

Abstract geometric lines in black on a white background, forming various polygons and intersecting lines.

# ROCKBUSTER

Data analysis on the Sales records

22.12.2019

## INTRODUCTION

A brief explanation of Rockbuster's motivation, objective and scope

## EXPLORATORY DATA ANALYSIS

EDA on customers, rental, and film data. Data Overview and the data limitations

## DATA ANALYSIS

Contains graph charts and analytics on regional sales, film rental, genre

## SUMMARY

It contains brief information on analytics, and Rockbuster Stealth Management Board's answers to the questions

# INTRODUCTION

## MOTIVATION :

Rockbuster Stealth LLC is a movie rental company that used to have stores worldwide. 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.

## OBJECTIVE

- The analyst's job is to help with the launch strategy for the new Rockbuster online video service.
- The BI department helps other departments with data-related queries, from inventory to customer insights.

## SCOPE

- Analytics is limited to the sales, film, and customer data received from the Rockbuster.

# DATA OVERVIEW

## Customer Data

The table contains all the customer information, such as name, residence address, email, status and the store customer belongs to.

## Film Data

Film data contains information about the film title, number of hours, rental charges, release year, film genre, inventory, etc.

## Payment data

Data contains information about customer transactions. It contains information about the purchased film, amount and payment date

## Store Data

The table data contains information about the store details, staff, and manager.

# EXPLORATORY DATA ANALYSIS

KEY METRICS

Customer

Total number of customers	599
Total number of countries where Rockbuster customer exist	108
Total number of active customer countries	108
Total number of non-active customers	0
Total Number of cities where Rockbuster customer presence exist	597

Films

Total number of films	1000
Average rental duration	4.99
Max rental duration	7
Min rental duration	3
MIN rental rate	0.99
MAX rental rate	4.99
Average rental rate	2.98
Minimum replacement cost	9.99
Maximum replacement cost	29.99
Average replacement cost	19.98

# CONTINUED...

KEY METRICS

Film		
Total number of film genre		17
Total number of Gernre		20
Payment		
Total rental amount received		61312.04\$
Average rental amount		4.2\$
Minimum rental amount		0\$
Maximum rental amount		11.99\$
Total number of rentals		14596
Total number of stores		2
Total number of staff		2
Initial sales date in payment records		14-02-2007
Last sales date in payment records		14-05-2007
Actor		
Total Number of Actors		200

# DATA LIMITATION

## Customer Data

The customer-created date is 2006. No latest records are available to forecast data-driven answers that Rockbuster can use for their 2020 company strategy.

## Film Data

Film inventory information contains film release dates for only 2006 year.

## Payment data

- Sales amount quantifiers are unknown for each country.
- The payment data contains only three months sales records for 2007. No latest records are available to forecast data-driven answers that Rockbuster can use for their 2020 company strategy.

## Store Data

Only two store records are available for complete global sales analysis.



