

Rockbuster Stealth Data Analysis Project

BI Department

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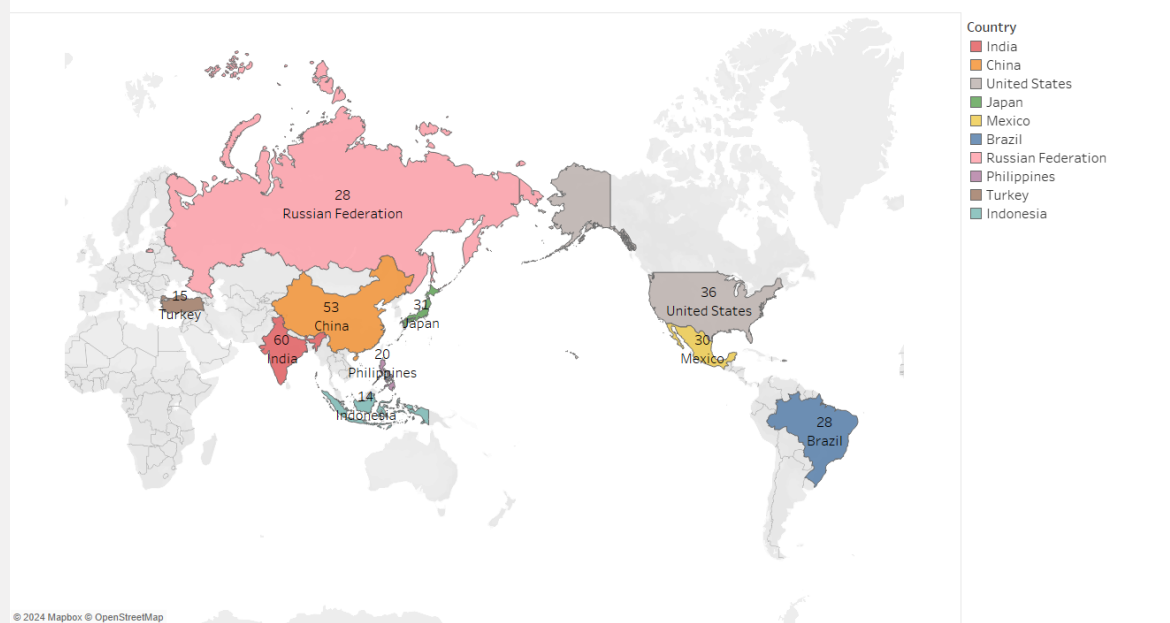
. Introduction

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive. The Rockbuster Stealth Management Board has asked a series of business questions and they expect data-driven answers that they can use for their 2020 company strategy. Here are the main questions they'd like to answer:

- 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?

Top Countries of Rockbusters Customers

Top 10 Countries who are Rockbuster customers

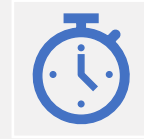


country	customer_count	total_sales	cumulative_sales	cumulative %
India	60	6034.78	6034.78	9.84%
China	53	5251.03	11285.81	18.41%
United States	36	3685.31	14971.12	24.42%
Japan	31	3122.51	18093.63	29.51%
Mexico	30	2984.82	21078.45	34.38%
Brazil	28	2919.19	23997.64	39.14%
Russian Federation	28	2765.62	26763.26	43.65%
Philippines	20	2219.7	28982.96	47.27%
Turkey	15	1498.49	30481.45	49.72%
Indonesia	14	1352.69	31834.14	51.92%

- India, China and United States are the top 3 countries having highest numbers of Rockbusters customers.
- Most of the customers come from high population countries
- Their sales figures also indicate these countries are top customers for Rockbuster- contributing about 25% of total sales

Rental Summary

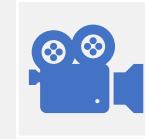
Attribute	Statistics
min_rental_duration	3
max_rental_duration	7
avg_rental_duration	5
min_rental_rate	1
max_rental_rate	5
avg_rental_rate	3
min_length	46
max_length	185
avg_length	115
min_replacement_cost	10
max_replacement_cost	30
avg_replacement_cost	20



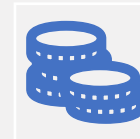
The average rental duration is 5 days that ranges from 3 to 7 days



The average rental rate is 3 dollars that ranges from 1 to 5 dollars



The average movie length is 115 minutes that ranges from 46 minutes to 185 minutes



The average replacement cost is 20 dollars that ranges from 10 to 30 dollars

Top 10 Countries & Cities, top 5 customers

Top 5 customers from the countries



customer_id	first_name	last_name	country	city	total_amount_paid
225	Arlene	Harvey	India	Ambattur	111.76
424	Kyle	Spurlock	China	Shanwei	109.71
240	Marlene	Welch	Japan	Iwaki	106.77
486	Glen	Talbert	Mexico	Acua	100.77
537	Clinton	Buford	United States	Aurora	98.76

Customers in top 10 cities with top 10 countries

Country	City	
United States	Aurora	2
	Citrus Heights	1
Russian Federation	Teboksary	1
Mexico	Acua	1
Japan	Iwaki	1
Indonesia	Cianjur	1
India	Ambattur	1
China	Shanwei	1
	Tianjin	1
Brazil	So Leopoldo	1

- Top 5 customers are from India, China, Japan, United States and Mexico
- The top four customers paid more than 100 dollars for the movie rental.

Conclusion and Recommendations

- Most of the customers of Rockbusters come from high population countries. Their sales and marketing should focus on those countries and capture more markets in those countries'
- Certain initiatives can be done to increase the revenue and sales like
 - Discount and promotions programs
 - Conducting surveys and understanding customer needs and implement them
 - Improve customer experience based on the feedbacks

Note: Please go to the following link for Tableau Story with detailed analysis

<https://public.tableau.com/app/profile/sunita.lamichhane/viz/RuckbusterSales/RockbusterSales>