



ROCKBUSTER DATA ANALYSIS

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12/9/2023

MOTIVATION & OBJECTIVE

Rockbuster Stealth, a fictional company that provides online movie rentals. Facing stiff competition from streaming services like Netflix & Amazon Prime, the business intelligence department wanted help in launching strategies for the new online video service, in order to stay competitive.

QUESTIONS & FINDINGS

- *Which movies contributed to most, least revenue gains?*
- *What was the average rental duration for all videos?*
- *Which countries are Rockbuster customers based in?*
- *Where are customers with high lifetime value based?*
- *Do sales figure vary between geographical regions?*



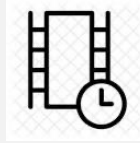
ANALYSIS OVERVIEW



Average Rent \$2.98



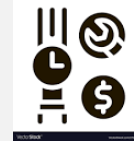
Average duration - 5days



Average length - 115min



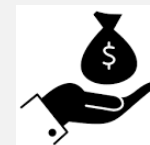
Total customers - 599



Average replacement cost - \$20



Total countries - 109



Total Revenue Collected - \$61,312

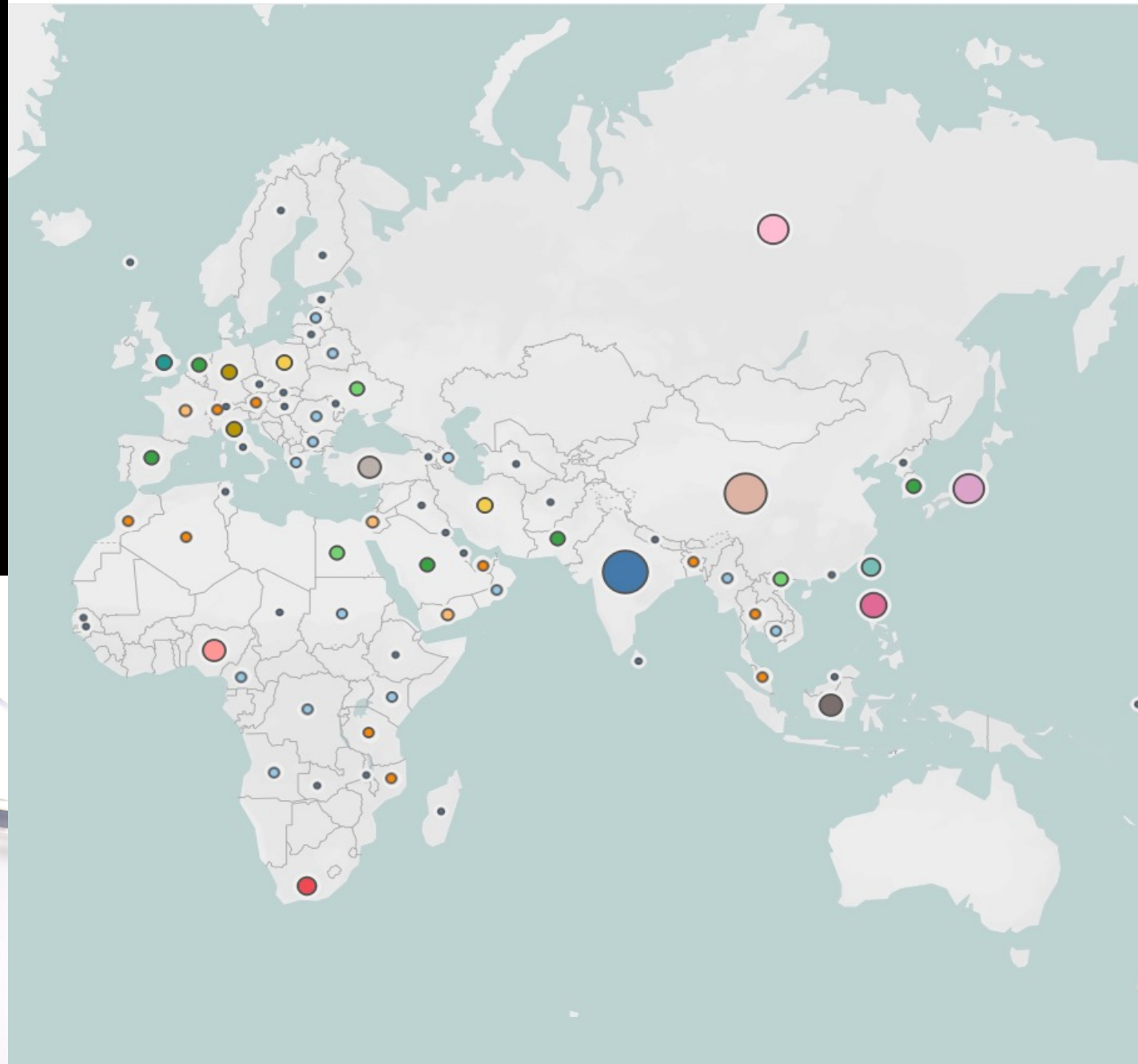
Rockbuster Customers all over the World!

