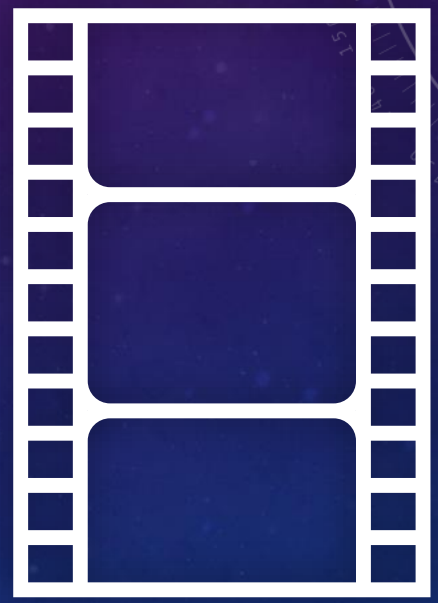
ROCKBUSTER STEALTH

DATA ANALYSIS

BY ALEXANDRA LINDSAY

PROJECT OVERVIEW

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 rental service in order to stay competitive.



KEY QUESTIONS

1. **What** was the average rental duration for all videos?
2. **Which** movies contribute the most/least to revenue gain?
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 OVERVIEW FROM MAY TO AUG 2005

$2.98
Average rental rate

5 days
Average rental duration

115.27 mins
Average movie length

$19.98
Average movie replacement cost

599
Customer count

1000
Movie count

1: English
Language count

1. WHICH MOVIES CONTRIBUTE THE MOST/LEAST TO REVENUE GAIN?

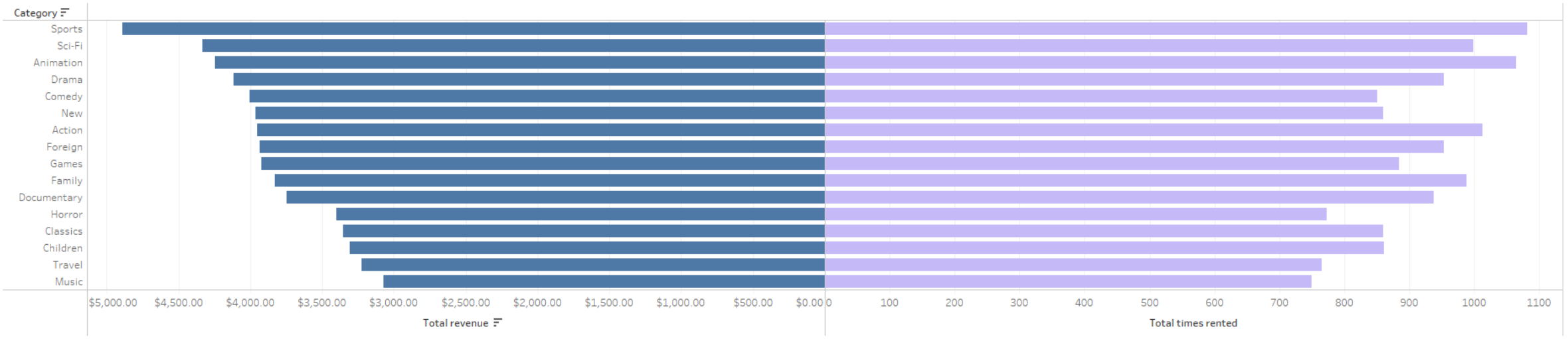
TOP 5 MOVIES

	1	2	3	4	5
	TELEGRAPH VOYAGE	ZORRO ARK	WIFE TURN	INNOCENT USUAL	HUSTLER PARTY
Revenue	$215.75	$199.72	$198.73	$191.74	$190.78
Genre	Music	Comedy	Documentary	Foreign	Comedy
Times rented	25	28	27	26	22

