

The image features two vintage film reels resting on a highly reflective, metallic surface. The reels are made of a dark, polished material, possibly metal, and have several circular perforations. Film strips are partially unspooled from the reels, with one strip extending towards the bottom left and another towards the bottom right. The background is a warm, golden-brown gradient, and the overall lighting creates strong highlights and reflections on the reels and the surface they sit on.

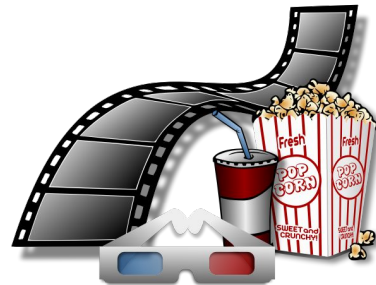
Rockbuster Stealth LLC

Data Analysis Project

Prepared by Mentay Koshzhanova

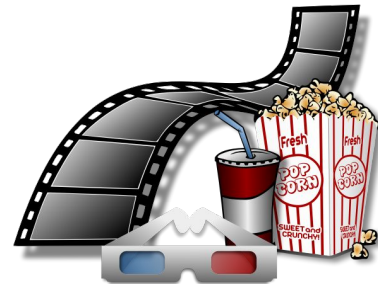
Introduction

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. The Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service.



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?



Data overview

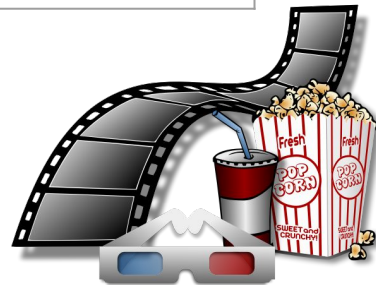
Film count	1000
Release year	2006
Genre count	17
Customers count	599
Total revenue	\$ 61,312.04
Film languages	English, Italian, Japanese, Mandarin, French, German

