



# Key Results From Data Analysis Rockbuster Stealth LLC

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# Objectives & Key Questions

Rockbuster Stealth LLC wants to transition from a store-based movie rental company to a streaming service company. The goal is to use the existing movie licenses to launch an online video rental service such as Netflix and Amazon Prime to stay competitive in the field.

For the launch strategy of the new online video service, the BI team at Rockbuster Stealths was presented with the main questions:

- Q1. What was the average rental duration for all videos?**
- Q2. Which movies contributed the most/least to revenue gain?**
- Q3. Which countries are Rockbuster customers based in?**
- Q4. Do sales figures vary between geographic regions?**
- Q5. Where are customers with a high lifetime value based?**

The answers to these questions and additional descriptive statistics from our database will be provided in the following slides.

# Rockbusters Stealth LCC in Numbers

**1000**

unique film titles

**21**

film categories

all movies in the  
inventory were  
released in

**2006**

**rental duration**

min = 3 day

max = 7 days

avg. = 5 day

**rental rate**

min = 0,99 \$

max = 4,99 \$

avg. = 2,98 \$

Q1.



# Genre Performance Based On Rental Count

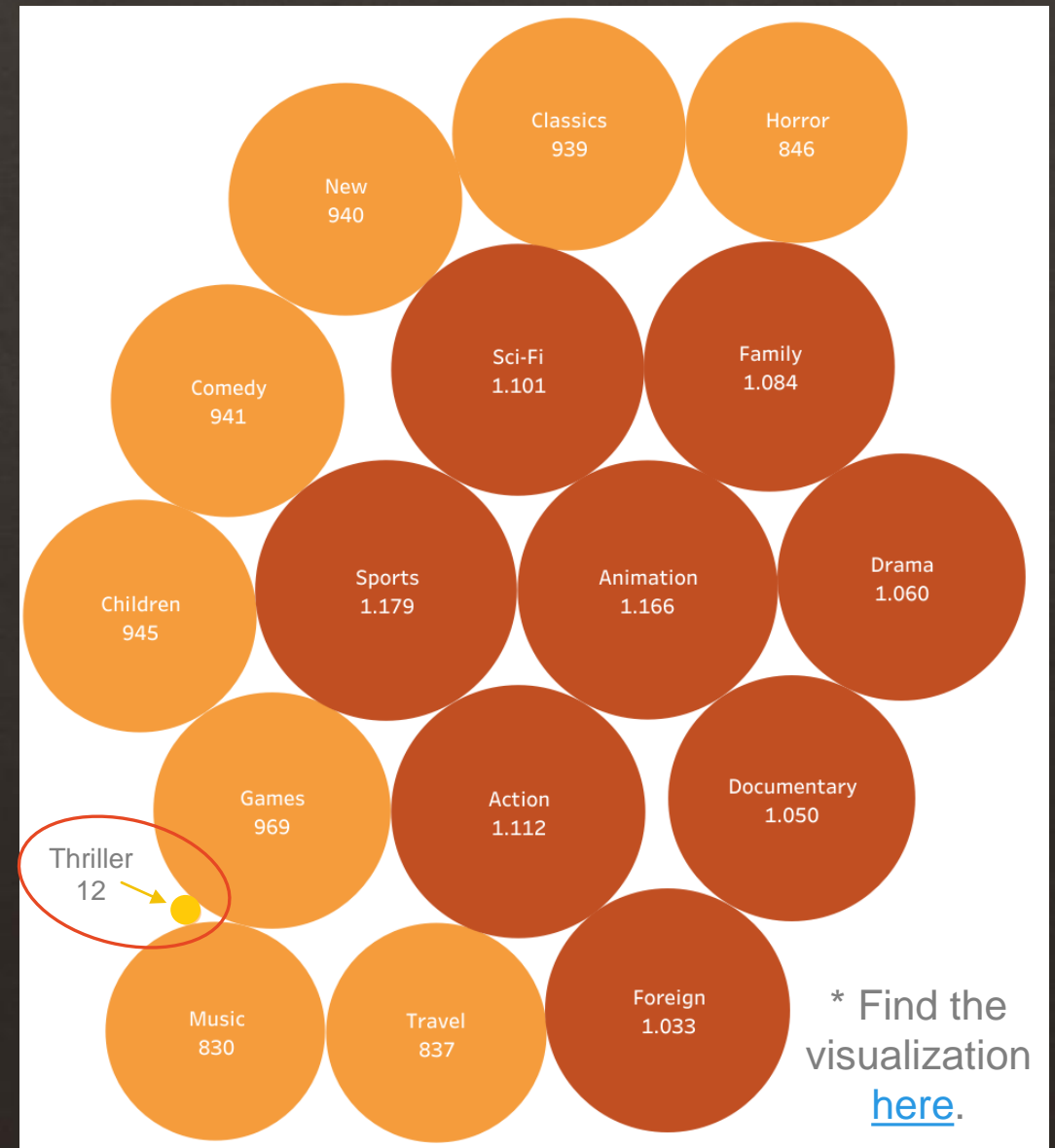
→ Rockbusters genre performance can be categorized into 3 groups:

1. Genres with rentals over 1.000 times (orange)
2. Genres with rental below 1.000 times (light orange)
3. Genres with rental below 50 times (yellow)

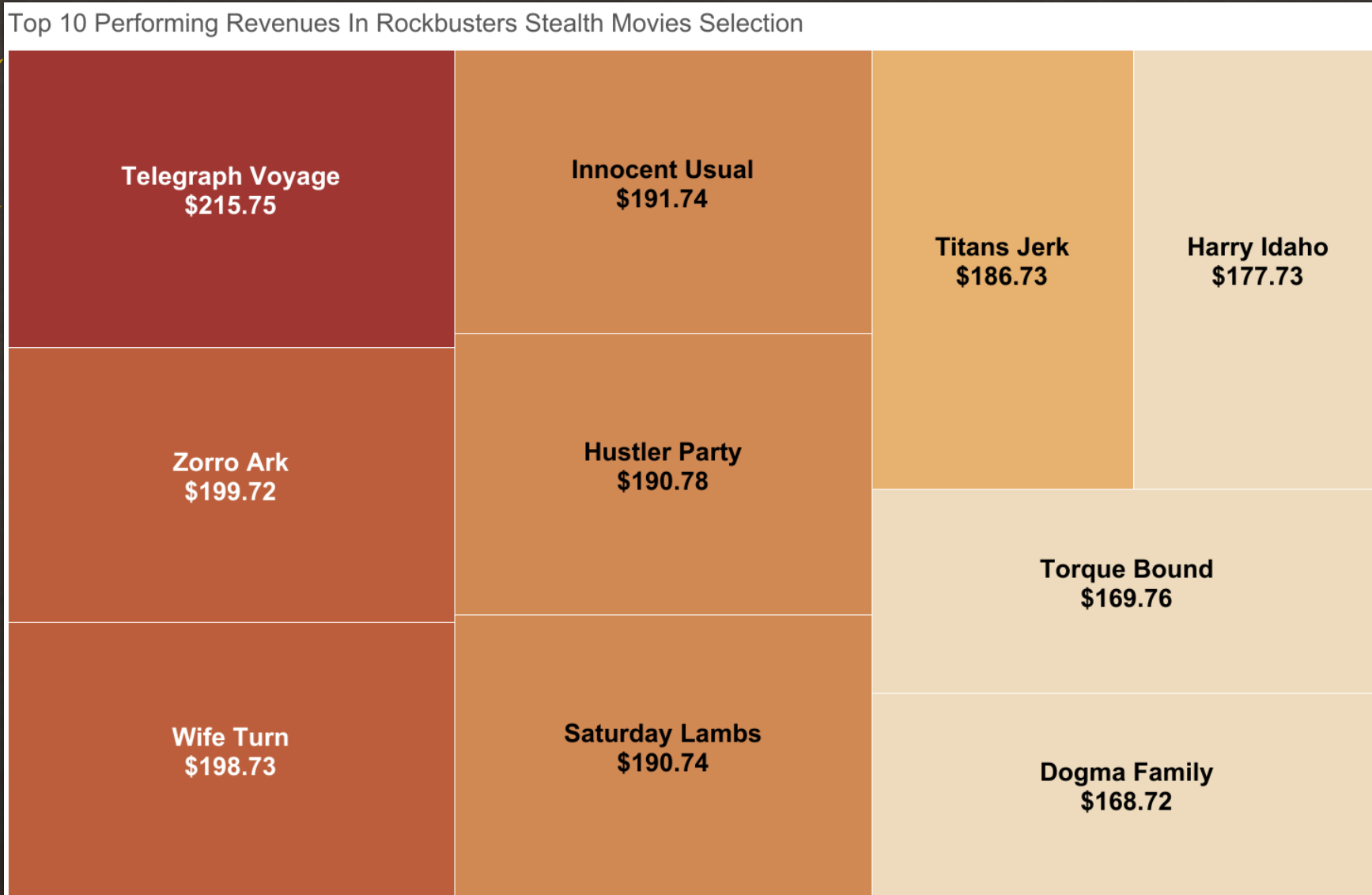
→ **Sports** is the **best-performing** genre, with movies rented **1.179 times**.