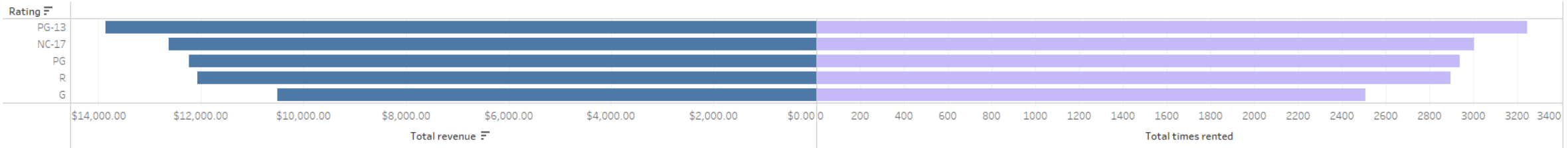
BOTTOM 5 MOVIES

	1	2	3	4	5
	TEXAS WATCH	DUFFLE APOCALYPSE	OKLAHOMA JUMANJI	FREEDOM CLEOPATRA	YOUNG LANGUAGE
Revenue	$5.94	$5.94	$5.94	$5.95	$6.93
Genre	Horror	Documentary	New	Comedy	Documentary
Times rented	6	6	6	5	7

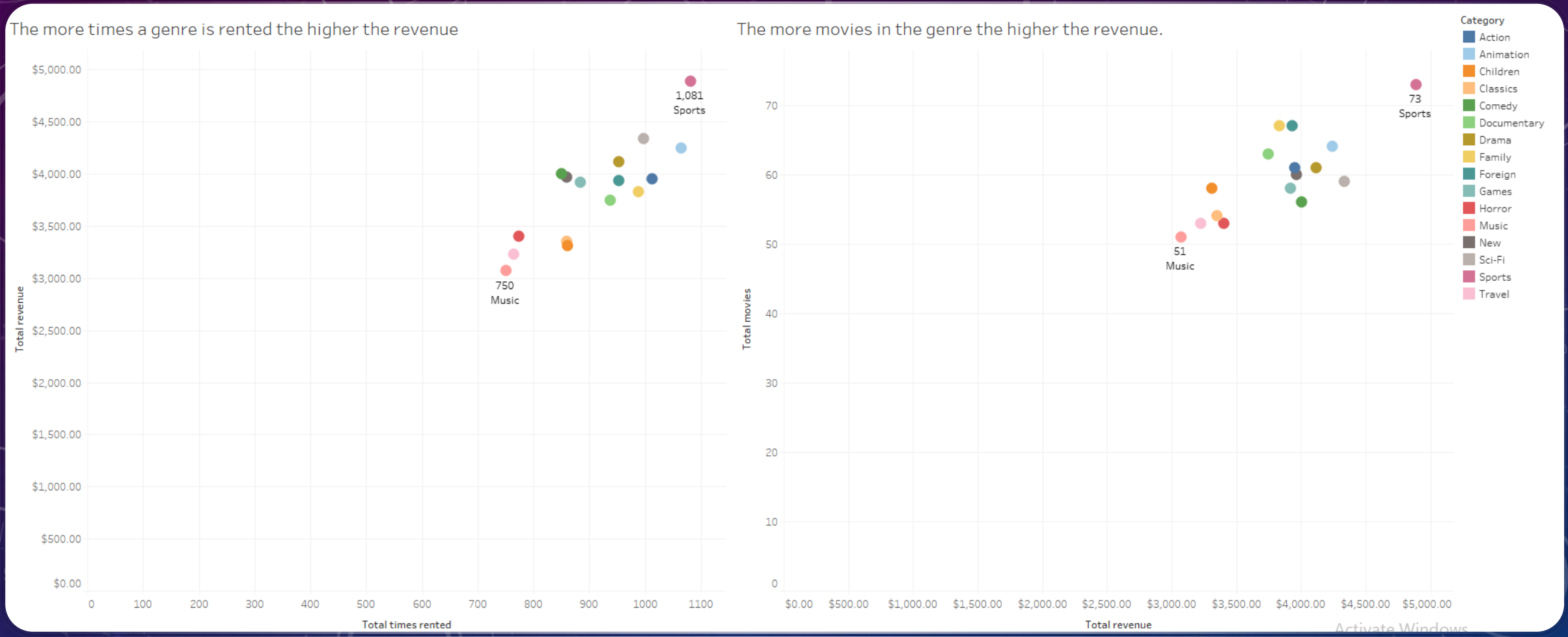
Sports genre brings in more revenue and total rental times



