ROCKBUSTER STEALTH
Movies and Market Analysis

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Motivations & Objectives

- Rockbuster Stealth LLC 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 to stay competitive.

- This analysis aims to identify the specific movies and regions that should be prioritized during the launch of the online platform.

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?

Film Data Overview

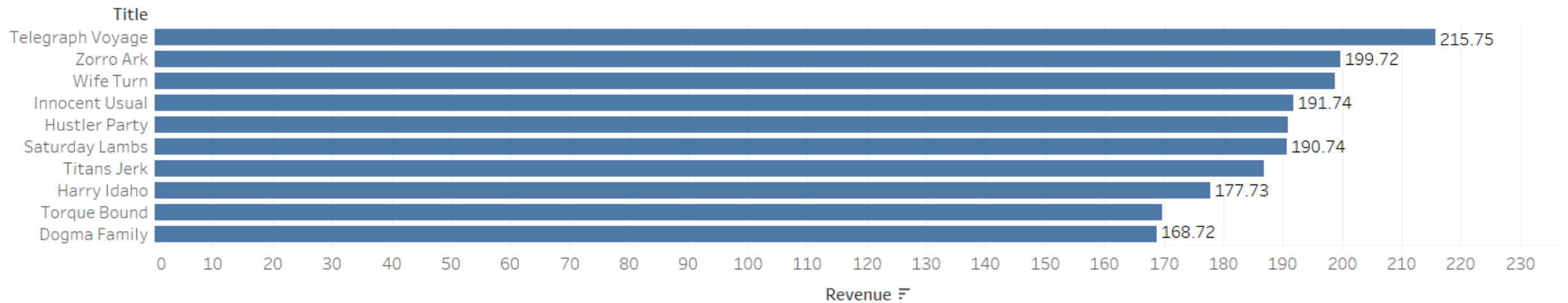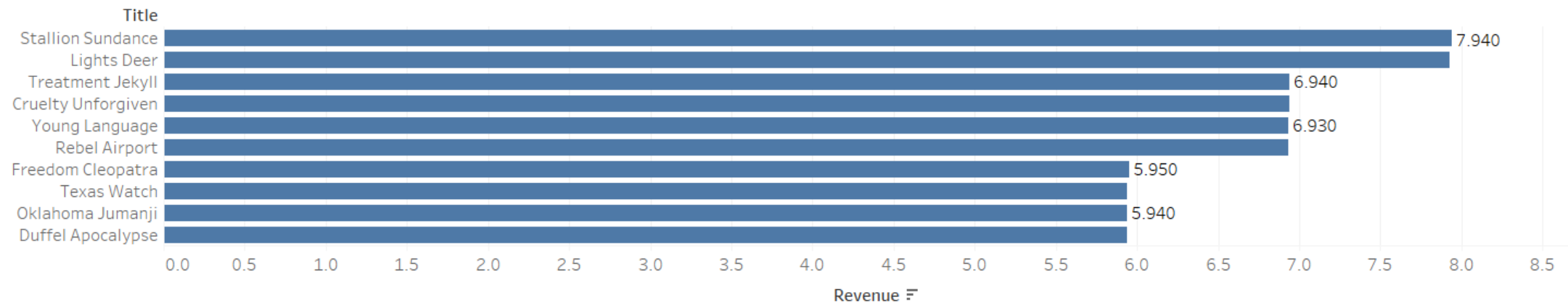| Films	Genres & Actors	Customers
• 1000 Films • Average rental price: $2.98 • Average rental duration: 5 days	• 20 Genres • Most rented Genre: Sports • 200 Actors	• 599 Customers • 108 Locations • Total Rentals: 16044

