Rockbuster Stealth Data Analysis Project

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June, 2022

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

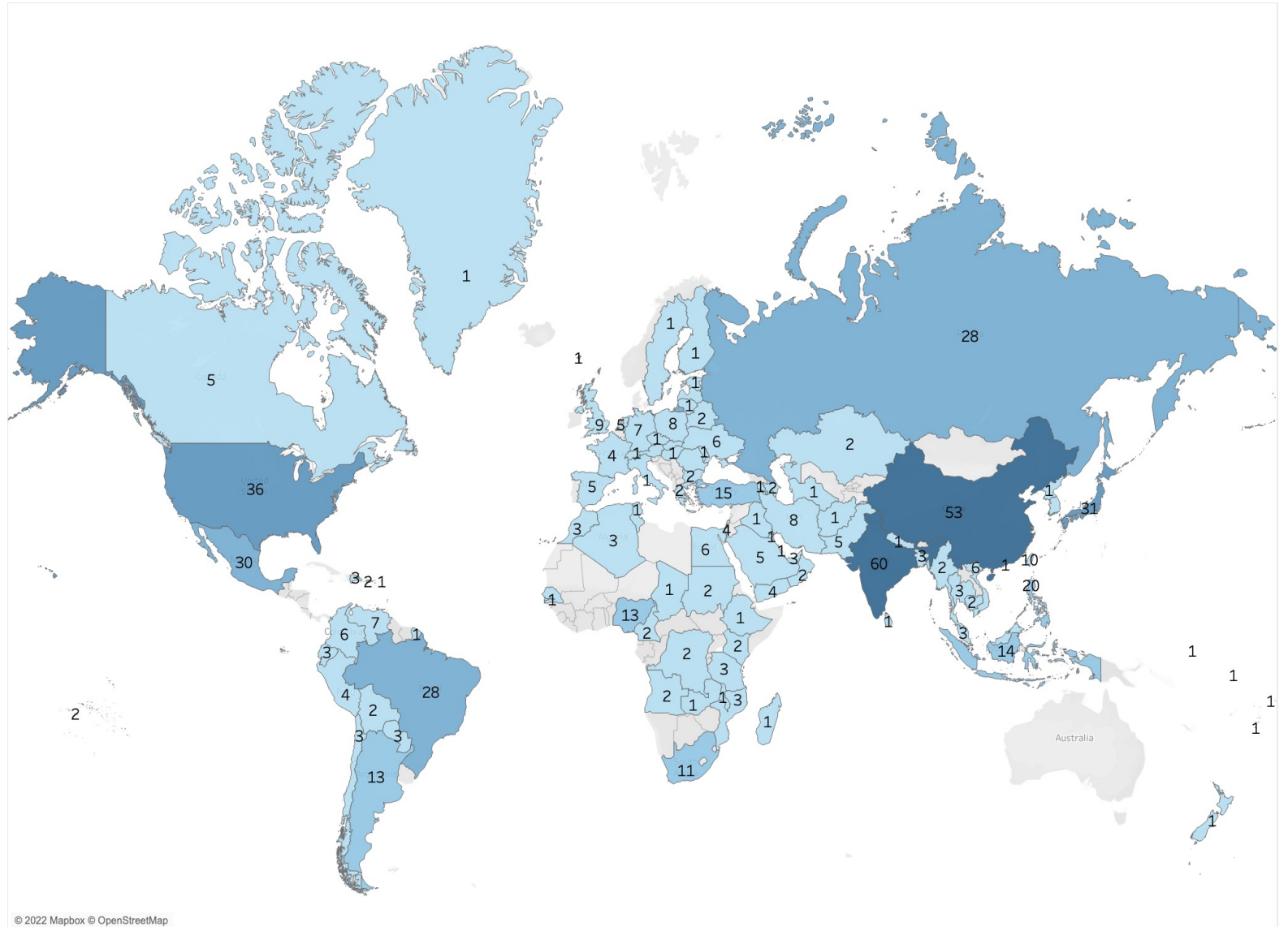stores: 2 (Australia & Canada)

