

# Data Analysis Report

Market assessment & oppoturnities



Rockbuster Stealth

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Rockbuster Stealth

# Agenda

- Company Overview
- Film Statistics
- Film Revenue
- Regional Sales
- Customer Base
- Recommendations

# Our Goal

Derive insights for the launch strategy  
of the new online video service



Rockbuster Stealth

# Company Overview

109

countries

600

cities

599

customers

16,044

rentals

# What was the average rental duration for all videos?

On average:

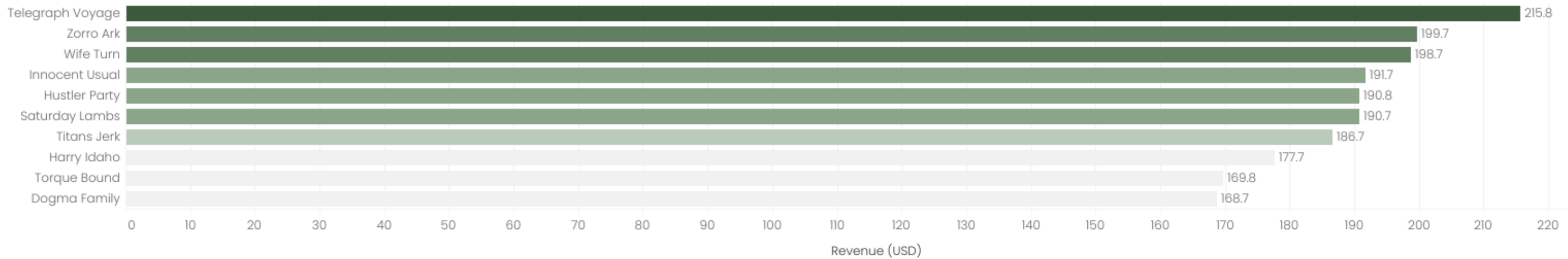
Film length	Rental duration	Rental rate	Replacement cost
185   115.3   46 minutes	7   4.99   3 days	4.99   2.98   0.99 USD	29.99   19.98   9.99 USD

# Which movies contributed the most/least to revenue gain?

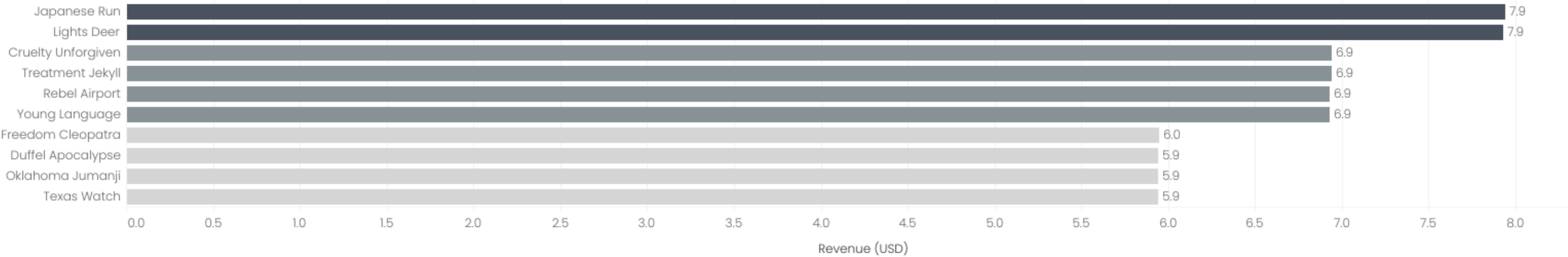
The top 10 most rented films account for 3.1% of total revenue

