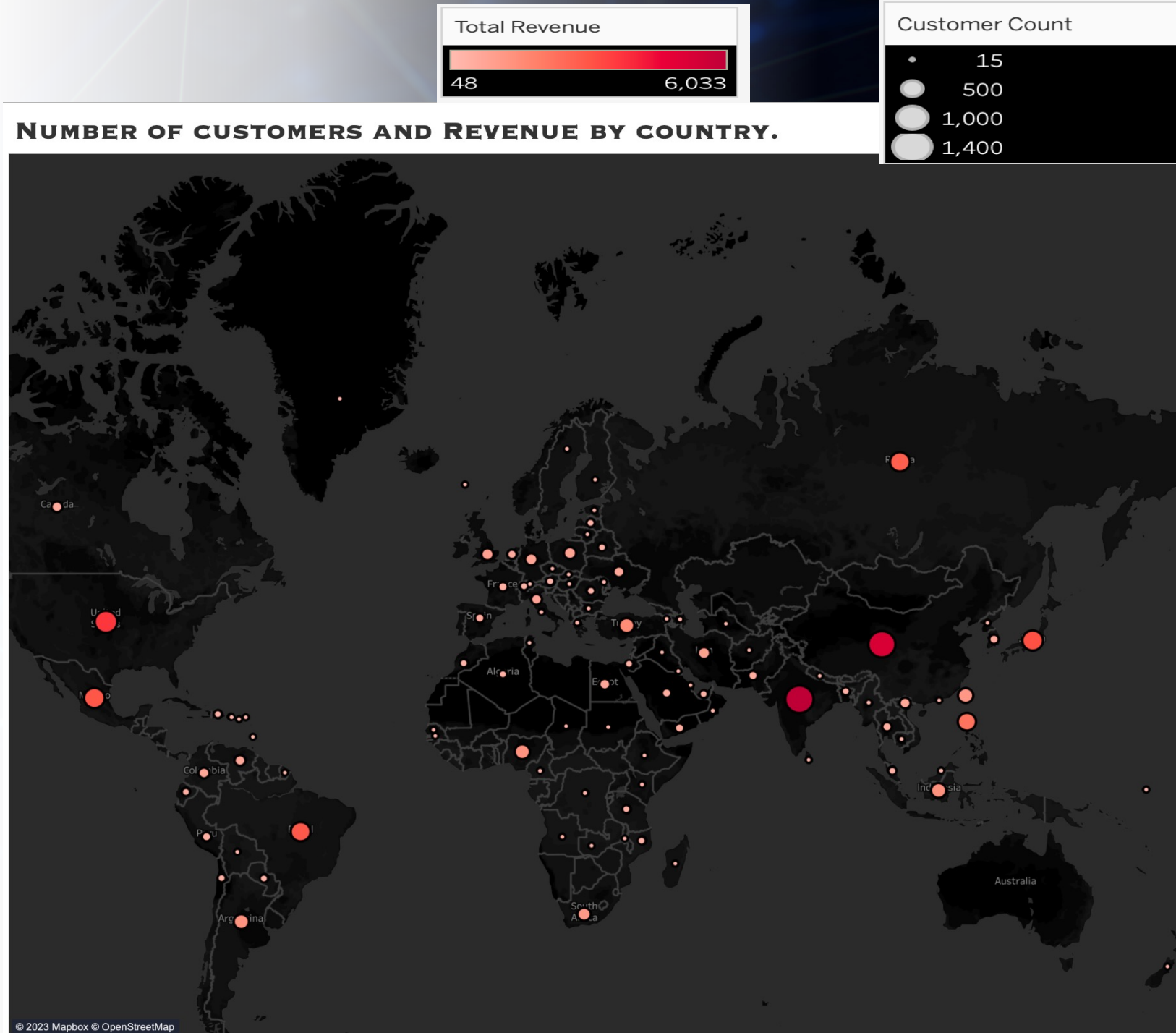
A SUCCESSFUL LAUNCH OF THE ONLINE RENTAL SERVICE WILL BROADEN OUR REACH AND ENABLE US TO SERVE OUR EXISTING CUSTOMER BETTER.

