

# Rockbuster Stealth Data Analysis

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# Project Overview

- Rockbuster Stealth LLC is a movie rental company that wants to use its existing movie licenses to launch an online video rental service to stay competitive against streaming services like Netflix and Amazon Prime.

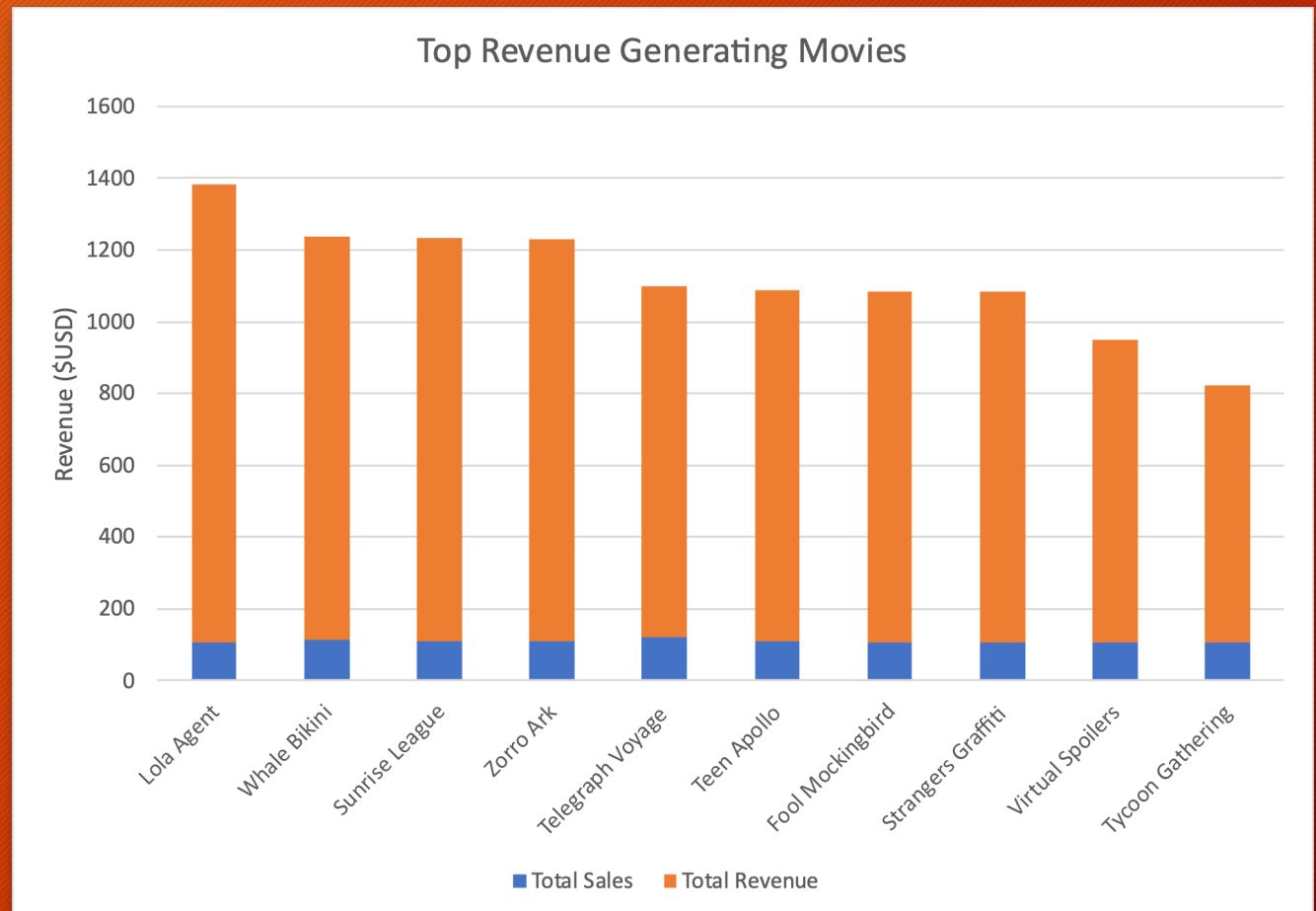
## KEY QUESTIONS

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

# Revenue From Movie Rentals

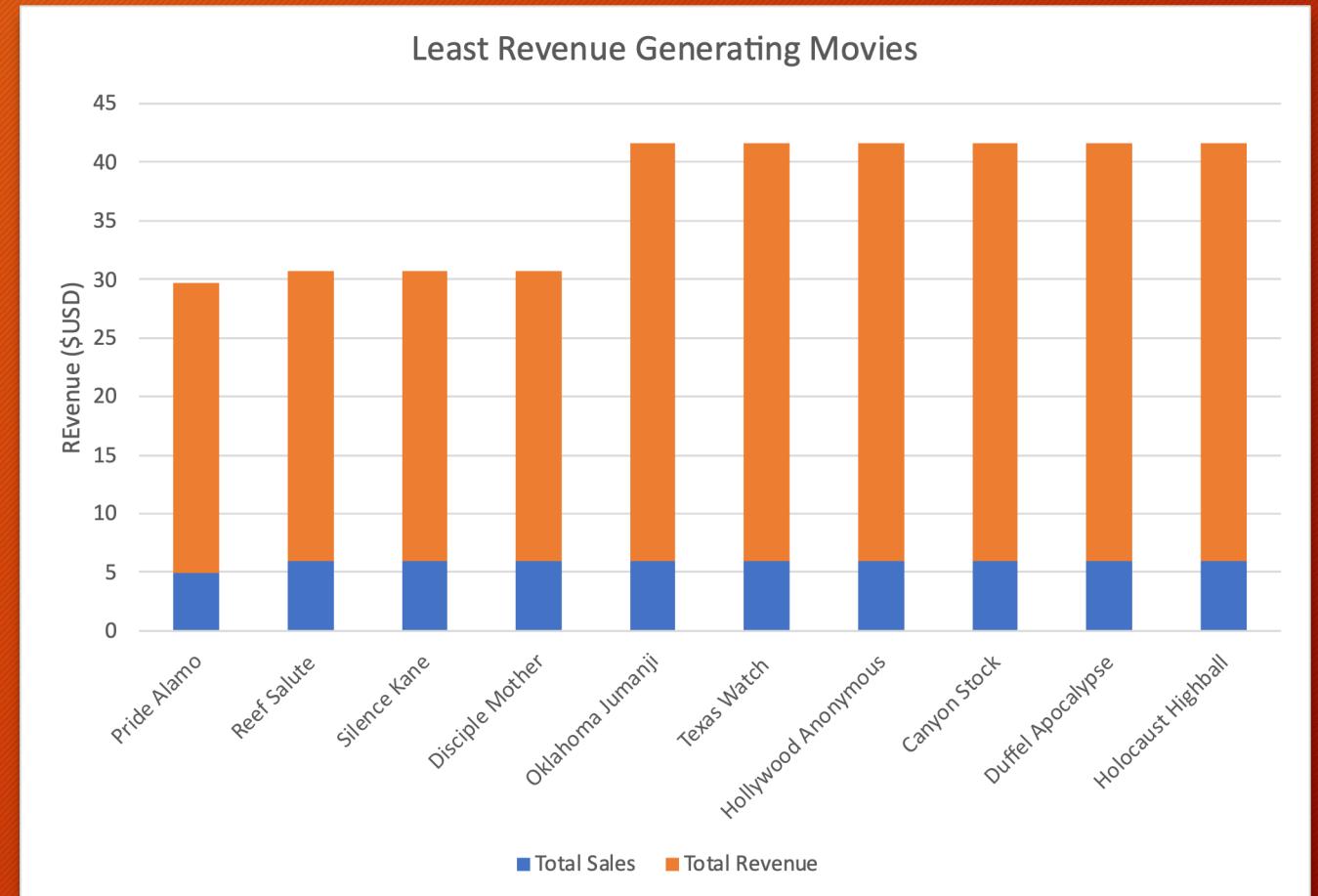
## Top Grossing Movie Rentals

- The top revenue earning movie was Lola Agent with \$1,277.44.
- The next three movies each earned \$1,112.75 - Whale Bikini, Sunrise League, and Zorro Ark.
- The top revenue generating movies are from several genres - horror, foreign, animation, comedy, music, travel, action, horror, family, and games.
- Two of the top 10 movies are from the horror genre.



## Least Grossing Movie Rentals

- The least revenue generating movies each earned \$24.75 - *Pride Alamo*, *Reef Salute*, *Silence Kane*, and *Disciple Mother*.
- The least revenue generating movies are from several genres - animation, horror, music, travel, New, Children, and Documentary.
- The animation, horror, and children each had two movies on this list.



