



# ROCKBUSTER STEALTH, LLC

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Data Analysis Project by: Ana María Tiscareno

# 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.

The business intelligence (BI) department needs 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. To do that, the department needed to have the answers to a series of ad-hoc business questions that other departments may have.

# KEY QUESTIONS

- 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?

# DATA OVERVIEW

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○ NUMBER OF CUSTOMERS

599

○ NUMBER OF TITLES

1,000

○ OPERATING COUNTRIES

108 (600 cities)

○ NUMBER OF FILM GENRES

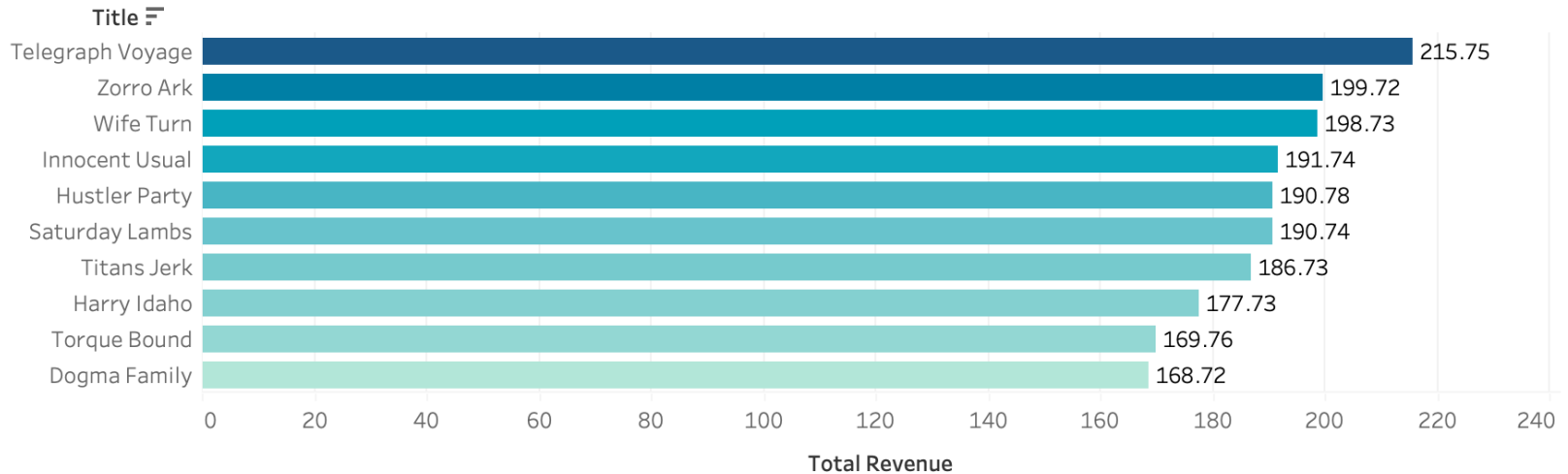
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# RENTAL DATA

	AVERAGE	MAXIMAL	MINIMAL
Movie Length	115.3 min.	185 min.	46 min.
Rental Duration	5 days	7 days	3 days
Rental Rate	\$3.00	\$5.00	\$1.00
Replacement Cost	\$20.00	\$30.00	\$10.00

