The Rockbuster Stealth Data Analysis Project

Teguh Eka Prahara – Data Analyst

Key Questions

Which movies contributed the most/least to revenue gain?

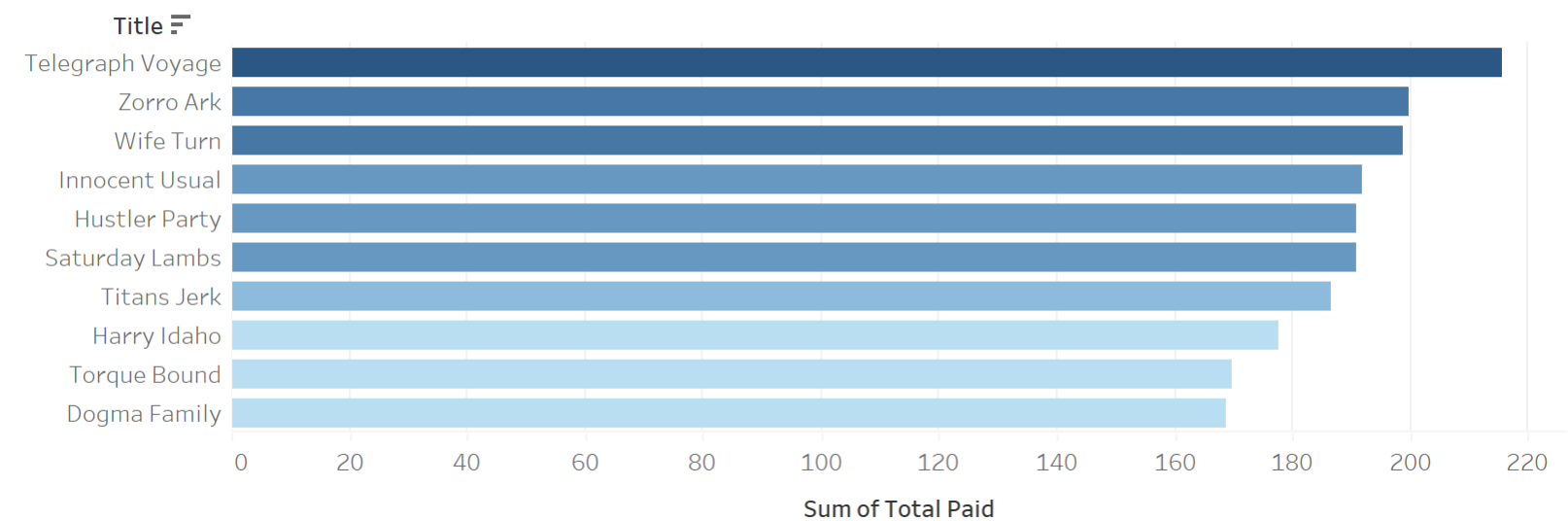What was the average rental duration for all videos?

Which countries are Rockbuster customer based in?

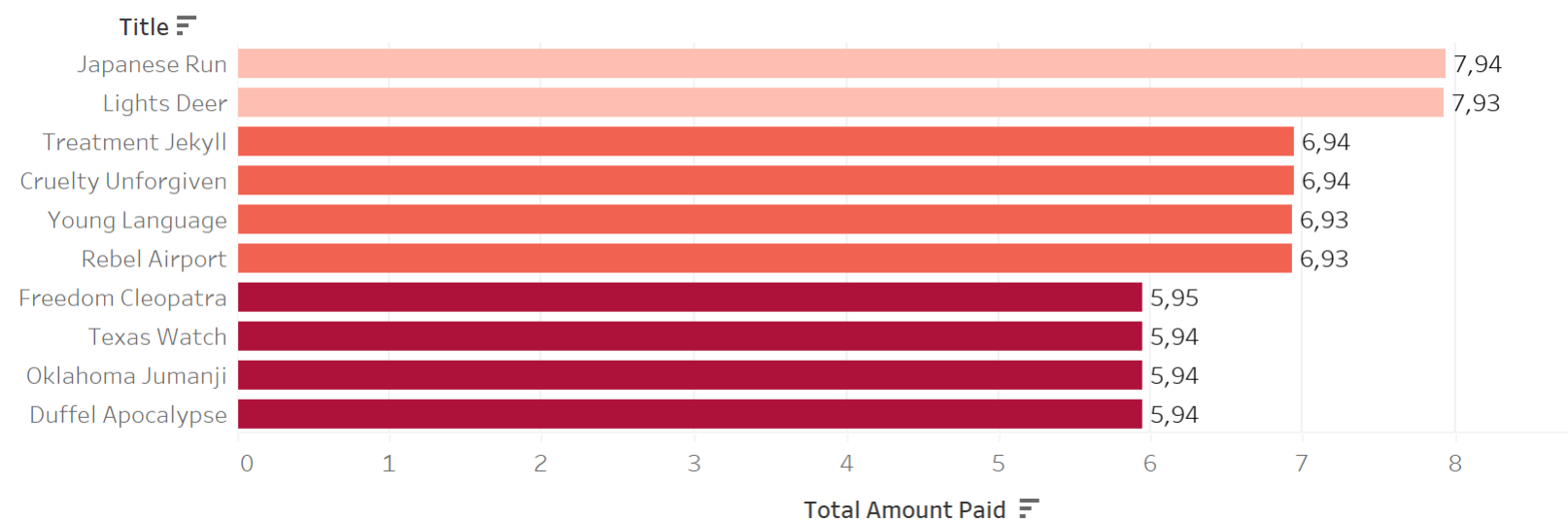Where are customers with a high lifetime value based?

