



Rockbuster Stealth

Data Analysis

By Kayla Martinez

Project Overview

- ◆ Rockbuster Stealth LLC is a movie rental company that was facing difficulty keeping stores open, upon closing physical stores the management team decided to move into the streaming business, competing with Netflix and Amazon Prime. With our movie license still active, we plan to use us this data to help launch up back into the market.



Key Questions & Objectives

- ◆ Genre Analyses

- ◆ Which genre has the best and worst revenue?

- ◆ Rental Analyses

- ◆ What is the average rental duration for all films?

- ◆ Location Analyses

- ◆ Which countries are Rockbuster customers located?

- ◆ Customer Analyses

- ◆ Where are the customers with a high rental rate

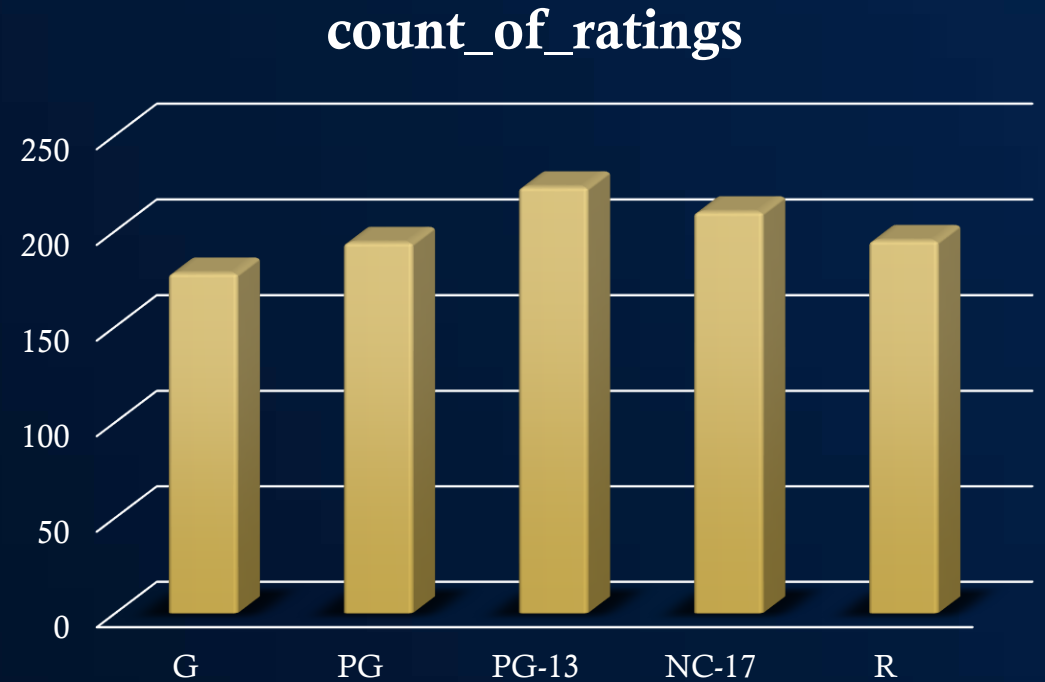
- ◆ Spatial Analyses

- ◆ Do sales vary between geographic region?



Company Overview

- ◆ Total Customers: 599
- ◆ Films available to rent: 1,000
- ◆ Average Rental Duration: 5 days
- ◆ Average Rental Cost: \$2.98
- ◆ Average Replacement Cost: \$19.98



Genre Analysis



Top 5 Films

Title	Rating	Genre	Total Revenue
Telegraph Voyage	PG	Music	\$ 215.75
Zorro Ark	NC-17	Comedy	\$ 199.72
Wife Turn	NC-17	Documentary	\$ 198.73
Innocent Usual	PG-13	Foreign	\$ 191.74
Hustler Party	NC-17	Comedy	\$ 190.78

