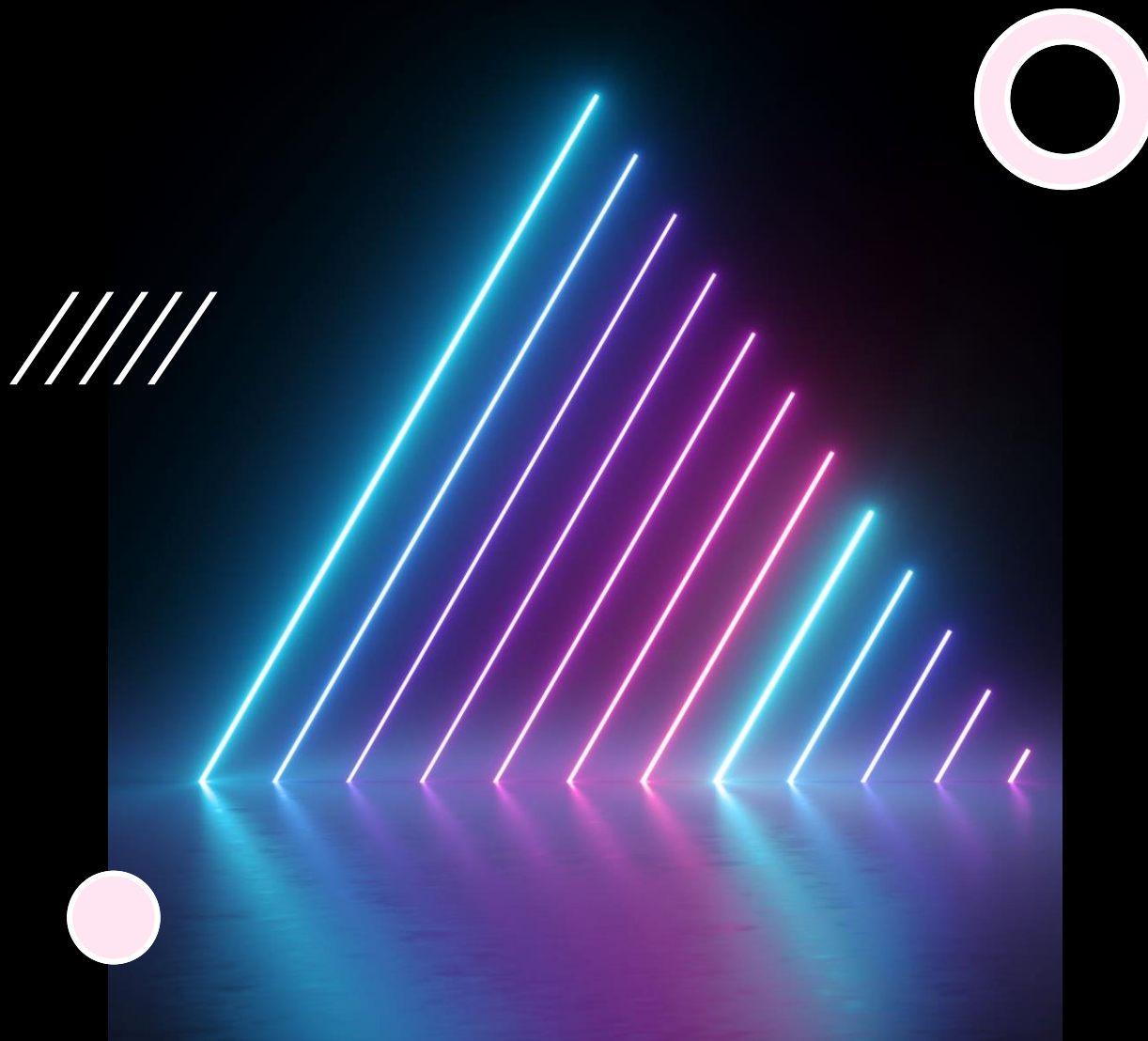


ROCKBUSTER
STEALTH
DATA
ANALYSIS
PROJECT.



