



ROCKBUSTER STEALTH LLC

DATA ANALYSIS

*Apinya Boonlaksakul
Data Analyst
Date: 24-Aug-2023*

Introduction

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

The management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.



Key Questions 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?

Data Overview

No. of Films 1,000			
No. of Genres 17			
No. of Customers 599			
Films Language	English	Last Update	26.5.2013

Film Length

Min. 46 min.

Average 115 min.

Max. 185 min.

Rental Rate

Min. \$ 0.99

Average \$ 2.98

Max. \$ 4.99

Replacement Cost

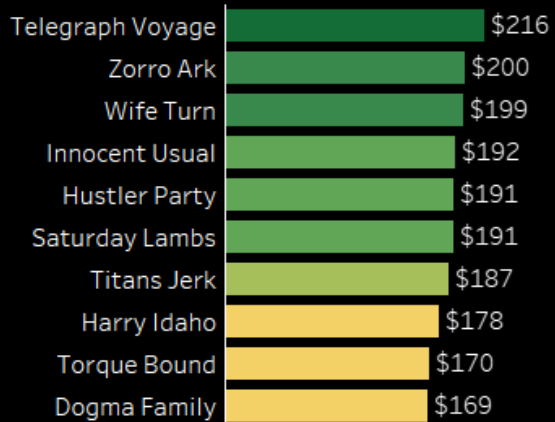
Min. \$ 9.99

Average \$ 19.98

Max. \$ 29.99

Top & Bottom Films by Revenue Gains

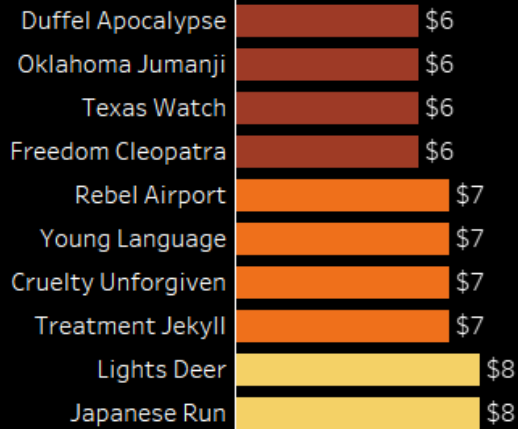
Top 10 Films



Total Revenues

*All the top 10 films
have a rental rate of \$4.99.*

Bottom 10 Films



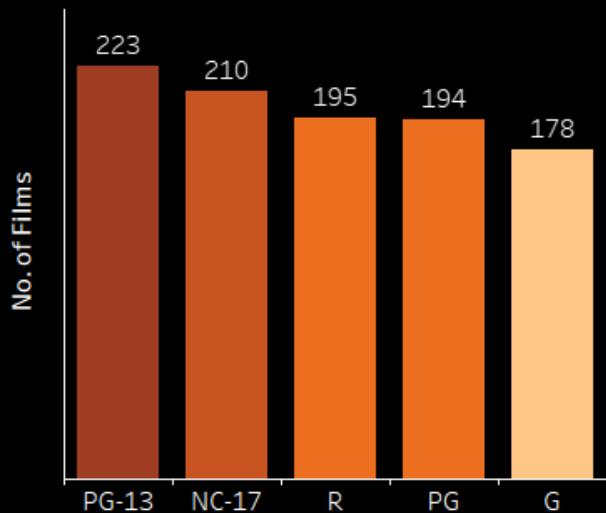
Total Revenues

*All the bottom 10 films
have a rental rate of \$0.99.*

- 42 films haven't generated any revenue.
- The rental rate has no impact on the revenue.

