Rockbuster Stealth LLC

Data Analysis for 2020 Company Strategy

Presented by Nonso Ezeoma

Motivations & Objectives

Rockbuster is Stealth LLC is facing stiff competitions from streaming services. The project aims to provide data-driven insights to help Rockbuster Stealth LLC stay competitive in the evolving movie rental industry.

Key Objectives

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 high lifetime value based?
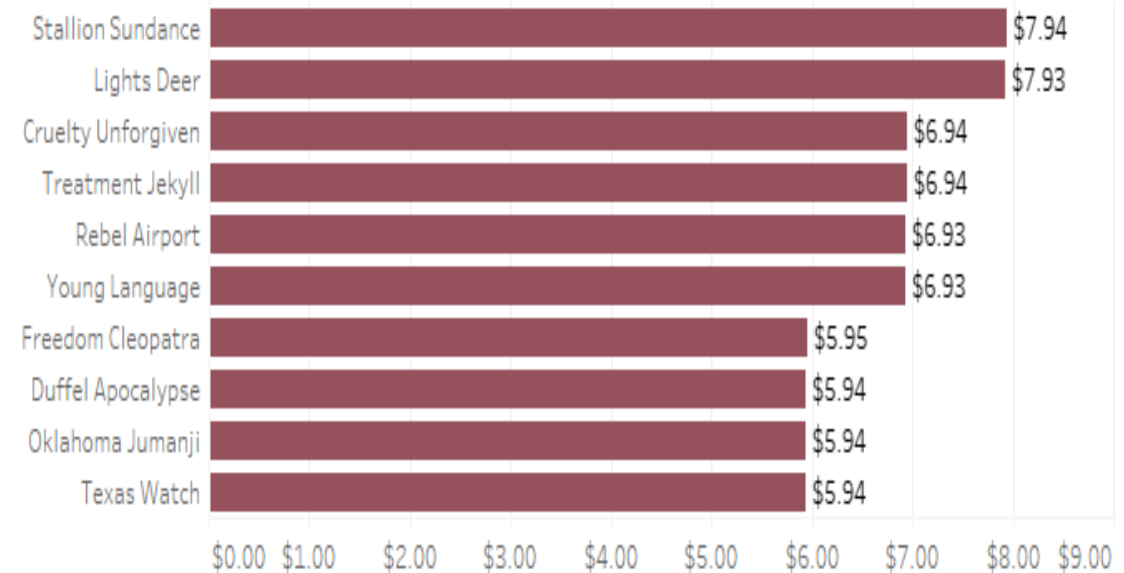
Do sales figure vary between geographic regions?

Movies and Revenue

Top 10 Revenue Generating movie

Movie	Revenue
Telegraph Voyage	$215.75
Zorro Ark	$199.72
Wife Turn	$198.73
Innocent Usual	$191.74
Hustler Party	$190.78
Saturday Lambs	$190.74
Titans Jerk	$186.73
Harry Idaho	$177.73
Torque Bound	$169.76
Dogma Family	$168.72

Bottom 10 Revenue-Generating Movies

| Movie	Revenue
Stallion Sundance	$7.94
Lights Deer	$7.93
Cruelty Unforgiven	$6.94
Treatment Jekyll	$6.94
Rebel Airport	$6.93
Young Language	$6.93
Freedom Cleopatra	$5.95
Duffel Apocalypse	$5.94
Oklahoma Jumanji	$5.94
Texas Watch	$5.94

Figure shows the top 10 generating revenue movie and bottom 10 revenue generating movie from Rockbuster

Average rental rate of all movie : $2.98

Current Rental Rates and Average Duration

Average Rental Rate of all Movies	Maximum rental rate of all Movies	Minimum Rental Rate of all Movies	Average rental Duration of all Movies
$2.98	$4.99	$0.99	5

Popularity of Rental Rates

5,652   5,120   5,272

Rental Count

6,000
5,000
4,000
3,000
2,000
1,000
0

$0.99 $2.99 $4.99
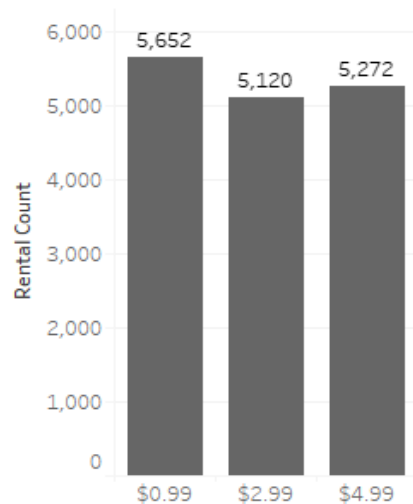
0.99 have the most rented rate in terms of cost.

