ROCKBUSTER STEALTH LLC

DATA ANALYSIS

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CONTENT

3 Project overview

4 Project objectives

5 Data overview

6 Movies and genre revenue

7 Geographical Analysis

8 High lifetime value customers

9 Key findings

10 Recommendations

PROJECT OVERVIEW

Rockbuster Stealth LLC i s 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**.

I have been hired as a data analyst by Rockbuster Stealth's business intelligence (BI) department.

My goal as a data analyst is to help the BI with the launch strategy for the new online video service.

PROJECT OBJECTIVES

- Evaluate average rental duration of all movies world wide
- Identify top / bottom revenue producing movies world wide
- Spot top customer countries renting movies from Rockbuster
- Locate customers with high lifetime value world wide
- Analyze if sales figures vary accross geographic regions

DATA OVERVIEW

Rockbuster's data base holds a wide range of information ranging from inventory totals, payments, customer info, movie genres and more. Below is a summary of some key points.

599
Active customers

1000
rental Movies

17
Movie genres

2.98 $
Average rental price

English
Language of movies

PG-13
Rating of most films

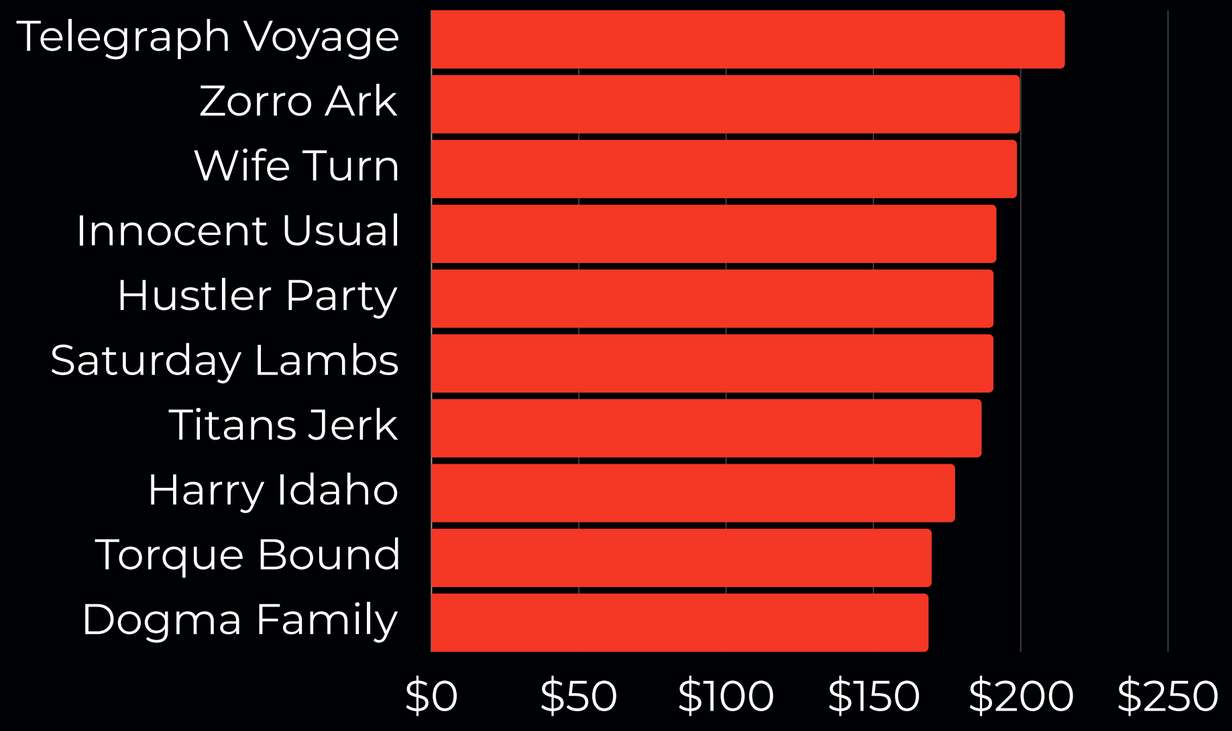
4.98
Average rental duration in days

AVERAGE RENTAL DURATION

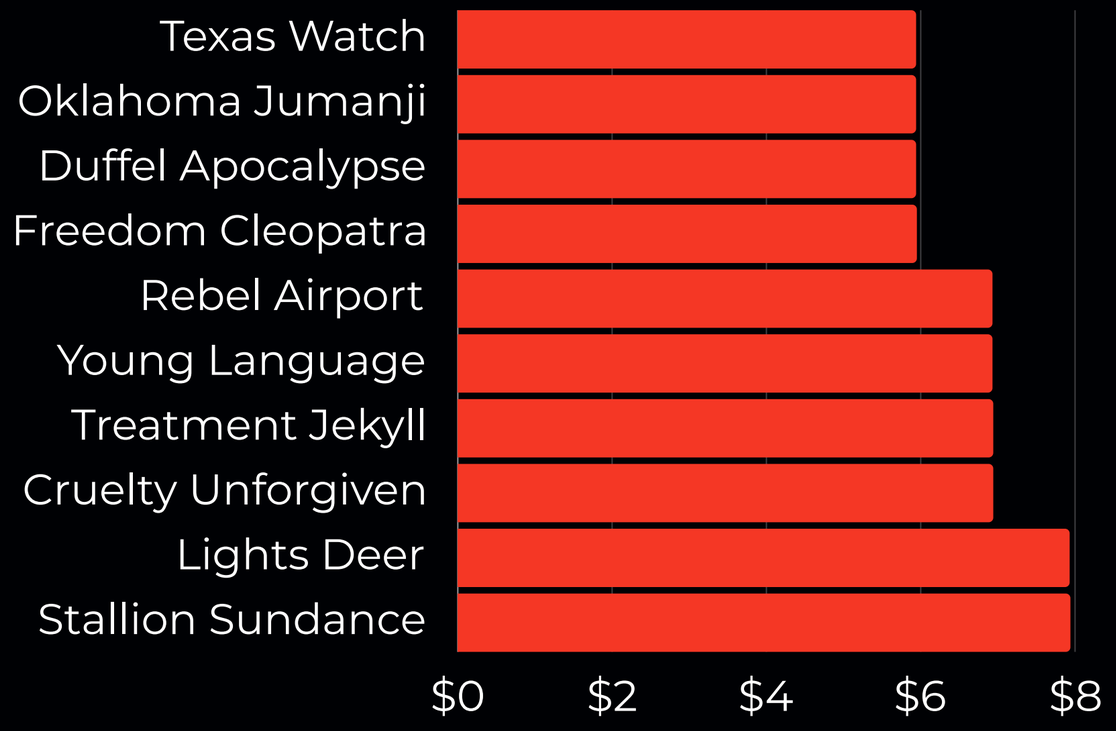
Metrics	release year	rental duration	rental rate	length (minutes)	replacement costs
Minimum	2006	3	$ 0.99	46	$ 9.99
Maximum	2006	7	$ 4.99	185	$ 29.99
Average	2006	4.98	$ 2.98	115.27	$ 19.98

