

ROCKBUSTER STEALTH DATA ANALYSIS PROJECT

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INTRODUCTION

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 to stay competitive.

Business Questions they want to answer:

1. Which movies contributed the most/least to revenue gain?
2. What was the average rental duration for all videos?
3. Which countries are Rockbuster customers based in?
4. Where are customers with a high lifetime value based?
5. Do sales figures vary between geographic regions?

OVERVIEW OF ROCKBUSTER STEALTH

 1000 different movies

 Average rental Duration: 5 days, Max rental Duration: 7 days,
Min Rental Duration 3 days

 Average rental Rate: \$3, Max rental Rate: \$5, Min rental rate: \$1

 Average Movie length: 115 minutes, Max: 185 minutes, Min: 46
minutes

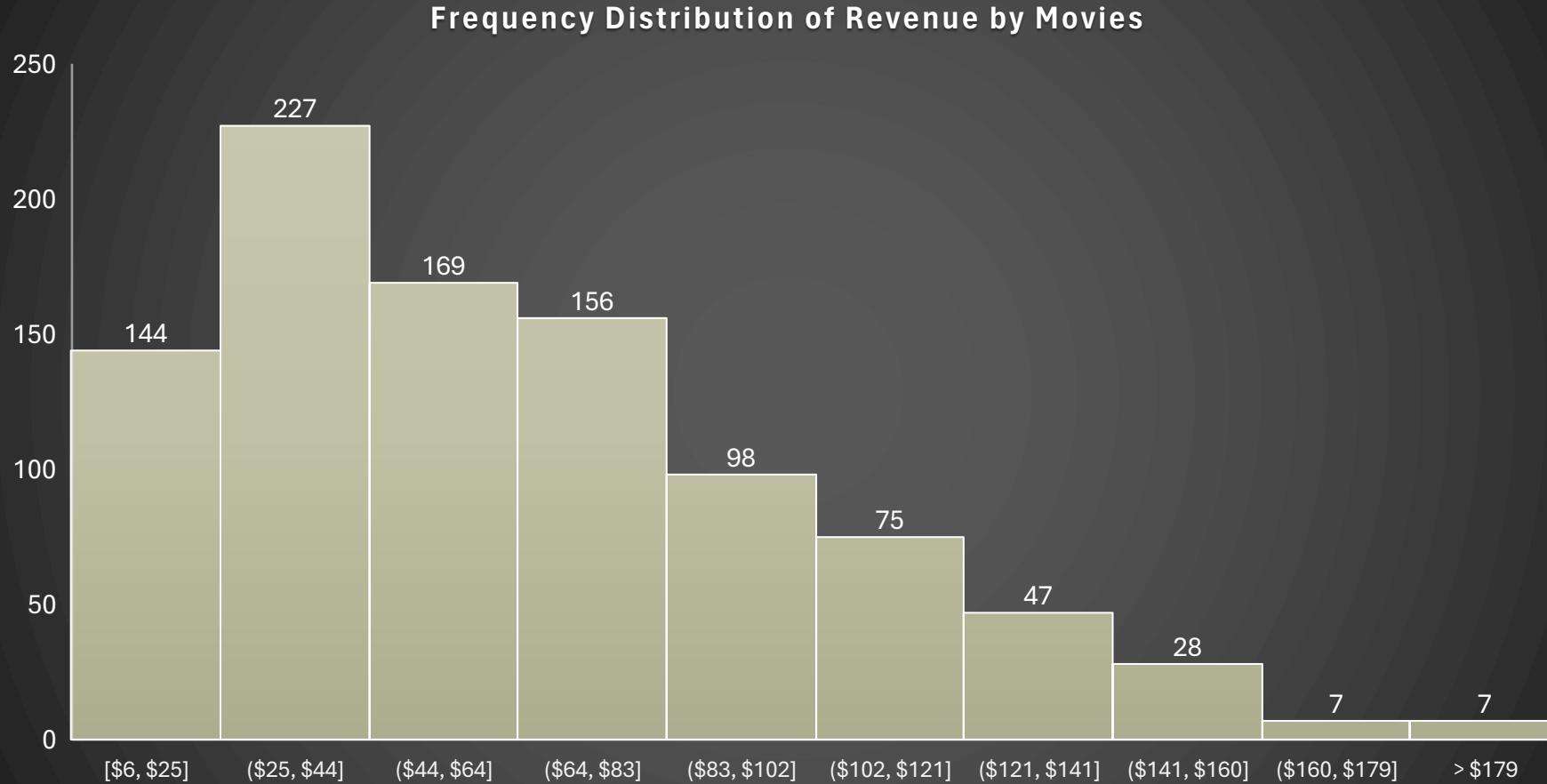
 Most movies are rated PG-13

 Replacement cost: Min \$10, Max \$30, Average \$20

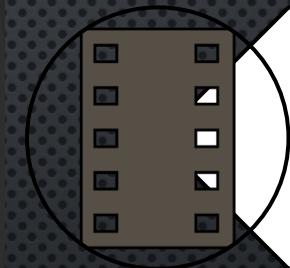
 All the movies were released in 2006.

 The period of rental is from February 2007 to May 2007

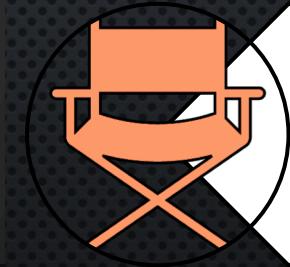
FREQUENCY DISTRIBUTION OF REVENUE



Average Revenue Generated by a movie is \$64.

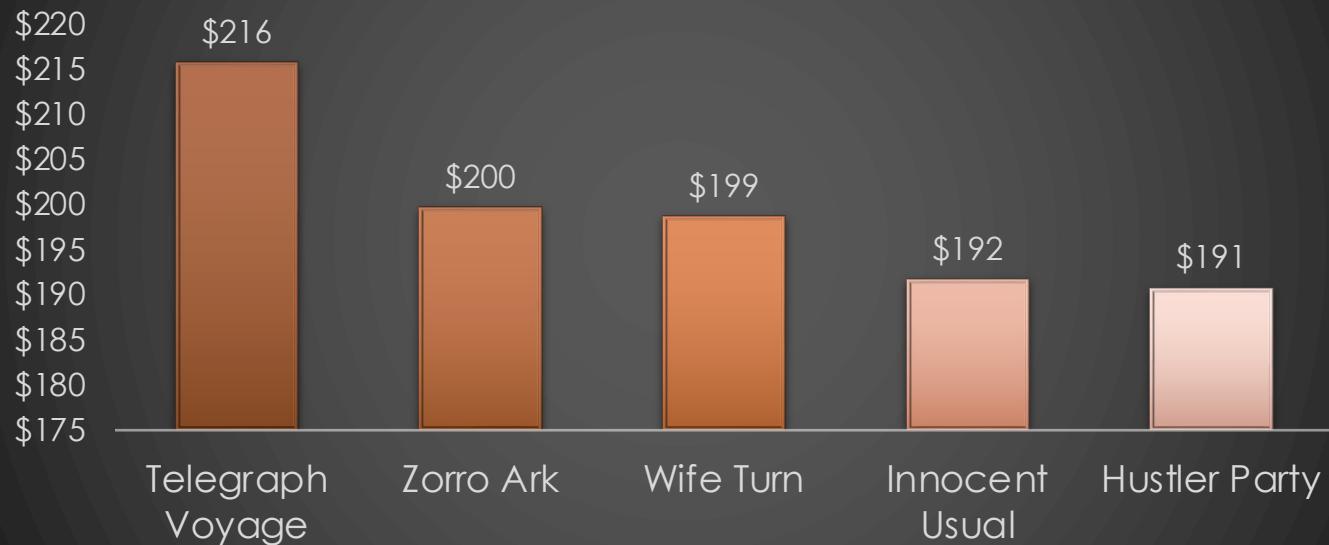


50% of the movies generated less than \$57.

