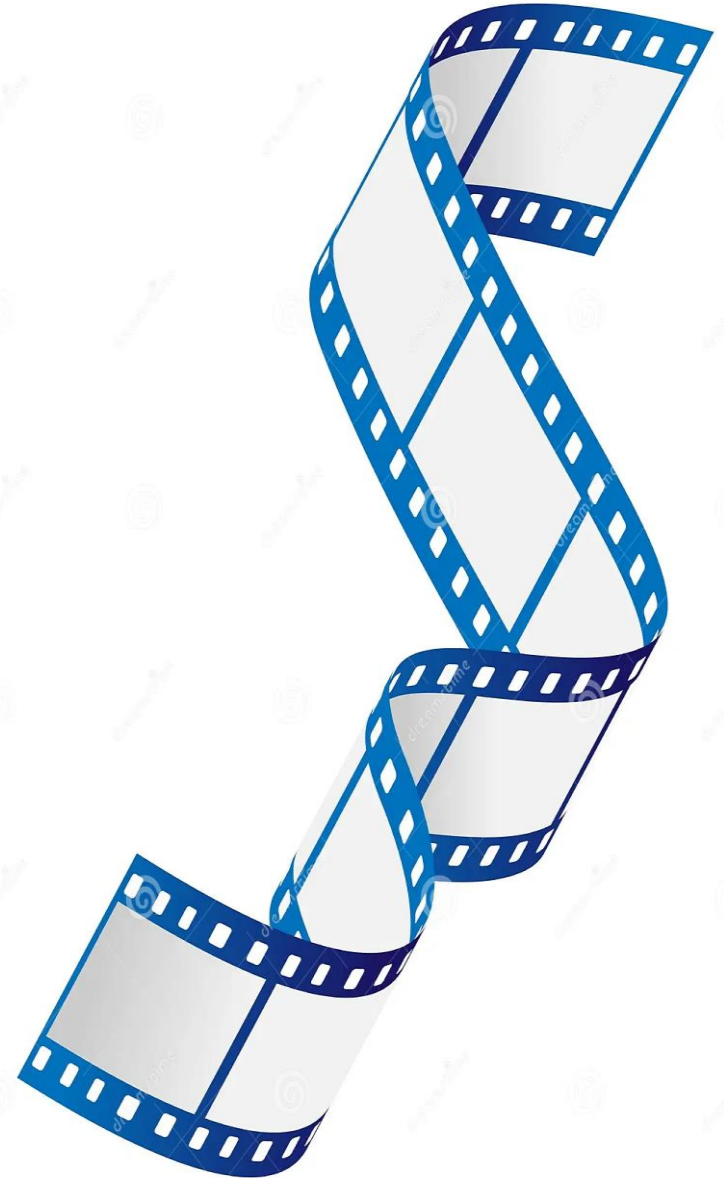


# Rockbuster Stealth Data Analysis Project



# Background

Rockbuster Stealth LLC, a globally recognized movie rental company that once boasted physical stores worldwide, is navigating the challenges posed by formidable competitors like Netflix and Amazon Prime in the streaming services domain. In response to this dynamic market landscape, the management team at Rockbuster Stealth is strategically leveraging its extensive movie licenses to pioneer an online video rental service, aiming to enhance competitiveness and adapt to evolving consumer preferences.



