Rockbuster
Stealth Data Analysis

By Liv Balistreri

Objective and key business 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?
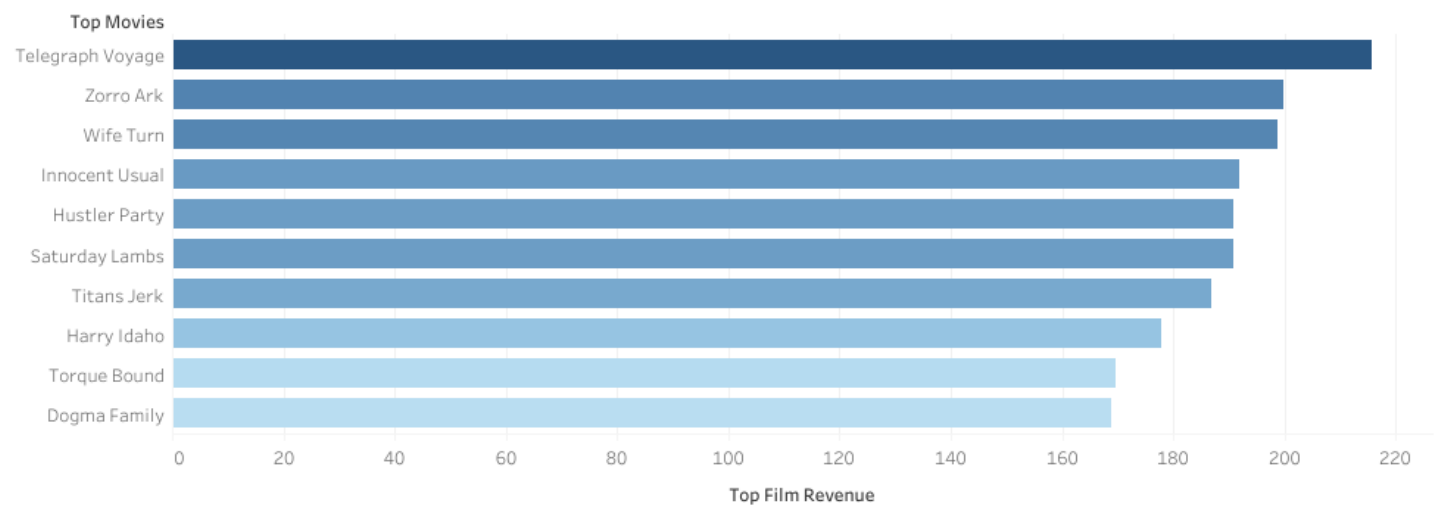
Rockbuster Business Summary

