

# ROCKBUSTER STEALTH LLC

DATA ANALYSIS

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## OVERVIEW

Rockbuster Stealth LLC is a global movie rental company that has had physical stores worldwide. In response to intense competition from streaming services like Netflix and Amazon Prime, the management team at Rockbuster Stealth is considering launching an online video rental service by leveraging their existing movie licenses to stay competitive.



## OBJECTIVE

Support Rockbuster Stealth's Business Intelligence (BI) department in devising an effective launch strategy for their upcoming online video rental service by data analysis.



## 7 KEY QUESTIONS

1. Top 10 countries by customers?
2. Top 5 countries by total payments?
3. Total payments by country?
4. Total payments by category?
5. Rental rates by category?
6. Film ratings by count?
7. Top 5 films by customer payments?





## QUICK FACTS 1

- Minimum Rental Duration: 3 days
- Maximum Rental Duration: 7 days
- Average Rental Duration: 5 days
- Minimum Rental Rate: \$0.99
- Maximum Rental Rate: \$4.99
- Average Rental Rate: \$2.98
- Minimum Replacement Cost: \$9.99
- Maximum Replacement Cost: \$29.99
- Average Replacement Cost: \$19.98



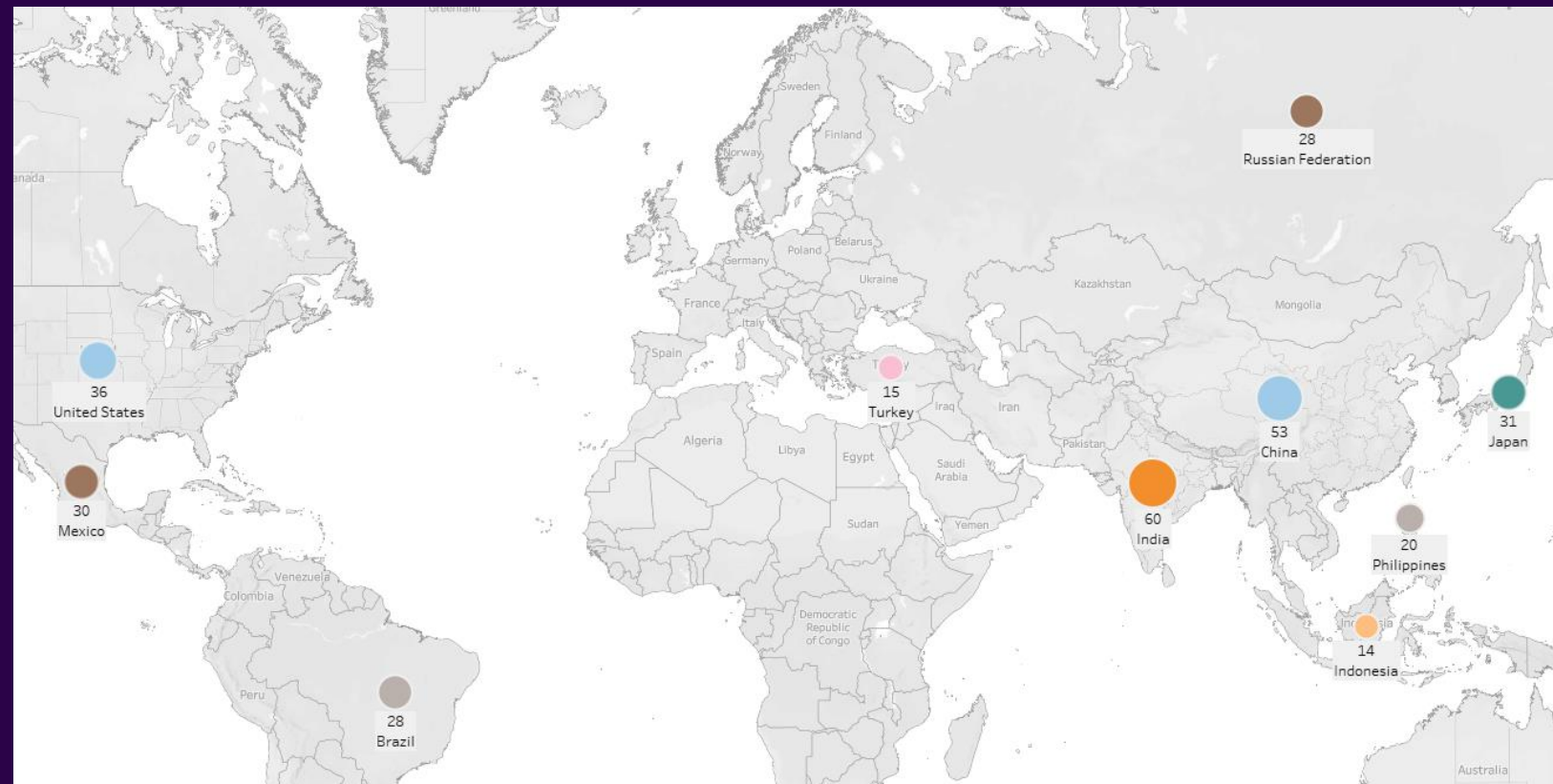
## QUICK FACTS 2

- Minimum Length: 46 minutes
- Maximum Length: 185 minutes
- Average Length: 115 minutes
- Most Frequently Occurring Rating: PG-13
- Most Frequently Occurring Language: English
- Most Frequently Occurring Release Year: 2006



