



Rockbuster Stealth

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Objective

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 in order to stay competitive.



Key questions

Which countries are Rockbuster customers based in?



What was the average rental duration for all videos?



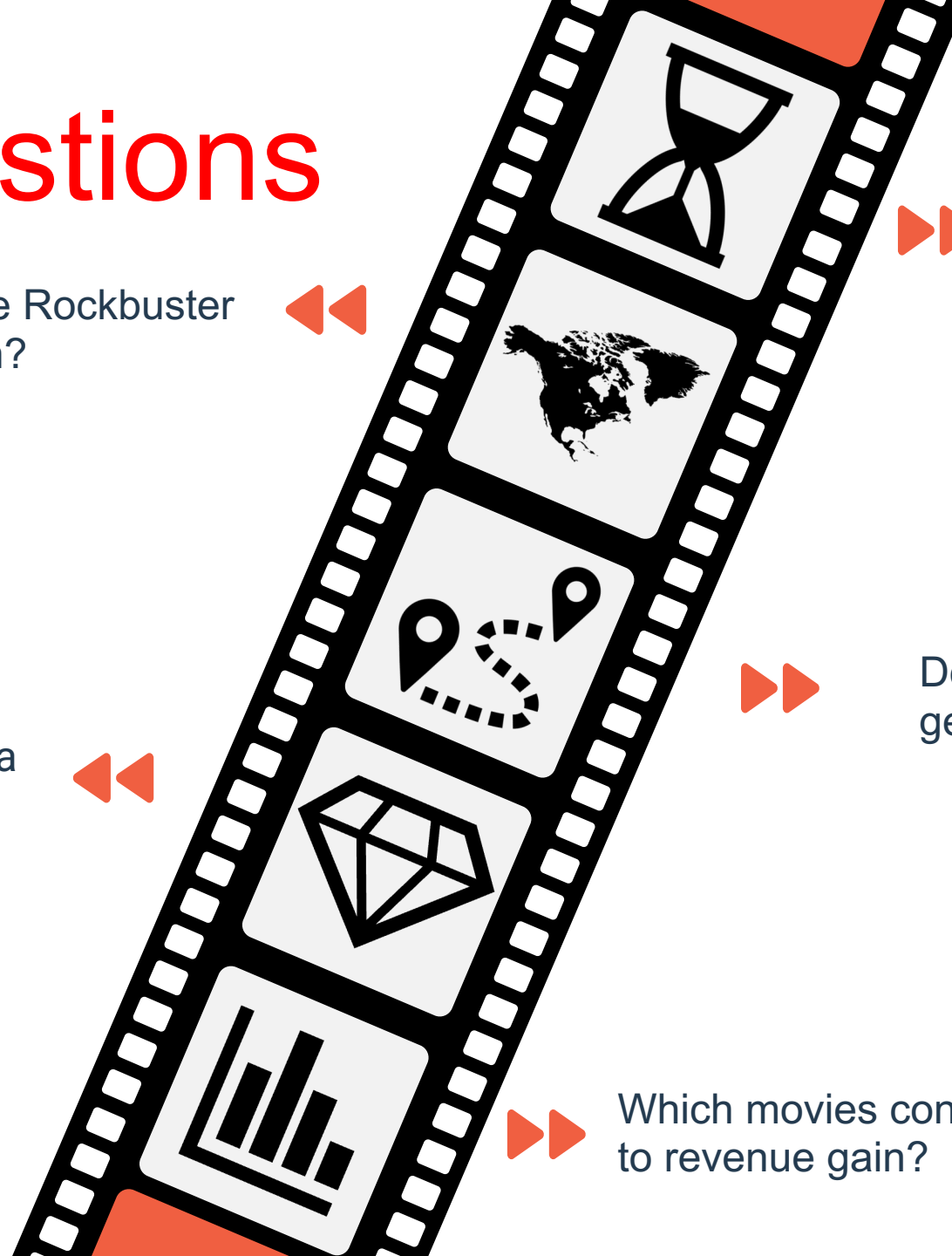
Where are customers with a high lifetime value based?



Do sales figures vary between geographic regions?



Which movies contributed the most/least to revenue gain?



