ROCKBUSTER STEALTH LLC

POORYA BEHNAMIE

FEBRUARY 2024

ROCKBUSTER STEALTH LLC

- Rockbuster Stealth LLC used to operate movie rental stores worldwide. However, due to the rise of streaming services like Netflix and Amazon Prime, we faced tough competition. To remain competitive, we plan to leverage our current movie licenses and launch an online video rental service.

Key Questions and Objectives

- What was the average rental duration for all videos?

- Which movies contributed the most/least to revenue gain?

- 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

1000
Films in library

20
Different Genres

In 600
Different City
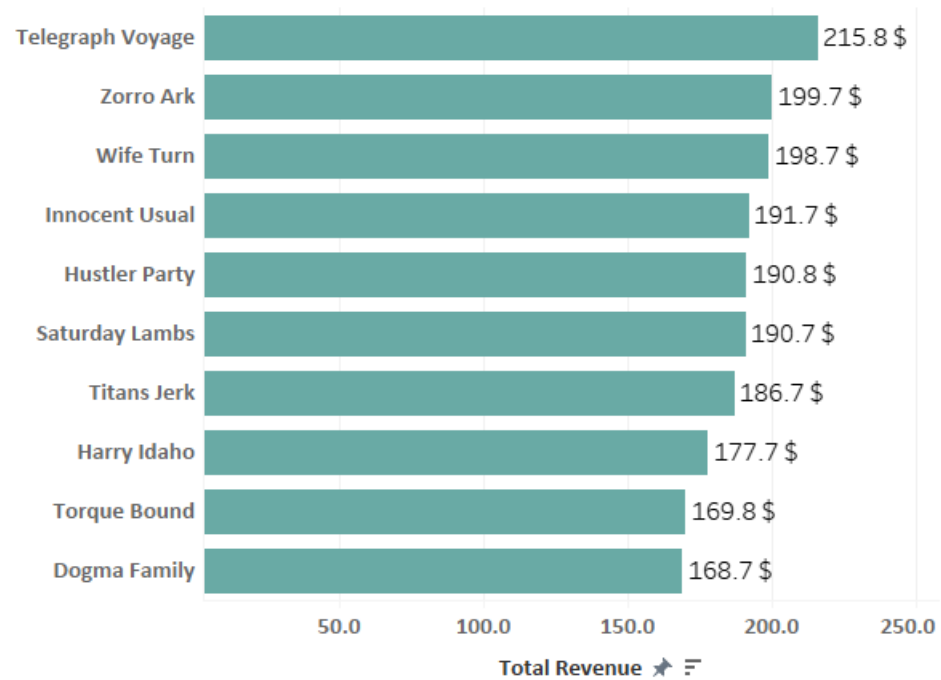
In 109
Country

599
Customers

61,312 $
Total Revenue

What was the average rental duration for all videos?
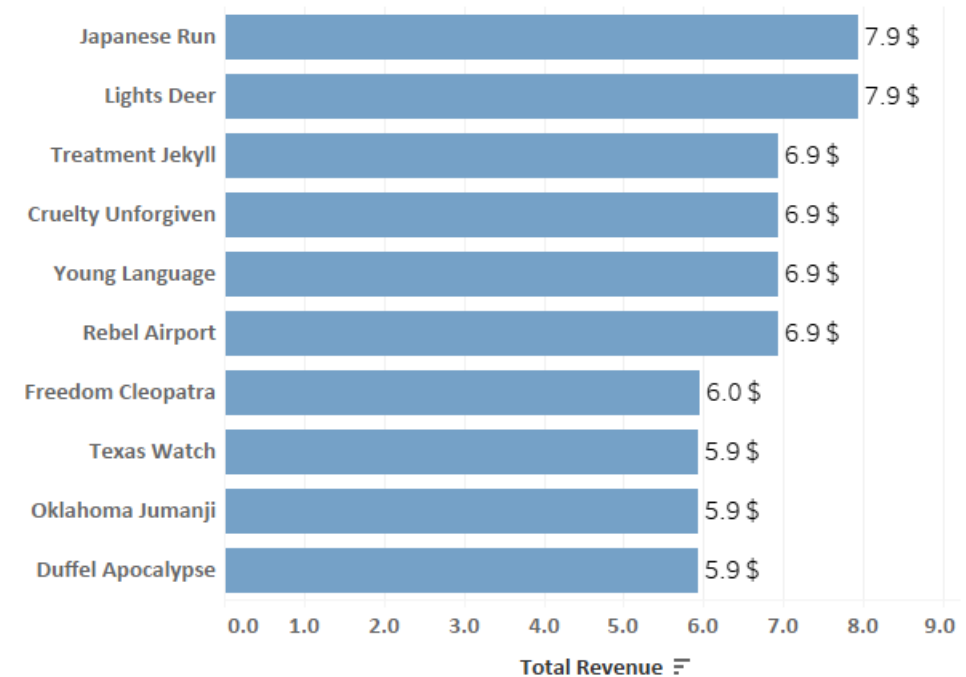
