



ROCKBUSTER STEALTH LLC

Data Analysis Project

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▷ PROJECT OVERVIEW & OBJECTIVES

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. Company's management board wants to have a data-driven launch strategy for 2020.

KEY QUESTIONS ?

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



DATA SUMMARY

TOTAL REVENUE
GENERATED (USD)

61312.04

TOTAL CUSTOMER
COUNT

599

TOTAL COUNTRY
PRESENCE

106

RELEASE_YEAR

oldest_2006

newest_2019

RENTAL_RATE (USD)

minimum_0.99

maximum_4.99

average_2.98

RENTAL_DURATION (DAYS)

minimum_3

maximum_7

average_4.98

MOVIE_LENGTH
(MINUTES)

minimum_46

maximum_185

average_115.27

REPLACEMENT_COST
(USD)

minimum_9.99

maximum_29.99

average_19.98

LANGUAGE_ID

minimum_1

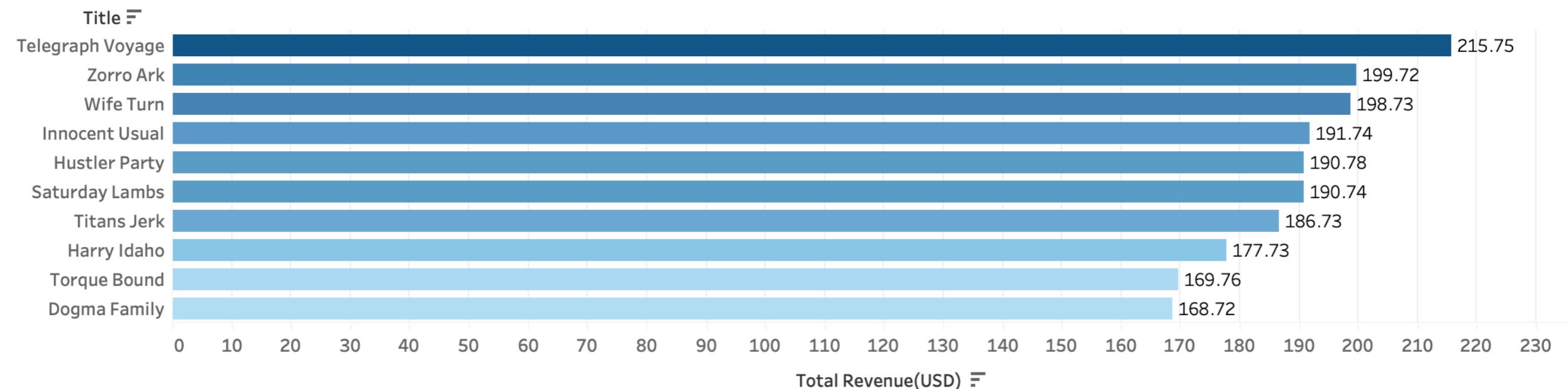
maximum_1

▷ DATA ANALYSIS



Which Movies Contributed the Most/Least To Revenue Gain?