Project Overview



- Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Due to the revolutionary world of technology and streaming, Rockbuster is seeking to move its physical inventory to online movie licenses and launch an Online Video Rental Service to stay competitive. Below are some questions that will be answered from a detailed analyses from Rockbuster's dataset.
- 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?





Additional Context



- Rockbuster had stores in 108 Countries.
- Rockbuster had a total of 599 Customers.
- Rockbuster had a gross revenue of \$61,312.04.
- Rockbuster had a movie database of 1000 films.

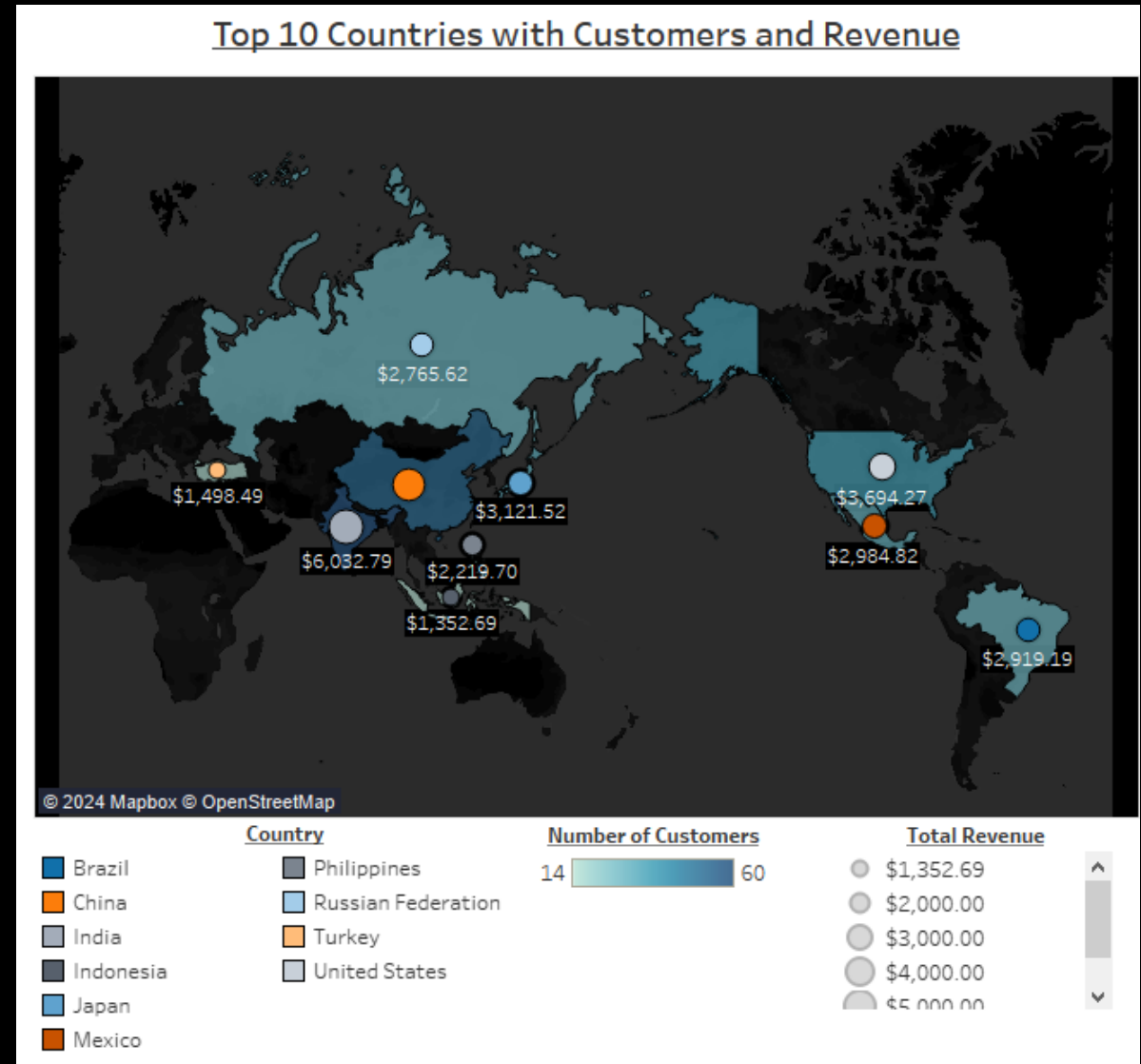


Rockbuster's Country and Customer Revenue.

The geographical map shows the top 10 countries listed with revenue and customer numbers. Countries shown below have two major factors showing; 1 - The darker shade of blue that the country is, the higher the customer count and