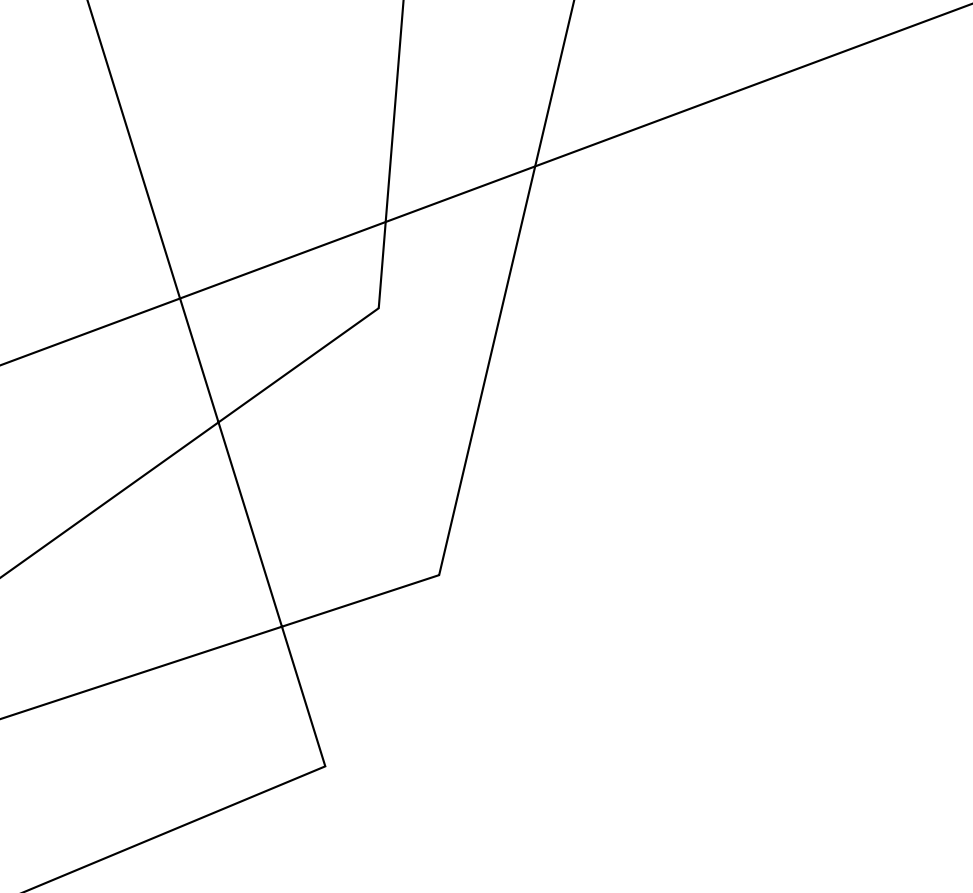
# DATA PRIVACY

## Customer Data

Analytics data contains information about the customer's private data: email id, location, first name and last name.

## Employee Data

Employee private data are shared in analytics like address and other information such as password, email id.



# DATA ANALYSIS

## Global sales statistics

The graphical diagram represents the total global sales and customer presence and how the sales vary geographically.

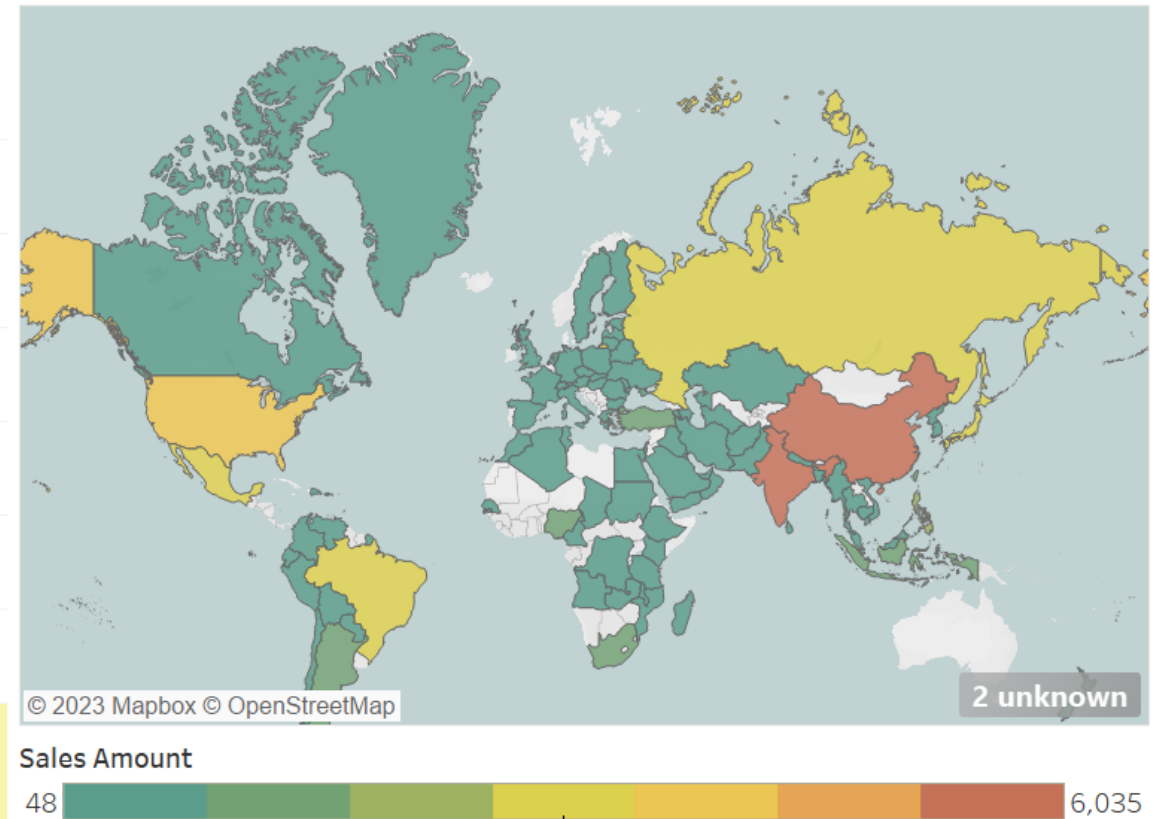
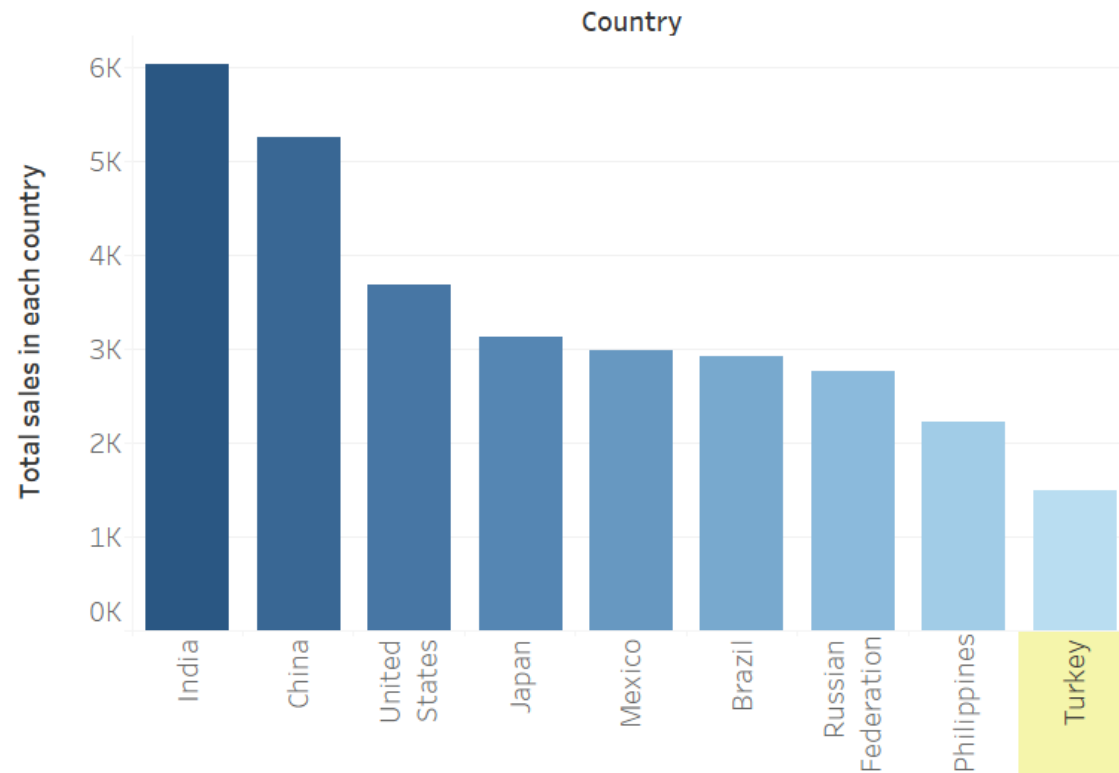
## Rental statistics