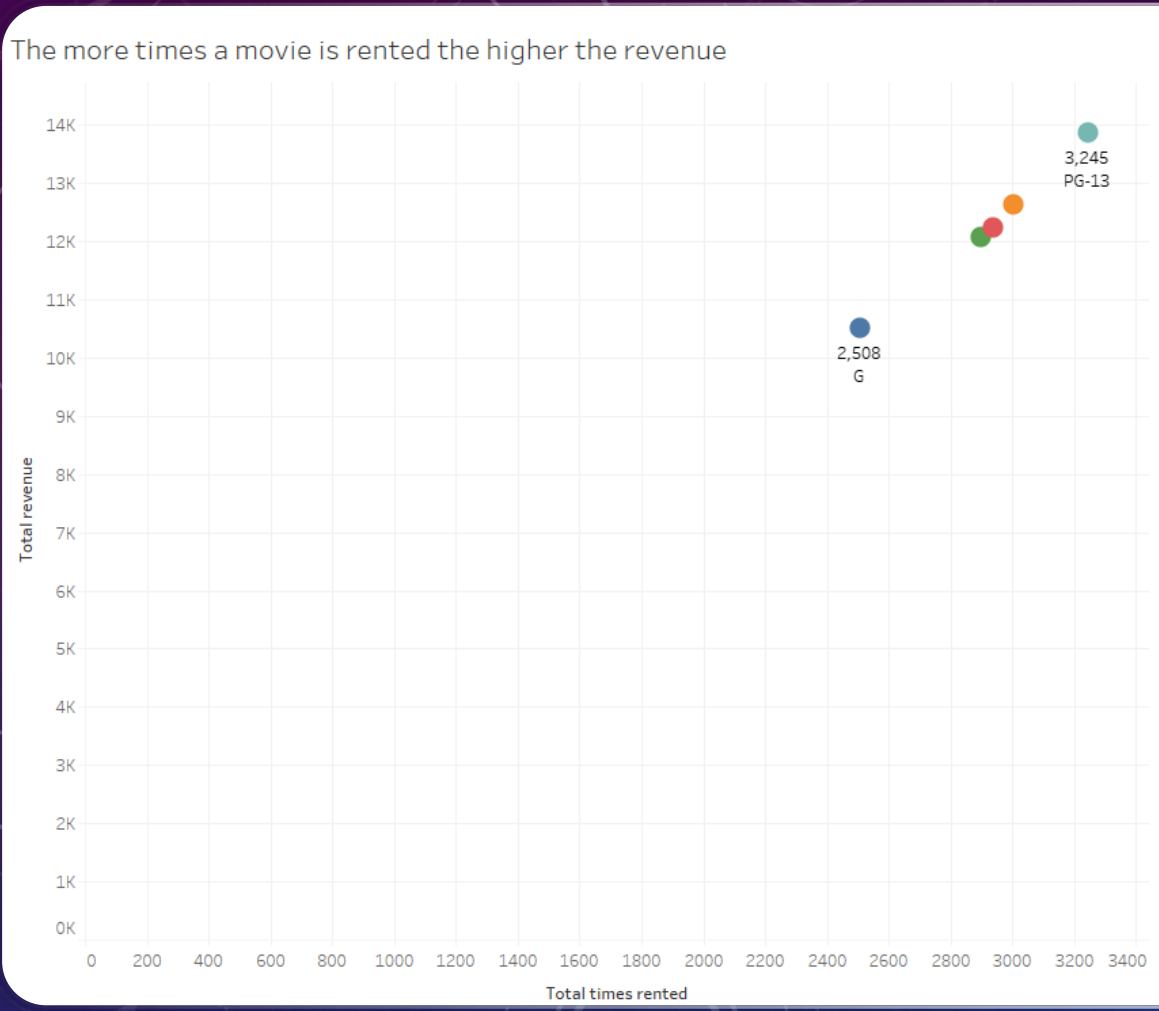
PG-13 rating brings in more revenue and total rental times.

