

Rockbuster Stealth LLC

Business Analysis and Insights for the launching of online streaming services.



ROCKBUSTER STEALTH LLC

Presented by : Ibrahim Adesina Lawal (Data Analytics Team)

Objective

To answer the business questions of the Management Board and provide the Business Intelligence department with **data driven insights and recommendations** to assist in their decision-making.

Business Questions



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

What was the average rental duration for all videos?

Exploring the current statistics to give an overview of our performance. Essentially, the rental period ranges between 3 - 7 days, with an average of approximately **5 days**.

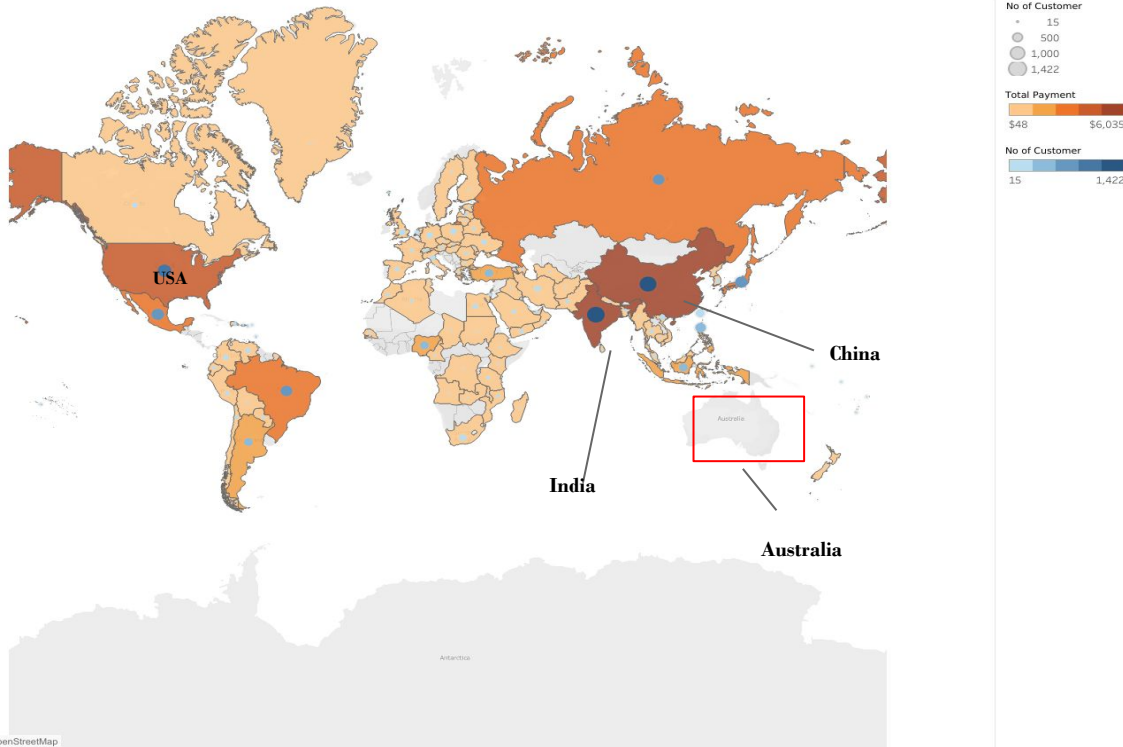
Listed movies → 1000
Modal Rating → PG-13
Language → English
Release Year → 2006

Film Inventory	Minimum	Average	Maximum
Rental rate	\$0.99	\$2.98	\$4.99
Rental duration	3 days	5 days	7 days
Movie length	46 mins	115.27 mins	185 mins
Replacement cost	\$29.99	\$9.99	\$19.98

The average rental duration is 5 days

Which countries are our customers based in?

Rockbuster geographical distribution of customers and the revenue generated in each country.



India has the largest customer base (**1422**), followed by China (**1297**) and the United States of America (**869**).

Surprisingly, no customer was recorded for Australia.

Also, these 3 countries generated the highest revenue for the company.