Comedy has the most films in the top 5

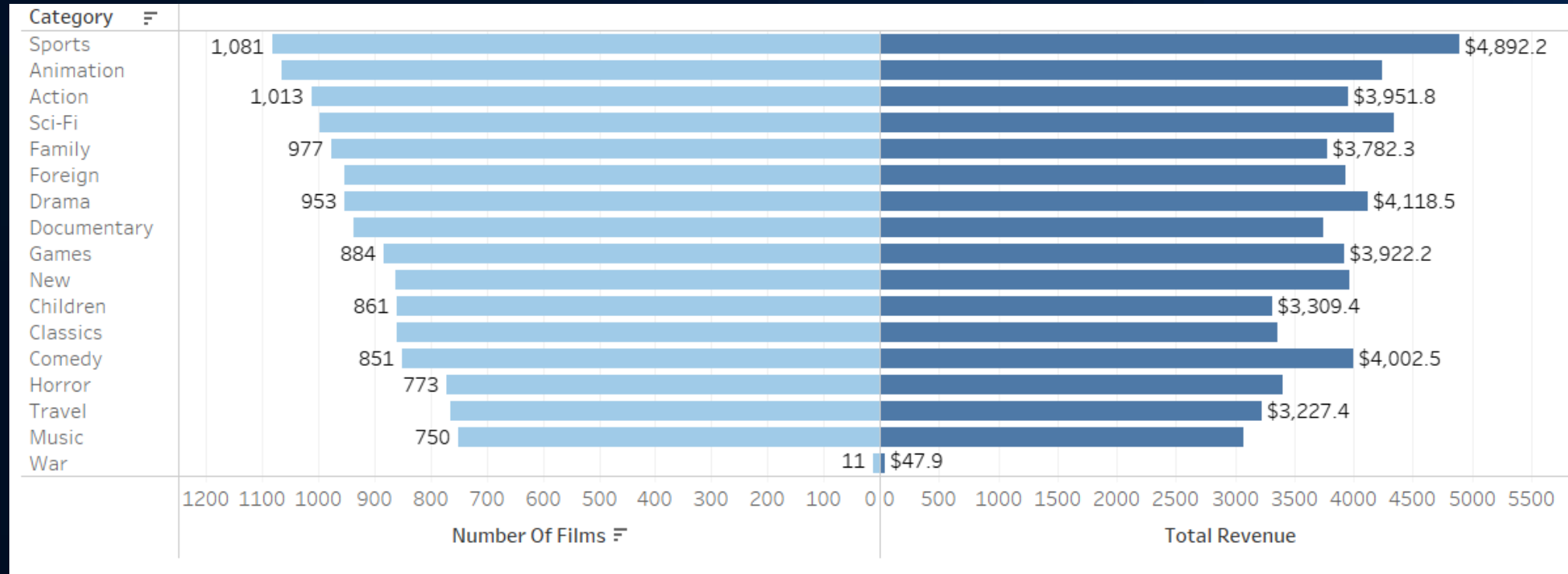
Bottom 5 Films

Title	Rating	Genre	Total Revenue
Texas Watch	NC-17	Horror	\$ 5.94
Oklahoma Jumanji	PG	New	\$ 5.94
Duffel Apocalypse	G	Documentary	\$ 5.94
Freedom Cleopatra	PG-13	Comedy	\$ 5.95
Rebel Airport	G	Music	\$ 6.93