Total Revenue:
$61,312

Total Customers:
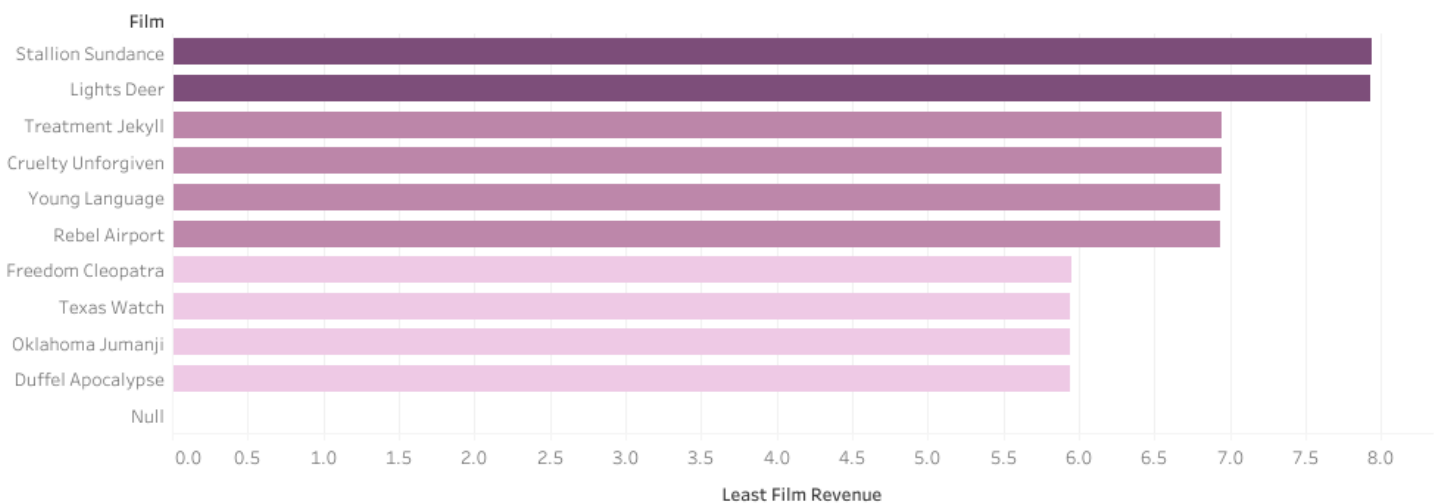599 in 109 Countries

Highest Revenue Country:
India

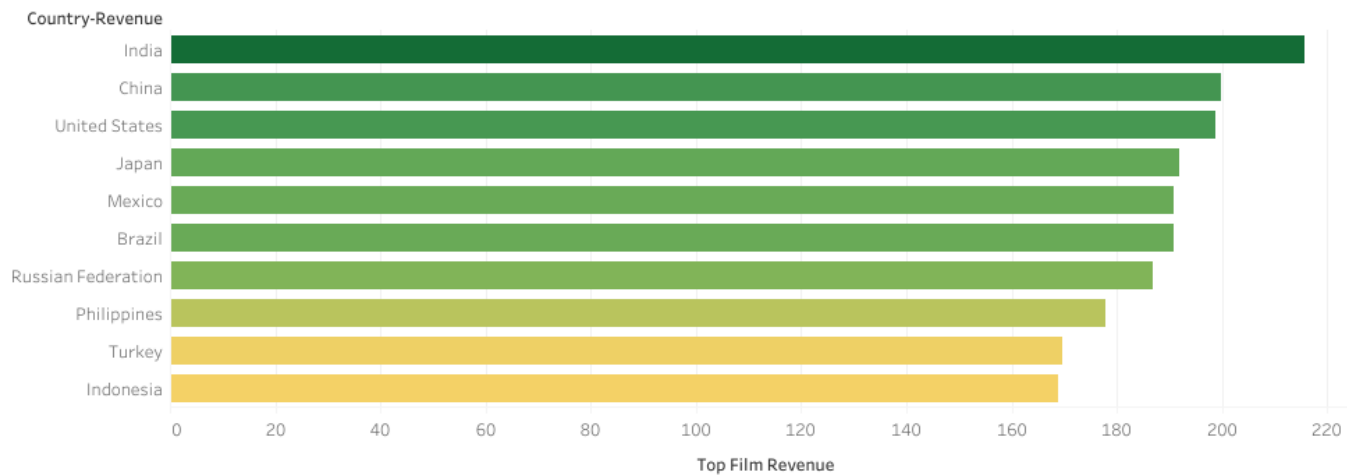**Highest Revenue Genre:**
Sports
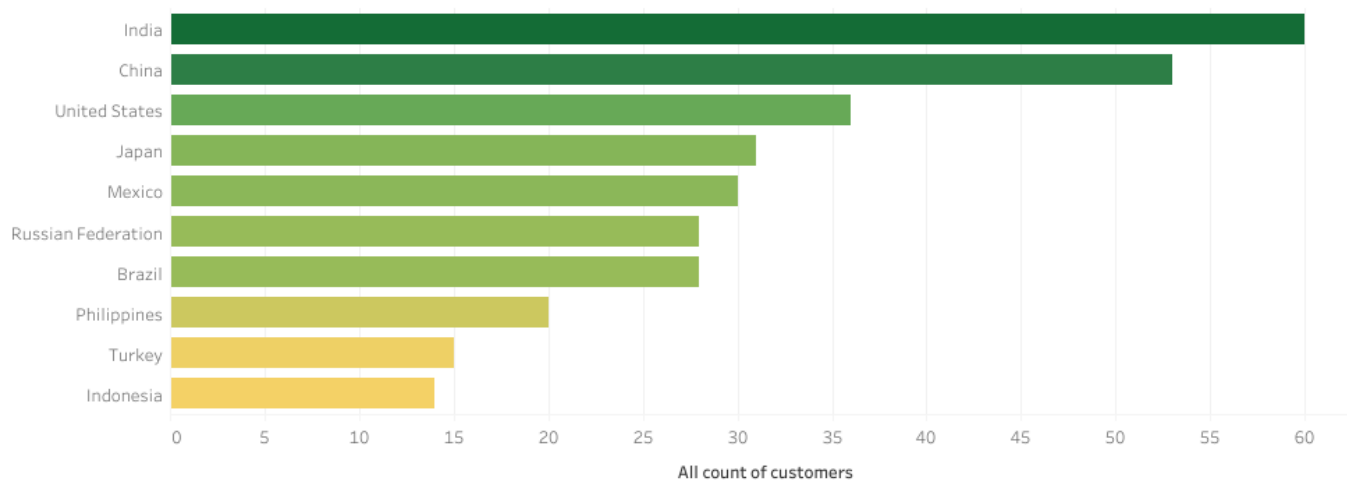
Average Rental Duration:
5 days

