

Rockbuster Stealth

Rockbuster Stealth	Contents	Introduction	Questions & Objectives	Which countries are Rockbusters custome..	Which movies contributed the most..	What was the average rental duration for all..	Do sales vary between geographical regions?	Where are customers with a high lifetime v..	Where are customers with a high lifetime v..	Conclusion
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ROCKBUSTER STEALTH LLC

A Movie Rental Company

Karin



Rocbuster Stealth

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INTRODUCTION

We are facing stiff competition from other streaming services (e.g. Netflix, Amazon Prime).

Plan: Launch an online video rental service to stay competitive.

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QUESTIONS & OBJECTIVES

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1. Which countries are Rockbuster customers based in?
 2. Which movies contributed the most/least to revenue gain?
 3. What was the average rental duration for all videos?
 4. Where are customers with a high lifetime value based?
 5. Do sales figures vary between geographic regions?

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Number Of Customers



Number Of Countries



Number Of Cities



Active Customers



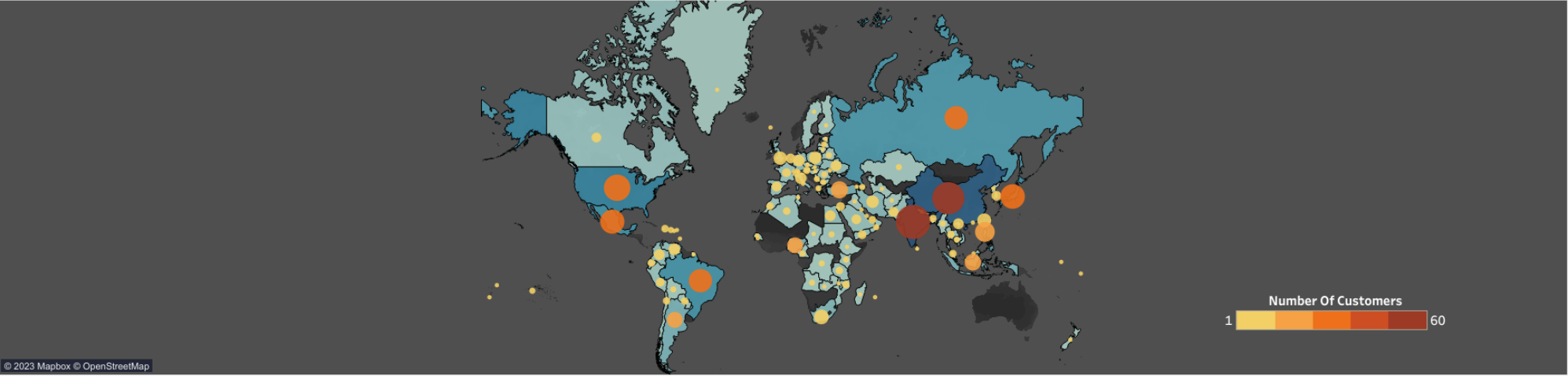
Inactive Customers



TOP 10 Key Consumer Countries

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

Which countries are Rockbusters customers based in?



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Which movies contributed the most/least to revenue gain?

