

Rockbuster Stealth LLC, Data Analysis Project

Jakov Horvat, 27.05.2023

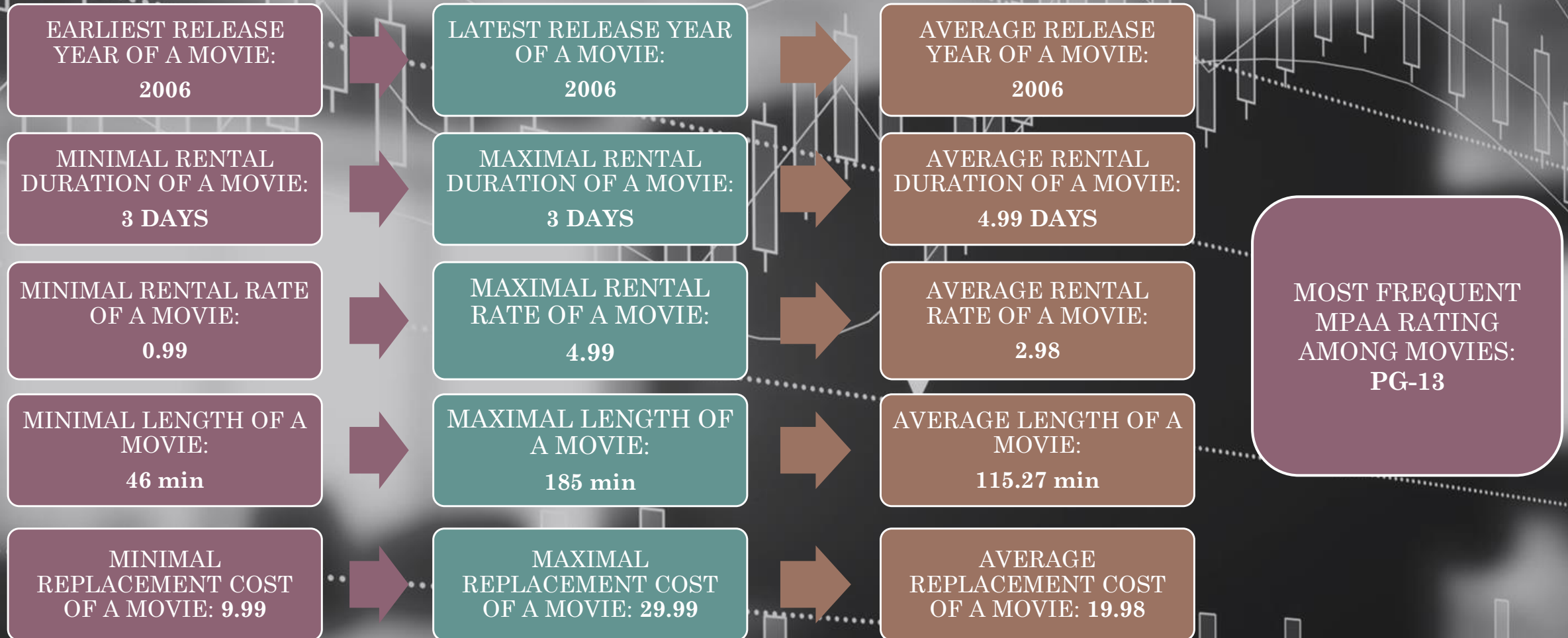
Introduction

ROCKBUSTER STEALTH LLC IS THE MOVIE RENTAL COMPANY THAT PLANS TO LAUNCH ITS ONLINE VIDEO RENTAL SERVICE TO COMPETE WITH SERVICES SUCH AS NETFLIX, AMAZON PRIME, ETC.

