


# Rockbuster Stealth Data Analysis Project





# BACKGROUND

- ▶ Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.
  - ▶ Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.
- 



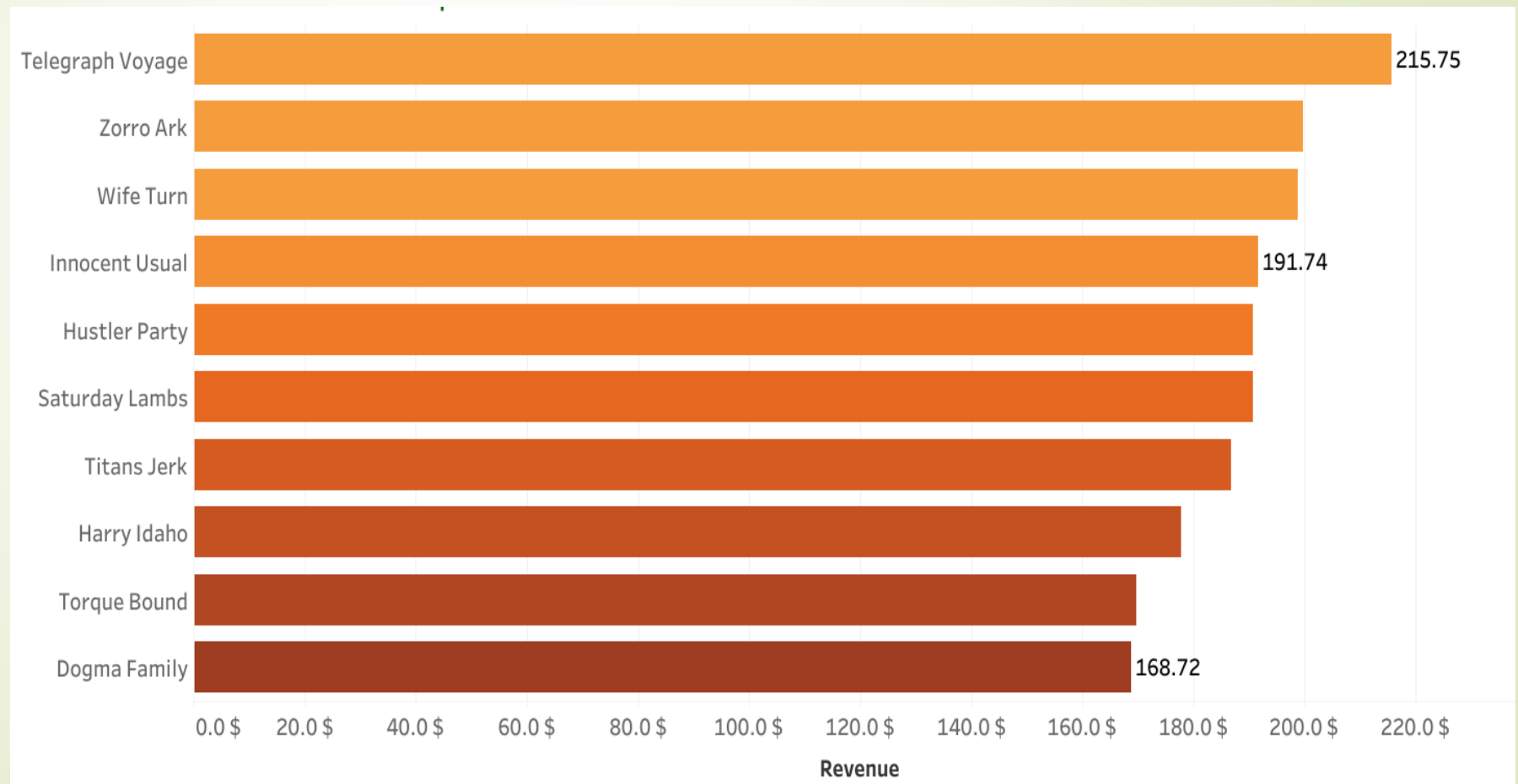
# Key Questions and Objectives

- 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?

