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Rockbuster Stealth Data Analysis Project

- **Motivation:** 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.

- **Objective:** Help with the launch strategy for the new online video service.

Data Overview

Total Films	Total Customers	Total Languages	Average Costumer Revenue	Average Rental Duration	Average Rental Rate
1000	599	1 (English)	$102.36	4.99 days	$2.98

Top Genres and Movies

Total Revenue

Genre	Total Revenue
Sports	$4,892.19
Sci-Fi	$4,336.01
Animation	$4,245.31
Drama	$4,118.46
Comedy	$4,002.48
New	$3,966.38
Action	$3,951.84
Foreign	$3,934.47
Games	$3,922.18
Family	$3,782.26
Documentary	$3,749.65
Horror	$3,401.27
Classics	$3,353.38
Children	$3,309.39
Travel	$3,227.36
Music	$3,071.52
Thriller	$47.89
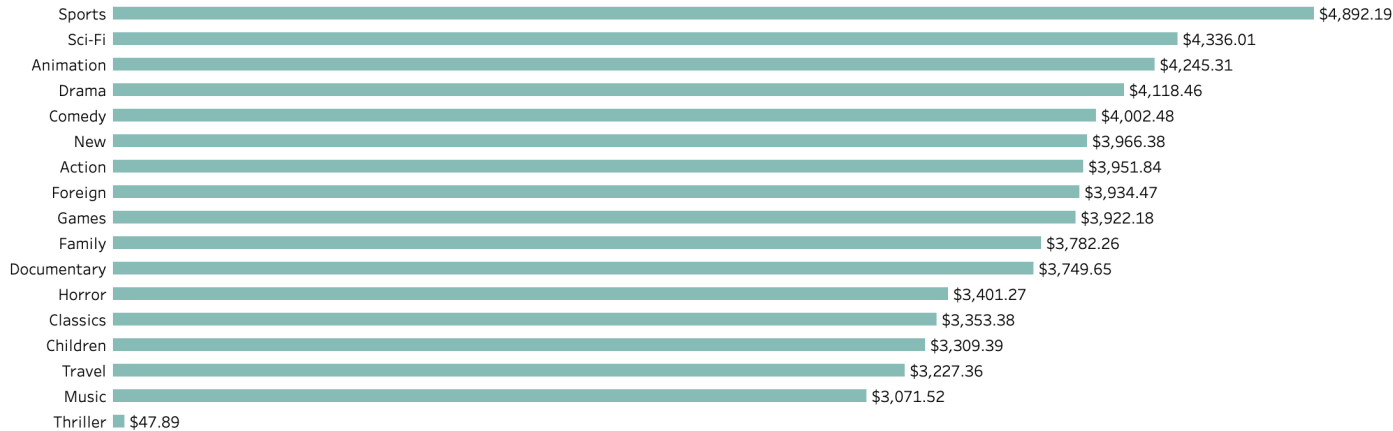
Total Revenue
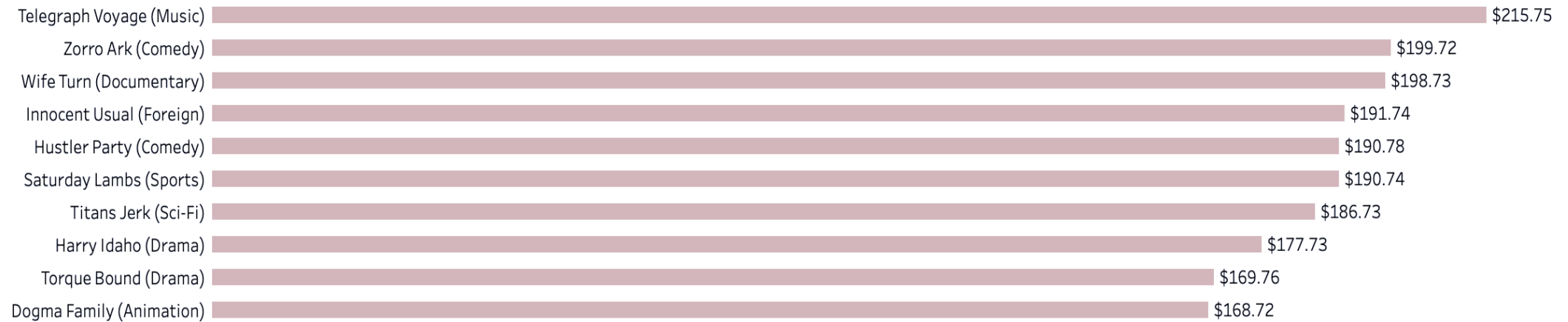
❖ The first chart illustrates the total revenue for each genre. Sports, sci-fi, animation, and drama are the leading genres, while thriller is far behind with only $47.89.
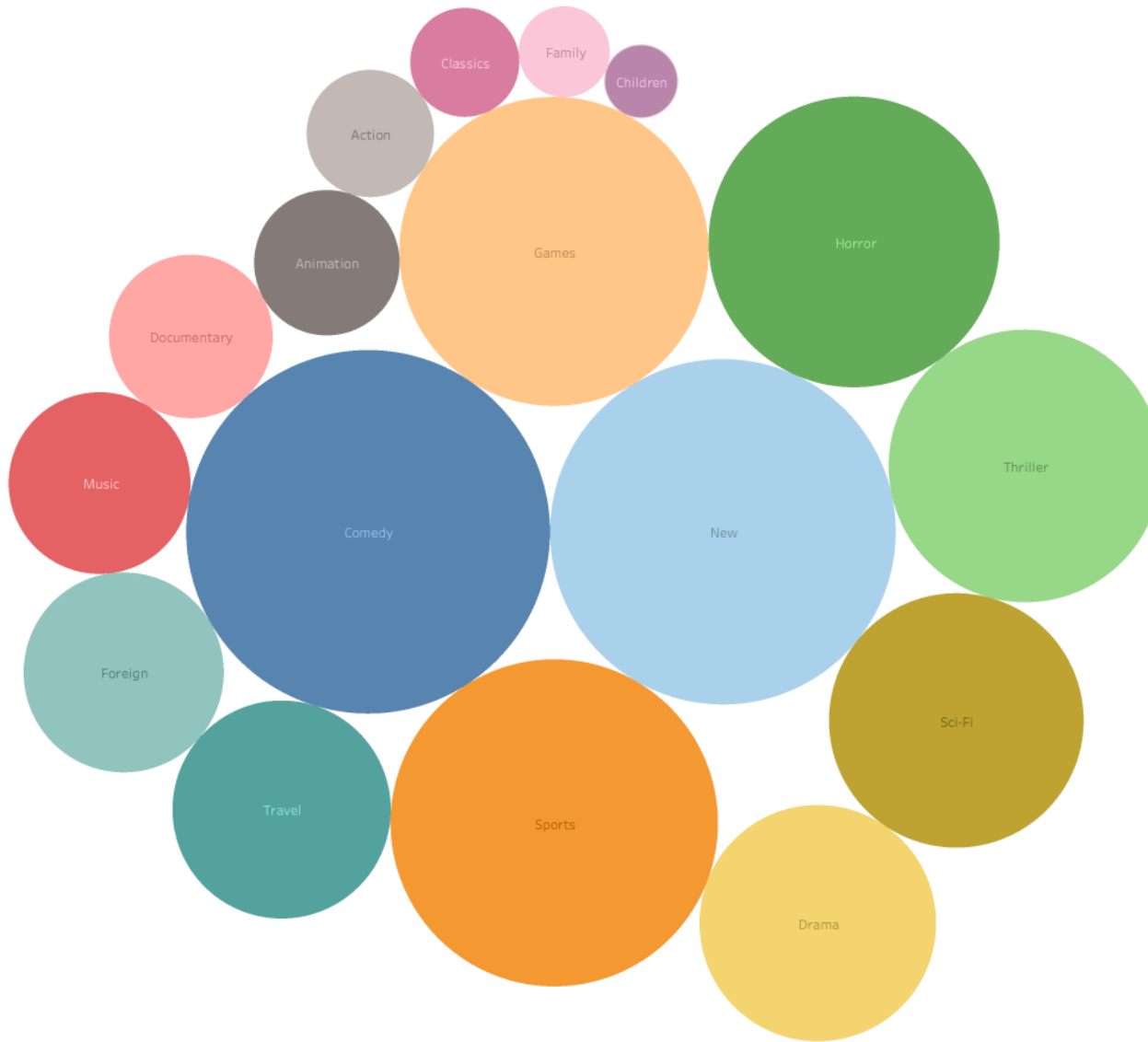
❖ The chart below displays the number of films available for each genre, and the results show a similar trend with slight variations.