	Minimum	Maximum	Average
Rental Rate	0.99 $	4.99 $	2.98 $
Rental Duration	3 days	7 days	5 days
Replacement Cost	9.99 $	29.99 $	19.98 $
Movie Length	46 min	185 min	115 min

Which movies contributed the most/least to revenue gain?

Top 10 Movies Based on Revenue

Movie	Total Revenue
Telegraph Voyage	215.8 $
Zorro Ark	199.7 $
Wife Turn	198.7 $
Innocent Usual	191.7 $
Hustler Party	190.8 $
Saturday Lambs	190.7 $
Titans Jerk	186.7 $
Harry Idaho	177.7 $
Torque Bound	169.8 $
Dogma Family	168.7 $

Bottom 10 Movies Based on Revenue

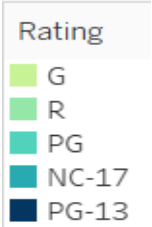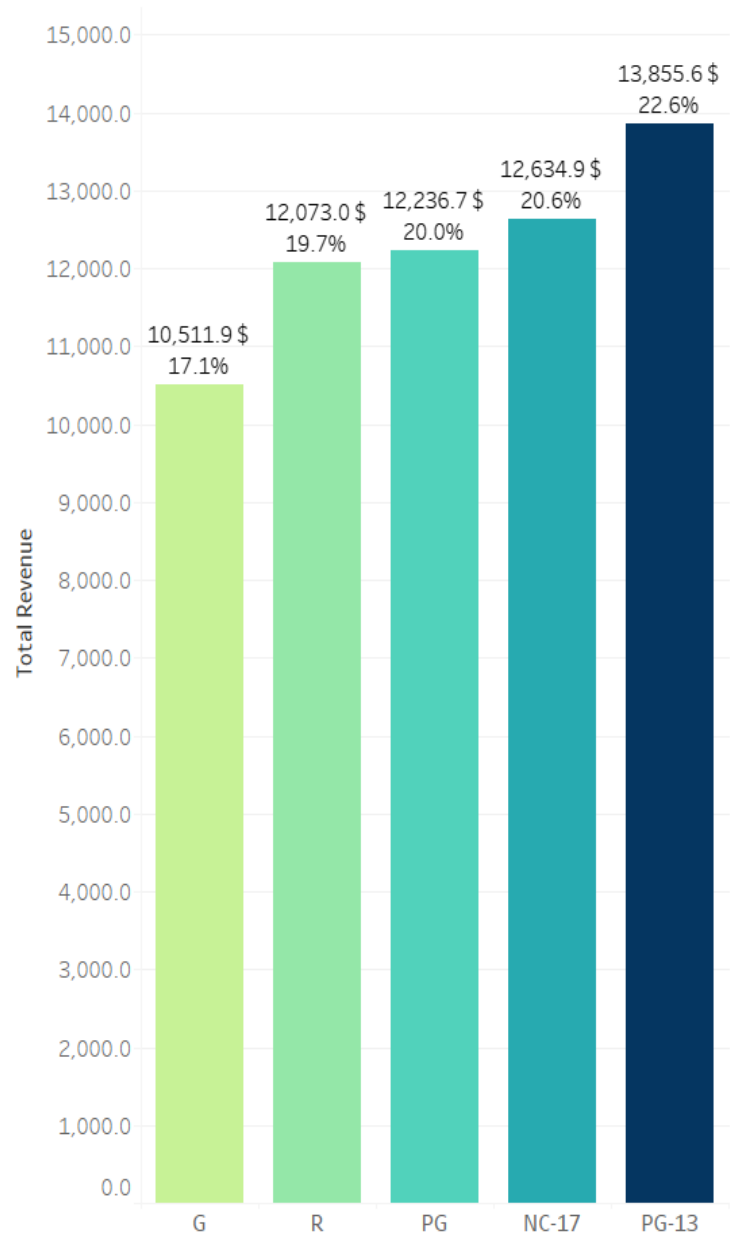| Movie	Total Revenue
Japanese Run	7.9 $
Lights Deer	7.9 $
Treatment Jekyll	6.9 $
Cruelty Unforgiven	6.9 $
Young Language	6.9 $
Rebel Airport	6.9 $
Freedom Cleopatra	6.0 $
Texas Watch	5.9 $
Oklahoma Jumanji	5.9 $
Duffel Apocalypse	5.9 $

