



RockBuster Stealth Data Analysis Project

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2022-08-23



Objective

- 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?

RockeBuster

Data Summarize

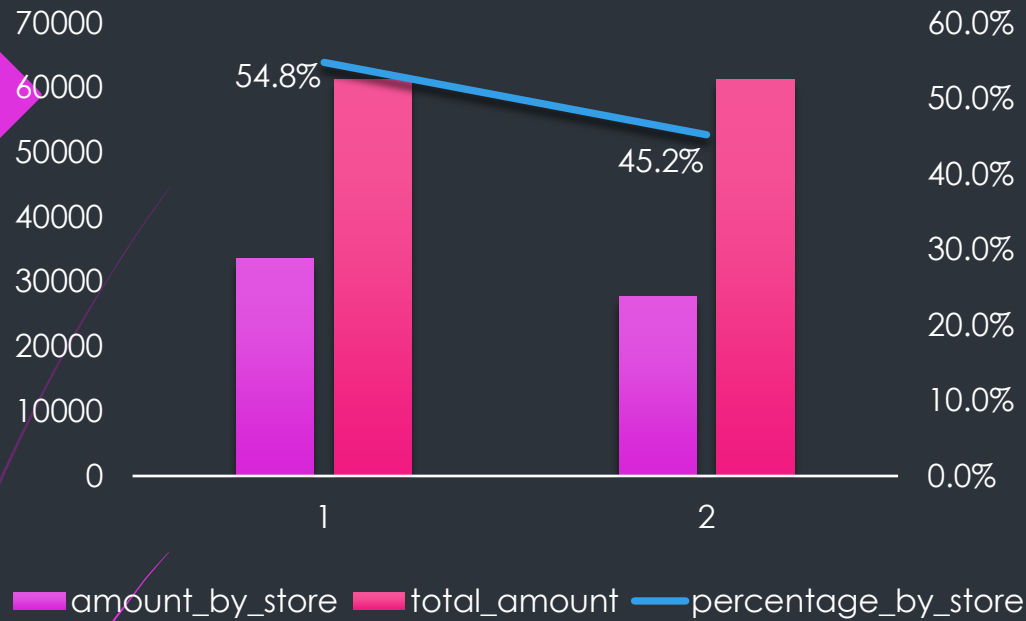
► We have 1000 films of inventory based in two stores for rent. The maximum rental rate is \$4.99/day. Till now, we have 599 total of customers. They rent the film based in category from R, NC17,G,PG and PG-13, and the film length is between 185 and 46 minutes.

► All these films released in 2006 and with all English language.

► The maximum rental rate is \$4.99, and the minimum is \$0.99, customers spent an average of \$2.98 on the film rent.

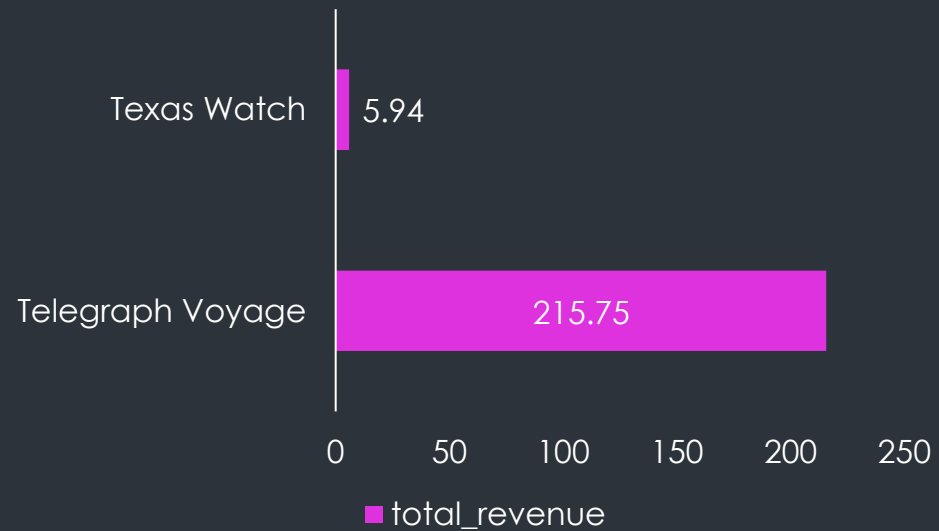
► The average rental duration in this moment is 5 days.