# Top ten movies contributed the most to the revenue gain.

## Top three:

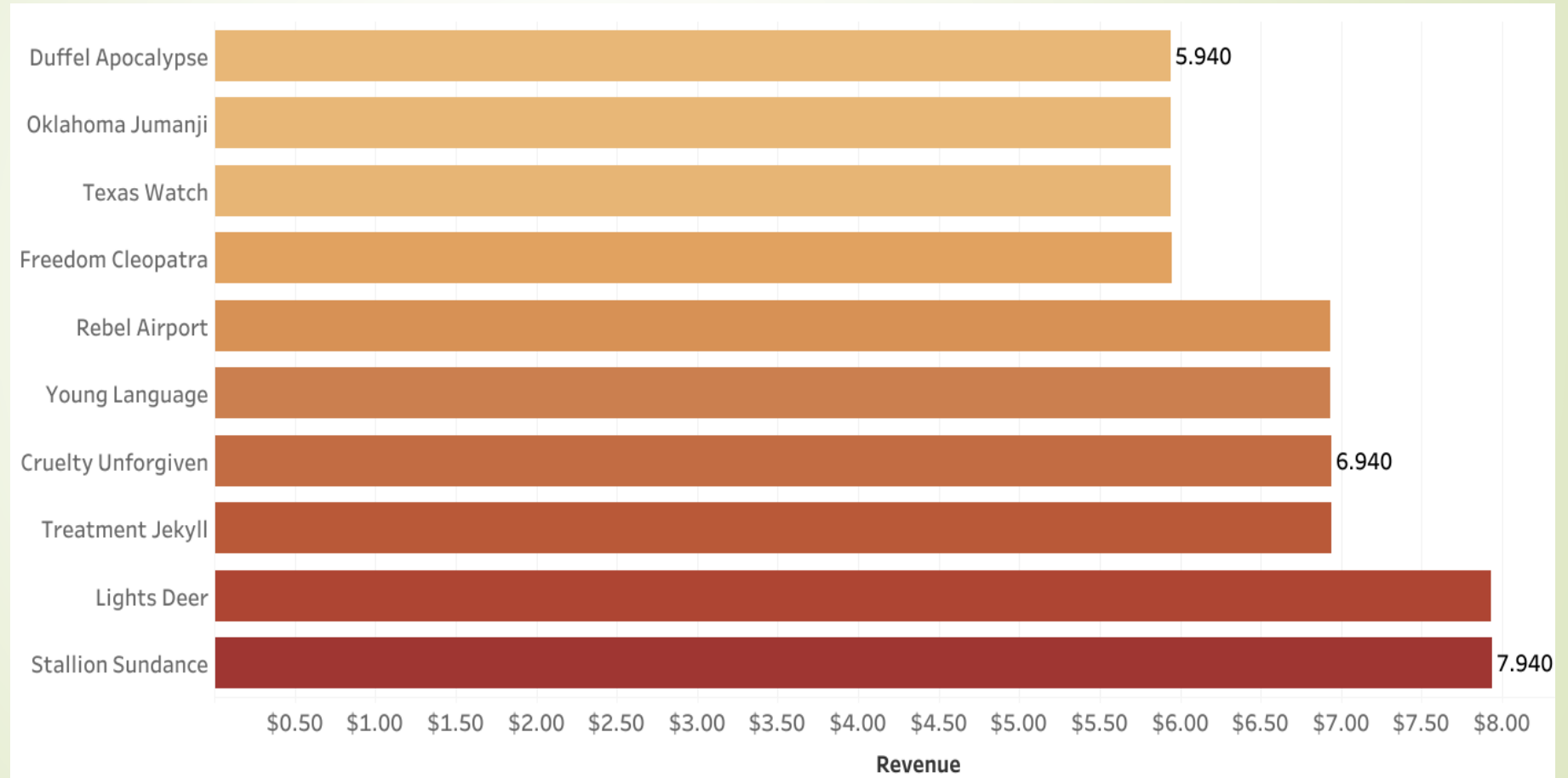
- **Telegraph Voyage,**
- **Zorro Ark,**
- **Wife Turn**



# Bottom ten movies contributed the least to revenue gain

Bottom three:

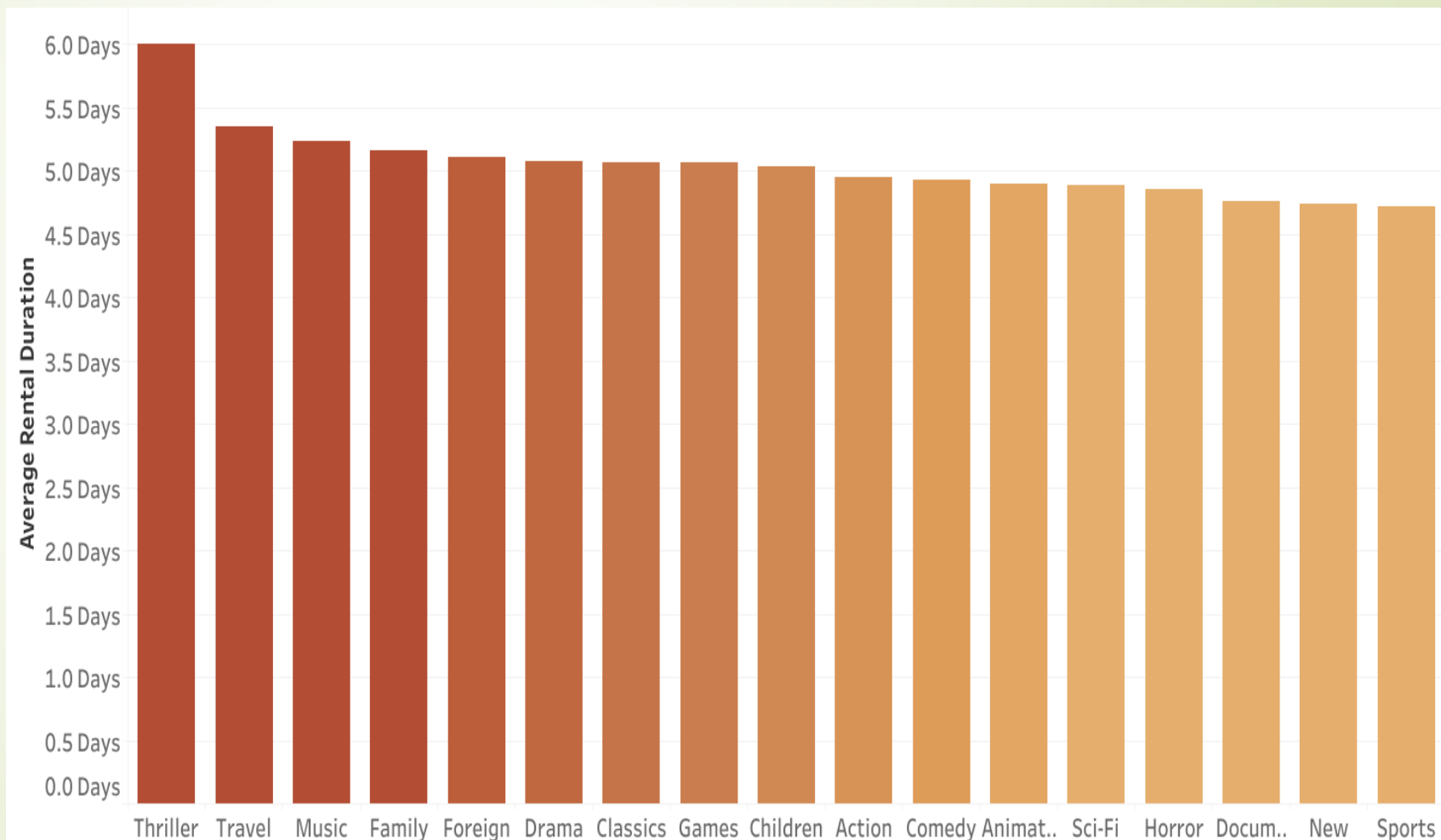
- Duffel Apocalypse,
- Oklahoma Jumanji,
- Texas Watch



