

ROCKBUSTER STEALTH DATA ANALYSIS PROJECT

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CF_Achievement 3_Exercise 3.10



About Rockbuster Stealth

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 Rockbuster Stealth's business intelligence (BI) department to help with the launch strategy for the new online video service. The BI department helps other departments, from inventory to customer insights, with data-related queries.



Key Questions and Objectives

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?



Do sales figures vary between geographic regions?

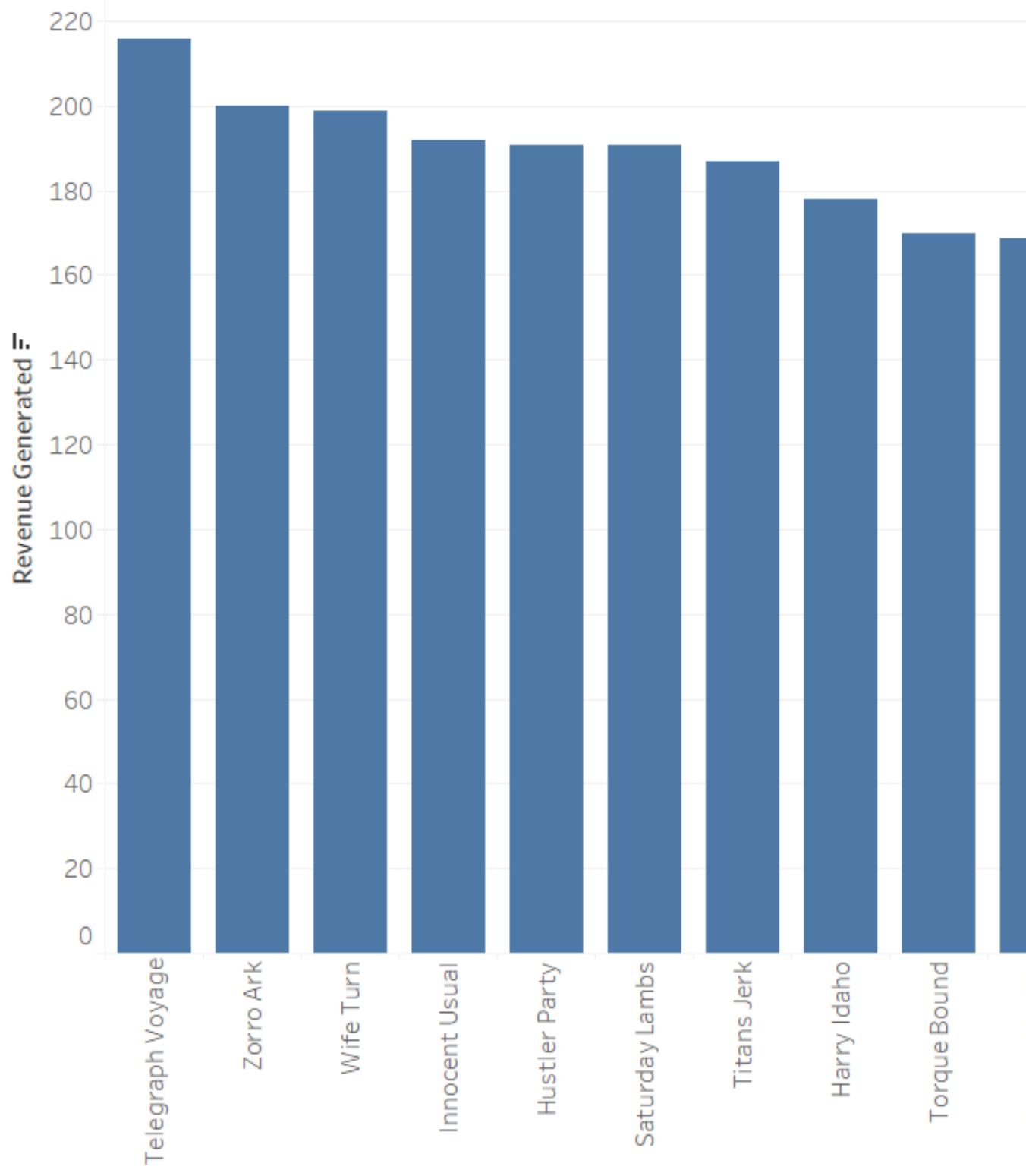


Which countries are Rockbuster customers based in?