Do sales figures vary between geographic regions?

Which movies contributed the most/least to revenue gain?

The Top 10 Movies by Total Payment (Revenue)

Title

Title	
Telegraph Voyage	
Zorro Ark	
Wife Turn	
Innocent Usual	
Hustler Party	
Saturday Lambs	
Titans Jerk	
Harry Idaho	
Torque Bound	
Dogma Family	

0   20   40   60   80   100   120   140   160   180   200   220

Sum of Total Paid

The Bottom 10 Movies by Total Payment (Revenue)

Title

Title	Total Amount Paid
Japanese Run	7,94
Lights Deer	7,93
Treatment Jekyll	6,94
Cruelty Unforgiven	6,94
Young Language	6,93
Rebel Airport	6,93
Freedom Cleopatra	5,95
Texas Watch	5,94
Oklahoma Jumanji	5,94
Duffel Apocalypse	5,94

0   1   2   3   4   5   6   7   8

Total Amount Paid

What was the average rental duration for all videos?

Maximum: 7
(Argonauts Town &
190 other movies)

↑

Rental duration
by Movie

↓
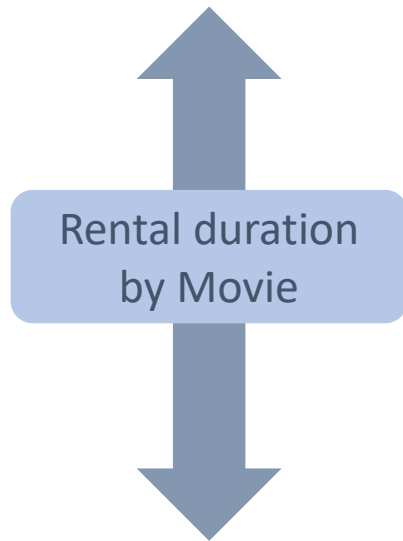
Minimum: 3
(Zorro Ark & 202
other movies)

Average: 4,99

Maximum: 223
(Eleanor Hunt)

↑

Rental duration
by Customer

↓
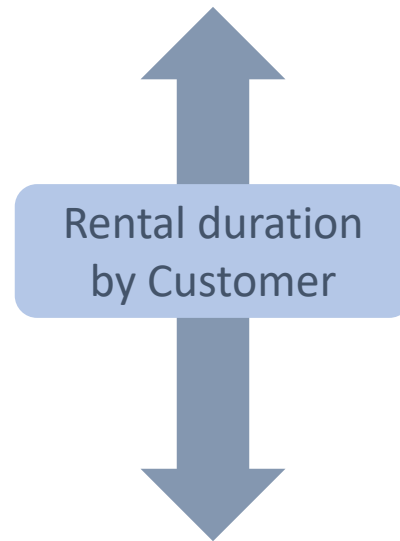
Minimum: 50
(Brian Wyman)