Rental statistics gives details of rental durations,

## Analysis on Film data

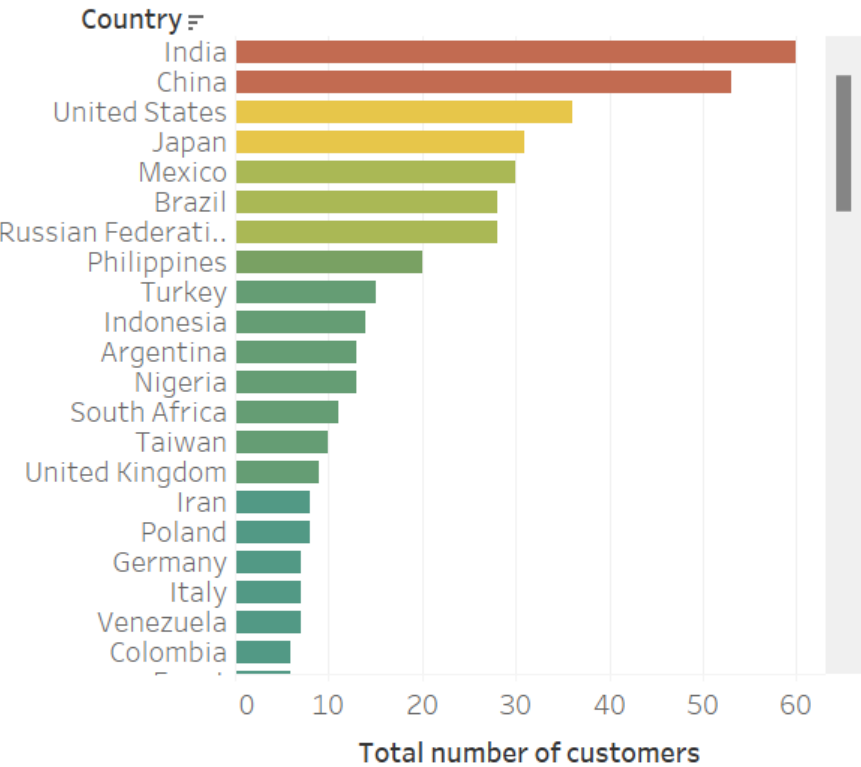
Least/Most film sales, genre, correlation with customer count