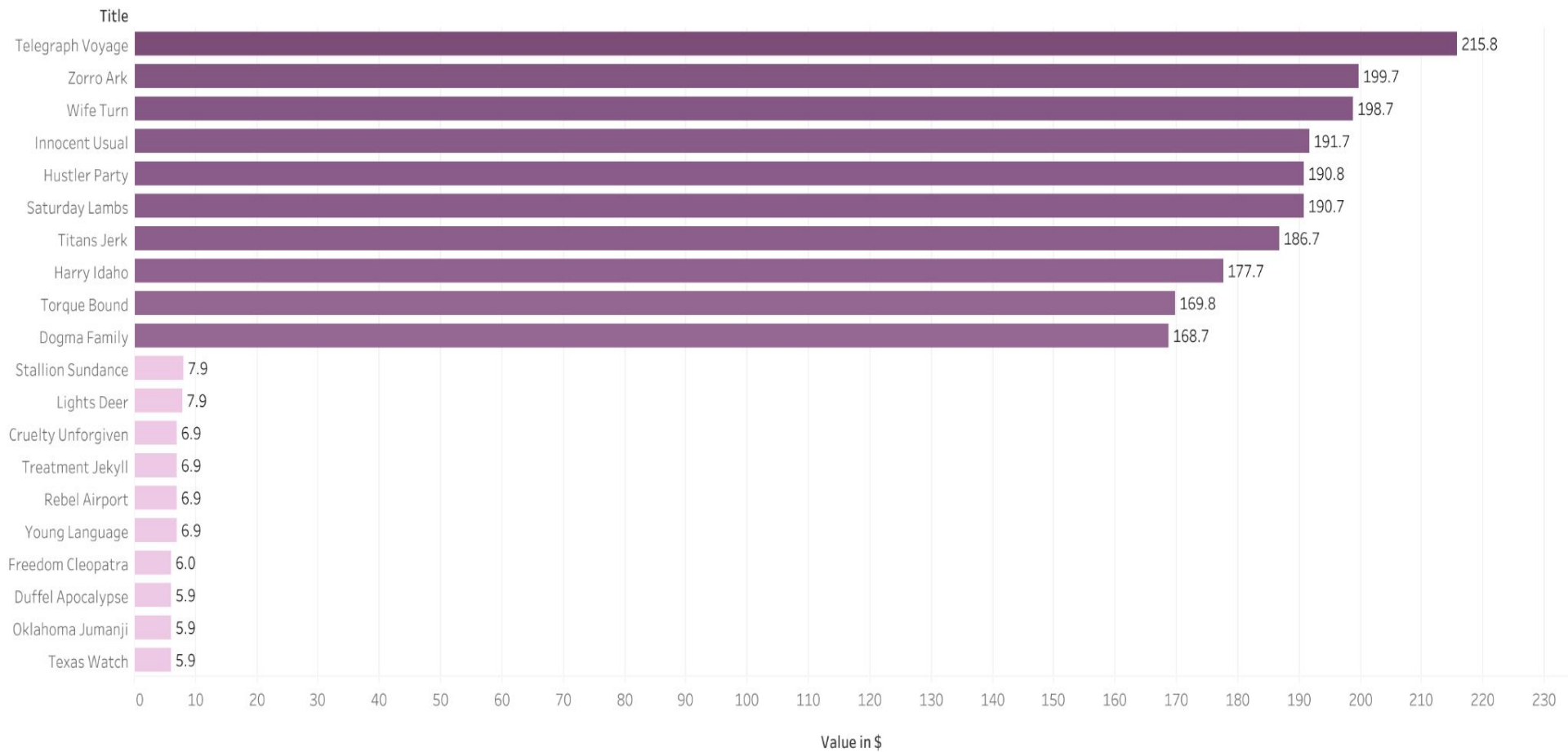


1) Movies contributed the most and least to revenue gain

Total Revenue	\$61,312.04	In percentage
Total of most gain contributed	\$1,890.40	3.08% of total revenue
Total of least gain contributed	\$67.38	0.11% of total revenue

Let's take a look what movies contributed the most and the least gain =>

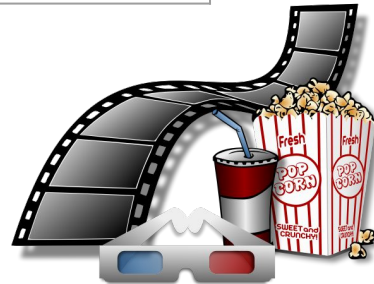




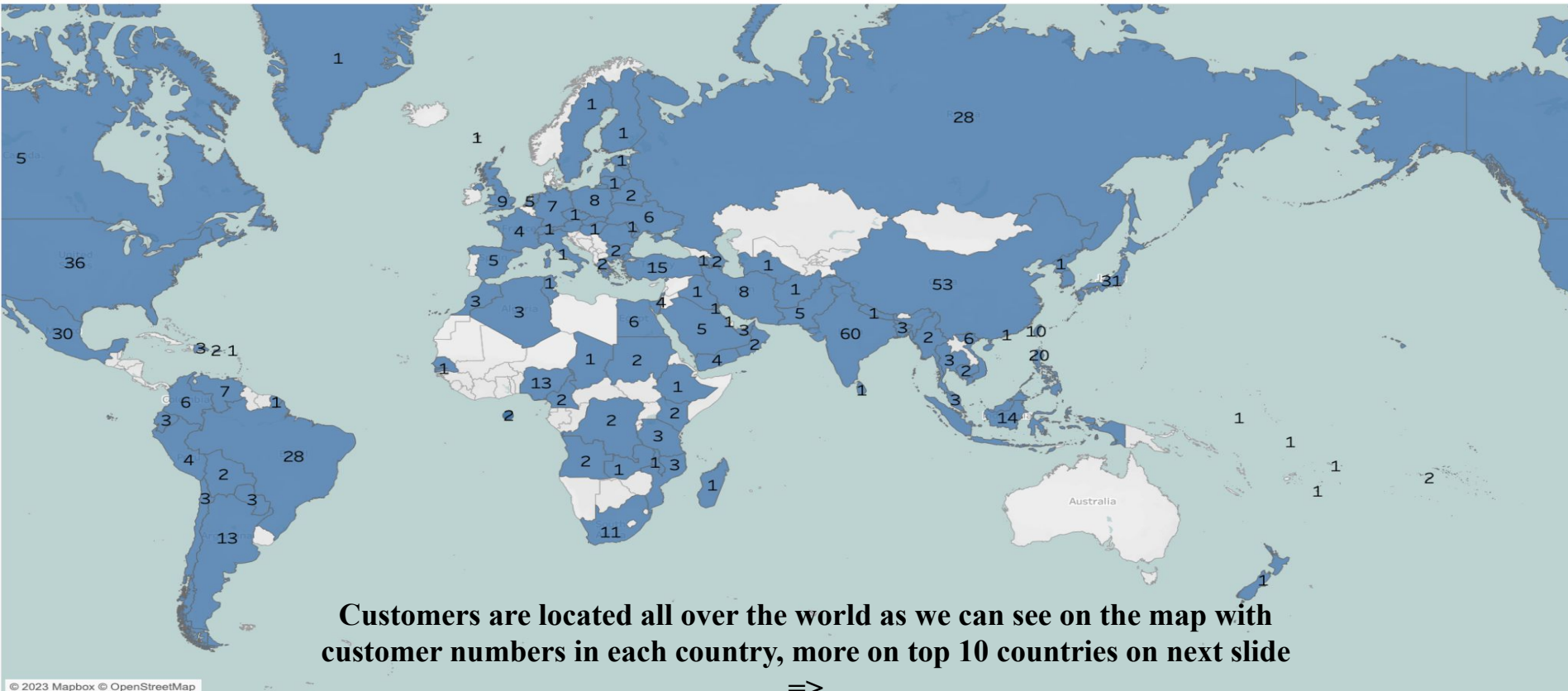
In comparison the most gain contributed movie “Telegraph Voyage” (\$ 215.8) made 36 times more than the least gain contributed movie “Texas Watch” (\$ 5.9).