2 - Dots that are bigger have a higher grossing revenue than smaller dots. As we can see below, each country in the top 10 have a very close revenue spread.

These Countries also have the highest lifetime value of customers, totaling \$31,836.13.





Rockbuster's Top 10 Cities and Top 5 Customers.

Top 10 Rockbuster Cities

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

These are the top cities within the top 10 Countries for Rockbuster.

Top 5 Rockbuster Customers

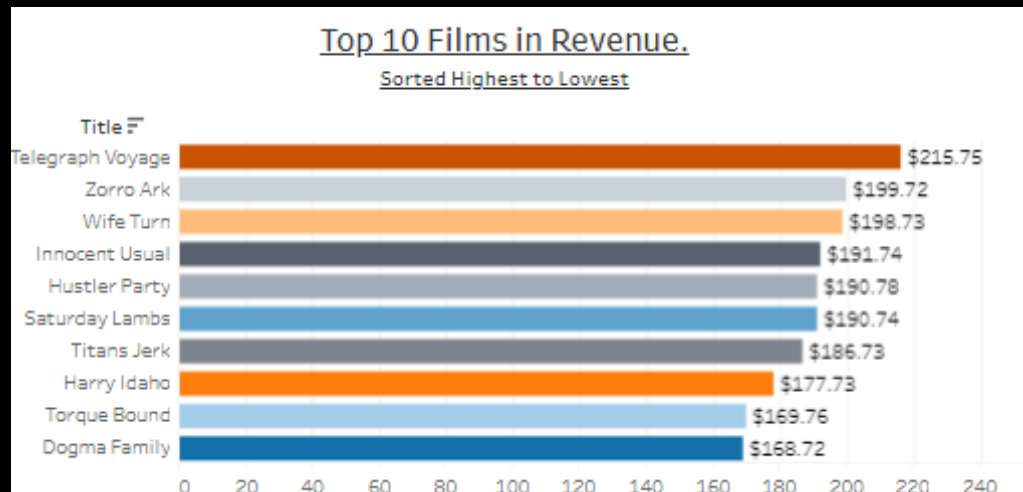
Customer ID	First Name	Country	City	Total Amount Paid
225	Arlene	India	Ambattur	\$111.76
424	Kyle	China	Shanwei	\$109.71
240	Marlene	Japan	Iwaki	\$106.77
486	Glen	Mexico	Acua	\$100.77
537	Clinton	United States	Aurora	\$98.76

Here are the top 5 customers within Rockbusters Cities. We have chosen to exclude last name for confidentiality.