*Top 10 countries' total sales amount from 14-02-2007 to 14-05-2007 regional rockbuster's sales*



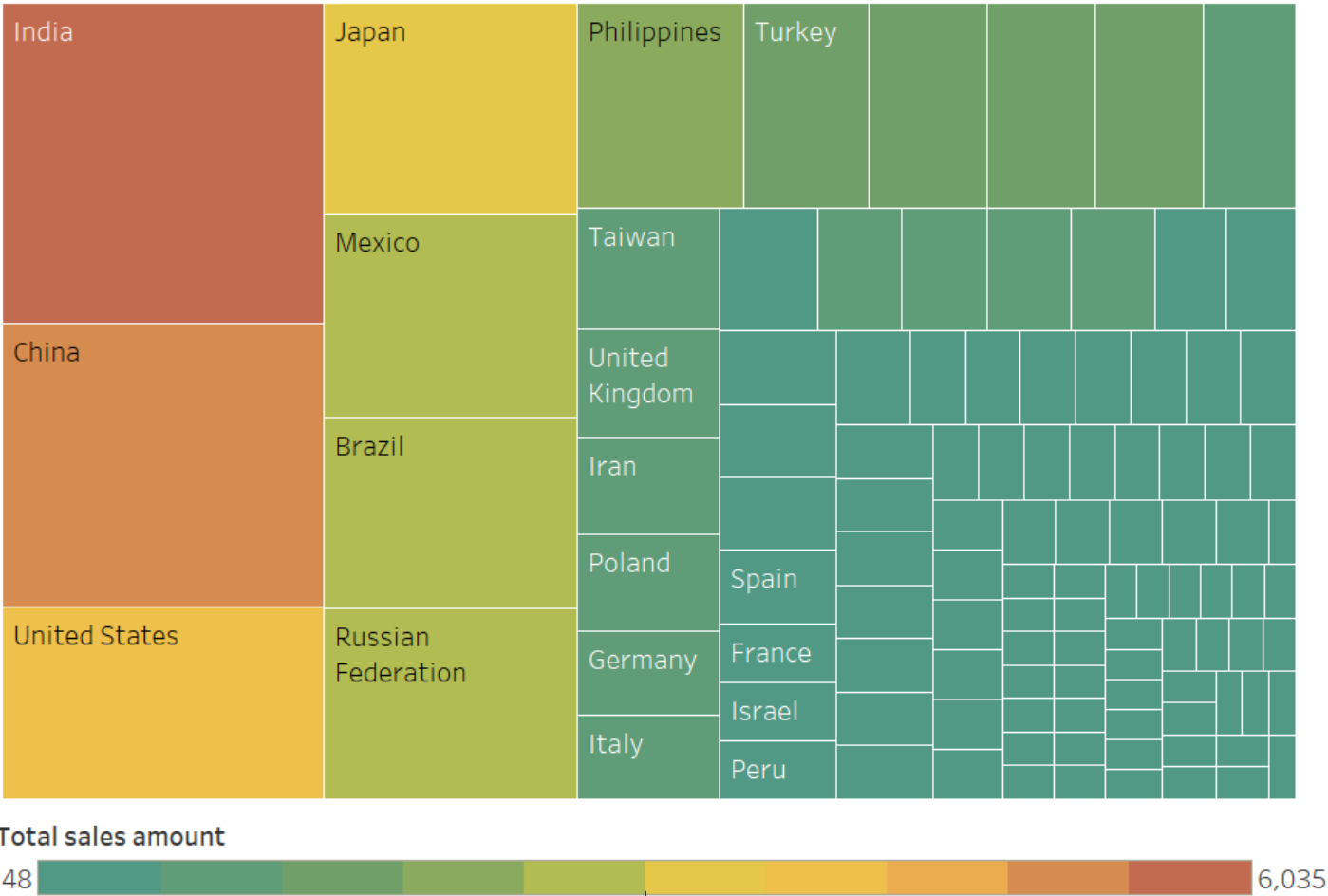
The highest sales are in India and China, The second highest revenue came from US, Japan, Mexico, Russia, Philippines and Turkey. The remaining countries have minor sales compared to global sales. Asia specific regions have the highest customer sales.