# Key Questions

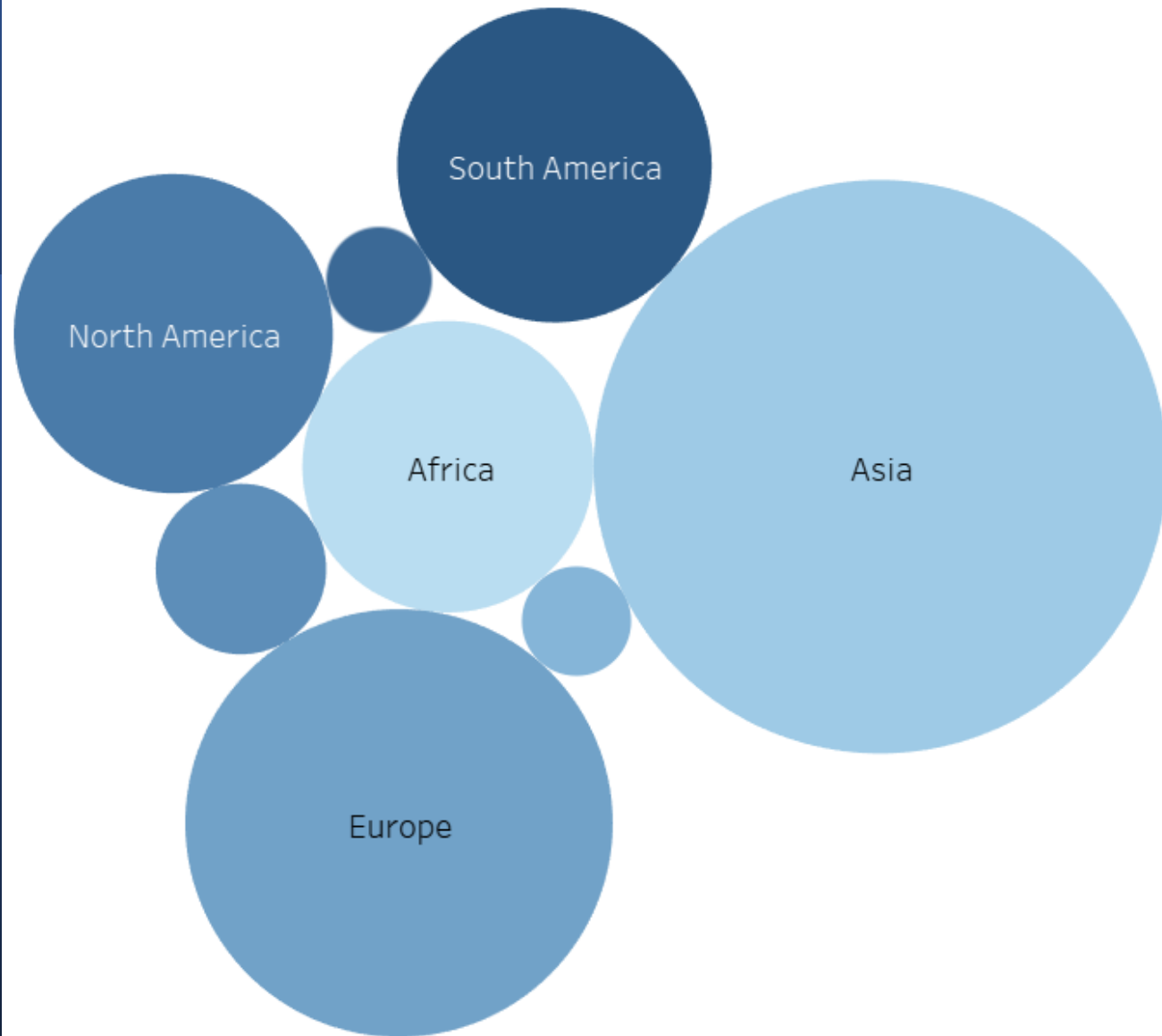
- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?

# Descriptive Statistics

	Minimum	Maximum	Average
Replacement Cost	9.99	29.99	19.984
Movie Length	46	185	115.272
Rental Duration	3	7	4.985
Rental Rate	0.99	4.99	2.98

Do sales  
figures vary  
between  
geographic  
regions?