All films are released in 2006

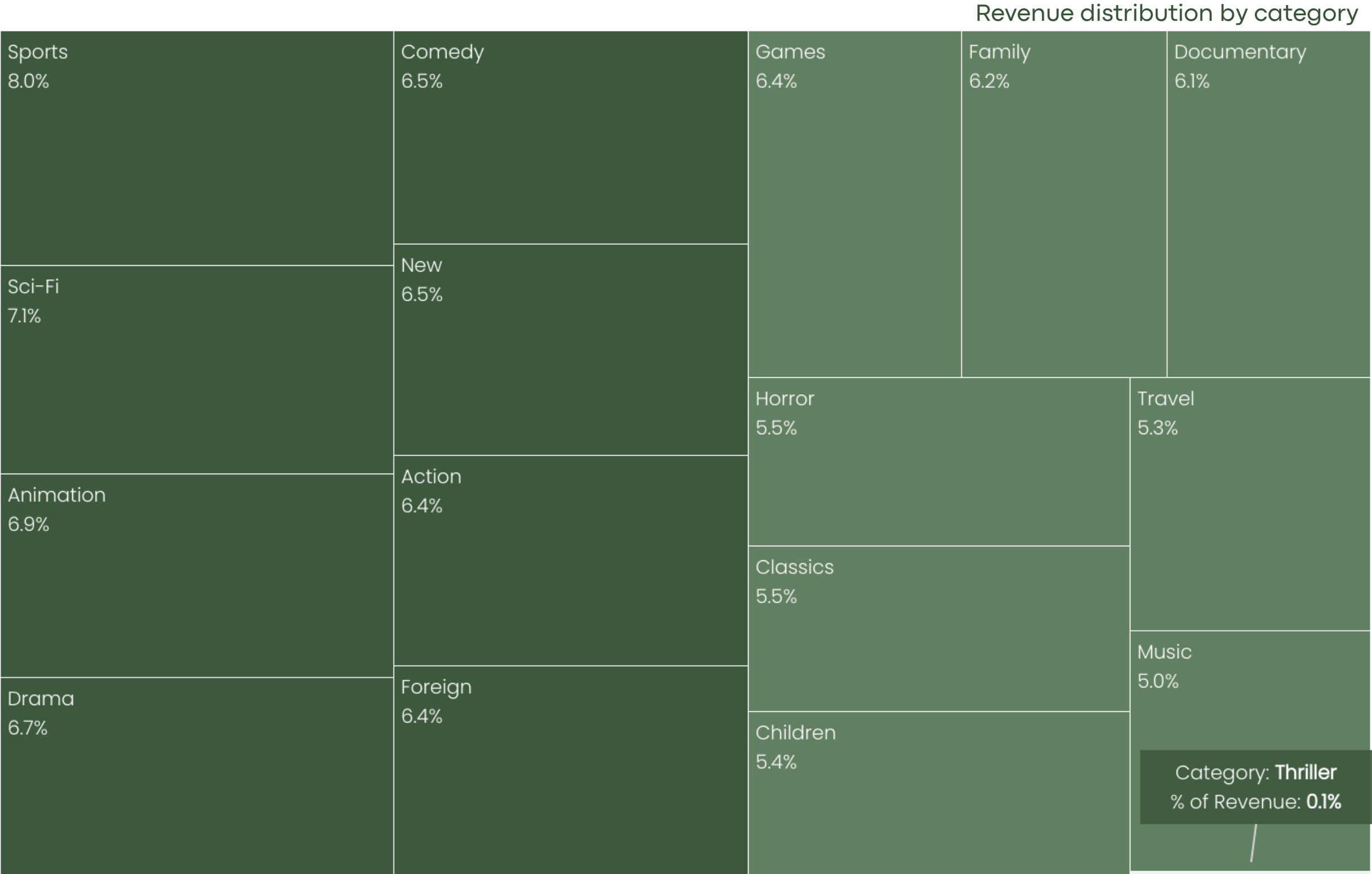
Most rented films:



Least rented films:

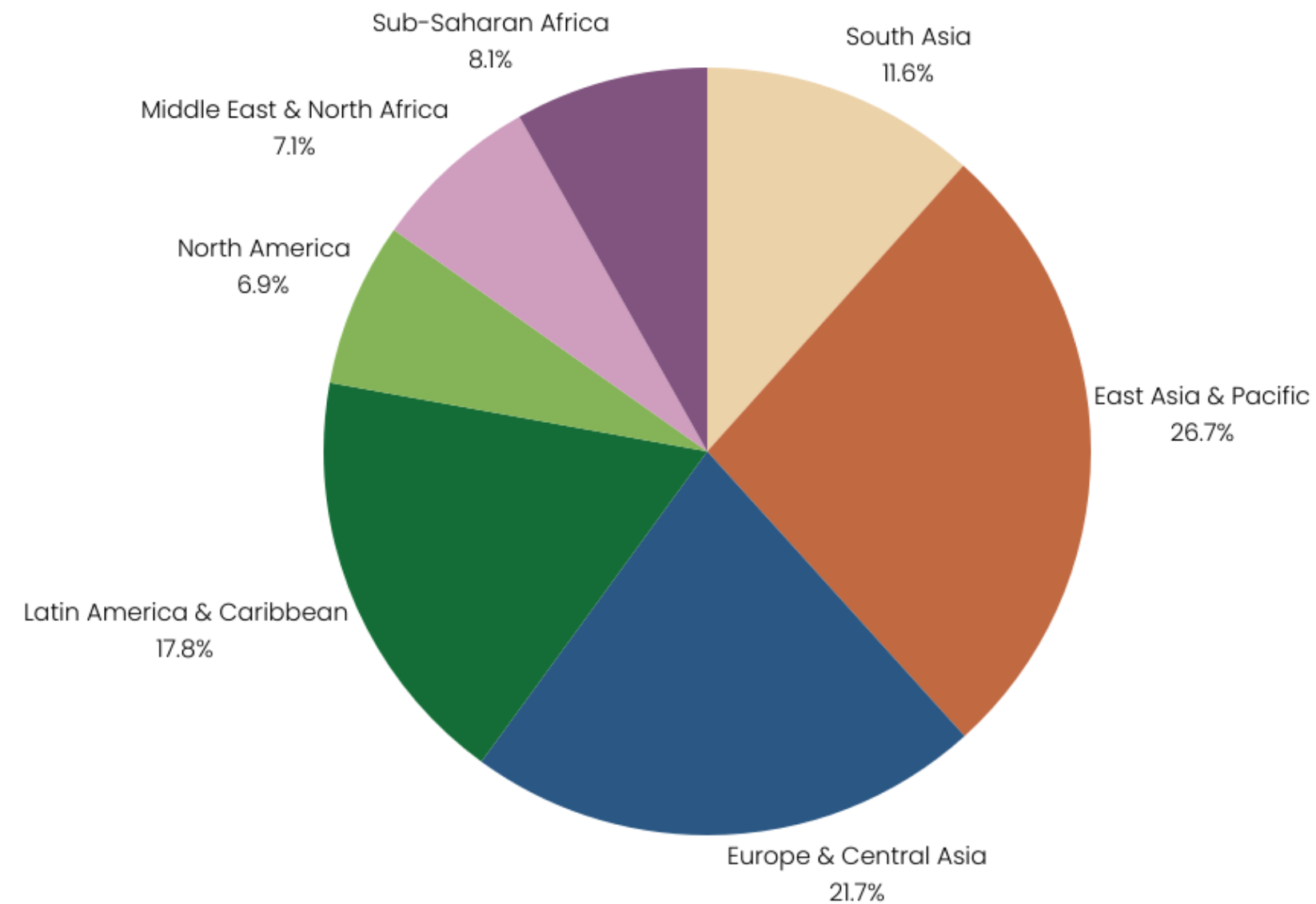


# Which film categories are popular?



Sports is the best performing genre, while **Thriller** is the least favorited.