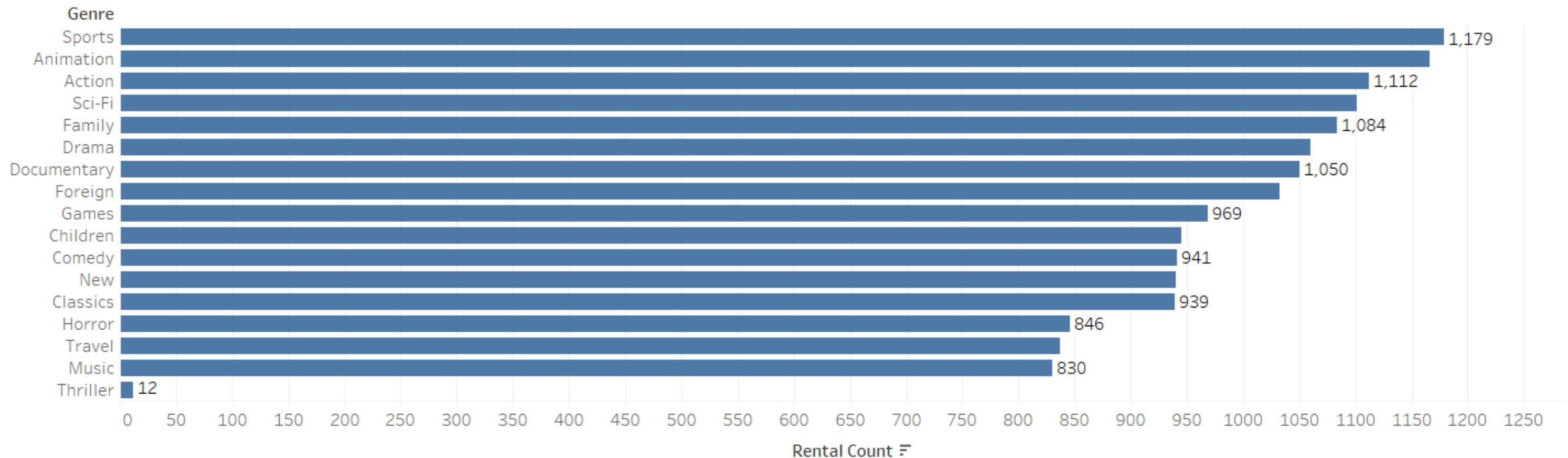# Most/Least popular Movies by Revenue

Top 10 Movies By Revenue

Title

Movie	Revenue
Telegraph Voyage	215.75
Zorro Ark	199.72
Wife Turn	
Innocent Usual	191.74
Hustler Party	
Saturday Lambs	190.74
Titans Jerk	
Harry Idaho	177.73
Torque Bound	
Dogma Family	168.72

0 10 20 30 40 50 60 70 80 90 100 110 120 130 140 150 160 170 180 190 200 210 220 230

Revenue =

Bottom 10 Movies By Revenue

Title

Movie	Revenue
Stallion Sundance	7.940
Lights Deer	
Treatment Jekyll	6.940
Cruelty Unforgiven	
Young Language	6.930
Rebel Airport	
Freedom Cleopatra	5.950
Texas Watch	
Oklahoma Jumanji	5.940
Duffel Apocalypse	

0.0 0.5 1.0 1.5 2.0 2.5 3.0 3.5 4.0 4.5 5.0 5.5 6.0 6.5 7.0 7.5 8.0 8.5

Revenue =

Most popular Genres by Rental Count

Top Genres by Rental Count

Genre

Genre	Rental Count
Sports	1,179
Animation	
Action	1,112
Sci-Fi	
Family	1,084
Drama	
Documentary	1,050
Foreign	
Games	969
Children	
Comedy	941
New	
Classics	939
Horror	846
Travel	
Music	830
Thriller	12

