

Rockbuster Stealth, LLC

Data Analysis

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Project Overview

"Rockbuster Stealth LLC, a global movie rental company, is shifting to digital by using its existing movie licenses to launch an online video rental service. This move aims to compete with leading streaming platforms like Netflix and Amazon Prime."

Key Questions and 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?

Descriptive Analysis

Film Table Numerical

Minimum
Release Year
2006

Minimum Rental
Duration
3

Minimum Rental
Rate
0,99

Minimum Length
46

Min Replacement
Cost
9,99

Maximum
Release Year
2019

Maximum Rental
Duration
7

Maximum Rental
Rate
4,99

Maximum Length
185

Max Replacement
Cost
29,99

Average Release
Year
2006

Average Rental
Duration
4,98

Average Rental
Rate
2,98

Average Length
115,272

Avg Replacement
Cost
19,98

Film Table Non-Numerical

Modal Film ID
1

Modal Title
Academy
Dinosaur

Modal Language
ID
1

Modal Special Features
{Trailers,Commentaries,"Behind the
Scenes"}

Modal Rating
PG-13

Customer Table

Modal Store ID
1

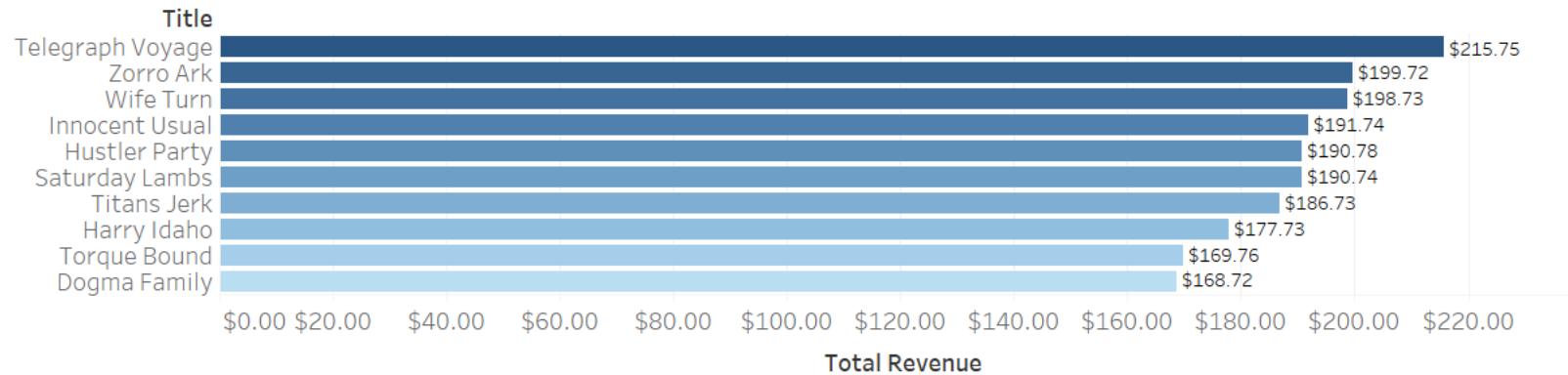
Modal Customer
ID
1

Modal Activebool
TRUE

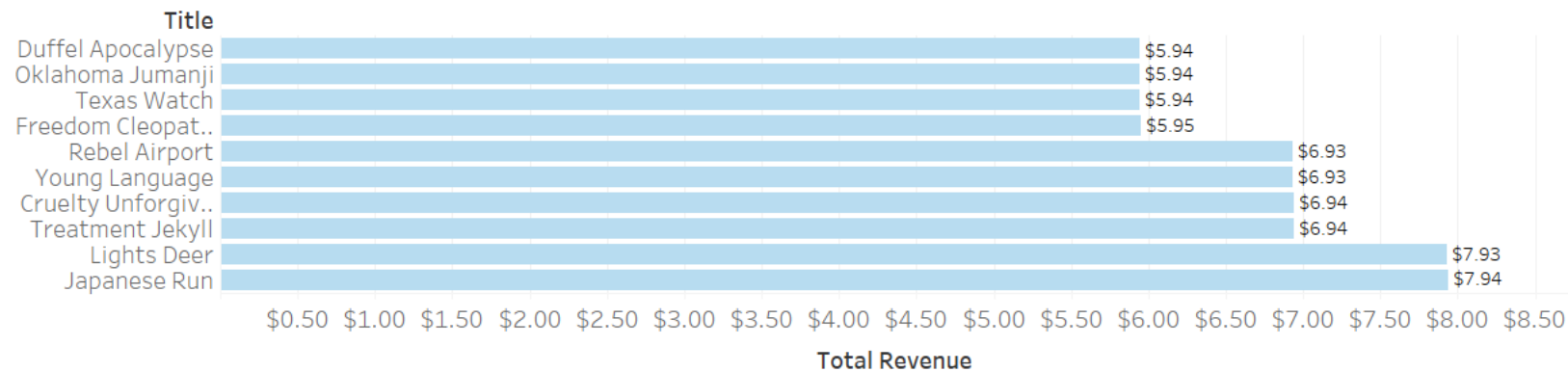
Modal Active
1

Which movies contributed the most/least to revenue gain?

