



# *Rockbuster Data Analysis*

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

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.

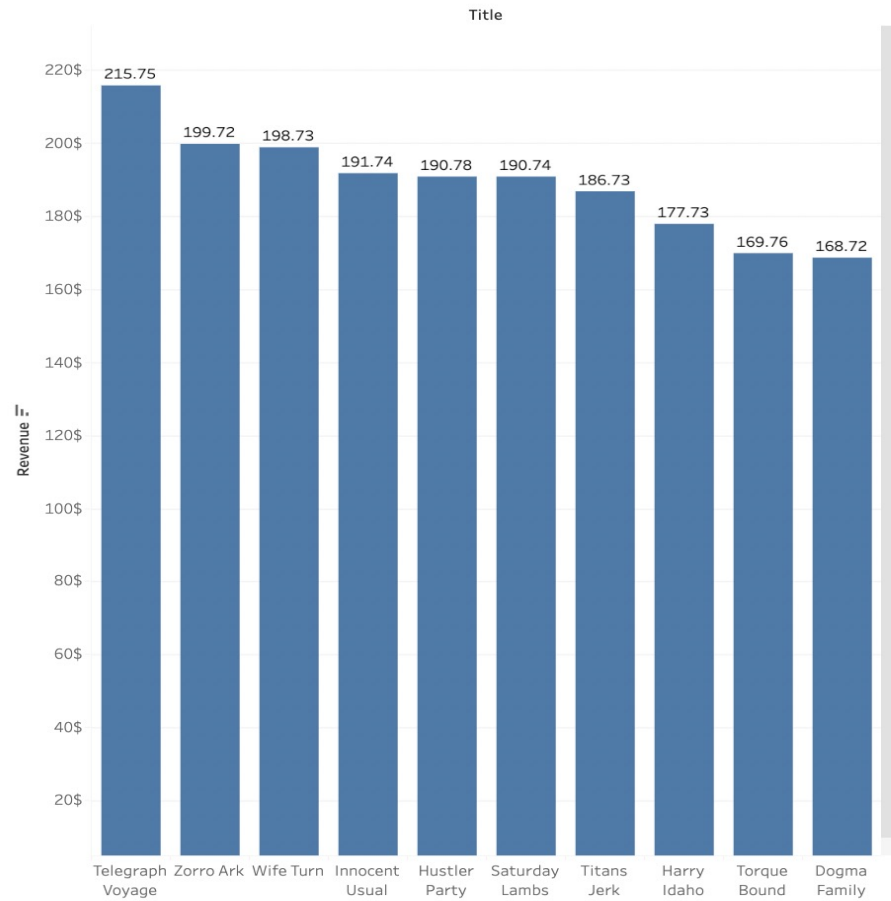
[https://public.tableau.com/app/profile/sraja.chauhan/viz/RockbusterDataAnalysis\\_17126567046070/RockbusterDataAnalysis?publish=yes](https://public.tableau.com/app/profile/sraja.chauhan/viz/RockbusterDataAnalysis_17126567046070/RockbusterDataAnalysis?publish=yes)

Tools Used: PostgreSQL, Tableau

# 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?

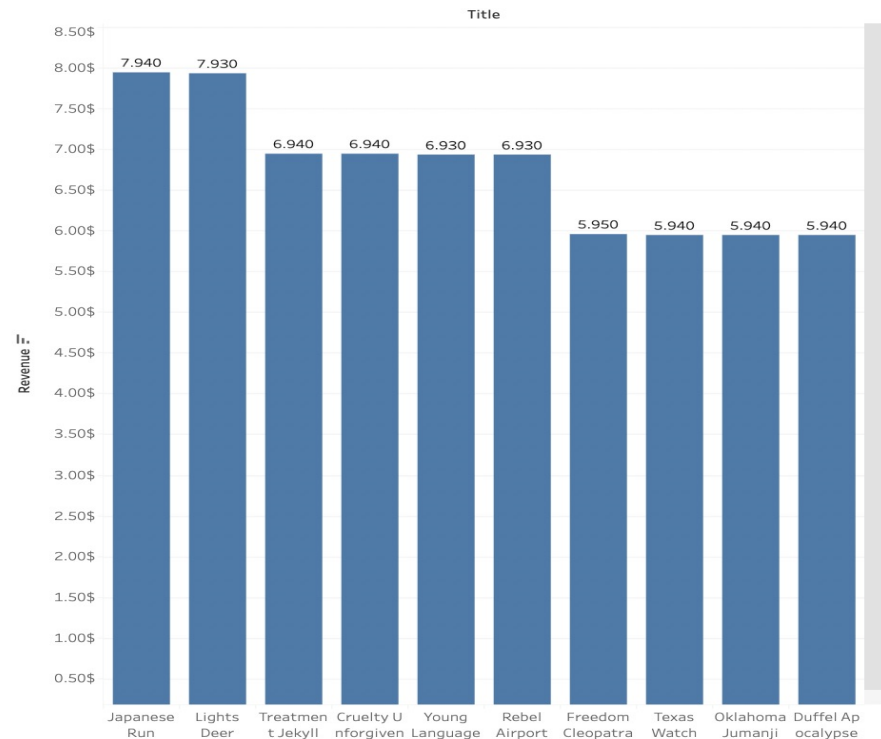
# Which movies contributed the most revenue gain?