2 employees

Rockbuster Stealth Existing Data - Rental

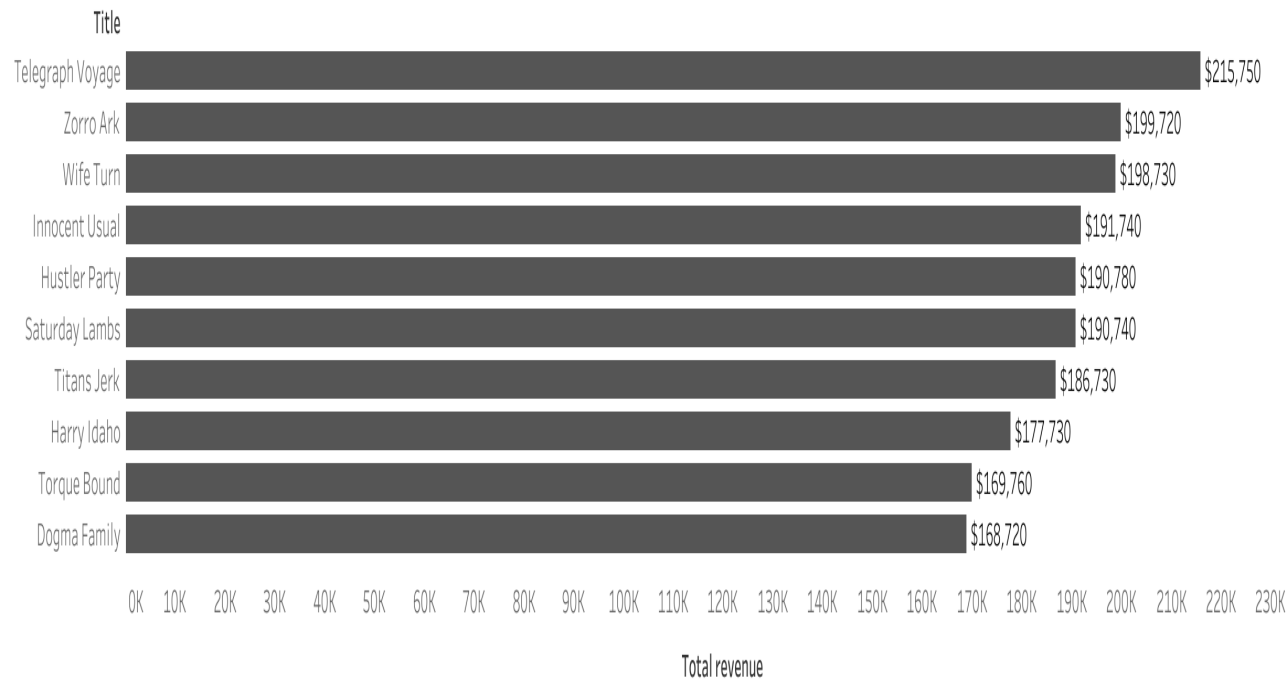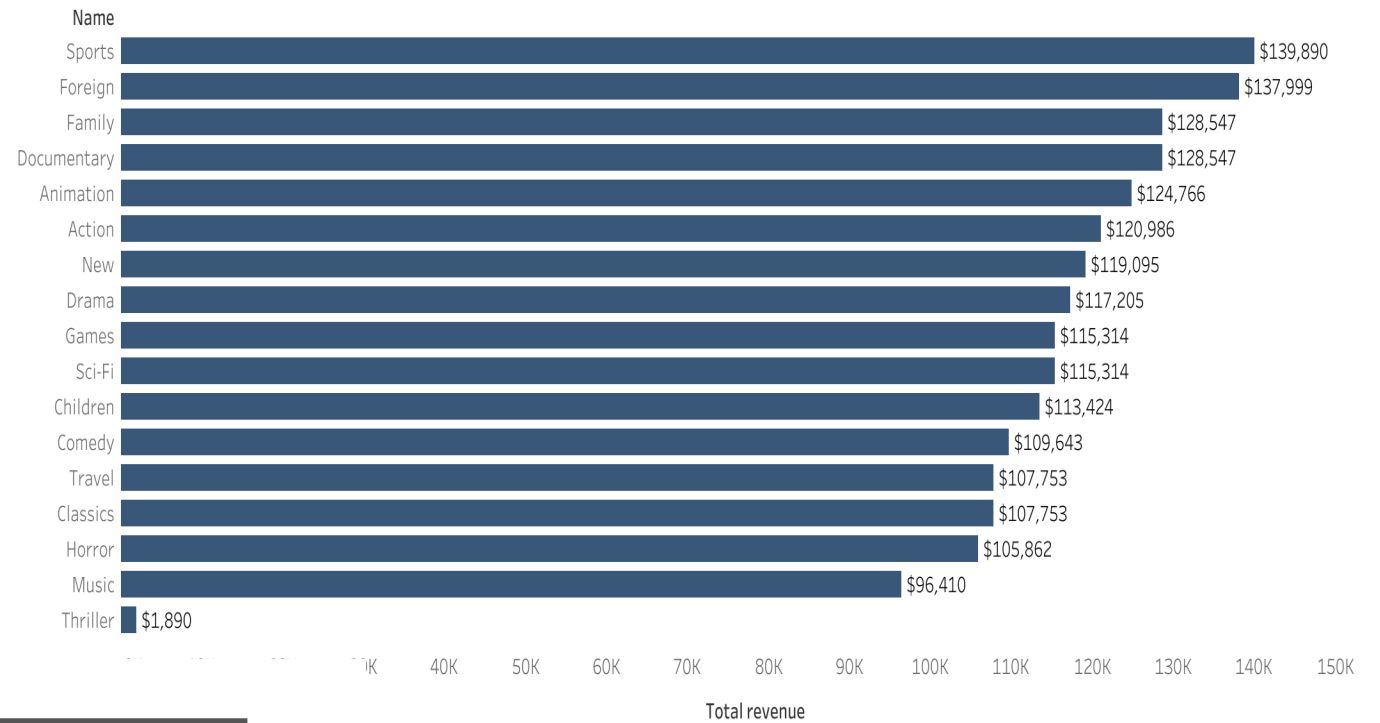|	MAX	MIN	AVG	MODE
Rental Duration	7 min	3 min	5 min	
Rental Rate	$ 4.99	$ 0.99	$ 2.98	
Film Length	185 min	46 min	115 min	
Replacement Cost	$ 29.99	$ 9.99	$ 19.98	
Rating				PG-13
Category				Action