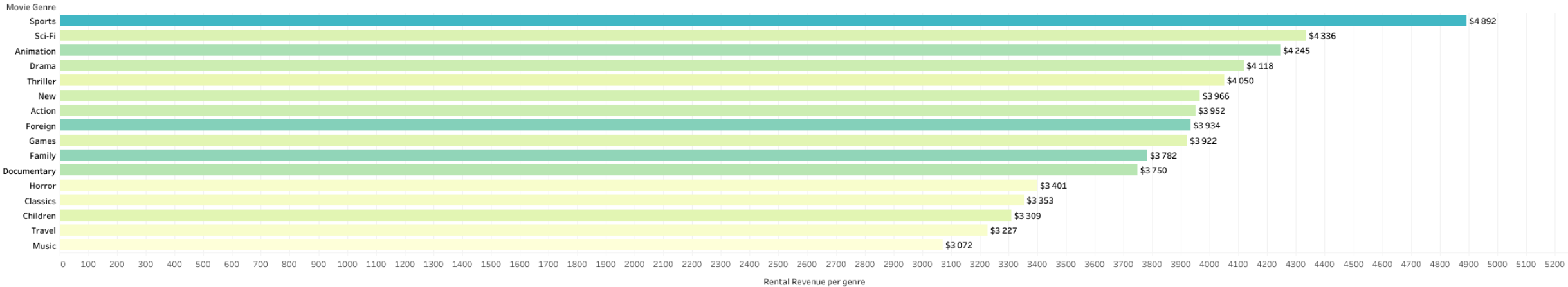
Top 10 Movies With The Highest Revenue

Title	Name	Rating	Rental Revenue
Telegraph Voyage	Music	PG	215,75
Zorro Ark	Thriller	NC-17	199,72
Wife Turn	Documentary	NC-17	198,73
Innocent Usual	Foreign	PG-13	191,74
Hustler Party	Thriller	NC-17	190,78
Saturday Lambs	Sports	G	190,74
Titans Jerk	Sci-Fi	PG	186,73
Harry Idaho	Drama	PG-13	177,73
Torque Bound	Drama	G	169,76
Dogma Family	Animation	G	168,72

Top 10 Movies With The Lowest Revenue

Title	Name	Rating	Rental Revenue
Stallion Sundance	Sci-Fi	PG-13	7,94
Lights Deer	Classics	R	7,93
Treatment Jekyll	Drama	PG	6,94
Cruelty Unforgiven	Classics	G	6,94
Young Language	Documentary	G	6,93
Rebel Airport	Music	G	6,93
Freedom Cleopatra	Thriller	PG-13	5,95
Texas Watch	Horror	NC-17	5,94
Oklahoma Jumanji	New	PG	5,94
Duffel Apocalypse	Documentary	G	5,94

Revenue By Genre



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What Was The Average Rental Duration For All Videos?

MIN Rental Duration

MAX Rental Duration

Average Rental Duration

3

Days

7

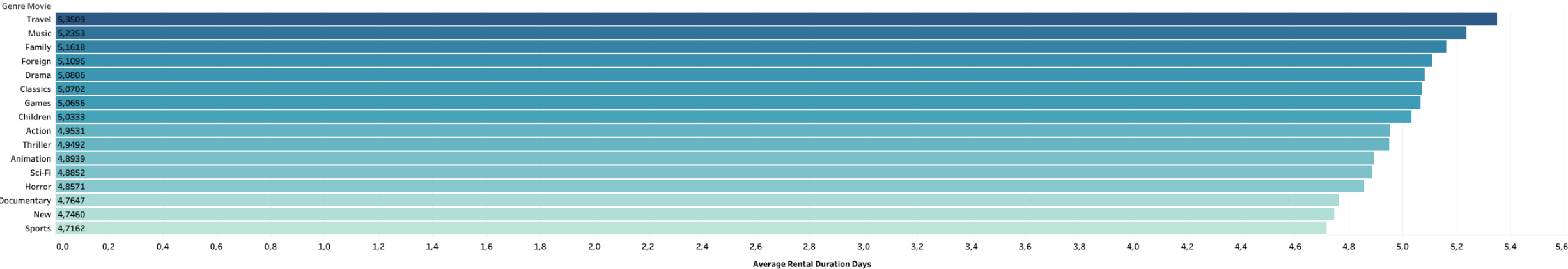
Days

4,985

Days

Travel, Music and Family genre have the longest rental duration

Average Rental Duration In Days By Genre



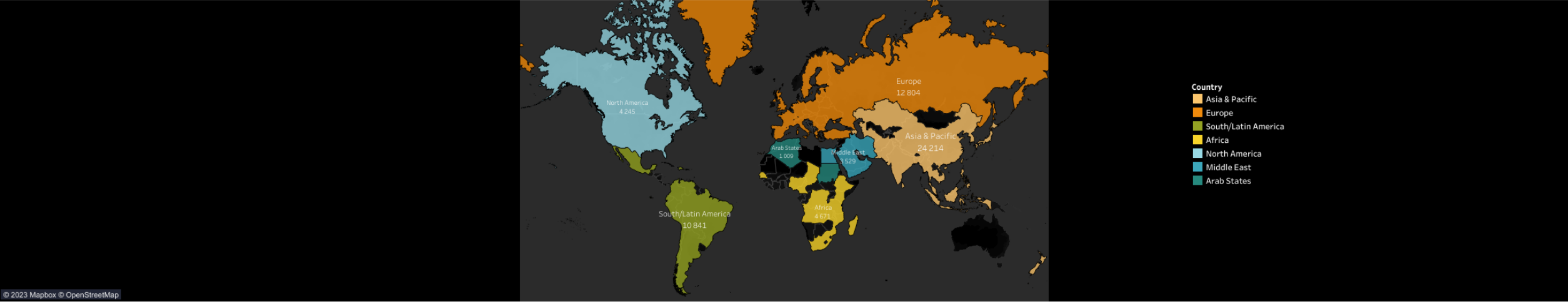
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Sales In Geographical Regions

