Data Analytics Team

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Rockbuster Online Rental Service

Project Overview

Situation

- Rockbuster is a movie rental company with stores around the world but is facing stiff competition from big streaming services like Netflix and Amazon Prime
- Rockbuster plans to start their own online rental service to remain competitive with large streaming companies

Objective

- Find helpful insights for Rockbusters new online rental service to keep up with popular streaming services and ensure success

Key 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?

Movie Descriptive Statistics

Rental Duration
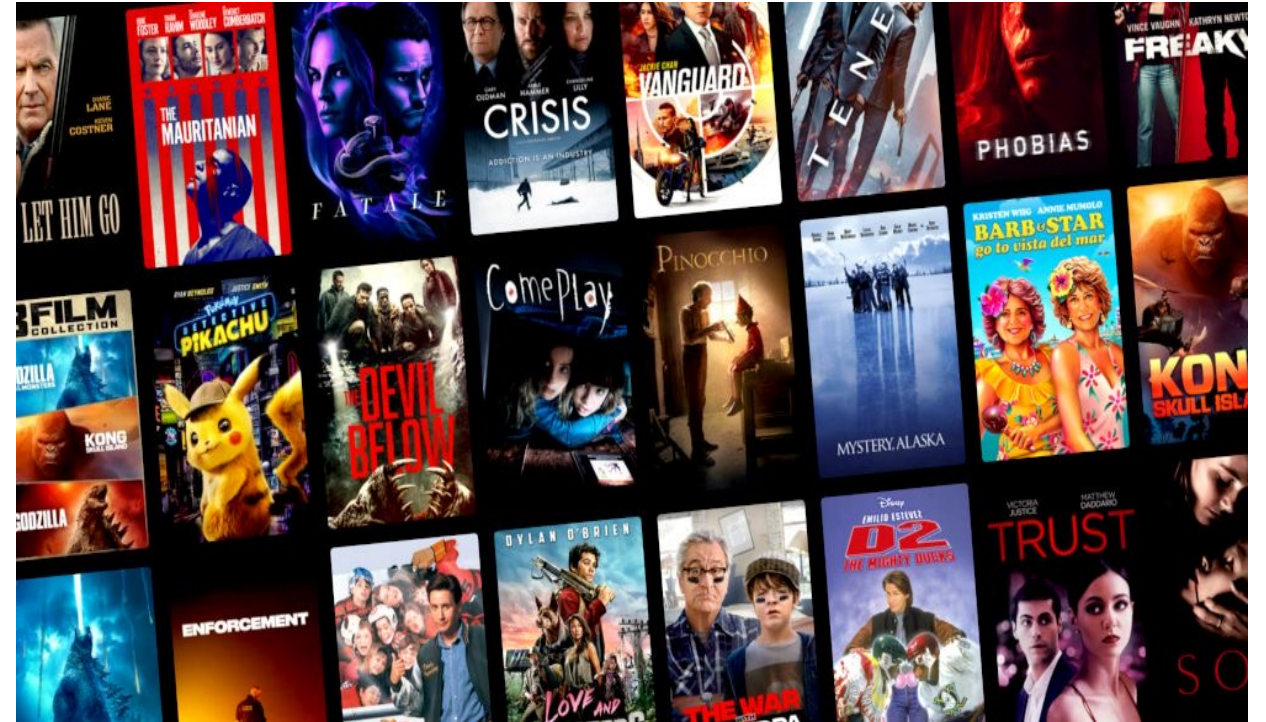- Max: 7 days
- Min: 3 days
- Avg: 5 days

Rental Rate
- Min: $0.99
- Max: $4.99
- Avg: $3

Movie Length
- Min: 46 min
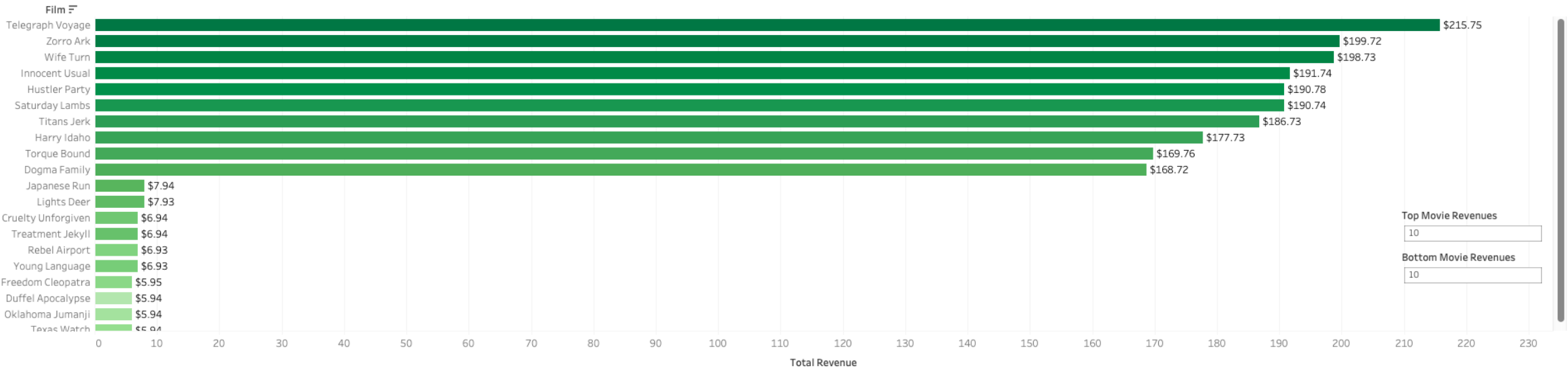- Max: 185 min
- Avg: 115 min