➢ Sports is the most popular genre, but it also has the highest number of films in the catalog. In comparison, thriller has only 11 films, which is significantly fewer. The same can be told with other genres such as horror or travel, although the difference in the number of films is less pronounced.

Number Of Movies

Genre	Number Of Movies
Sports	1,081
Animation	1,065
Action	1,013
Sci-Fi	998
Family	977
Drama	953
Foreign	953
Documentary	937
Games	884
New	864
Children	861
Classics	860
Comedy	851
Horror	773
Travel	765
Music	750
Thriller	11

Number Of Movies

❖ The top 10 films reflect the predominant genres:

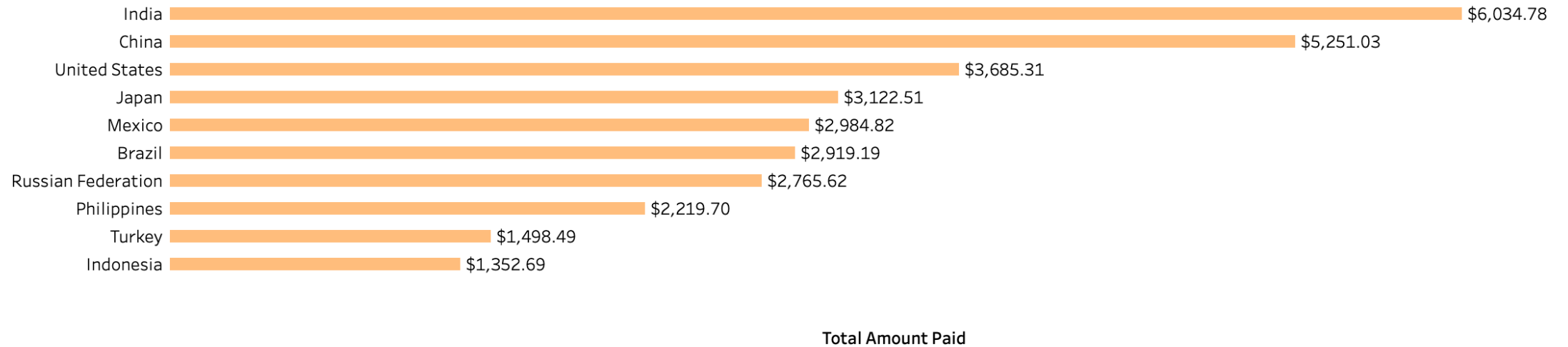| Film	Total Revenue
Telegraph Voyage (Music)	$215.75
Zorro Ark (Comedy)	$199.72
Wife Turn (Documentary)	$198.73
Innocent Usual (Foreign)	$191.74
Hustler Party (Comedy)	$190.78
Saturday Lambs (Sports)	$190.74
Titans Jerk (Sci-Fi)	$186.73
Harry Idaho (Drama)	$177.73
Torque Bound (Drama)	$169.76
Dogma Family (Animation)	$168.72

Total Revenue

❖ This bubble chart provides a more nuanced perspective on the popularity of each genre based on average revenue. Surprisingly, thriller, as well as horror and travel, seem to be performing quite well.

