

RockBuster Stealth LLC

DATA ANALYSIS

Project Overview

Company Objective

- 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.

Data

- The RockBuster database was used for the thorough analysis. Excel, PostgreSQL and Tableau were used to analyze the database and come up with the results, providing answers to the business challenges.

Data Statistics

Rockbuster Stealth LLC

Number of Films	1000
Number of Genres	17
Average Rental Rate	\$2.98
Average Rental Duration	4.98 Days
Average Film Length	115 minutes

Key Questions



WHICH MOVIES
CONTRIBUTED THE
MOST/LEAST TO
REVENUE GAIN?



WHAT WAS THE
AVERAGE RENTAL
DURATION FOR ALL
VIDEOS?



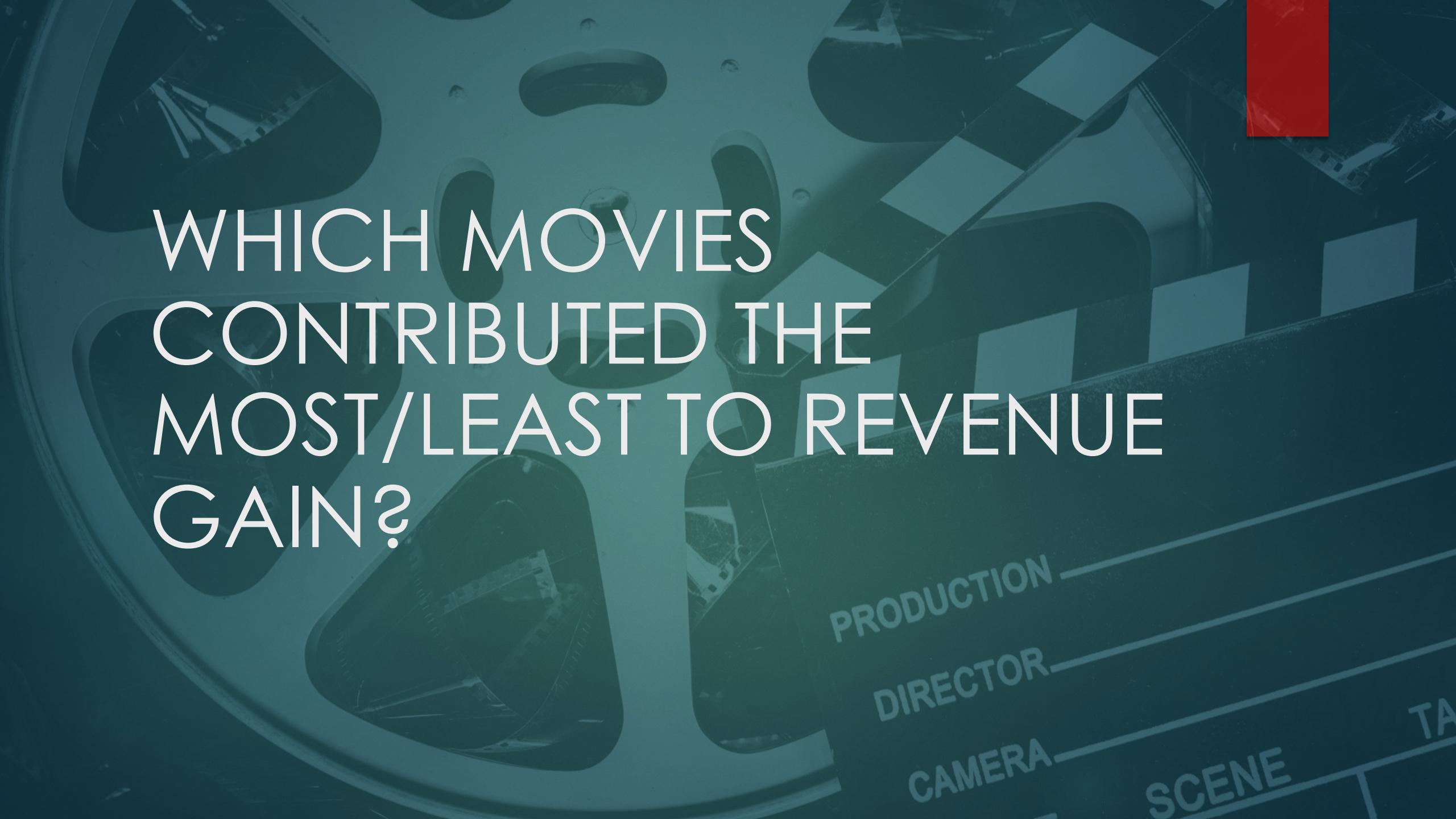
WHICH COUNTRIES ARE
ROCKBUSTER
CUSTOMERS BASED IN?



