

The background features a large white circle in the center, which is partially overlaid by a dark blue shape at the bottom and two vertical bars on the sides: a light blue one on the left and a light pink one on the right.

# **ROCKBUSTER STEALTH DATA ANALYSIS PROJECT**

**by Marzena Wodzis**

# 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?

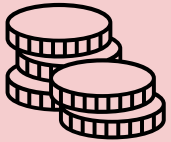
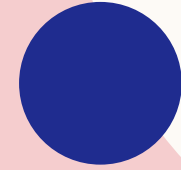


Where are customers with a high lifetime value based?



Do sales figures vary between geographic regions?

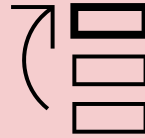
# BUSINESS STATISTICS SUMMARY



Total Revenue:  
\$61,312



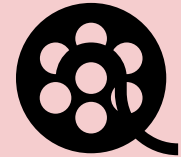
599 Customer in 109  
Countries



Highest Revenue  
Country: India



Highest Revenue  
Category: Sports

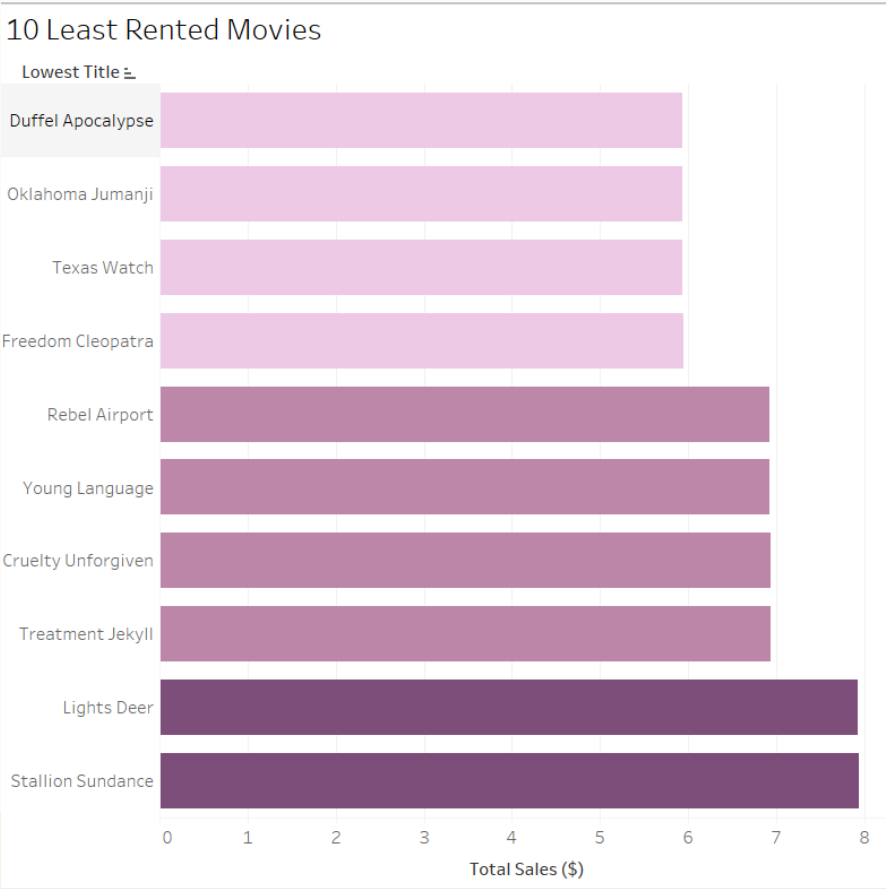
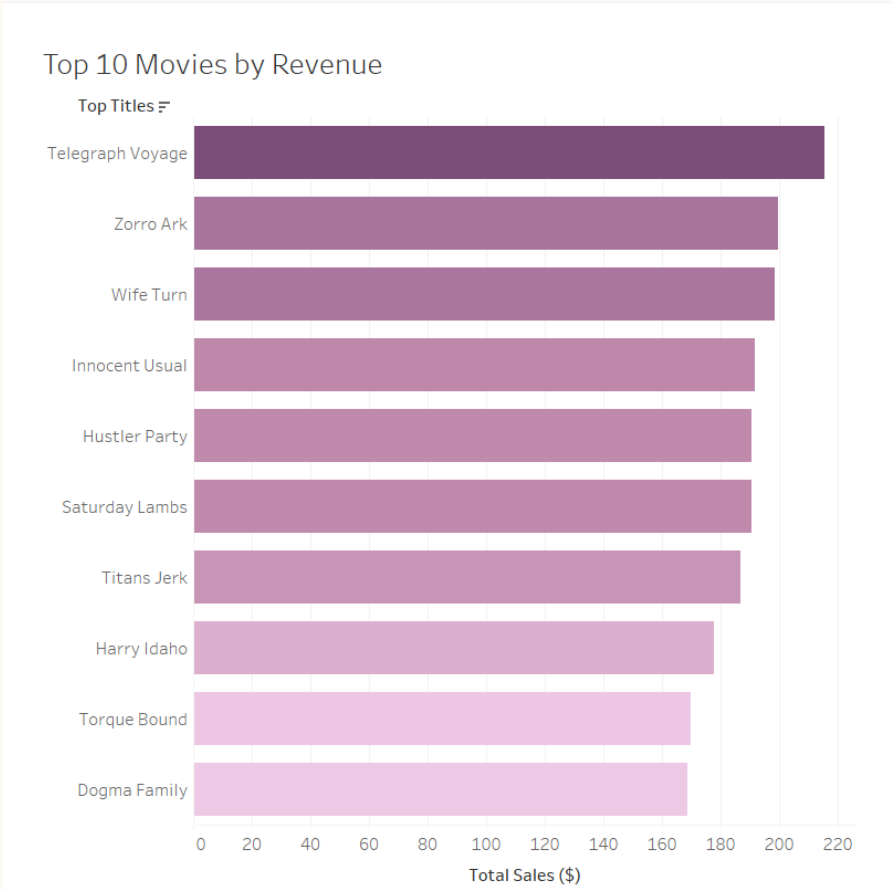