THE TOP 10 COUNTRIES IN TERMS OF CUSTOMERS ARE:

| | |
|----------------------------|----------------|
| *INDIA | WITH 60 |
| *CHINA | WITH 53 |
| *UNITED STATES | WITH 36 |
| *JAPAN | WITH 31 |
| *MEXICO | WITH 30 |
| *BRAZIL | WITH 28 |
| *RUSSIAN FEDERATION | WITH 28 |
| *PHILIPPINES | WITH 20 |
| *TURKEY | WITH 15 |
| *INDONESIA | WITH 14 |

TABLEAU LINK:

https://public.tableau.com/views/Task3_10PresentingSQLResults/Demographic?:language=en-US&display_count=n&origin=share_link

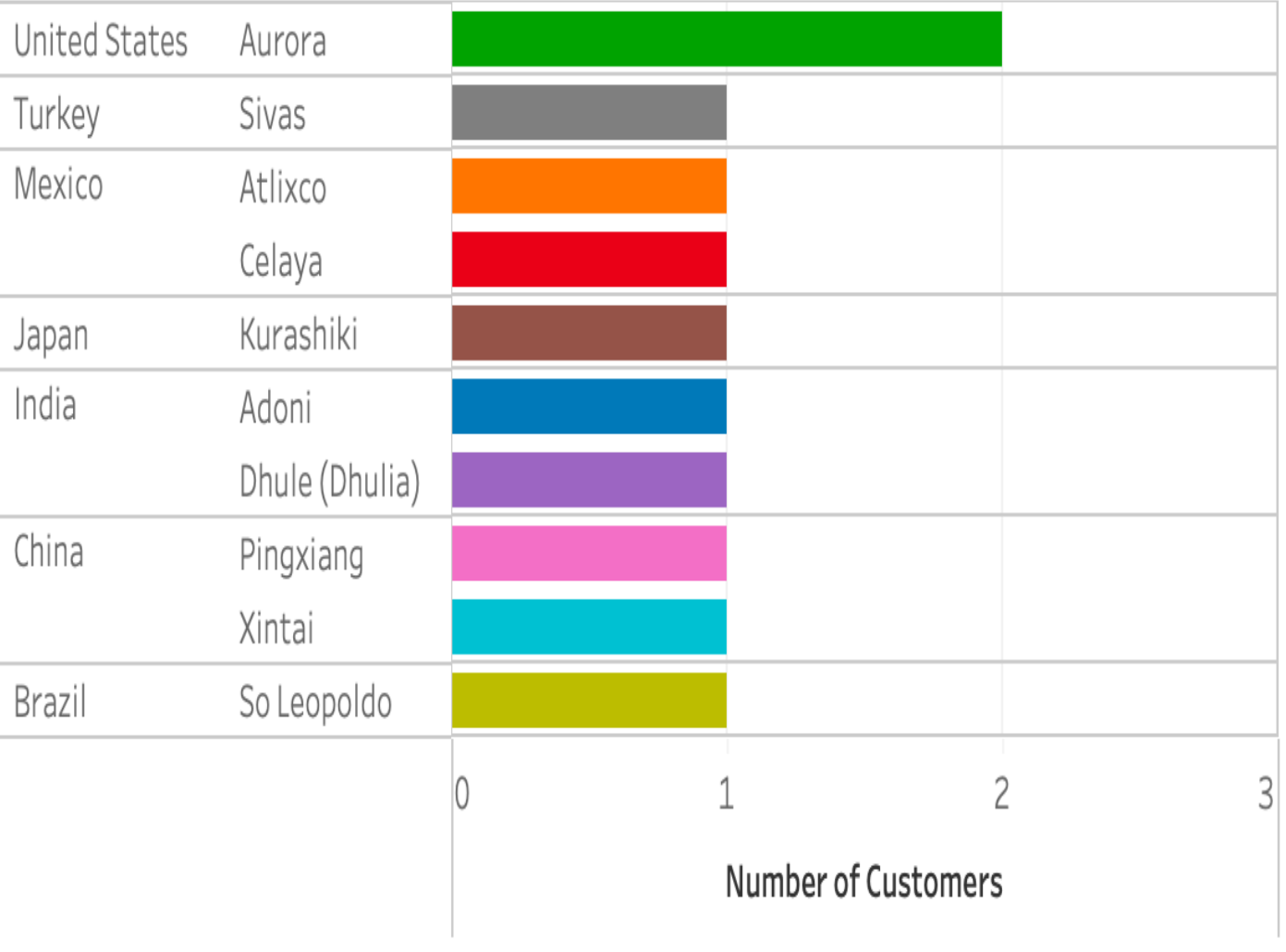


CUSTOMER DEMOGRAPHICS



WHILE SOME COUNTRIES HAVE A LARGER CUSTOMER BASE, THIS CHART PROVES THAT CUSTOMERS ARE LOCATED ALL OVER THE COUNTRY WHICH IS THE REASON BEHIND MOST CITIES HAVING ONLY 1 CUSTOMER.

