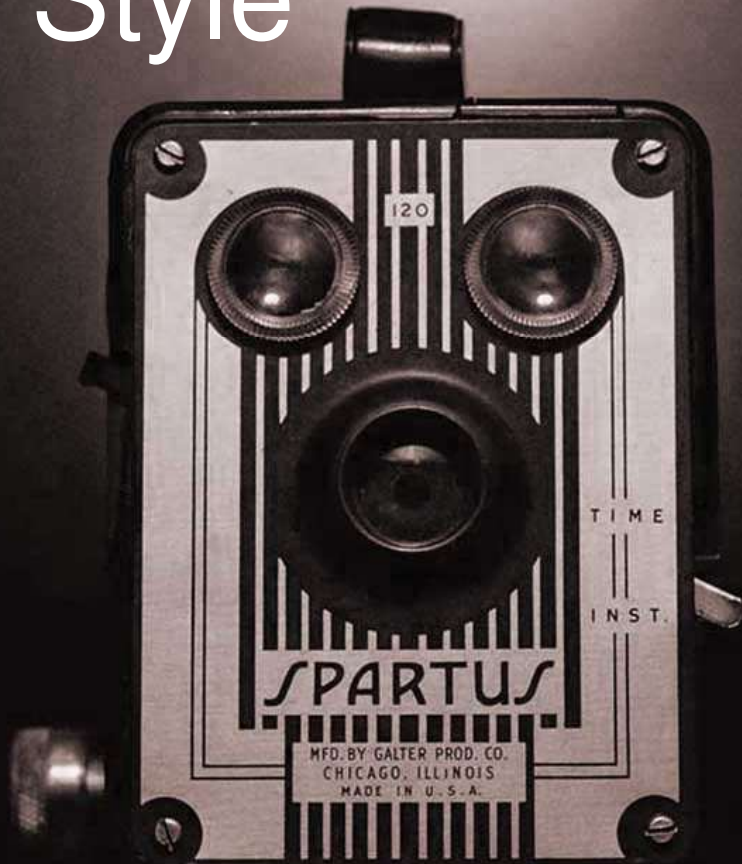# Rockbuster Stealth

Data Analysis Project

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Agenda
▶▶ Style

01 **Introduction**
Project Goal and Data Overview

02 **Movies Details**
Top rented movies and genre

03 **Customer Details**
Top countries and customers

04 **Conclusion and Recommendations**

Introduction ▶▶

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.

Project Goals

Provide data-driven answers that can use for the 2020 company strategy.

- What was the average rental duration for all videos?

- Which movies contributed the most/least to revenue gain?
-
- Which countries are Rockbuster customers based in?

- Where are customers with a high lifetime value based?

- Do sales figures vary between geographic regions?

