Rockbuster Stealth Data Analysis Project

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Project Overview

- Rockbuster Stealth LLC is a movie rental company that is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

Analysis Objectives

- 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?

Overview of Film Stats:

Film Length:
- Min: 46 min.
- Max: 185 min. (3.08 hrs)
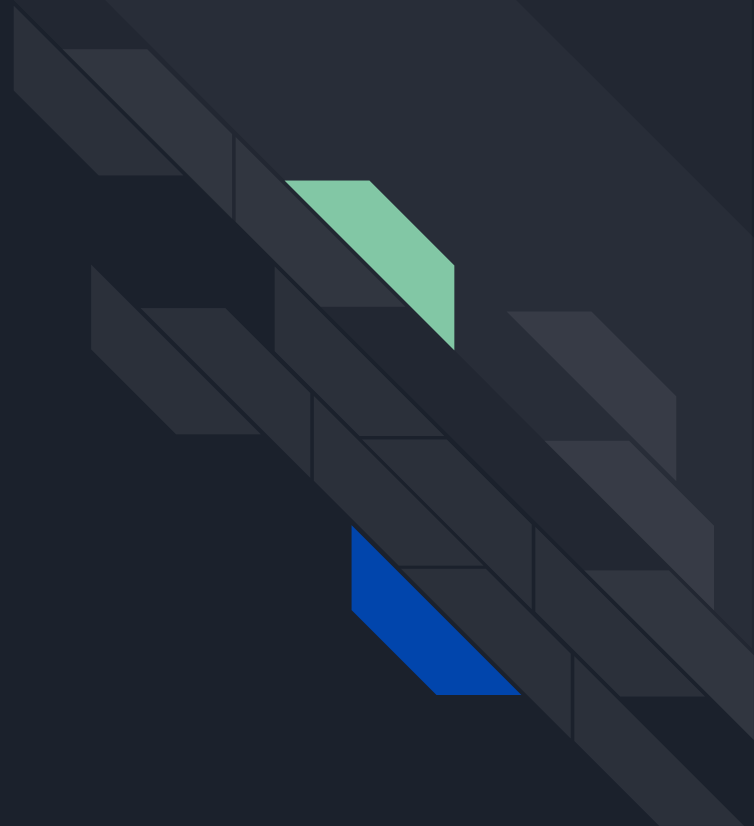- Avg: 115.27 min. (1.92 hrs.)

Rental Duration:
- Min: 3 days
- Max: 7 days
- Avg: 4.98 days

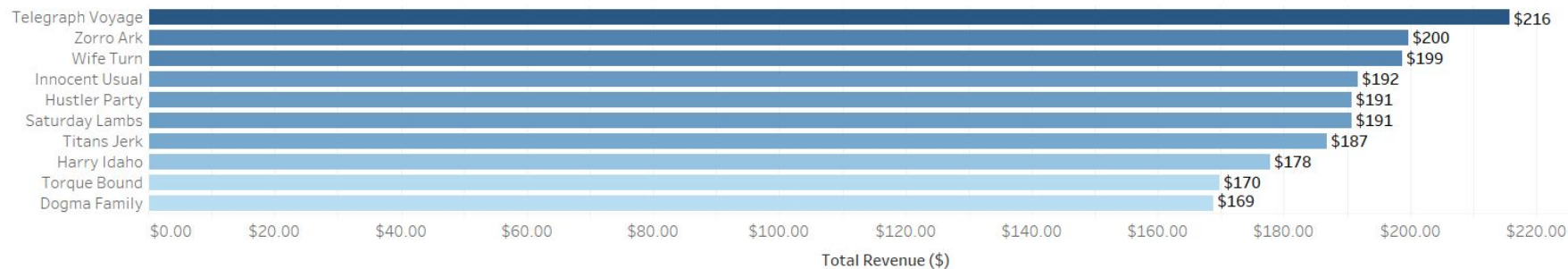### Rental Rates:
- Min: $0.99
- Max: $4.99
- Avg: $.2.98

