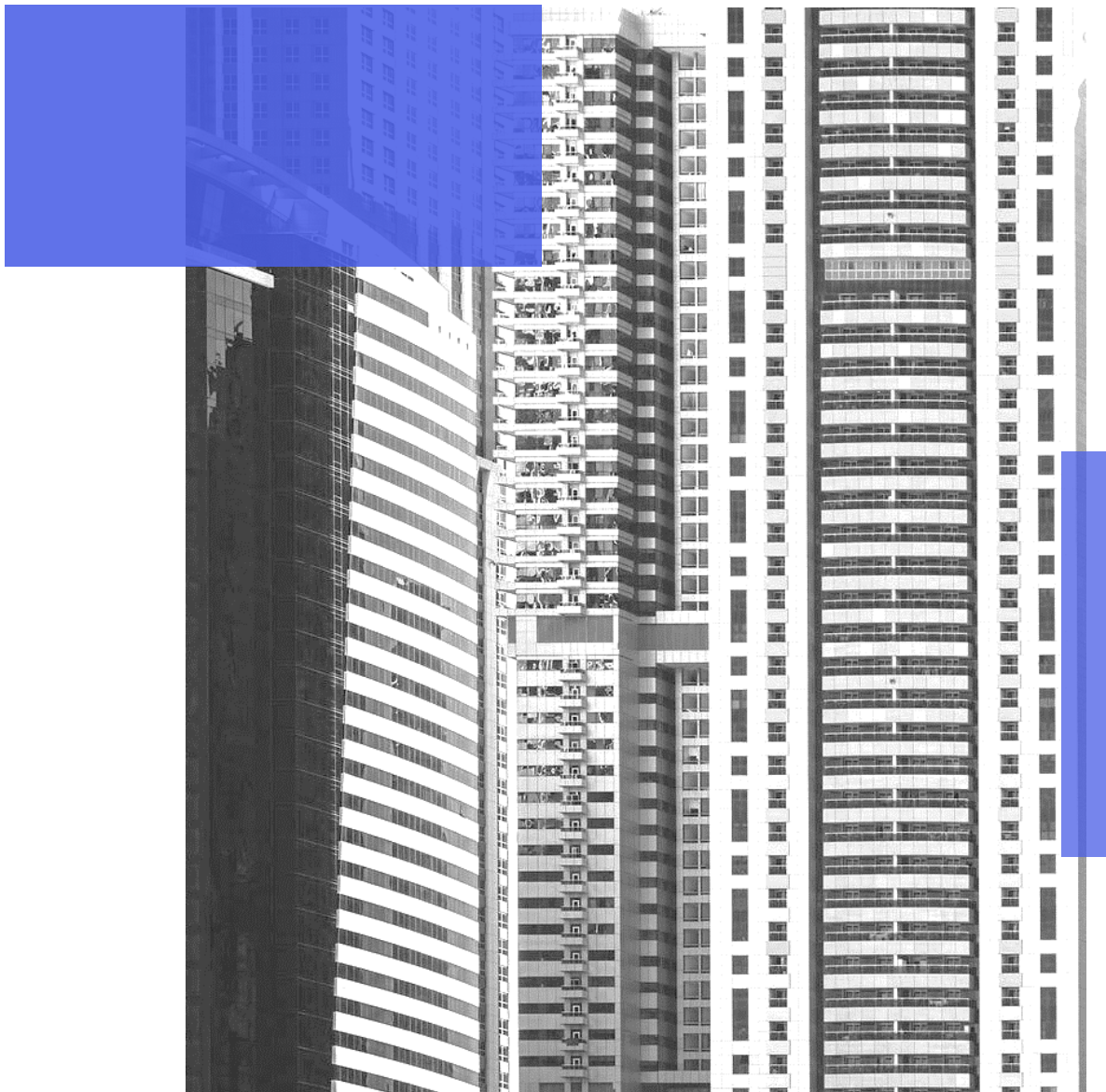


DIEU THUY TRINH

02/07/2023

ROCKBUSTER STEALTH DATA ANALYSIS





AGENDA

INTRO

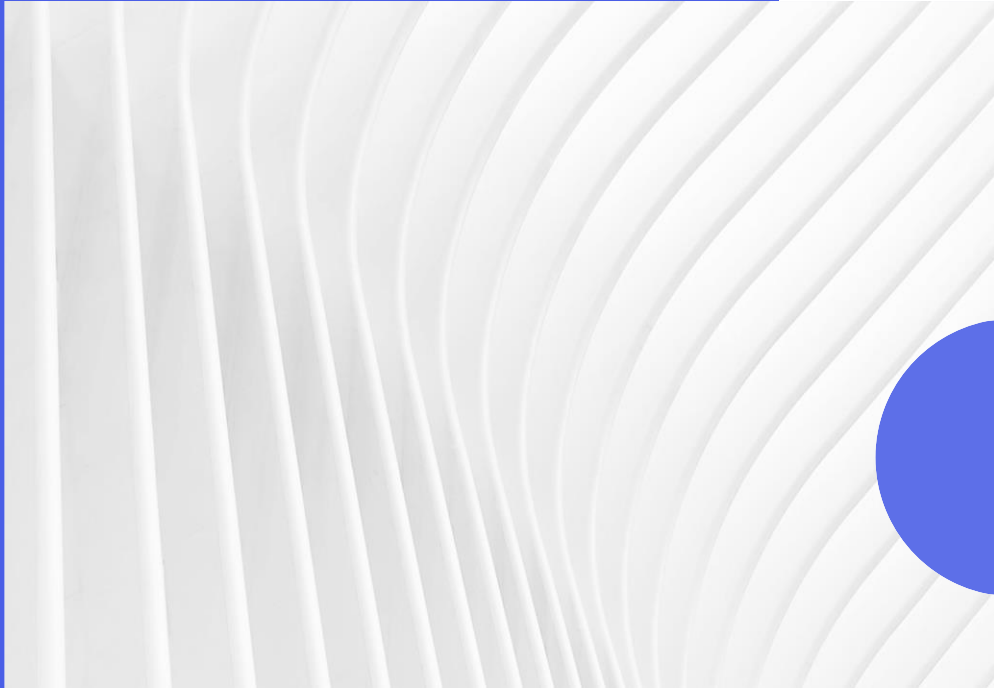
OBJECTIVES

DATA OVERVIEW

FINDINGS

CONCLUSION

INTRO