Film Rating

Number of Films by Rating



PG-13 = Parents Strongly Cautioned / NC-17 = No Children Under 17 Admitted
R = Restricted / PG = Parental Guidance Suggested / G = General Audience

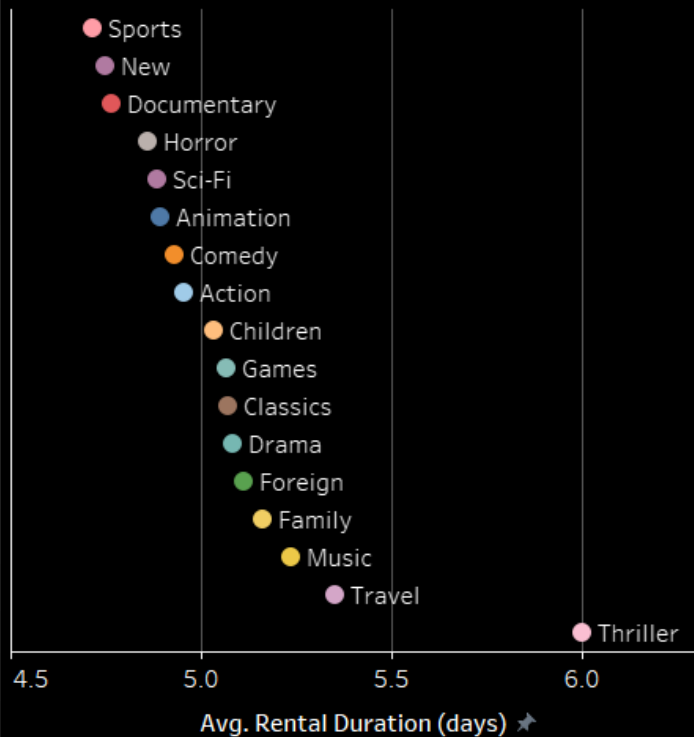
Top 3 Films with PG-13 Rating

Ranking	Film	Genre	Rentals	Revenue
1.	Innocent Usual	Foreign	26	\$192
2.	Harry Idaho	Drama	30	\$178
3.	Sunrise League	Animation	24	\$156

The PG-13 rating boasts the highest number of films and generates the greatest revenue.

Rental Duration

Average Rental Duration by Genre



MIN 3 days

AVG 5 days

MAX 7 days



70% of top 10 films has
average rental duration 3 days

Revenue by Genre

Sports

Revenues: \$4,892
No. of Films: 74
Avg. Rental Rate: \$ 3.13 /day
Avg. Rental Duration: 5 days

Drama

Revenues: \$4,118
No. of Films: 62
Avg. Rental Rate: \$ 3.02 /day
Avg. Rental Duration: 5 days

Foreign

Revenues: \$3,934
No. of Films: 73
Avg. Rental Rate: \$ 3.10 /day
Avg. Rental Duration: 5 days

Horror

Revenues: \$3,401
No. of Films: 56
Avg. Rental Rate: \$ 3.03 /day
Avg. Rental Duration: 5 days

Classics

Revenues: \$3,353
No. of Films: 57
Avg. Rental Rate: \$ 2.74 /day
Avg. Rental Duration: 5 days

Sci-Fi

Revenues: \$4,336
No. of Films: 61
Avg. Rental Rate: \$ 3.22 /day
Avg. Rental Duration: 5 days

Comedy

Revenues: \$4,002
No. of Films: 58
Avg. Rental Rate: \$ 3.16 /day
Avg. Rental Duration: 5 days

Games

Revenues: \$3,922
No. of Films: 61
Avg. Rental Rate: \$ 3.25 /day
Avg. Rental Duration: 5 days

Children

Revenues: \$3,309
No. of Films: 60
Avg. Rental Rate: \$ 2.89 /day
Avg. Rental Duration: 5 days

Travel

Revenues: \$3,227
No. of Films: 57
Avg. Rental Rate: \$ 3.24 /day
Avg. Rental Duration: 5 days

Animation

Revenues: \$4,245
No. of Films: 66
Avg. Rental Rate: \$ 2.81 /day
Avg. Rental Duration: 5 days

New

Revenues: \$3,966
No. of Films: 63
Avg. Rental Rate: \$ 3.12 /day
Avg. Rental Duration: 5 days

Family

Revenues: \$3,782
No. of Films: 68
Avg. Rental Rate: \$ 2.75 /day
Avg. Rental Duration: 5 days

