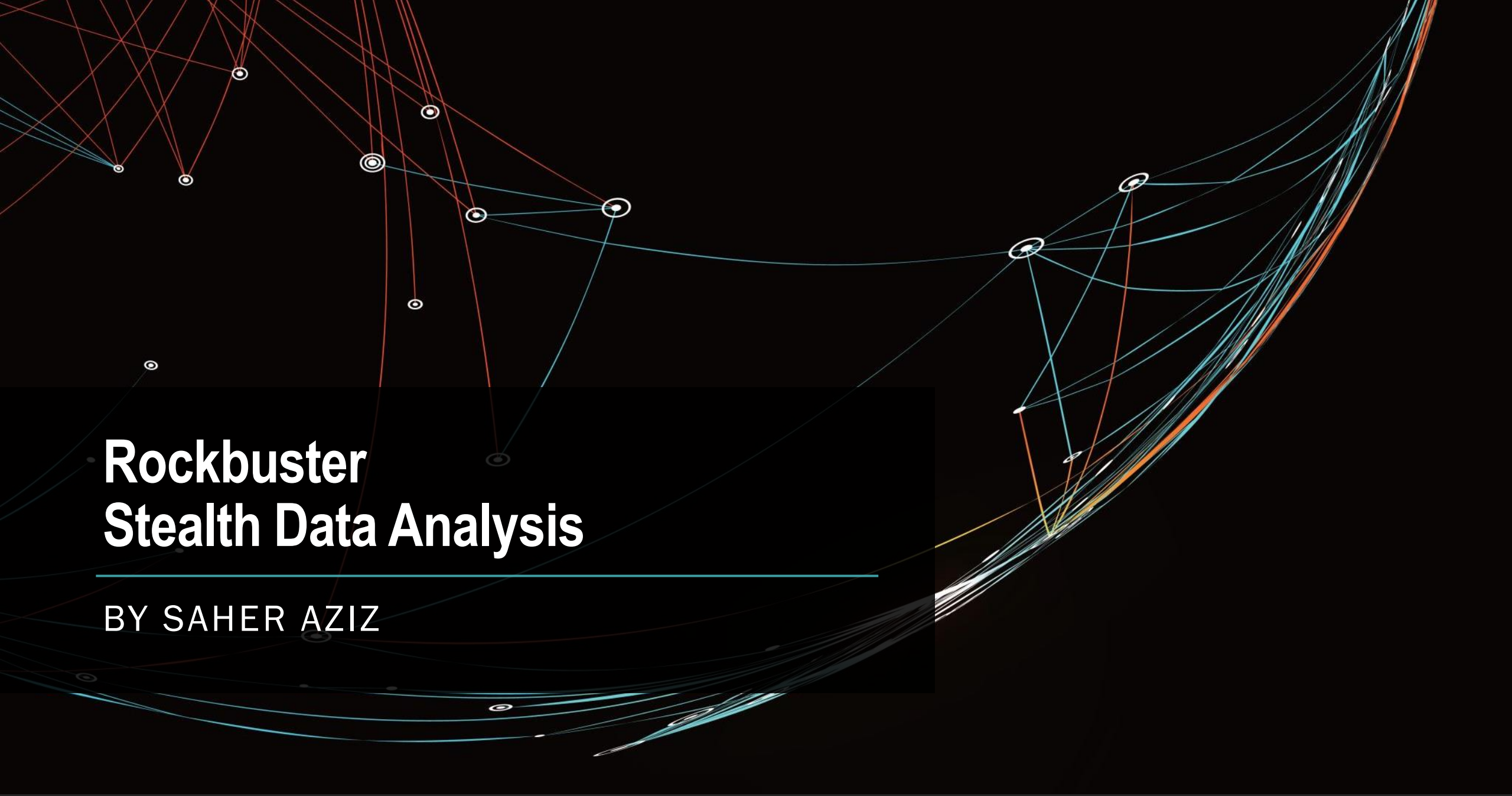


Rockbuster Stealth Data Analysis

BY SAHER AZIZ

Rockbuster Stealth

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. 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 i n order to stay competitive.

Key Questions and Objectives

- 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?

