



ROCKBUSTER STEALTH LLC

MARKET ANALYSIS FOR ONLINE LAUNCHING

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INTRODUCTION

Rockbuster Stealth LLC is movie rental company that used to have stores around the world

Facing stiff competition from streaming services the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service to stay competitive.



OBJECTIVE

Determine the most profitable movies and regions that should be prioritized when switching to the online platform.

KEY BUSINESS QUESTIONS

- Which movies contributed to the most revenue?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- What are the most popular movie genres?
- Do sales figures vary between geographic regions?

DATA OVERVIEW

MOVIES

1000 MOVIES
17 GENRES
5 MPAA RATINGS
All released in 2006
In English language

CUSTOMERS

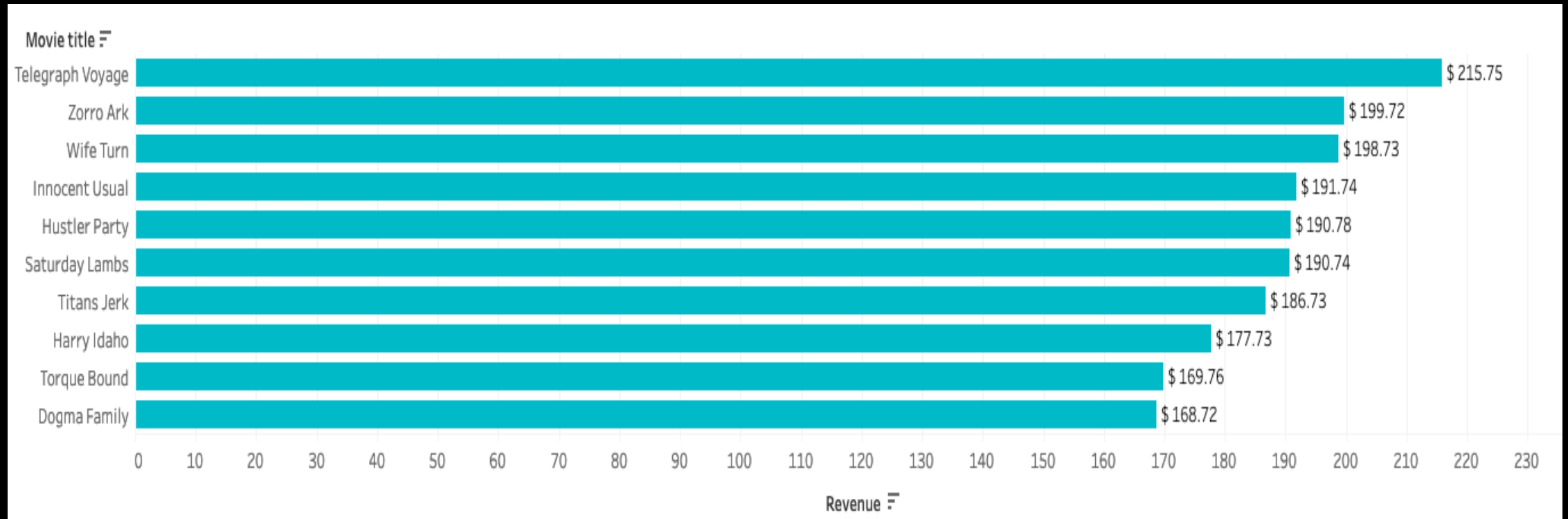
584 ACTIVE
CUSTOMERS
IN
109 COUNTRIES
IN
599 CITIES