→ **Thriller** is the **worst-performing** genre, with movies rented only **12 times**.

→ The **average rental count is 944 times**. The genres within this range are **Classics**, **New**, **Comedy**, and **Children**.



# Movies Ranking Based On Revenue – Top 10



\* The complete list of movies and their revenues can be found [here](#).

# Movies Ranking Based On Revenue – Bottom 10

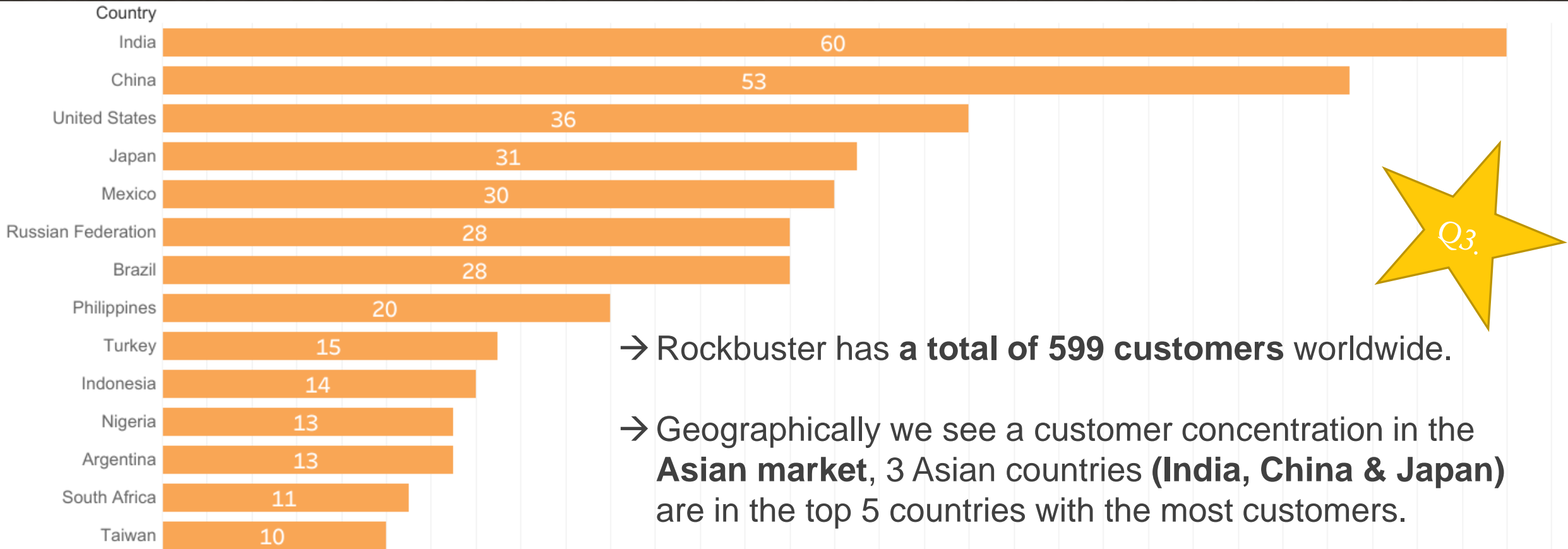


Bottom 10 Performing Revenues In Rockbusters Stealth Movies Selection

|                                     |                                      |                                       |                                      |
|-------------------------------------|--------------------------------------|---------------------------------------|--------------------------------------|
| <b>Crow Grease</b><br>\$14.89       | <b>Smoochy Control</b><br>\$14.88    | <b>Dumbo Lust</b><br>\$13.94          | <b>Watership Frontier</b><br>\$13.94 |