Average: 132,20

Maximum: 7.757
(India)
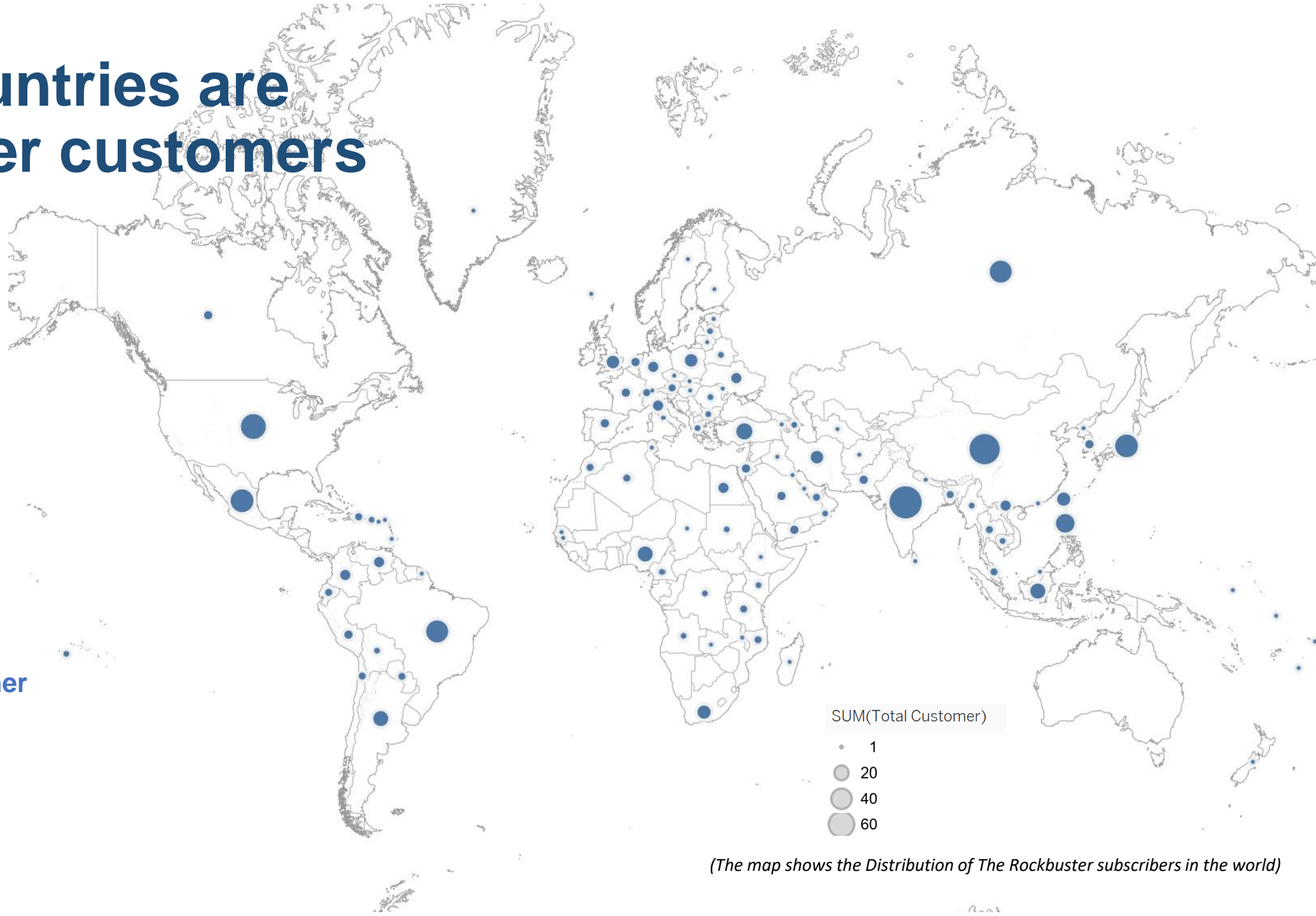
↑

Rental duration
by Country

↓
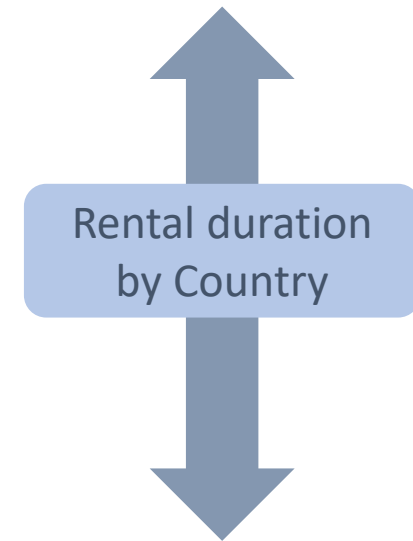
Minimum: 89
(Afghanistan)

Average: 773,19

Which countries are Rockbuster customers based in?

