

Data Analysis Project

Rockbuster Stealth

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Background

Rockbuster Stealth LLC used to provide movie rentals in stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to launch an online video rental service in order to stay competitive.

Key Questions and Objectives

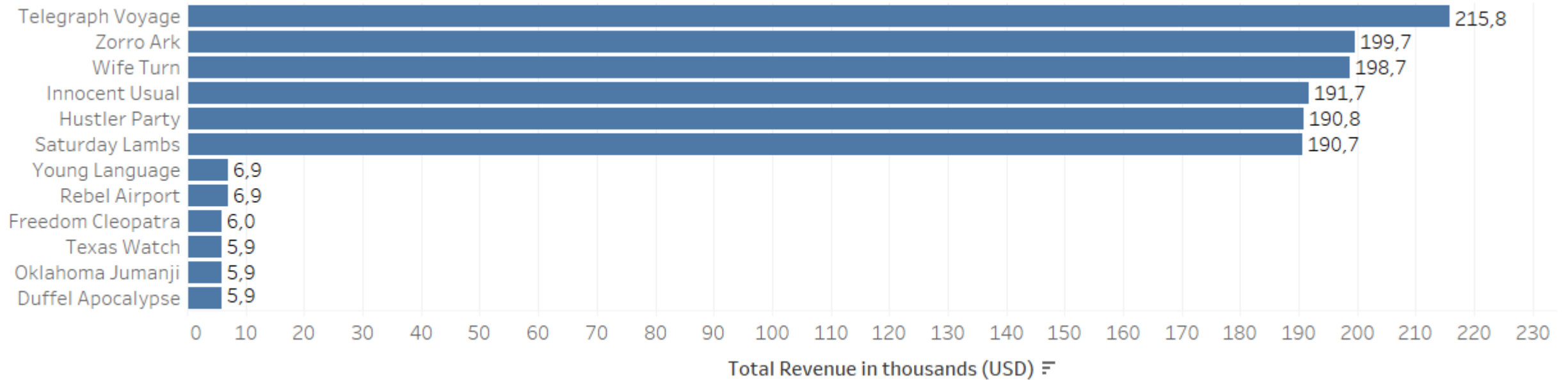
Analyze data files regarding film inventory, customers, and payments and answer following questions:

- 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?

Analysis



Which movies contributed the most and least to revenue gain?

