



Rockbuster Stealth Data Analysis Project

MARTINA TOMIC

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Motivation

Rockbuster Stealth LLC used to be a movie rental company with **locations all over the world**.

To be competitive on the market of streaming services like Netflix and Amazon Prime, the Rockbuster Stealth management team plans to use its existing movie licenses **to develop an online video rental service**.

To help with the launch strategy for the new online video service, we will:

01

Examine the
existing condition

02

Provide answers to
the key questions

03

Offer
recommendations
for a new strategy

KEY QUESTIONS



Which movies contributed the most/least to revenue gain?



What was the average rental duration for all videos?



What countries do Rockbuster's clients come from?



Where are customers with a high lifetime value based?



Is there a difference in sales figures between regions?

Rockbuster Stealth Existing Data - Films



1000 films



6 different
languages



All film
released in
2006



Majority of
films were
rented for 6
days



20 different
genres



200 actors

Rockbuster Stealth Existing Data - Customers



599 customers



customers in 108
different
countries



customers in 597
different cities



stores: 2
(Australia &
Canada)



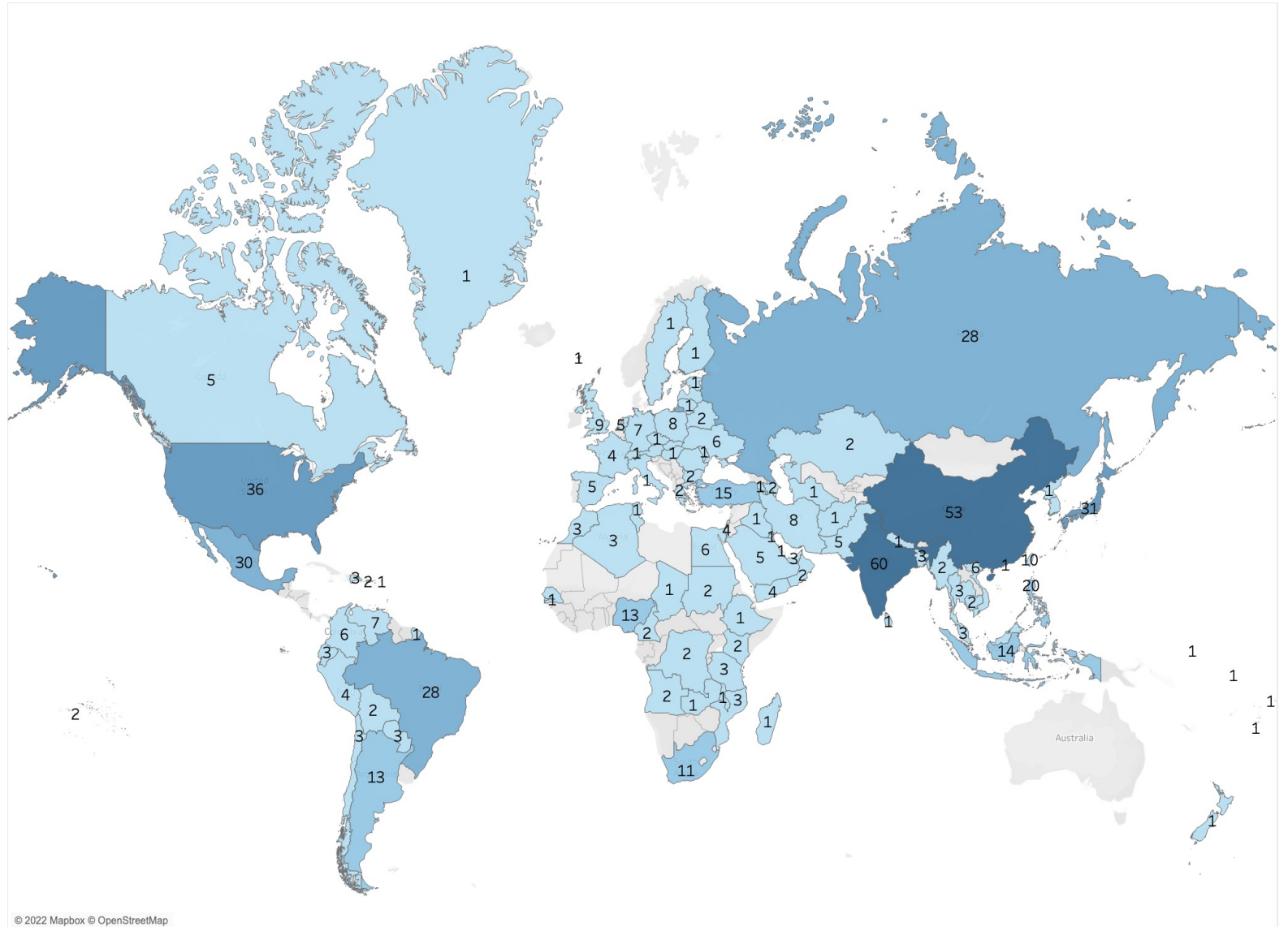
2 employees

Rockbuster Stealth Existing Data - Rental

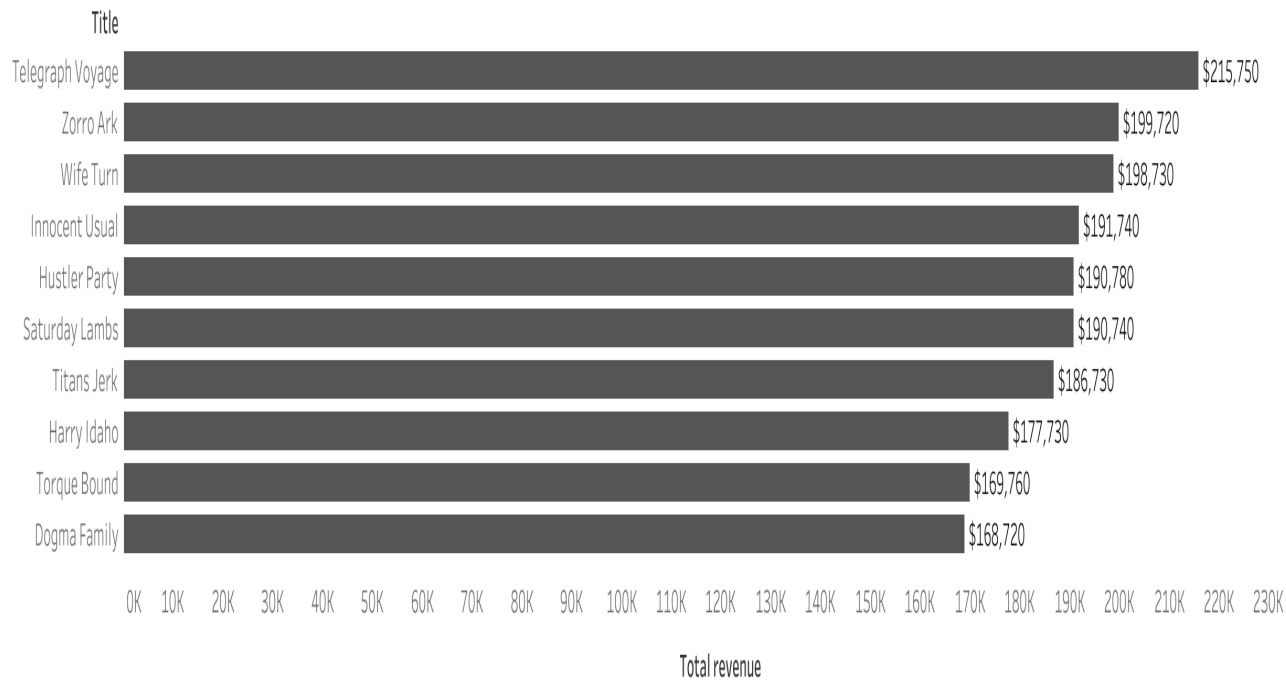
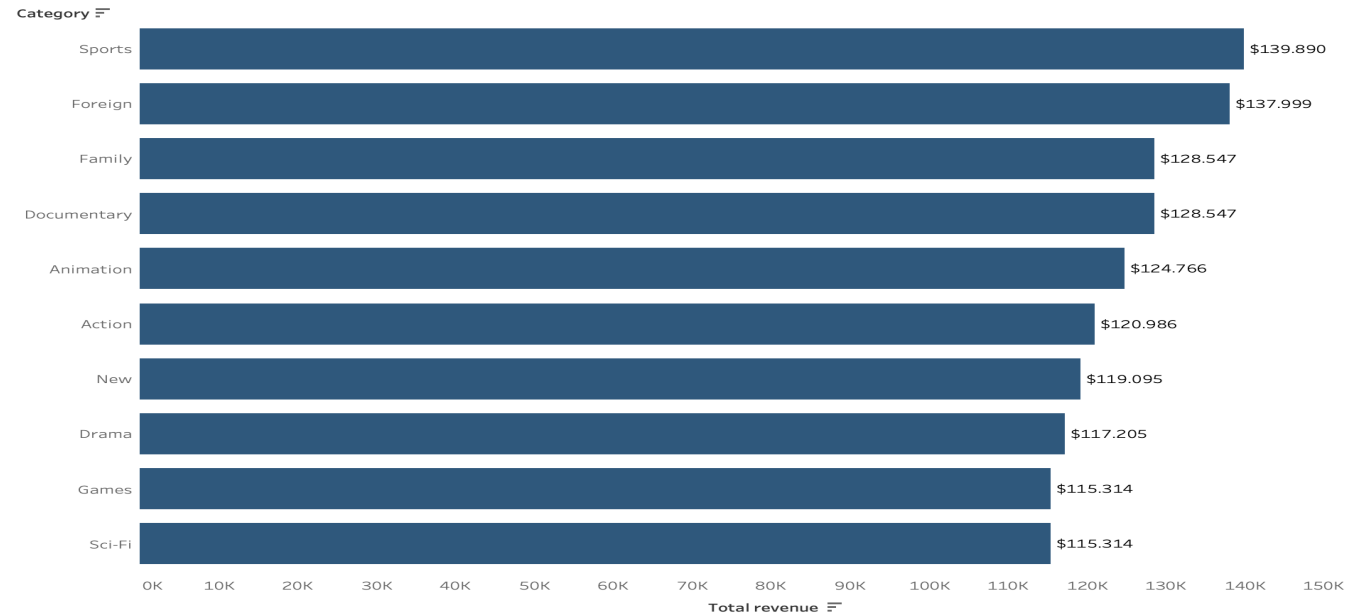
		MAX	MIN	AVG	MODE
	Rental Duration	7 min	3 min	5 min	
	Rental Rate	\$ 4.99	\$ 0.99	\$ 2.98	
	Film Length	185 min	46 min	115 min	
	Replacement Cost	\$ 29.99	\$ 9.99	\$ 19.98	
	Rating				PG-13
	Category				Action