# FILM ANALYSIS

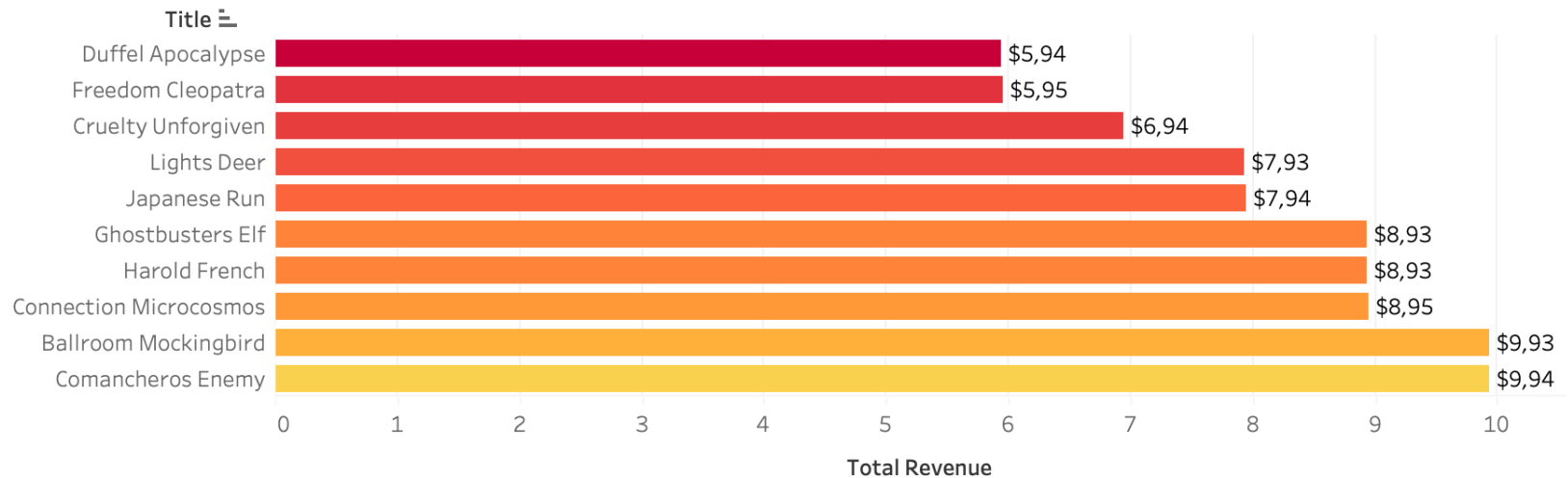
## TOP 10 FILM TITLES WITH HIGHEST REVENUE