2) The average rental duration for all videos

	Average	Maximum	Minimum
Rental duration	5 days	7 days	3 days
Replacement cost	\$19.98	\$29.99	\$9.99
Rental rate	\$2.98	\$4.99	\$0.99
Film length	115 min	185 min	46 min



3) Countries Rockbuster customers based in



Revenue (in \$) by top 10 countries

	Total Amount	Customer Count
India	6,035	60
China	5,251	53
United States	3,685	36
Japan	3,123	31
Mexico	2,985	30
Brazil	2,919	28
Russian Federation	2,766	28
Philippines	2,220	20
Turkey	1,498	15
Indonesia	1,353	14

The percent of total revenue each country makes:

India - 10%

China - 9%

United States - 6%

Japan - 5%

Mexico - 5%

Brazil - 5%

Russian Federation - 5%

Philippines - 4%

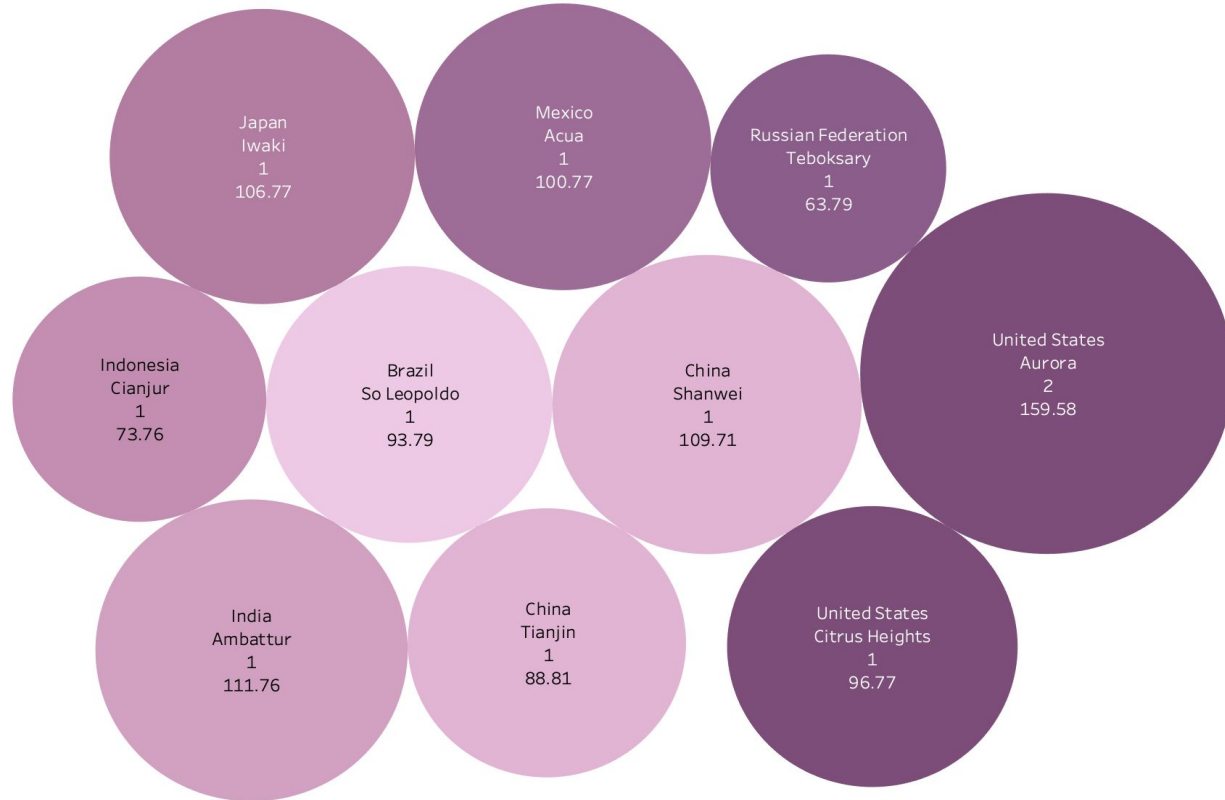
Turkey - 2%

Indonesia - 2%



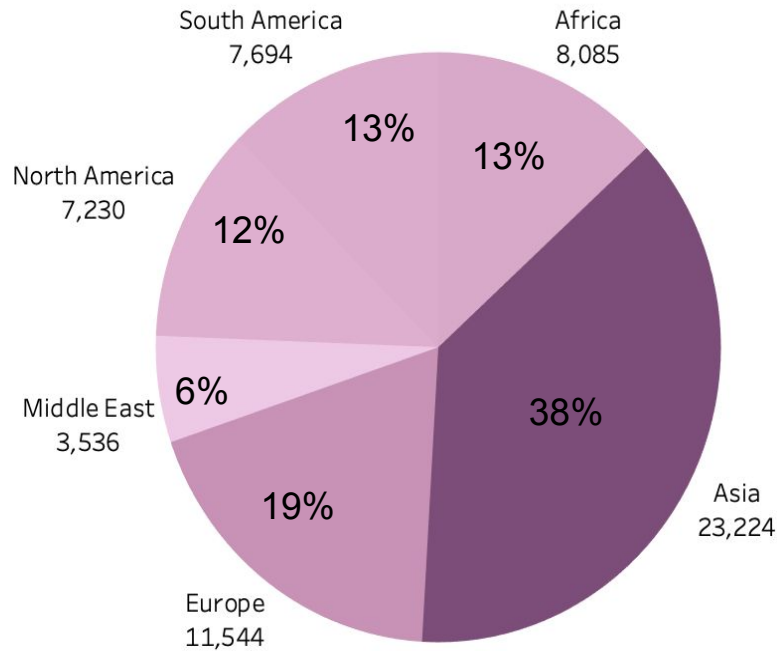
4) Countries that are customers with a high lifetime value based in

Each bubble shows
Country name,
City name,
Customer count,
Total amount paid
and bubble size
depends on customer
count and the paid
amount



5) Sales figures between geographic regions

	Customer Count	Total Amount
Asia	226	23,224
Europe	113	11,544
Africa	79	8,085
South America	75	7,694
North America	71	7,230
Middle East	35	3,536

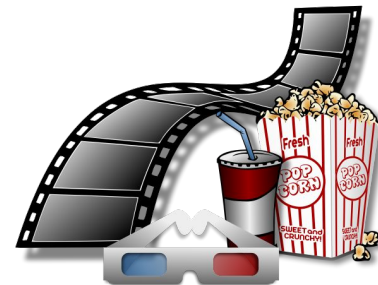


Asia has the biggest count of customers among other regions and it covers 38% of the total revenue.

Other insights

Genre	Total revenue	Film count	% from revenue	Rating	Film count	Total revenue
Sports	4892.19	73	8.0%	PG-13	3245	13855.56
