

Rockbuster Stealth Data Analysis Project

Tableau Link:

- <https://public.tableau.com/app/profile/corina.gugulus/viz/DistributionofCustomersandRevenuebyCountry/DistributionofCustomersandRevenuebyCountry>

Corina Gugulus, October 2023

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.

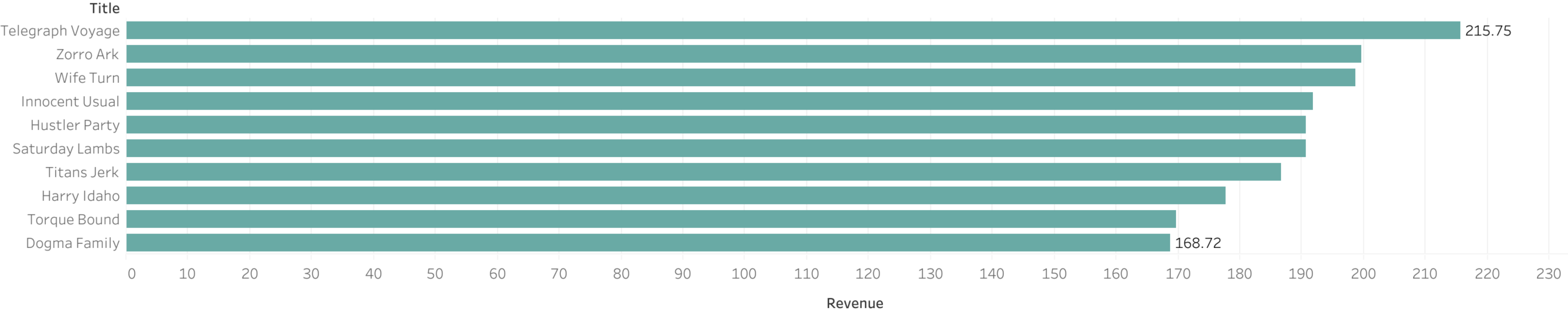
OBJECTIVE

TO LAUNCH THE STRATEGY for the new online video service.

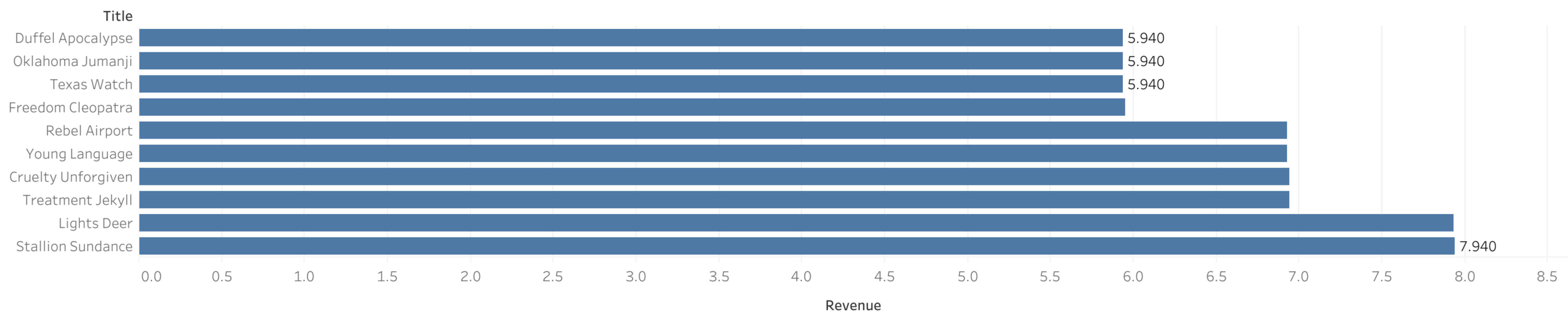
Business Questions

- 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?