FILM ID Range (1-1000)	Rental Duration(Days) Max 7 Min 3 Avg 5	Rental Rate Max \$4.99 Min \$0.99 Avg \$2.98	Film Length(Minutes) Max 185 Min 46 Avg 115
Customer ID Range (1-599)	Store ID Range(1-2)	Address ID Range (5-605, 257 Not In)	Rating R, NC-17, G, PG, PG-13
Language English	Film Release Year 2006		



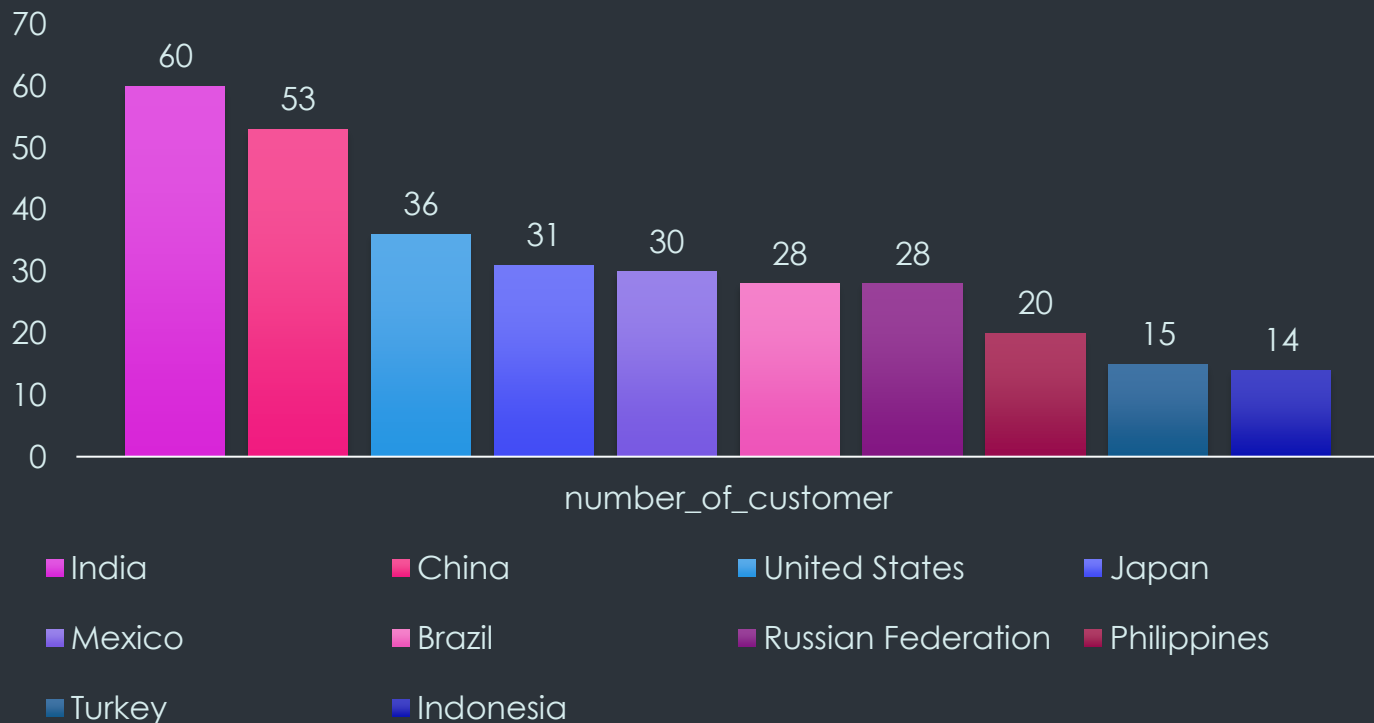
Two Stores has a close gain revenue.
Store 1 hold 54.8%
And Store 2 hold 45.2% with the
total rental amount \$61312.

The most and the least of revenue
films are Telegraph and Texas
Watch.
Telegraph Voyage categories as
music film and Texas Watch
categories as horror film.

