

Rockbuster Stealth

online video rental service

Analysis Project

Background

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 and Objectives

The Rockbuster Stealth Management Board has asked a series of business questions and they expect data-driven answers that they can use for their 2020 company strategy. Here are the main questions they'd like to answer:

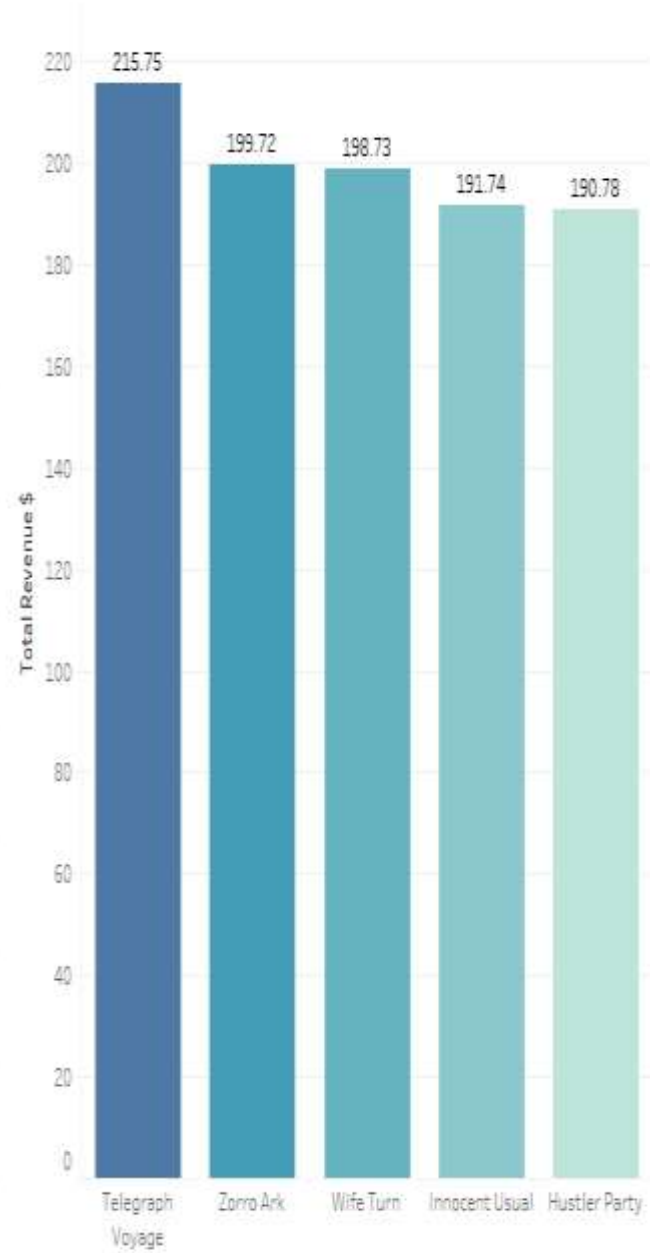
- * Which movies contributed the most/least to revenue gain?
- * What was the average rental duration for all videos?
- * Which countries are Rockbuster customers based in?
- * Where are customers with a high lifetime value based?
- * Do sales figures vary between geographic regions?





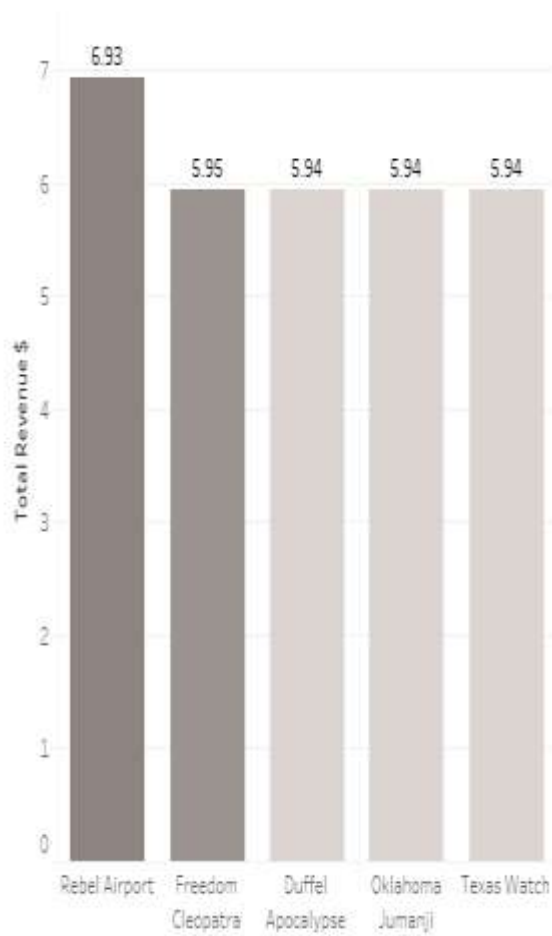
The following are the top 5 movies and the generated revenue.

