
DATA ANALYSIS



ROCKBUSTER STEALTH LLC

2020 COMPANY STRATEGY PLANNING

PROJECT OVERVIEW

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

It is currently facing stiff competition from streaming services such as Netflix and Amazon Prime.



GOAL

To help the Rockbuster Stealth Management team on planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

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?
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ROCKBUSTER OVERVIEW



2 Stores



1000 Films



2 Staff Members



16,044 in Inventory



599 Active Customers



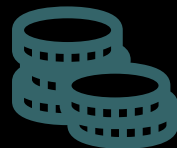
**5-day Average Rental
Duration**



**Present across 109
Countries**

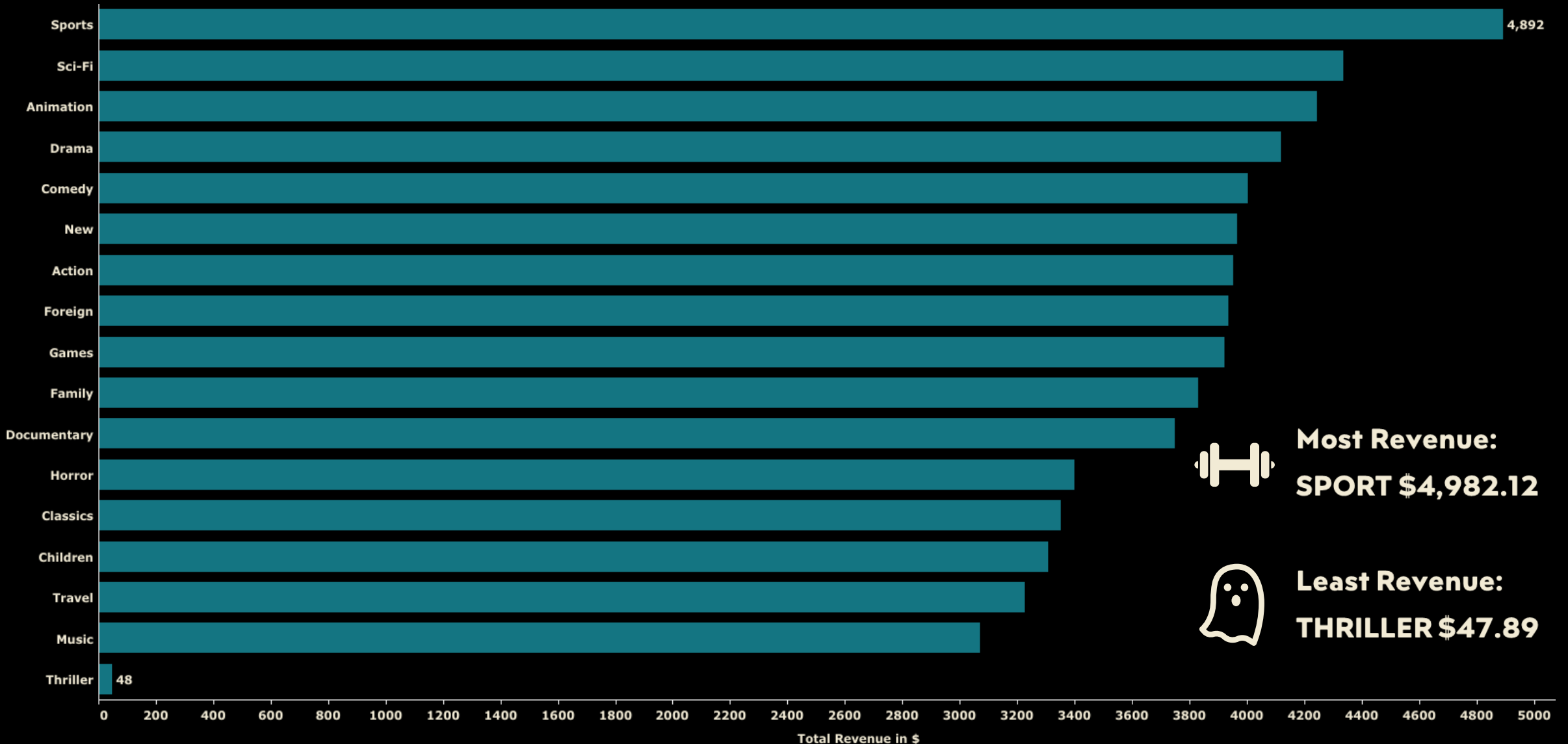


**\$2.98 Average Rental
Rate**



\$61,312.04 Total Revenue

REVENUE GAIN BY GENRES



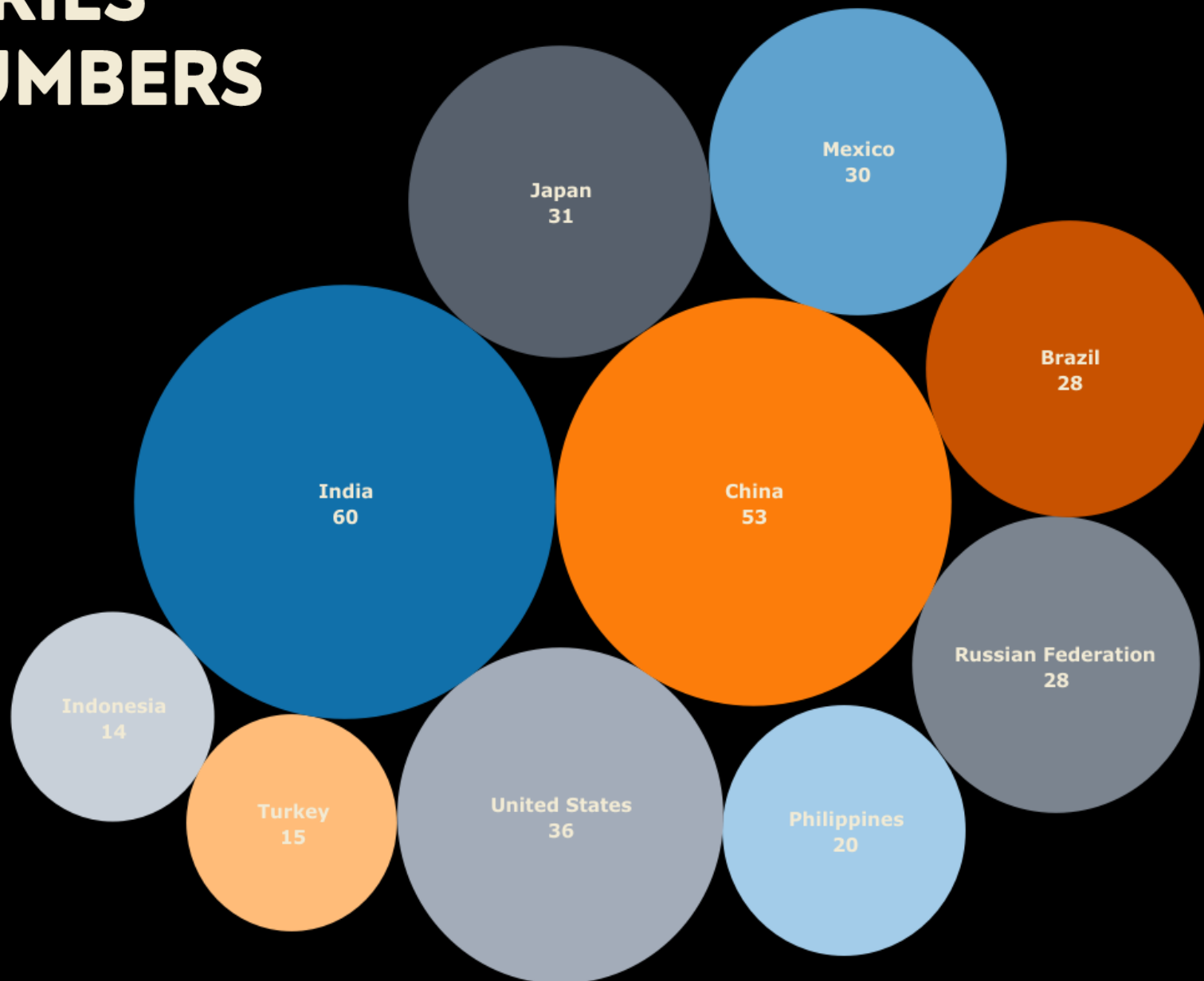
TOP 10 COUNTRIES BY CUSTOMER NUMBERS



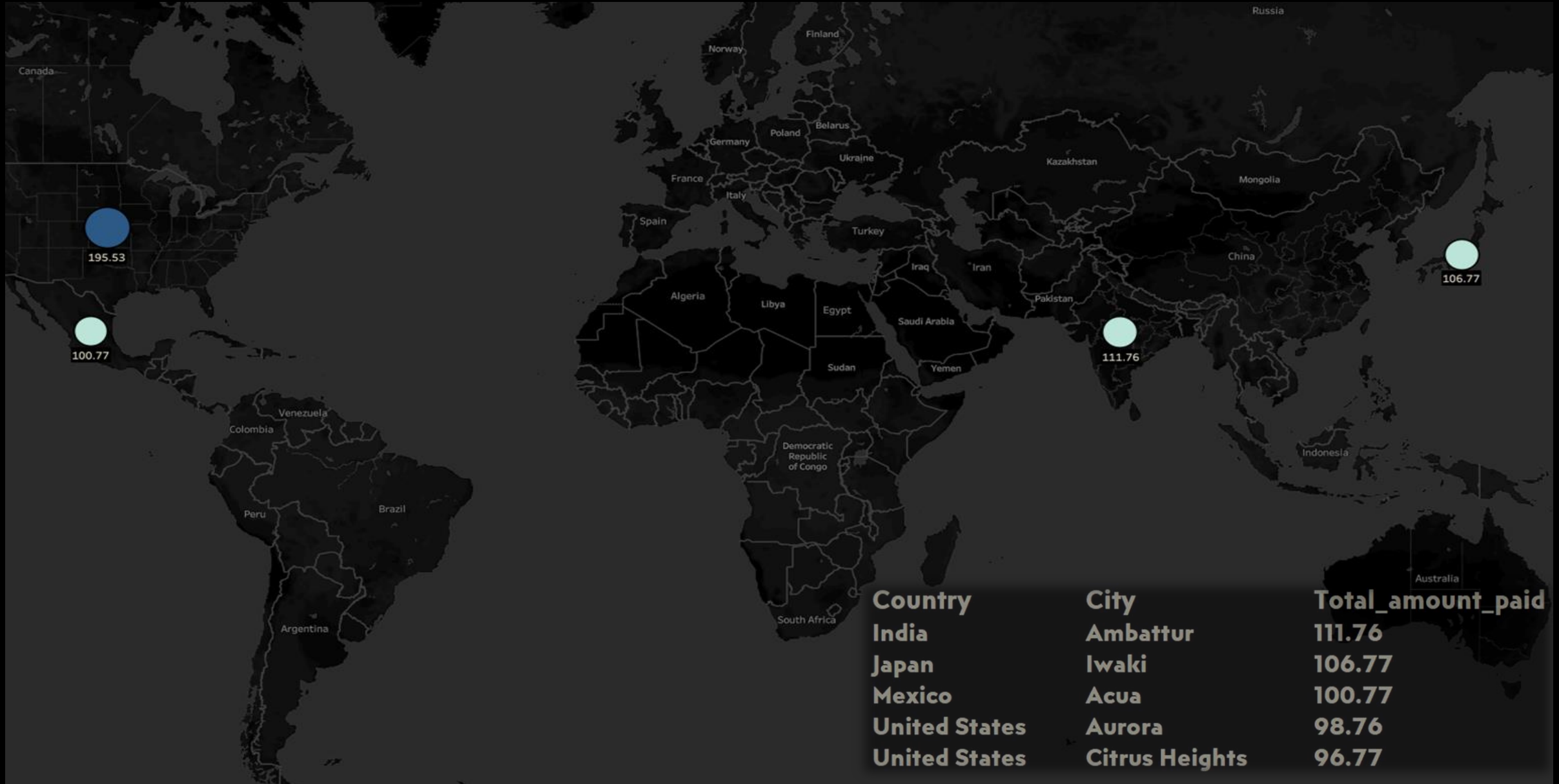
Top Country:
INDIA



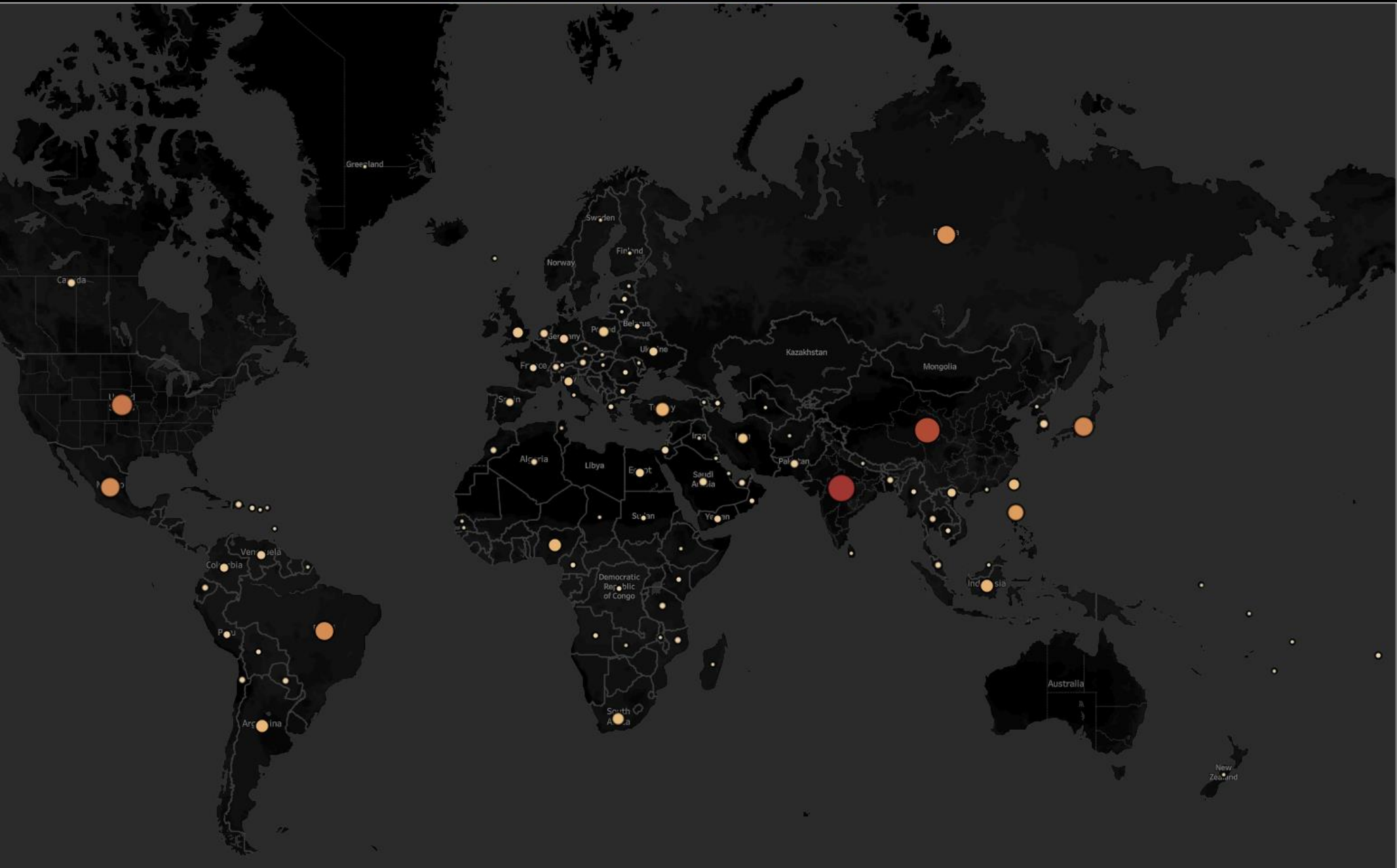
Least Country:
INDONESIA



TOP 5 REVENUE CUSTOMERS

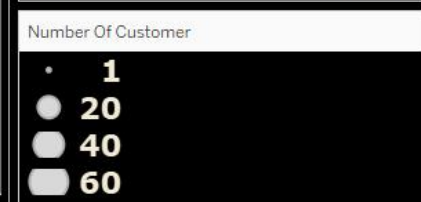


REVENUE BY CUSTOMER FOR EACH COUNTRY



Country

- (All)
- Afghanistan
- Algeria
- American Samoa
- Angola
- Anguilla
- Argentina
- Armenia
- Austria
- Azerbaijan
- Bahrain
- Bangladesh
- Belarus
- Bolivia
- Brazil
- Brunei
- Bulgaria
- Cambodia
- Cameroon
- Canada
- Chad
- Chile
- China
- Colombia