Avg. Rental  
Duration : 5 days

# WHICH MOVIES CONTRIBUTED THE MOST AND THE LEAST TO THE REVENUE?

Some of the highest performing movies are Telegraph Voyage, Zorro Ark and Wife Turn with +\$200 in revenue each.

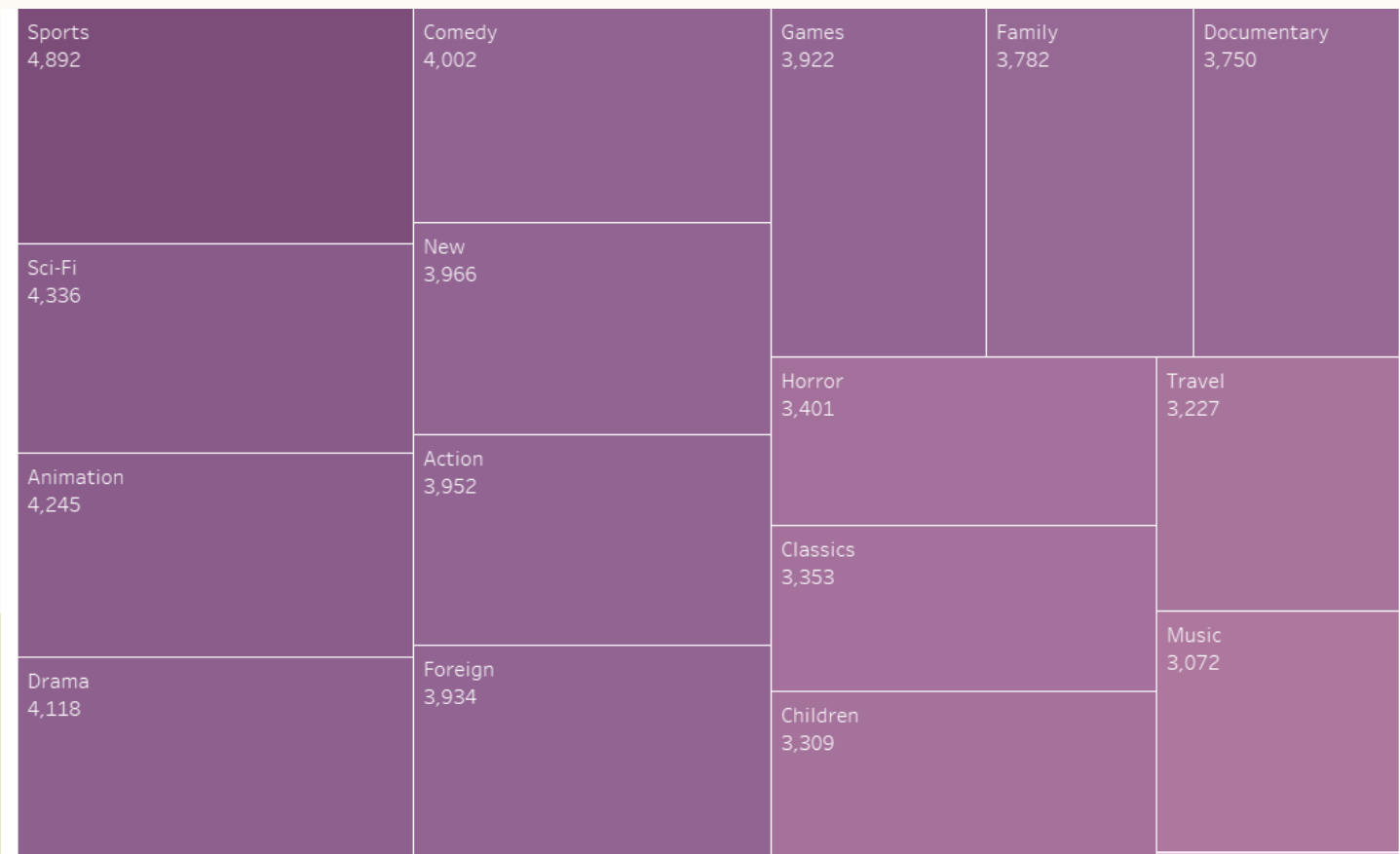
Some of the lowest performing movies are Duffel Apocalypse, Oklahoma Jumanji, and Texas Watch with only generating slightly over \$5 in sales each.



# WHAT ARE THE MOST POPULAR GENRES?

The top 3 most popular Rockbuster movie genres are Sports, Sci-Fi, and Animation

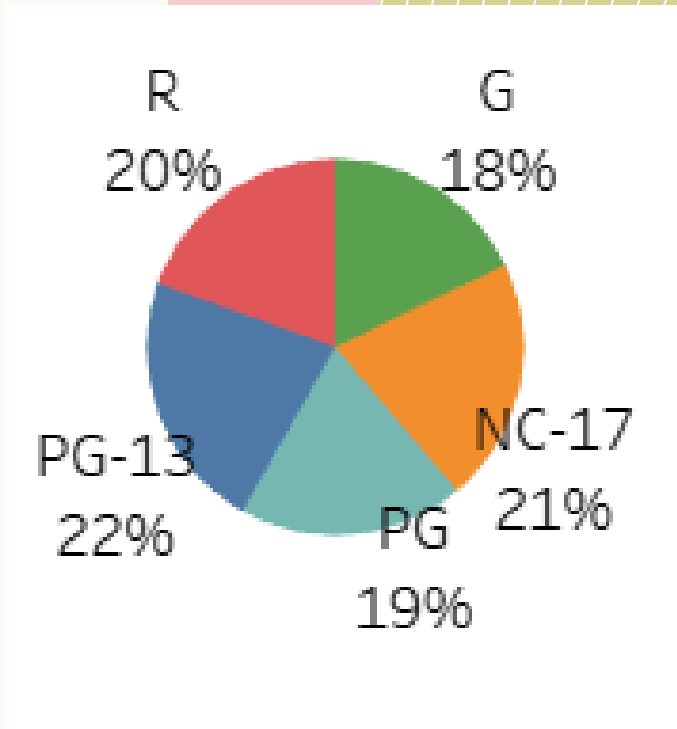
Most Popular Movie Genres based on Revenue