RENTALS

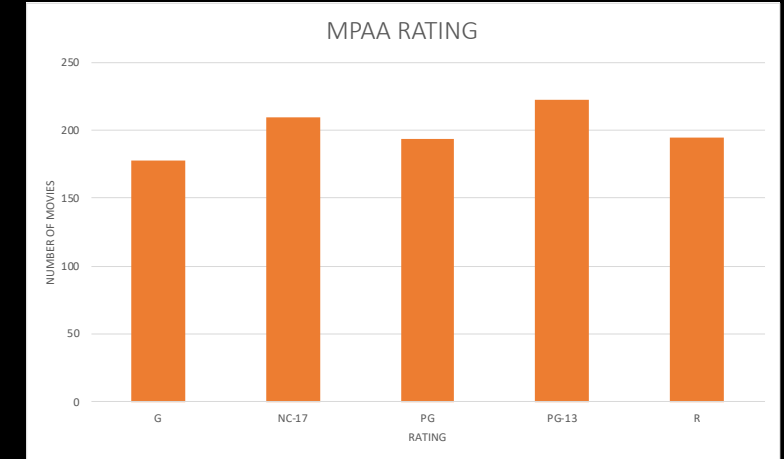
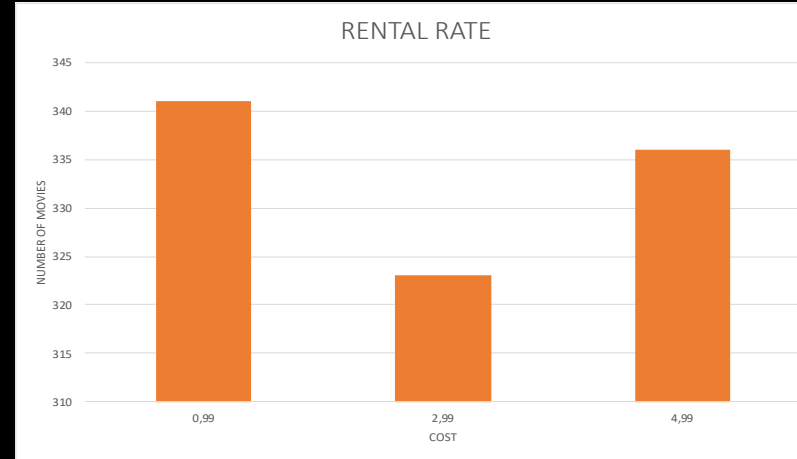
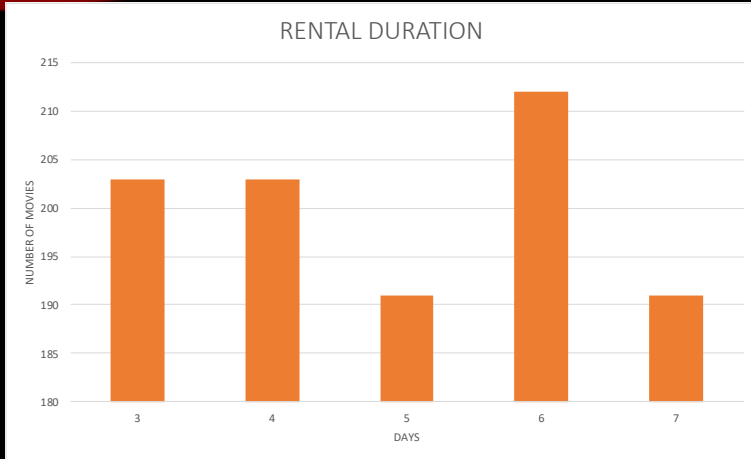
\$61312.04
REVENUE
FROM
16044 TOTAL RENTAL