## Revenue By Regions





**Total :**  
108 Countries  
599 Customers  
\$61,312 total revenue

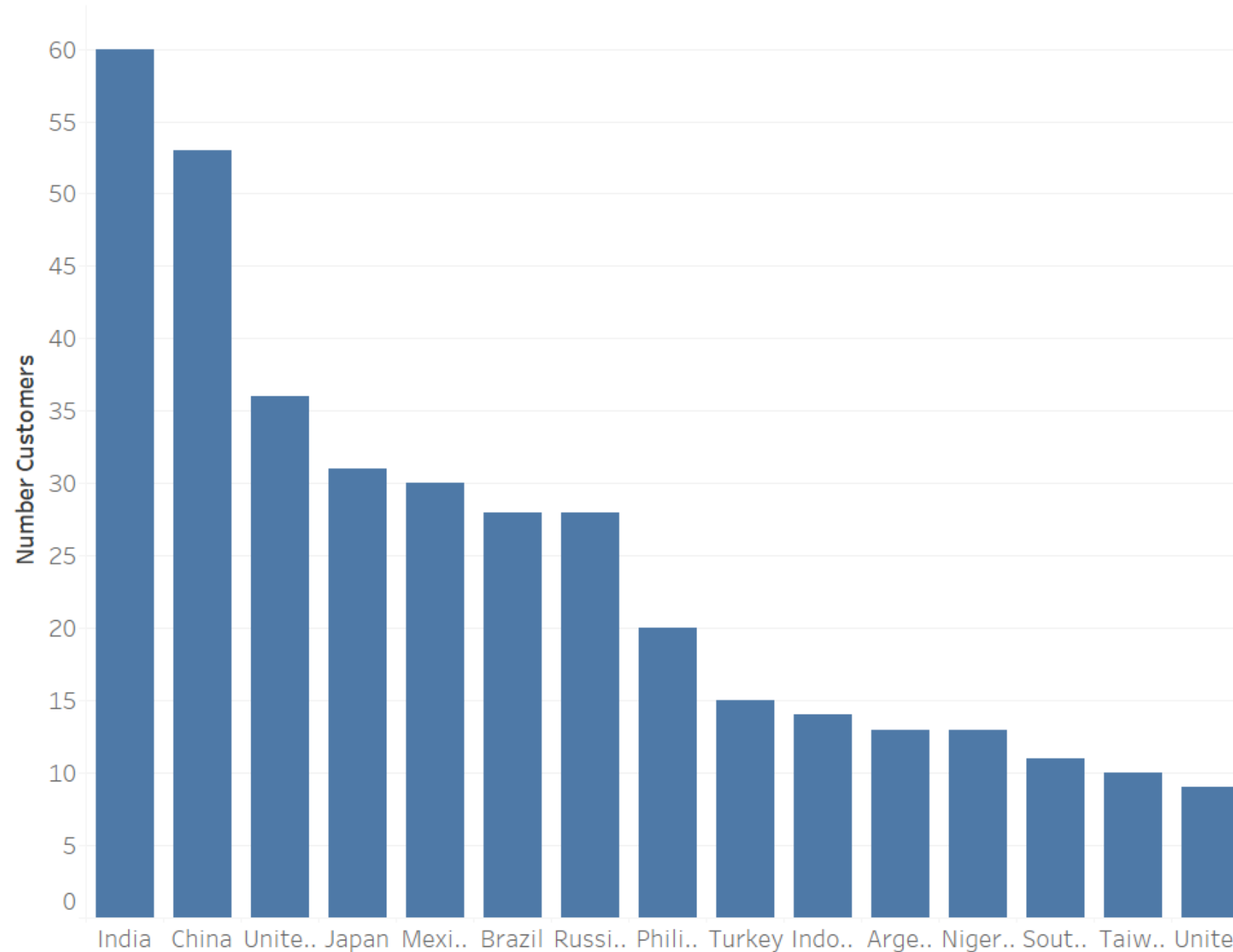
**Top 10 Countries**  
India, China, the  
United States, Japan,  
Mexico, Brazil, Russia,  
Philippines,  
Turkey, Indonesia

Total Revenue By Country



Which countries  
are Rockbuster  
customers  
based in?

