

Title Page	What you have to know	Questions to be answered	Current Performance	Where are our Customers base	Revenue by C..
------------	-----------------------	--------------------------	---------------------	------------------------------	----------------

# Rockbuster Stealth LLC

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

Prepared: Ibrahim Adesina Lawal  
Data Analytics Team.

Link to tableau: [https://public.tableau.com/app/profile/ibrahim.ade.lawal/viz/Rockbusterqame3\\_10/Rockbuster?publish=yes](https://public.tableau.com/app/profile/ibrahim.ade.lawal/viz/Rockbusterqame3_10/Rockbuster?publish=yes)



ROCKBUSTER STEALTH LLC

# Rockbuster Stealth LLC Business Presentation

Title Page	What you have to know	Questions to be answered	Current Performance	Where are our Customers base	Revenue by C..
------------	-----------------------	--------------------------	---------------------	------------------------------	----------------

## Overview and Objective

Rockbuster Stealth LLC is a renowned movie rental company with global reputation. However, competition from online streaming services has impacted on their revenue.



ROCKBUSTER STEALTH LLC

Essentially, in order to have a better share of the competitive market, the company is planning to launch an online video rental service using existing movie licenses.

This presentation is prepared to answer the business questions of the Rockbuster Stealth Management Board and provide the business intelligence department with data-driven insights and recommendations to assist in their decision making.

## Rockbuster Stealth LLC Business Presentation

Title Page	What you have to know	Questions to be answered	Current Performance	Where are our Customers base	Revenue by C..
------------	-----------------------	--------------------------	---------------------	------------------------------	----------------

### Management Questions

**The following are the management questions that would be given data-driven answers;**

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



**ROCKBUSTER STEALTH LLC**

# Rockbuster Stealth LLC Business Presentation

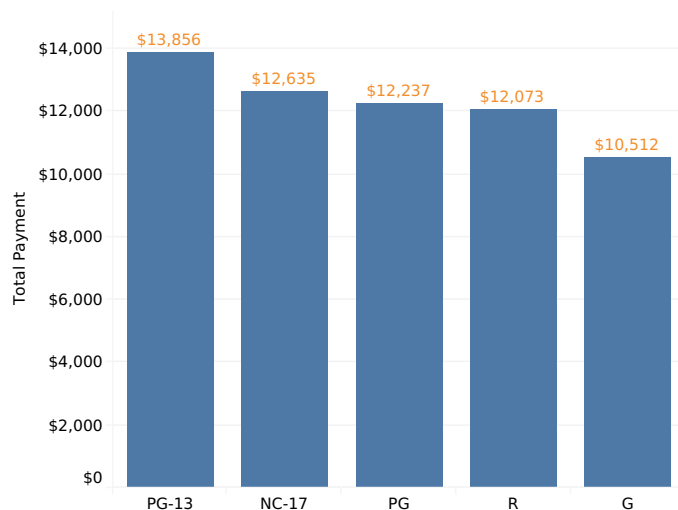
Ti t..	What you have to know	Questions to be answered	Current Performance	Where are our Customers base	Revenue by Country	Rev en..
-----------	--------------------------	-----------------------------	------------------------	---------------------------------	-----------------------	-------------

## Exploring the Current Performance

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



### The top earnings by rating categories of films rental



- There are 1000 listed films with 599 global stores.

- The films were released in the year 2006 and the modal rating of the film with highest revenue is "PG-13".