# Customer presence across the globe from 02/2007 to 05/2007



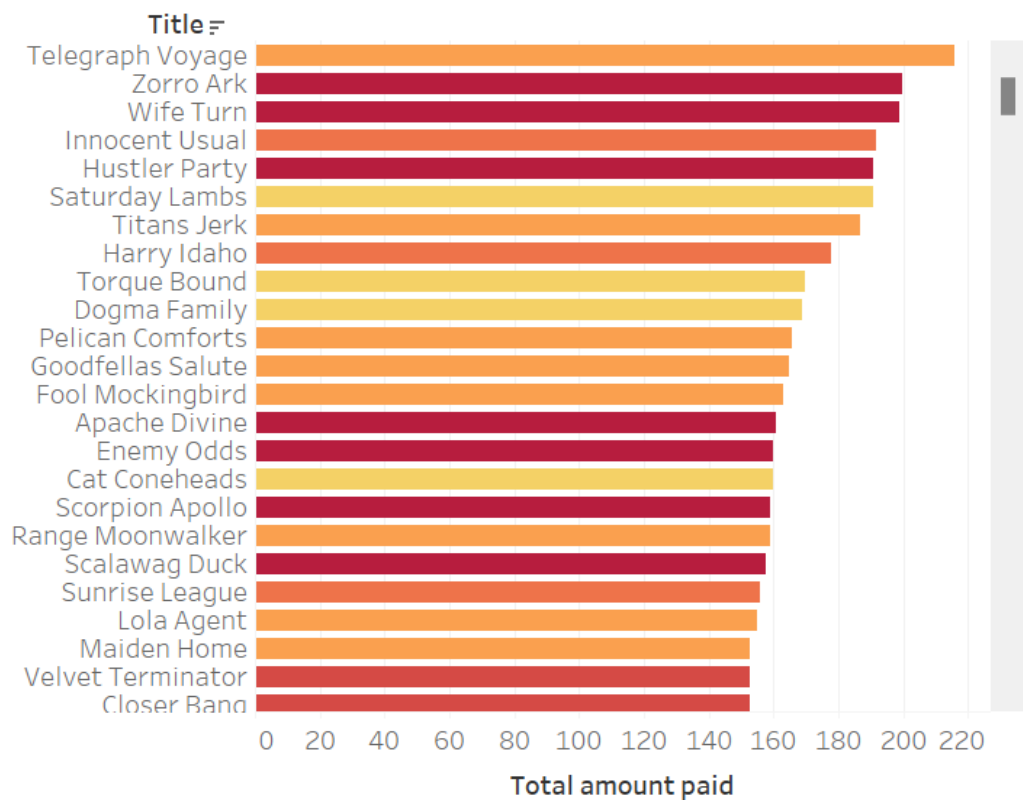
India and China have the most customer, the US, Japan, Mexico, and Brazil have moderate customer counts and the rest of the globe least c..

# Global sales variation with the number of customers presence



The colour map with the total number of customers represents the higher the customer higher the sales.