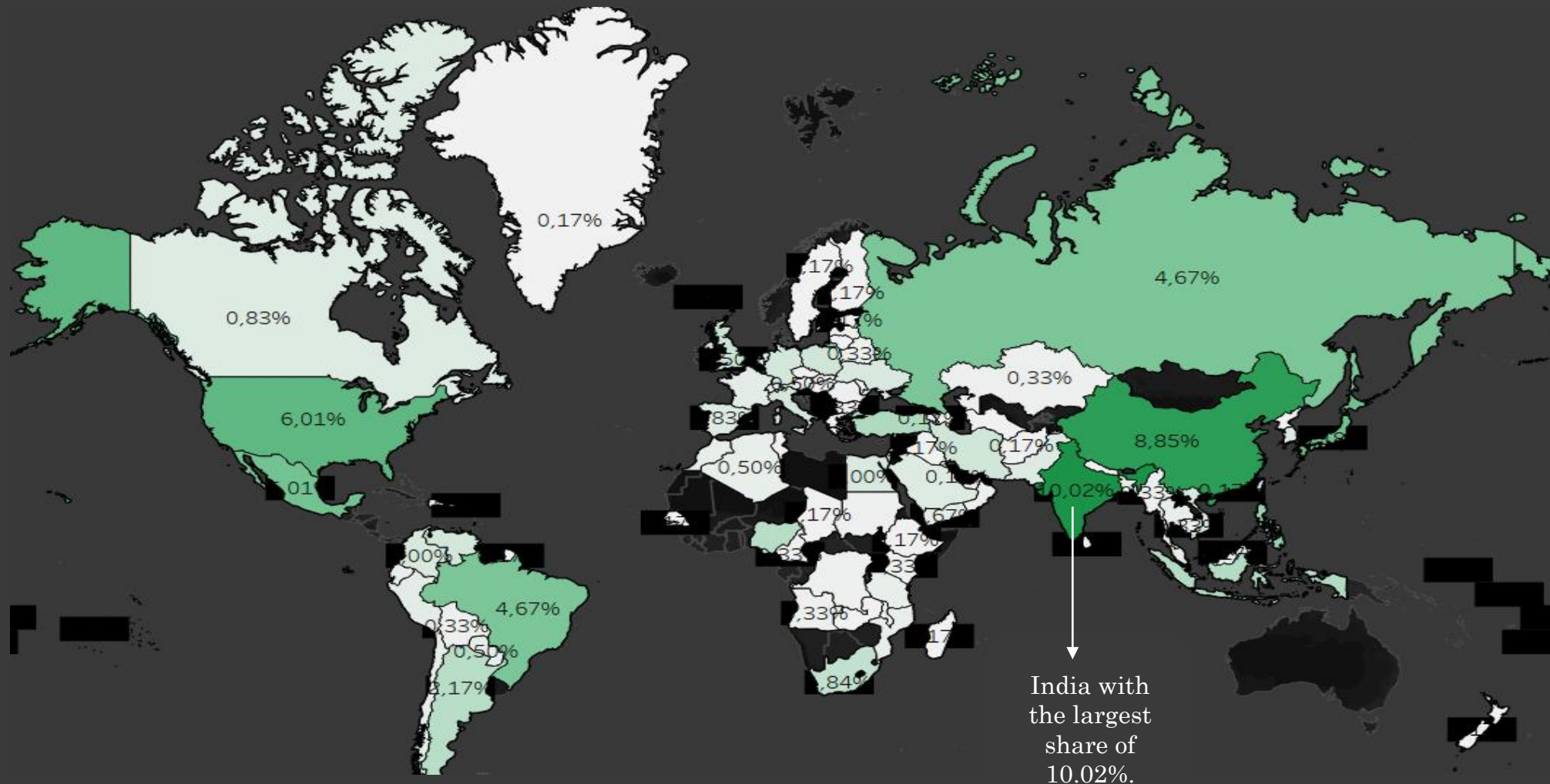
THE COMPANY REQUIRES AN ANALYSIS TO ANSWER THE QUESTIONS ABOUT ITS MARKET

INSIGHTS OF THIS ANALYSIS