



ROCKBUSTER STEALTH

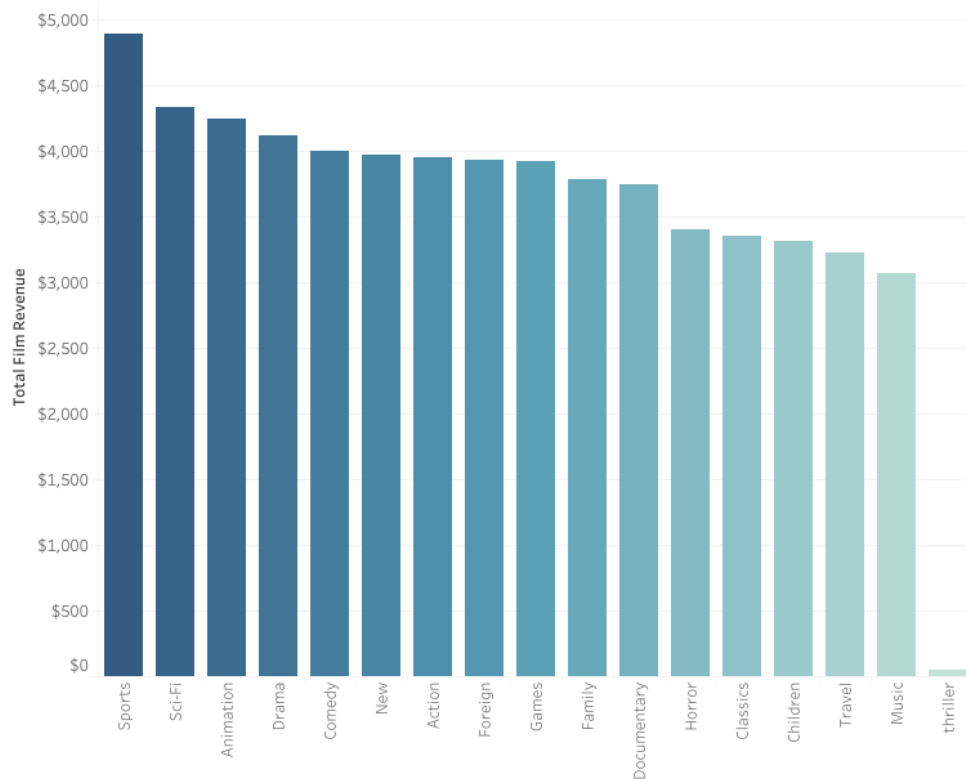
MARTYNA RYBA MAY 2022

KEY QUESTIONS AND OBJECTIVES

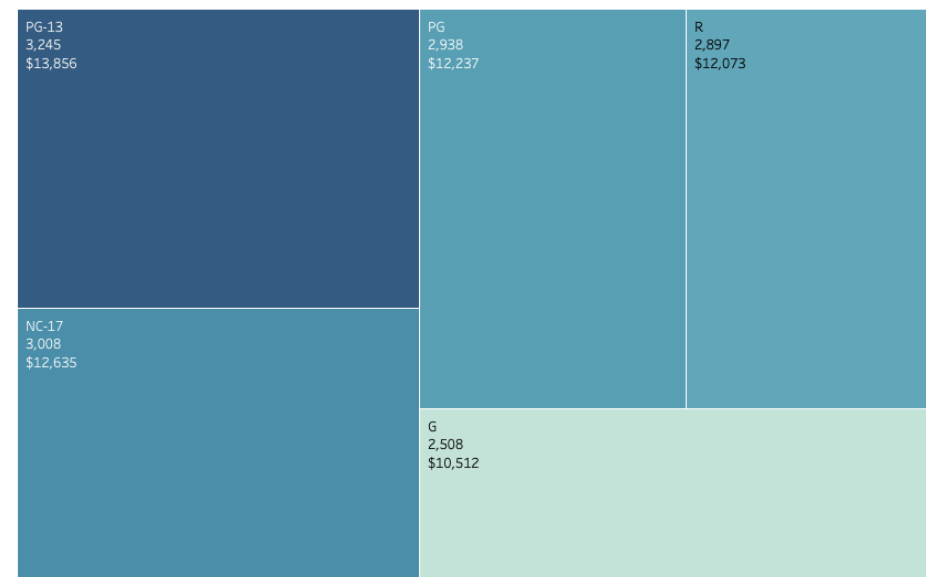
- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?

WHICH MOVIES CONTRIBUTED THE MOST/LEAST TO REVENUE GAIN?

Total Revenue per Genre



Total Revenue per Rating



Top 10 Films

Telegraph Voyage	\$215.75
Zorro Ark	\$199.72
Wife Turn	\$198.73
Innocent Usual	\$191.74
Hustler Party	\$190.78
Saturday Lambs	\$190.74
Titans Jerk	\$186.73
Harry Idaho	\$177.73
Torque Bound	\$169.76
Dogma Family	\$168.72

Bottom 10 Films

Japanese Run	\$7.94
Lights Deer	\$7.93
Cruelty Unforgiven	\$6.94
Treatment Jekyll	\$6.94
Rebel Airport	\$6.93
Young Language	\$6.93
Freedom Cleopatra	\$5.95
Duffel Apocalypse	\$5.94
Oklahoma Jumanji	\$5.94
Texas Watch	\$5.94

WHAT WAS THE AVERAGE RENTAL DURATION FOR ALL VIDEOS?

Inventory Size	1000 films
Modal Release Year	2006

	Minimum	Maximum	Average
Rental Duration	3	7	5
Rental Rate	0.99	4.99	2.98
Length	46	185	115.3
Replacement Cost	9.99	29.99	19.98

→ Average Rental Duration: 5 days

Rockbuster customers live in 108 countries around the world as visualized on the map

WHERE ARE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?

Top 5 Customers

First Name	Last Name	City	Country	
Arlene	Harvey	Ambattur	India	\$111.76
Kyle	Spurlock	Shanwei	China	\$109.71
Marlene	Welch	Iwaki	Japan	\$106.77
Glen	Talbert	Acua	Mexico	\$100.77
Clinton	Buford	Aurora	United States	\$98.76

There is no clear geographically grouping for the top 5 customers.

*DO SALES FIGURES VARY BETWEEN
GEOGRAPHIC REGIONS?*



INSIGHTS AND RECOMMENDATIONS

- Sci-Fi, Comedy, and Drama are the top selling categories. The top selling ratings are PG-13 and PG. Rockbuster can expand inventory in these categories and ratings to increase sales.
- The top 5 highest customers are from the top selling countries, however they are not all localized to 1 area.
- Rockbuster customers are present all around the world. Countries like India, China, the United States, Japan, and Mexico have a higher number of customers and profits. Making streaming services available in these countries first is likely to yield high return.



THANK YOU

TO INTERACT WITH GRAPHS

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