Data Overview



Total Revenue:
\$61,312



**Movies in
inventory:**
1 000



**# of Movie
Genres: 17**



**Total
customers:**
599



**Total
Countries:**
109



**Average
Rental Rate:**
\$ 2.99



**Average
Rental
Duration:**
5 Days



**Average
Replacement
Cost:**
\$19.99



**Total # of
Actors:**
200



**# of
Languages:**
6



Descriptive Statistics ▶▶

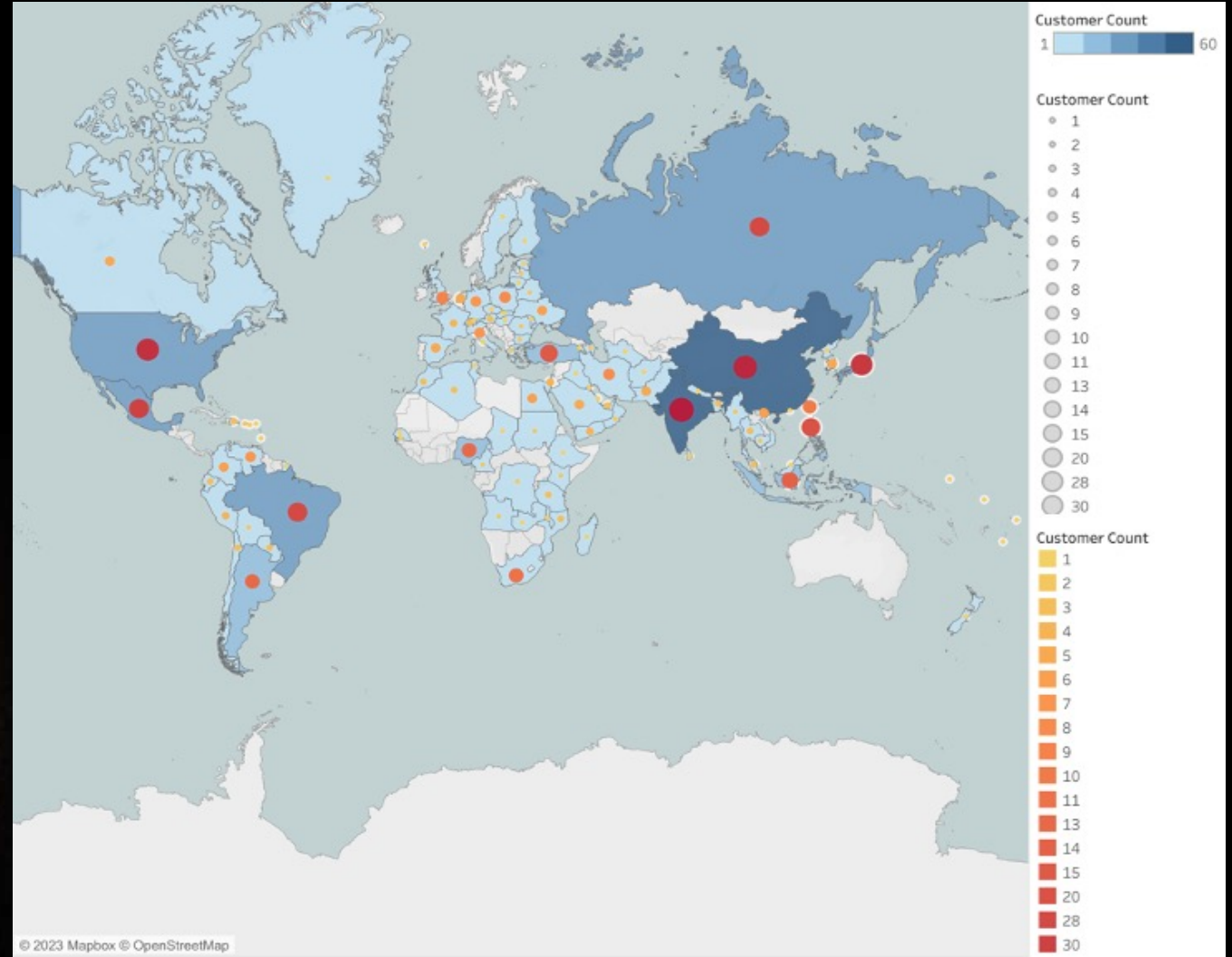


	Maximum	Minimum	Average
Rental Rate	\$4.99	\$0.99	\$2.98
Rental Duration	7 Days	3 Days	5 Days
Replacement Cost	\$29.99	\$9.99	\$19.98
Movie Length	185 Minutes	46 Minutes	115 Minutes

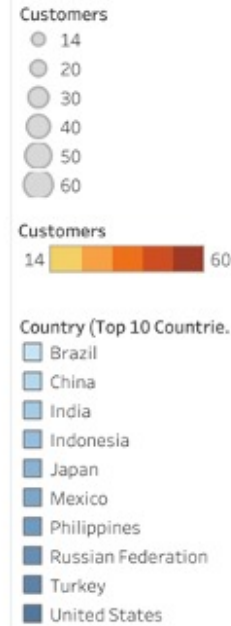
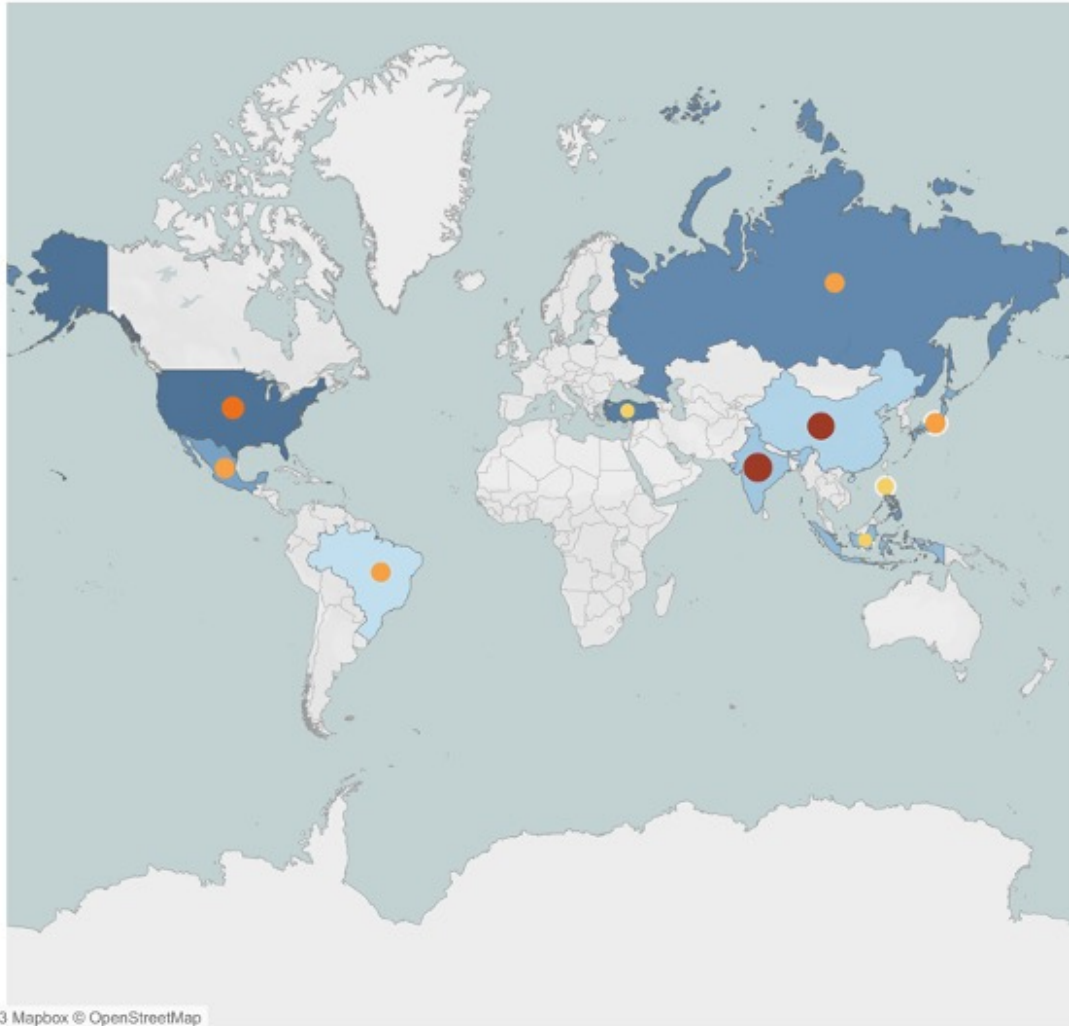
Rockbuster Customers Around the World



