Rockbuster Data Analysis: Key Insights & Strategic Recommendations

October 2024, by Anja Alsen

Overview of Analysis

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.
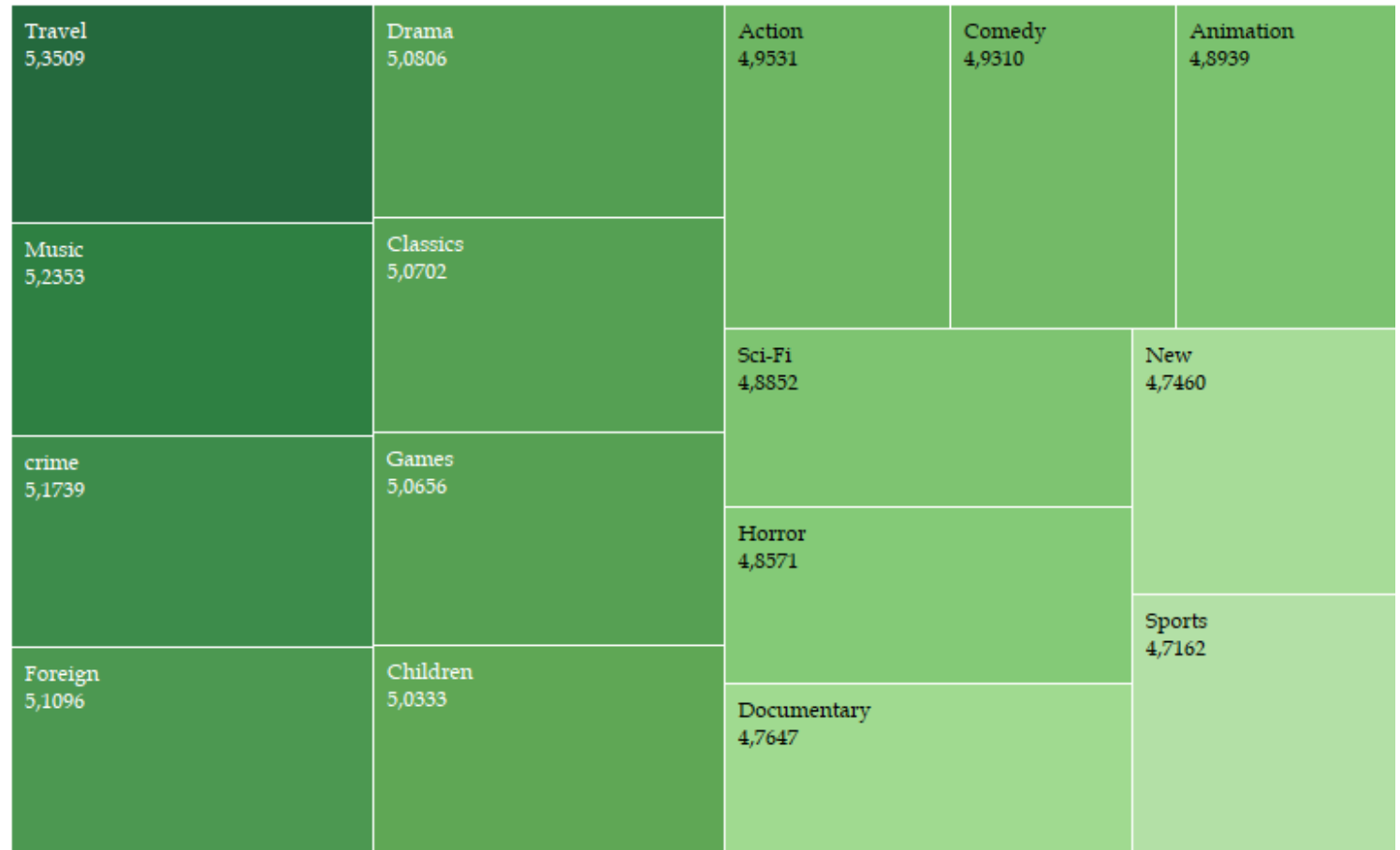
Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service to stay competitive.

This presentation explores:

- customer behavior,

- film rental trends,

- and revenue opportunities for Rockbuster.

Average rental duration per movie genre

- **Travel** (5.35 days), **Music** (5.24 days), and **Crime** (5.17 days) have the longest average rental durations, likely due to the nature of the content (documentaries or performances).

- **Sports** (4.71 days), **New** (4.75 days), and **Documentary** (4.76 days) have shorter rental durations on average possibly indicating a more immediate consumption pattern.