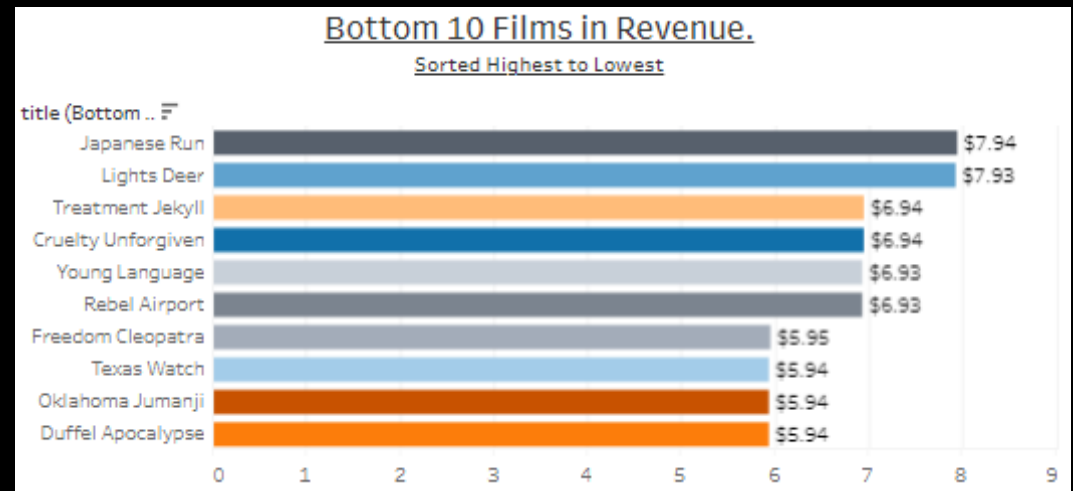


Rockbuster's Film Revenue.

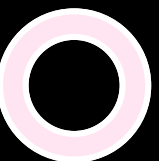
Top 10 Films.

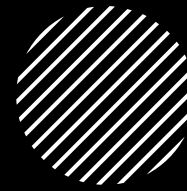


Bottom 10 Films.



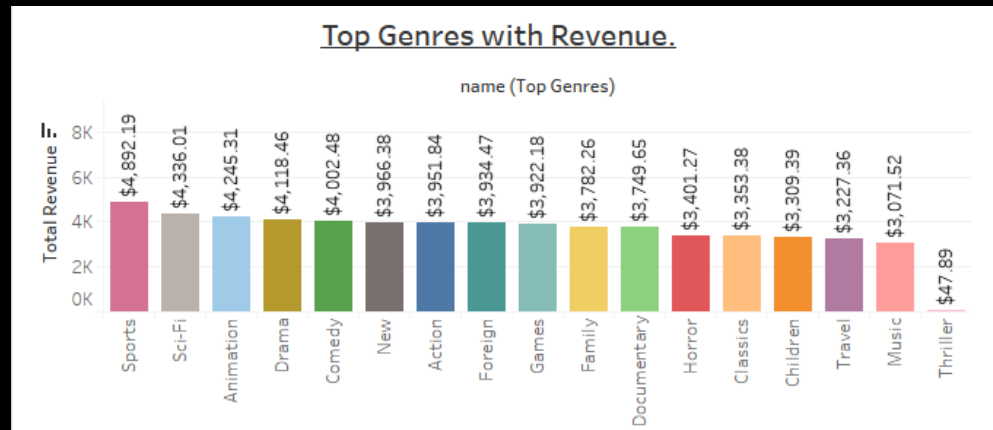
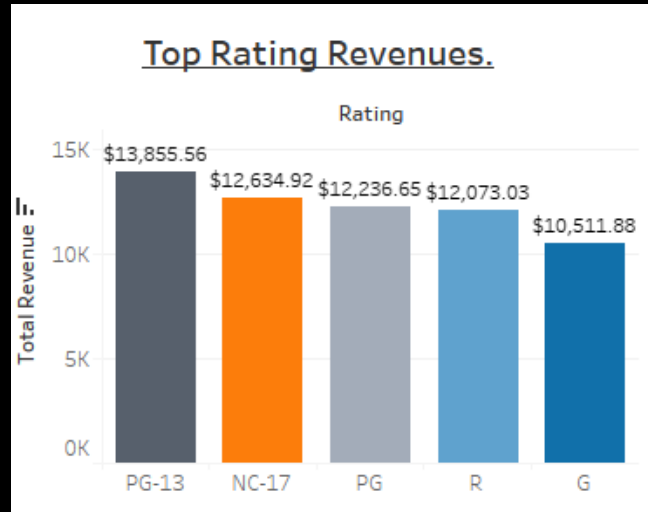
Here we see Rockbuster's highest and lowest revenue films. As we can see, top 10 films have a very close spread as well as the bottom 10.





