

Rockbuster Stealth

Data Analysis Project

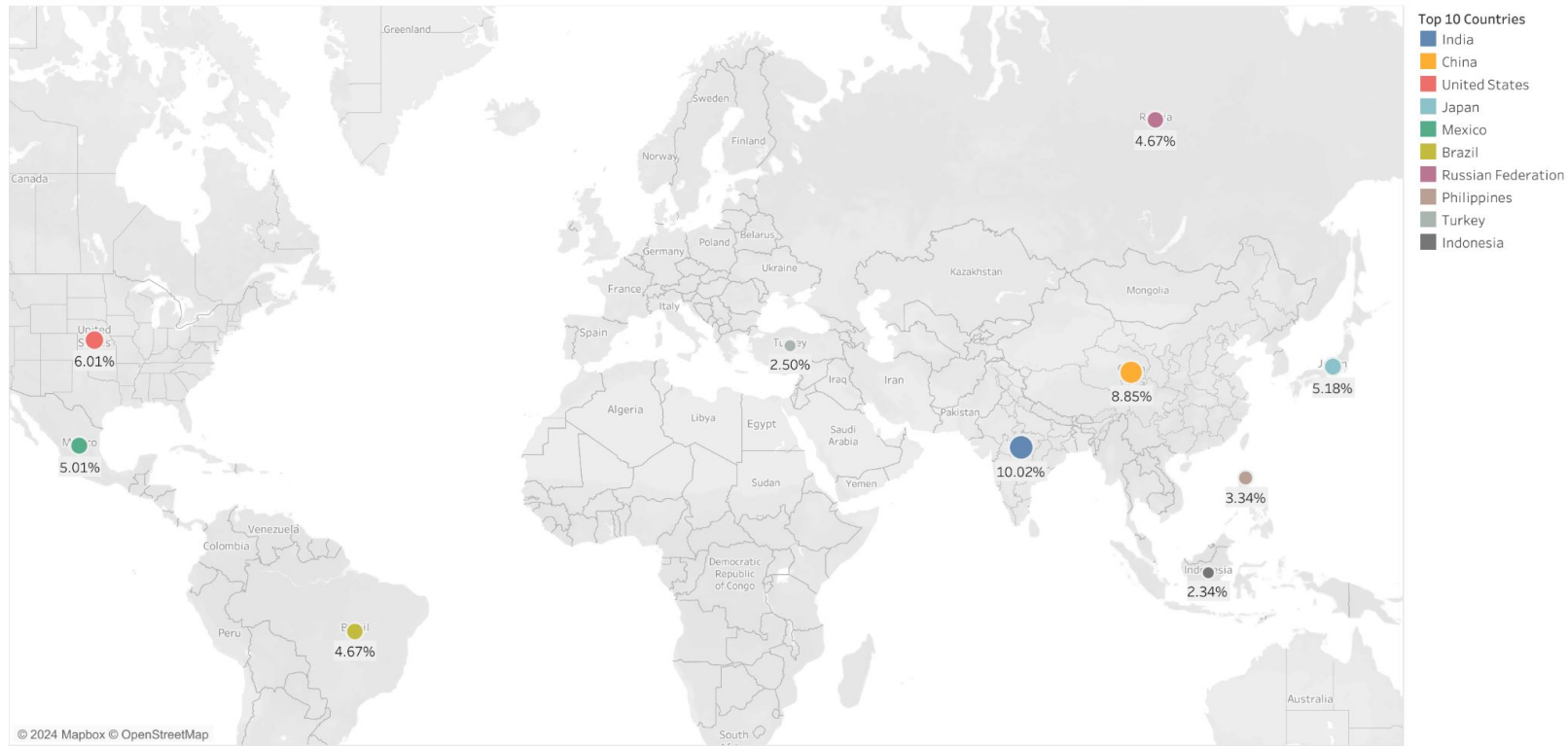
Marta Majer

Behind the scenes: Key insights on rentals and customers.

- The average rental duration is **5 days**.
- The most popular movie category is **PG-13**.
- Our database includes **599** customers and **1000** movies.
- Rental rates are almost evenly distributed between \$0.99, \$2.99, and \$4.99, with average being **\$2.98**.

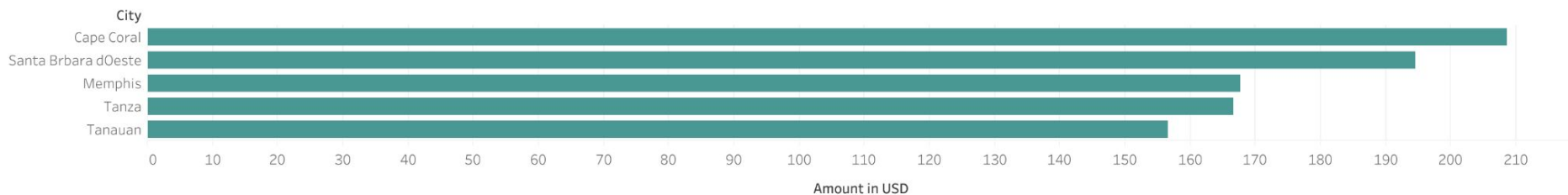
India has the largest customer base: **10%** of all customers.