108

countries around the world are **the customer base of Rockbuster**

SUM(Total Customer)

- • 1
- ◦ 20
- ◯ 40
- ◯ 60

(The map shows the Distribution of The Rockbuster subscribers in the world)
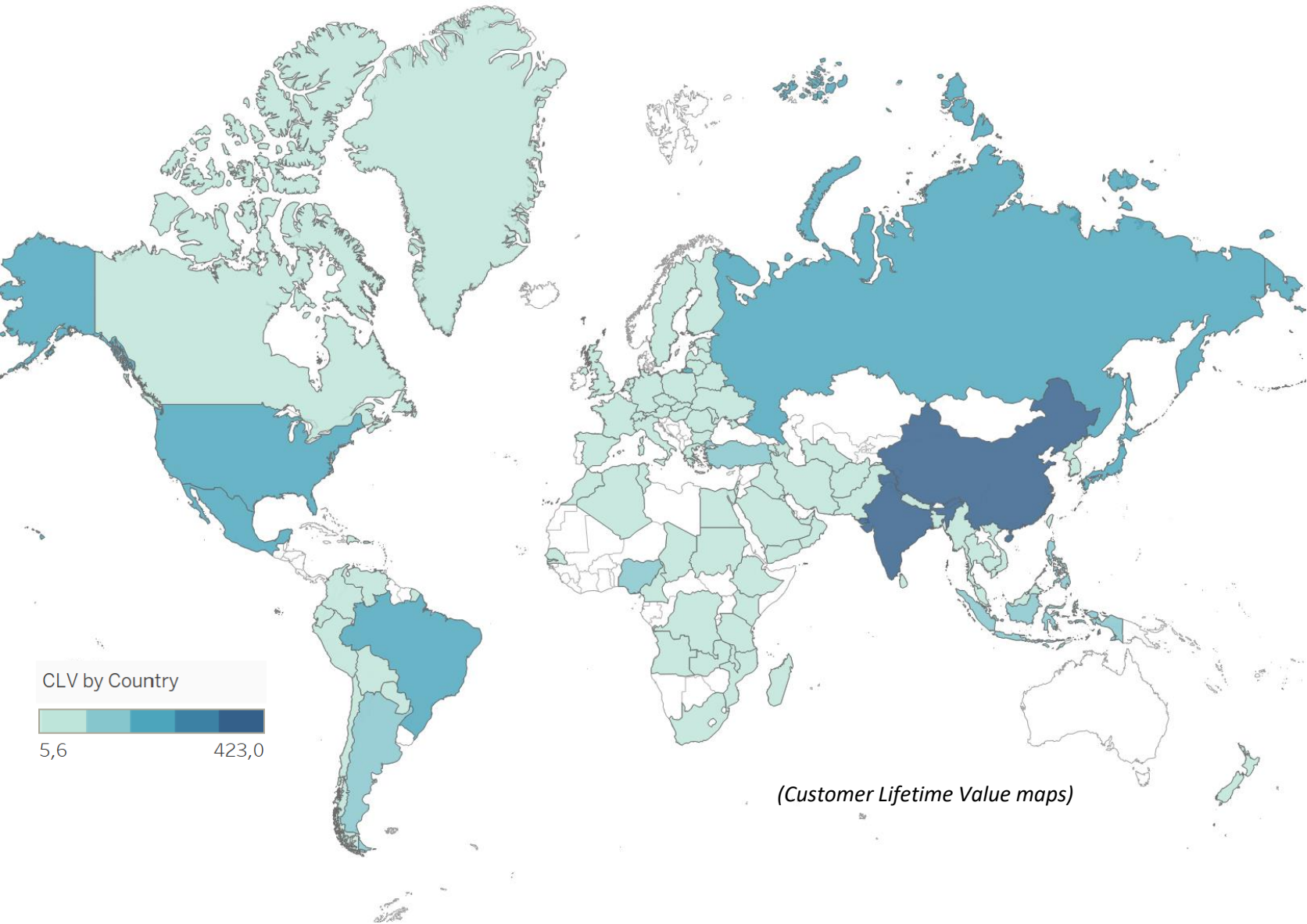
The Customer Lifetime Value (CLV)

CLV is a **measurement of how valuable a customer** is to your company, not just on a purchase-by-purchase basis but **across the whole relationship**.