Total Countries – 109

Total Customers – 599

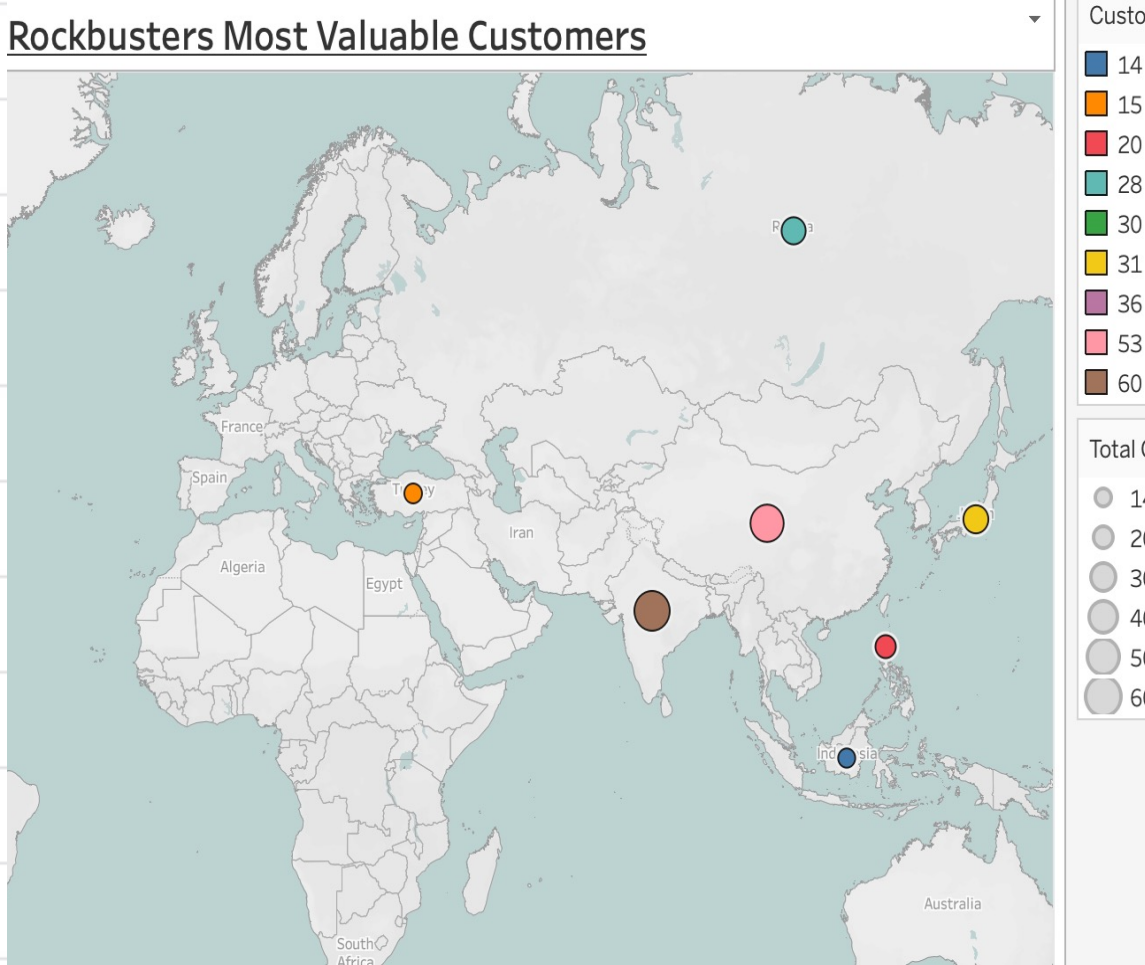
Total Revenue - \$61,312

Rockbuster Customers per country



