Rockbuster Stealth LLC

Data Analysis
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Project Overview

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.

You'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 Question 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?**

Descriptive analysis

Film Table Numerical

|			
Minimum Release Year 2016	Maximum Release Year 2016	Min Rental Duration 3	Max Rental Duration 7
Average Rental Duration 4.985	Min Rental Rate 4.985	Max Rental Rate 0.99	Max Rental Rate 4.99
Average Rental Rate 2.98	Minimum Length 46	Maximum Length 185	Average Length 115.272

Film Table Non - Numerical

Modal Film ID 1	Modal Title Academy Dinosaur	Modal Language ID 1	Modal Rating PG-13
Modal Special Features {Trailers,Commentaries,"Behind the Scenes"}			

Customer Table

Modal customer ID 1
Module Store ID 1
Module Activebool TRUE
Module_active 1

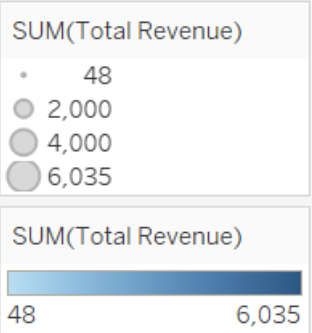# All Countries ranked by total revenue
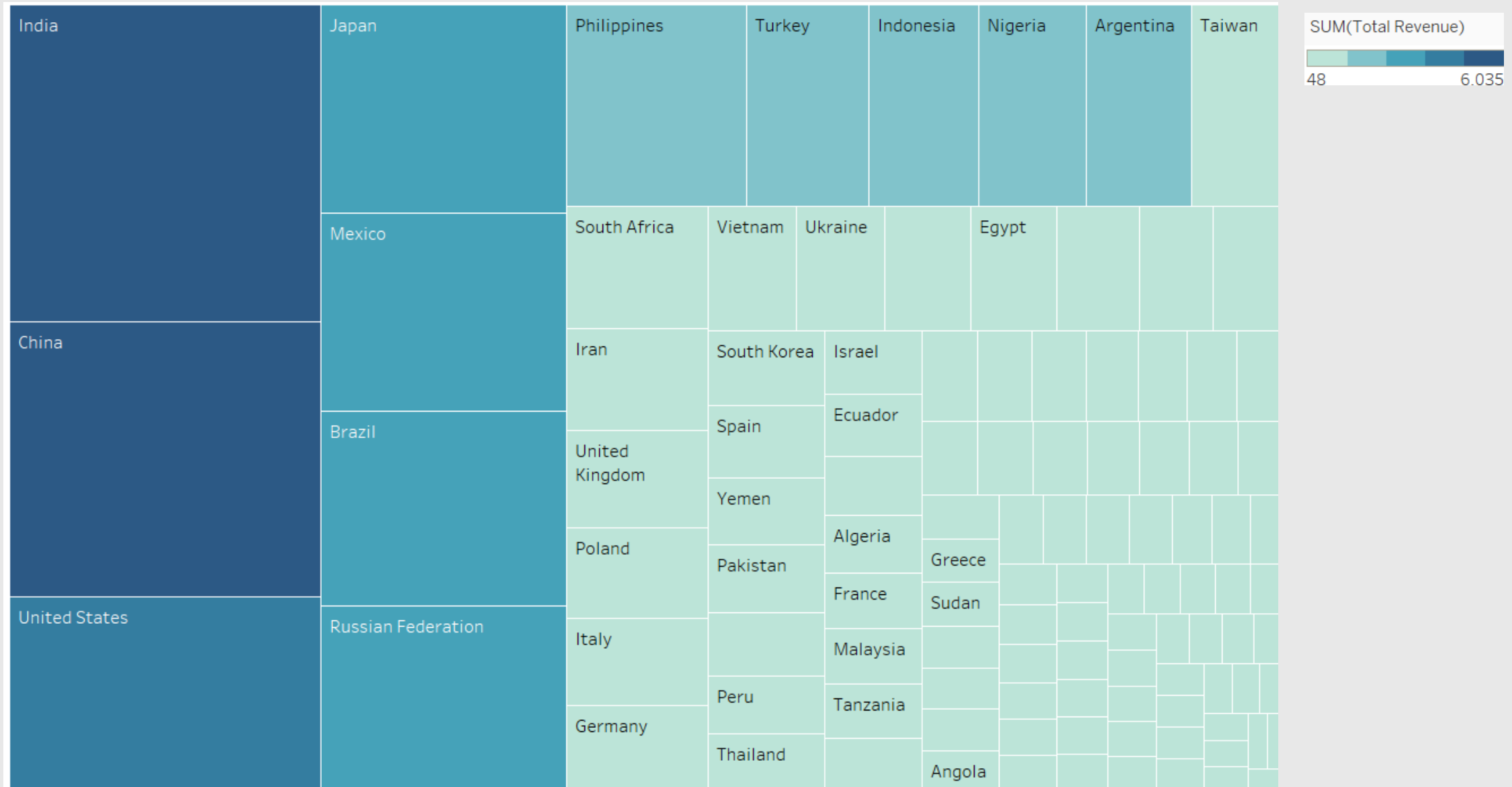
Do sales figures vary between geographic regions?
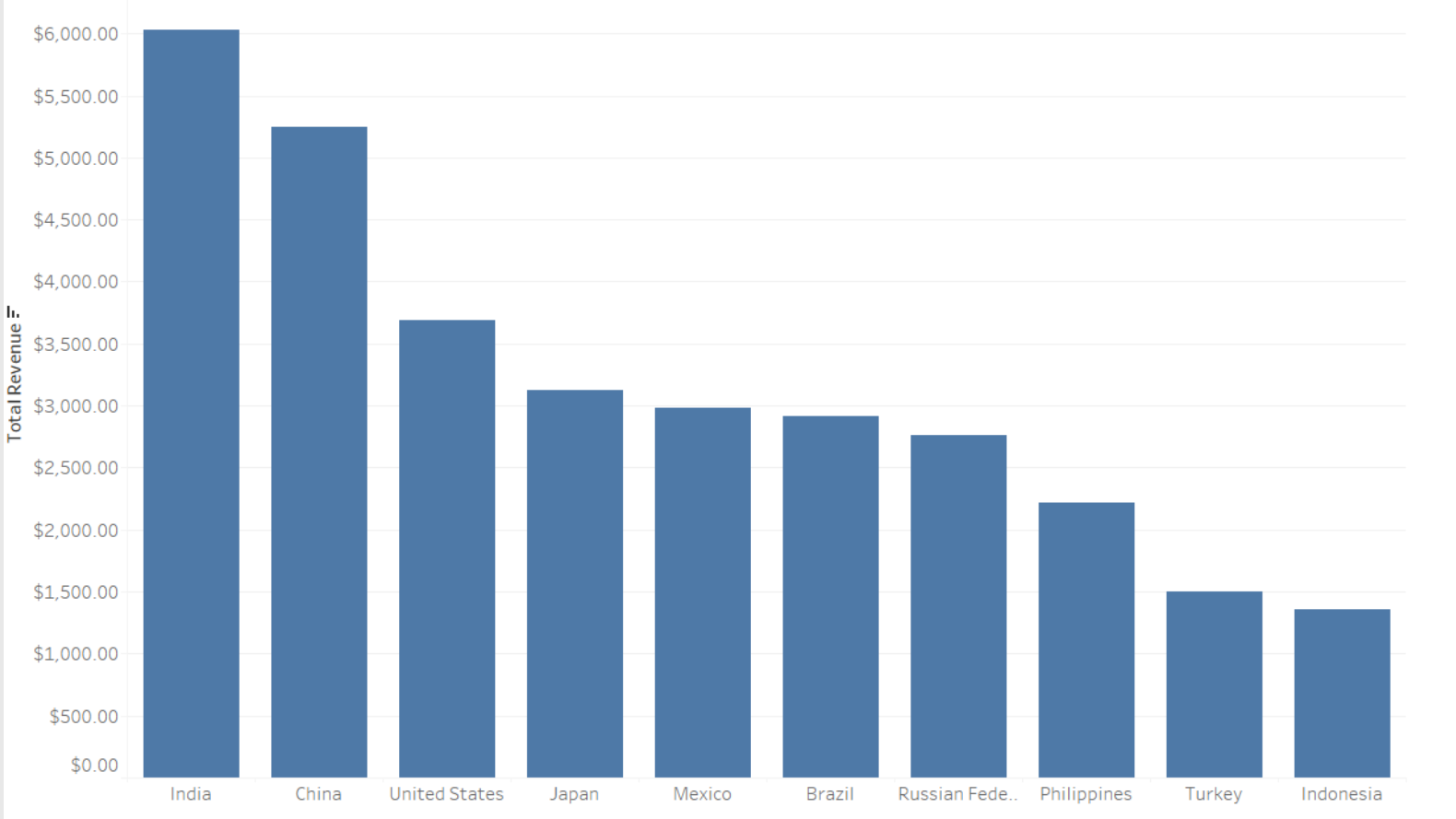
Total Revenue per Country

We can see that the Asian market has several countries that have generated high revenue compared to the rest of the world markets.