The typical formula used to calculate customer lifetime value is **Customer lifetime value = customer value x average customer lifespan**.

$$CLV = CV \times ACL$$
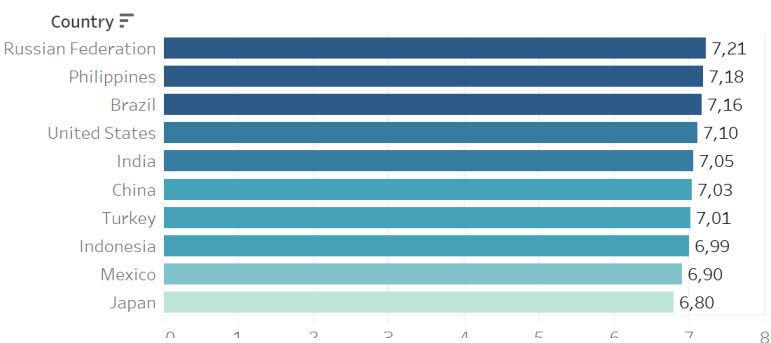
CV   = Avg. Revenue / Rental Rate
ACL   = Avg. Rental Duration

Where are customers with a high lifetime value based?
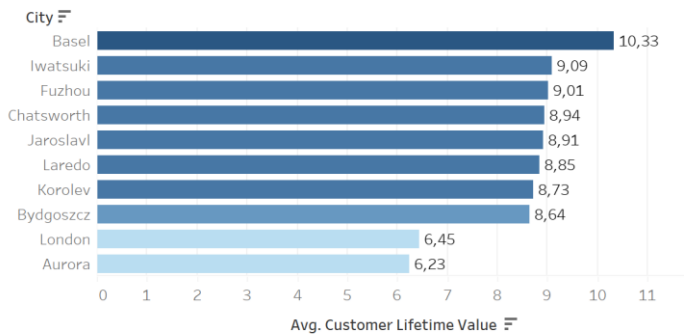

(Customer Lifetime Value maps)

CLV by Country

5,6 — 423,0

The Top 10 Countries by CLV

Country	Avg. CLV
Russian Federation	7,21
Philippines	7,18
Brazil	7,16
United States	7,10
India	7,05
China	7,03
Turkey	7,01
Indonesia	6,99
Mexico	6,90
Japan	6,80

The Top 10 City by CLV

City	Avg. Customer Lifetime Value
Basel	10,33
Iwatsuki	9,09
Fuzhou	9,01
Chatsworth	8,94
Jaroslavl	8,91
Laredo	8,85
Korolev	8,73
Bydgoszcz	8,64
London	6,45
Aurora	6,23

Top 10 Customer by CLV

| Full Name	Country	
Katherine Rivera	Switzerland	10,33
Earl Shanks	Japan	9,09
Leona Obrien	China	9,01
Dwight Lombardi	South Africa	8,94
Delores Hansen	Russian Federation	8,91
Jennifer Davis	United States	8,85
Philip Causey	Russian Federation	8,73
Brian Wyman	Poland	8,64
Jesus Mccartney	Brazil	8,64
Mathew Bolin	Venezuela	8,59