WHERE ARE CUSTOMERS
WITH A HIGH LIFETIME
VALUE BASED?



DO SALES FIGURES VARY
BETWEEN GEOGRAPHIC
REGIONS?



WHICH MOVIES
CONTRIBUTED THE
MOST/LEAST TO REVENUE
GAIN?

PRODUCTION

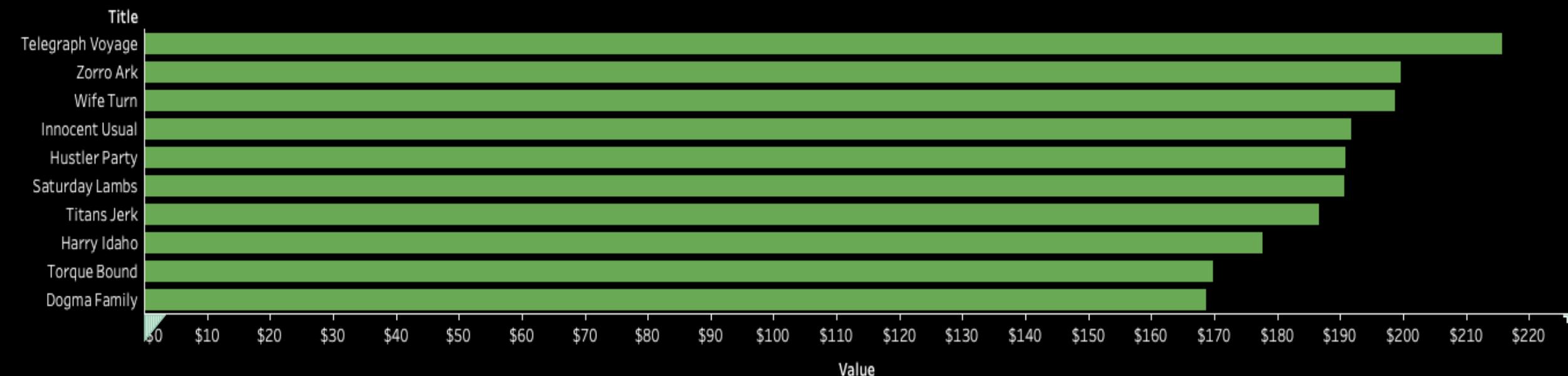
DIRECTOR

CAMERA

