Rockbuster Data Analysis

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Project Overview

1. 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.

2. You've been hired as a data analyst by Rockbuster Stealth's business intelligence (BI) department to help with the launch strategy for the new online video service

Tools Used: PostgreSQl, Tableau

Tableau Public URL: Click Here

Key Questions and Objectives:

A. Which movies contributed the most/least to revenue gain?

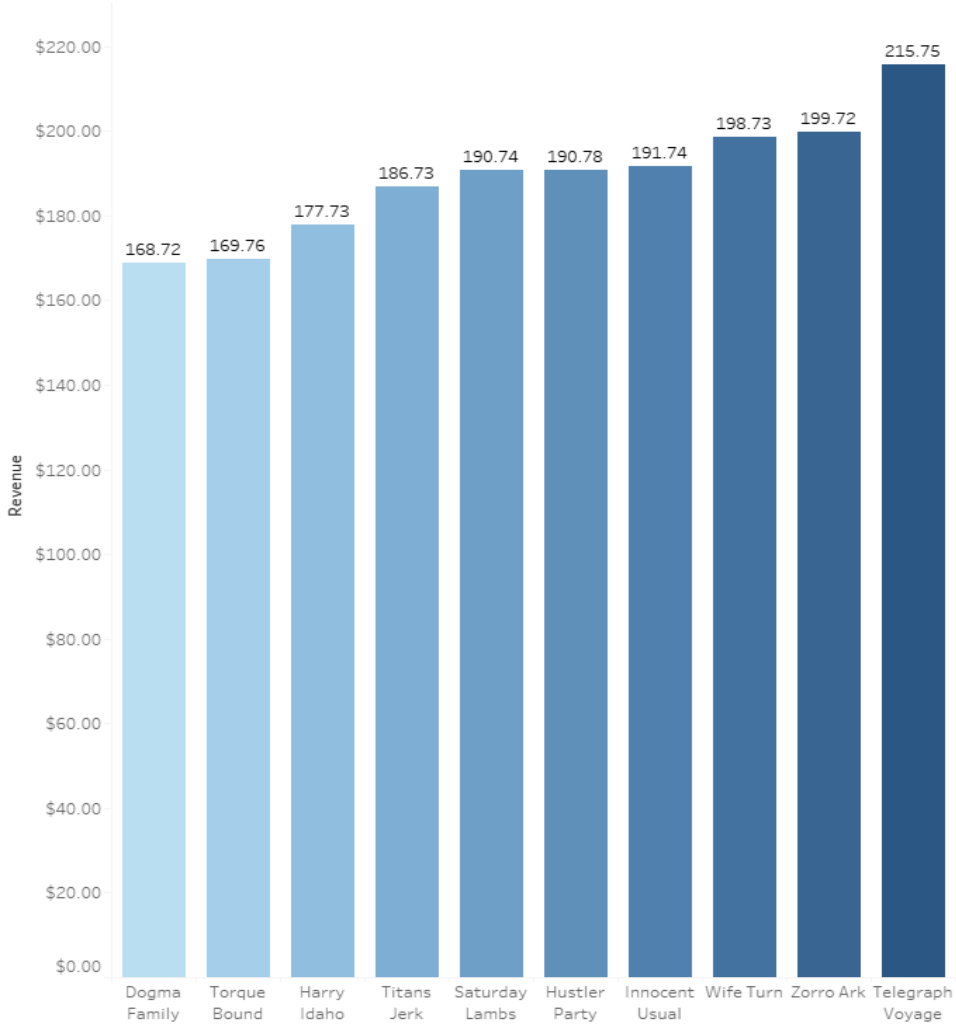
B. What was the average rental duration for all videos?

