DATA ANALYSIS
ROCKBUSTER STEALTH LLC

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OVERVIEW

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 in order to stay competitive.

In order to ensure the success of this launch our team has extracted and analyzed data from our relational database in order to answer these key questions:

- What is the average rental duration for all videos?

- Which movies contributed the most/least to revenue gain?

- Which countries are Rockbuster customers based?

- Where are customers with high lifetime value based?

- Do sales figures vary between geographical regions?

SUMMARY OF FINDINGS

- The average rental duration for our movies is 5 days at $2.98.

- Movies rated PG-13, NC-17 and PG in the Sports, Sc-Fi, Animation, Drama and Comedy genres contributed the most to revenue gain.

- Movies rated R and G in the Thriller, Music and Travel genres contributed the least to revenue gain.

- Our customers are spread throughout the world. The countries with the most customers are India, China, USA and Mexico.

- The customers with the highest lifetime value are located around the world with 3 out of 10 being in North America.

- We found that the variability of sales figures in a country is dependent on how many customers are based in that country.

Tools Used

SQL - For data extraction
Excel - To analyze data, find insights & create visualizations
Tableau - For producing interactive visualizations and finding insights

WHAT IS THE AVERAGE RENTAL DURATION FOR ALL OUR VIDEOS?

	Average	Minimum	Maximum
Rental Duration	5 Days	3 Days	7 Days
Rental Rate	$2.98	$0.99	$4.99
Film Length	115 min	46 min	185 min
Replacement Cost	$19.98	$9.99	$29.99

- **Customers rent movies for 5 Days on average.**

- **Our rental catalog offers a wide range of videos in rate, length and replacement cost.**

Most Rented	
Film Language	English
Film Rating	PG-13
Film Release Year	2006

Count of Films	1000

WHICH MOVIES CONTRIBUTED THE MOST/LEAST TO REVENUE GAIN?

10 Best Preforming Movies

Rank	Movie Title	Rating	Genre	Revenue
1	Telegraph Voyage	PG	Music	$215.75
2	Zorro Ark	NC-17	Comedy	$199.72
3	Wife Turn	NC-17	Documentary	$198.73
4	Innocent Usual	PG-13	Foreign	$191.74
5	Hustler Party	NC-17	Comedy	$190.78
6	Saturday Lambs	G	Sports	$190.74
7	Titans Jerk	PG	Sci-Fi	$186.73
8	Harry Idaho	PG-13	Drama	$177.73
9	Torque Bound	G	Drama	$169.76
10	Dogma Family	G	Animation	$168.72

10 Worst Preforming Movies

Rank	Movie Title	Rating	Genre	Revenue
1000	Duffel Apocalypse	G	Documentary	$5.94
999	Oklahoma Jumanji	PG	New	$5.94
998	Texas Watch	NC-17	Horror	$5.94
997	Freedom Cleopatra	PG-13	Comedy	$5.95
996	Rebel Airport	G	Music	$6.93
995	Young Language	G	Documentary	$6.93
994	Cruelty Unforgiven	G	Classics	$6.94
993	Treatment Jekyll	PG	Drama	$6.94
992	Lights Deer	R	Classics	$7.93
991	Japanese Run	G	Horror	$7.94

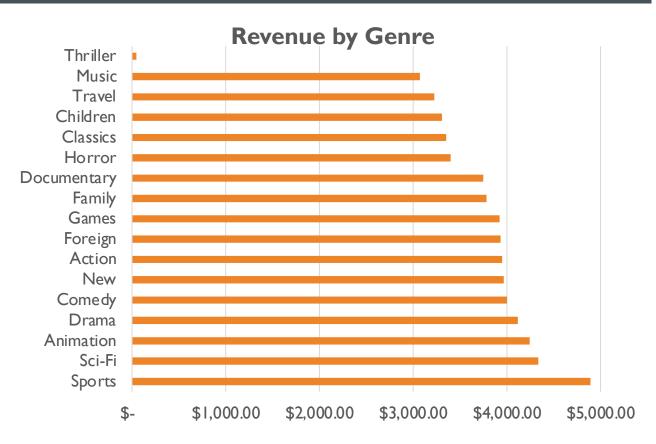**In our catalog consisting of 1000 movies the top performing movie produced 3.2 times more revenue than the 10 worst performing movies combined.**
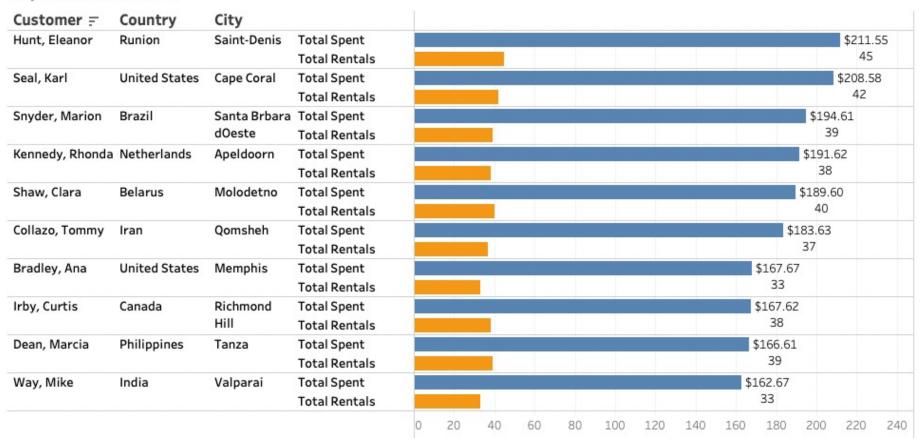
WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED?