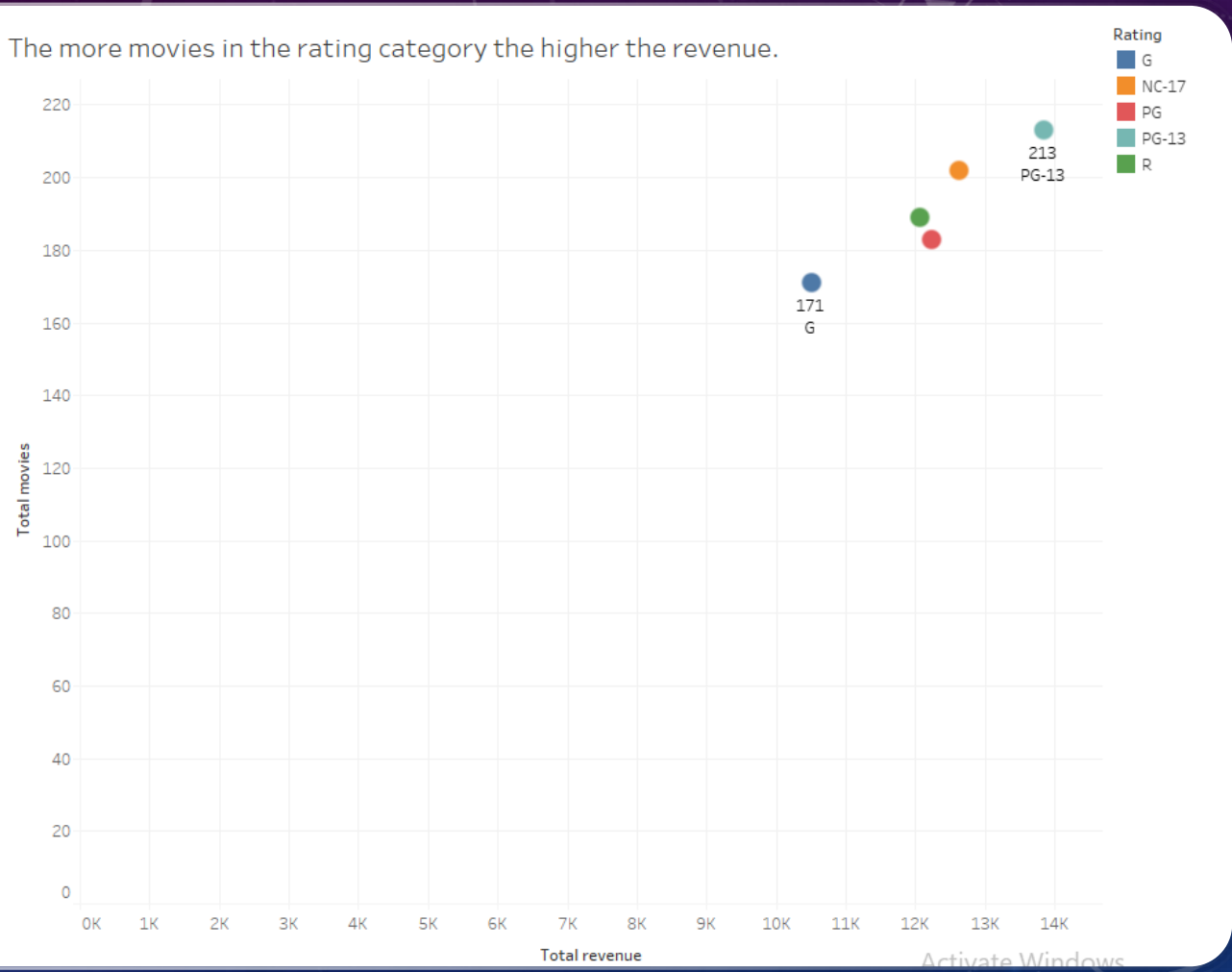


GENRE AND RATING REVENUE AND POPULARITY

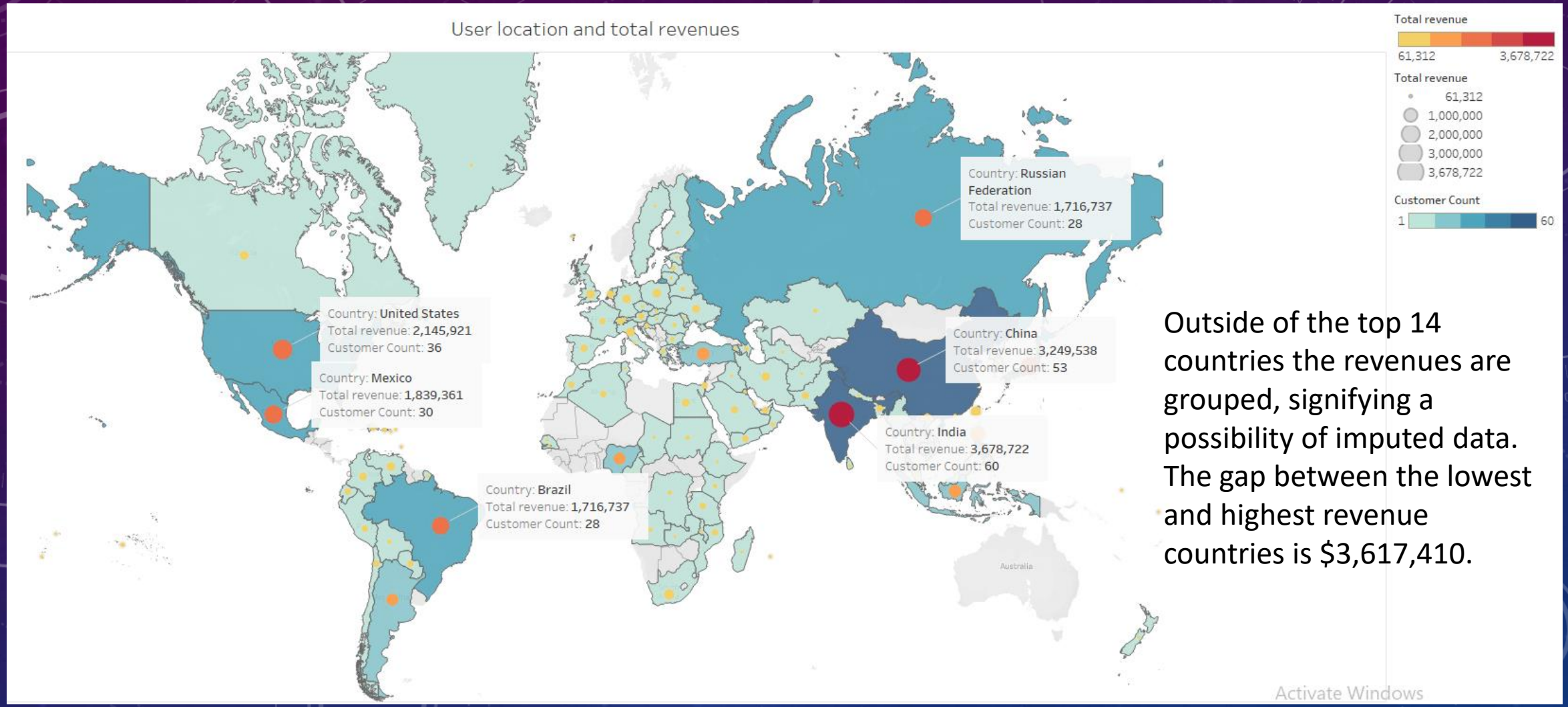


GENRE CORRELATIONS



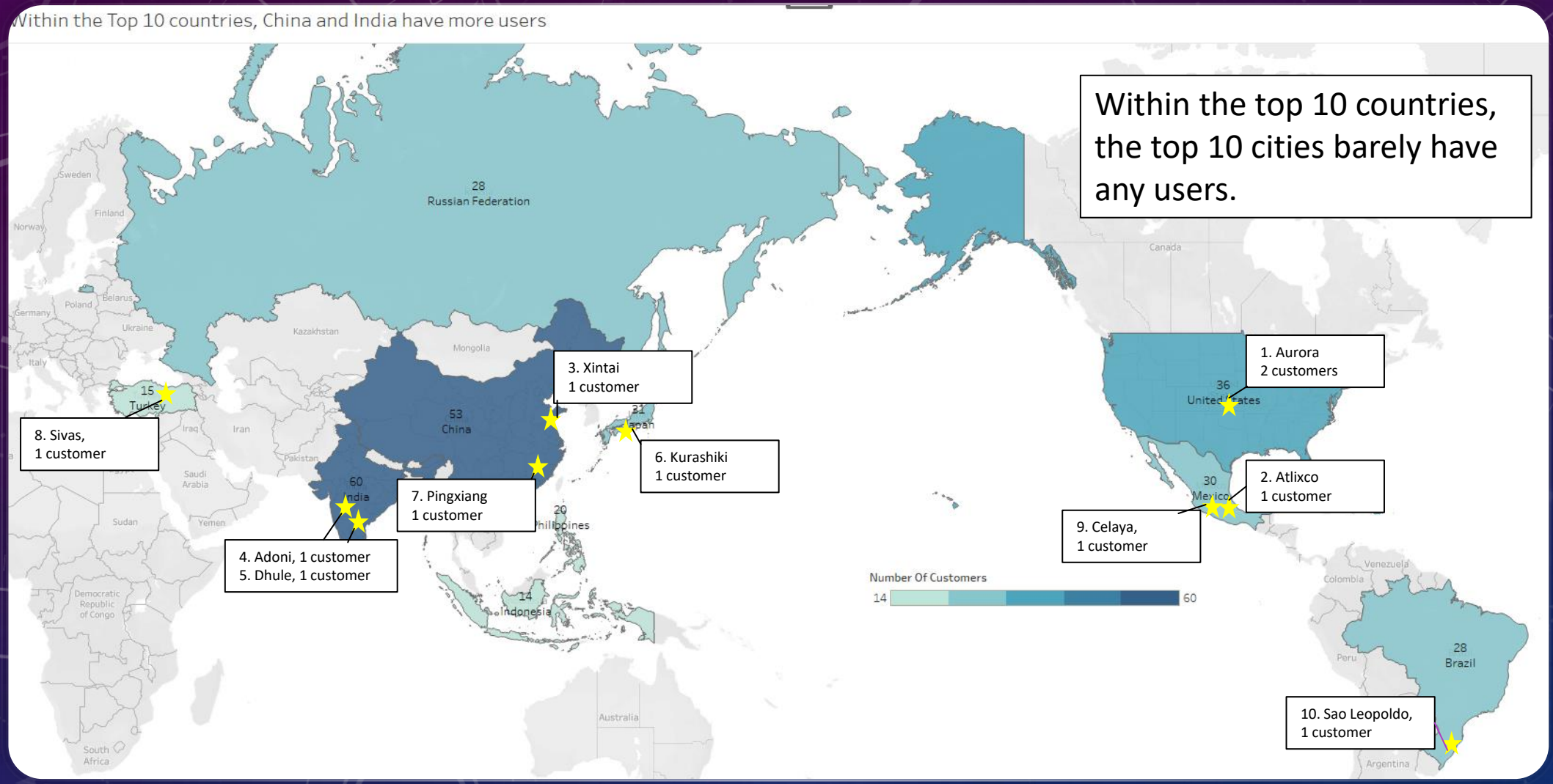


RATINGS CORRELATIONS



Outside of the top 14 countries the revenues are grouped, signifying a possibility of imputed data. The gap between the lowest and highest revenue countries is $3,617,410.

3.WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?
5. DO SALES FIGURES VARY BETWEEN GEOGRAPHIC REGIONS?



TOP 10 COUNTRIES AND CITIES

4. WHERE ARE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?

TOP 5 CUSTOMERS WITHIN THE TOP 10 COUNTRIES

customer_id	first_name	last_name	country	city	Total customer payment