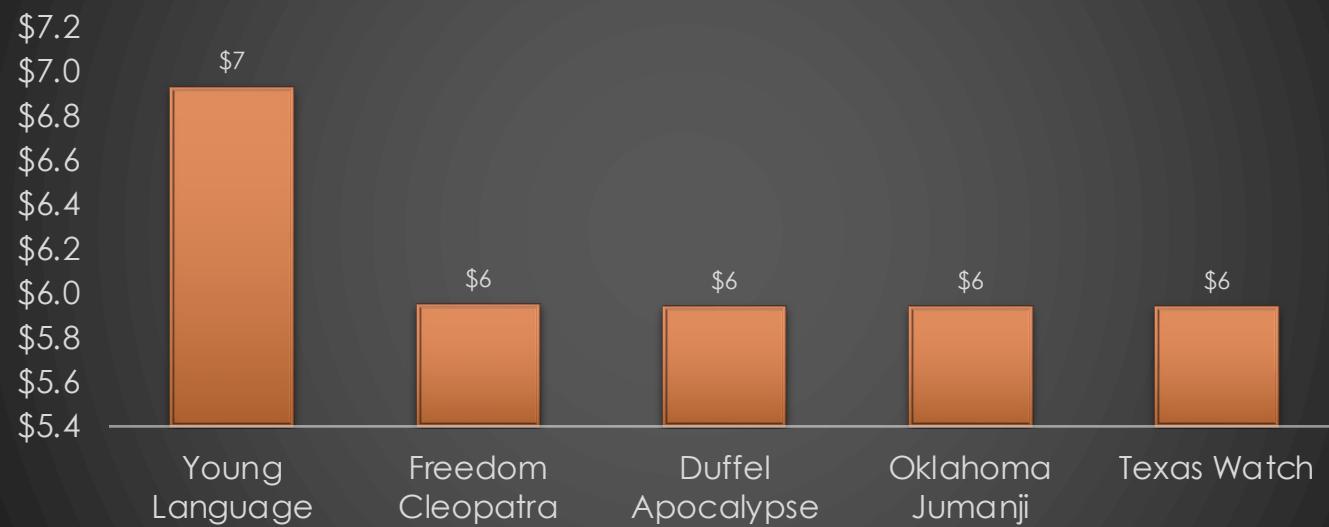


Any movie generating more than \$164 is an outlier.

Most Revenue Generating Movies



Least Revenue Generating Movies



WHICH MOVIES
CONTRIBUTED THE
MOST/LEAST TO
REVENUE GAIN?

Telegraph Voyage was the movie with \$216 total revenue.

Followed by :

- Zorro Ark (\$200)
- Wife Turn (\$199)
- Innocent Usual (\$192)
- Hustler Party (\$191)

Freedom Cleopatra, Duffel Apocalypse, Oklahoma Jumanji, Texas Watch generated \$6.

Followed by: Young Language (\$7)

Data is from Feb 2007 to May 2007.

CUSTOMER BASE OF ROCKBUSTER STEALTH

- **INDIA AND CHINA** HAVE THE HIGHEST CUSTOMER BASE WITH 60 AND 53 CUSTOMERS, RESPECTIVELY.

THIS RANKING IS FOLLOWED BY:

- UNITED STATES: 36 CUSTOMERS
- JAPAN: 31 CUSTOMERS
- MEXICO: 30 CUSTOMERS
- BRAZIL: 28 CUSTOMERS
- RUSSIAN FEDERATION: 28 CUSTOMERS
- PHILIPPINES: 20 CUSTOMERS
- TURKEY: 15 CUSTOMERS
- INDONESIA: 14 CUSTOMERS