Based on the bar chart on the right, we can observe that 'PG-13' and 'NC-17' are the top rating groups in terms of total revenue. However, all five rating groups have a similar percentage of market share overall.
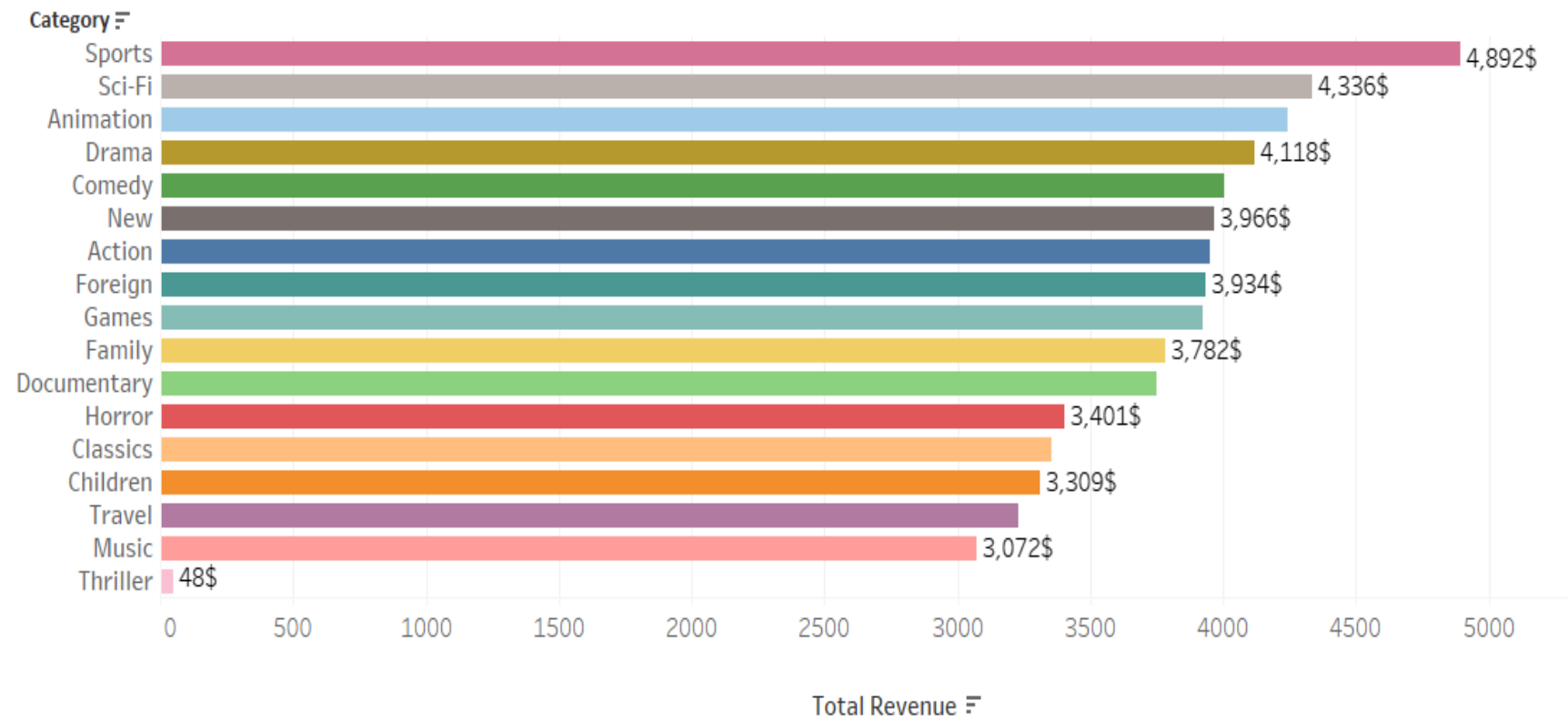
Moving on to the second bar chart at the bottom of the slide, we can see that 'Sports', 'Sci-Fi', 'Animation', 'Drama', and 'Comedy' are the top five movie genres in terms of total revenue.

