ROCKBUSTER STEALTH

Data Analysis for

2020 Campaign Strategy

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Motivations & Objectives

🎥 Rockbuster Stealth LLC is facing stiff competition from streaming services and plans to use its existing movie licenses to launch an online video rental service to stay competitive.

🎥 This analysis will help determine the movies and regions to focus on when launching the online platform.

Key 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?

Data Overview

Most Rented Genre

Sports

Most Rented Rate

$0.99

Most Rented Duration

3 Days

Number of Customers

599

Number of Distinct Films
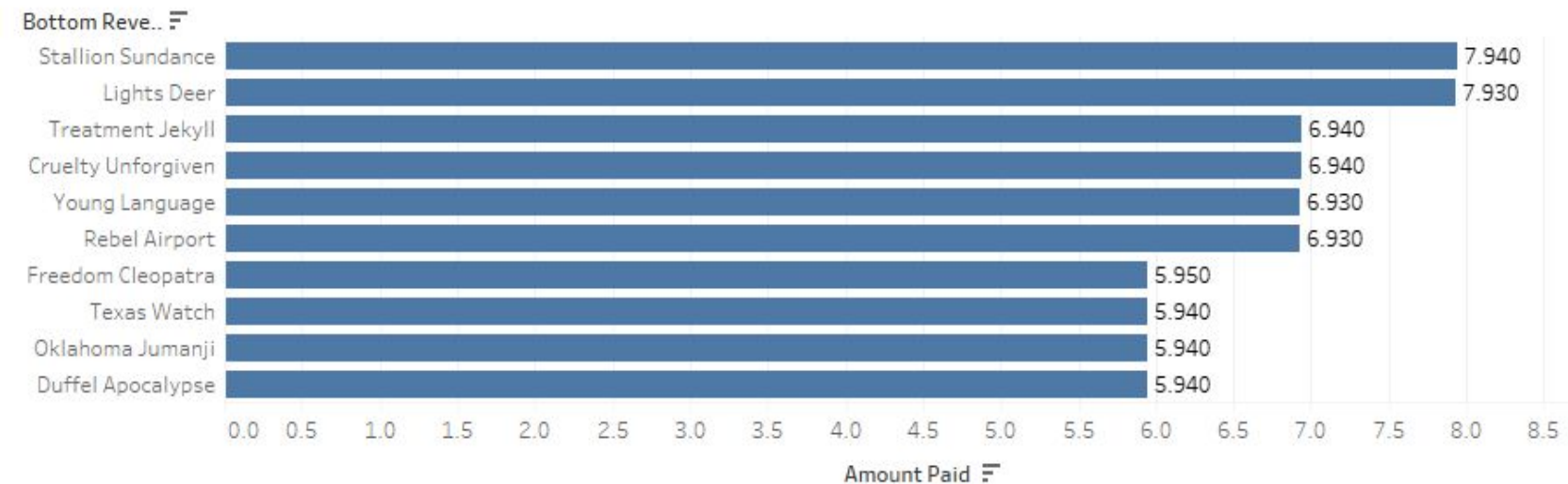
1,000

Total Countries

108

Release Year (All)
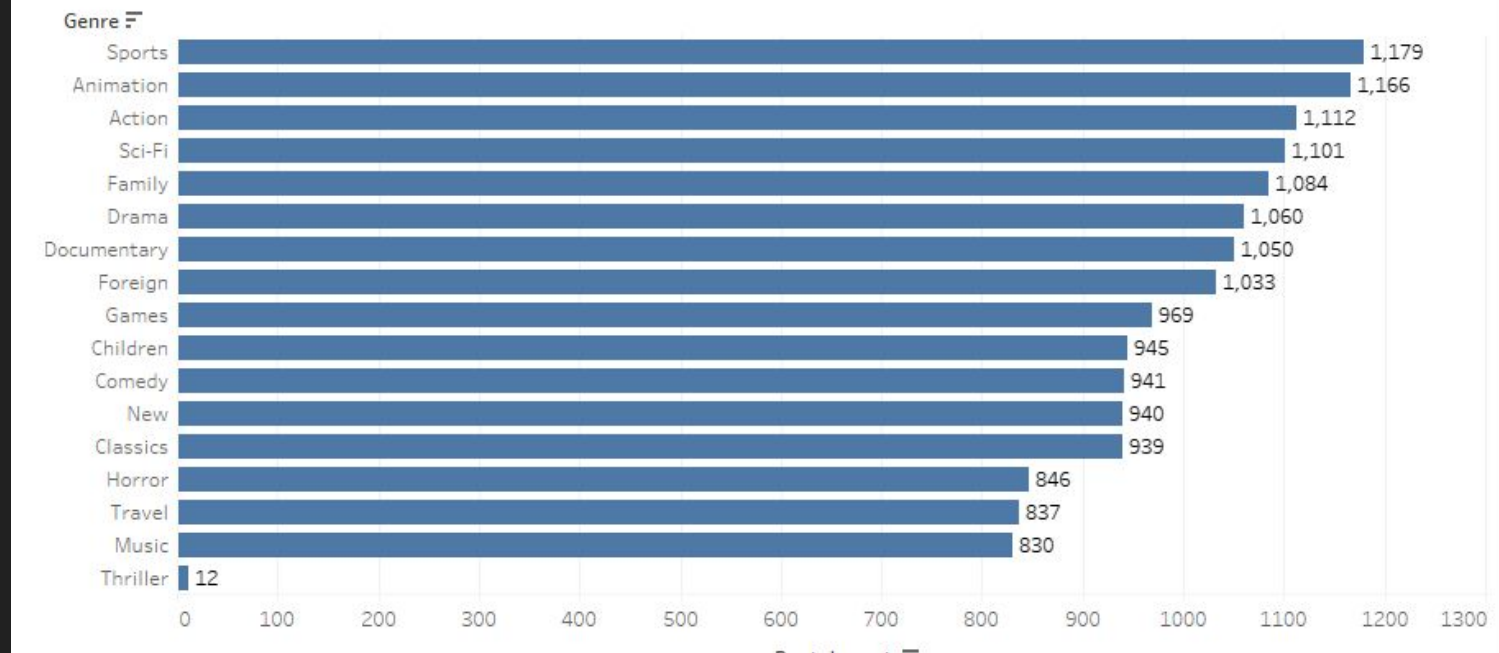
2006

Movies & Revenue

top revenue

Top Revenue
Movie	Total Amount Paid
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 revenue

Bottom Reve..
Movie	Amount Paid
Stallion Sundance	7.940
Lights Deer	7.930
Treatment Jekyll	6.940
Cruelty Unforgiven	6.940
Young Language	6.930
Rebel Airport	6.930
Freedom Cleopatra	5.950
Texas Watch	5.940
Oklahoma Jumanji	5.940
Duffel Apocalypse	5.940

- **the top 10 revenue- 215.75**
- **The least revenue-5.940**

Top Genres

genres by revenue

Genre	
Sports	1,179
Animation	1,166
Action	1,112
Sci-Fi	1,101
Family	1,084
Drama	1,060
Documentary	1,050
Foreign	1,033
Games	969
Children	945
Comedy	941
New	940
Classics	939
Horror	846
Travel	837
Music	830
Thriller	12

Top 10 Genres

- Sports
- Animation
- Action
- Sci-Fi
- Family
- Drama
- Documentary
- Foreign
- Games
- Children