Total Number of Customers by Country



Country	Total Customer	Total Revenue
India	60	6034.78
China	53	5251.03
United States	36	3685.31
Japan	31	3122.51
Mexico	30	2984.82
Brazil	28	2919.19
Russian Federation	28	2765.62
Philippines	20	2219.7
Turkey	15	1498.49
Indonesia	14	1352.69

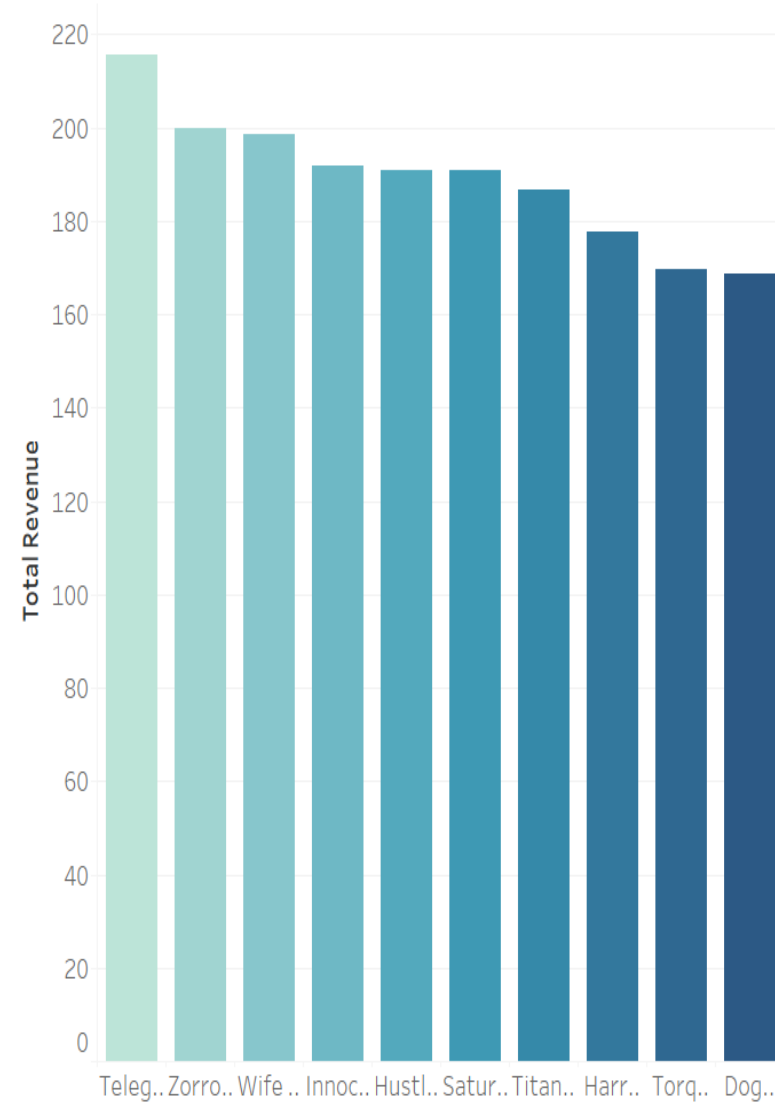


## Top 5 Customers From Highest Revenue Generating Countries

CUSTOMER ID	FIRST NAME	LAST NAME	CITY	COUNTRY	TOTAL AMOUNT PAID
424	Kyle	Spurlock	Shanwei	China	\$109.71
240	Marlene	Welch	Iwaki	Japan	\$106.77
486	Glen	Talbert	Acua	Mexico	\$100.77
537	Clinton	Buford	Aurora	United States	\$98.76
14	Betty	White	Citrus Heights	United States	\$96.77

Which movies  
contributed  
the most to  
revenue gain?