WILL BE USED IN THE NEW STREAMING SERVICE LAUNCH STRATEGY

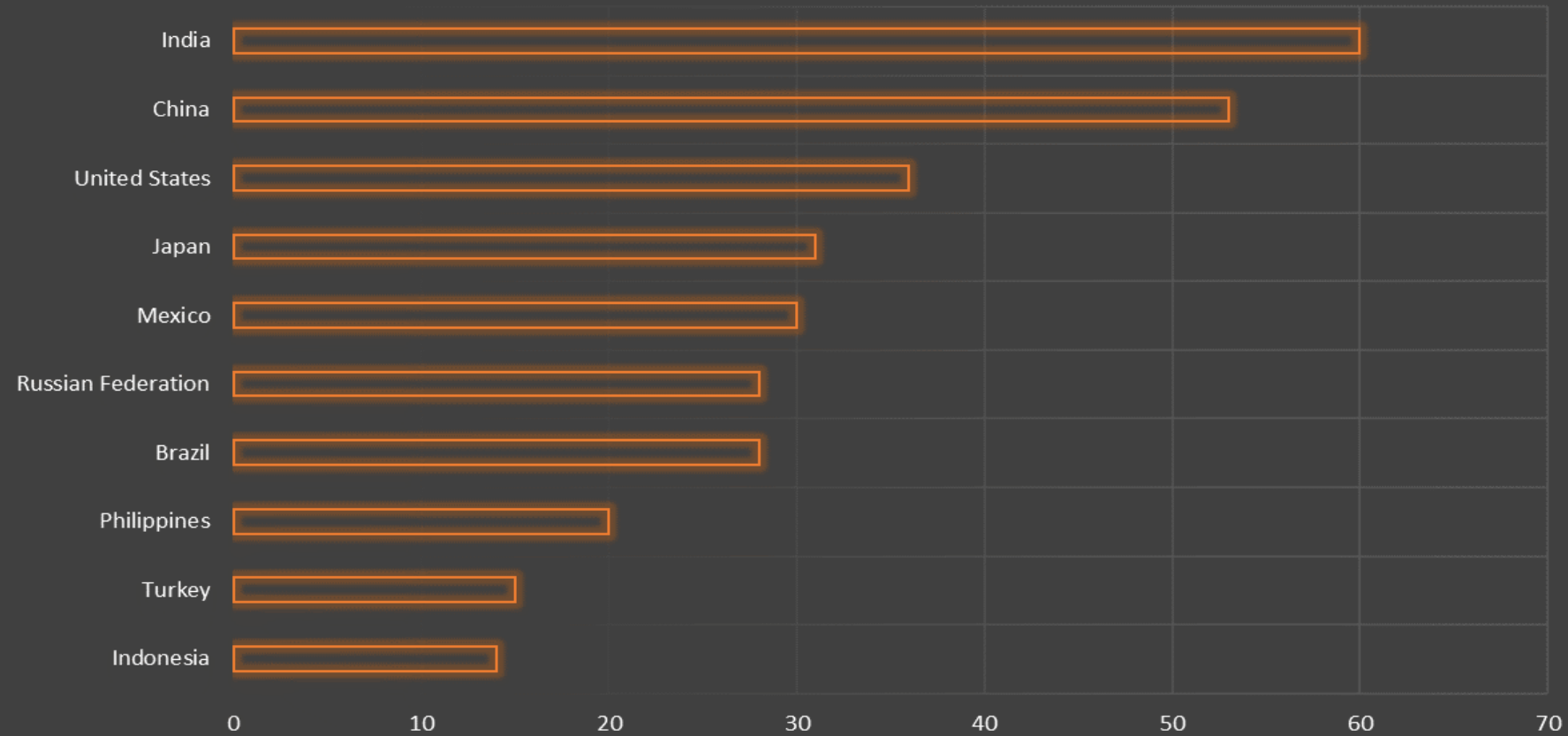
General Data About Movies from the Database