MOST REVENUE CONTRIBUTED MOVIES

Revenue by top 10 movies



STATISTICS FOR ALL MOVIES



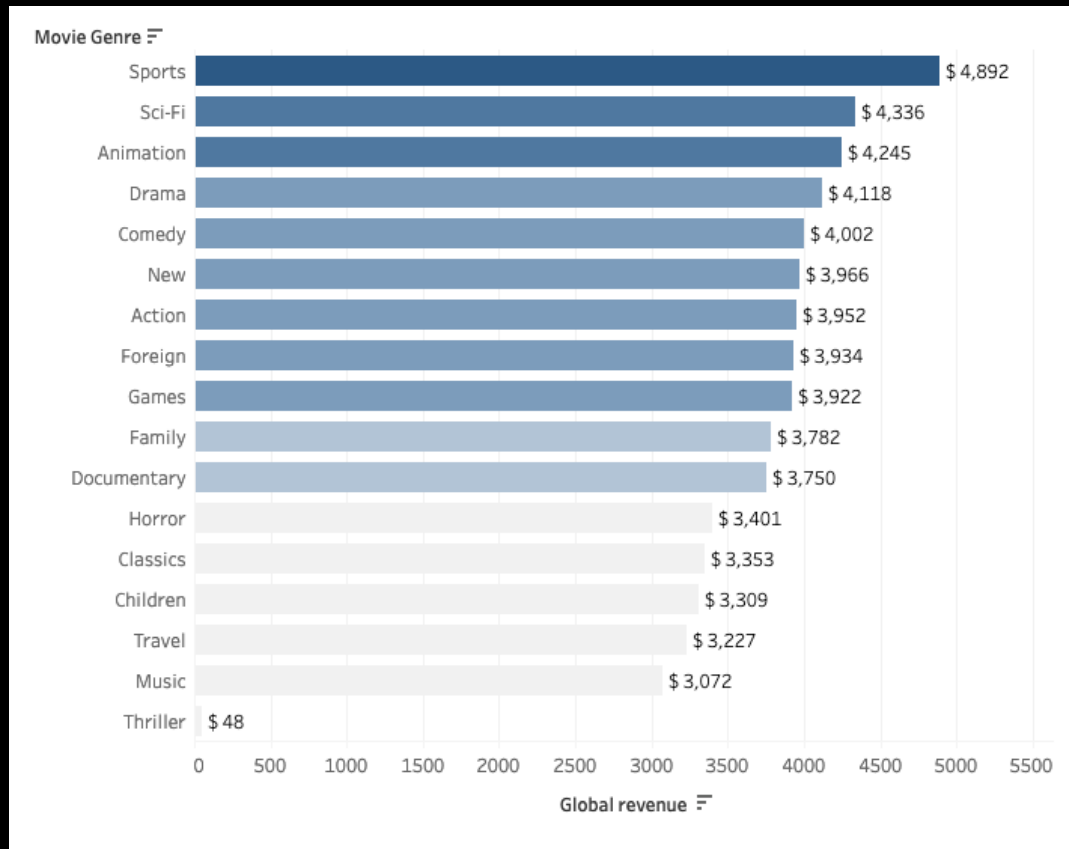
MIN 7 DAYS
MAX 6 DAYS
AVERAGE 5 DAYS

MIN \$2.99
MAX \$0.99
AVERAGE \$4.99