Notably the USA, Mexico and Brazil are contributing high revenue.
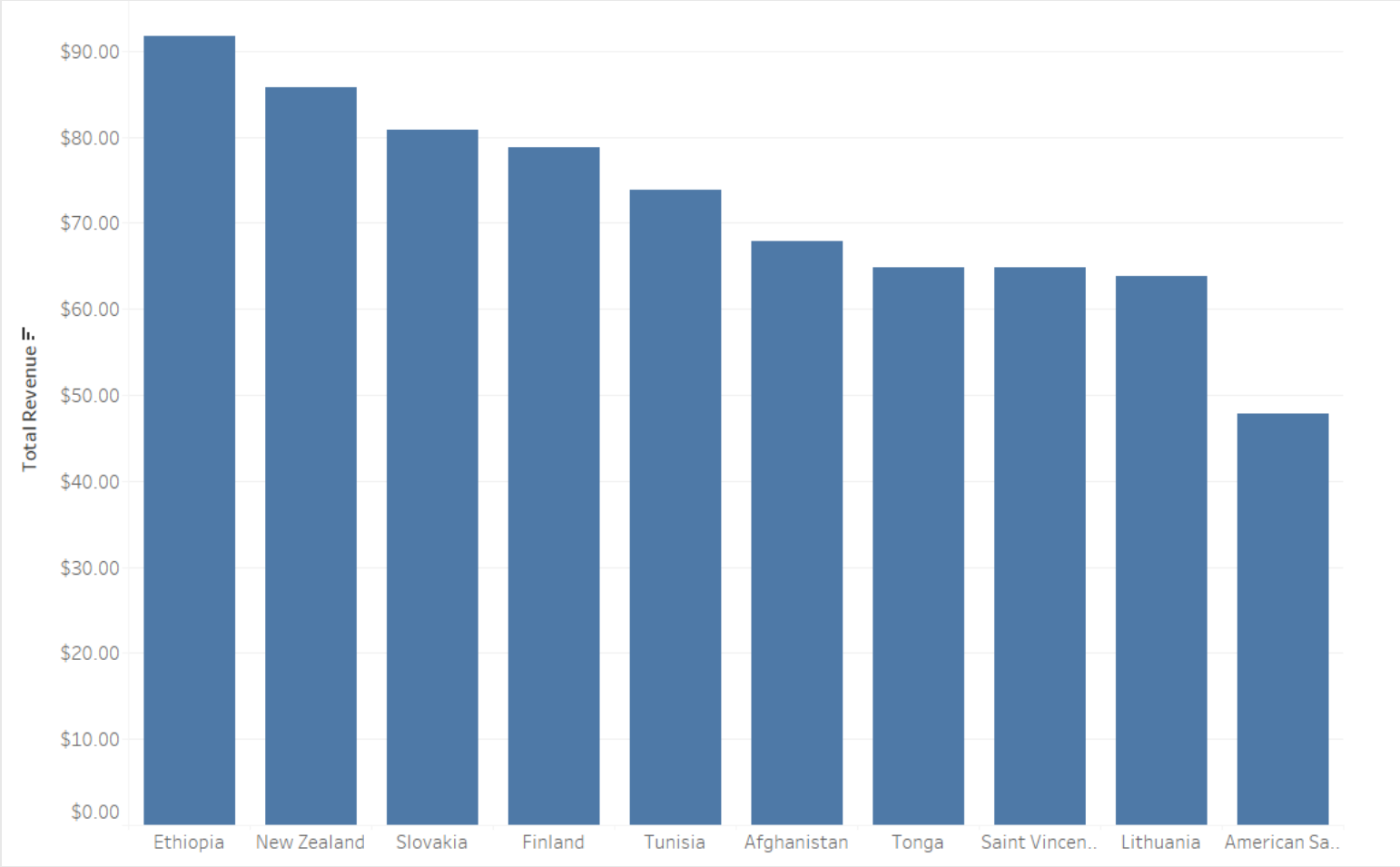
Which movies contributed the Least to revenue gain?