Rating
- G
- R
- PG
- NC-17
- PG-13

Total Revenue By Movies Rating

Rating	Total Revenue	Percentage
G	10,511.9 $	17.1%
R	12,073.0 $	19.7%
PG	12,236.7 $	20.0%
NC-17	12,634.9 $	20.6%
PG-13	13,855.6 $	22.6%

Total Revenue By Movies Genres

Category

Category	Total Revenue
Sports	4,892$
Sci-Fi	4,336$
Animation	
Drama	4,118$
Comedy	
New	3,966$
Action	
Foreign	3,934$
Games	
Family	3,782$
Documentary	
Horror	3,401$
Classics	
Children	3,309$
Travel	
Music	3,072$
Thriller	48$

Total Revenue

Which countries are Rockbuster customers based in?

Rank	Country	Customer count	Total revenue
1	India	60	6034.78 $
2	China	53	5251.03 $
3	United States	36	3685.31 $
4	Japan	31	3122.51 $
5	Mexico	30	2984.82 $
6	Brazil	28	2919.19 $
7	Russian Federation	28	2765.62 $
8	Philippines	20	2219.7 $
9	Turkey	15	1498.49 $
10	Indonesia	14	1352.69 $

Map Of Total Customer Number And Total Revenue

Customer Count
1 — 60

Total Revenue