MOVIES REVENUE

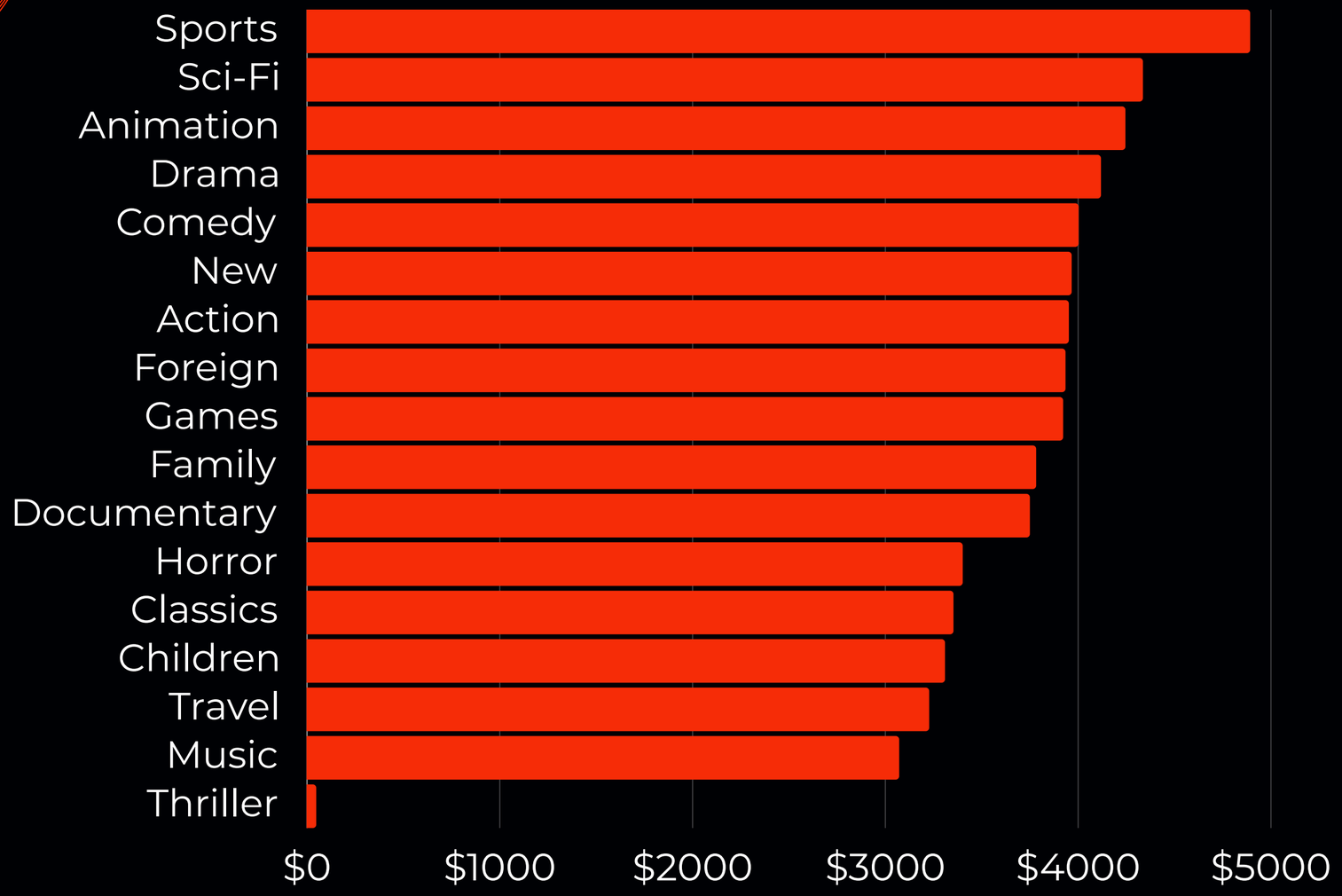
TOP 10



BOTTOM 10

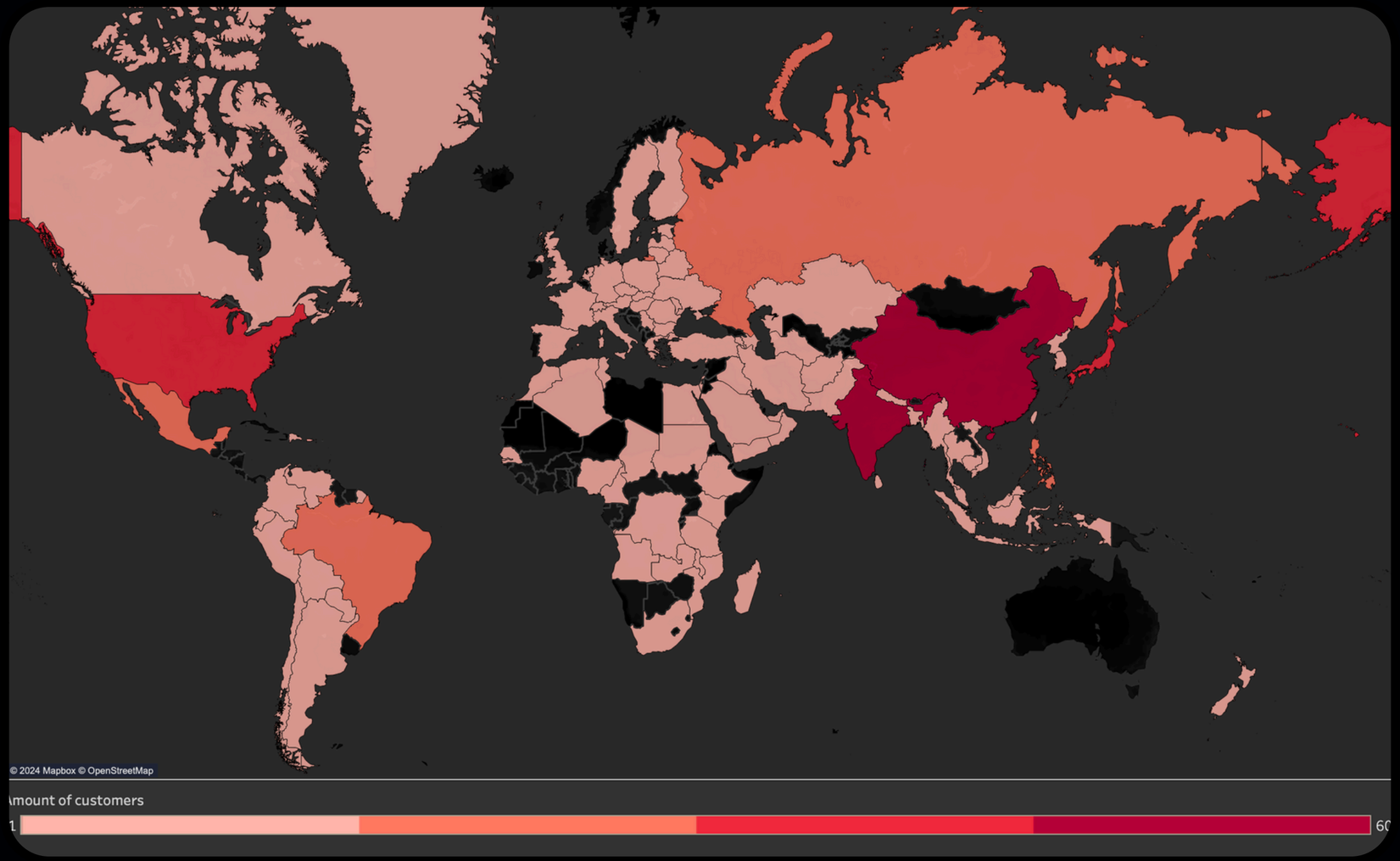