Top 10 Countries with lowest revenue

Country	Total Revenue
American Samoa	$ 47.85
Lithuania	$ 63.78
Saint Vincent and the Grenadines	$ 64.82
Tonga	$ 64.84
Afghanistan	$ 67.82
Tunisia	$ 73.78
Finland	$ 78.79
Slovakia	$ 80.77
New Zealand	$ 85.77
Ethiopia	$ 91.77

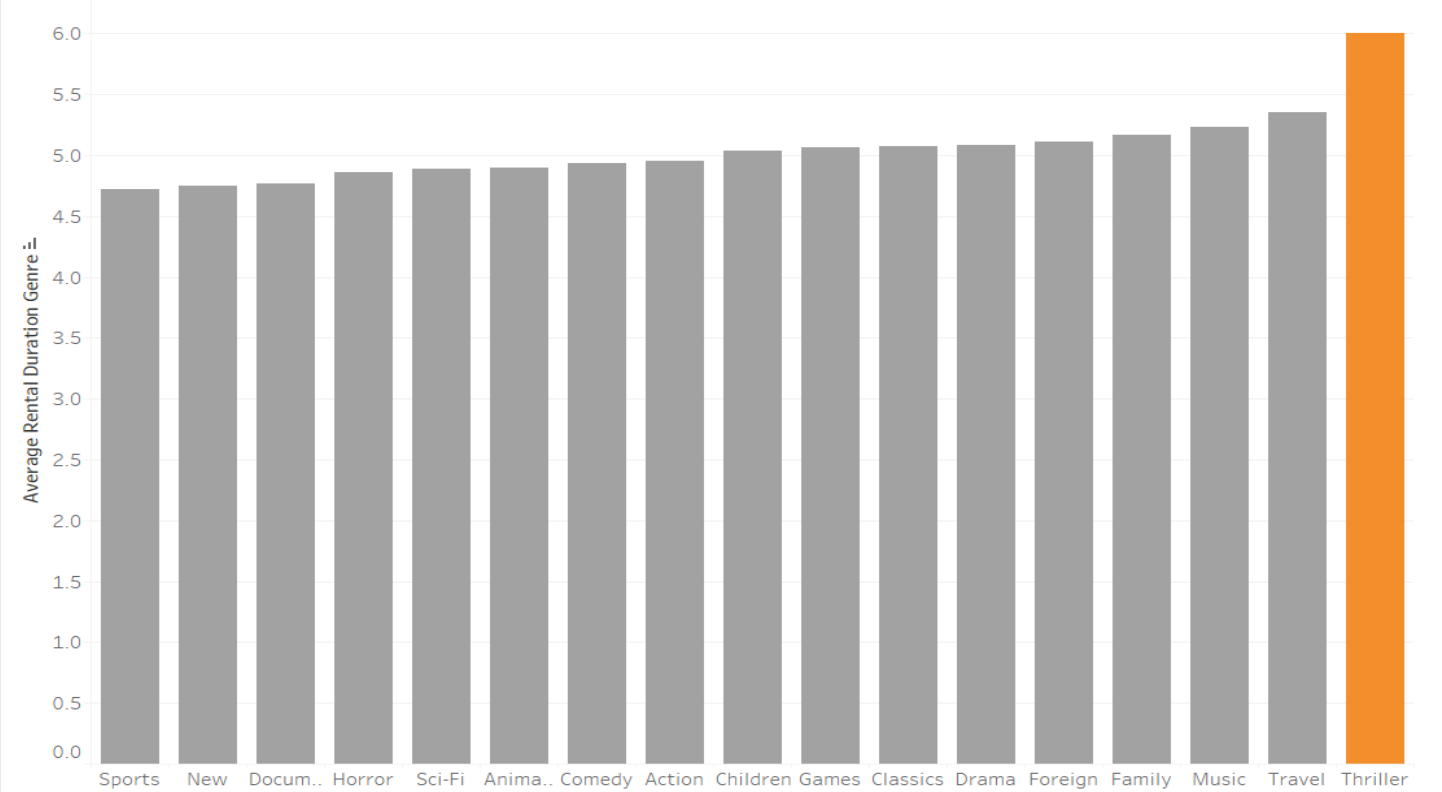# Revenue by Genre – Top 3 Countries

Revenue by Genre China, India and USA
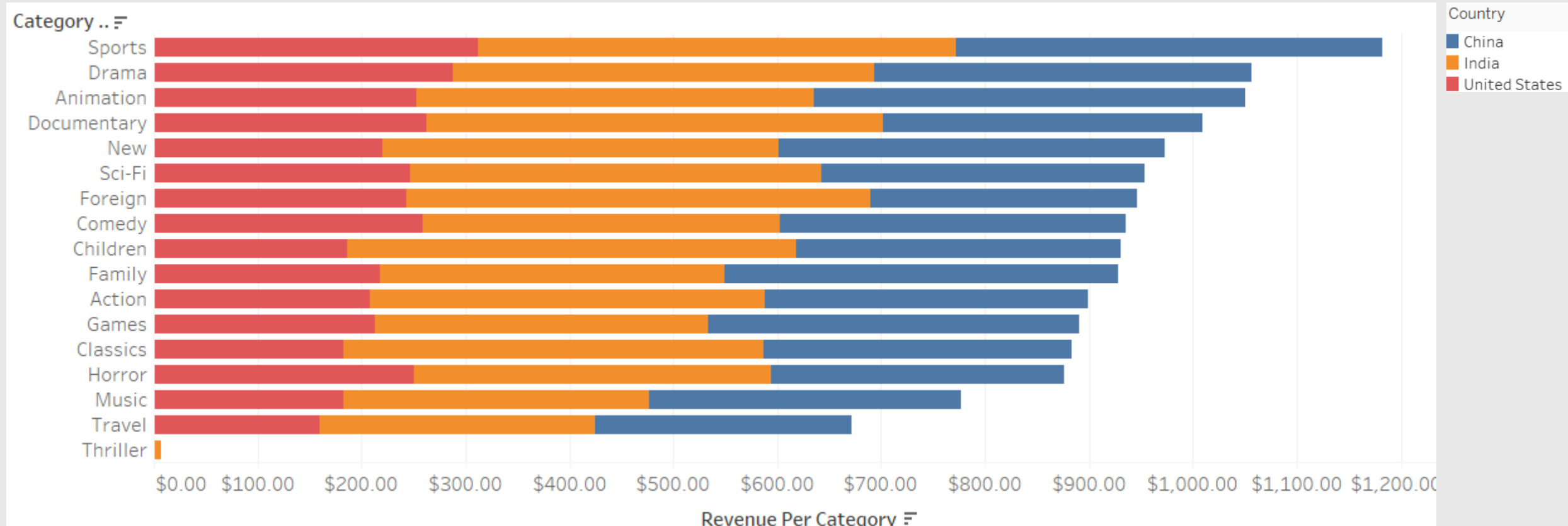
- Thriller movies contribute significantly less to the revenue in the top 3 countries with the highest revenue.
- Popularity among other genres are quite well balanced across China, India and USA.
- Sports movies are the most popular movies among the top 3 countries.

# What was the average rental duration for all videos?

Average Rental Duration of all movies
4.985

Thriller movies have the highest average rental duration but contributed the least to revenue among the top 3 high revenue countries