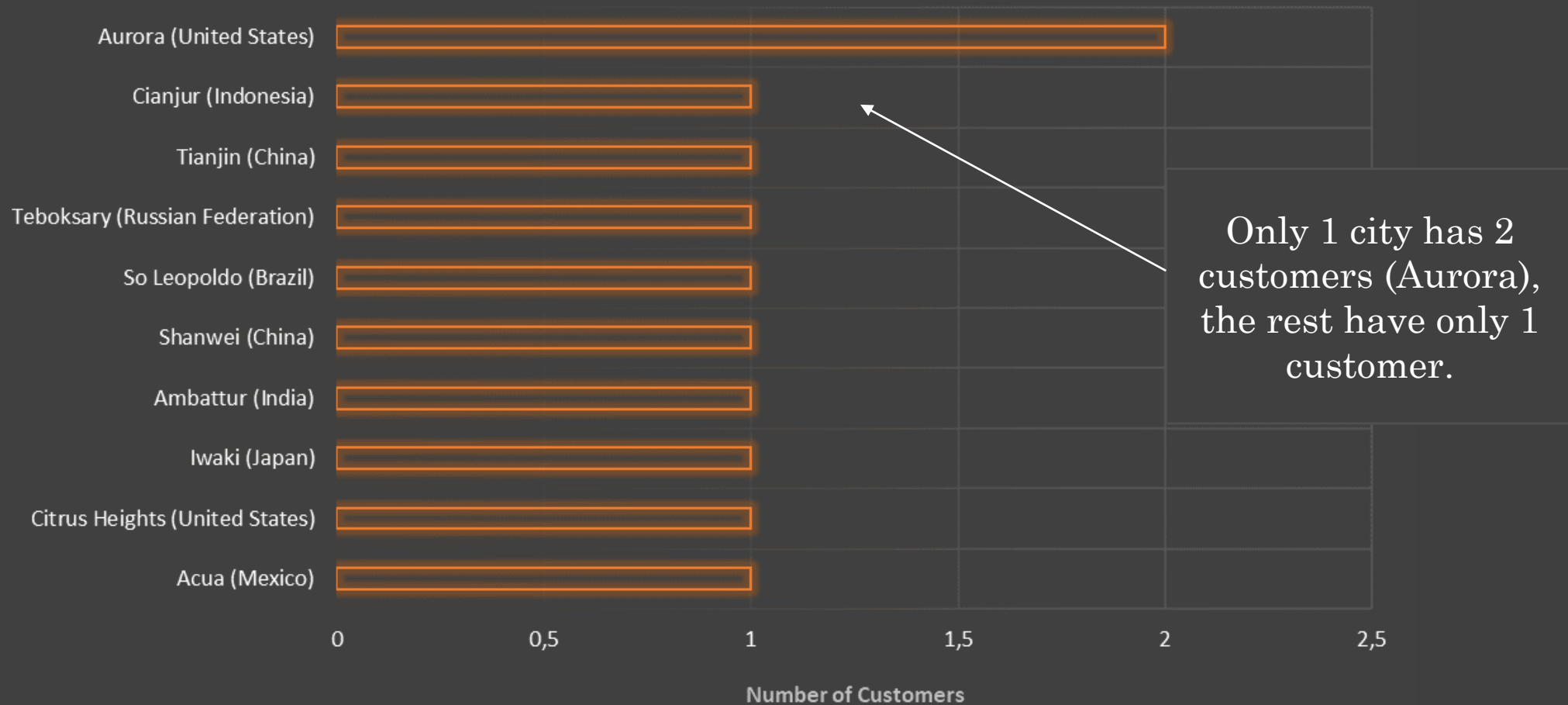
Which countries are Rockbuster customers based in?



Top 10 Countries by Number of Customers




Top 10 Cities within Top 10 Countries



Top 5 Customers within Top 5 Cities

Customer	Country	Paid Amount
Arlene Harvey	India	111.76
Kyle Spurlock	China	109.71
Marlene Welch	Japan	106.77
Glen Talbert	Mexico	100.77
Clinton Buford	United States	98.76