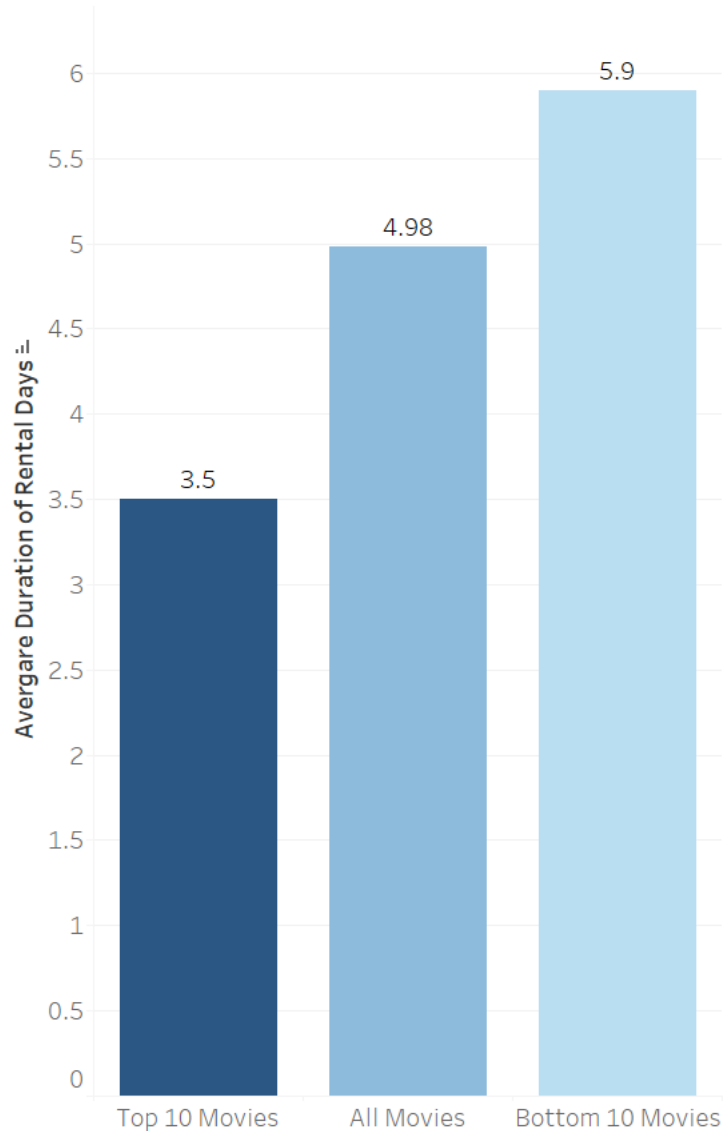
Highest Revenue Films



Lowest Revenue Films