Data Overview

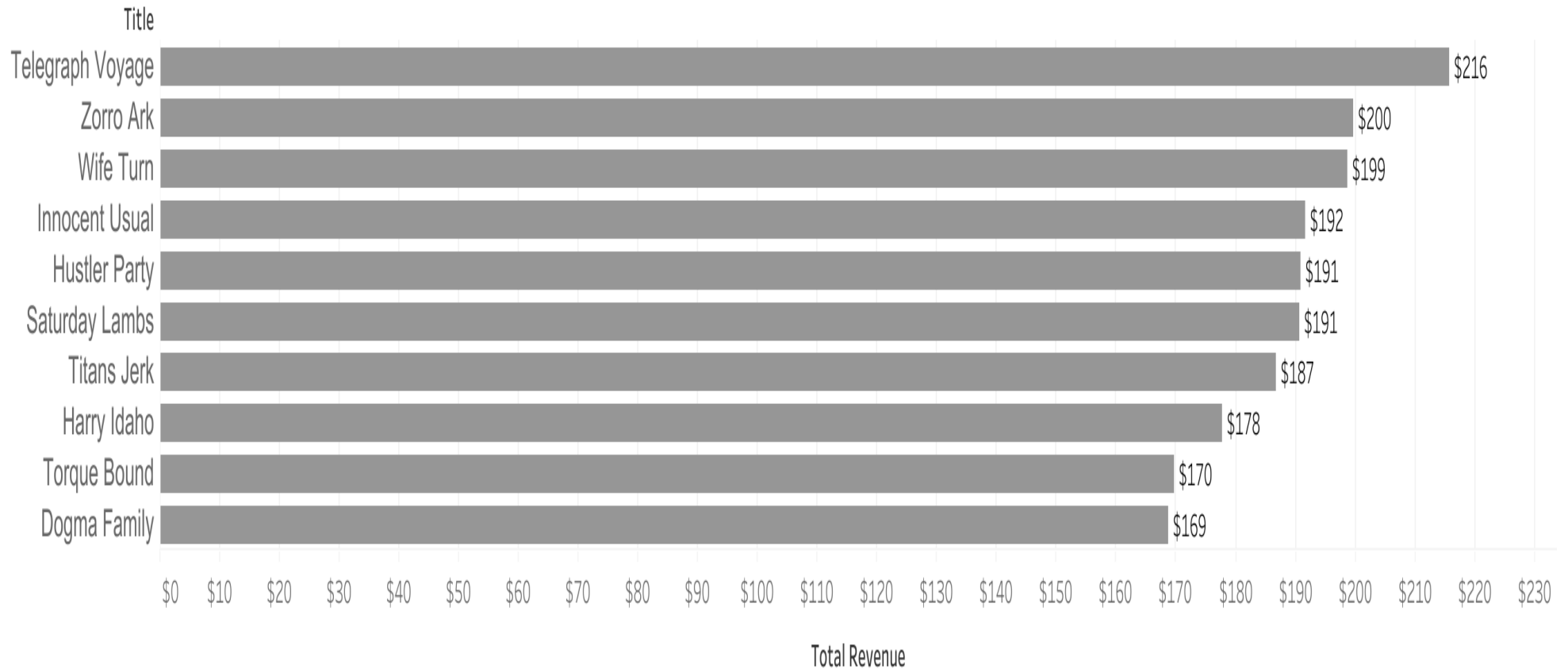|				
Min Rental Duration 3 days	**Max Rent Duration** 7 days	**Avg Rental Duration** 4.985 days	**Min Rental Rate** $0.99	**Max Rental Rate** $4.99
Avg Rental Rate $2.98	**Min Replacement Cost** $9.99	**Max Replacement Cost** $29.99	**Avg Replacement Cost** $19.984	**Total Number of Movies** 1000
Oldest Release Year 2006	**Newest Release Year** 2006	**Min Film Length** 46 min	**Max Film Length** 185 min	**Avg Film Length** 115.272 min
Most common Rating Mode PG-13	**Most common Title** Academy Dinosaur	**Most common Language** English	**Number Genres** 17	