Travel 5,3509	Drama 5,0806	Action 4,9531	Comedy 4,9310	Animation 4,8939
Music 5,2353	Classics 5,0702	Sci-Fi 4,8852	New 4,7460	
crime 5,1739	Games 5,0656	Horror 4,8571	Sports 4,7162	
Foreign 5,1096	Children 5,0333	Documentary 4,7647		

View in Tableau Public

Average rental rate per genre

- The **Games** and **Travel** categories command higher rental rates, averaging **$3.25** and **$3.24**, respectively.

- **Action** and **Documentary**, by contrast, have relatively lower rental rates, around **$2.65**.


View in Tableau Public

Number of customers and revenue per country

- With a total revenue of $6,034.78, **India** leads as the highest contributor, attracting 60 customers.

- Close behind, **China** generated $5,251.03 from 53 customers.

- This demonstrates a robust customer base and a favorable spending behavior among Indian and Chinese customers.

Number of customers
8   18.390

Revenue in US$
4.785   603.478

- 4.785
○ 200.000
○ 400.000
○ 603.478
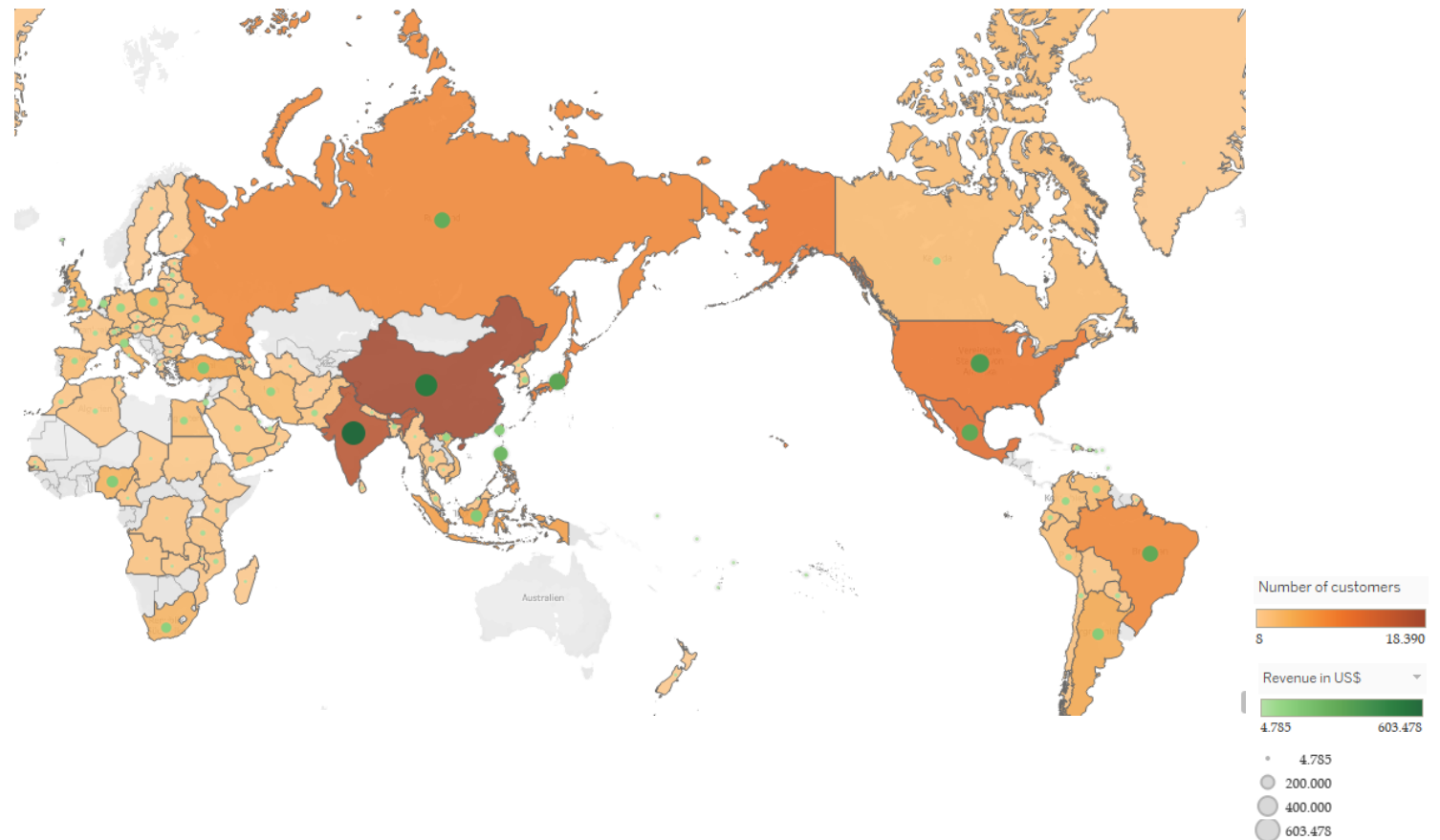
Revenue of top 10 countries
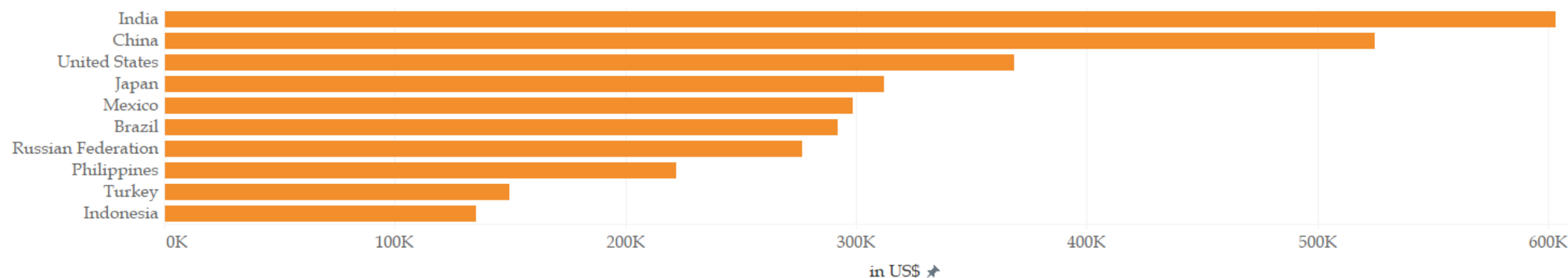
- India leads significantly with **$6,034.78**, following closely is China with **$5,251.03**, indicating a robust market presence. The **United States** contributes **$3,685.31**, reinforcing its importance. **Japan and Mexico** also show promising revenue figures, with **$3,122.51** and **$2,984.82**, respectively.