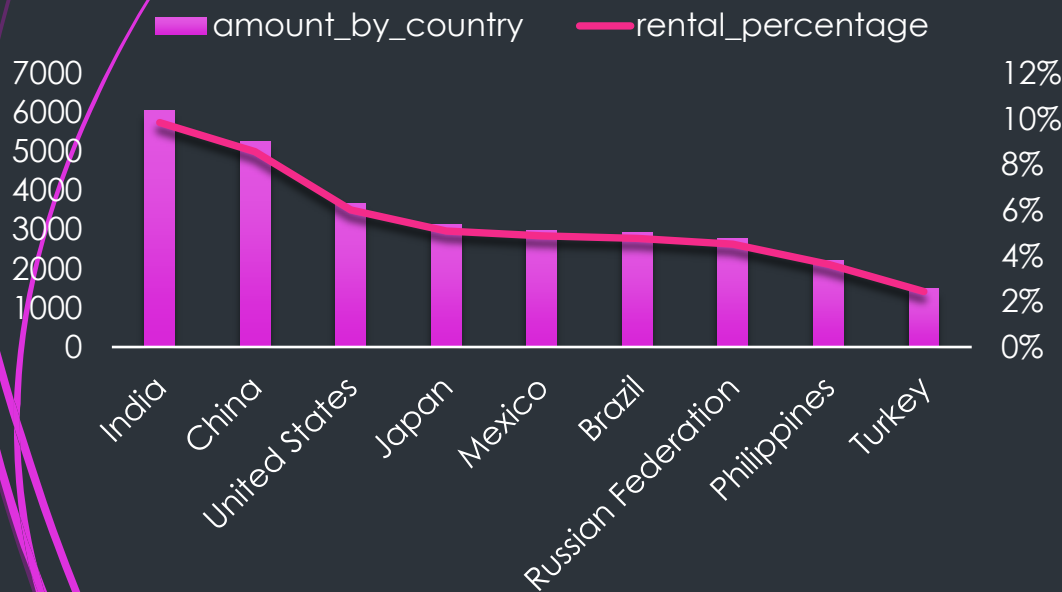
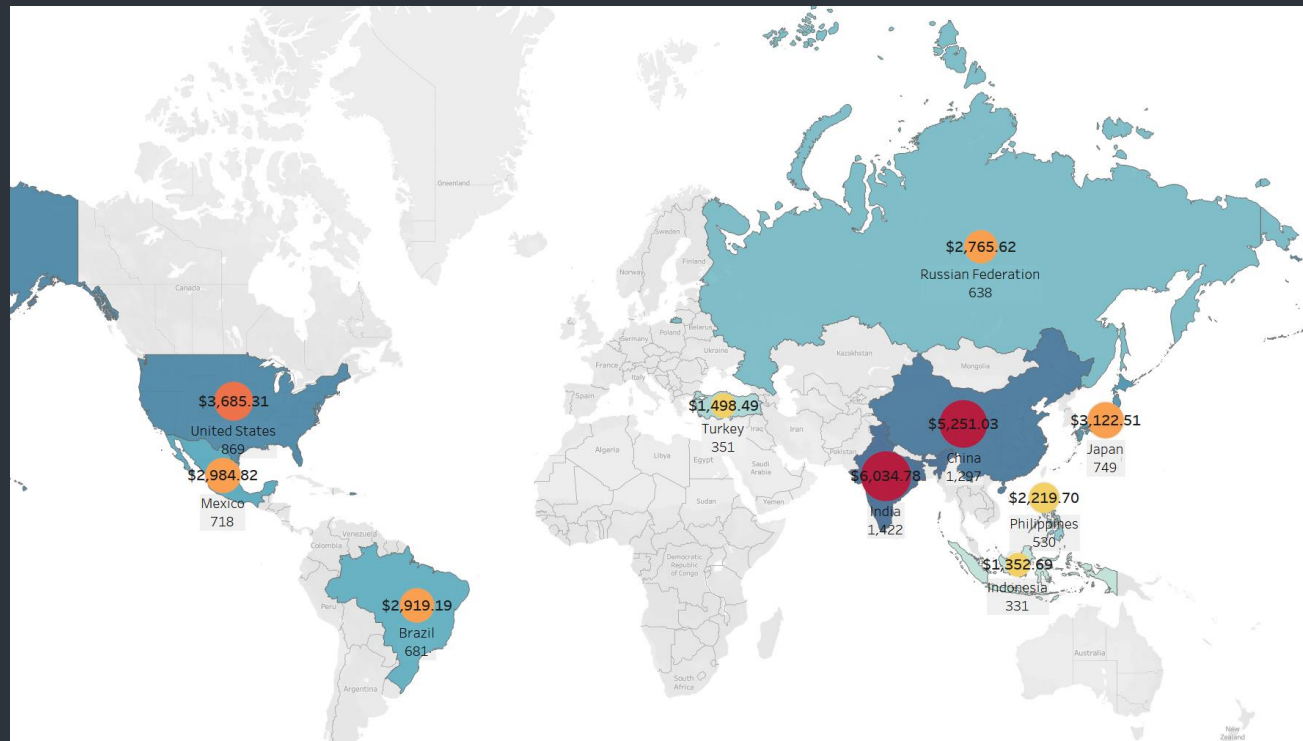


Customers With High Time life Based

India, China and United States are the first top 3 countries who hold a bigger customer numbers. In this top 10 countries, there are five countries belong to Asia which tell us Asia has a big potential to increase the revenue, especially for India and China.