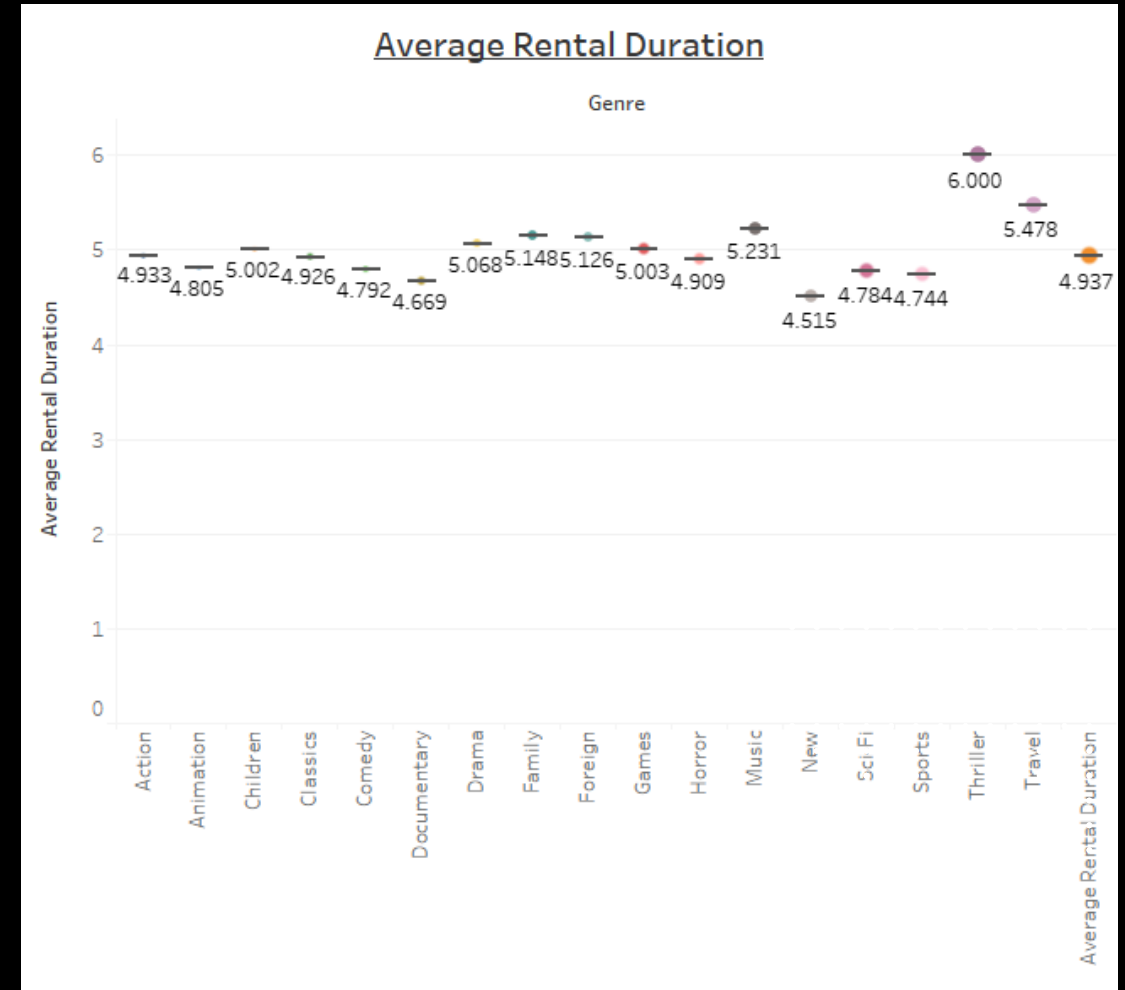
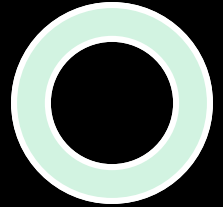
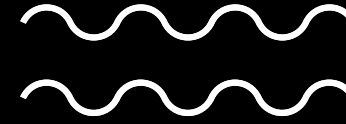
Film Revenue Further Analysis.