Rockbuster Customer Location

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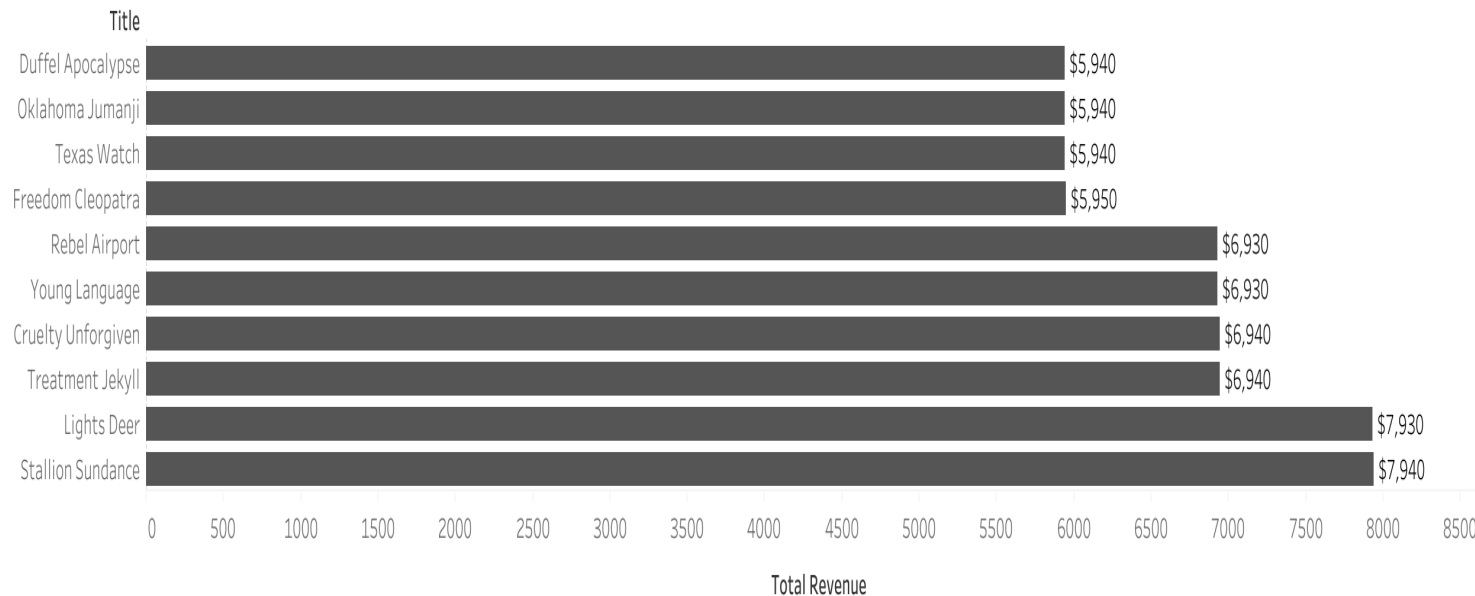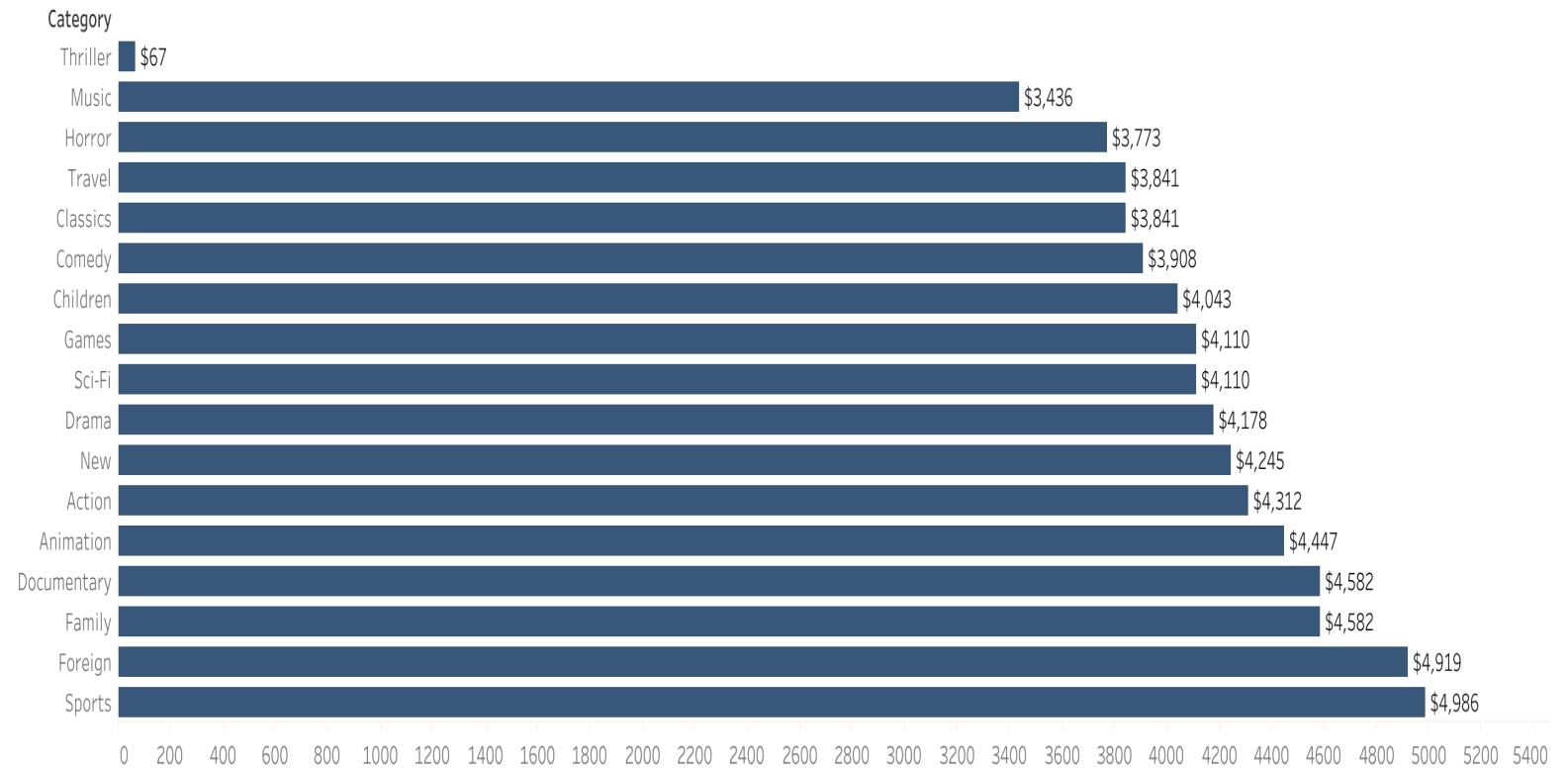

