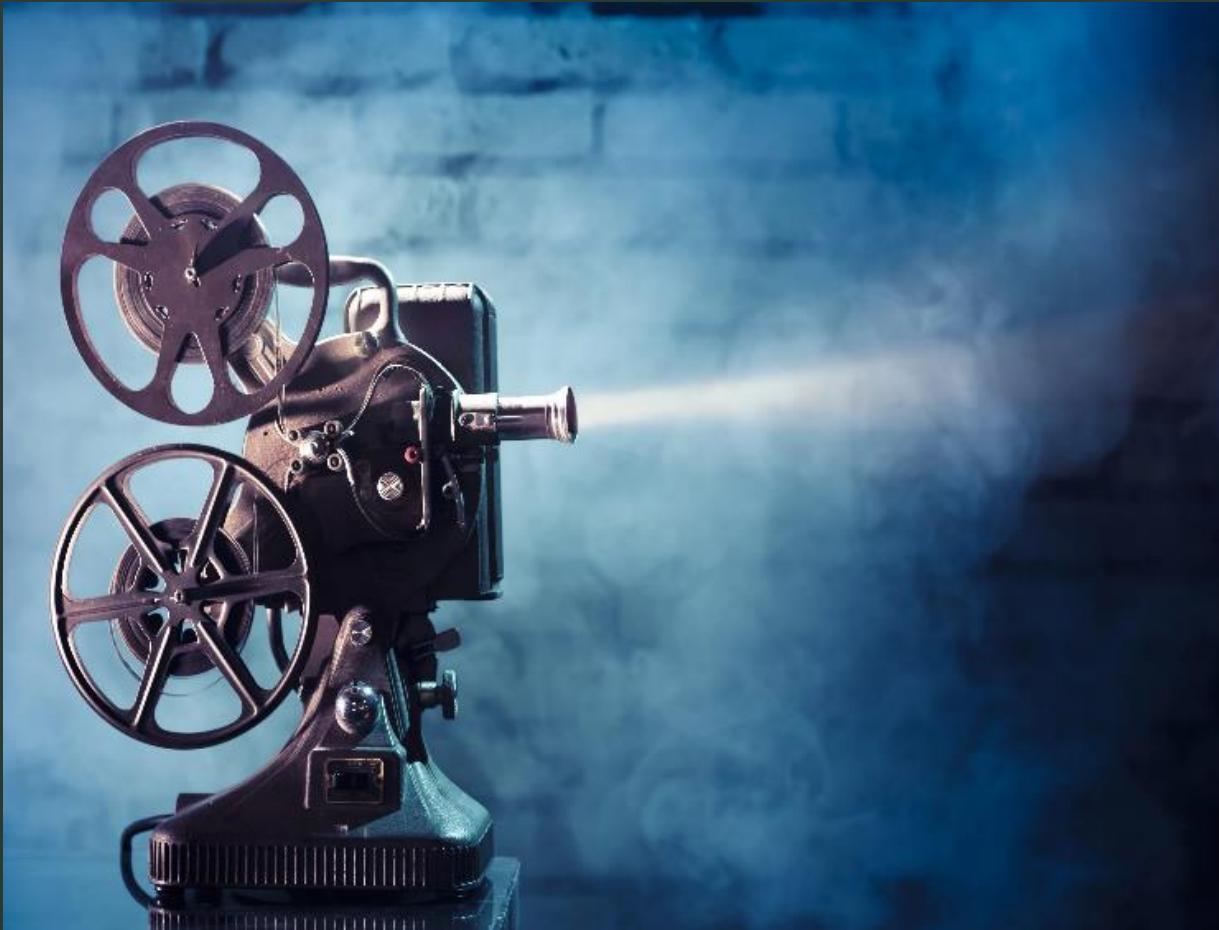


Rockbuster Stealth Data Analysis

Shruti Garka

20.06.2023

Introduction



- ❑ Rockbuster Stealth LLC is a movie rental company which has many stores around the world
- ❑ In facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is preparing to launch an online video rental service in 2020 to stay competitive

Objectives

The main objective is to answer these business questions using the data and help them launch an online video rental service.

