Rockbuster Stealth Data Analysis Project
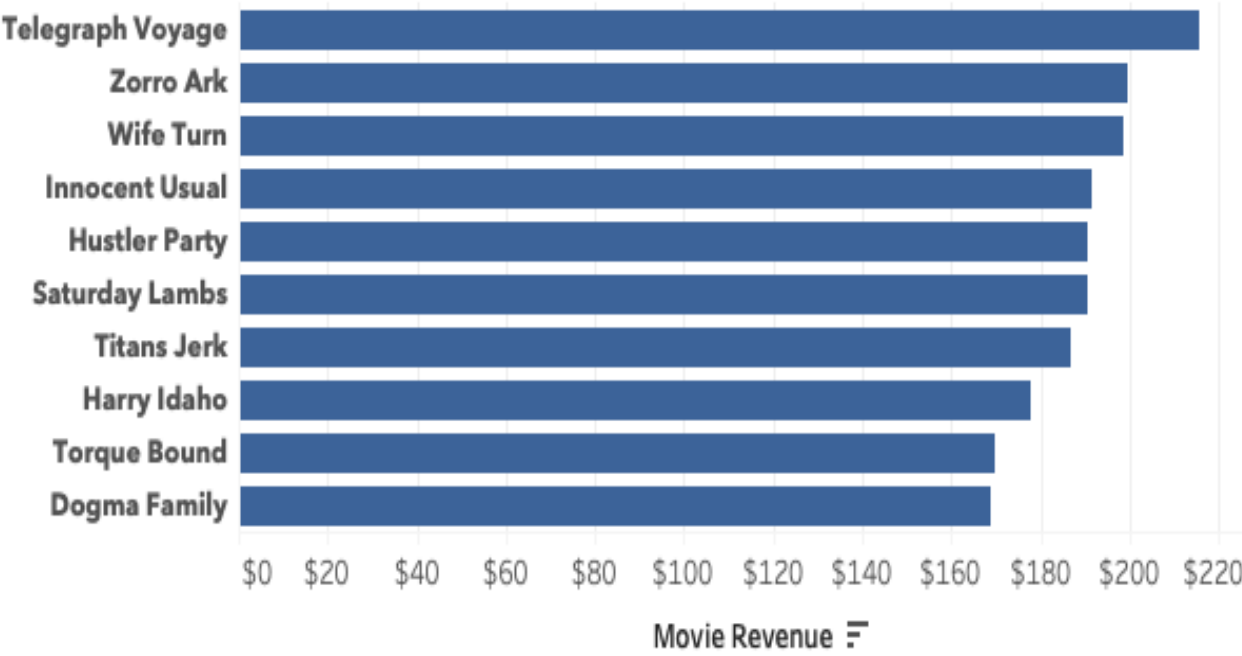
by Isaia Aponte
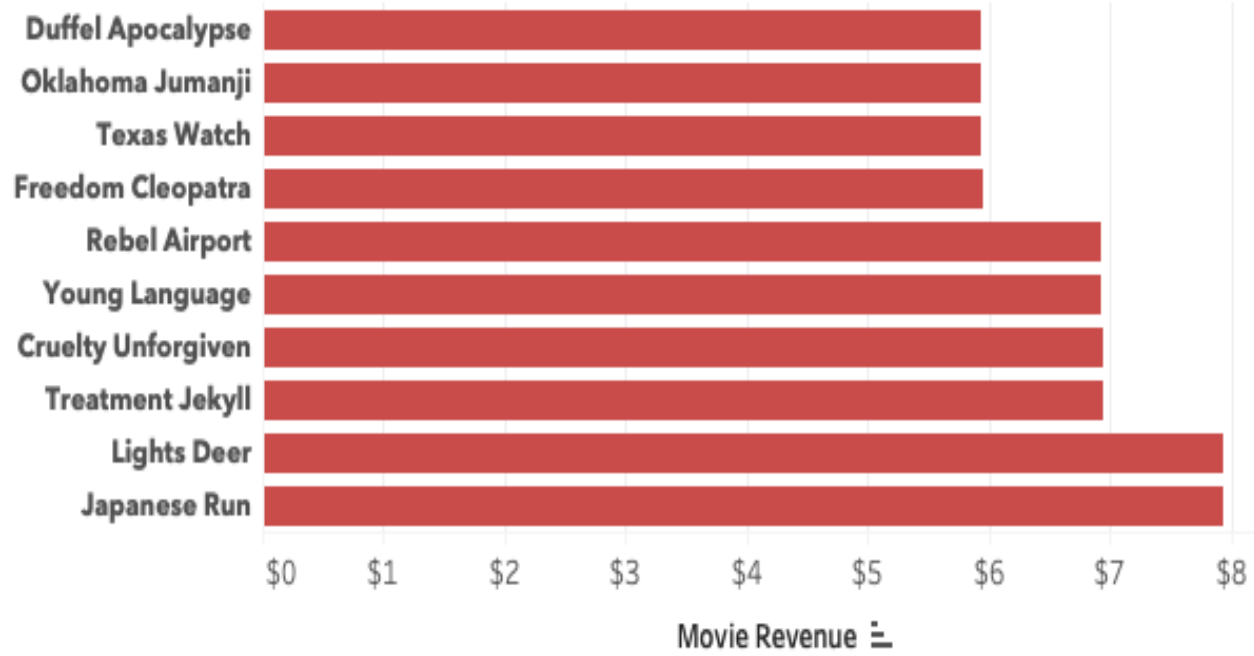January 2024

