

Rockbuster Stealth Data Analysis Project

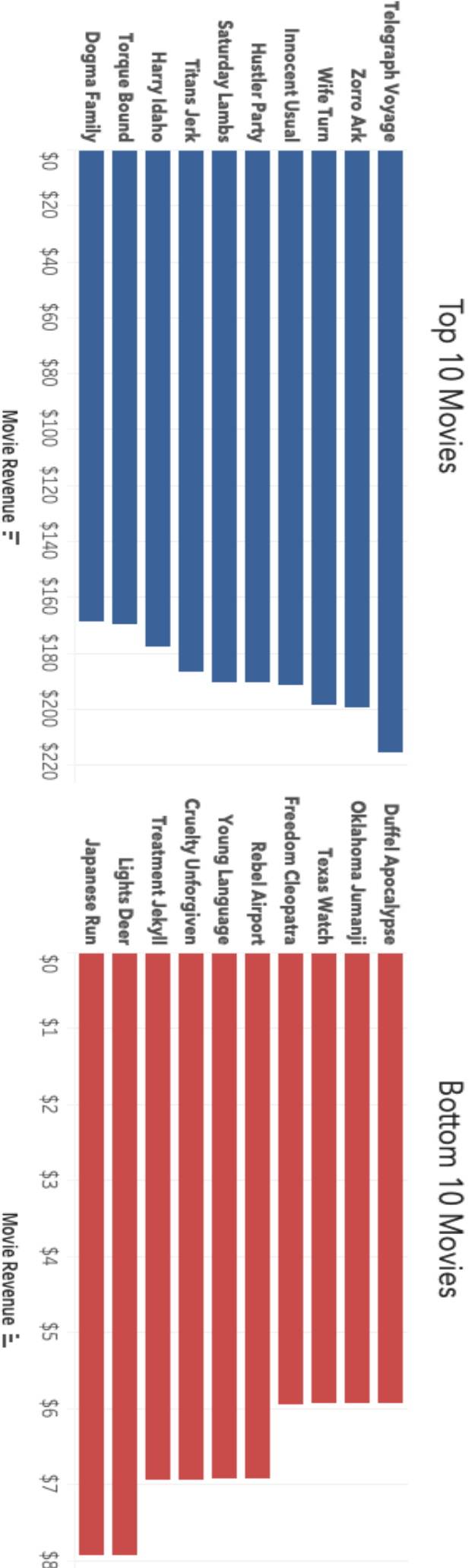
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Project Objectives

- 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.