Countries Rockbuster Customers based in

Top ten countries Rockbuster Customers are based in
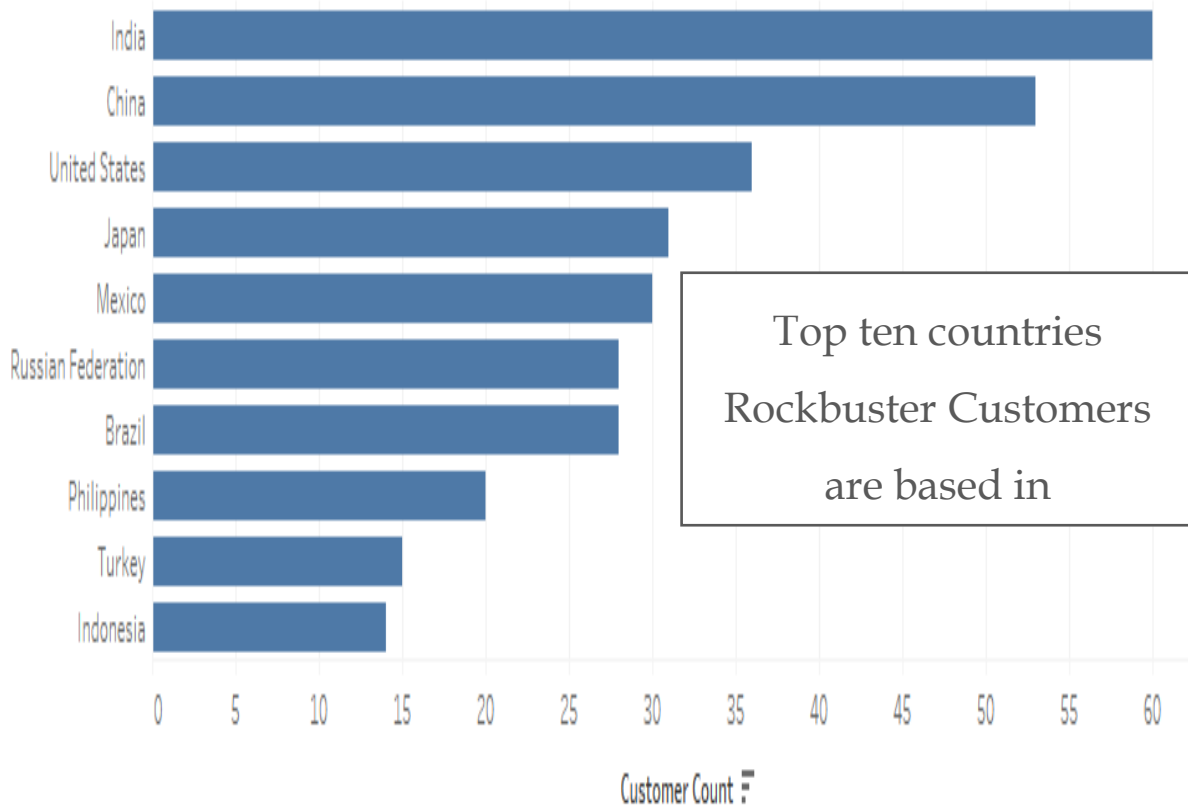
Lifetime Value Customers Locations

Top 10 Highest Lifetime-Value Customers

Customer Id	First Name	Last Name	City	Country	Total Amount Paid
148	Eleanor	Hunt	Saint-Denis	Runion	$211.55
526	Karl	Seal	Cape Coral	United States	$208.58
178	Marion	Snyder	Santa Brbara dOeste	Brazil	$194.61
137	Rhonda	Kennedy	Apeldoorn	Netherlands	$191.62
144	Clara	Shaw	Molodetno	Belarus	$189.60
459	Tommy	Collazo	Qomsheh	Iran	$183.63
181	Ana	Bradley	Memphis	United States	$167.67
410	Curtis	Irby	Richmond Hill	Canada	$167.62
236	Marcia	Dean	Tanza	Philippines	$166.61
403	Mike	Way	Valparai	India	$162.67

The list of the Top customers with a high lifetime value and where they are based.

Total Amounts in Geographical regions

Total amounts paid in Geographical Regions

SUM(Total Amount Paid)
- · 48
- ○ 2,000
- ○ 4,000
- ○ 6,035

SUM(Total Amount Paid)

48   6,035
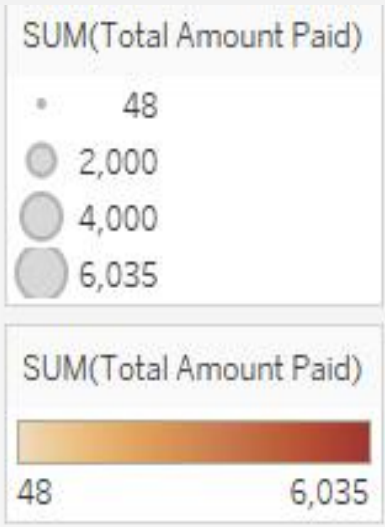
Percent of Total Sales & Sales by Top 10 Countries

Country	Percent	Amount
India	9.84%	$6,034.78
China	8.56%	$5,251.03
United States	6.01%	$3,685.31
Japan	5.09%	$3,122.51
Mexico	4.87%	$2,984.82
Brazil	4.76%	$2,919.19
Russian Federation	4.51%	$2,765.62
Philippines	3.62%	$2,219.70
Turkey	2.44%	$1,498.49
Indonesia	2.21%	$1,352.69

Top ten geographical regions with their varying total payment. India Leads in terms of customer size and revenue

Findings and Recommendation

- Create reward programs to geographic areas with high generating revenue

- it's crucial to keep a significant stock of movies available at the customer-preferred rate of $0.99 to remain competitive.

- Decrease rental rates for low-demand movies.

Footnotes/Tableau Visuals

https://public.tableau.com/app/profile/nonso.ezeoma/viz/Top10Revenue GeneratingMovie/Toptengeneratingmovies?publish=yes.

https://public.tableau.com/app/profile/nonso.ezeoma/viz/Top10Rockbust ercustomercountries/Sheet1?publish=yes

https://public.tableau.com/app/profile/nonso.ezeoma/viz/Totalamountpa idingeographicalregions/Sheet1?publish=yes