

ROCKBUSTER STEALTH DATA ANALYSIS PROJECT

BY: RAMÓN PAYNTER PORTUESE



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**

KEY QUESTIONS WE WANT ANSWERED

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

IMPORTANT TABLEAU LINK:

- COPY AND PASTE THIS LINK IN WEB BROWSER FOR THE VISUALIZATIONS:

https://public.tableau.com/views/CareerFoundryExercise3_10_16920579481090/Story1?!:language=en-US&:display_count=n&:origin=viz_share_link

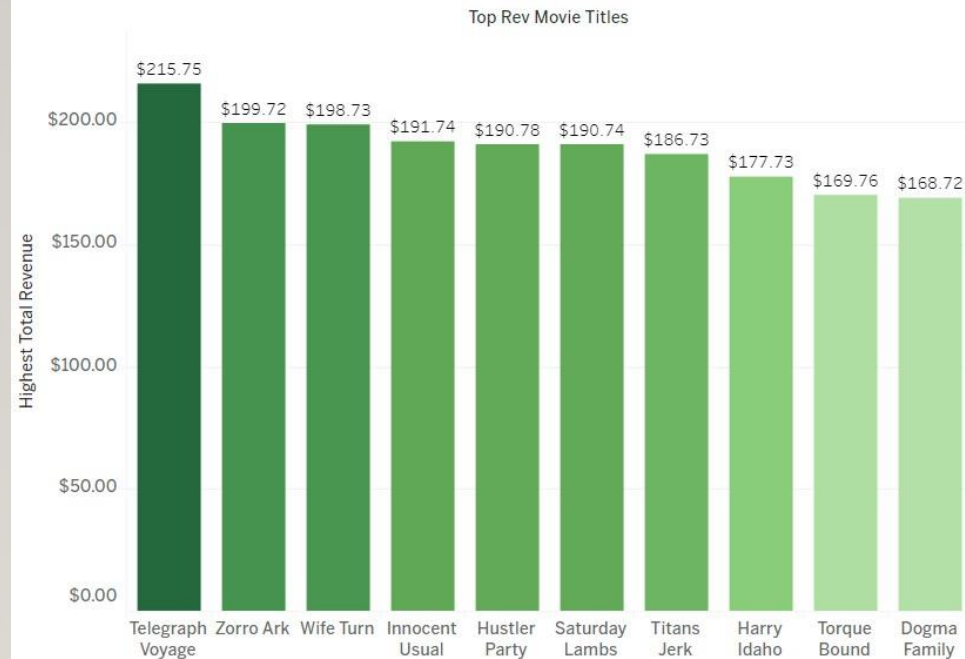
What movies contributed the most to revenue?

What movies contributed to the least revenue?



