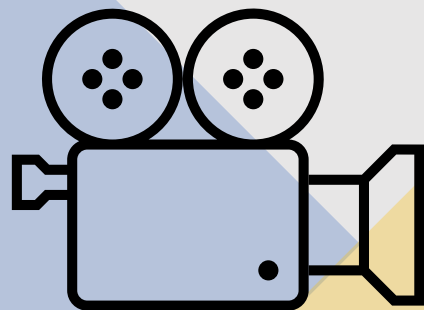
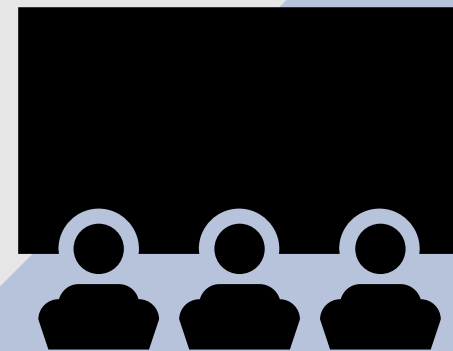


Rockbuster Stealth

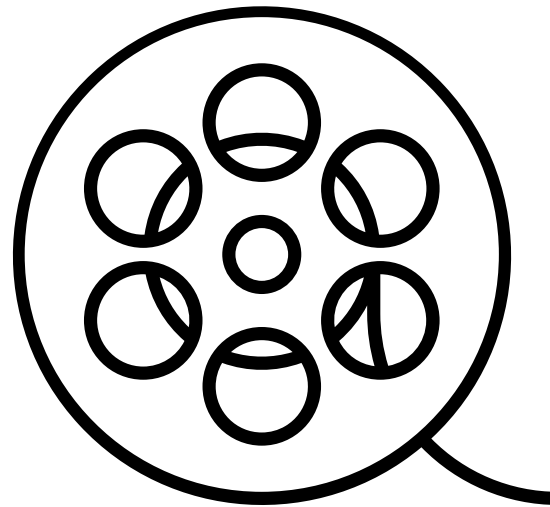
Database Analysis

By: Denise Olson



Project Overview

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 exiting movie licenses to launch an online video rental service in order to stay competitive.



Objectives & Key Questions

Film Analysis

Which movie contribute to the most/least revenue gain?

Rental Analysis

What was the average rental duration for all videos?

Location Analysis

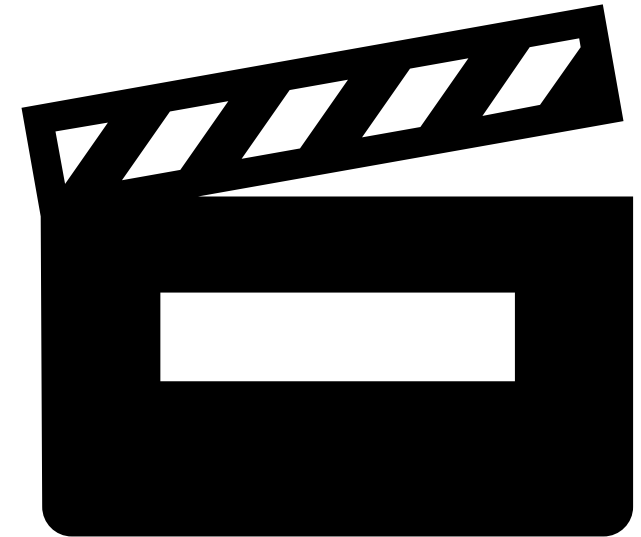
Which countries are Rockbuster customers based in?

Customer Analysis

Where are customers with a high lifetime value based?

Spatial Analysis

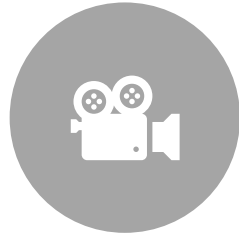
Do sales figures vary between geographic regions?