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Top 10 Category's and Films by Total revenue

Name

Category	Total revenue
Sports	$139,890
Foreign	$137,999
Family	$128,547
Documentary	$128,547
Animation	$124,766
Action	$120,986
New	$119,095
Drama	$117,205
Games	$115,314
Sci-Fi	$115,314
Children	$113,424
Comedy	$109,643
Travel	$107,753
Classics	$107,753
Horror	$105,862
Music	$96,410
Thriller	$1,890

Total revenue

Title

Film	Total revenue
Telegraph Voyage	$215,750
Zorro Ark	$199,720
Wife Turn	$198,730
Innocent Usual	$191,740
Hustler Party	$190,780
Saturday Lambs	$190,740
Titans Jerk	$186,730
Harry Idaho	$177,730
Torque Bound	$169,760
Dogma Family	$168,720

Total revenue

Last 10 Category's and Films by Total revenue

Category — Total Revenue

Category	Total Revenue
Thriller	$67
Music	$3,436
Horror	$3,773
Travel	$3,841
Classics	$3,841
Comedy	$3,908
Children	$4,043
Games	$4,110
Sci-Fi	$4,110
Drama	$4,178
New	$4,245
Action	$4,312
Animation	$4,447
Documentary	$4,582
Family	$4,582
Foreign	$4,919
Sports	$4,986

Title — Total Revenue

Title	Total Revenue
Duffel Apocalypse	$5,940
Oklahoma Jumanji	$5,940
Texas Watch	$5,940
Freedom Cleopatra	$5,950
Rebel Airport	$6,930
Young Language	$6,930
Cruelty Unforgiven	$6,940
Treatment Jekyll	$6,940
Lights Deer	$7,930
Stallion Sundance	$7,940

