Rockbuster Stealth Data
Project Analysis

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Tableau link:
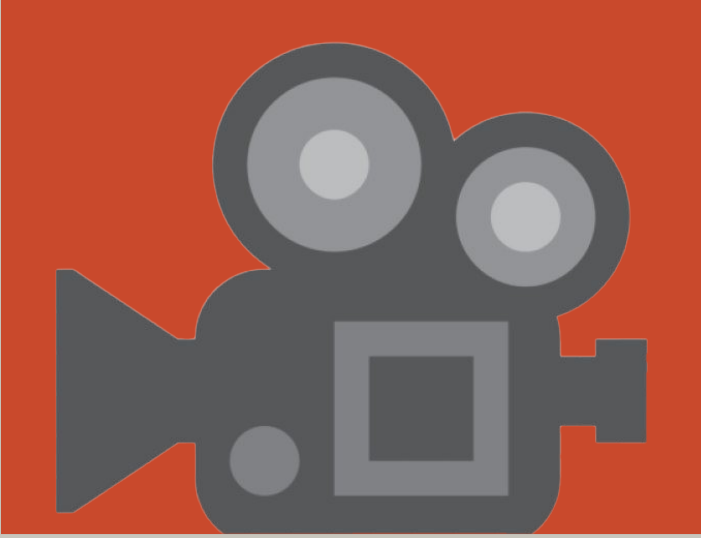https://public.tableau.com/app/profile/olusola.alabi

Rockbuster Stealth LLC

- Rockbuster Stealth LLC is a movie rental company transitioning to an online video rental service to stay competitive

- The biggest competitors: Netflix and Amazon Prime

- The company's goal is to plan to use its existing movie licenses to launch an online video rental service to stay competitive with the other streaming providers

Data Overview

- Total Number of Movies: 1000
- Total Number of Movie Genre: 20
- Total Number of Countries: 109
- Total Number of Customers: 599

Key Questions and Objectives

Questions

WHAT ARE THE MINIMUM AND MAXIMUM RENTAL DURATIONS?	WHAT IS THE AVERAGE RENTAL DURATION?	WHAT IS THE AVERAGE RENTAL PAYMENT?
WHAT IS THE AVERAGE REPLACEMENT COST?	WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?	WHAT ARE THE TOP 10 COUNTRIES AND CITIES THAT HOLD THE MOST CUSTOMERS?
	Who are our top 10 most paying loyal customers?	

Questions

Movie Rental and Duration

MINIMUM RENTAL
DURATION

MAXIMUM RENTAL
DURATION

AVERAGE RENTAL
DURATION

3 Days

7 Days

5 Days

Movie Rental Payment

Minimum rental rate: $0.99

Maximum rental rate: $4.99
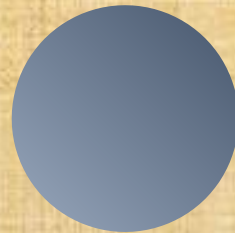
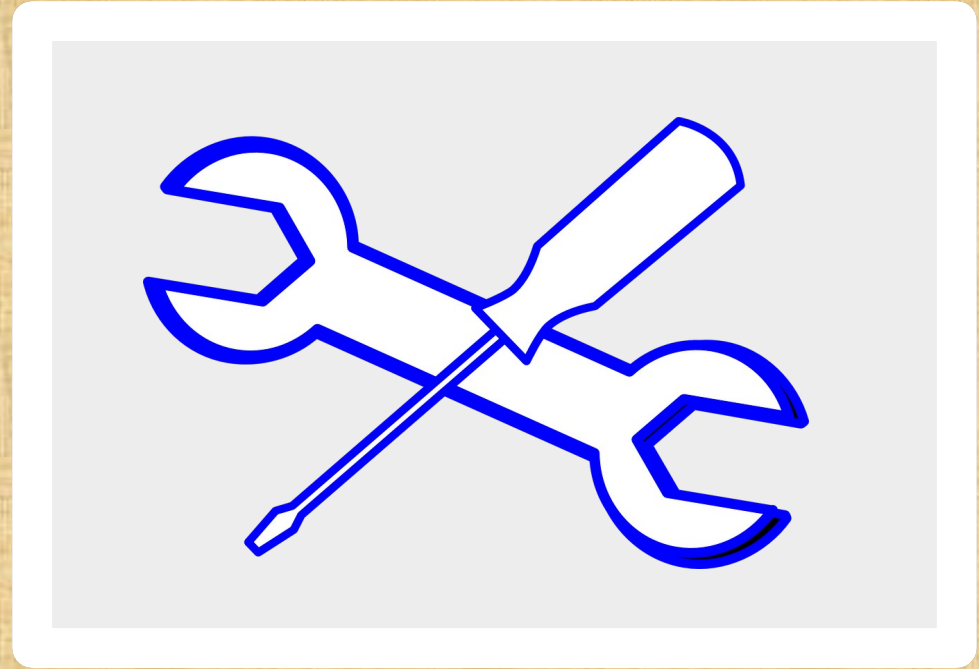Average rental rate: $2.98

