

Rockbuster Stealth LLC Data Analysis

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Key Questions

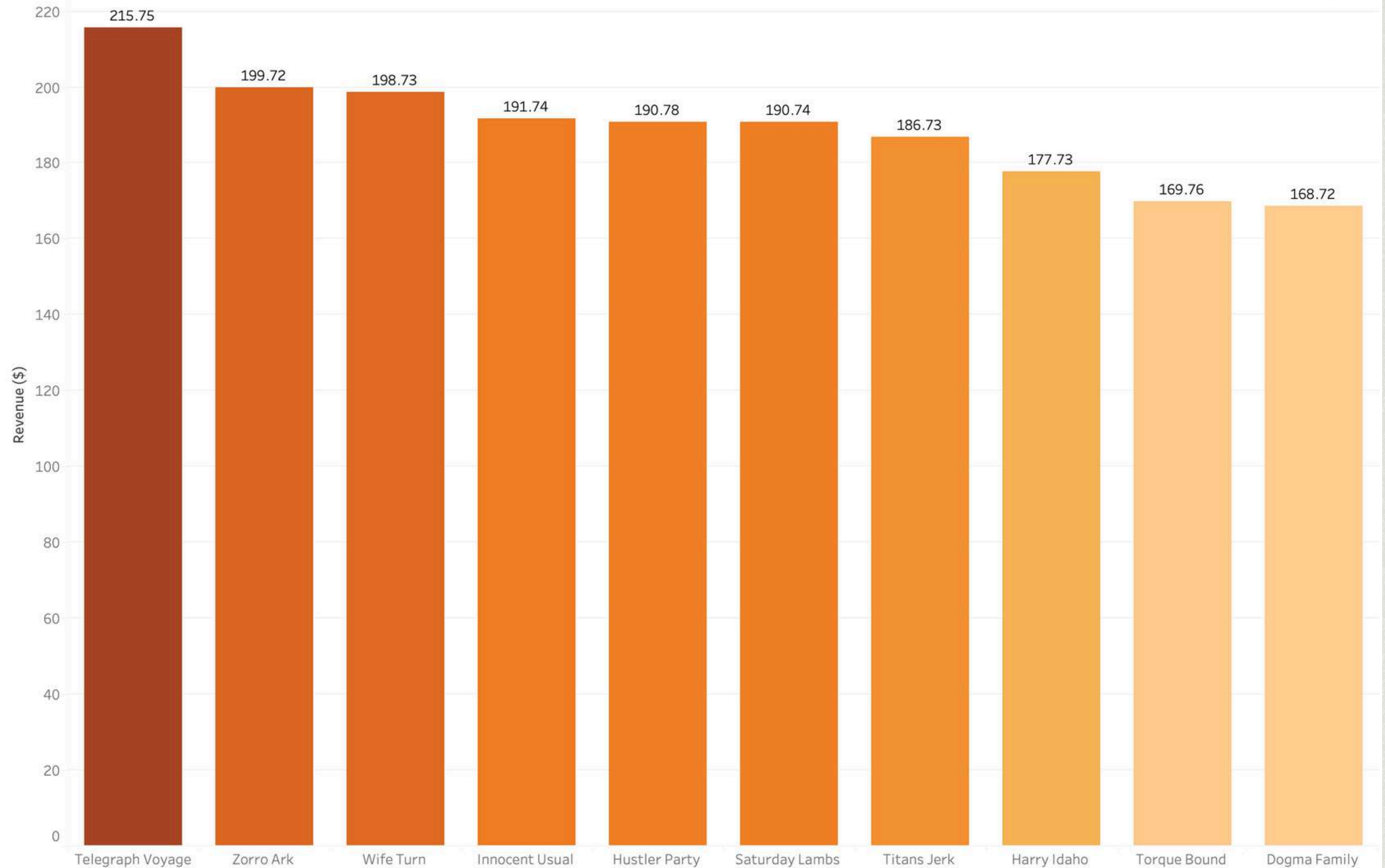
- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?

