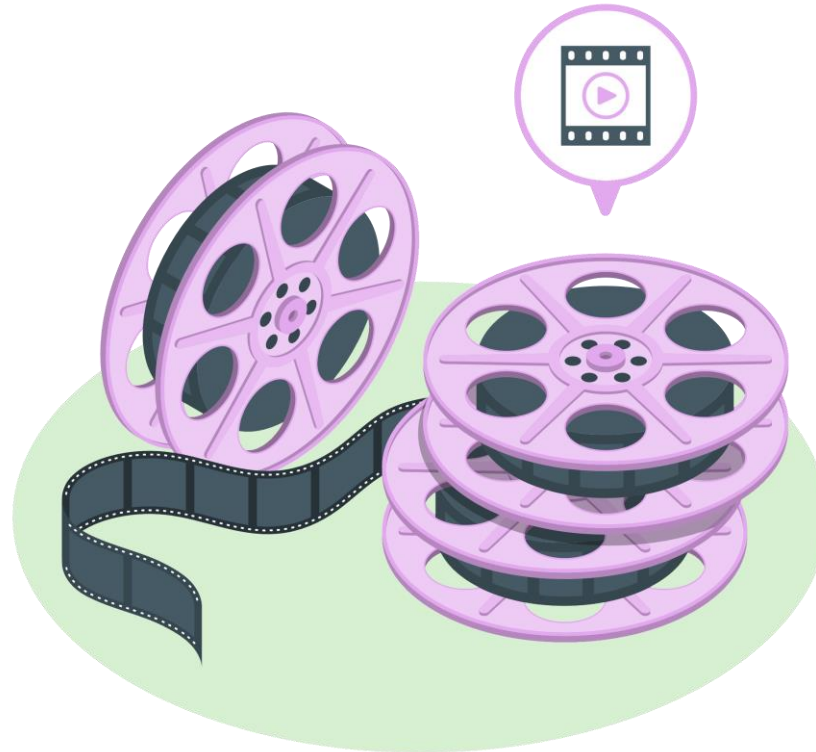


ROCKBUSTER STEALTH LLC

Data Analysis to Assist Launch Strategy for Online Video Service



By Cyndi Kohashi
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Questions Addressed In This Analysis

Motivation

Rockbuster Stealth is facing stiff competition from streaming services, and plans on using its existing movie licenses to launch an online video rental service to stay competitive.

This analysis was performed to help with the launch strategy for the new online video service.

