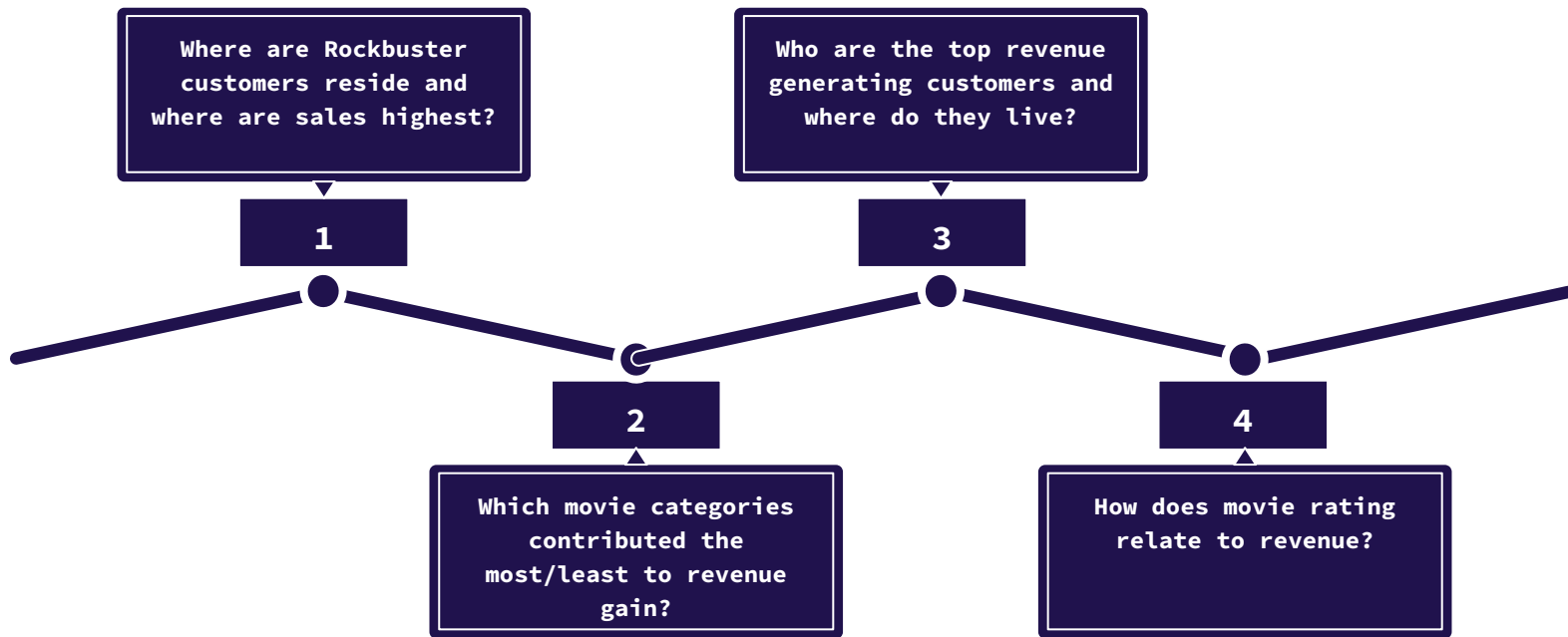# Rockbuster Stealth

Data Analysis | Ryan Kelly

Objectives

The objective of the analysis is to answer key business questions in order to guide the new online video rental service for Rockbuster Stealth.

Where are Rockbuster customers reside and where are sales highest?

1

Who are the top revenue generating customers and where do they live?

3

2

Which movie categories contributed the most/least to revenue gain?

4

How does movie rating relate to revenue?

Summary Statistics

	MIN	MAX	AVERAGE
Rental Duration (days)	3	7	4.99
Rental Rate	$0.99	$4.99	2.98
Film Length (mins)	46	185	115.27
Replacement Cost	$9.99	$29.99	19.98
Total Films	1000		
Total Revenue	$61,312.04		
Total Customers	599		
Countries Operated	109		