Film Descriptive Stats

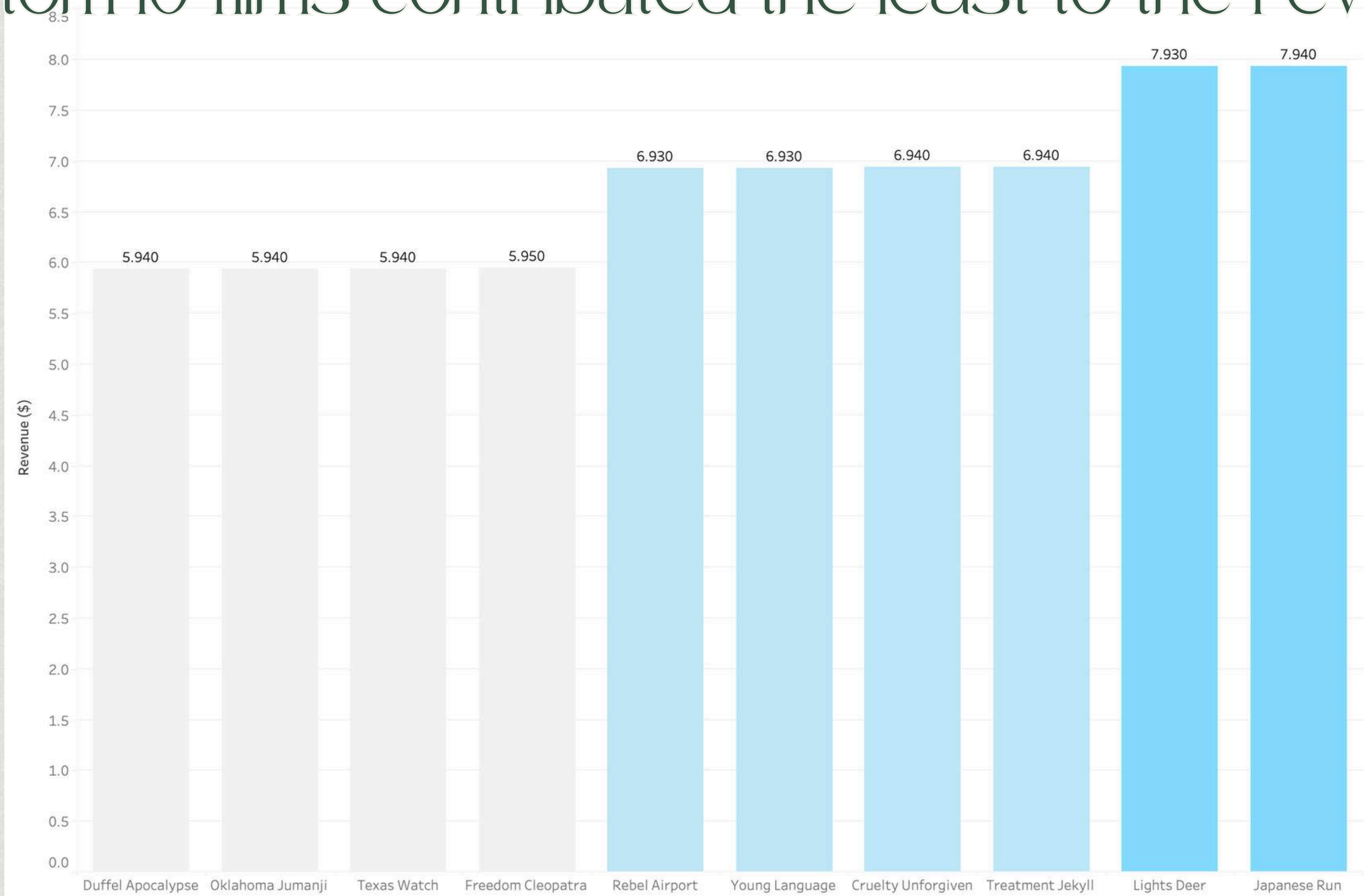
Film Discrete Data	Min	Max	Average
Film Length (min)	46	185	115.27
Rental Duration (day)	3	7	5
Rental Rate (\$)	0.99	4.99	2.98
Replacement Cost (\$)	9.99	29.99	19.98

[Tableau Link](#)

