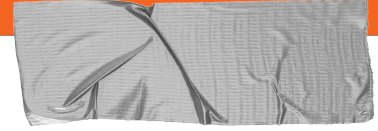

Rockbuster Stealth


Data Analysis

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Project Overview



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.

- 
- 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?

Objectives and Key Questions



Company Analysis



1000

Films for rent



599

Total Customers



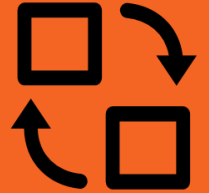
5 Days

Avg. rental time



\$2.98

Avg. rental cost



\$ 19.98

Avg. Replacement cost

Top Performing Film



Telegraph Voyage

\$ 215.75

Least Performing Films



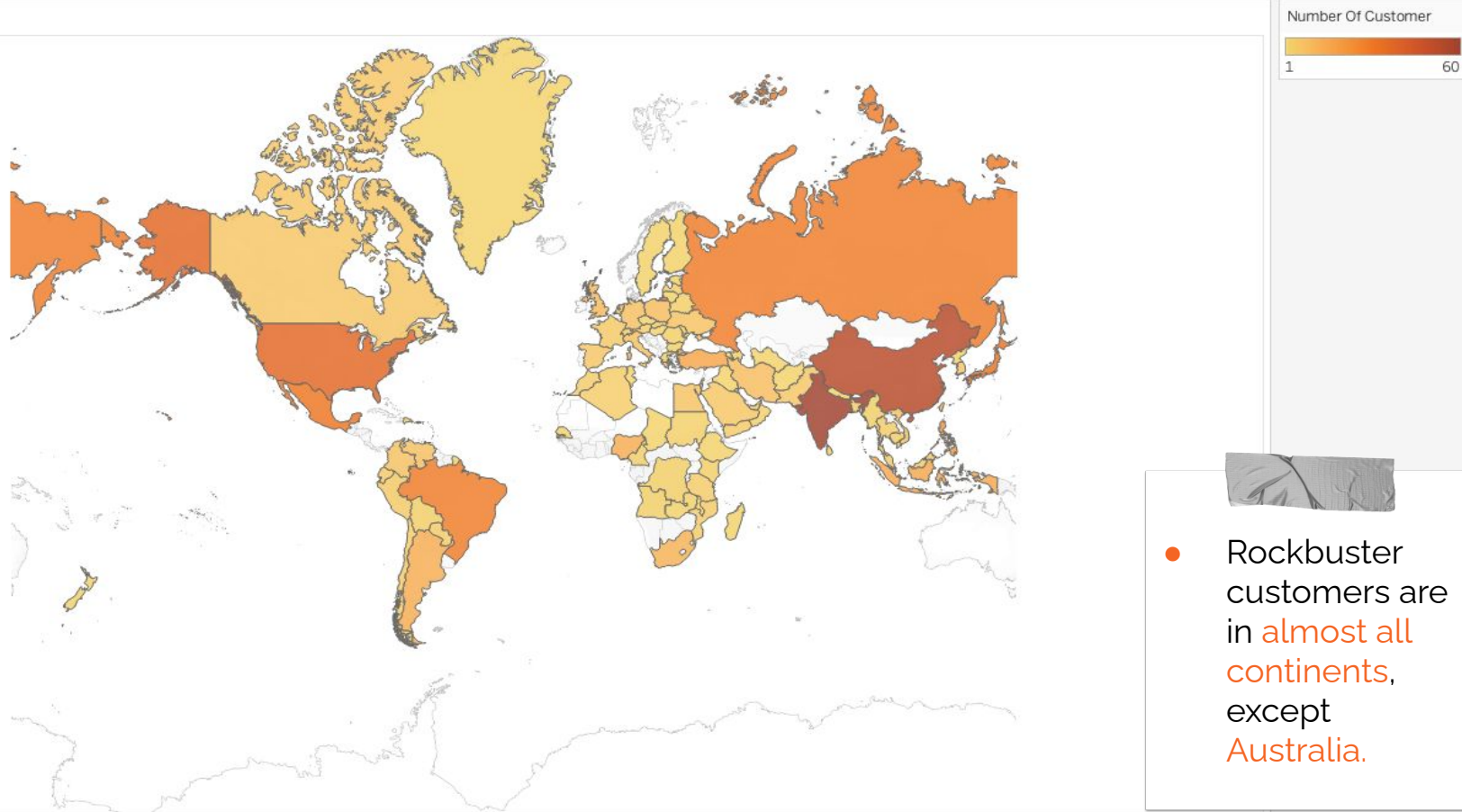
Duffel Apocalypse, Oklahoma
Jumanji, Texas Watch