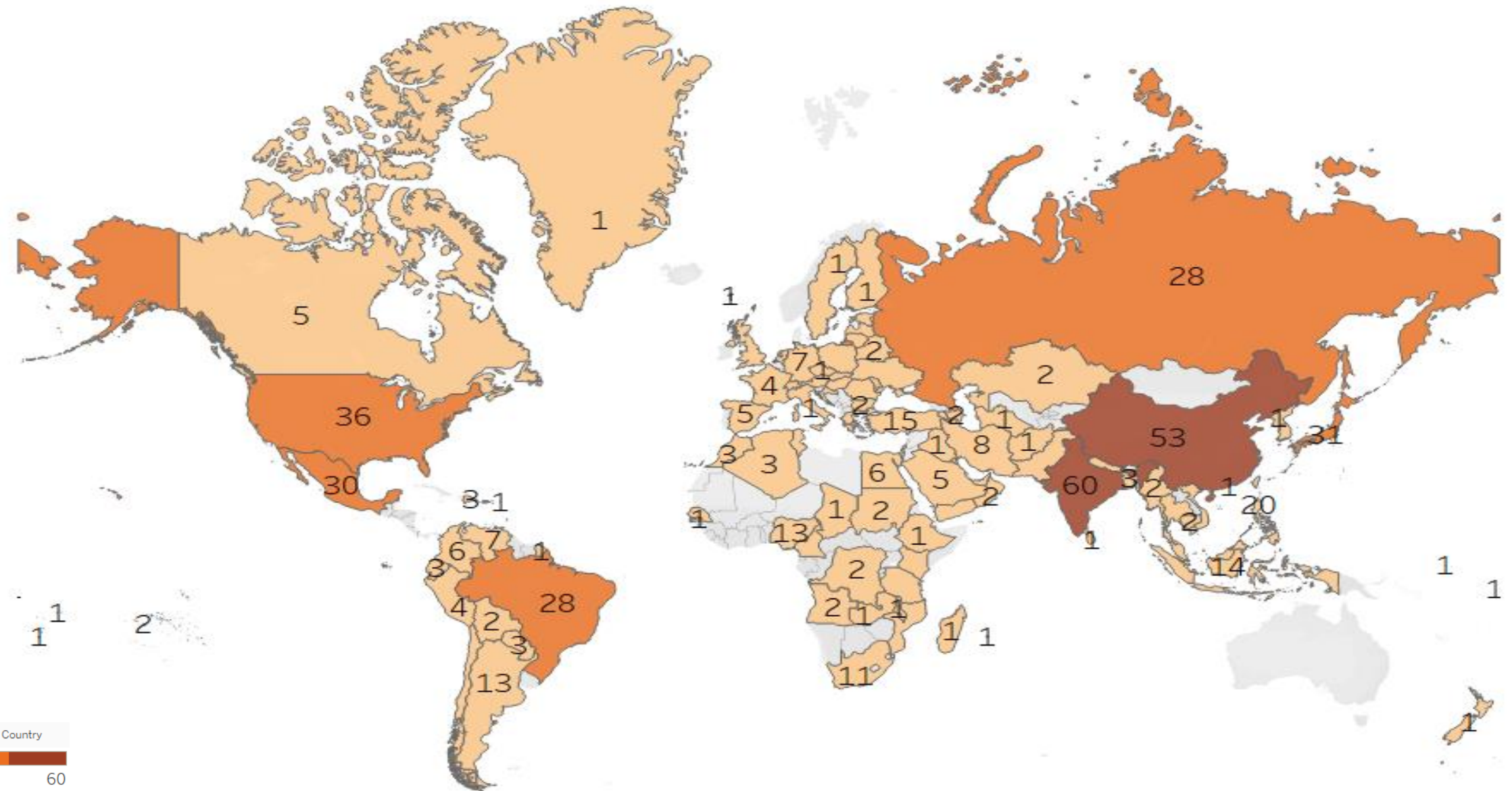
What was the average rental duration for all videos?