Top 10 Countries by Customers





Casey
Mena
\$131
Turkey



Sara Perry
\$129
Mexico



Leslie
Seward
\$124
Indonesia



Alan Kahn
\$120
China

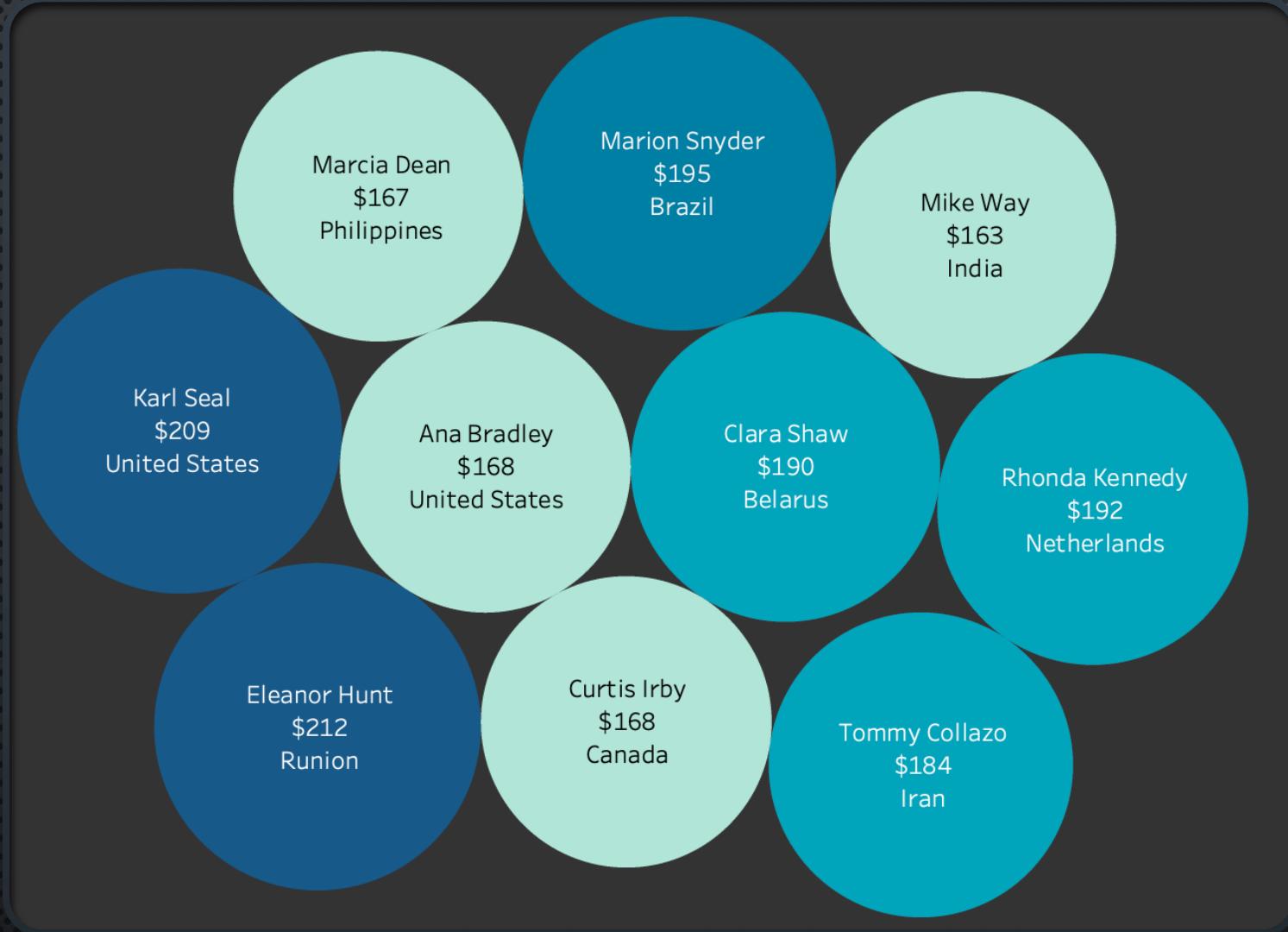


Clinton
Buford
\$99
United States



TOP 5
CUSTOMERS
WITHIN THESE
TO 10
COUNTRIES

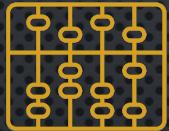
HIGH LIFETIME VALUE CUSTOMERS



The customer with highest revenue generated was **Eleanor Hunt from Reunion** with a total of **\$212** generated followed by Karl Seal from United states with \$209 generated.

The top 10 generated more than \$160 revenue per head.