Top 10 Countries with the Largest Customer Base



Aurora (USA) Leads in Customer Count (2), but Top 5 Paying Customers Across the Top 10 Countries and Cities Spend Between \$208 and \$156 (United States, Brazil, Philippines).

Top 5 Highest Paying Customers's Spending (USD) and Their Cities in the Top 10 Countries



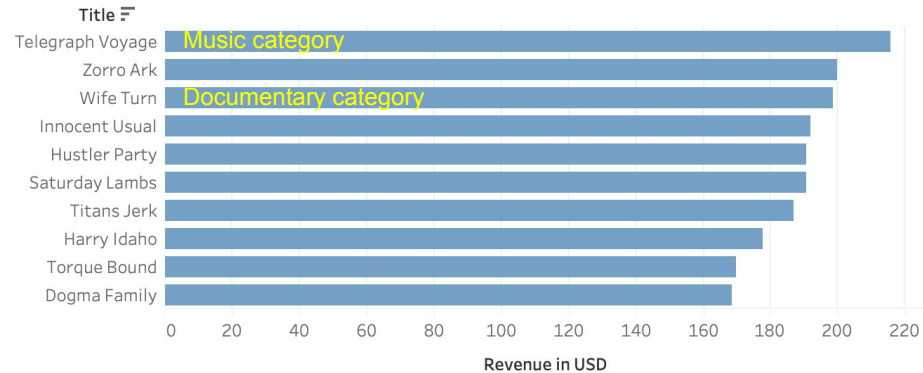
The most lucrative movie categories are **sports, sci-fi, and animation**.

However, the most rented movie is in the **music** genre, which isn't even in the top 10. Similarly, the third most-watched movie falls under the **documentary** category, which also isn't listed among the top 10 movie categories by revenue.

Top 10 Movie Categories by Revenue Gained



Top 10 Movies by Revenue Gained



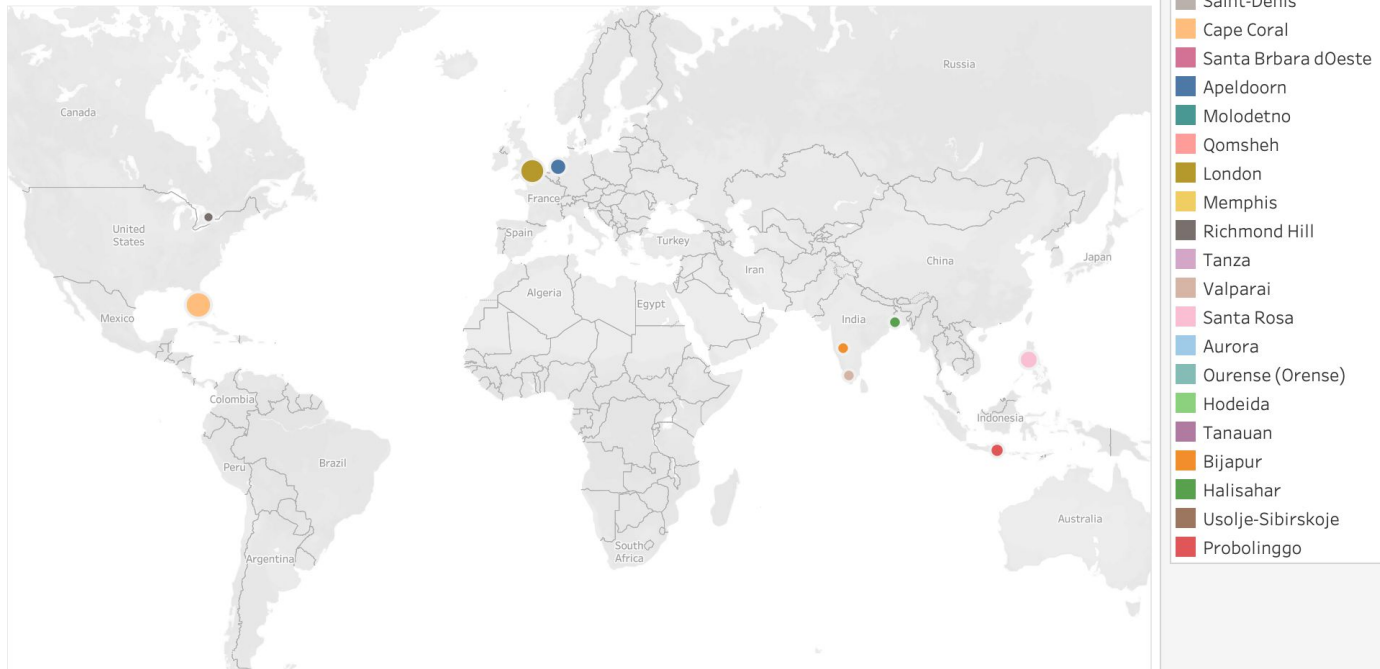
The top 10 countries by both customer count and revenue are **identical** and include the following: India, China, United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey, and Indonesia.

