



ROCKBUSTER *Stealth*

Database Analysis

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Project Overview

Rockbuster Stealth LLC has suffered a steep decline in recent decades. Brick and mortar video rental stores have been outcompeted by streaming platforms like Netflix and Amazon Prime. To stay competitive, Rockbuster needs to develop an online presence of its own.

To do this effectively, the management team will need to leverage the full potential of its existing resources. We need to know which movies are currently producing the most revenue for Rockbuster and where this revenue is coming from.

Key Questions:

- Which movies have contributed the most to Rockbuster's revenue?
 - Where are Rockbuster's customers located?
 - In which countries are the customers with highest lifetime values based?
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Data Overview:

- Total Customers: 599
- Total Movie Titles: 1000
- Countries Served: 109
- Average Rental Cost: \$2.98

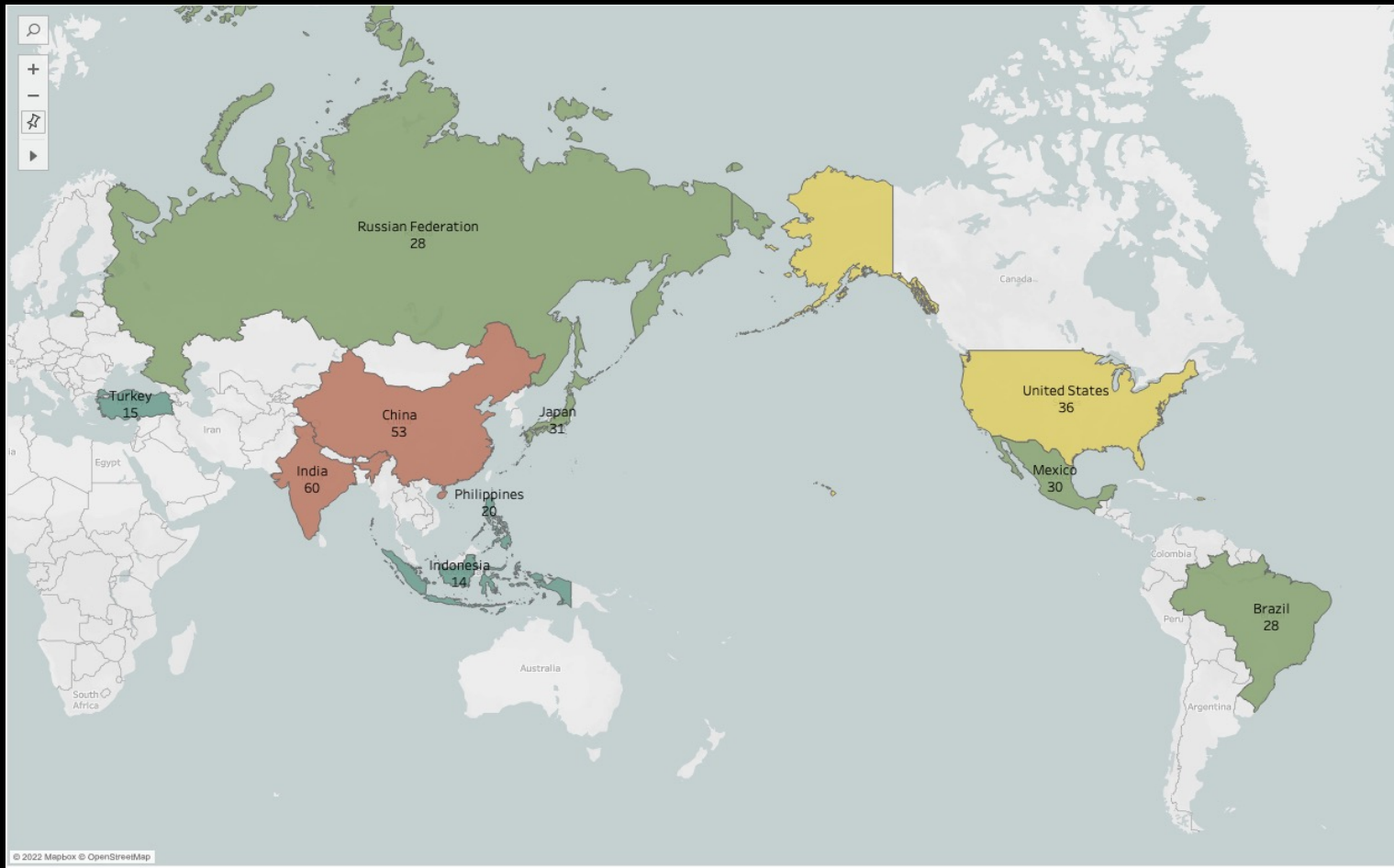
The Top Ten Films in the Rockbuster Database:				
Title	Rating	Genre	Times Rented	Total Revenue Earned
Telegraph Voyage	PG	Music	25	\$215.75
Zorro Ark	NC-17	Comedy	28	\$199.72
Wife Turn	NC-17	Documentary	27	\$198.73
Innocent Usual	PG-13	Foreign	26	\$191.74
Hustler Party	NC-17	Comedy	22	\$190.78
Saturday Lambs	G	Sports	26	\$190.74
Titans Jerk	PG	Sci-Fi	27	\$186.73
Harry Idaho	PG-13	Drama	27	\$177.73
Torque Bound	G	Drama	23	\$169.76
Dogma Family	G	Animation	28	\$168.72

- Rockbuster's top-earning films range widely, from G-rated animated films to NC-17 comedies.
- The top ten earners have each only been rented between 22 and 28 times.
- Rockbuster has work to do establishing a brand and advertising it effectively.



Question 1: Which movies have contributed the most to Rockbuster's revenue?

Map of countries with the largest number of Rockbuster customers:



Question 2: Where are Rockbuster's customers located?

Rockbuster has its strongest presence in Asia and the Americas. It's highest numbers of customers live in:

India

China

The United States

Japan

Mexico

Name	Country	# of Rentals	Lifetime Customer Value	
1. Eleanor Hunt	Reunion	45	\$	211.55
2. Karl Seal	United States	42	\$	208.58
3. Marion Snyder	Brazil	39	\$	194.61
4. Rhonda Kennedy	Netherlands	38	\$	191.62
5. Clara Shaw	Belarus	40	\$	189.60
6. Tommy Collazo	Iran	37	\$	183.63
7. Ana Bradley	United States	33	\$	167.67
8. Curtis Irby	Canada	38	\$	167.62
9. Marcia Dean	Philippines	39	\$	166.61
10. Mike Way	India	33	\$	162.67

ROCKBUSTER'S TOP TEN CUSTOMERS


QUESTION 3: In which countries are customers with the highest lifetime values based?:

- Rockbuster's most loyal customers are spread widely across the world, not clustered on any one country or even continent.
- These customers do not necessarily live in the countries that have the largest Rockbuster presence. In fact, only three of the ten most valuable lifetime customers come from India or the United States, and none come from China, Japan, or Mexico.
- Rockbuster's best customers are not spreading the word to their friends and family. Why not?



CONCLUSIONS :

Rockbuster's customer base is spread thin across a wide world. As it transitions to an online platform, Rockbuster needs to do more to focus its advertising in its most promising markets, reward its loyal customers, incentivize those customers to spread the word, and build a recognizable brand.



QUESTIONS?

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