Rockbuster Customer Location

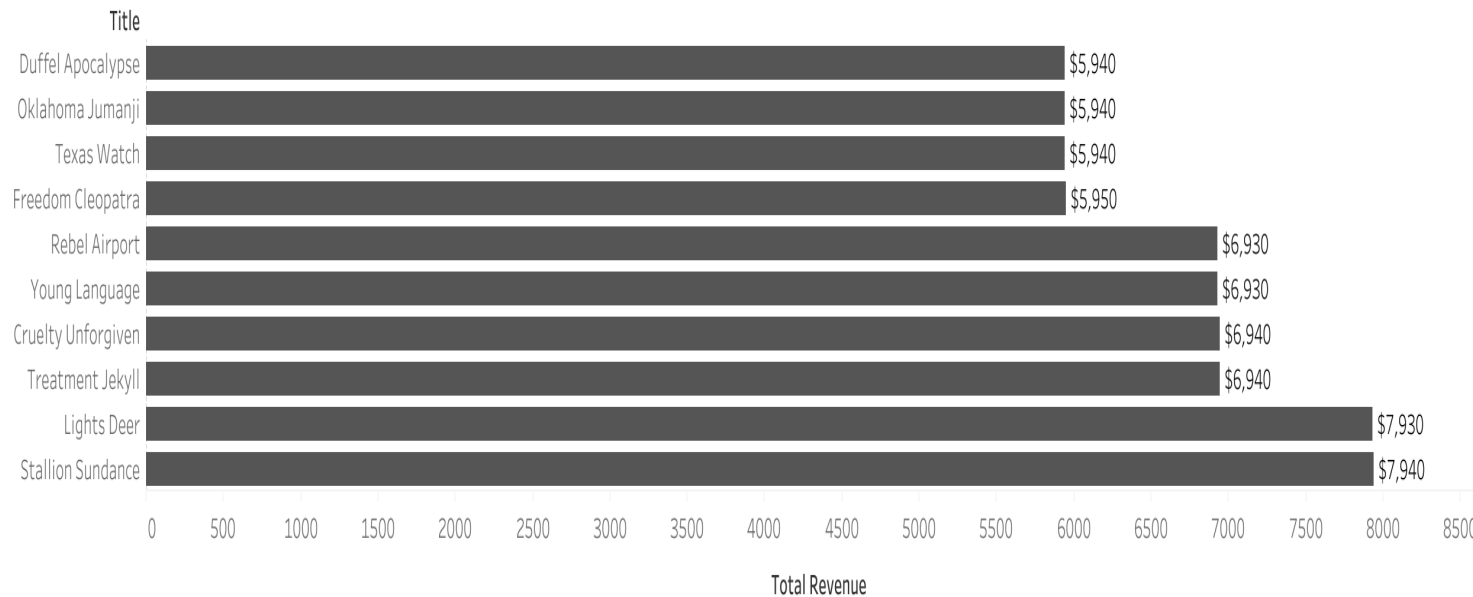
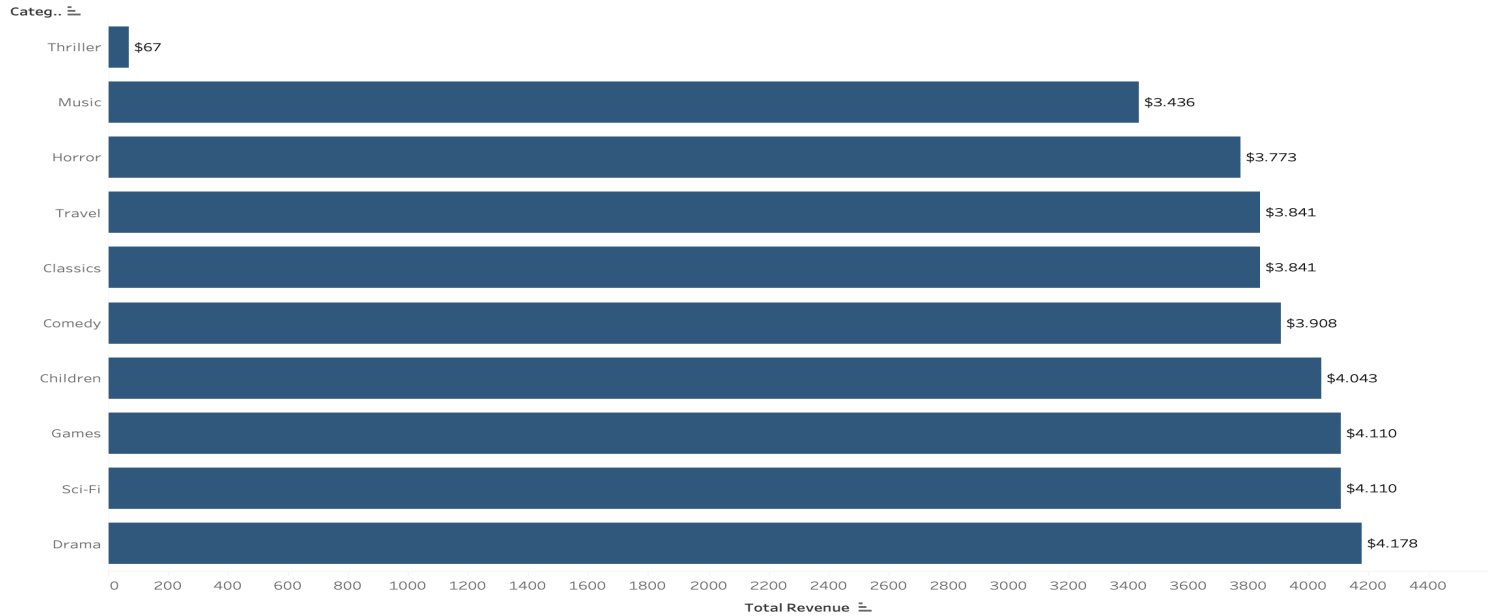
- Customers are located all around the world, although the majority are from India (60), China(53) and the United States(36).