Company Overview



TOTAL
CUSTOMERS: 599



FILMS AVAILABLE
FOR RENT: 1000



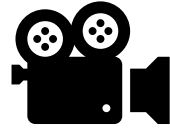
AVERAGE RENTAL
RATE: \$2.98



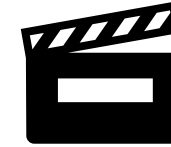
AVERAGE RENTAL
DURATION: 5 DAYS



AVERAGE RATING:
PG-13



Film Analysis



5 Most Popular Films

Title	Genre	Rating	Revenue
Telegraph Voyage	Music	PG	\$215.75
Zorro Ark	Comedy	NC-17	\$199.72
Wife Turn	Documentary	NC-17	\$198.73
Innocent Usual	Foreign	PG-13	\$191.74
Hustler Party	Comedy	NC-17	\$190.78

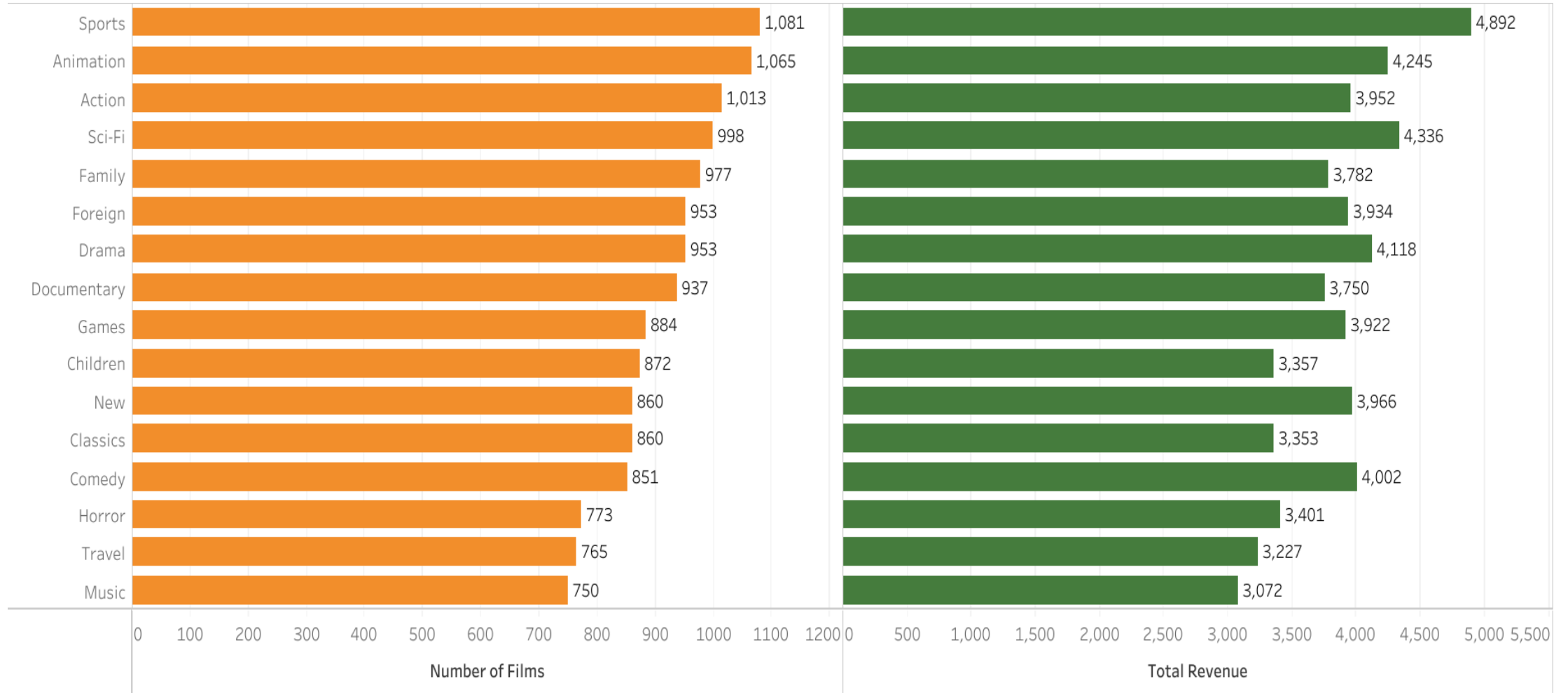
5 Least Popular Films

Title	Genre	Rating	Revenue
Rebel Airport	Music	G	\$6.93
Freedom Cleopatra	Comedy	PG-13	\$5.95
Duffel Apocalypse	Documentary	G	\$5.94
Oklahoma Jumanji	New	PG	\$5.94
Texas Watch	Horror	NC-17	\$5.94