# Do sales figures vary between geographic regions?



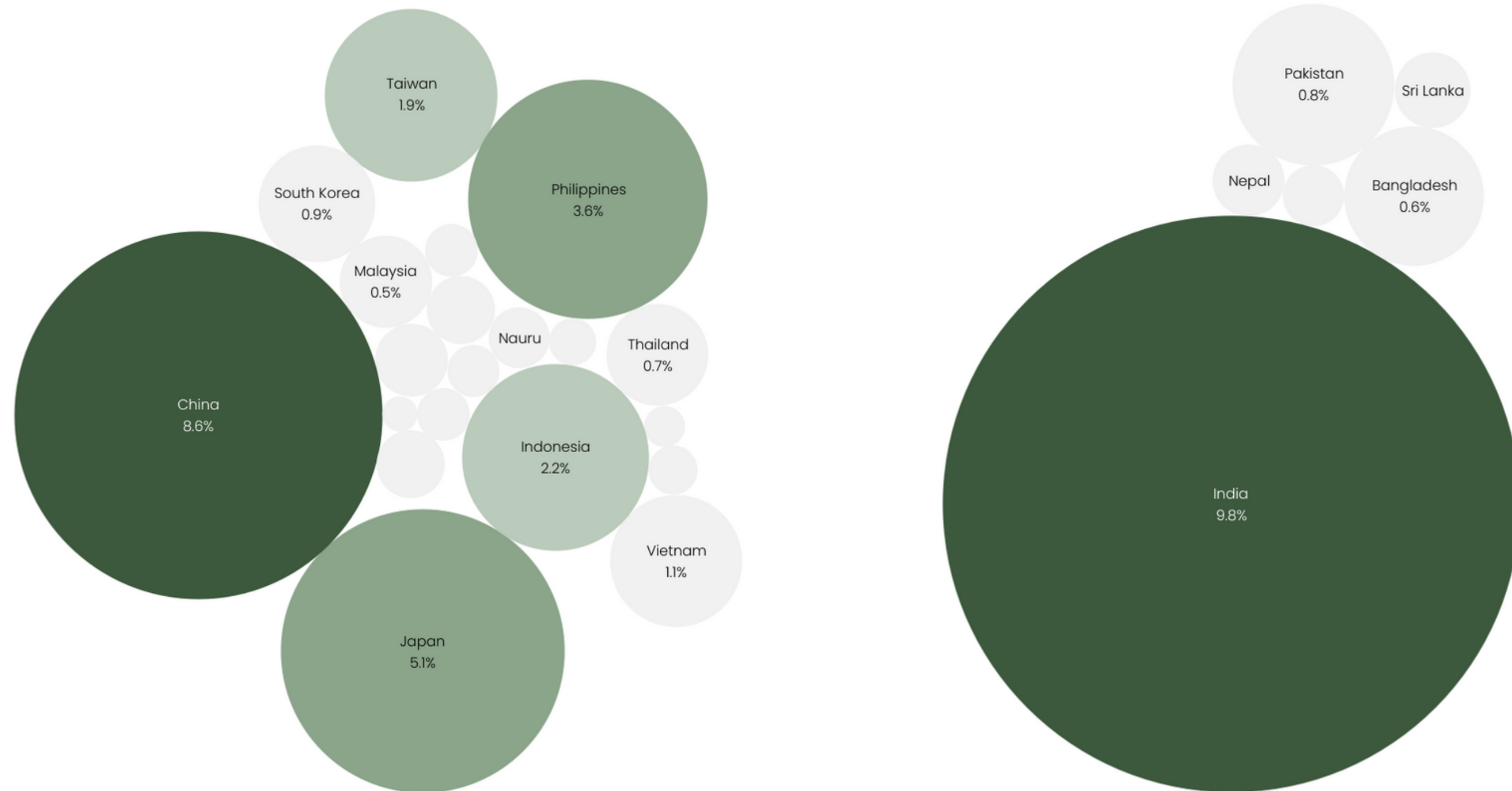
Revenue distribution by geographical region

**East Asia & Pacific** has the largest customer base, followed by **Europe & Central Asia**, **Latin America & Caribbean** and **South Asia**.