Data Summary

Rental Duration (Days)

- Min 3
- Max 7
- Avg 4.99

Rental Rate (Dollars)

- Min 0.99
- Max 4.99
- Avg 2.98

Movie Length (Minutes)

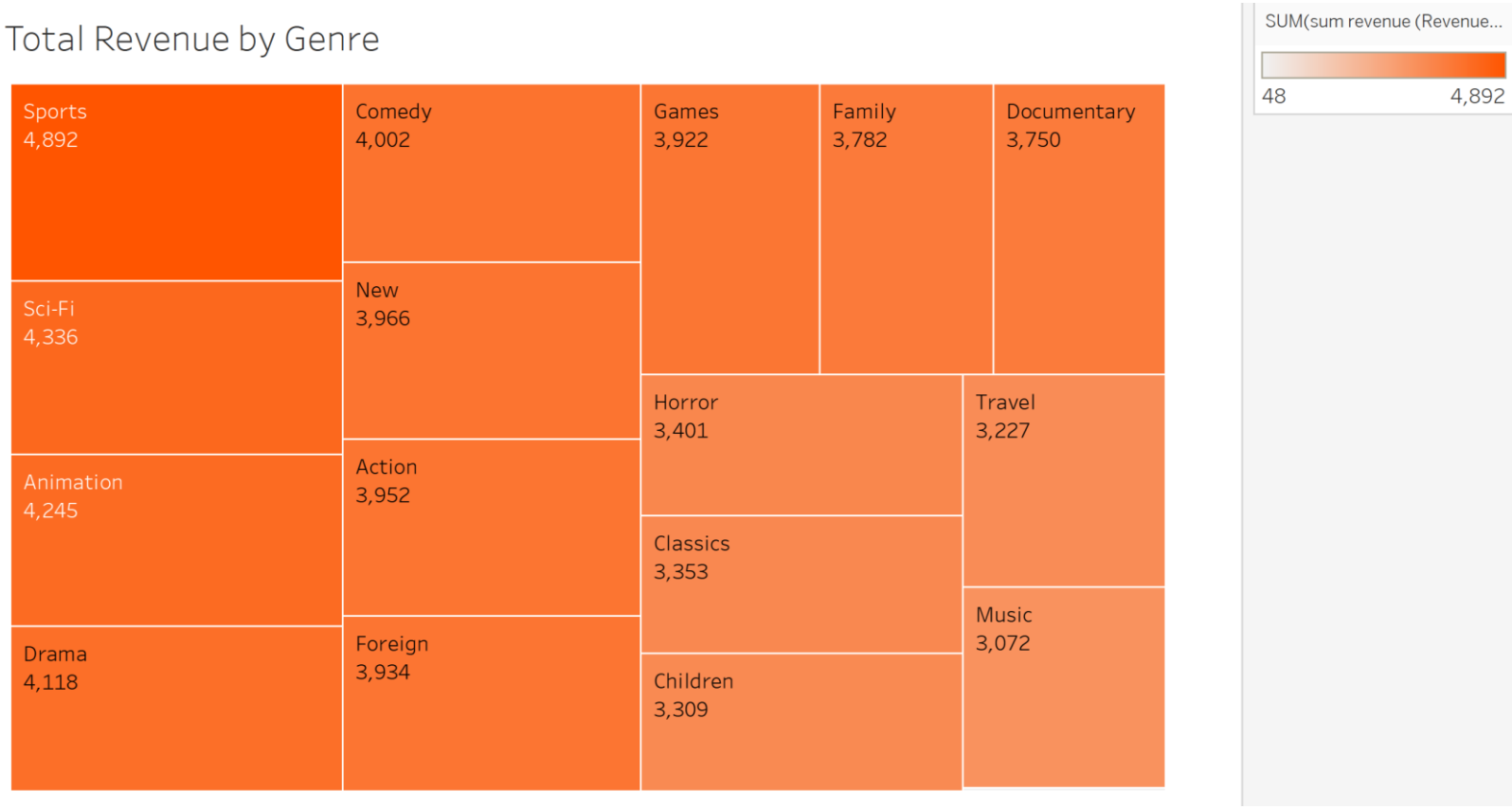
- Min 46
- Max 185
- Avg 115

Replacement Cost (Dollars)