C. Which countries are Rockbuster customers based in?

D. Where are customers with a high lifetime value based?

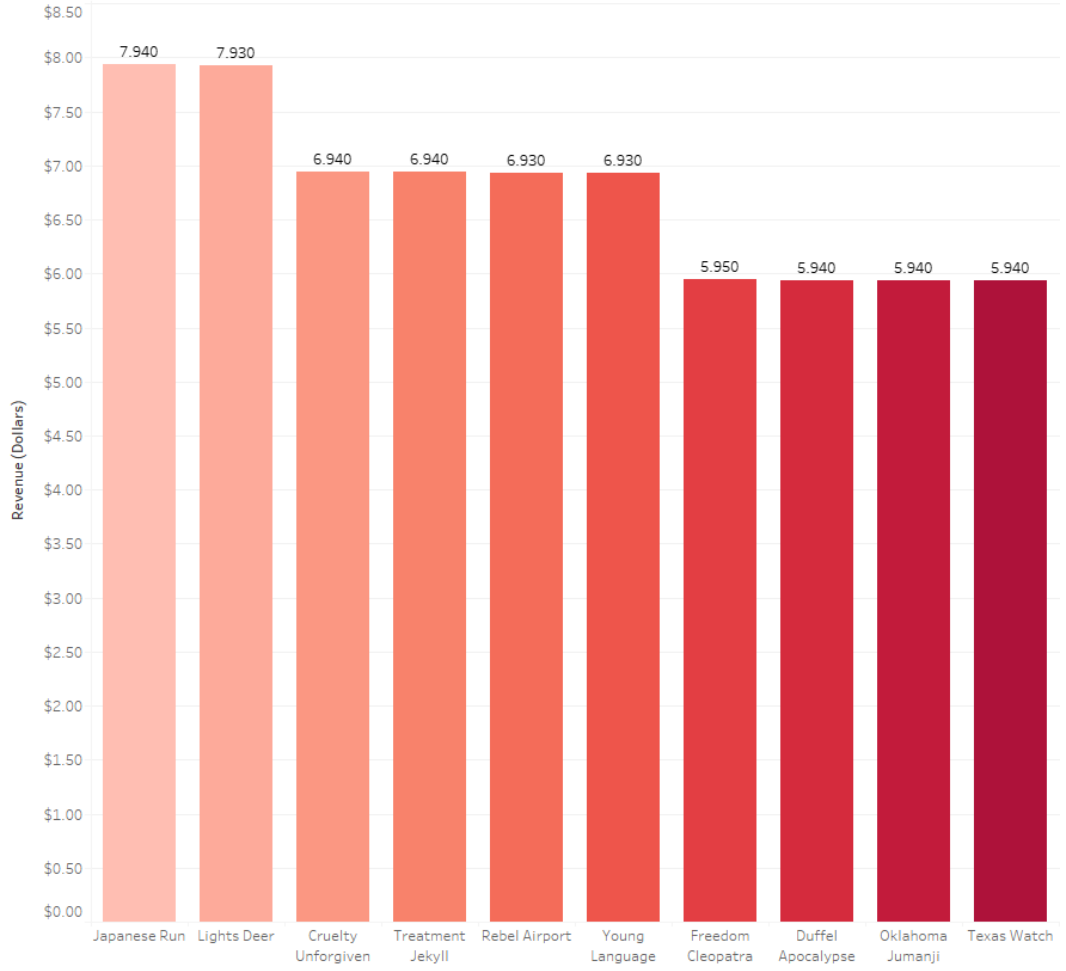
E. Do sales figures vary between geographic regions?

Which movies contributed the **most** to revenue gain?