- The data underscores the potential for targeted marketing strategies, particularly in high-performing countries like India and China, to further enhance revenue.
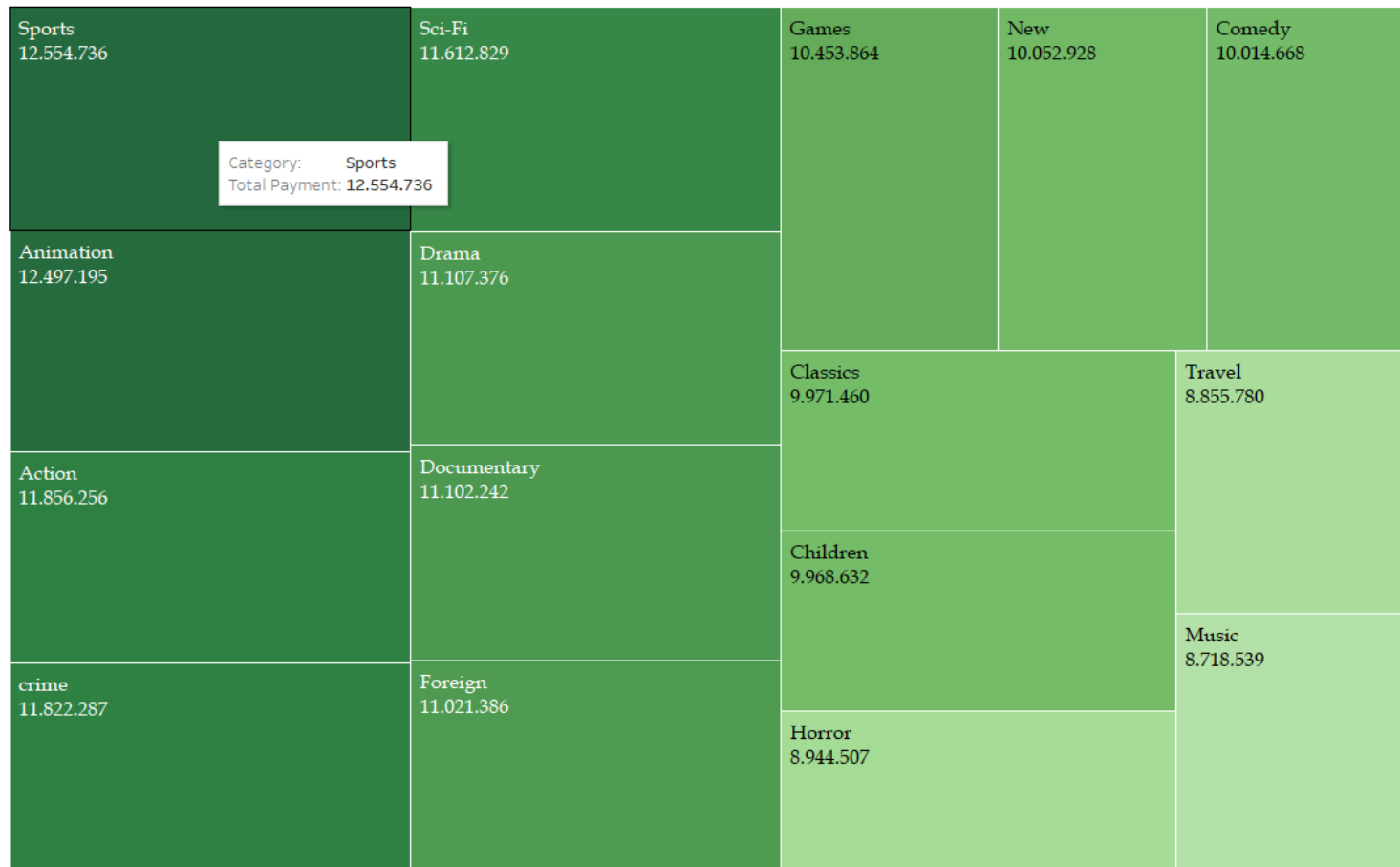
View in Tableau Public