# How do sales figures vary in each geographic region?

Revenue distribution in East Asia & Pacific and South Asia

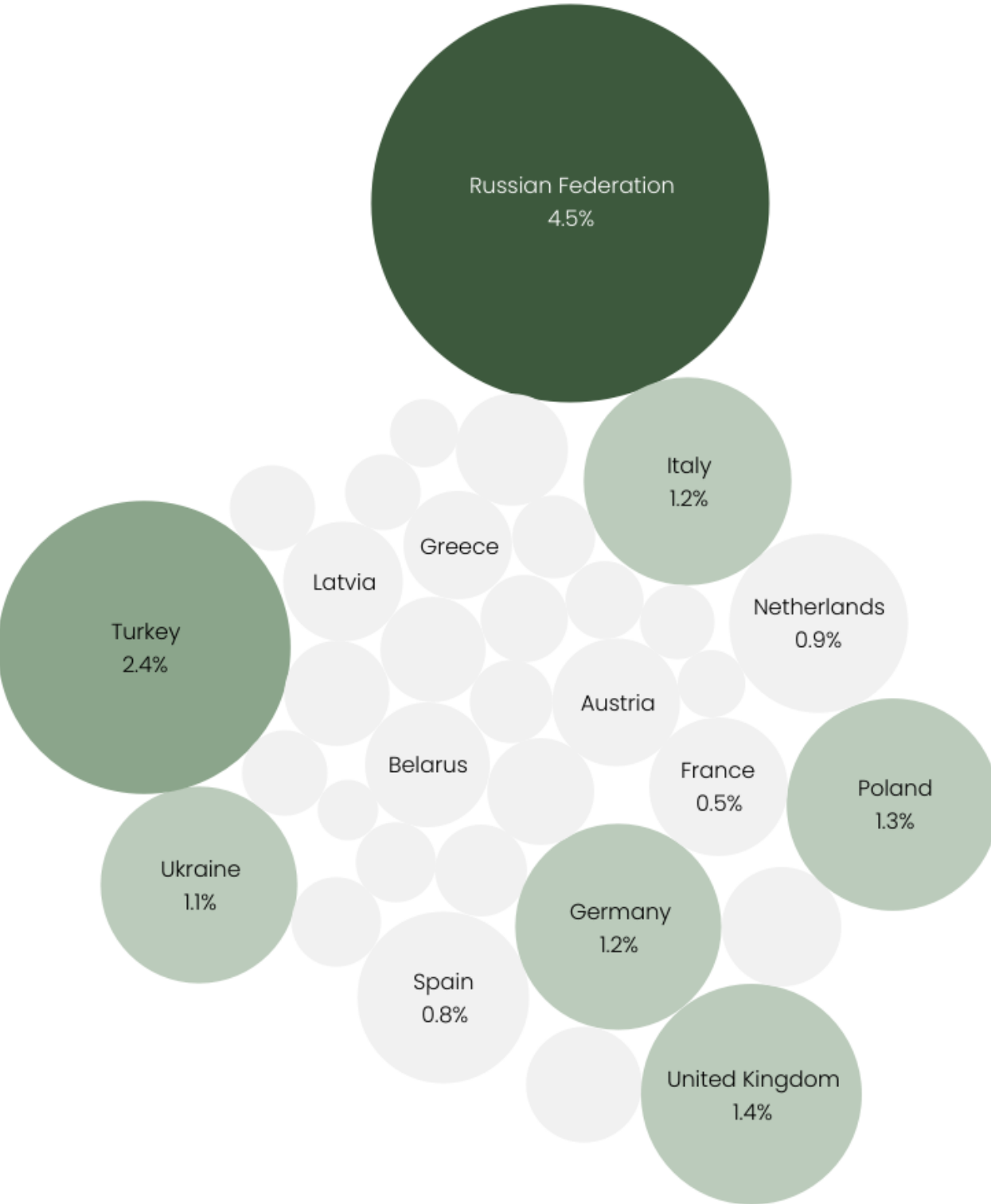


**China and India** are the top spending customers in Asia.

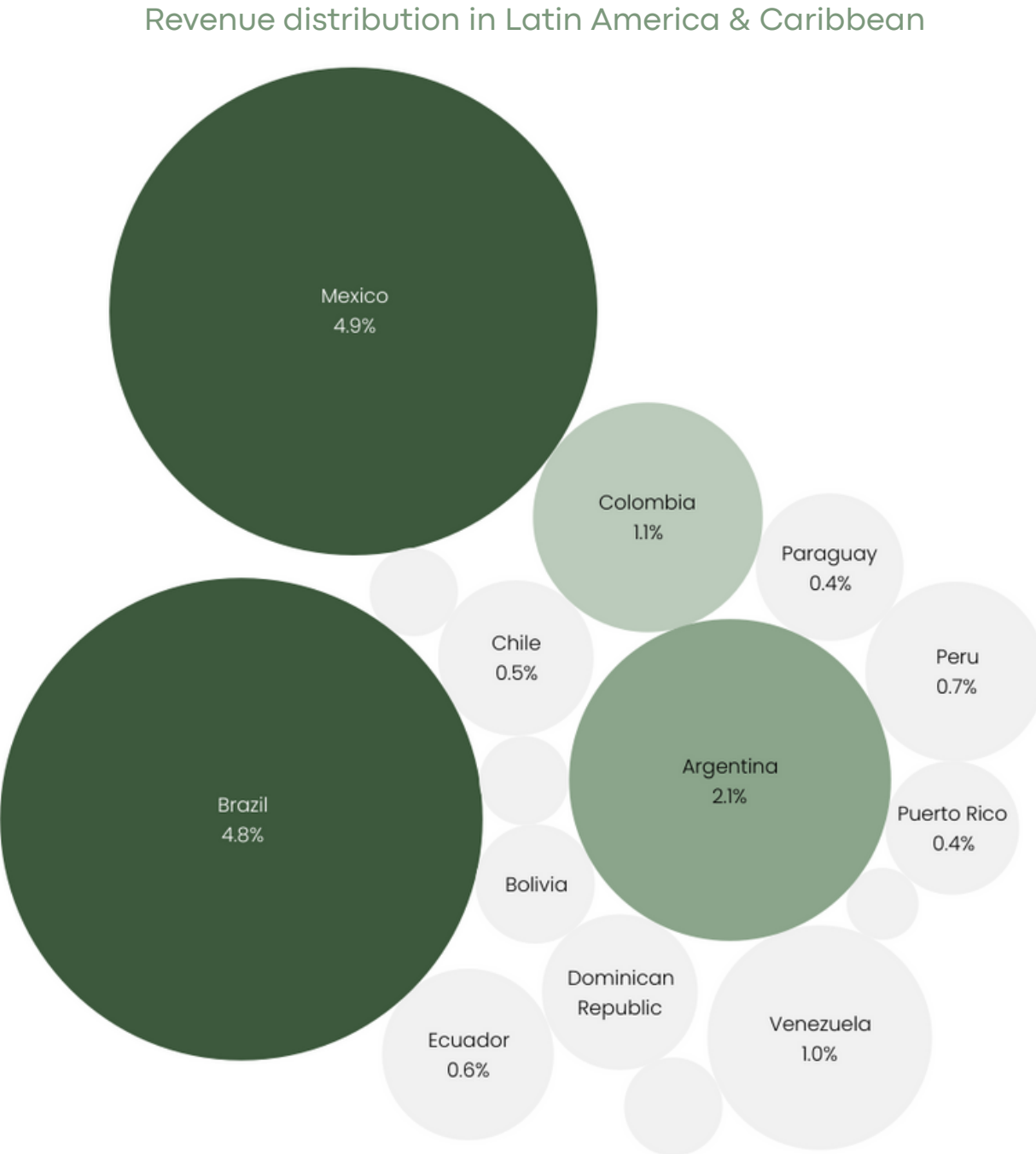
# How do sales figures vary in each geographic region?