"Telegraph Voyage" is the highest revenue generating film

# FILM ANALYSIS

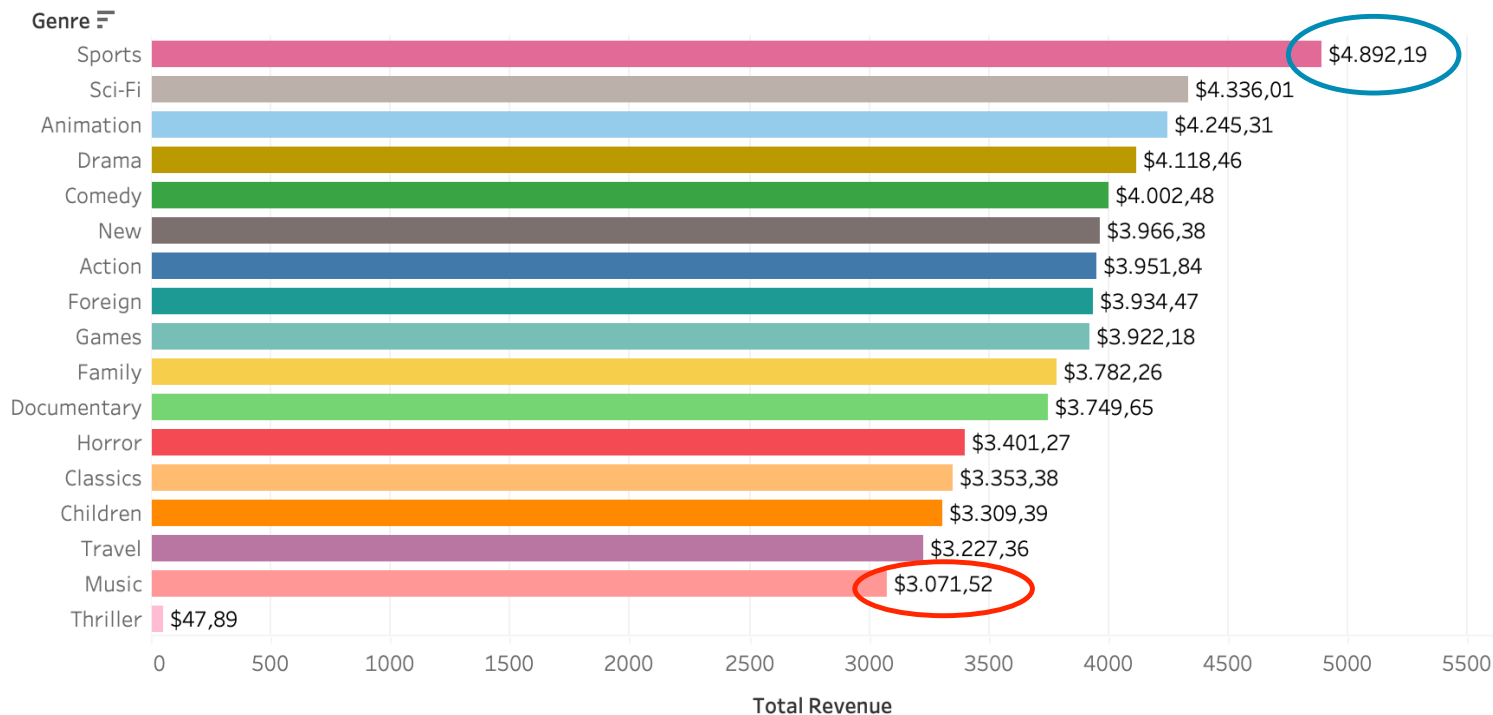
## TOP 10 FILM TITLES LOWEST REVENUE



Top 10 worst