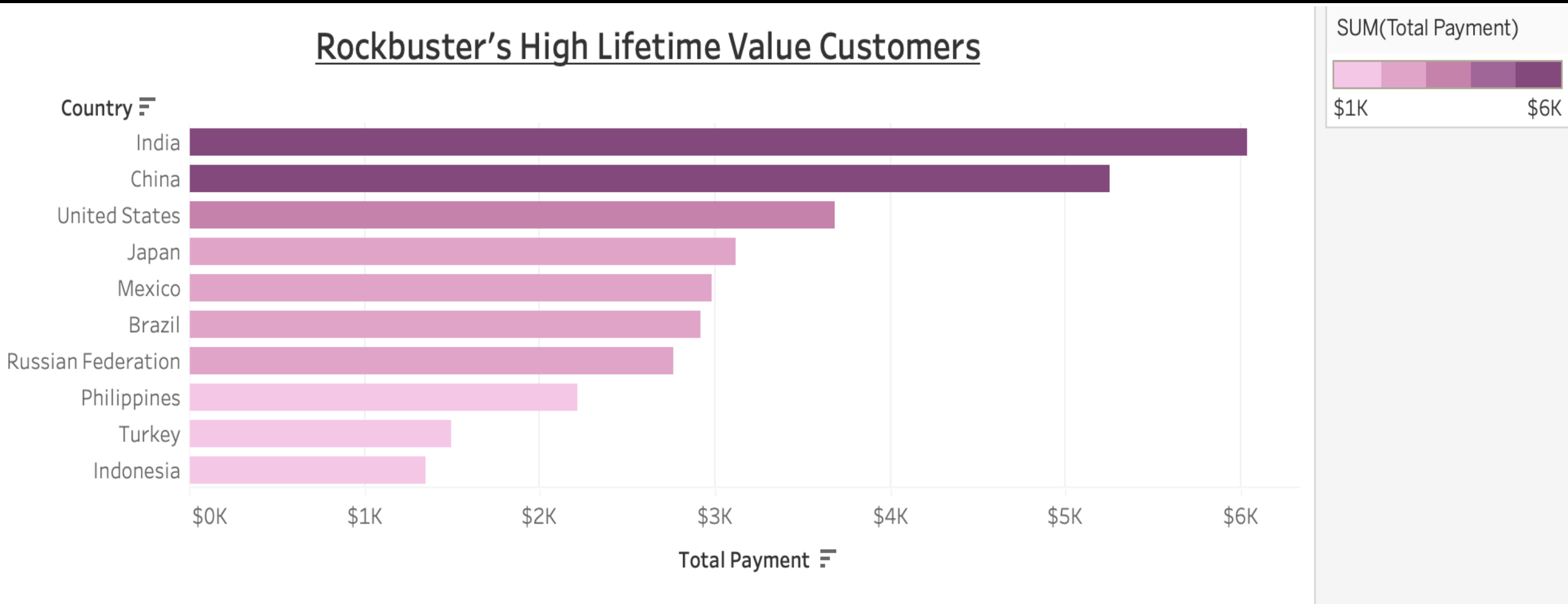


1	India	60
2	China	53
3	United States	36
4	Japan	31
5	Mexico	30
6	Brazil	28
7	Russian Federation	28
8	Philippines	20
9	Turkey	15
10	Indonesia	14



