



ROCKBUSTER STEALTH LLC

Data Analysis Project

By:

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PROJECT OVERVIEW



What is Rockbuster Stealth LLC is a fictional global movie rental company facing competition from streaming giants like Netflix and Amazon Prime. To stay competitive, they plan to launch an online video rental service using their extensive movie license portfolio.

Objective: this project will use data analytics to address key business questions, informing Rockbuster's 2020 strategy as they shift to an online service model. These insights will guide decision-making and strategic planning.

KEY QUESTIONS

1

Which movies contributed the most/least to revenue gain?



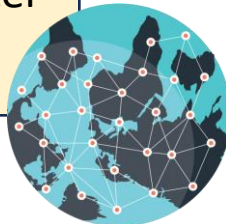
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What was the average rental duration for all videos?



3

Which countries are Rockbuster customers based in?



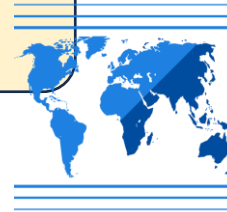
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Where are customers with a high lifetime value based?



5

Do sales figure vary between geographic regions?



DATA OVERVIEW

Films: 1000

Film Genres:
17

Film Runtime:
Average 115 min

Average
Rating: PG-13

Replacement
Cost Average:
\$20

Average Rental
Duration: 5 Days

Average
Rental Rate:
\$2.98

Customers:
599

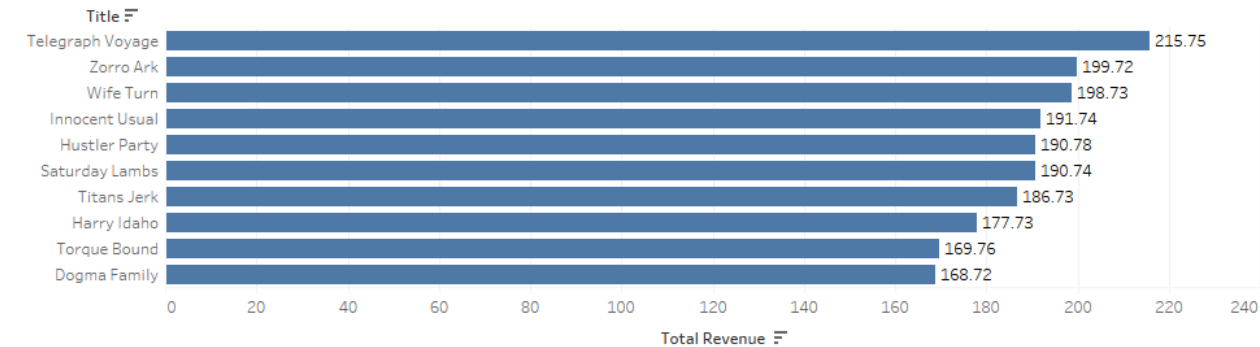




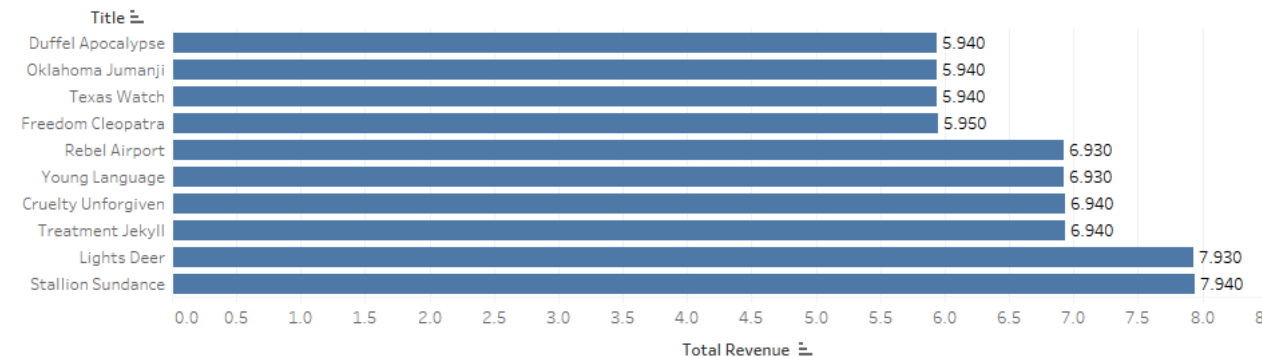
WHICH MOVIES CONTRIBUTED THE MOST/LEAST TO REVENUE GAIN ?