Geographical Distribution of Revenue by Country (Percentage and US dollars)



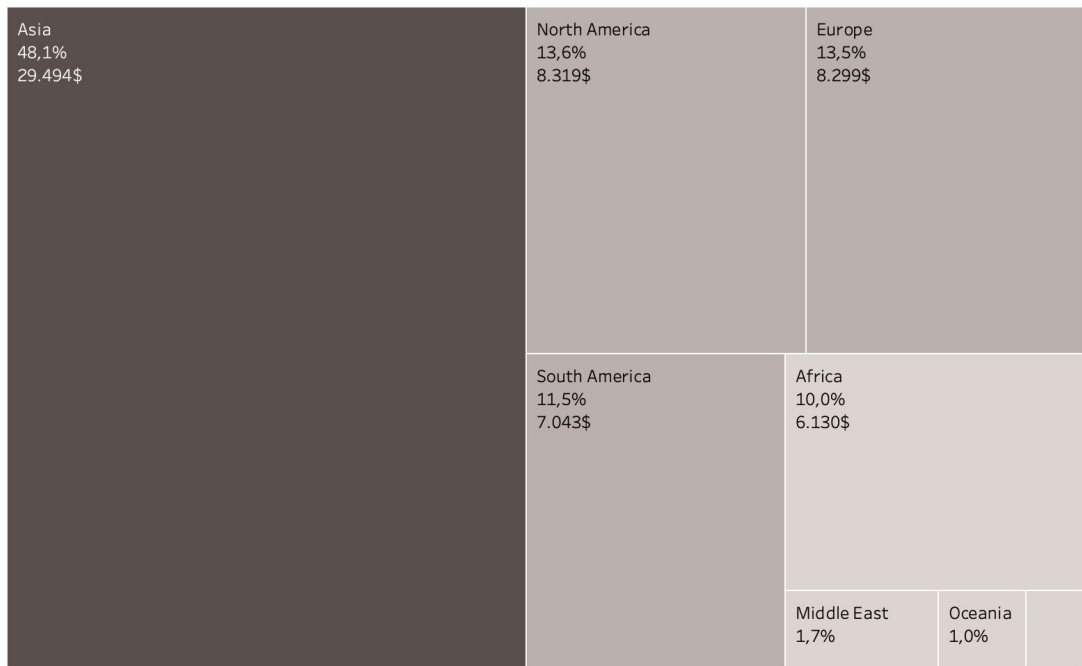
6 out of the top 10 countries also appear in the list of high-value cities. The countries included in the high-value cities list but not in the top 10 countries are Réunion, Netherlands, Belarus, Iran, United Kingdom, Canada, Spain, and Yemen.

Top 20 Cities by Total Payments Received



Asia leads with 48.10% of total revenue, followed by North America and Europe, each around 13.5%. South America and Africa contribute 11.49% and 10% respectively, while the Middle East, Oceania, and 'Unknown' regions together account for less than 5%.

Revenue Breakdown by Geographic Regions



Loyalty Program Strategy: Maximizing Revenue & Retention

Key Insights:

- **Top Regions:** Asia (48.1%), North America (13.6%), and Europe (13.5%) are the strongest revenue drivers. Loyalty programs in these regions can solidify customer retention and increase spending.
- **High-Value Cities:** Cities like London, Cape Coral, and Richmond Hill show strong revenue potential despite being in non-top 10 countries. Targeting these with localized loyalty programs could unlock hidden value.
- **Emerging Markets:** South America (11.5%) and Africa (10%) offer growth potential. Implementing loyalty programs here can foster customer loyalty and expand market share.

Recommendations:

- **Tiered Loyalty Programs:** Focus on high-revenue regions with tiered rewards that encourage more spending and long-term engagement.
- **City-Specific Campaigns:** Roll out tailored loyalty programs in high-value cities, offering local rewards, city-based promotions, or partnerships with local businesses.
- **Referral Programs:** In emerging markets like South America and Africa, encourage customer acquisition through referral-based loyalty schemes, leveraging word-of-mouth growth.