Where are Rockbuster customers reside and where are sales highest?
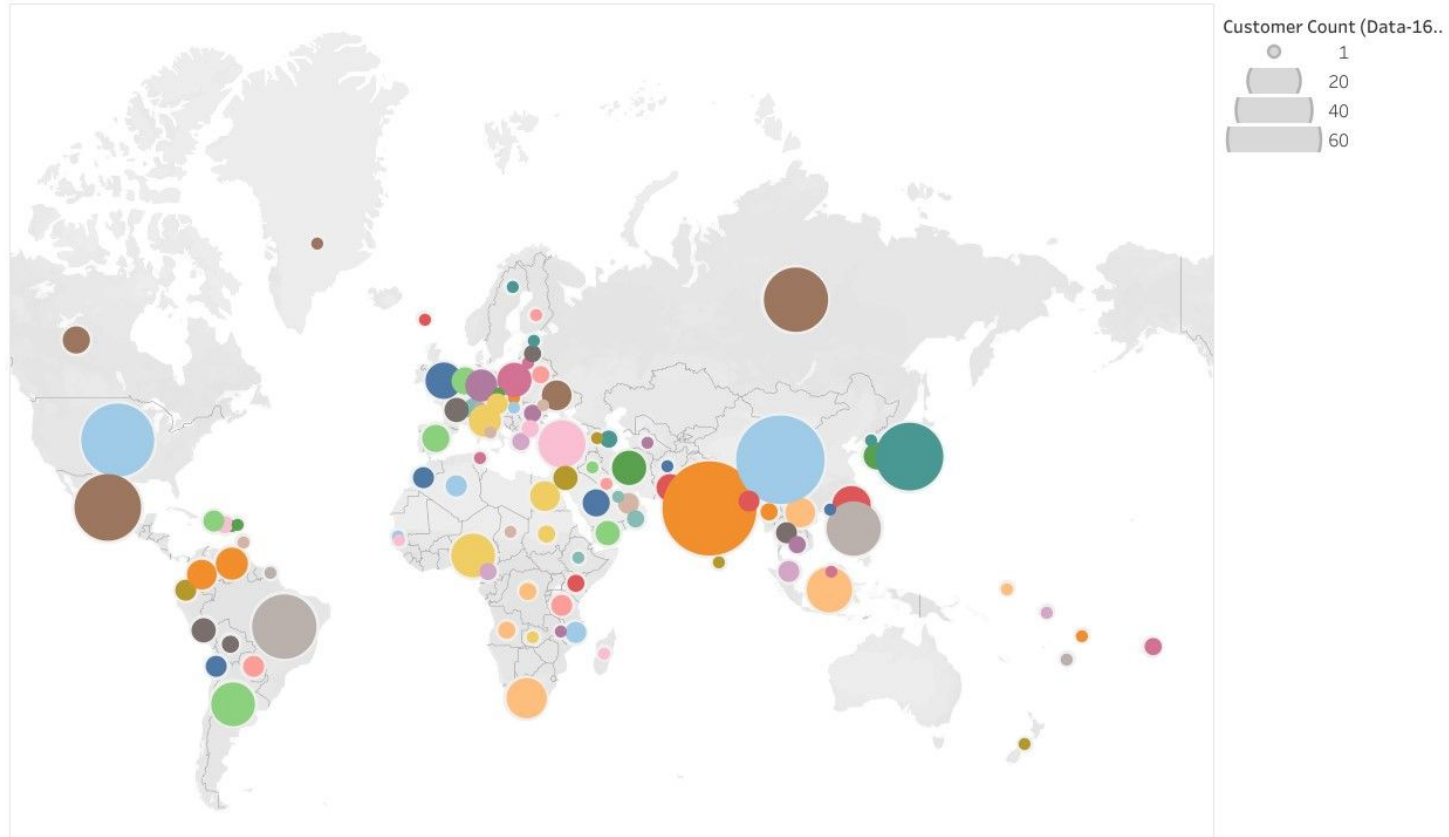
Where are Rockbuster customers reside and where are sales highest?

Top 10 Countries by Revenue		
Country	Customer Count	Revenue
India	60	$ 6,035
China	53	$ 5,251
United States	36	$ 3,685
Japan	31	$ 3,123
Mexico	30	$ 2,985
Brazil	28	$ 2,919
Russian Federation	28	$ 2,766
Philippines	20	$ 2,220
Turkey	15	$ 1,498
Indonesia	14	$ 1,353

- Rockbuster has 599 customers spread across 109 countries
- 53% of those customers come from the top ten revenue generating countries
- Asia is a very important market: 48% of total revenue comes from Asian countries

Which movie categories contributed the most/least to revenue gain?