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 2020 in order to stay competitive.



OBJECTIVES

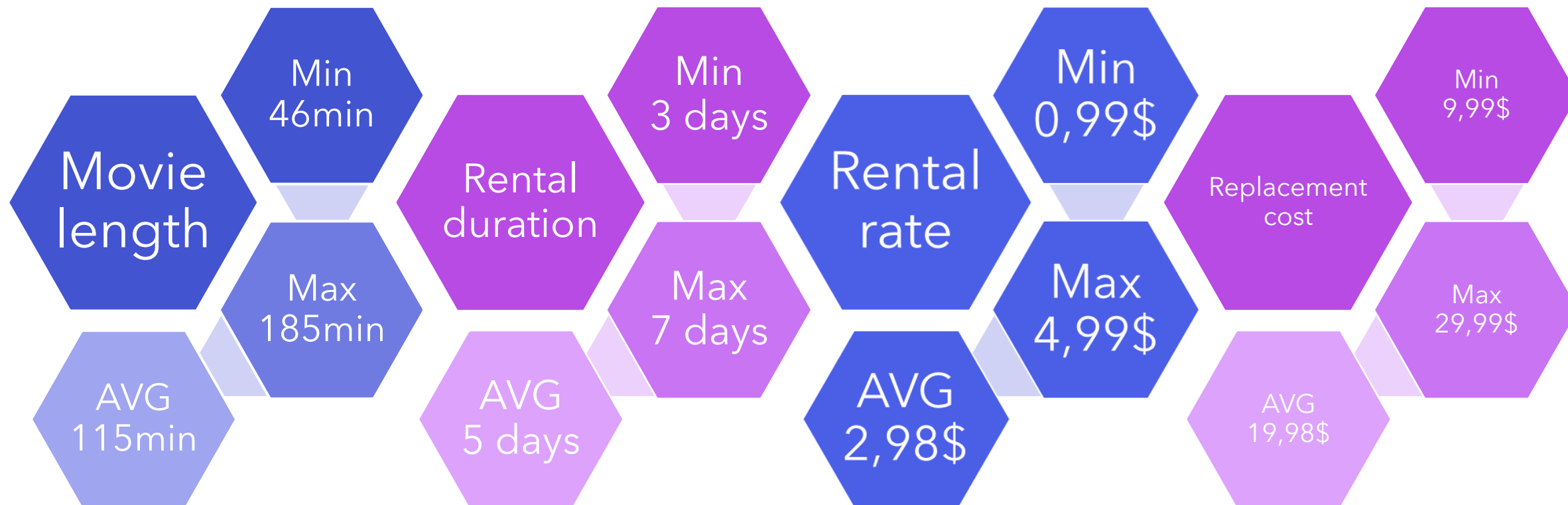
IN ORDER TO ENSURE A SUCCESSFUL PROJECT LAUNCH, THE FOLLOWING QUESTIONS NEEDED TO BE ADDRESSED:

- 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

Modal
release year:
2006

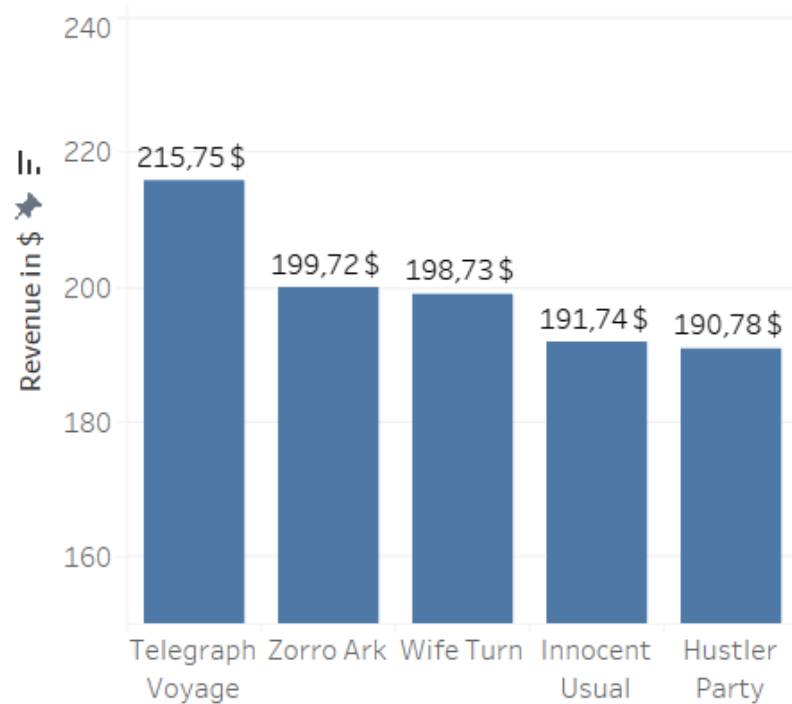
Modal movie
rating:
PG-13



The average of movie rental duration is 5 days at an average cost of 2,98\$.

MOVIES CONTRIBUTING MOST TO REVENUE GAIN

Movies with the most revenue gain



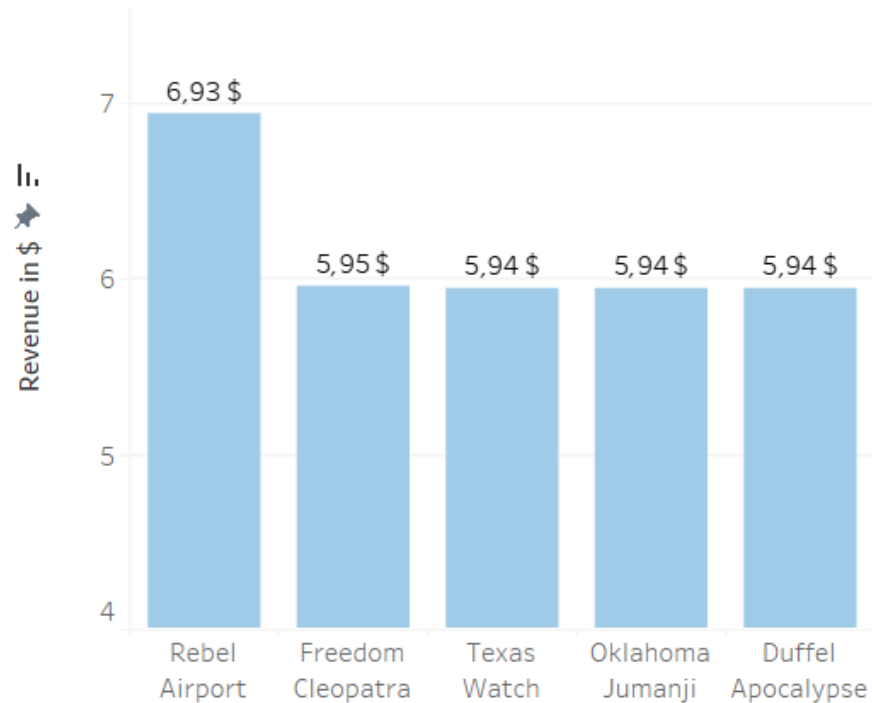
	film_id [PK] integer	title character varying	rating mpaa_rating	total_revenue numeric
1	879	Telegraph Voyage	PG	215.75
2	1000	Zorro Ark	NC-17	199.72
3	973	Wife Turn	NC-17	198.73
4	460	Innocent Usual	PG-13	191.74
5	444	Hustler Party	NC-17	190.78

