

Rockbuster Stealth

Data Analysis



Overview

Rockbuster Stealth LLC:

- A movie rental company that formerly had stores around the world. It plans on launching an online video rental service in order to stay competitive.

The Challenge:

- The company is facing stiff competition from streaming services such as, Netflix and Amazon Prime.

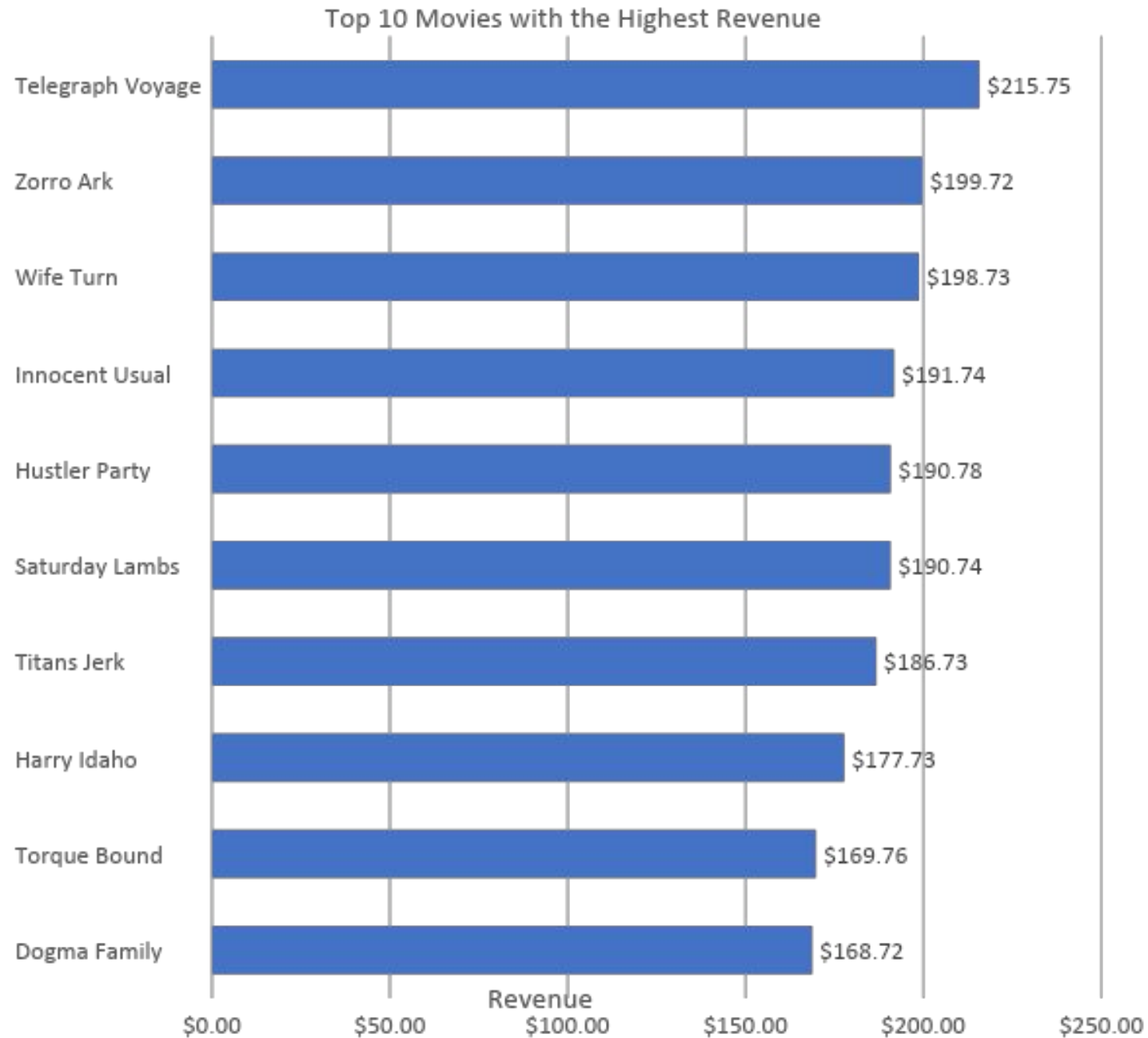
Key Questions:

- 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?