TOP 10 COUNTRIES BY REVENUE



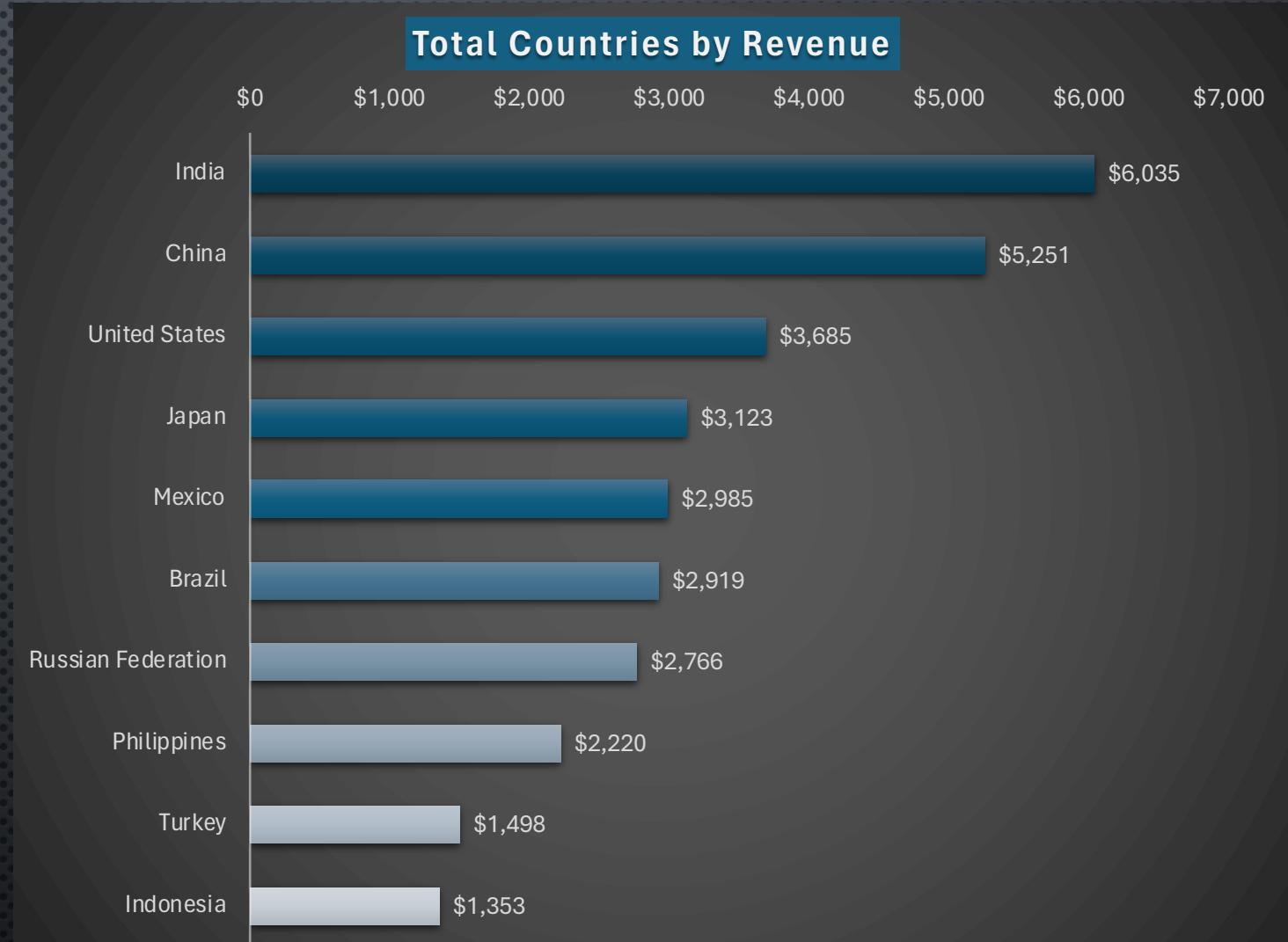
Total revenue: \$61,312



52% was generated by
