

Rockbuster Stealth LLC

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POPCORN
BOX



Table OF Content

3. Objectives 

4. Key Questions

5. Descriptive Statistics

6. Top 10 Movies Based On

Revenue

7. Bottom 10 movies based on
revenue

8. Customer Location

9. Customer count

10. Top 5 Paying Customers

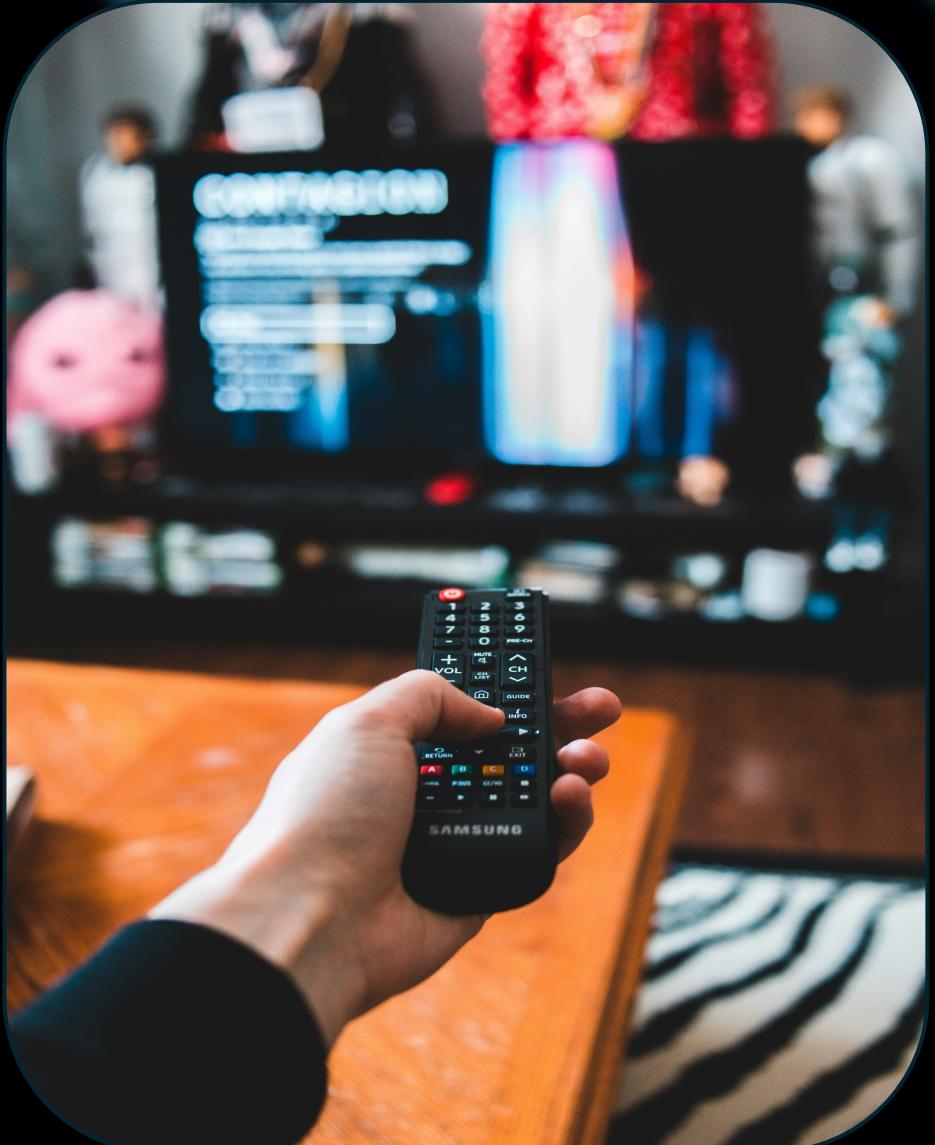
11. Top Genres BY Rental

12. Key Takeaways

13. Recommendation



Project Objective



- **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.
- **My Role**
I've been hired as a data analyst by **Rockbuster Stealth**'s business intelligence (**BI**) department to help with the launch strategy for the new online video service