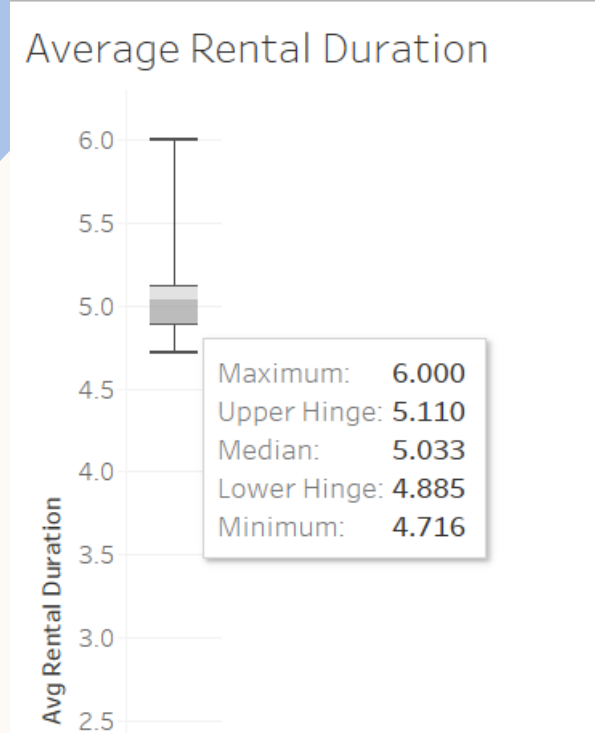
The inventory consists of almost equal proportions of movie ratings