TOP 10 REVENUE GENERATING MOVIES



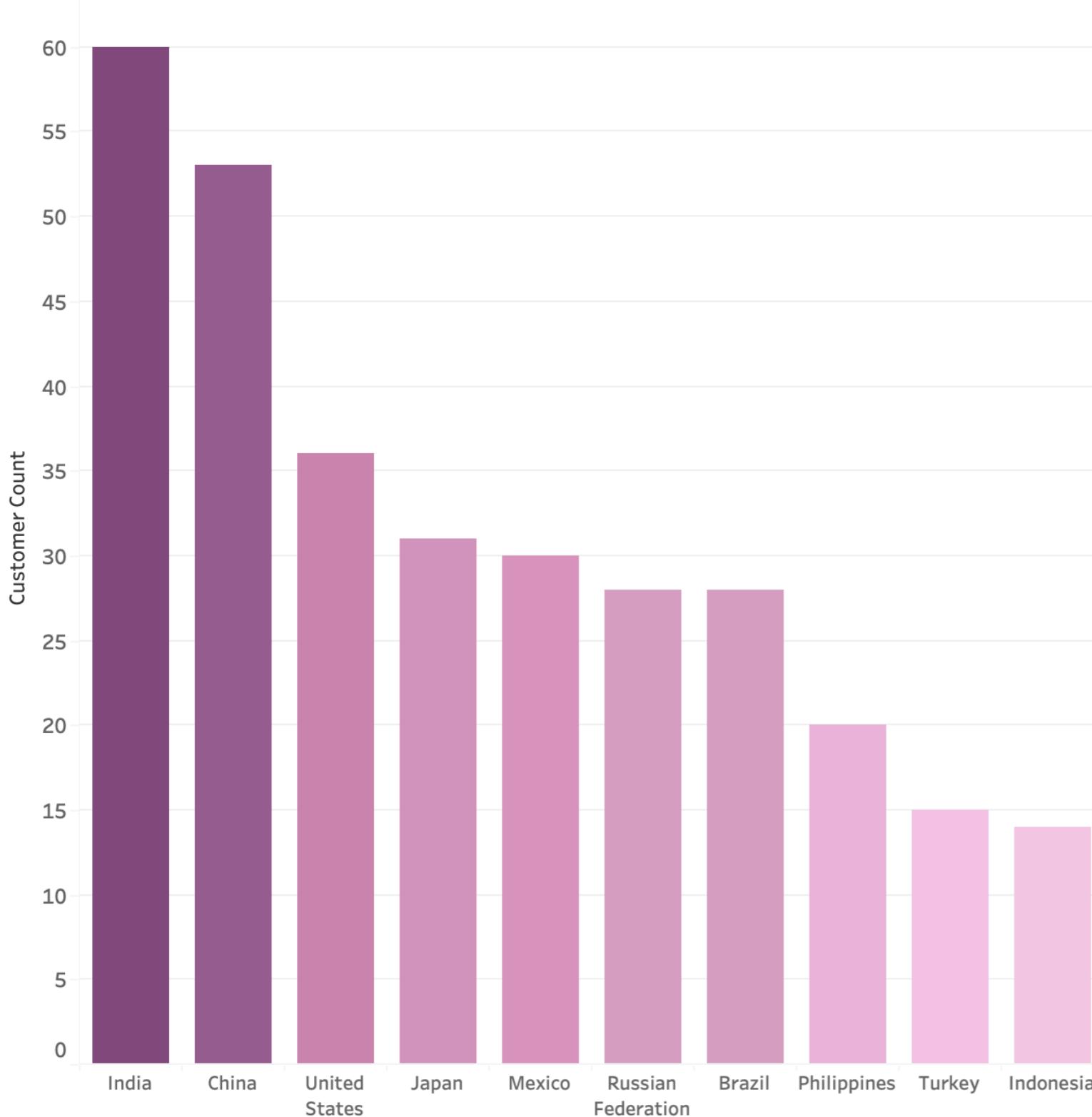
BOTTOM 10 REVENUE GENERATING MOVIES