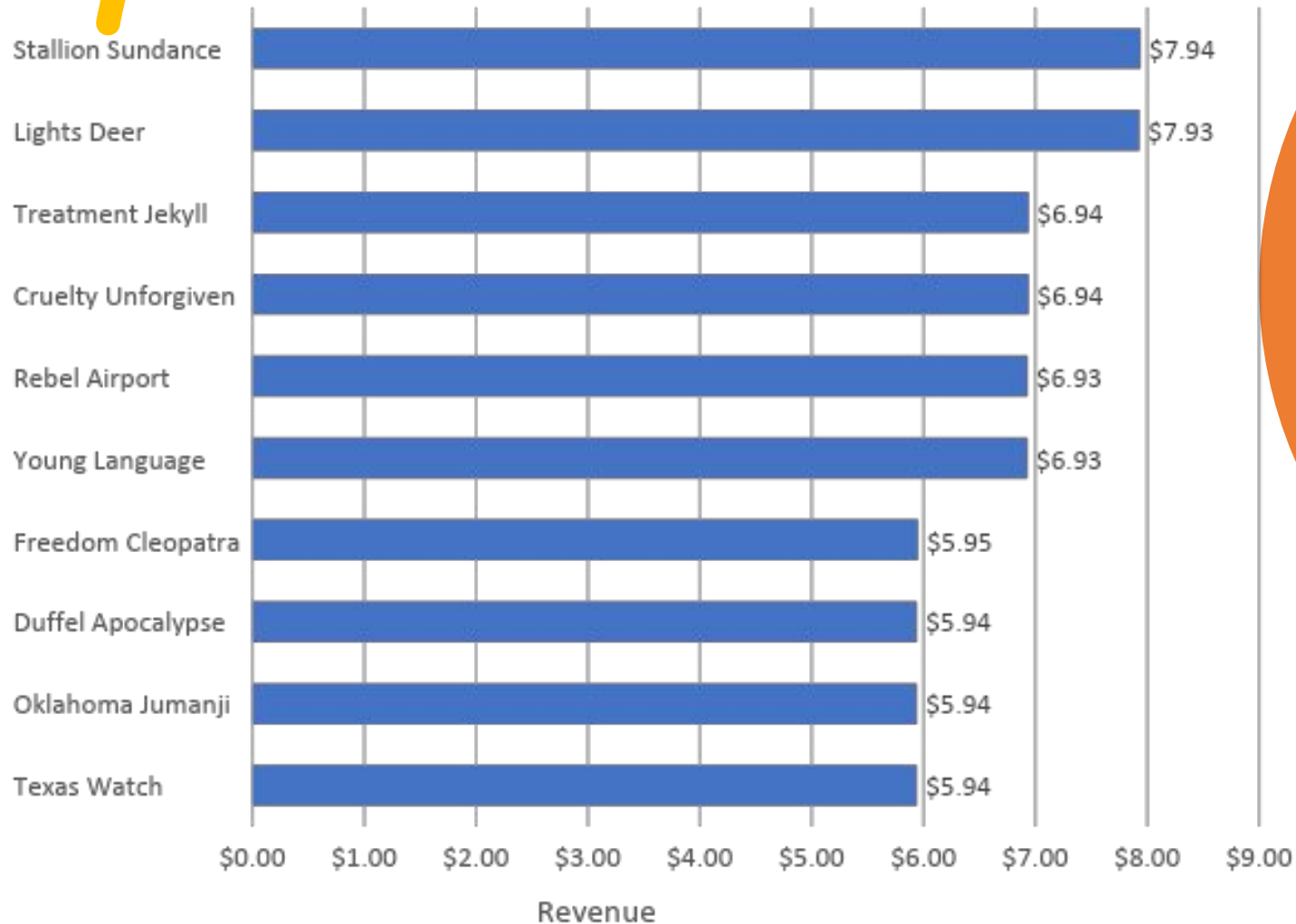
Top 10 Movie Titles With The Highest Revenue

The top 3 movies with the highest revenue are **Telegraph Voyage**, **Zorro Ark**, and **Wife Turn**.



