MOVIES AND MARKET ANALYSIS FOR ROCKBUSTER STEALTH

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MOTIVATION

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

Facing stiff competition from streaming services, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

OBJECTIVE

Determine the most profitable movies and regions that should be prioritized when switching to the online platform.

DATA OVERVIEW

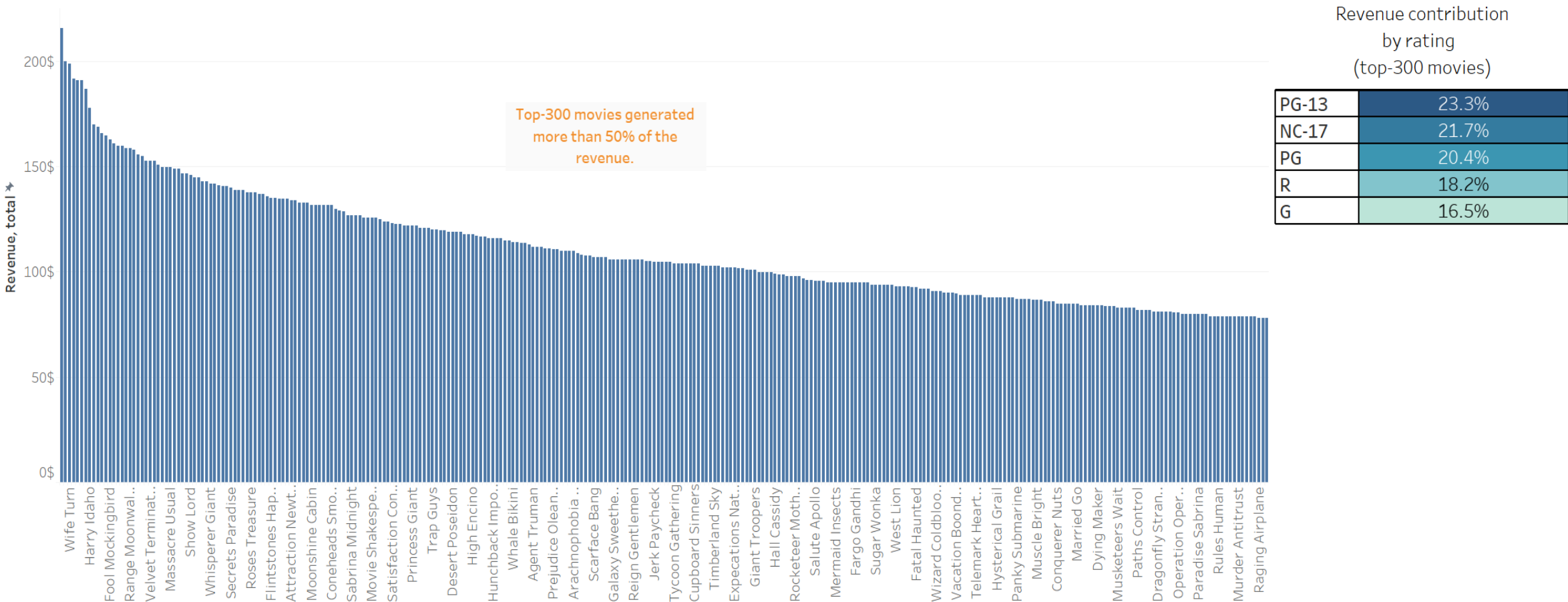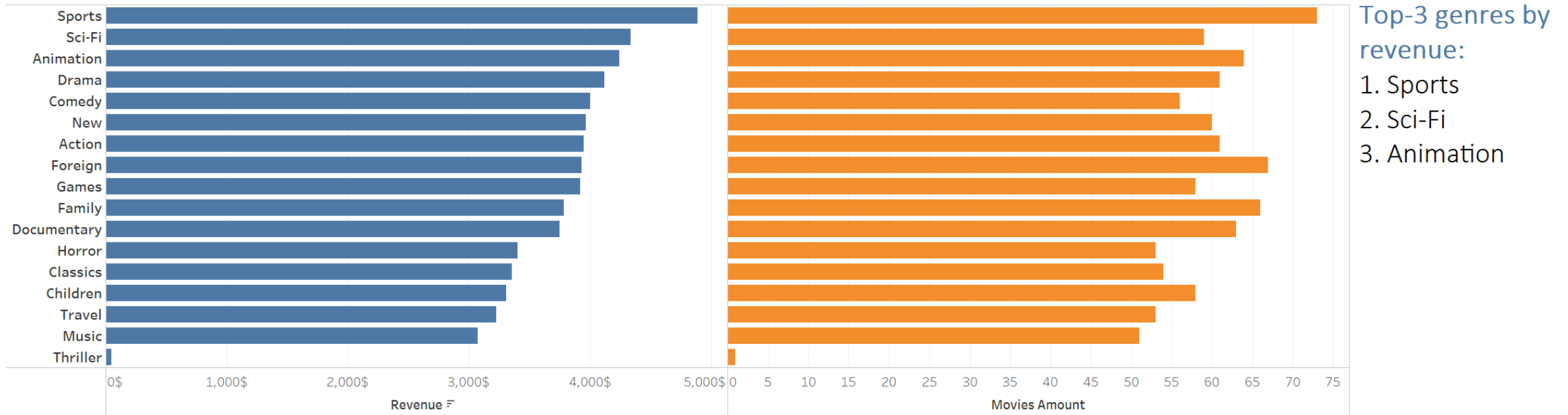| Amount of movies	Number of customers	Most common movie language	Average rental duration	Average rental rate
1,000	599	English	5 days	$2.98

