

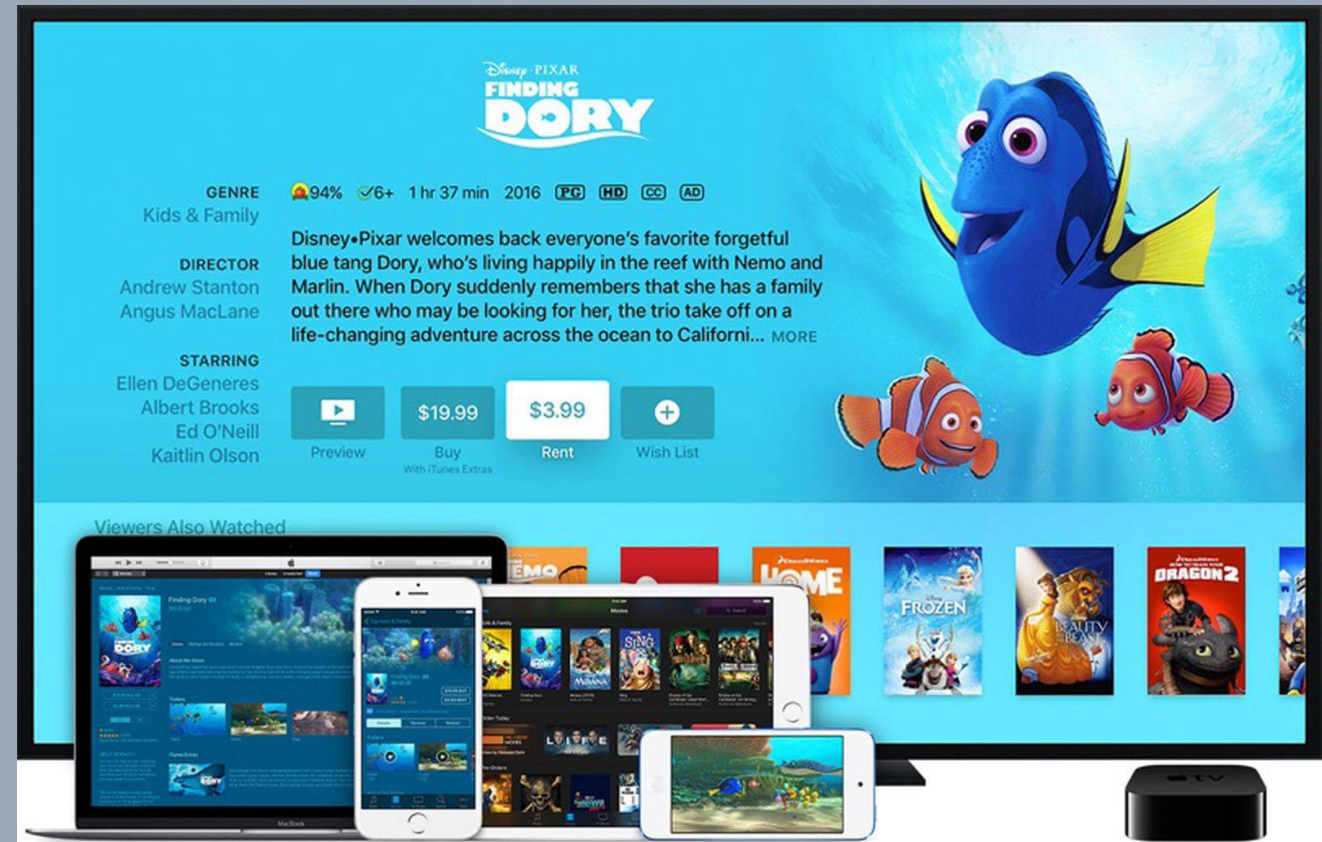
Rockbuster Stealth

By Mnguni Zulu



Objective:

*In the last decade, the movie rentals industry has seen many significant changes in the sale and rental of movies. Streaming services like **Netflix**, **Disney** and even **AmazonPrime**, require us to use our wealth of data to generate insights which can help us be more effective competitors and roll-out our own online movie rentals service.*