Total of:
108 Countries
509 Customers
\$61,312 Total Revenue

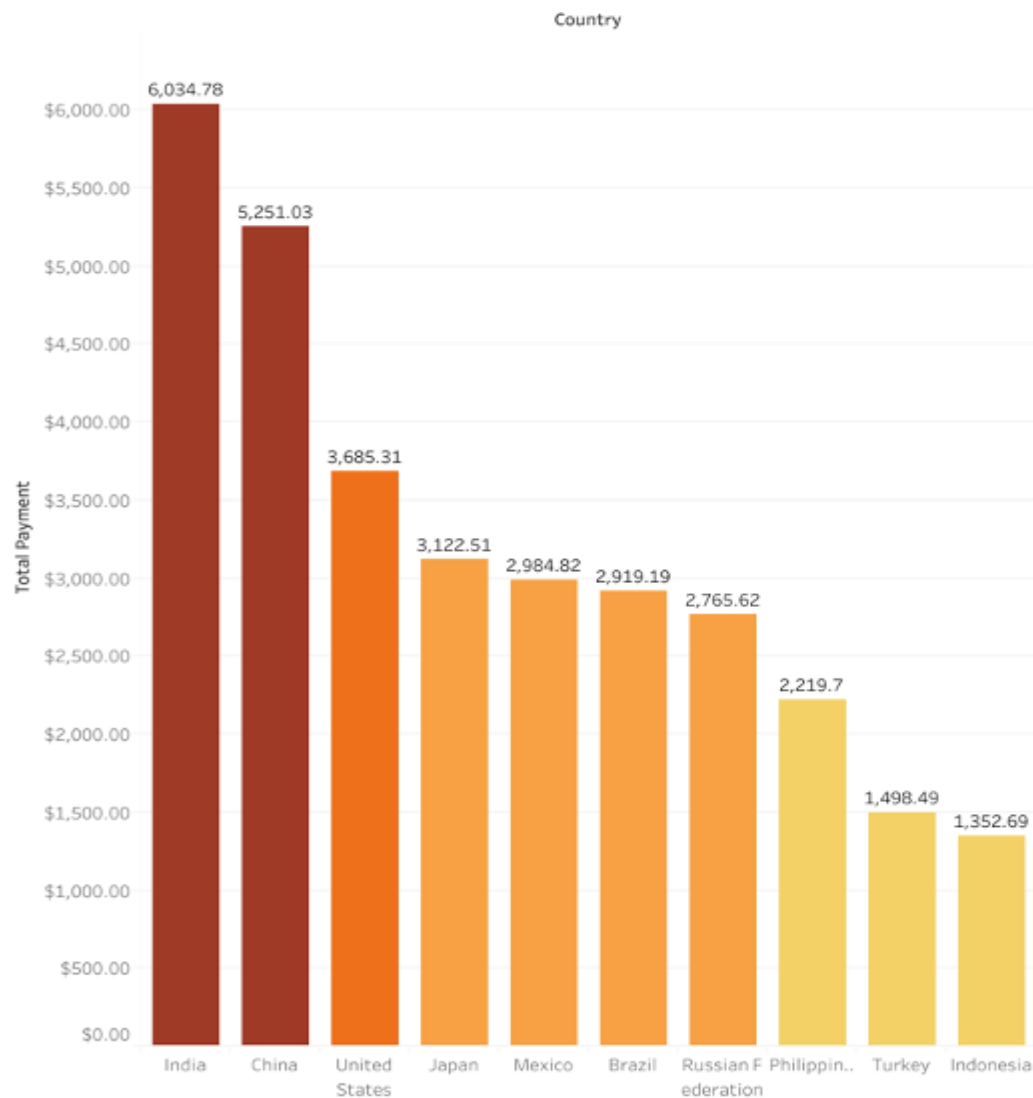


Top 10 Countries by Customer Count



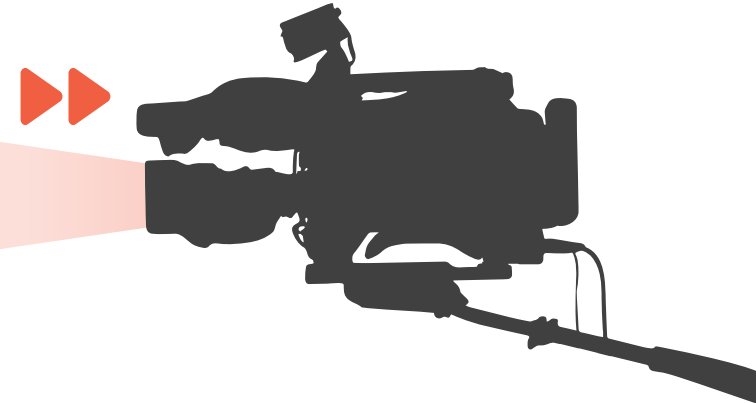
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1. India – 60 Customers
 2. China – 53 Customers
 3. United States – 36 Customers
 4. Japan – 31 Customers
 5. Mexico – 30 Customers
 6. Brazil – 28 Customers
 7. Russian Federation - 28 Customers
 8. Phillipines – 20 Customers
 9. Turkey – 15 Customers
 10. Indonesia – 14 Customers

