



# Rockbuster Data Analysis

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# Main Questions to Investigate

- What are the minimum and maximum rental durations?
- What is the average rental duration?
- At what rate are most movies charging per rental?
- What are the average movie lengths?
- What are the top 5 Countries and Cities that hold the most customers?
- Who are our top 5 most paying loyal customers?
- What can we find out about them?





# Analysis Objectives

## Rentals, Rates and Films

- Understand and summarize trends in rental rates and film attributes
- Generate insights on average rental rates, duration of rentals and average fees.

## Customer Locations

- Analyze global consumer trends
- Visualize distribution of customers across the globe
- Target Top 10 countries with most customers and revenue

Top  
Revenue  
Countries

Highest  
Revenue  
Cities

Top  
Paying  
Customers

Analyze  
Purchases



# Top Revenue Countries

## Global Revenue and Customers

Map is colored based on total sum of payments. Labeled shapes detail number of existing customers.

### Total of:

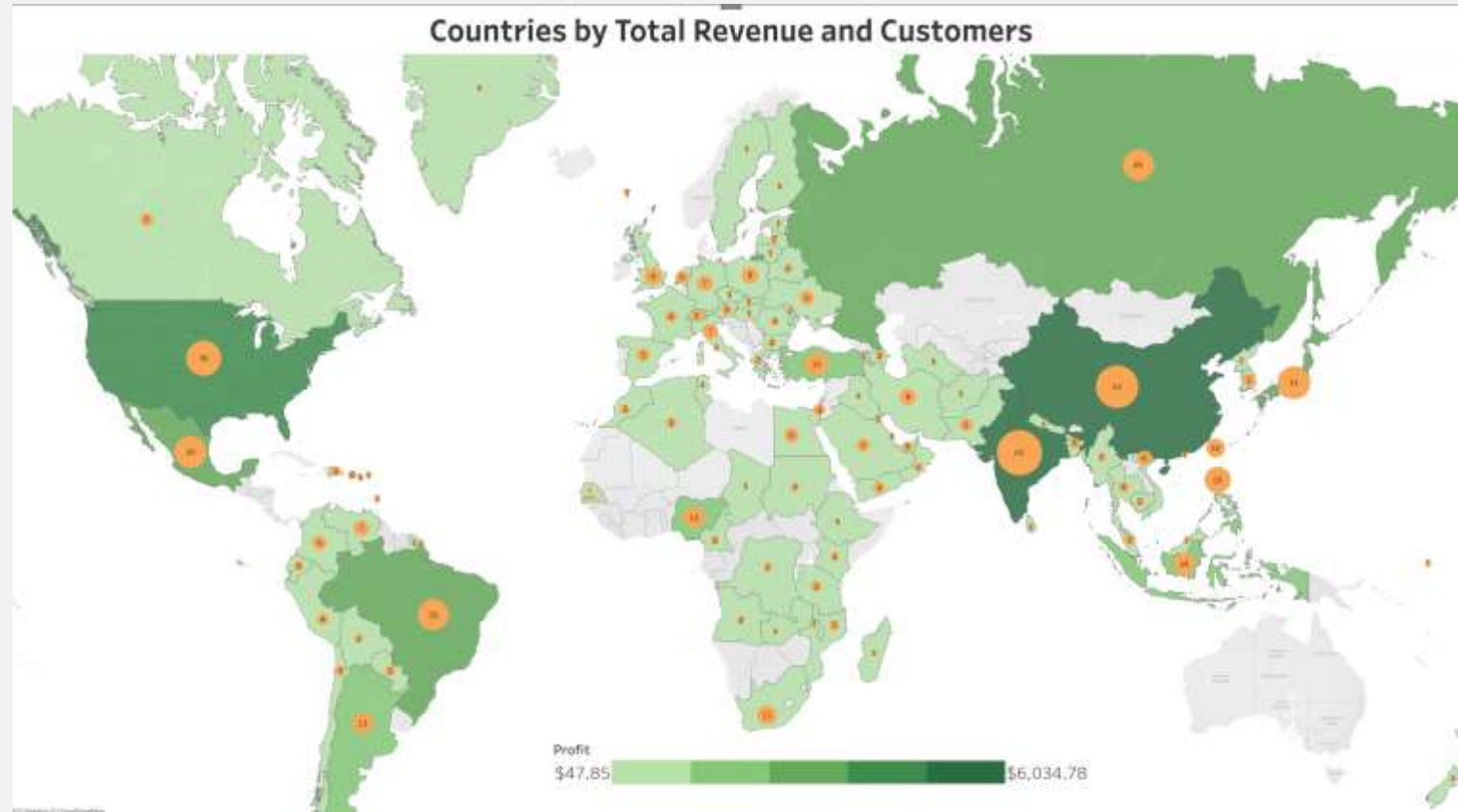
108 Countries

599 Customers

\$61,312 total revenue

### Top 10 Countries

India, China, United States, Japan, Mexico, Brazil, Russia, Philippines, Turkey, Indonesia





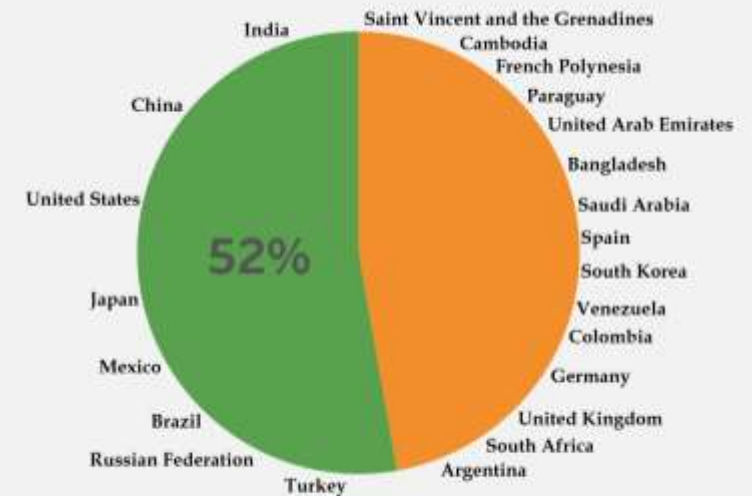
# Top Countries by Customers

Country	Customers	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

52% of Total Customers come from the Top 10 Countries among 108 countries.

India makes up 10% of customer population.

Percent of Customers by Country





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India makes up 10% of all total revenue gained.