Do sales figures vary between geographic regions?
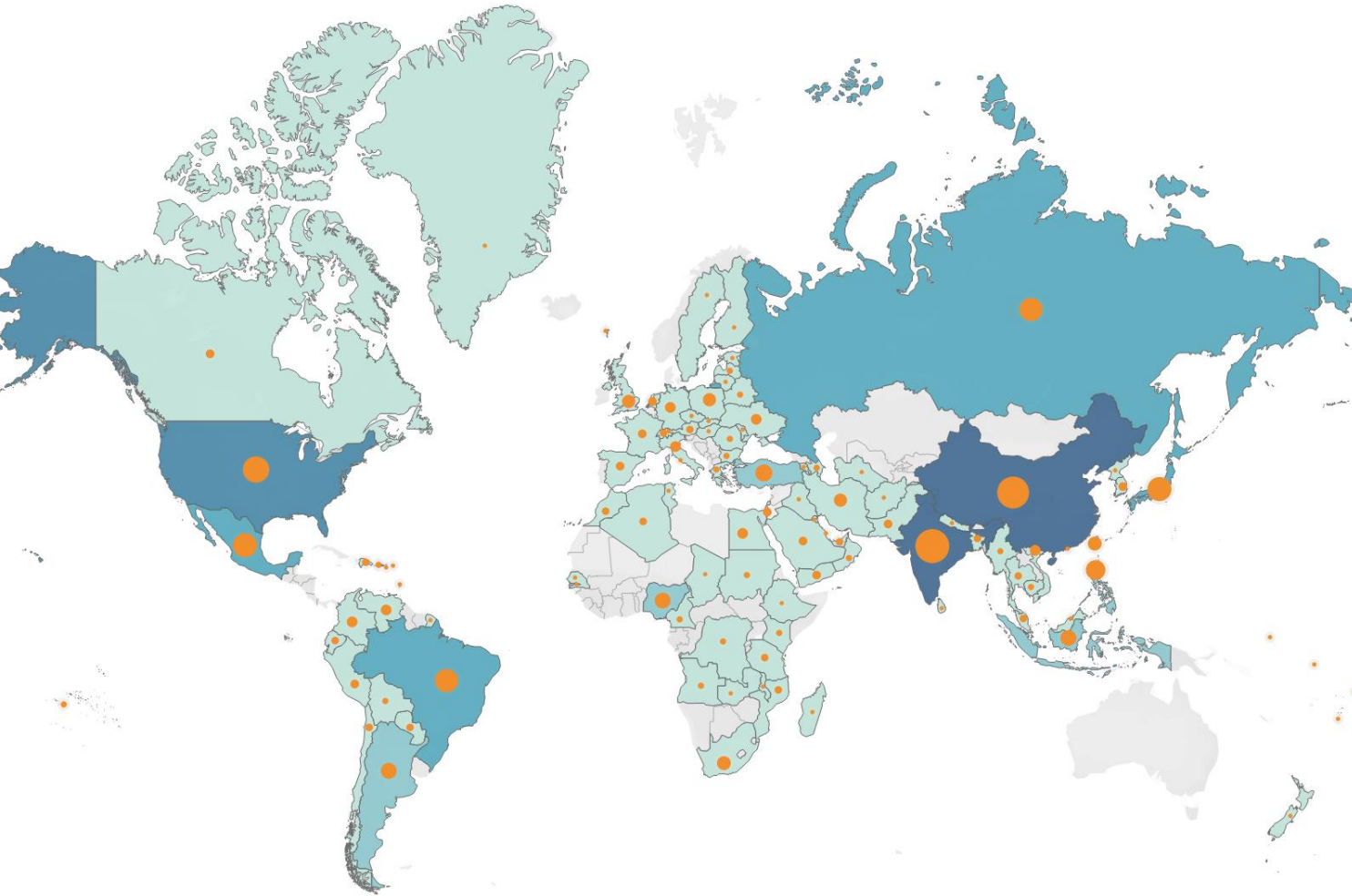
(The combined Map between total customers and revenue shows that sales figures vary between geographic regions)

Relationship between Revenue and Total Customer
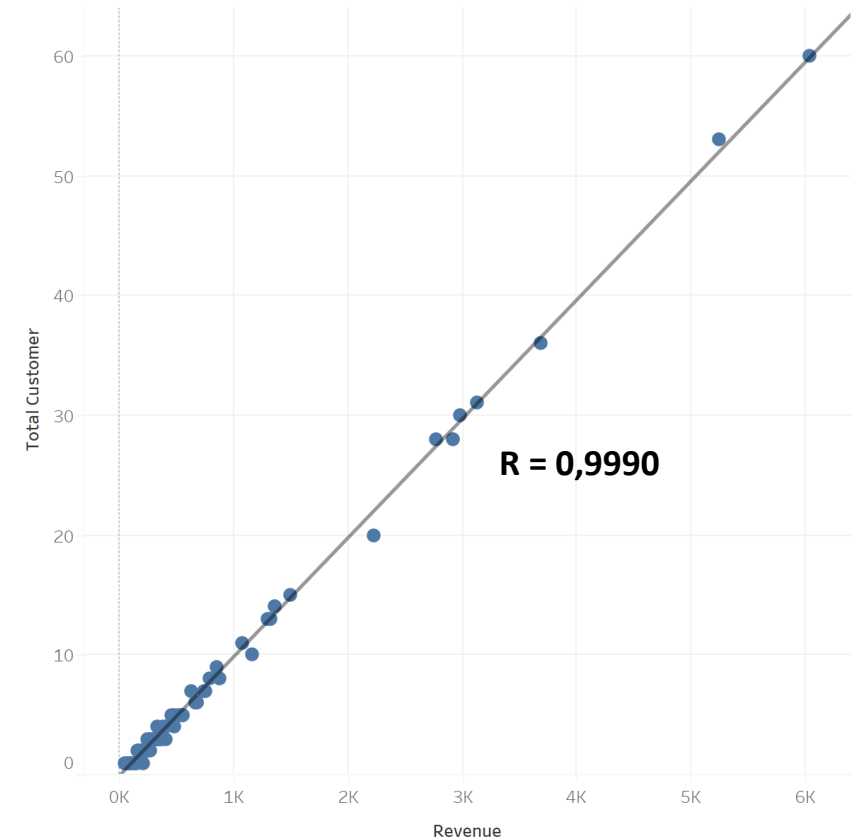
R = 0,9990