Action

Revenues: \$3,952
No. of Films: 64
Avg. Rental Rate: \$ 2.65 /day
Avg. Rental Duration: 5 days

Documentary

Revenues: \$3,750
No. of Films: 68
Avg. Rental Rate: \$ 2.67 /day
Avg. Rental Duration: 5 days

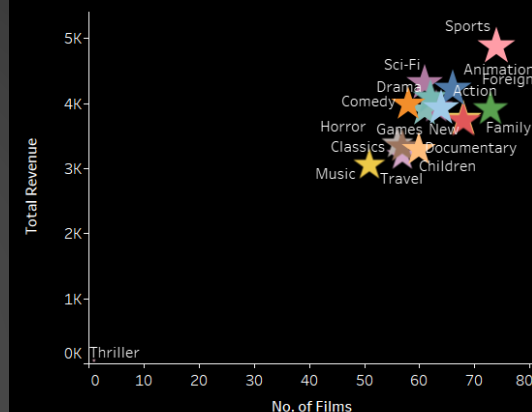
Music

Revenues: \$3,072
No. of Films: 51
Avg. Rental Rate: \$ 2.95 /day

Thriller

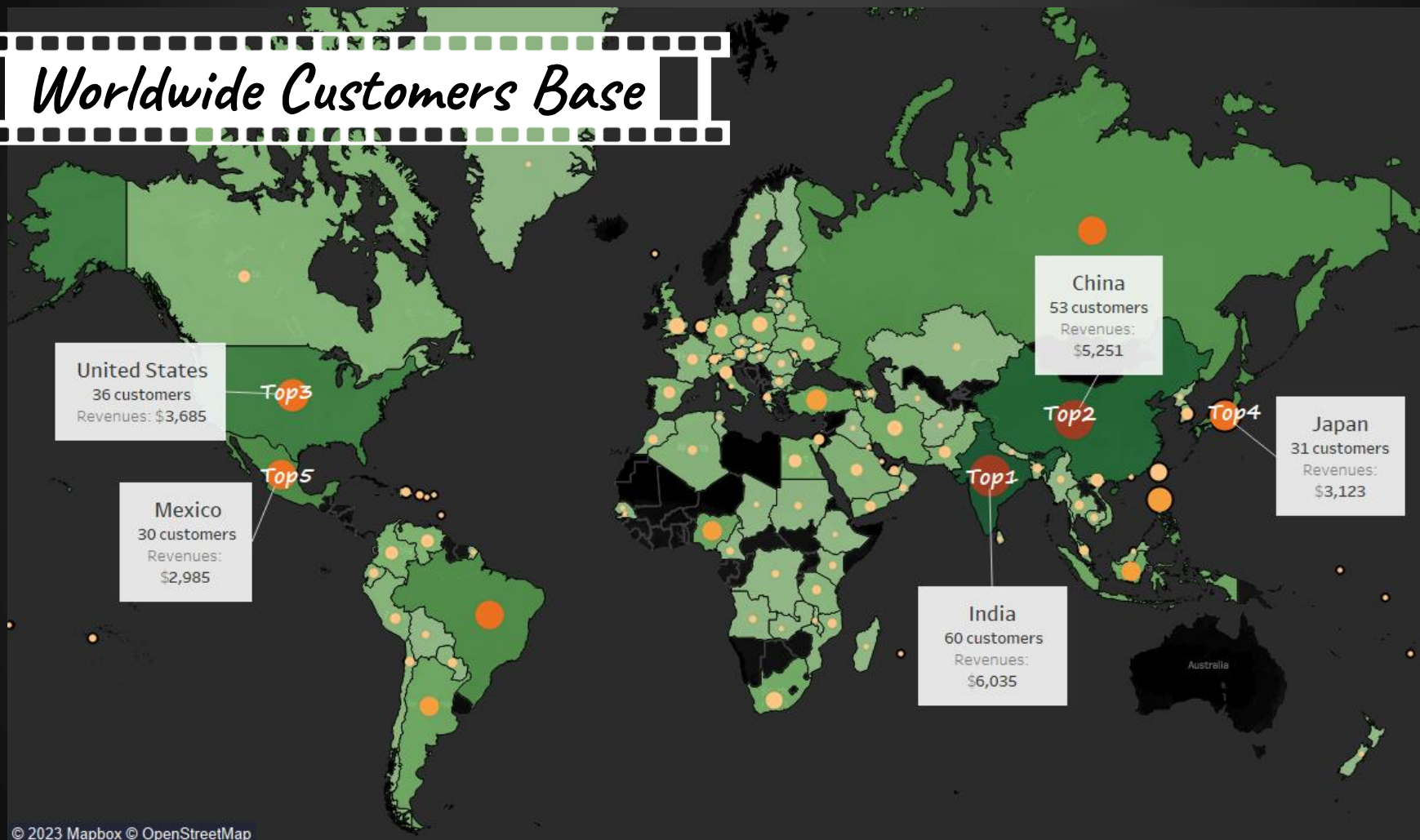
No. of Films: 3
Revenues: \$48
Avg. Rental Rate: \$2.99 /day
Avg. Rental Duration: 6 days