The lowest 3 movies with the lowest revenue are Duffel Apocalypse, Oklahoma Jumanji, and Texas Watch.

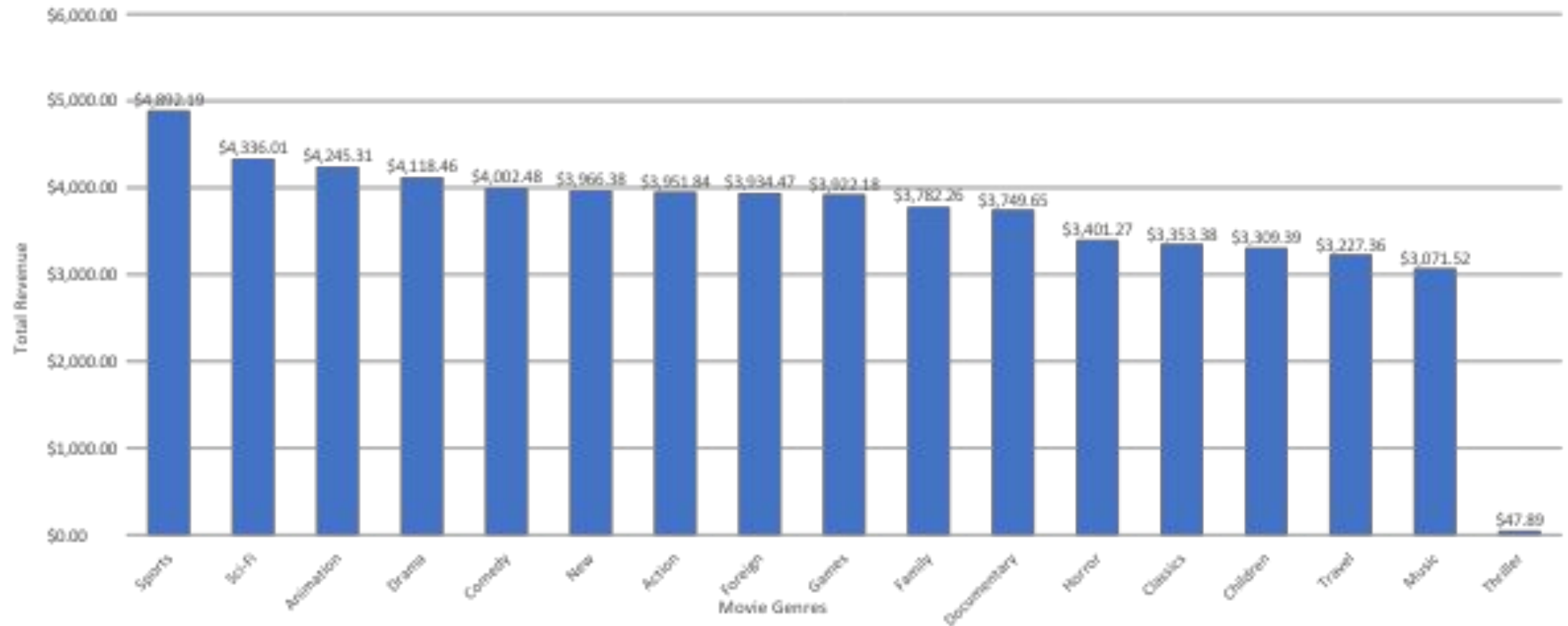
Top 10 Movies with the Least Revenue



