

Rockbuster Stealth Data Analysis Project

Presented by

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Rockbuster: Business scoping

- Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.
- It is 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.

Key Business Questions

- How many countries used to be reached by Rockbuster?
- What is the total number of customers globally?
- Which countries have the highest number of customers?
- Which countries are topping rental revenues?
- How long is the average film rental?
- What is the average film rental charge?
- How many stores does Rockbuster have?
- Which films (titles) and film ratings are popular by rental amount?



Rockbuster base statistics



599 TOTAL
CUSTOMERS FROM
109 COUNTRIES



TOTAL REVENUE \$61
312



AVERAGE RENTAL
DURATION 5 DAYS



AVERAGE RENTAL
CHARGE \$2.98



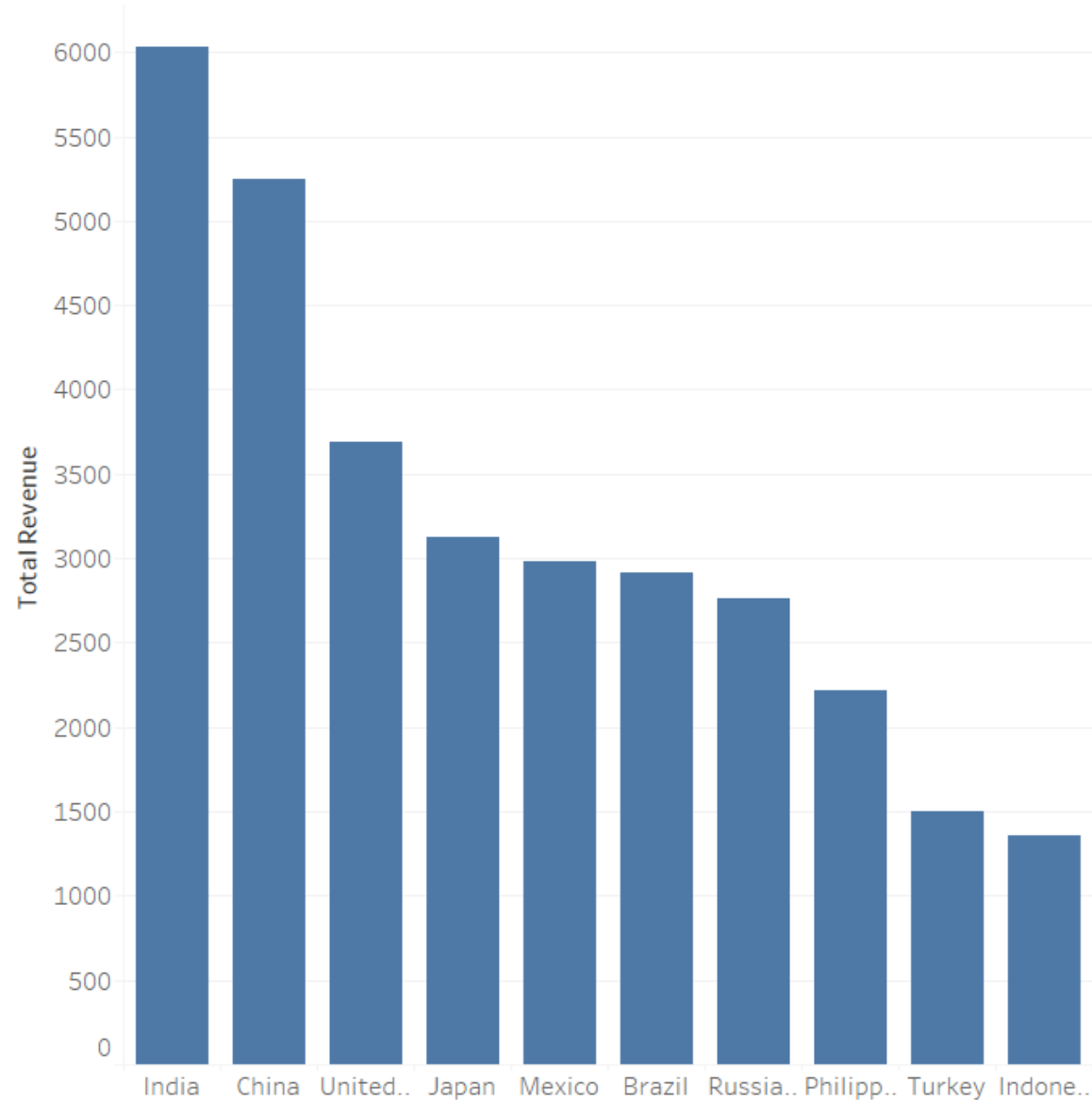
TOTAL INVENTORY
4581



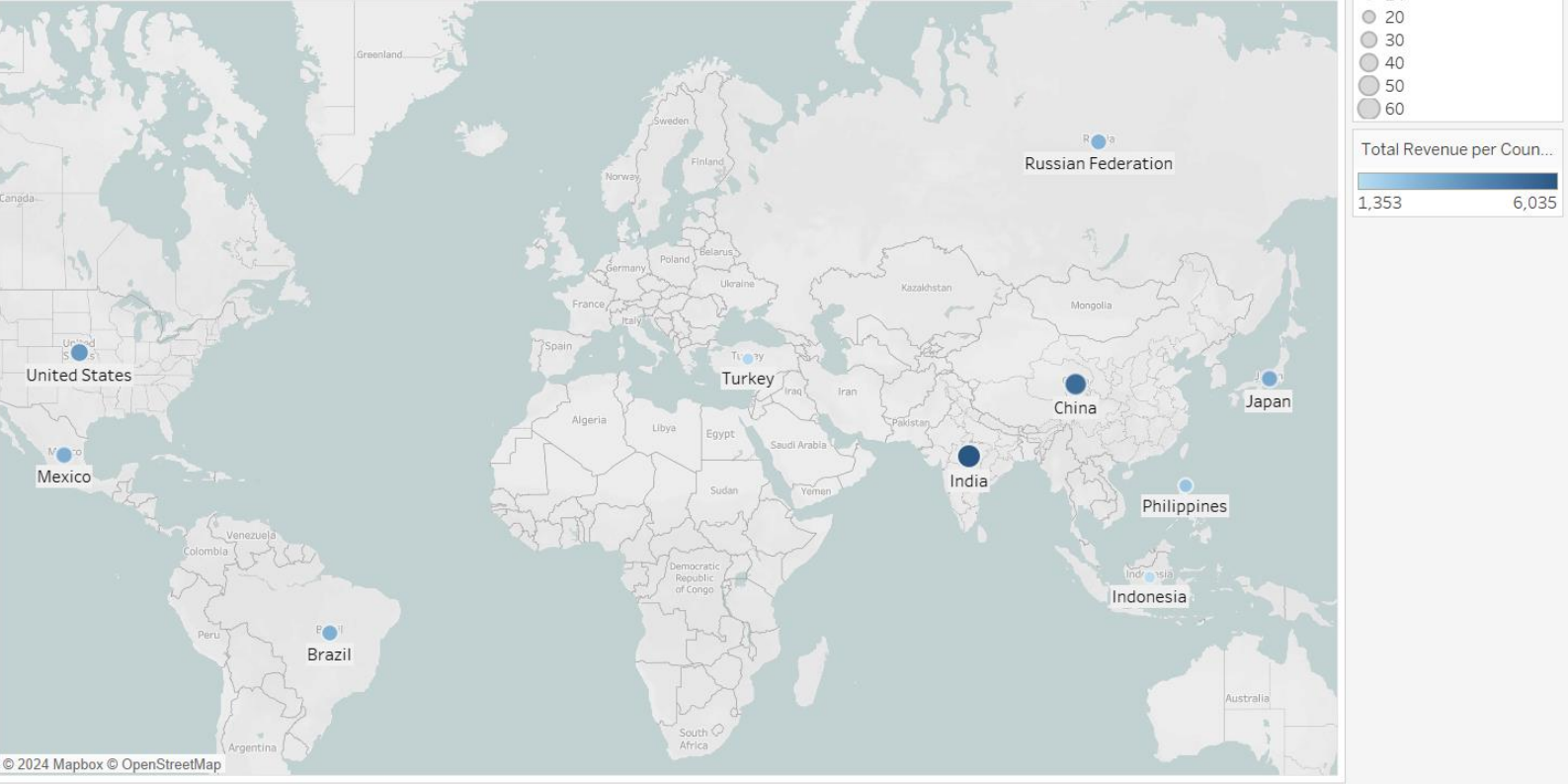
TOTAL STORES 2

Total Film Rental Revenue by Country (Top 10 Countries)

- India, China and the United States are the top three sources of revenue for Rockbuster.
- The new strategy must prioritize these markets.