performing films in terms of revenue

# GENRE ANALYSIS

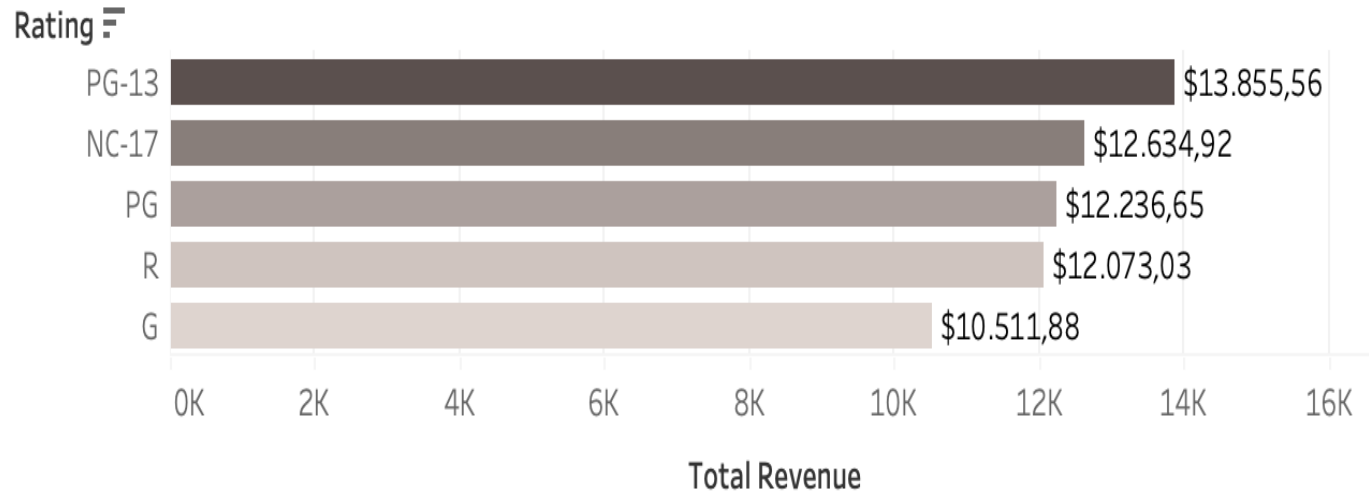
## REVENUE BY FILM GENRE





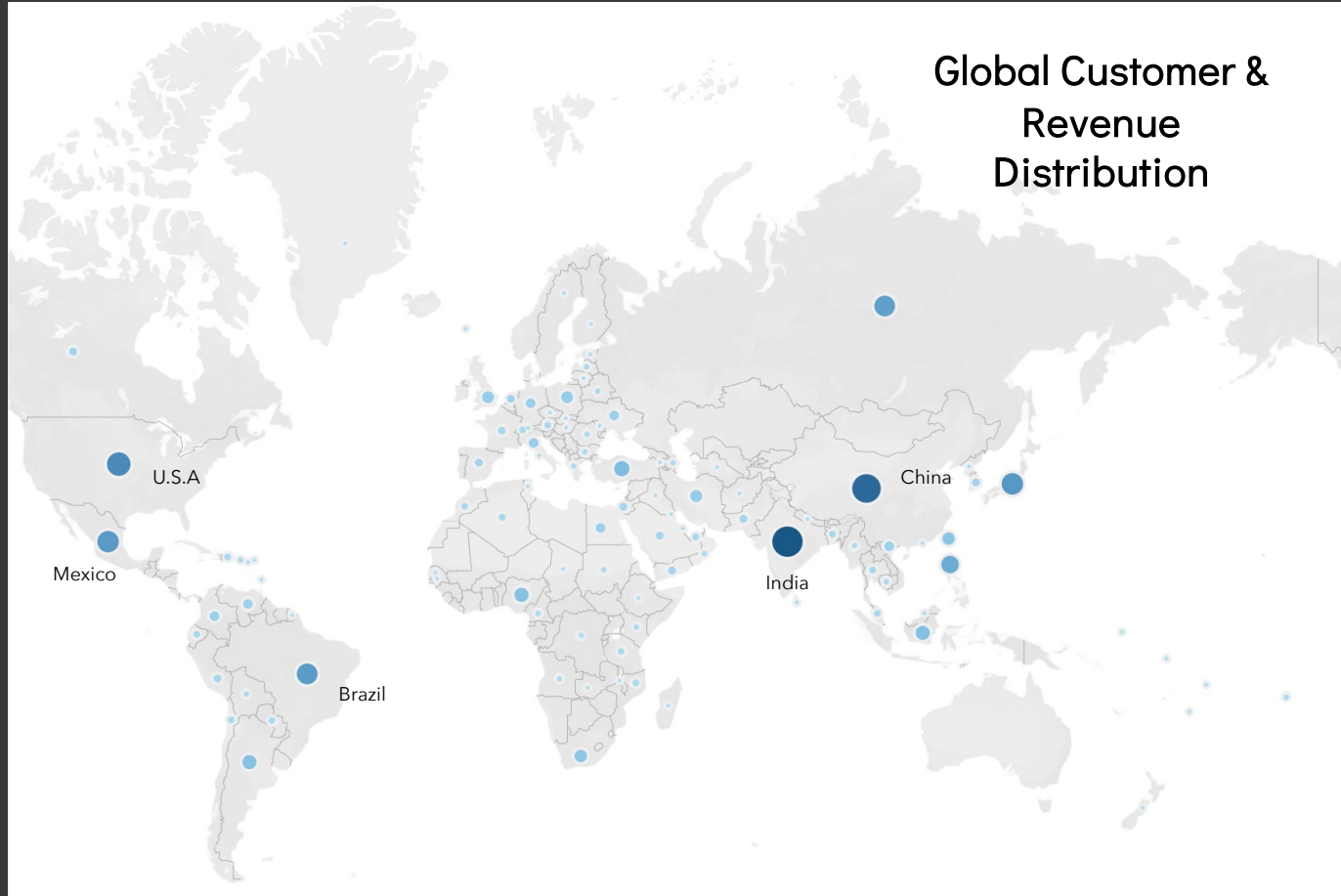