Questions

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

Rockbuster At A Glance

1,000

Number of films
Rockbuster has

5 Days

Average rental
duration

PG-13

Most common
film rating

**\$0.99 &
\$4.99**

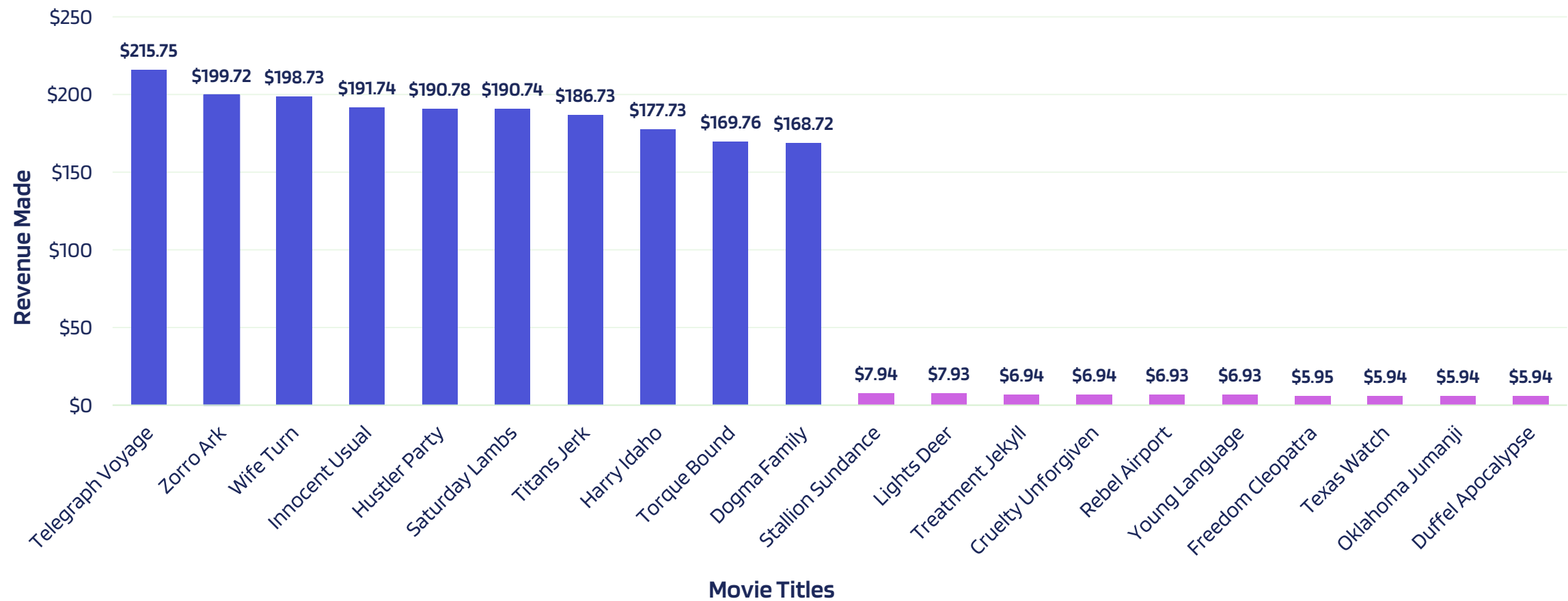
Minimum and
Maximum rental
rate

599

Number of
current
customers

- All films were released in the year **2016**.
- Rental duration ranges from **3** to **7** days.
- **22.3%** of films are rated PG-13.

