

Rockbuster Stealth Data Analysis Report

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Background

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service to stay competitive.



Key Questions & Objectives

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- 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 our **customers** with a high lifetime value based?
 - Do **sales** figures vary between geographic regions?

Business Overview

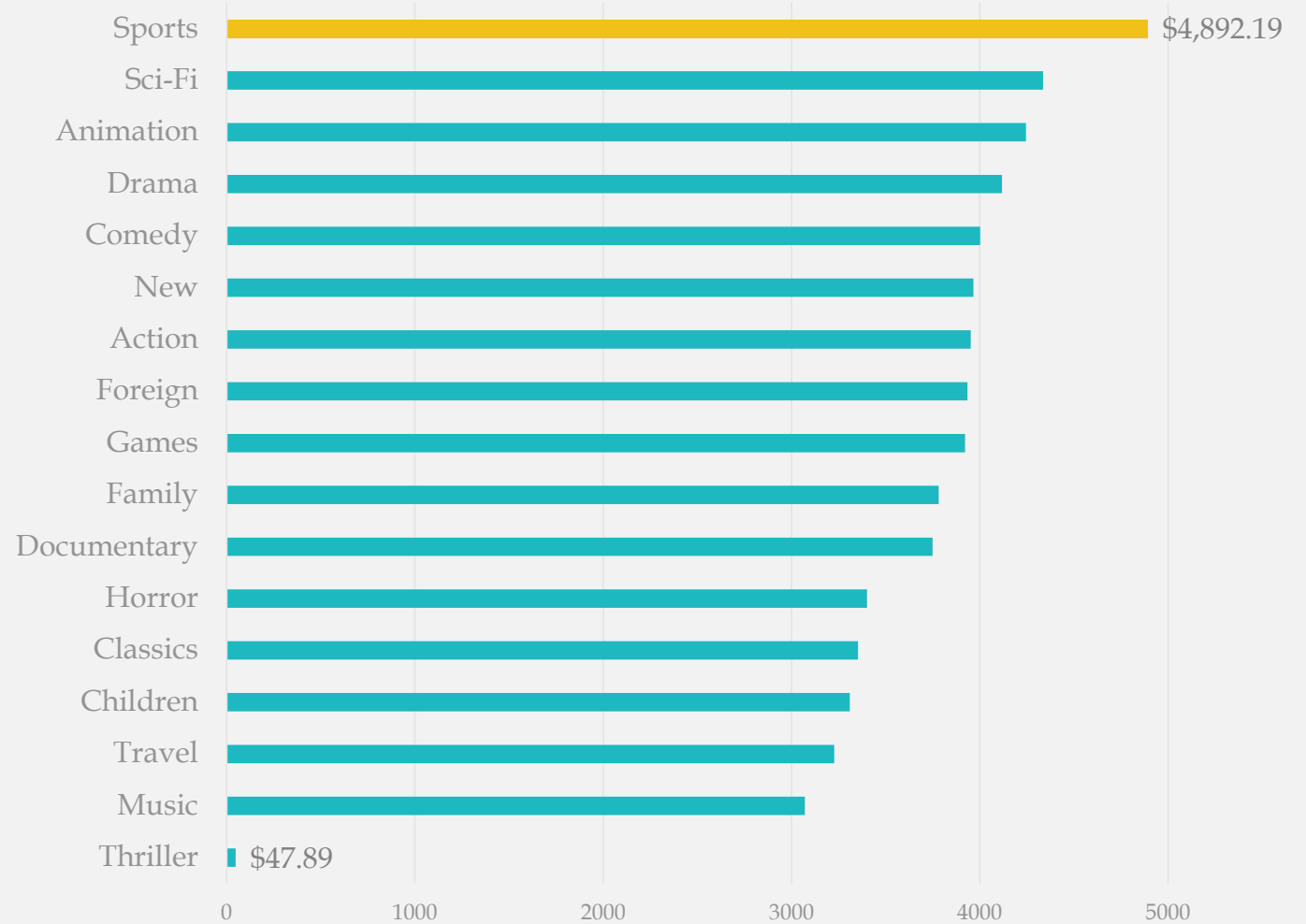
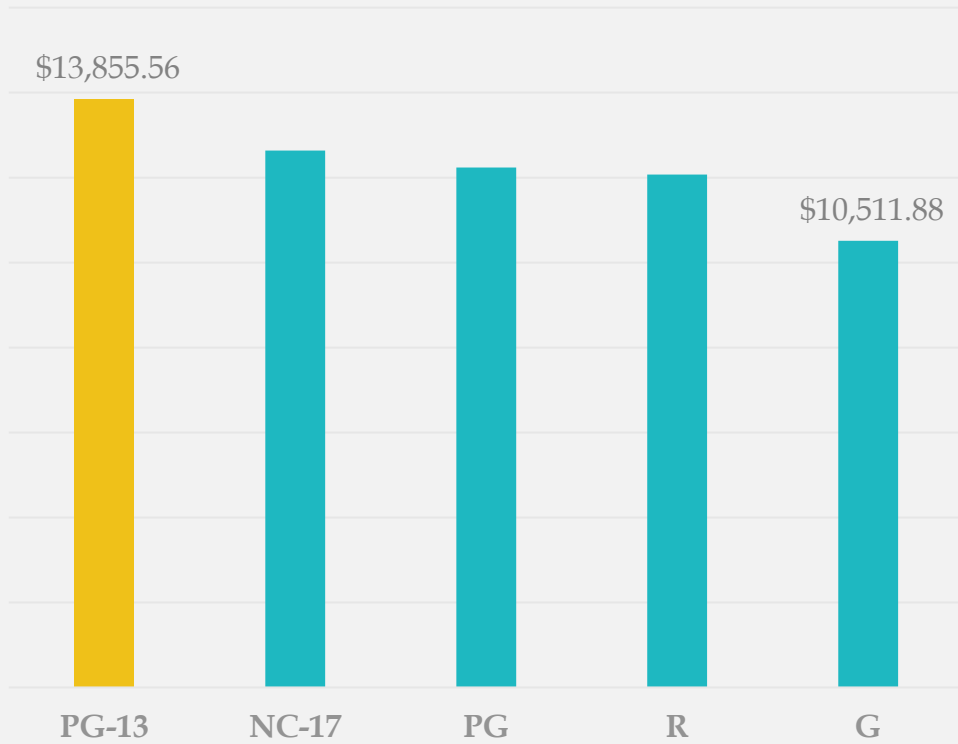
Total Films	Total Customers	Countries	Average Rental Duration	Average Revenue Per Rental	Store Locations
1000	599	108	5 days	\$2.98	2