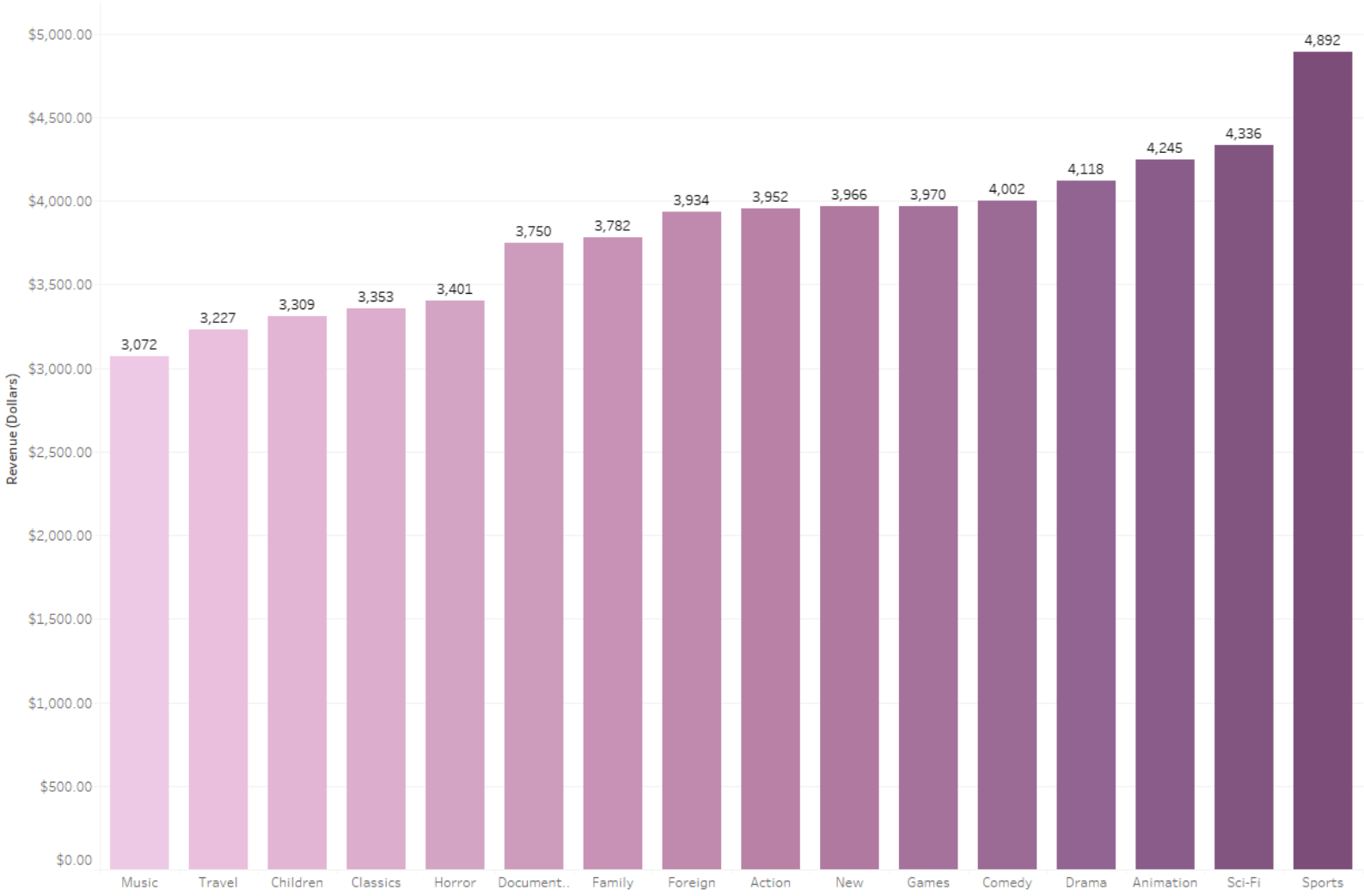
Title	Revenue
Telegraph Voyage	$215.75
Zorro Ark	$199.72
Wife Turn	$198.73
Innocent Usual	$191.74
Hustler Party	$190.78
Saturday Lambs	$190.74
Titans Jerk	$186.73
Harry Idaho	$177.73
Torque Bound	$169.72
Dogma Family	$168.72

Which movies contributed the **least** to revenue gain?