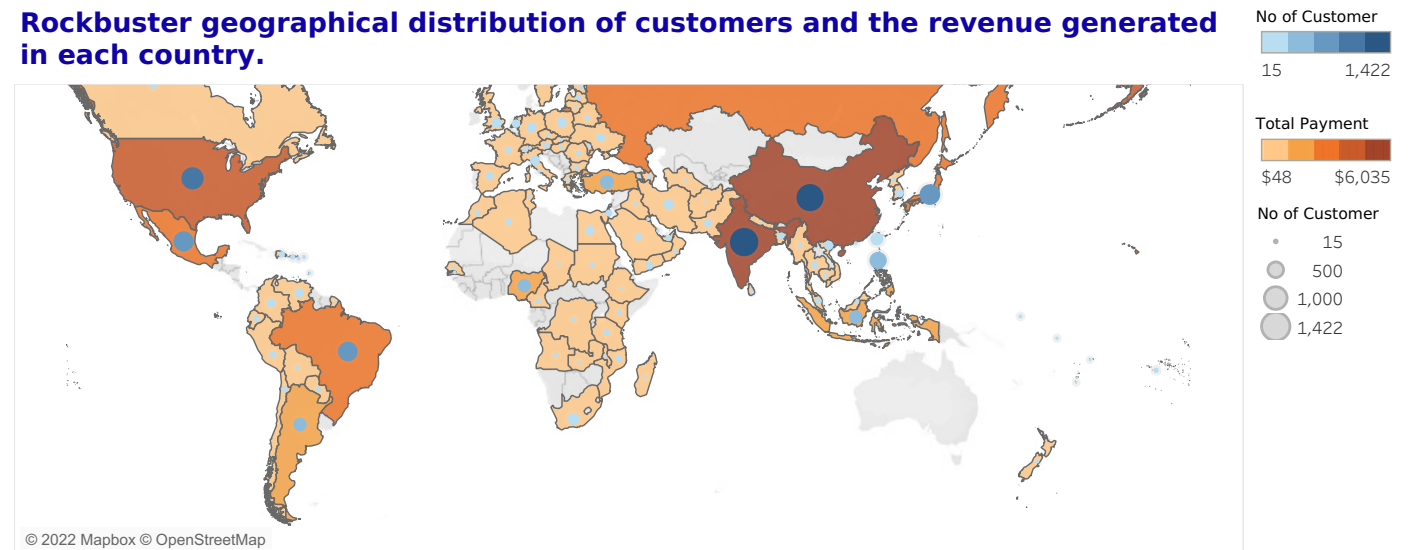
- The rental rate of the film is between \$0.99 and \$4.99, the average rental duration is 5days. Likewise, the average movie length is 115.27minutes.

- Essentially, all the film are released in English language.

# Rockbuster Stealth LLC Business Presentation

W h..	Questions to be answered	Current Performance	Where are our Customers base	Revenue by Country	Revenue by Title (Most)	Rev en..
-------	--------------------------	---------------------	------------------------------	--------------------	-------------------------	----------

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



## Top 10 countries with the most customers and payments

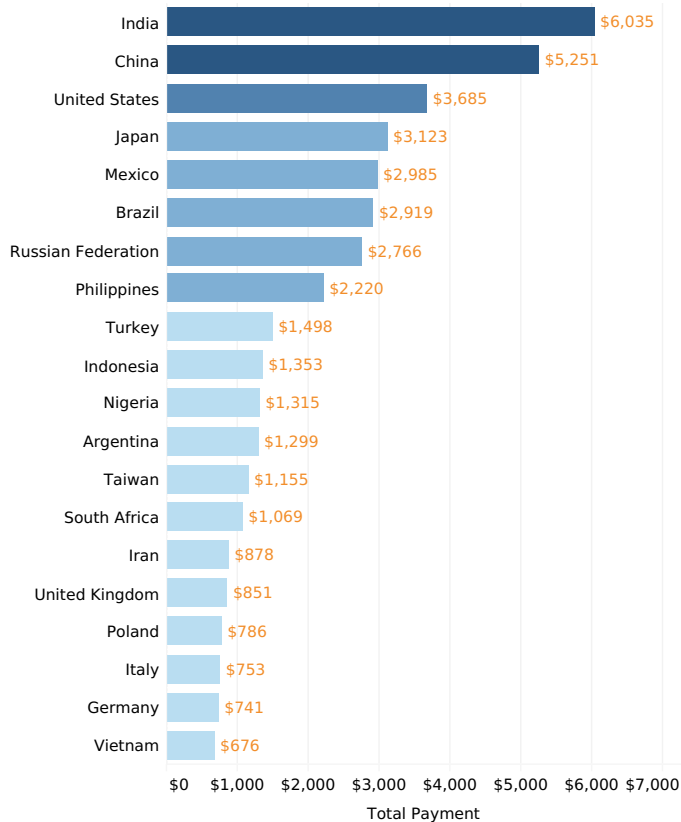
India No of customer: 81 Payment: \$6,033	United States No of customer: 80 Payment: \$3,694	Japan No of customer: 81 Payment: \$3,122	Mexico No of customer: 80 Payment: \$2,985
China No of customer: 79 Payment: \$5,247	Brazil No of customer: 80 Payment: \$2,919	Philippines No of customer: 79 Payment: \$2,220	Turkey No of
	Russian Federation No of customer: 80 Payment: \$2,766	Indonesia No of customer: 76	

- The customers of Rockbuster Stealth LLC are widely spread across the globe with their largest customer base located in India (1422), followed by China(1297) and the United States of America(869).
- These 3 countries also generate the highest revenue for the company.  
India = \$6035  
China = \$5251  
United States = \$3685.
- However, categorising based on regions, Europe and Africa have the least share of the film rental market.