Top 5 movies and revenue



The following are the 5 least movies and the generated revenue.

Least 5 movies and revenue





Country	Total Revenue \$	Customer Number
India	6,034.78	60
China	5,251.03	53
United States	3,685.31	36
Japan	3,122.51	31
Mexico	2,984.82	30
Brazil	2,919.19	28
Russian Federation	2,785.62	28
Philippines	2,219.70	20
Turkey	1,498.49	15
Indonesia	1,352.69	14
Nigeria	1,314.92	13
Argentina	1,298.80	13
Taiwan	1,155.10	11
South Africa	1,069.46	11
Iran	877.96	8
United Kingdom	850.96	9
Poland	786.16	8
Italy	753.26	7
Germany	741.24	7
Vietnam	676.45	7
Ukraine	675.53	6
Colombia	661.54	6
Egypt	659.48	6
Venezuela	632.43	7
Canada	559.70	5
Netherlands	557.73	5
South Korea	527.77	5

Country	Total Revenue \$	Customer Number
Runion	211.55	2
French Polynesia	205.52	2
Greece	204.54	2
Sudan	202.51	2
Azerbaijan	198.53	2
Bulgaria	194.52	2
Kazakhstan	192.51	2
Angola	187.55	2
Cameroon	186.49	2
Myanmar	179.53	2
Cambodia	179.51	2
Bolivia	178.56	2
Congo	168.58	2
Oman	161.56	1
Holy See (Vatican City State)	146.68	1
Nauru	143.70	1
Sweden	139.67	1
Czech Republic	132.72	1
Moldova	127.66	1
Turkmenistan	126.74	1
Chad	122.72	1
Malawi	121.73	1
Zambia	121.70	1
Virgin Islands, U.S.	121.69	1
Greenland	119.72	1
Armenia	118.75	1
Gambia	114.73	1

Country	Total Revenue \$	Customer Number
Spain	513.80	5
Yemen	473.93	5
Pakistan	473.84	5
Saudi Arabia	452.94	4
Peru	407.01	4
Thailand	401.08	4
Israel	379.13	4
Ecuador	369.18	3
Bangladesh	353.19	3
Algeria	349.18	3
France	334.12	3
Malaysia	330.23	3
Tanzania	322.22	3
Mozambique	315.25	3
United Arab Emirates	305.25	3
Dominican Republic	304.26	3
Chile	303.34	3
Austria	284.30	3
Morocco	274.35	3
Paraguay	273.40	3
Belarus	271.36	3
Latvia	249.43	2
Switzerland	248.41	2
Kenya	245.49	2
Yugoslavia	233.49	2
Puerto Rico	224.48	2
Romania	218.42	2

Country	Total Revenue \$	Customer Number
Iraq	111.73	1
Hungary	111.71	1
Bahrain	108.76	1
North Korea	107.71	1
Brunei	107.66	1
Kuwait	106.75	1
Estonia	105.72	1
Hong Kong	104.76	1
Sri Lanka	103.73	1
Liechtenstein	99.74	1
Anguilla	99.68	1
French Guiana	97.80	1
Faroe Islands	96.76	1
Senegal	95.76	1
Nepal	93.83	1
Tuvalu	93.78	1
Madagascar	92.79	1
Ethiopia	91.77	1
New Zealand	85.77	1
Slovakia	80.77	1
Finland	78.79	1
Turisia	73.78	1
Afghanistan	67.82	1
Tonga	64.84	1
Saint Vincent and the Grenadines	64.82	1
Lithuania	63.78	1
American Samoa	47.85	1

