Rockbuster Stealth LLC

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Project Overview

- 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.

- You've been hired as a data analyst by Rockbuster Stealth's business intelligence (BI) department to help with the launch strategy for the new online video service.

Key Question 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?

Which movie contributed the most to revenue gain?

We can see that the Asian market has several countries that have generated high revenue compared to the rest of the world markets. Notably the USA, Mexico and Brazil are contributing high revenue.

Revenue gain analysis

SUM(total revenue)$
- 1.353
- 2.000
- 3.000
- 4.000
- 5.000
- 6.035

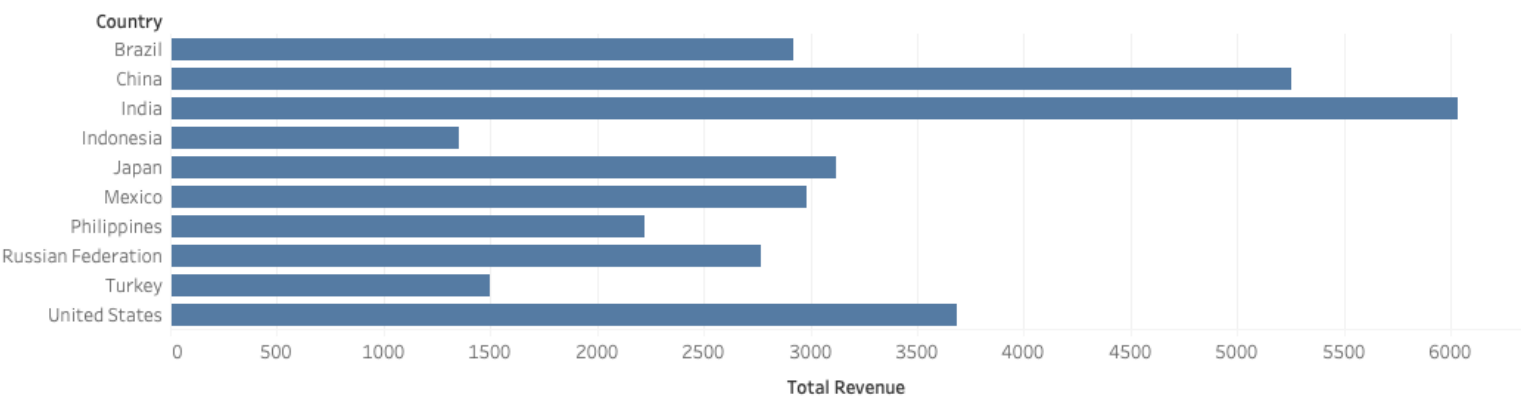# Which countries are Rockbuster customers based in?
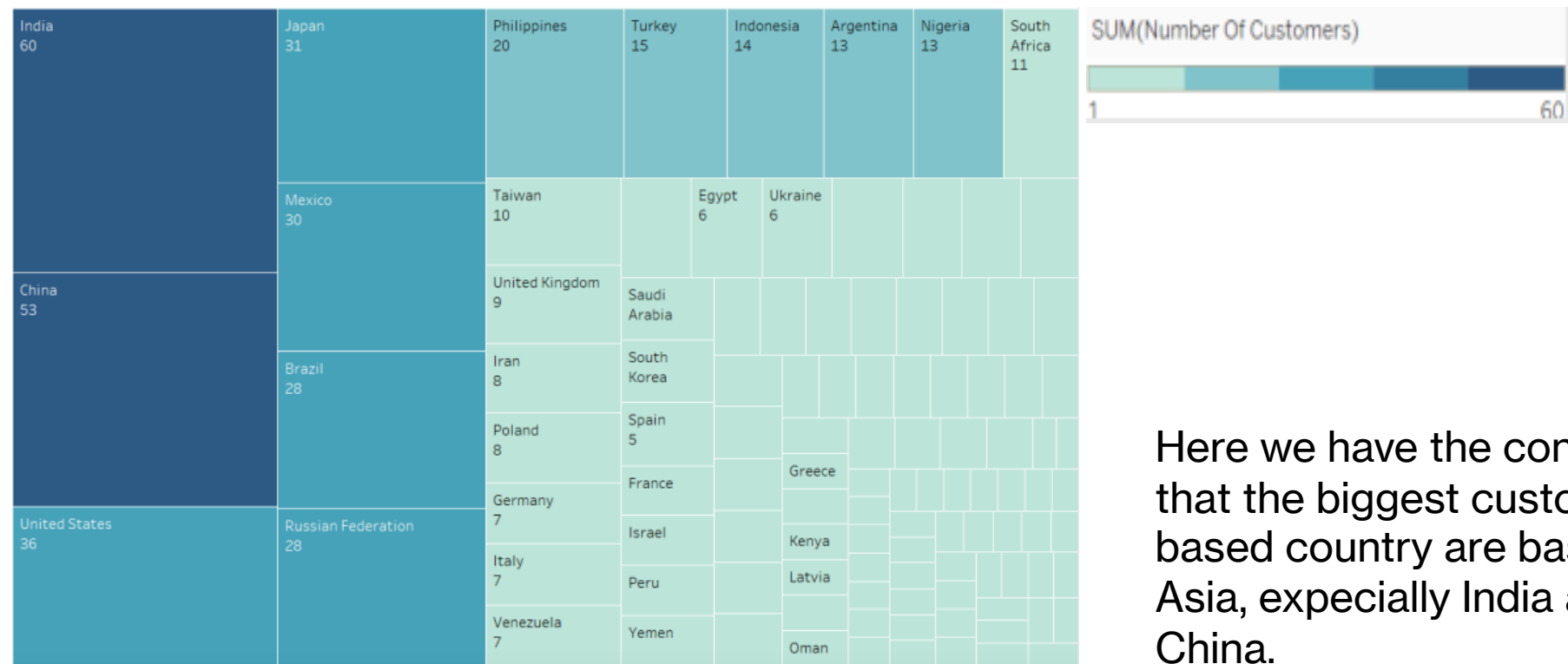
Here we have the confirmation that the biggest customer based country are based in Asia, expecially India and China.