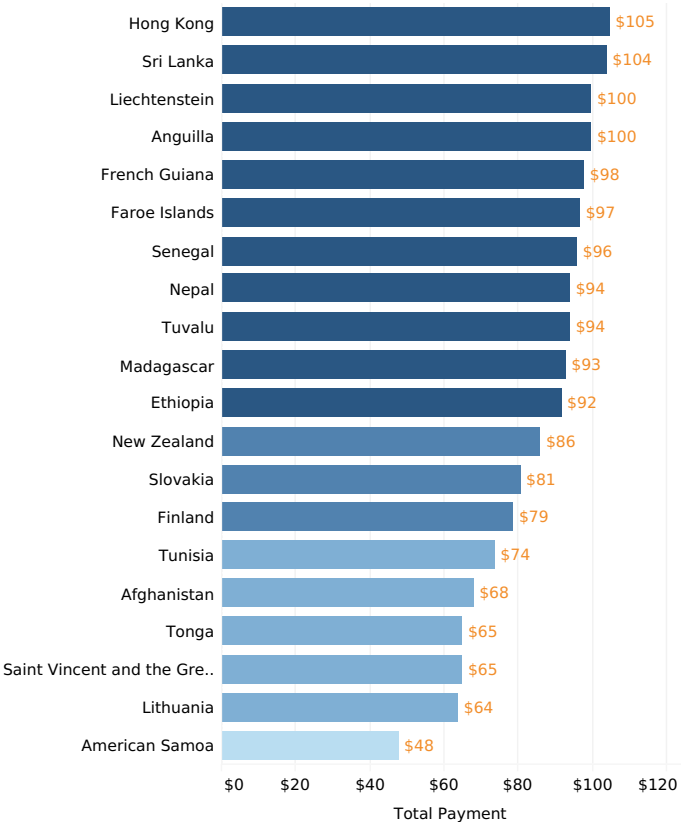
# Rockbuster Stealth LLC Business Presentation

Q u..	Current Performance	Where are our Customers base	Revenue by Country	Revenue by Title (Most)	Revenue by Title (Least)	Rev en..
-------	---------------------	------------------------------	--------------------	-------------------------	--------------------------	----------

Top 20 Countries according to the payment of Rockbuster customers.



Bottom 20 Countries according to the payment of Rockbuster customers.

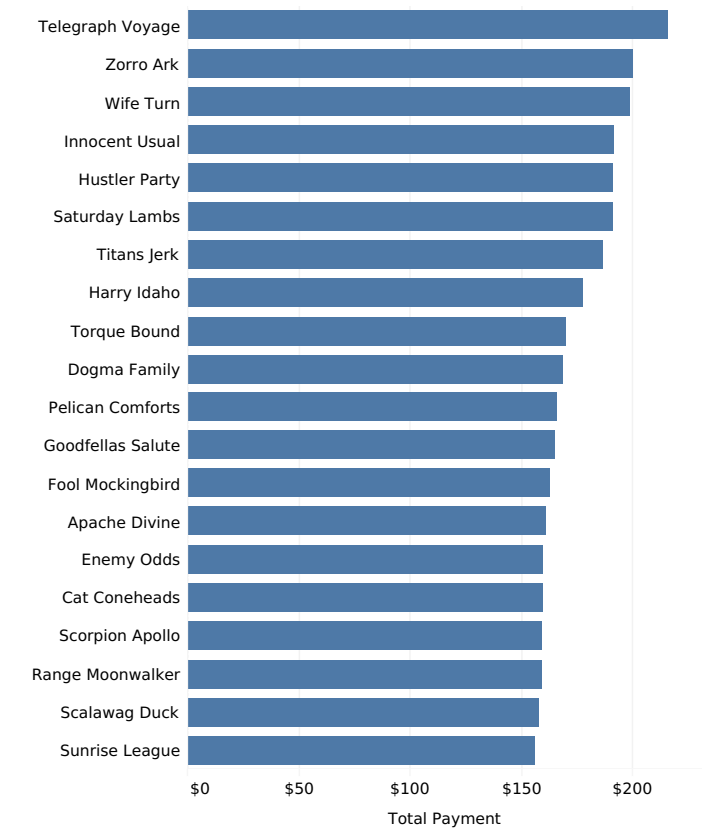


- Asian countries dominate the highest share of the revenue generated by Rockbuster Stealth LLC. They have 8 countries in the Top 20 countries with highest payments.
- Nigeria and South Africa are the only two countries from Africa in the top 20.
- The countries from the bottom 20 payments generated a revenue of \$105 or less.

