

ROCKBUSTER STEALTH

Data Analysis Project

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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.

OBJECTIVES



Statistics analysis



Which movies are
rented the
most/least?



Most rented
movies category



Most rented
movies rating



Regional sales



Top customers

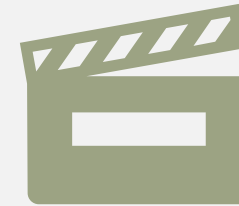
GERERAL INFORMATION



Customers count:
599



Rockbuster stores :
2



Movie count : 1001

[Click here](#) to view tableau dashboard

STATISTICS ANALYSIS

column	min	max	avg
Release year	2006	2019	2006
Rental rate	0.99	4.99	3
Rental duration	3 days	7 days	5 days
Replacement cost	9.99\$	29.99\$	19.99\$
length	49 min	185 min	115 min

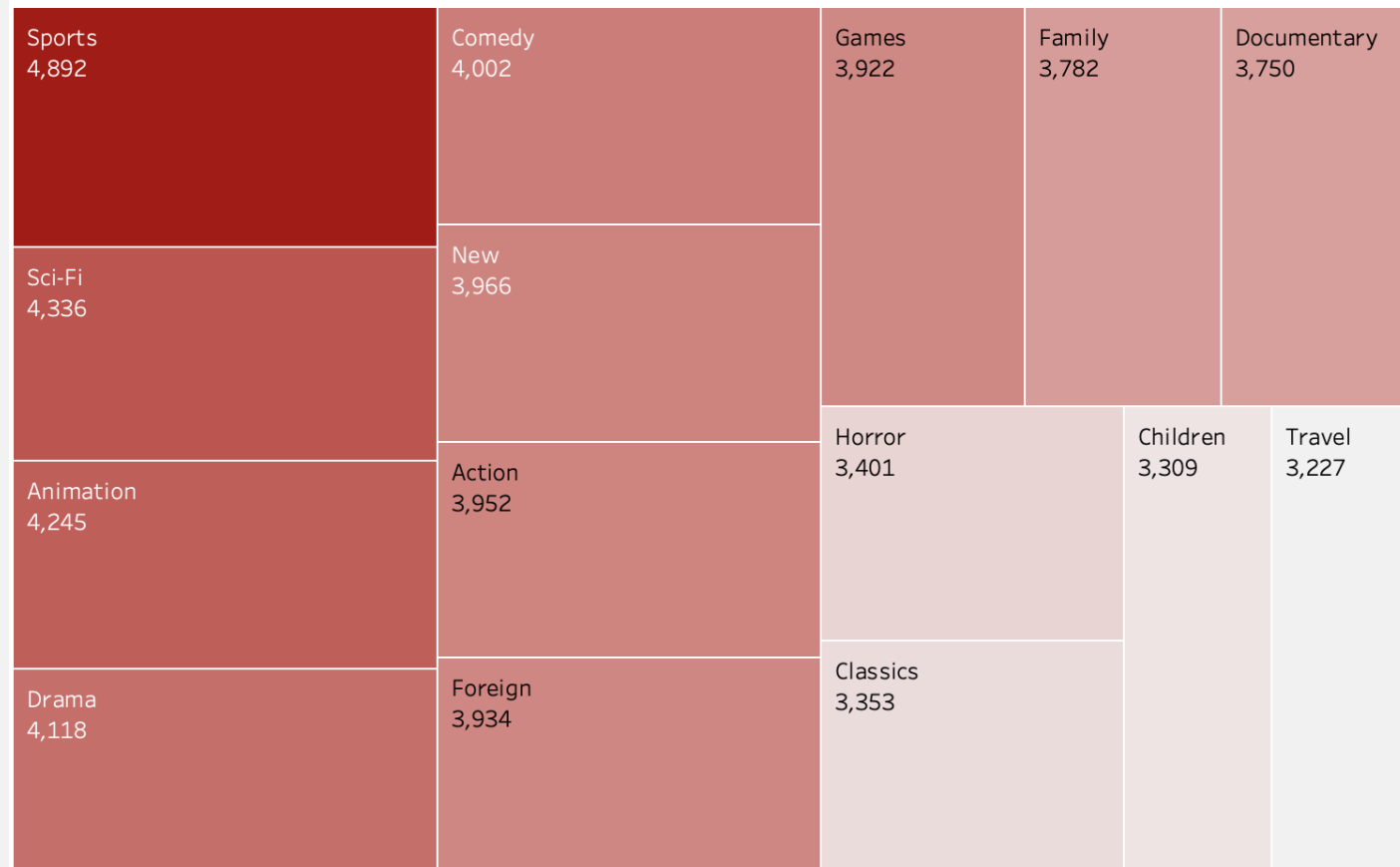
MOST RENTED MOVIES

title	total_amount(\$)	sum_rental_rate	avg_rental_duration	rating	Length(mins)	category	release_year
Telegraph Voyage	215.75 \$	124.75	3	PG	148	Music	2006
Zorro Ark	199.72 \$	139.72	3	NC-17	50	Comedy	2006
Wife Turn	198.73 \$	134.73	3	NC-17	183	Documentary	2006
Innocent Usual	191.74 \$	129.74	3	PG-13	178	Foreign	2006
Hustler Party	190.78 \$	109.78	3	NC-17	83	Comedy	2006
Saturday Lambs	190.74 \$	129.74	3	G	150	Sports	2006
Titans Jerk	186.73 \$	134.73	4	PG	91	Sci-Fi	2006
Harry Idaho	177.73 \$	134.73	5	PG-13	121	Drama	2006
Torque Bound	169.76 \$	114.77	3	G	179	Drama	2006