India = **\$6035**

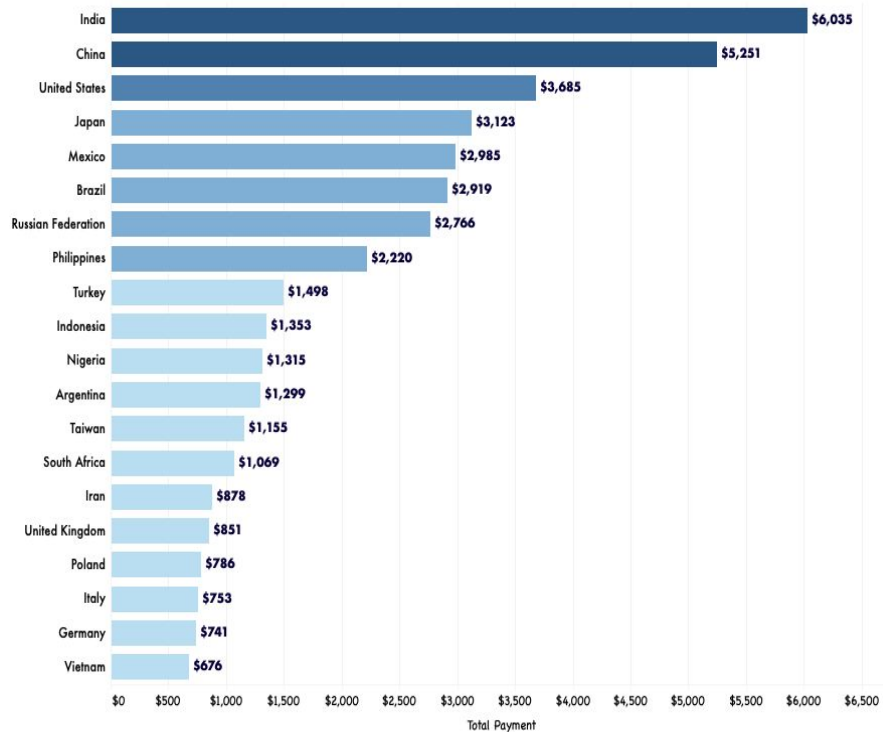
China = **\$5251**

United States = **\$3685**.

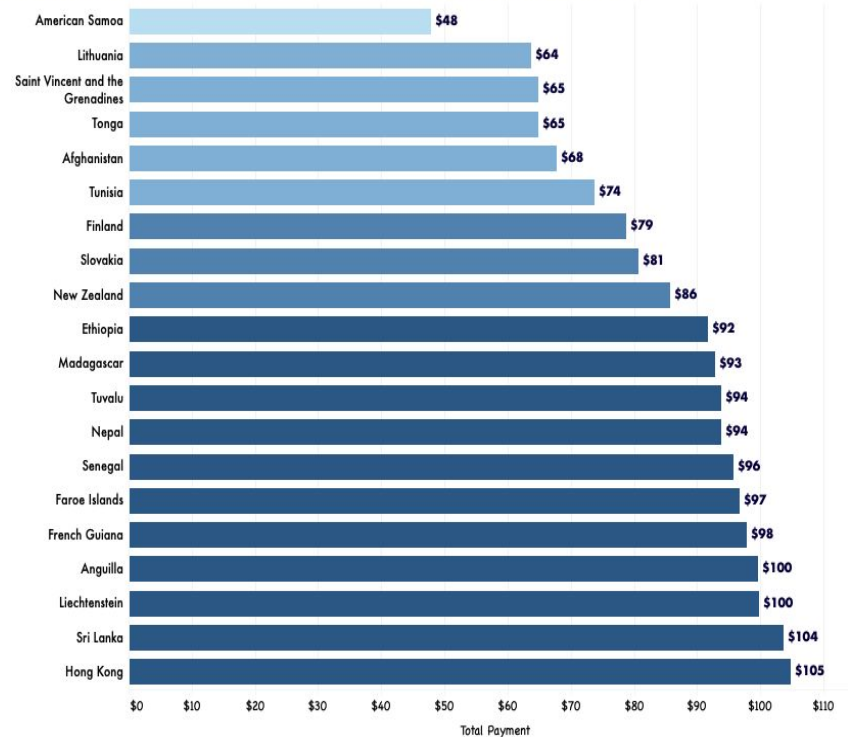
- However, categorizing based on regions, **Central Europe** and **Africa** have the least share of the film rental market.

Countries according to the revenue generated

Top 20 Countries according to the payment of Rockbuster customers.