Top 10 Movies With The Most And Least Generated Revenue

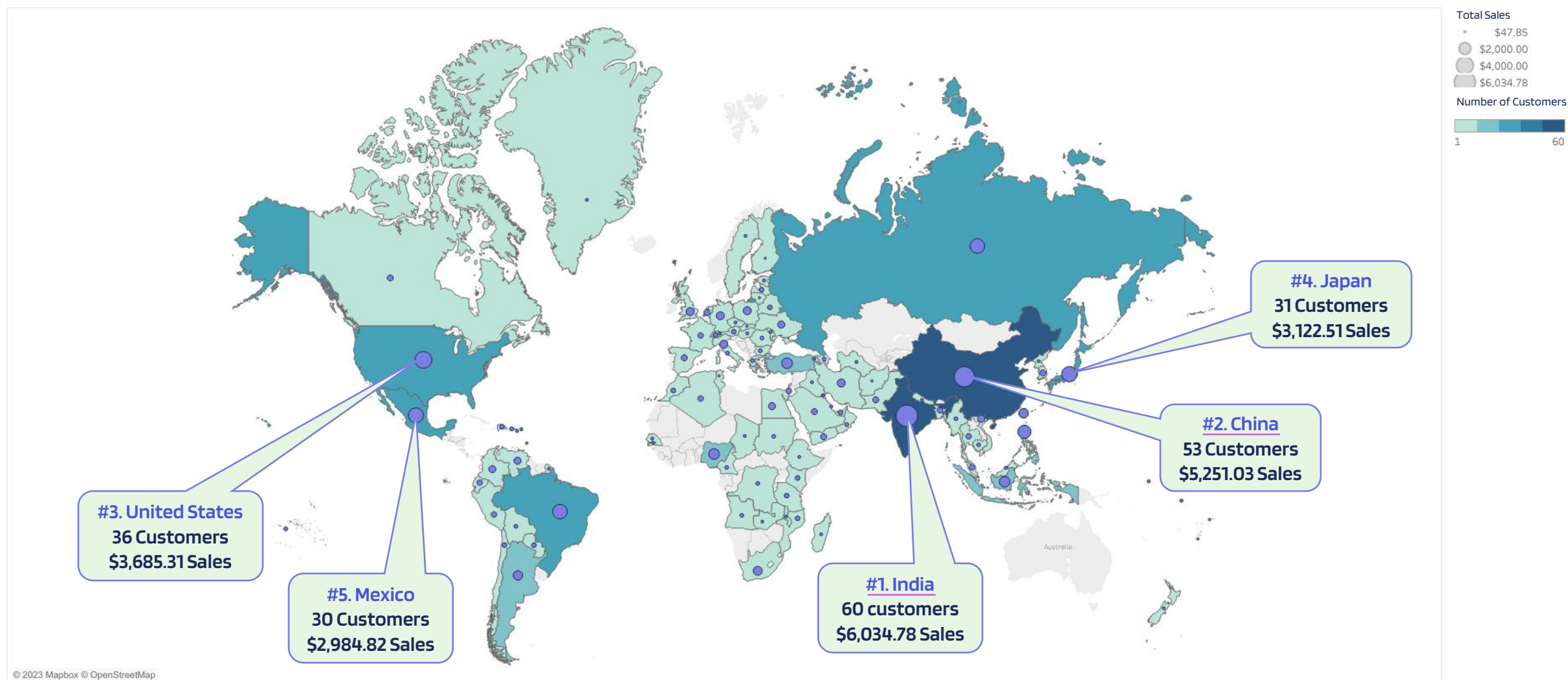


The top 10 movies all have a rental rate of \$4.99, and an average rental duration of 4 days.

The bottom 10 movies all have a rental rate of \$0.99, and an average rental duration of 6 days.

Total Sales And Customers Across The Globe

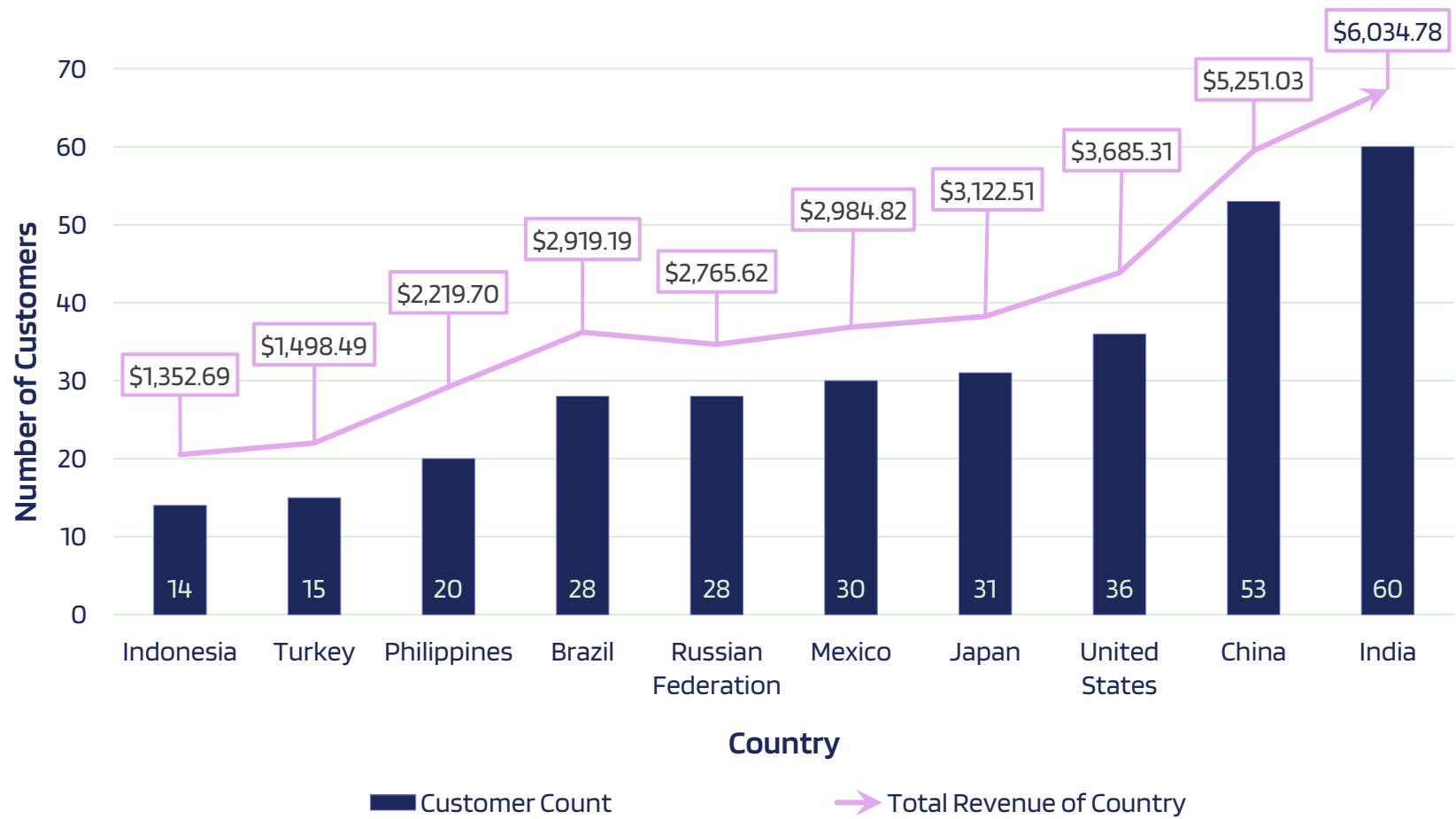
Regions with higher sales and customer counts include Asia, North America, and South America.