Top 10 Countries with highest revenue

Together with the 2 biggest country in the World, US is one of the most profitable market

Top 10 Countries with highest revenue

Contributed the most

country	total_revenue
India	$ 6.034,78
China	$ 5.251,03
United States	$ 3.685,31
Japan	$ 3.122,51
Mexico	$ 2.984,82
Brazil	$ 2.919,19
Russian Federation	$ 2.765,62
Philippines	$ 2.219,70
Turkey	$ 1.498,49
Indonesia	$ 1.352,69

Which movies contributed the least to revenue gain?

Contributed the least

country	total_revenue
American Samoa	$ 47,85
Lithuania	$ 63,78
Saint Vincent and the Gr	$ 64,82
Tonga	$ 64,84
Afghanistan	$ 67,82
Tunisia	$ 73,78
Finland	$ 78,79
Slovakia	$ 80,77
New Zealand	$ 85,77
Ethiopia	$ 91,77

In small cuntry, or country less developed the numbers are definitely lower as expected, due to logistic problems and diffusion of devices.

Top 10 Countries with lowest revenue
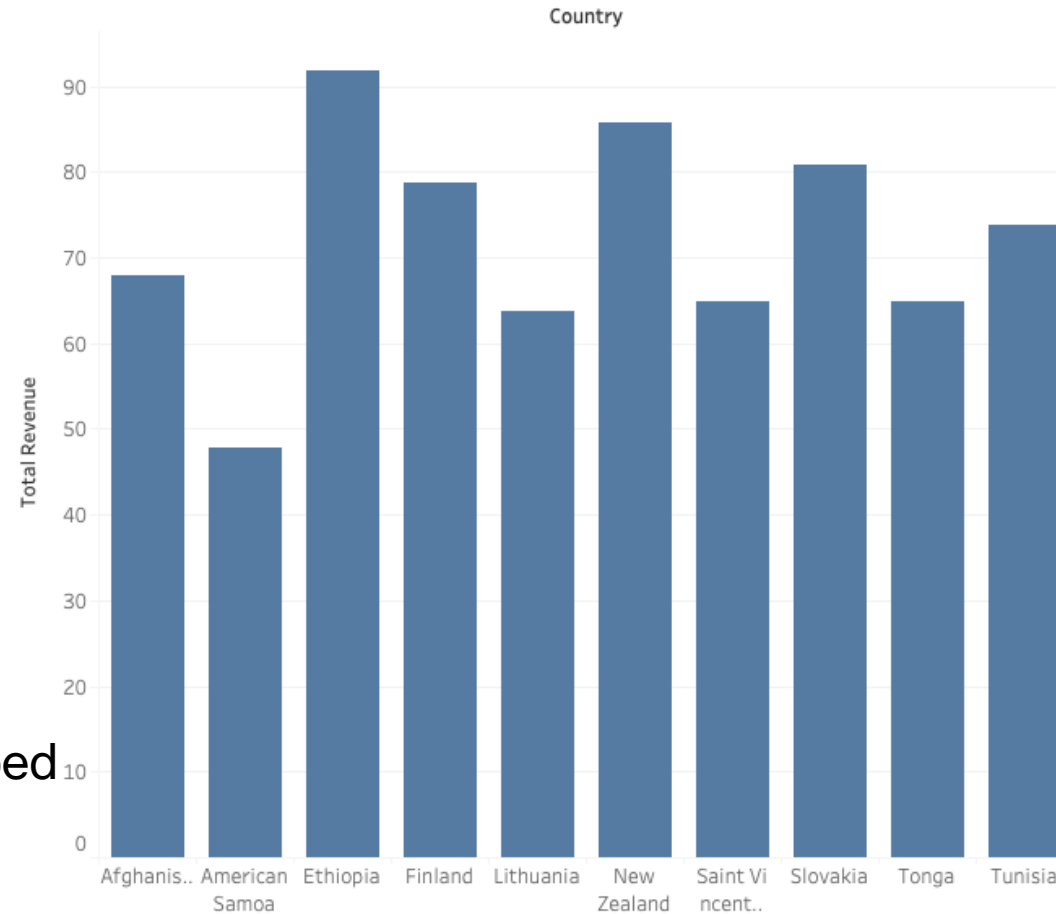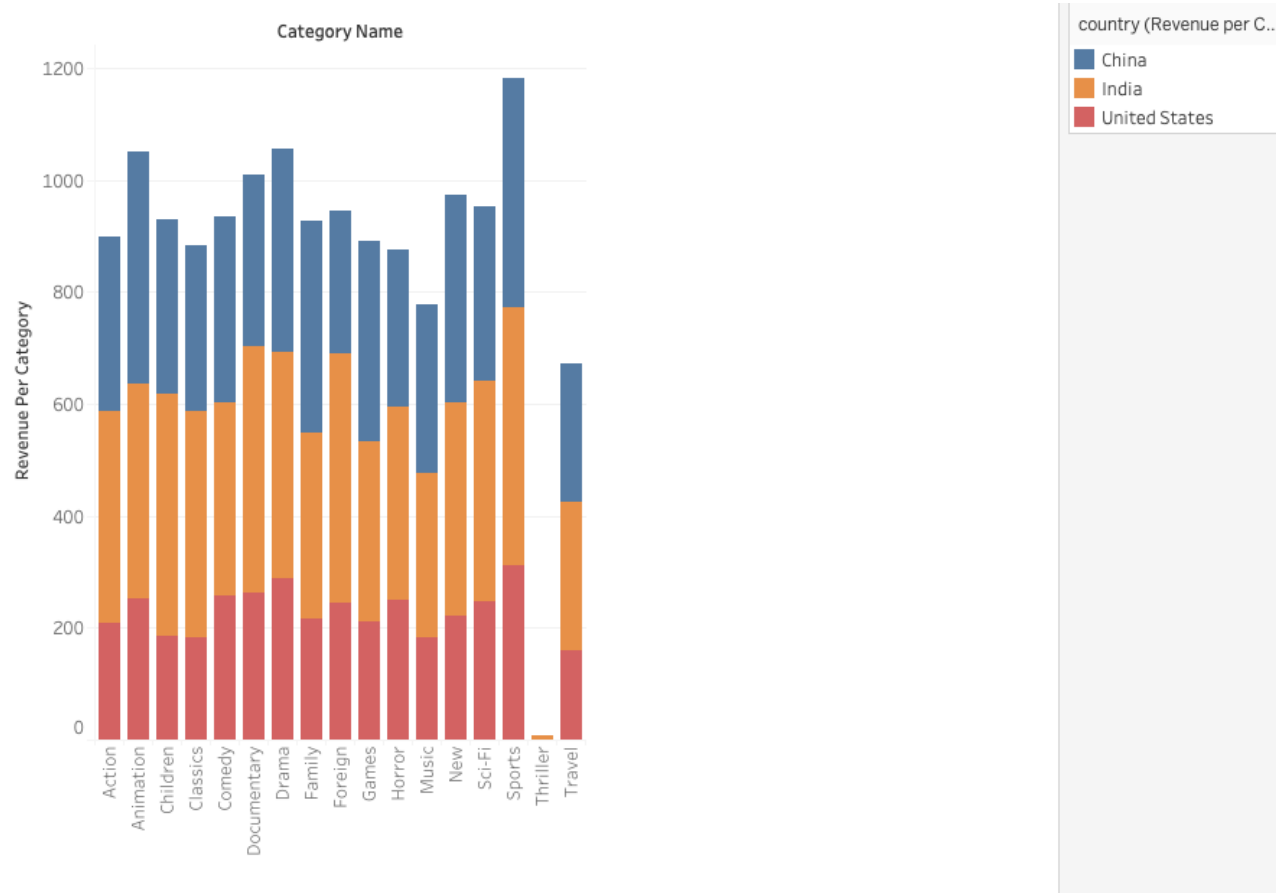
Revenue by Genre – Top 3 Countries