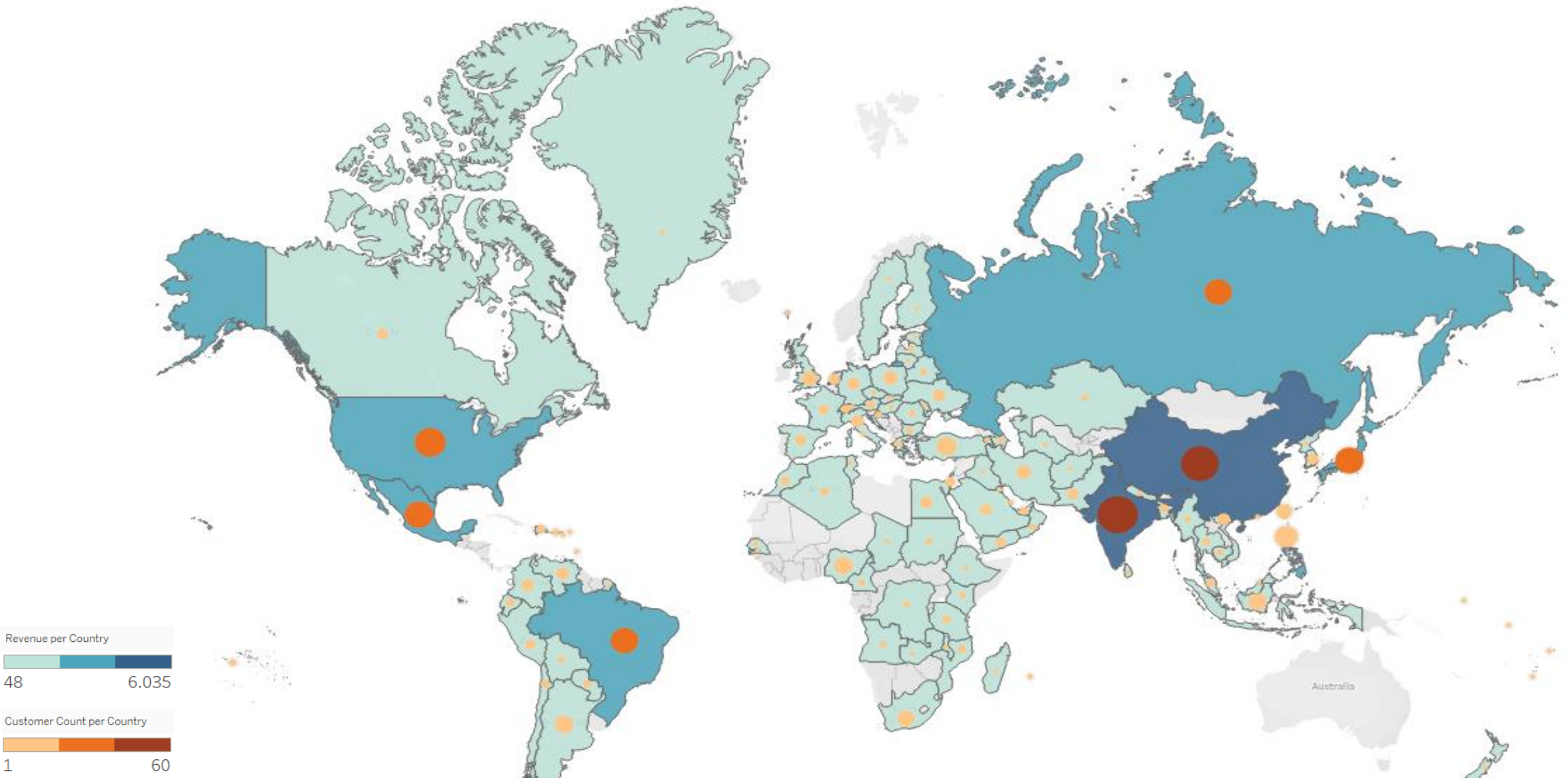
The Average Rental Duration bar chart shows

- ▶ Top ten revenue-generating movies is below the average rental duration with 3.5 days.
- ▶ Average for all movies is 4,98 days.
- ▶ The bottom ten revenue-generating movies is above the average rental duration with 5,9 days.