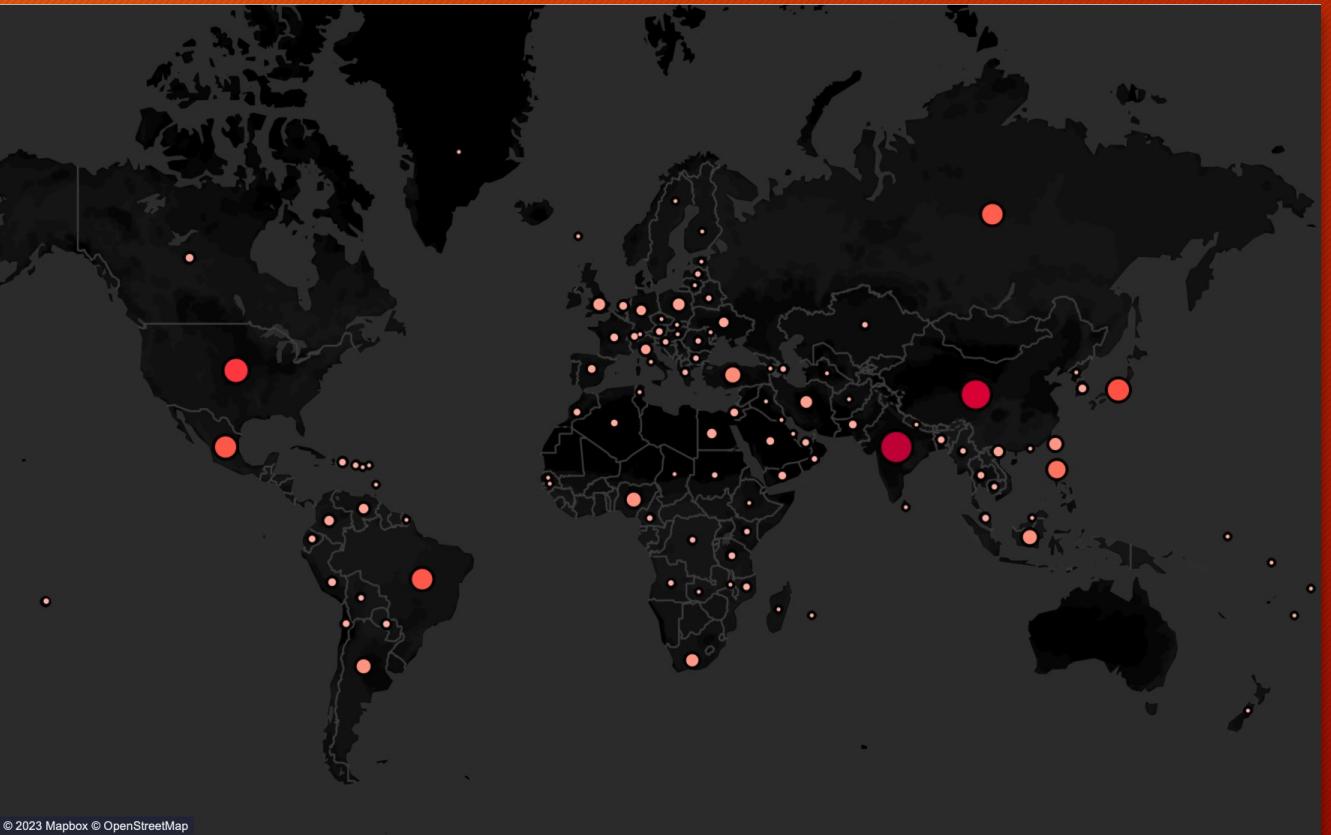
# Quick Numbers

- The average rental duration is 5 days across all countries and film genres.
- Customers with a high lifetime value are based in numerous countries, with no discernable pattern.

- Which countries are Rockbuster customers based in?