# Rockbuster Stealth LLC Business Presentation

Cu r..	Where are our Customers base	Revenue by Country	Revenue by Title (Most)	Revenue by Title (Least)	Revenue by Genre	Top Cu..
--------	------------------------------	--------------------	-------------------------	--------------------------	------------------	----------

## Top 20 Films with highest revenue

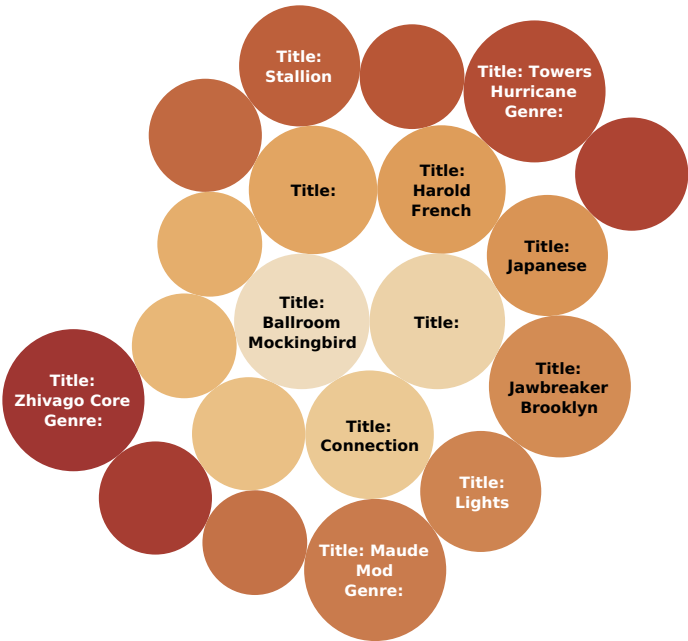
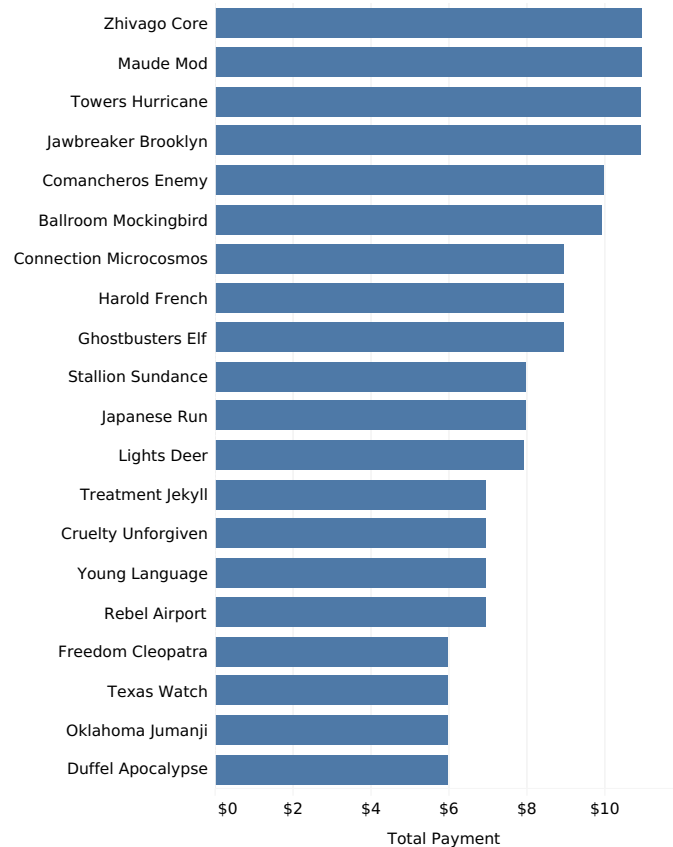


- The films that genrated the highest revenue are listed here, Telegraph Voyage generated the highest revenue (\$215.75), followed by Zorro Ark (\$199.72) and Wife Turn (\$198.73).
- Although, the films have varying genre and rating, interestinly, they all have the highest rental cost of \$4.99.
- Also, the first 3 films have the same rental duration of 3days.