Top 10 countries



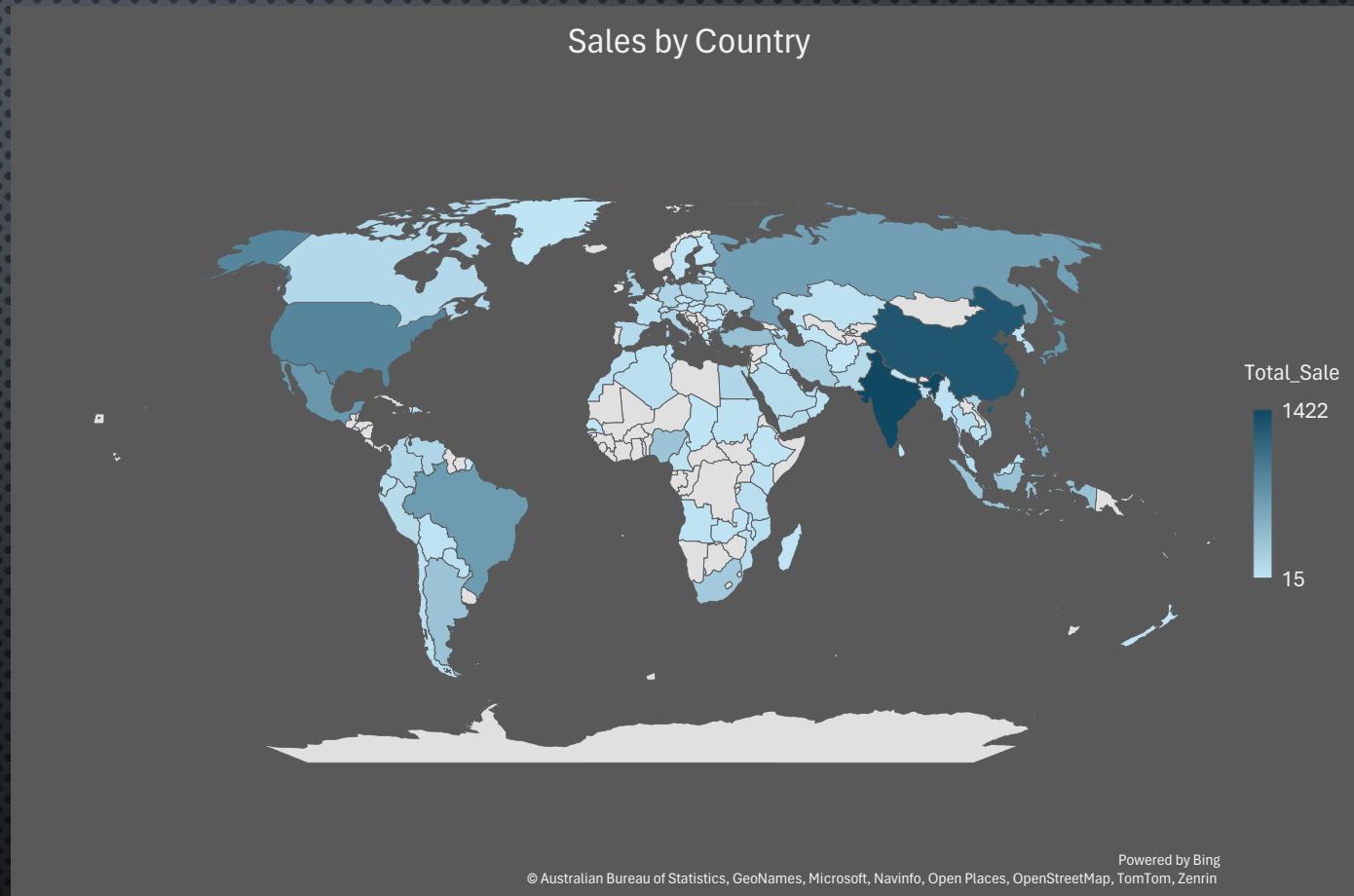
India generated the
highest revenue \$6035