TOP 10 CITIES FROM TOP 10 COUNTRIES IN TERMS OF CUSTOMERS



| City | |
|----------------|--|
| Adoni | |
| Atlixco | |
| Aurora | |
| Celaya | |
| Dhule (Dhulia) | |
| Kurashiki | |
| Pingxiang | |
| Sivas | |
| So Leopoldo | |
| Xintai | |

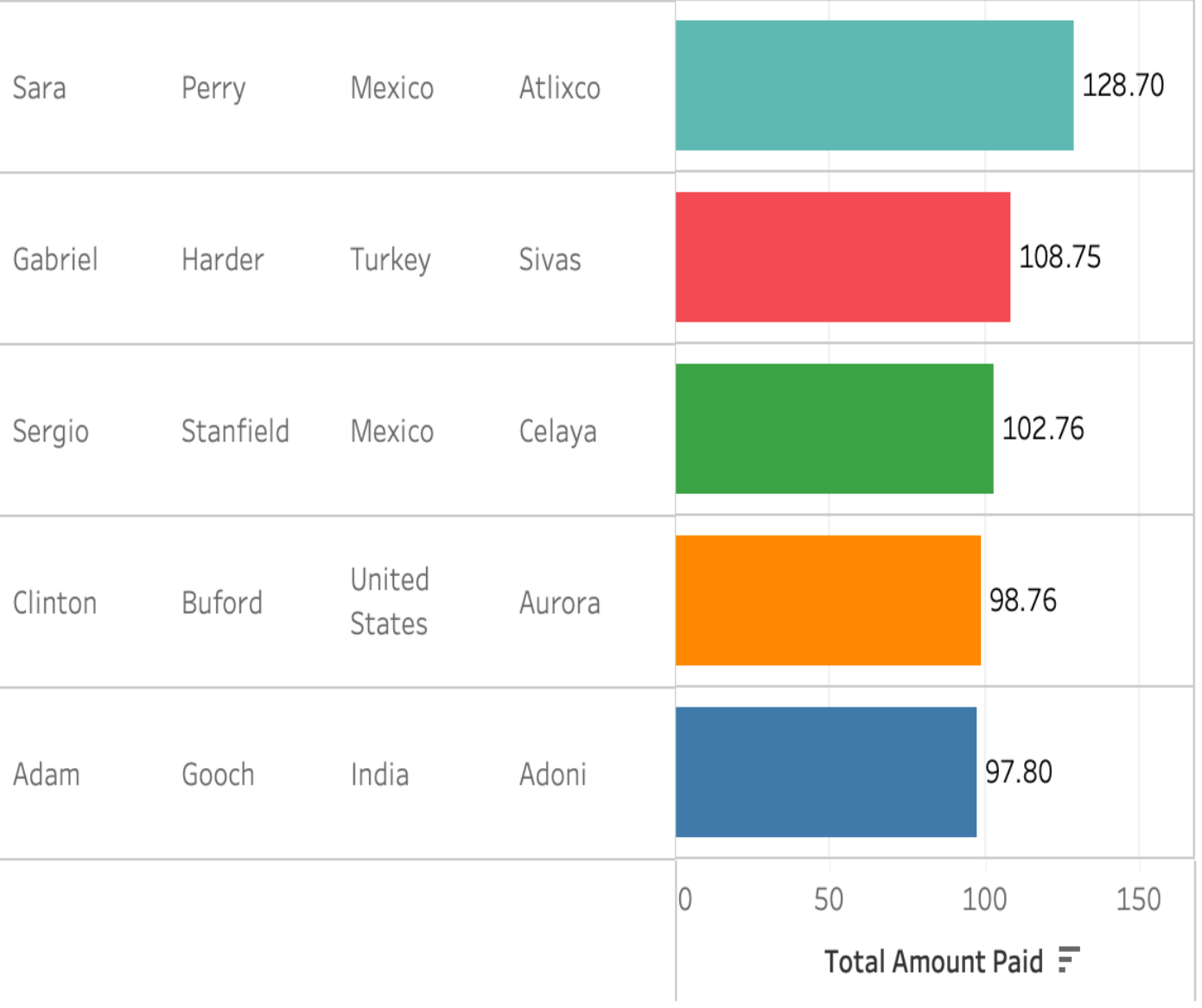




IN REFERENCE TO THE TOP 10 CITIES ABOVE, HERE IS THE LIST OF THE TOP 5 CUSTOMER REVENUE-WISE.

SARA PERRY FROM ATLIXCO, MEXICO SPEND THE HIGHEST WITH \$128.70

TOP 5 CUSTOMERS FROM TOP 10 CITIES



First Name

- Adam
- Clinton
- Gabriel
- Sara
- Sergio



PG-13 AND NC-17 ARE THE MOST POPULAR RATING AMONGST OUR CUSTOMER.

G AND R RATING ARE THE LEAST FAVORITE RATINGS.