Top 10 Movies by Revenue



Bottom 10 Movies by Revenue



Statistical Analysis

Rental Duration

- Minimum: 3 days.
- Maximum: 7 days
- **Average: 5 days**

Most Rented Category

PG-13

Rental Rate

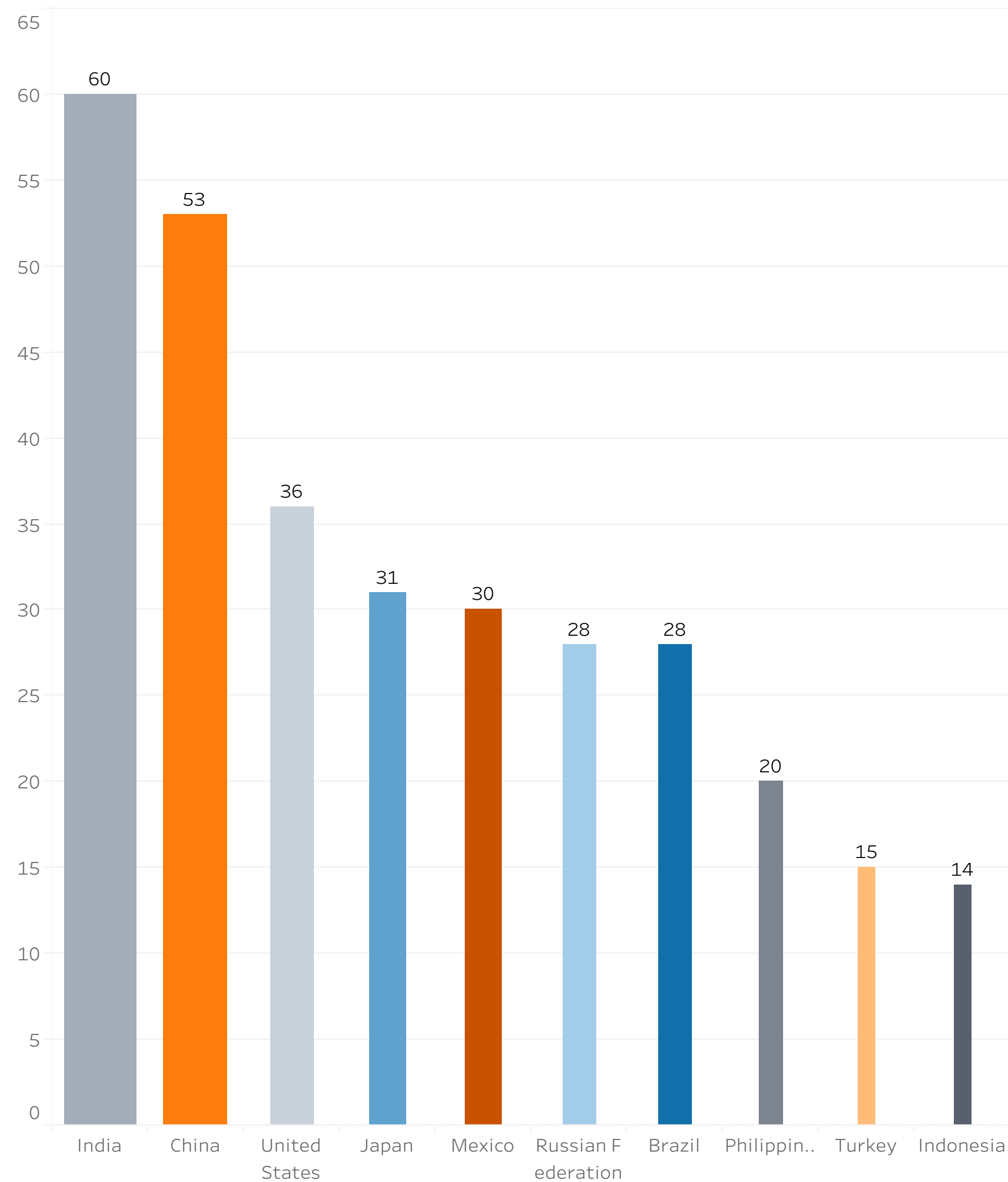
Minimum: \$0.99
Maximum: \$4.99
Average: \$2.98

Movie Length

- Minimum: 46 mins
- Maximum: 185 mins
- Average: 115 mins

Replacement Cost

Minimum: \$9.99
Maximum: \$29.99
Average: \$19.84



SQL Query to find the top 10 countries
with the most customer numbers

```
SELECT country D,  
COUNT(customer_id) AS number_of_customers  
FROM customer A  
INNER JOIN address B ON A.address_id =  
B.address_id  
INNER JOIN city C ON B.city_id = C.city_id  
INNER JOIN country D ON C.country_id =  
D.country_id  
GROUP BY country  
ORDER BY number_of_customers DESC  
LIMIT 10
```

Summary and Recommendations

Summary

- Sales figures vary between geographic regions, the most profitable regions being Asia, North America and South America
- Countries with the highest number of customers are India, China and USA

Recommendations

- Rockbuster Stealth LLC should continue to focus on Asia, North and South America for the new online video service, especially on countries such as India, China and USA
- Rockbuster Stealth LLC should reward their top 10 loyal customers
- Rockbuster Stealth LLC should have an incentive program to attract new customers through their loyal customers by offering new perks to the old customers
- Further analysis on movie titles to see what movies appeal to what type of audience for each country to increase revenue