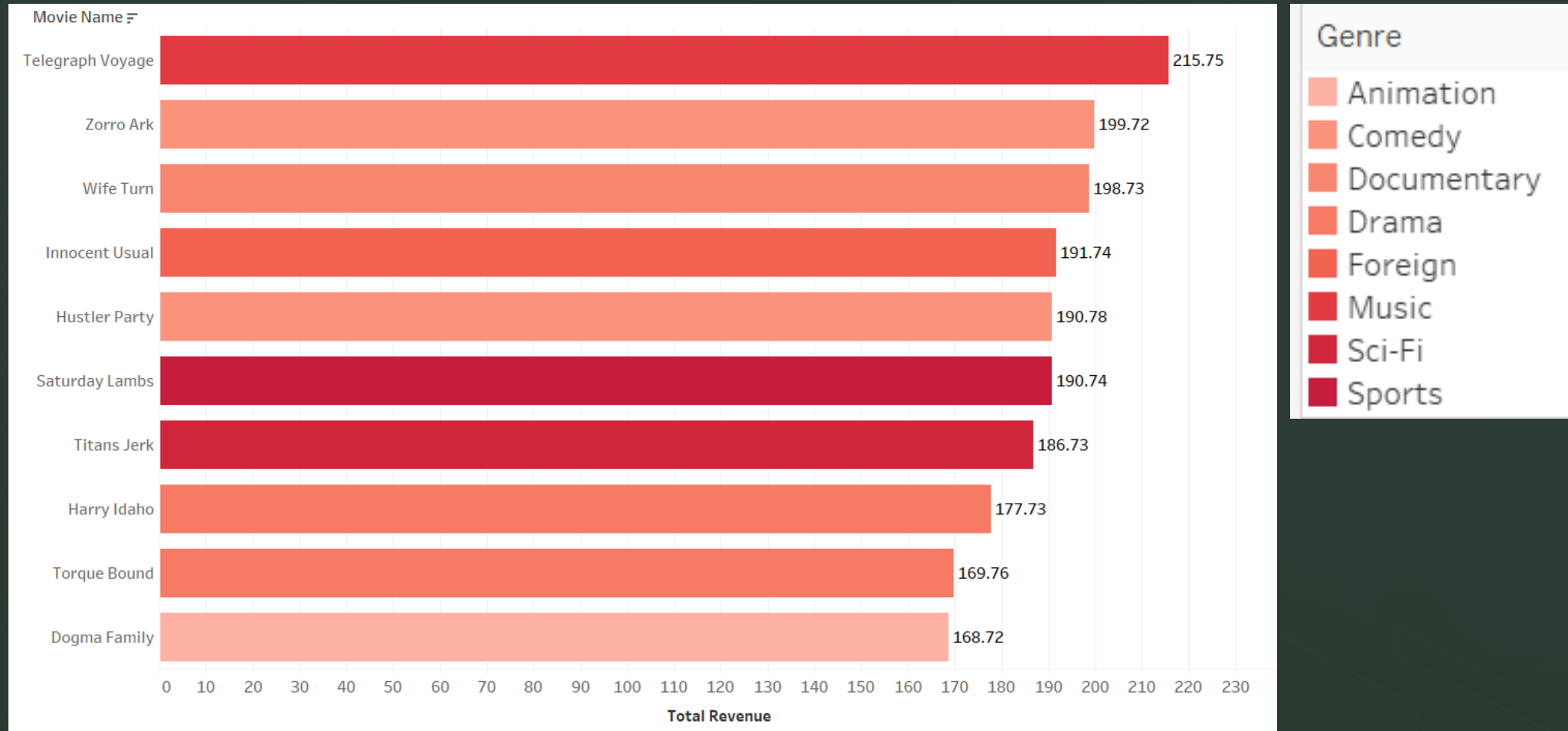
- ☐ Which movies contributed the most/least to revenue gain?
- ☐ What was the average rental duration for all videos?
- ☐ Which countries are Rockbuster customers based in?
- ☐ Where are customers with a high lifetime value based?
- ☐ Do sales figures vary between geographic regions?