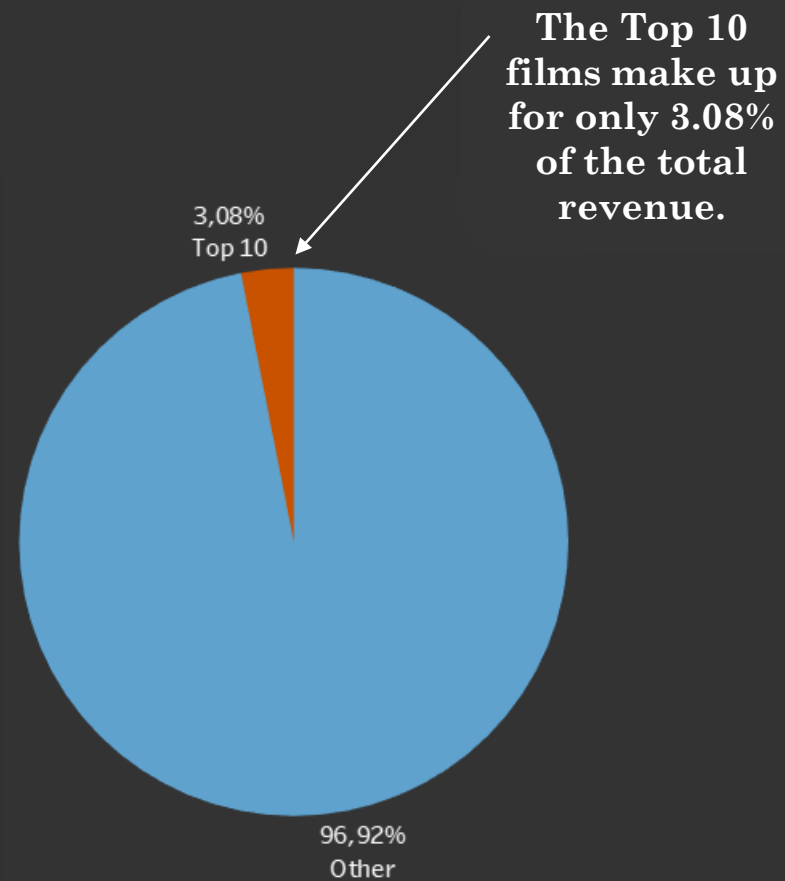
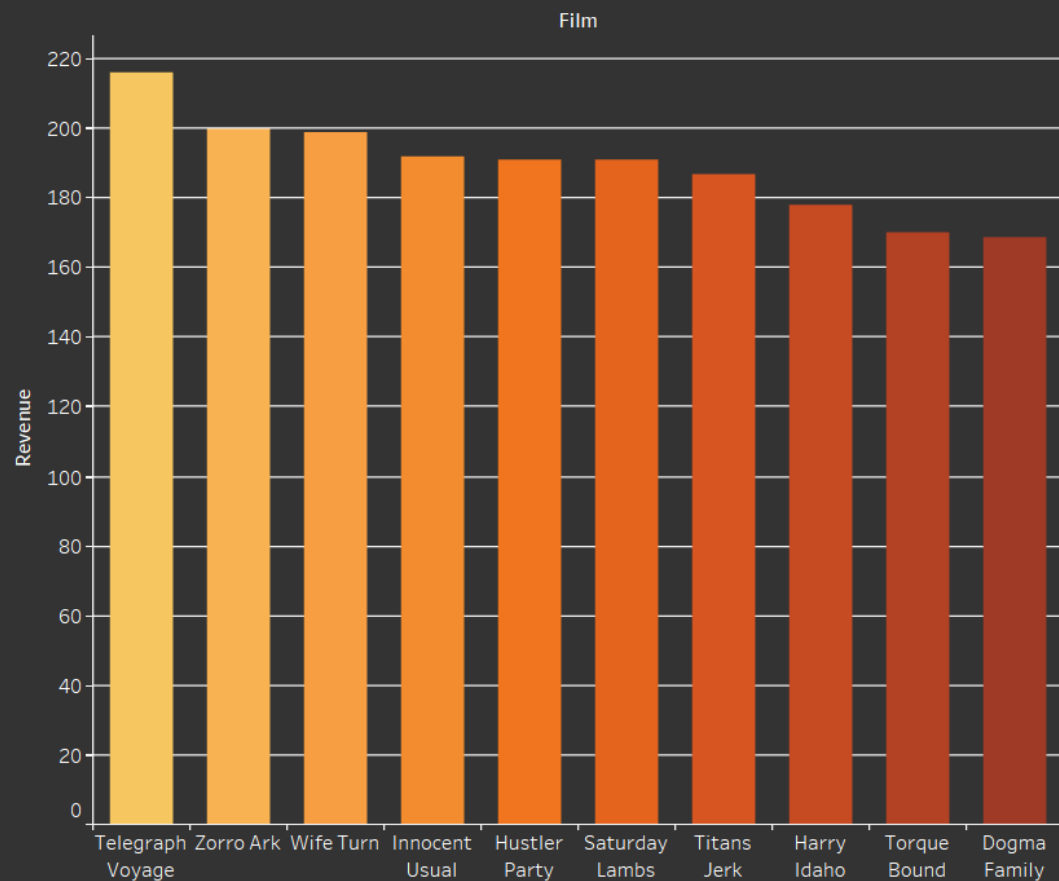
Are the countries
where customers
with the high
lifetime value are
based.