Top 10 Countries by Customers Lifetime Value



1. India – \$6,034.78
2. China – \$5,251.03
3. United States – \$3,685.31
4. Japan – \$3,122.51
5. Mexico – \$2,984.82
6. Brazil – \$2,919.19
7. Russian Federation - \$2,765.62
8. Phillipines – \$2,219.7
9. Turkey – \$1,498.49
10. Indonesia – \$1,352.69

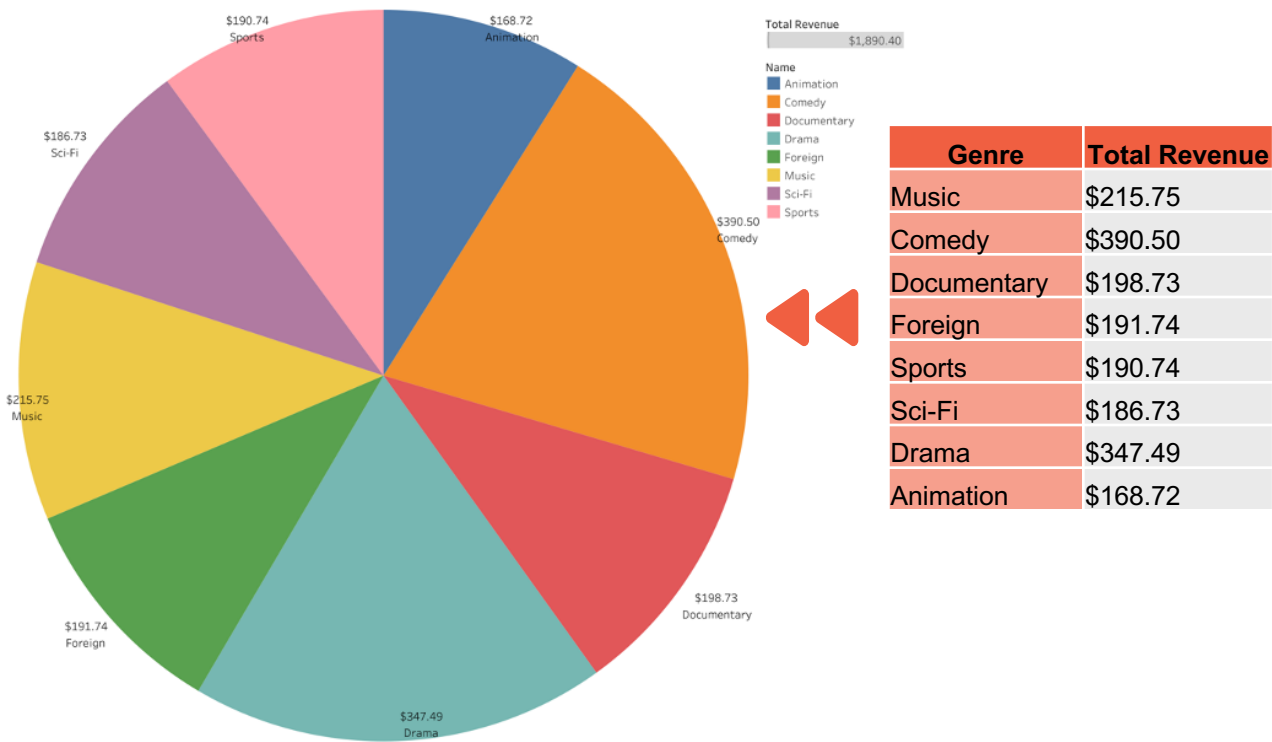
Top 10 Cities within the Top 10 Countries and Top 5 Customers