Movies details
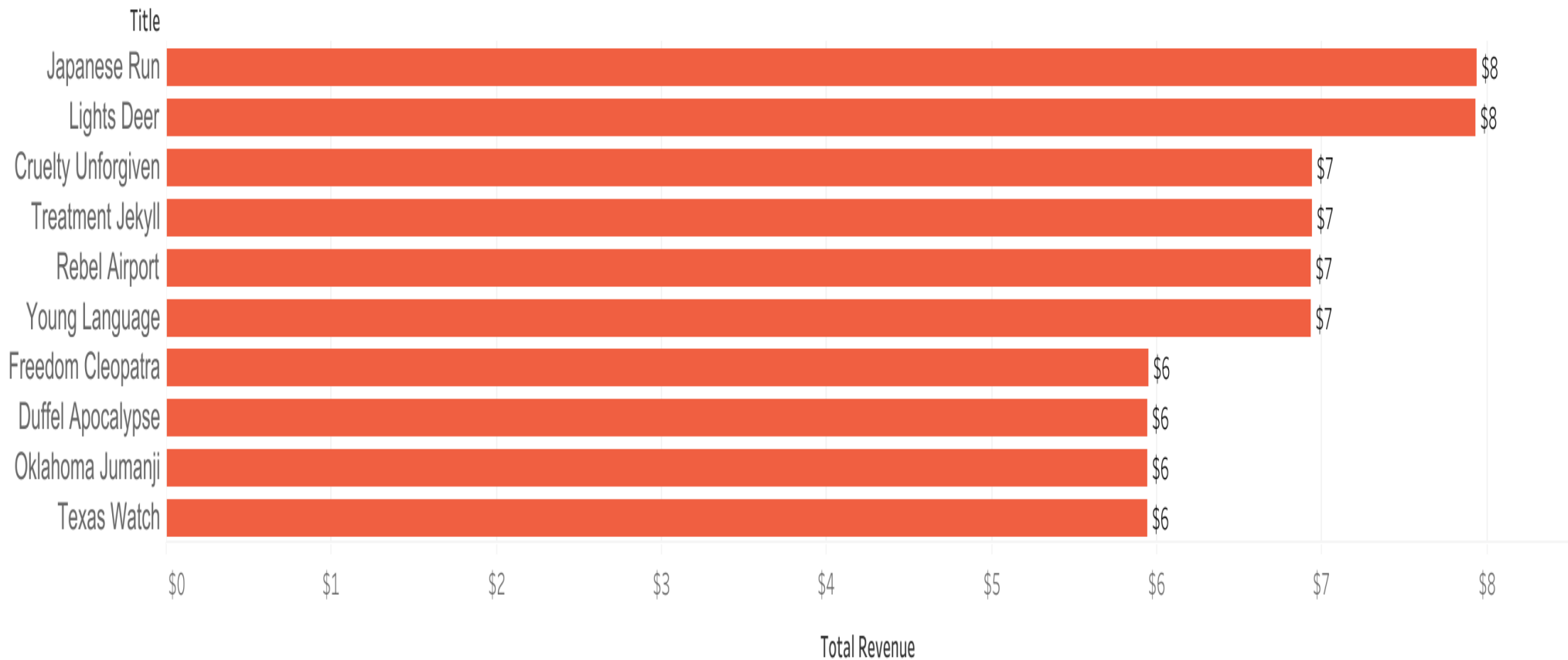
Which movies contributed the most/least to revenue gain?