Data Overview

Average length (min) 115.272	Minimum length (min) 46	Maximum length (min) 185
Average rental duration (days) 4.985	Minimum rental duration (days) 3	Maximum rental duration (days) 7
Average rental rate (\$) 2.98	Minimum rental rate (\$) 0.99	Maximum rental rate (\$) 4.99
Average replacement cost (\$) 19.984	Minimum replacement cost (\$) 9.99	Maximum replacement cost (\$) 29.99

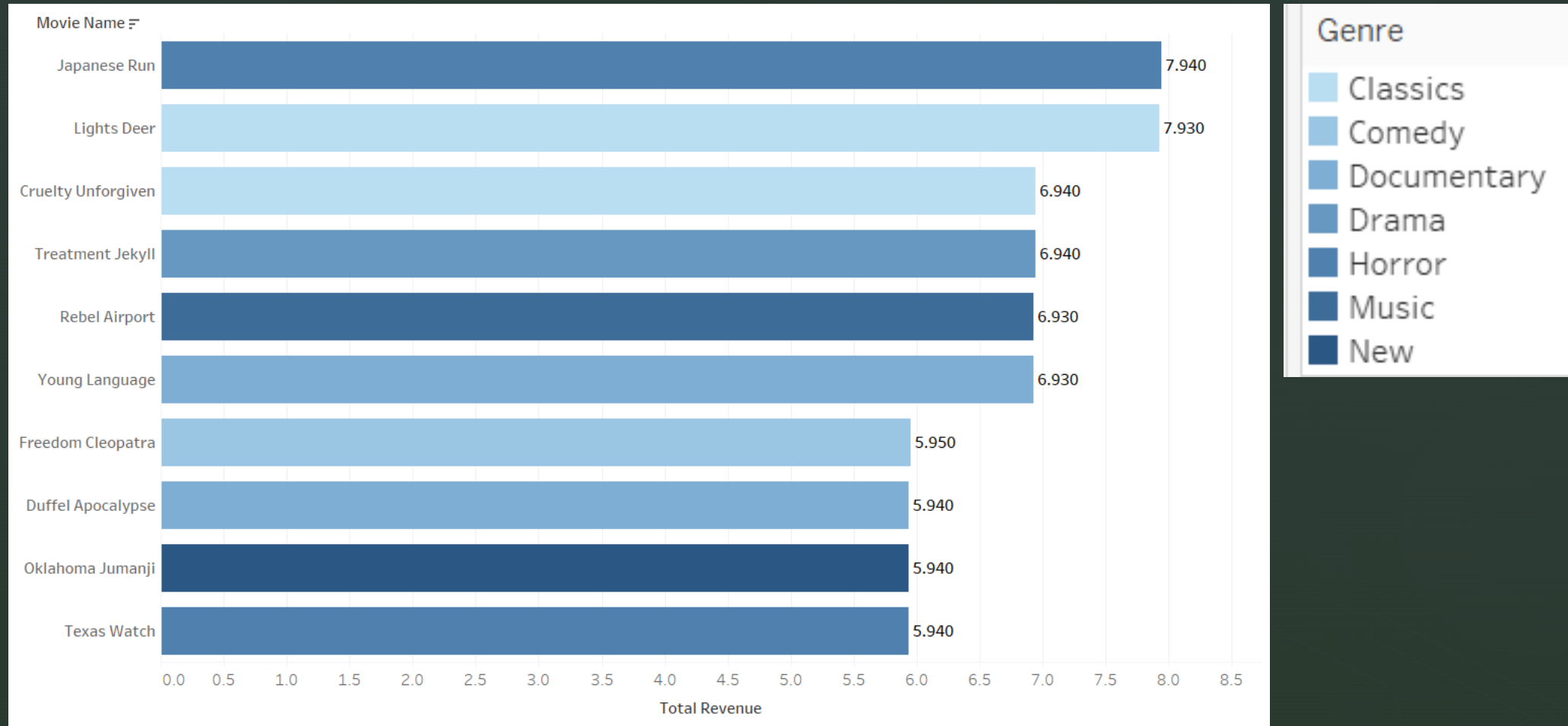
The average rental duration is around 5 minutes

Which movies contributed the most to revenue gain?



