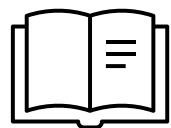# Rockbuster Stealth Data Analysis

BUSINESS INTELLIGENCE FOR AN EMERGING MOVIE RENTAL COMPANY

# Table of Contents

# Key Questions Considered

Which movies contributed the most/least to revenue gain?

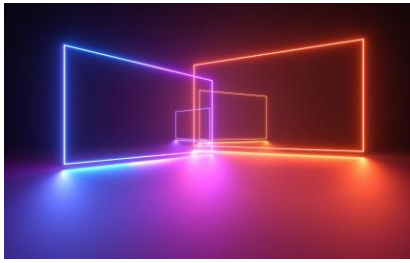What was the average rental duration for all videos?

Which countries are Rockbuster customers based in?

Where are customers with a high lifetime value based?

Do sales figures vary between geographic regions?

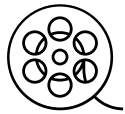Which movie genres generate the most revenue?
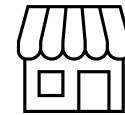
# Rockbuster Stealth at a Glance

Total Active Customer: 599

Number of staff: 2

Total Movie Titles: 1000

Number of stores: 2

Average Rental Duration: 5 days

Number of rentals to date: 16,044

$ Total Revenue Generated: $61,312

# Highest and Lowest Grossing Movies

| Top 5 Movies | Total Revenue |
|---|---|
| Telegraph Voyage | $216 |
| Wife Turn | $200 |
| Zorro Ark | $199 |
| Innocent Usual | $192 |
| Hustler Party | $191 |

| Bottom 5 Movies | Total Revenue |
|---|---|
| Oklahoma Jumaji | $6 |
| Duffel Apocalypse | $6 |
| Texas Watch | $6 |
| Freedom Cleopatra | $6 |
| Rebel Airport | $7 |

# Rockbuster's Revenue by Country

| Top 5 Countries | Total Revenue |
| --- | --- |
| India | $6035 |
| China | $5251 |
| United States | $3686 |
| Japan | $3123 |
| Mexico | $2985 |

$47          $6,000
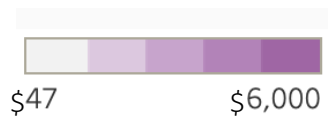
# Countries Where Top Customers Reside

| Customer Id | Country | Customer Lifetime Revenue |
|---|---|---|
| 148 | Reunion | $212 |
| 526 | United States | $209 |
| 178 | Brazil | $195 |
| 137 | Netherlands | $192 |
| 144 | Belarus | $190 |
| 459 | Iran | $184 |
| 181 | United States | $168 |
| 410 | Canada | $168 |
| 236 | Philippines | $167 |
| 403 | India | $163 |

# Global Distribution of Customer Base

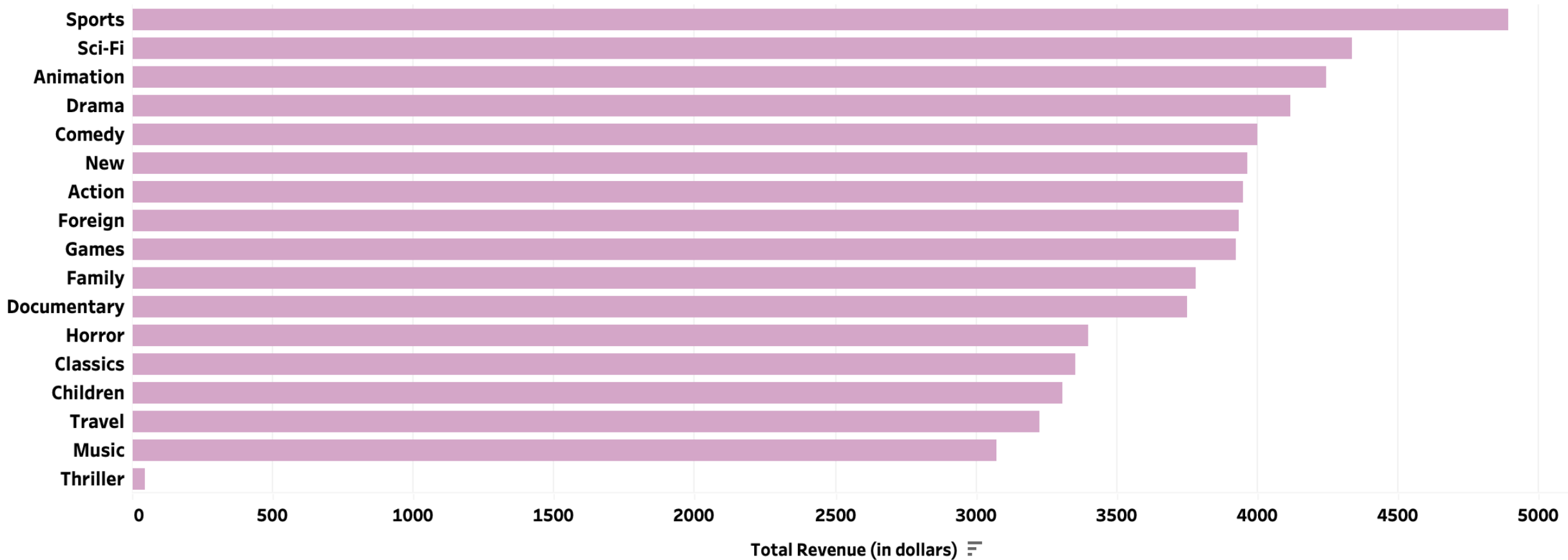109 countries globally rent from Rockbuster
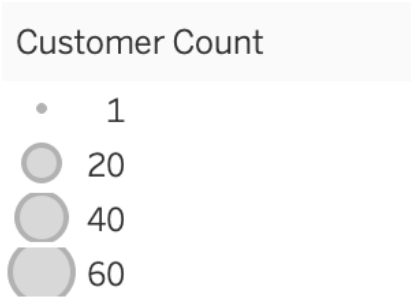
India and China collectively represent about 20% of Rockbuster's global market

Customer Count

• 1
○ 20
○ 40
○ 60

# Rockbuster Revenue by Genre

| Genre | |
|---|---|
| Sports | |
| Sci-Fi | |
| Animation | |
| Drama | |
| Comedy | |
| New | |
| Action | |
| Foreign | |
| Games | |
| Family | |
| Documentary | |
| Horror | |
| Classics | |
| Children | |
| Travel | |
| Music | |
| Thriller | |

**Total Revenue (in dollars)**

0    500    1000    1500    2000    2500    3000    3500    4000    4500    5000

# Recommendations

Focus marketing and expansion efforts on the highest performing regions, with specific attention to the Asia region. Offer more titles in the languages of these regions.

Increase the number of titles in the most popular movie genres like Sports, Sci-Fi, Animation, and Drama.

Consider a loyalty or rewards program for top Rockbuster customers.