Sales Figures Vary Between Geographic Regions

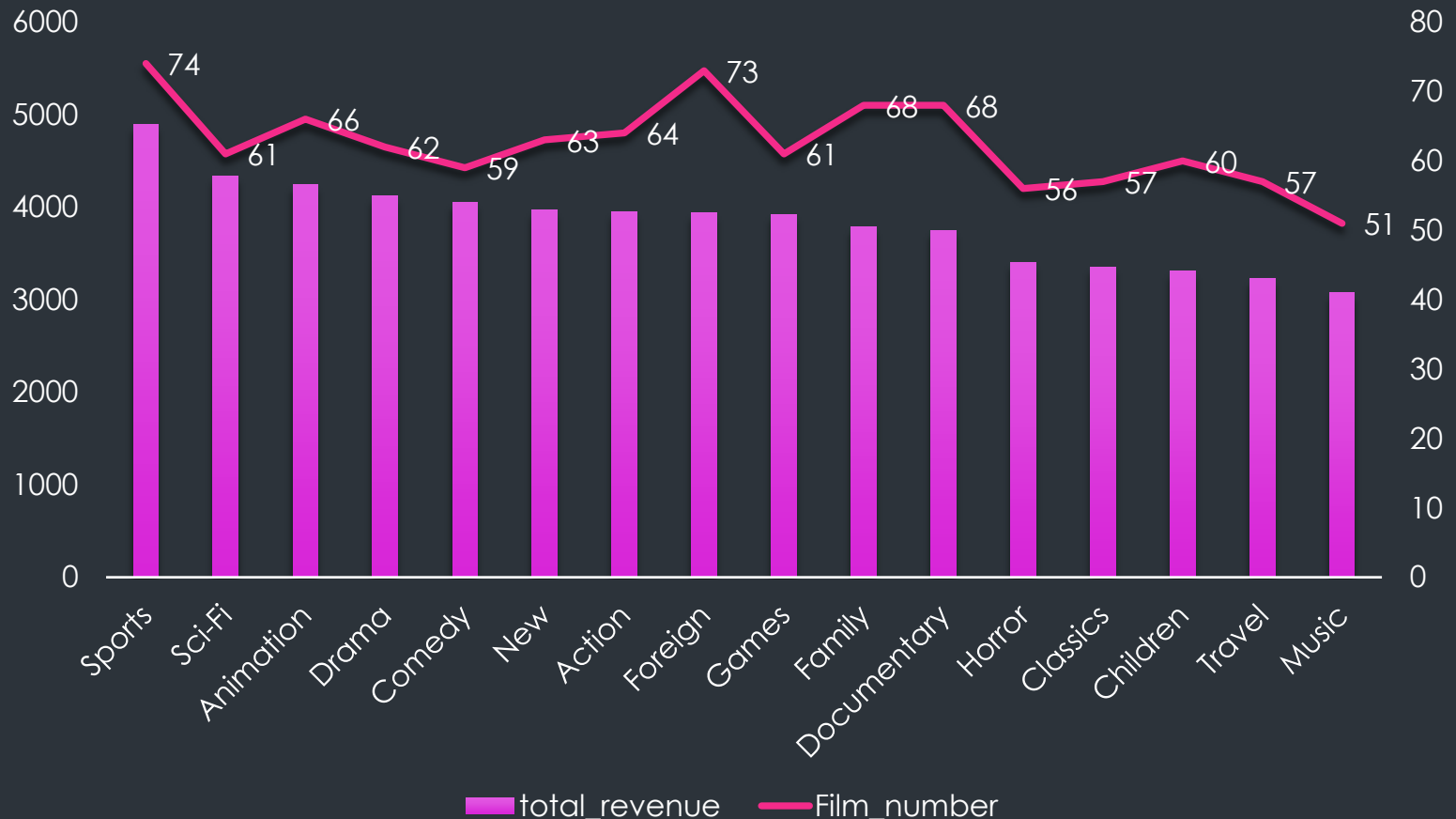


India, China and United States won the first top 3 positions of total revenues. India has the highest amount of \$6035, and Indonesia hold the least amount of \$1353.