RENTAL DURATION

Minimum Rental Duration

3 Days

Maximum Rental Duration

7 DAYS

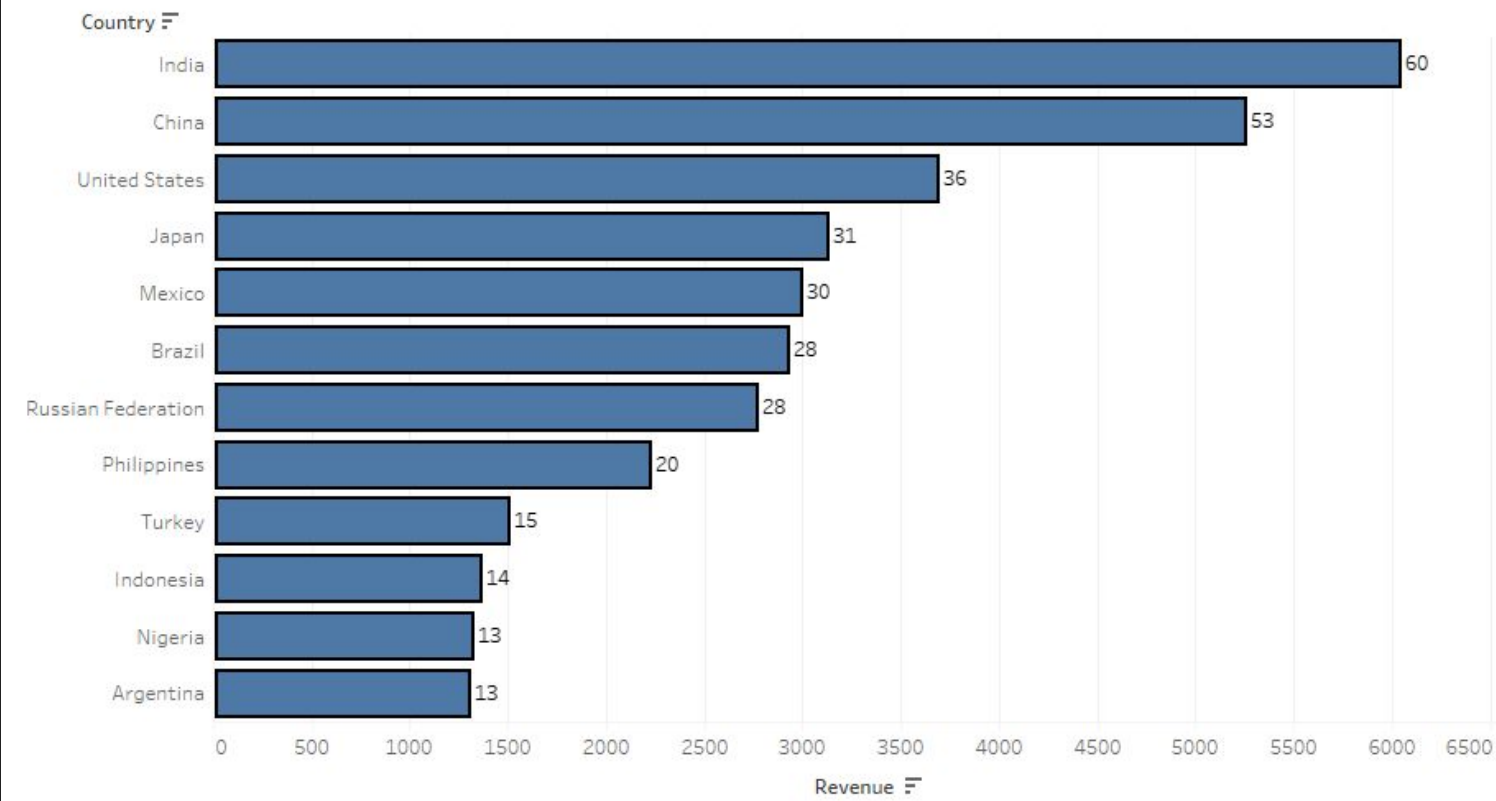**Average Rental Duration**

5 Days

Spatial Analysis

TOP REVENUE COUNTRIES

1. INDIA
2. CHINA
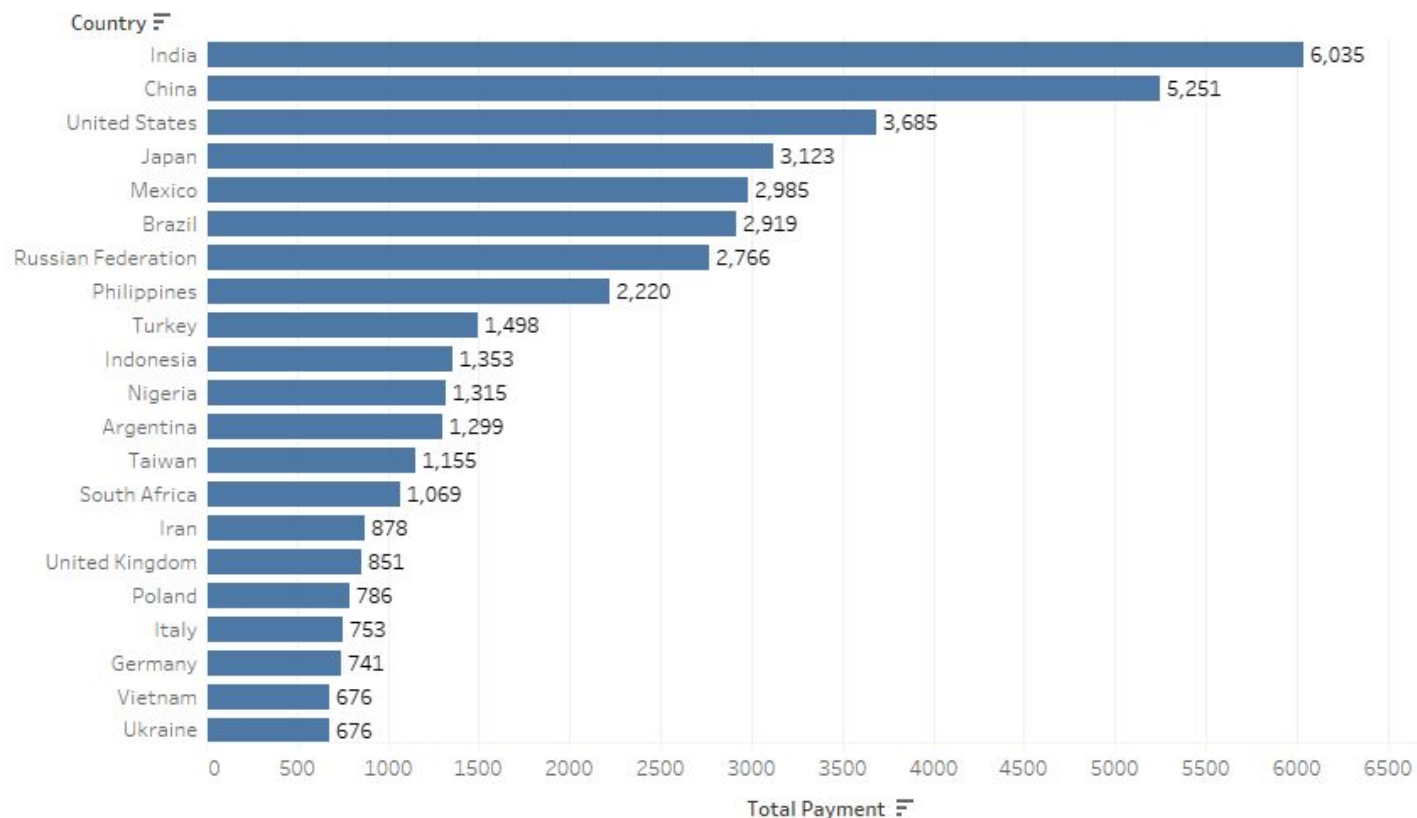3. UNITED STATES

Top 10 COUNTRIES BY CUSTOMER

countries by customer

Top 5 Country

- INDIA
- CHINA
- USA
- JAPAN
- MEXICO

Top 10 CITIES

country	city	customer_count
United States	Aurora	2
Mexico	Acua	1
United States	Citrus Heights	1
Japan	Iwaki	1
India	Ambattur	1
China	Shanwei	1
Brazil	So Leopoldo	1
Russian Federation	Teboksary	1
China	Tianjin	1
Indonesia	Cianjur	1

- **AURORA, UNITED STATES is the only city which has a customer count greater than 1**

Top 5 Customers

customer_id	first_name	last_name	city	country	total amount paid
225	Arlene	Harvey	Ambattur	India	111.76
424	Kyle	Spurlock	Shanwei	China	109.71
240	Marlene	Welch	Iwaki	Japan	106.77
486	Glen	Talbert	Acua	Mexico	100.77
537	Clinton	Buford	Aurora	United States	98.76
14	Betty	White	Citrus Heights	United States	96.77
443	Francisco	Skidmore	So Leopoldo	Brazil	93.79
249	Dora	Medina	Tianjin	China	88.81
411	Norman	Currier	Cianjur	Indonesia	73.76
350	Juan	Fraley	Teboksary	Russian Federation	63.79

- The top 10 high-value customers are spread out across Asia,North and South America and the Middl East.
- **Arlene Harvey** from India is the top paying customer

Recommendations

🎥 Focus on the top 10 revenue-generating countries when marketing the online platform.

🎥 Create a rewards program for high-value customers.

🎥 Next Step: Compare each movie's licensing costs against the revenue it brings in to determine which movies should be removed from inventory.

Thank You!

[Link to All Visualizations on Tableau](url) [Public](url)