

# Rockbuster Stealth

Data Analysis Project

By : Tanvi Gadage  
tanvi.birajdar42@gmail.com





# CONTNENTS

- 01 Project Introduction
- 02 The business questions
- 03 Market Analysis
- 04 Recommendations

# Project Introduction

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.



## The business questions guiding the following analysis are :

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



# Which countries are Rockbuster customer based in?

Top 10 countries with Largest customer base :  
India , China, United states, Japan, Mexico, Brazil,  
Russian Federation, Phillipins, Turkey and Indonesia



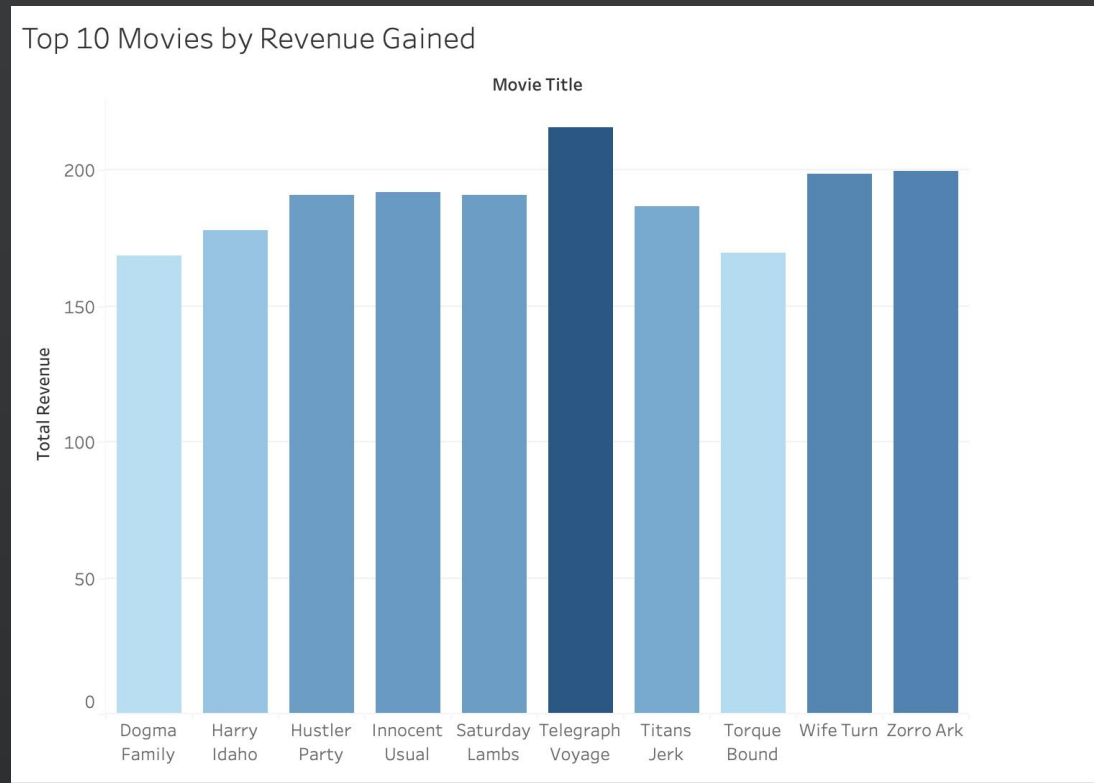
India has the  
largest  
customer base.