Title	Revenue
Duffel Apocalypse	$5.94
Oklahoma Jumanji	$5.94
Texas Watch	$5.94
Freedom Cleopatra	$5.95
Young Language	$6.93
Rebel Airport	$6.93
Treatment Jekyll	$6.94
Cruelty Unforgiven	$6.94
Lights Deer	$7.93
Japanese Run	$7.94

Total Revenue Grouped by Category



Top 3 Categories:

1. Sports
2. Sci-Fi
3. Animation

Descriptive Statistics – Film Table

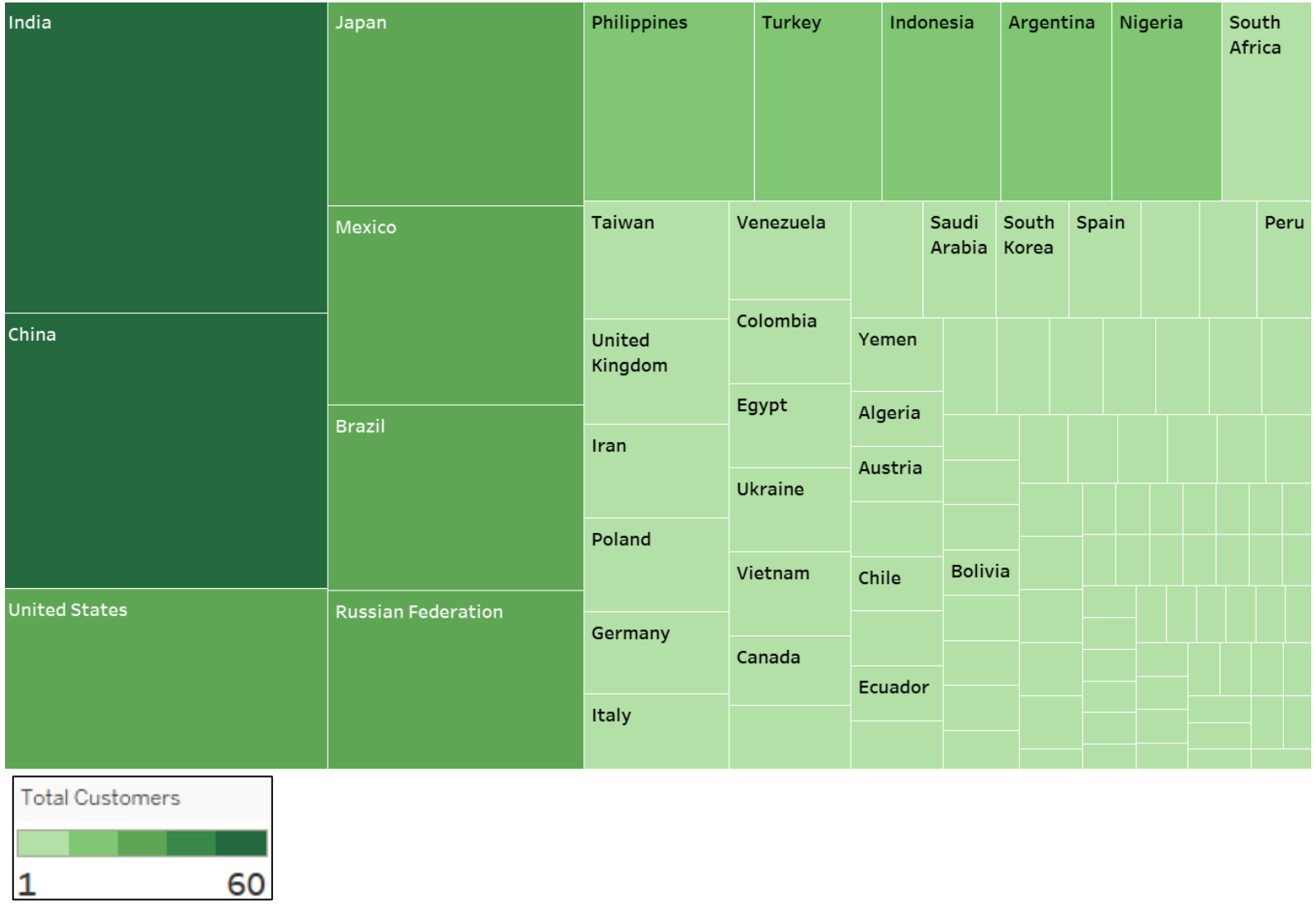
	release_year	rental_duration	rental_rate	Length (mins)	replacement_cost
Minimum	2006	3	0.99	46	9.99
Maximum	2006	7	4.99	185	29.99
Average	2006	4.99	2.98	115.27	19.98