Most common rating rented:
- PG-13

Which movies contributed the most/least to revenue gain?
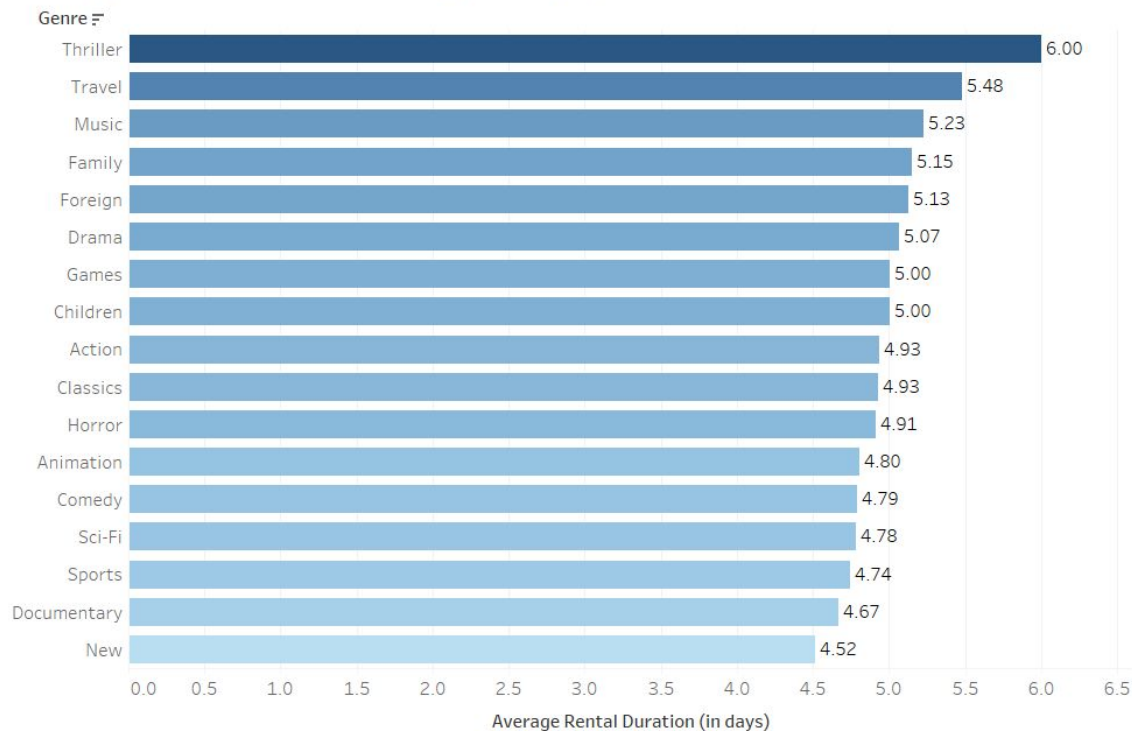
Top 10 Films by Total Revenue (in $)

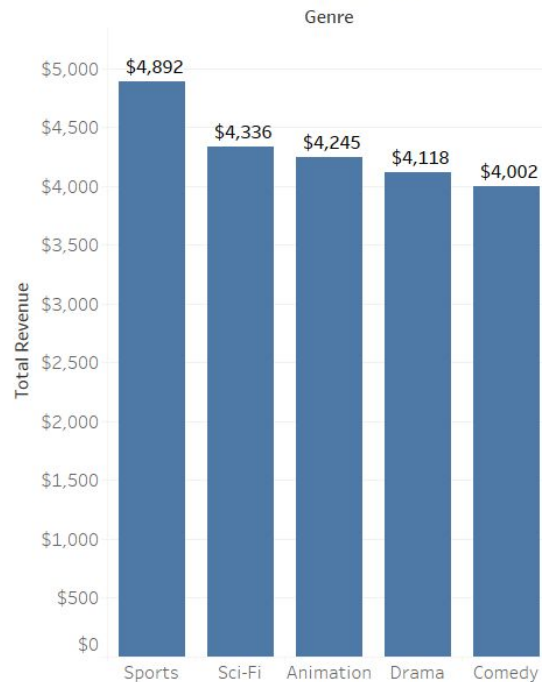| Film	Total Revenue ($)
Telegraph Voyage	$216
Zorro Ark	$200
Wife Turn	$199
Innocent Usual	$192
Hustler Party	$191
Saturday Lambs	$191
Titans Jerk	$187
Harry Idaho	$178
Torque Bound	$170
Dogma Family	$169

Bottop 10 Films by Total Revenue (in $)

Film	Total Revenue ($)
Stallion Sundance	$8
Lights Deer	
Cruelty Unforgiven	$7
Treatment Jekyll	
Rebel Airport	$7
Young Language	
Freedom Cleopatra	$6
Duffel Apocalypse	
Oklahoma Jumanji	$6
Texas Watch	

Genre Analysis

Average Rental Duration (in days)

Genre	Average Rental Duration (in days)
Thriller	6.00
Travel	5.48
Music	5.23
Family	5.15
Foreign	5.13
Drama	5.07
Games	5.00
Children	5.00
Action	4.93
Classics	4.93
Horror	4.91
Animation	4.80
Comedy	4.79
Sci-Fi	4.78
Sports	4.74
Documentary	4.67
New	4.52

Top 5 Genres by Revenue Generated (in $)

Genre

Genre	Total Revenue
Sports	$4,892
Sci-Fi	$4,336
Animation	$4,245
Drama	$4,118
Comedy	$4,002

Since the top 3 countries with the most customers are India, China, and the United States, the company should focus on growing their customer base in these countries.

