



# Rockbuster Stealth

DATA ANALYSIS PROJECT

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# Key Insights

- ▶ The average movie rental is 5 days
- ▶ The most popular film category is PG-13
- ▶ Rental rates are evenly distributed between \$.99, \$2.99, & \$4.99
- ▶ The Rockbuster database has 599 customers & 1000 movies

# Which Country has the largest customer base?

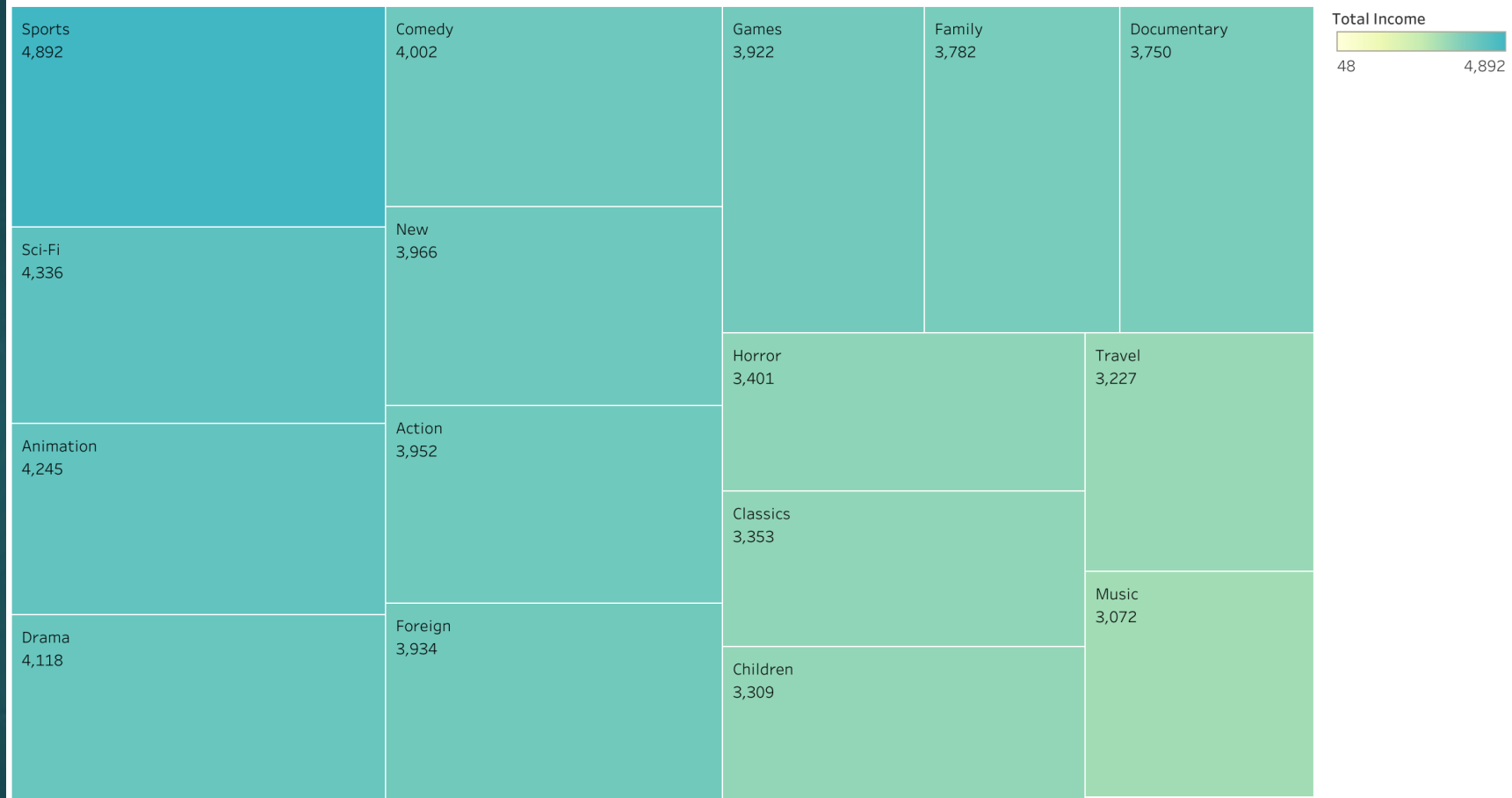
India has the largest customer base with 10% of customers here