The high correlation coefficient (r = 0.9990) indicates that the relationship between revenue and total customers is solid. Thus, **the more Rockbuster customers in each country, the greater the revenue generated in that country.**
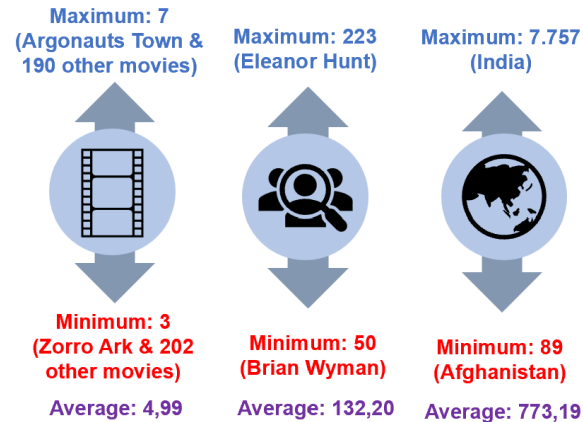
Data Summary

Which movies contributed the most/least to revenue gain?

Telegraph Voyage is **the most contributed movie** to revenue gain, whereas **the Duffel Apocalypse and three other films** are **the least.**

What was the average rental duration for all videos?

Maximum: 7
(Argonauts Town &
190 other movies)

Maximum: 223
(Eleanor Hunt)

Maximum: 7.757
(India)

Minimum: 3
(Zorro Ark & 202
other movies)

Minimum: 50
(Brian Wyman)

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Average: 4,99

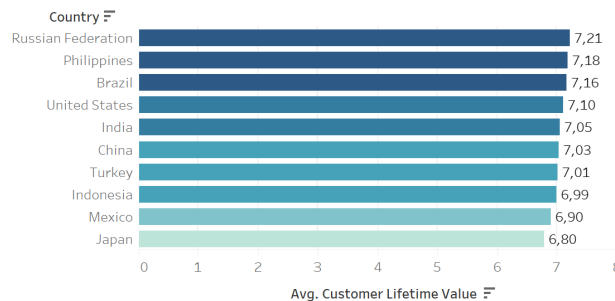Average: 132,20

Average: 773,19

Which countries are Rockbuster customers based in?

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Where are customers with a high lifetime value based?

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Indonesia	6,99
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Japan	6,80

Do sales figures vary between geographic regions?

Yes, sales figures vary by geographic regions

What is the relationship between Total sales and revenue?

The high correlation coefficient (r = 0.9990) **indicates** that the **relationship** between revenue and total customers **is solid.**

Recomendations

- **The customer** of Rockbuster spread across **108 countries**, which means **more than 55% of the total country worldwide**. It shows that the Rockbuster has been accepted by **more than half of the world**, which is an extraordinary opportunity.

- **Russian Federation**, **Brazil**, **the U.S.**, **China**, **India**, and **Indonesia** are five of the **top 10 countries by Customers' Lifetime Value (CLV).** Those five countries have **massive populations**, which could be a good opportunity as a top priority in market development.

- The **high correlation coefficient (r = 0.9990)** indicates that **the relationship** between revenue and total customers **is solid**, **which means the customers** do not just try the platform and leave, but also have **high loyalty to our platform**. It can be an indication that our platform gets **high satisfaction** from our customers.