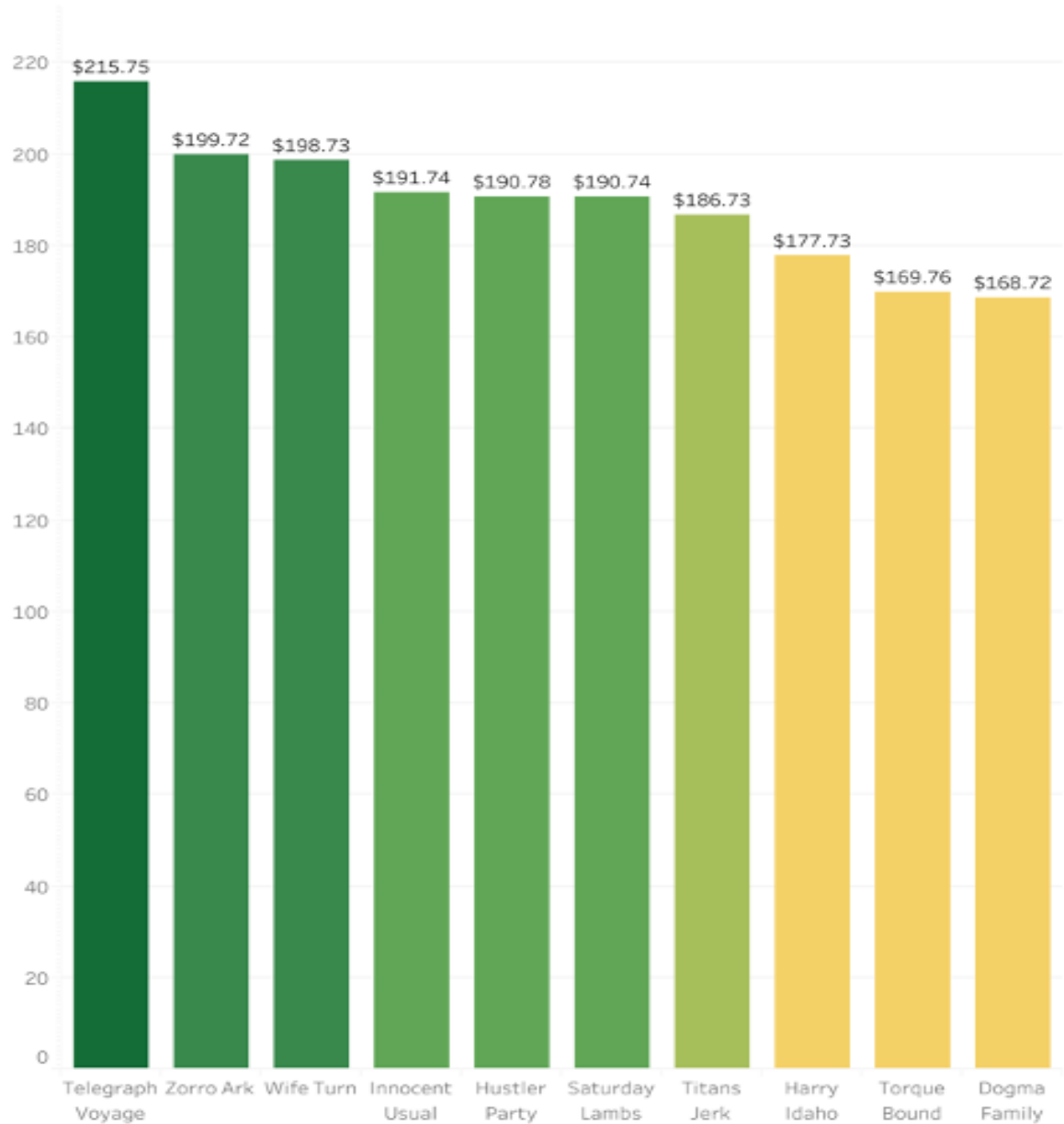
Country	City	Customers
United States	Aurora	2
Mexico	Acua	1
United States	Citrus Heights	1
Japan	Iwaki	1
India	Ambattur	1
China	Shanwei	1
Brazil	So Leopoldo	1
Russian Federation	Teboksary	1
China	Tianjin	1
Indonesia	Cianjur	1

Name	Country	City	Total Payment
Eleanor Hunt	Runion	Saint-Denis	\$211.55
Karl Seal	United States	Cape Coral	\$208.58
Marion Snyder	Brazil	Santa Brbara d Oeste	\$194.61
Rhonda Kennedy	Netherlands	Apeldoorn	\$191.62
Clara Shaw	Belarus	Molodetno	\$189.60