Genre	Average Rental Duration by Genre
Thriller	6.000000000
Travel	5.350877193
Music	5.235294118
Family	5.161764706
Foreign	5.109589041
Drama	5.080645161
Classics	5.070175439
Games	5.065573770
Children	5.033333333
Action	4.953125000
Comedy	4.931034483
Animation	4.893939394
Sci-Fi	4.885245902
Horror	4.857142857
Documentary	4.764705882
New	4.746031746
Sports	4.716216216
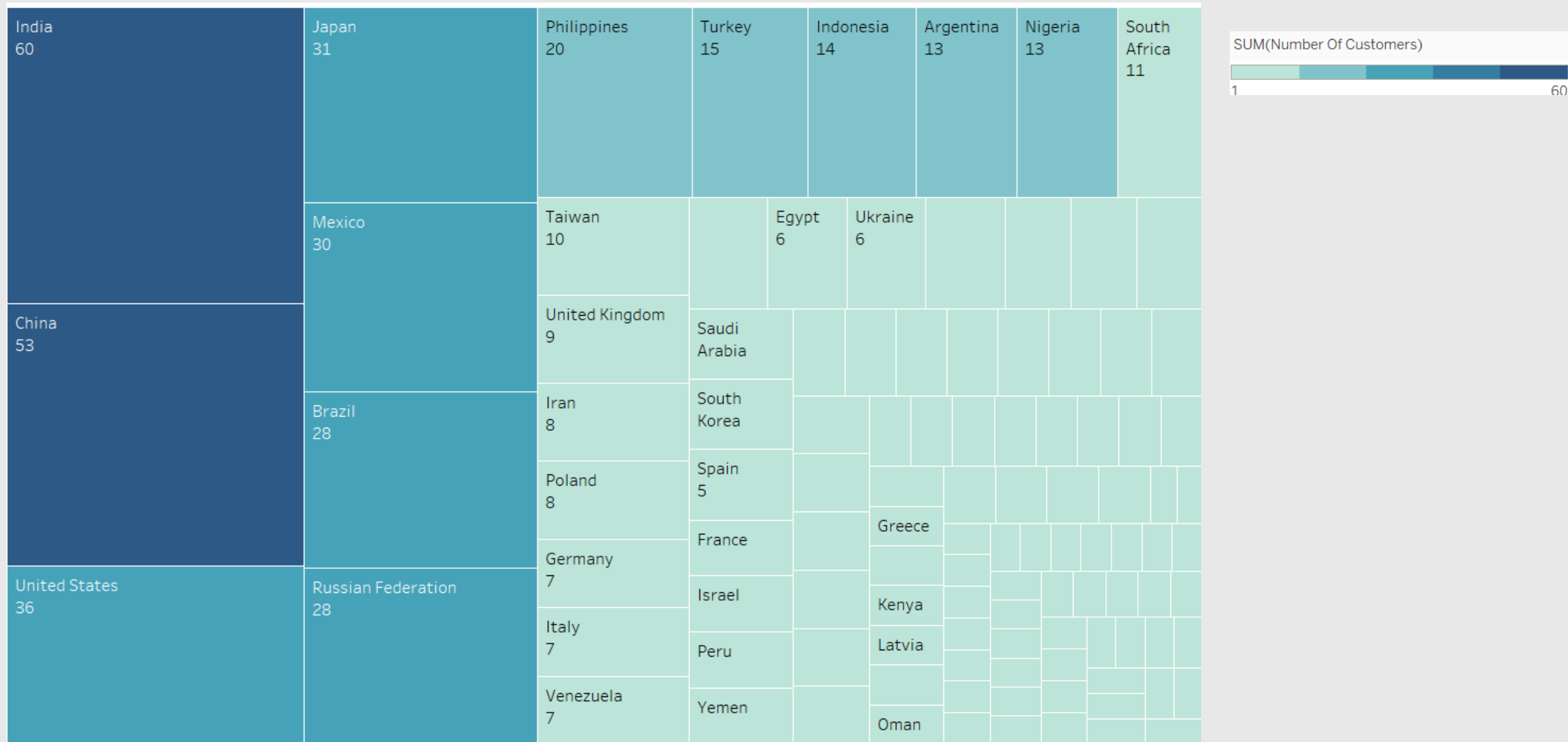
Top 10 Countries – Customer Base
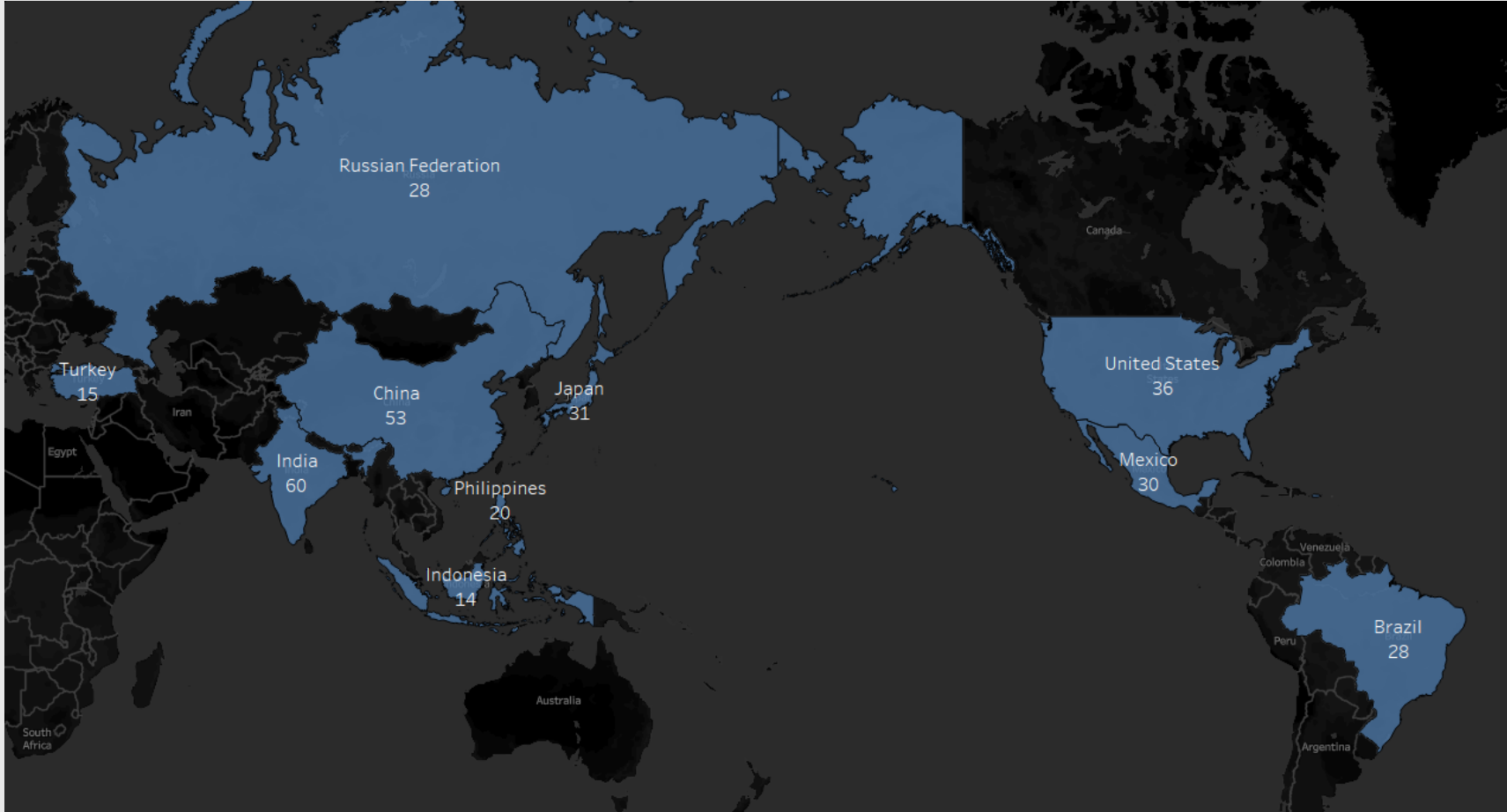
country	No. of customers
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14