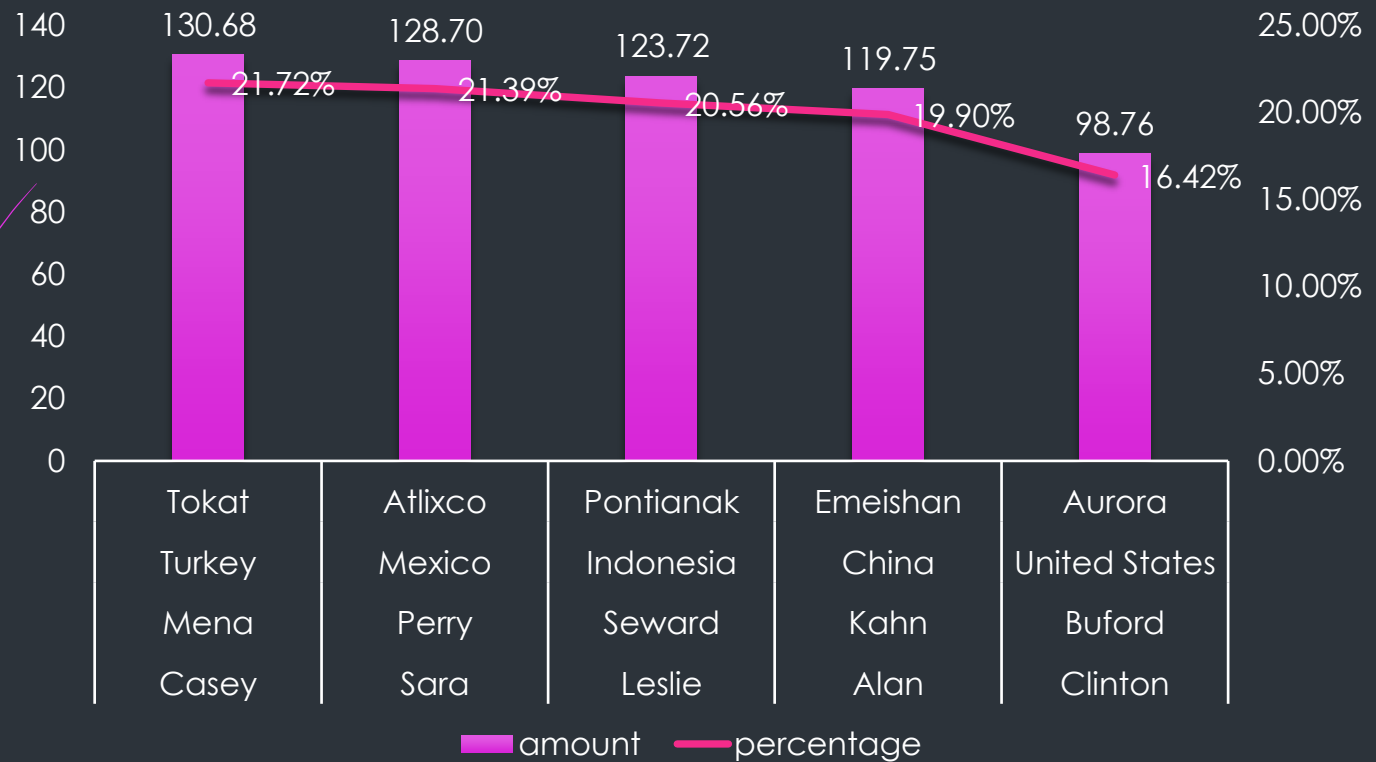
What type of Film do customer like most?

Sports	Sci-Fi	Animation	Drama	Comedy	New	Action	Foreign
4892.19	4336.01	4245.31	4118.46	4050.37	3966.38	3951.84	3934.47
Games	Family	Documentary	Horror	Classics	Children	Travel	Music
3922.18	3782.26	3749.65	3401.27	3353.38	3309.39	3227.36	3071.52

Sports film gains the biggest revenue and hold the highest inventory. Music has the least revenue and least inventory too.



Top 5 Customers to Gain The Rewards.





Recommendations

- ▶ India, China and United States are the first top 3 Countries to worth paying more advertising cost and considered as our main markets in future.
- ▶ Asia region plays an important role in our customer list. They hold 5 positions in top 10 countries.
- ▶ Customers normally return the film back in 5 days which is close to our longest rental duration 7days. That's a good signal to us. Perhaps, we would be able to increase the rental days around 10 days.
- ▶ Comedy film inventory should increase as it was top 5 revenue gained but last top 5 inventory number.



THANK YOU