Genre Number of Films & Total Revenue

Top 5 Genre's: Sports, Animation, Action, Sci-Fi , Family

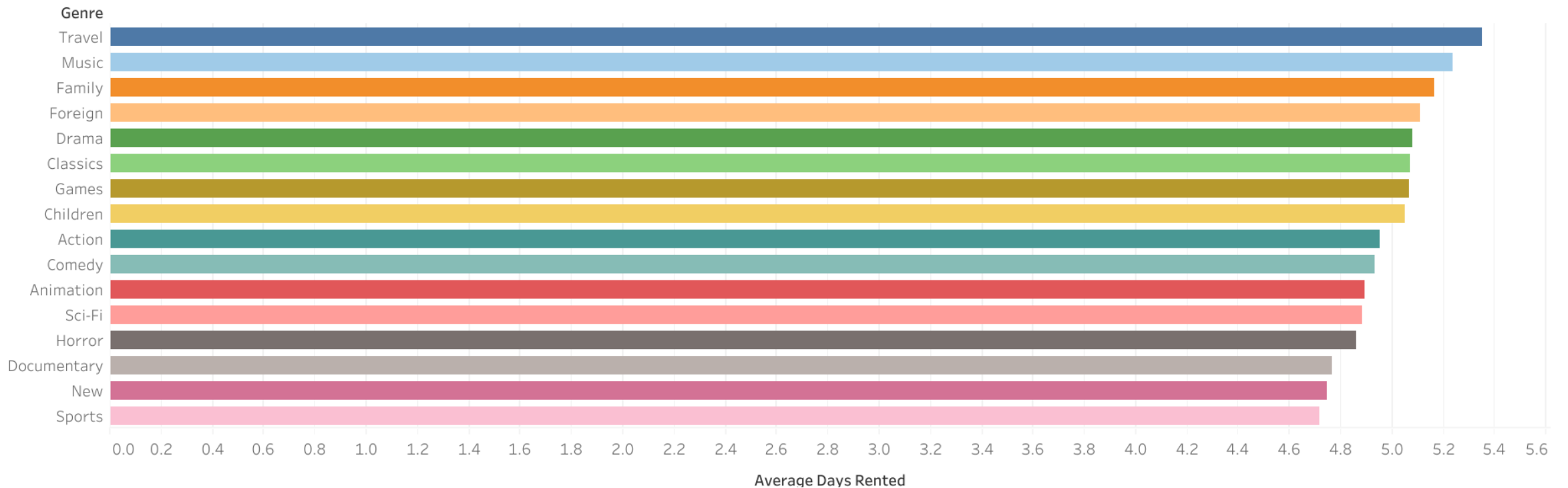
Top 5 Genre's make up 35% of total revenue