# The average rental duration by genre

Top three with longest average rental duration:

- Thriller – 6 days,
- Travel – 5.4 days,
- Music- 5.3 days.



# Statistic Data

Important  
Statistics  
for decision  
makers.

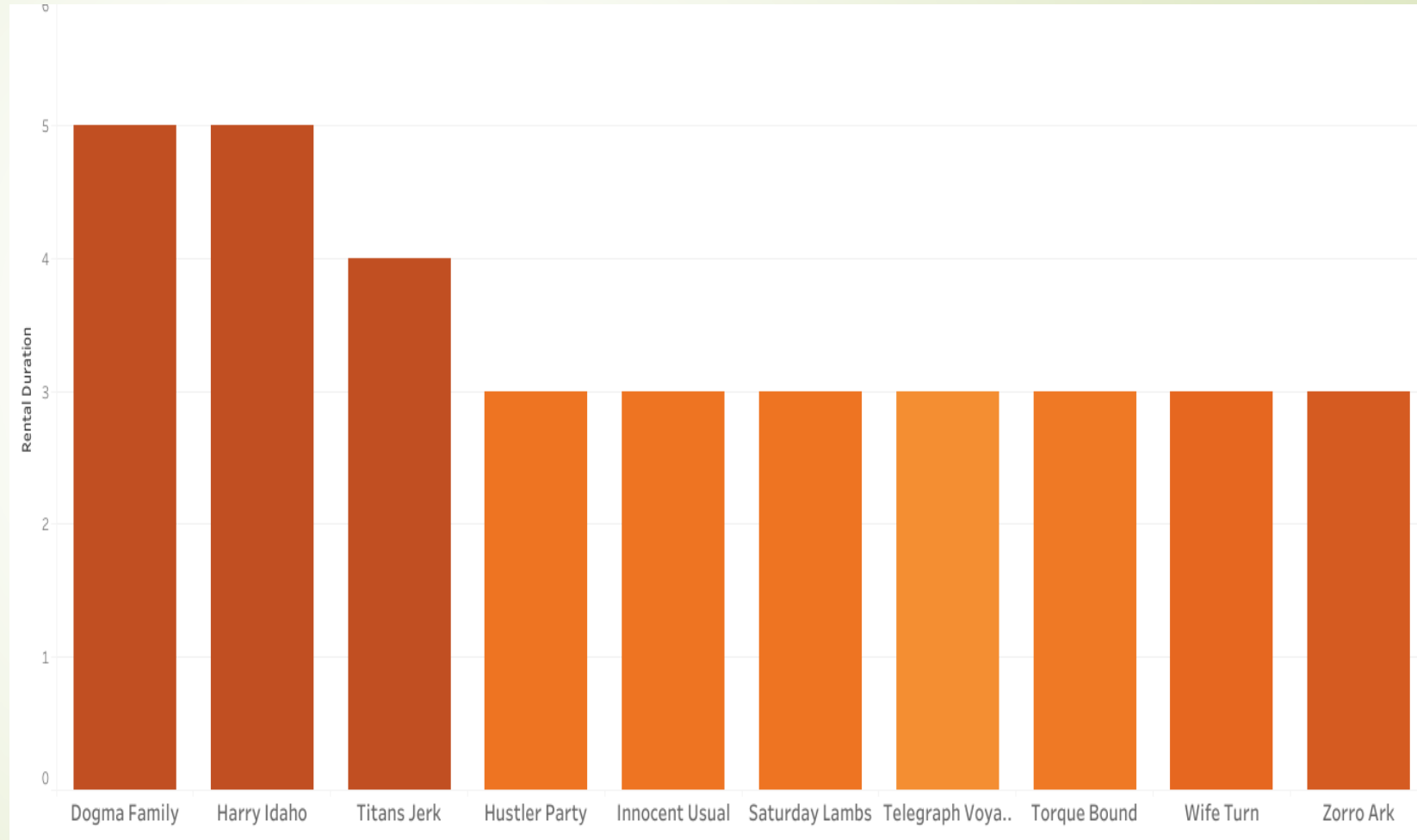
Min/Max/Avg	Rental Rate	Rental Duration	Movie Length	Replacement Cost
Min	0.99	3.00	46.00	9.99
Max	4.99	7.00	185.00	29.99
Avg	2.98	4.99	115.27	19.98