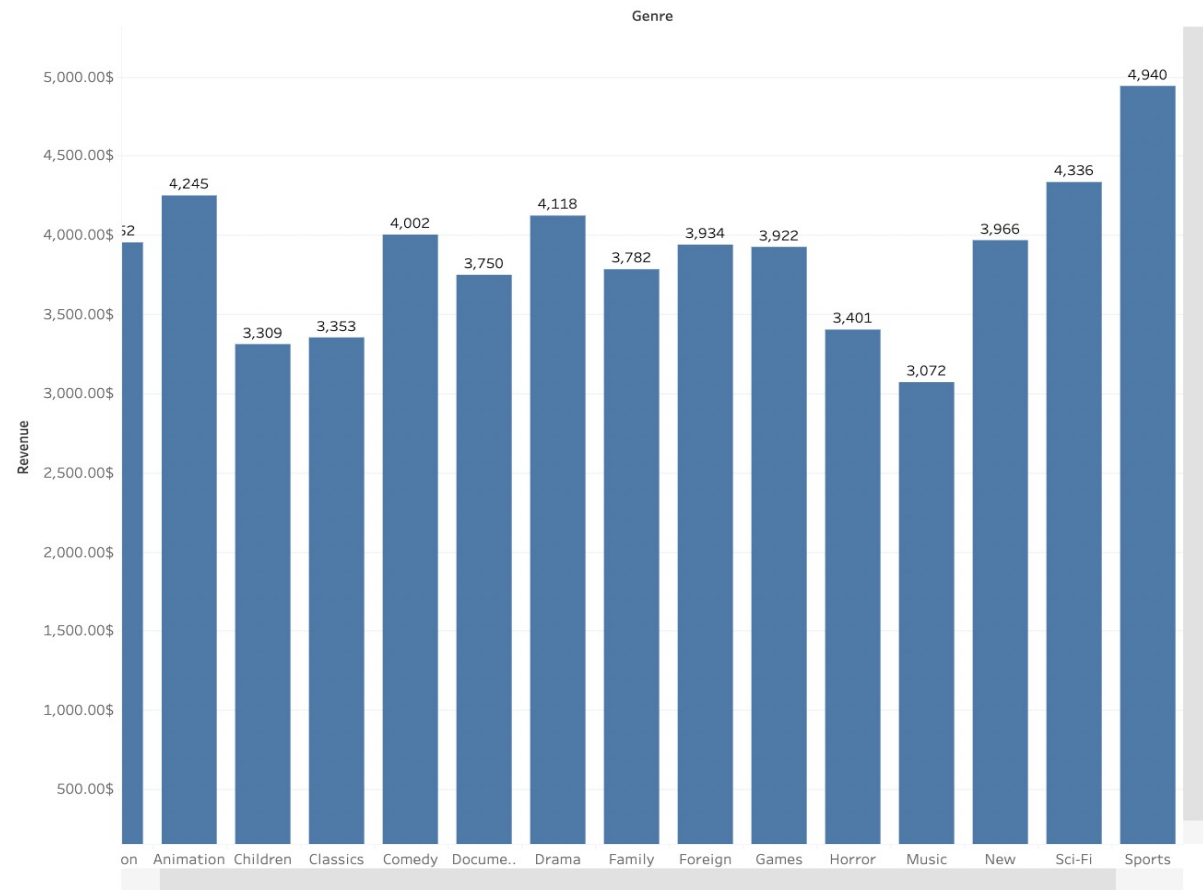
| Title            | Revenue  |
|------------------|----------|
| Telegraph Voyage | \$215.75 |
| Zorro Ark        | \$199.72 |
| Wife Turn        | \$198.73 |
| Innocent Usual   | \$191.74 |
| Hustler Party    | \$190.78 |
| Saturday Lambs   | \$190.74 |
| Titans Jerk      | \$186.73 |
| Harry Idaho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