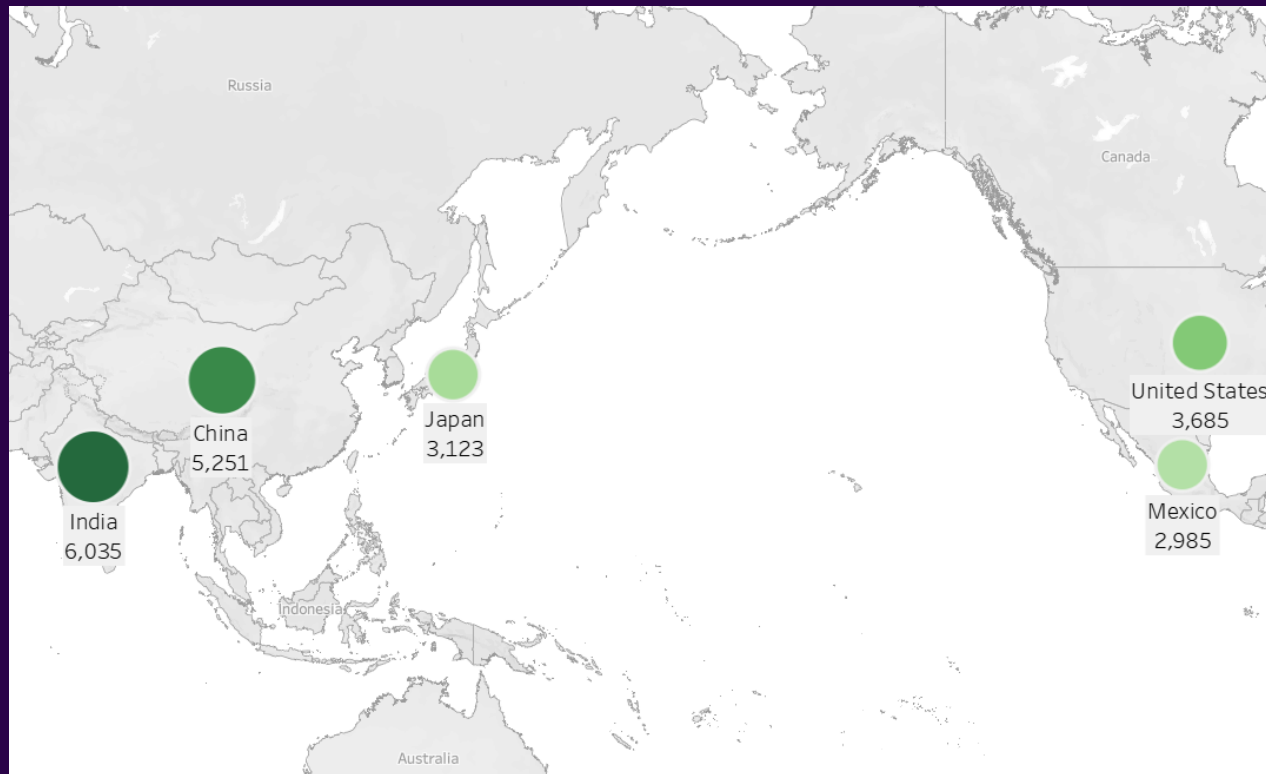
# TOP 10 COUNTRIES BY CUSTOMERS

1. India
2. China
3. United States
4. Japan
5. Mexico
6. Brazil
7. Russia
8. Philippines
9. Turkey
10. Indonesia

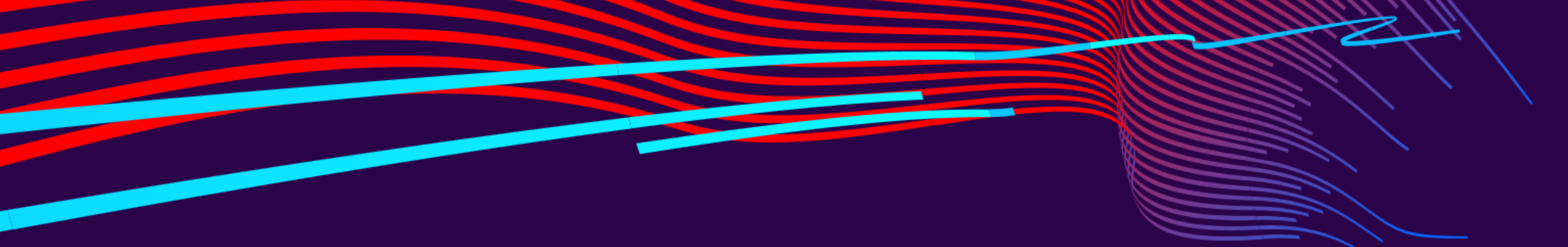