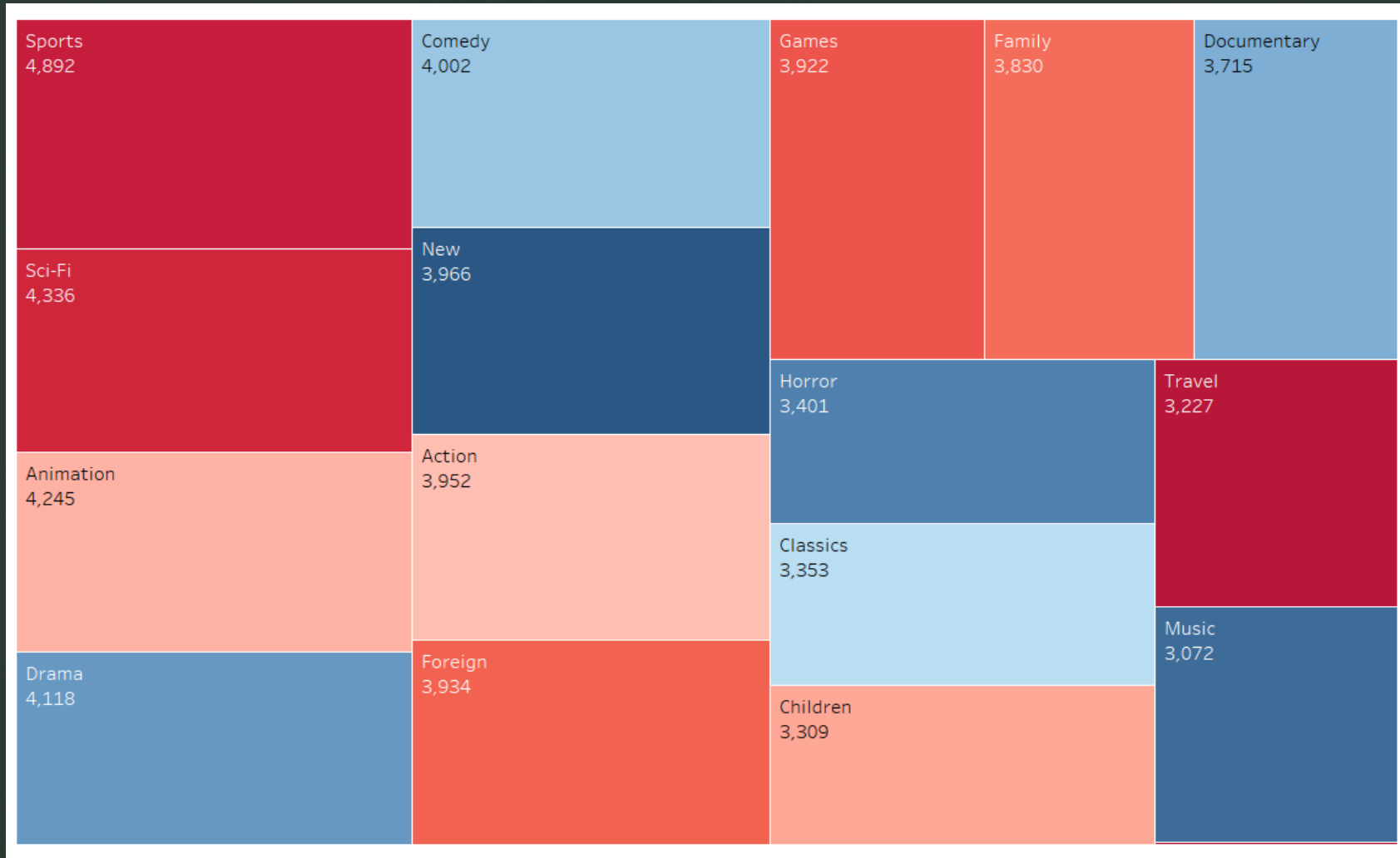
Telegraph Voyage, Zorro Ark, Wife Turn, Innocent Usual and Hustler Party

Which movies contributed the least to revenue gain?



