

Rockbuster Analysis	Background	Film Descriptive Statistics	Customer Descriptive Statistics	Top 5 Cities with most Revenue in the top 10..	Conclusion
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Rockbuster Analysis

by
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Background

Rockbuster Stealth LLC, a global movie rental company, is adapting to the competitive pressure from streaming platforms like Netflix and Amazon Prime. The management at Rockbuster Stealth is strategizing to leverage its current movie licenses to introduce an online video rental service, aiming to remain competitive in the market.

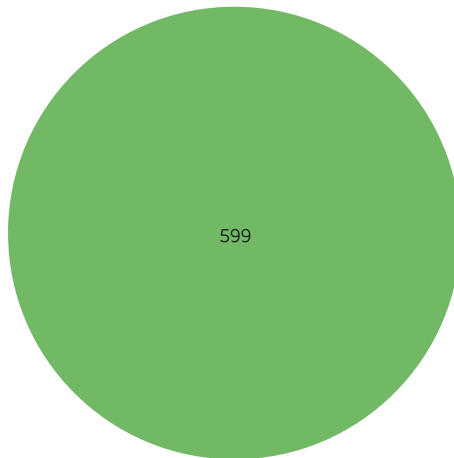
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avg_length	115
avg_release	2006
avg_rental_duration	5
avg_replacement_cost	20
max_length	185
max_release	2006
max_rental_duration	7
max_replacement_cost	30
min_release	2006
min_release-2	46
min_rental_duration	3
min_replacement_cost	10

All films were released in 2006.
The average rental duration was 5 days with maximum duration at 7 days and minimum at 3 days.
The average replacement cost of a lost film is 20 dollars.
The average film length is 185 minutes.

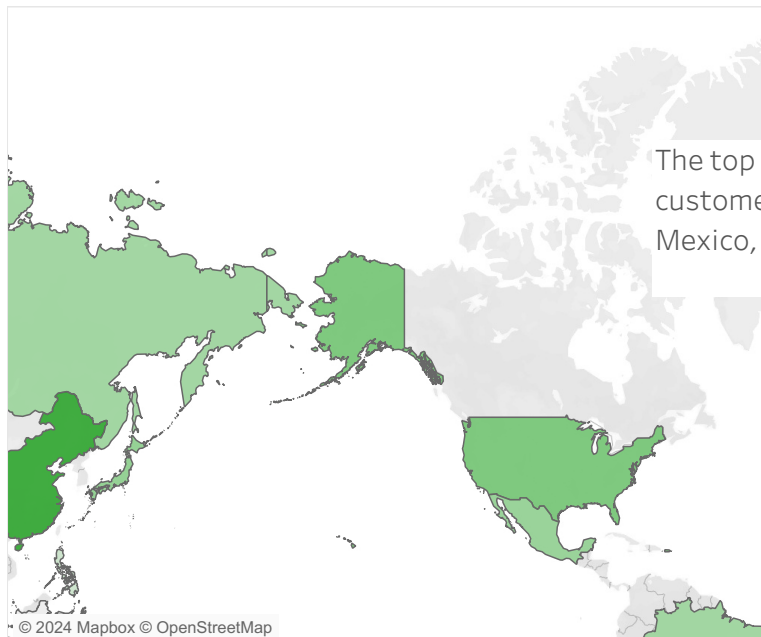
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Customers



There are 599 customers in the database.

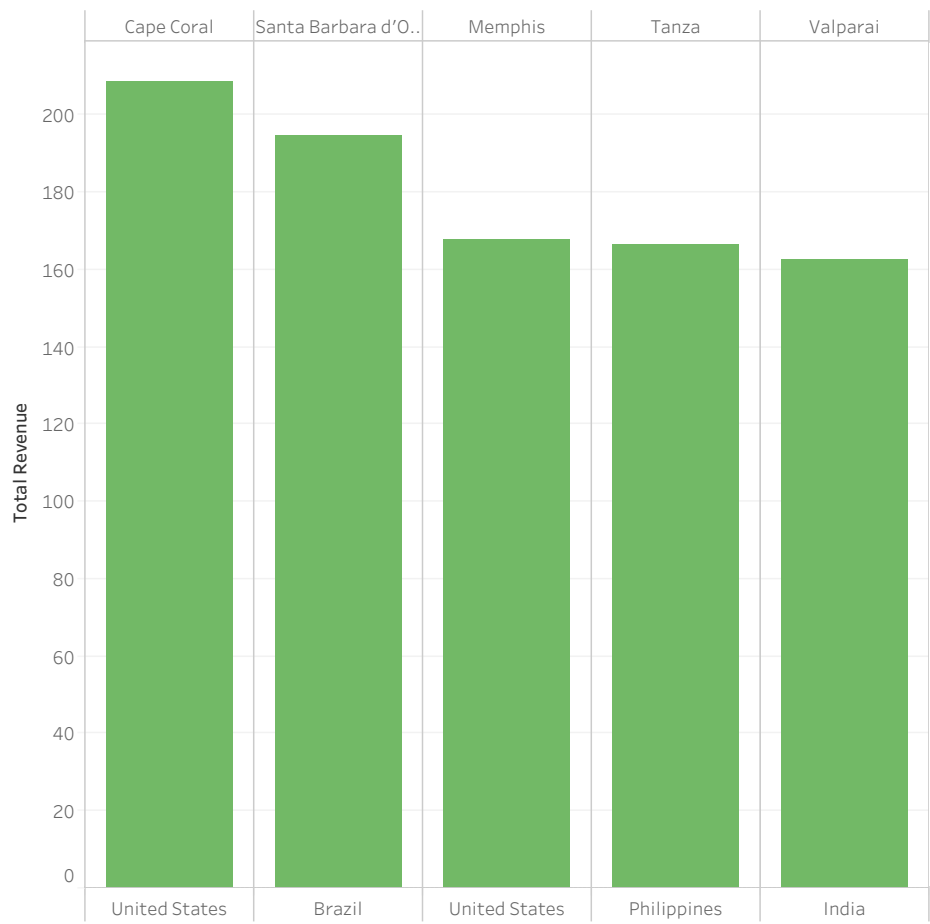
Top 10 countries with the most customers



The top 10 countries with the most customers are India, China, USA, Japan, Mexico, Brazil, Russian Federation, Phil..

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Top 5 Cities within top 10 countries



Top 5 cities within the top 10 countries with most revenue:

1. Cape Coral, USA
2. Santa Barbara d'Oeste, Brazil
3. Memphis, USA
4. Tanza, Philippines
5. Valparai, India

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Conclusion

Given the allotted data, one might conclude that the markets Rockbuster should focus on are where there are the most customers:

India
China
United States
Japan
Mexico
Brazil
Russian Federation
Philippines
Turkey
Indonesia

Rockbuster might also want to consider analysing a bigger dataset, as going up against a major competitor like amazon, there are likely more than 60 customers in their most successful country. They also might want to consider that the physical movie rental business might be quite different than that of online streaming services. Perhaps things like proximity to the physical store and access to high speed internet might affect customer numbers and revenue.