



Rockbuster Stealth Data Analysis

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05.09.2023

Introduction

Rockbuster Stealth LLC, a global movie rental company, is adapting to evolving market dynamics.

In response to formidable competition from streaming giants like Netflix and Amazon Prime, the management is strategizing to leverage their movie licenses.

Their plan involves launching an online video rental service, leveraging their existing resources to maintain competitiveness in the market.



Business Overview

Rockbuster operates in 109 countries, serving a diverse customer base across six different languages, offering access to a library of 1,000 films.

The company records a total of 599 unique customers who have engaged in 16,044 film rentals.

Across our two physical stores, staffed by two employees, Rockbuster has generated a combined revenue of \$61,312.04, stemming from a total of 14,596 transactions.

Key Questions and Objectives

- Which movies contributed the most to revenue gain (Top 10)?
- 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?



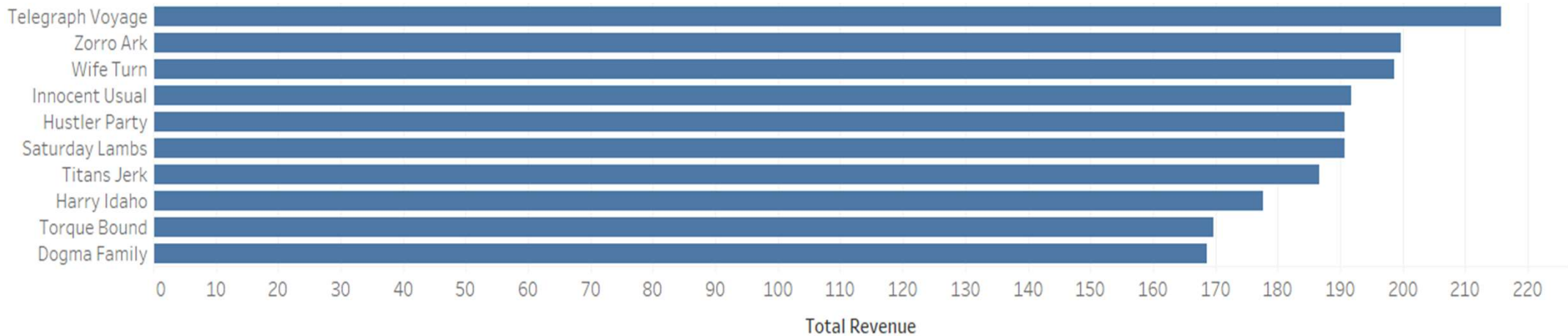
Rockbuster Stealth

Data Summary for Numerical Values of the 'film' Table

	MIN	MAX	AVG
Rental Rate	0.99	4.99	2.98
Rental Duration	3.00	7.00	4.99
Film's Length	46.00	185.00	115.27
Replacement Cost	9.99	29.99	19.98
Count of Films	1000		



Top 10 Movies by Revenue Gain



**The Average
rental
duration for
all videos is
4.99 days**



Rockbuster's Customers are Based in 109 Counties

Country	Number of Customers
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14

These are our top ten countries by number of customers

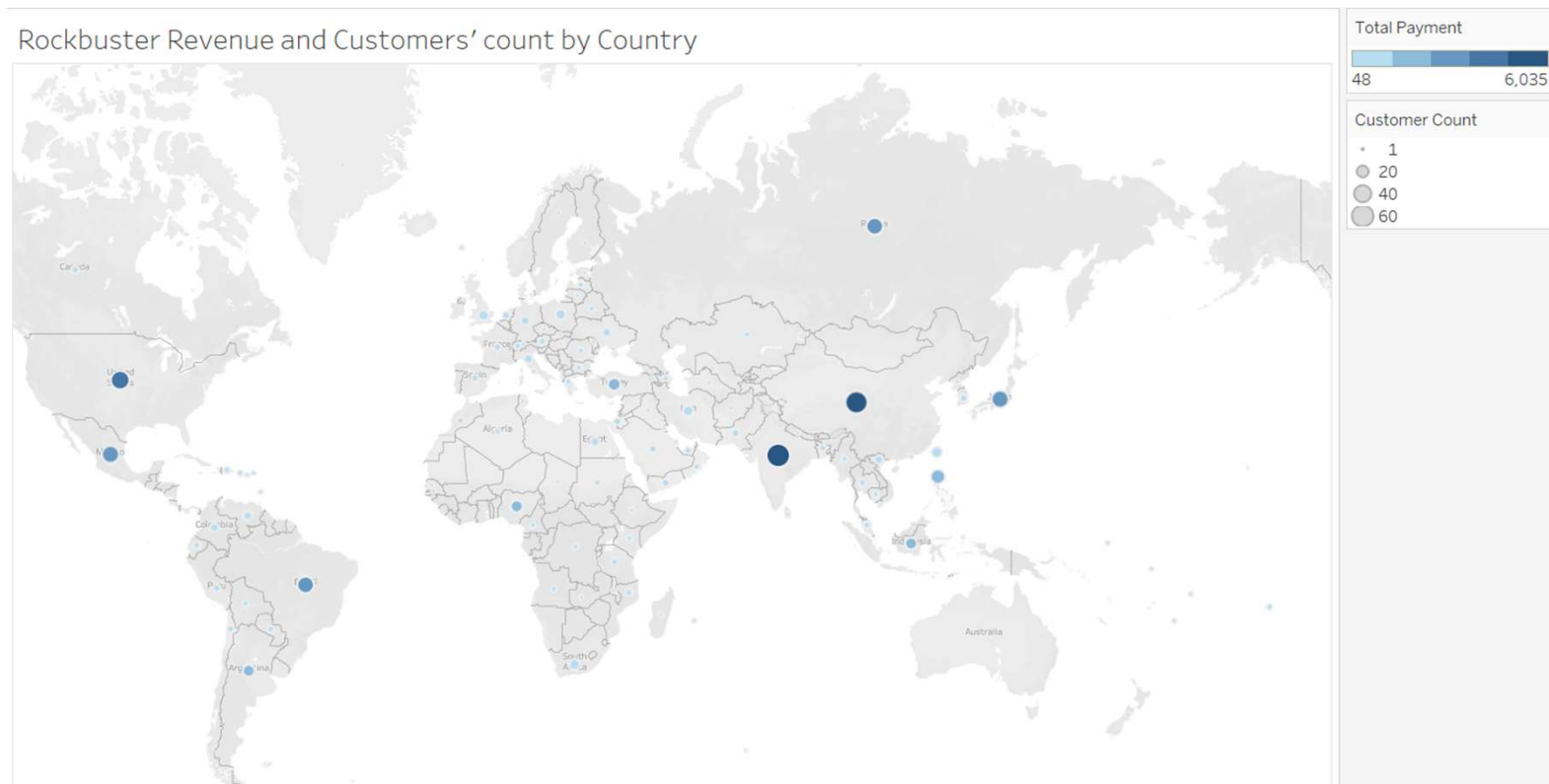
Top 10 Cities that Fall within any of the Top 10 Countries