LEAST RENTED MOVIES

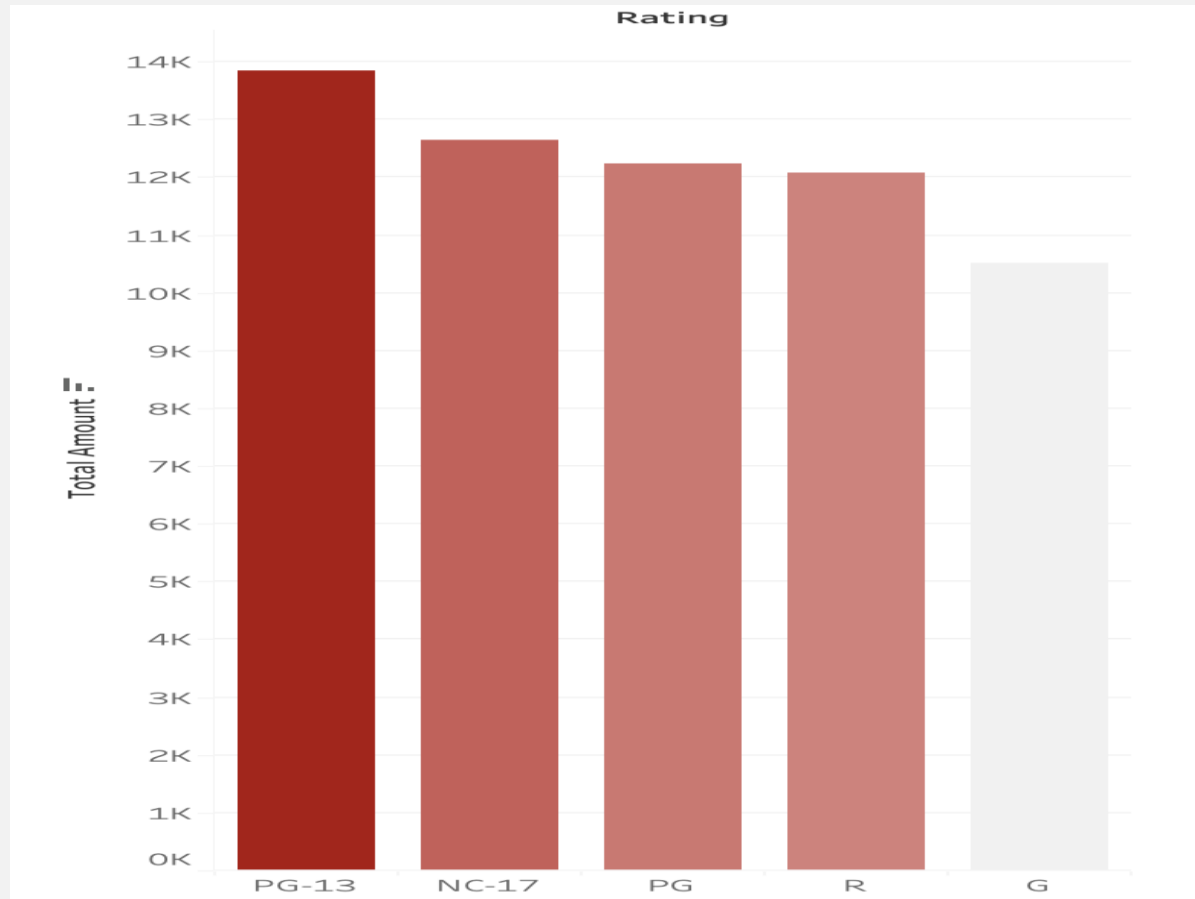
title	total_amount	sum_rental_rate	avg_rental_duration	rating	Length(mins)	category	release_year
Japanese Run	7.94 \$	5.94	6	G	135	Horror	2006
Stallion Sundance	7.94 \$	5.94	5	PG-13	130	Sci-Fi	2006
Lights Deer	7.93 \$	6.93	7	R	174	Classics	2006
Treatment Jekyll	6.94 \$	5.94	3	PG	87	Drama	2006
Cruelty Unforgiven	6.94 \$	5.94	7	G	69	Classics	2006
Rebel Airport	6.93 \$	6.93	7	G	73	Music	2006
Young Language	6.93 \$	6.93	6	G	183	Documentary	2006
Freedom Cleopatra	5.95 \$	4.95	5	PG-13	133	Comedy	2006
Texas Watch	5.94 \$	5.94	7	NC-17	179	Horror	2006
Oklahoma Jumanji	5.94 \$	5.94	7	PG	58	New	2006

MOVIES CATEGORY



Sports movies are the highest ,followed by Sci-fi, Animation , Drama , Comedy etc.