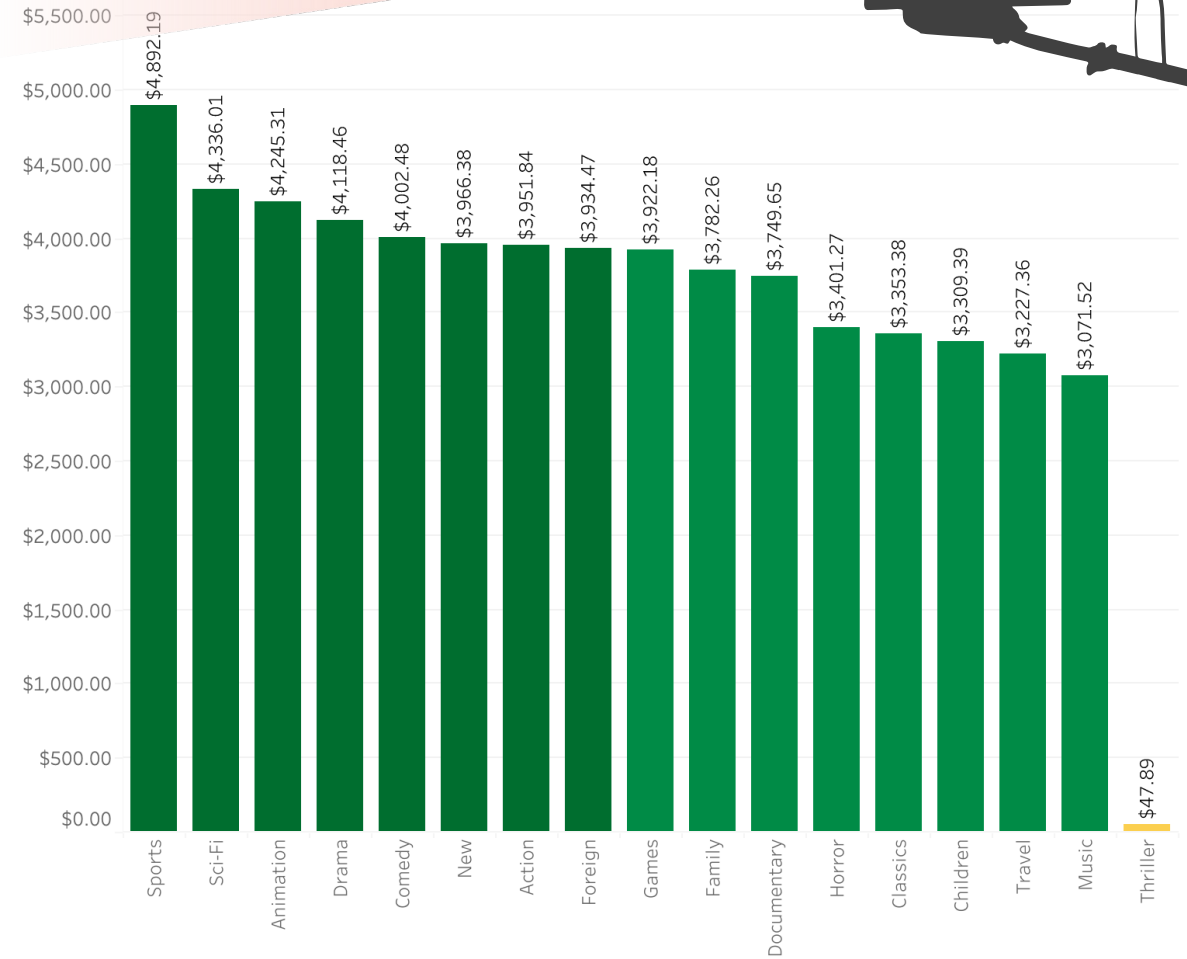
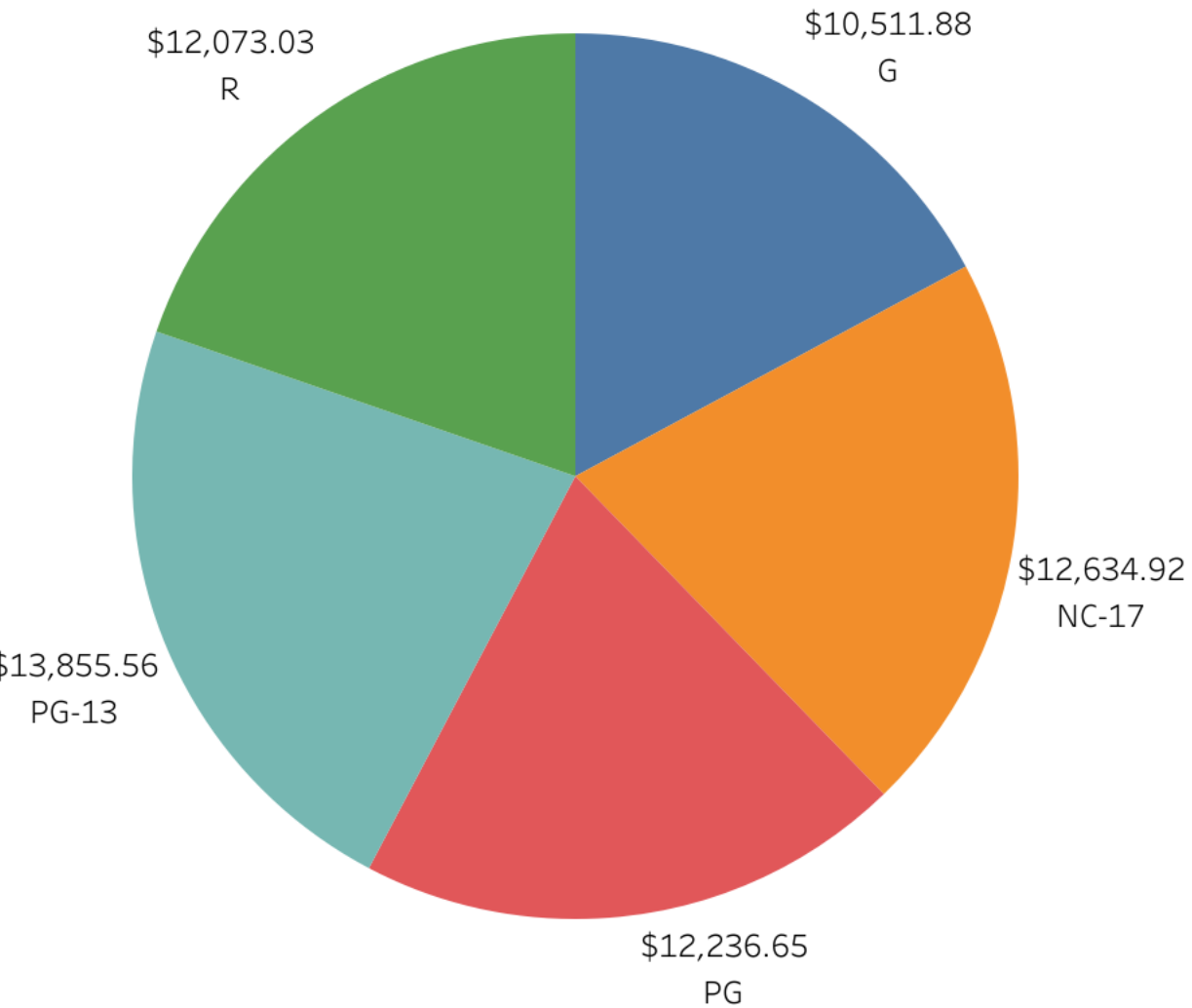
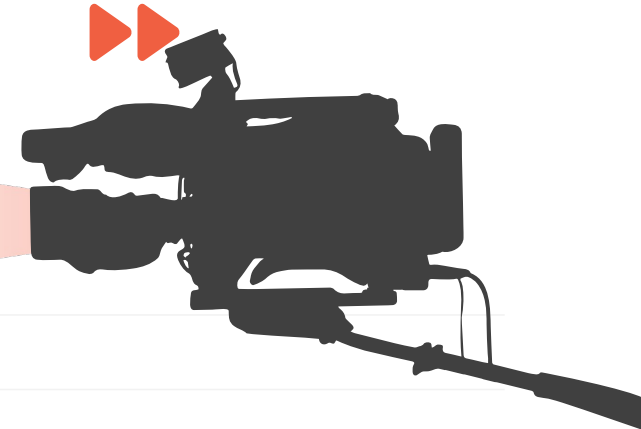
Top 10 Popular movies and their genres by Total Revenue