Films with the Highest and Lowest Revenue Gain

Title	Total Revenue
Telegraph Voyage	\$215.75
Zorro Ark	\$199.72
Wife Turn	\$198.73
Innocent Usual	\$191.74
Hustler Party	\$190.78
Saturday Lambs	\$190.74
Titans Jerk	\$186.73
Harry Idaho	\$177.73
Torque Bound	\$169.76
Dogma Family	\$168.72

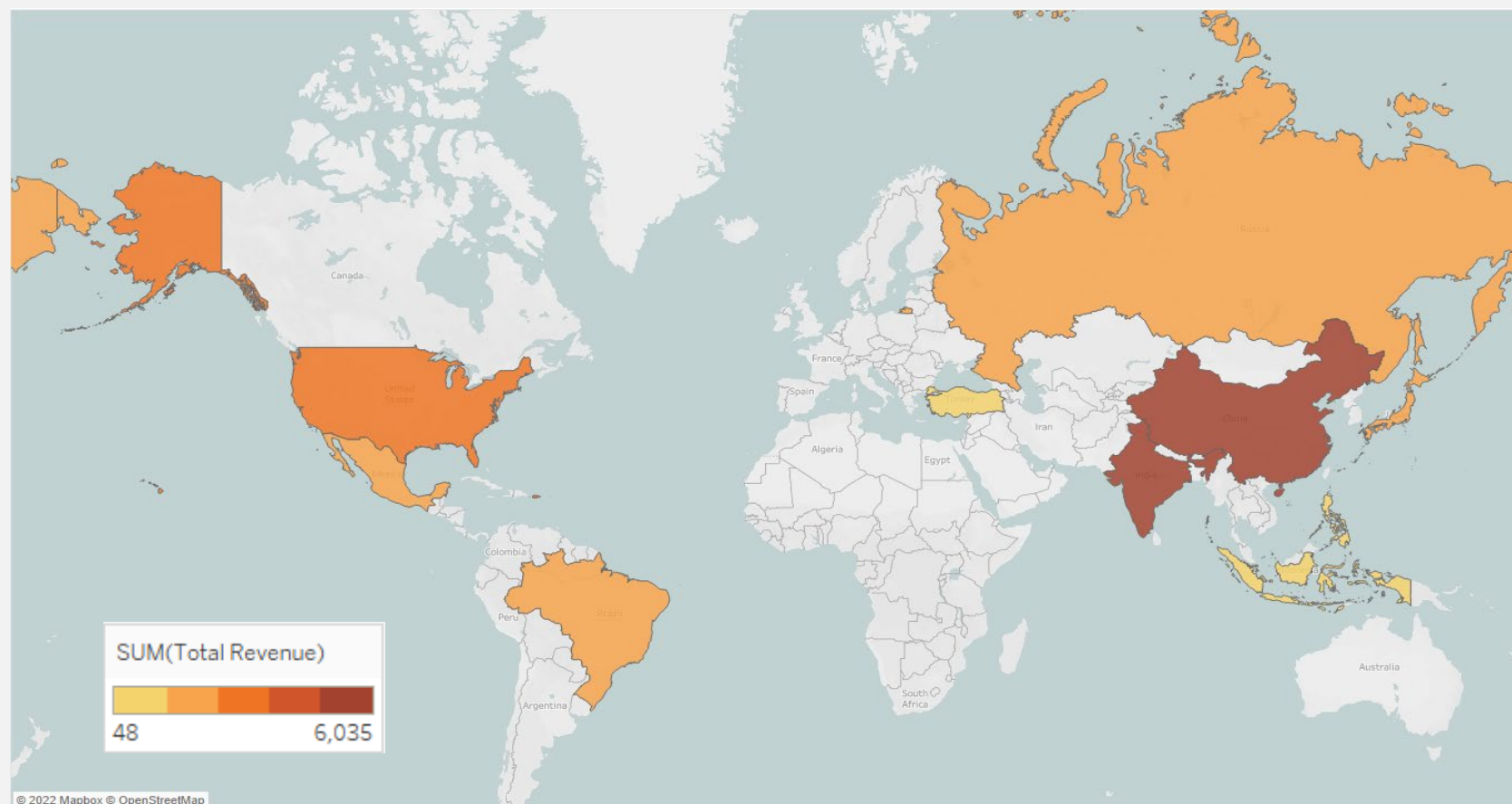
Title	Total Revenue
Texas Watch	\$5.94
Oklahoma Jumanji	\$5.94
Duffel Apocalypse	\$5.94
Freedom Cleopatra	\$5.95
Young Language	\$6.93
Rebel Airport	\$6.93
Cruelty Unforgiven	\$6.94
Treatment Jekyll	\$6.94
Lights Deer	\$7.93
Stallion Sundance	\$7.94