Strikingly, most of the movies listed here have a rating of PG-13 and higher.

[Link to Tableau max. revenue](#)

MOVIES CONTRIBUTING LEAST TO REVENUE GAIN

Movies with the least revenue gain



	film_id [PK] integer	title character varying	rating mpaa_rating	total_revenue numeric
1	885	Texas Watch	NC-17	5.94
2	635	Oklahoma Jumanji	PG	5.94
3	261	Duffel Apocalypse	G	5.94
4	335	Freedom Cleopatra	PG-13	5.95
5	718	Rebel Airport	G	6.93

Movies listed here are likely to be rated PG/G.

[Link to Tableau min. revenue](#)

ROCKBUSTERS GLOBAL CUSTOMER BASE

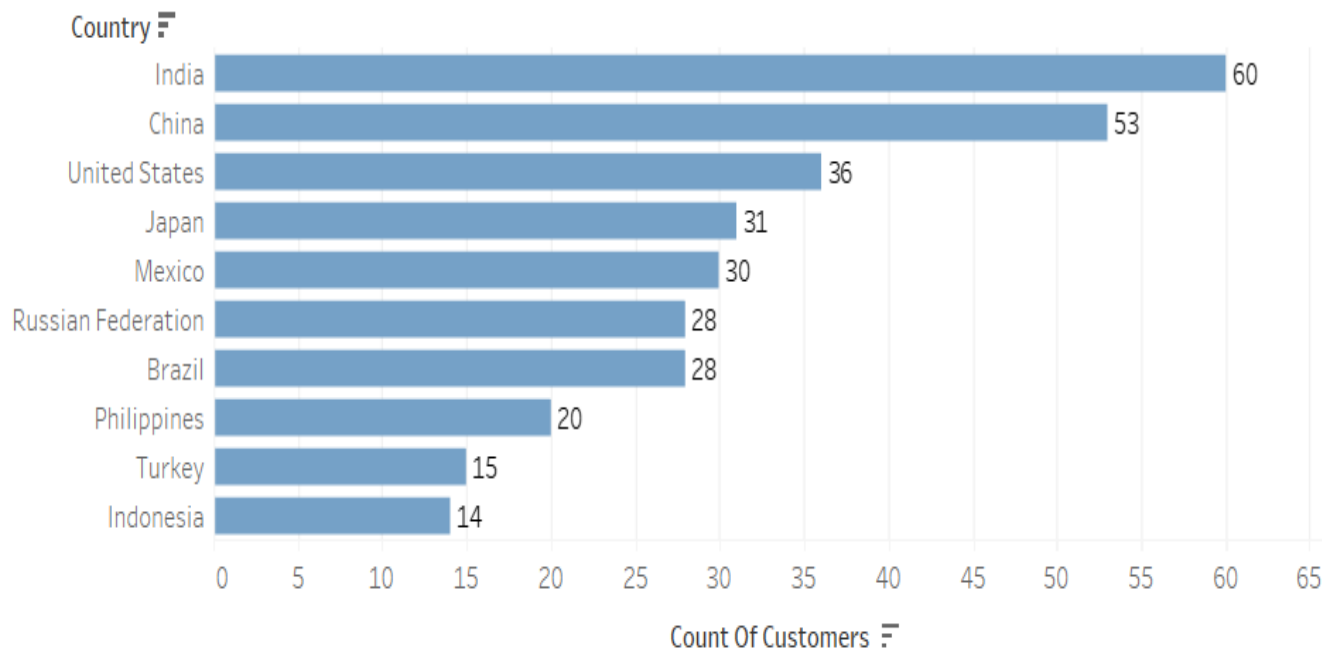
Rockbuster Stealth global customers by total revenue