# Top ten movies durations

Only two movies  
(among top ten)  
above the average  
rental durations:

- Dogma Family – 5 days,
- Harry Idaho – 5 days.
- Rental duration for the rest – 3 days

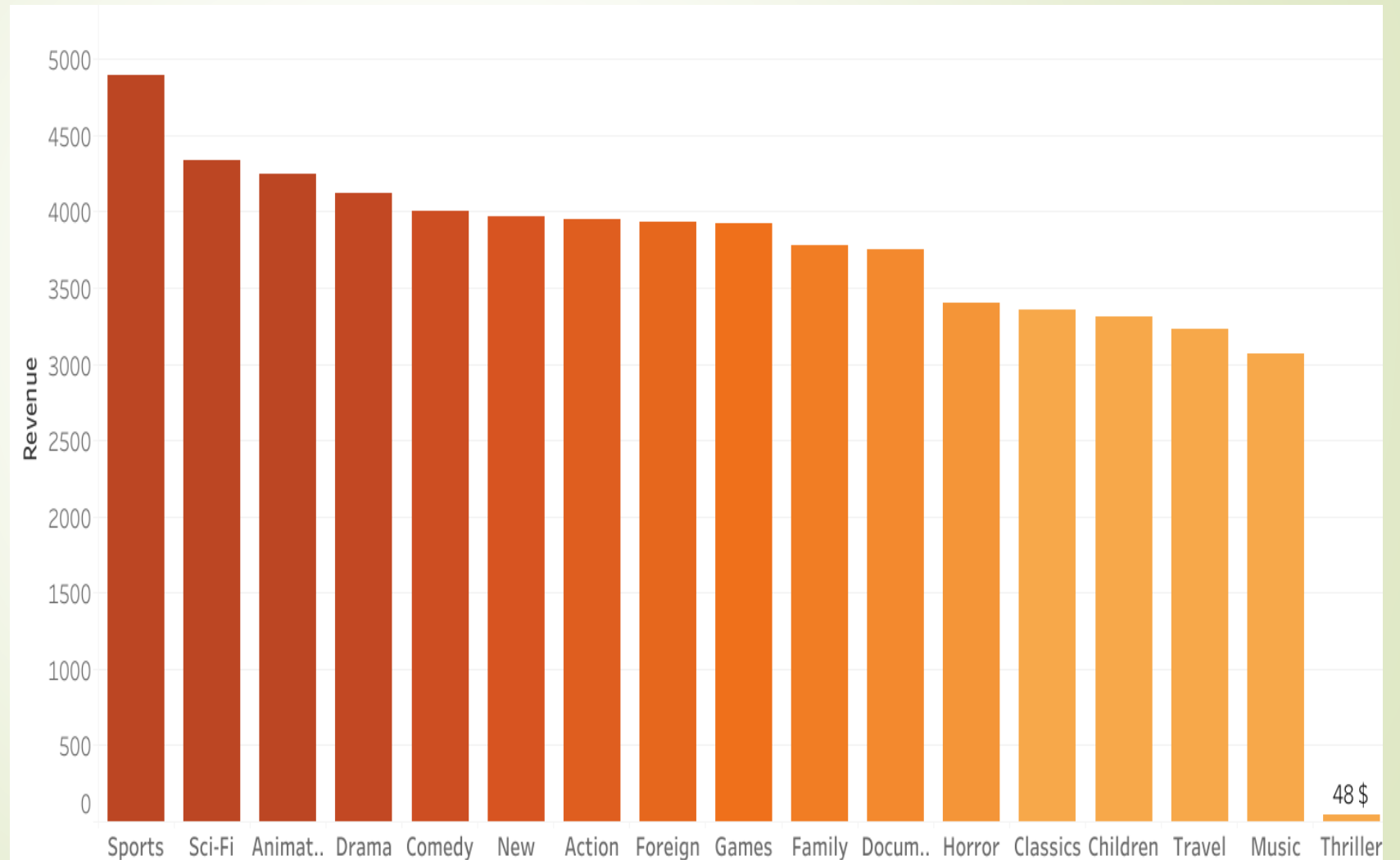




# Most profitable genres

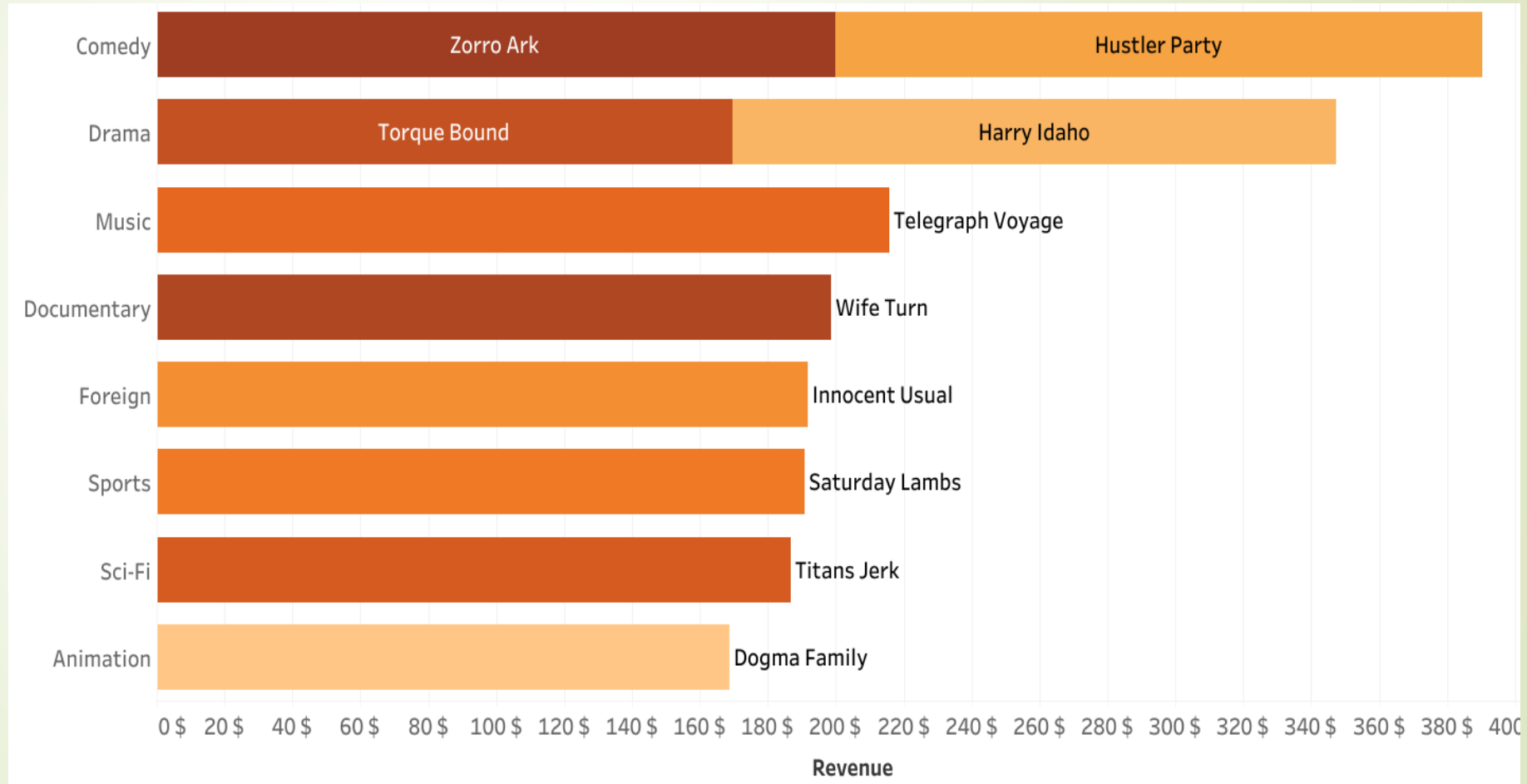
## Top Three genres:

- Sports,
- Sc-Fi,
- Animation



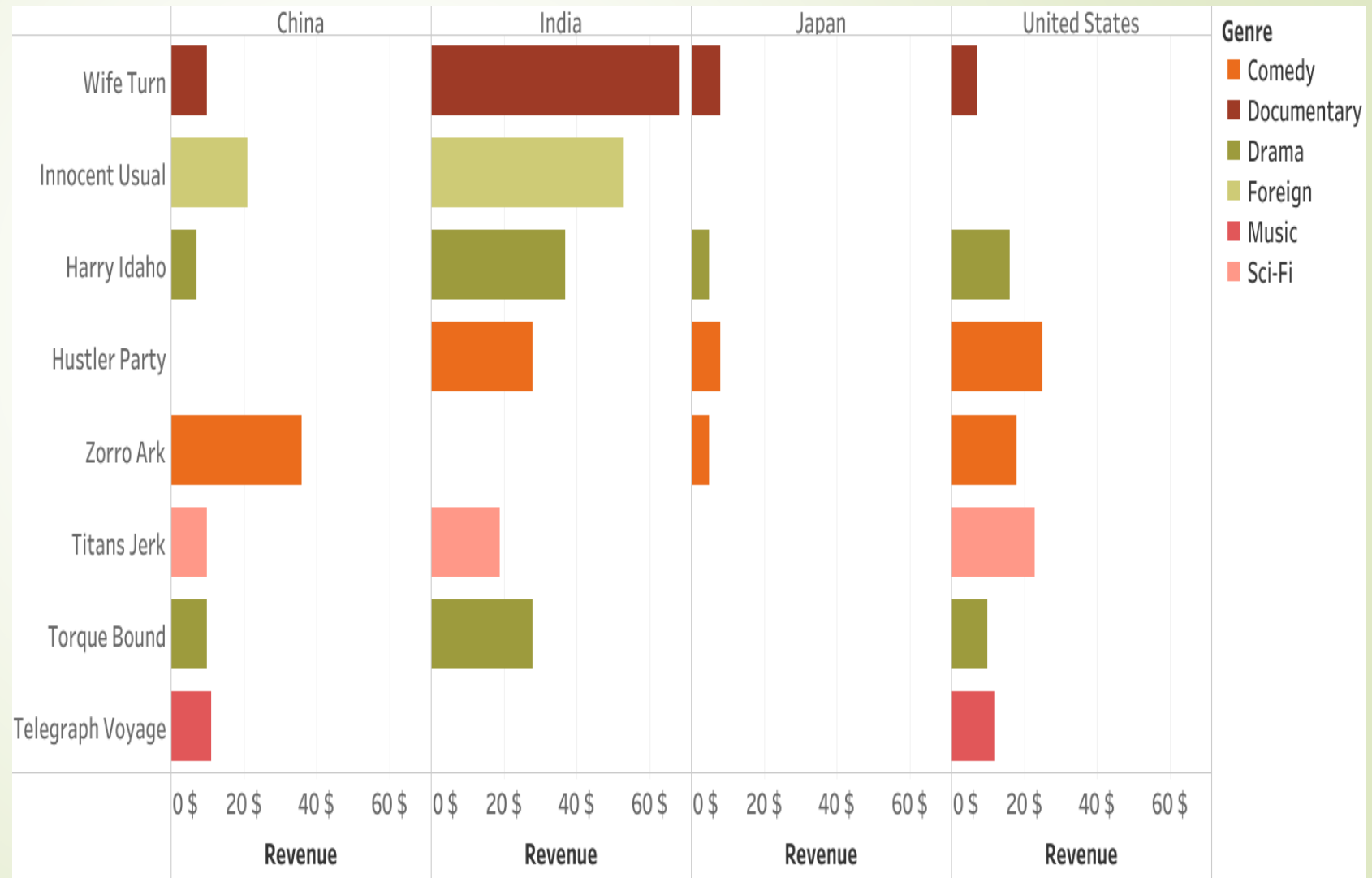
# The genres of top ten movies

Seven out of top ten movies don't represent the most profitable genres.



# Preferences in India, China, Japan and USA of