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 Statistics

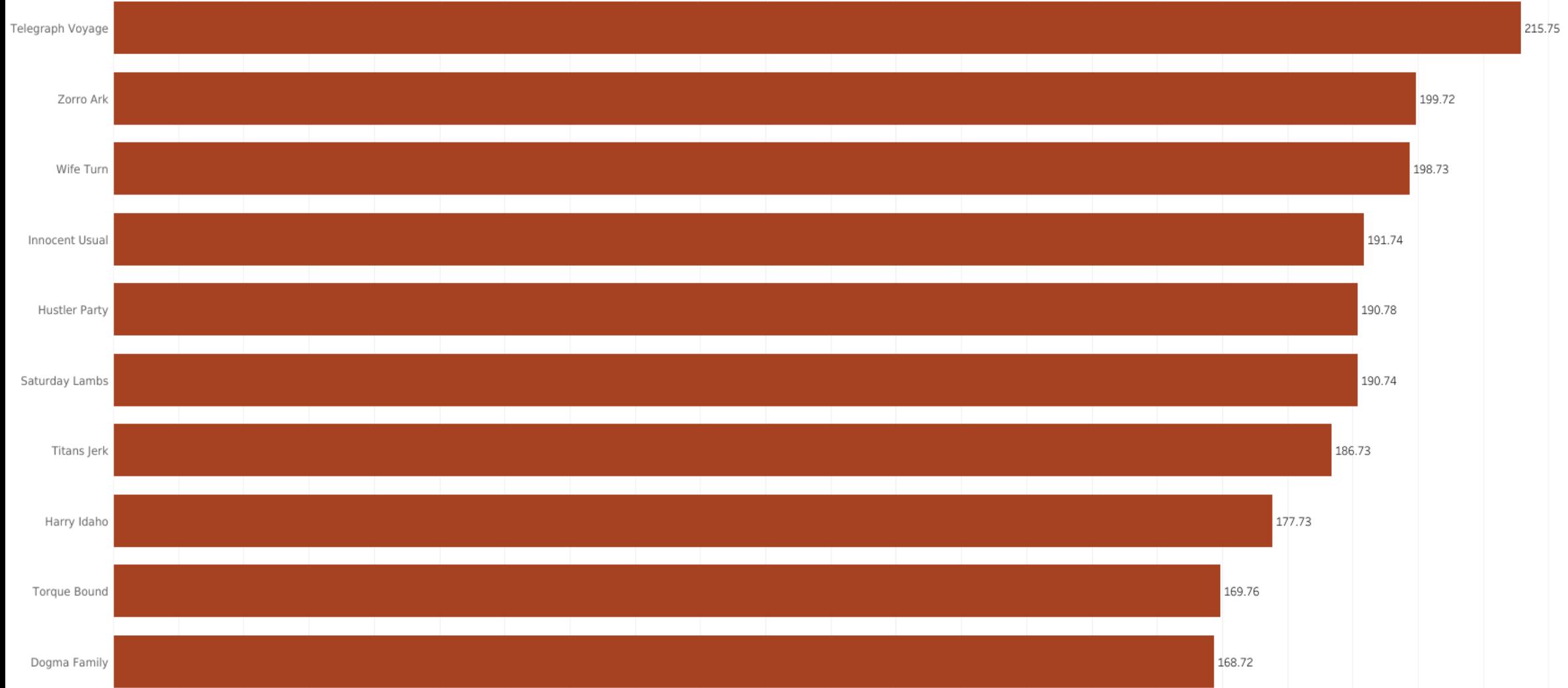
Data Variables	Minimum	Maximum	Average
Rental Duration (Days)	3	7	4.98
Rental Rate (\$)	0.99	4.99	2.98
Film Length (Minutes)	46	185	115.3
Replacement Cost (\$)	9.99	29.99	19.98

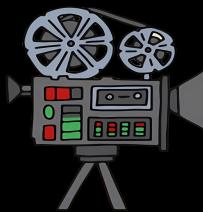
*The Average rental duration from all films from our analysis is 5days

- ALL movies are in English language .
- ALL Movies were released in 2006.



Top 10 Movies Based On Revenue





Bottom 10 Movies Based On Revenue



CUSTOMERS LOCATION.



♦ Rockbuster customers are spread out around the globe. They are found in 109 Countries in different regions.

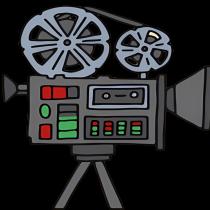
CUSTOMERS COUNT

Top Countries

- USA
- Mexico
- Brazil
- Turkey
- Russia
- China
- India
- Philippines
- Indonesia
- Japan