# RATING ANALYSIS

## REVENUE BY RATING



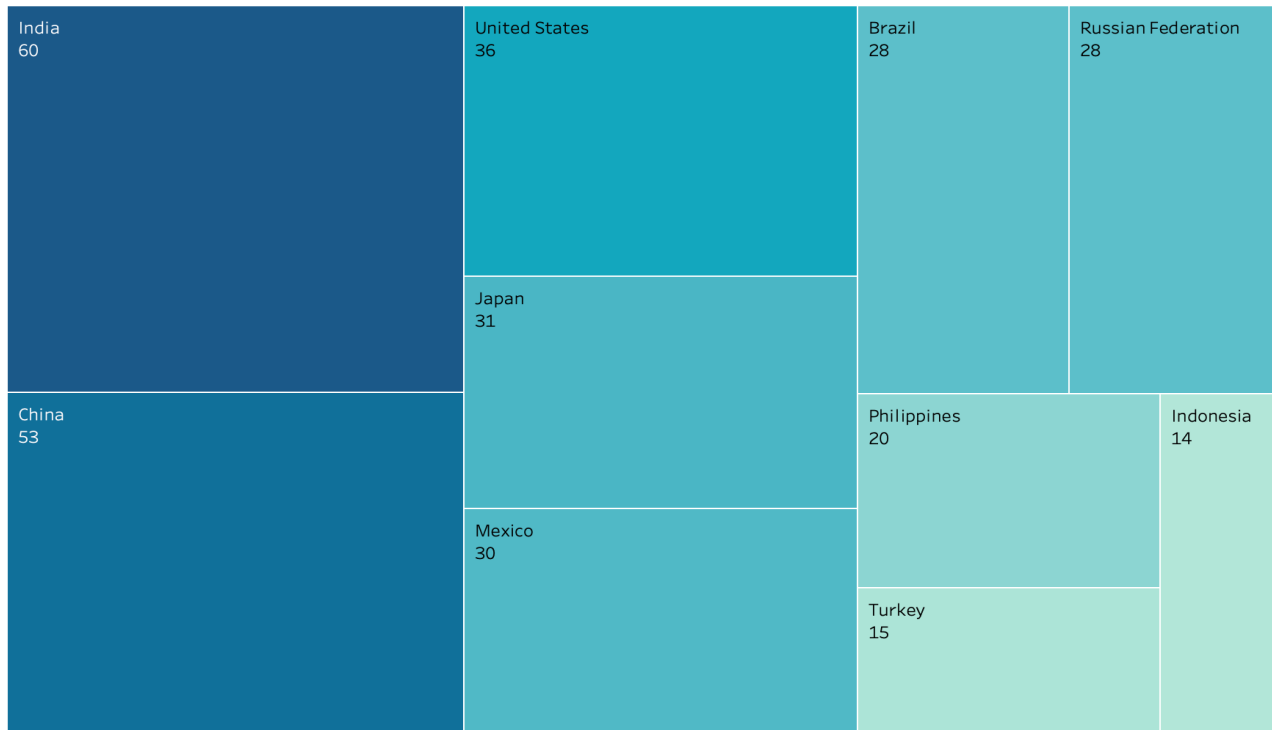
**PG-13 Rating films generate the highest perform with a total revenue of \$13,855.56**