## Total global sales by each film from 02/2014 to 05/2007

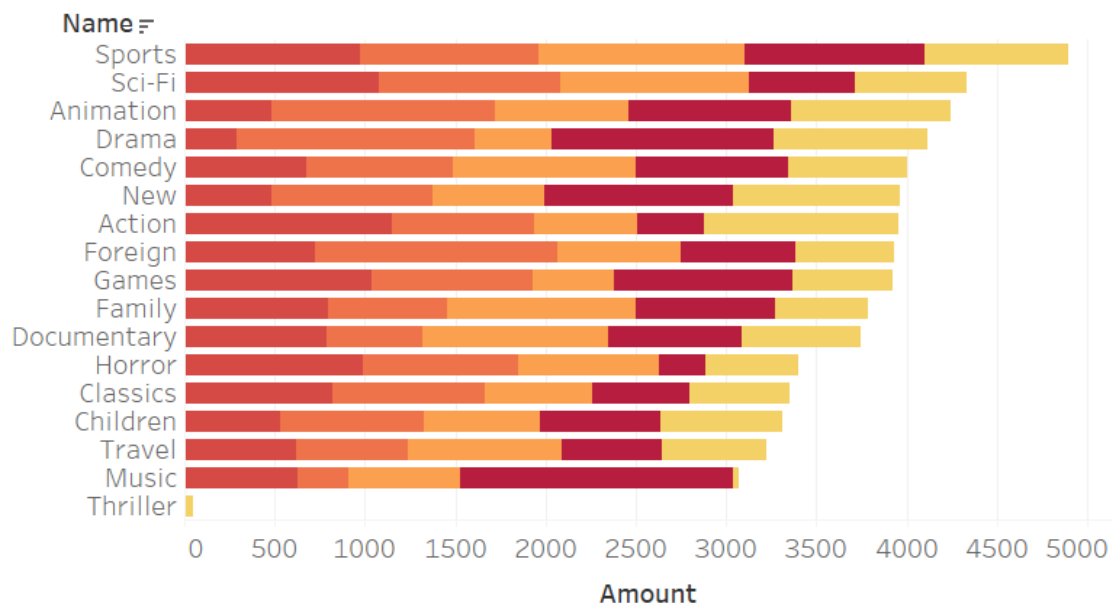


### Rating

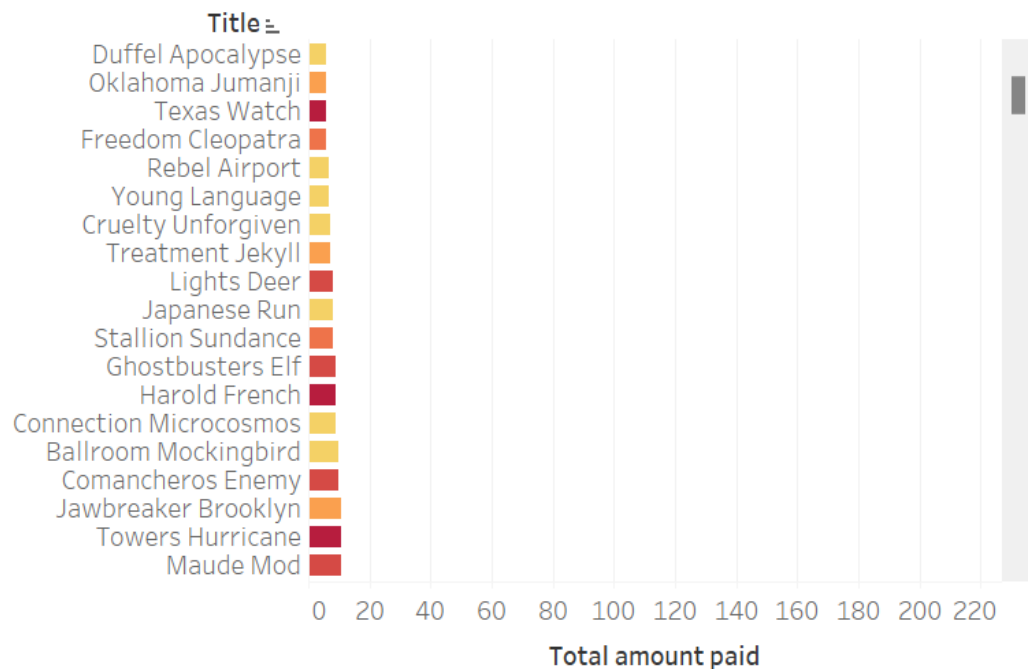
■ G
 ■ PG
 ■ PG-13
 ■ R
 ■ NC-17

The top 10 movies are Telegraph Voyage, zorro Ark, Wife Turn, Innocent Usual, Hustler Party, Saturday lambs, Titan jerk, Harry Idaho, and Torque Bound. Making total sales of 1890.4 out of 61312.04