Bottom 20 Countries according to the payment of Rockbuster customers.



Asian countries dominate the highest share of the revenue generated, with 8 countries in the Top 20. Essentially, countries from the bottom 20 generated a revenue of \$105 or less.

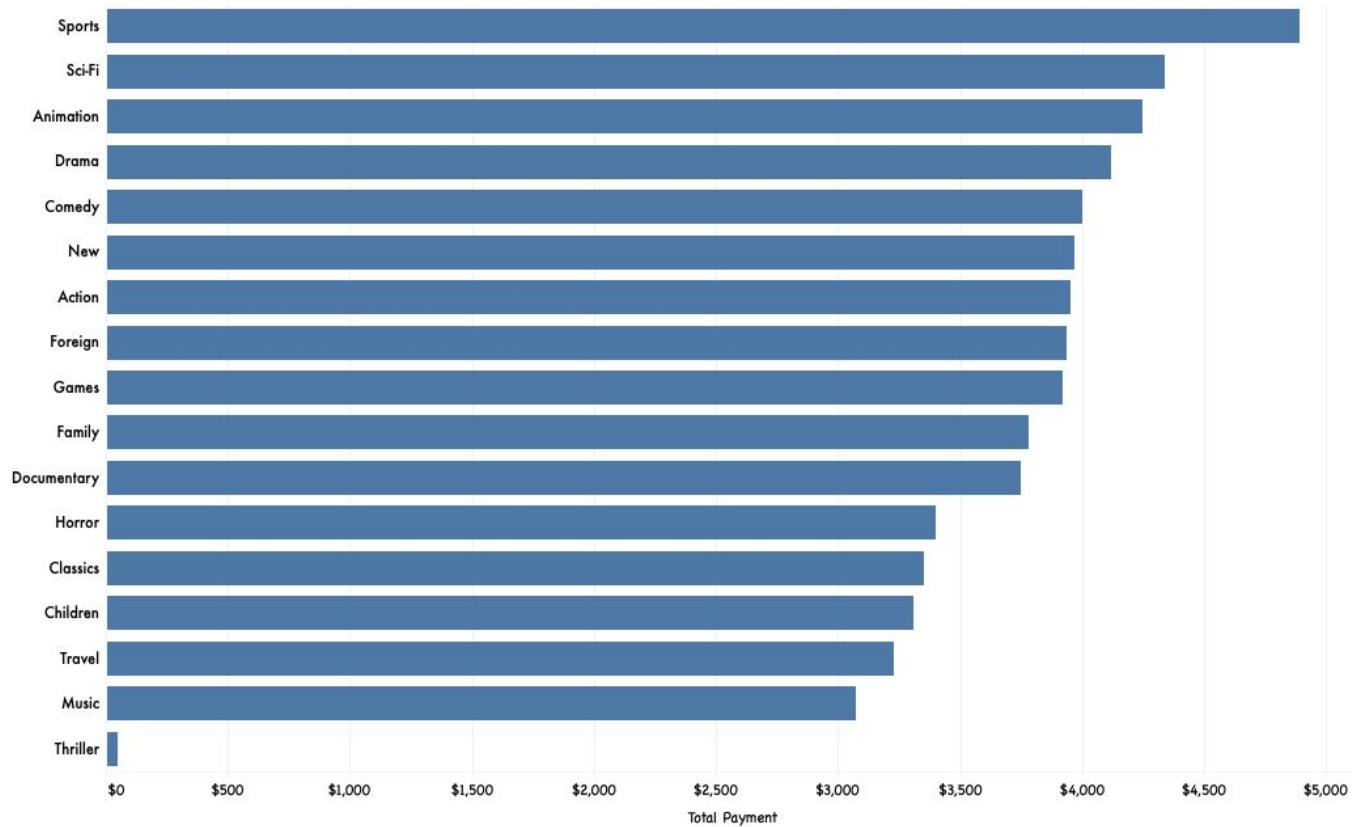
10 Movies with the highest/the least revenue generated