## Top cities that fall within the top 10 countries :

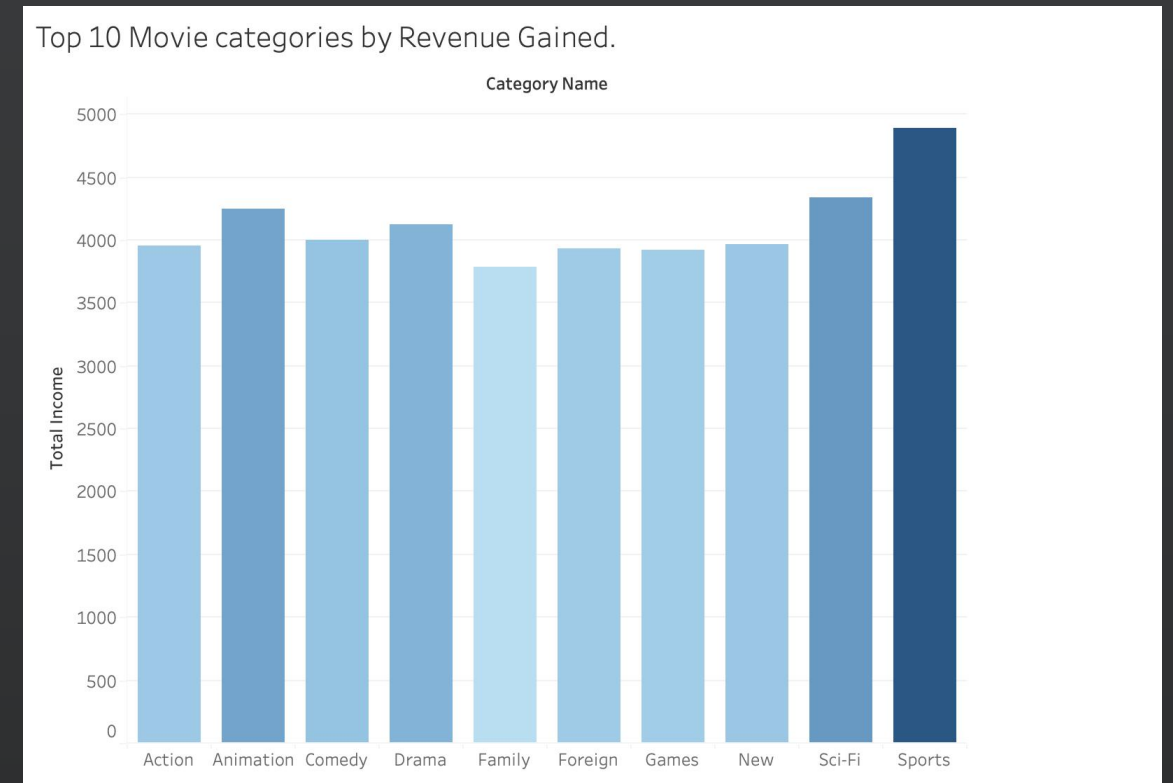


# Which movies contributed the most revenue gain ?

Top 10 Movies by Revenue Gained ( \$ )  
Telegraph Voyage, Zorro Ark and Wife Turn these are top 3 Movies.