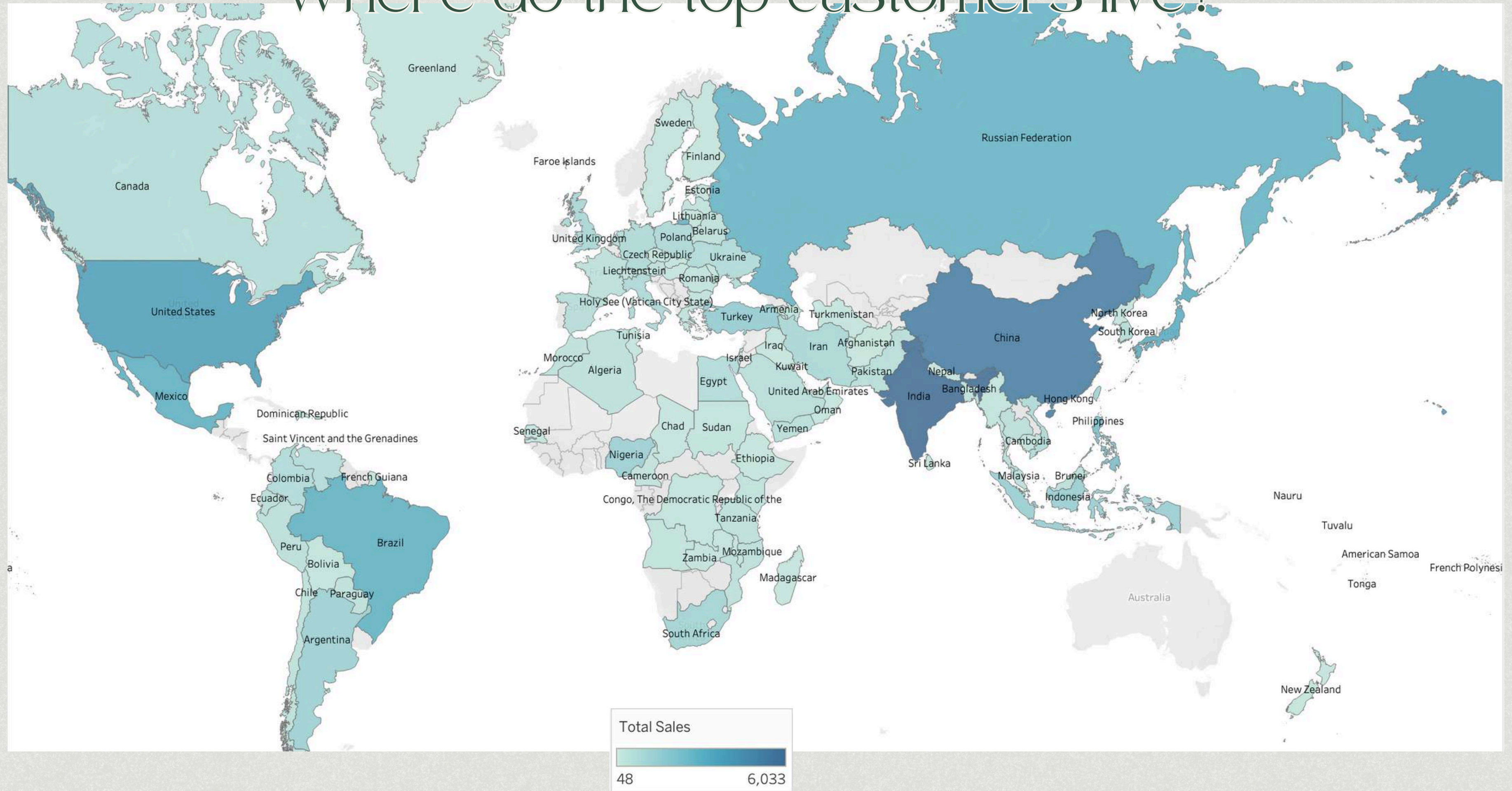
Top 10 films contributed the most to the revenue