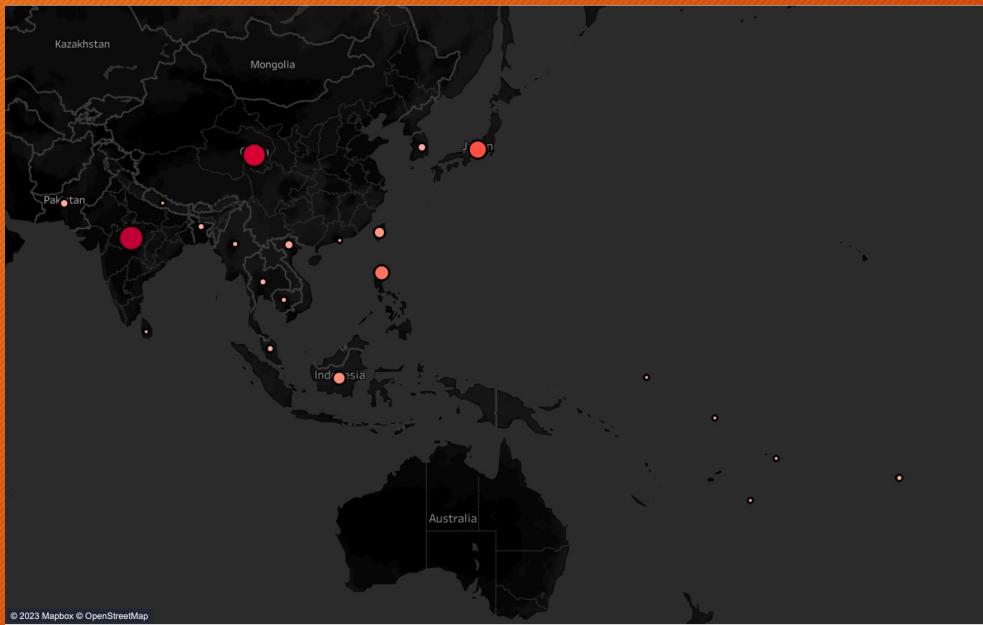
## Top 10 Rockbuster Countries by Customer

1. India
2. China
3. United States
4. Japan
5. Mexico
6. Brazil
7. Russian Federation
8. Philippines
9. Turkey
10. Indonesia



