A close-up, low-key photograph of a film reel and its mechanical components. The film reel is on the left, with its spokes visible. The mechanical parts are in the center, with a bright light source visible in the background, creating a strong contrast and highlighting the textures of the metal and film.

# **Rockbuster Stealth Data Analysis Project for Movies**

# Motivation

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.

# Key Questions And Objective

To Determine the most profitable movies and regions that should be prioritized when switching to the online platform.



- 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 customers with a high lifetime value based?



- Do sales figures vary between geographic regions?

# Data Overview



MOST RENTED GENER -  
SPORTS



MOST RENTED  
RATE - 0.99



AVERAGE RENTAL  
RATE -2.99

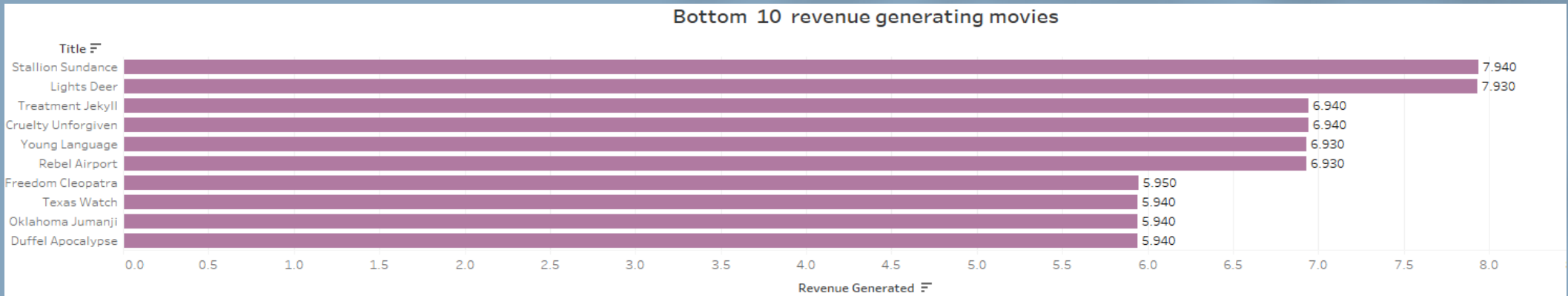
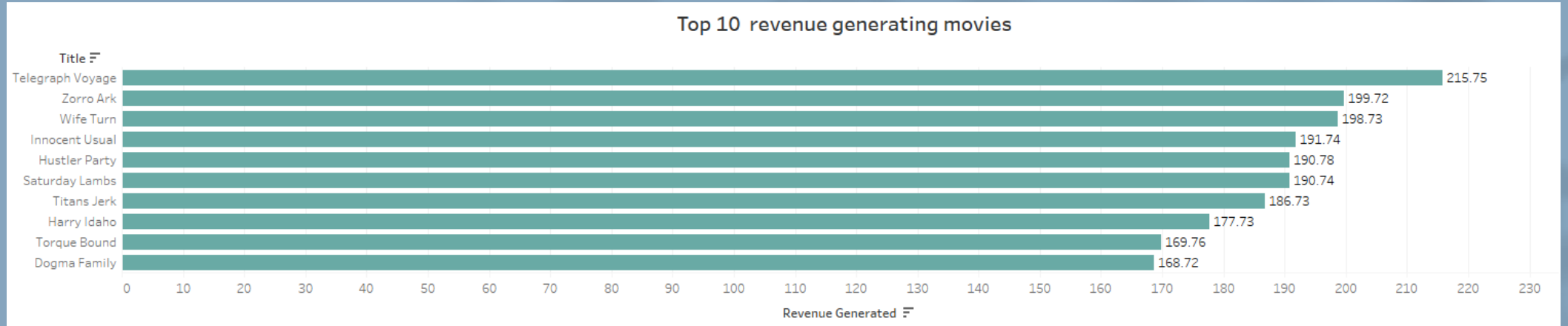