In Europe & Central Asia, **Russia** is the highest spending country.

In Latin America & Caribbean, **Mexico** and **Brazil** contribute the most to Rockbuster's revenue.

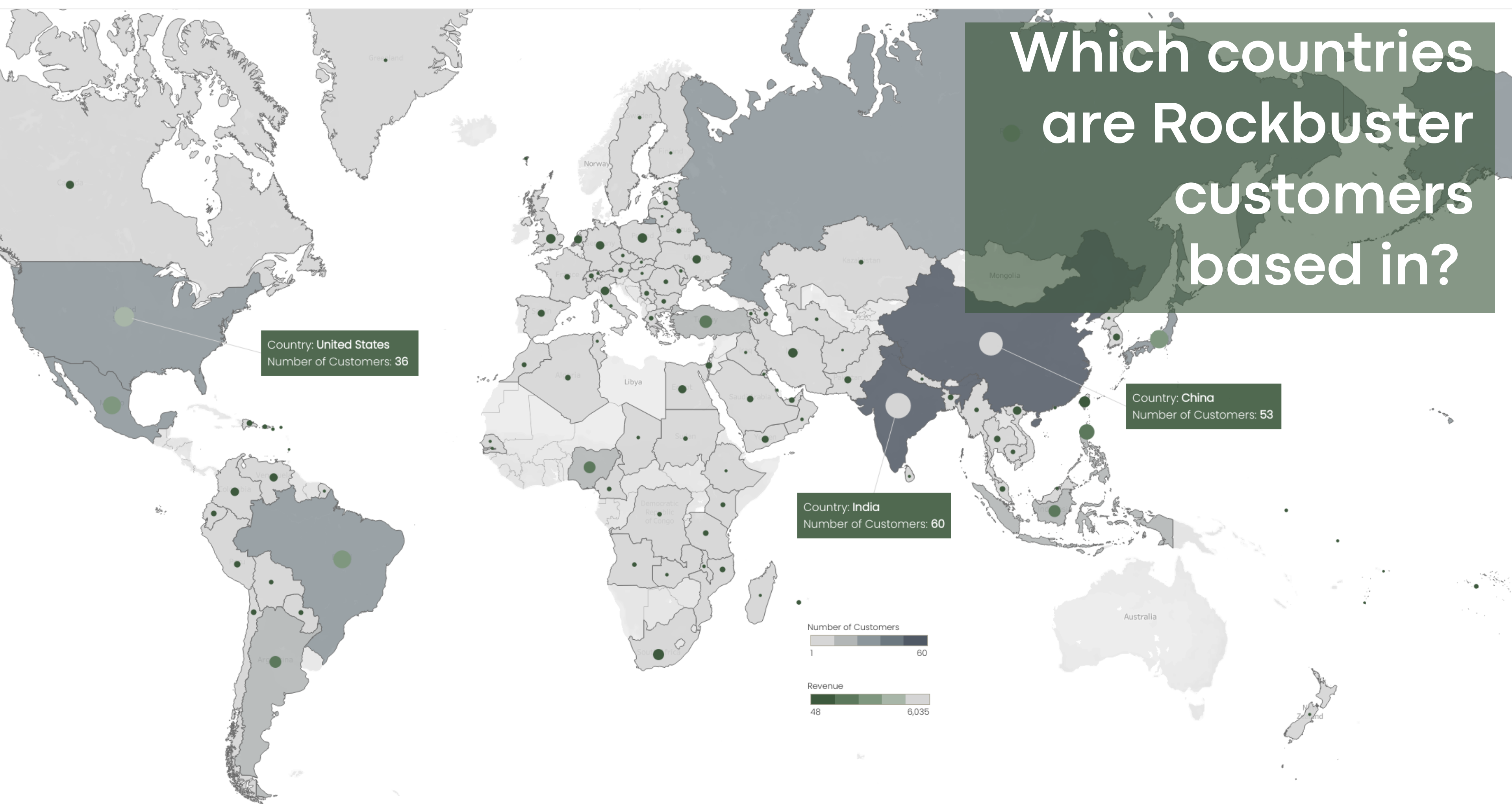