Total Revenue by Film Rating and Film Category

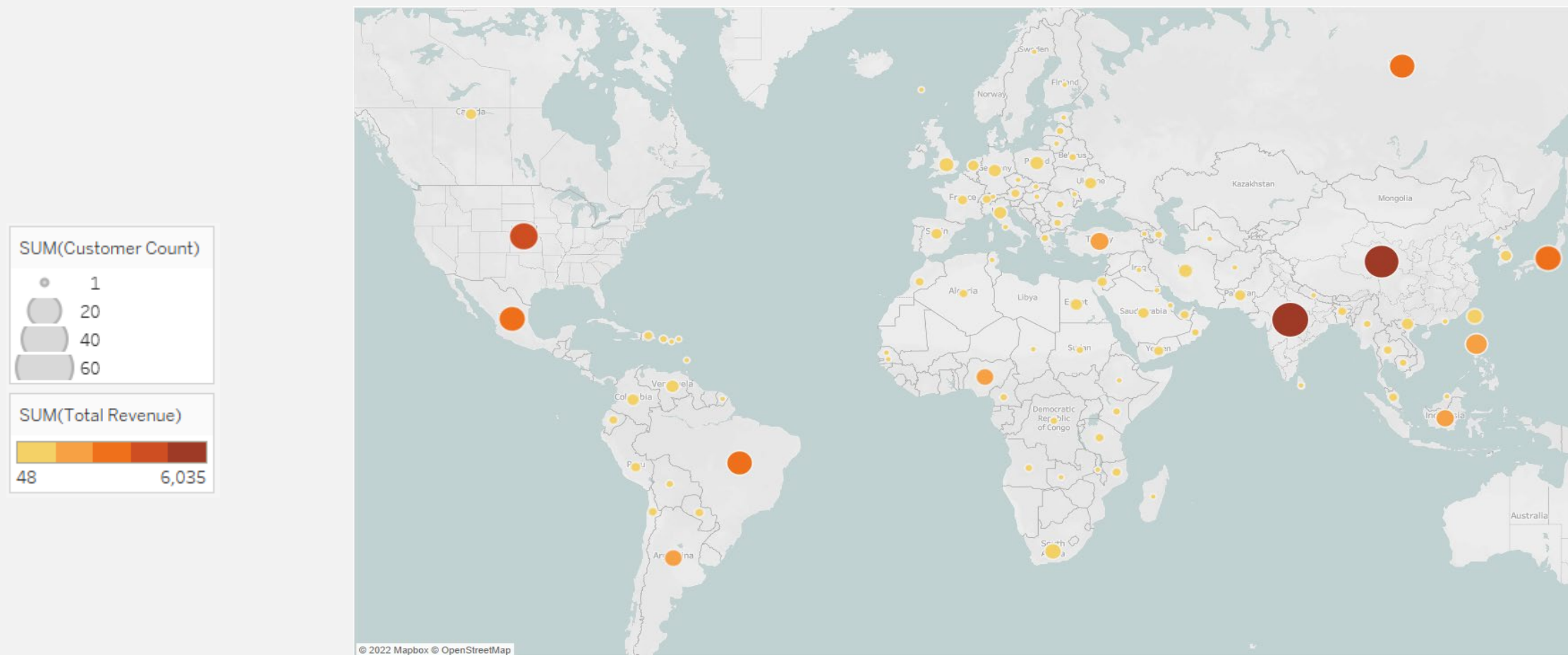


Top 10 Countries by Total Revenue

	Top 10	Total Customers
1.	India	60
2.	China	53
3.	United States	36
4.	Japan	31
5.	Mexico	30
6.	Brazil	28
7.	Russian Federation	28
8.	Philippines	20
9.	Turkey	15
10.	Indonesia	14



Customer Count and Total Revenue by Country



Top 5 Customers

Sara Perry	Gabriel Harder	Sergio Stanfield	Clinton Buford	Adam Gooch
Atlixco, Mexico	Sivas, Turkey	Celaya, Mexico	Aurora, United States	Adoni, India
\$128.70	\$108.75	\$102.76	\$98.76	\$97.80

Summary

Based on the statistical analysis, the average spending cost is **\$2.98**, with an approximate **5-day** rental duration.

The most favorable film rating and genres are:

Rating: **PG-13** Genre: **Sports**

Asia is the most profitable region.

The top clients are in **India** and **China**.

Recommendations

- Incentivize top-paying customers to increase rapport and revenue.
- Offer new services that are personalized to customers and regions.
- Analysis of India and China markets to increase opportunities in other regions, surroundings, and worldwide.

Thank you!

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[Tableau Visualizations](#)

