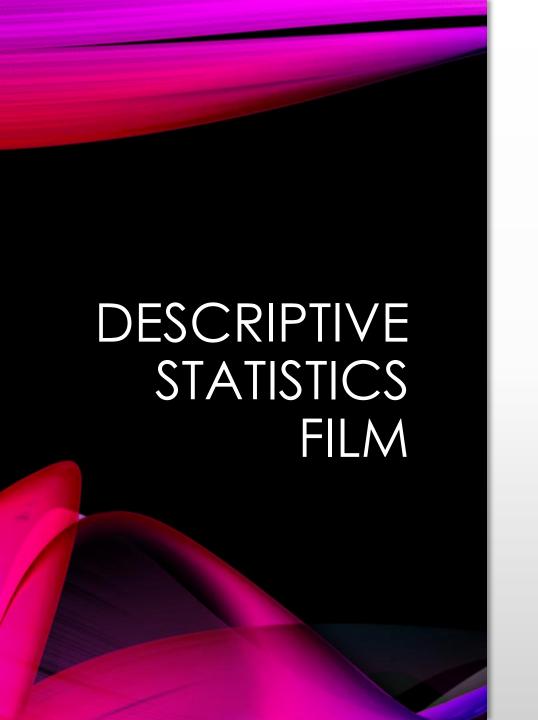
### ROCKBUSTER STEALTH DATA ANALYSIS PROJECT



The objective of this study is to support
Rockbuster Stealth in creating a data-driven
launch strategy by analyzing top genres,
customer distribution, and sales by
geography.



- Descriptive Statistics Film
- Top Performing Genres by Revenue
- Rating by Revenue
- Top 5 Movies
- Top Countries by Customer Count
- Top Cities Within the Top Countries
- Top 5 Customers Within Top Cities
- Top Sales by geography
- Conclusion and Recommendation





Rental duration

Average 5 days

Minimum 3 days Maximum 7 days



Rental rate

Average 2.98

Minimum 0.99 Maximum 4.99



Movie length

Average 115 minutes

Minimum 46 minutes

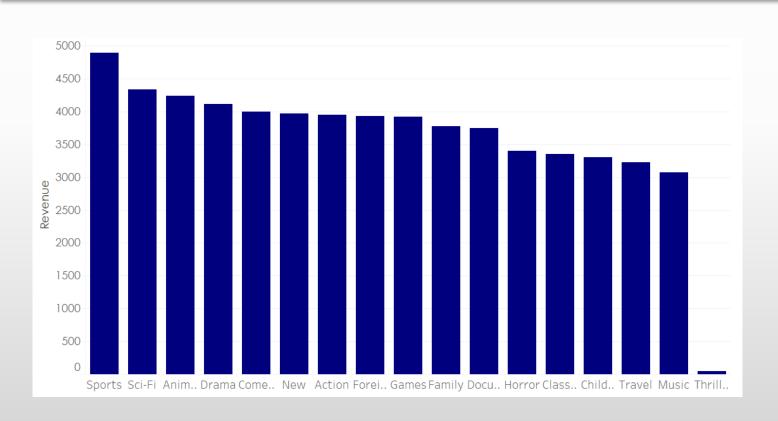
Maximum 185 minutes



Most common rating

**PG - 13** 

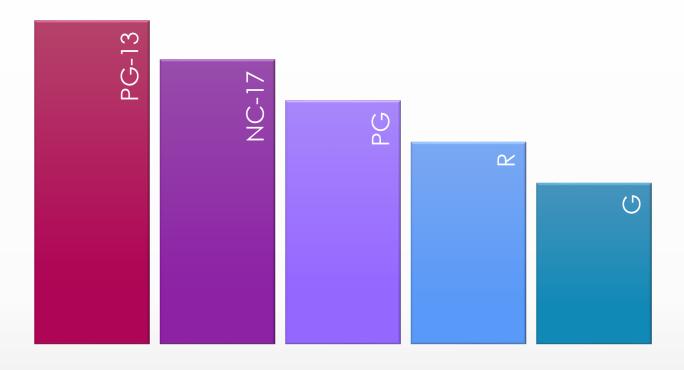
#### TOP PERFORMING GENRES BY REVENUE



The genres that contributed the most to revenue were Sports,
Sci-Fi, Animation, and Drama.

Conversely, the genres with the least revenue contribution were Thriller, Music, Travel, and Children.





PG-13 films had the highest count of rentals and mostly contributed to the revenue, showing broad audience appeal. NC-17 followed, despite age restrictions (18+).