Japanese Run, Lights Deer, Cruelty Unforgiven, Treatment Jekyll and Rebel Airport

Which are the top genres by revenue?

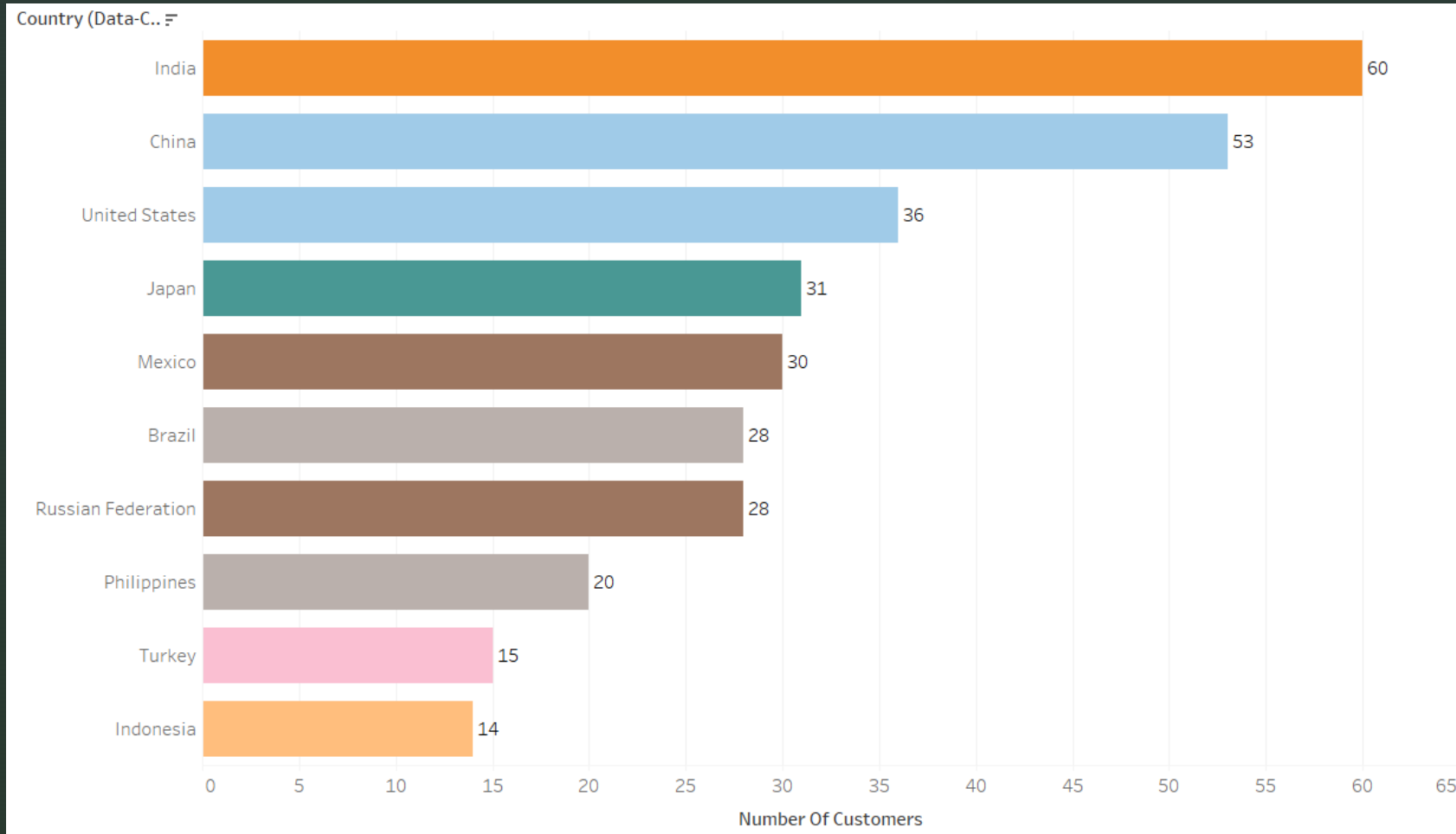


Sports, Sci-Fi, Animation, Drama and Comedy are top 5 genres by revenue

Which countries are Rockbuster customers based in?