SALES BETWEEN GEOGRAPHIC REGIONS

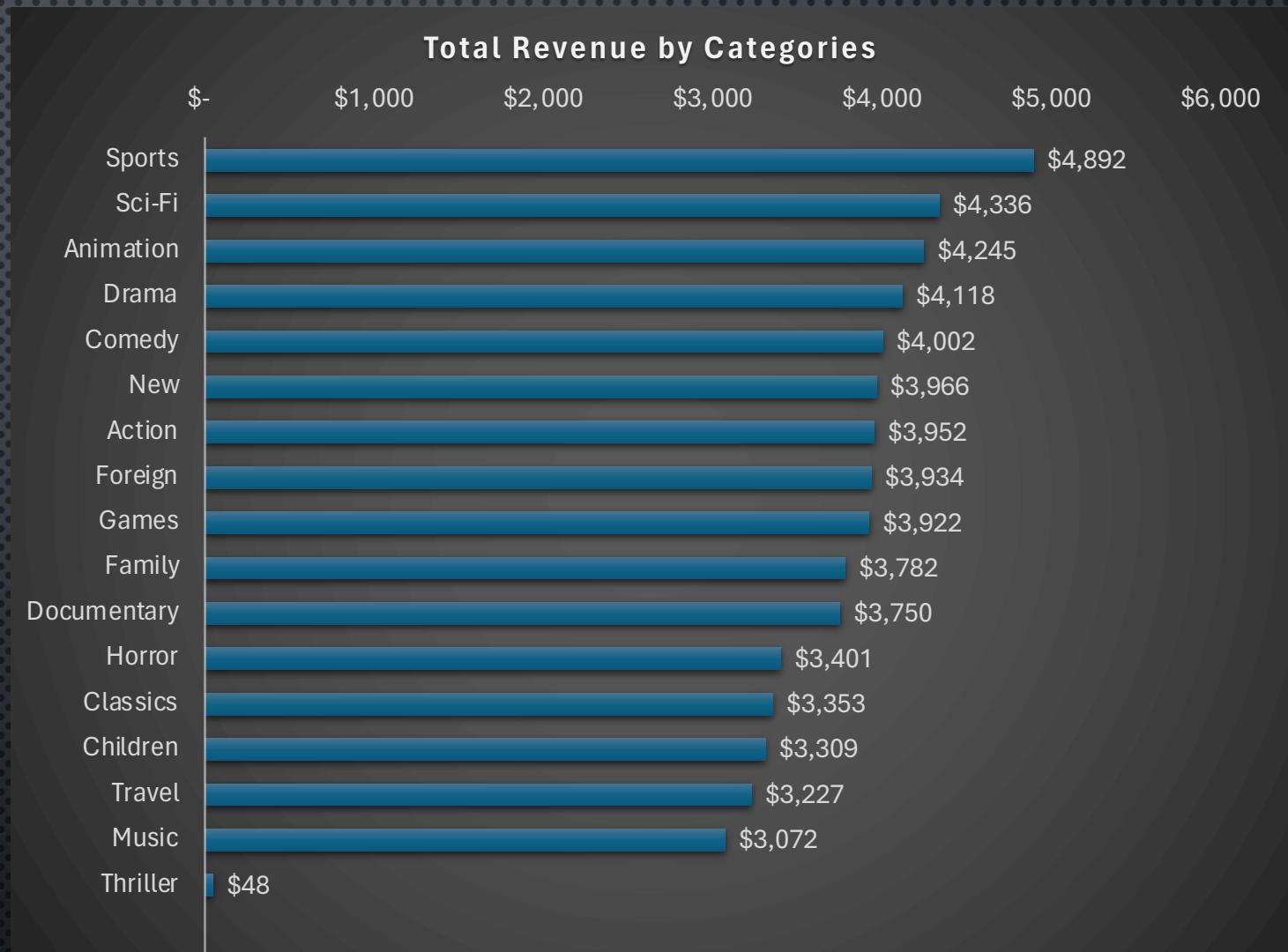
Sales figures vary considerably across countries.

- Total Sales: 14596
- Average sale per country: 135
- India and China had the highest sales figures with 1422 and 1297 sales respectively
- American Samoa and Lithuania had the lowest sales with 15 and 22 sales respectively



WHICH CATEGORIES ARE POPULAR?

- THE MOST POPULAR CATEGORY WAS SPORTS WITH A TOTAL OF \$4,892 OF REVENUE.
- THIS WAS FOLLOWED BY SCI-FI AND ANIMATION CATEGORIES WITH \$4,336 AND \$4,245 TOTAL REVENUE
- THE LEAST POPULAR CATEGORY WAS THRILLER WITH ONLY \$48 OF REVENUE.
- SPORTS, COMEDY AND NEW CATEGORY GENERATED \$5 PER MOVIE.
- OTHER CATEGORIES GENERATED \$4 PER MOVIE.



CONCLUSION AND RECOMMENDATIONS



Reward loyal customers by offering them discounts and special access



India, China, and United States have generated highest revenue. These countries along with those in top 10 should be focused more by adjusting renting price according to. Value of the currency like NETFLIX, PRIME and DISNEY are doing.



Movies that have generated highest revenue such as Telegraph Voyage, Zorro Ark, Wife Turn, Innocent Usual, and Hustler Party should be featured in advertisements on different platforms such as social media and internet.



To increase revenue increased number of license of movies in the categories Sports, Sci-fi, Comedy, Animation and New should be purchased.

THANK YOU

Questions?

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Visualizations Link:[Tableau Visualization](#)