RATINGS RANKING BY REVENUE

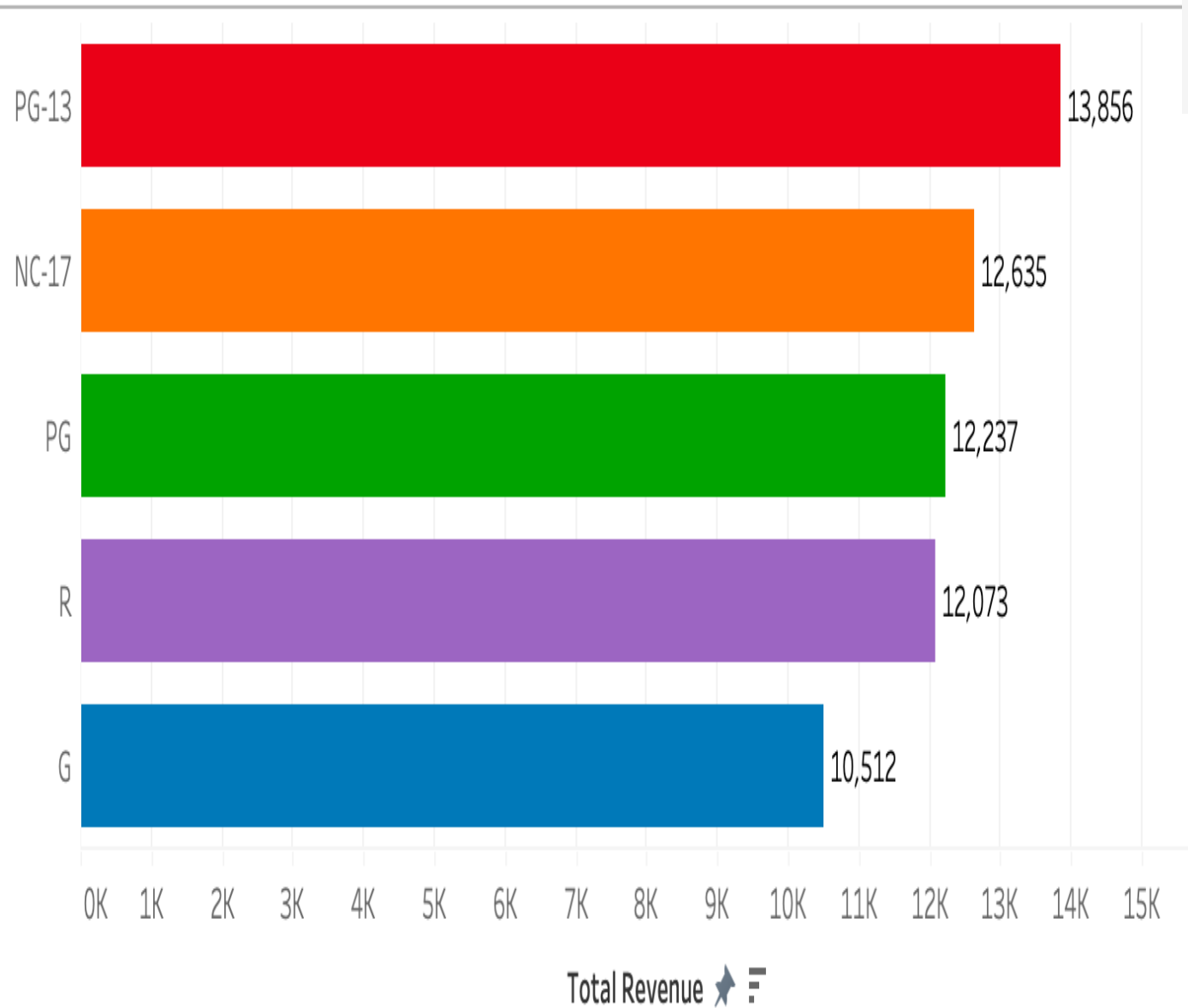