## Top genre for film sale data 2007



## Most negligible sales made by film title

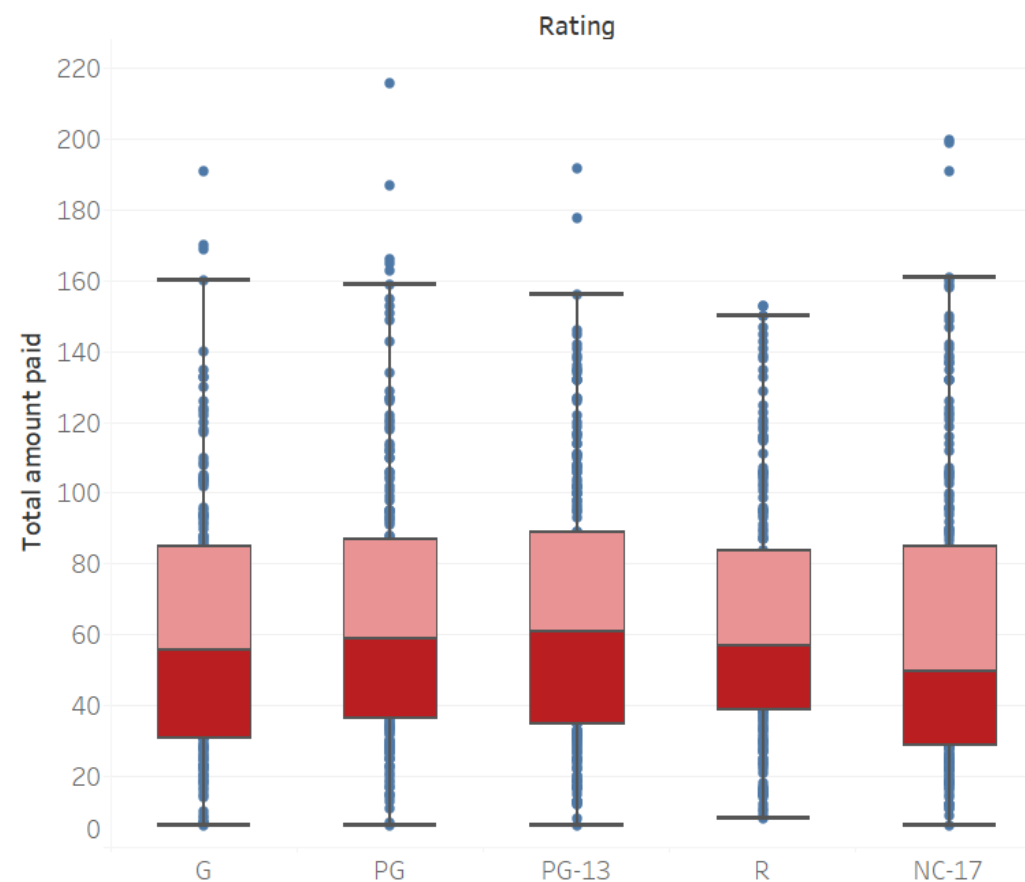


Most negligible revenue generated films are Texas Watch, Oklahoma Jumanji, Duffel Apocalypse, Freedom Cleopatra, Young Language, Rebel Airport, Cruelty Unforgiven, Treatment Jekyll, Lights Deer, Stallion Sundance, Total sale of least 100 films is 1521.64

### Rating



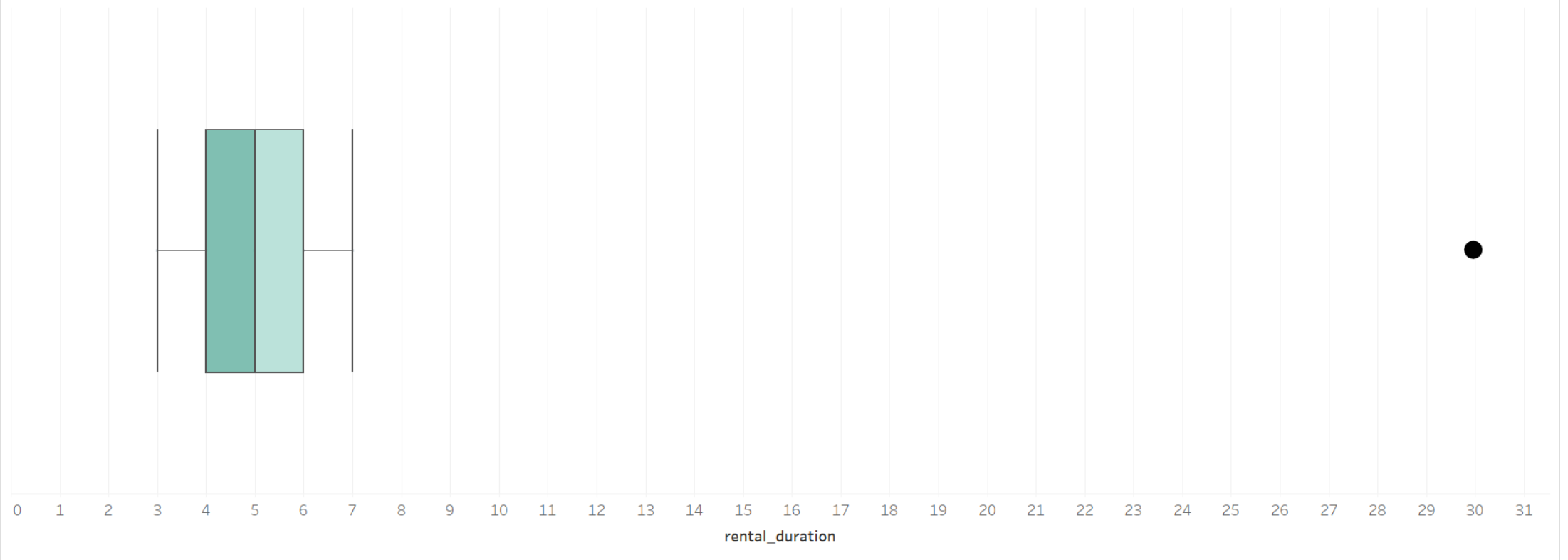
## Box-and-whisker plots on sales by rating



The average sales from all the rating films are the same approximate sale value of 50 to 60,