**Bottom 10
Movies Titles
With The
Least
Revenue**

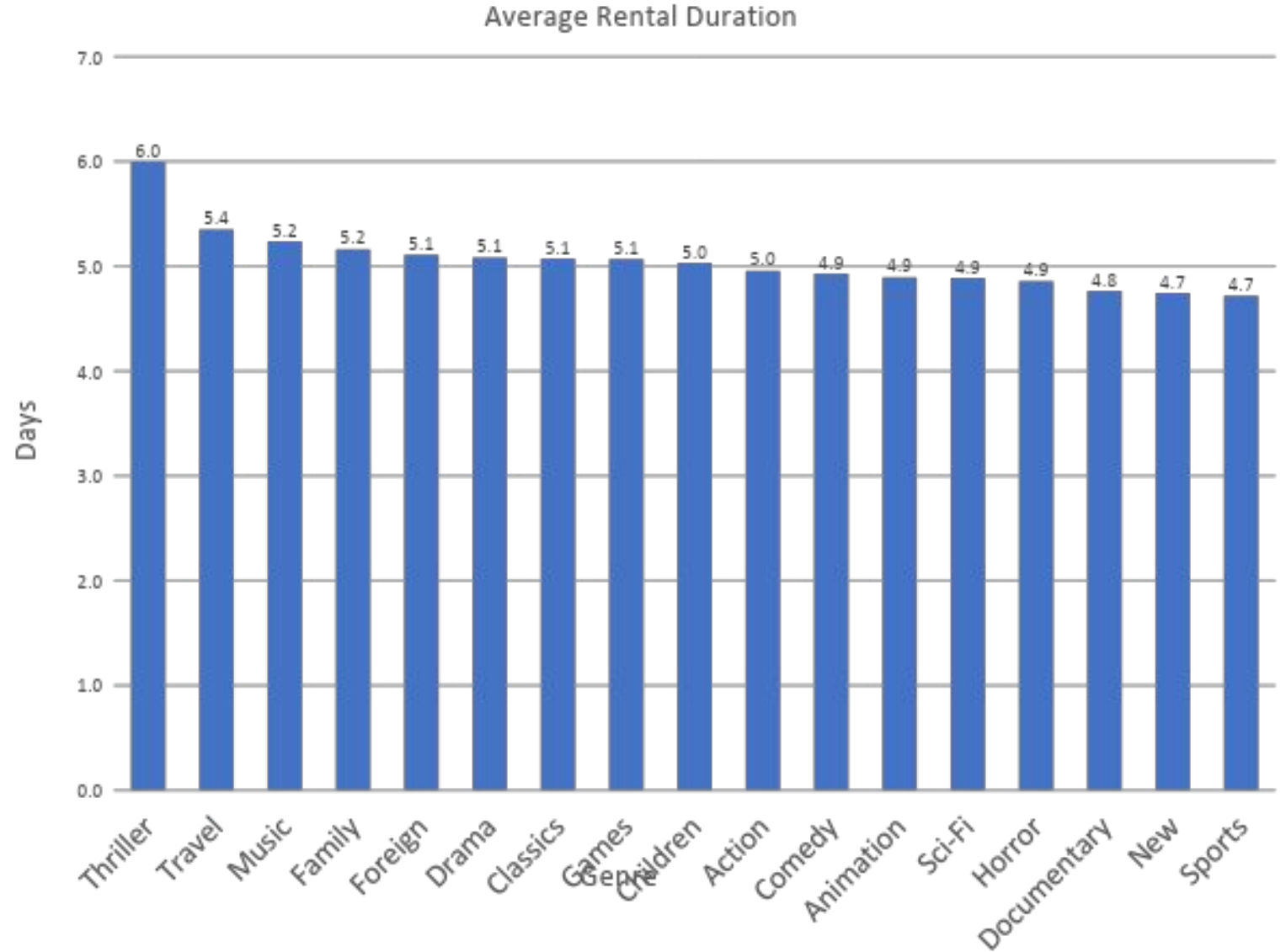
Total Revenue By Movie Genre

The top 3 highest earning movie genres are Sports, Sci-Fi, and Animation.



