Rockbuster Stealth Data Analysis Project

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Project overview

Introduction

Rockbuster Stealth LLC i s 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 to stay competitive.

Key Questions 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?

Data overview
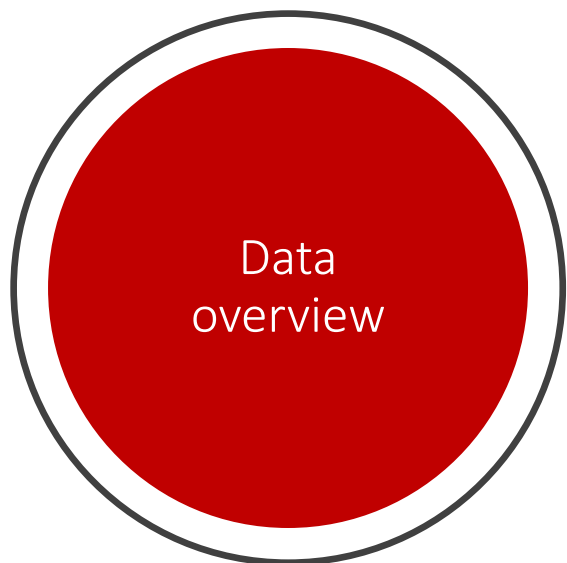
	Min.	Max	Average
Release year	2006	2006	2006
Rental duration (in days)	3	7	5
Rental rate ($)	0.99	4.99	2.98
Film length (minutes)	46	185	115.27

Top 5 genres

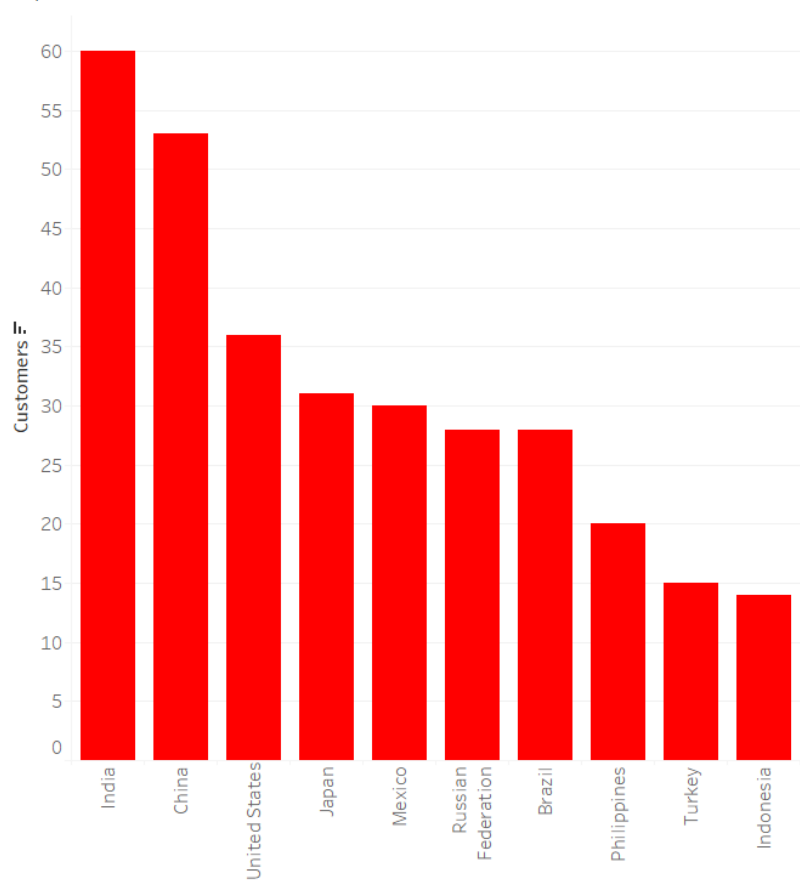|	name character varying (25) 🔒	total_revenue 🔒 numeric
1	Sports	4892.19
2	Sci-Fi	4336.01
3	Animation	4245.31
4	Drama	4118.46
5	Comedy	4002.48

Sports movies contributed the most to revenue.

Which countries are most customers based in?

Rockbuster Stealth LLC has 599 customers in 108 countries worldwide.