Project Objectives

- **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?**

The **Top 10 movies** all **generated at least $169** in revenue, while all **Bottom 10 movies** earned less than **$8 in sales**.

Top 10 Movies

Movie	Revenue
Telegraph Voyage	~$215
Zorro Ark	~$198
Wife Turn	~$197
Innocent Usual	~$191
Hustler Party	~$190
Saturday Lambs	~$190
Titans Jerk	~$187
Harry Idaho	~$177
Torque Bound	~$169
Dogma Family	~$168

Movie Revenue

Bottom 10 Movies

Movie	Revenue
Duffel Apocalypse	~$5.9
Oklahoma Jumanji	~$5.9
Texas Watch	~$5.9
Freedom Cleopatra	~$5.9
Rebel Airport	~$6.9
Young Language	~$6.9
Cruelty Unforgiven	~$6.9
Treatment Jekyll	~$6.9
Lights Deer	~$7.9
Japanese Run	~$7.9

Movie Revenue

No trends were found across the best or worst perfoming movies **as it relates to movie genre, rating and film length**.

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Rental Duration and **Rental Rate** highlight distinguishing characteristics amongst the Top and Bottom revenue-generating movies

Rental Duration

Min: 3 Days

Max: 7 Days

Avg: 4.98 Days

The average rental duration for the **Top 10 revenue-generating movies** is **3.5 days.** While the average rental duration for the **Bottom 10 revenue-generating movies** is **6 days**.

