

# ROCKBUSTER STEALTH ANALYSIS

Analyst: Andrea Chestnut



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# INTRODUCTION

- 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.

- Objective:

As a data analyst, I was hired to help with the launch strategy for the new online video service.

# MOVIE RENTAL DATA

Number of Movies

**1000**

Number of Movie Categories

**20**

Minimum Movie Length

**46 Minutes**

Maximum Movie Length

**185 Minutes**

Minimum Movie Replacement Cost

**\$9.99**

Maximum Movie Replacement Cost

**\$29.99**

Minimum Rental Duration

**3 Days**

Maximum Rental Duration

**7 Days**

Minimum Rental Rate

**\$0.99**

Maximum Rental Rate

**\$4.99**

Total Revenue (\$)



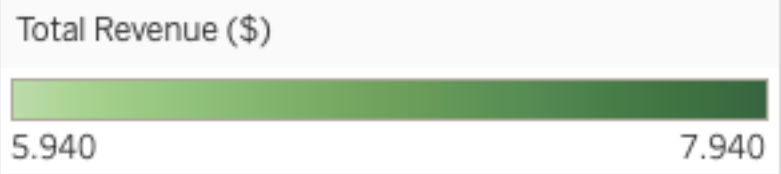
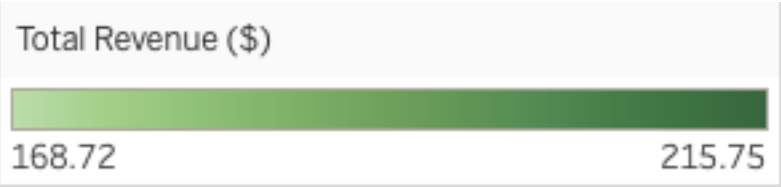
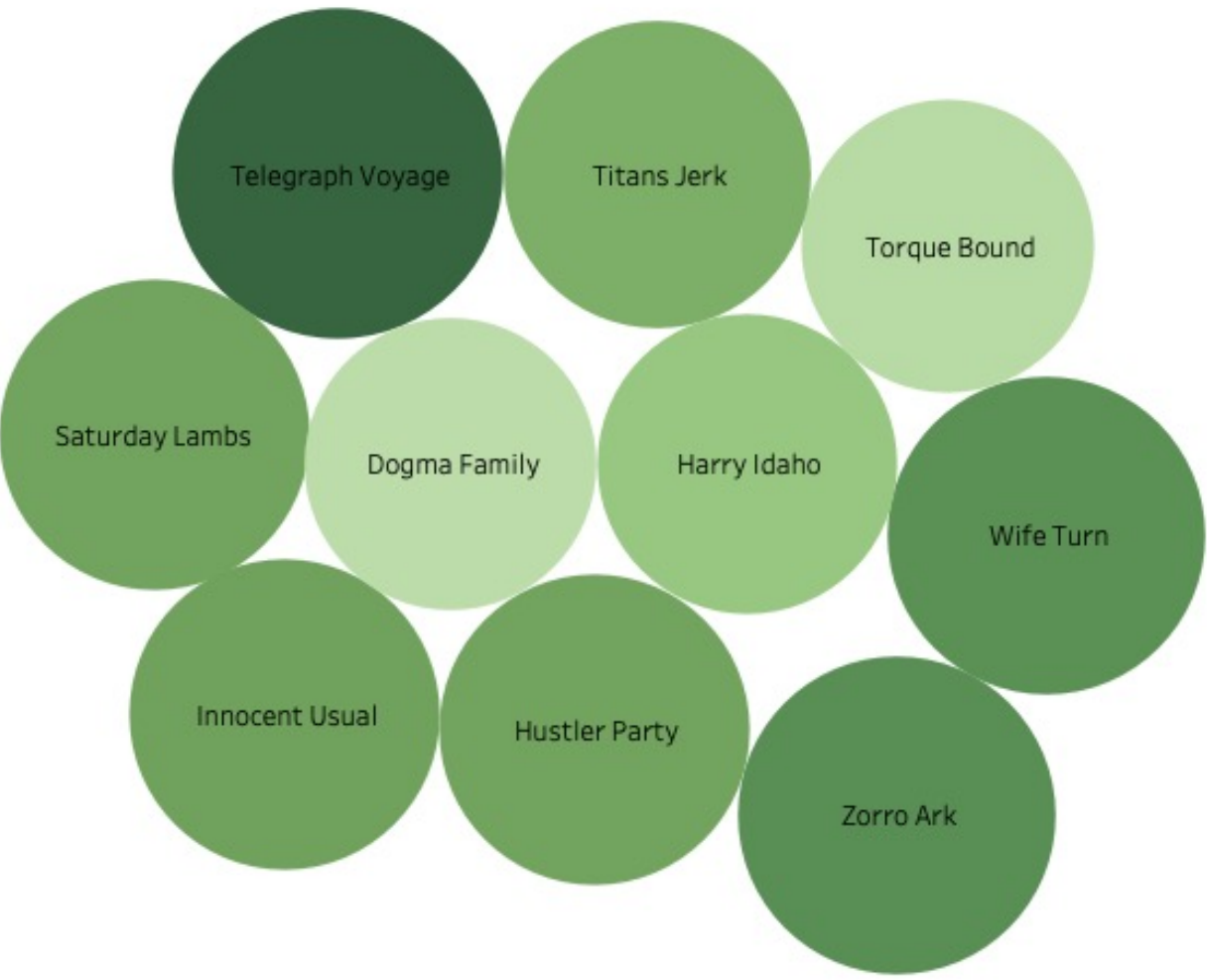
48

