

# **Rockbuster Stealth Data Analysis**

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By Tiziano Chiaromonte



# Introduction

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

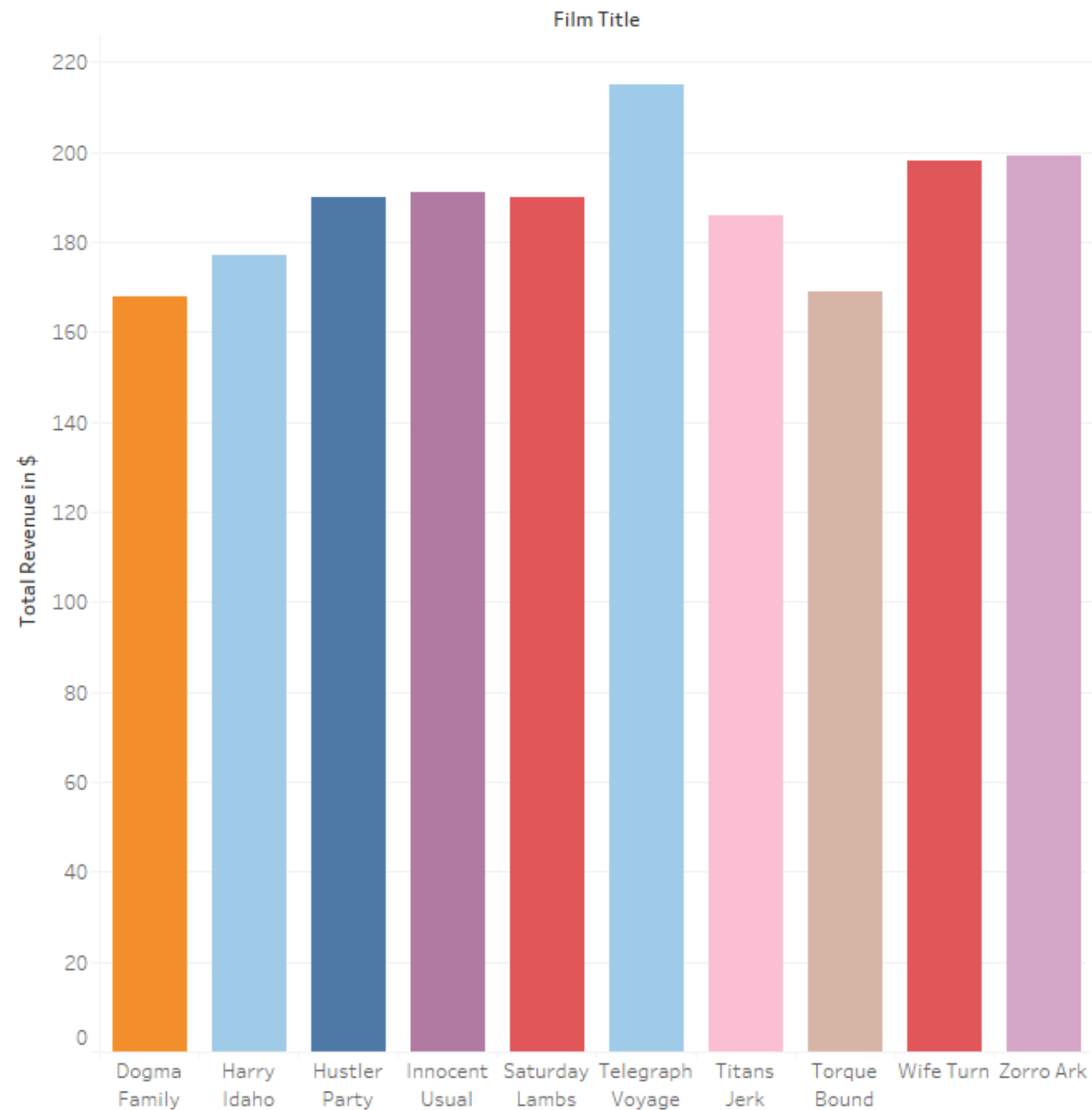
Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

# Key Questions and Objectives

The Rockbuster Stealth Management Board has asked a series of business questions and they expect data-driven answers that they can use for their 2020 company strategy. Here are the main questions they'd like to answer:

- 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?