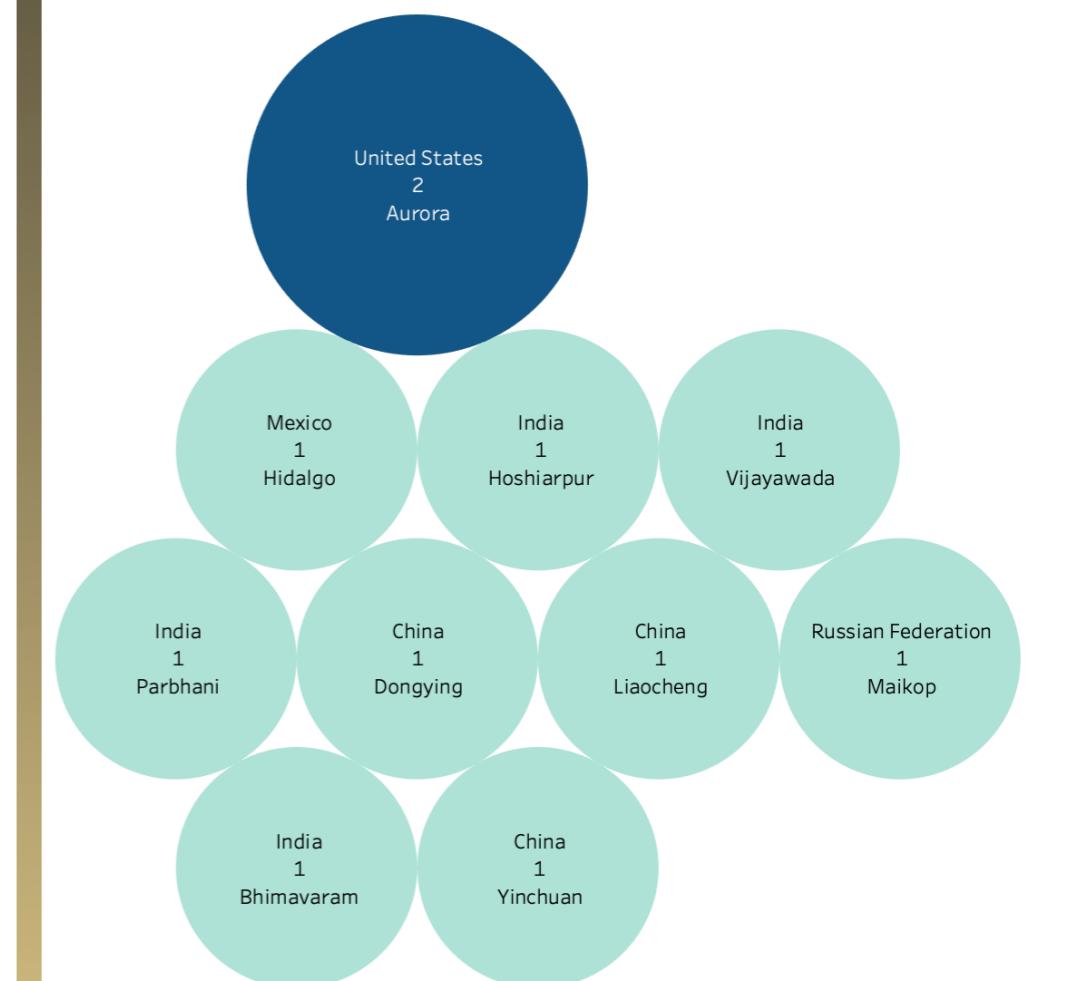
▷ DATA ANALYSIS

Which Countries Are Rockbuster Customers Based In?

