Rockbuster market review

The key highlights and focal points

Project overview

- An analysis to launch Rockbuster online rental services.
- SQL is used to perform the analysis
- Microsoft Excel and Tableau are used for exporting results and data visualization.

Introduction to Rockbuster Stealth

- ❏ Rockbuster provides movie rental services in more than 100 countries .
- ❏ To expand their customer base and revenue, they have moved to online rental platform.
- ❏ A detailed analysis is done to understand current standing in the market.
- ❏ Data analysis is performed on inventory and top paying customers in varying cities and countries by our team.
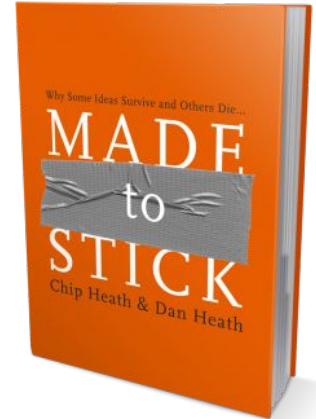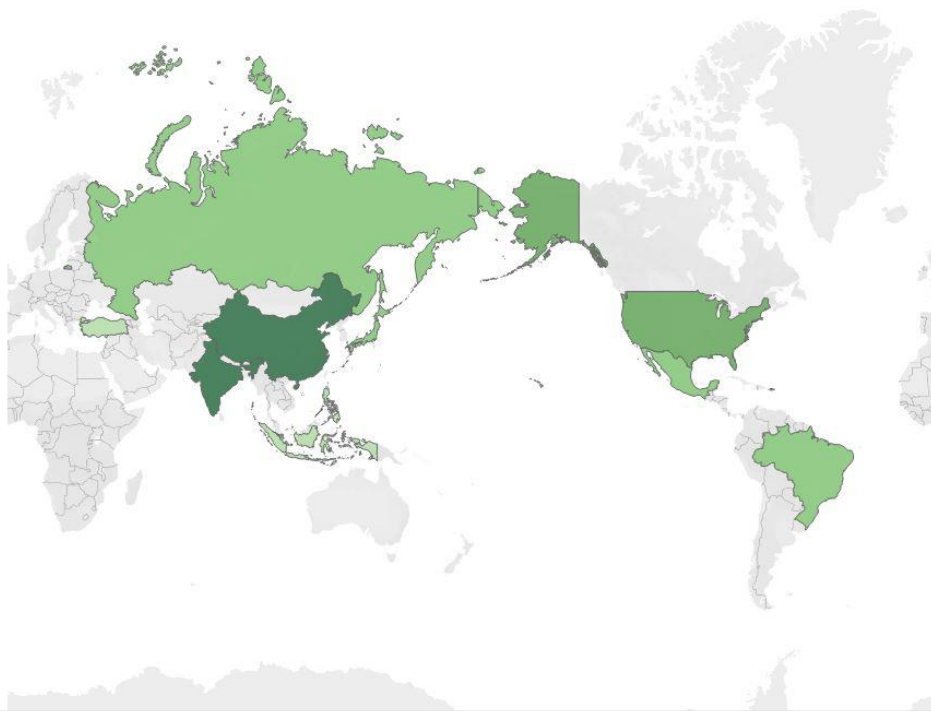
Project objectives

- ❖ **Top paying customers**
- ❖ **Highest revenue generating country**
- ❖ **The average rental duration**
- ❖ **Revenue variation across geographical regions**

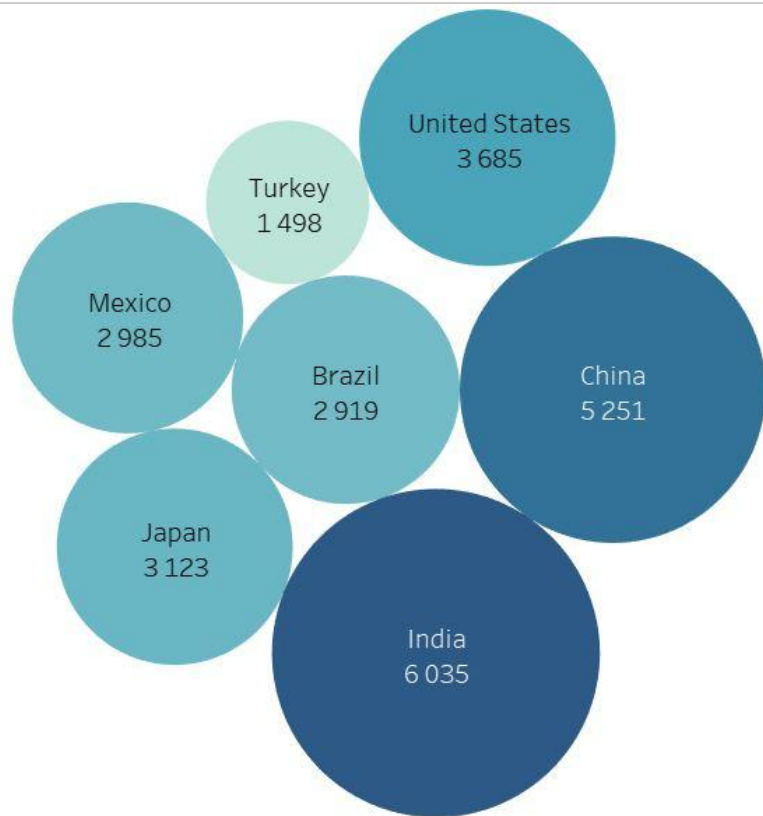**The top 10 countries with highest customer count are:**

1. India
2. China
3. US
4. Japan
5. Mexico
6. Brazil
7. Russia
8. Philippines
9. Turkey
10. Indonesia

Top 10 countries with highest customer count

SUM(Customer

14

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Highest revenue generating countries

United States
3 685

Turkey
1 498

Mexico
2 985

Brazil
2 919

China
5 251

Japan
3 123

India
6 035

The most valuable customers

2 out of the top 5 customers are from Mexico, making it the country with highest average amount paid, followed by Turkey.

Average amount paid

Country	
Japan	89,76
Mexico	115,73
Turkey	108,75
United States	98,76

Other key highlights:

- **The maximum rental days duration is 7 days while the minimum is 3 days.**
- **The least revenue generating countries are Vietnam, Germany and Italy.**
- **Maximum movies are released in the year 2006 and have a rating of PG-13.**

Strategy and recommendations:

To make a successful online launch:

- **Prioritize high value customers**
- **Focus on the top revenue generating countries**
- **Continue regular monitoring of market trends adn revenue.**

Open to discussion and questions!!!

Let's make the online launch a success!!

THANK YOU!!