MOVIES CONTRIBUTION TO THE REVENUE GAIN

Movies with ratings PG-13 (parental guidance for children under 13), NC-17 (adults only), and PG (parental guidance suggested) were **the most popular**.

Top-300 movies generated more than 50% of the revenue.

Revenue contribution by rating (top-300 movies)

PG-13	23.3%
NC-17	21.7%
PG	20.4%
R	18.2%
G	16.5%

MOVIES POPULARITY BY GENRE

Top-3 genres by revenue:
1. Sports
2. Sci-Fi
3. Animation

Sports movies are the most numerous compared to other genres. They also provided the highest percentage of revenue.

Thriller provided the least revenue, as there is only 1 movie of this genre in the catalog.
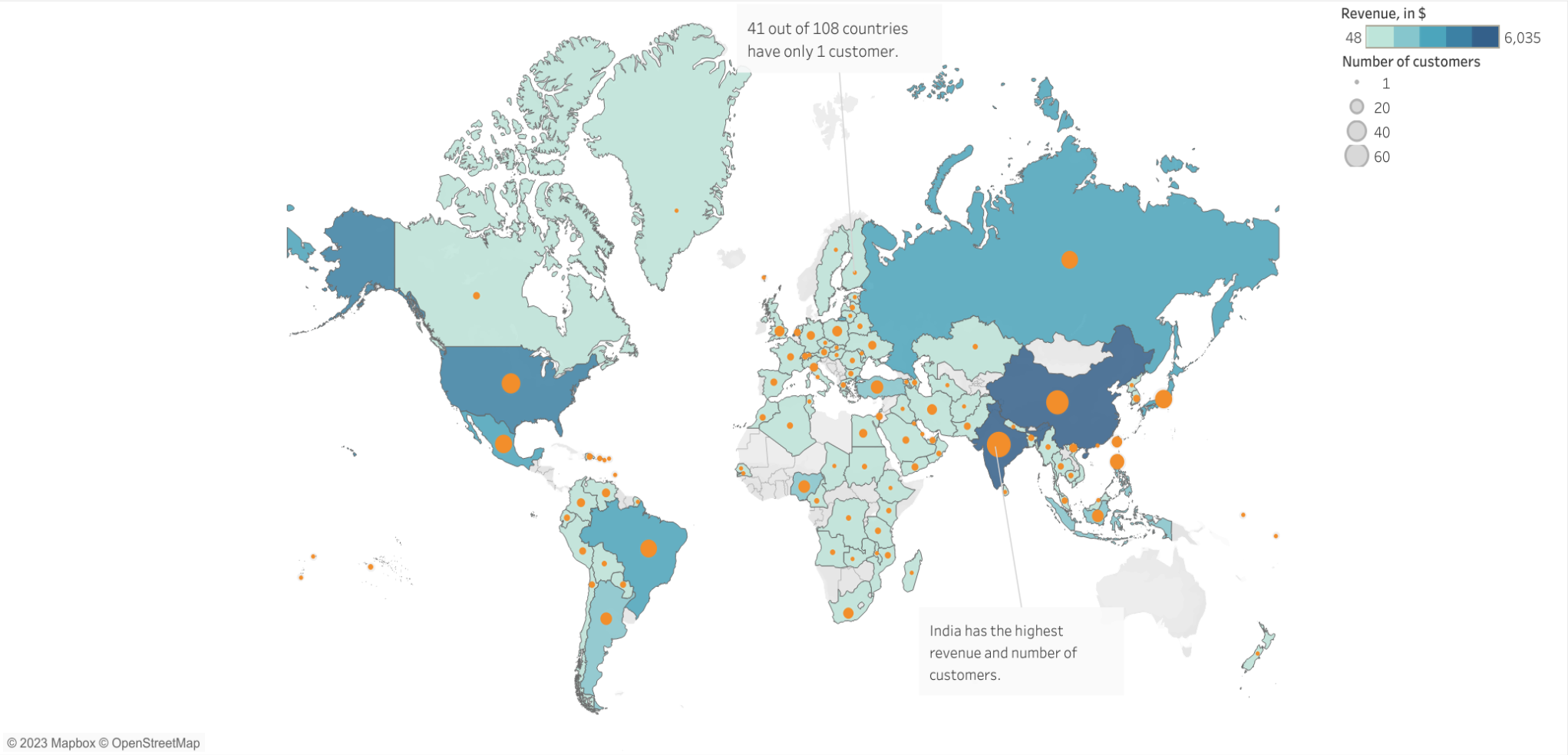
SALES AND CUSTOMER NUMBERS ACROSS GEOGRAPHIC REGIONS