\$ 5.94

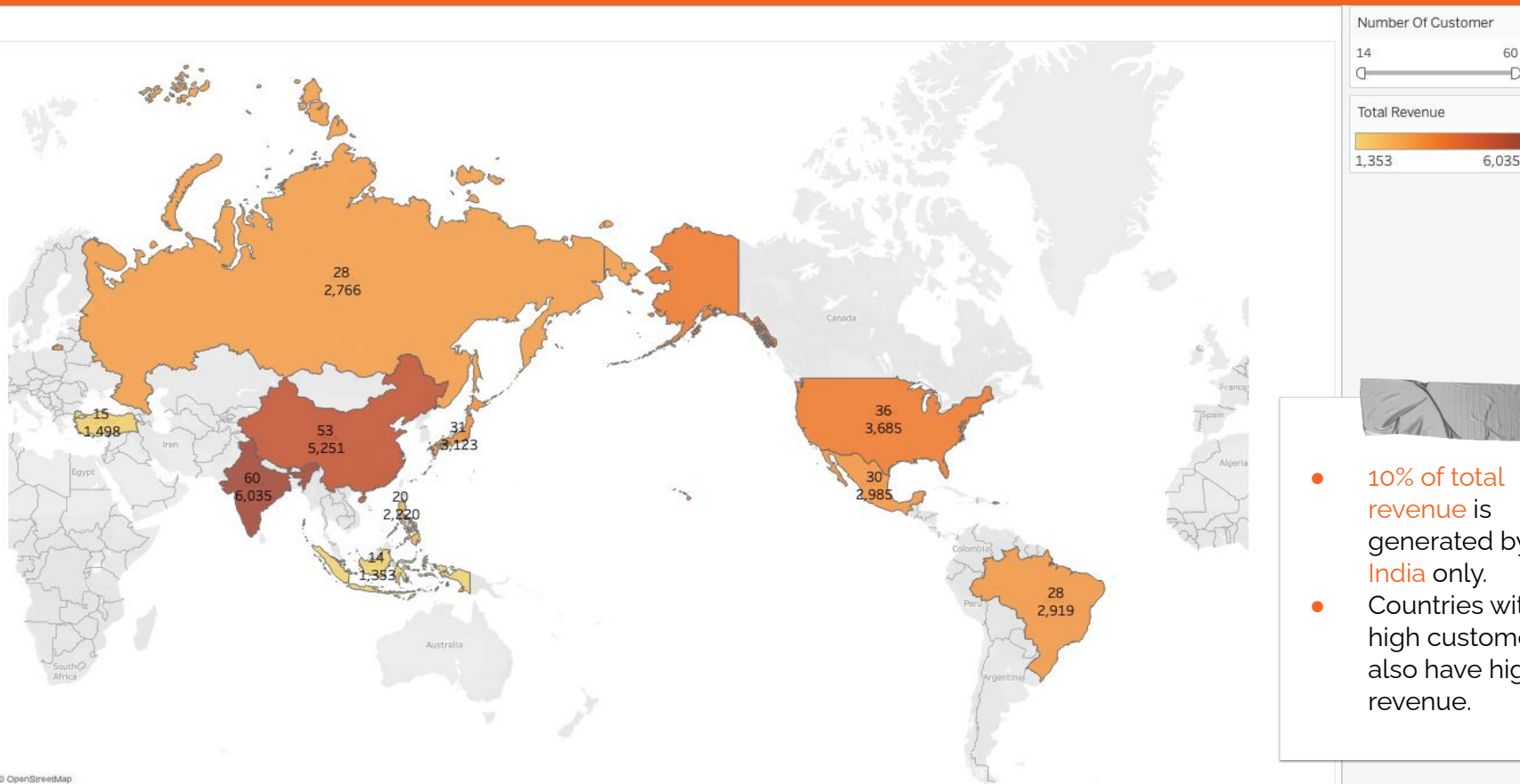
Most Profitable Genre

- Sports
- Sci-Fi
- Animation

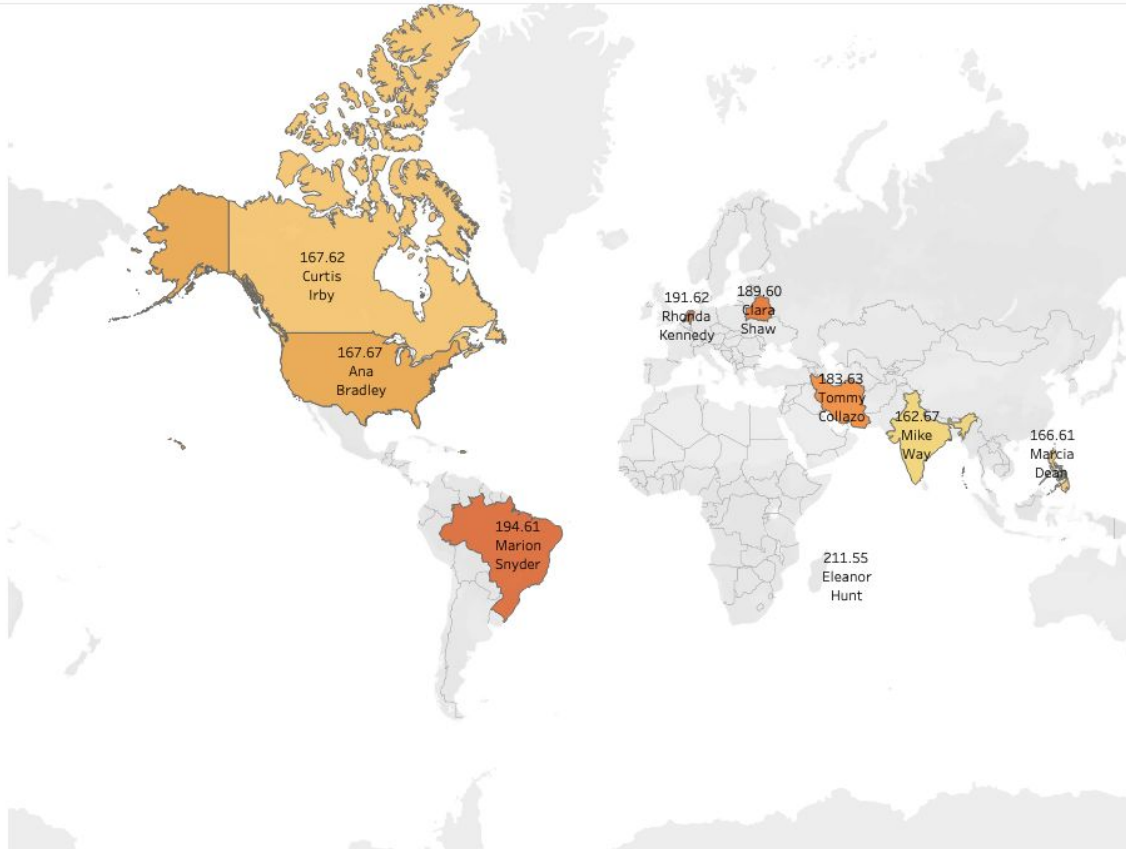
Customer base of Rockbuster Worldwide



Top 10 Countries in terms of customer number and revenue

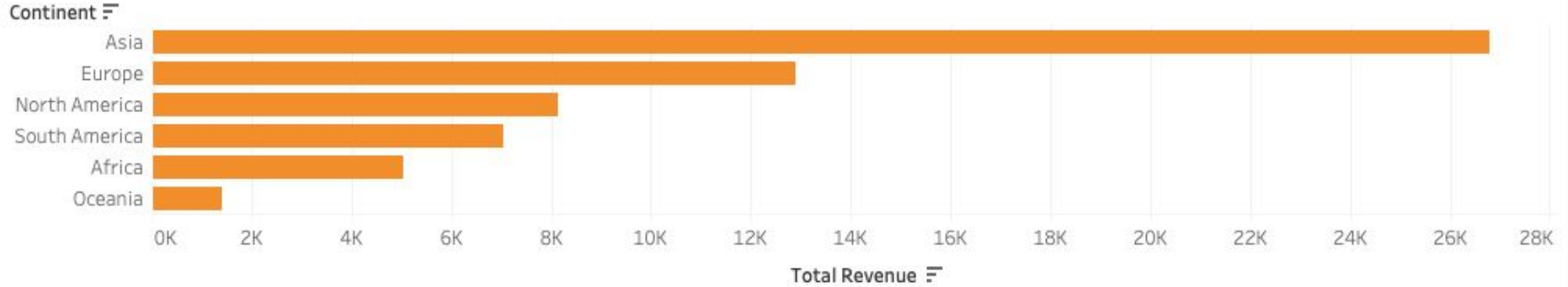


Top 10 Customers by Total Payment Made



- Top Customers are spread across the globe.
- Top customer, Eleanor Hunt from Reunion has spent \$ 211.55.

Sales Figure by Geographic Regions



- Sales figure **vary** between the different regions.
- Highest Revenue is generated through **Asian Countries**.

Recommendations

Market

- ❑ Target markets with **high** customer base and **high** revenue.
- ❑ Focus on India, China, United States, Japan and Mexico

Retention

- ❑ Consider launching a **loyalty program** that encourages existing customers to **return and conduct** more business with Rockbuster as well as encourage new purchases.

Release Strategy

- ❑ Consider promoting the movies under popular genres in the online platform like **Sports, Si-Fi and Animation.**

Questions



Thank You !

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Tableau link: [Rockbuster Data Analysis](#)