Replacement Cost

Minimum replacement cost: $9.99

Maximum replacement cost: $29.99

Average replacement cost: $19.98

Rockbuster

Customers Around the world

599 customers in 109 countries around the world

Global Customers

WHERE ARE THE CUSTOMERS BASED ?

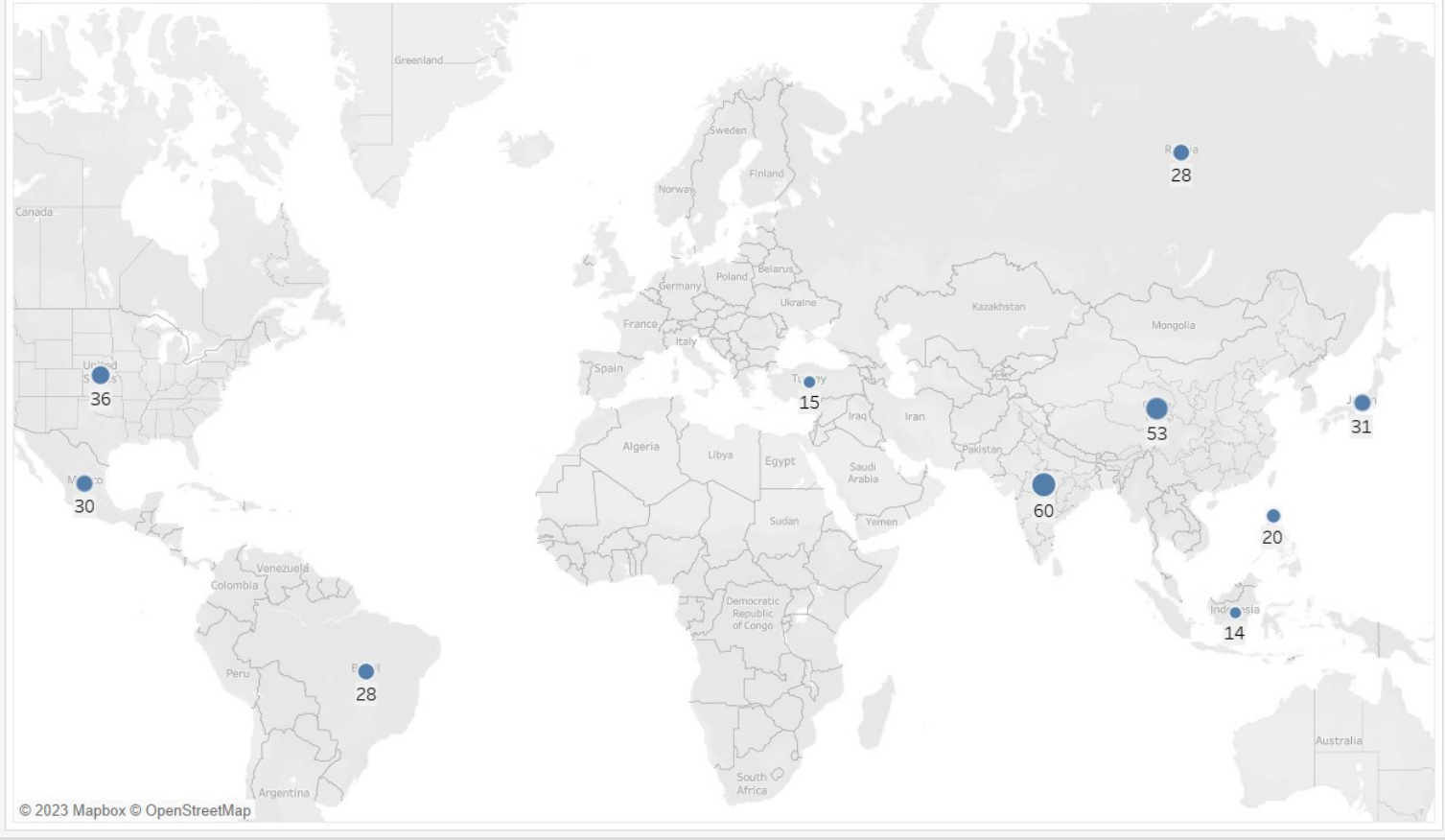Rockbuster customers location around the world