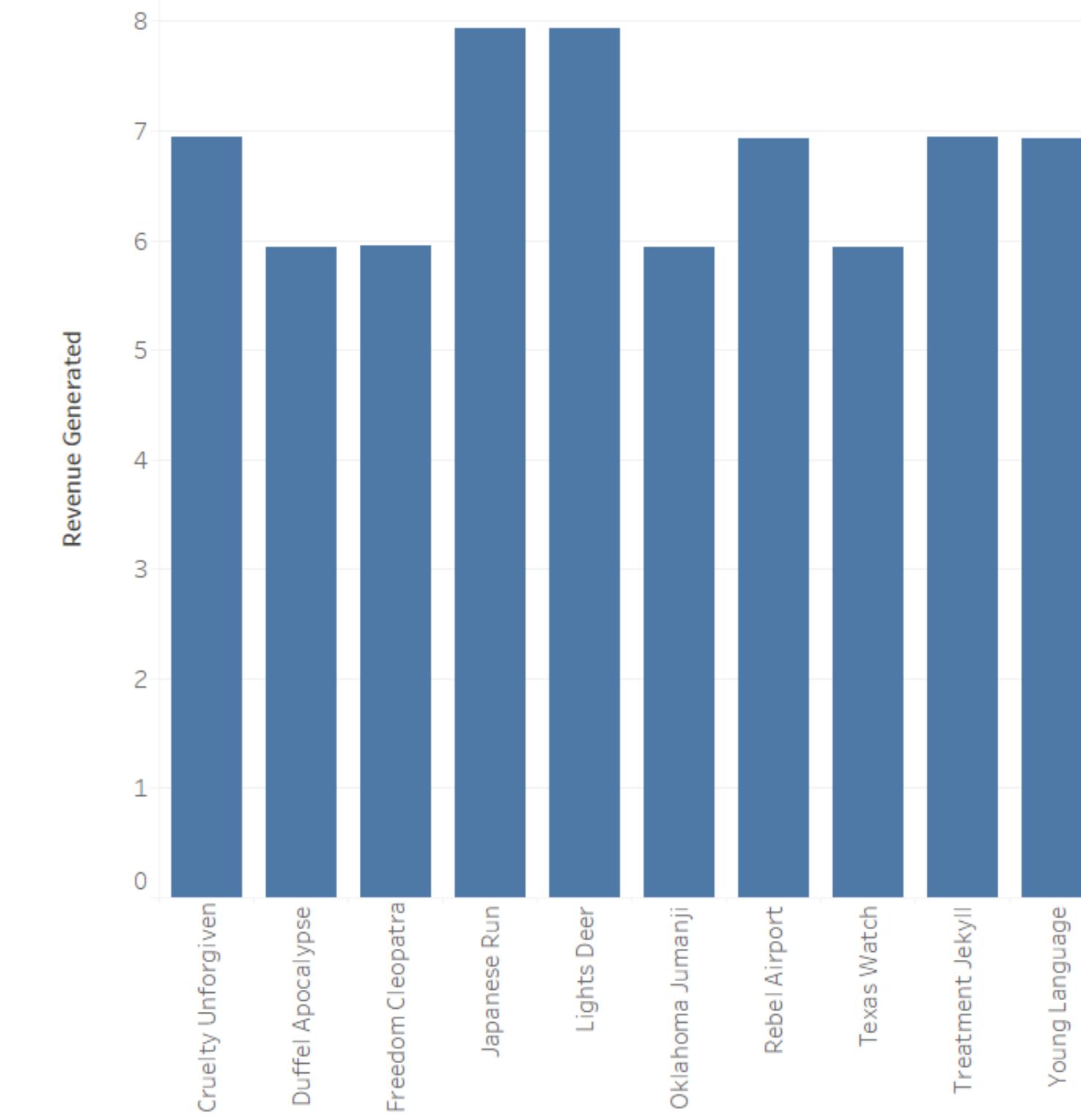


Which movies contributed the most/least to revenue gain

Rockbuster Top 10 Film Revenue



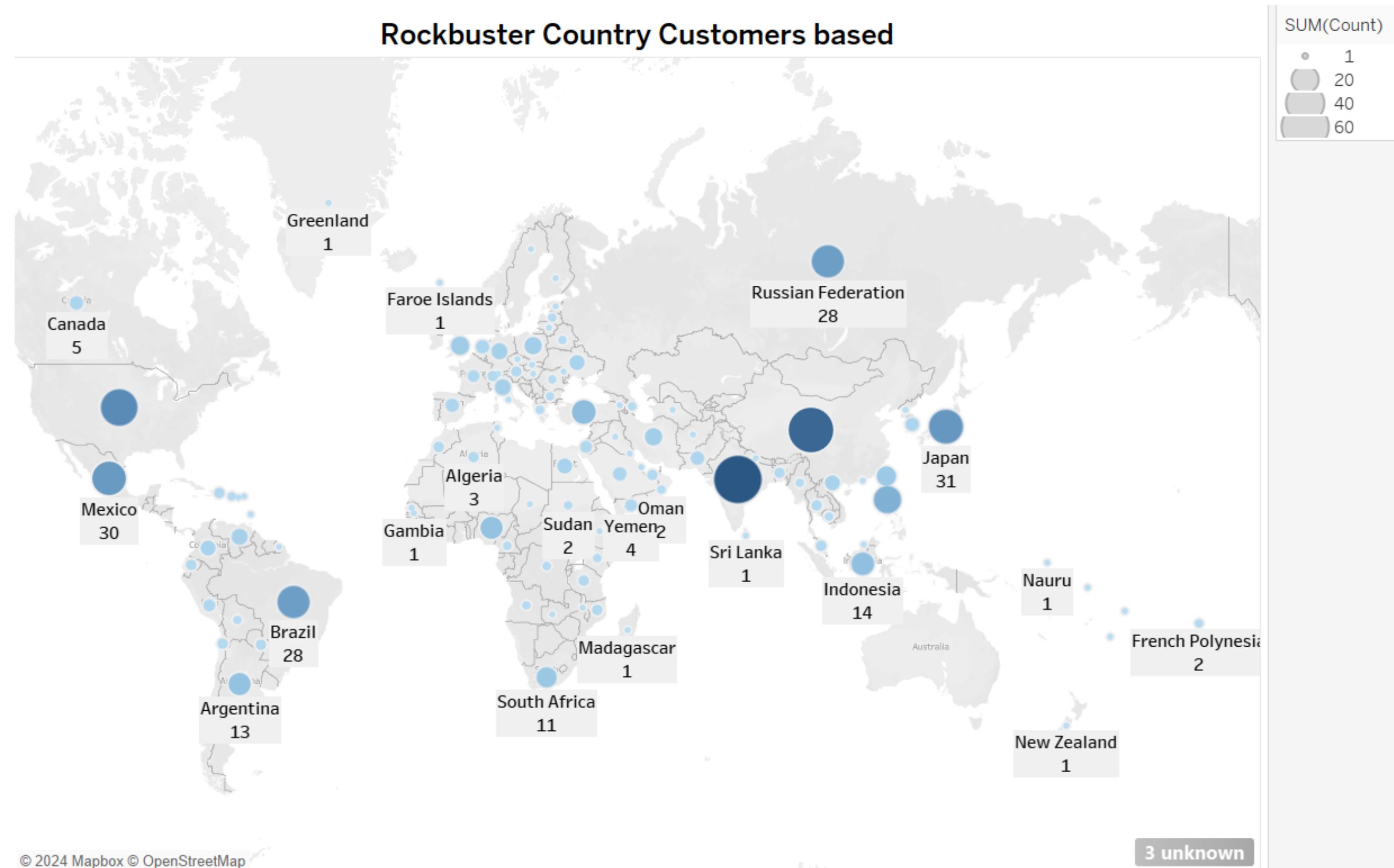
Rockbuster least 10 Film Revenue



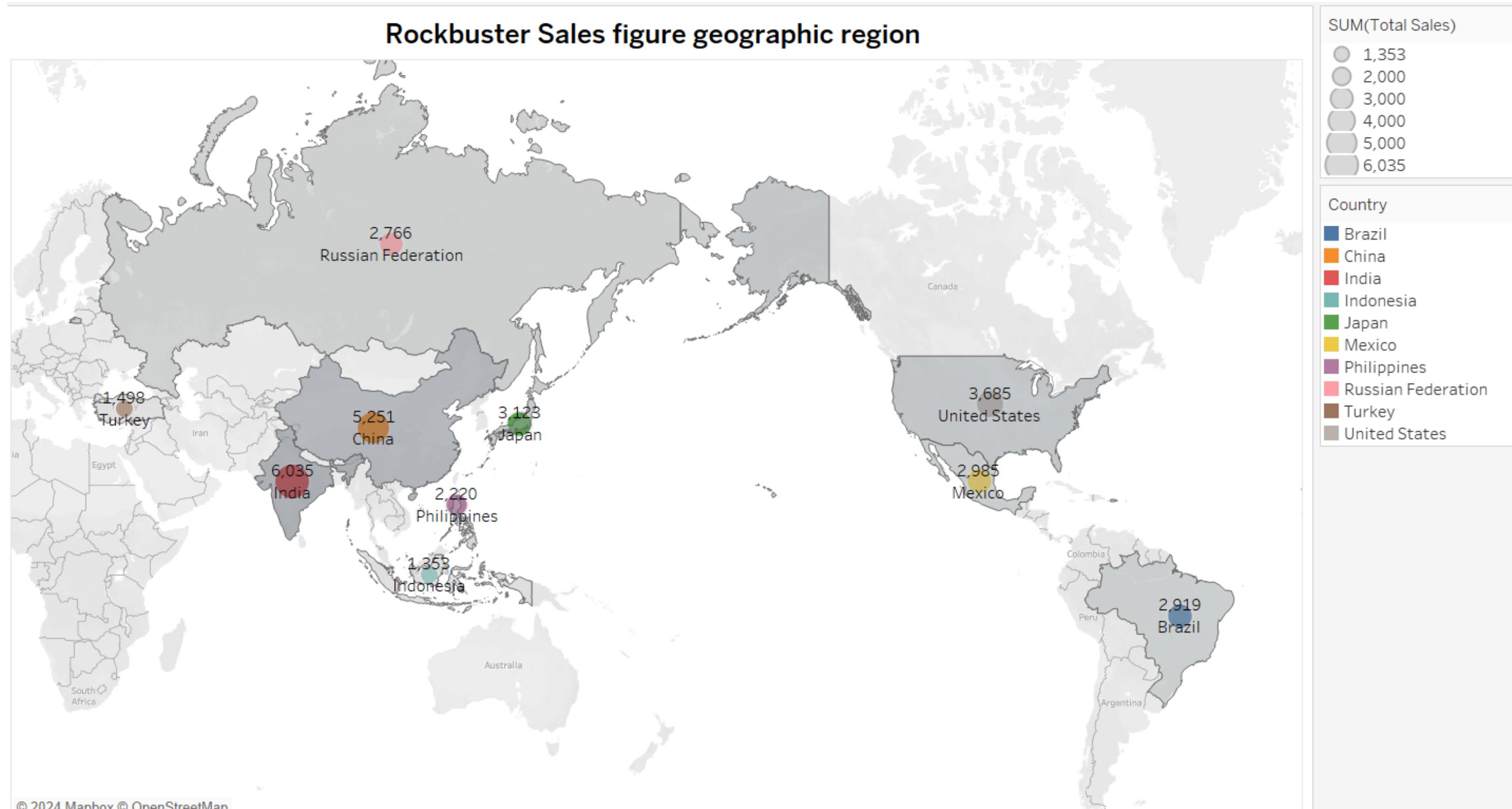
What was the average rental duration for all videos?

Rockbuster Descriptive Statistics			
	MIN	MAX	AVG
Rental duration	3-day	7-day	4.9-day
Rental rate	\$0.99	\$4.99	\$2.98
Movie Length	46 minute	185 minute	115 minute
Replacement cost	\$9.99	\$29.99	\$19.98

Rockbuster customers based by Countries



Rockbuster Sales figure geographic region



Conclusion and Recommendations



Rockbuster customers spread

The number of Rockbuster customers varies by country, with India having the highest number of customers 60 closely follow by China with 53.



Rockbuster movies descriptive statistics

The average rental duration if 4.99 days. For the first 3 months after the launch I would offer a special discount or a free coupon if someone rents an online video for a minimum of 5 days



Rockbuster online video recommendation

To launch the online video rental service, it is recommended to target the six bestperforming countries, which are India, China, United States, Japan, Mexico & Brazil



Rockbuster movies category recommendation

it is recommended to target best selling film category such Sports, Animation, Action, Family, Sci-Fi, Drama, Documentary





Questions?



**THANK YOU
FOR YOUR ATTENTION**