[Link to interactive map on Tableau Public.](#)

Top 10 Countries With The Most Customers And Sales

The countries with the most customers are also the countries that generated the most revenue. These top 10 countries make up **52.59%** of all total customers and **51.92%** of total global revenue.



Top 10 Cities Within The Top Countries With The Most Customers

- Aurora, United States
- Atlixco, Mexico
- Xintai, China
- Adoni, India
- Dhule (Dhulia), India
- Kurashiki, Japan
- Pingxiang, China
- Sivas, Turkey
- Celaya, Mexico
- So Leopoldo, Brazil

The top cities only have **1 to 2** customers in them, suggesting a larger range of customers across the countries.

Customers With Lifetime Value Are All Across The World

Top 10 Revenue Generating Customers Globally

Name	City	Country	Total Revenue
Eleanor Hunt	Saint-Denis	Réunion	\$211.55
Karl Seal	Cape Coral	United States	\$208.58
Marion Snyder	Santa Bárbara d'Oeste	Brazil	\$194.61
Rhonda Kennedy	Apeldoorn	Netherlands	\$191.62
Clara Shaw	Molodechno	Belarus	\$189.60
Tommy Collazo	Qomsheh	Iran	\$183.63
Ana Bradley	Memphis	United States	\$167.67
Curtis Irby	Richmond Hill	Canada	\$167.62
Marcia Dean	Tanza	Philippines	\$166.61
Mike Way	Valparai	India	\$162.67

Top 5 Customers From the Top 10 Cities With the Most Customers

Name	City	Country	Total Revenue
Sara Perry	Atlixco	Mexico	\$128.70
Gabriel Harder	Sivas	Turkey	\$108.75
Sergio Stanfield	Celaya	Mexico	\$102.76
Clinton Buford	Aurora	United States	\$98.76
Adam Gooch	Adoni	India	\$97.80

Customers in the top 5 cities generated less revenue than the top 10 global customers.

4 of the top 10 customers are from the top countries.

Focusing on marketing to countries and regions would be more productive than focusing on cities.

Recommendations Moving Forward





Thank You!

Have any questions?

Feel free to contact me at:
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