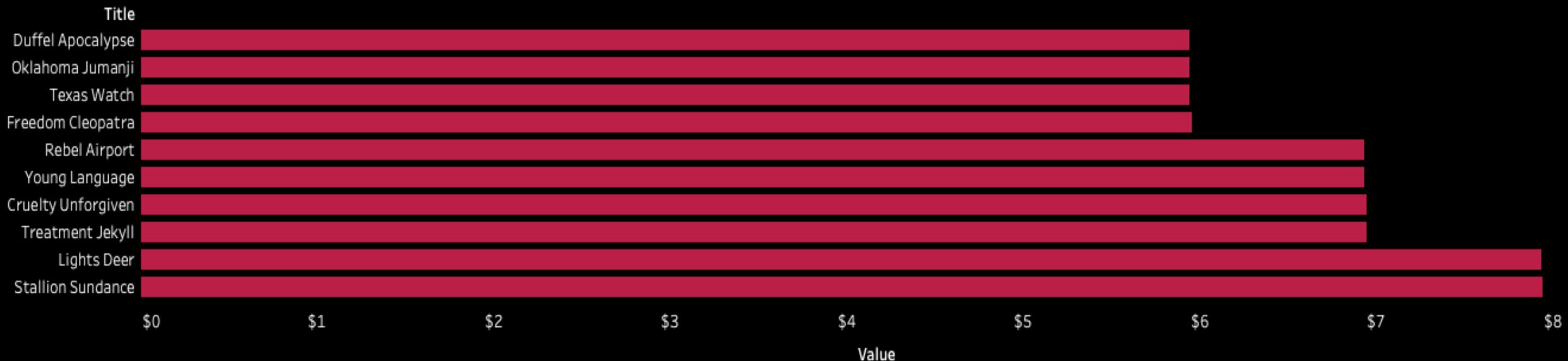
SCENE

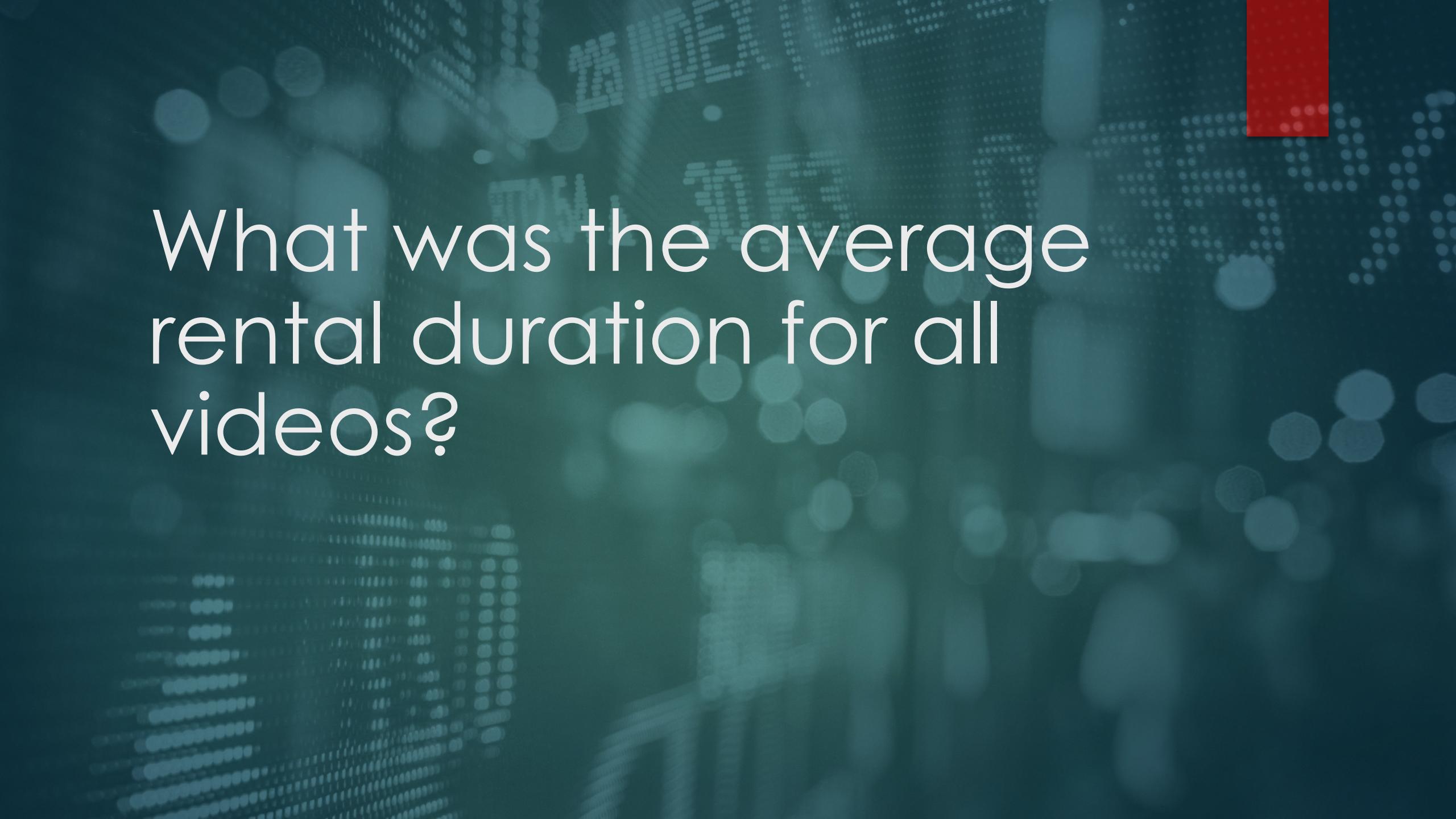
TA

Highest



Lowest