Rental Rate

Min: $0.99

Max: $4.99
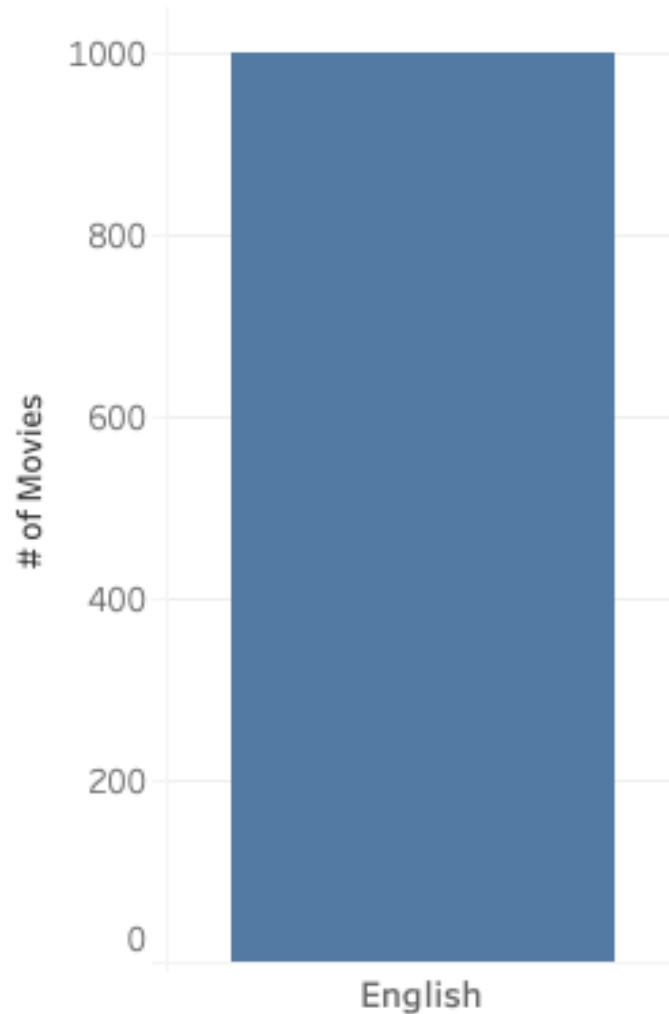
Avg: $2.98

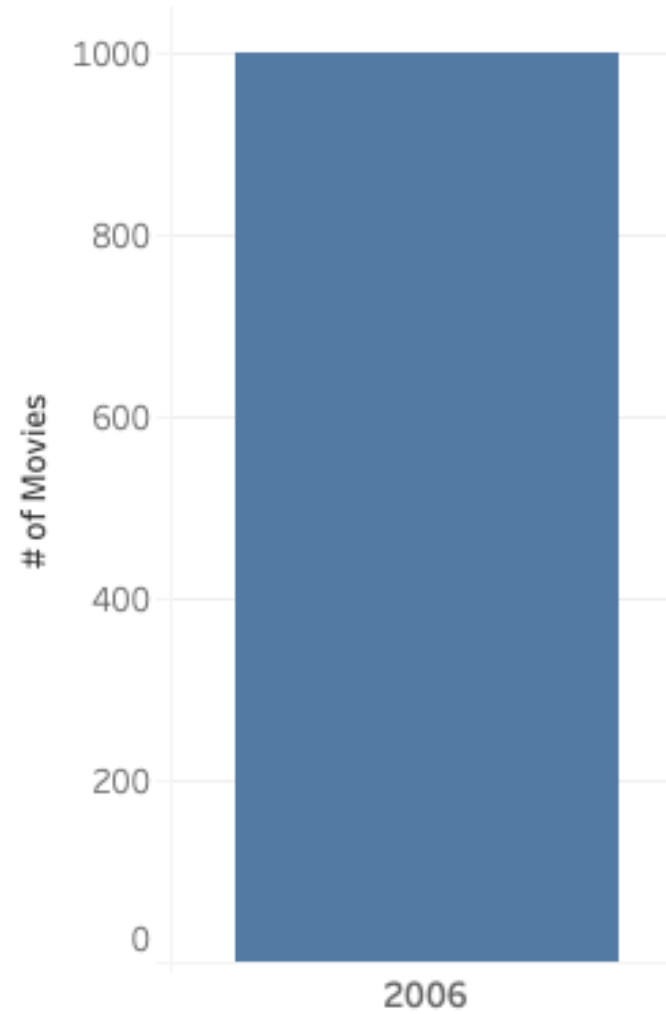Rental Rate for the all **Top 10 revenue-generating** movies

Rental Rate for all **Bottom 10 revenue-generating** movies

All Movies in the Rockbuster library **were filmed in English** and **were released in the year 2006**.