MOVIES RATINGS

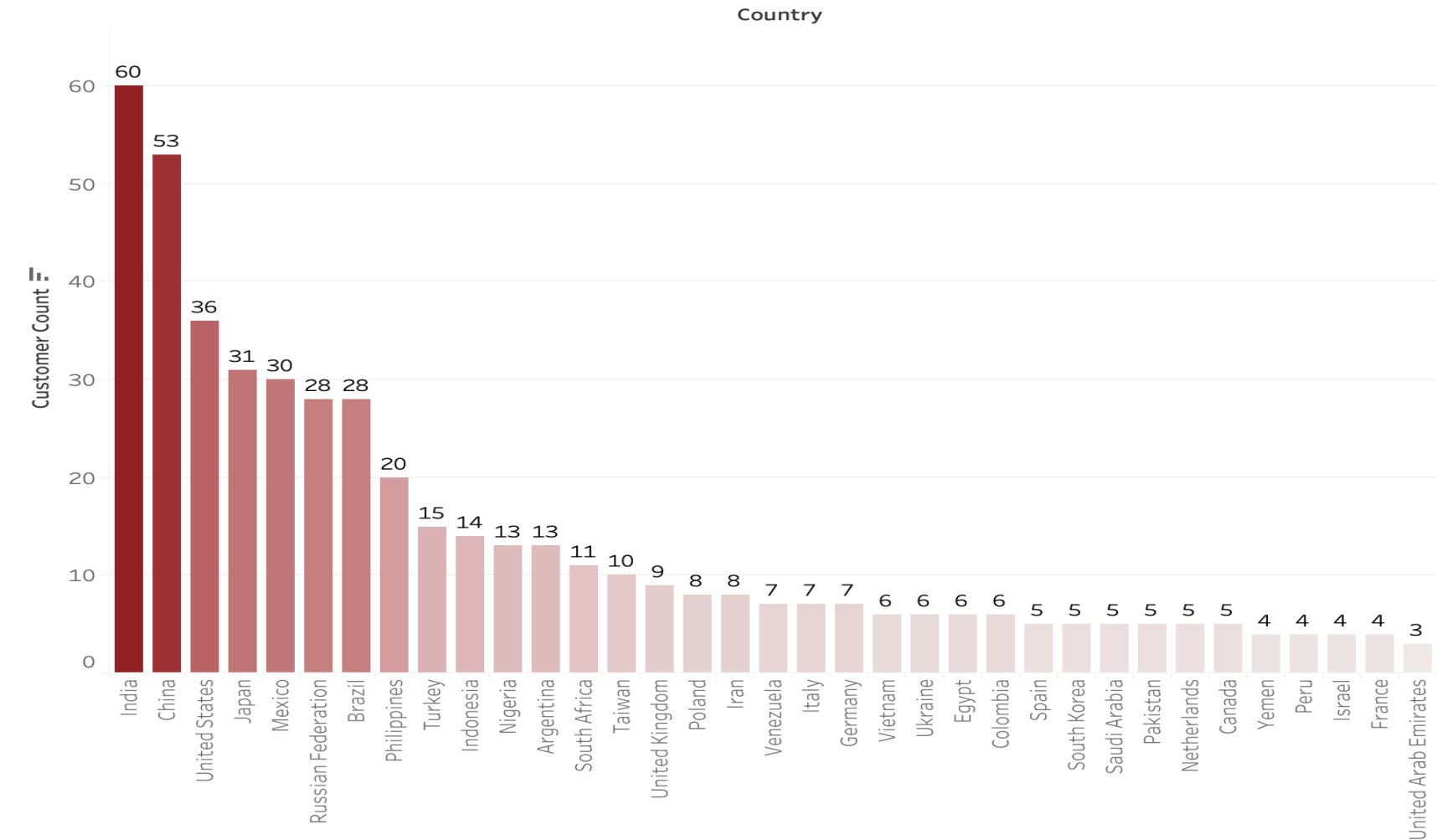


Nowadays, films can be rated five ways:
G (General Audiences),
PG (Parental Guidance Suggested),
PG-13 (Parents Strongly Cautioned for Those Under 13),
R (Restricted for Those Under 17) and
NC-17 (Adults Only).