- **Rockbuster customers are spread throughout the world.**

- **The majority are based in India, China, USA, Japan and Mexico.**

- **Australia is the only populated continent that there are not any customers in.**
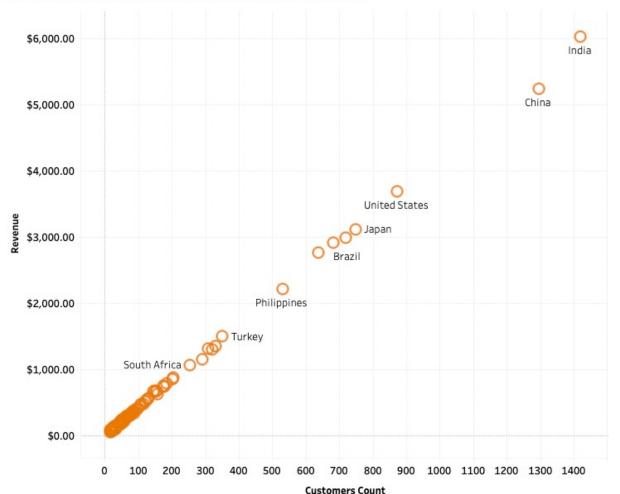
WHERE ARE CUSTOMERS WITH HIGH LIFETIME VALUE BASED?

Top 10 Customers

Customer	Country	City			
Hunt, Eleanor	Runion	Saint-Denis	Total Spent		$211.55
			Total Rentals		45
Seal, Karl	United States	Cape Coral	Total Spent		$208.58
			Total Rentals		42
Snyder, Marion	Brazil	Santa Brbara dOeste	Total Spent		$194.61
			Total Rentals		39
Kennedy, Rhonda	Netherlands	Apeldoorn	Total Spent		$191.62
			Total Rentals		38
Shaw, Clara	Belarus	Molodetno	Total Spent		$189.60
			Total Rentals		40
Collazo, Tommy	Iran	Qomsheh	Total Spent		$183.63
			Total Rentals		37
Bradley, Ana	United States	Memphis	Total Spent		$167.67
			Total Rentals		33
Irby, Curtis	Canada	Richmond Hill	Total Spent		$167.62
			Total Rentals		38
Dean, Marcia	Philippines	Tanza	Total Spent		$166.61
			Total Rentals		39
Way, Mike	India	Valparai	Total Spent		$162.67
			Total Rentals		33

Axis: 0 20 40 60 80 100 120 140 160 180 200 220 240

- **The majority of the top 10 customers are spread out around the world.**

- **3 of the top 10 are in North America.**

- **There is not a direct correlation between total spent and total rentals.**

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DO SALES FIGURES VARY BETWEEN GEOGRAPHIC LOCATION?

Number of Customers and Revenue Correlation

- We found a strong correlation between the number of customers based in a specific country and the amount of revenue generated in those countries.

RECOMMENDATIONS

- Where – Launch streaming services in countries with large existing customer bases: India, China, USA and Japan.

- Online Catalog – Add films that already generate the most revenue in the most popular genres and ratings. Being that the existing catalog is all in English, add other language options to these films to attract more customers in the markets that English is not the national language.

  - Most popular ratings: PG-13, NC-17 & PG

  - Most popular genres: Sports, Sc-Fi, Animation, Drama & Comedy

- Rental Terms – Set rental prices to $2.98 and rental duration to 5 days being that those are the most popular.

- Growth – Create a promotion for existing customers to incentivize them to try the new streaming service.

    - Introduce a referral program to leverage our existing customer base to gain new customers.

THANK YOU

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Link to Tableau visualizations:
https://public.tableau.com/views/RockbusterAnalysis_165793211571 90/Correlation?:language=en-US&:display_count=n&:origin=viz_share_link