Rental Count

- Most popular Genre: Sports

Top Countries by Customer Count

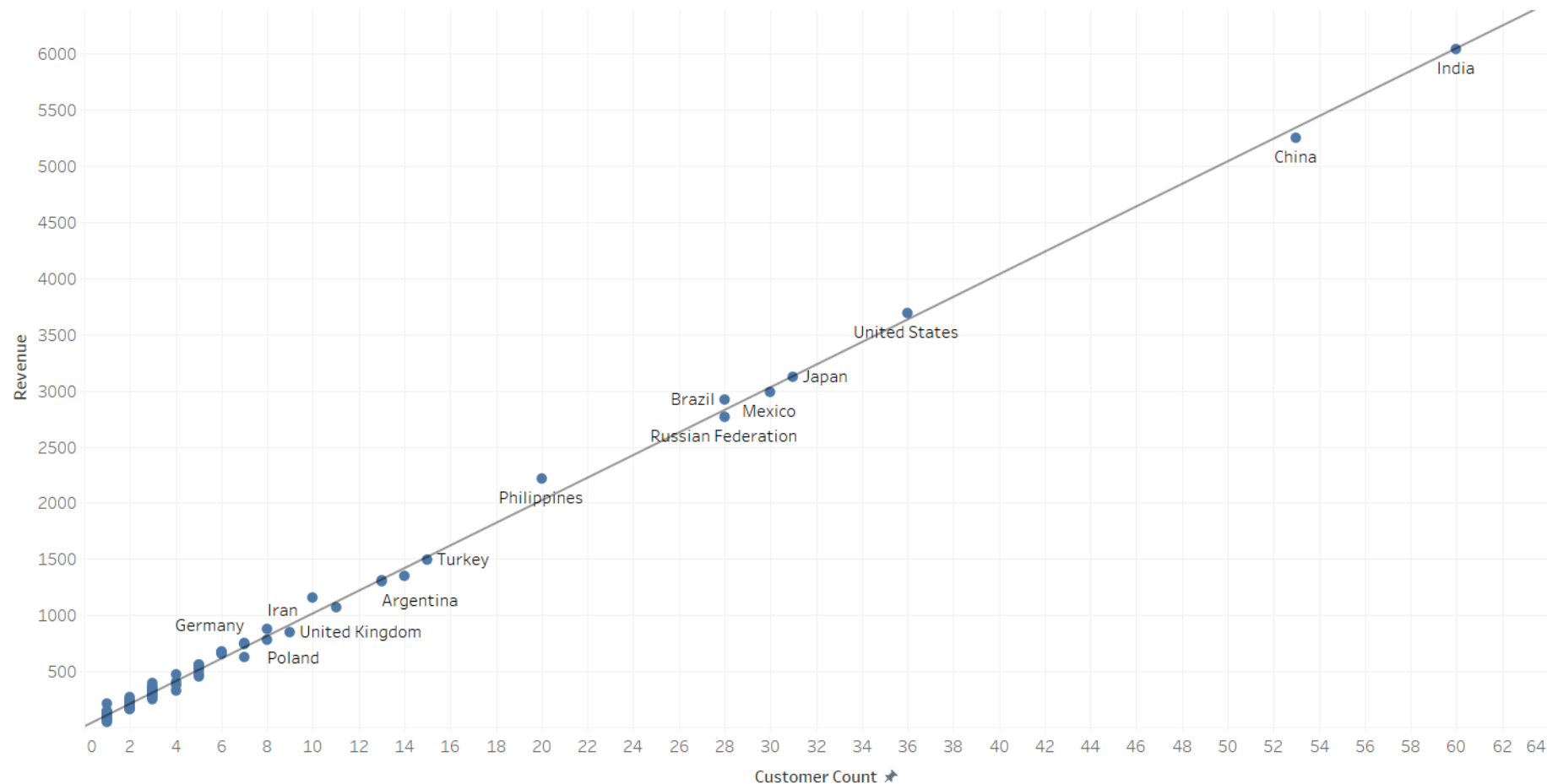## Top Countries by Customer Count
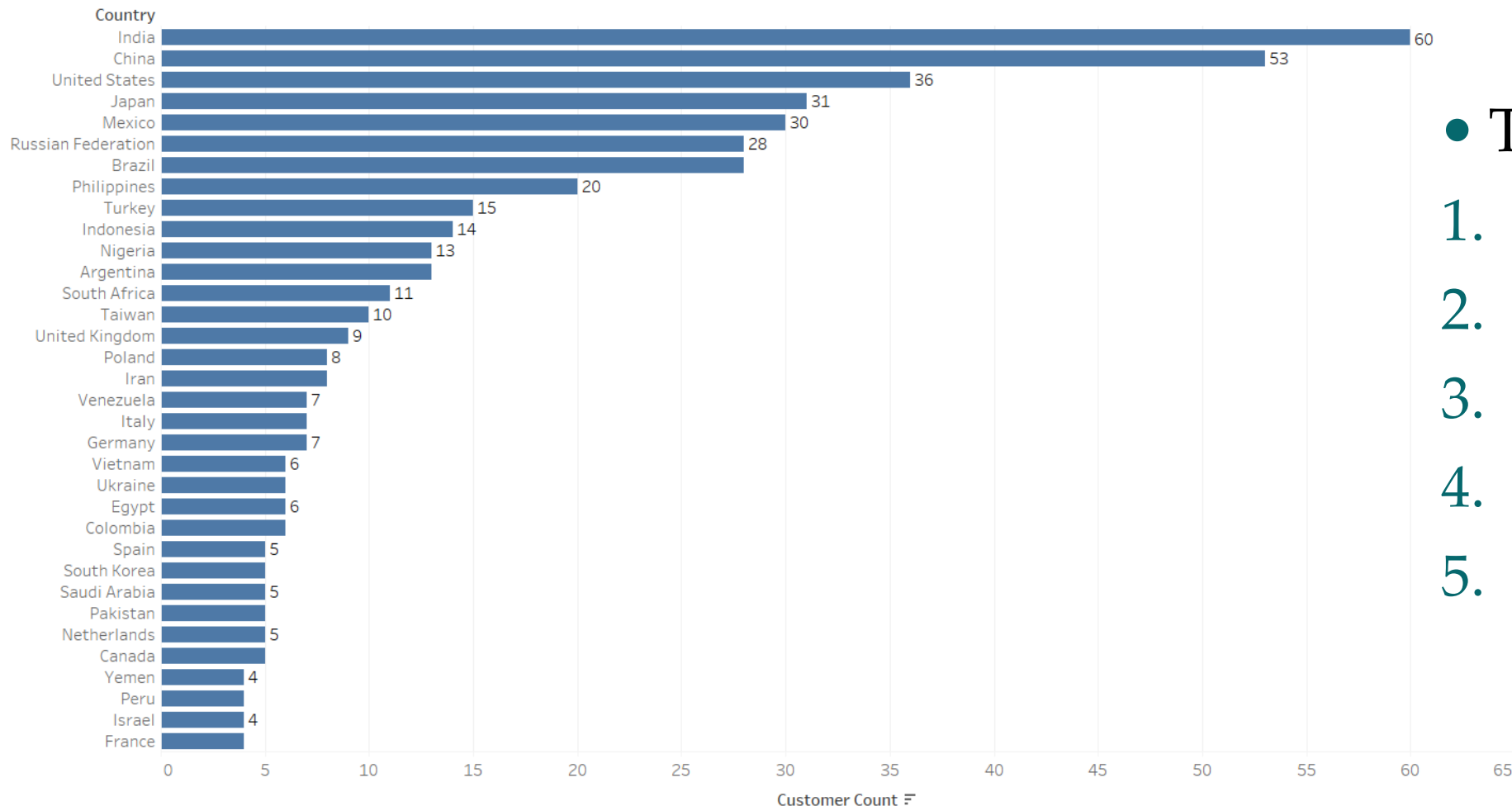
- Top 5 Countries:
1. India
2. China
3. USA
4. Japan
5. Mexico

Revenue vs. Customer Count

Revenue vs. Customer Count

- Positive Correlation: 0.99894738

Spatial Analysis

Total Revenue by Country

Top 10 Cities & Top 5 Customers

Country	City
United States	Aurora
Mexico	Acua
United States	Citrus Heights
Japan	Iwaki
India	Ambattur
China	Shanwei
Brazil	So Leopoldo
Russian Federation	Teboksary
China	Tianjin
Indonesia	Cianjur

First Name	Last Name	Country	City	Revenue
Arlene	Harvey	India	Ambattur	111.76
Kyle	Spurlock	China	Shanwei	109.71
Marlene	Welch	Japan	Iwaki	106.77
Glen	Talbert	Mexico	Acua	100.77
Clinton	Buford	United States	Aurora	98.76

Conclusion & Recommendations

- Concentrate the online store launch on the top 10 countries with substantial customer bases and revenue generation.

- Taylor the product and marketing to match regional preferences. For example, different regions have unique genre preferences.

- There exists a strong correlation between the number of customers and overall revenue. To boost revenue, it's advisable to direct marketing efforts towards expanding the customer base in the top 10 countries.

Thank you for your attention!

Link to the Tableau Public Document