4,892

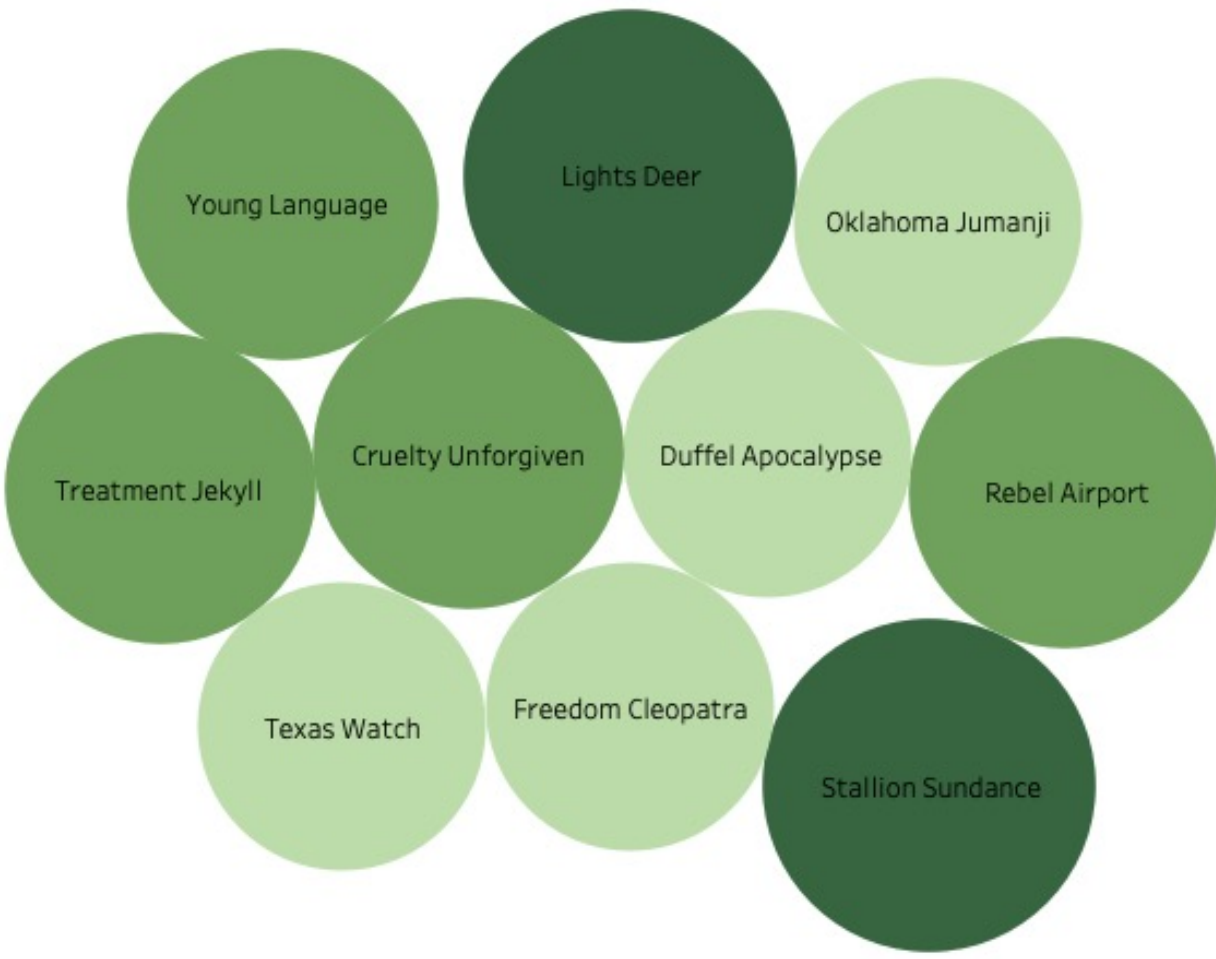
## Total Revenue by Genre in Dollar Amount