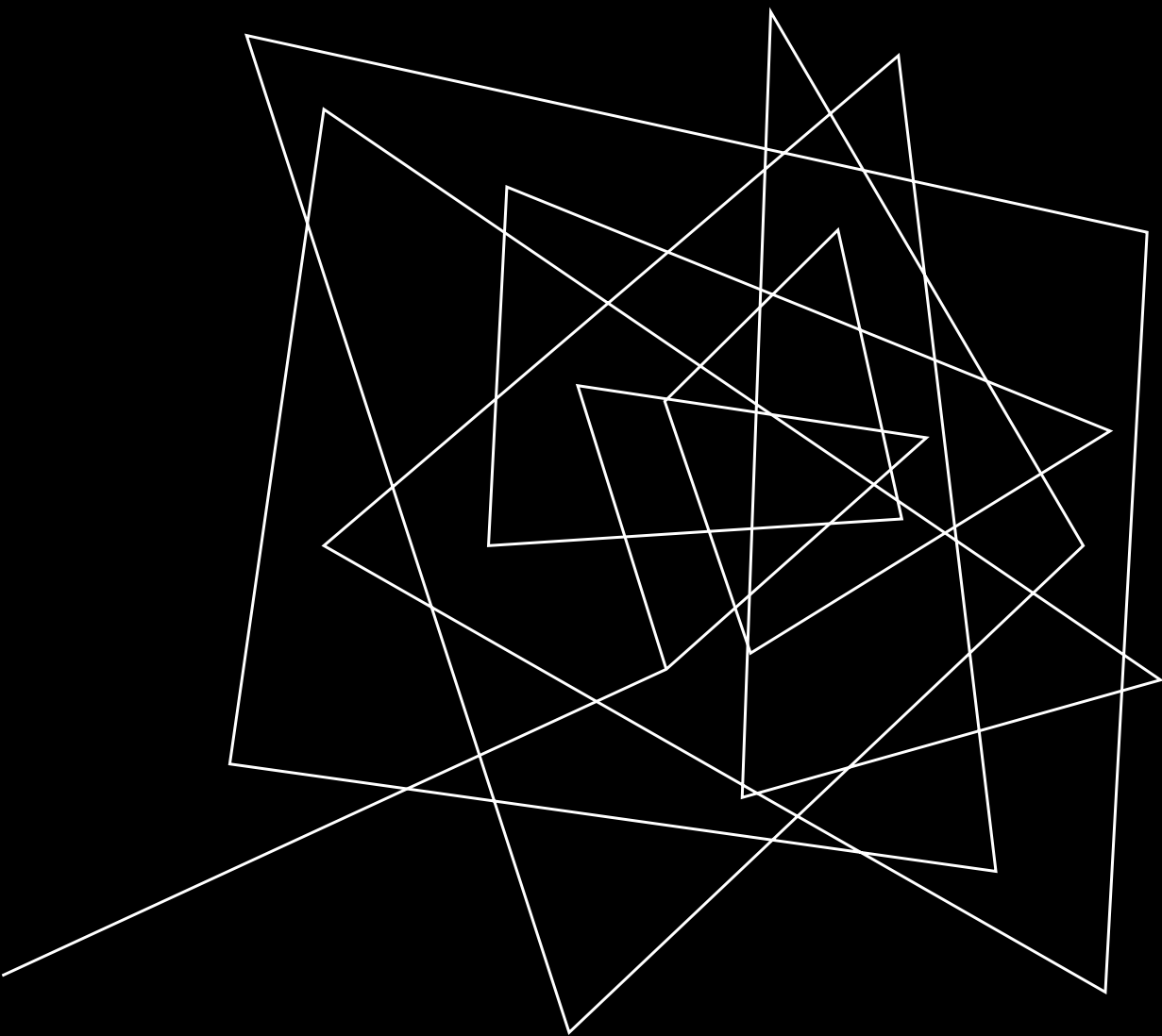
# BOX-AND-WHISKER PLOTS ON RENTAL DURATION

The average rental duration is 4.94. minimum and maximum rental durations are 3 & 30, respectively.



## Summary

Count:	14592
SUM(rental_duration)	
Sum:	72,056.00
Average:	4.94
Minimum:	3.00
Maximum:	30.00
Median:	5.00



# SUMMARY



# SUMMARY

## SALES RECORDS

The maximum duration of sales records are of 3 months from 14.02.2007 to 14.05.2007

## REPLACEMENT COST

The minimum replacement cost is 9.99, and maximum replacement cost is 29.99

## FILM DATA

Film records contain information about 2006 and 2007 year records

## AVERAGE SALE

The average sale per day is 681 and 162 average rental sales per day

# SUMMARY

## ANALYTICS ON FILMS

- Sports, sci-fi and animation are the top genres that made the highest films sales
- Travel, Music and Thriller are the least purchased movies
- The top 3 movies are Telegraph Voyage, zorro Ark, Wife Turn
- Most negligible revenue generated films are Texas Watch, Oklahoma Jumanji, Duffe

## ROCKBUSTER CUSTOMERS BASED IN

- India, China and US are the top 3 countries
- Total number 108 countries where Rockbuster customers are based in

## VARIATIONS IN GLOBAL SALES

Maximum sales by country are 6034.78, and minimum sales are 47.85. Average sales from all the countries are 567,00



# THANK YOU

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[Tableau link](#)



## REFERENCES AND LINKS

PUBLIC TABLEAU LINK

[click](#)

ROCKBUSTERS DATA SET

[Download the Rockbuster data set](#)

QUERIES AND RESULTS