	language_id	rating	title
Mode	1	PG-13	Academy Dinosaur

Descriptive Statistics – Customer Table

	store_id	activebool	customer_id
Mode	1	true	1

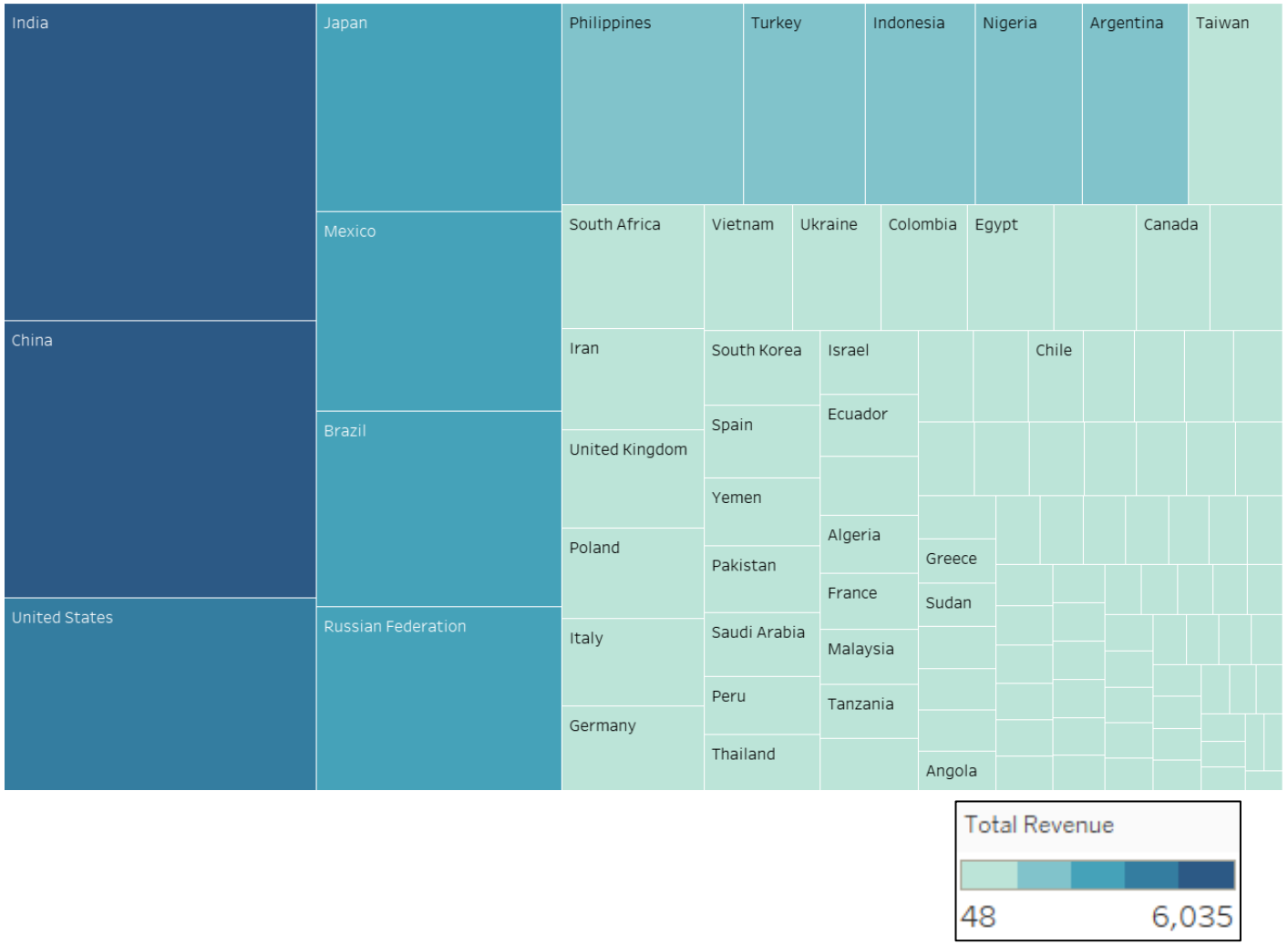
Countries ranked by **number of customers**