Top Ten Countries and Customer Counts



Top 10 Cities in Top 10 Countries and their Customer Counts

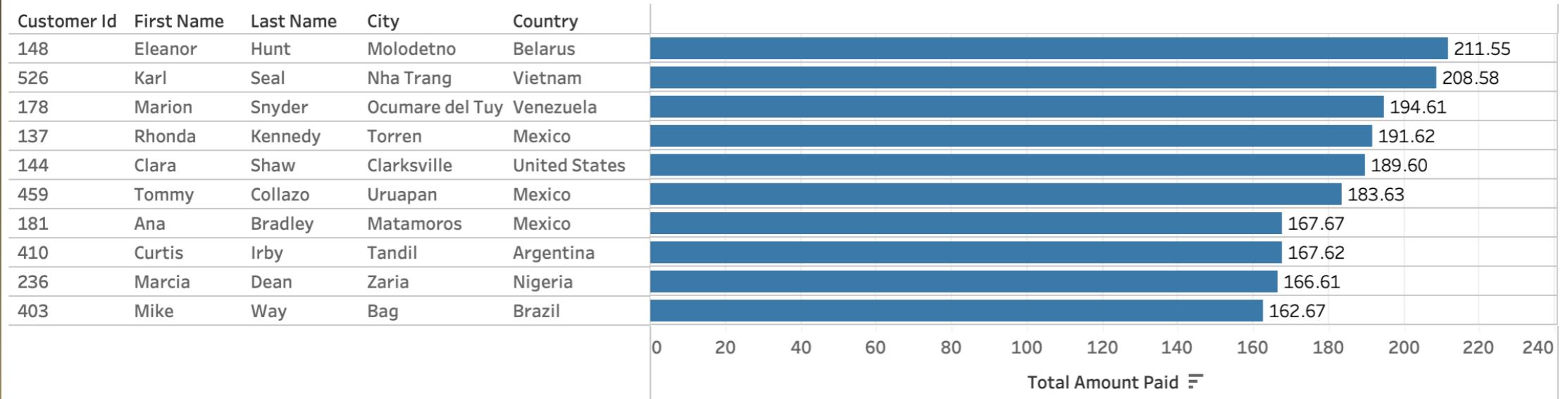


▷ DATA ANALYSIS

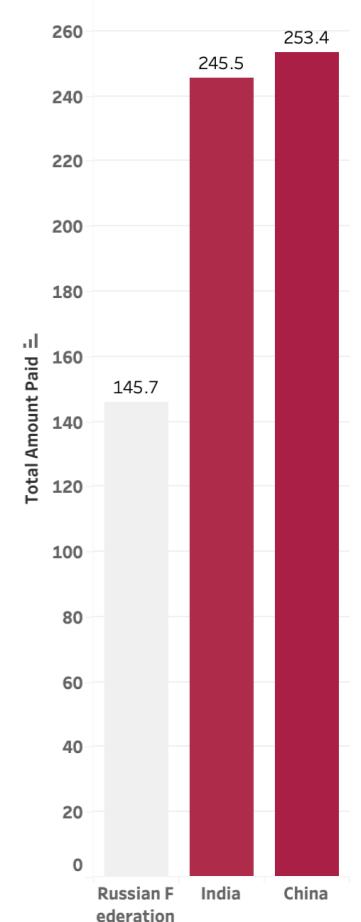


Where Are Customers With a High Lifetime Value Based?