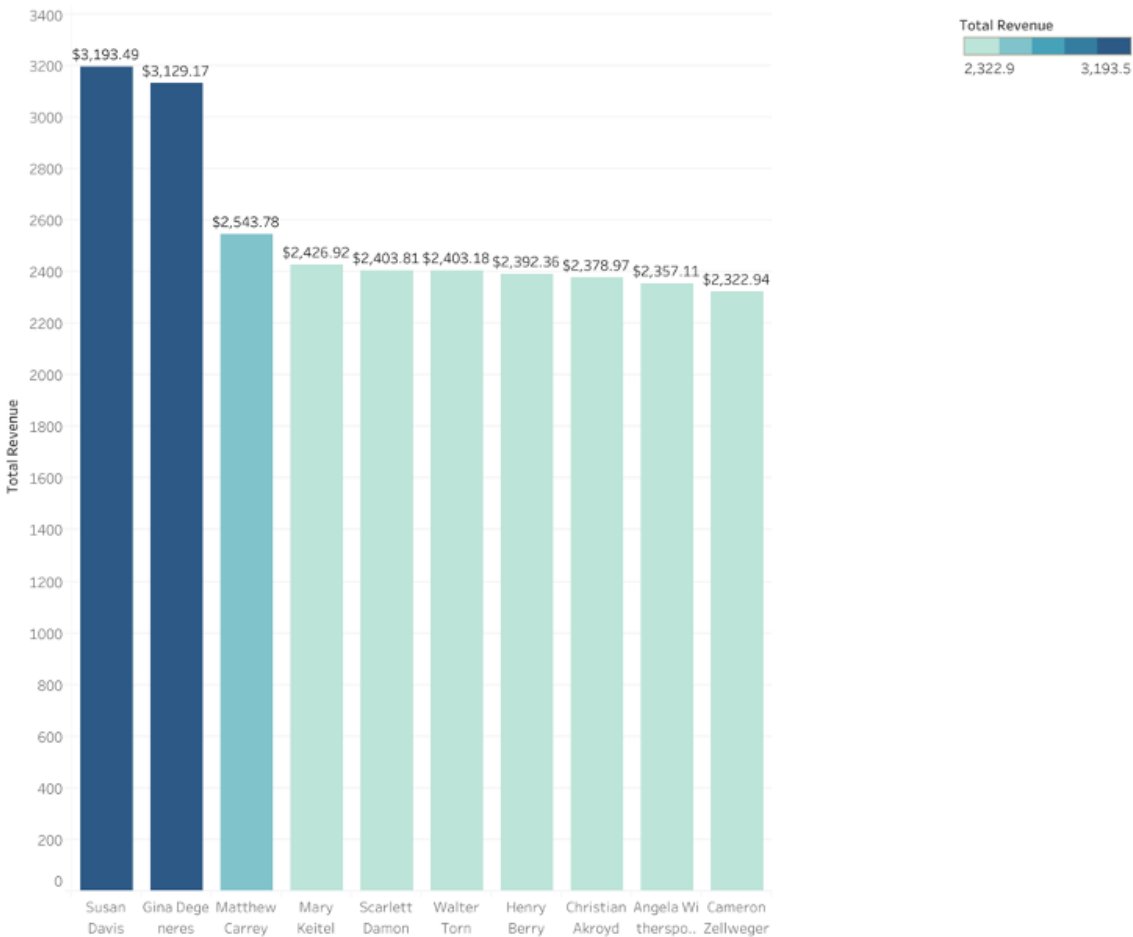
Title	Genre	Total Revenue
Telegraph Voyage	Music	\$215.75
Zorro Ark	Comedy	\$199.72
Wife Turn	Documentary	\$198.73
Innocent Usual	Foreign	\$191.74
Hustler Party	Comedy	\$190.78
Saturday Lambs	Sports	\$190.74
Titans Jerk	Sci-Fi	\$186.73
Harry Idaho	Drama	\$177.73
Torque Bound	Drama	\$169.76
Dogma Family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