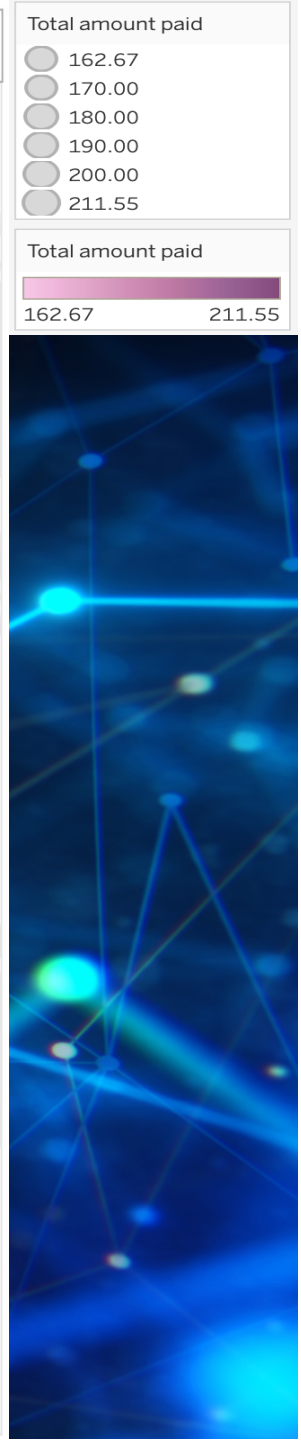
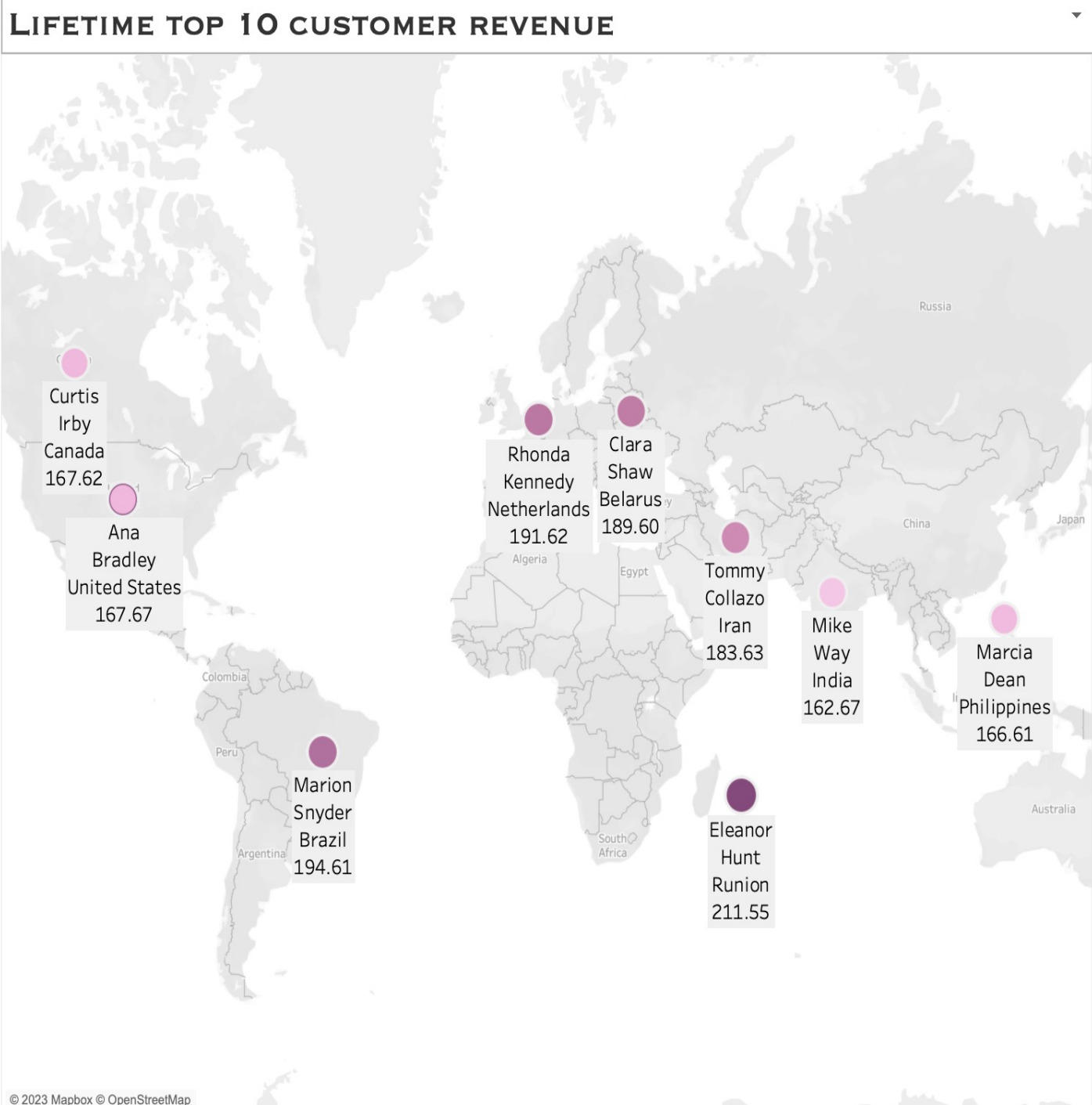