## Top 10 Movies who contributed the most to revenue gain



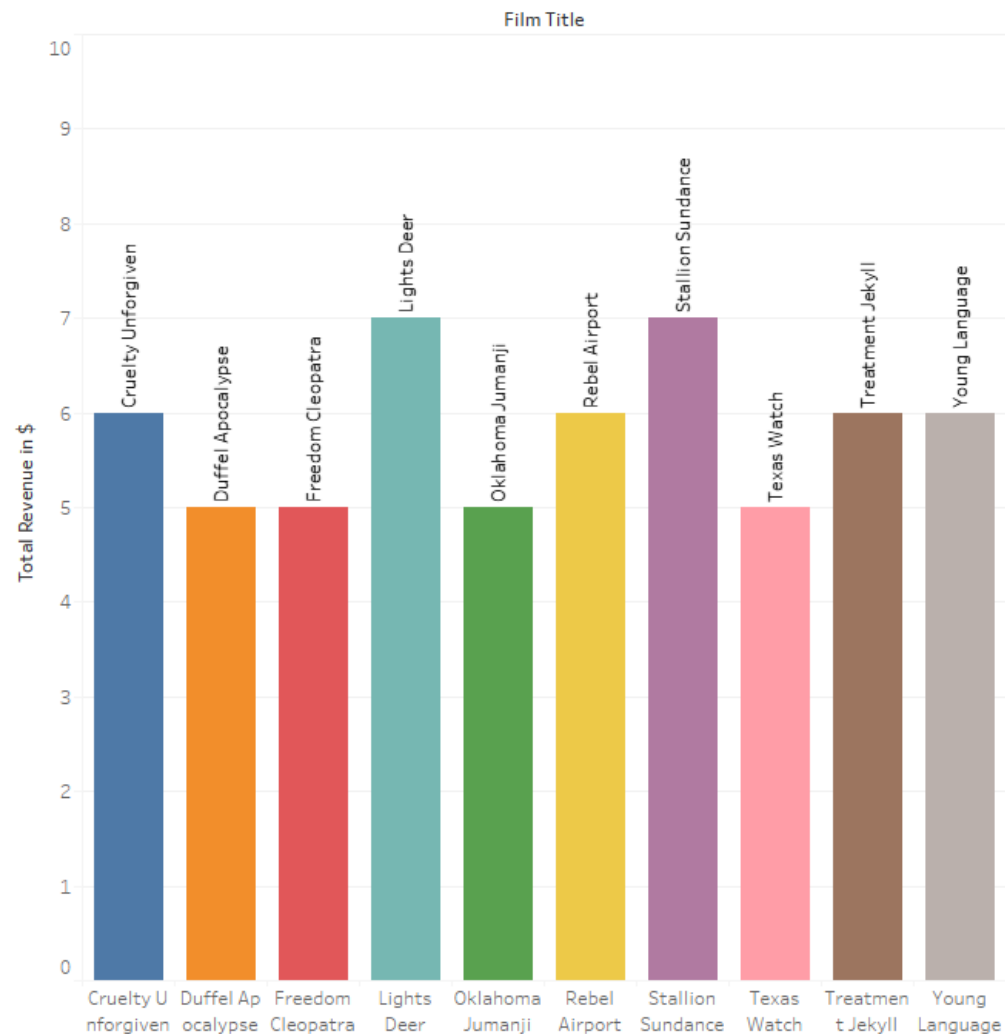
## Which movies contributed the most to revenue gain?

- The top three movies generating the most revenue are "Telegraph Voyage," "Zorro Ark," and "Wife Turn"

### Link Tableau:

<https://public.tableau.com/app/profile/tiziano.chiaromonte/viz/Rockbusterproject-Top10Movieswhocontributedthemosttorevenuegain/Movieswithmostrevenuegain>