- Min 9.99
- Max 29.99
- Avg 20

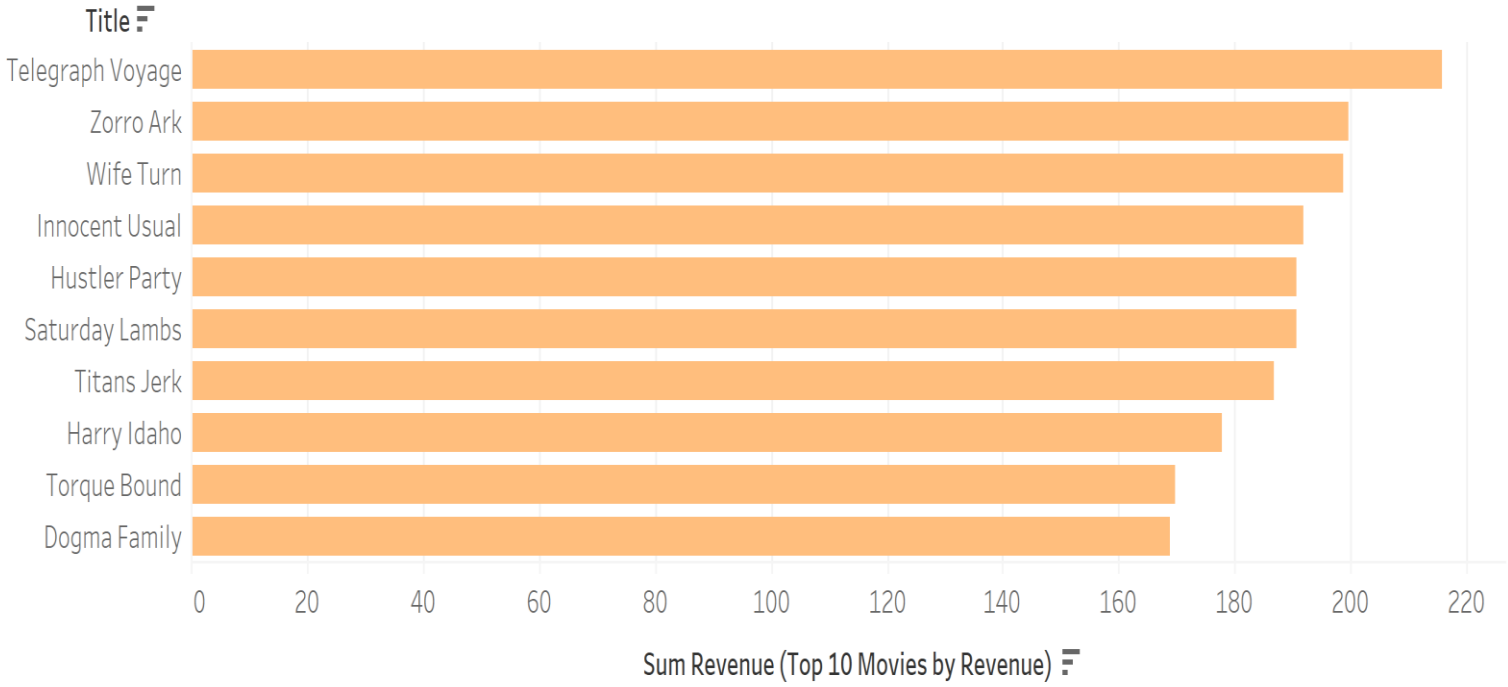
Which Movies Contributed the Most/Least to Revenue Gain?

- In terms of Genre, Sports, Sci-Fi, and Animation contributed to the most Revenue.
- In terms of Genre, Travel, Music, and Thriller contributed to the least Revenue.