Rockbuster

Rockbuster Customers Location Around the World
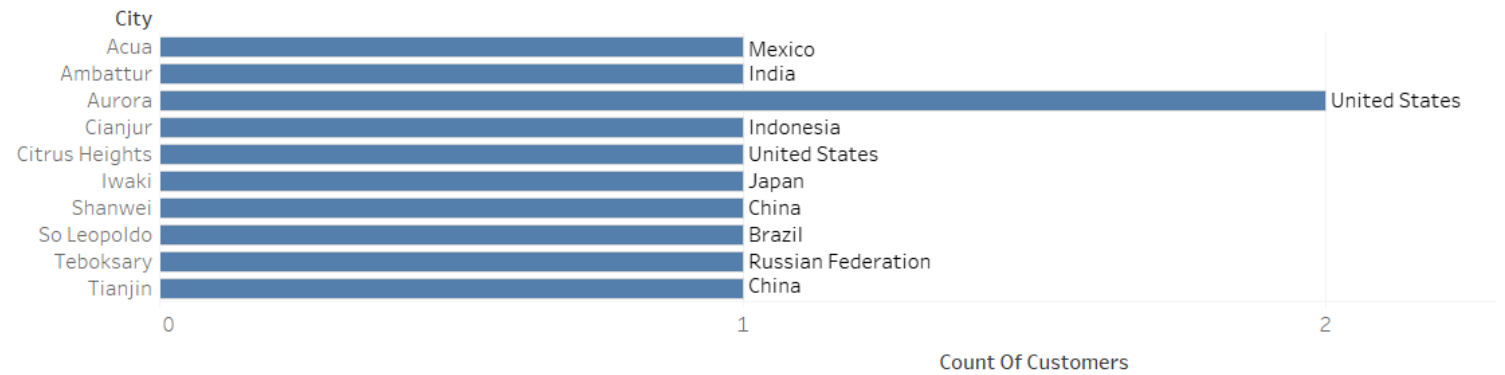
CUSTOMERS AROUND THE WORLD

Top 10 Countries With Highest Number of Customers

Top 10 countries

Top 10 Cities Around the World

Top 10 Cities

Top 10 Most Paying Customers

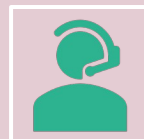| First Name	Last Name	City	Country	Total Paid	Amount
Kyle	Spurlock	Shanwei	China	109.71	
Marlene	Welch	Iwaki	Japan	106.77	
Glen	Talbert	Acua	Mexico	100.77	
Clinton	Buford	Aurora	United States	98.76	
Betty	White	Citrus Heights	United States	96.77	
Francisco	Skidmore	So Leopoldo	Brazil	93.79	
Dora	Medina	Tianjin	China	88.81	
Norman	Currier	Cianjur	Indonesia	73.76	
Juan	Fraley	Teboksary	Russian Federation	63.79	
Scott	Shelley	Aurora	United States	60.82	

Rockbuster

RECOMMENDATIONS

Introduce exclusive promotions, discounts, and loyalty programs to reward customer loyalty

Implement a robust recommendation system that provides personalized movie suggestions based on customer preferences and viewing history

Offer exclusive content and early releases as incentives for customers to choose Rockbuster's online rental service over competitors

Establish a responsive and efficient customer support system to address queries, concerns, and technical issues promptly

THANK YOU

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