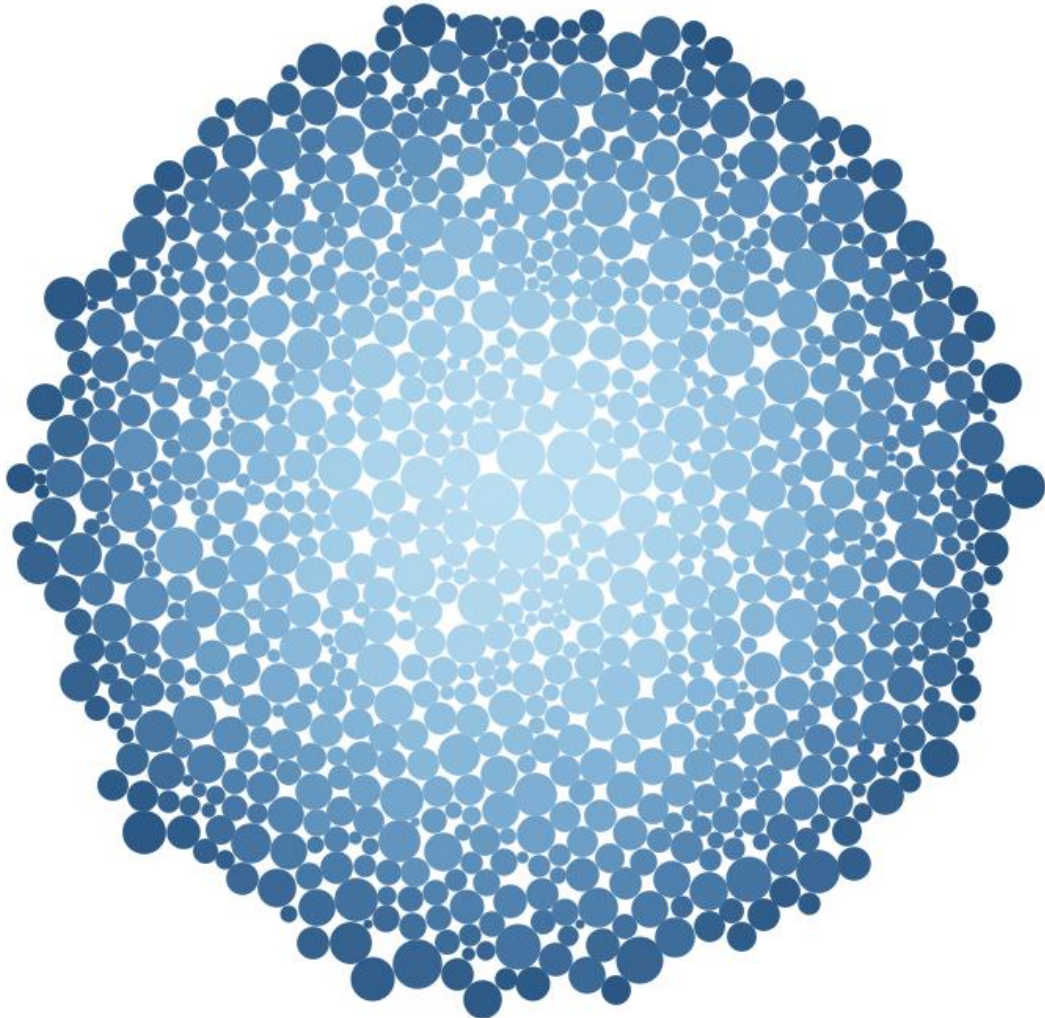


The bar chart shows the six most profitable and the six least profitable movies at Rockbuster.

The six most profitable movies stand for 1,9 % of the Total Revenue, meanwhile the six least profitable movies above only make up to 0,06 % of Total Revenue.

How is the Revenue for all movies in between?

Revenue spread

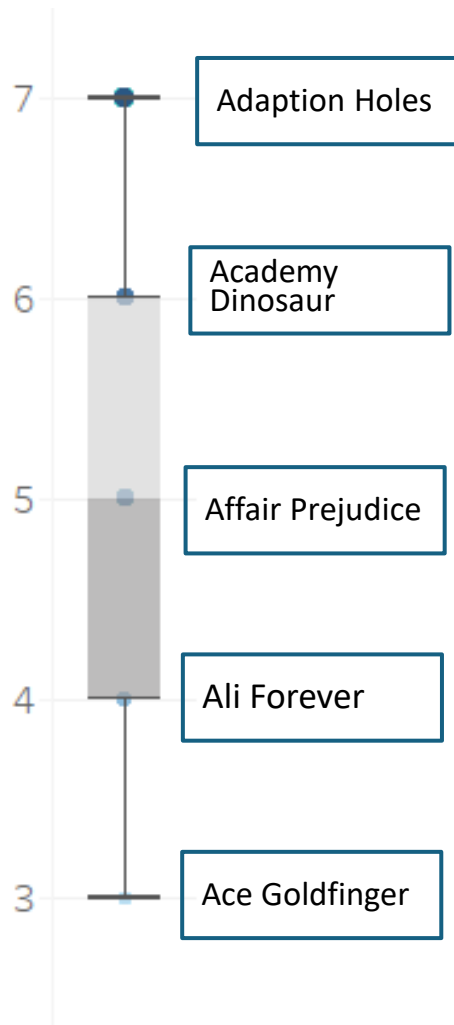


The bubble chart shows all movies in Rockbusters offering, where the size of the bubble represents its share in Revenue.

The Revenue is spread amongst a lot of movies!

Total Revenue is 61.312.000 USD.

What is the average film rental duration?