# Rockbuster Stealth LLC Business Presentation

W h..	Revenue by Country	Revenue by Title (Most)	Revenue by Title (Least)	Revenue by Genre	Top Customers from Top cities/..	Top glo..
-------	--------------------	-------------------------	--------------------------	------------------	----------------------------------	-----------

## Bottom 20 Films with least revenue



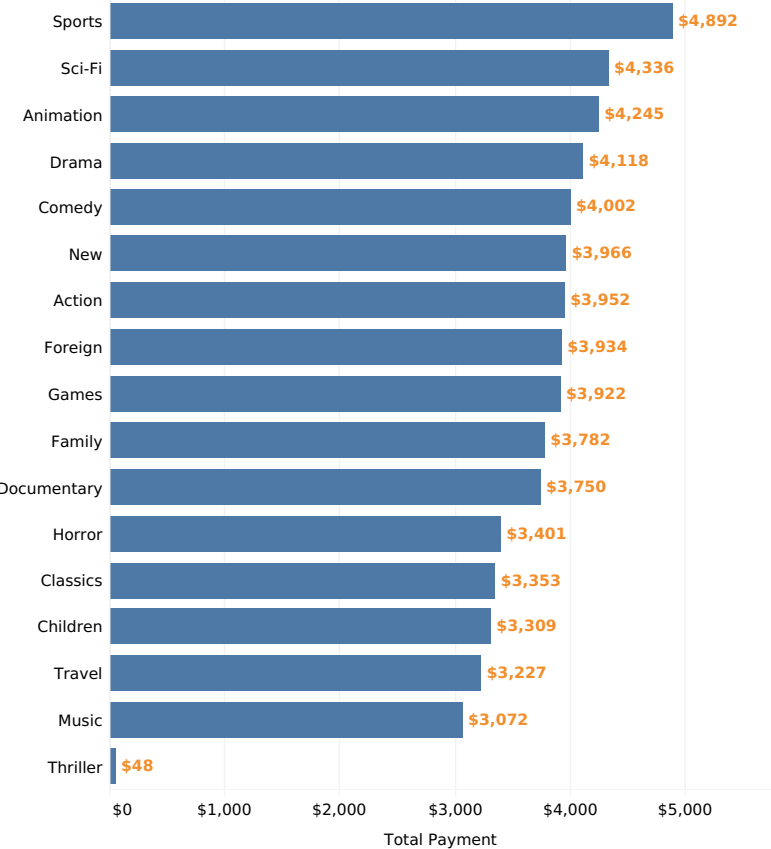
- The films that genrated the least revenue are listed here, Duffel Apocalypse(\$5.94), Oklahoma Jumanji(\$5.94), Texas Watch(\$5.94) and Freedom Cleopatra(\$5.95) all generated the lowest revenue respectfully.
- Although, the films have varying genre and rating, interestinly, they all have a the lowest rental cost of \$0.99...



# Rockbuster Stealth LLC Business Presentation

Re v..	Revenue by Title (Most)	Revenue by Title (Least)	Revenue by Genre	Top Customers from Top cities/..	Top global Customers	Rec om..
--------	-------------------------	--------------------------	------------------	----------------------------------	----------------------	----------

## The top earnings by categories of films rental



- The earning by genre of the films reveal that Sport related films generated the highest revenue of (\$4,892), followed by Sci-Fi (\$4,336), Animation (\$4,245). While film categories of Thriller (\$48), Music (\$3,072) and Travel (\$3,227) generated the least revenue.

-Essentially, Travel, Foreign and Drama are the top genres that have the longest rental duration of 7days. while, Sports, New and Animation genres have the shortest rental duration of 3days.