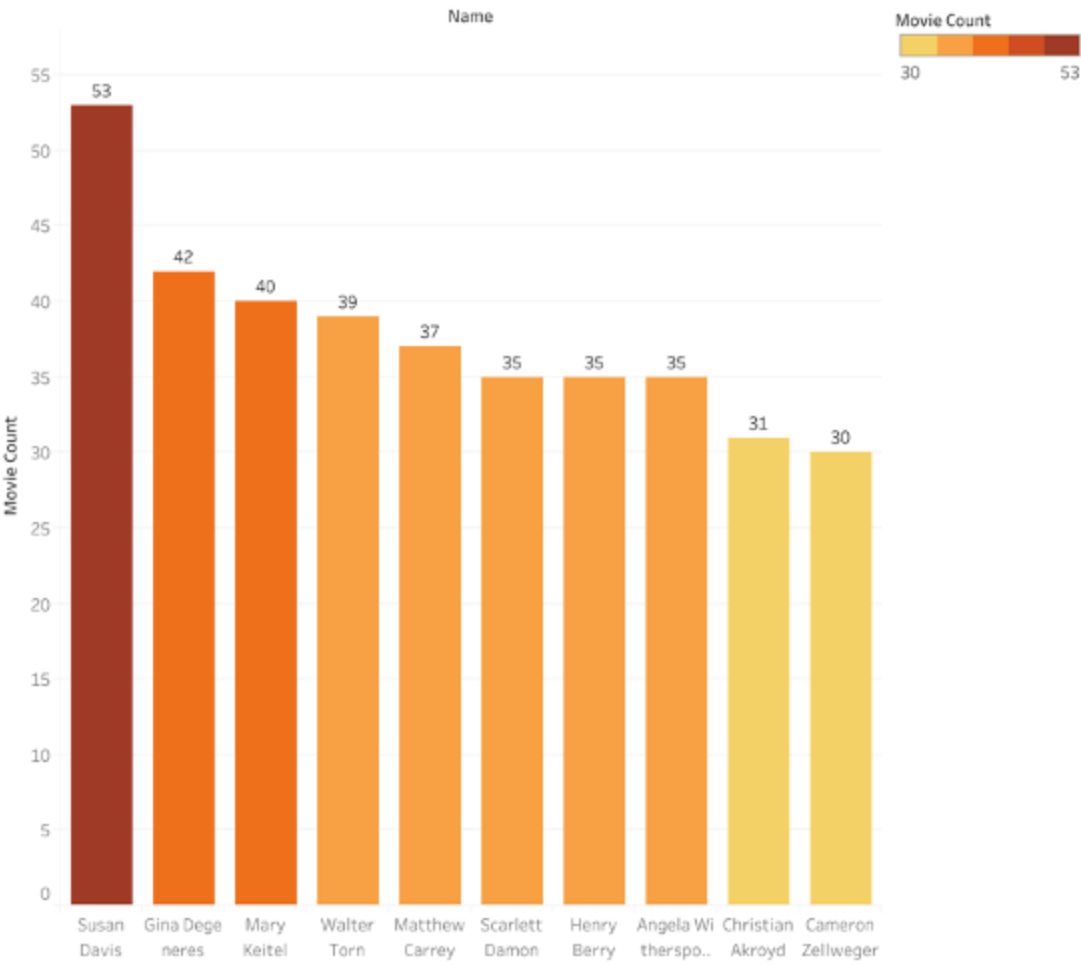
Revenue by Rating and Genres



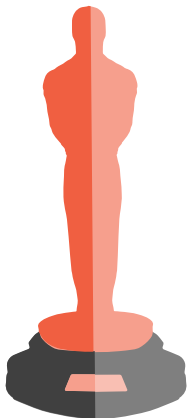
Top 10 Actors



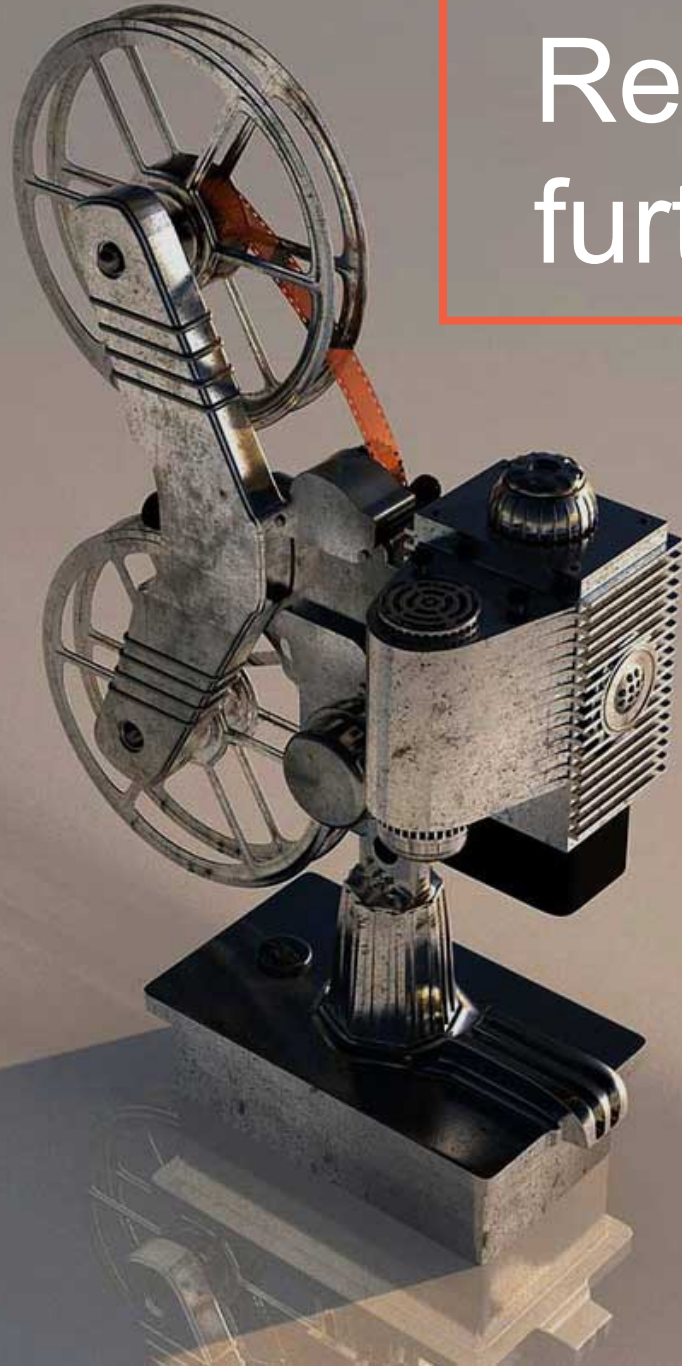
60%



40%



Recommendations and further Analysis



- Increase the number of movies that are most popular among customers: PG-13 movies and Sports, Sci-Fi, Animation, Drama, and Comedy genres.
- Increase movie numbers with the most popular starring actors.
- Understand peak rental times and customer preferences.
- Based on new releases and popularity rate, implement pricing strategies.
- Regularly update the movie catalog with new releases based on popularity.
- Collect and analyze customer feedback to identify areas of improvement and preferences.



THANK YOU