We are serving customers located in 4 out of 7 continents worldwide

ISOLATING TOP 10 COUNTRIES AND TOP 5 CUSTOMERS

Top 10 countries by customer amount



[Link to Tableau for Bar chart](#)

Top 5 customers based in the top 10 cities

Country	City	First Name	Last Name	
India	Ambattur	Arlene	Harvey	111,76 \$
China	Shanwei	Kyle	Spurlock	109,71 \$
Japan	Iwaki	Marlene	Welch	106,77 \$
Mexico	Acua	Glen	Talbert	100,77 \$
United States	Aurora	Clinton	Buford	98,76 \$

[Link to Tableau for table](#)

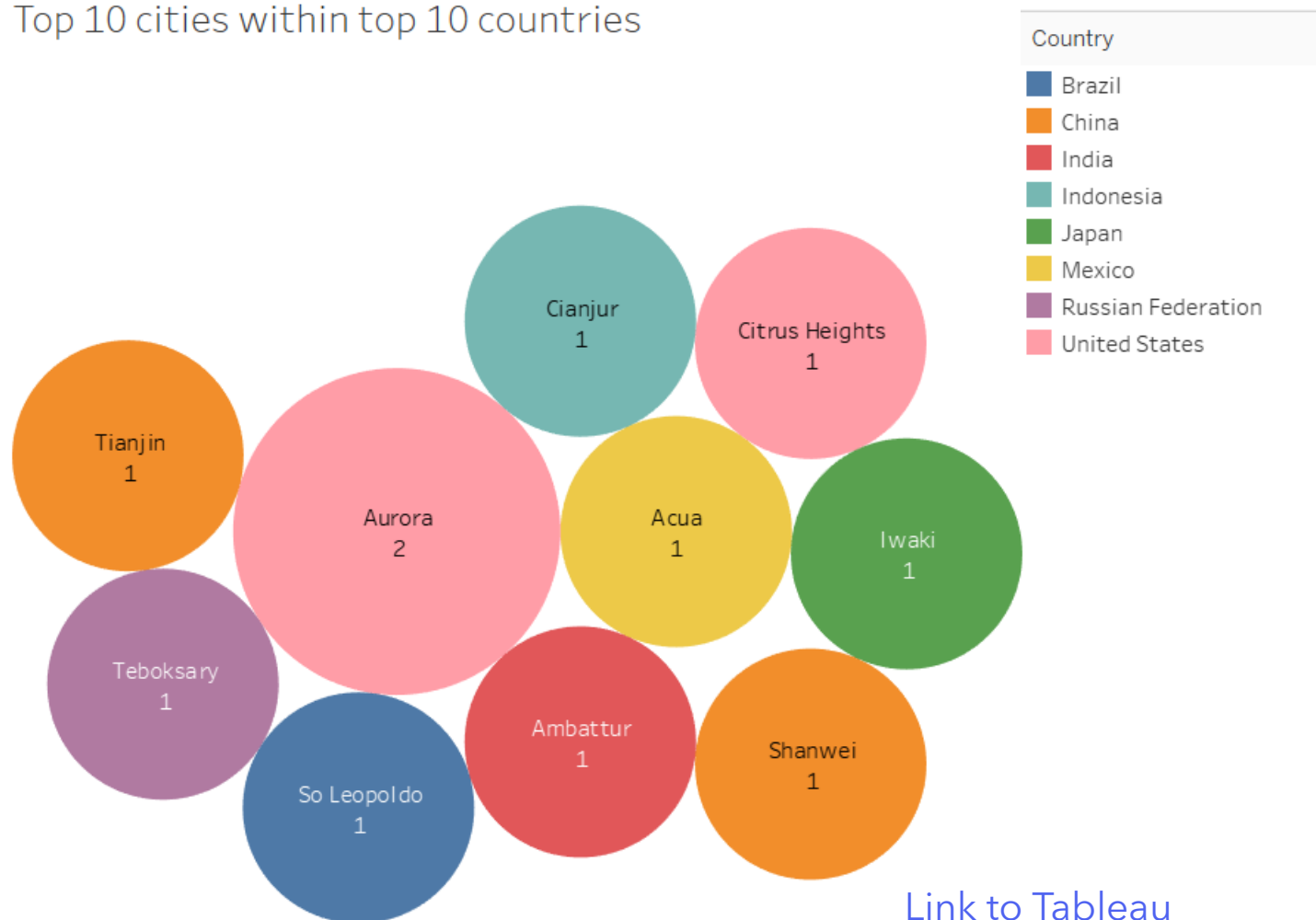
Among the global Rockbuster customerbase, the most profits come from India, China, USA, Japan, Mexica, Russia, Brazil, Philippines, Turkey and Indonesia.
We discerned the top 5 customers based in those countries and acknowledge them as high-value customers.