Sales figures by Geographic Regions

Number of Customers
· 15
○ 500
○ 1,000
○ 1,422
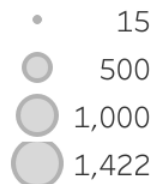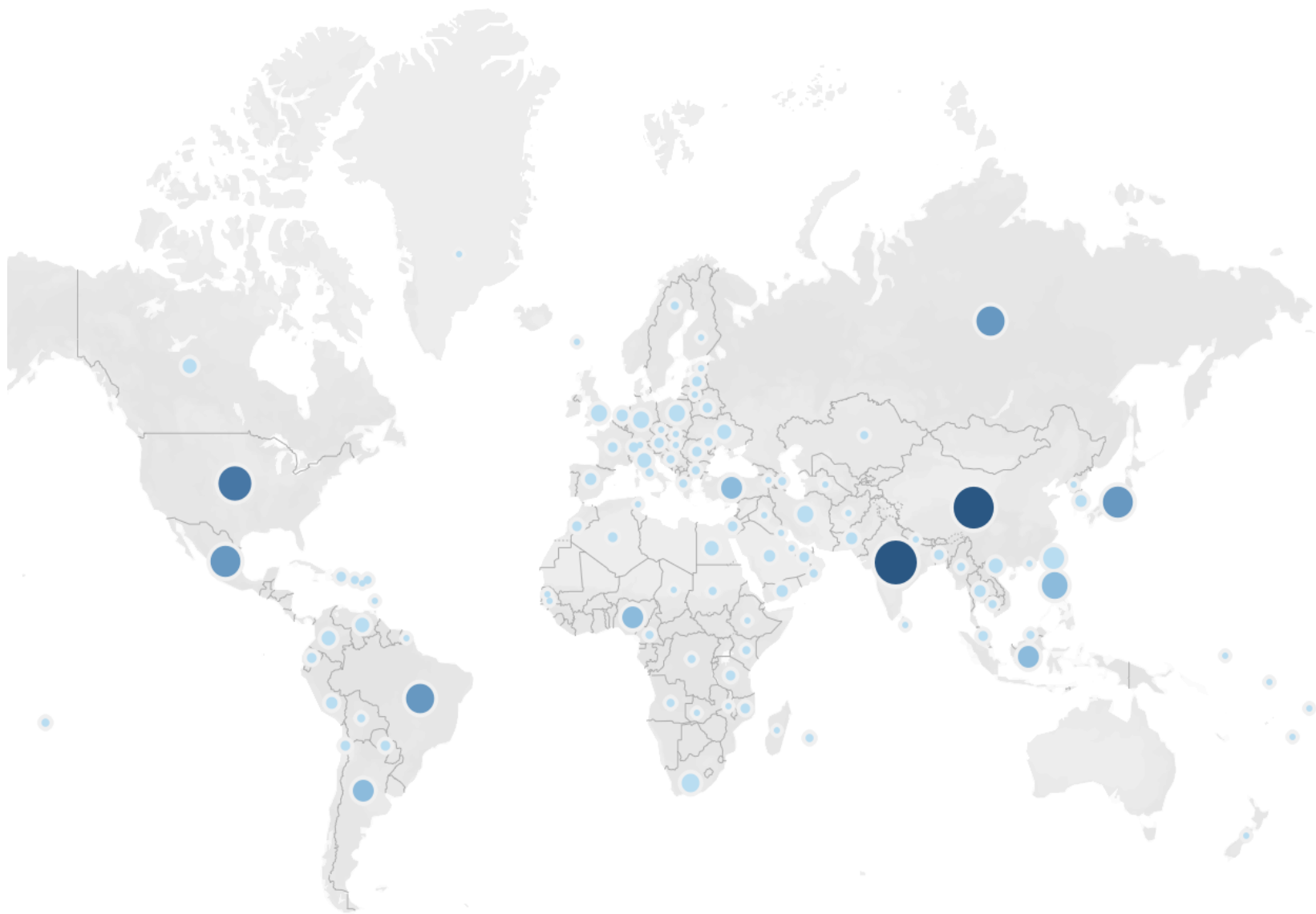
Total Payment
48   6,035
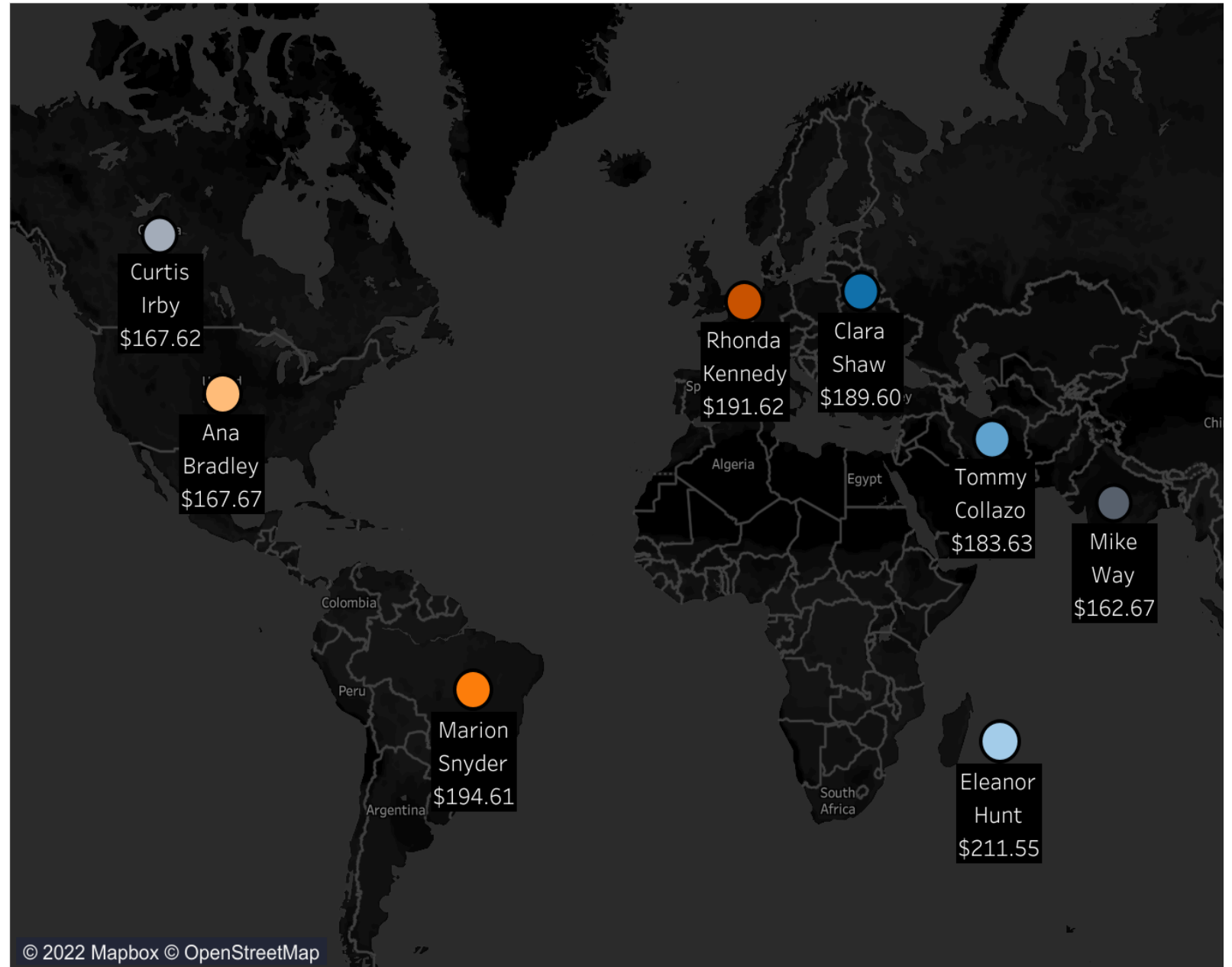
Conclusion

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

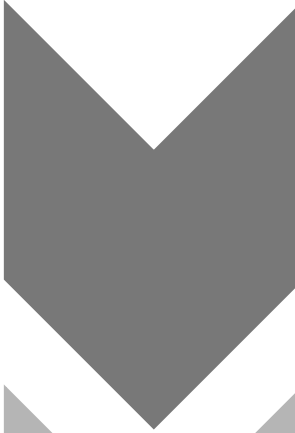"Telegraph Voyage" is the most profitable movie
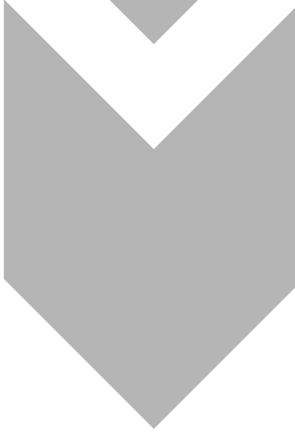
"Thriller" is the least profitable Category

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

Recommendations

- 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:

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or check my Tableu profile