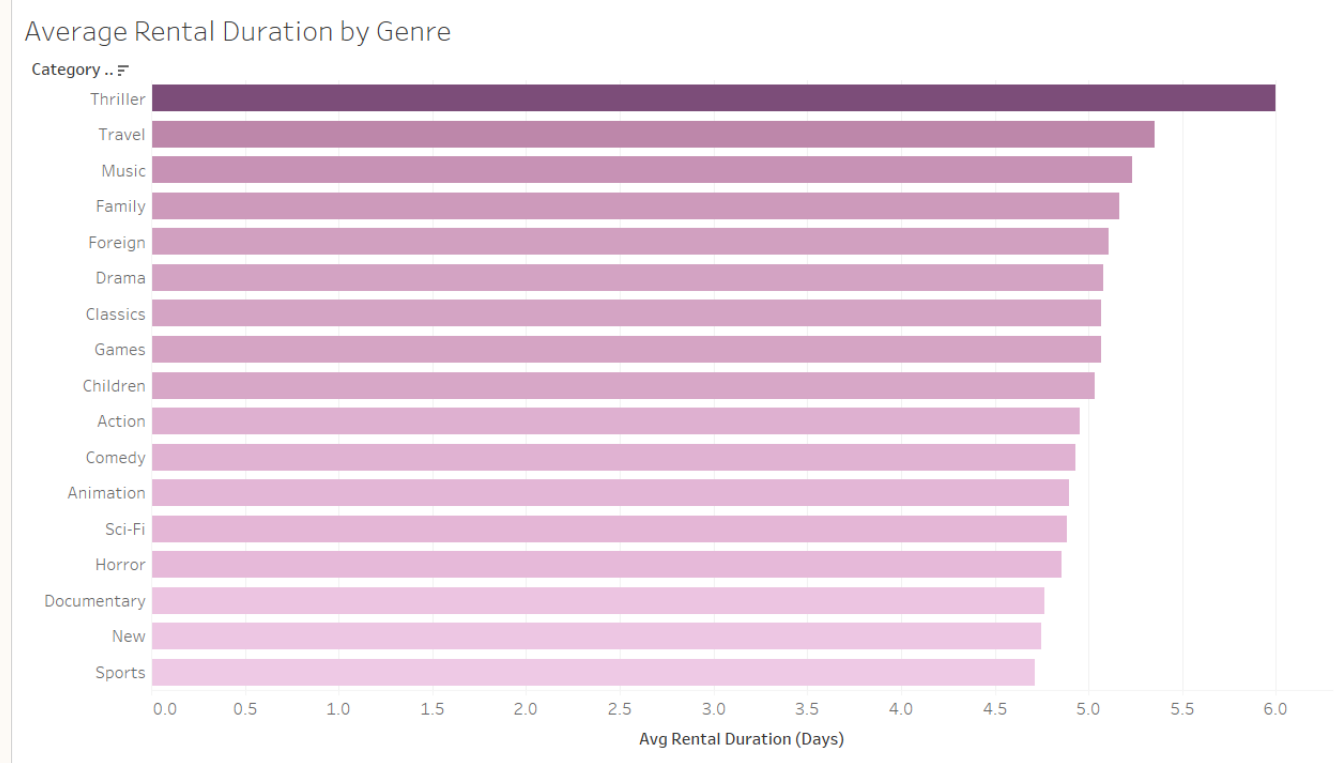
Movie Rating Inventory



# WHAT WAS THE AVERAGE RENTAL DURATION FOR ALL VIDEOS?