NUMBER OF DISTINCT  
FILM -1000



MOVIE LANGUAGE  
- ENGLISH

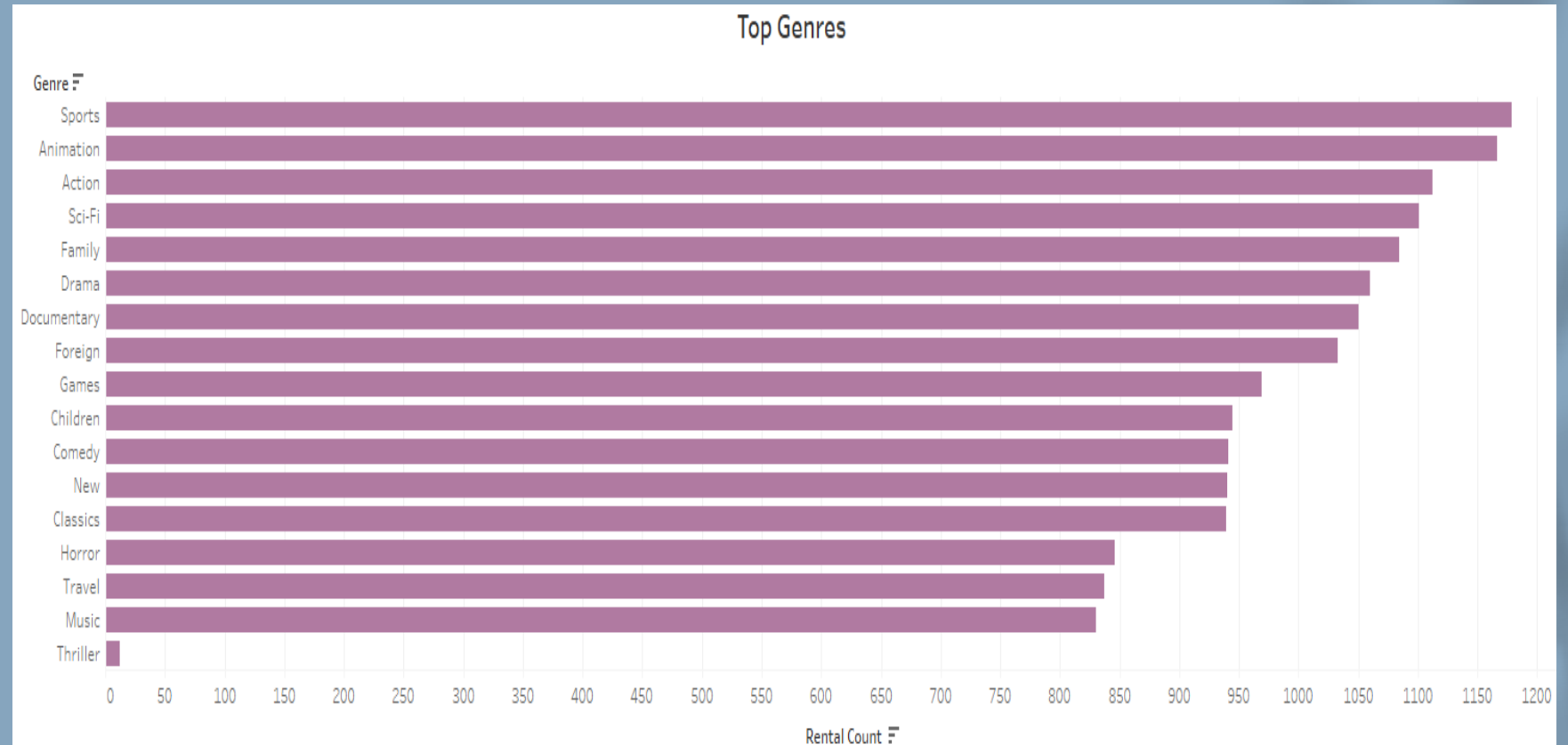
# Movies And Revenue



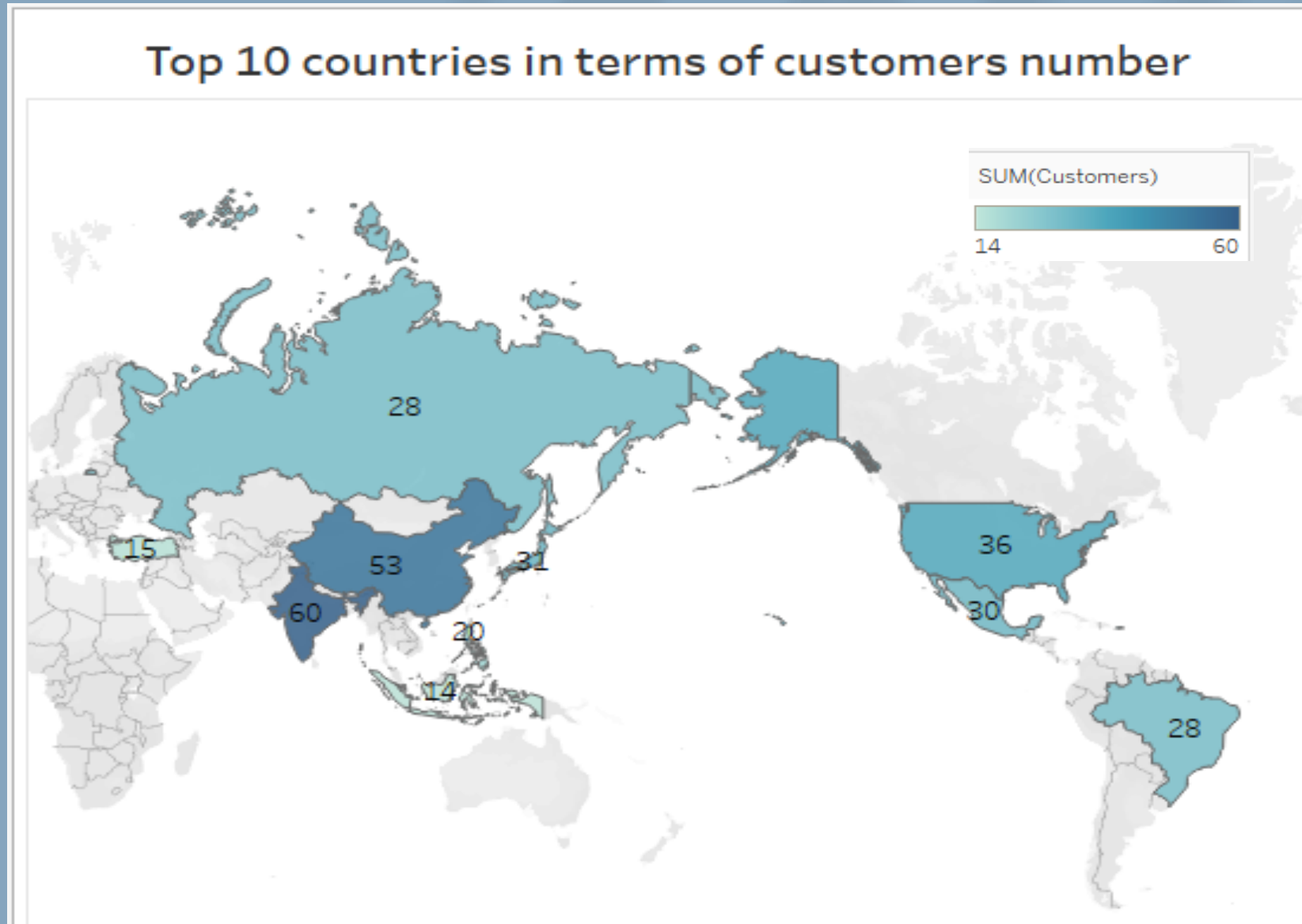
# Top Genres

## Top 10 Genres

- Sports
- Animation
- Action
- Family
- Documentary
- Foreign
- Games
- Children
- Comedy
- New



# Customer's count across geographical regions



country	customers
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28

# Top 10 Customers

customer_id	first_name	last_name	city	country	total_amount_paid in \$
148	Eleanor	Hunt	Saint-Denis	Runion	211.55
526	Karl	Seal	Cape Coral	United States	208.58
178	Marion	Snyder	Santa Brbara	Brazil	194.61
137	Rhonda	Kennedy	dOeste	Netherland	191.62
144	Clara	Shaw	Apeldoorn	s	189.6
459	Tommy	Collazo	Molodetno	Belarus	183.63
181	Ana	Bradley	Qomsheh	Iran	167.67
410	Curtis	Irby	Memphis	United States	167.62
236	Marcia	Dean	Richmond Hill	Canada	166.61
403	Mike	Way	Tanza	Philippines	162.67
			Valparai	India	



# Recommendations

- Prioritize the countries India, China, United state, Japan, Mexico While Launching platforms.
- Plan rewards and offers to most valued customers.
- Focus on top Genres

## Next Steps

- Analyse the countries with less customers and consider the interests of population living there while publishing online platforms.

Link to Tableau Public

[https://public.tableau.com/app/profile/kirti.mundada/viz/3\\_10PresentingSQLResults\\_kirti/TopGenres?  
publish=yes](https://public.tableau.com/app/profile/kirti.mundada/viz/3_10PresentingSQLResults_kirti/TopGenres?publish=yes)