## TOP 5 COUNTRIES BY TOTAL PAYMENTS

1. India
2. China
3. United States
4. Japan
5. Mexico

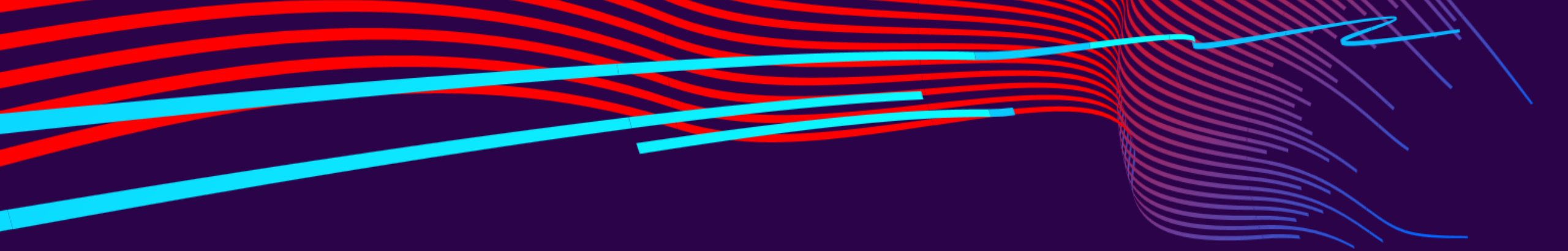




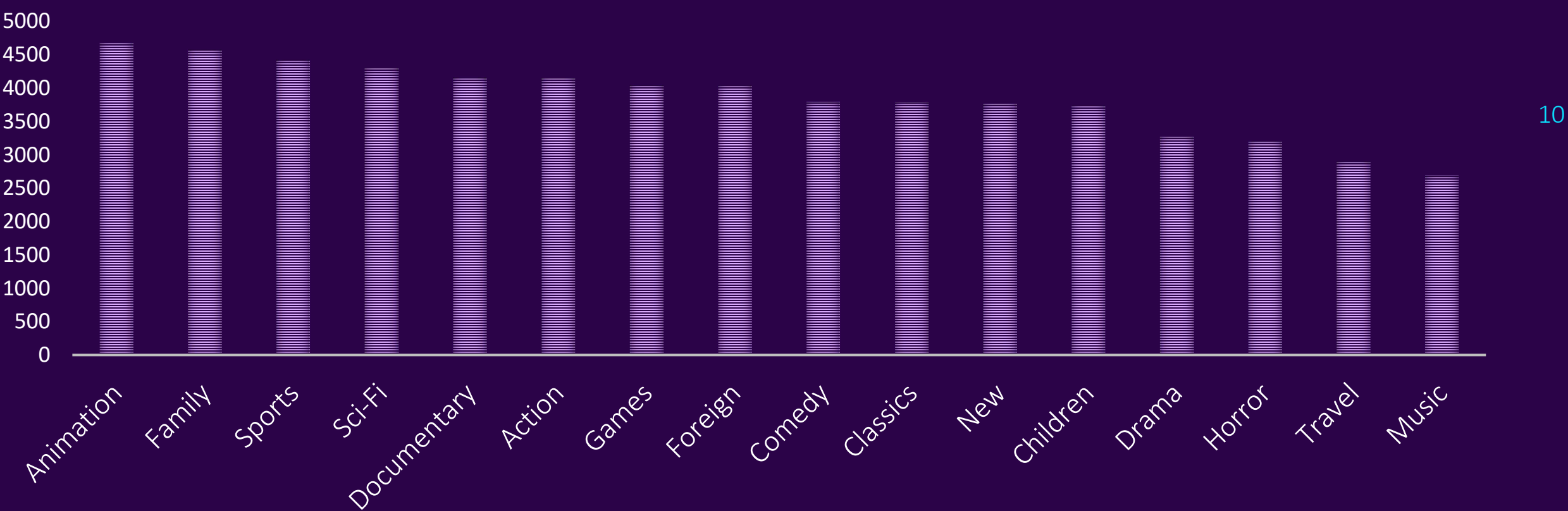


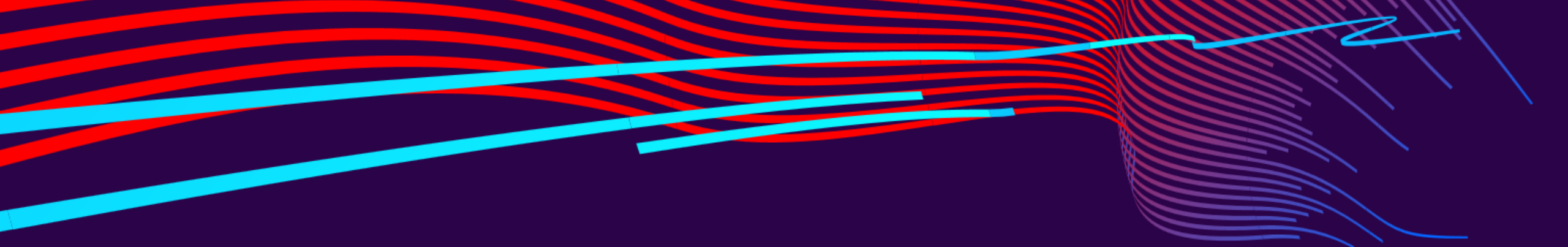
# TOTAL PAYMENTS BY COUNTRY

India 5960.45	China 5118.14	Japan 3516.86	Mexico 3175.81	Russian Federation 2563.65	Philippines 2279.22
		United States 3308.98	Brazil 3037.67		
				Indonesia 1693.19	