▶▶

Top 10 movies

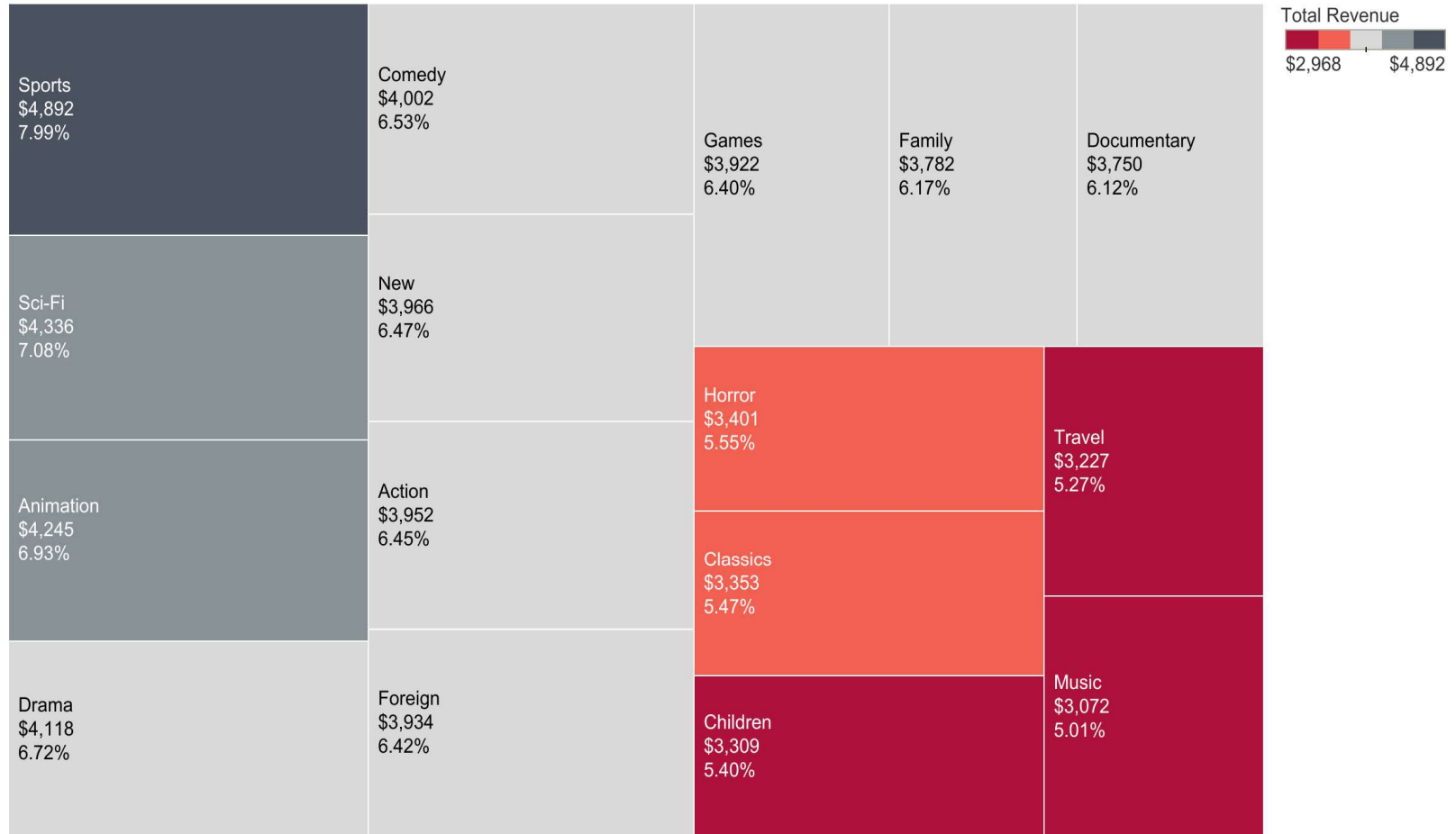Movies that contribute the most for 2007 Revenue

Bottom 10 movies ▶▶

Movies that contribute the least for 2007 Revenue

Title

Title	Total Revenue
Japanese Run	$8
Lights Deer	$8
Cruelty Unforgiven	$7
Treatment Jekyll	$7
Rebel Airport	$7
Young Language	$7
Freedom Cleopatra	$6
Duffel Apocalypse	$6
Oklahoma Jumanji	$6
Texas Watch	$6

$0 $1 $2 $3 $4 $5 $6 $7 $8

Total Revenue

Revenue by genre ▶▶

Sports Genre contributed the most for 2007 revenue. Followed by Sci-Fi and Animation.

Music, Travel and Children are the genres that least contribute to the venue.

Total Revenue
$2,968 — $4,892

Sports $4,892 7.99%	Comedy $4,002 6.53%	Games $3,922 6.40% / Family $3,782 6.17% / Documentary $3,750 6.12%
Sci-Fi $4,336 7.08%	New $3,966 6.47%	Horror $3,401 5.55%
Animation $4,245 6.93%	Action $3,952 6.45%	Classics $3,353 5.47% / Travel $3,227 5.27%
Drama $4,118 6.72%	Foreign $3,934 6.42%	Children $3,309 5.40% / Music $3,072 5.01%

Customer details ▶▶

- Which countries are Rockbuster customers based in?