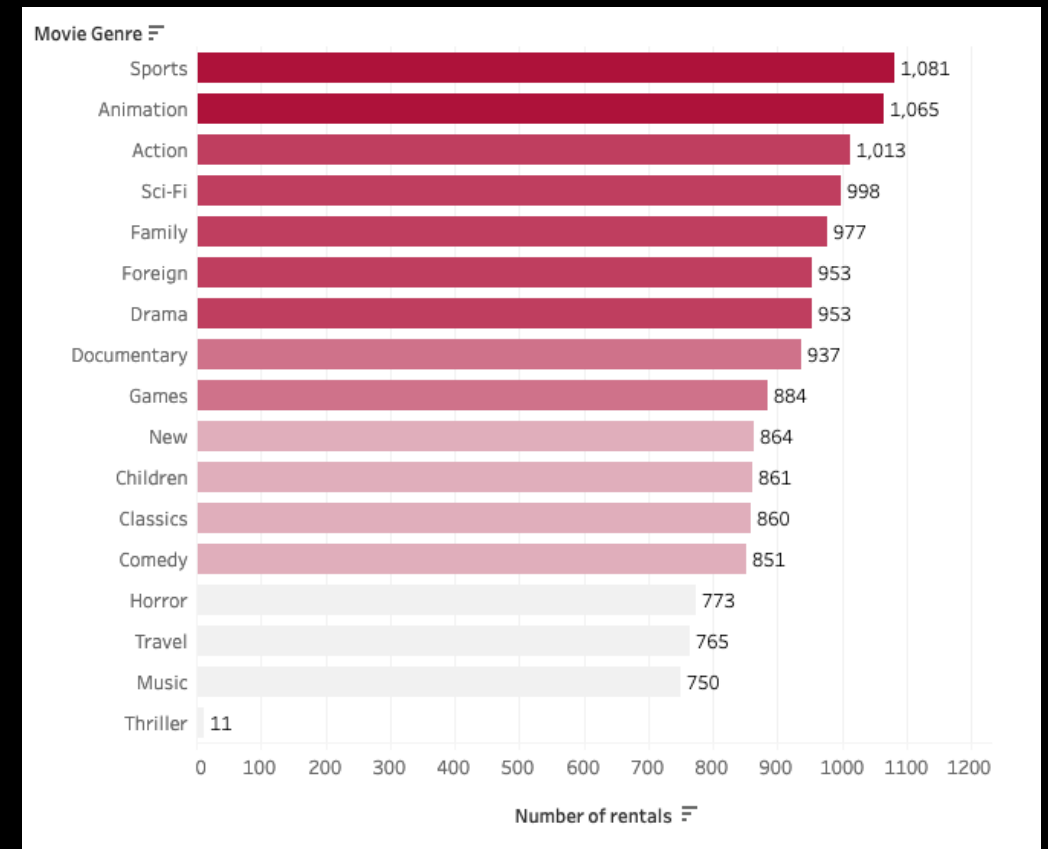
MOST COMMON
PG-13

MOVIES POPULARITY BY GENRE

Genre popularity by revenue
Top3 are Sports, Sci-Fi & Animation

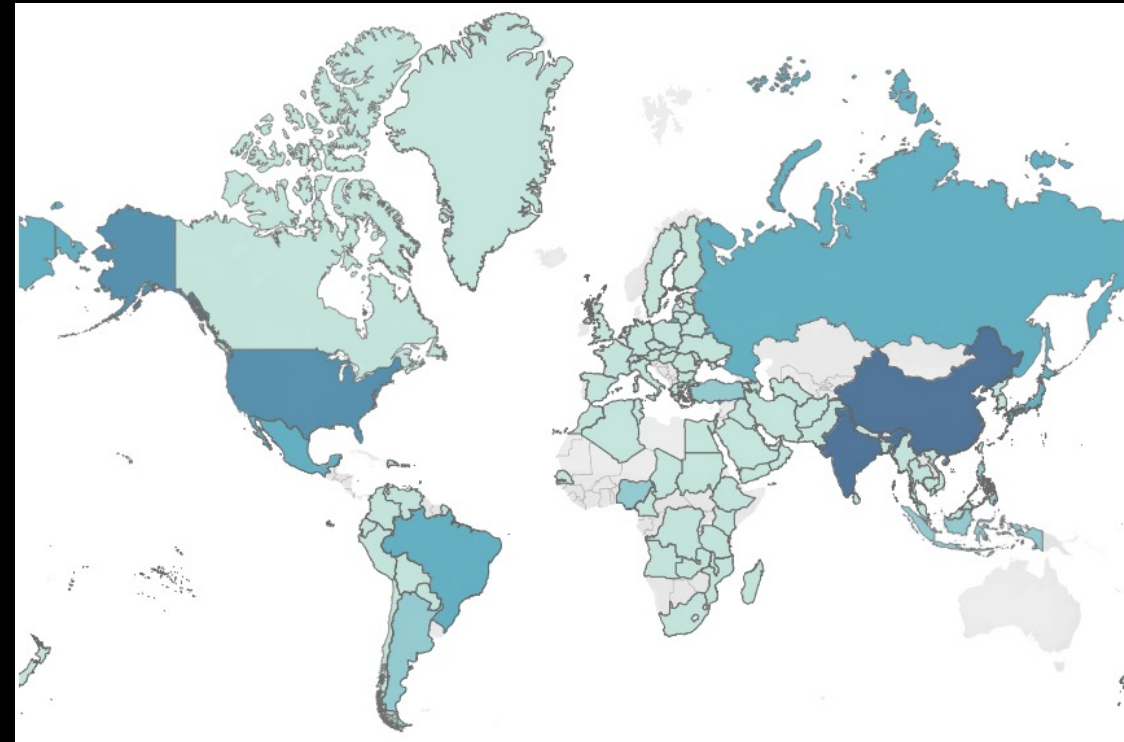
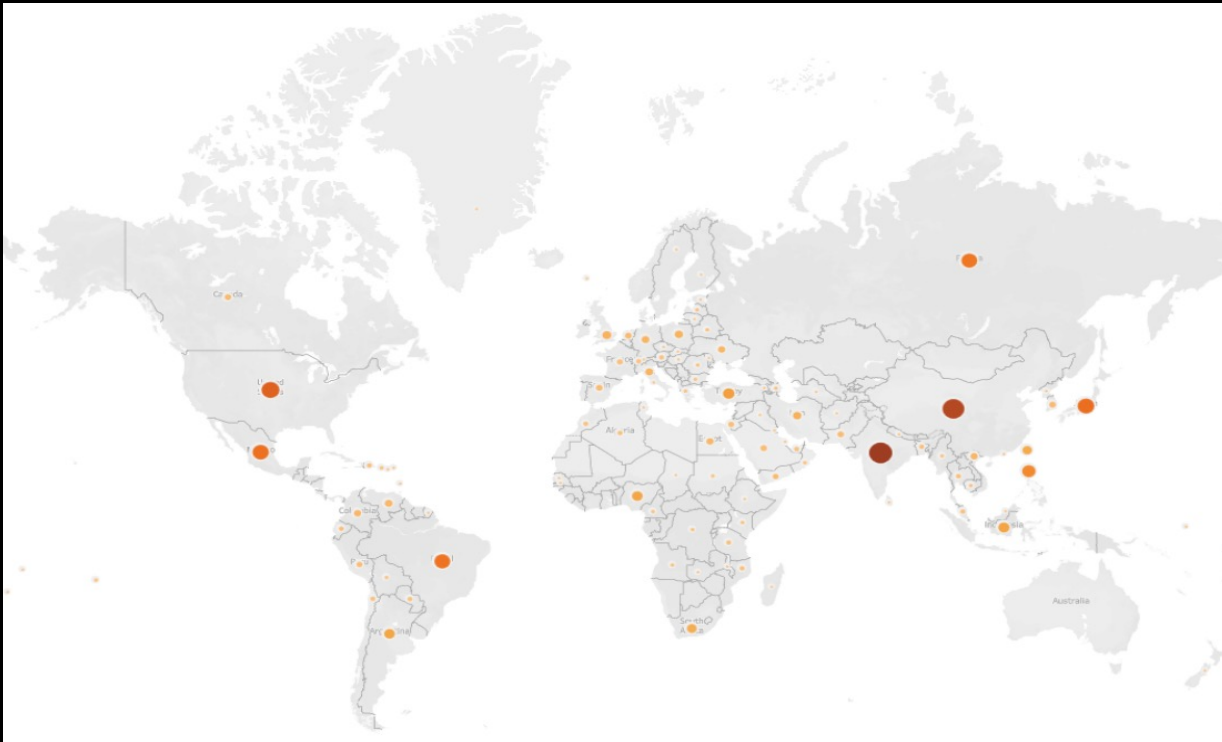