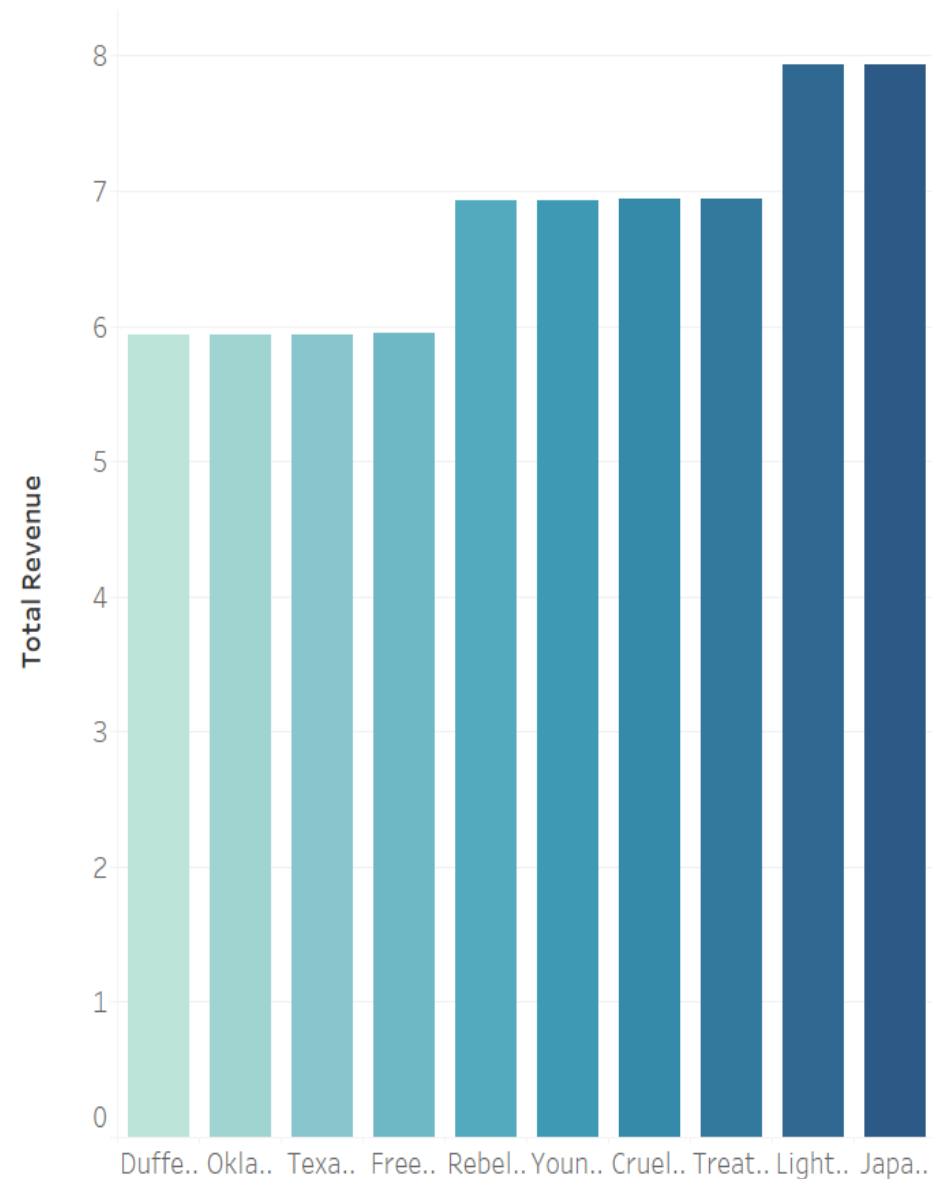
Films by Revenue Top 10



Title	
Telegraph Voyage	
Zorro Ark	
Wife Turn	
Innocent Usual	
Hustler Party	
Saturday Lambs	
Titans Jerk	
Harry Idaho	
Torque Bound	
Dogma Family	

Which movies  
contributed  
the least to  
revenue gain?