# Sales by Region

# Asia

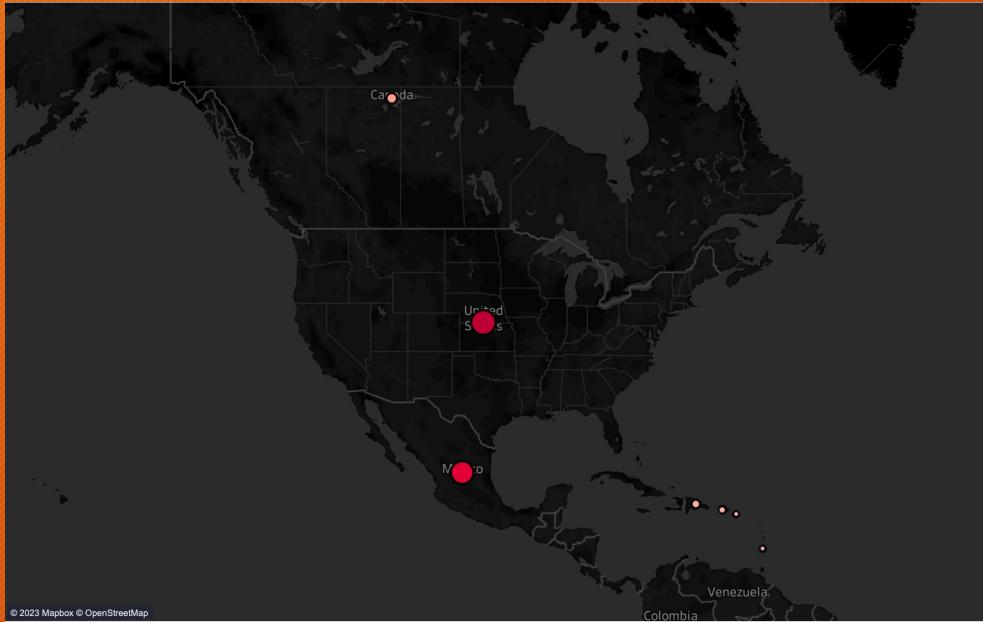


Total Revenue:  
\$21,300.75



Total  
Customers: 209

# North America



Total Revenue:  
\$7,945.08



Total  
Customers: 78

# South America

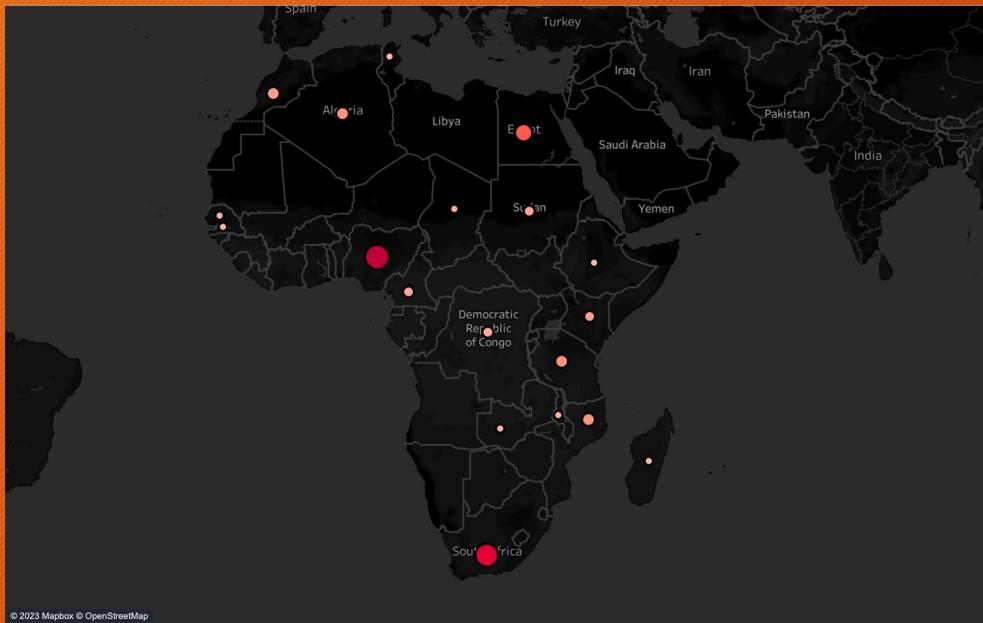


Total Revenue:  
\$6,508.82



Total  
Customers: 63

# Africa



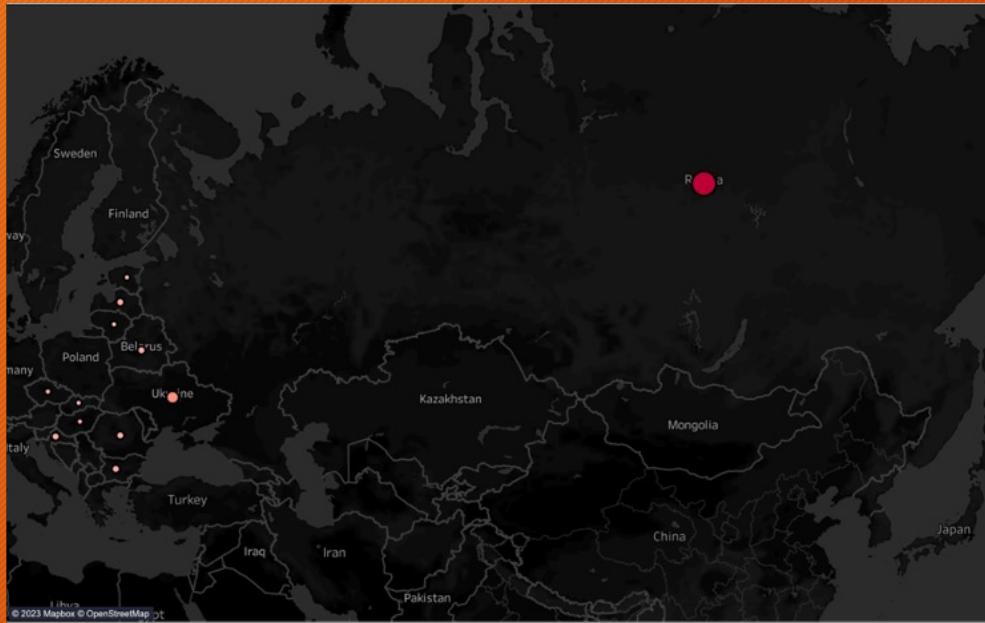
Total Revenue:  
\$5,950.82



Total  
Customers: 58



# Eastern Europe

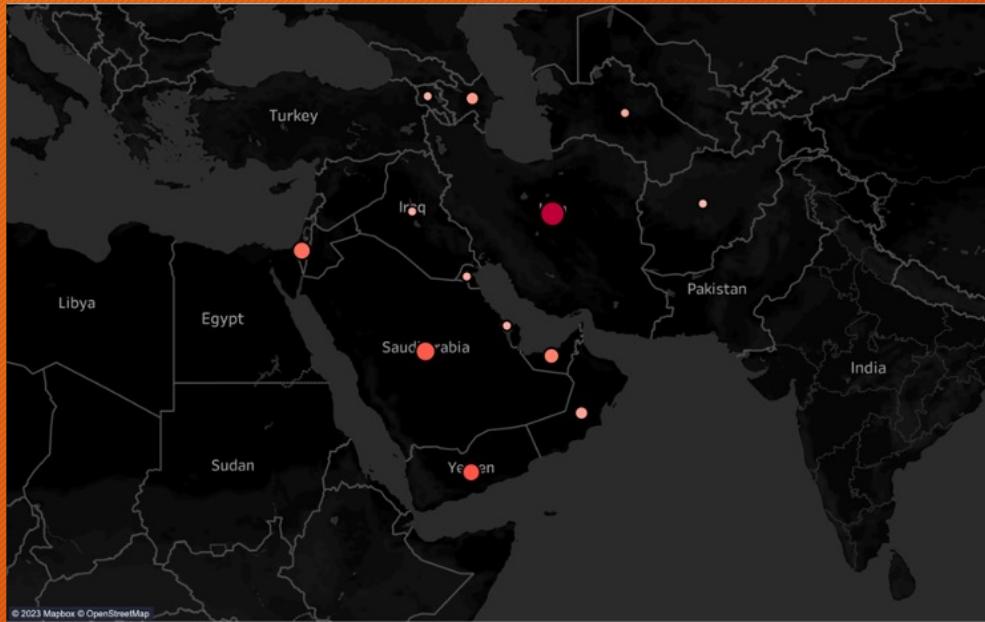


Total Revenue:  
\$5,103.07



Total  
Customers: 49