However, they can also look at Japan, Mexico, Brazil and Russia as potential opportunities for expansion as well.

Top 10 Countries by Customer Count
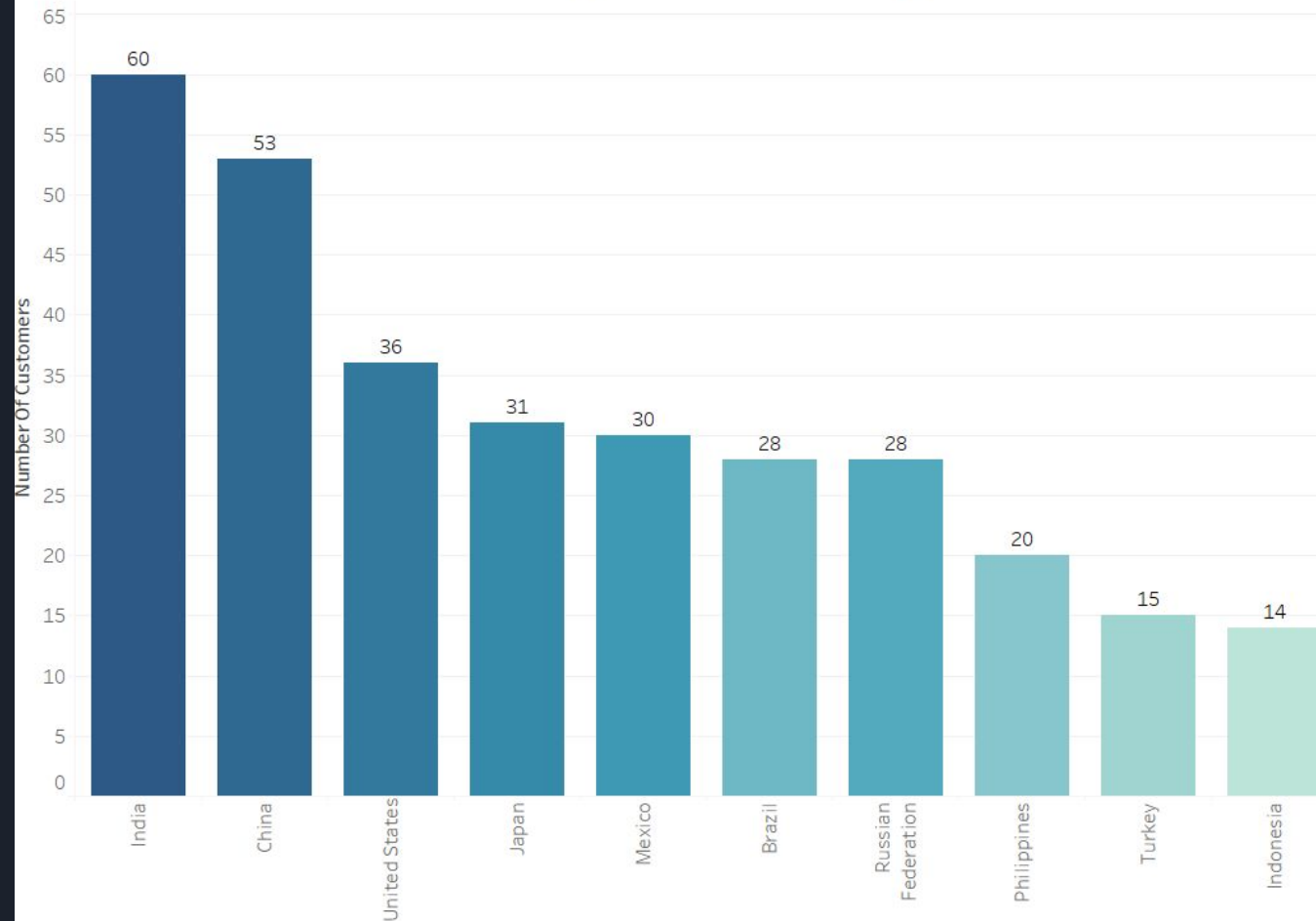
Top 5 Customers by Revenue:

First Name	Last Name	Country	City	Total Payments
Eleanor	Hunt	Runion	Saint-Denis	$211.55
Karl	Seal	United States	Cape Coral	$208.58
Marion	Snyder	Brazil	Santa Brbara dOeste	$194.61
Rhonda	Kennedy	Netherlands	Apeldoorn	$191.62
Clara	Shaw	Belarus	Molodetno	$189.60

Top 5 Customers From the Top 10 Countries:

| First Name	Last Name	Country	City	Total Payments
Sara	Perry	Mexico	Atlixco	$128.70
Gabriel	Harder	Turkey	Sivas	$108.75
Sergio	Stanfield	Mexico	Celaya	$102.76
Clinton	Buford	United States	Aurora	$98.76
Adam	Gooch	India	Adoni	$97.80

Where are customers with a high lifetime value based?

- The top 10 customers by payments only are from:
    Runion, the United States, Brazil, the Netherlands, and Belarus.

- The top 10 customers from the top 10 countries within the top 10 cities are from:
    Mexico, Turkey, the United States, and India

Top 5 Customers by Payments

Top 5 Customers Within the Top 10 Cities
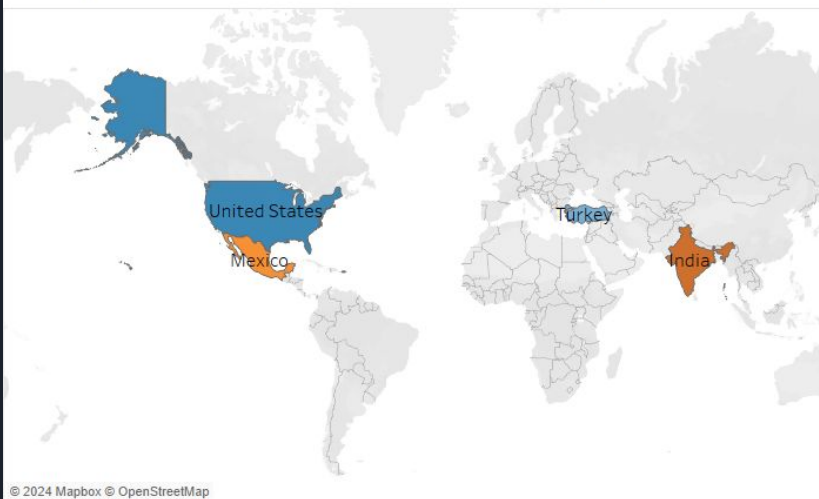
Geographic Analysis

The top 5 countries that generated the most revenue are:

India,
China,
United States,
Japan, and
Mexico

This is not surprising since those are the top 5 countries with the largest customer count as well.

Top 5 Countries that Generated the Most Revenue (in $)

India
$6,034.78

China
$5,251.03

United States
$3,685.31

Japan
$3,122.51

Mexico
$2,984.82

Top 5 Countries that Generated the Most Revenue (in $)

$5,251.03
China

$3,122.51
Japan

$3,685.31
United States

$6,034.78
India

$2,984.82
Mexico

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Total Payment

$2,984.82 ▭ $6,034.78

Conclusions:

- The <u>top performing films</u> were: *Telegraph Voyage, Sorro Ark, Wife Turn, Innocent Usual, and Hustler Party*.   When considering what film licensing to acquire, consider films that are similar to these top 5.

- The <u>top 5 countries that bring in the most revenue </u>are: *India, China, United States, Japan and Mexico*. Continue marketing in these countries to continue growing the customer base.

- *Sports, Sci-Fi, Animation, Drama and Comedy,* are the <u>genres that bring in the highest revenue</u>, so continue to look for more films in these categories.

- *Thriller, Travel, Music and Family* are the <u>genres that are rented for the longest periods of time</u>, so those are also good to keep in mind.

Suggestions

- The average rental duration is just under 5 days, consider incentivising longer rental times, or implement a system where the pricing is based on rental duration and demand of specific films.

- In order to encourage repeat and lifelong customers, consider introducing a reward system of some sort to keep people coming back.

- As the majority of the customer base are in countries where English is common, consider bringing on more films in other languages to increase sales in countries where sales are lower.

Sources:

- [Project Brief](#)

- [Tableau Storyboard](#)

- [Rockbuster Data](#)