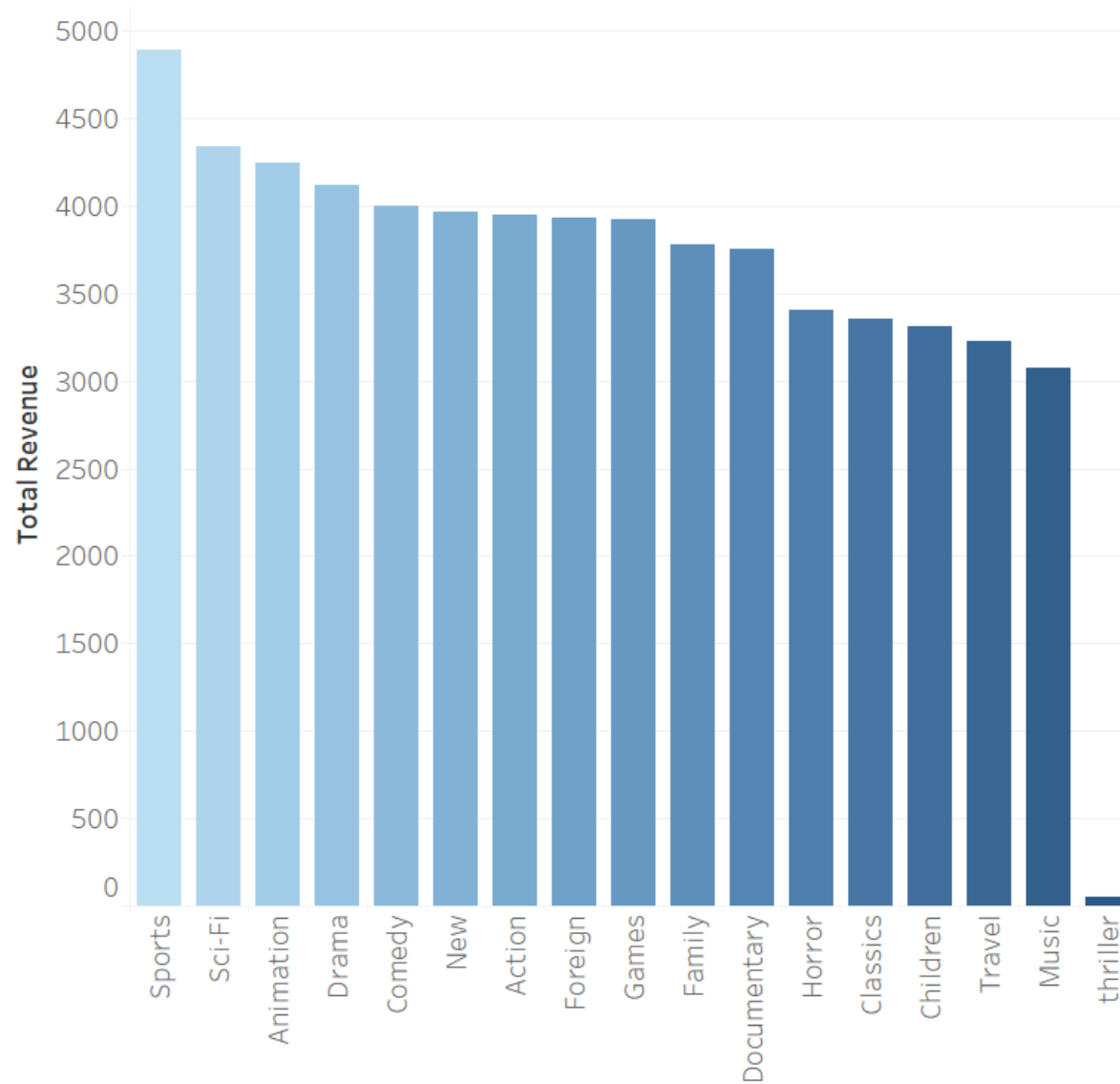
Films by Revenue Bottom 10



Title	
Duffel Apocalypse	
Oklahoma Jumanji	
Texas Watch	
Freedom Cleopatra	
Rebel Airport	
Young Language	
Cruelty Unforgiven	
Treatment Jekyll	
Lights Deer	
Japanese Run	