Top 10 Category's and Films by Total revenue

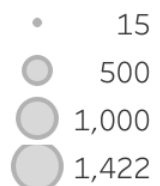


Last 10 Category's and Films by Total revenue

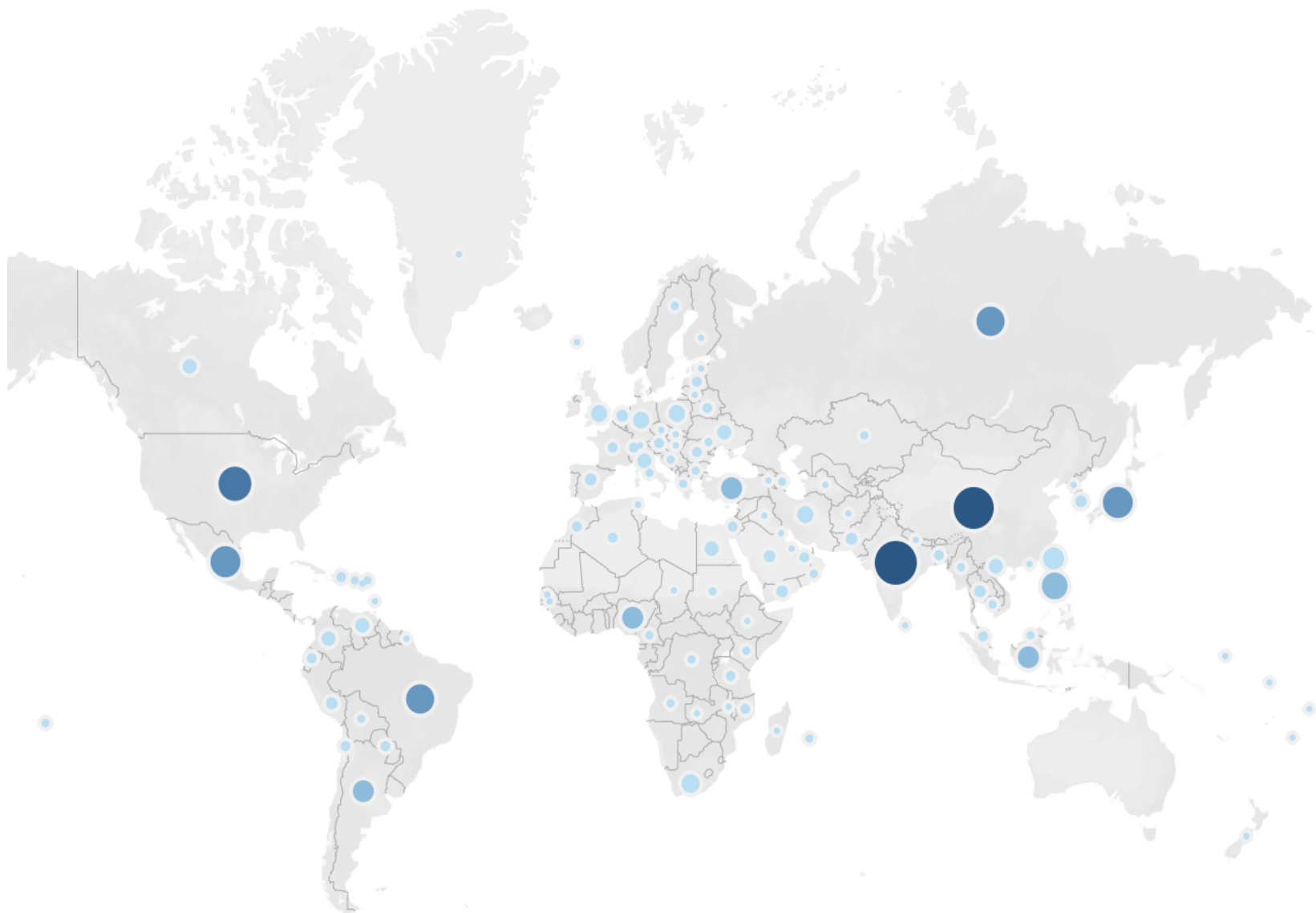


Sales figures by Geographic Regions

Number of Customers

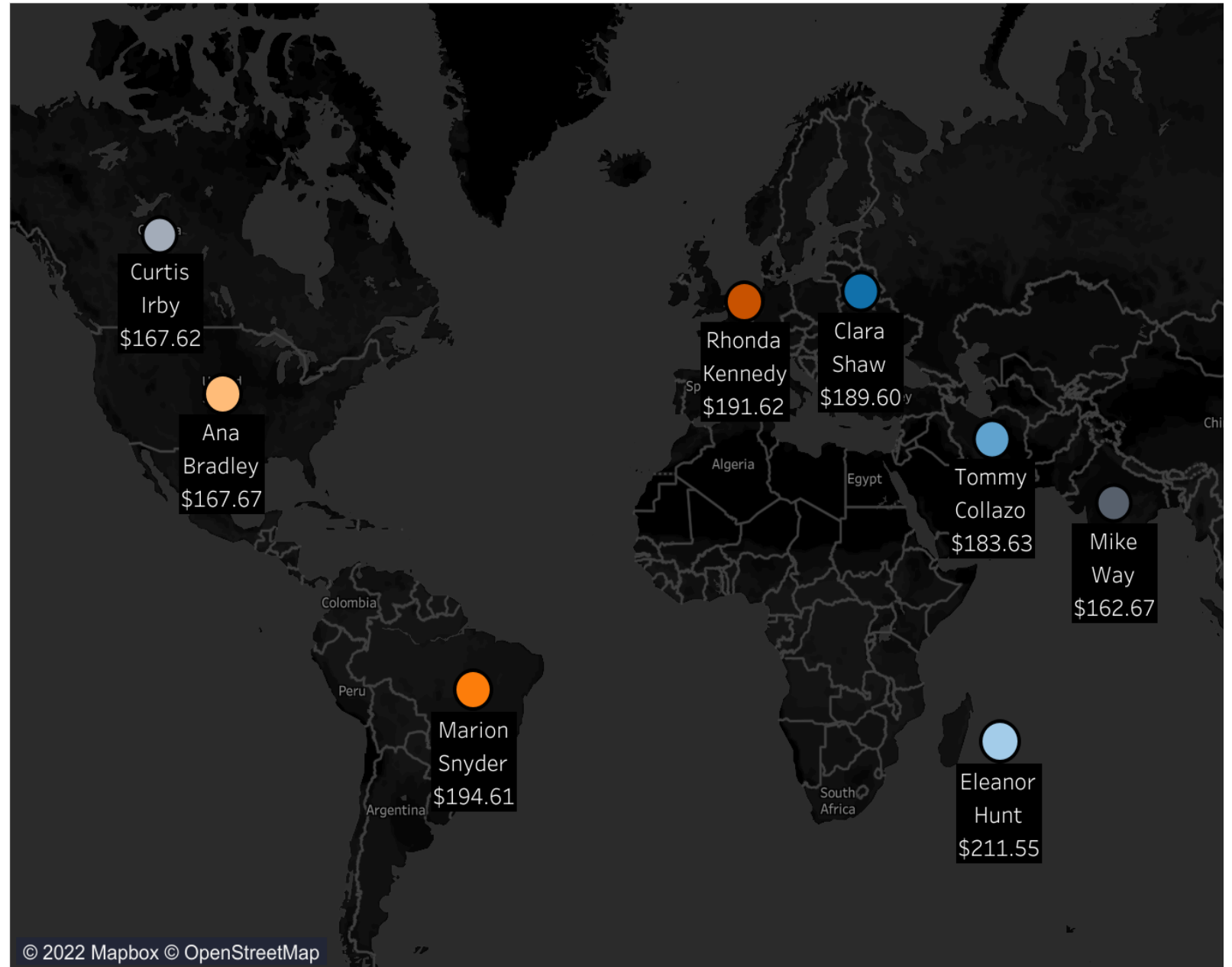


Total Payment



Location of customers with a high lifetime value

Country	
	Runion
	United States
	Brazil
	Netherlands
	Belarus
	Iran
	Canada
	Philippines
	India



Conclusion



In average films are rented for a period of 5 days