Bottom 10 Movies who contributed the less to revenue gain



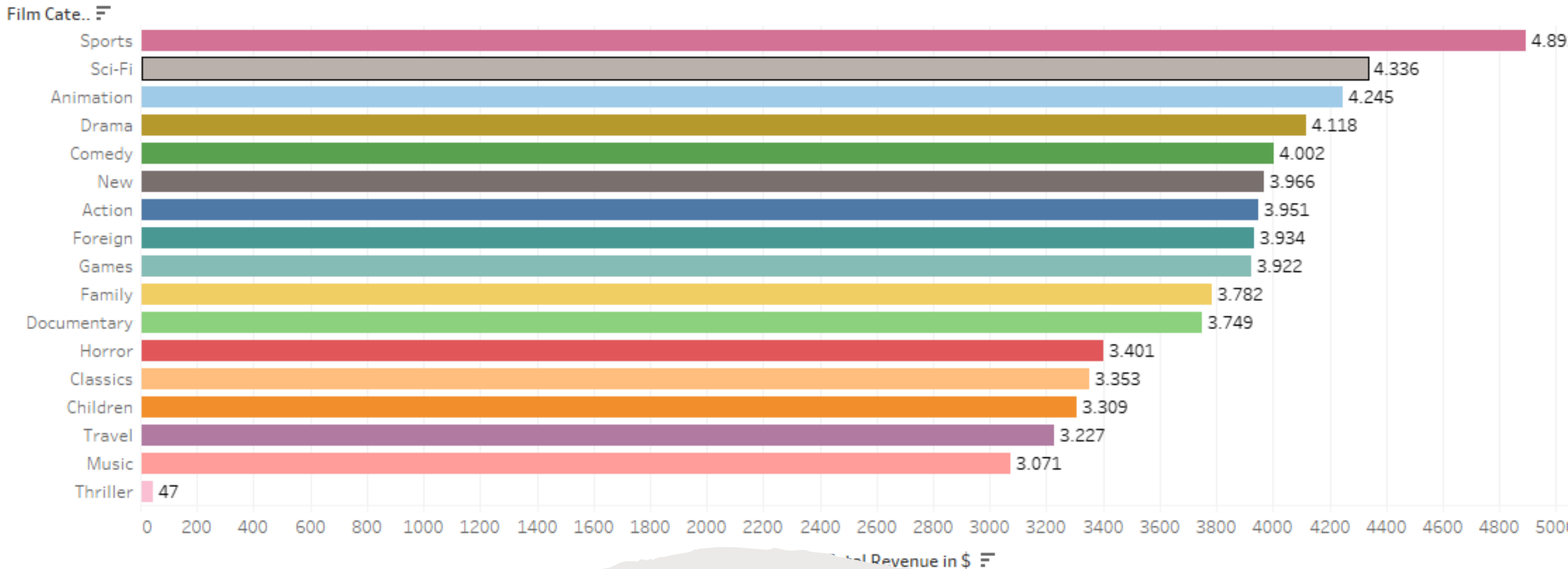
## Which movies contributed the less to revenue gain?

- This is the top 10 of the movies with less revenue gain.
- The bottom 3 are : Texas Watch, Oklahoma Jumanji and Duffel Apocalypse with \$5,94 gained

### Tableau link:

<https://public.tableau.com/app/profile/tiziano.chiaromonte/viz/Rockbusterproject-Top10Movieswhocontributedthelesstorevenuegain/Movieswithlessrevenuegain>

# Revenue per film categories



[Tableau link:](https://public.tableau.com/app/profile/tiziano.chiaromonte/viz/Rockbusterproject-Revenuegainperfilmcategories/Revenueperfilmcategories) <https://public.tableau.com/app/profile/tiziano.chiaromonte/viz/Rockbusterproject-Revenuegainperfilmcategories/Revenueperfilmcategories>

The top three categories with the highest revenue gains are Sport, Sci-Fi, and Action.