Telegraph Voyage	\$215.75	Duffel Apocalypse	\$5.94
Zorro Ark	\$199.72	Oklahoma Jumanji	\$5.94
Wife Turn	\$198.73	Texas Watch	\$5.94
Innocent Usual	\$191.74	Freedom Cleopatra	\$5.95
Hustler Party	\$190.78	Rebel Airport	\$6.93
Saturday Lambs	\$190.74	Young Language	\$6.93
Titans Jerk	\$186.73	Cruelty Unforgiven	\$6.94
Harry Idaho	\$177.73	Treatment Jekyll	\$6.94
Torque Bound	\$169.76	Lights Deer	\$7.93
Dogma Family	\$168.72	Japanese Run	\$7.94

Rental
cost
\$4.99

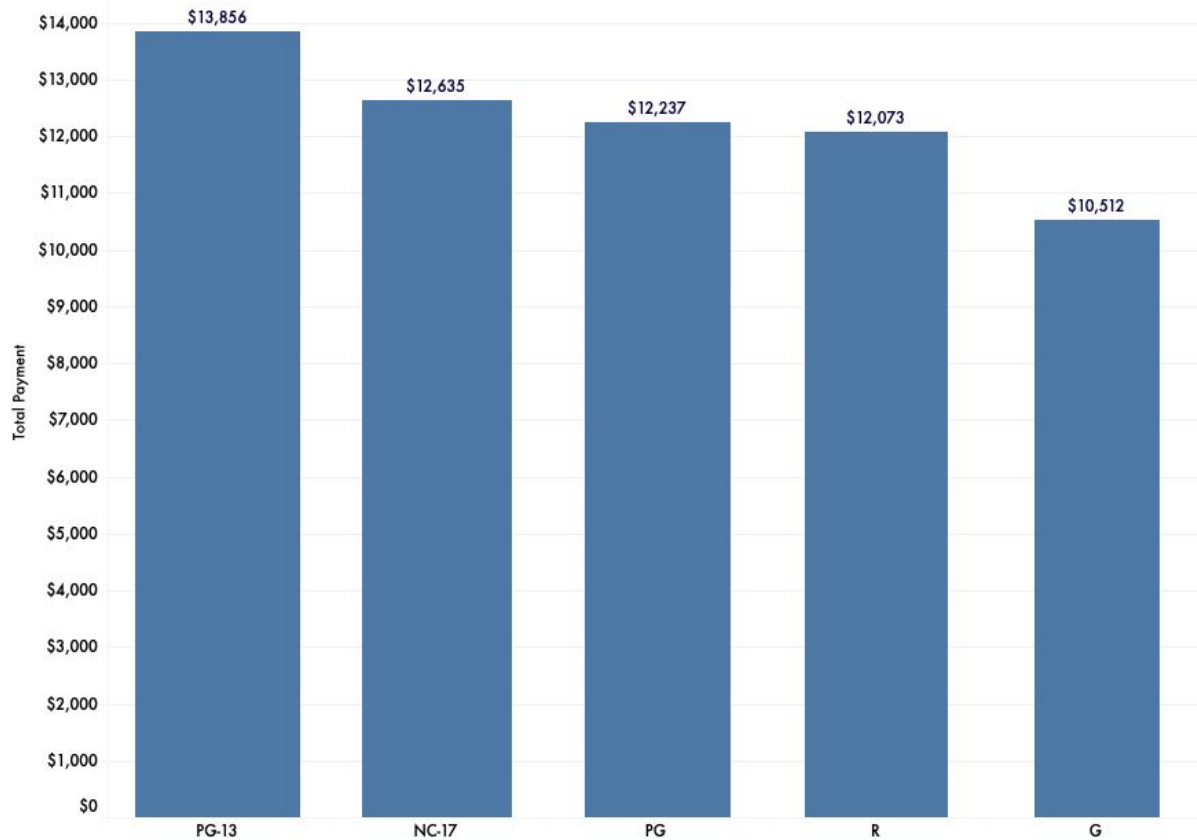
Rental
cost
\$0.99

The rental cost has a positive correlation with revenue generated. All movies with high revenue has a rental cost of \$4.99 while movies with low revenue has a rental cost of \$0.99