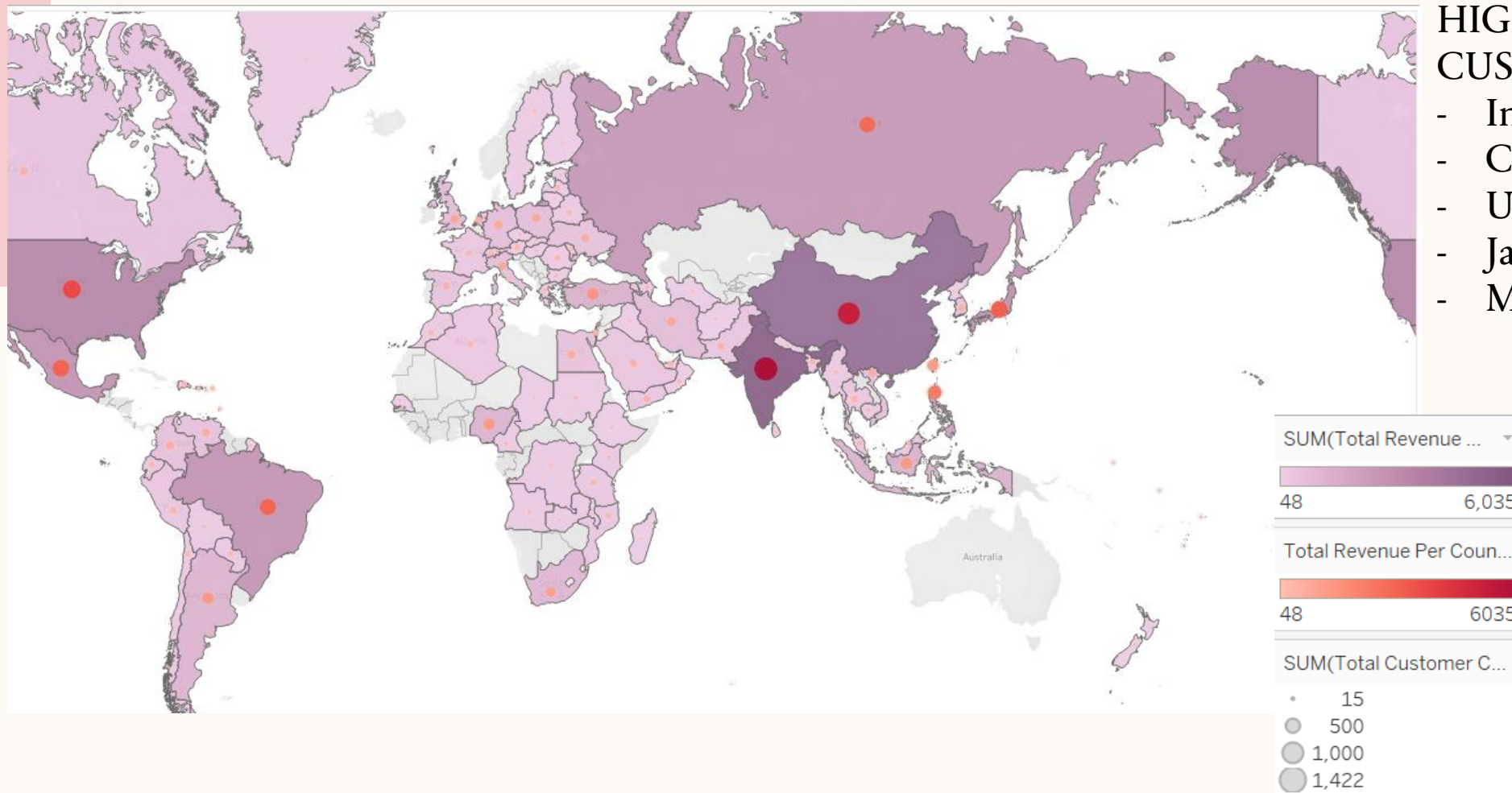
The average rental duration is 5 days with the maximum being 6 days.