SUMMARY



In General, all movies generate a fair amount of money, with Sport genres contributing the most revenue with \$4,892.19 except for Thriller movies with the lowest contribution amount of \$47.89 only.



5-day is the average rental duration for all videos.



Rockbuster customers are mostly based in India, China, The United States, Japan and Mexico.

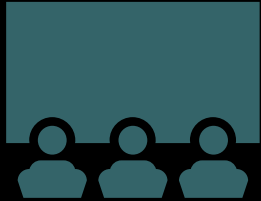


Rockbuster customers with a high lifetime value are based in India, Japan, Mexico and The United States.



Sales figures vary between geographic regions leading by Asia, following by North and South America.

RECOMMENDATION



Allocating budget on adding more titles in the inventory to the top 5 genres; Sports, Sci-Fi, Animation, Drama and Comedy in order to retain customers as we already know what genre they like the most.



Prioritising countries where customers with high lifetime value are by putting in place a reward and referral program in order to attract more customers being influenced by current customers who are them also being rewarded.



Further analyses will need to be conducted in order to understand why other regions like Europe and Africa don't generate as much revenue as those top regions. If due to time sensitive, we cannot do so, the budget would then mainly go towards current analyses.

[Click here for Tableau
Visualisation Link](#)

The End

Business Intelligence Team