TABLEAU LINK:

https://public.tableau.com/views/Task1_10PresentingSQLResults/Ratings?language=en-US&display_count=n&origin=viz_share_link

THE LIFETIME CUSTOMER REVENUE SEEMS SPREAD OUT ACROSS THE GLOBE.

ELEANOR HUNT FROM REUNION HAS THE HIGHEST LIFETIME SPENDING WITH \$211.55 FOLLOWED BY MARION SNYDER FROM BRAZIL WITH \$194.6



EXECUTIVE SUMMARY

Key Questions Answered

- ❖ Which movies contributed the most/least to revenue gain?
 - Most revenue : Telegraph Voyage with \$215.75 in revenue.
 - Least revenue: Duffle Apocalypse, Oklahoma Jumanji and Texas Watch each with \$5.940 in revenue.
- ❖ What was the average rental duration for all videos?
 - The average rental duration for all videos is 5 days
- ❖ Which countries are Rockbuster customers based in?
 - Rockbuster customers are based in 109 countries across the world. India (60), China(53) and United States(36) have the highest number of customers.
- ❖ Where are customers with a high lifetime value based?
 - Eleanor Hunt from reunion has the highest lifetime spending with \$211.55.
 - The remaining high lifetime value are spread out across the world.
- ❖ Do sales figures vary between geographic regions?
 - Sales figures vary between geographic regions with Countries in the Asia and Pacific Region making up the bulk of the revenue.

RECOMMENDATIONS

With the insight from our data analysis, we are certain that these recommendations will be of use to the Business Intelligence Department in successful launch of the new online video rental Service.

- Expanding our movies catalogue by adding other languages to better suit non-English speaking countries.
- Being that we are launching an online rental service; we should add more movies to our inventory to offer a wide variety selection to our customer base.
- Increasing marketing in the region/countries where other streaming services don't have a big presence.
- Add movies from different years.
- Produce more Sport, Sc-fi, Animation, Drama and Thriller movie genres as these bring in the most revenue.
- Create a structure that rewards customer's loyalty, this could help keep existing customer and attract new ones.
- Increase inventory of movies with PG-13 and NC-17 ratings as these are the most popular ratings.



**THANK YOU ALL FOR YOUR
ATTENTION!!**

**IF YOU HAVE ANY QUESTIONS,
FEEL FREE TO SEND THEM TO
GNDATABAYE@GMAIL.COM**

**GUILLAUME NDATABAYE
06/20/2023**