- Where are customers with a high lifetime value based?

- Do sales figures vary between geographic regions?
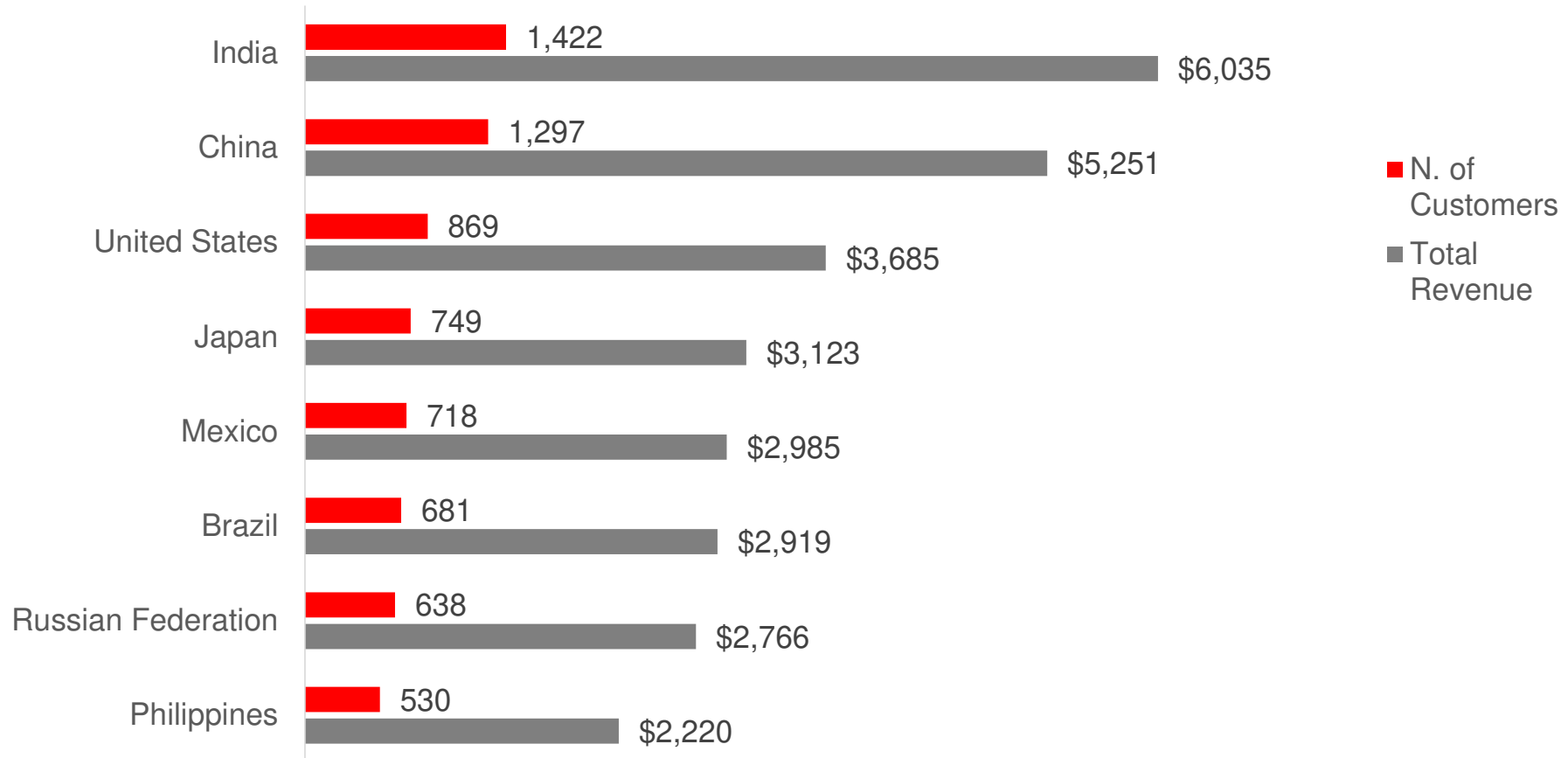
Rockbuster locations ▶▶