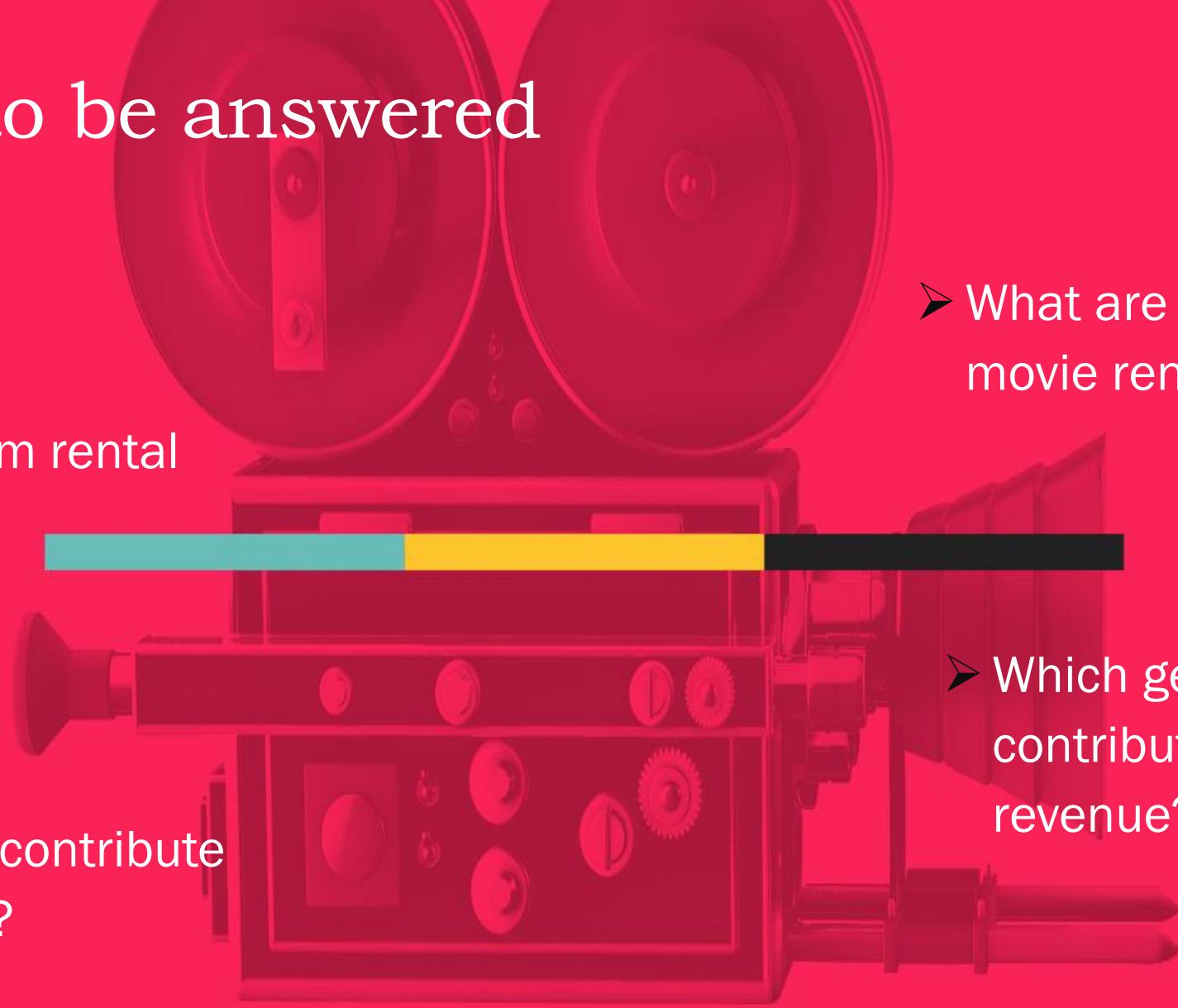
Questions to be answered

➤ What are the average/maximum rental rates?

➤ What are the average movie rental durations?