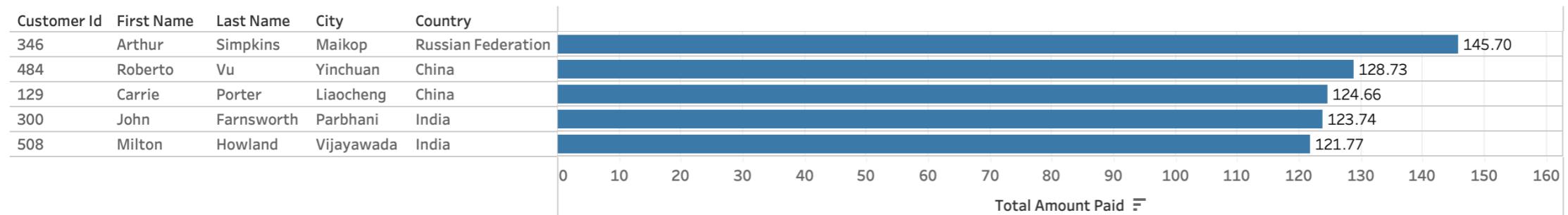
Top 10 Customers Globally



Spread of Top Five Customers

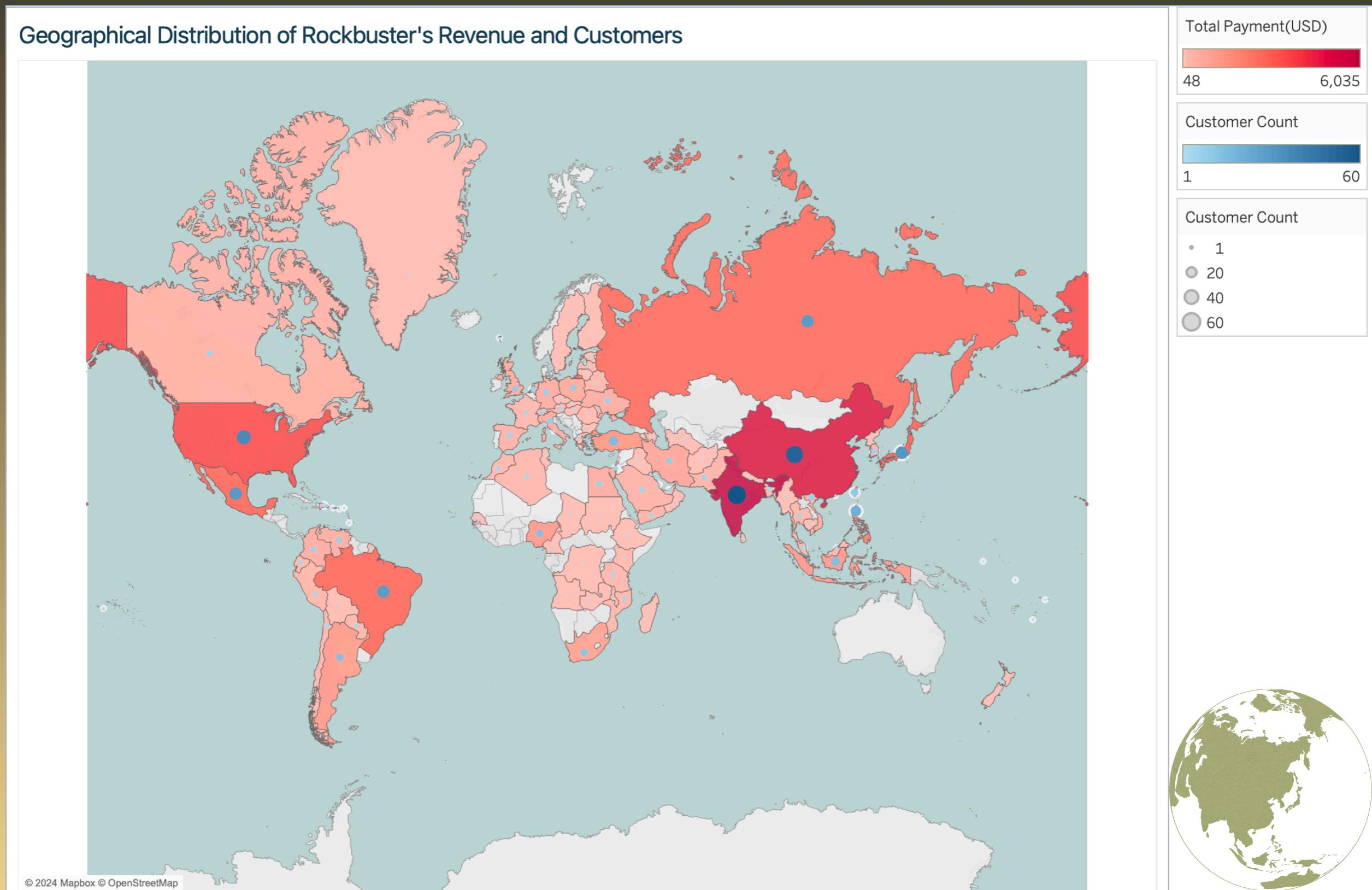


Top 5 Customers in Top 10 City of the Top 10 Countries



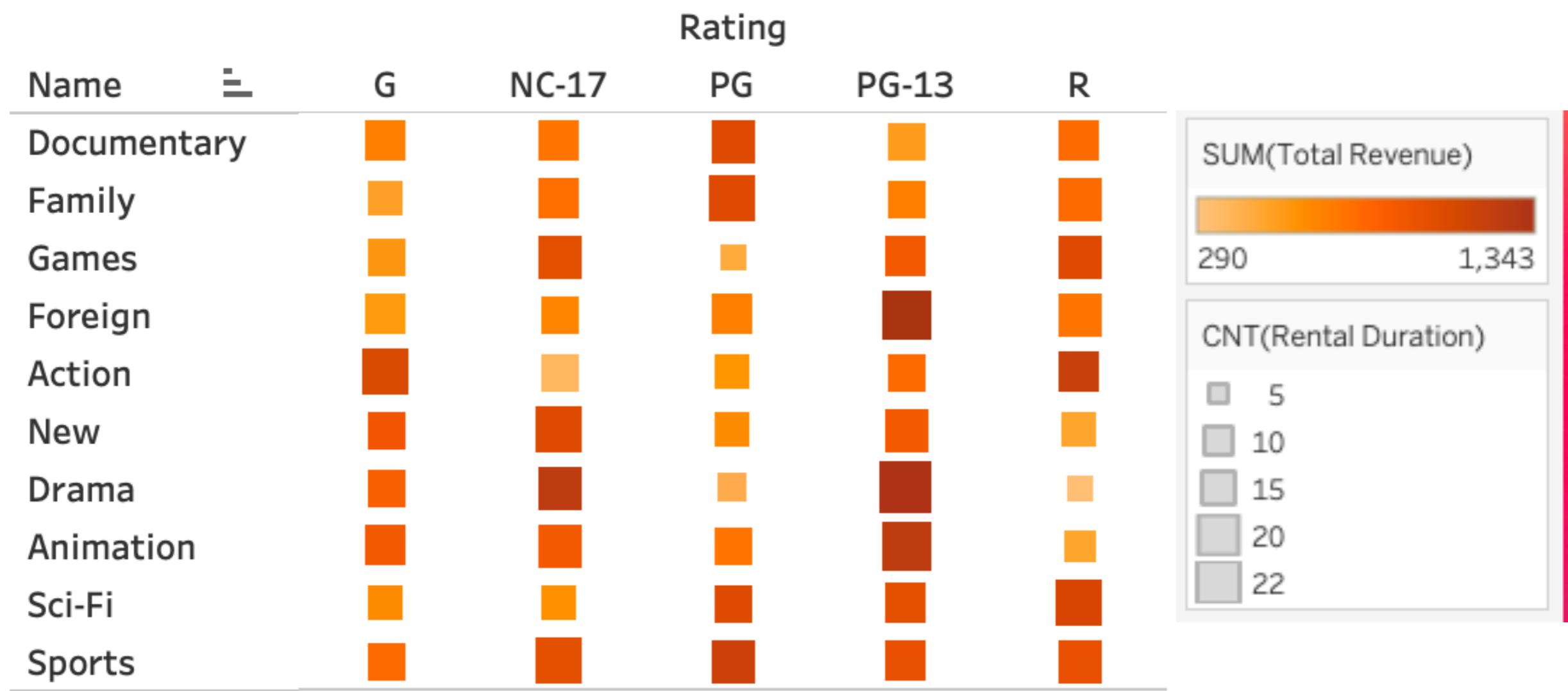
▷ DATA ANALYSIS

Do Sales Figures Vary Between Geographic Regions?



▷ DATA ANALYSIS

Genre's Revenues Based on Ratings and Rental Durations



▷ INSIGHTS



- 💡 The company has generated a total revenue of 61312.04 (Million USD) from 2006-2019 with a total customer count of 599 spread in 106 countries.
- 💡 Its top revenue generating countries are mainly based in Asia, i.e., India and China, Japan, Indonesia, Philippines and Turkey. Mexico and the United States are two major customer base in North America and in Brazil and Russian Federation are the big markets in South America and Europe respectively.
- 💡 Globally, its top 10 customers are located outside Asia surprising in countries like Belarus, Venezuela, Argentina, Nigeria. Only four top customers are from the top 10 revenue generating countries.
- 💡 The average rental duration for movies is approximately 5 days. PG-13 movies are rented the most and PG movies are rented the lowest number of times.
- 💡 Based on genre Sports category movies have generated the most revenue and is also rented the most in term of rented categories. Documentaries have generated the least revenue and is on the third position in terms of rent times.

▷ INSIGHTS



Top 10 revenue generating movies are:

Telegraph Voyage	(Ren_Du= 3days, Rating=PG, Category=Music)
Zorro Ark	(Ren_Du= 3days, Rating=NC-17, Category=Comedy)
Wife Turn	(Ren_Du= 3days, Rating= NC-17, Category=Documentary)
Innocent Usual	(Ren_Du= 3days, Rating=PG-13, Category=Foreign)