# The Middle East

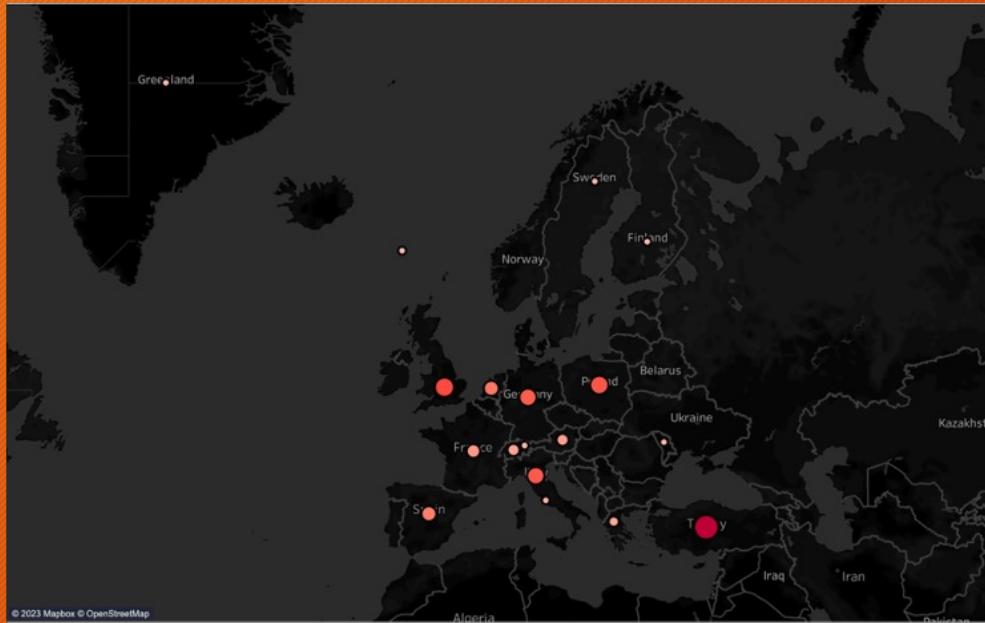


Total Revenue:  
\$3,790.02



Total  
Customers: 37

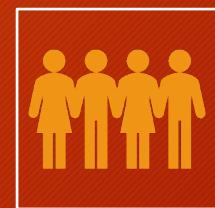
# Western Europe



Total Revenue:  
**\$2,859.15**



Total  
Customers: 28



# Recommendations

# Recommendations

- Launch the online video rental platform one geographic region at a time, focusing on the Asian market first, then North America.
- Purchase more inventory of the highest revenue earning movies, so that enough copies are available rent.

# Thank You

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