The 3 top contry have similar behaviour
When it comes to genre.
Thriller is absolutely the smallest for
interest.

What was the average rental duration for all videos?

Average Rental Duration of all movies 4.985

Average Duration by movie genre

average_rental_duration_genre	genre
6	Thriller
5,350877193	Travel
5,235294118	Music
5,161764706	Family
5,109589041	Foreign
5,080645161	Drama
5,070175439	Classics
5,06557377	Games
5,033333333	Children
4,953125	Action
4,931034483	Comedy
4,893939394	Animation
4,885245902	Sci-Fi
4,857142857	Horror
4,764705882	Documentary
4,746031746	New
4,716216216	Sports

Average Rental Duration
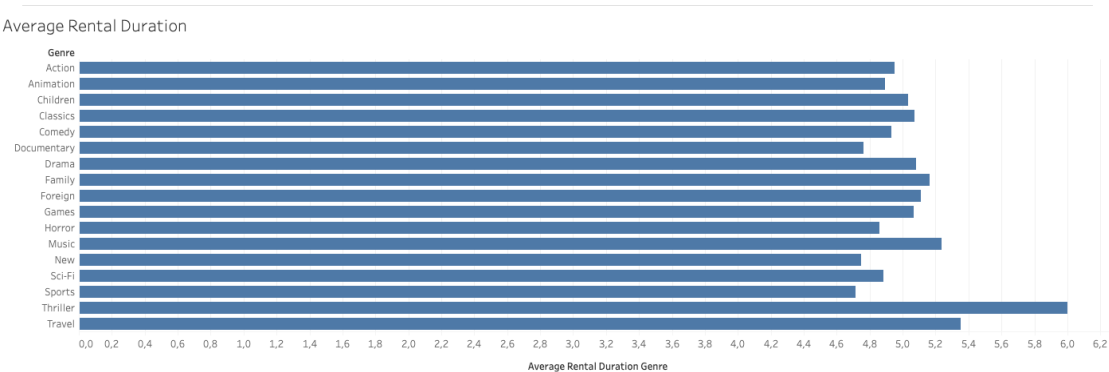
Thriller movies have the highest average rental duration but contributed the least to revenue among the top 3 high revenue countries