TOP TEN HIGHEST REVENUE PRODUCING MOVIES

Top Ten Highest Revenue Producing Movies

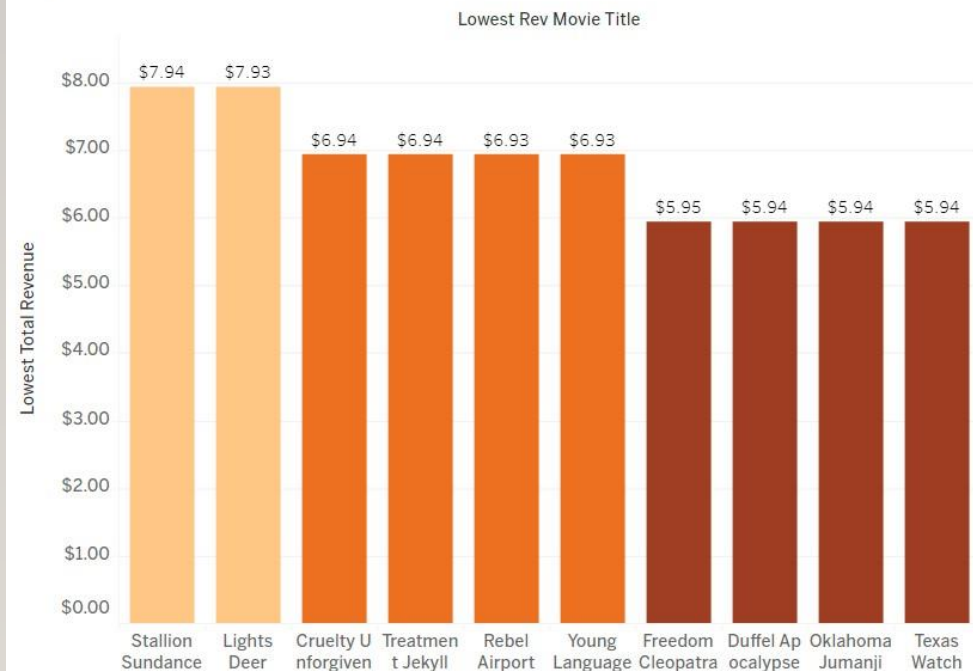


THE TOP 10 HIGHEST REVENUE PRODUCING MOVIES ARE:

- 1. DOGMA FAMILY**
- 2. TORQUE BOUND**
- 3. HARRY IDAHO**
- 4. TITANS JERK**
- 5. SATURDAY LAMBS**
- 6. HUSTLER PARTY**
- 7. INNOCENT USUAL**
- 8. WIFE TURN**
- 9. ZORRO ARK T**
- 10. TELEGRAPH VOYAGE**

TOP TEN LOWEST REVENUE PRODUCING MOVIES

Top Ten Lowest Revenue Producing Movies



TOP 10 LOWEST REVENUE PRODUCING MOVIES ARE:

1. **STALLION SUNDANCE**
2. **LIGHTS DEER**
3. **CRUELTY UNFORGIVEN**
4. **TREATMENT T JEKYLL**
5. **REBEL AIRPORT**
6. **YOUNG LANGUAGE**
7. **FREEDOM CLEOPATRA**
8. **DUFFEL APOCALYPSE**
9. **OKLAHOMA JUMANJI**
10. **TEXAS WATCH**

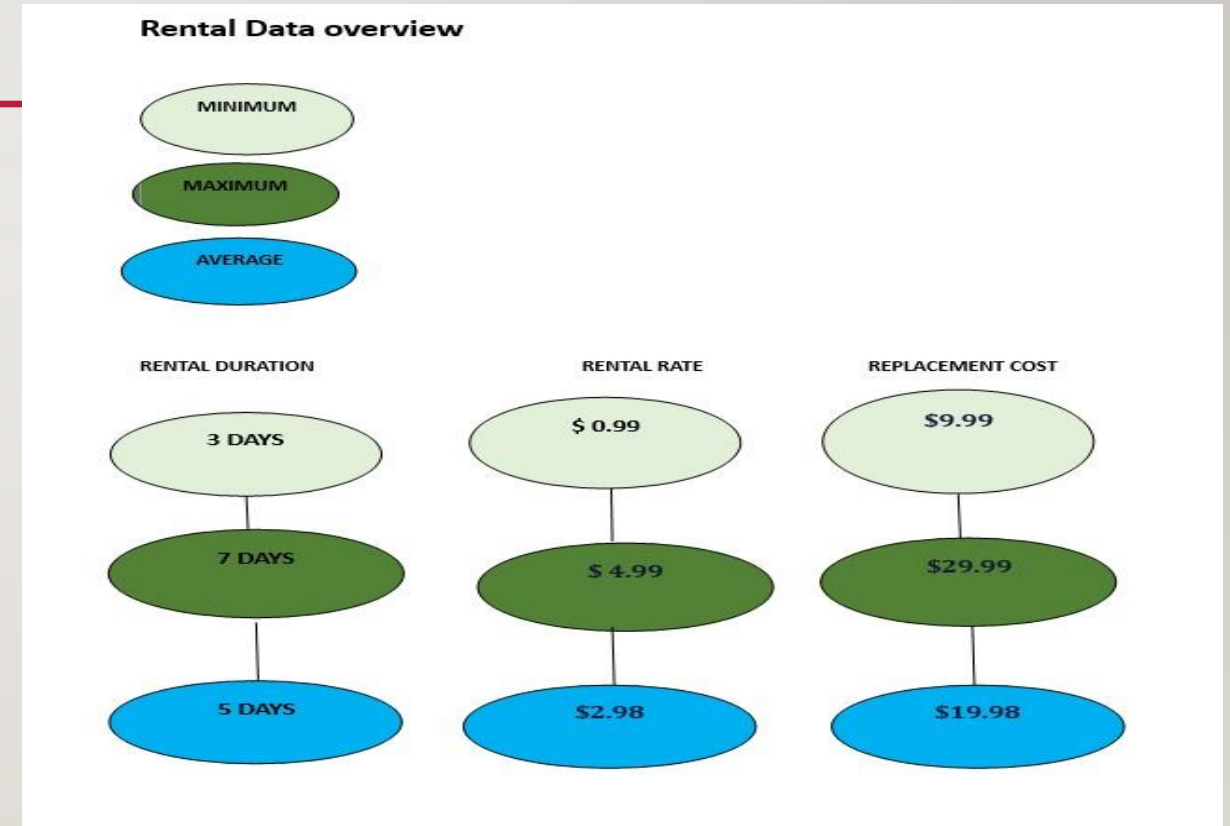
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- **WHAT WAS THE AVERAGE RENTAL DURATION FOR ALL VIDEOS?**