"Bucket Brotherhood"

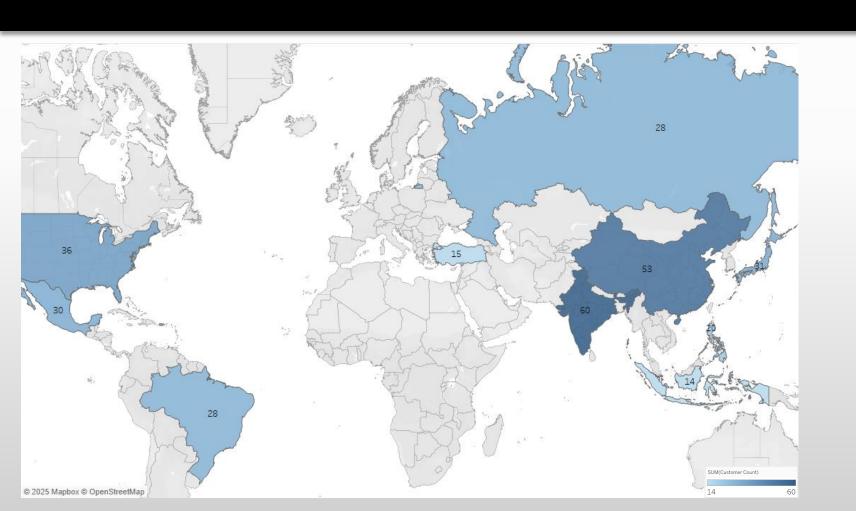
"Scalawag Duck"

"Trip Newton"

"Durham Panky"

"Forrester Comancheros"

#### TOP COUNTRIES BY CUSTOMER COUNT

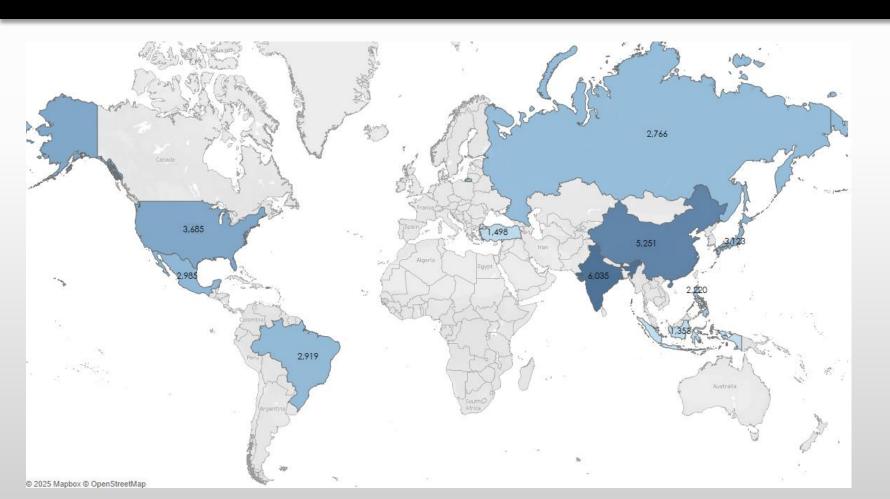


India and China had the highest number of customers, followed by the United States, Japan, and Mexico, which highlights key markets for the company's growth.

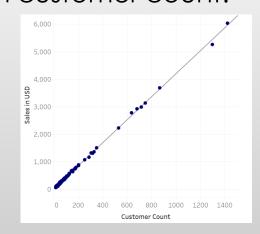
#### TOP CITIES WITHIN THE TOP COUNTRIES



#### TOP 10 SALES BY GEOGRAPHY



Rockbuster Stealth recorded the highest sales in India, China, and United States. Sales increase proportionally with customer count.



#### CONCLUSION AND RECOMMENDATION

- Focus investment on top revenue genres such as Sports, Sci-Fi, Animation, and Drama.
- Expand PG-13 film offerings to maximize audience reach.
- Explore growth in NC-17 content due to strong performance despite age restrictions.
- Strengthen presence in key markets such as India, China and USA.
- Increase marketing efforts globally to acquire new customers.
- Promote top 5 movies through homepage banners, ad campaigns, and promotions.
- Implement loyalty programs and special rewards for top customers to boost retention.
- Customize content and offers by region to match audience preferences.

# QUESTIONS?

## LINK TO TABLEAU PUBLIC VISUALIZATIONS