top most profitable movies

Comedy movie like "Hustler Party" is not popular in China, whereas it is the most popular movie in the USA.



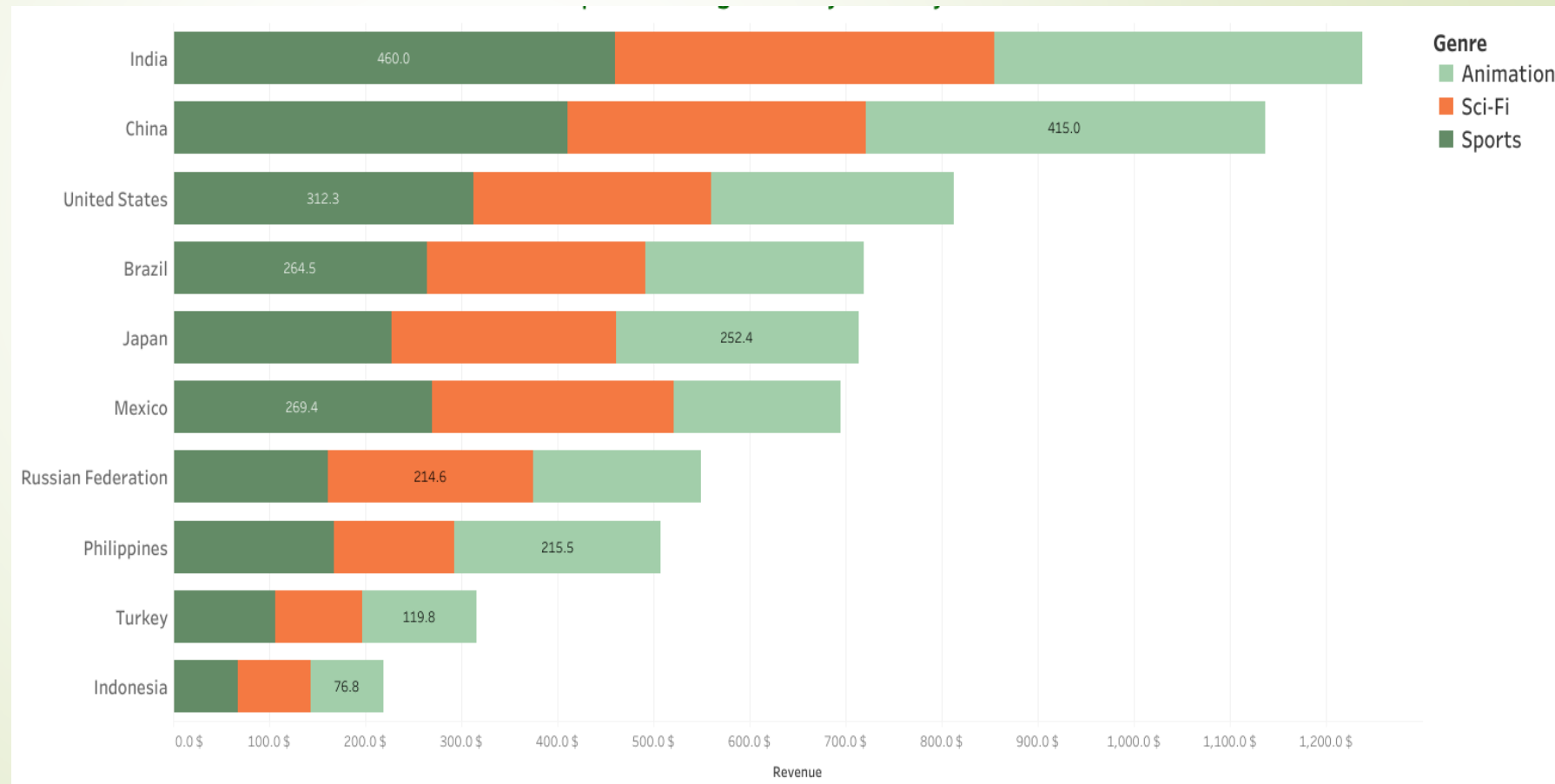
# Most 3 profitable genres by top 10 countries