RENTAL DATA OVERVIEW

The average movie rental duration for all the videos was 5 days.

The average rental rate was \$2.98 and the average replacement cost was \$19.98.

Please see the chart to the right for more details.



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- **4. Which countries are Rockbuster customers based in?**

COUNTRIES ROCKBUSTER DOES BUSINESS IN

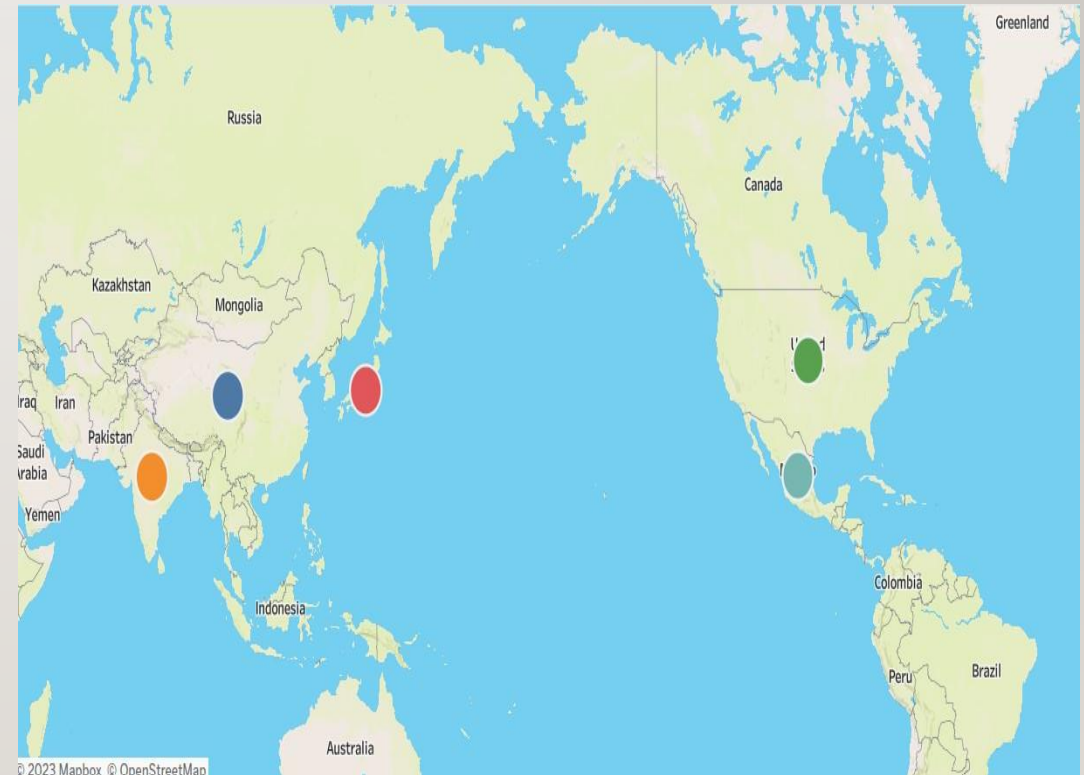
- The map to the right illustrates the countries that Rockbuster does business in. There are 109 countries total. The number inside of each country represents how many customers there are in that country.**



