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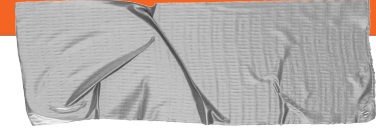
# Rockbuster Stealth

## Data Analysis


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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.

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- 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?

# Objectives and Key Questions



# Company Analysis



**1000**

Films for rent



**599**

Total Customers



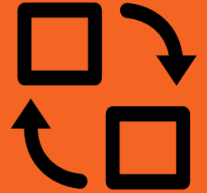
**5 Days**

Avg. rental time



**\$2.98**

Avg. rental cost



**\$ 19.98**

Avg. Replacement cost

# Top Performing Film



Telegraph Voyage

**\$ 215.75**

# Least Performing Films



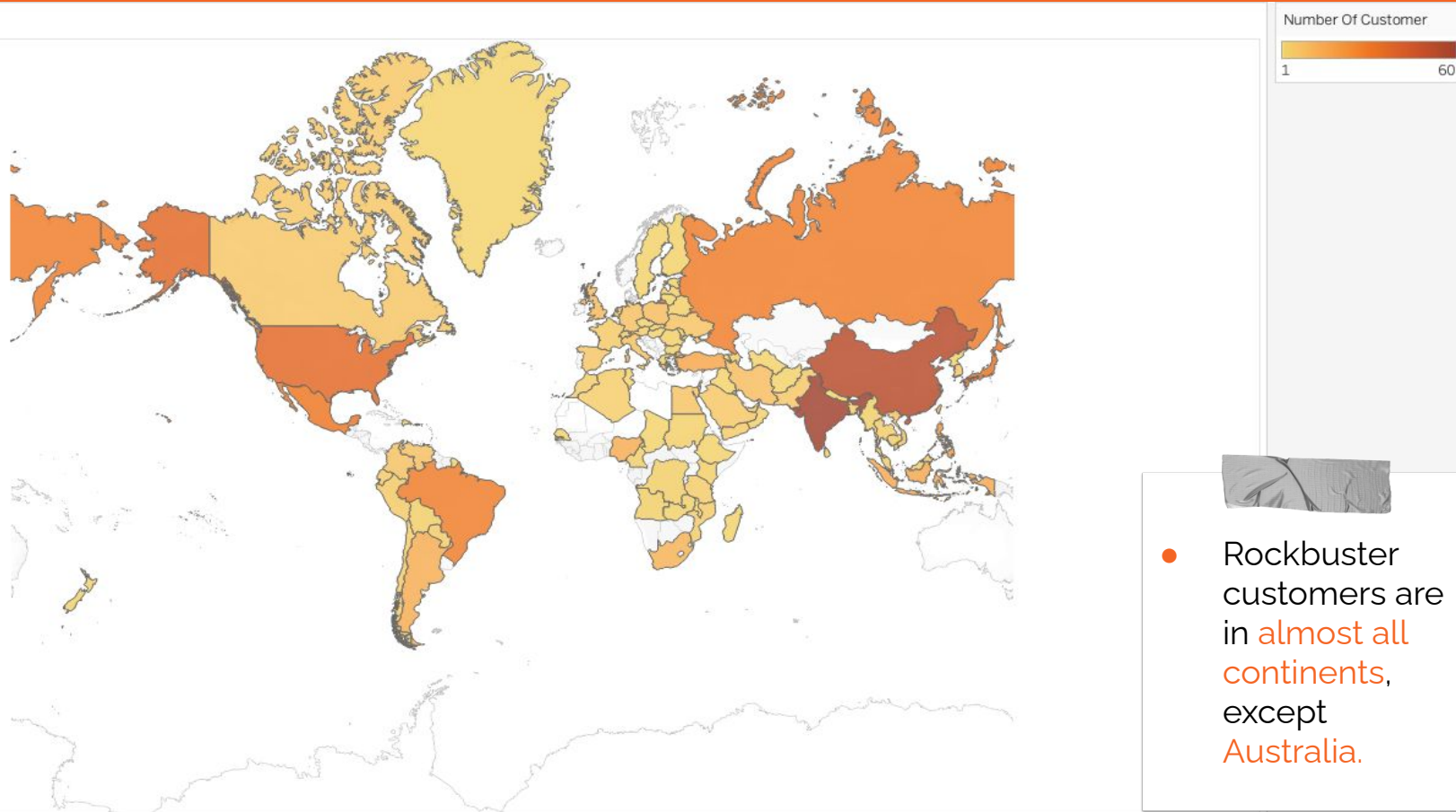
Duffel Apocalypse, Oklahoma  
Jumanji, Texas Watch