➤ Which countries contribute most to revenue?

➤ Which genre of movie contributed the most to revenue?



Important Figures at a Glance:



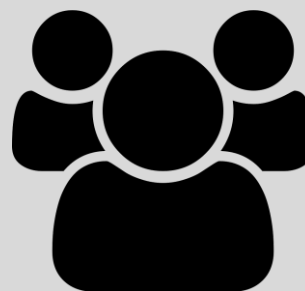
Film Genres:
21



of countries:
108



Total Revenue:
61,312.04 USD



Customers:
599



Movies:
1001



Average Rental Rate:
2,99 USD



Languages:
6

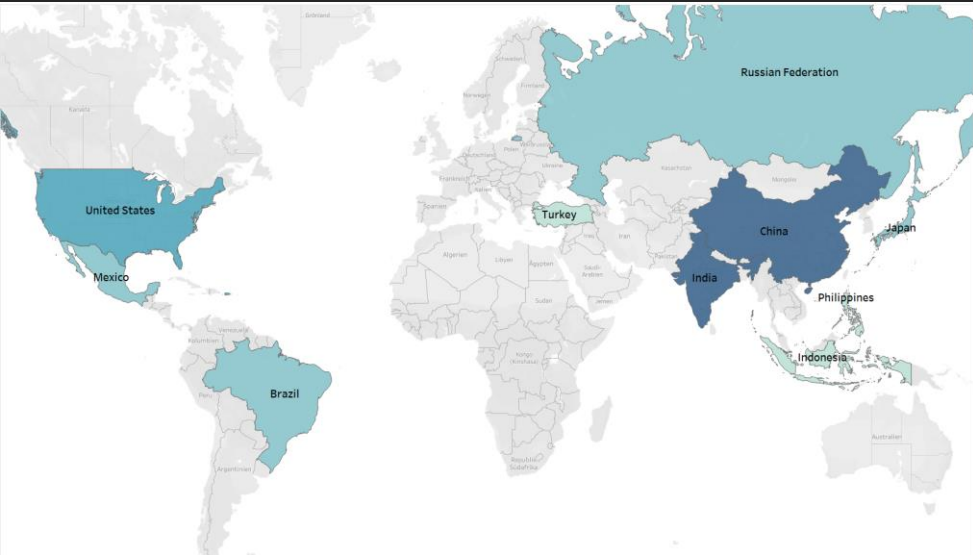


Average Rental Duration:
5 days

Descriptive Statistics

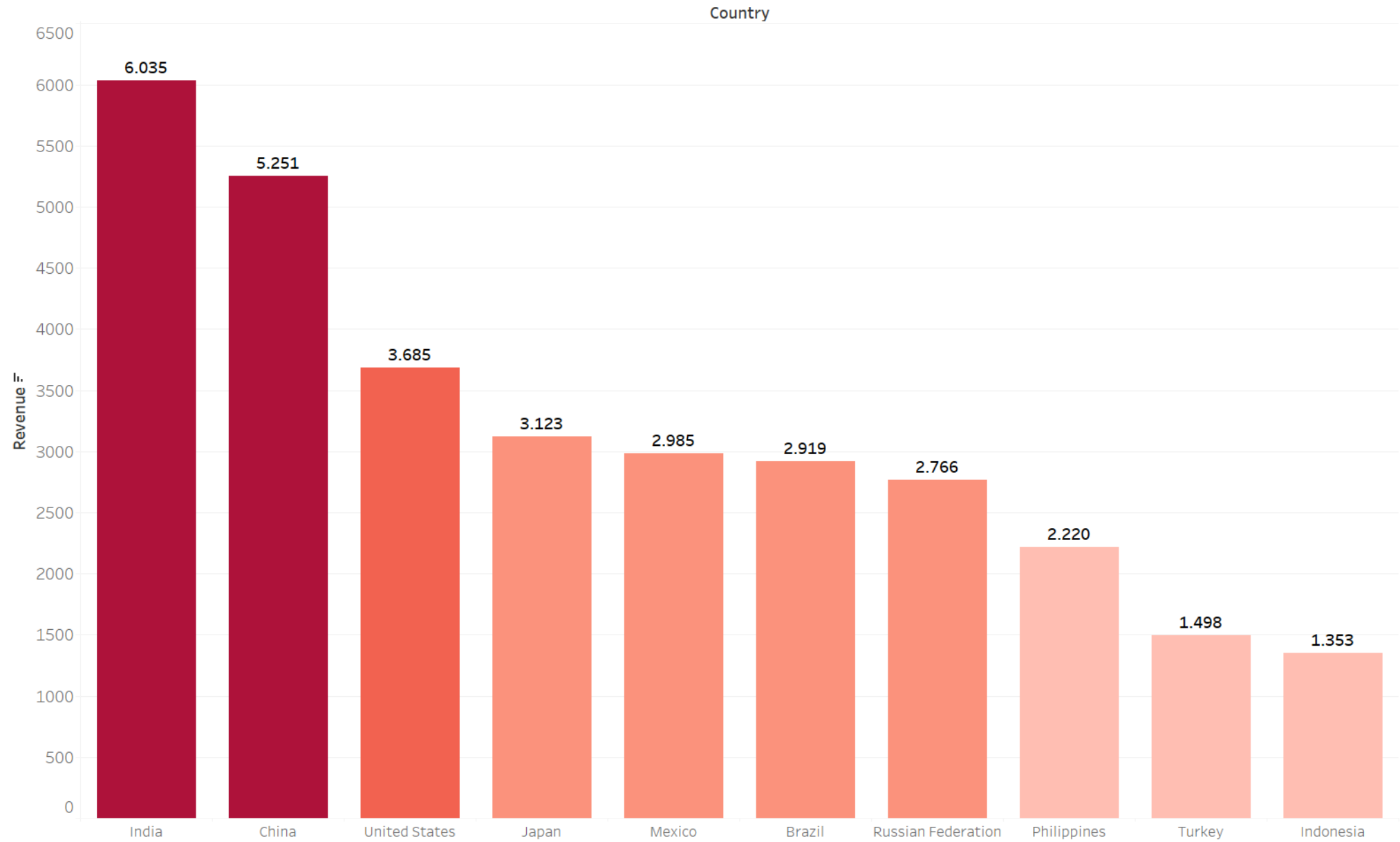
Measurement	MINIMUM	MAXIMUM	AVERAGE
Rental Rate (\$)	0,99	4,99	2,98
Rental Duration (days)	3	7	4,98
Release Year	2006	2019	2006
Replacement Cost (\$)	9,99	29,99	19,98

Top 10 Countries by customer count

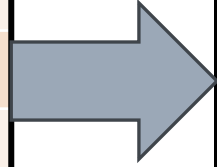


Country	# of Customers
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14

Top 10 Countries by Revenue - Rockbuster



City	Customers
Aurora	2
Acua	1
Citrus Heights	1
Iwaki	1
Ambattur	1
Shanwei	1
So Leopoldo	1
Teboksary	1
Tianjin	1
Cianjur	1