**Where are customers with a high
lifetime value based?**

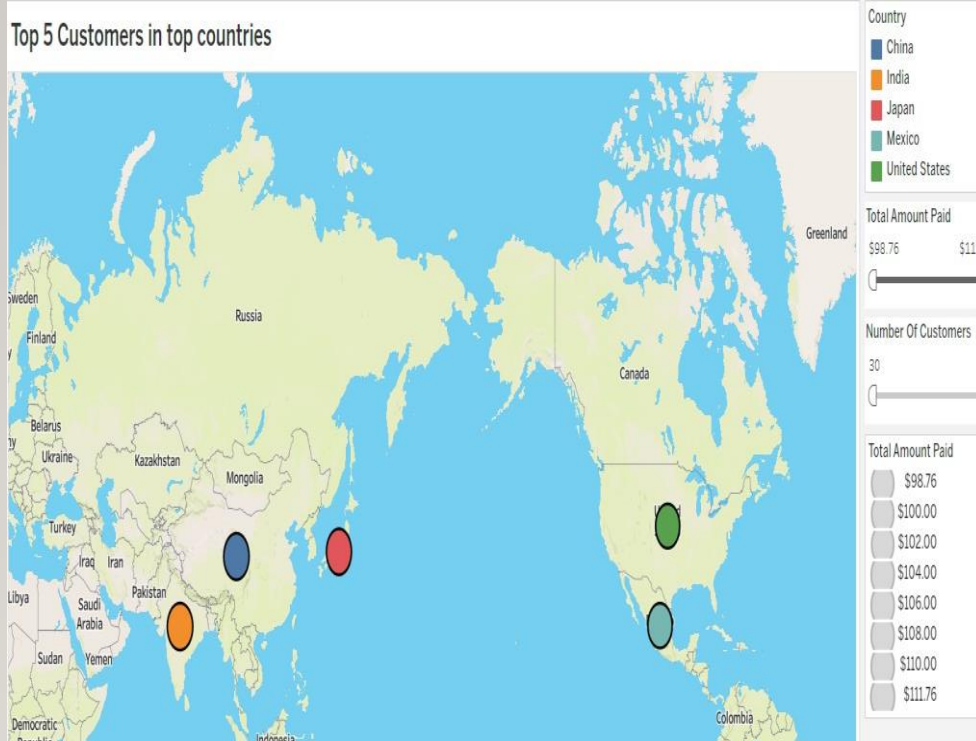
TOP 5 CUSTOMERS IN THE TOP 10 COUNTRIES

- We can see that these are the top 5 customers and they are in China, India, Japan, Mexico, and the United States. Sales do vary by region. These customers have a high lifetime value.
- Note: these customers should be rewarded by the company somehow.



**Do sales figures vary between
geographic regions?**

SALES FIGURES VARYING BASED OFF OF REGION



- **We can see based off the graph on the left that there are varying sales based off of the different country. Thus sales figures do vary between regions.**

RESULTS AND WHAT WE SHOULD DO

RESULTS

- **THERE ARE ENOUGH WORLDWIDE CUSTOMERS THAT AN ONLINE BUSINESS MODEL WOULD WORK**
- **THE AVERAGE RENTAL RATE IS \$2.98 AND THE MINIMUM IS \$0.99 AND MAX IS \$4.99**
- **AVERAGE RENTAL DURATION IS 5 DAYS**
- **THE TOP COUNTRIES REGARDING REVENUE ARE CHINA AND INDIA.**
- **THERE ARE LOYAL CUSTOMERS**

RECOMMENDATIONS MOVING FORWARD

- **ROCKBUSTER WILL WANT TO MARKET WORLDWIDE AND HAVE AS MANY LANGUAGES AVAILABLE AS POSSIBLE**
- **THE RENTAL RATE FOR AN ONLINE MOVIE SHOULD BE \$2.98**
- **PREPARE STAFF FOR 5 DAY MOVIE RENTALS ON AVERAGE**
- **MARKET HEAVY TO CHINA AND INDIA BASED OFF OF PREVIOUS DEMAND**
- **CREATE A REWARD SYSTEM FOR LOYAL CUSTOMERS**