Replacement Cost
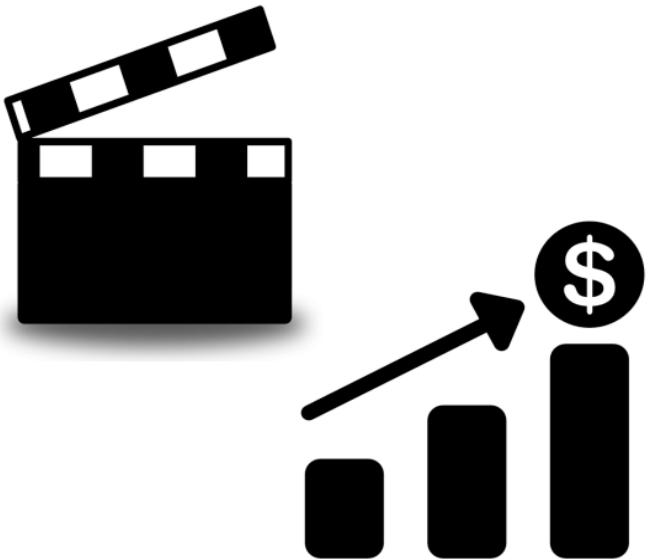- Min: $9.99
- Max: $29.99
- Avg: $19.984

Movie Revenues by Film and Rating

Top and Bottom 10 Movie Revenues

Film

Film	Total 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	$169.76
Dogma Family	$168.72
Japanese Run	$7.94
Lights Deer	$7.93
Cruelty Unforgiven	$6.94
Treatment Jekyll	$6.94
Rebel Airport	$6.93
Young Language	$6.93
Freedom Cleopatra	$5.95
Duffel Apocalypse	$5.94
Oklahoma Jumanji	$5.94
Texas Watch	$5.94

Total Revenue

Top Movie Revenues
10

Bottom Movie Revenues
10

Total Movie Revenues by Rating

PG-13 $13,855.56	PG $12,236.65	G $10,511.88
NC-17 $12,634.92	R $12,073.03	
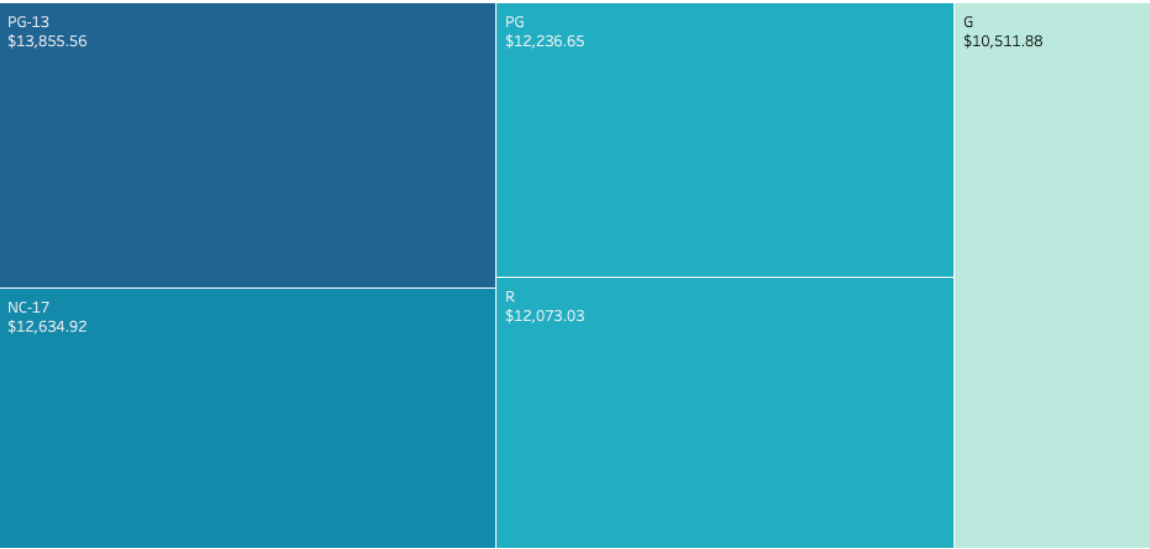
Top 10 Countries by Customer Count