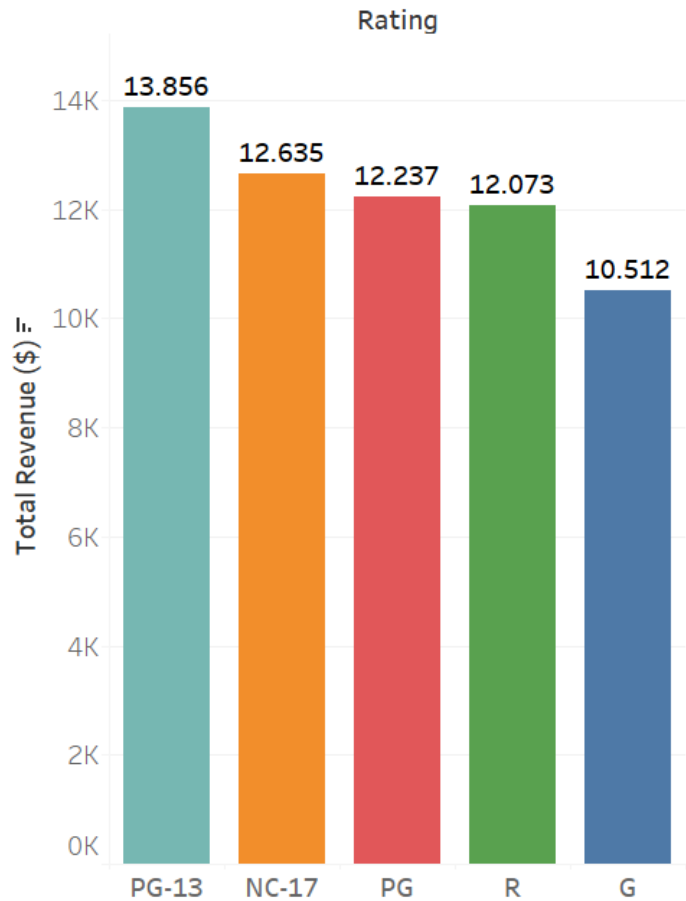


First Name	Last Name	City	Country	Total Amount Paid
Arlene	Harvey	<i>Ambattur</i>	India	11.176
Kyle	Spurlock	<i>Shanwei</i>	China	10.971
Marlene	Welch	<i>Iwaki</i>	Japan	10.677
Glen	Talbert	<i>Acua</i>	Mexico	10.077
Clinton	Buford	<i>Aurora</i>	United States	9.876
Betty	White	<i>Citrus Heights</i>	United States	9.677
Francisco	Skidmore	<i>So Leopoldo</i>	Brazil	9.379
Dora	Medina	<i>Tianjin</i>	China	8.881
Norman	Currier	<i>Cianjur</i>	Indonesia	7.376
Juan	Fraley	<i>Teboksary</i>	Russian Federation	6.379
Scott	Shelley	<i>Aurora</i>	United States	6.082

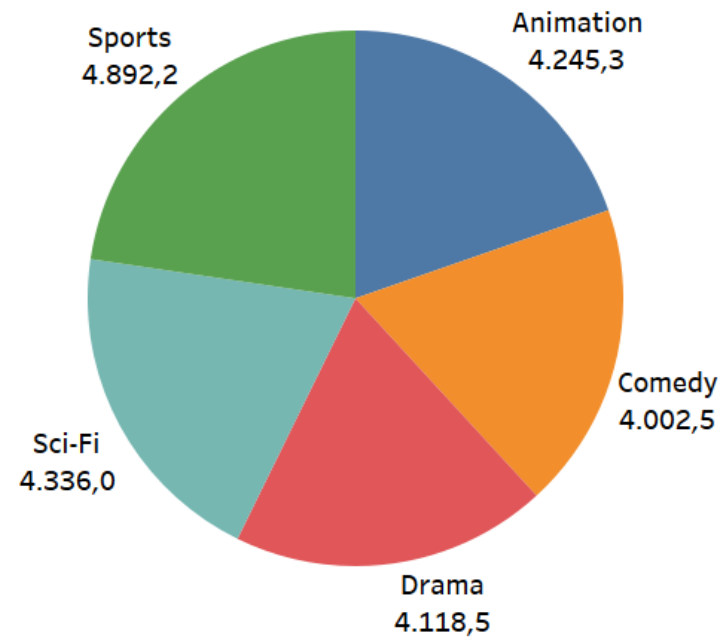
Top 10 Cities & Top Customers

Top Movie Genres and Ratings

Revenue by Movie Rating



Revenue by Top 5 Movie Genres



Recommendations and Further Analysis:

- ❑ Focus on growing customer bases in the top 10 countries and cities
- ❑ Expand our movie selection in the most popular genres and ratings
- ❑ Update our selection of movies to include latest movies
- ❑ Develop pricing strategy related to how recently movies have been released
- ❑ Further temporal anylsis could be done to investigate seasonality of movie rental
- ❑ Collect data on the ages of our customers, to investigate ages of our target market

For more Details:

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