Top 10 movies

Top Movies

Movie	
Telegraph Voyage	
Zorro Ark	
Wife Turn	
Innocent Usual	
Hustler Party	
Saturday Lambs	
Titans Jerk	
Harry Idaho	
Torque Bound	
Dogma Family	

Top Film Revenue (x-axis: 0, 20, 40, 60, 80, 100, 120, 140, 160, 180, 200, 220)

10 least ordered movies

Film

Film	
Stallion Sundance	
Lights Deer	
Treatment Jekyll	
Cruelty Unforgiven	
Young Language	
Rebel Airport	
Freedom Cleopatra	
Texas Watch	
Oklahoma Jumanji	
Duffel Apocalypse	
Null	

Least Film Revenue (x-axis: 0.0, 0.5, 1.0, 1.5, 2.0, 2.5, 3.0, 3.5, 4.0, 4.5, 5.0, 5.5, 6.0, 6.5, 7.0, 7.5, 8.0)

Top 10 Countries by Revenue

Country-Revenue

India, China, United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey, Indonesia

x-axis: Top Film Revenue (0 to 220)

Top ten counties with highest customer count

India, China, United States, Japan, Mexico, Russian Federation, Brazil, Philippines, Turkey, Indonesia

x-axis: All count of customers (0 to 60)