The biggest number of customers are in India(10.02%) and China(8.85%)



Sales figures differ by geographic region; in areas with a higher concentration of customers, sales are higher



In terms of total income:



"Sport" is the most profitable Category, followed by Foreign, Family, Documentary, and Animation



"Telegraph Voyage" is the most profitable movie



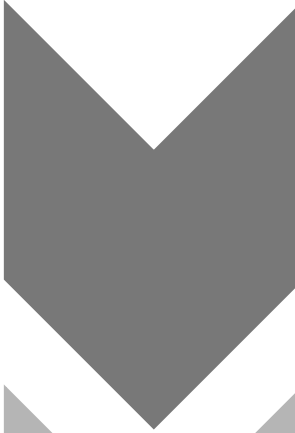
"Thriller" is the least profitable Category




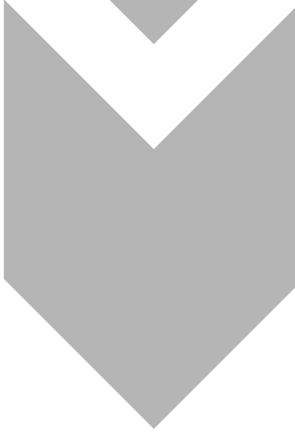
Eleanor Hunt is customer who has a highest lifetime value (\$211.55)



Recommendations

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- Concentrate more on the markets of India, China, and the United States because they have by far the most existing clients and revenue

- 
- The categories of "Sport," "Foreign," "Family," "Documentary," and "Animation" should be expanded because they are the most profitable

- 
- Customers who have a high lifetime value should be rewarded for their loyalty.



The End

For more details:

contact Martina Tomic on mbjaman1306@gmail.com

or check my [Tableau profile](#)