The Geographical distribution of Rockbuster Customers



Analysis of Revenue Variation across different countries and regions



The TOP 3 with the highest revenue / most customers: INDIA , CHINA , USA

Analysis of Revenue Variation across different countries and regions

TOP 10 Countries by Customer Count & Total Revenue

Country	Customer Count	Total Revenue
India	60	6.034.78
China	53	5.251.03
United States	36	3.685.31
Japan	31	3.122.51
Mexico	30	2.984.82
Russian Federation	28	2.765.62
Brazil	28	2.919.19
Philippines	20	2.219.7
Turkey	15	1.498.49
Indonesia	14	1.352.69

Worldwide Total Customer Count :
599

Customer proportion of top 10
countries:
315 customer → 52,5 %

Worldwide Total Revenue:
61.312,04 \$

Total Revenue of top 10
countries:
31.834,14 \$ → 51,9 %

The locations of

High Lifetime Value Customers

Country: China
City: Shanwei
Customer Name: Kyle Spurlock
Customer ID: 424
Total revenue: 109,71 \$

Country: China
City: Tianjin
Customer Name: Dora Medina
Customer ID: 249
Total revenue: 88,81 \$

Country: United States
City: Aurora
Customer Name: Clinton Buford
Customer ID: 537
Total revenue: 98,76 \$

Country: United States
City: Citrus Heights
Customer Name: Betty White
Customer ID: 14
Total revenue: 96,77 \$

Country: India
City: Ambattur
Customer Name: Arlene Harvey
Customer ID: 225
Total revenue: 111,76 \$

Country: Japan
City: Iwaki
Customer Name: Marlene Welch
Customer ID: 240
Total revenue: 106,77 \$

Country: Mexico
City: Acua
Customer Name: Glen Talbert
Customer ID: 486
Total revenue: 100,77 \$

Country: Brazil
City: So Leopoldo
Customer Name: Francisco Skidmore
Customer ID: 443
Total revenue: 93,79 \$

Country: Indonesia
City: Cianjur
Customer Name: Norman Currier
Customer ID: 411
Total revenue: 73,76 \$

Country: Russian Federation
City: Teboksary
Customer Name: Juan Fraley
Customer ID: 350
Total revenue: 63,79 \$

Recommendations:

Product Level

Expand Content Diversity: Given that most countries are non-English speaking in terms of customer base and revenue, Rockbuster should prioritize diversifying its film offerings to include a variety of languages. This strategy addresses regional preferences and enhances global reach.

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Dynamic Rental Durations: Considering the current minimum rental period of three days and an average of five, Rockbuster could offer variable rental durations based on film popularity, release dates, and customer viewing habits. This could include shorter rental periods at a premium for new releases and extended durations at a discount for older movies.

Customer Level

Invest in Consumer Research: Conduct in-depth market research and consumer surveys to better understand viewer preferences and the content desires of Rockbuster's clientele. This research will inform future content selections and enhance user experiences.

Personalized Recommendations and Services: Utilizing data from the top ten customers with the highest cumulative payments, Rockbuster can develop personalized recommendation systems and tailored services to increase satisfaction and retention rates among these key users.

Country Level

Tailored Marketing Strategies: Given that Rockbuster has significant presence in non-English speaking regions, targeted marketing strategies in local languages can resonate more effectively with customer groups, especially with an expanded multilingual film library.

Focus on Top Ten Countries' Markets: Analyze the specific needs and preferences of markets in these ten countries, which already contribute significantly to the customer base and revenue. Design marketing strategies to further enhance customer satisfaction and loyalty in these regions.

Questions?

Please feel free to ask!

Thank You for your attention!

Peter Pap

Careerfoundry Task 3.10

Tableau Link: [CF_Task_3_10_process](#) | Tableau Public