Country	# of Customers
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14

Countries ranked by **total revenue**

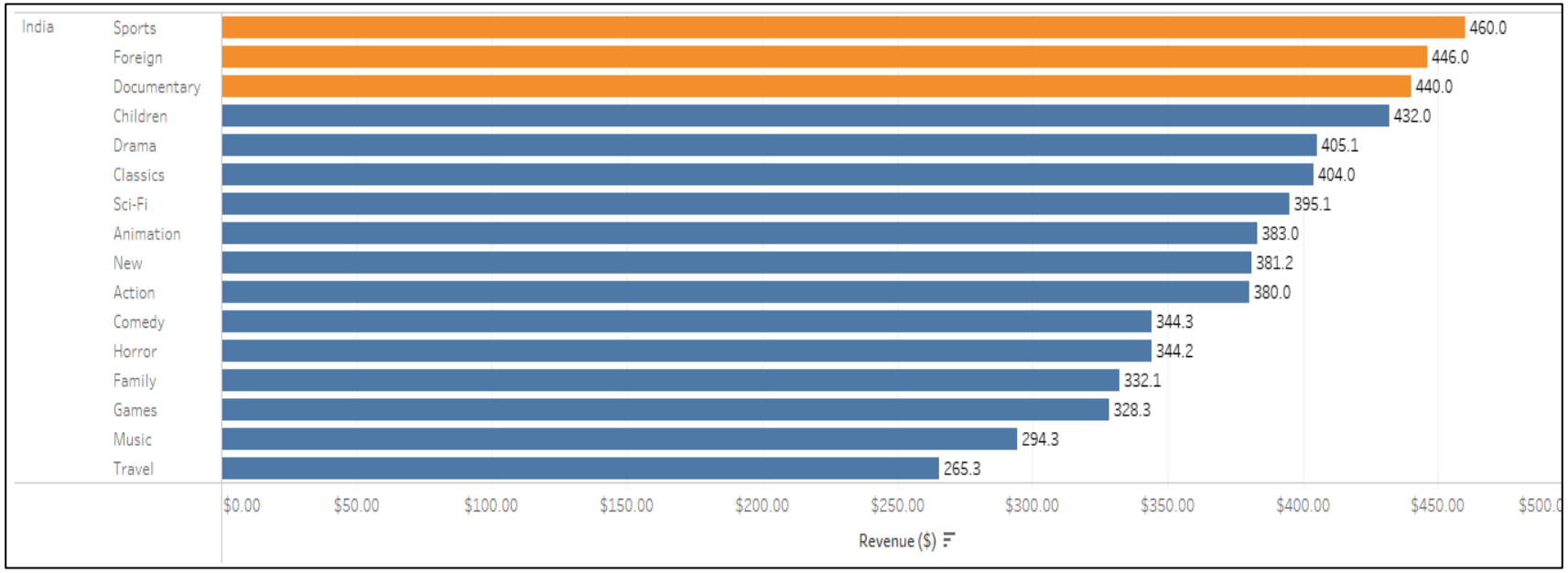
Country	Total Revenue
India	$6034.78
China	$5251.03
United States	$3685.31
Japan	$3122.51
Mexico	$2984.82
Brazil	$2919.19
Russian Federation	$2765.62
Philippines	$2219.70
Turkey	$1498.49
Indonesia	$1352.69