Hustler Party	(Ren_Du= 3days, Rating= NC-17, Category=Comedy)
Saturday Lambs	(Ren_Du= 3days, Rating= G, Category=Sports)
Titans Jerk	(Ren_Du= 3days, Rating= G, Category=Sci-Fi)
Harry Idaho	(Ren_Du= 5days, Rating= PG-13, Category=Drama)
Torque Bound	(Ren_Du= 3days, Rating= G, Category=Drama)



Company makes movies in only a language that is English.

❖ RECOMMENDATIONS FOR FUTURE ACTIONS

- ❖ On global level: Focus on acquiring license on movie that are similar in content of the previous high performing movies and also the new trends following.
- ❖ On continent specific level: It can focus on investing money in acquiring content that are common in countries like middle class lifestyle, motivational movies, global warming, economic disparities etc.
- ❖ On country specific level: It can offer low rental and replacement cost to customers who are based in high revenue generating countries. Also make movies themed on country specific issues.
- ❖ Its top global customers are from small countries, thus it can offer some premium incentives like making brand influencers or icons, lowering cost on rental duration and replacement cost, to those customers who spend a lot of movie and thus increase companies popularity in the region. It can also offer premium incentives to top customers in top 10 countries .
- ❖ Company needs to make movies in different particularly focusing on the local language in top revenue generating countries particularly non-english speaking customers in countries like India, China, Japan, Mexico and Brazil. Initially, it can focus on Hindi, Mandarin, Japanese and Spanish language to expand its customer base.



☞ Thank You!!

Tableau Link

Any questions?

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