Total 2007 revenue and number of customer per country

Number of Customers
- · 1
- ○ 20
- ○ 40
- ○ 60

Total Revenue
48 ▬▬▬ 6,035

© 2023 Mapbox © OpenStreetMap
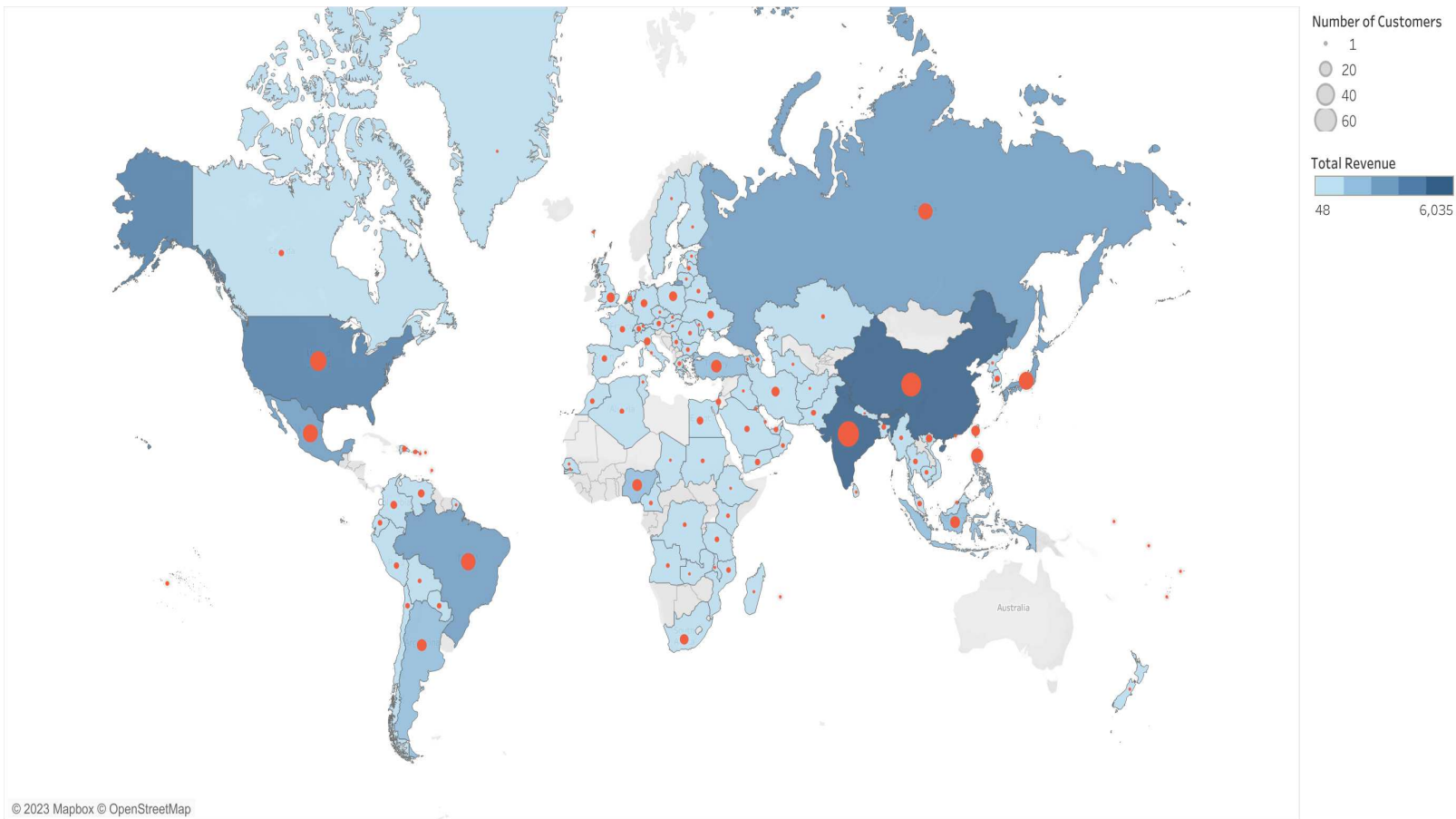
Rockbuster has presence all over the world.