**What was  
the  
average  
rental  
duration,  
and cost,  
for all  
videos?**

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Average rental duratuon:

Approx 5  
hours

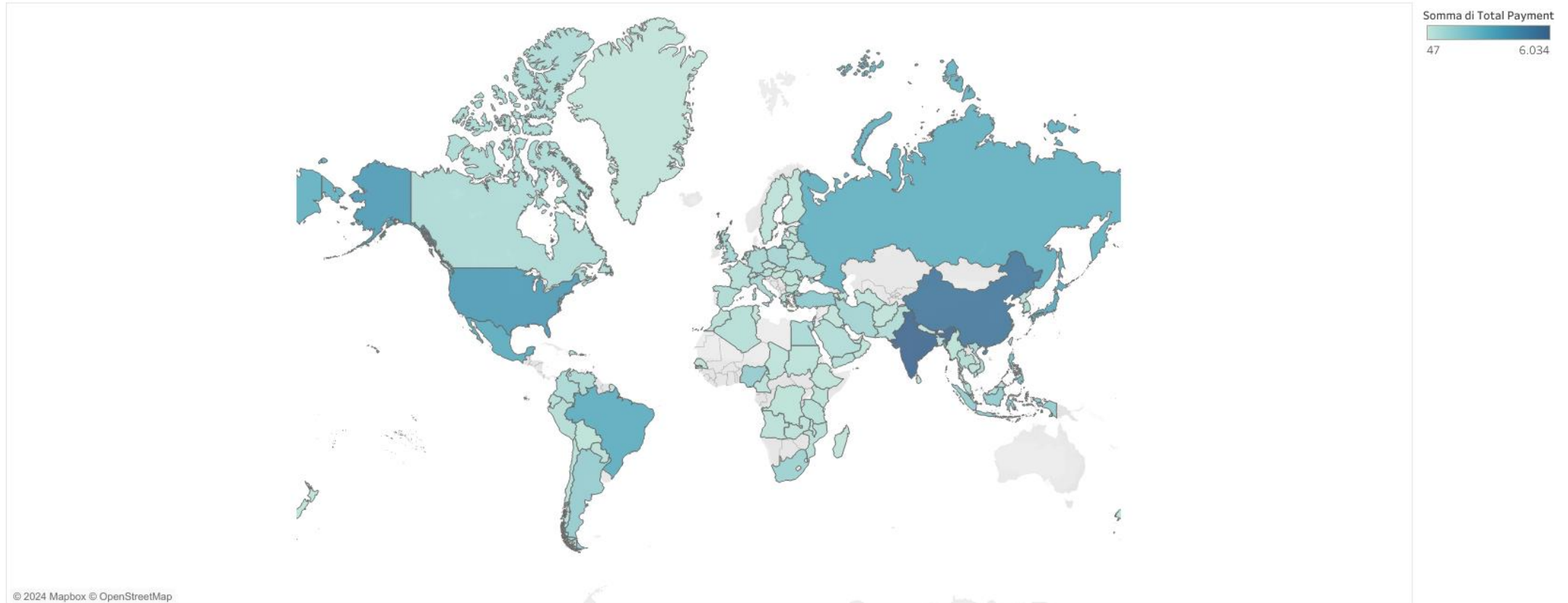
Average rental cost:

Approx  
3\$

Count of movies:

1000

Rockbuster's revenue per country



## Which countries are Rockbuster customers based in?

Top 3 Countries are: India, China and USA with 6034, 5251 and 3685 \$

Tableau link:

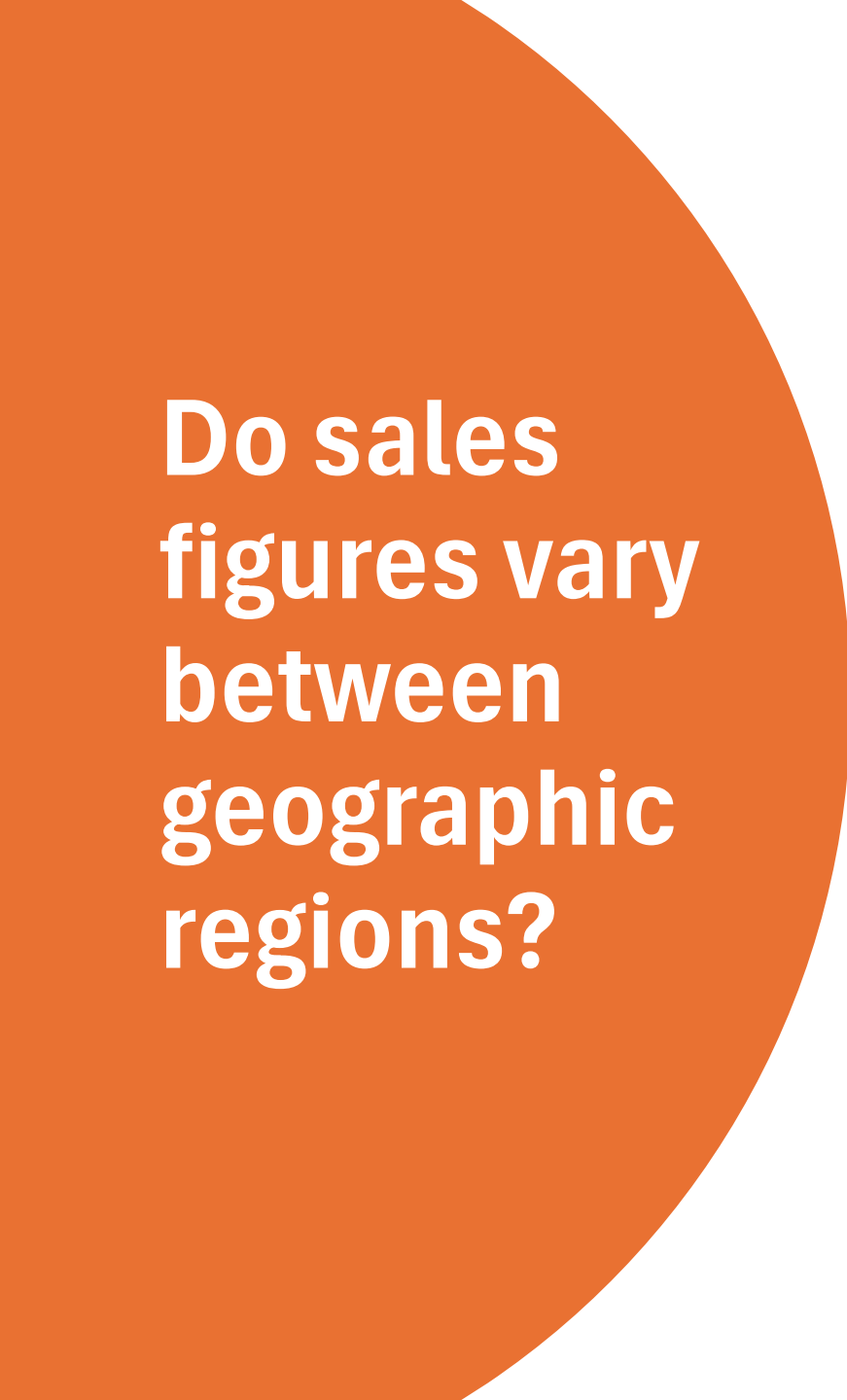
<https://public.tableau.com/app/profile/tiziano.chiaromonte/viz/Rockbustersrevenuepercountry/Sheet1>



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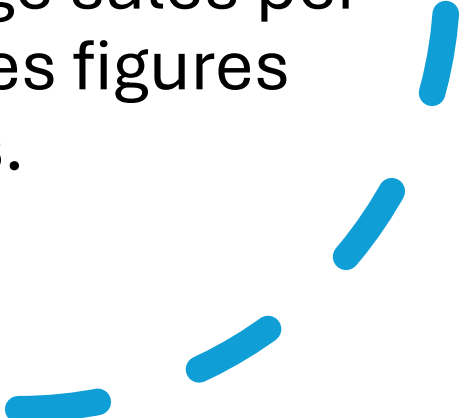


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## Do sales figures vary between geographic regions?