Movie Language, All Movies
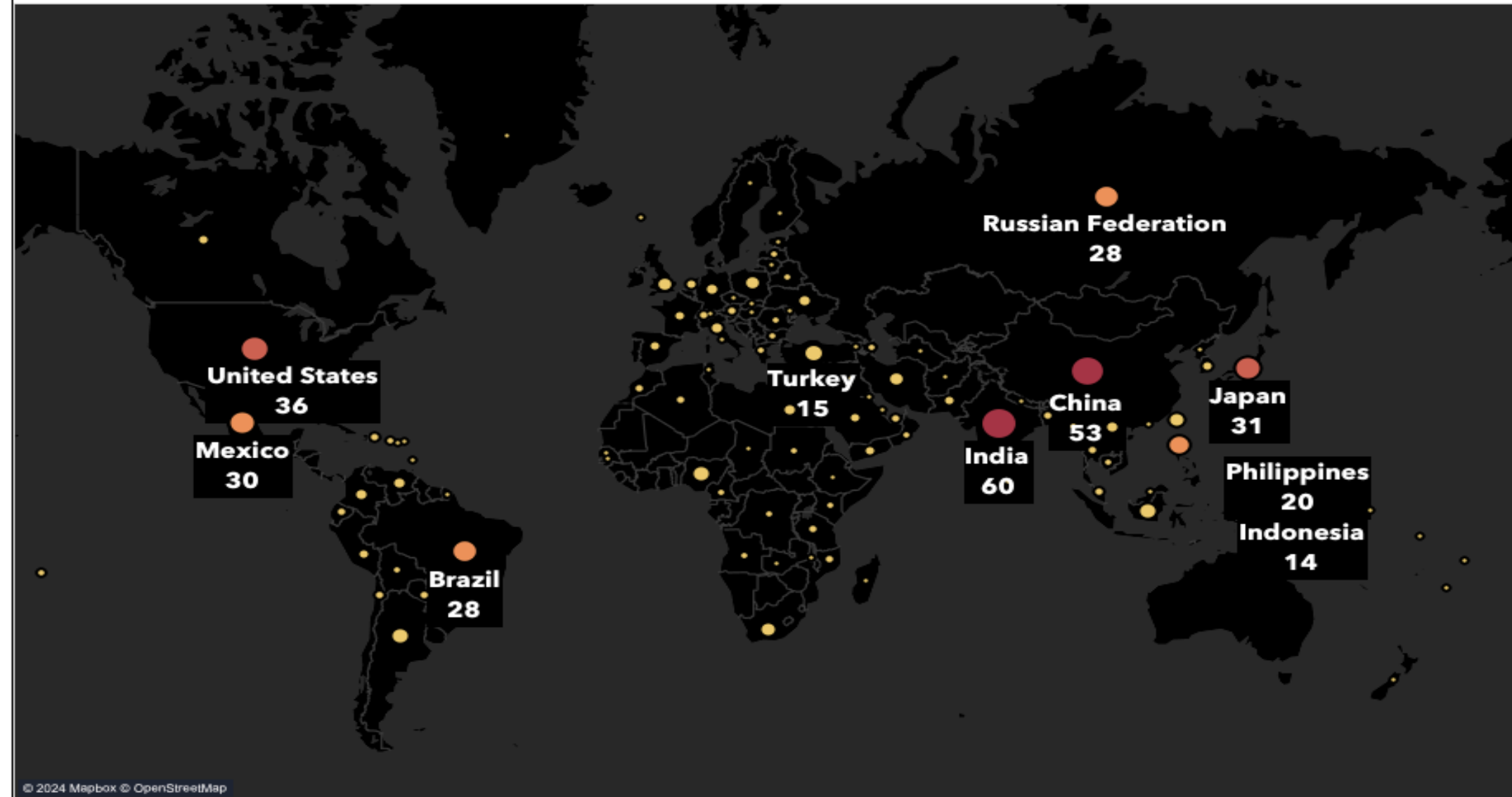

Release Year, All Movies

India then **China** have the **most Rockbuster customers**. While **53% of all customers reside in** the **10 countries** listed below.
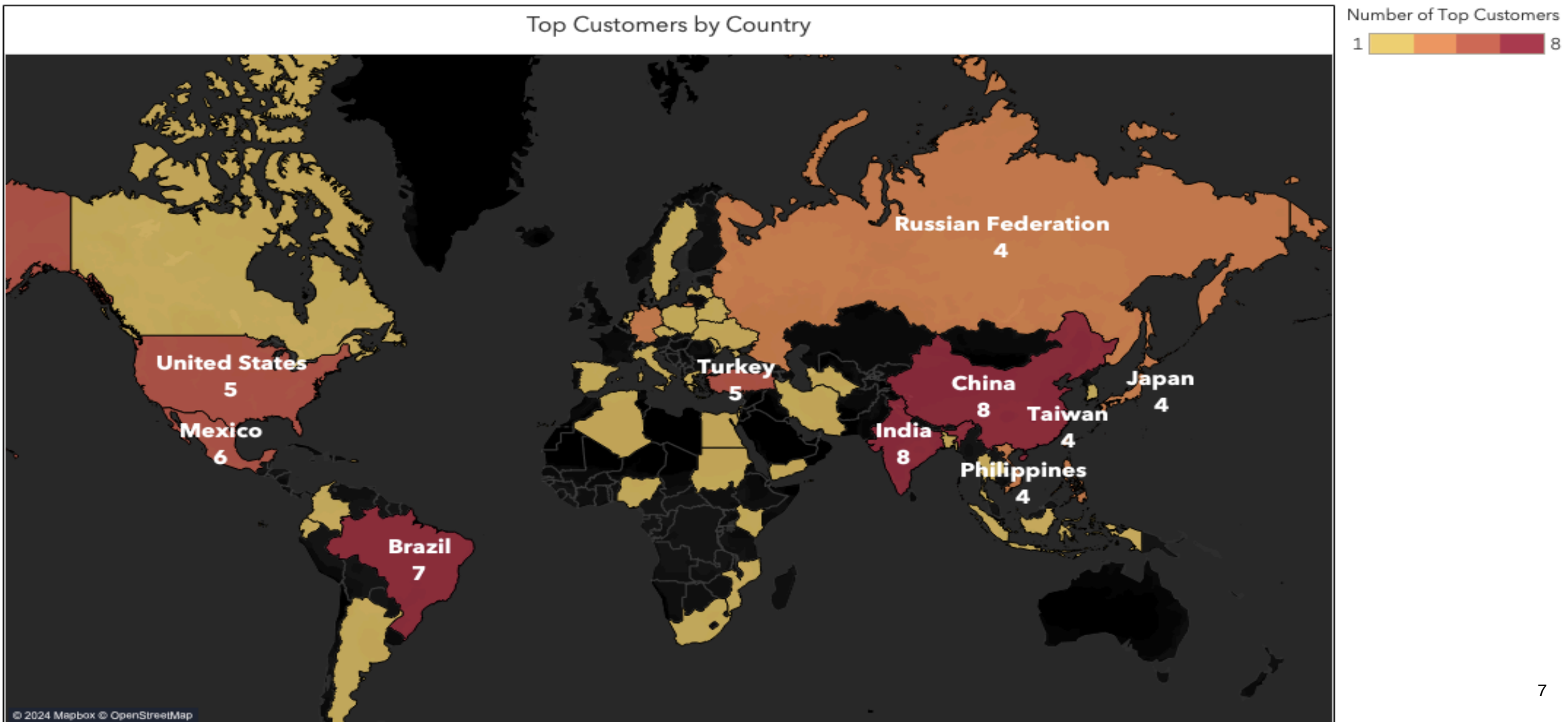

Rockbuster Customers by Country

Number Of Customers
1 — 60

Russian Federation 28

United States 36

Mexico 30

Turkey 15

China 53

India 60

Japan 31

Philippines 20

**Indonesia** 14

Brazil 28

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There are **104 RB customers** that **have a LTV of $125 or more**, which is 25% higher than the average customer LTV. Ten countries have **4 or more** of these **Top customers**.

Top Customers by Country

Number of Top Customers
1 ▮▮▮▮ 8

Russian Federation
4

United States
5

Mexico
6

Brazil
7

Turkey
5

India
8

China
8

Taiwan
4

Japan
4

Philippines
4

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Asia is the top sales region, driven by sales in India and China. And, **Africa generated the least amount of sales** of any region.