Revenue per Category
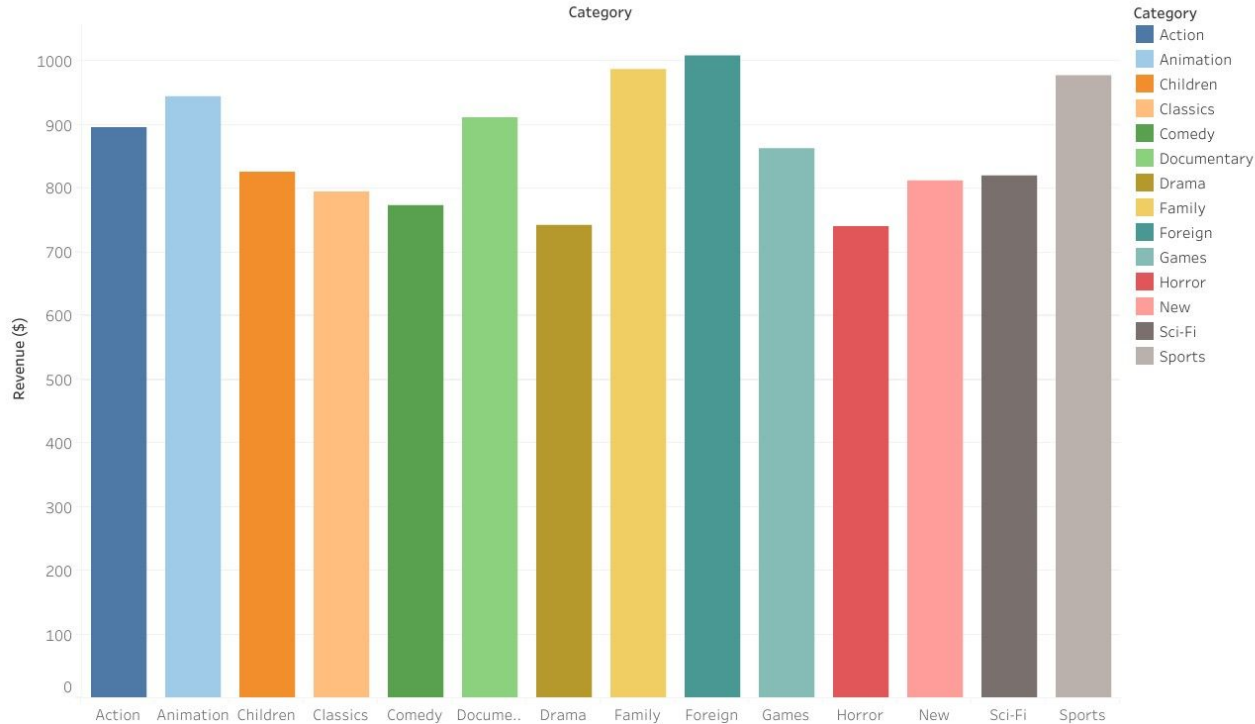
- Fairly even spread across 14 categories of movies
- Foreign movies combine for highest revenue share at 8.3 %
- Horror movies combine for lowest revenue share at 6.1%

Who are the top revenue generating customers and where do they live?

Name	Country	City	Amount Paid
Arlene Harvey	India	Ambattur	$111.76
Kyle Spurlock	China	Shanwei	$109.71
Marlene Welch	Japan	Iwaki	$106.77
Glen Talbert	Mexico	Acua	$100.77
Clinton Buford	United States	Aurora	$98.76
Betty White	United States	Citrus Heights	$96.77
Dora Medina	China	Tianjin	$88.81
Lorraine Stephens	China	Hami	$81.80

- Five of eight highest revenue generating customers reside in Asia. Other 3 reside in North America
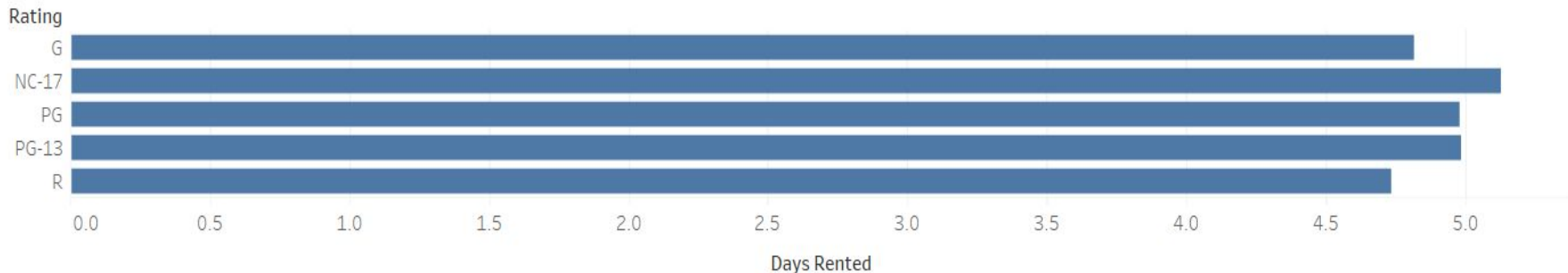- Possible way to incentivize top customers is providing a loyalty program.

How does movie rating relate to revenue?

Revenue by Rating
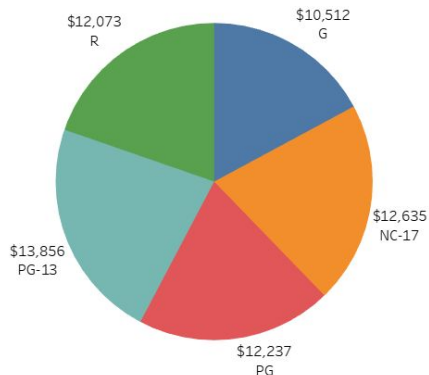
- Little differentiation between ratings for revenue and rental duration
  - Consequently, no need to focus on one movie rating category over another

Rental Duration by Rating

Recommendations

Asian Market	Target In-Demand Titles	Diversify Title Offerings	Reward Customers
Seize Asian Movie Rental Boom: possibility for high-revenue gains in this thriving market.	Focus on getting and highlighting popular, revenue-generating movies. Also Set flexible prices based on demand.	Continue to diversify offerings: revenue is spread out over movie categories indicating a demand for all types of movies.	Introduce a customer rewards program aimed at the most engaged clientele can stimulate recurring transactions, nurture lasting customer allegiance, and amplify company earnings.

Tableau Link