GENRE REVENUE



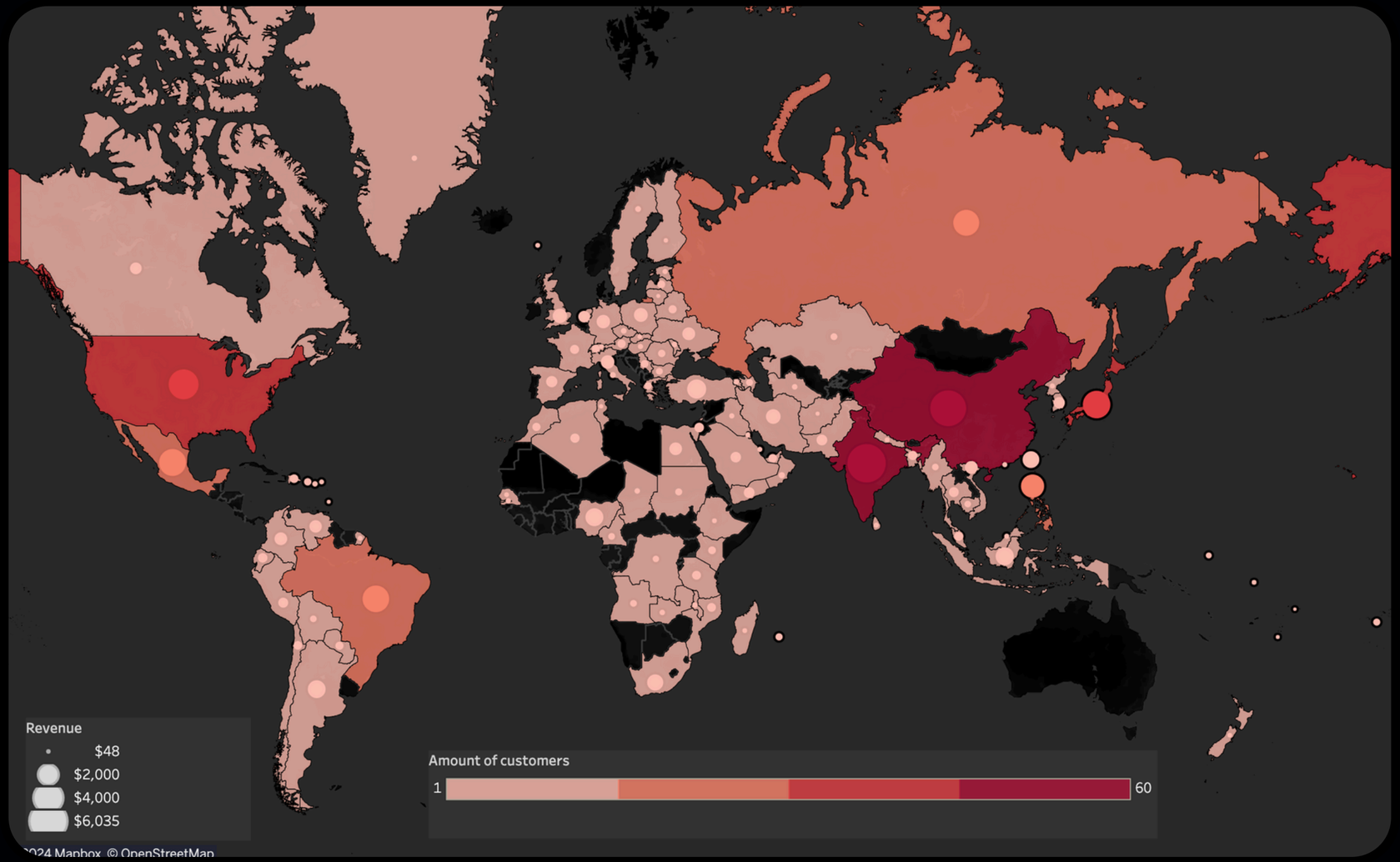
- **Sports** is by far the most popular genre
- Thriller is by far the most **unpopular** genre
- Customers are interested in a **huge variaty** of genres