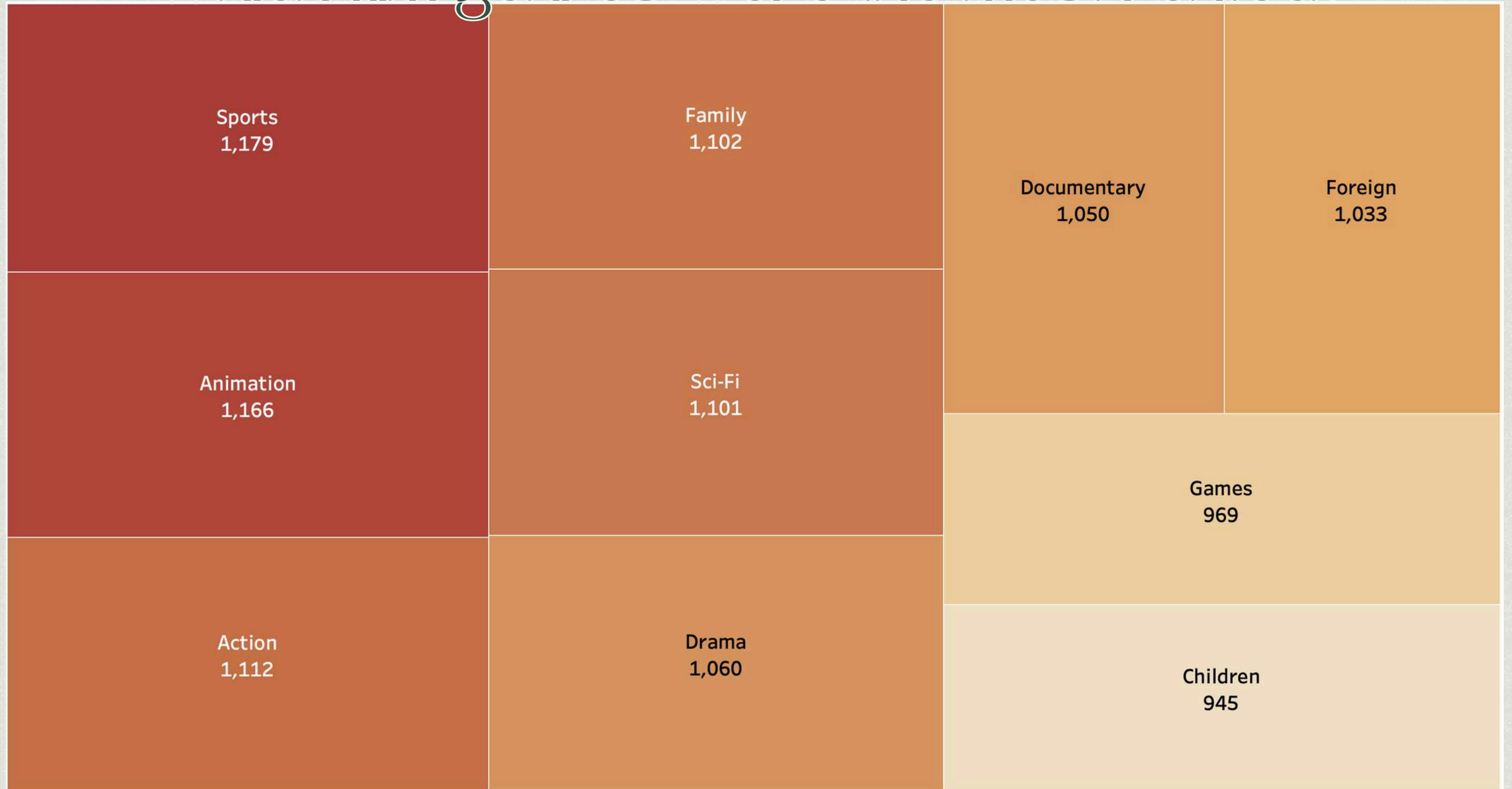
Bottom 10 films contributed the least to the revenue



Where do the top customers live?



Which film genres were the most rented?



Top 5 Paid Customers

Customer	Location	Amount Paid (\$)
#1	Saint-Denis, Réunion 	211.55
#2	Cape Coral, US 	208.58
#3	Santa Bárbara d'Oeste, Brazil 	194.61
#4	Apeldoorn, Netherlands 	191.62
#5	Molodetno, Belarus 	189.60

Recommendations

- Expand the library by updating it regularly so that we won't lose out too other streaming services.
- Introduce monthly subscription programmes where premium members have access to the entire film library.
- Add more titles shot in foreign languages.
- Emphasis marketing more for regional markets, for example Tagalog films in Philippines, Tamil films for India, and so on.



End of Presentation

Any questions?

[Tableau Link](#)