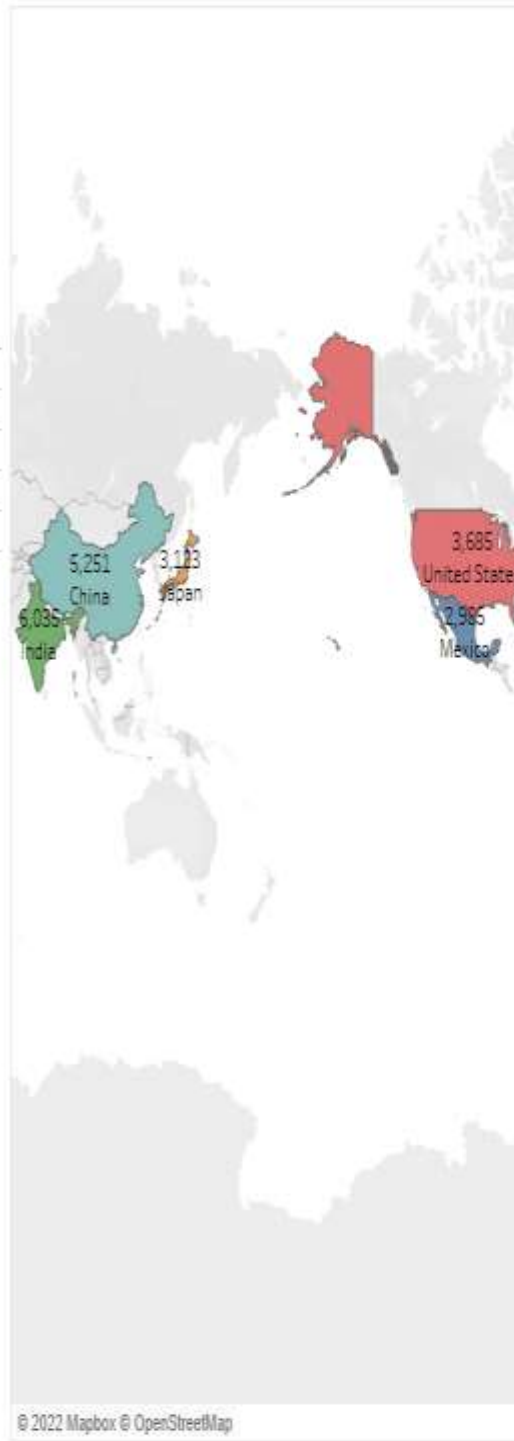
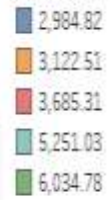
These are the countries where Rockbuster is presently located.

These are the top customers and the revenue generated and resident countries.

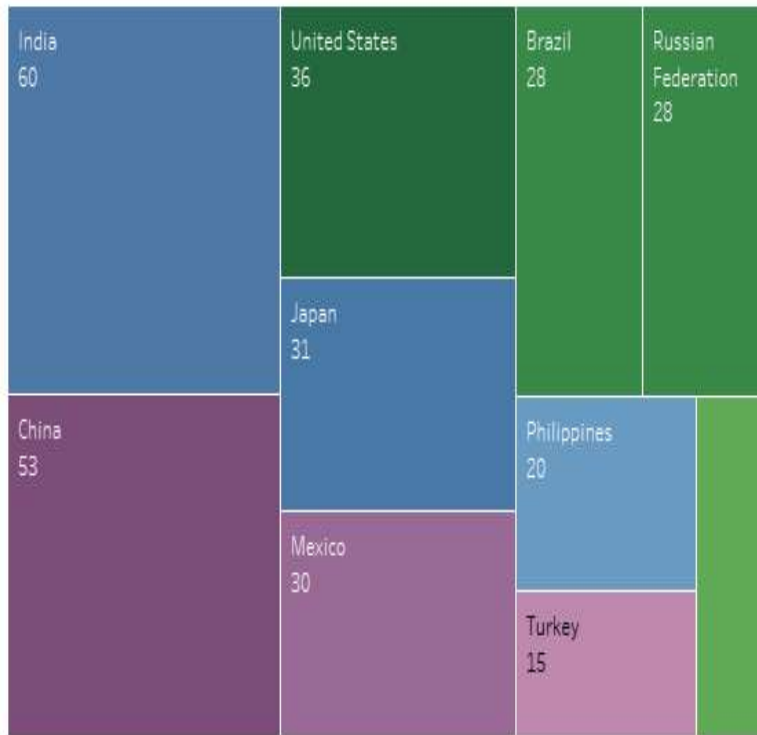
Top 5 countries and revenue

Country	Customer Name	Total Amount Paid \$
India	Arlene Harvey	111.76
China	Kyle Spurlock	109.71
Japan	Marlene Welch	106.77
Mexico	Glen Talbert	100.77
United States	Clinton Buford	98.76

Total Revenue



Top 10 countries per customer



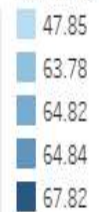
Customer Numbers



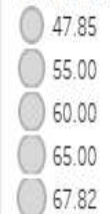
Least 5 countries and revenue



Total Revenue



Total Revenue



Summary

Based on the analysis, Rockbuster Stealth is operating in 108 countries with China and India (Asia) as the top 2 countries. The highest paying customers are also in these 2 countries. Also, the number of film language is 1 (English). The most watched rating is PG-13, with the most watched film as Academy Dinosaur.



Recommendation

We will recommend that Rockbuster Stealth starts the online services in these 2 top countries (China and India), with the most watched film, Academy Dinosaur and other most watched rating PG-13 films. These films could be produced in the local language of these countries.