Which countries are Rockbuster customers based in?

As we can expect, the number of customer is consistent with the revenue analysis, confirming Asia as the biggest customer based area, and there is a direct proportionality in number of population per country and number of customers.
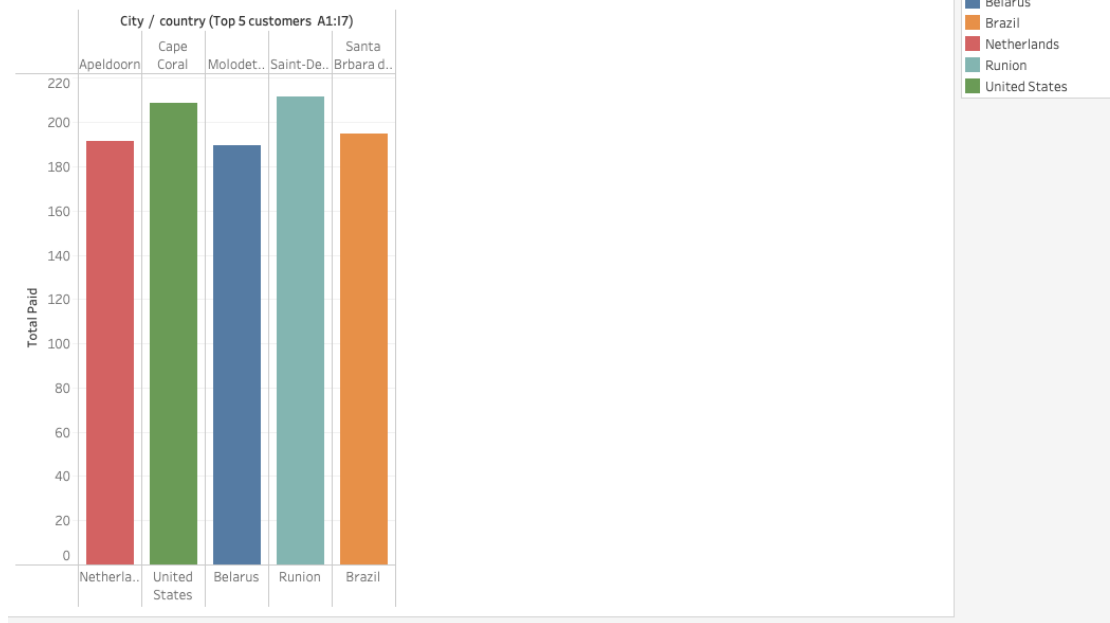