Top 10 Countries with high number of customers



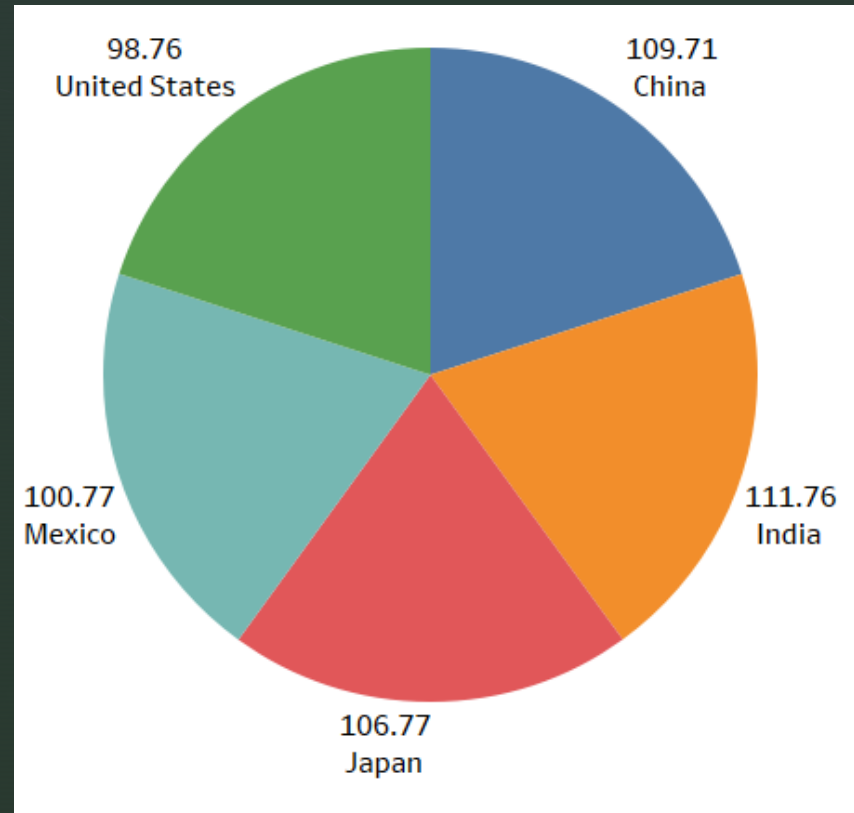
India and China are having the highest Rockbuster customers

Do sales figures vary between geographic regions?



Yes, the sales vary between the regions. India having the top most sales followed by China.

Where are customers with a high lifetime value based?



The top 5 loyal customers are from India, China, Japan, Mexico and United States

Conclusion

- ❑ Rockbuster has customers all over the world
- ❑ India and China are having the highest Rockbuster customers
- ❑ Sports, Sci-Fi, Animation, Drama and Comedy are top 5 genres
- ❑ The top 5 movies with most revenue are Telegraph Voyage, Zorro Ark, Wife Turn, Innocent Usual and Hustler Party
- ❑ The top 5 movies with least revenue are Japanese Run, Lights Deer, Cruelty Unforgiven, Treatment Jekyll and Rebel Airport
- ❑ The high lifetime value based customers are from India, China, Japan, Mexico and United States
- ❑ All movies are in English and from 2006

Recommendations

- ❑ Expand movie collection by acquiring films from various release years
- ❑ Implement a customer loyalty program that rewards our top-performing customers with incentives such as loyalty cards, discounts, and special gifts.
- ❑ Focus on Sports, Sci-Fi, Animation, Drama, and Comedy genres
- ❑ Promote Sports, Foreign, and Documentary movies in India
- ❑ Highlight Animation, Sports, and Family movies in China
- ❑ Enhance the customer experience by continuously updating and refreshing our movie selection
- ❑ Collaborate with local distributors for more foreign language films
- ❑ Utilize data analytics to identify customer preferences