Title	Name	Total Revenue
Telegraph Voyage	Music	215.75
Zorro Ark	Comedy	199.72
Wife Turn	Documentary	198.73
Innocent Usual	Foreign	191.74
Hustler Party	Comedy	190.78
Saturday Lambs	Sports	190.74
Titans Jerk	Sci-Fi	186.73
Harry Idaho	Drama	177.73
Torque Bound	Drama	169.76
Dogma Family	Animation	168.72

TOP 10 MOVIES WHICH CONTRIBUTED THE MOST TO REVENUE GAIN

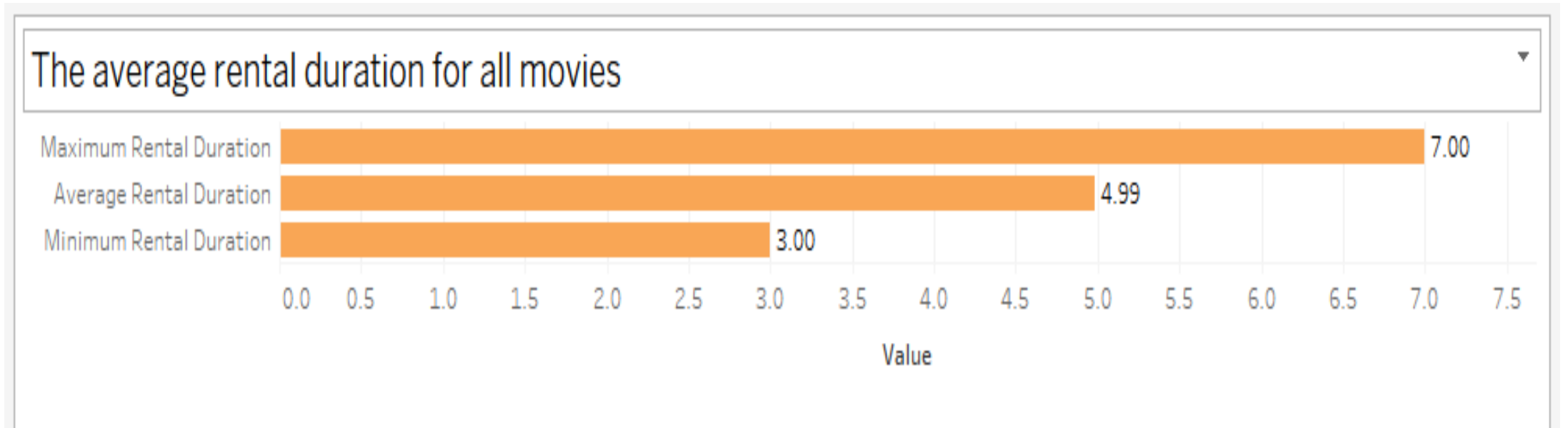


BOTTOM 10 MOVIES WHICH CONTRIBUTED THE LEAST TO REVENUE GAIN



2

WHAT WAS THE AVERAGE RENTAL DURATION FOR ALL VIDEOS?



- ☐ The rental durations of the movies are between 3 – 7 days.
- ☐ The average duration of rental is 5 days.
- ☐ The most frequent duration of rental was 6 days.

3

WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?