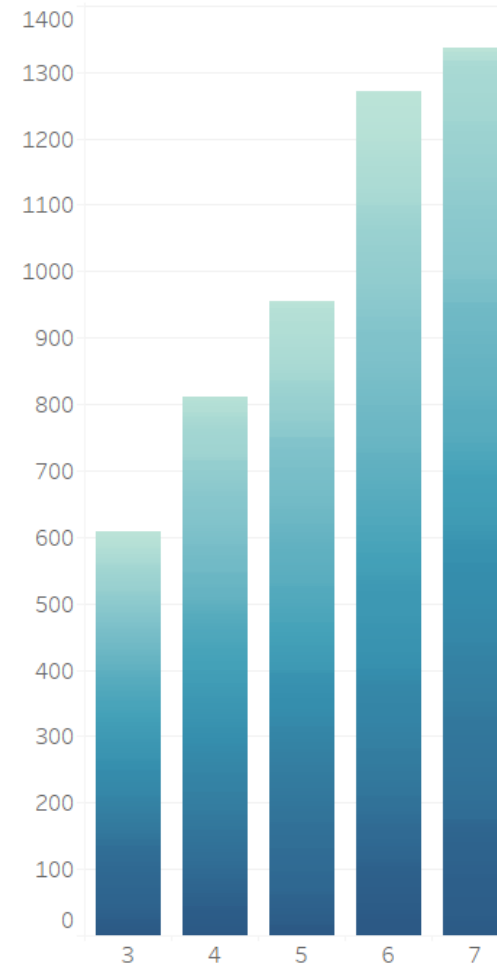


An analysis of all movie rental durations reveals that the **mean rental duration is 5 days**, with a minimum rental duration of 3 days and maximum 7 days.

Adaption Holes is for example a movie that is more often rented for a longer time.

Do people prefer to rent movies longer or shorter time?

Movies with different rental duration



The frequency diagram shows that most movies are rented for a longer time than the mean.

600 movie titles were rented for between 3 and 4 days, while as many as 1.300 movies were rented for between 6 and 7 days, so people prefer to rent the movies for a longer time.

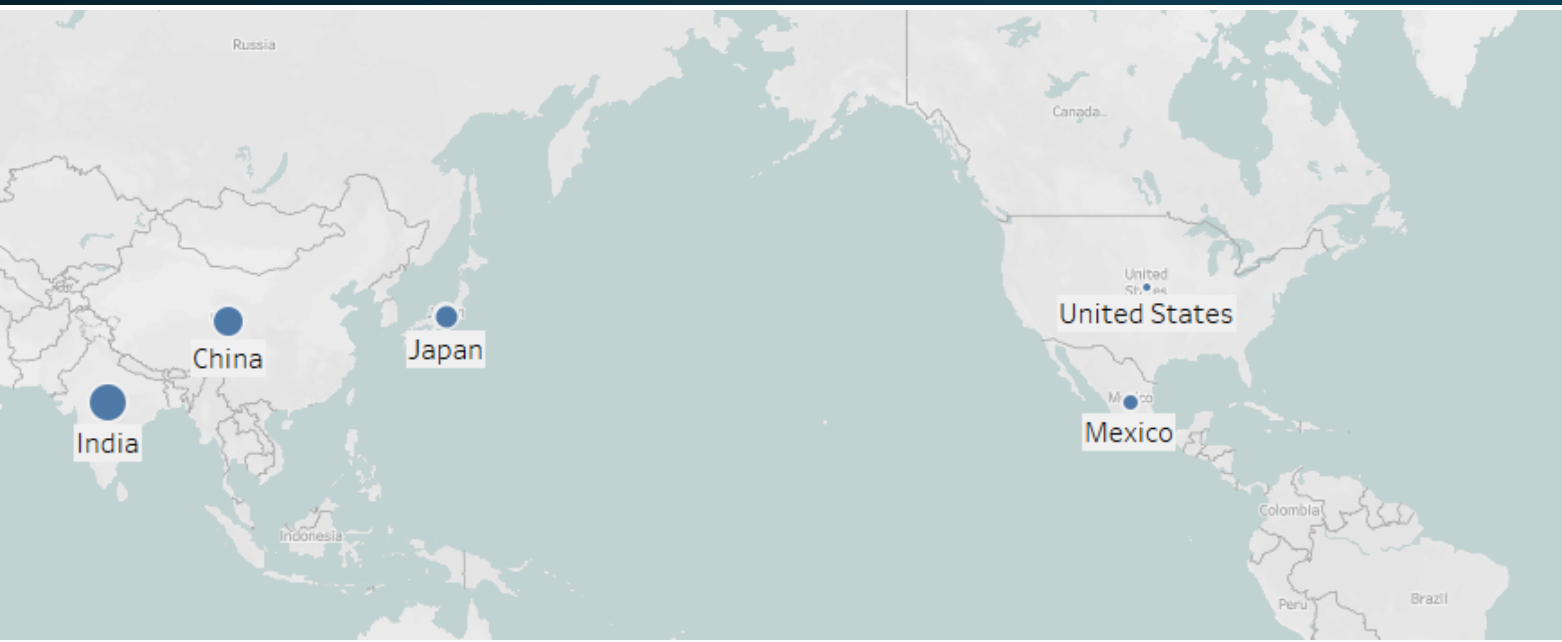
Which countries are Rockbuster customers based in?



Most customers reside in India and China, followed by the United States.

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

Where are customers with a high life-time value based?