Sales by Region
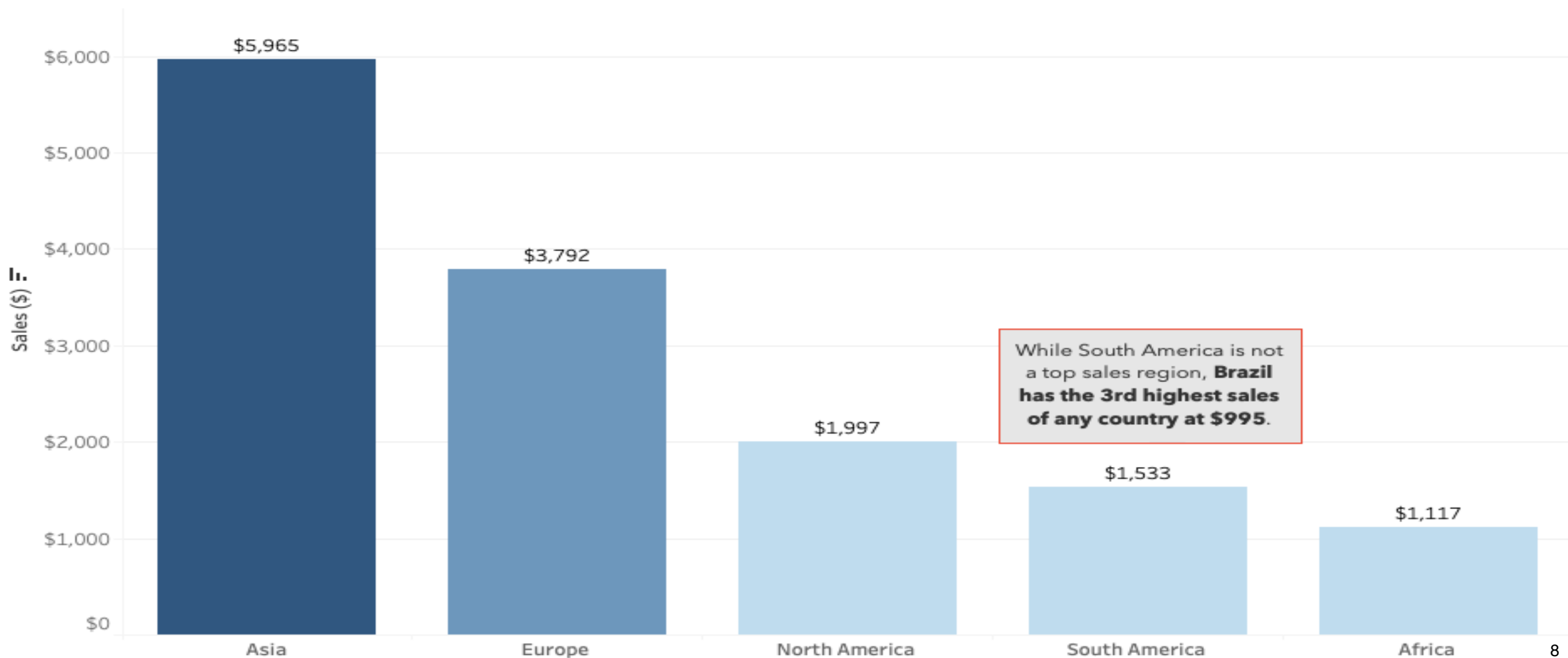
Insights Recap

- **The best and worst selling movies showed no trends across movie genre, rating or film length.**

- **Rental rate and rental duration are distinguishing factors for best and worst selling movies.**

- **All RB movies have the same language and release year.**

- **53% of RB customers reside in 10 countries.**

- **There are 104 customers with a LTV over $125.**

- **Asia is the top sales region while Africa has the least sales.**

Recommendations

- **Track movie reviews, as movie perception may help predict a movie's sales performance.**

- **Consider a rental rate and rental duration strategy that better aligns with the top-performing movies.**

- **Diversify the RB movie library to offer customers a wider movie selection.**

- **Customize the movie offerings in these countries to grow the market.**

- **Implement a customer loyalty program for those with a high LTV.**

- **Increase the Asian marketing budget and consider withdrawing from Africa.**

Thank You

Questions? Please contact me at isaia.aponte@dataanalyst.com