· 48
○ 2,000
○ 4,000
○ 6,035

Total Revenue
48 — 6,035

Country: Japan
Customer Count: 31
Total Revenue: 3,123

© 2024 Mapbox © OpenStreetMap
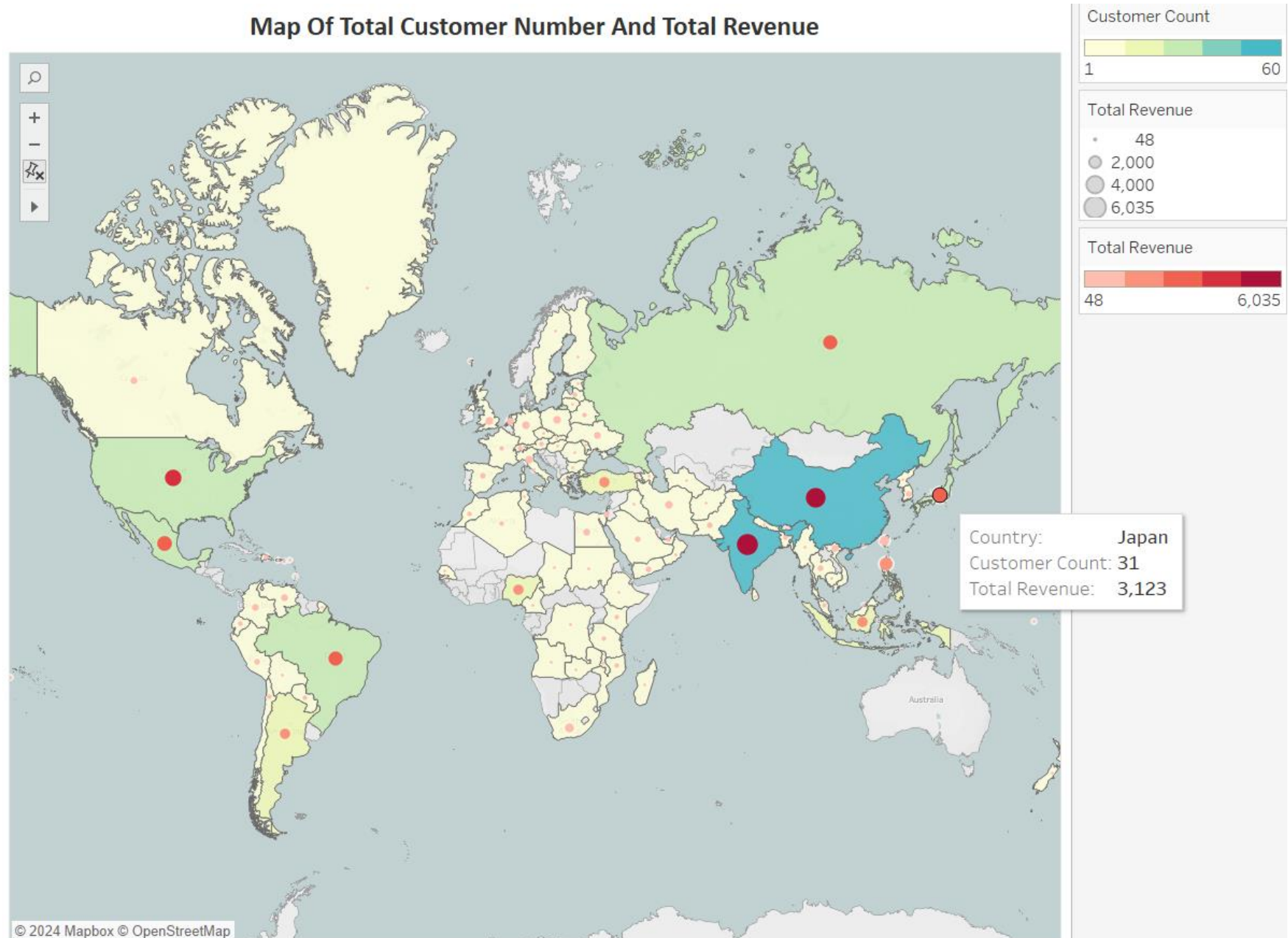
Where are customers with a high lifetime value based?

Best Customers Based On Total Revenue

Customer id	Country	City	Total revenue
148	Reunion	Saint-Denis	211.55
526	United States	Cape Coral	208.58
178	Brazil	Santa Barbara dOeste	194.61
137	Netherlands	Apeldoorn	191.62
144	Belarus	Molodetno	189.6
459	Iran	Qomsheh	183.63
181	United States	Memphis	167.67
410	Canada	Richmond Hill	167.62
236	Philippines	Tanza	166.61
403	India	Valparai	162.67

Top 5 Customers In Top 10 City Of Top 10 Country Based On Total Revenue

Customer id	Country	City	Total revenue
526	United States	Cape Coral	208.58
178	Brazil	Santa Barbara dOeste	194.61
181	United States	Memphis	167.67
236	Philippines	Tanza	166.61
403	India	Valparai	162.67