India, China and USA are the top 3 countries with most of the revenue and number of customers.

Top 10 Countries ▶▶

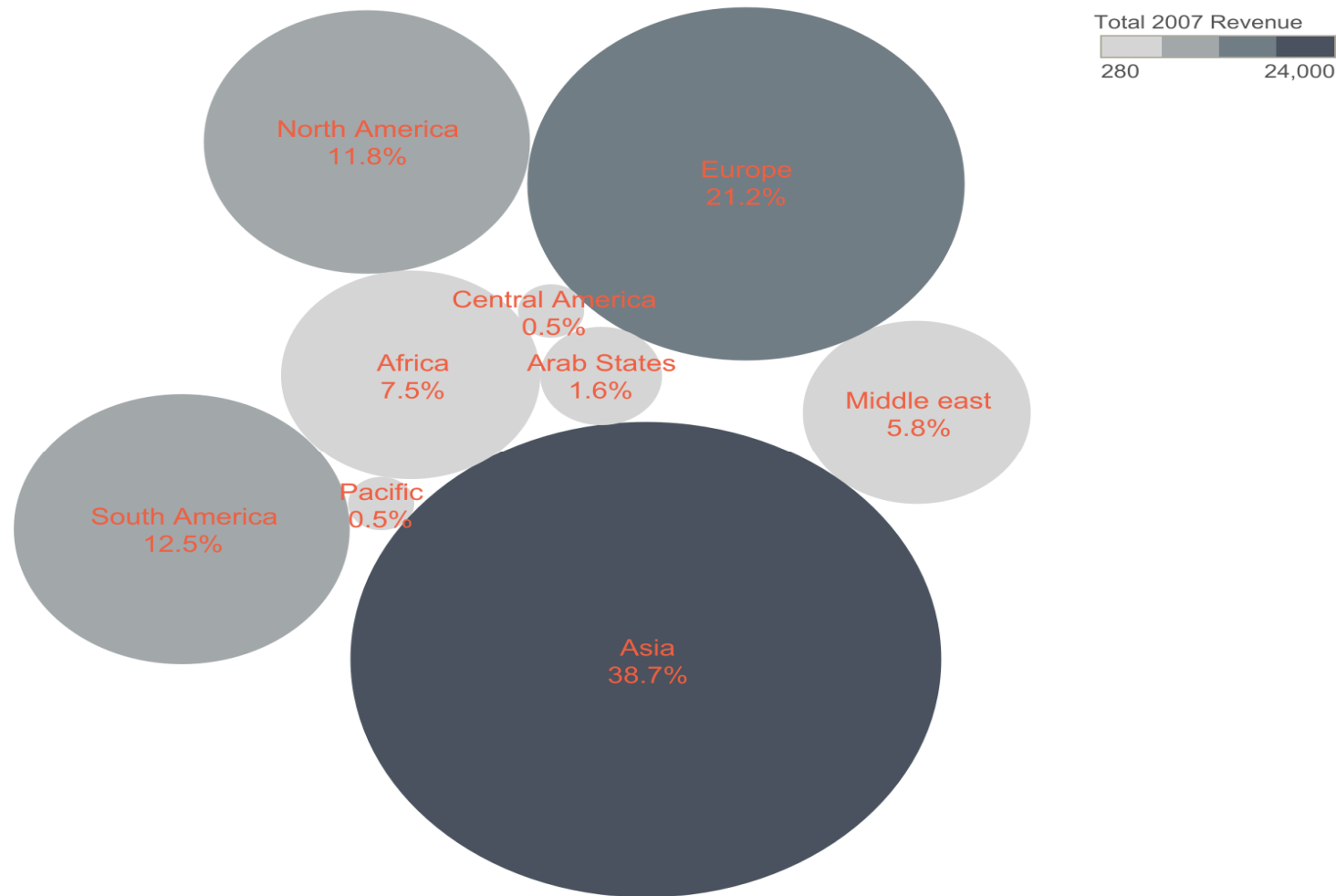| Country	N. of Customers	Total Revenue
India	1,422	$6,035
China	1,297	$5,251
United States	869	$3,685
Japan	749	$3,123
Mexico	718	$2,985
Brazil	681	$2,919
Russian Federation	638	$2,766
Philippines	530	$2,220