Genre popularity by most rented
Top3 are Sports, Animation & Action



Bottom 3 are Travel, Music and Thriller in both cases. There is only 1 Thriller in the database.

SPATIAL ANALYSIS



Countries with most customers are based in Asian continent

TOP 10 COUNTRIES

Country	Number Of Customers	Revenue (in USD)
India	60	6,035
China	53	5,251
United States	36	3,685
Japan	31	3,123
Mexico	30	2,985
Brazil	28	2,919
Russian Federation	28	2,766
Philippines	20	2,220
Turkey	15	1,498
Indonesia	14	1,353

Same countries are in top 10 as in the spatial analysis by number of customers and revenue.

It shows a strong correlation between customers in country and revenue.

TOP 5 CUSTOMERS FROM TOP10 COUNTRIES

Customer Id	Customer Name	Country	City	Total amount paid
225	Arlene Harvey	India	Ambattur	\$111.76
240	Marlene Welch	Japan	Iwaki	\$106.77
424	Kyle Spurlock	China	Shanwei	\$109.71
486	Glen Talbert	Mexico	Acua	\$100.77
537	Clinton Buford	United States	Aurora	\$98.76

TOP 10 VALUABLE CUSTOMERS

Customer Id	Customer Name	Country	City	Total Amount Spent	
148	Eleanor Hunt	Runion	Saint-Denis	\$211.55	
526	Karl Seal	United States	Cape Coral	\$208.58	
178	Marion Snyder	Brazil	Santa Brbara dOeste	\$194.61	
137	Rhonda Kennedy	Netherlands	Apeldoorn	\$191.62	
144	Clara Shaw	Belarus	Molodetno	\$189.60	
459	Tommy Collazo	Iran	Qomsheh	\$183.63	
181	Ana Bradley	United States	Memphis	\$167.67	
410	Curtis Irby	Canada	Richmond Hill	\$167.62	
236	Marcia Dean	Philippines	Tanza	\$166.61	
403	Mike Way	India	Valparai	\$162.67	

5 customers come from top 10 revenue contributing countries.

PROPOSALS

- Marketing should prioritize the top countries which contributes the current highest revenue to attract more customers.
- Inventory must concentrate on the most revenue generating movies. Further analysis needs to be carried, to update the inventory as new releases come up, to hold the market.
- Priority should be given to the genres-Sports,Sci-fi,Animation and Action.
- To generate more profit from movies the proportionality of the rates and replacement rates should be maintained as per demand of a movie at the current situation.
- Rewards should be given to regular customers to promote business, as affiliate programs would be useful.



QUESTIONS?

Link to Tableau public:[Rockbuster visuals](#)