Top 10 countries

Customers F

60
55
50
45
40
35
30
25
20
15
10
5
0

India China United States Japan Mexico Russian Federation Brazil Philippines Turkey Indonesia
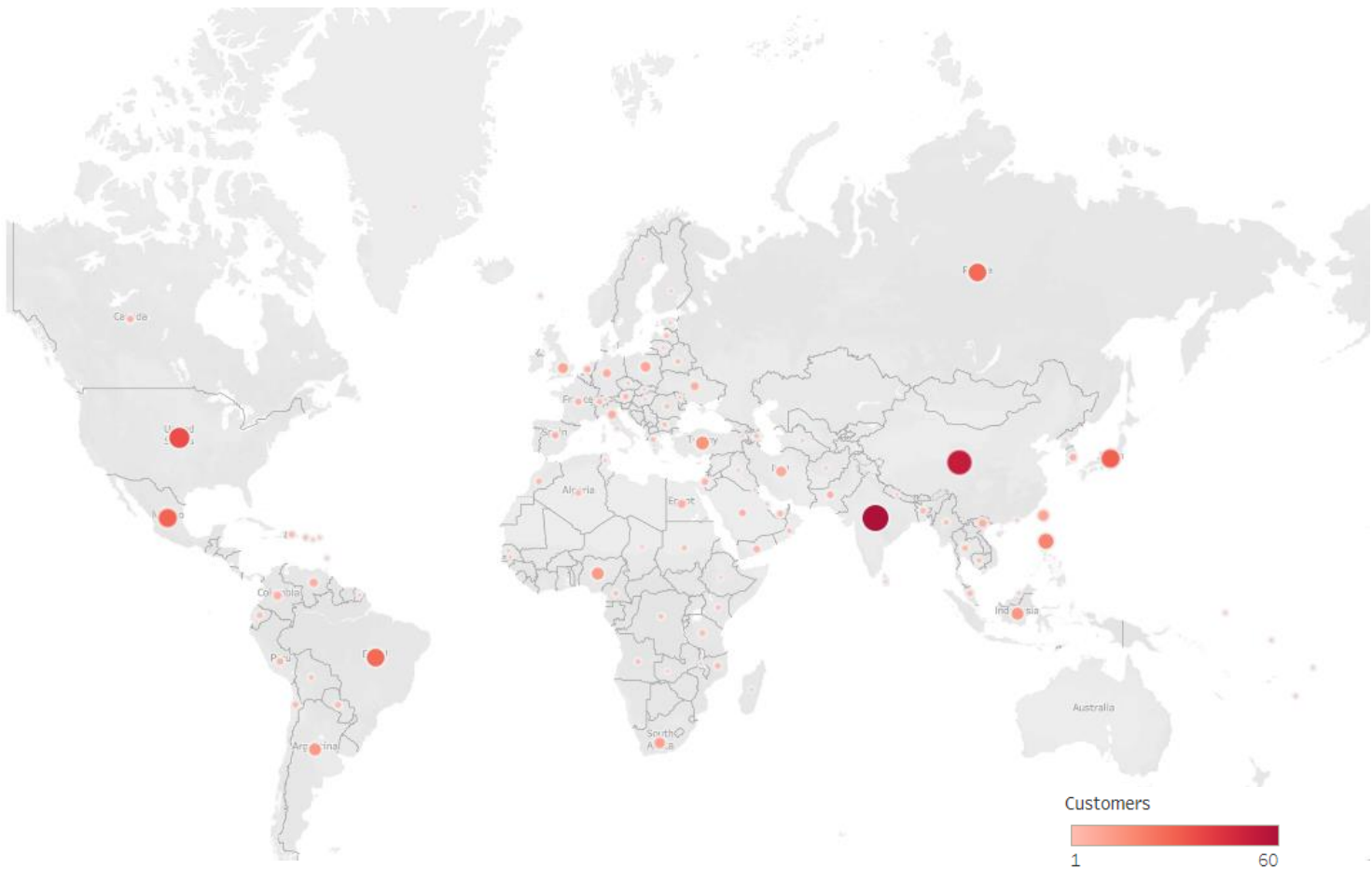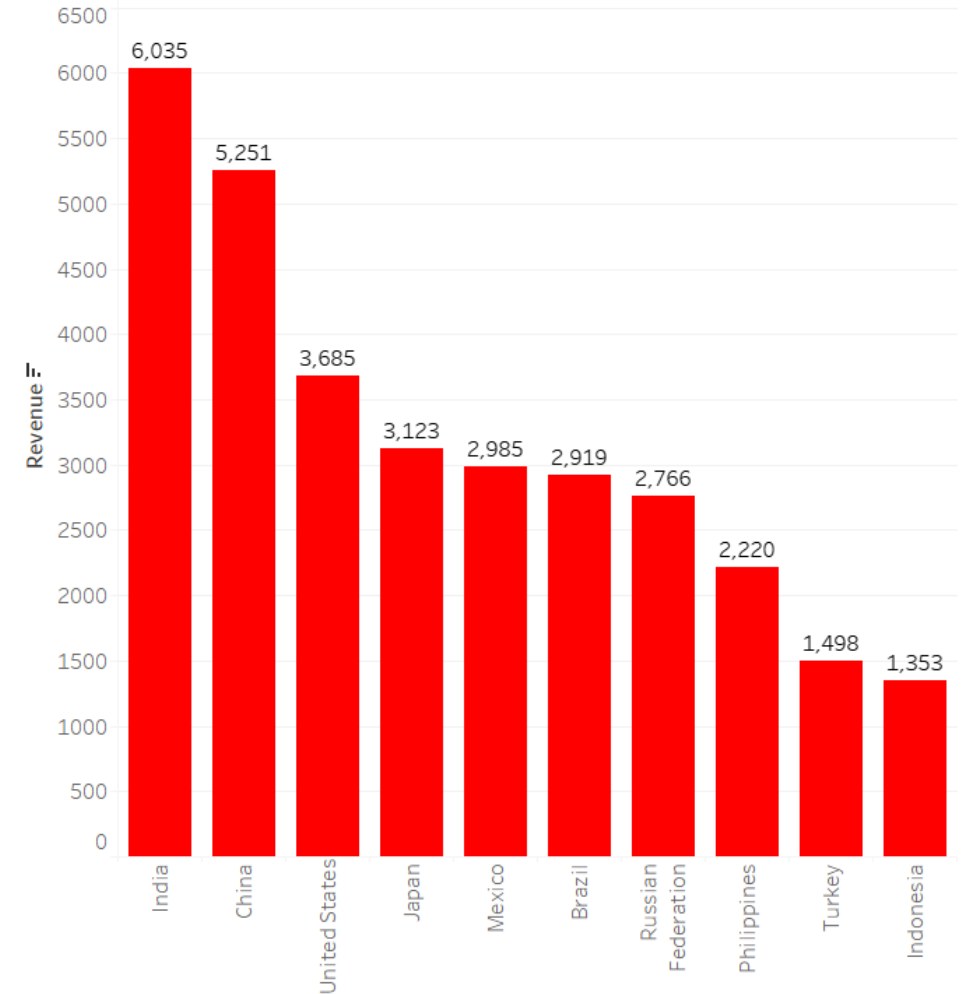
Customers
1   60