Rental Duration Analysis

Average rental duration is 5 days

Average rental duration is consistent across genres



Location Analysis

Total Customers

599 worldwide customers

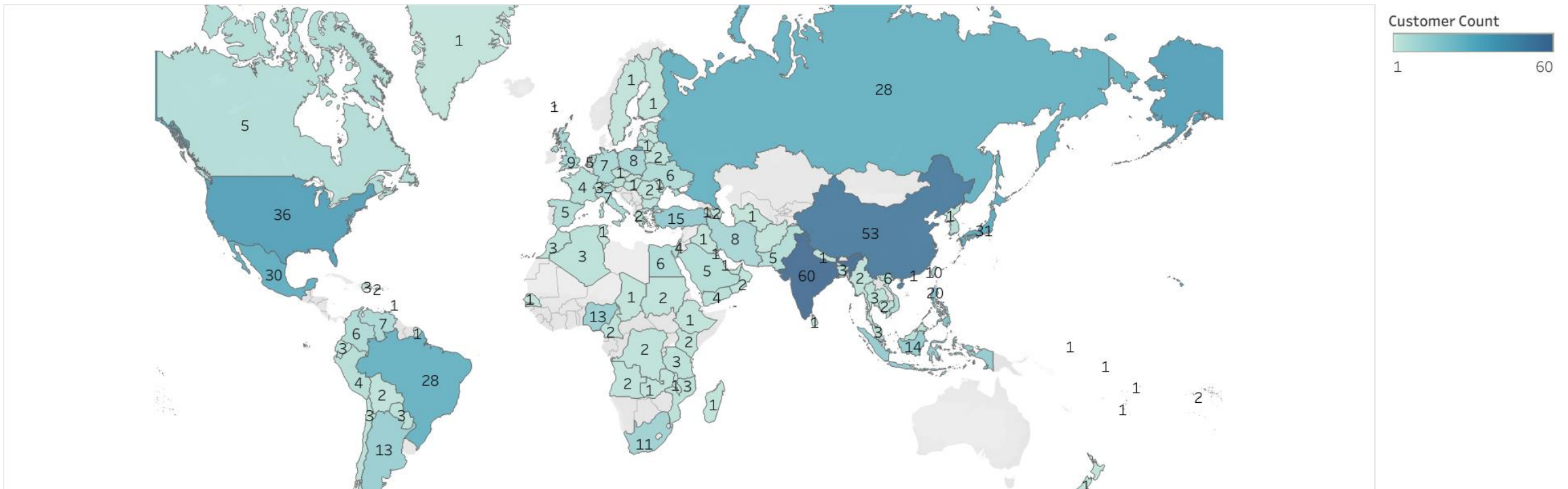
109 countries

Top Customers

India 68 Customers

China 53 Customers

United States 36 Customers



Customer Analysis

List of top 5 customers

Eleanor Hunt has highest total spend but is NOT located in one of the top 5 countries.

Only one customer Karl Seal lives in one of the top 5 countries by revenue.

Name	Country	Total Spend
Eleanor Hunt	Runion	\$211.55
Karl Seal	United States	\$208.58
Marion Snyder	Brazil	\$194.61
Rhonda Kennedy	Netherlands	\$191.62
Clar Shaw	Belarus	\$189.60

Spatial Analysis

Top 5 Countries in revenue

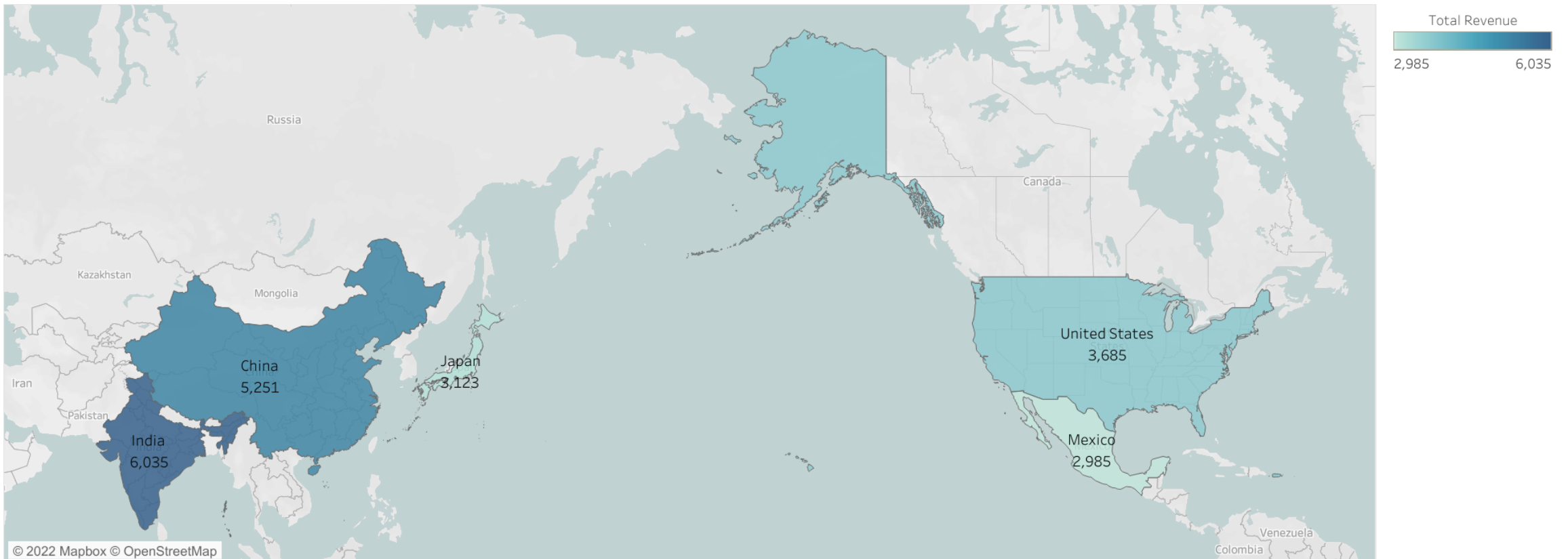
India - \$6035

China - \$5251

United States - \$3685

Japan - \$3123

Mexico - \$2985





Recommendations

Customer Loyalty

Create loyalty program for customers who rent on a regular basis. For example, for every 3 films rented 4th one free.

Marketing

Create marketing campaign to target locations with high customer count to increase customer base.

Film Collection

Stealth management team should focus on growing popular film genre that bring in most revenue

Questions?

- Contact Denise Olson
 - dcolson66@gmail.com
- [Tableau Link](#)



The End