There is a huge customer base in Asia with several countries in this region making it the top 10 list in terms of customer counts.

Where are customers with a high lifetime value based?

Top 5 customers from the top 10 cities who've paid the highest

customer_id	first_name	last_name	country	city	total_paid
148	Eleanor	Hunt	Runion	Saint-Denis	211.55
526	Karl	Seal	United States	Cape Coral	208.58
178	Marion	Snyder	Brazil	Santa Brbara dOeste	194.61
137	Rhonda	Kennedy	Netherlands	Apeldoorn	191.62
144	Clara	Shaw	Belarus	Molodetno	189.6

There are a number a highly valued customers who have contributed greatly to the overall revenue of the company that we would like to acknowledge.

Top 10 cities that fall within the top 10 countries

city	country
Aurora	United States
Acua	Mexico
Citrus Heights	United States
Iwaki	Japan
Ambattur	India
Shanwei	China
So Leopoldo	Brazil
Teboksary	Russian Federation
Tianjin	China
Cianjur	Indonesia

Recommendations

- **Focus on continued growth in the Asian market**. China and India specifical generate high revenue. Growth in this market can be achieved by ensure there is access to a wide range of movies by making sure subtitles are offered in these languages on the online service.

- **We should also focus on the America markets (North and South America) Spefically USA, Mexico and Brazil** as these countries have generated high revenue. This could be done through increased advertising/ online offers.

- **We currently have five customers that have contributed greatly to the revenue**, they should be rewarded with discounts/vouchers to encourage their continued usage.

- **The most popular genres in terms on revenue are sports, drama and animation,** we should ensure that we have a wide range of movies in these genres to further revenue gains.

The rental duration for thriller movies are higher than any other genre. We will need to investigate this further as thriller movies are not as popular as other genres.

THANK YOU

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