Top 5 countries:

India

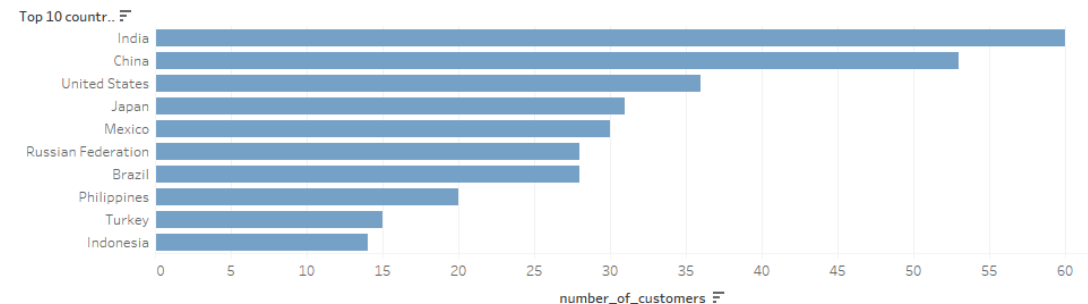
China

United States

Japan

Mexico

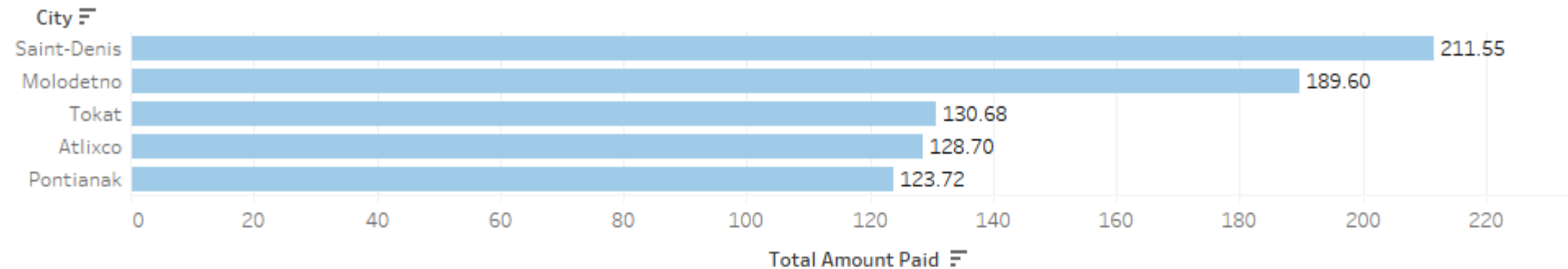
Top 10 countries for Rockbuster in terms of customer count



4

WHERE ARE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?

Top 5 cities based on amount paid

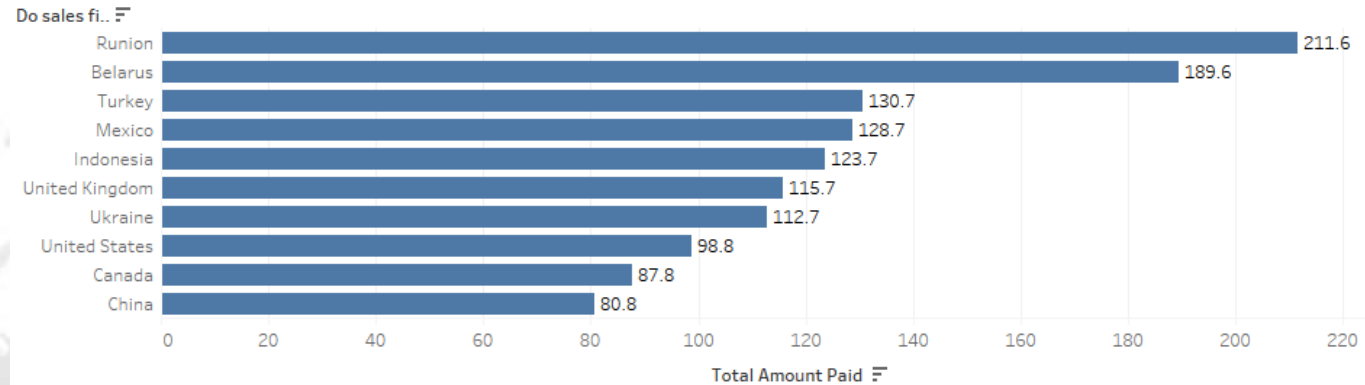


City	Total_amount_paid
Saint-Denis	211.55 \$
Molodetno	189.6 \$
Tokat	130.68 \$
Atlixco	128.7 \$
Pontianak	123.72 \$

5

Do sales figures vary between geographic regions?