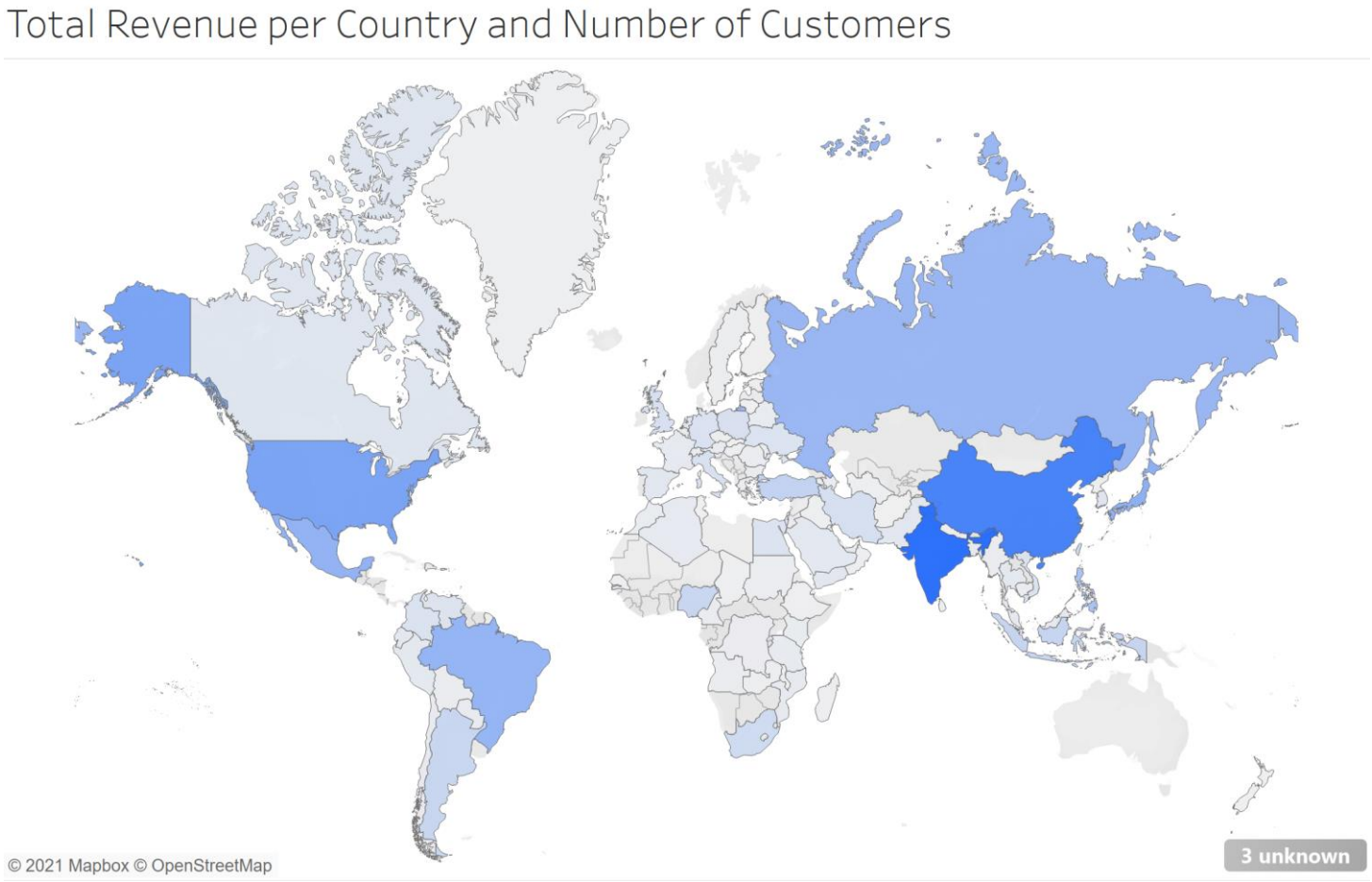
Top 10 Movies by Revenue

These Movies contributed the most to Revenue.



Which Countries are Rockbuster Customers Based In?

- Rockbuster has Customers all over the world with the most being in India, China, and the United States.



Where are Customers with a High Lifetime Value Based?

- One strategy to help Rockbuster is to consider the top customers and reward them for being the top. Some requirements could include:
  - Being in the top Countries
  - Being in the top Cities.