***PG-13** movies are the most rented.

CUSTOMERS COUNT BY COUNTRY

customers count by COUNTRY



The highest numbers of customers
Are in

India 60

China. 53

United States 36

Japan 31

Mexico 30

Russian Federation. 28

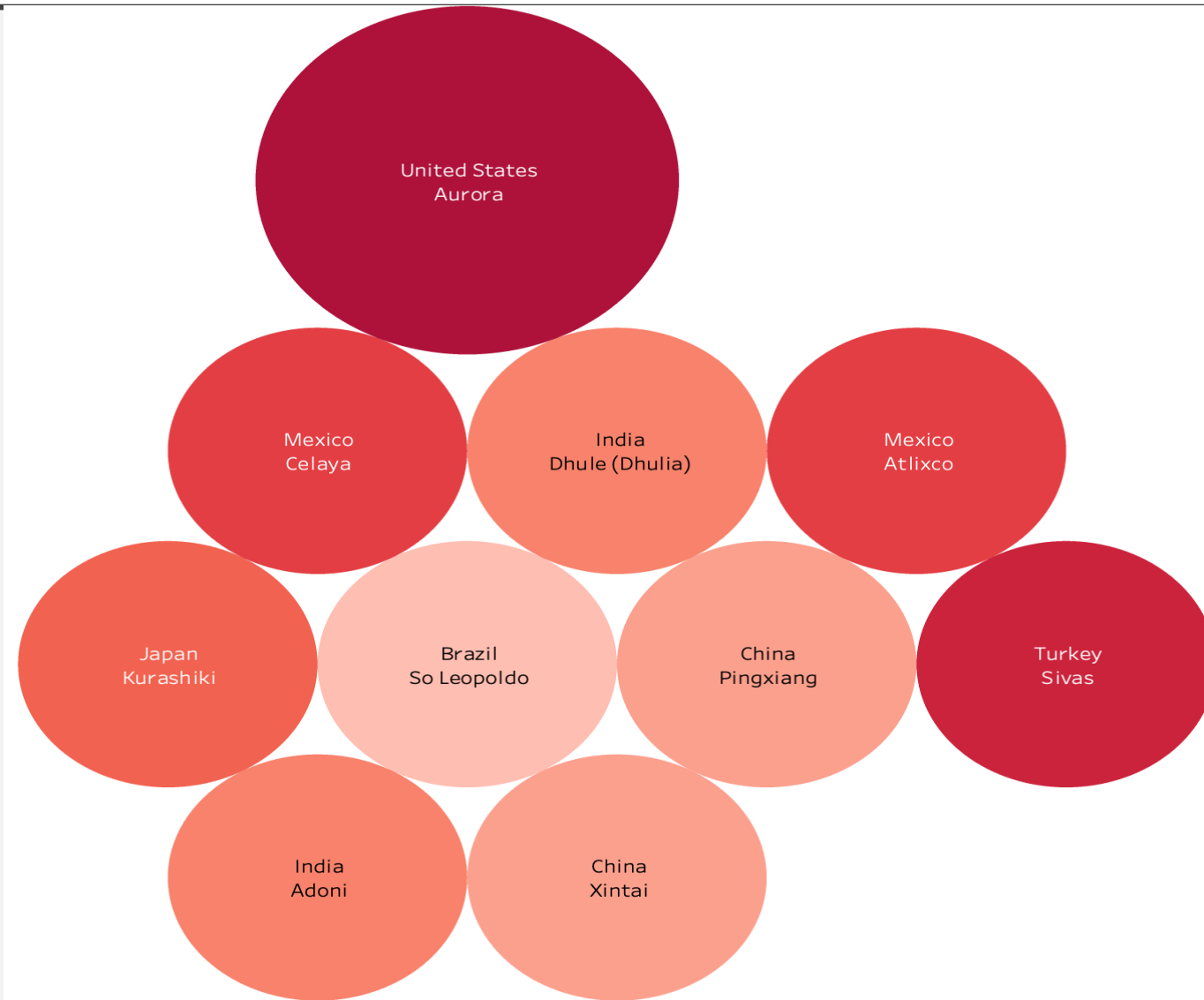
Brazil. 28

Philippines. 20

Turkey. 15

Indonesia. 14

TOP 10 CITIES



TOP CUSTOMERS

First name	Last name	country	city	total amount paid
Arlene	Harvey	India	Ambattur	111.76 \$
Kyle	Spurlock	China	Shanwei	109.71 \$
Marlene	Welch	Japan	Iwaki	106.77 \$
Glen	Talbert	Mexico	Acua	100.77 \$
Clinton	Buford	United States	Aurora	98.76 \$

RECOMMENDATIONS

- **Location.** Start launching the Rockbuster platform in the regions where they already have a high number of customers .
- **Movies** for now the movies that Rockbuster have are not enough , further analysis should be made to add more movies and new movies.
- Start by making a survey among the top customers about their favorite movies and categories.