Country	City	Number of Customers
United States	Aurora	2
Mexico	Acua	1
United States	Citrus Heights	1
Japan	Iwaki	1
India	Ambattur	1
China	Shanwei	1
Brazil	So Leopoldo	1
Russian Federation	Teboksary	1
China	Tianjin	1
Indonesia	Cianjur	1

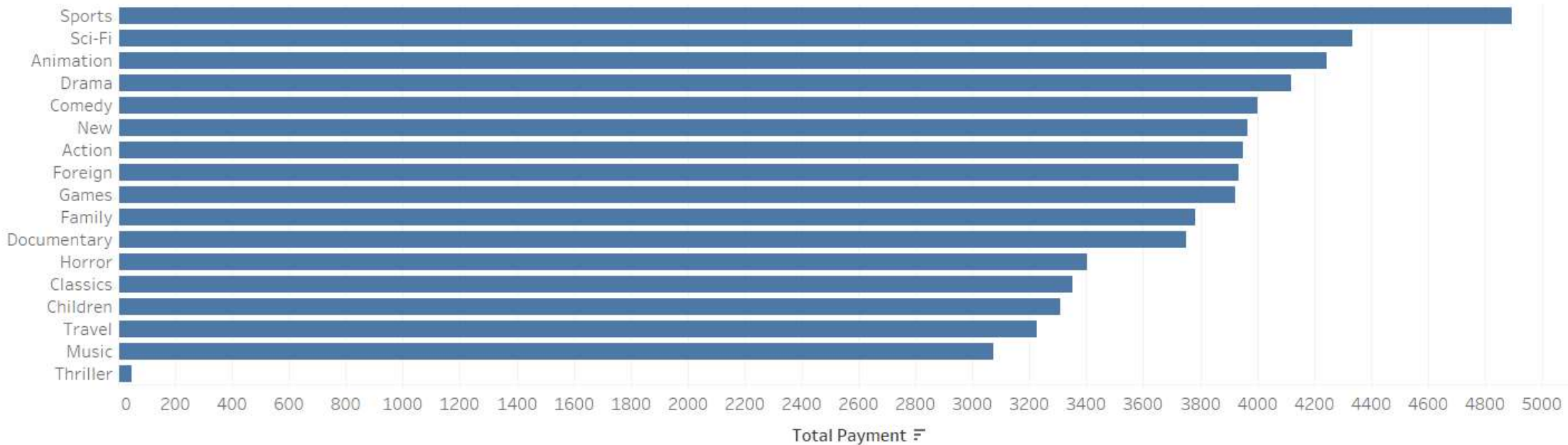
Top Five Customers

first name	last name	city	country	total amount
Arlene	Harvey	Ambattur	India	111.76
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

These are our top five customers in any of the top 10 cities who've paid the highest total amounts



Revenue by Category



bit.ly/3Z0qXH3





Conclusions

- The rental rates for films vary from a minimum of \$0.99 to a maximum of \$4.99, with the average rental rate across all films being \$2.98.
- Rental durations range from a minimum of 3 days to a maximum of 7 days.
- Replacement costs for films range from \$9.99 to \$29.99.
- We have a total of 1000 films.
- Our 599 customers are based in 109 countries.
- We have two staff members.
- The two stores have generated a combined revenue of \$61,312.04, stemming from a total of 14,596 transactions.
- There is no even distribution of customers across countries. For example, India, China and USA have 60, 53 and 36 customers respectively.



Recommendations

These recommendations aim to guide Rockbuster Stealth's successful entry into the online film rental market:

- In the initial marketing phase, prioritize markets with substantial customer bases, e.g., India, China, USA. Once we gather momentum, we expand the marketing efforts to other markets.
- Tailor marketing to cater to preferences in these countries.
- To build customer loyalty, implement personalized recommendations and loyalty programs.
- Gather and act on customer feedback.
- We need to monitor and analyze revenue streams in the online store as UX may vary between physical stores and online website.
- Explore growth opportunities in new regions where online rentals are more convenient.
- Invest in data analytics for informed decision-making.

ANY QUESTIONS?