84	Sara	Perry	Mexico	Atlixco	128.7
518	Gabriel	Harder	Turkey	Sivas	108.75
537	Clinton	Buford	United States	Aurora	98.76
587	Sergio	Stanfield	Mexico	Celaya	102.76
34	Rebecca	Scott	Japan	Kurashiki	89.76

TOP 5 CUSTOMERS OVERALL

customer_id	first_name	last_name	city	Total payment	country
148	Eleanor	Hunt	Saint-Denis	211.55	Reunion
526	Karl	Seal	Cape Coral	208.58	United States
178	Marion	Snyder	Santa Brbara dOeste	194.61	Brazil
137	Rhonda	Kennedy	Apeldoorn	191.62	Netherlands
144	Clara	Shaw	Molodetno	189.6	Belarus
459	Tommy	Collazo	Qomsheh	183.63	Iran

Top 5 customer doesn't necessarily mean they will be in the top 10 countries. Only 2 are in the top 10 countries.

RECOMMENDATIONS

1. Focus on acquiring movies in the top genres and rated movie
2. Focus on the top 10 countries. They may have a low customer count, but they bring in most of the revenue. Investigate why and try to expand customer base.
3. Develop a customer loyalty program to gain a loyal customer base.

NEXT STEPS

- By starting a loyalty program, you will gain customer profile data. Therefore, you can develop targeted marketing strategies toward certain customer types and preferences.
- Also acquire more data about mid and lower revenue markets to see why they are underdeveloped and see if it is worth investing in.

QUESTIONS?

THANK YOU

Tableau link