Revenue per country
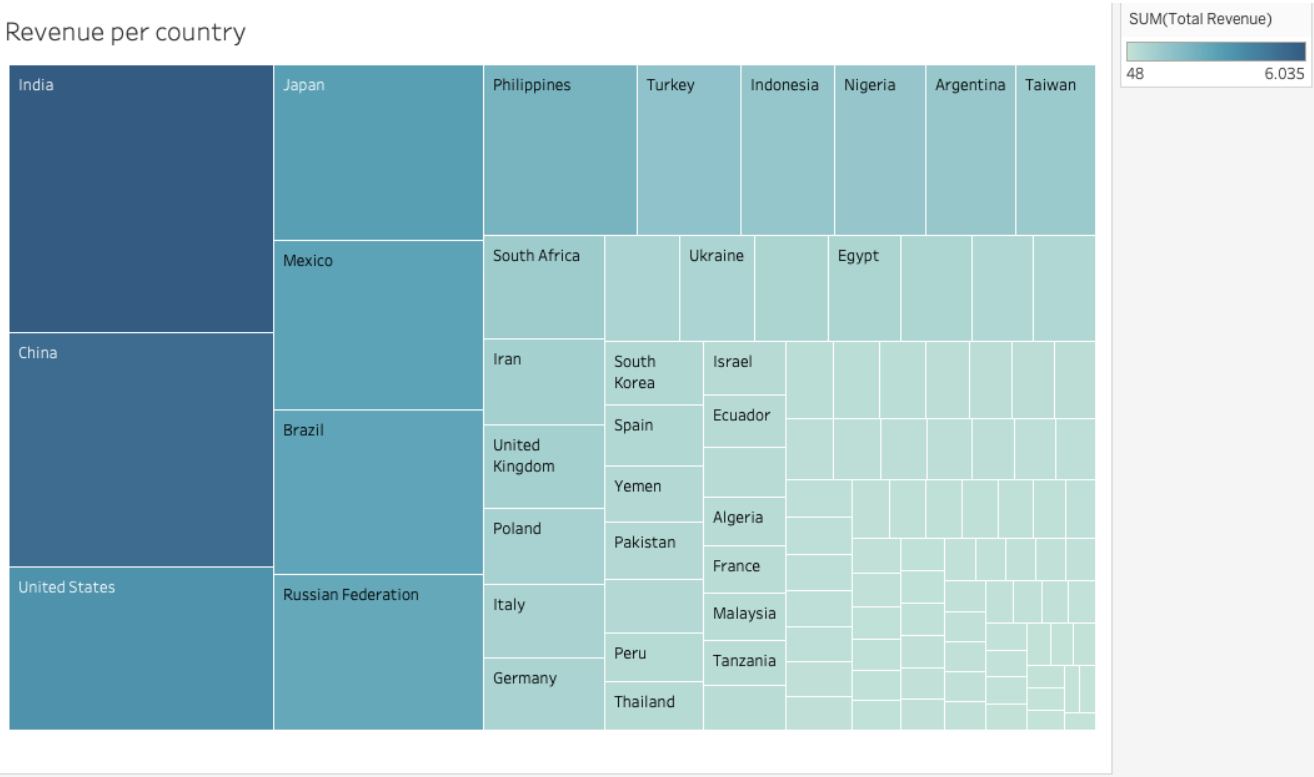
Top 10 Countries for Customer Base

The customer count aligns with revenue, affirming Asia as the primary customer region. Population per country correlates directly with customer count.

country	number_of_customers
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Fede	28
Philippines	20
Turkey	15
Indonesia	14

Top 10 countries with highest revenue

Top 5 cities rental

We wish to recognize a group of highly valued customers who have made significant contributions to the company's overall revenue.

Locating Customers with High Lifetime Value: Where Are They?

Reccomendations

- Emphasize continued expansion in the Asian market, particularly China and India, which generate substantial revenue. This growth can be facilitated by ensuring a broad selection of movies with subtitles available in these languages on the online platform.

- Direct attention to the American markets (North and South America), specifically targeting the USA, Mexico, and Brazil, as these countries have demonstrated high revenue potential. This can be achieved through intensified advertising campaigns and online promotions.

- Acknowledge and reward the top five contributing customers with discounts or vouchers to incentivize their continued patronage.

- Capitalize on the popularity of sports, drama, and animation genres, which drive significant revenue. Ensure a diverse collection of movies in these categories to maximize revenue gains. Additionally, investigate the longer rental durations for thriller movies, despite their lower popularity compared to other genres, to uncover underlying factors driving this trend.