More about Countries with the High Lifetime Value Customers

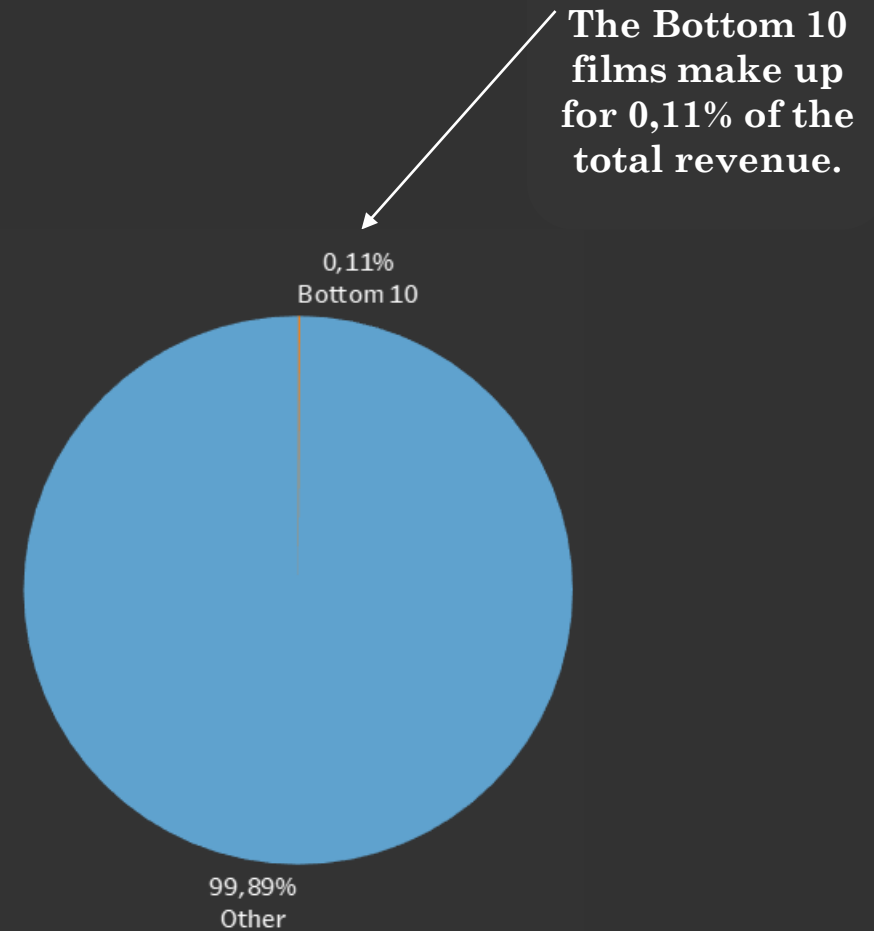
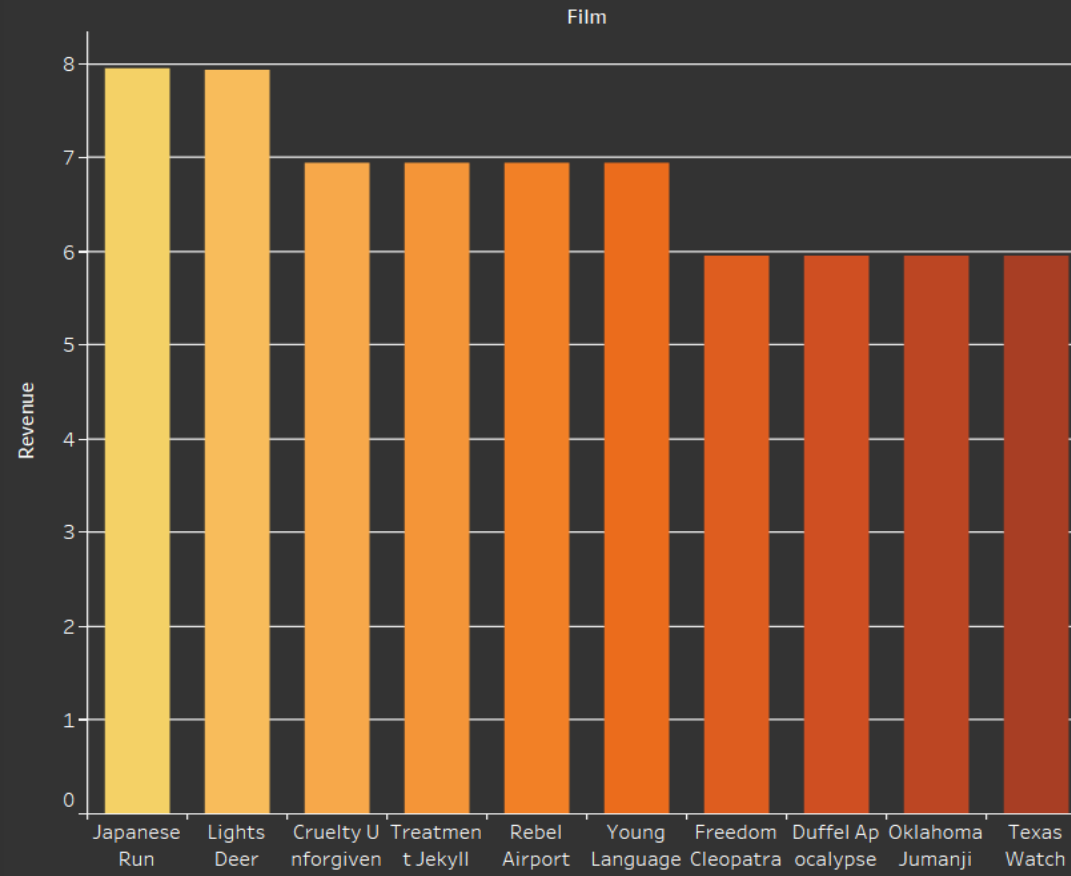
country	most_common_category	average_length	most_common_language	most_common_actor	most_common_rating	most_common_special_features
China	Drama	113,64	English	Susan Davis	PG-13	{Trailers,Commentaries,"Behind the Scenes"}
India	Action	115,95	English	Gina Degeneres	PG-13	{"Behind the Scenes"}
Japan	Drama	115,36	English	Susan Davis	PG-13	{Commentaries,"Deleted Scenes","Behind the Scenes"}
Mexico	Sports	114,18	English	Cameron Zellweger	PG-13	{Trailers}
United States	Documentary	116,68	English	Jayne Nolte	PG-13	{Trailers}