Horror is not in the top 5 but is in the bottom 5



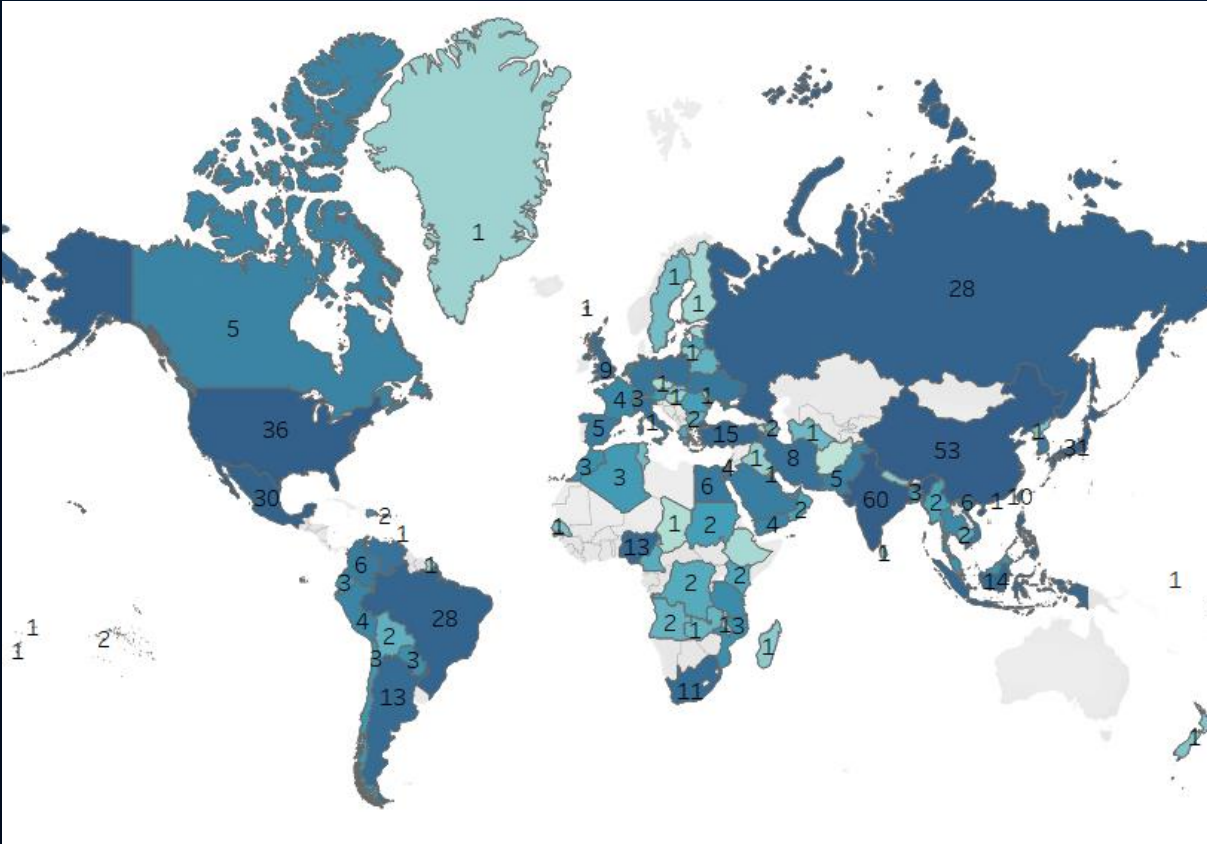
Total Revenue & No. of Films per Genre



Top 5 categories are Sports, Animation, Action, Sci-Fi, and Family. The top 5 make up 35% of total revenue. The worst performer is War (Thrillers are also classified under War)



Location



We have customers all over the world!

Top 3 Countries:

1. India with 60
2. China with 53
3. United States with 36

Australia has the highest potential to gain customers, as of now, we have 0



Top 5 Customers



First Name	Country	Total Amount Paid
Eleanor Hunt	Runion	\$ 211.55
Karl Seal	United States	\$ 208.58
Marion Snyder	Brazil	\$ 194.61
Rhonda Kennedy	Netherlands	\$ 191.62
Clara Shaw	Belarus	\$ 189.60