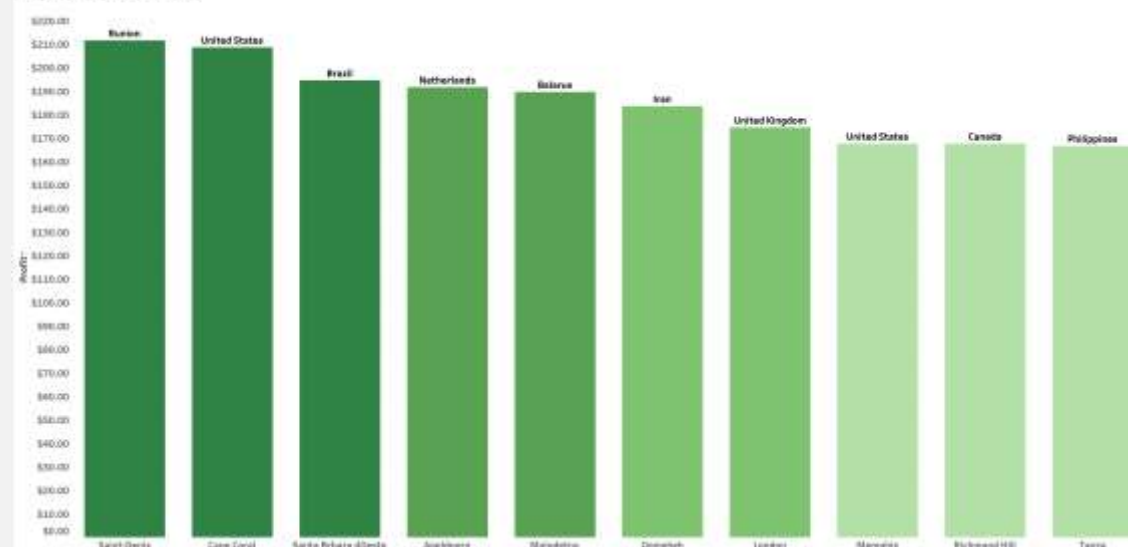


# Performances in Cities

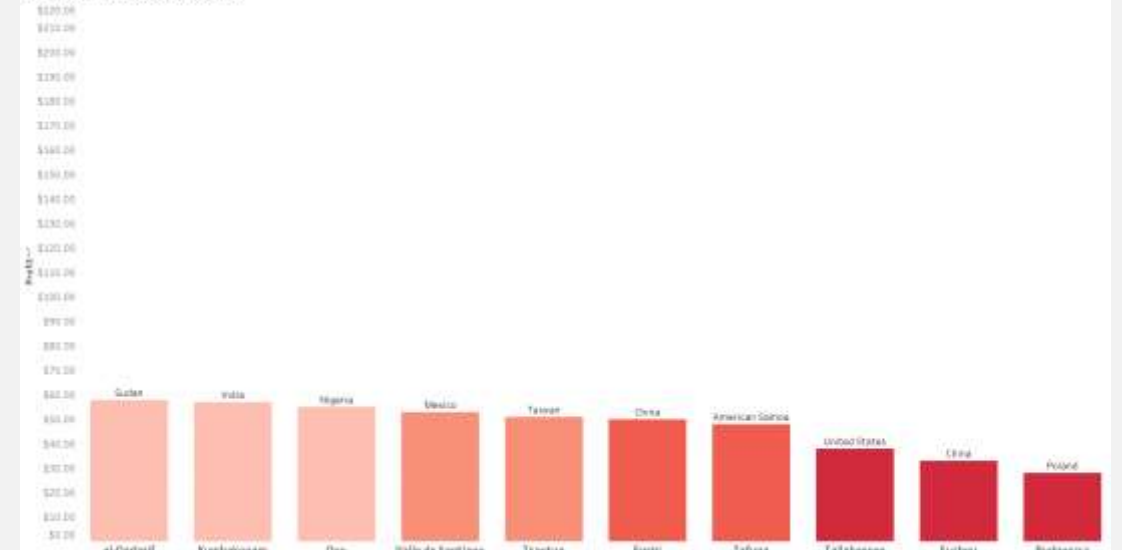
- Most High Revenue Cities are in Europe or North America
- Lowest Revenue Cities are spread across all continents.
- Population, median income, wealth, age, and other factors are strong variables to further study.



Top Revenue Cities



Lowest Revenue Cities



# Statistical Summary of Rental Attributes



- The average movie rental is kept for 6 days.
- The longest rentals last only 7 days.
- Average rate per movie rental is \$2.98 per day.
- Most common movie rented are PG-13 movies in English with an average runtime of 115 minutes

Rental Duration	Rental Rate	Film
Min: 3 Days	Min: \$.99	Rating: PG-13
Max: 7 Days	Max: \$4.99	Language: English
Average: 6 Days	Average: \$2.98	Average: 115.27 Min



# Top 5 Paying Customers

These are the Top 5 paying customers from the top cities in the highest revenue countries.

Analyzing Consumer behavior of the top customers can generate some useful insights...

Customer ID	First Name	Country	City	Total Payments
225	Arlene Harvey	India	Ambattur	\$111.76
424	Kyle Spurlock	China	Shanwei	\$109.71
240	Marlene Welch	Japan	Iwaki	\$106.77
486	Glen Talbert	Mexico	Acua	\$100.77
537	Clinton Buford	United States	Aurora	\$98.76



# Customer Analysis

## Analyses on the Top 5 Highest Paying Customers

### - Most Watched Genre:

Drama

Children/Family

### - Most Popular Rating:

PG-13

### - Most Popular

Residence:

Asia, North America



Customer ID	Name	Most Watched Genre	Most Watched Rating
225	Arlene Harvey	Drama	NC-17
424	Kyle Spurlock	New	PG-13
240	Marlene Welch	Drama	PG-13
486	Glen Talbert	Children	R
537	Clinton Buford	Family	PG-13

# Recommendations

- Procure movies that are most interesting to high paying customers: PG-13 movies and Family, Children, and Drama genres
- Focus marketing on consumers in Top 10 Countries:

India, China, United States, Japan, Mexico,  
Brazil, Russia, Philippines, Turkey, Indonesia



## Further Analysis

- Analyze most popular films (Genre and Rating) for all consumers in Top 10 Countries (Especially India, China and United States)
- Determine factors contributing to revenue per city: population, age, latitude etc.
- Focus on high paying customers and generate more insights from other factors (rental rates, rental duration, store locations etc.)