# Revenue by Genre

Revenue by Genre

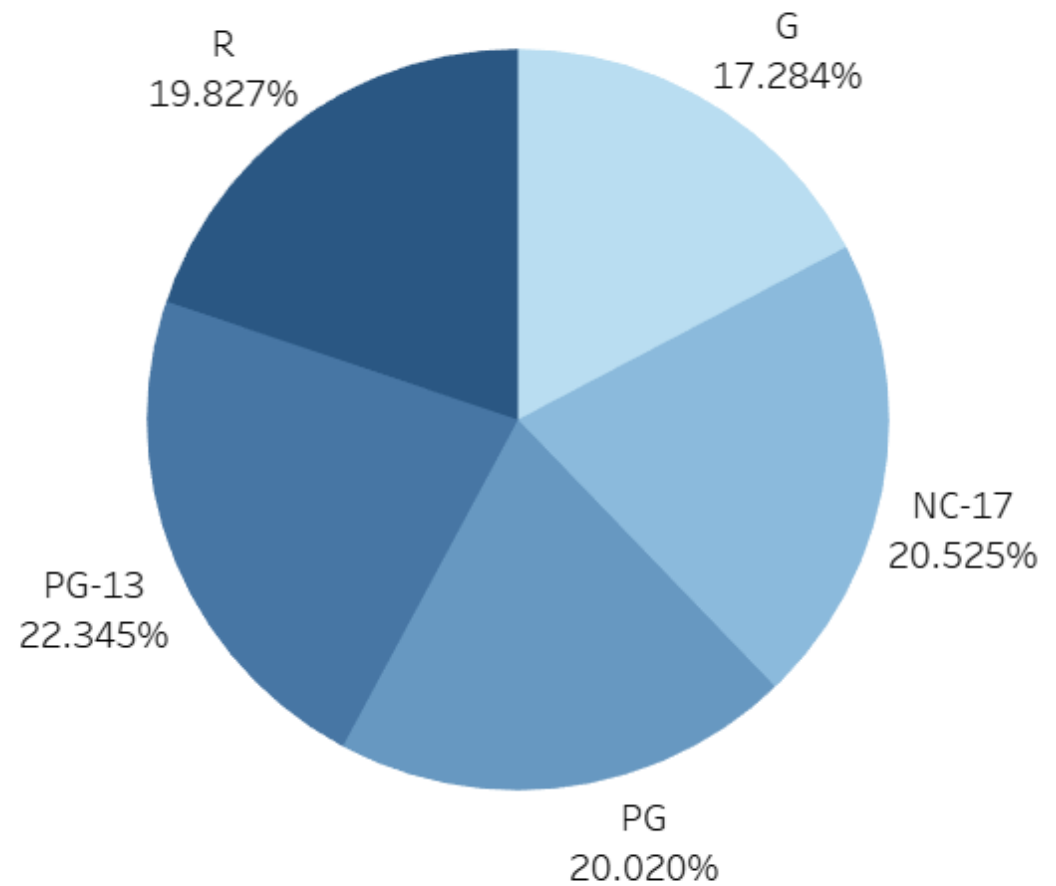


Name

Sports  
Sci-Fi  
Animation  
Drama  
Comedy  
New  
Action  
Foreign  
Games  
Family  
Documentary  
Horror  
Classics  
Children  
Travel  
Music  
thriller

# Movie Ratings

## Total Customers by Ratings



# Recommendations

Increase the number of movies that are most popular among customers: PG-13 movies and Sports, Sci-Fi, Animation, Drama, and Comedy genres.

Acquire or produce more movies in the popular genres and ensure a diverse selection within each genre to cater to different tastes.

Run targeted marketing campaigns highlighting PG-13 movies and the specified genres. Offer promotions, discounts, or bundles for customers who watch movies in these categories.

Conduct surveys to ask customers about their preferences directly. Use the feedback to decide which movies to prioritize in our collection.





# Thank You

Nehma Al-Tawil