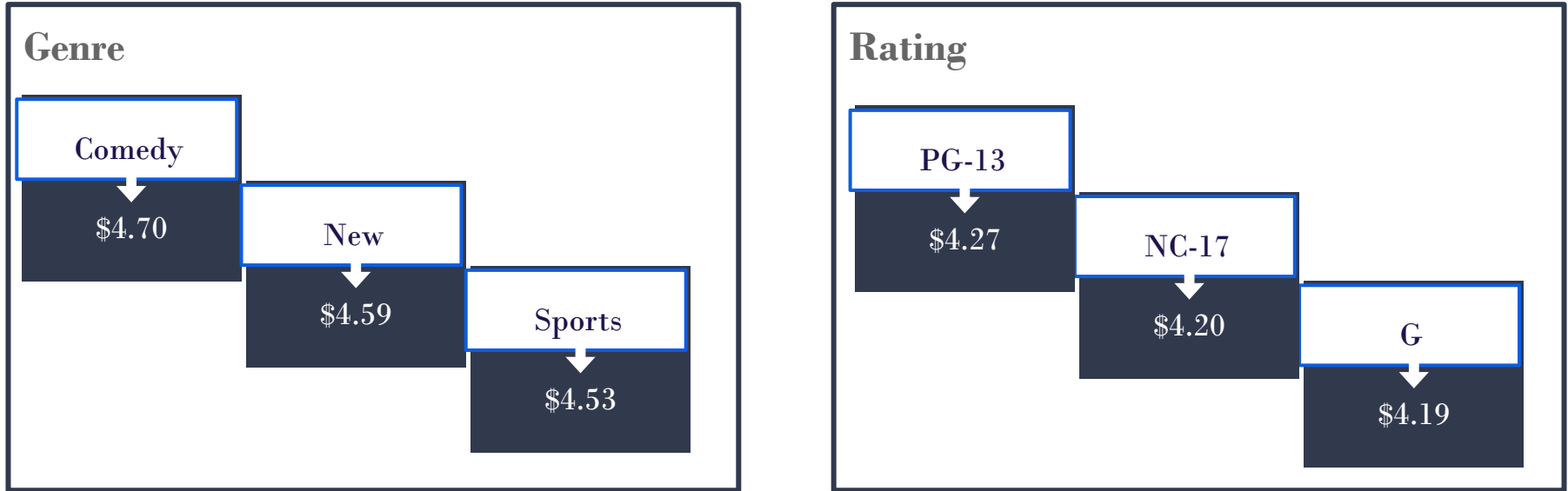
Sport related films generated the highest revenue of (\$4,892), followed by Sci-Fi (\$4,336), Animation (\$4,245). While Thrillers abysmally generated (\$48), Music (\$3,072) and Travel (\$3,227) to make up the least 3 genres.

The total revenue generated by genre



The rating of films with the most total revenue generated

What is the top 3 average revenue by genre and rating



While the comedy genre earns more per unit rented, rating PG-13 remains the highest for both unit and total rented.

Name: Sara Perry
Location: Atlixco, Mexico
Amount paid: \$128.70

Name: Sergio Stanfield
Location: Celaya, Mexico
Amount paid: \$102.76

Name: Clinton Buford
Location: Aurora, United States
Amount paid: \$98.76

Name: Gabriel Harder
Location: Sivas, Turkey
Amount paid: \$108.75

Name: Adam Gooch
Location: Adoni, India
Amount paid: \$97.80

**Top 5 Customers from the top Cities with the top 10
Countries**

Top global Customers

Name	Country	Total Spent
Eleanor Hunt	Reunion	\$211.55
Karl Seal	United States	\$208.58
Marion Snyder	Brazil	\$194.61
Rhonda Kennedy	Netherlands	\$191.62
Clara Shaw	Belarus	\$189.60

These customers can be targeted for specific
loyalty program

Recommendations

- The three biggest market are India, China and the United States of America. The online streaming service should be launched here first in order to serve the already existing customer base.
- In terms of genre, Sports, Sci-fi and Animations are the top 3 categories that generates the highest revenue. Therefore, efforts should be geared towards adding more movies from these genres to the inventory for the online streaming service.
- Customer incentives/loyalty packages should be introduced to attract new subscribers and keep existing customers. This could range from free trial, to reduces charges for long-term subscription as compared to competitors

The interactive tableau resource for this presentation can be accessed here

https://public.tableau.com/app/profile/ibrahim.ade.lawal/viz/Rockbustergame3_10/Rockbuster?publish=yes

THANK YOU

A dark blue diagonal gradient bar that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the slide.