Top 10 Countries based on Revenue



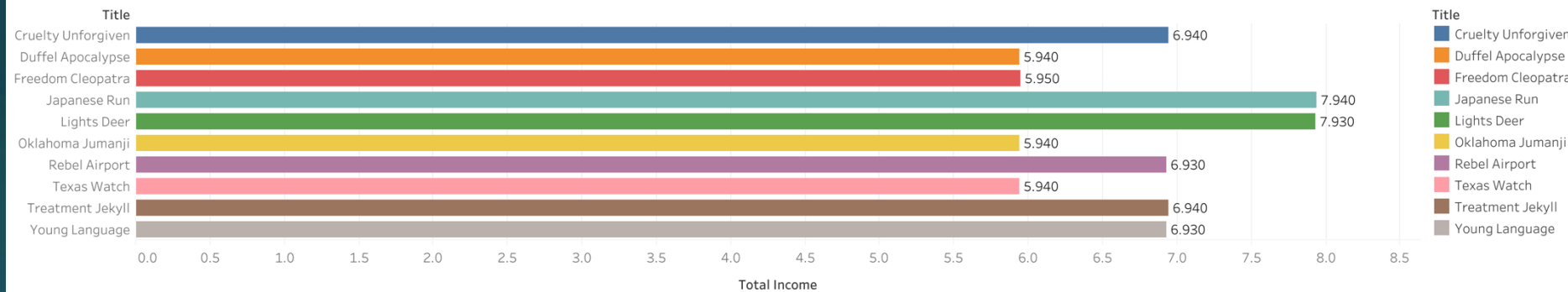
# Revenues based on Genres

Revenue based on Genre

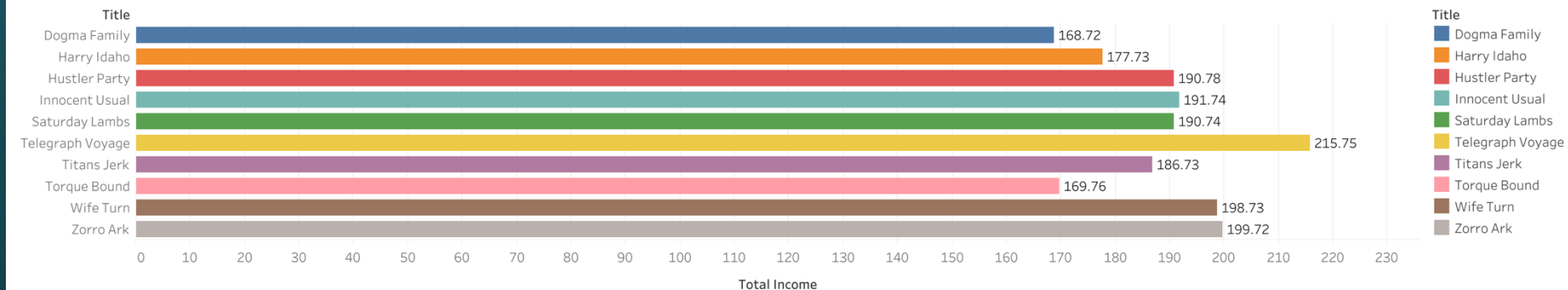


# Top 10 & Bottom 100 Films based on Revenue

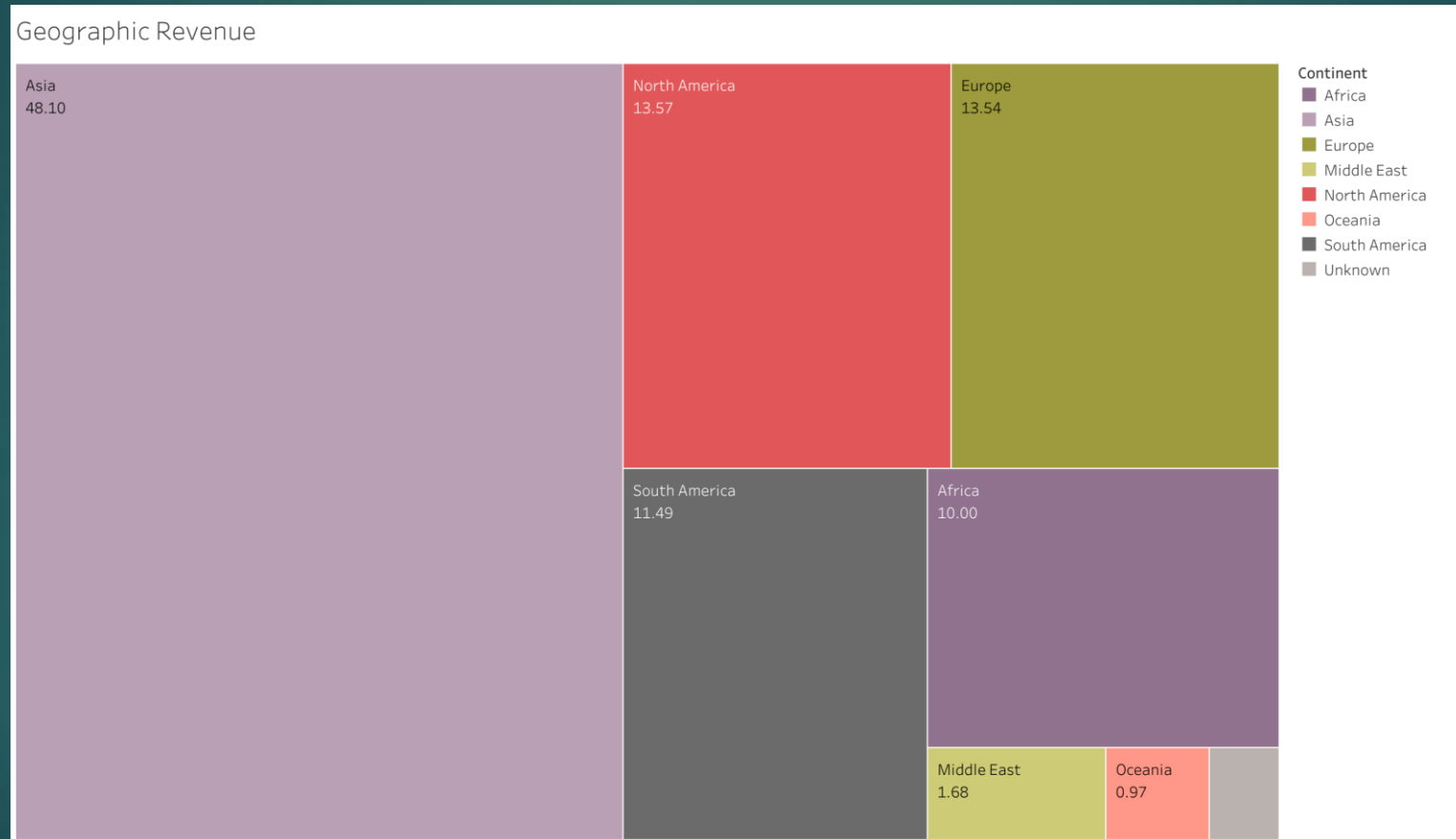
Bottom 10 Films



Top 10 Films



# Revenue Distribution by Geographic Revenue



# Recommendations

Focus efforts into China & India as they have the most customers and highest population amongst countries

Sports, sci-fi, animation, and drama generate the most revenue and collection should continue to expand