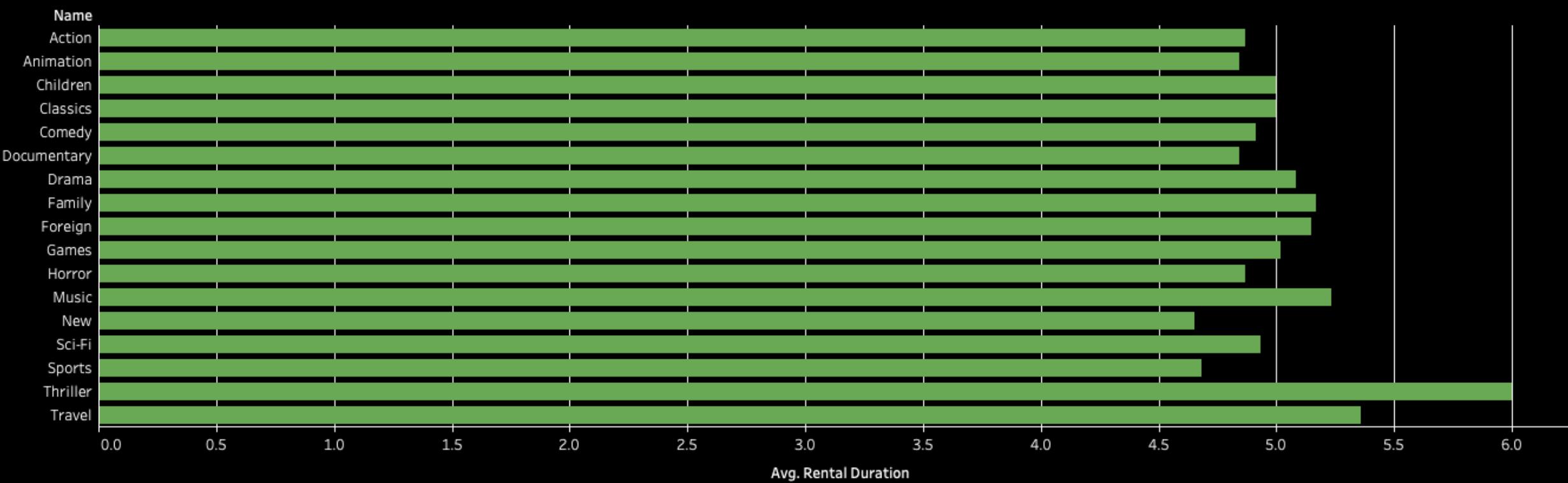


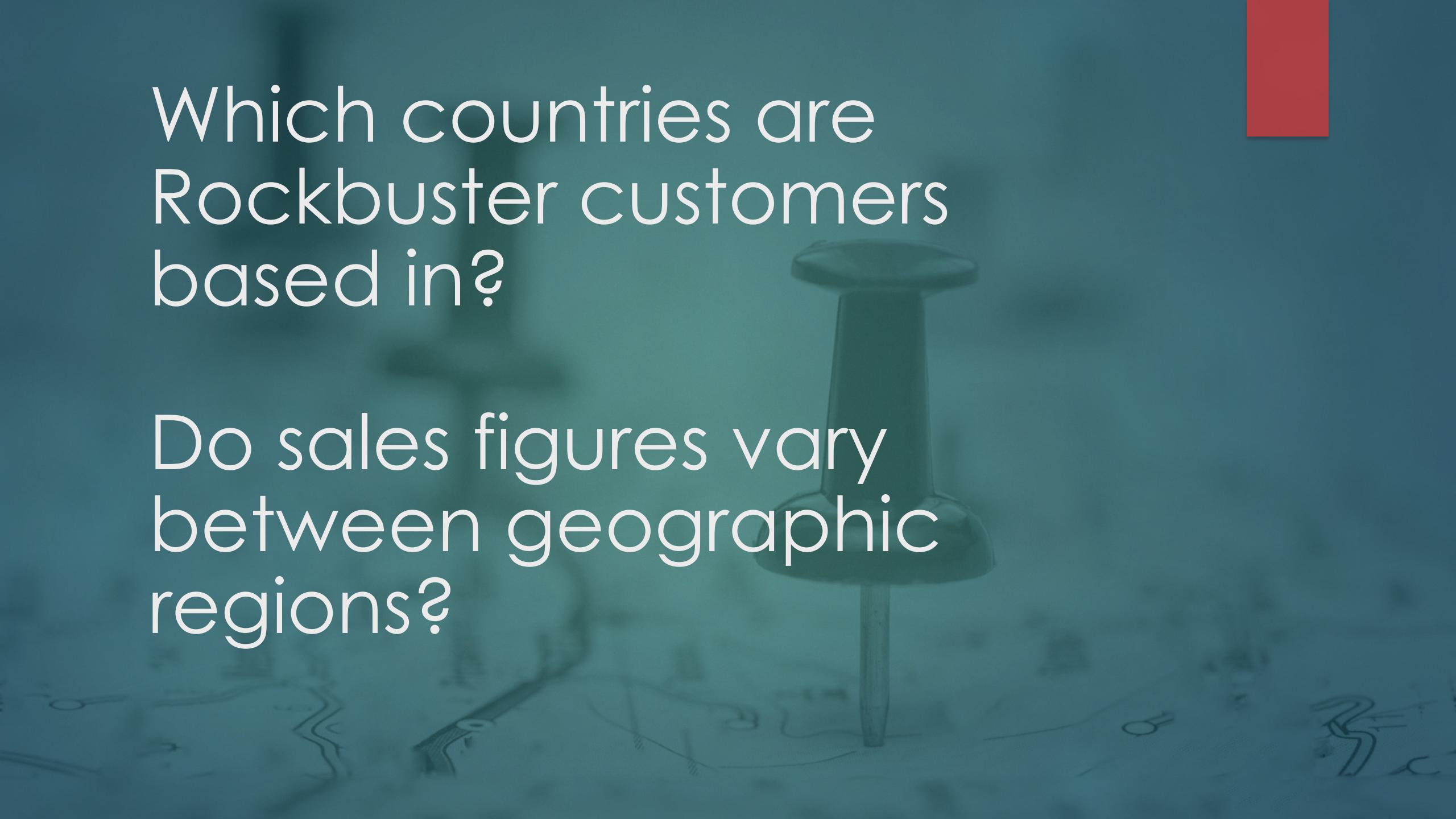


What was the average
rental duration for all
videos?