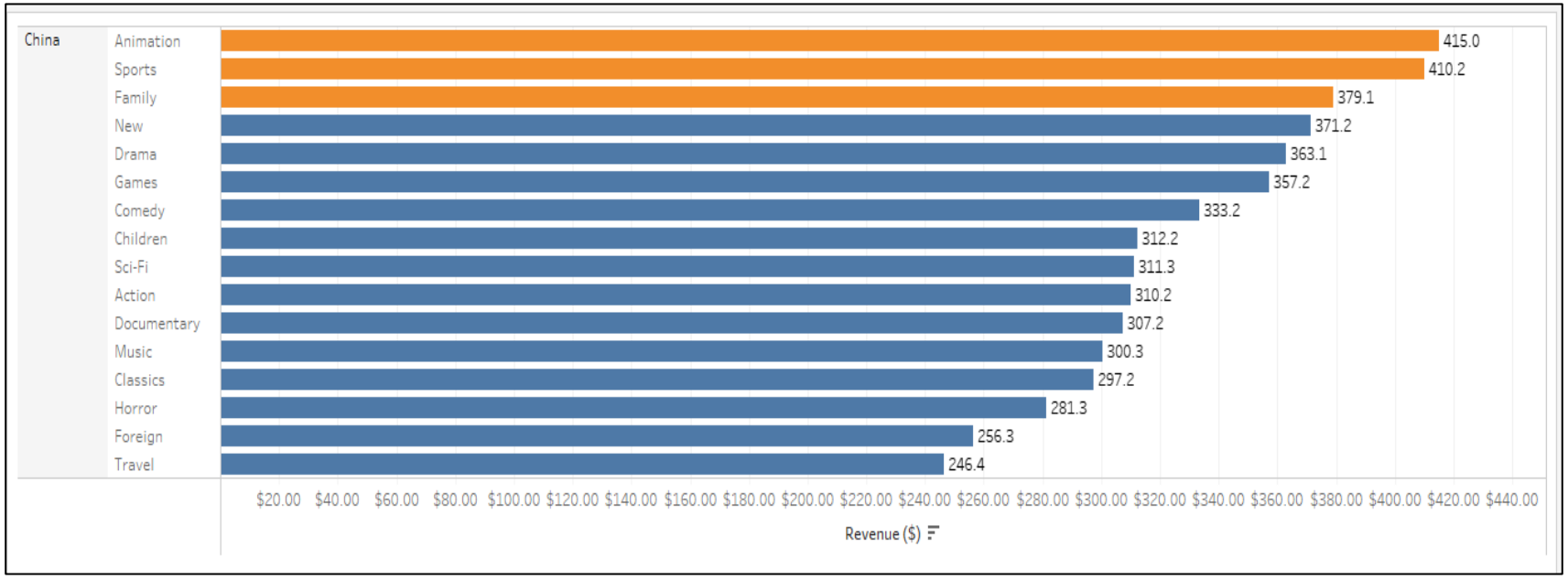


Top 5 customers from the top 10 cities who've paid the highest total amounts to Rockbuster

Customer	Location	Total Amount Paid
Customer #1	Ambattur, India	$111.76
Customer #2	Shanwei, China	$109.71
Customer #3	Iwaki, Japan	$106.77
Customer #4	Acua, Mexico	$100.77
Customer #5	Aurora, United States	$98.76

Top Genres in India and China





Recommendations

- Expand selection on highest revenue generating genres: Sports, Sci-fi, Animation
- India and China remain a large part of the market share. Focus on providing subtitles in local languages that will promote easy viewing.
- Perform additional research into potential barriers customers face in India and China. (Government restrictions on media, differences in taste, or income)
- Implement a rewards program that promotes customers with high lifetime value. Build trust with the customer base.
- Discount least popular films, or increase the price of more popular films.
- Use machine learning algorithms to deliver personalized recommendations of films or genres.