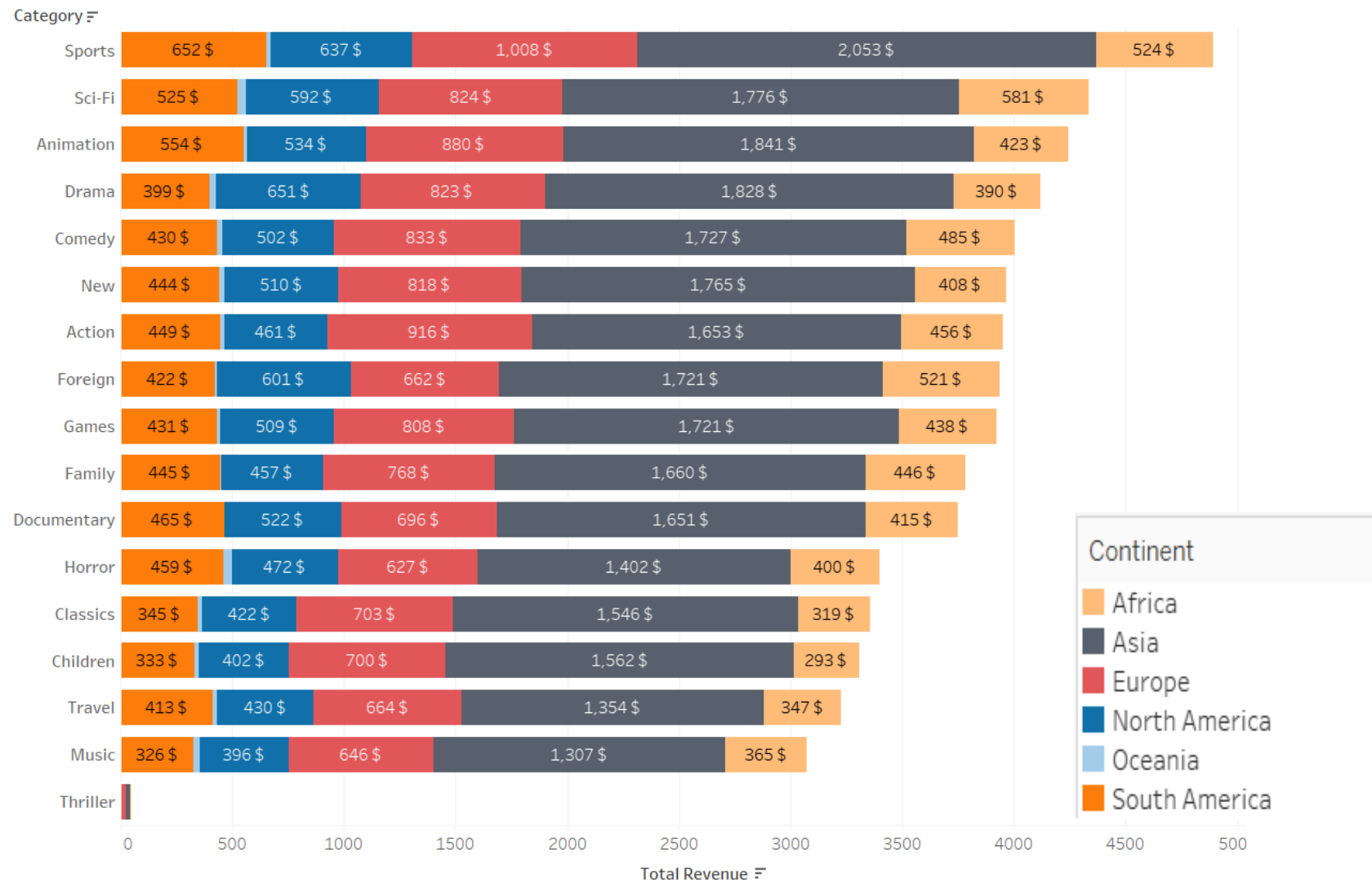## Top 10 City of Top 10 Country With Most Customer Count And Most Revenue

City	Country	Customer count	Total revenue
Aurora	United States	2	159.58
Cape Coral	United States	1	208.58
Santa Barbara dOeste	Brazil	1	194.61
Memphis	United States	1	167.67
Tanza	Philippines	1	166.61
Valparai	India	1	162.67
Santa Rosa	Philippines	1	161.68
Tanauan	Philippines	1	156.66
Halisahar	India	1	154.7
Bijapur	India	1	154.66

Do sales figures vary between geographic regions?