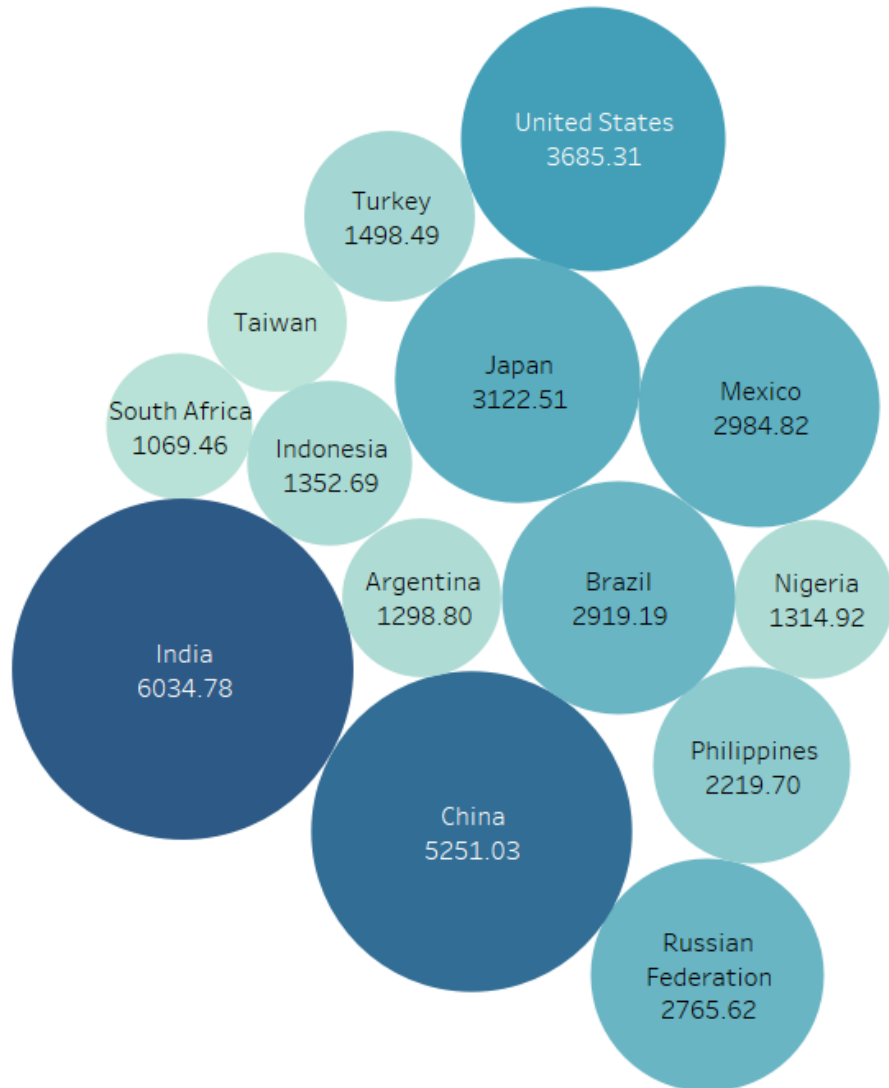


The map shows the location of the **top five customers** from the top ten cities, who paid the highest amounts to Rockbuster. Further details are placed in the table below.

Three of the top customers are based in Asia.

First name	Last name	Country, City	Amount spent
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	US, Aurora	98,76 \$

Do sales values vary between geographic regions?



Sales volume in amounts paid are demonstrated by the size of the circle.

Yes! Sales vary between geographic regions.

The highest sales is achieved in countries where most customers reside.

Key findings and recommendations

Key findings:

- The "spread" of earning per movie is quite large. The six most profitable movies earn 1,9 % of the Total Revenue for Rockbuster. The six least profitable movies stand for only 0,06 % of Total Revenue.
- The average rental duration is 5 days, with a minimum rental duration of 3 and maximum of 7 days.
- People prefer to rent movies for a longer time than the average rental duration. More titles are rented for a longer time.
- The largest customer base is located in Asia, where also 3 of the „Top 5“ customers reside.
- Sales volume differ between geographical regions.

Recommendations:

- Investigate if there is space to change the pricing so that more movies are rented for a longer time. Would earnings increase if a discount is provided for longer movie rentals?
- Make further analysis to see if the Asian market can be further developed. What makes the customer subscribe for Rockbuster? Are there any movies that sell more in Asia?
- Analyze subscriptions per geographic area and understand the coverage and how it is related to number of inhabitants. Is there a market where Rockbuster can increase market share?