Average Rental Duration by Genre

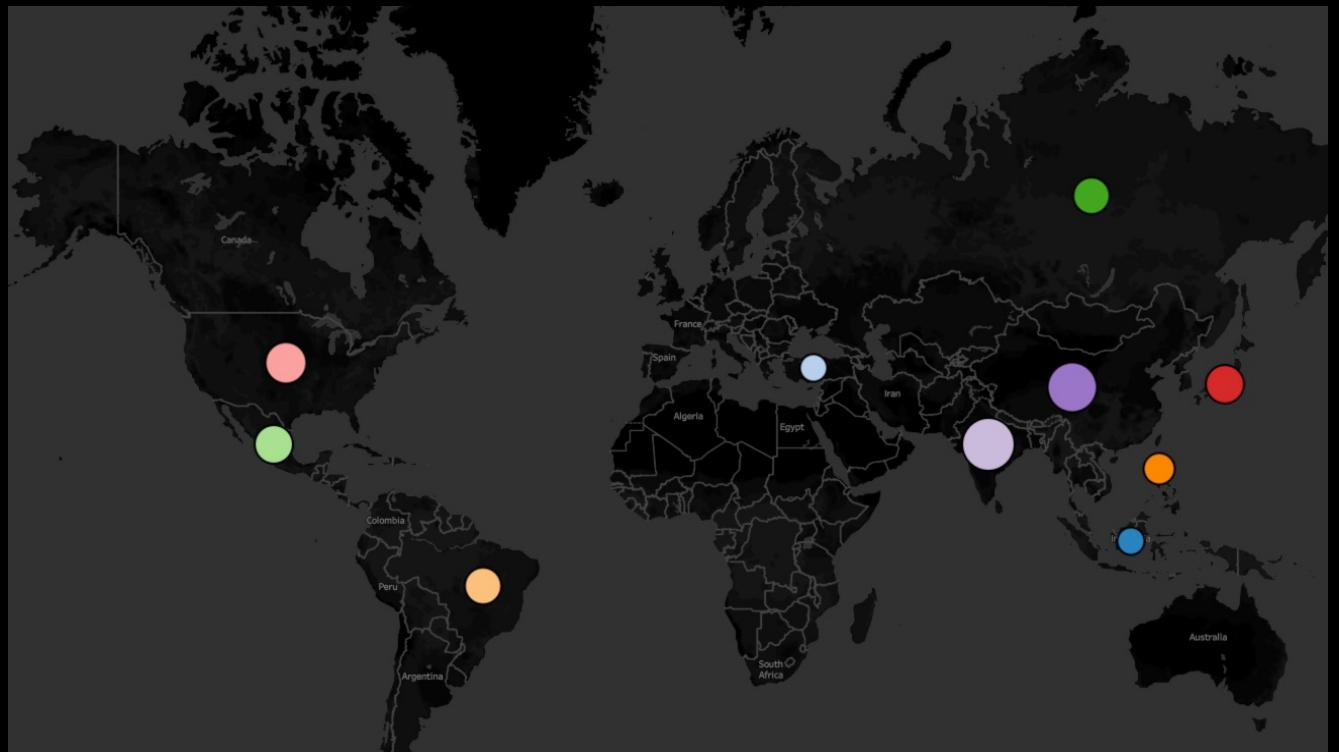


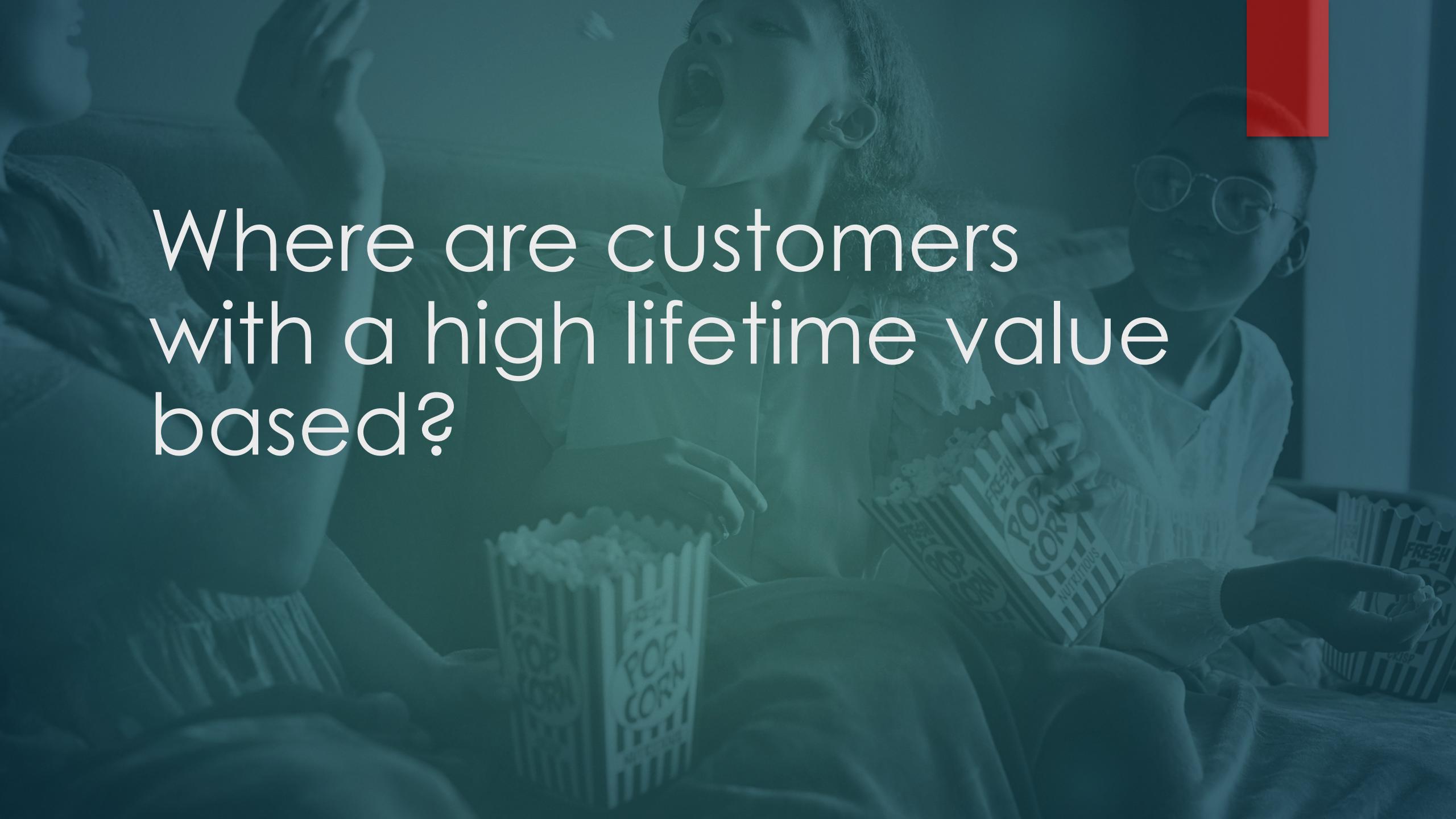
A pushpin is stuck into a world map, which is visible through a semi-transparent blue overlay. The pushpin is positioned in the central part of North America. A red vertical bar is located in the top right corner.

Which countries are
Rockbuster customers
based in?

Do sales figures vary
between geographic
regions?

- ▶ Rockbuster consists of customers in 109 different countries.
- ▶ India is the largest market for RockBuster followed in order by the following: China, United States, Japan, Mexico, Russian Federation, Brazil, Phillipines, Turkey and Indonesia



A black and white photograph of a movie theater interior. In the foreground, a person's hands are shown holding a large bucket of popcorn. In the background, several people are seated in theater seats, looking towards the screen. One person on the right side of the frame is wearing round glasses and has their mouth open as if they are shouting or cheering. The overall atmosphere is that of a lively movie viewing experience.

Where are customers
with a high lifetime value
based?

- ▶ Eleanor Hunt – Runion
 - ▶ Karl Seal – United States
 - ▶ Marion Snyder - Brazil
 - ▶ Rhonda Kennedy -Netherland
 - ▶ Clara Shaw – Belarus
-
- ▶ There isn't much correlation between the locations of the highest lifetime value and the countries they are located

Recommendations

1

Invest in Thriller titles as that is the most popular genre

2

Remove the most unpopular titles

3

Push for movies in different languages to be added as the only language available is English and the company is worldwide

4

Specifically focus on titles and genres that are popular in India and put the most efforts forward in that market as it has the highest market share

- ▶ <https://public.tableau.com/app/profile/kurt.son/viz/KurtSQL10/averageental?publish=yes>