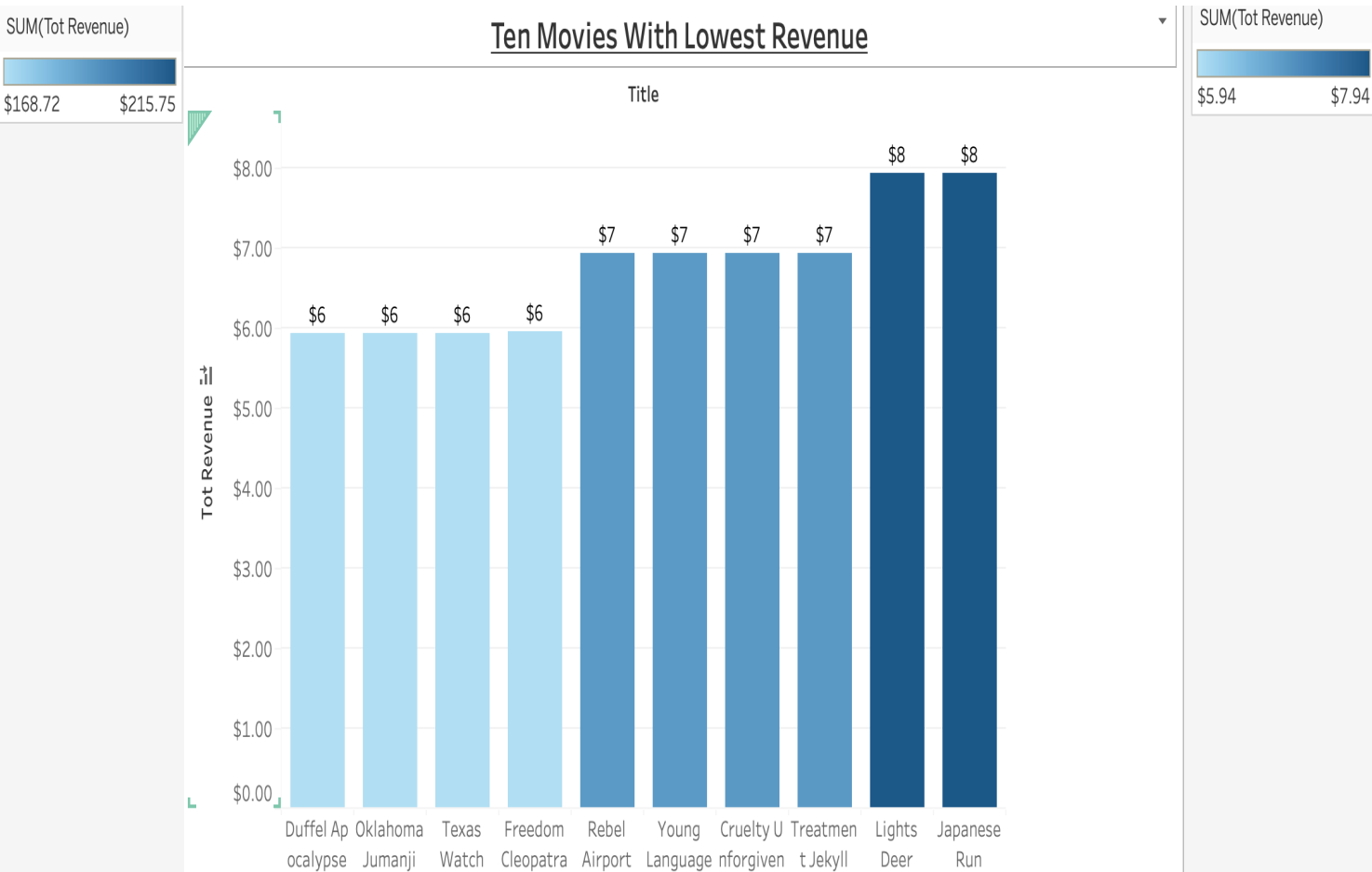