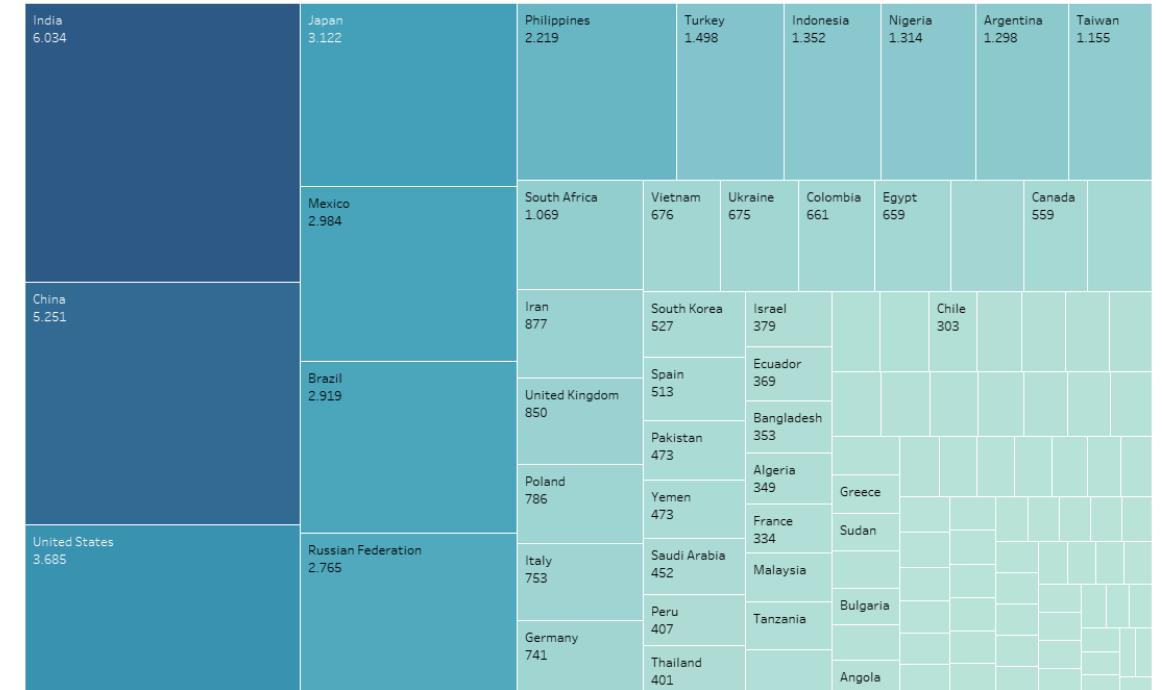
In order to reply to this question, I based my research in two parts: I analyzed Sales Data by Region (country) and then I calculate Average Sales per Customer by Region. I finally compared the total sales and average sales per customer for each country. If there are significant differences in the results, such as some countries having much higher total sales or average sales per customer, this indicates that sales figures vary between geographic regions.