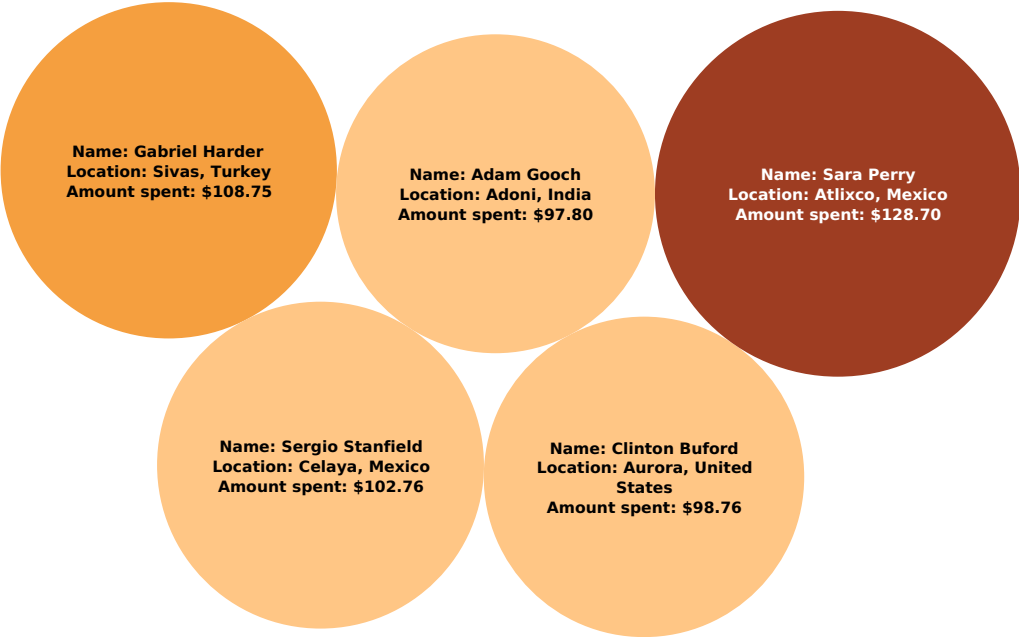
## Rental duration of the films



# Rockbuster Stealth LLC Business Presentation

Revenue by Title	Revenue by Title (Least)	Revenue by Genre	Top Customers from Top cities/..	Top global Customers	Recommendation
------------------	--------------------------	------------------	----------------------------------	----------------------	----------------

## Top 5 Customers of the Top 10 Cities of the Top 10 Countries



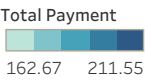
The top 5 customers within the top cities from the top 10 countries haven been identified for promotional and or loyalty rewarding purposes. Essentially, Sara Perry from Atlixco, Mexico is the most loyal customer. The following customers makes the remaining member of the group;

- Gabriel Harder, Silvas; Turkey
- Segio stanfield, Celaya, Mexico
- Clinton Budford, Aurora, United States
- Adam Gooch, Adoni, India.

# Rockbuster Stealth LLC Business Presentation

Revenue by Title	Revenue by Title (Least)	Revenue by Genre	Top Customers from Top cities/..	Top global Customers	Recommendation
------------------	--------------------------	------------------	----------------------------------	----------------------	----------------

## Top 10 global customers with highest payment (regardless of location)



Name: Karl Seal City: Cape Coral Country: United States Amount paid: \$208.58	Name: Ana Bradley City: Memphis Country: United States Amount paid: \$167.67	Name: Marion Snyder City: Santa Brbara dOeste Country: Brazil Amount paid: \$194.61	Name: Tommy Collazo City: Qomsheh Country: Iran Amount paid: \$183.63	Name: Curtis Irby City: Richmond Hill Country: Canada Amount paid: \$167.62
		Name: Rhonda Kennedy City: Apeldoorn Country: Netherlands Amount paid: \$191.62		
Name: Eleanor Hunt City: Saint-Denis Country: Runion Amount paid: \$211.55		Name: Clara Shaw City: Molodetno Country: Belarus Amount paid: \$189.60	Name: Marcia Dean City: Tanza Country: Philippines Amount paid: \$166.61	
			Name: Mike Way City: Valparai Country: India Amount paid: \$162.67	

- In the same vein, 10 global customers with highest individual purchases have been identified. With this customer from all the countries would be considered.
- Essentially, the customers have purchases which ranges from \$208.58 (Karl Seal from Cape Coral, United States) to \$162.67 (Mike Way from Valparai, India).
- Furthermore, these customers can be targeted for loyalty program or as a sales ambassador for promoting the image of the company in their respective countries.

## Rockbuster Stealth LLC Business Presentation

Revenue by Title	Revenue by Title (Least)	Revenue by Genre	Top Customers from Top cities/..	Top global Customers	Recommendation
------------------	--------------------------	------------------	----------------------------------	----------------------	----------------

### 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.

Efforts should be geared towards adding more movies from these genre 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 reduced charges for long-term subscription as compared to competitors