- Drama is the most popular category in China and Japan.
- Susan Davis is the most popular actor in China and Japan.
- The average length of films in these countries is between 113 – 116 minutes.
- Films with mpaa rating 'PG-13' are the most popular among all these countries.
- Trailers are the most common special features in China, Mexico and US.
- Behind the Scenes are the most common special features in China, India and Japan.

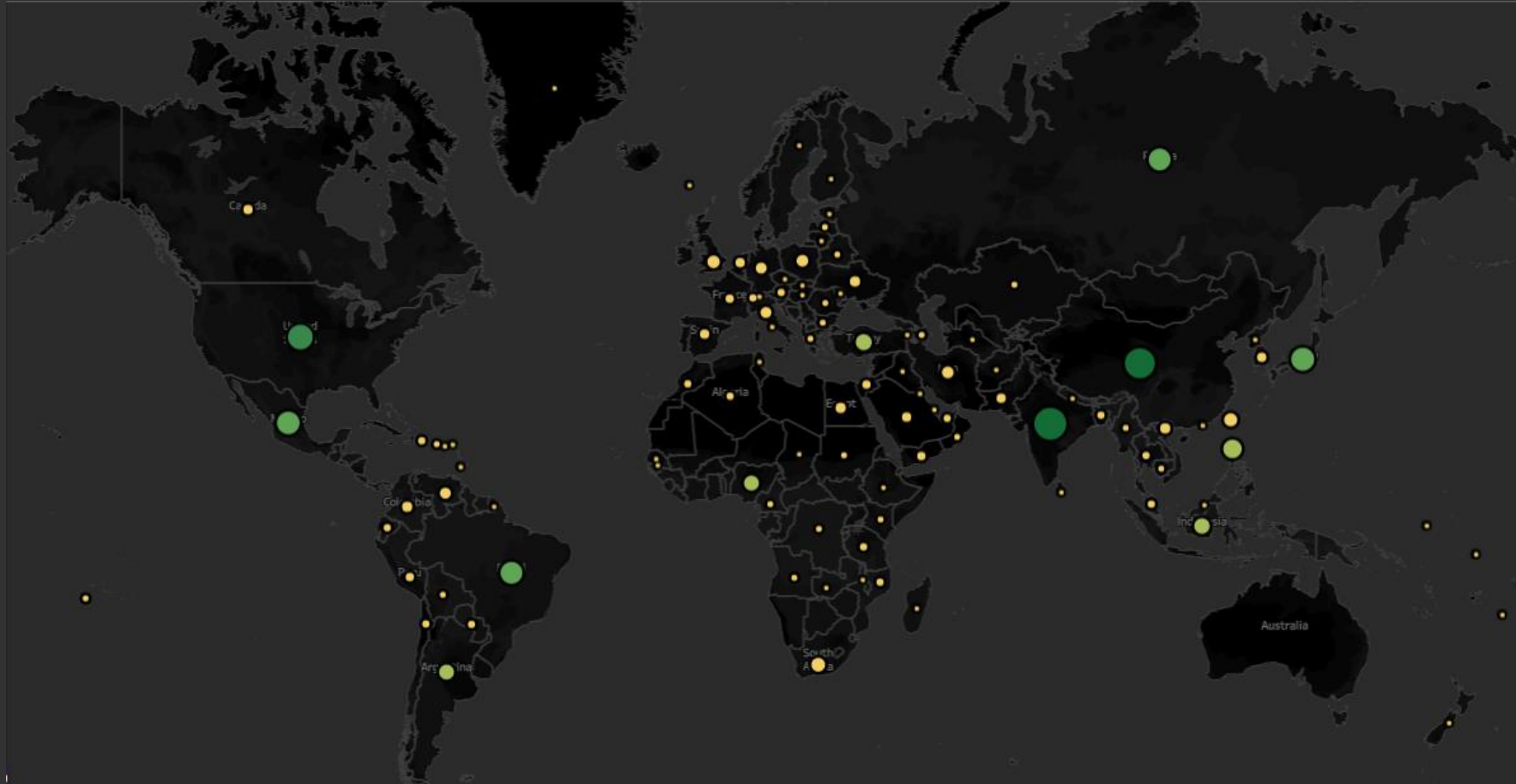
Top 10 Films by Revenue



Bottom 10 Films by Revenue



Customers and Revenue by Country



- Size of a circle represents number of customers.
- Color of a circle represents a revenue.



Recommendations

- Top 10 Films by the revenue only make up for 3.08% of the total revenue, thus the company should not focus on them.
- The company should focus on countries with high lifetime value customers, such as China, India, Japan, Mexico and US.
- Among all those countries, the most rented films have 'PG-13' mpaa rating, so the company must have enough of those movies in the inventory.
- Average length of all the rented films in those countries is 113 – 116 minutes. The company should push films of such a length, within a timeframe of ± 15 minutes.
- In China and Japan, the Drama category should be well covered with Susan Davies in the acting cast.

Recommendations

- Even though all rented movies are in English, maybe it would not be a bad idea for inventory department to provide films in native languages of the mentioned countries.
- Make sure to supply enough of films with Action category in India, Sports category in Mexico and Documentary category in US.
- Run advertising campaigns in these countries accordingly to the findings.

Thank you for attention.

[Tableau Visualization Link](#)