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

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

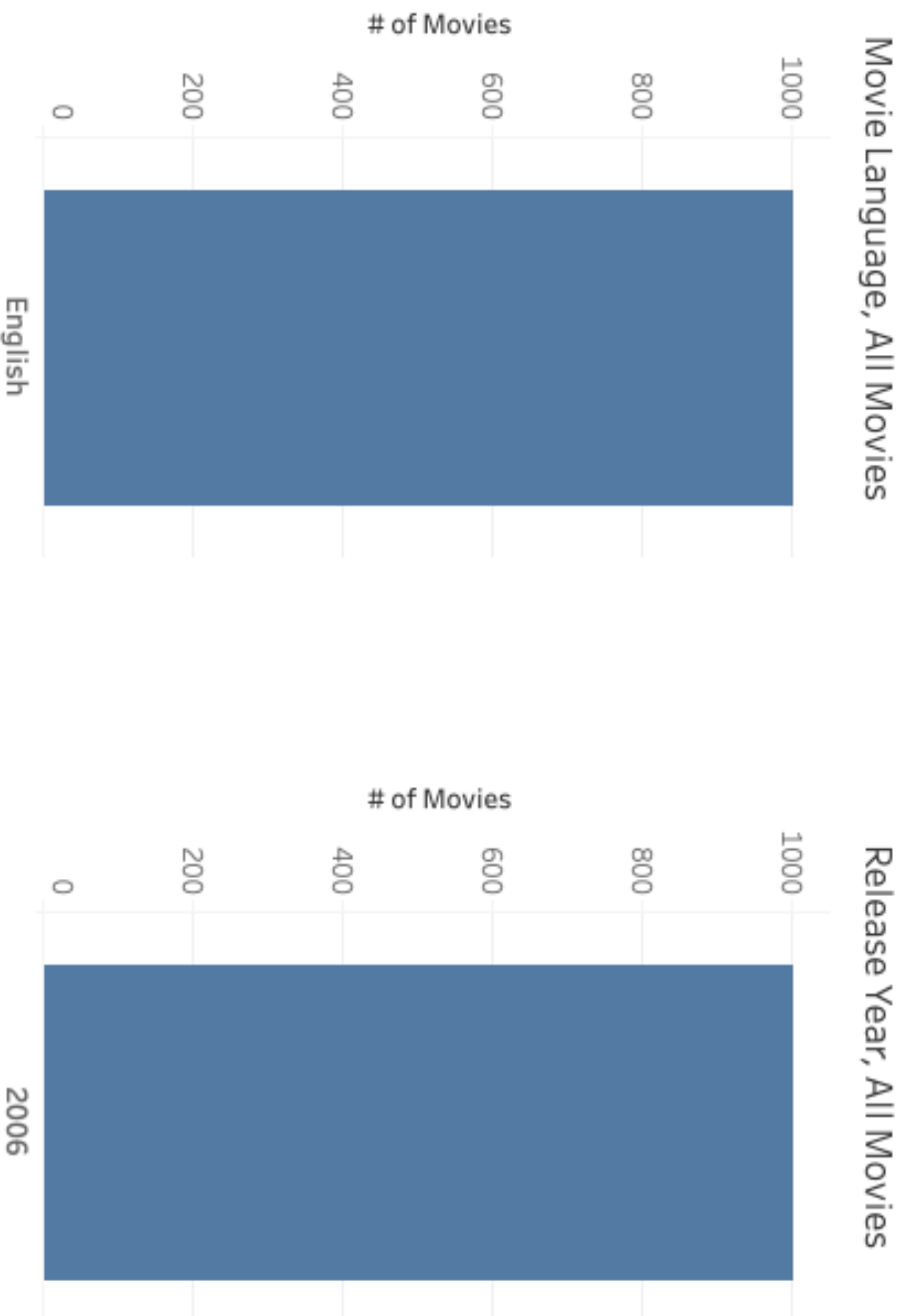
Min: \$0.99

Max: \$4.99
Avg: \$2.98

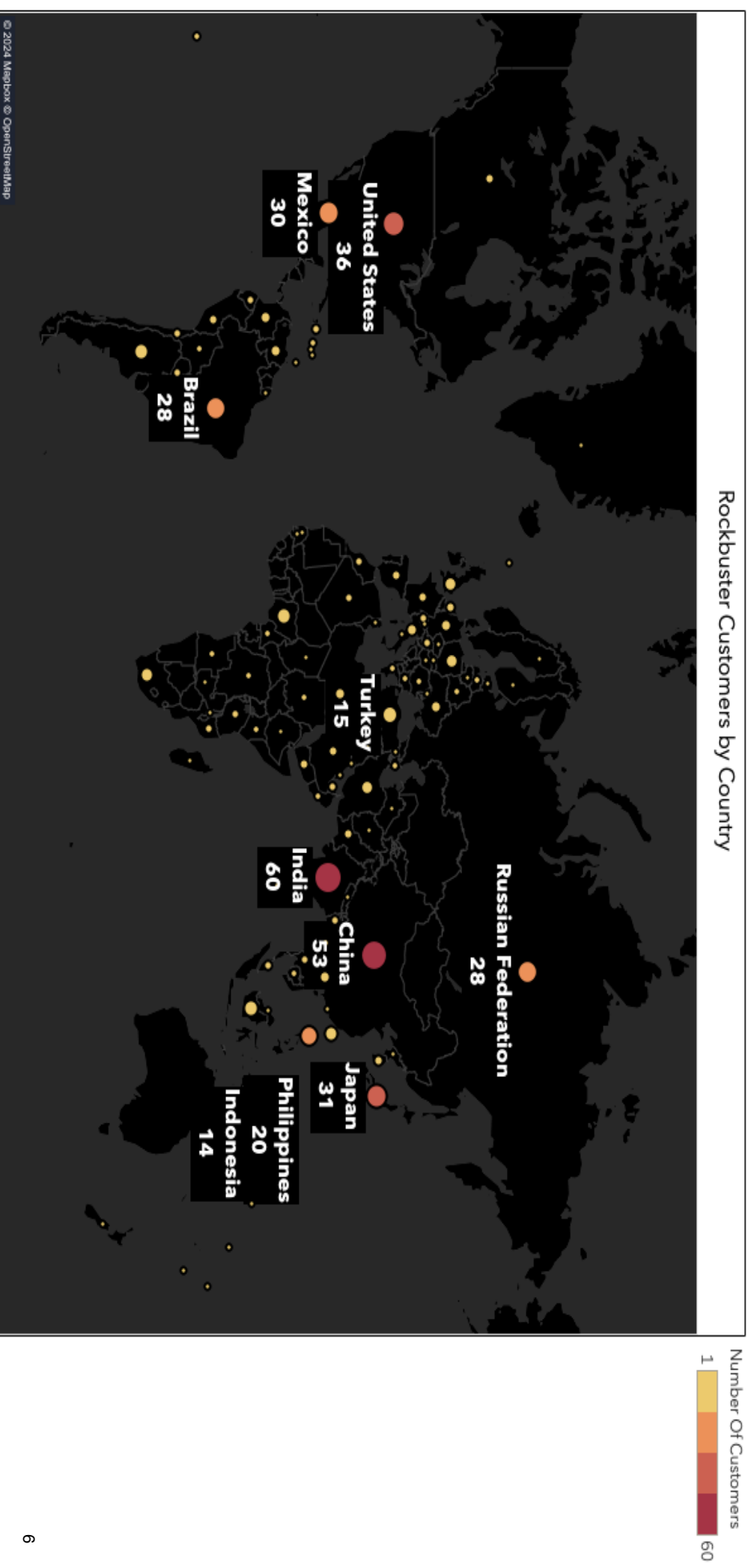
Rental Rate for the all **Top 10 revenue-generating movies**