Thriller movies are the longest rented genre of movies with an average of 6 days.

# GEOGRAPHICAL SALES AND CUSTOMER COUNT

7



TOP 5 COUNTRIES WITH  
HIGHEST SALES AND  
CUSTOMER COUNT:

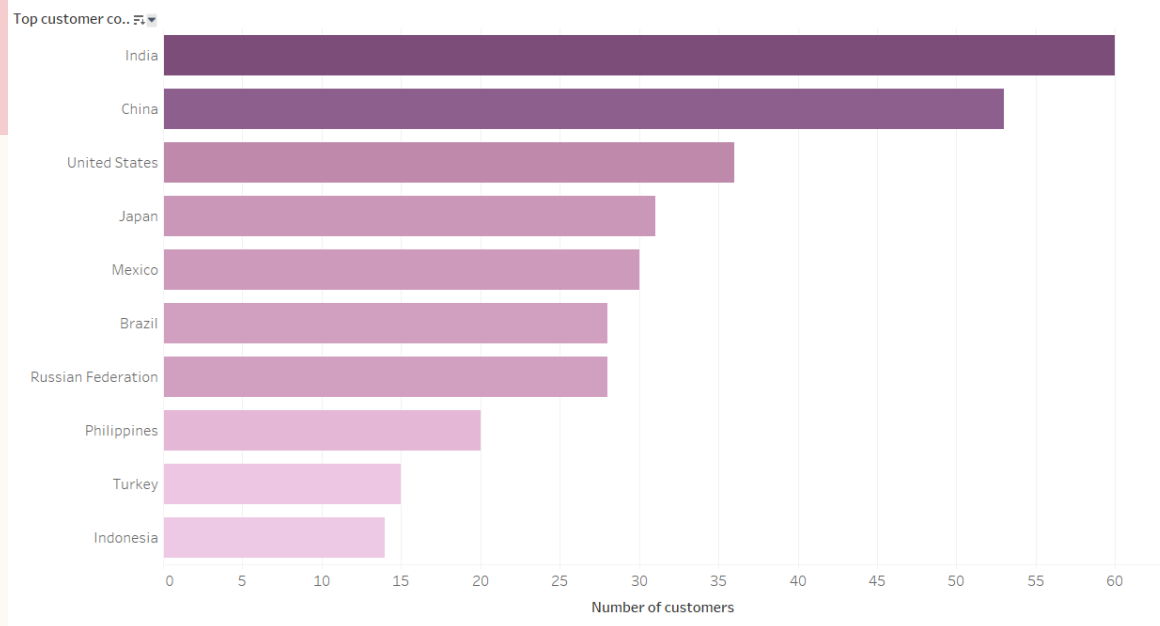
- India
- China
- USA
- Japan
- Mexico

# WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?

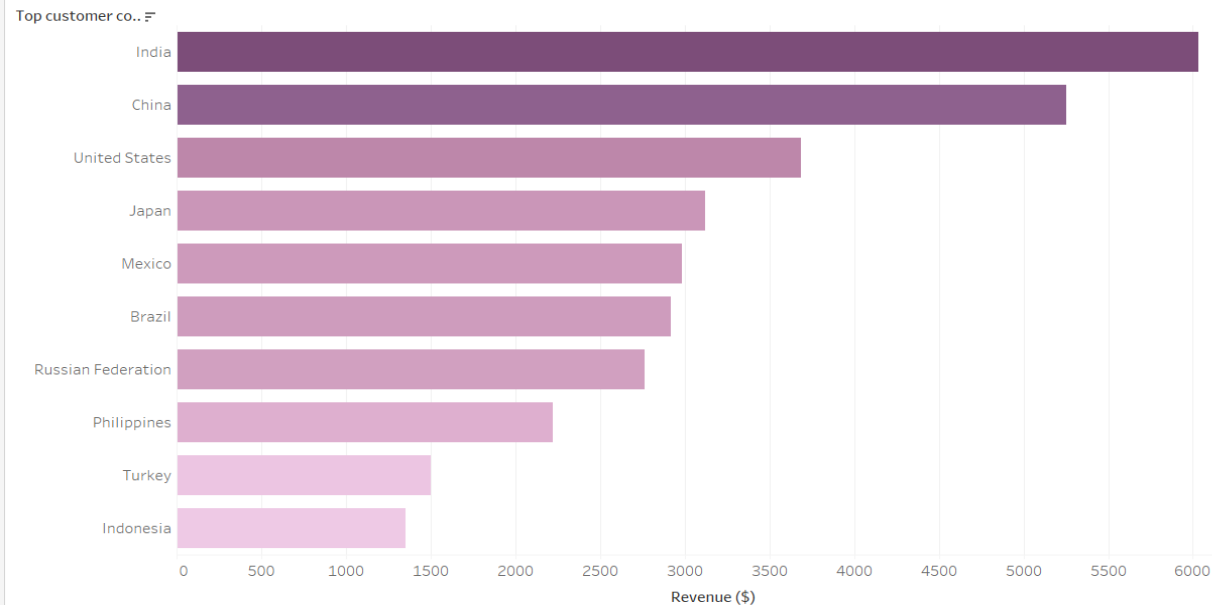
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Most of Rockbuster's customers are based in India, China, and United States.

Top 10 countries by customer number



Top 10 countries by revenue



Additionally, the countries that generated the most revenue are also India, China, and United States.



# WHERE ARE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?

First Name	Last Name	Country	City	Total Amount Paid
Sara	Perry	Mexico	Atlixco	128.7
Gabriel	Harder	Turkey	Sivas	108.75
Sergio	Stanfield	Mexico	Celaya	102.76
Clinton	Buford	United States	Aurora	98.76
Adam	Gooch	India	Adoni	97.8
Francisco	Skidmore	Brazil	So Leopoldo	93.79
Rebecca	Scott	Japan	Kurashiki	89.76
Erica	Matthews	China	Pingxiang	86.8
Bernard	Colby	India	Dhule (Dhulia)	83.79
Bob	Pfeiffer	China	Xintai	82.78

The high lifetime customers are based in India, China, United States, Mexico, Brazil and Japan.



## TOP THREE HIGHEST REVENUE GENERATING CUSTOMERS:

- Sara Perry (Mexico)
- Gabriel Harder (Turkey)
- Sergio Stanfield (Mexico)

# RECOMMENDATIONS



- Direct marketing towards top performing countries (India, China, United States, Mexico, Brazil and Japan).
- Further analyze demographics to direct marketing efforts based on gender and age demographics.
- Remove Duffel Apocalypse, Oklahoma Jumanji, and Texas Watch from the offering to save costs due to being lowest revenue generating movies.
- Advertise Telegraph Voyage, Zorro Ark and Wife Turn to increase revenue.
- Advertise offers to Philippines, Turkey, and Indonesia to increase revenue.



# **THANK YOU**

[Rockbuster Stealth Data Analysis | Tableau  
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