Revenue distribution in Europe & Central Asia



Revenue distribution in Latin America & Caribbean

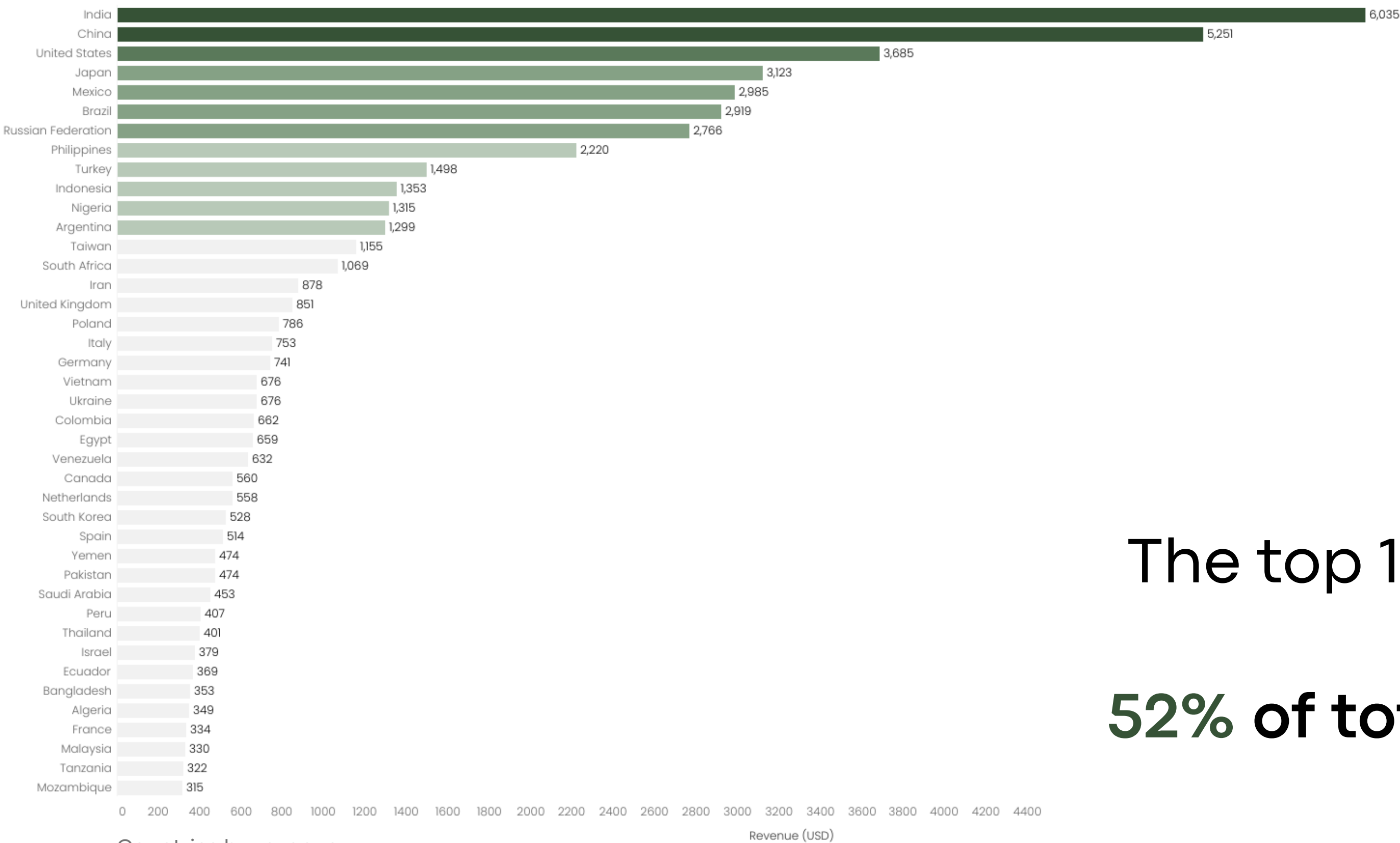
# Which countries are Rockbuster customers based in?



