

Rockbuster Stealth Data Analysis Project



Our fact-finding mission

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What are we getting into?

- Our “why”
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Our “why”

Rockbuster wants to stay competitive against Netflix and Amazon Prime.

→ **So we are launching an online video rental service! Exciting!**

And to do that successfully, Rockbuster needs a launch strategy, developed in collaboration with inventory and customer insights departments.

Key questions we are answering today

- 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?

#insights

Quick facts

To get us started



599

Customers

Top 10 countries by customer numbers

	count bigint		country character varying (50)
1	60		India
2	53		China
3	36		United States
4	31		Japan
5	30		Mexico
6	28		Brazil
7	28		Russian Federation
8	20		Philippines
9	15		Turkey
10	14		Indonesia

1000

Films in our inventory

5 days

Average rental duration

Ranging from 3 to 7 days

3 money

Average rental rate per day

Ranging from 0.99 /day to 4.99 /day

20 money

Average replacement cost per film

Ranging from 9.99 to 29.99

PG-13

Most common movie rating in our inventory

2006

Release year of all the movies in the inventory

115 minutes

Average movie length

Ranging from 46 to 185 minutes

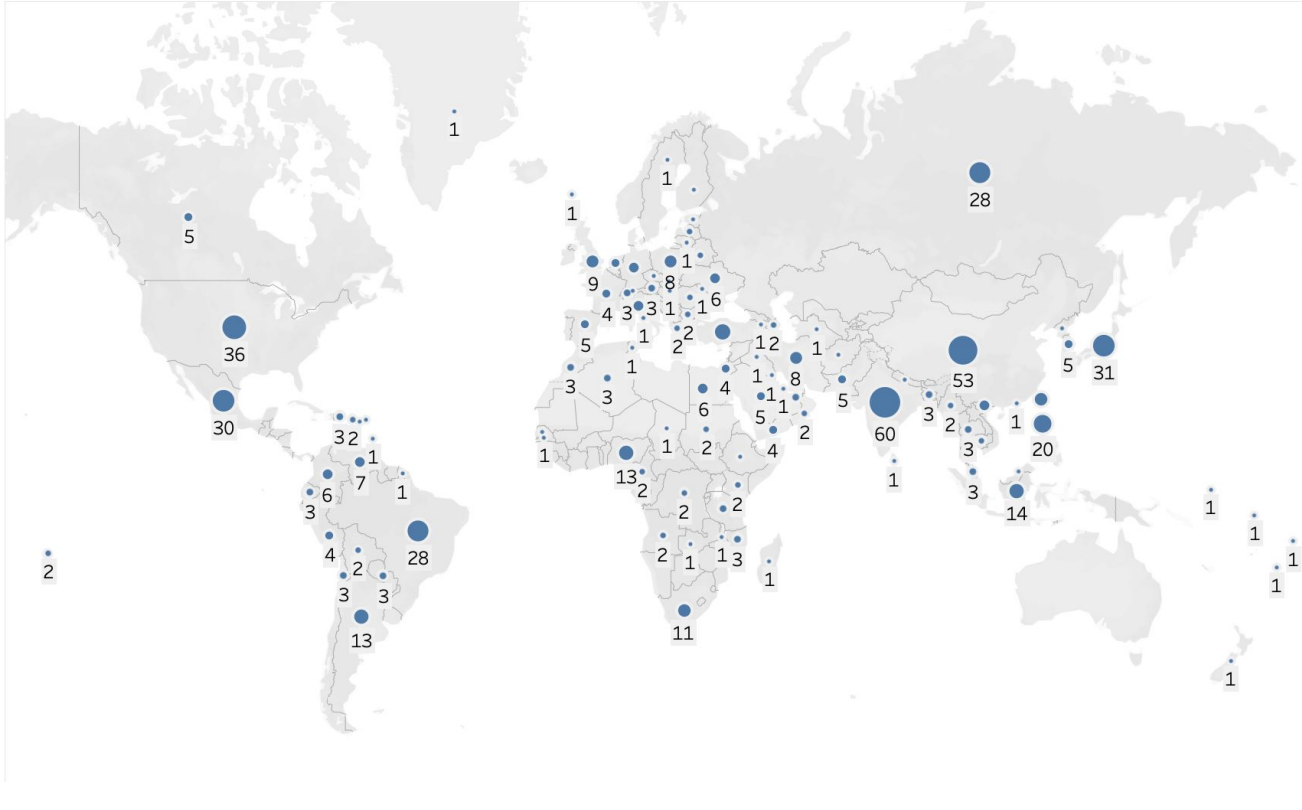
Visuals

Let's answer our key questions with some images so you can get the picture even better!



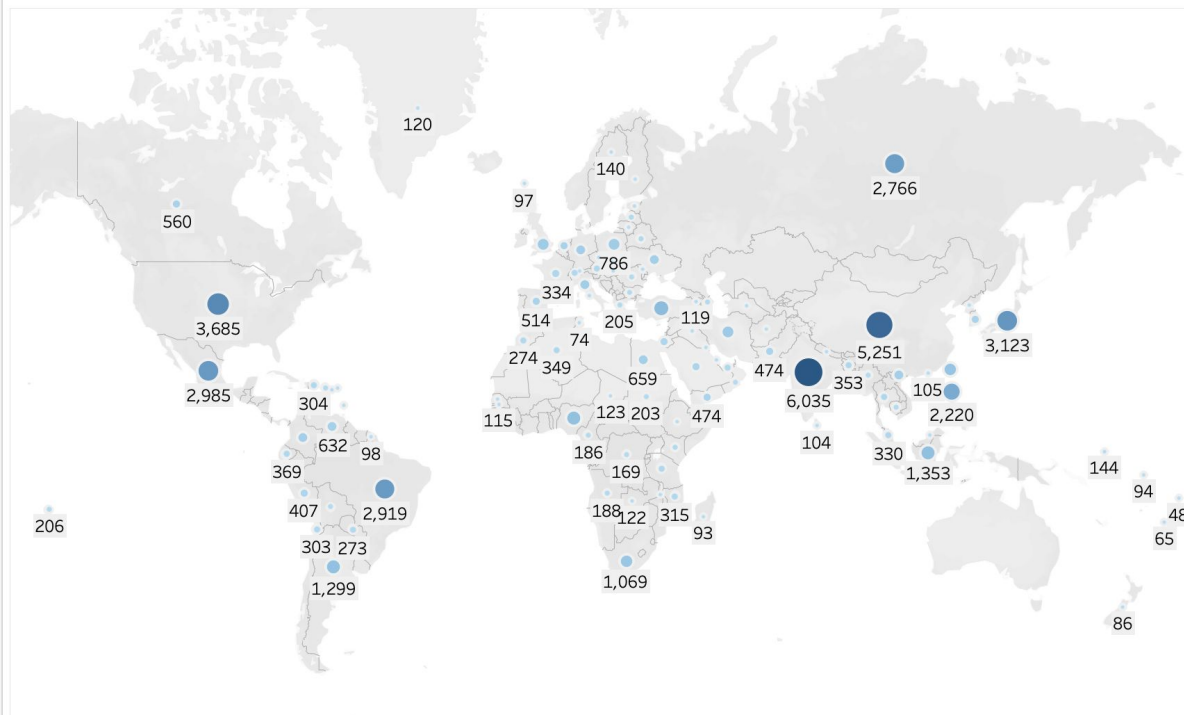
Countries customers are based in

Rockbuster Customers Around the World



Where our high lifetime value customers are

Rockbuster Customers Around the World by Payment



**What questions
do you have for
me?**

Appendix

Do you want details? I love details!

For:

- Any more info
- Tableau links (cuz you couldn't get enough of these pretty visuals)
- Excel sheets (to get your hands on the data yourself)
- Or anything else really

Let me know! I can help you out!

[Here's](#) a link to Tableau to get you started!

**Thanks for your
attention!**