The most profitable genre:

India – Sport,

China-  
Animation,

USA - Sport



# Customers base across the world

The regions where Rockbuster movies are more popular are:

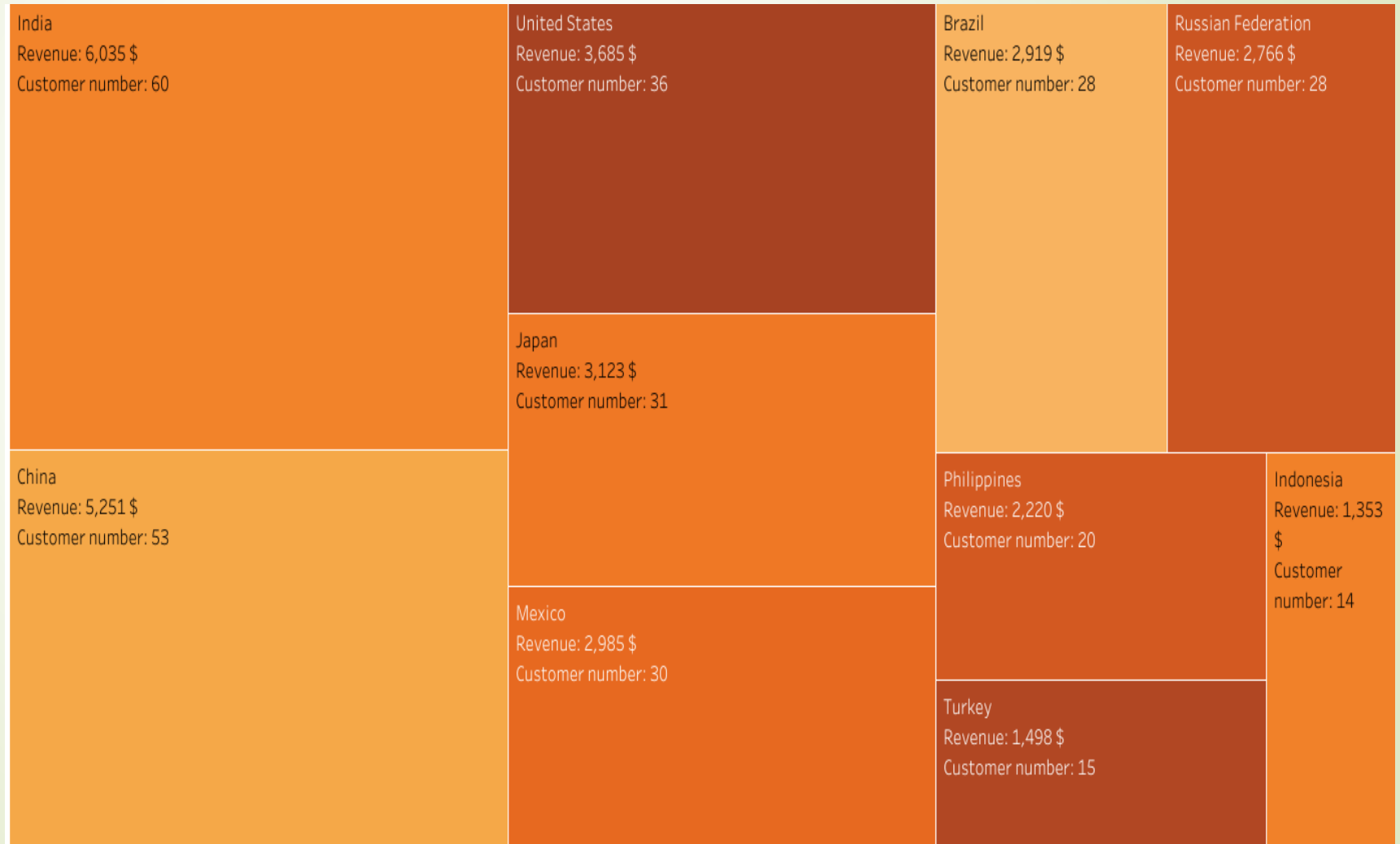
- **Asia,**
- **Europe,**
- **Latin America.**