Asia & Pacific	Europe	South/Latin America	Africa	North America	Middle East	Arab States
\$24 214	\$12 804	\$10 841	\$4 671	\$4 245	\$3 529	\$1 009

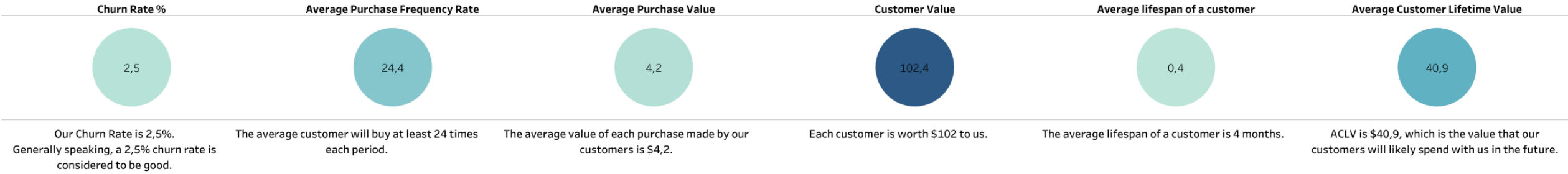
5b



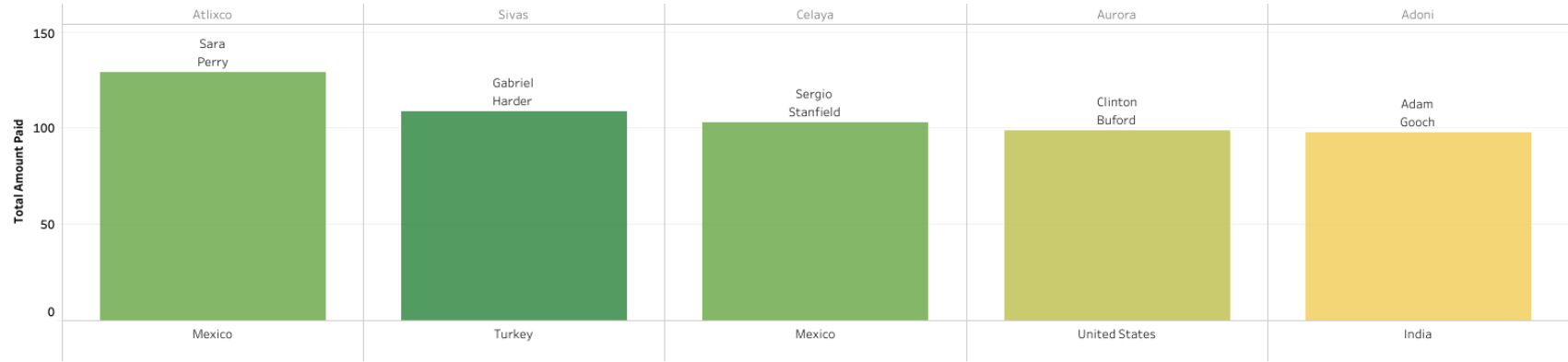
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Summary



TOP 5 Customers



TOP 10 Countries and cities that contain the maximum amount of customers

City	Country	
Aurora	United States	2
Adoni	India	1
Atlixco	Mexico	1
Celaya	Mexico	1
Dhule (Dhulia)	India	1
Kurashiki	Japan	1
Pingxiang	China	1
Sivas	Turkey	1
So Leopoldo	Brazil	1
Xintai	China	1