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# Total Sales by Region

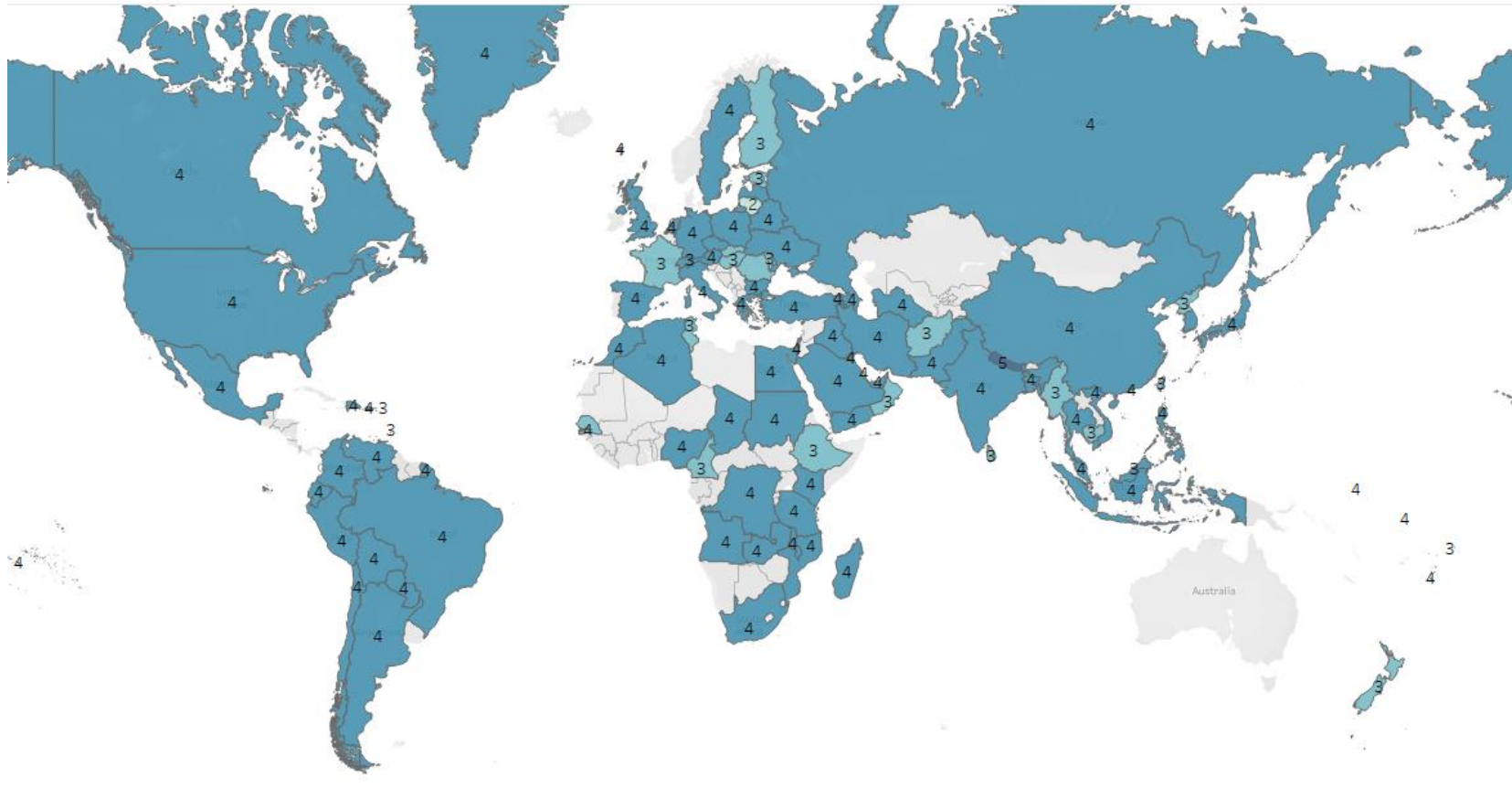
- At the top we have India, China and US
- **Tableau link:**  
<https://public.tableau.com/app/profile/tiziano.chiaromonte/viz/Rockbuster-project-TotalSalesbyRegion/TotalSalesbyRegion>

Total Sales by Region



# Average Sales per Customer by Region

Average Sales per Customer by Region



## Tableau Link:

<https://public.tableau.com/app/profile/tiziano.chiaromonte/viz/Rockbusterproject-AverageSalesperCustomerbyRegion/AverageSalesperCustomerbyRegion>

# Results:

The data on average sales per customer by region (country) offers insights into how sales figures vary between geographic regions.

## Range of Average Sales per Customer:

**High Averages:** The data shows some countries with notably high average sales per customer, such as Nepal (**5.52**), Turkmenistan (**4.87**), French Guiana (**4.89**).

**Low Averages:** On the other hand, some countries have lower average sales per customer, such as Lithuania (2.90), Tunisia (3.35), and American Samoa (3.19).

## Geographic Distribution:

**Countries with High Averages:** The countries with the highest average sales per customer come from various continents, including Asia, Africa, and South America.

**Countries with Low Averages:** Countries with lower average sales per customer include some from Europe, the Caribbean, and Africa.



# Analysis and Implications

## Analysis:

- **Market Potential:** High average sales per customer might indicate markets with higher purchasing power, consumer spending, and potentially greater profitability for businesses.
- **Market Challenges:** Lower average sales per customer might suggest markets with lower purchasing power or other economic or cultural factors that limit customer spending.

## Implications:

- **Targeting Strategies:** Businesses may focus on regions with higher average sales per customer for higher profitability.
- **Market Development:** Lower-performing regions may present opportunities for market development and growth if economic or cultural barriers can be addressed.

# Conclusion

- In conclusion, there is clear evidence of variation in sales figures across different geographic regions based on the average sales per customer. Some countries show high averages, indicating strong markets, while others show lower averages, suggesting potential challenges or untapped opportunities.
- This variation can guide strategic decisions on market focus, investment, and expansion.





**Thanks a lot!**

I am always available for any clarification, please do not hesitate to contact me.

Tiziano Chiaromonte