| <b>Bedazzled Married</b><br>\$14.88 | <b>Greedy Roots</b><br>\$14.87       | <b>Kane Exorcist</b><br>\$13.88       |                                      |
| <b>Sassy Packer</b><br>\$14.88      | <b>Spirit Flintstones</b><br>\$14.86 | <b>Hollywood Anonymous</b><br>\$13.87 |                                      |

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# Rockbuster's Customer Base



→ Rockbuster has a **total of 599 customers** worldwide.

→ Geographically we see a customer concentration in the **Asian market**, 3 Asian countries (**India, China & Japan**) are in the top 5 countries with the most customers.

\* Countries with less the 10 customers have been left out of this chart. All the countries with customers can be found [here](#).

# Rockbuster's Customer Base

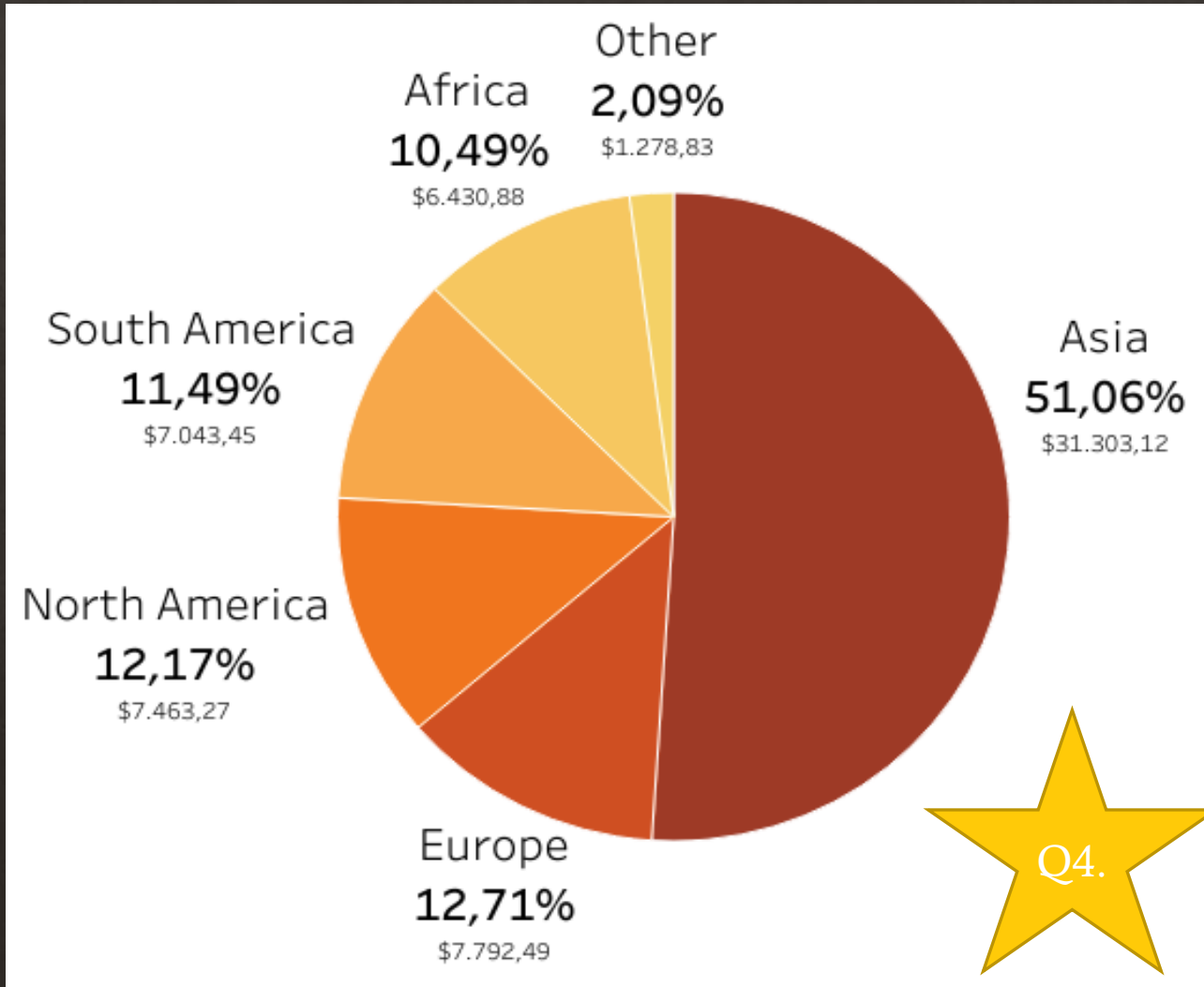
- There seems to be a correlation between the total amount of customers and total revenue. Countries with the biggest customer base, have the highest total revenue.
- **The biggest revenue is recorded in India, China, and the United States.**