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

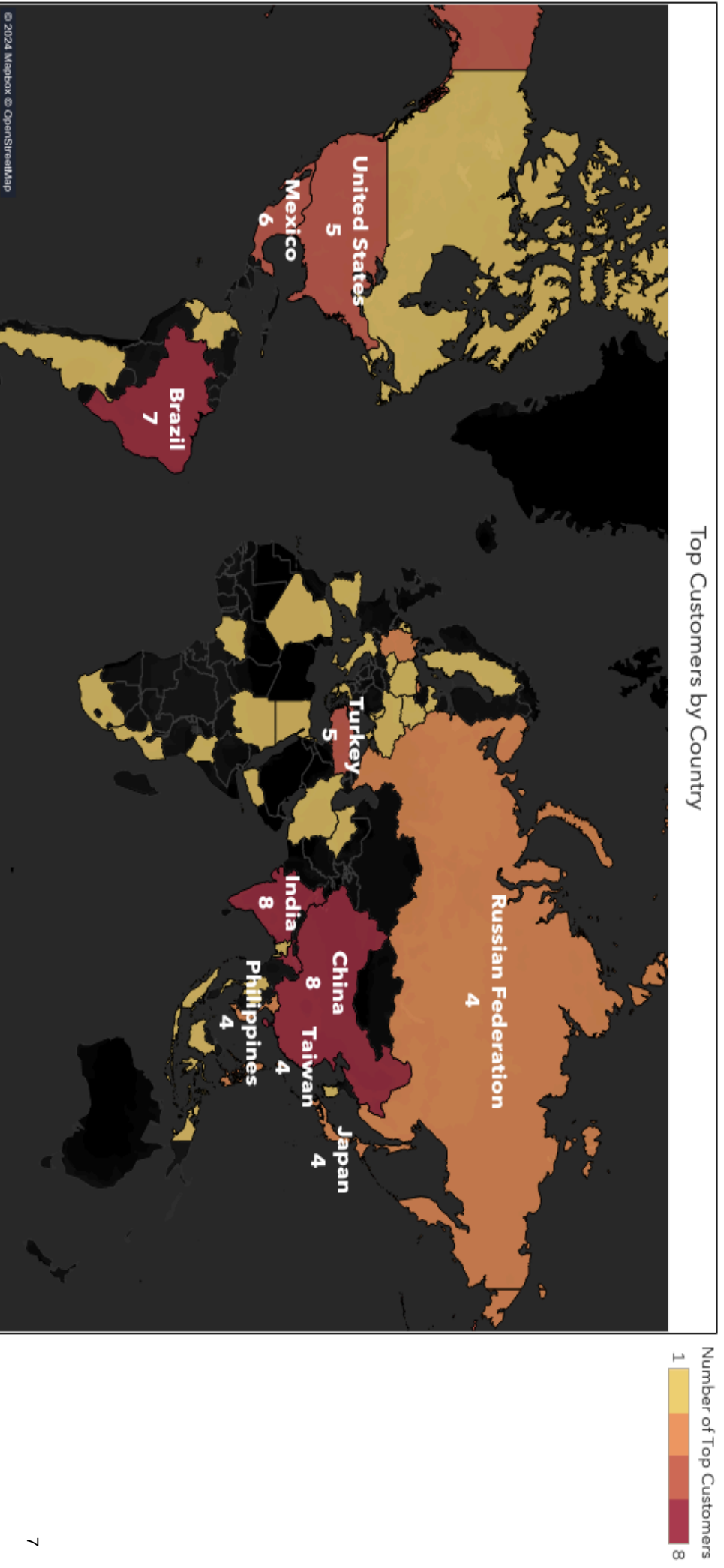
All Movies in the Rockbuster library were filmed in English and were released in the year 2006.