Top-10 countries by revenue, % of total

India	9.8%
China	8.6%
United States	6.0%
Japan	5.1%
Mexico	4.9%
Brazil	4.8%
Russian Federation	4.5%
Philippines	3.6%
Turkey	2.4%
Indonesia	2.2%

High revenue is mostly concentrated in Asia, North and South America.

**Countries with high revenue have a larger number of customers.**

41 out of 108 countries have only 1 customer.

Revenue, in $
48   6,035

Number of customers
● 1
● 20
● 40
● 60

India has the highest revenue and number of customers.

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COUNTRIES WITH THE MOST LOYAL CUSTOMERS

Top-5 customers by total payments

City	Country	First Name	Last Name	
Cape Coral	United States	Karl	Seal	
Santa Brbara dOeste	Brazil	Marion	Snyder	
Memphis	United States	Ana	Bradley	
Tanza	Philippines	Marcia	Dean	
Valparai	India	Mike	Way	

Total Amount Paid

$102 - the average amount spent by customers for movies rent across all countries.

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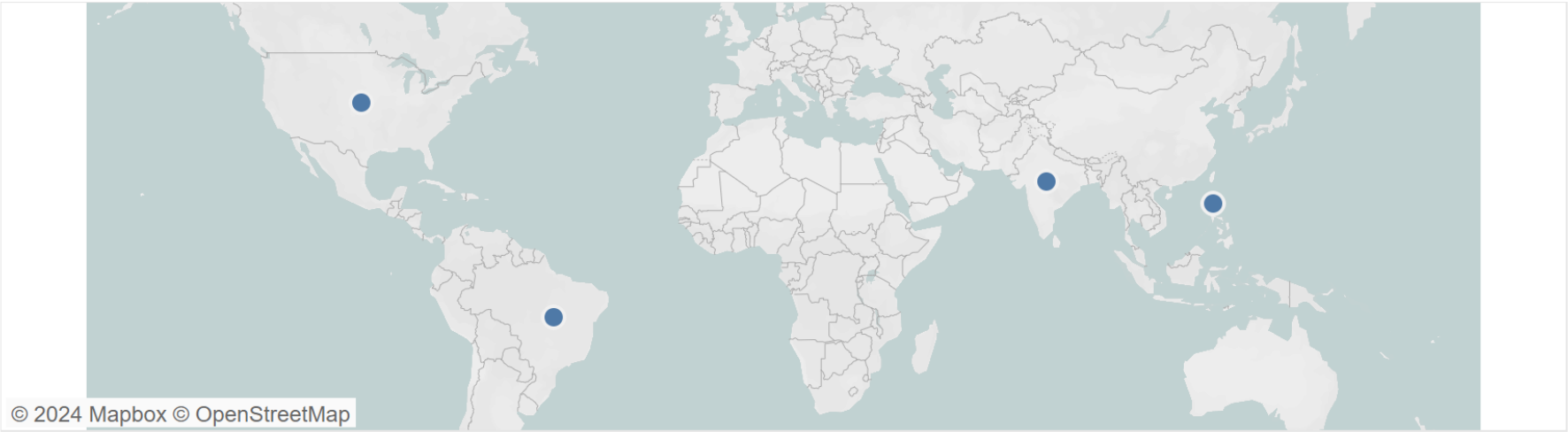
RECOMMENDATIONS

- Extend licenses for movies with the most popular genres and ratings.

- Prioritize Asia, North and South America regions when launching the online platform.

- Introduce special rates or rewards for loyal customers to encourage them to rent more movies and to attract new customers.

NEXT STEPS

- Analyze countries with only 1 customer to determine the reasons of the low company products' popularity in these places.

- Consider surveying the existing customers to find out their product preferences and use results of the survey to modify the current movie catalog.

THANK YOU!

All visualizations are available on Tableau Public