Top 10 countries by number of customers

# Which countries are Rockbuster customers based in?

109  
countries

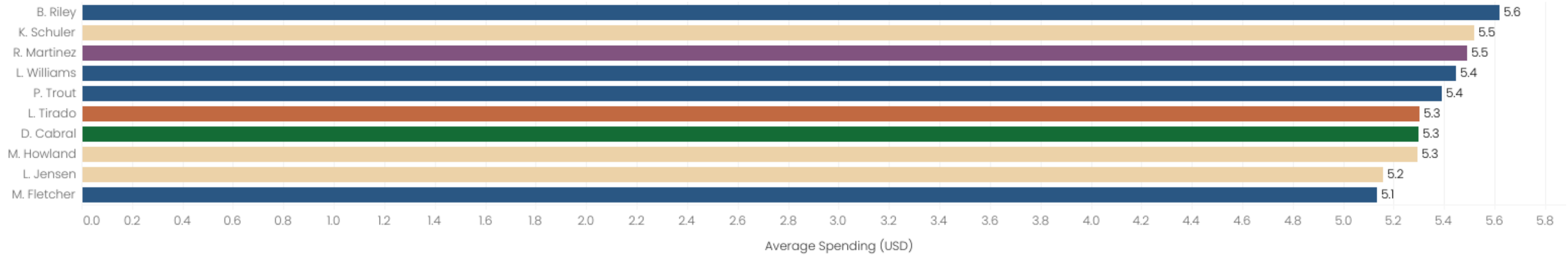


India	9.8%
China	8.6%
United States	6.0%
Japan	5.1%
Mexico	4.9%
Brazil	4.8%
Russian Federation	4.5%
Philippines	3.6%
Turkey	2.4%
Indonesia	2.2%
Nigeria	2.1%
Argentina	2.1%
Taiwan	1.9%
South Africa	1.7%

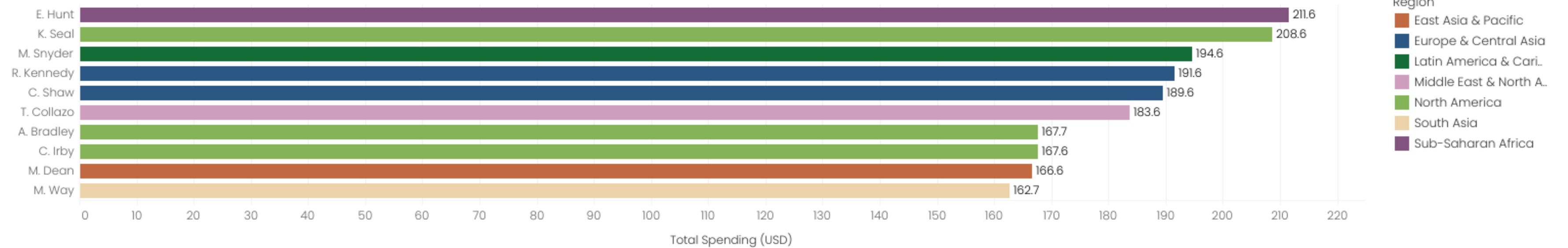
The top 10 countries  
generate  
52% of total revenue

# Top Rockbuster customers

Top 10 customers by average spending



Top 10 customers by total spending



# Recommendations

## **Beta launch in strategic countries**

India, China, United States, Mexico and Russia are the leading countries in their respective region. A beta launch in these locations will provide an opportunity for loyal customers to provide feedback and suggestions to help improve the service.

## **License rights of best-selling film genres**

Sports, Sci-fi, Animation, Drama films are popular with our existing customer base. The majority of our new online video service's catalog should include titles from these genres.

# Get in touch

## Email

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## Social Media

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## Tableau

<https://public.tableau.com/app/profile/goghcore>