Top 5 cities by customer payment
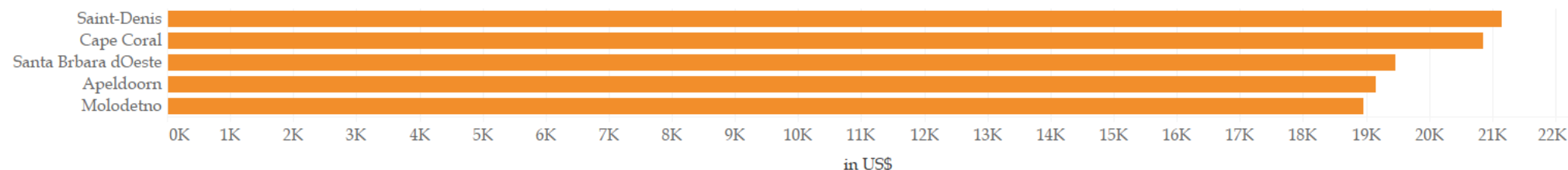
- The leading customer contributed $211.55, in **Saint-Denis (Réunion)**, the second-highest payment from **Cape Coral (United States)** was $208.58, showcasing a solid customer base in Réunion and the U.S.

- These insights showcase the significant contributions from individual customers in key cities, emphasizing the importance of maintaining strong relationships to enhance customer loyalty and drive revenue.

View in Tableau Public

Revenue in US$ by movie category

- The **Sports** category leads with a total revenue of $125,547.36, indicating a strong demand and customer engagement in this segment.

- The **Animation and Action** categories follow closely, generating $124,971.95 and $118,562.56 respectively, highlighting diverse interests among customers and opportunities for targeted marketing.

| Sports 12.554.736 | Sci-Fi 11.612.829 | Games 10.453.864 | New 10.052.928 | Comedy 10.014.668 |

Category: Sports
Total Payment: 12.554.736

Animation 12.497.195	Drama 11.107.376
Action 11.856.256	Documentary 11.102.242
crime 11.822.287	Foreign 11.021.386

Classics 9.971.460
Children 9.968.632
Horror 8.944.507
Travel 8.855.780
Music 8.718.539

Strategic recommendations

•Maximize Revenue from Top Genres:
Given that the Sports genre leads with **$125,547.36** in revenue, consider allocating **20%** of marketing resources to promote sports-related titles. This could include targeted ads and partnerships with sports influencers to further engage the audience.

•Enhance Customer Retention in High Revenue Regions:
Focus on retaining customers in India and China, which generated **$6,034.78** and **$5,251.03** respectively. Implement loyalty programs aimed at these regions that could increase customer retention by **15%**, ultimately boosting revenue by an estimated **$2,000** annually per region.

•Optimize Engagement with High-Value Customers:
Identify and target high value customers from regions like the United States, which contributed **$3,685.31**. Develop exclusive offers or subscription models that could increase high value customers by **20%**, resulting in an additional **$1,000** in revenue per high-value customer.