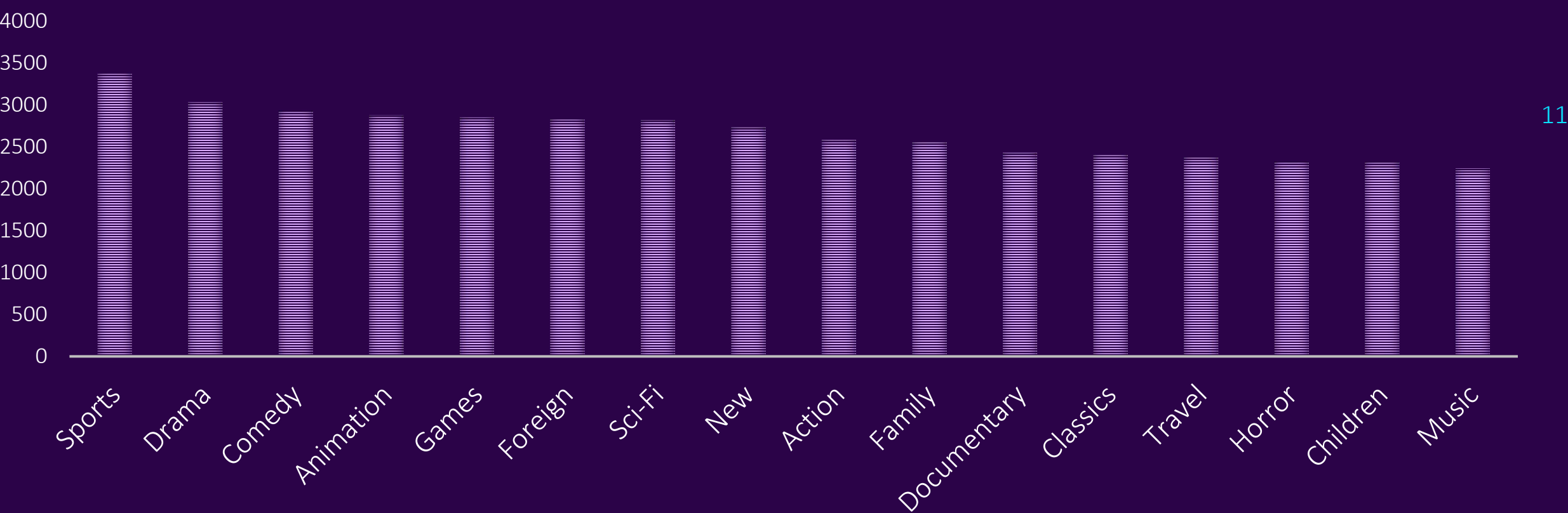


# TOTAL PAYMENTS BY CATEGORY





# RENTAL RATES BY CATEGORY





## FILM RATINGS BY COUNT

- PG-13: 3220 (22%)
- NC-17: 3019 (21%)
- PG: 2920 (20%)
- R: 2843 (19%)
- G: 2542 (18%)





## TOP 5 FILMS BY CUSTOMER PAYMENTS

- Bucket Brotherhood: \$279.68
- Curtain Videotape: \$247.68
- Hustler Party: \$231.68
- Earth Vision: \$223.72
- Range Moonwalker: \$216.72