Rocbuster Stealth

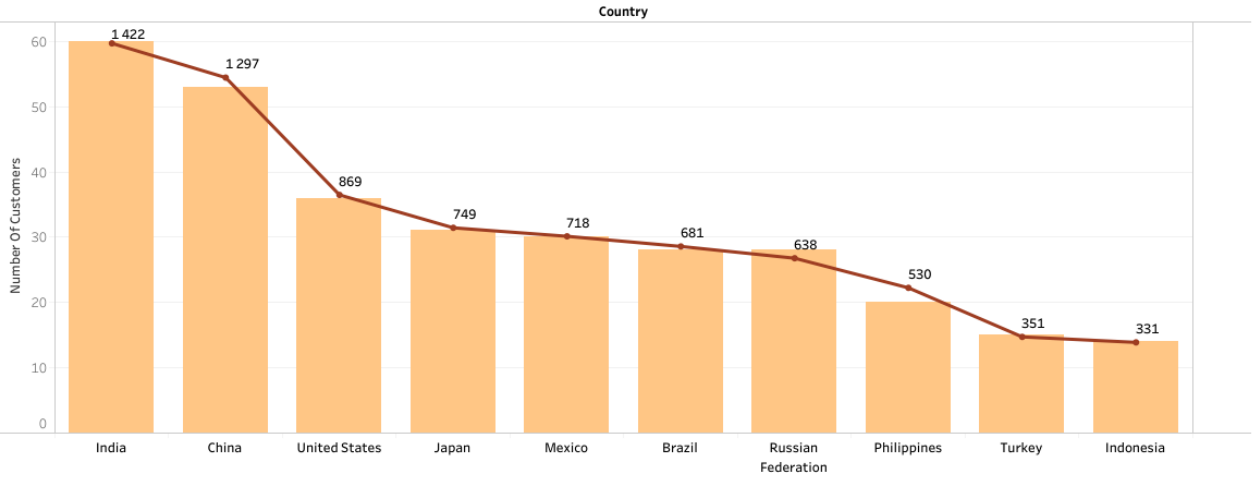
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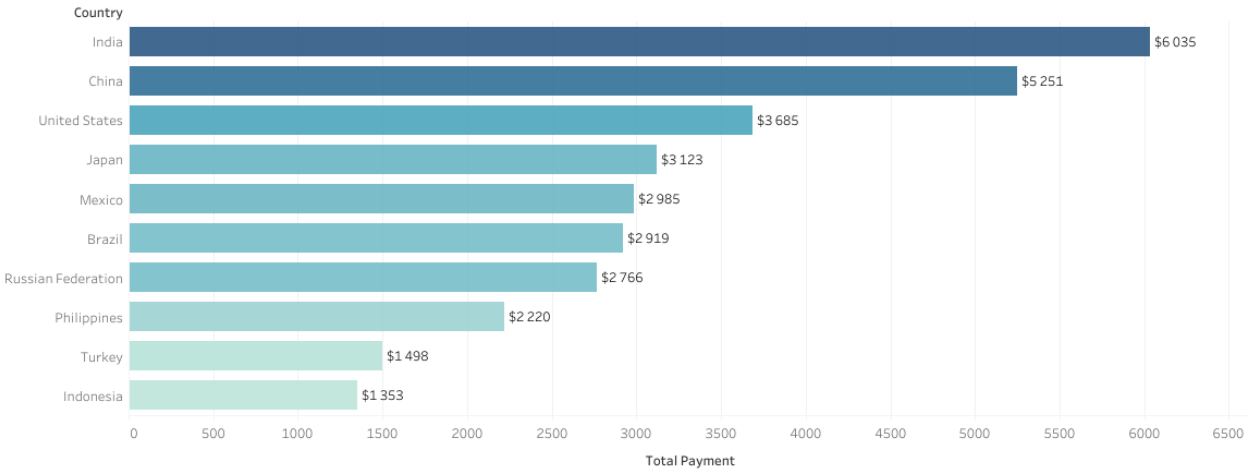
Total Revenue:

\$61 312

TOP 10 Countries by transactions



TOP 10 Countries by payments



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Conclusion

- The most valuable countries: India, China, The United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey and Indonesia.
- The most rented genres are Sports, Sci-Fi, and Animation followed by Drama and Thriller. Those genres also have the highest total revenue.
- Rating: Our customers don't have a preferable rating among the movies when looking at the Top 10 movies with the highest/lowest revenue.