- For further analysis, we took the movie genres and ratings and broke them down with the highest grossing revenues. From our top left chart, we can see that PG13 movies were the most popular among all ratings. From our bottom chart, we can see that the top 5 highest grossing genre was the Sports genre, followed by Sci-Fi, Animation, Drama and Comedy.



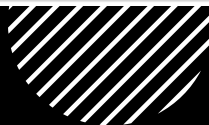
Film Average Rental Duration.

- As the right chart implies, each film genre has an average rental duration. Each genre ranges from four to six days, with the overall average of all genres being nearly 5 days.





Min Film ID	Max Film ID	Average Film ID
1	1000	500.5
Min Release Year	Max Release Year	Average Release Year
2006	2006	2006
Min Rental Duration	Max Rental Duration	Average Rental Duration
3	7	4.985
Min Rental Rate	Max Rental Rate	Average Rental Rate
\$0.99	\$4.99	\$2.98
Min Length	Max Length	Average Length
46	185	115.272
Min Replacement Cost	Max Replacement Cost	Average Replacement Cost
\$9.99	\$29.99	\$19.98



Film Database Analysis.

- As seen to the left, there are 1000 films within Rockbuster Stealth's database and were all released in 2006.
- The rental durations varied; however, our lowest rental length was of 3 days and the longest was of 7. The average rental duration for all films was nearly 5 days (4.98).
- Rental rates also varied, with rentals ranging down from \$0.99 to a maximum amount of \$4.99. The average across all films, was \$2.98.
- The Length of all films also varied, ranging from 46 minutes to 185 and having an average of 115 minutes.
- The replacement cost of films as well also varied, it ranged anywhere from a low \$9.99 to \$29.99 with an average of \$19.98.

Conclusions and Recommendations.



- Customers around the world varied greatly in each country with the top 5 countries having a total of:
 - India – 60 Customers, China – 53 Customers, United States – 36 Customers, Japan – 31 Customers, Mexico – 30 Customers
 - Recommendation: Rockbuster should focus primarily in these regions for advertising.
- Of Rockbuster Stealth's' 1000 movie database, the highest grossing revenue were the Sports, Sci-Fi, Animation, Drama, and Comedy genres.
 - Recommendation: Although each genre grosses well, Rockbuster should focus on acquiring more digital licenses for these genres.
- Rockbuster Stealth had an average rental duration of 5 days across all genres.
 - Recommendation: Rockbuster should set a maximum rental date for all movies of 6-7 days.
- Rockbuster Stealth's highest generating revenue movie ratings was the PG-13 Genre with G being the lowest.
 - Recommendation: Although all Genres are close in revenue, Rockbuster should focus strongly on the PG-13 genre.

The background features a series of vertical lines in various colors including red, orange, yellow, green, and blue, creating a digital or data-like aesthetic. A large black circle with a white outline is positioned on the left side of the image. Inside this circle, the text "THANK YOU" is written in white, bold, uppercase letters. Below this, the text "YOU CAN VIEW THE TABLEAU [LINK HERE.](#)" is displayed in a smaller white font, with the link text in blue and underlined. A small white circle is located at the bottom right of the large black circle, partially overlapping it.

**THANK
YOU**

YOU CAN VIEW THE
TABLEAU [LINK HERE.](#)