Genre	
Sports	4,892
Sci-Fi	4,336
Animation	4,245
Drama	4,118
Comedy	4,002
New	3,966
Action	3,952
Foreign	3,934
Games	3,922
Family	3,782
Documentary	3,750
Horror	3,401
Classics	3,353
Children	3,309
Travel	3,227
Music	3,072
thriller	48

10 Most Popular Movies by Revenue (\$)



10 Least Popular Movies by Revenue (\$)





## Top 10 Countries



Number of Customers



Number of Customers



1

2

## Top 10 Cities of the Top 10 Countries

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



Total Amount Paid



98.76

111.76

## Top 5 Customers by Revenue (\$)

Country	City	
China	Shanwei	109.71 Kyle Spurlock
India	Ambattur	111.76 Arlene Harvey
Japan	Iwaki	106.77 Marlene Welch
Mexico	Acua	100.77 Glen Talbert
United States	Aurora	98.76 Clinton Buford

# SUMMARY OF FINDINGS

- The 5 genres that bring in the most revenue are Sports, Sci-Fi, Animation, Drama, and Comedy.
- The genre that brings in the least revenue is Thriller.
- India, China, and United States have the most customers using Rockbuster.
- In those countries the cities with the most customers using Rockbuster are Ambattur, Shanwei, and Aurora.
- The customers that bring in the most revenue from those cities are Arlene Harvey, Kyle Spurlock, and Clinton Buford.

# TABLEAU LINKS

- [https://public.tableau.com/app/profile/andrea5202/viz/3\\_10movierevenue/Totalrevenuegenre?publish=yes](https://public.tableau.com/app/profile/andrea5202/viz/3_10movierevenue/Totalrevenuegenre?publish=yes)
- [https://public.tableau.com/app/profile/andrea5202/viz/3\\_10top10countries\\_16834934913120/Top10Countries?publish=yes](https://public.tableau.com/app/profile/andrea5202/viz/3_10top10countries_16834934913120/Top10Countries?publish=yes)
- [https://public.tableau.com/app/profile/andrea5202/viz/3\\_10top10cities/Top10cities?publish=yes](https://public.tableau.com/app/profile/andrea5202/viz/3_10top10cities/Top10cities?publish=yes)
- [https://public.tableau.com/app/profile/andrea5202/viz/3\\_10top5customers/Top5Customers?publish=yes](https://public.tableau.com/app/profile/andrea5202/viz/3_10top5customers/Top5Customers?publish=yes)