# SPATIAL ANALYSIS

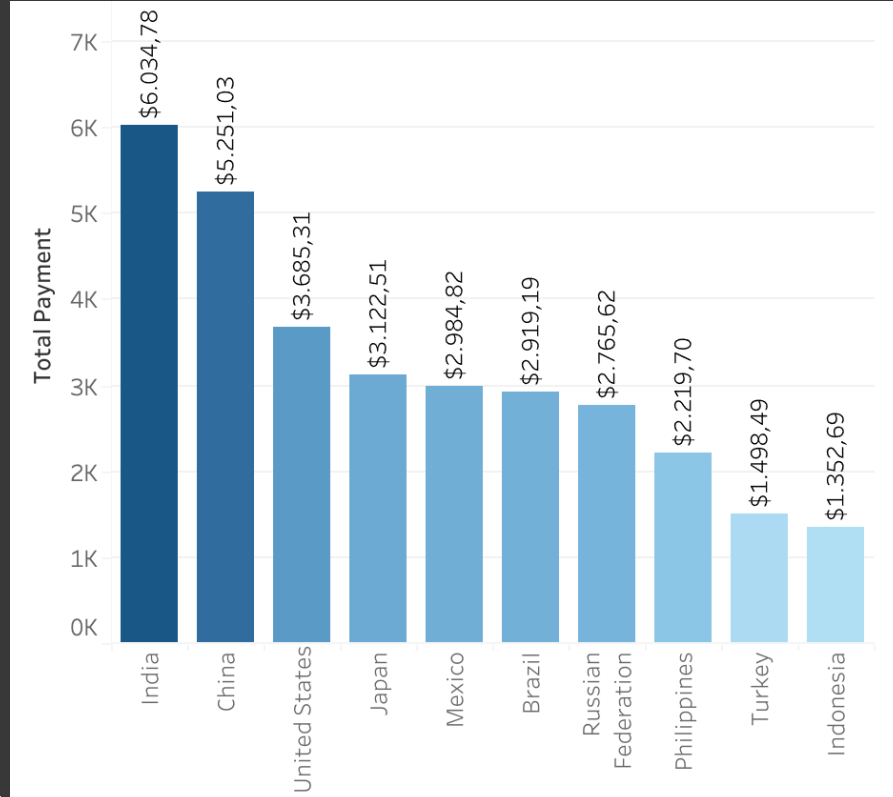


# TOP 10 COUNTRIES

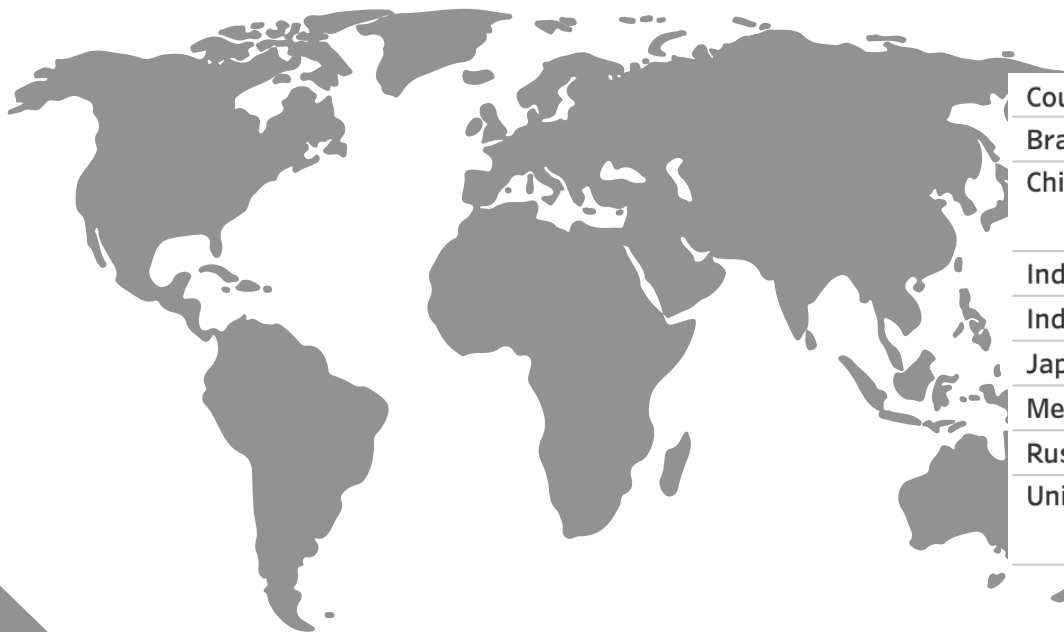
in terms of customer count



# TOP 10 COUNTRIES WITH HIGHEST REVENUE



# TOP 10 CITIES that fall within the top 10 countries in terms of customer count



Country	City	
Brazil	So Leopoldo	1
China	Shanwei	1
	Tianjin	1
India	Ambattur	1
Indonesia	Cianjur	1
Japan	Iwaki	1
Mexico	Acua	1
Russian Federation	Teboksary	1
United States	Aurora	2
	Citrus Heights	1


## TOP 5 MOST VALUABLE CUSTOMERS

from the Top 10 cities who've paid the highest total amounts to Rockbuster


Country	First Name	Last Name	
India	Arlene	Harvey	111.76
China	Kyle	Spurlock	109.71
Japan	Marlene	Welch	106.77
Mexico	Glen	Talbert	100.77
United States	Clinton	Buford	98.76




# INSIGHTS



The most preferred genres are:  
Sports, Sci-Fi, Animation, Drama  
and Comedy.




The average rental duration  
is 5 days, with minimal  
variations per genre.




The countries with the  
largest customers count  
are India, China, United  
States, Japan and Mexico.



PG-13 is the most picked Genre.



Asia is the Region with the  
highest revenue.



The countries with the  
highest revenue are India  
and China

# RECOMMENDATIONS

Gather additional data on user behavior to offer individualized recommendations based on their rental history.

Focus on markets with a high number of customers and high average revenue per customer, special emphasis on top genres



A rewards program should be created to incentivize users with high rental volume and long-term accounts

Top genres generating the highest revenue should be prioritized .

Analyse internally the possibility of suspending the license of films with lower contribution.



# THANKS

Do you have any questions?  
Please feel free to contact me 😊  
anamariatiscareno949@gmail.com

Link to interactive visulization

[https://public.tableau.com/app/profile/  
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/FINAL?publish=yes](https://public.tableau.com/app/profile/ana.maria.tiscareno.contreras/viz/Task3_10_RockbusterStealthDatabaseAnalysis/FINAL?publish=yes)