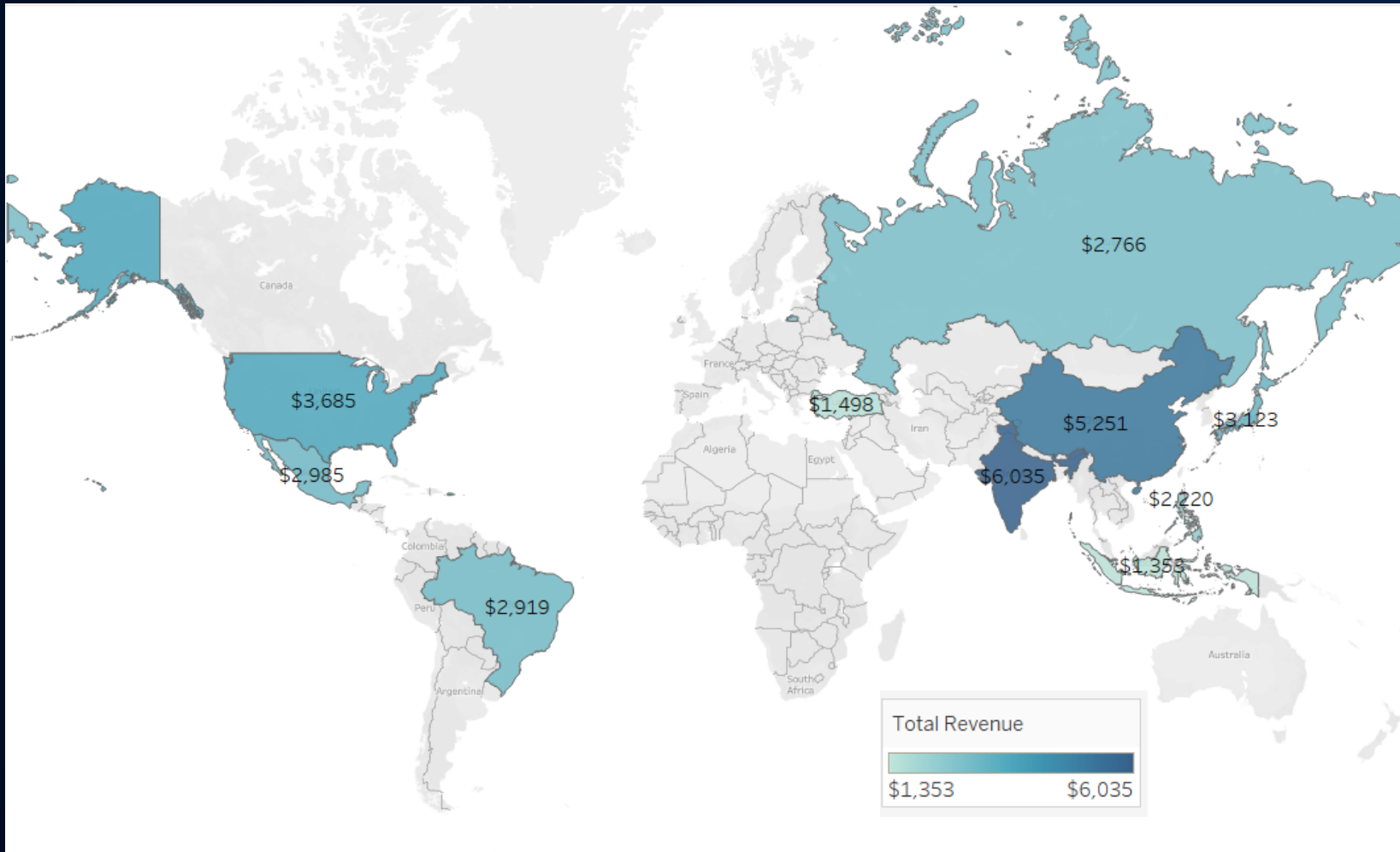
The top 3 Customers: Eleanor, Karl, and Marion, are also the top 3 in number of rentals.

Only 1 of the top 5 live in one of the top 5 countries.



Spatial Analysis

Top 10 Countries by Revenue



Recommendations

LIGHTS, CAMERA,
★ ACTION! ★

Popularity

Rockbuster should expand and spread further into the most popular genres: Sports, Sci-Fi, Animation, Drama, and Comedy

Location

Target market with high customer count and revenue: India, China, US, Japan, and Mexico

Retention & Potential

Creating a loyalty program would help retain existing customers while we dig into new territories



Research into untapped countries like Australia that have stores but no customers



Questions?

Thank you!