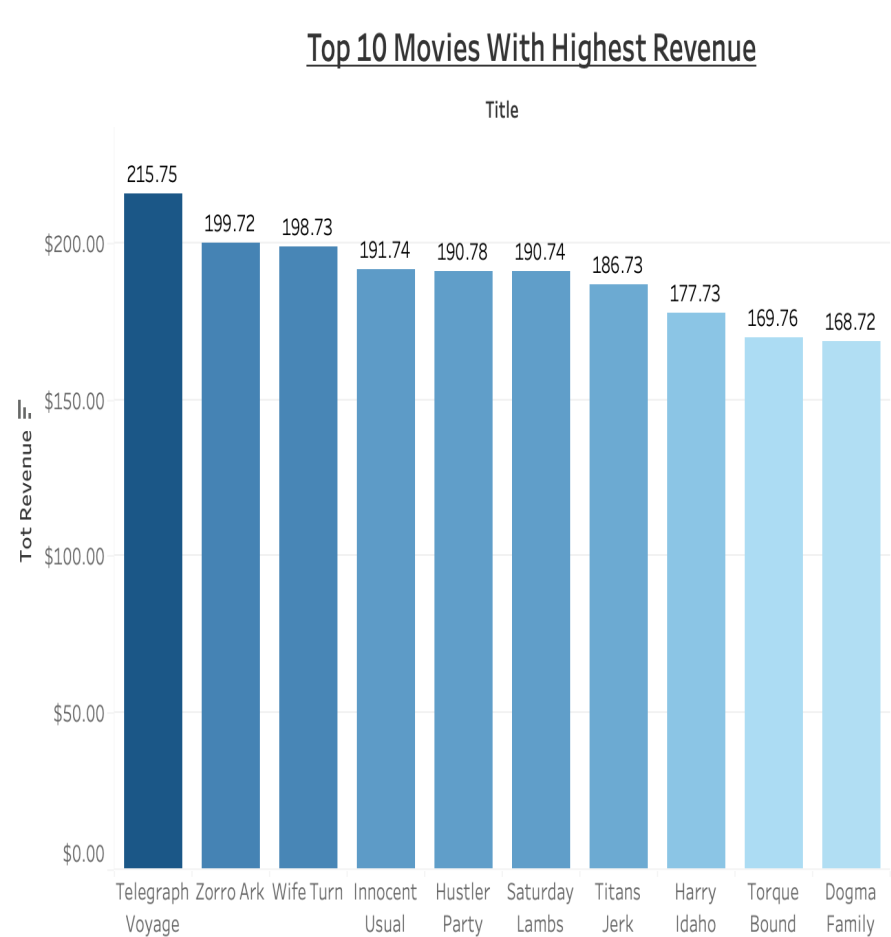
TOP 10 COUNTRIES HAVING MOST CUSTOMERS