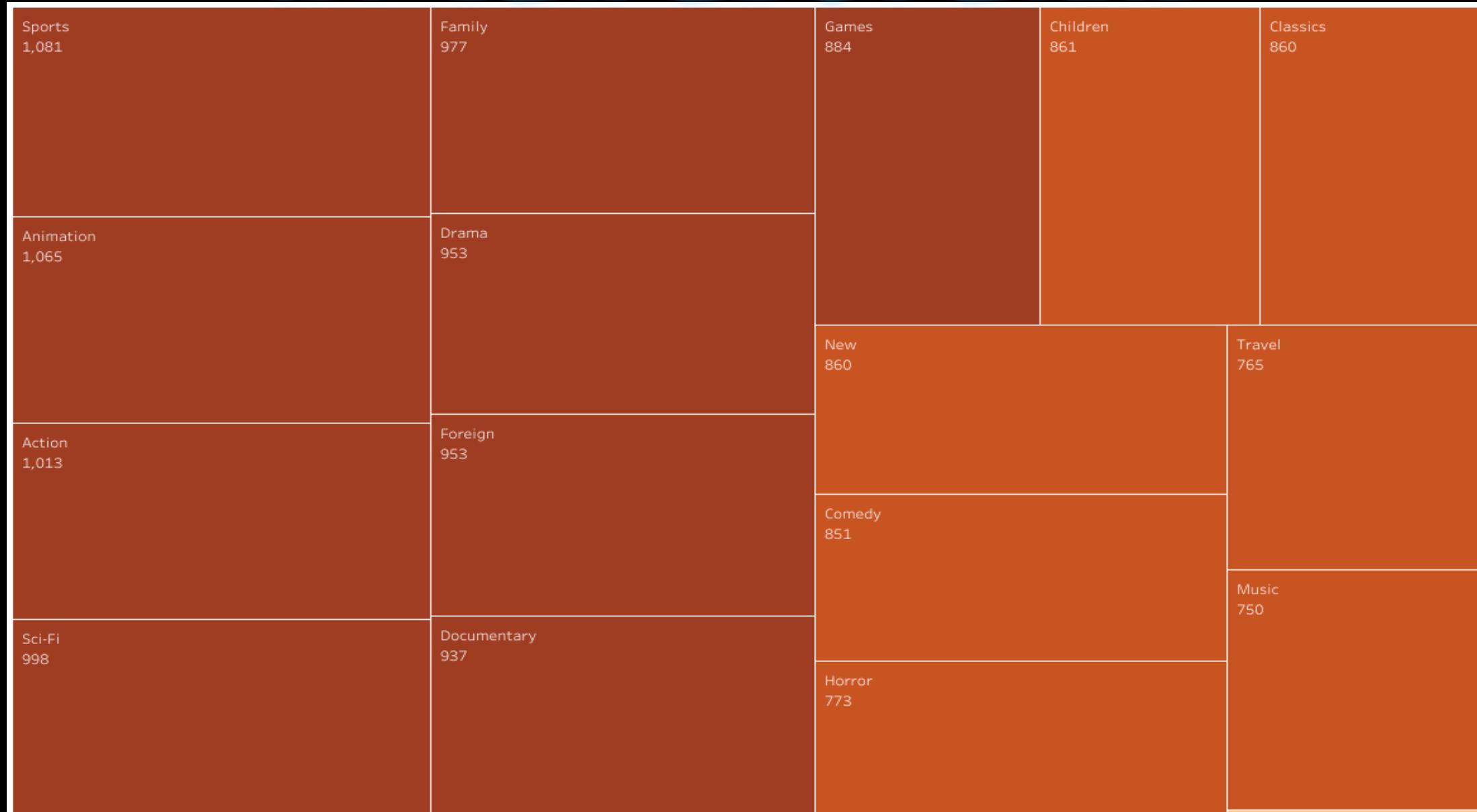
- ◆ This Map shows the top 10 Countries based Rockbuster Customers.
- ◆ From this we can see that India Has the highest amount of customers with 60 customers.
- ◆ The bulk of customers are found in Asia and the Russian Federation



Top 5 Paying customers

Customer	City	Country	Payment
#1	Ambattur		\$111.76
#2	China		\$109.71
#3	Iwaki		\$106.77
#4	Acua		\$100.77
#5	Aurora		\$98.76

TOP GENRE BY RENTAL



Key Takeaways

- From this analysis, We realized that all the languages of the movies are all in English . Majority of the customers of Rockbuster are found in Asia which is a non English speaking continent.
- All the movies available to the public from Rockbuster were all released in the year 2006.
- The Top 10 countries also generate the most revenue for Rockbuster.

RECOMMENDATIONS

- Diversify and be inclusive

From the analysis we see that most of the customers are from non speaking countries. I would recommend that Rockbuster make available for language options for their non English speaking customers and also make available local films from those countries available on their streaming platform.

- Update film inventory

We also noticed that all the movies which were made available all had a release date of 2006. Updating the film inventory to more recently released movies. This would attract and also retain customers to the platform.

- Research and strategize

We know the countries that have the most customers for Rockbuster and we also know they generate the most revenue for the business. Since the company is trying to go into a new market, it would be important to do a market and competitive research on the platform which are being used in those countries. This will help will help create optimum user experience for the customers. The same strategy can eventually be used in capturing market share and gaining new customers in other countries.

THANK YOU

Tableau Link : [Rockbuster LLC](#)