**\$ 5.94**

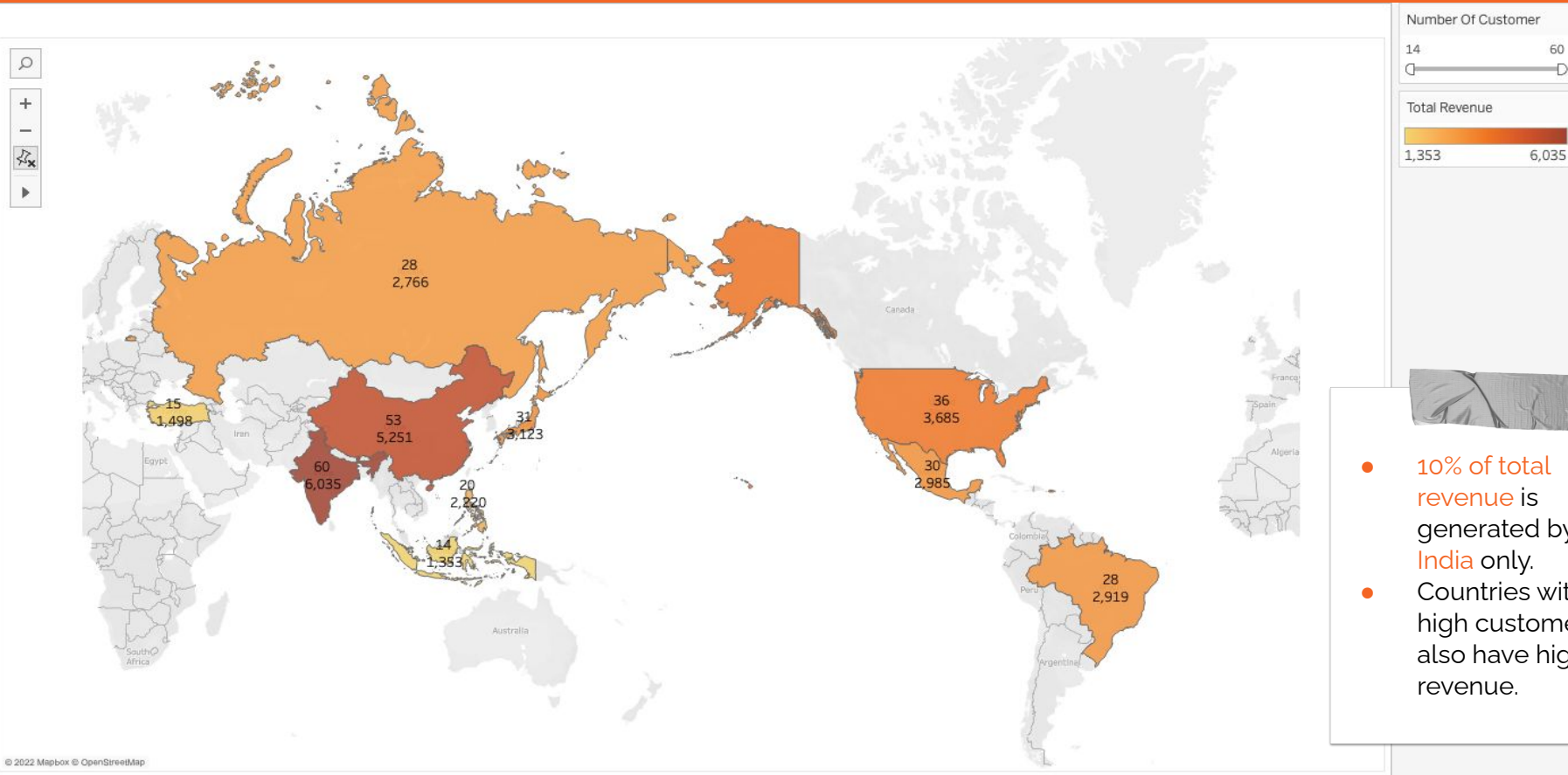
## Most Profitable Genre

- Sports
- Sci-Fi
- Animation

# Customer base of Rockbuster Worldwide

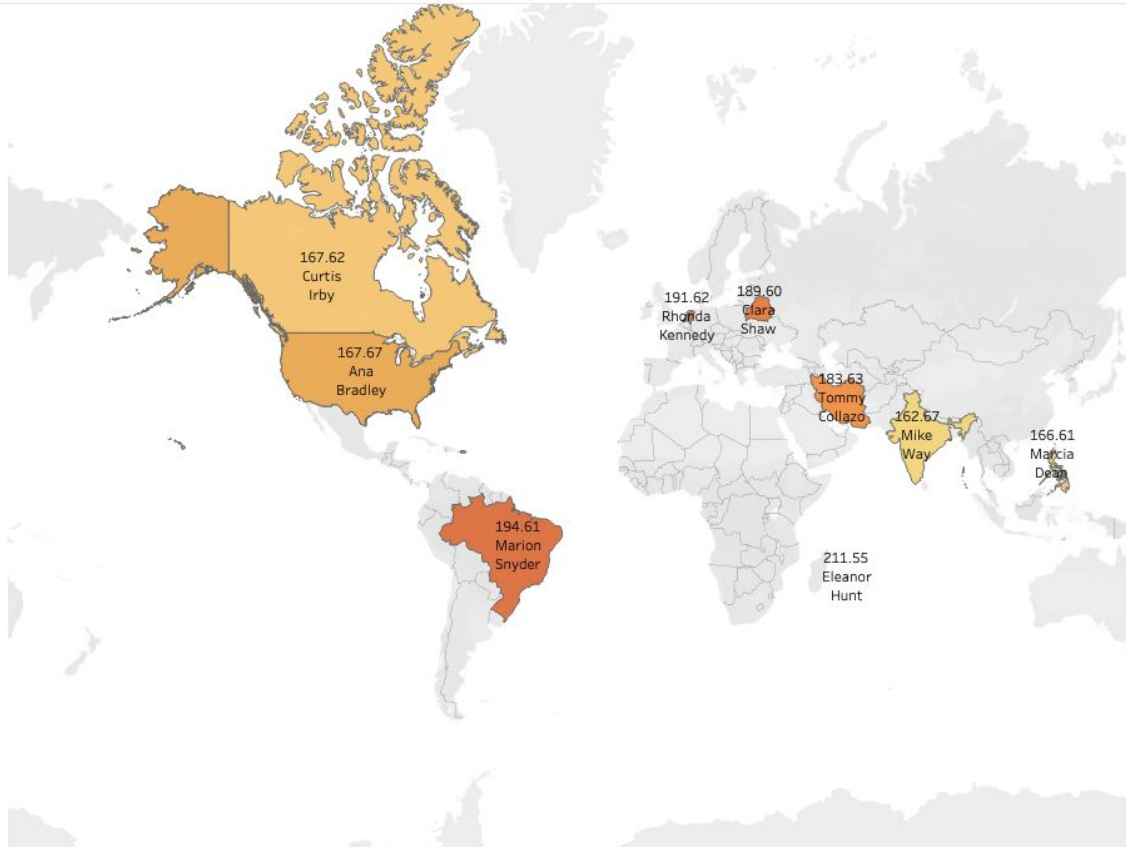


# Top 10 Countries in terms of customer number and revenue



- 10% of total revenue is generated by India only.
- Countries with high customer also have high revenue.

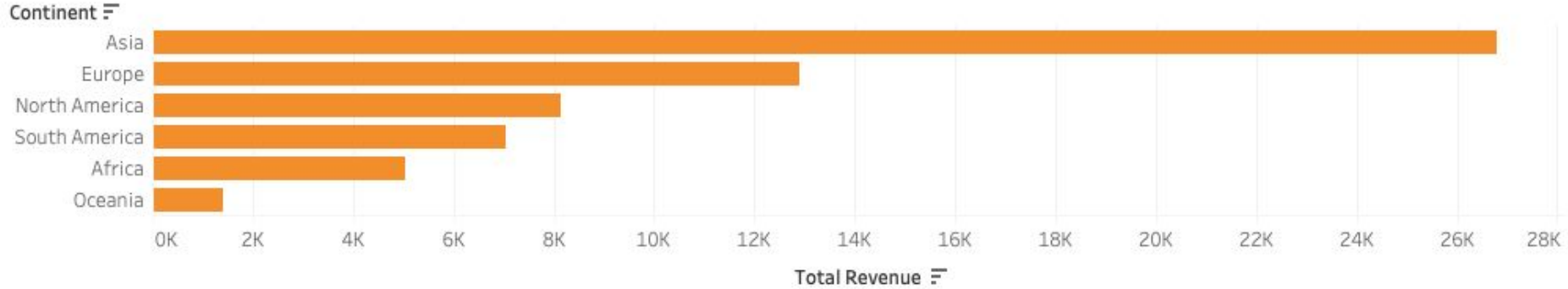
# Top 10 Customers by Total Payment Made



- Top Customers are spread across the globe.
- Top customer, Eleanor Hunt from Reunion has spent \$ 211.55.



# Sales Figure by Geographic Regions



- Sales figure **vary** between the different regions.
- Highest Revenue is generated through **Asian Countries**.

# Recommendations

## Market

- ❑ Target markets with **high** customer base and **high** revenue.
- ❑ Focus on India, China, United States, Japan and Mexico

## Retention

- ❑ Consider launching a **loyalty program** that encourages existing customers to **return and conduct** more business with Rockbuster as well as encourage new purchases.

## Release Strategy

- ❑ Consider promoting the movies under popular genres in the online platform like **Sports, Si-Fi and Animation.**

# Questions



# Thank You !

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Tableau link: [Rockbuster Data Analysis](#)