Sci-Fi	4336.01	59	7.1%	NC-17	3008	12634.92
Animation	4245.31	64	6.9%	PG	2938	12236.65
Drama	4118.46	61	6.7%	R	2897	12073.03
Comedy	4002.48	56	6.5%	G	2508	10511.88
New	3966.38	60	6.5%			
Action	3951.84	61	6.4%			
Foreign	3934.47	67	6.4%			
Games	3922.18	58	6.4%			
Family	3782.26	66	6.2%			
Documentary	3749.65	63	6.1%			
Horror	3401.27	53	5.5%			
Classics	3353.38	54	5.5%			
Children	3309.39	58	5.4%			
Travel	3227.36	53	5.3%			
Music	3071.52	51	5.0%			
Thriller	47.89	1	0.1%			

As we can see “sports” genre is the most popular whereas “thriller” making only 0.1% of the revenue, which has only one film in inventory. The more numbers of movies available in inventory the higher the gain.



Recommendations

Analyzing the given data we can say that genres that has more movies available make the most gain.

***Add popular movies to the inventory for “sports”, “sci-fi”, “animation” and “thriller” genres.**

Rating PG-13 has the most available movies whereas rated R and G movies are much less.

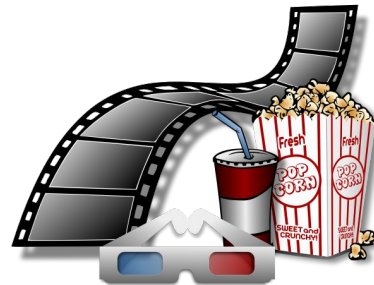
***Add more rated R and G movies to the inventory.**

We have top 10 countries that makes 53% of total revenue.

***Marketing should keep targeting those 10 countries to work with loyal customers.**

There are 6 languages that movies are available in.

*** Extend the number of movies in different languages (including Spanish and Russian).**



Thank you!

*Please send your questions to kmentay@gmail.com
Tableau Public*