# Which movies contributed the least revenue gain?

| Title                 | Revenue |
|-----------------------|---------|
| Duffel<br>Apocalypse  | \$5.94  |
| Oklahoma<br>Jumanji   | \$5.94  |
| Texas<br>Watch        | \$5.94  |
| Freedom<br>Cleopatra  | \$5.95  |
| Young<br>Language     | \$6.93  |
| Rebel<br>Airport      | \$6.93  |
| Treatment<br>Jekyll   | \$6.94  |
| Cruelty<br>Unforgiven | \$6.94  |
| Lights Deer           | \$7.93  |
| Japanese<br>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<br>(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           |

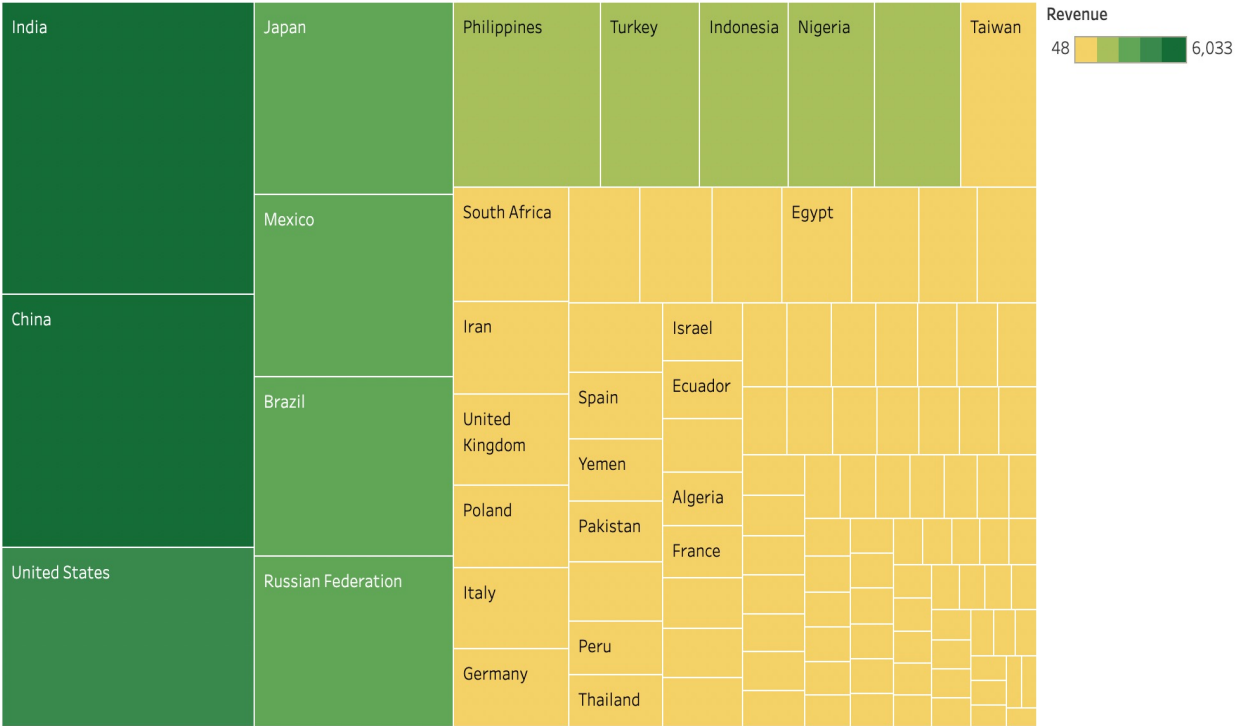


# Countries Ranked by Customers



# 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 5 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           |

# 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.