Total Revenue By Movies Genres In Each Continent

Total Revenue in Each Geographic Region

South America 7,091 $ 11.57%
Africa 6,816 $ 11.12%
Europe 12,397 $ 20.22%
Asia 26,585 $ 43.36%
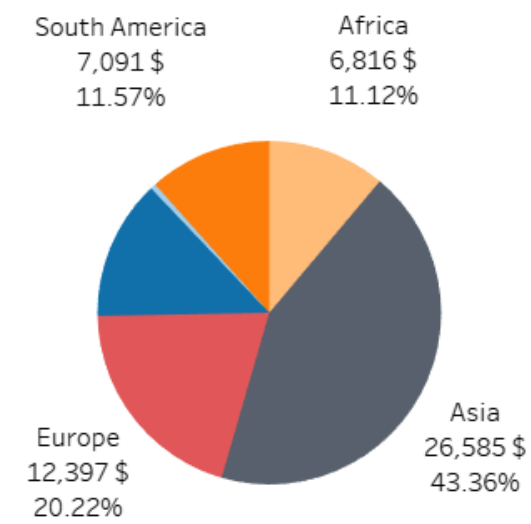
Customer Number In Each Continent

South America 70 11.69%
Africa 66 11.02%
Europe 122 20.37%
Asia 259 43.24%

Category

Category	South America	North America	Europe	Asia	Africa
Sports	652 $	637 $	1,008 $	2,053 $	524 $
Sci-Fi	525 $	592 $	824 $	1,776 $	581 $
Animation	554 $	534 $	880 $	1,841 $	423 $
Drama	399 $	651 $	823 $	1,828 $	390 $
Comedy	430 $	502 $	833 $	1,727 $	485 $
New	444 $	510 $	818 $	1,765 $	408 $
Action	449 $	461 $	916 $	1,653 $	456 $
Foreign	422 $	601 $	662 $	1,721 $	521 $
Games	431 $	509 $	808 $	1,721 $	438 $
Family	445 $	457 $	768 $	1,660 $	446 $
Documentary	465 $	522 $	696 $	1,651 $	415 $
Horror	459 $	472 $	627 $	1,402 $	400 $
Classics	345 $	422 $	703 $	1,546 $	319 $
Children	333 $	402 $	700 $	1,562 $	293 $
Travel	413 $	430 $	664 $	1,354 $	347 $
Music	326 $	396 $	646 $	1,307 $	365 $
Thriller					

Total Revenue

Continent
- Africa
- Asia
- Europe
- North America
- Oceania
- South America

Conclusions and Recommendations

Based on our database, we found that movies with a 'PG-13' or 'NC-17' rating tended to have higher revenue.

In terms of genres, the top 5 highest-earning genres were 'Sports', 'Sci-Fi', 'Animation', 'Drama', and 'Comedy'.

On the other hand, movies in the 'Music', 'Travel', and 'Thriller' genres had the lowest revenues.

Our customers are located all over the world, but 43 percent of our customers and revenue come from Asia. Europe comes in second with about 20 percent of total revenue and customer count. However, when looking at the top 10 countries with the highest number of customers and total revenue, 'The United States', 'Mexico', and 'Brazil' are among the top 6 countries with the highest revenue.

Based on this data, we recommend targeting the top revenue-generating markets, such as India, China, and the United States, with a focus on the genres and ratings that are most popular in those countries. Additionally, we suggest increasing the prices of popular movies and genres and rewarding customers with high lifetime values.

THANK YOU

❓ QUESTIONS ?

📅 FEBRUARY 2024

✔️ POORYA BEHNAMIE

📧 Pooryabehnamie@gmail.com

📊 Tableau Dashboard