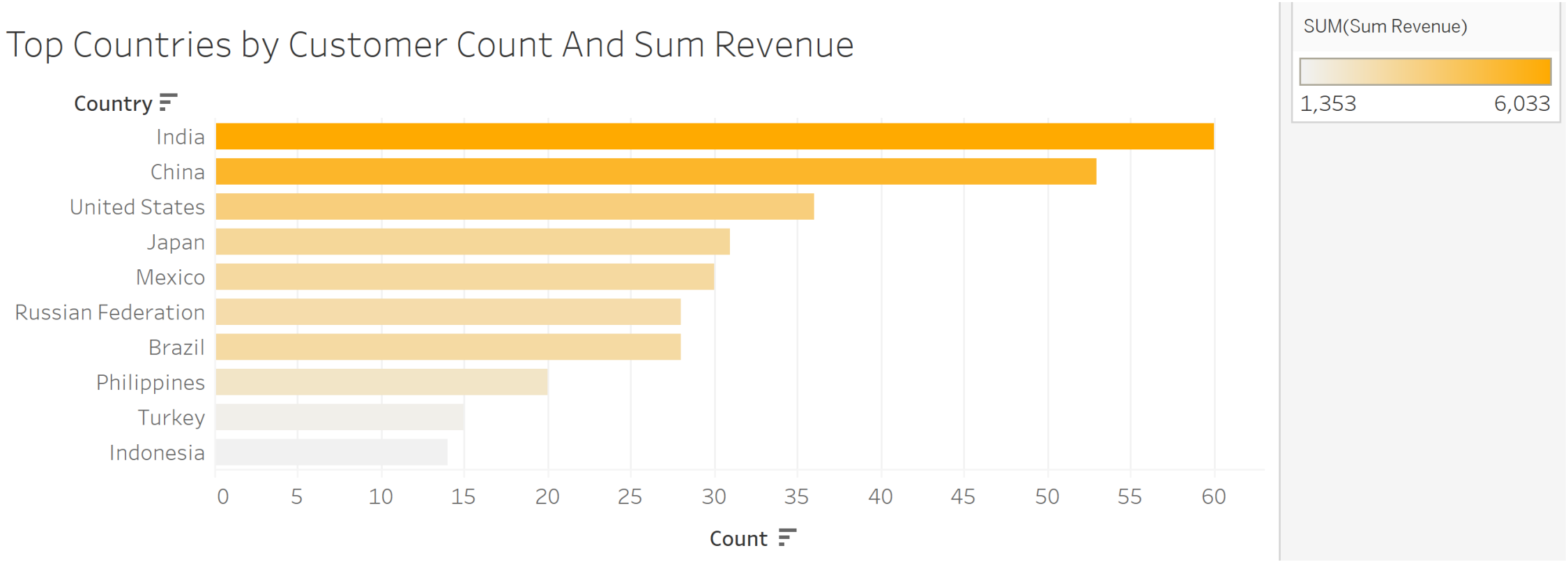
Top 5 Highest Paying Customers

City	country (Top 5 ..	First Name	Last Name	Total Sp..
Atlixco	Mexico	Sara	Perry	128.7
Sivas	Turkey	Gabriel	Harder	108.75
Celaya	Mexico	Sergio	Stanfield	102.76
Aurora	United States	Clinton	Buford	98.76
Adoni	India	Adam	Gooch	97.8

Top 10 Cities and Countries

Top10 Cities	country (Top 1..	Sum Rev..
Dhule (Dhulia)	India	6,032.79
Adoni	India	6,032.79
Xintai	China	5,247.04
Pingxiang	China	5,247.04
Aurora	United States	3,694.27
Kurashiki	Japan	3,121.52
Nezahualcyotl	Mexico	2,984.82
Celaya	Mexico	2,984.82
Atlixco	Mexico	2,984.82
Sivas	Turkey	1,498.49

Do Sales Figures Vary Between Geographic regions?



Conclusions and Recommendations

- Sports, Sci-Fi, and Animation contribute to the most in Revenue.
- The average rental duration for all videos is 5.
- India, China, and the US are the top countries in terms of Revenue and Customers.
- The highest paying customers should be rewarded with discounted movie rentals.

Any Questions?

Click Here for the Tableau Story