\* Find the map [here](#).



# Sales Figures Per Region



→ **Asian countries** contribute to half of the global sales, namely **51 %**.

→ **Europe, North America, South America, and Africa** share a similar percentage of sales, **between 10% and 12%**.

→ Other continents like **Ozaena and the Caribbean** contribute only to **2%** of the global sales.

→ **Global sales add to \$ 61.312,04**

# Top 10 Customer & Their Location

Q5.

| Customer ID | Gender | Country        | Continent     | Total Amount Paid |
|-------------|--------|----------------|---------------|-------------------|
| 148         | Female | Reunion        | Africa        | \$ 211,55         |
| 526         | Male   | United States  | North America | \$ 208,58         |
| 137         | Female | Netherlands    | Europe        | \$ 191,62         |
| 144         | Female | Belarus        | Europe        | \$ 189,60         |
| 459         | Male   | Iran           | Asia          | \$ 183,63         |
| 181         | Female | United States  | North America | \$ 167,67         |
| 410         | Male   | Canada         | North America | \$ 167,62         |
| 236         | Female | Philippines    | Asia          | \$ 166,61         |
| 512         | Male   | United Kingdom | Europe        | \$ 115,74         |
| 252         | Female | United Kingdom | Europe        | \$ 58,80          |

→ **Europe** has the most customers in the top 10 (4), followed by **North America** with 3 customers, then **Asia** with 2 customers, and finally **Africa** with 1 customer.



# Recommendation & Next Steps

## **1. Rockbusters Stealths inventory has movies only from 2006.**

To keep up with other streaming services like Netflix and Amazon Prime, I recommend further analysis of which movies are consumers watching on other platforms. Diversification in terms of release year might be needed.

## **2. The thriller genre is the lowest-performing genre with one of 12 rental counts.**

Focus on understanding what is causing this can help improve performance in other genres.

## **3. Conduct a correlation analysis for movies with most/least revenue.**

What is causing these movies to perform better than others?

Can it be related to the countries where the rentals are happening?

Is it related to the movie genre?

## **4. Countries with bigger customer bases record the highest total revenue.**

Identify countries where the customer base has the potential to grow and adjust the marketing budget to target those countries.

## **5. Asia has the biggest customer base but Europe has the largest high-lifetime value customer share.**

Dive deep into what is thriving these customers to be able to replicate this with incentives for customers in all regions.





# Questions?

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