## SUMMARY

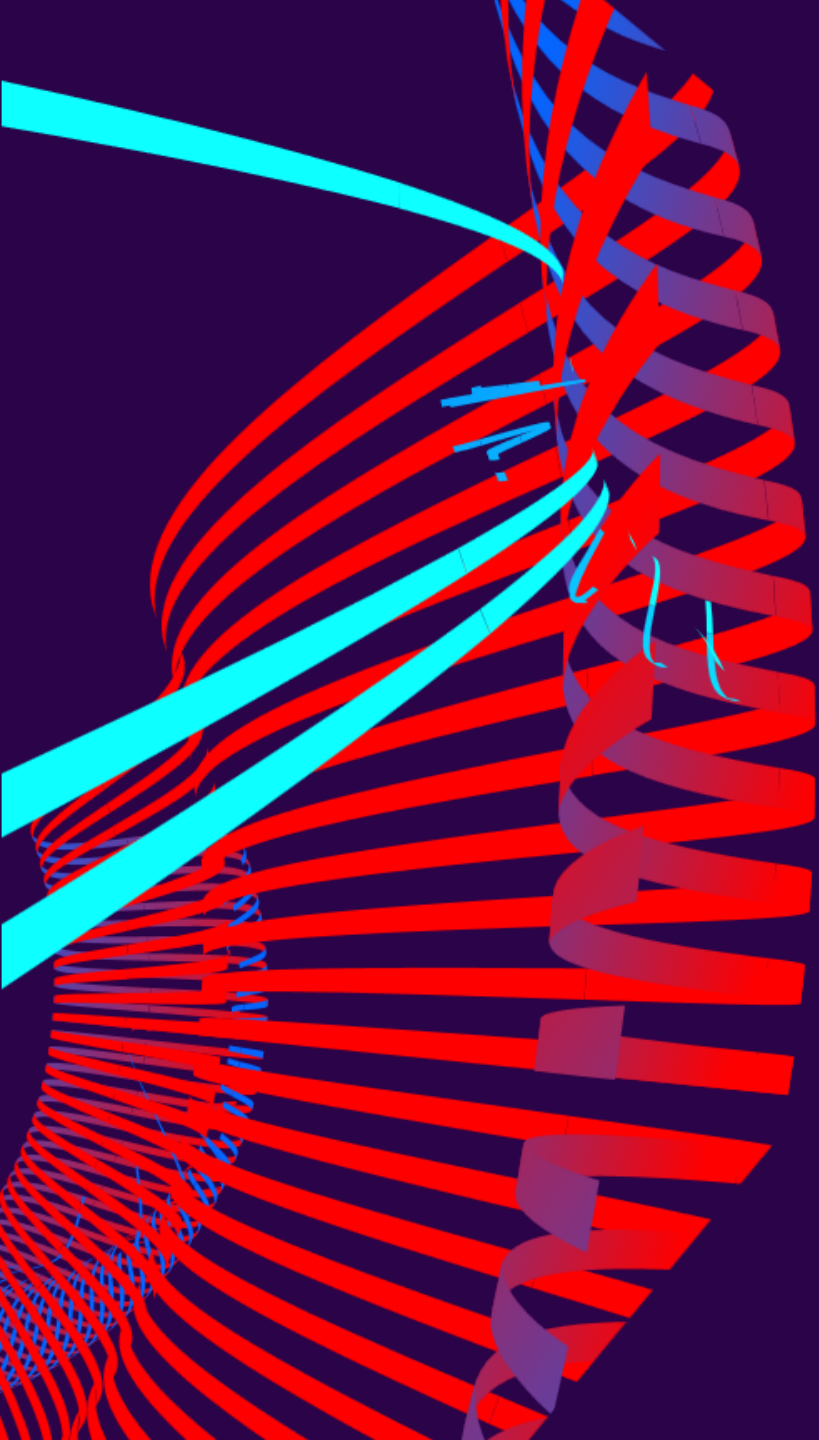
Based on customer and payment data, the largest markets for our movie rental service are India, China, the United States, Japan, and Mexico. Animation, family, and sports are the most popular categories based on payment data, while sports, drama, and comedy have the highest rental rates. Film ratings are evenly distributed, with the most common being PG-13 (22%).



## RECOMMENDATIONS

Focus on expanding operations in big markets like India, China, United States, Japan, and Mexico. Prioritize the popular categories for payments, namely animation, family, and sports, in content acquisition. Consider investing in popular categories for rental rates, namely sports, drama, and comedy, to improve profitability. Recognize that film ratings are nearly equally distributed, with PG-13 being the most common.





**THANK YOU**