Correlation between Number of Films and Revenue for each Genre



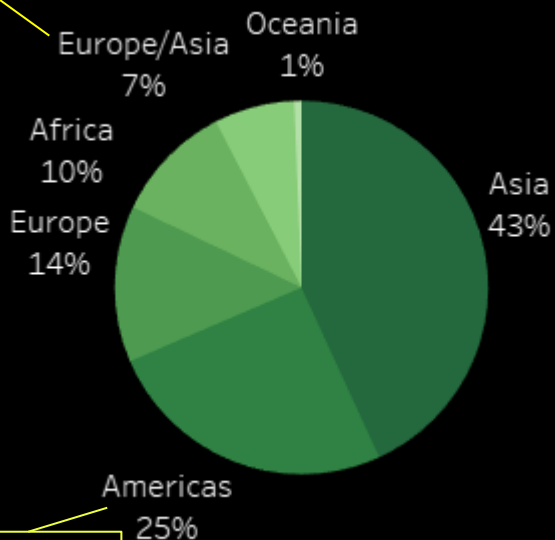
- Apart from the thriller genre, all genres generate similar revenue ranges.
- More films lead to higher revenues.

Worldwide Customers Base



Revenues by Region

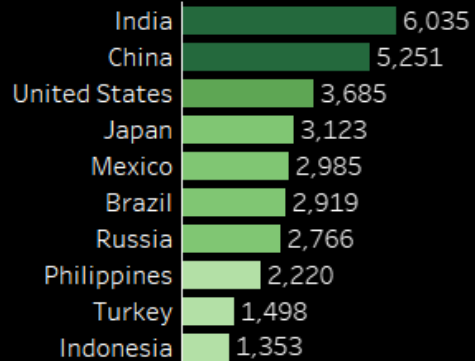
Russia 5%
Turkey 2%



India 10%
China 9%
Japan 5%
Philippines 4%
Indonesia 2%

USA 10%
Mexico 5%
Brazil 5%

Top 10 Countries



Total Revenues

Top 10 countries generate
50% of total revenues

High Lifetime Valued Customers

Ranking	Customer	Country	Rentals	Total Paid
1.	Eleanor Hunt	Reunion	46	212
2.	Karl Seal	United States	45	209
3.	Marion Snyder	Brazil	39	195
4.	Rhonda Kennedy	Netherlands	39	192
5.	Clara Shaw	Belarus	42	190



Recommendations

- 🎬 *Consider to acquire other languages.*
- 🎬 *Prioritize acquiring additional films within the sports, sci-fi, and animation genres.*
- 🎬 *Apply a higher rental rate upon discovering trending new films.*
- 🎬 *Allocate marketing resources to the top 5 countries: India, China, USA, Japan, and Mexico.*



Questions ?



[Link to Tableau Public](#)



Apinya Boonlaksakul / Data Analyst
apinya.boonlaksakul@gmail.com