Average Rental Duration

The average rental duration for all movies ranged from 4-6 days with the highest rental duration genres being Thriller, Travel, and Music.



Movie Rental Statistics



Rental Rate

- Min. – \$0.99
- Max. – \$4.99
- Average – \$2.98



Replacement Cost

- Min. – \$9.99
- Max. – \$29.99
- Average – \$19.98



Rental Duration

- Min. – 3
- Max. – 7
- Average – 5



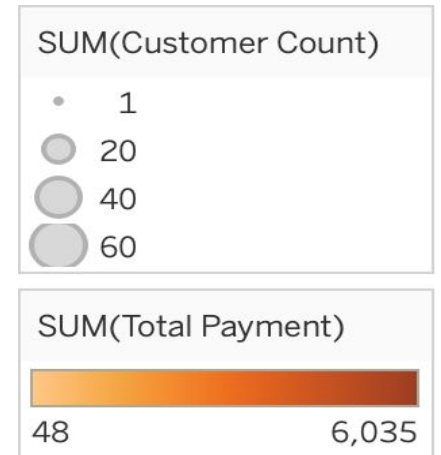
Movie Length

- Min. – 46 minutes
- Max. – 185 minutes
- Average – 115 minutes



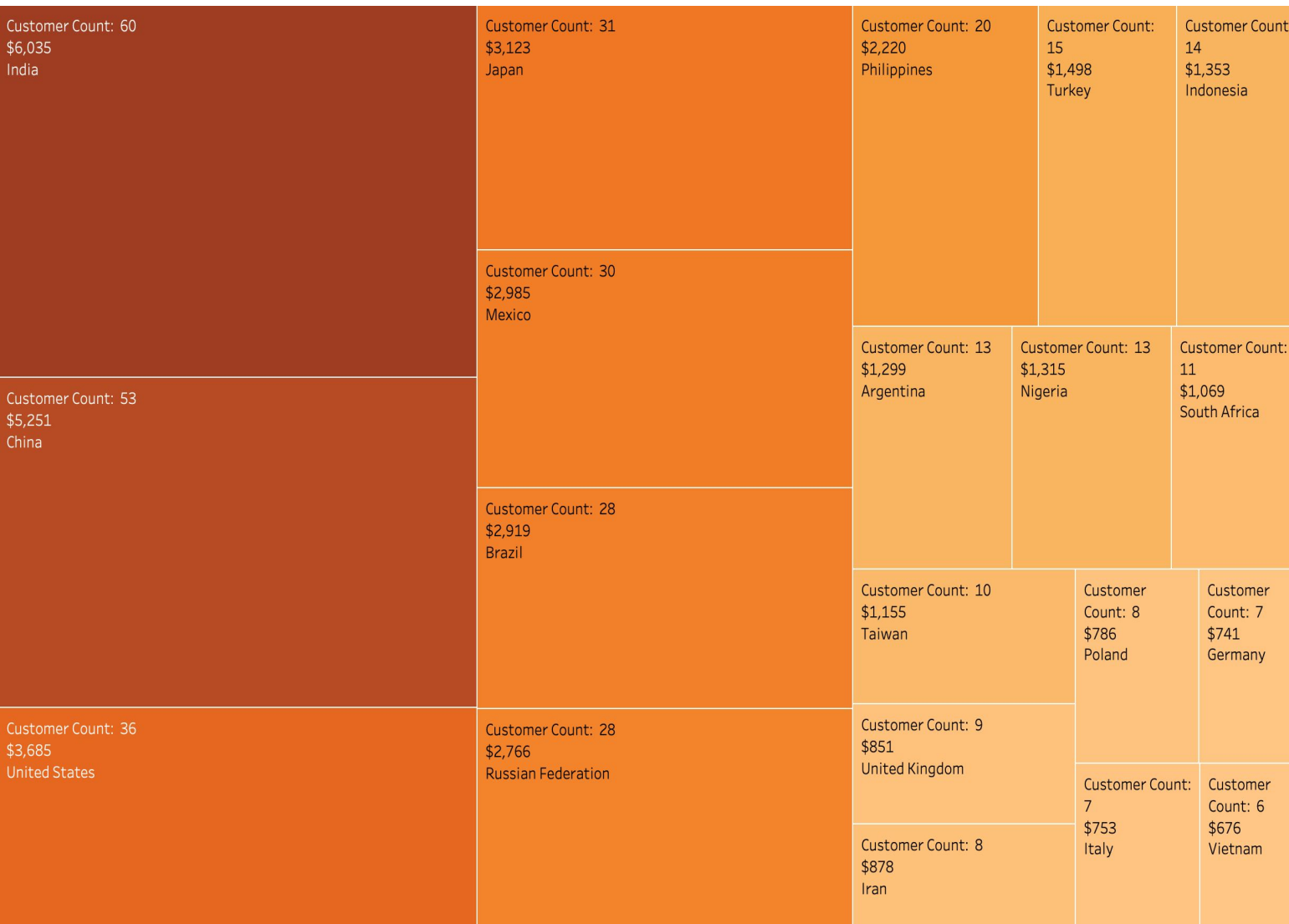
Customers Based By Country

Country	Number of Customers
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14



The map shows the number of Rockbuster customers per country and **India, China, and the United States** are the **top 3 countries** who have the highest number of customers and are the highest paying customers.

High Lifetime Customers



The **top 3 countries** with the **highest** total revenue and customers include:

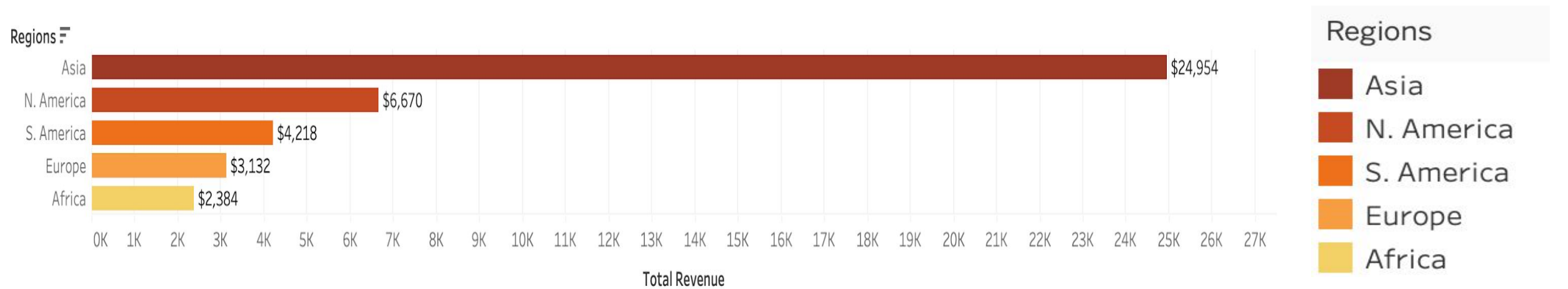
1. India
2. China
3. United States

The **bottom 3 countries** with the **lowest** total revenue and customers include:

1. Germany
2. Italy
3. Vietnam

Geographic Region Sales

The following bar chart below shows the total revenue of Rockbuster sales by geographic region. **Asia** has the highest number of sales, followed by **North and South America**.



Total Revenue: \$41, 358.45

Summary And Recommendations

Summary

Most profitable regions: Asia, North America, and South America.

Top movie genres: Sports, Sci-Fi, and Animation.

Highest customer count: India, China, and United states.

Recommendations

- Focus on marketing and promotion of services to Asian regions, following the other regions.
 - Target marketing and promotion of high revenue genres such as, Sports, Sci-Fi, and Animation.
- Reward loyal customers by offering them discounts on rentals or subscription plans.
- Have a diverse inventory of movies genres.
- Extend rental duration at a reduced cost
- Eliminate low revenue movie titles to maximize high revenue movie titles