Top 10 Sales Across Regions Based on Total Revenue



Top 3 countries with high sales based on revenue gain:

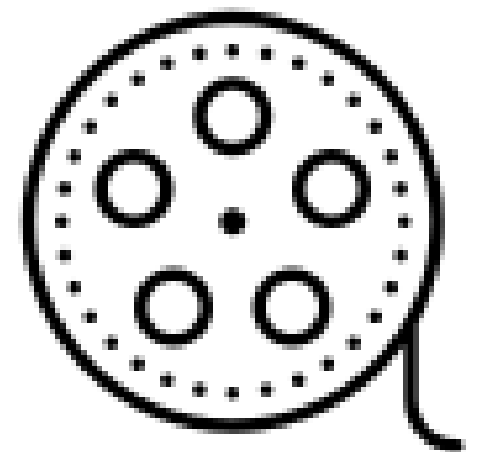
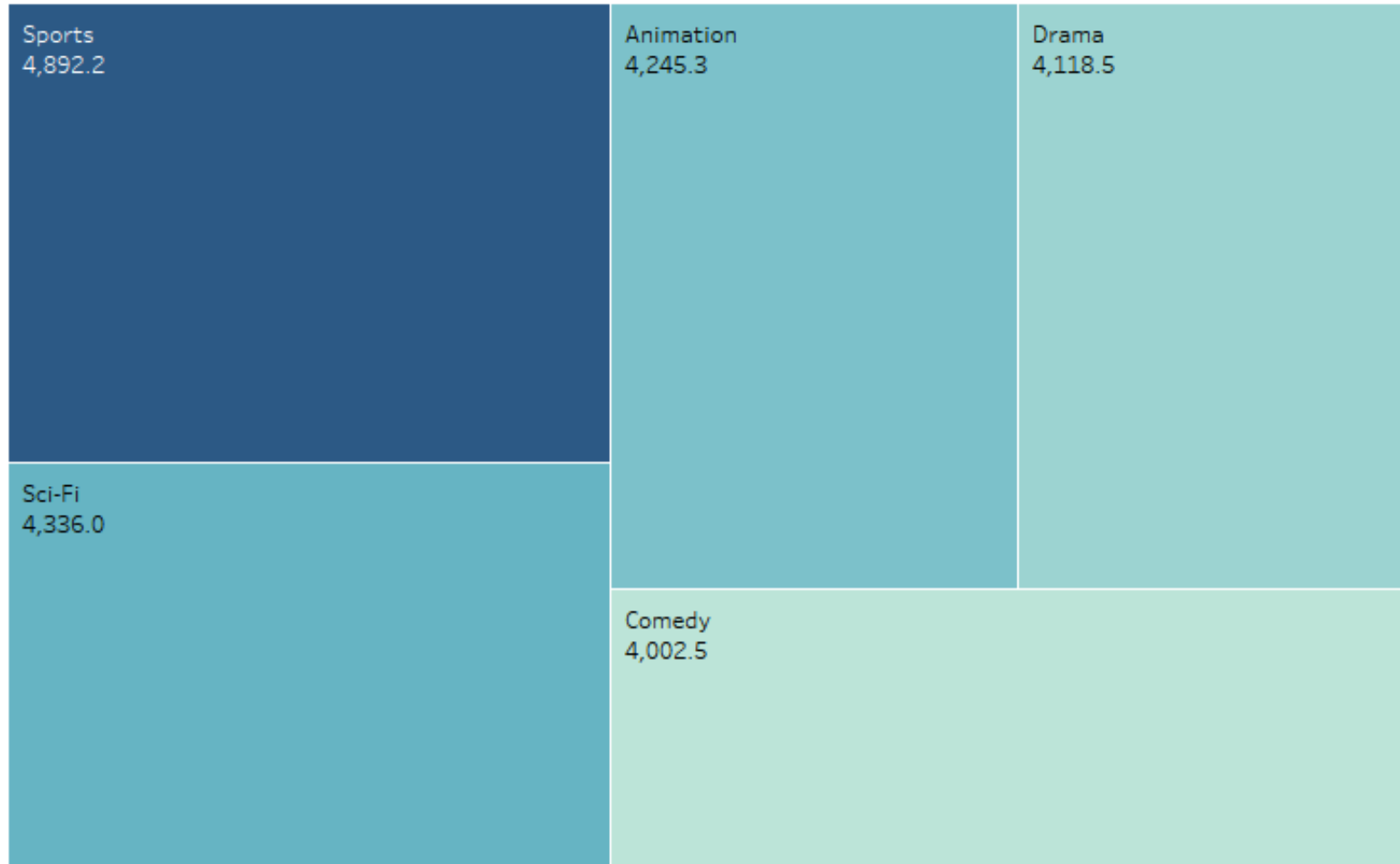
Runion