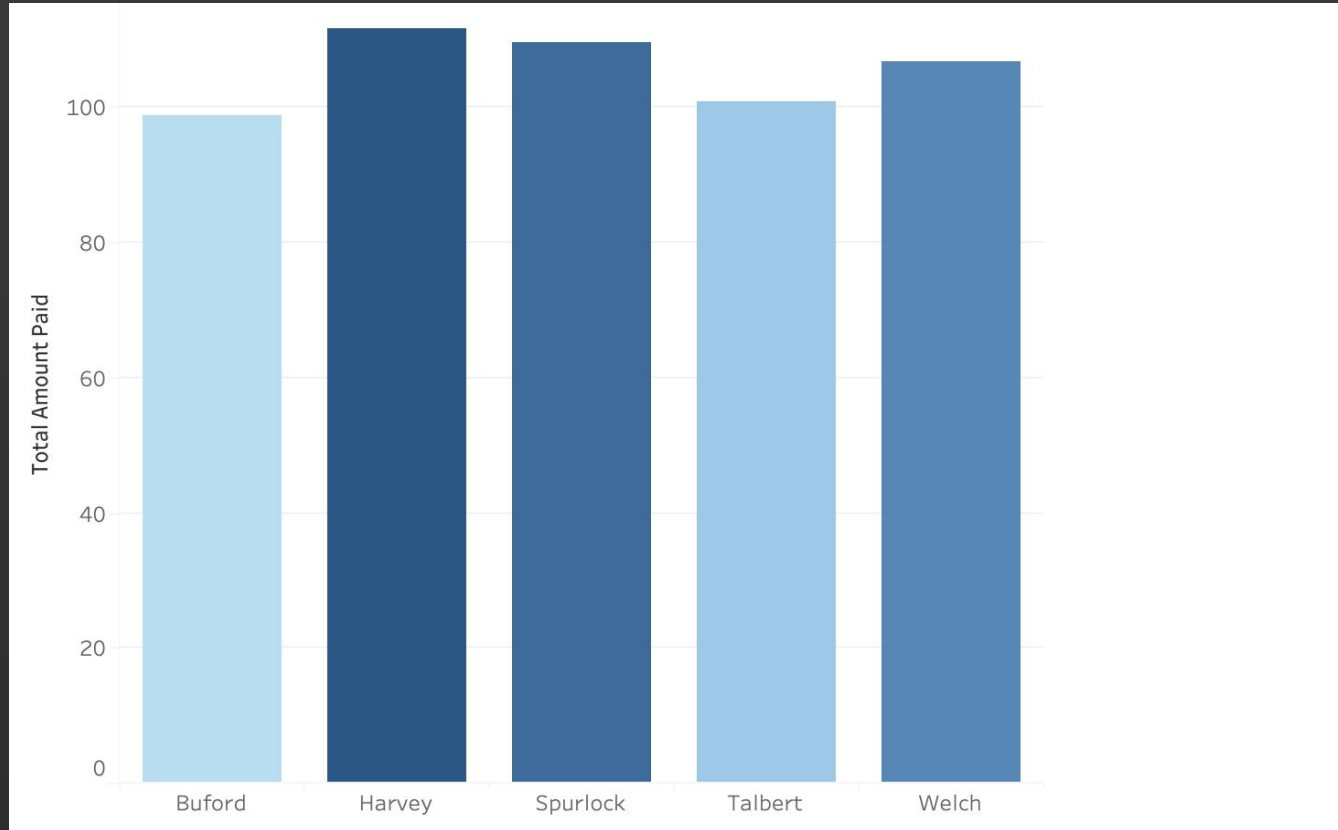
Top 10 categories by Revenue gained ( \$ )  
Sports, Sci-Fi and Animation these are top 3 categories.



[https://public.tableau.com/app/profile/tanvi.gadage/viz/top10movies\\_17297708953200/Sheet1?publish=yes](https://public.tableau.com/app/profile/tanvi.gadage/viz/top10movies_17297708953200/Sheet1?publish=yes)

[https://public.tableau.com/app/profile/tanvi.gadage/viz/top10categories\\_17297712935880/Sheet1?publish=yes](https://public.tableau.com/app/profile/tanvi.gadage/viz/top10categories_17297712935880/Sheet1?publish=yes)

# Top 5 customers who have paid the highest total amounts.





What are the average rental duration and rental rates for all videos ?

	Rental duration	Rental rate
Average	4.98 days	2.98 \$
Minimum	3 days	0. 99 \$
Maximum	7 days	4.99 \$

# Recommendations :

- India and China have the most customers and the most lifetime value brought in so Rockbuster Stealth should focus on this market for future as well.
- Loyal customers should be rewarded by ex. gift codes (customer can use it for online account )
- Sports, Sci-Fi and Animation and drama brings the most revenue gain so this categories movies should be increase.

# Q & A

For further inquiries, please contact :  
[tanvi.birajdar42@gmail.com](mailto:tanvi.birajdar42@gmail.com)

# THANKS