# Customers with a high lifetime value based

## Top Three Countries:

- India,
- China,
- USA



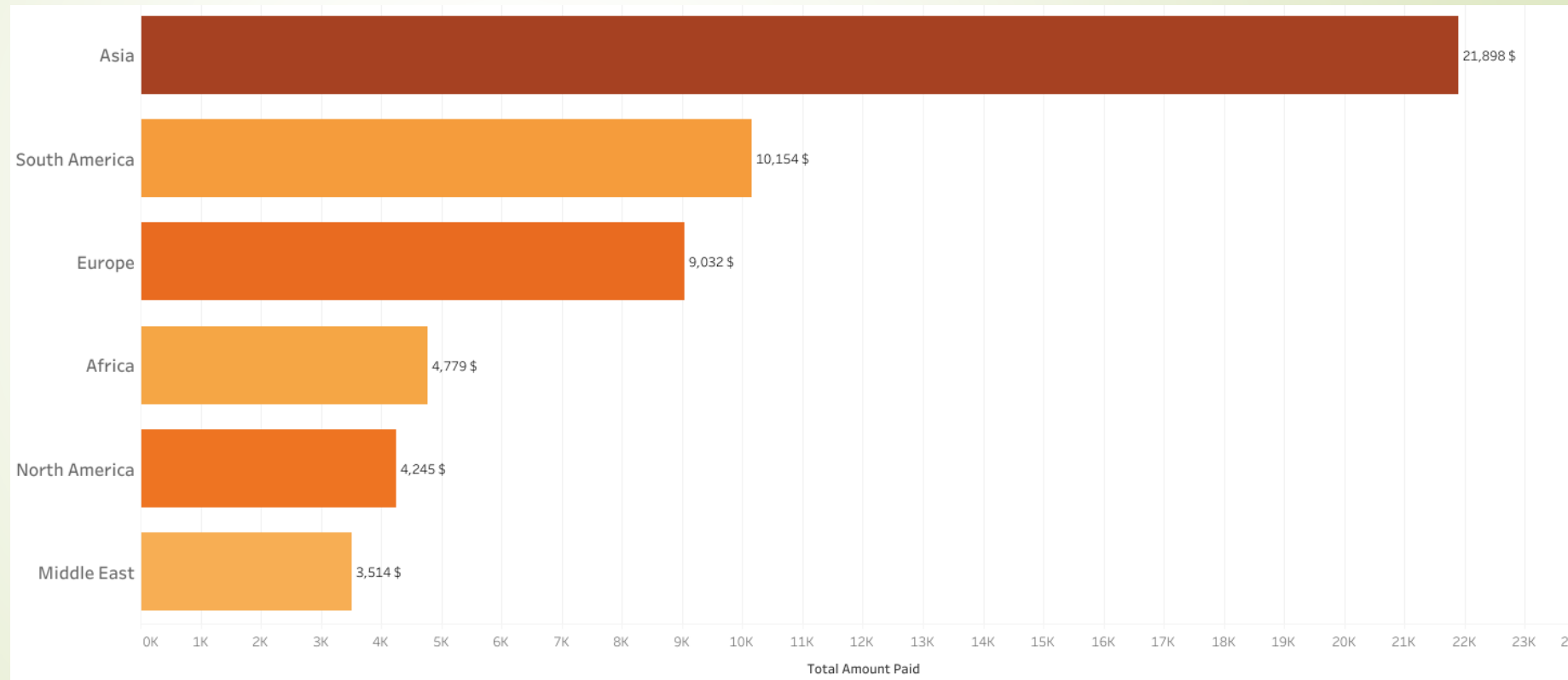
# Sales Difference between regions grouped by top 50 countries

Top Three Regions:

Asia,

South,  
America,

Europe.







# SUMMARY

- The top 3 most profitable genres: Sports, Sc-Fi, Animation,
- The seven out of top ten profitable movies don't represent the most profitable genres,
- The top 3 genres with the longest average rental duration (thriller, music, travel) are the least profitable genres,
- Preferences in genres vary by country: in India it is sport, in China it is animation, in Russian Federation it is Sc-Fi.
- Top 3 countries with the high life time value based customers: India, China, USA
- Sales figure vary between geographic regions. Top 3 regions are: Asia, South America, Europe.



# Recommendations

- Focus on promotion and services in top 3 regions: Asia, South America, Europe,
  - Adopt differential approach for the top profitable countries: preferences in genres vary from country to country,
  - Expand film inventories in the popular genres: the same comedy movie can be popular in the USA, but not in China.
  - As the genres with longest rental duration are the least profitable genres, we may suggest (although it may require extra analysis before the final conclusion) that the one of the reasons can be the longer rental duration that decrease inventory turnover rate and causes low views within a year. We would recommend to review the rental duration policy.
- 



# Thank You!

In the bellow link you will find tableau presentation:

[Link](#)