Belarus

Turkey

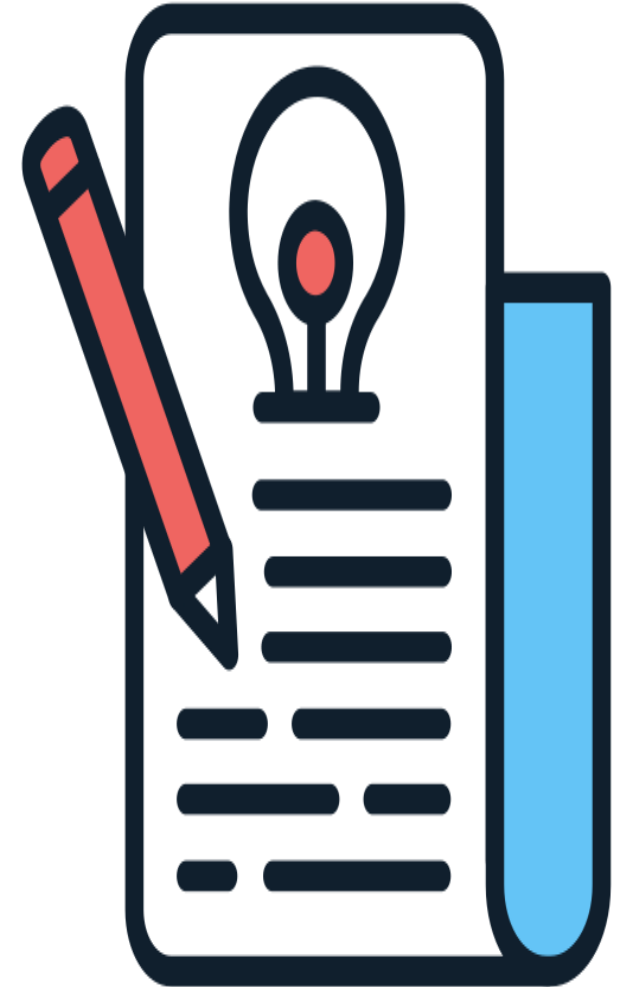
MOST POPULAR GENRES

Top 5 movies contributed to revenue gain



CONCLUSION

- The top 5 genres contributing to revenue gain are sports, sci-fi, animation, drama and comedy.
- Top 5 movies contributing to revenue gain are Telegraph Voyage, Zorro Ark, Wife Turn, Innocent Usual, and Hustler Party.
- Top 10 countries based on number of customers are India, China, United States, Japan, and Mexico.
- Our top 5 cities with highest sales are Saint-Denis, Molodetno, Tokat, Atlixco and Pontianak.
- The majority of the high lifetime value customers are from the highest performing countries.





RECOMMENDATION

✓ **Beta Launch in Strategic Countries:**

- Prioritize a beta launch in countries with high customer engagement, such as India, China, the United States, Mexico, and Russia.
- This approach allows loyal customers to provide valuable feedback and suggestions, improving the service before a full-scale launch.

✓ **Genre-Specific Catalog:**

- Leverage the popularity of specific film genres (e.g., Sports, Sci-fi, Animation, Drama).
- Ensure that the majority of the new online video service's catalog includes titles from these genres.

Any Questions?

Contact: sawreemak@gmail.com

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