Customers and revenue by country

Count Of Custome..
14   60

Total Revenue
3,072   4,892

Total Revenue
3,072
3,500
4,000
4,500
4,892

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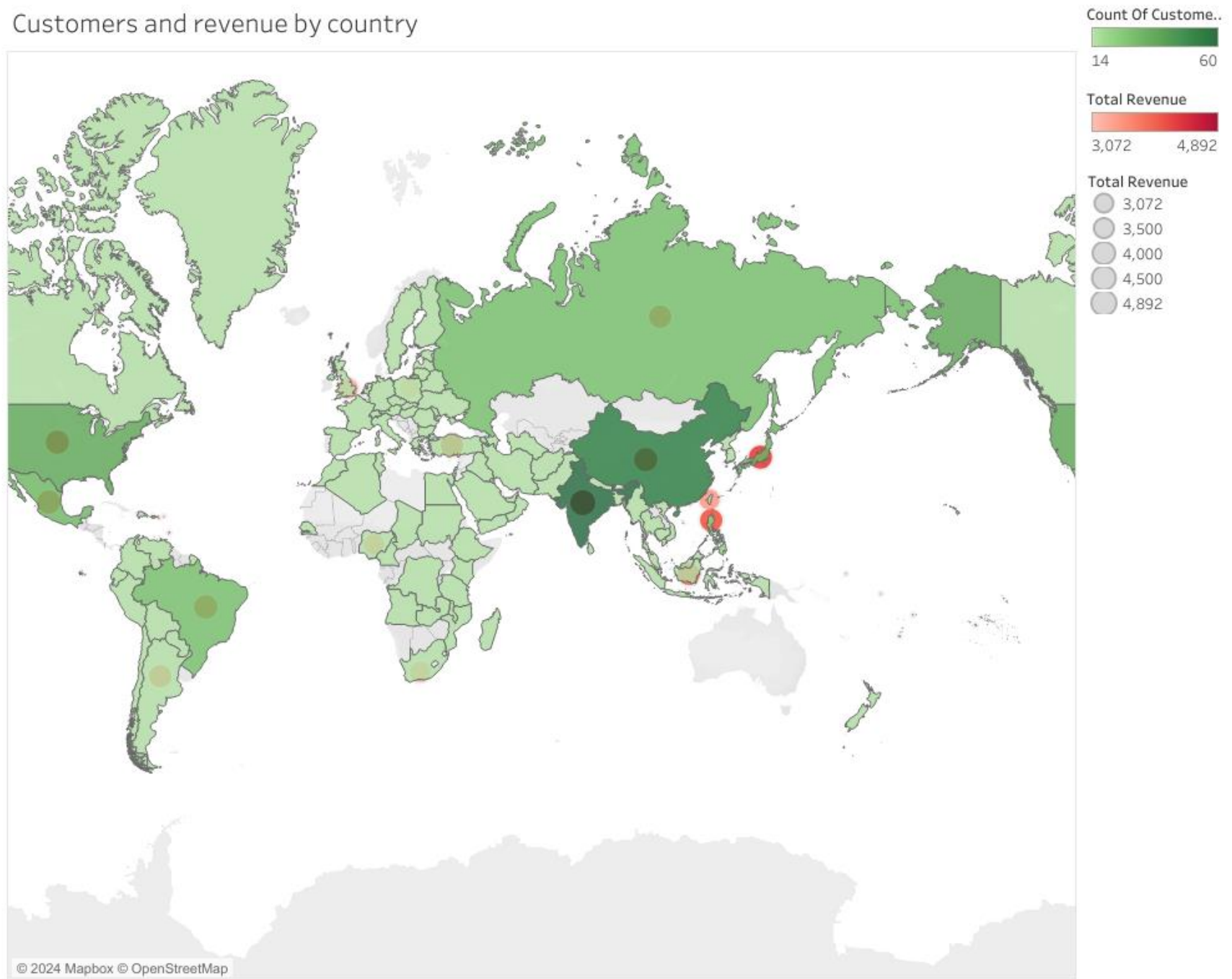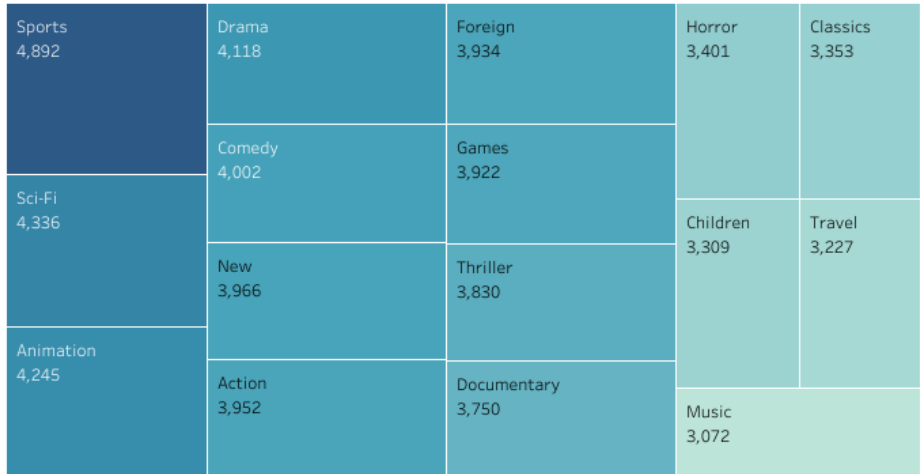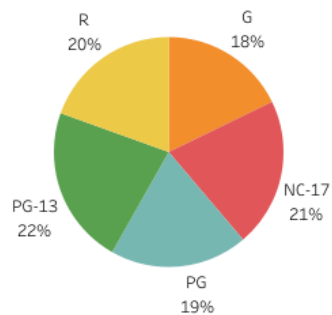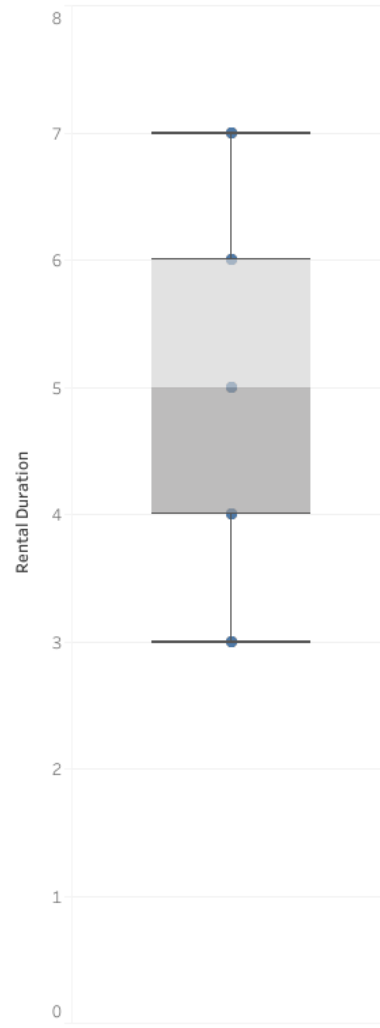
Genre, rental duration, and rating summary

- The leading genre by revenue is sports followed closely by Sci-Fi.
- The rating percentage is rather equal across each rating.
- The average rental duration is 5 day.

Recommendations

Direct marketing efforts towards top 10 revenue generating countries and focus on greatest popularity genres such as sports and sci-fi

Drop the least watched movies to budget for movies that will be more well received

Consider discounts on rentals during certain times of the year or as a reward for loyal customers. Research can be done to see the effectiveness of this

Further analysis can be done on customer demographics in countries that have lower sales to see if there are marketing strategies that can be done to improve revenue

Thank you

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