MOST VALUABLE CUSTOMERS



MOVIES WITH MOST/LEAST REVENUE GAINS

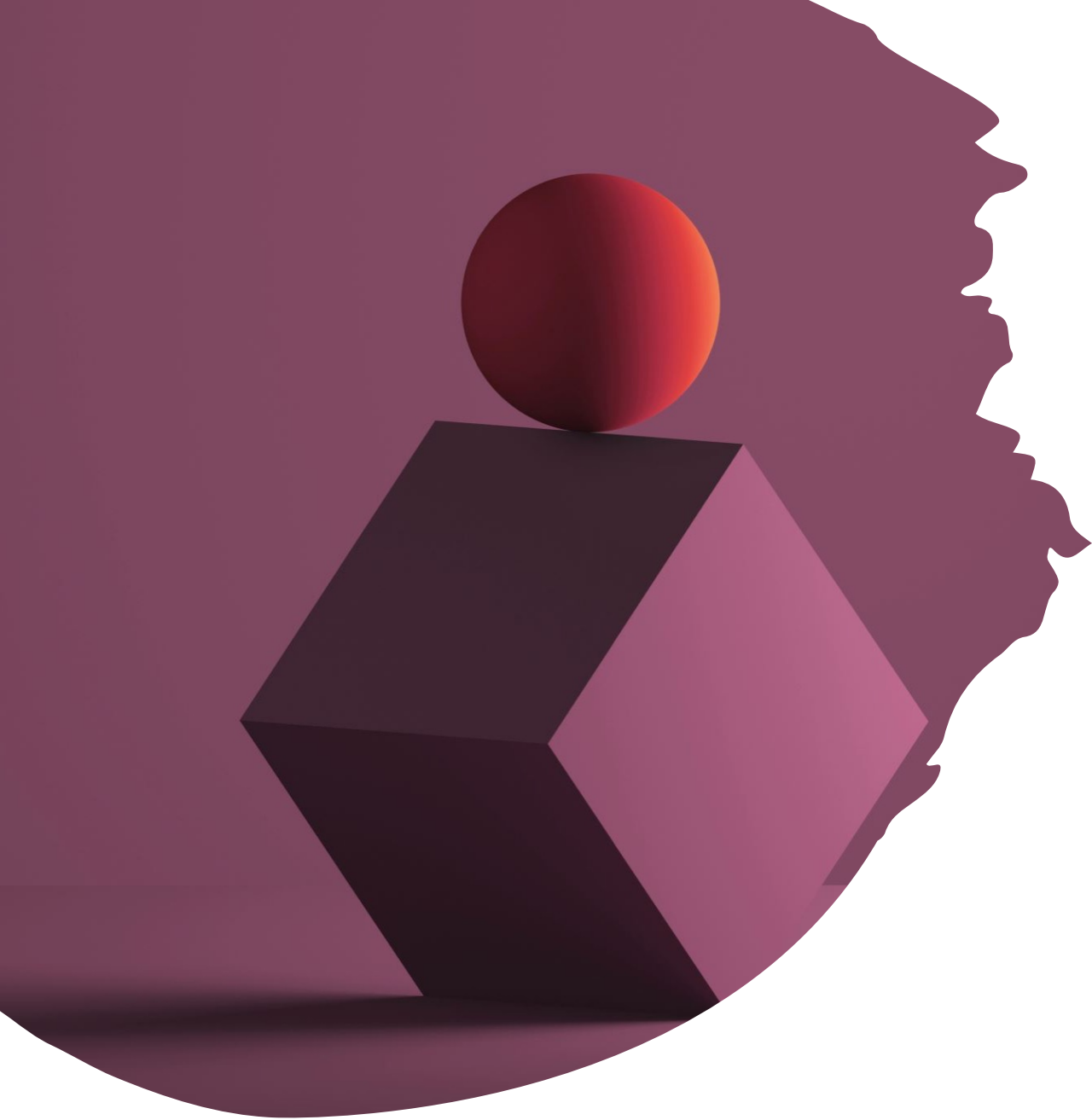
Top 10 Movies With Highest Revenue



CONCLUSION & RECOMMENDATIONS

- *The number of Movies with most revenue gains should be increased*
- *Attention should be paid on the time of the year when most of the movies are rented and customer choices.*
- *Most popular category of films in terms of number of rentals*
- *Customer feedback can provide insight regarding movies popularity in terms of actors, genre, language, rental duration etc.*
- *Are the movies available in the stores or can be rented online?*
- *Customer preference for in-person DVD rentals vs watching online*
- *Finding which streaming services held the most and highest rated movies.*





Thank You!

Rockbuster Analysis Links

[Rockbuster Customers per country.](#)

[Rockbuster Lifetime Value Customers.](#)

[Rockbusters Top 10 movies with highest revenues.](#)

[Rockbust movies with lowest revenues.](#)