Revenue per Region ▶▶

The total sales differ between geographic.

Asia is the top region contributing with 38.7% of the total 2007 revenue.

Followed by Europe (21.2%) and South America (12.5%)

Total 2007 Revenue

280   24,000

North America
11.8%

Europe
21.2%

Central America
0.5%

Africa
7.5%

Arab States
1.6%

Middle east
5.8%

South America
12.5%

Pacific
0.5%

Asia
38.7%

Top customers

Top 10 cities with most customer withing the top 10 countries

Country	City	Number of Customers
United States	Aurora	2
Mexico	Atlixco	1
China	Xintai	1
India	Adoni	1
India	Dhule (Dhulia)	1
Japan	Kurashiki	1
China	Pingxiang	1
Turkey	Sivas	1
Mexico	Celaya	1
Brazil	So Leopoldo	1
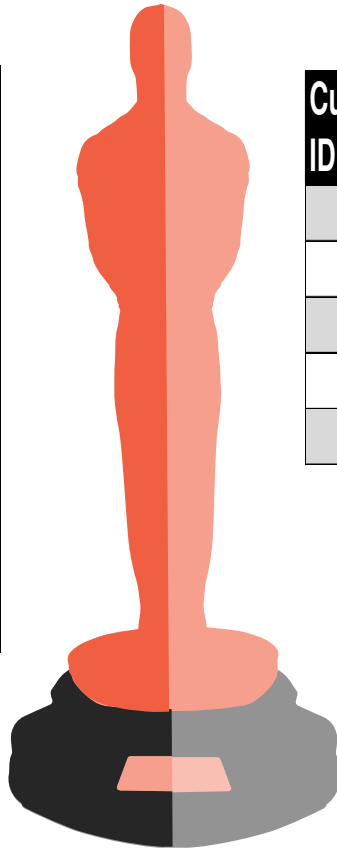
Top 5 customer withing the top 10 cities

Customer ID	First Name	Last Name	City	Country	Total Amount Paid
259	Lena	Jensen	Halisahar	India	$ 155
29	Angela	Hernandez	Shimonoseki	Japan	$ 139
146	Jamie	Rice	Sterling Heights	United States	$ 127
538	Ted	Breaux	Baicheng	China	$ 110
239	Minnie	Romero	Ciomas	Indonesia	$ 109

Conclusion and Recommendations

Conclusion

▶▶ Rockbuster has a well-established customer based worldwide and a strong revenue in Asia

▶▶ Sports, Sci-Fi and Animation are the top genre movies rented.

▶▶ On average, customers rent the movies for 4.9 days.

Recommendation

▶▶ Promote more movies in leading regions, such as Asia and Europe.

▶▶ Create loyalty program as incentive to the top customers.

▶▶ Conducting additional analysis of year-over-year revenue to identify customer and market trends.

THANK YOU

TABLEAU LINK