Geographic Distribution, Regional Sales Variations and High Lifetime Value Customers
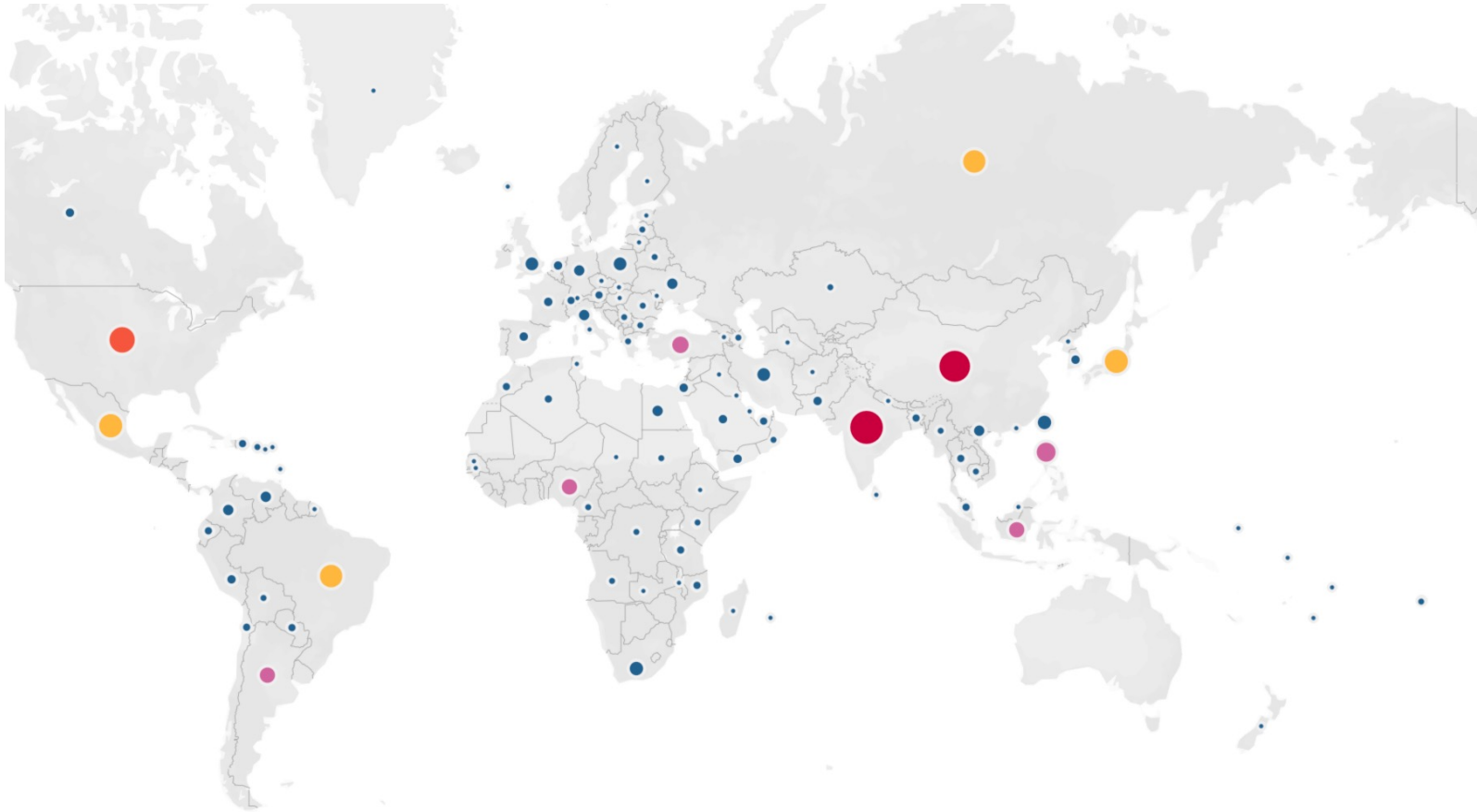
Country	Number of customers	
1. India	60	🔴
2. China	53	🔴
3. United States	36	🟠
4. Japan	31	🟡
5. Mexico	30	🟡
6. Brazil	28	🟡
7. Russian Federation	28	🟡
8. Philippines	20	🟣
9. Turkey	15	🟣
10. Indonesia	14	🟣

The top 10 countries where Rockbuster customers are located identically match the top 10 countries that generated the highest revenue.

Country	Total Amount Paid
India	$6,034.78
China	$5,251.03
United States	$3,685.31
Japan	$3,122.51
Mexico	$2,984.82
Brazil	$2,919.19
Russian Federation	$2,765.62
Philippines	$2,219.70
Turkey	$1,498.49
Indonesia	$1,352.69

Total Amount Paid

Two options emerge:

1) Investing in the markets of the top countries.

2) Focusing efforts on expanding customer base in countries with fewer customers.

	Total Amount Paid	Number Of Rentals
1. Eleanor Hunt (Saint-Denis, Runion)	$ 211.55	45
2. Karl Seal (Cape Coral, United States)	$ 208.58	42
3. Marion Snyder (Santa Brbara dOeste, Brazil)	$ 194.61	39
4. Rhonda Kennedy (Apeldoorn, Netherlands)	$ 191.62	38
5. Clara Shaw (Molodetno, Belarus)	$ 189.60	40
6. Tommy Collazo (Qomsheh, Iran)	$ 183.63	37
7. Ana Bradley (Memphis, United States)	$ 167.67	33
8. Curtis Irby (Richmond Hill, Canada)	$ 167.62	38
9. Marcia Dean (Tanza, Philippines)	$ 166.61	39
10. Mike Way (Valparai, India)	$ 162.67	33

When examining the top customers, it's noteworthy that the majority do not come from the top countries.

Conclusion and Recommendations

✓ The top genres are not necessarily the ones that generate the most revenue; they simply have more films.

  ➢ Continuing to add popular and new films.
  ➢ Expanding the current offerings for genres with fewer films, such as thriller.

✓ India, China, United States and Japan have the highest number of customers, consequently resulting in the highest revenue.

  ➢ Investing in these top markets. Prioritizing films from those regions, optimizing language options, analyzing genre preference for each country to tailor the catalog accordingly.

✓ Countries with lower revenue consequently have fewer customers.

  ➢ Focusing efforts on expanding customer base. One approach could be to offer a discount to our most valuable customers in exchange for them inviting a friend.

Thank you ☺