OTHER CITIES BASED IN TOP 10 COUNTRIES

Top 10 cities within top 10 countries

Potential additional high-value customers live in the top 10 countries.

This graph shows us that the only city with multiple customers is Aurora. Every other city within the top 10 countries only has 1 customer each.

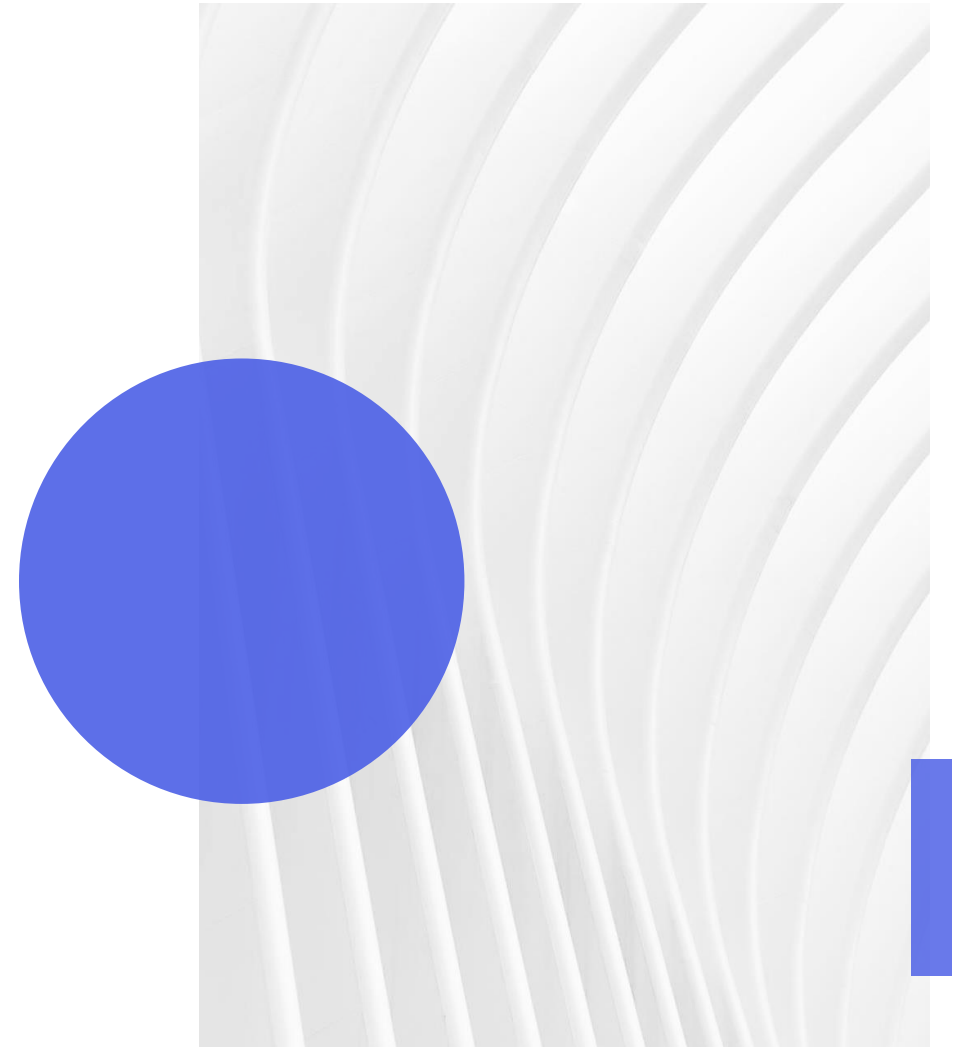


[Link to Tableau](#)

CONCLUSION

In order to attract more customers and to increase profits by launching a streaming application, it is recommended to:

- Update platform with recent movies beyond 2006
- Include more higher-MPAA-rated movies to tend to customer preferences
- Include multilingual movies to accommodate for global customers
- Implement a reward system for high-value customers



DATA LIMITATION



Customer age is not included in data, therefore a detailed analysis on customer preference by age is not possible.

QUESTIONS?

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