Top Ten Countries by Customer Numbers and Revenue



Top Ten Markets by Revenue and Customers

Movie Title	Rating	Movie Category	Total Rental Income
Telegraph Voyage	PG	Music	215.75
Zorro Ark	NC-17	Comedy	199.72
Wife Turn	NC-17	Documentary	198.73
Innocent Usual	PG-13	Foreign	191.74
Hustler Party	NC-17	Comedy	190.78
Saturday Lambs	G	Sports	190.74
Titans Jerk	PG	Sci-Fi	186.73
Harry Idaho	PG-13	Drama	177.73
Torque Bound	G	Drama	169.76
Dogma Family	G	Animation	168.72

Top 10 Movies by Title, Rating, Category and Rental Income

- Top movies have mixed ratings
- The same movies have mixed categories too.

Recommendations

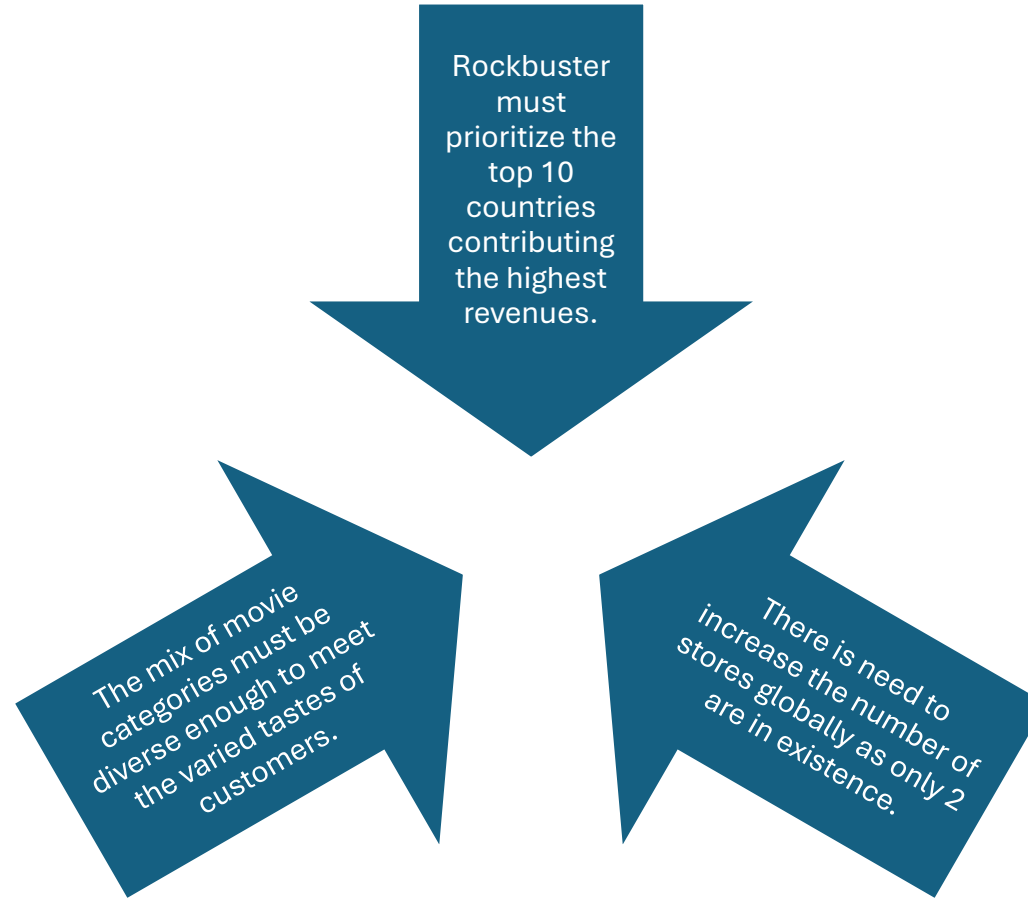


Tableau Links

- https://public.tableau.com/app/profile/innocent.bayai/viz/Ex3_10/Visualizations/Top10Countries?publish=yes