

Rockbuster Stealth LLC

Data Analysis Report

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Visuals used in this presentation can be accessed here/ they are dynamic and interactive: [Rockbuster Tableau Storyboard](#)



Introduction





Introduction



Rockbuster Stealth LLC is a global movie rental company.

It faces intense competition from streaming services like Netflix and Amazon Prime.

Rockbuster Stealth plans to launch an online video rental service to remain competitive.

BI department examined the existing database to provide key insights on the customers.

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 Analysis Insights



Descriptives of movie rental information.



	Rental Duration	Rental Rate	Film Length	Replacement Cost
Average	5 days	\$ 2.98	115.27 mins	\$ 19.98
Minimum	3 days	\$ 0.99	46 mins	\$ 9.99
Maximum	7 days	\$ 4.99	185 mins	\$ 29.99



Top 5 **Best** Performing Movies List (in terms of revenue)

Bucket Brotherhood

\$ 1187.62

Trip Newton

\$ 978.04

Scalawag Duck

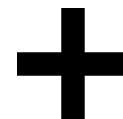
\$ 958.08

Lies Treatment

\$ 943.11

Forrester
Comancheros

\$ 934.11



Top 5 Worst Performing Movies List (in terms of revenue)

**Simon
North**

\$ 17.82

Magic Mallrats

\$ 20.79

Treatment Jekyll

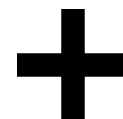
\$ 20.79

Lesson Cleopatra

\$ 20.79

Wild Apollo

\$ 23.76



Customer Profiles





Customers prefer store 1

Total customer size: 599

Average amount spent by each
customer: \$ 4.20

Store 1 customer count: 326

Store 2 customer count: 273

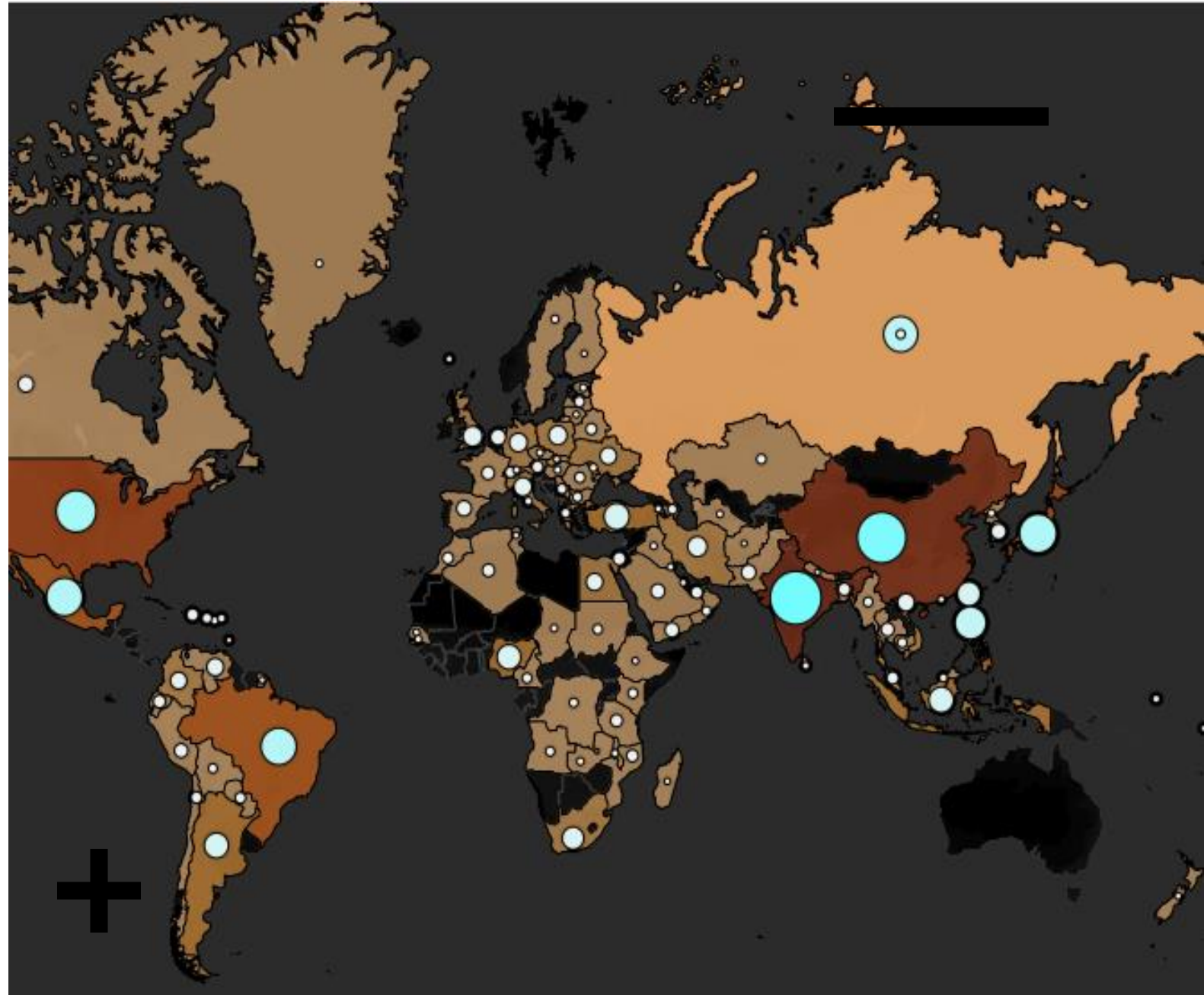
Average amount spent in store 1: \$4.22

Average amount spent in store 2: \$4.17



India & China tops the customer base

In terms of the total customer
count and the payment.
India, China, and the USA top
the list.



Recommendations



Way forward:

1. Aim to promote and market the new online site in India, China, and USA.
2. Increase the number of films in the repository to appeal to all customer segments.
3. Increase the Store 2 promotion to attract more customers.
4. Conduct a more in-depth customer preference analysis to understand their needs.