Top customers

- Most top customers come from the Americas, Europe and Asia.

- 5 out of 10 of the top customers are based in the top 10 countries.

- The top 10 customers spent 184.416 on average.

customer_id	first_name	country	city	total_amount
148	Eleanor	Runion	Saint-Denis	211.55
526	Karl	United States	Cape Coral	208.58
178	Marion	Brazil	Santa Barbara dOeste	194.61
137	Rhonda	Netherlands	Apeldoorn	191.62
144	Clara	Belarus	Molodetno	189.6
459	Tommy	Iran	Qomsheh	183.63
181	Ana	United States	Memphis	167.67
410	Curtis	Canada	Richmond Hill	167.62
236	Marcia	Philippines	Tanza	166.61
403	Mike	India	Valparai	162.67
Total				**1844.16**
Average				**184.416**

Revenue by country

- Total revenue = $61,312.
- The top 10 countries by revenue corresponds with top 10 by no. of customers.
- 52% of the revenue comes from the top 10 countries.

Top 10 countries by revenue

Recommendations

- The Marketing budget should be focused in the top 10 countries, which bring in over half the revenue.

- Consider a rewards program for the top customers in each region.

- Launch the online service with nostalgic sports, sci-fi and animation films that are not available on the new streaming sites.

Thank you!

If you have any questions, please contact me.

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Link to Tableau Public:
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