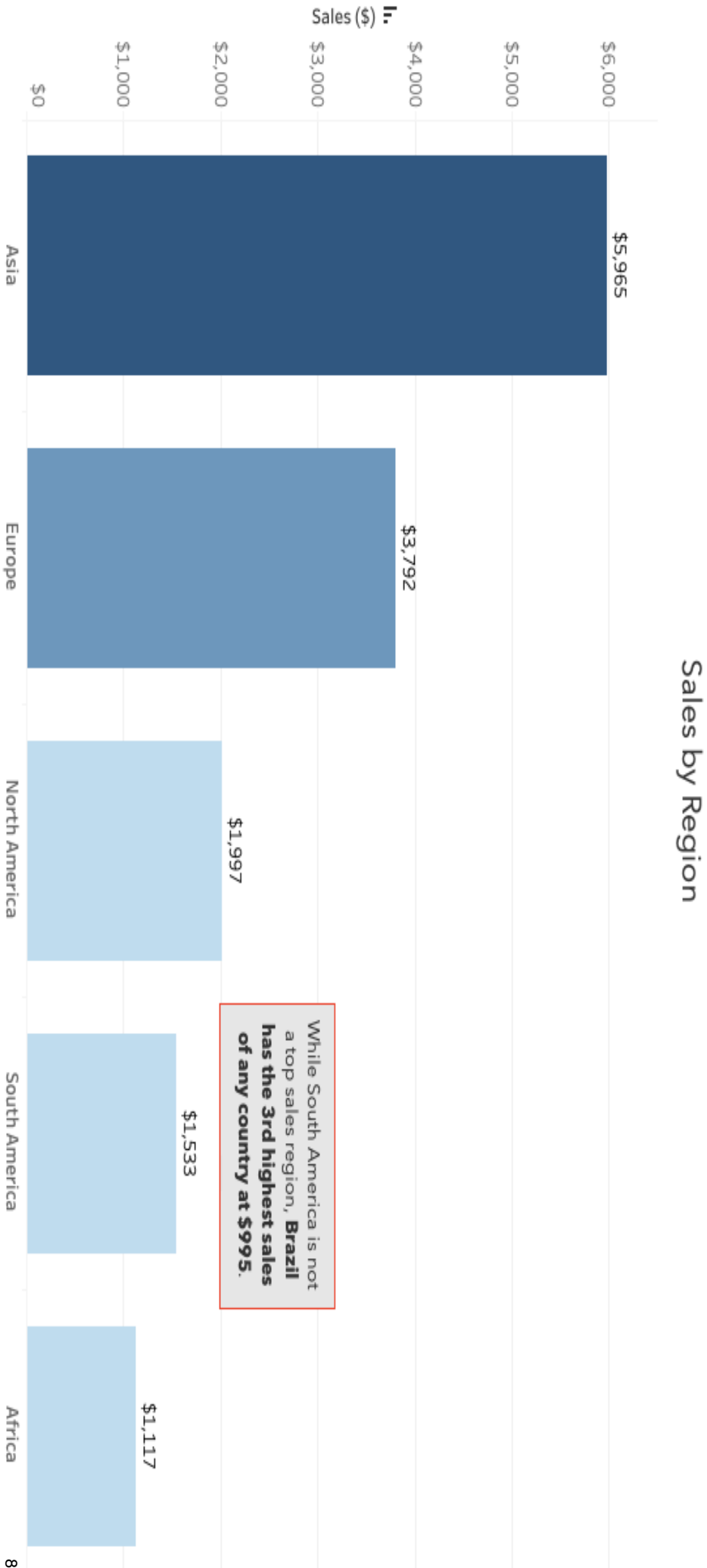
India then **China** have the **most Rockbuster customers**. While **53% of all customers reside in the 10 countries** listed below.



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**.



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