Customer Count
14 — 60

28 Russian Federation

15 Turkey

53 China

31 Japan

60 India

20 Philippines

14 Indonesia

36 United States

30 Mexico

28 Brazil

Top 10 Cities in the Top 10 Countries

City	Country
Adoni	India
Atlixco	Mexico
Aurora	United States
Celaya	Mexico
Dhule (Dhulia)	India
Kurashiki	Japan
Pingxiang	China
Sivas	Turkey
So Leopoldo	Brazil
Xintai	China
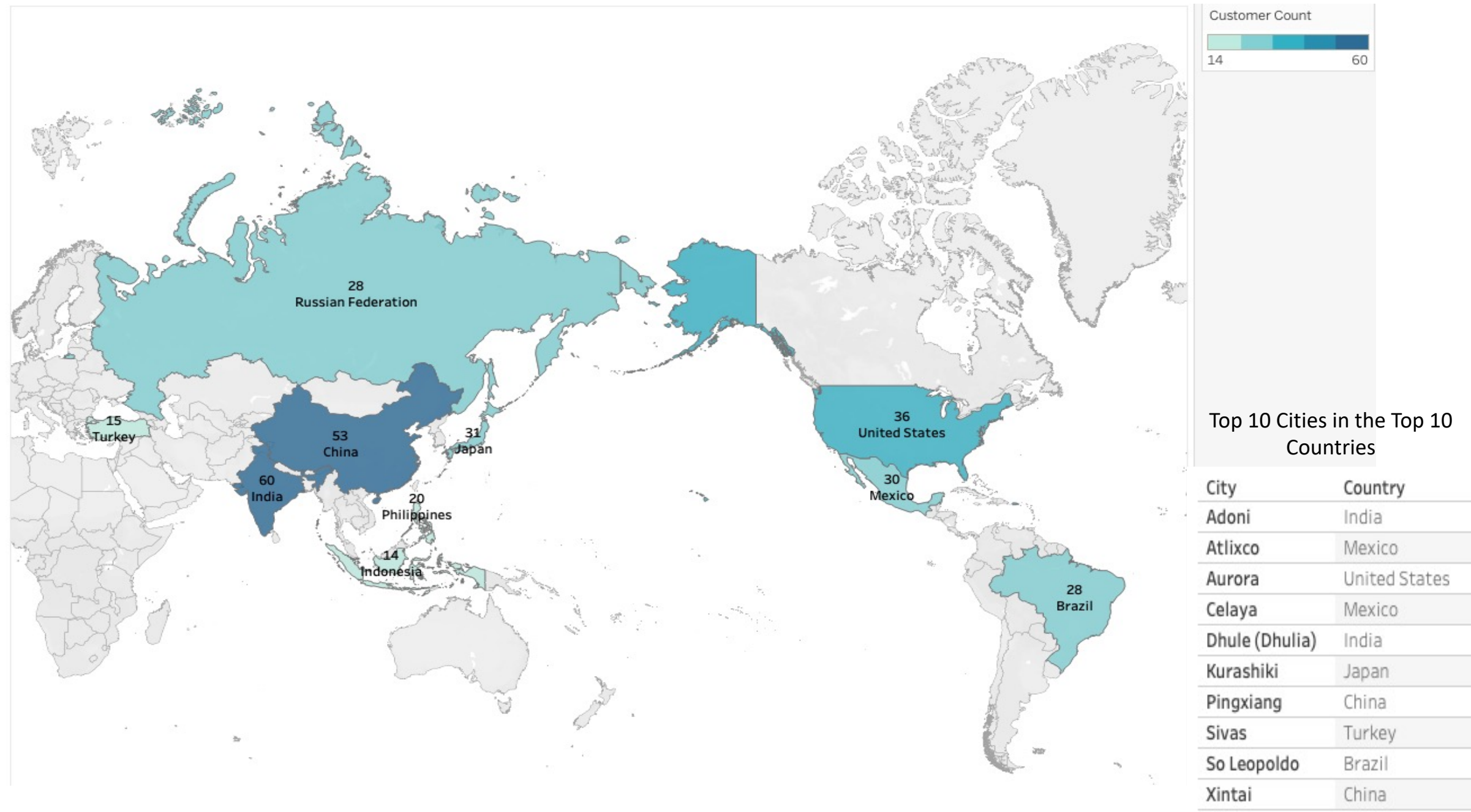
Top 10 Countries by Total Revenue

Total Revenue
- $1,352.69
- $2,000.00
- $3,000.00
- $4,000.00
- $5,000.00
- $6,034.78

Total Revenue
$1,352.69 $6,034.78

Russian Federation
$2,765.62

Turkey
$1,498.49

China
$5,251.03

Japan
$3,122.51

United States
$3,685.31

India
$6,034.78

Philippines
$2,219.70

Mexico
$2,984.82

Indonesia
$1,352.69

Brazil
$2,919.19

Top Customers

Top 5 Customers in the Top 10 Cities

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

Recommendations

- I would recommend focusing most of the attention toward the top revenue countries such as India, China, United States, and Japan

- These high revenue countries also have the highest customer counts

- It could be helpful to promote the past top selling movies when advertising or using the online rental service itself

- Since the service will become online, there will likely be new customers from different locations and a larger variety of movies could be beneficial (ex. Movies made outside of 2006)

- Consider adding popular movies not offered on streaming services to give our company the advantage

Link to Tableau: https://public.tableau.com/app/profile/andrew.smith6925