TOP COUNTRIES



- Most customers based in **China and India**
- Most customers based in **non-English** speaking countries
- **No** customers in **Australia**, some **African** countries and some **European** countries.
- Presence in **108 countries**

VARIATION BETWEEN GEOGRAPHIC REGIONS



- China and India leading in terms of **revenue and customer accounts**
- Highest revenue in **non-English** speaking countries

HIGH LIFETIME VALUE

Cust. ID	First Name	Last Name	Country	City	Value
148	Eleanor	Hunt	**Runion**	Saint-Denis	$ 211
526	Karl	Seal	**United States**	Cape Coral	$ 208
178	Marion	Snyder	**Brazil**	Santa Brbara dOeste	$ 194
137	Rhonda	Kennedy	**Netherlands**	Apeldoorn	$ 191
144	Clara	Shaw	**Belarus**	Molodetno	$ 189

- Top revenue producing customers based in **USA, Europe** and **South America**

KEY FINDINGS

MOVIES SELECTION
Telegraph Voyage and Zorro Ark are the most favorite movies. Where Oklahoma Jumanji
and Texas Watch on the last place.

GENRE PREFERENCE
Most preferable genres are Sports and Sci-fi. Music and travel on the last places. And by far the most unpopular genre is Thriller.

CUSTOMER DISTRIBUTION
Most customers are based in non-english speaking countries. Asia and South America.

MOVIE SELECTION
All movies are released in 2006 which could be extended for more viarity.

REVENUE DISTRIBUTION
Just a few countries are contributing to the total revenue

RECOMMENDATIONS

GENRE TARGETED MARKETING
Boost revenue with targeted marketing for Sports and Sci-fi genres. Extend the inventory of movies in these genres. Offer soecial discounts for less popular genres like Music, travel and expecially Thriller.

DIVERSIFY MOVIE SELECTION
Offer wider selection of movies regarding release date. Stay more up to date with new releases and advertise these on the platform aggresively.

GEOGRAPHICAL MARKETING STRATEGIES
Offer maovies in local languages across the globe. Market specific genres according to local prefferences.

BONUS PROGRAM FOR LOYAL CUSTOMERS
Implement special offers exclusively available to loyal/high value customers. implementing a rewarding tier system.

SMART RENTAL SYSTEM
Implement smart rental system, for example price rate depending on rating and rental duration

THANKS

Tools used:

Tableau, PostgreSQL and Excel

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Visualizations

Tableau link **HERE**

Data Analyst

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