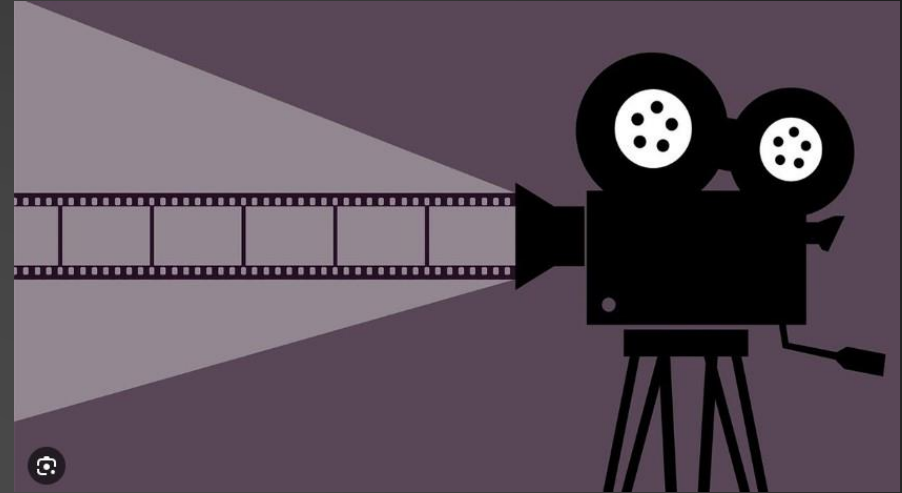


Rockbuster



Key Performance Analysis

ATHIRA DHARMANGADHAN, 19.07.2023

Objective

As a movie rental company Rockbuster Stealth is planning to use its existing movie licenses to launch a competitive online rental service.

Key Bussiness questions

1. Which movies contributes the most and least 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?

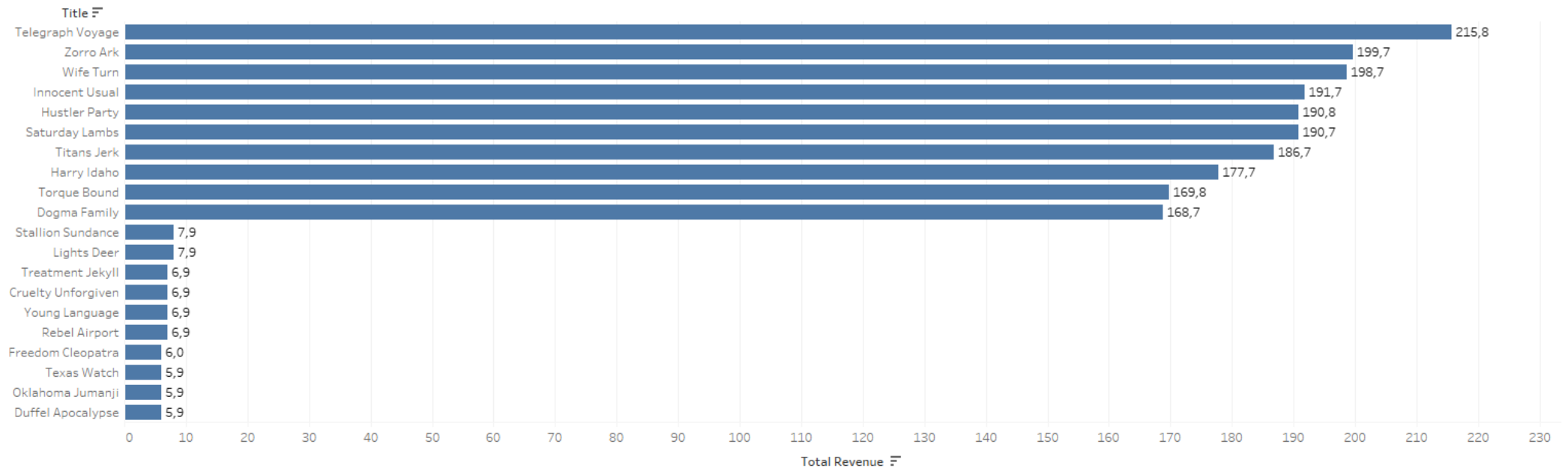
Data Overview

General Rockbuster Film Rental information

| | Minimum | Maximum | Average |
|------------------------|---------|---------|---------|
| Rental Rate (\$) | 0.99 | 4.99 | 2.98 |
| Rental Duration (Days) | 3 | 7 | 4.99 |
| Film length(mins) | 46 | 185 | 115.27 |
| Replacement cost(\$) | 9.99 | 29.99 | 19.98 |

Films with highest and lowest revenue

Movies with Highest and Lowest revenue

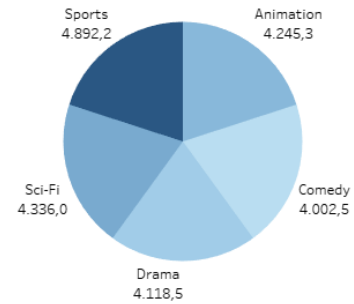


- The top revenue-earning movies are Telegraph Voyage, Zorro Ark and Wife Turn.
- The bottom revenue-earning movies are Duffel Apocalypse, Oklahoma Jumanji and Texas Watch.

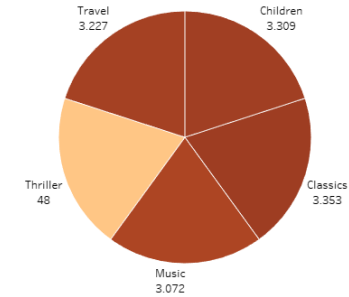
Genres Ranked by total film revenue

| | Genre | Revenue |
|----|-------------|---------|
| 1 | Sports | 4892.19 |
| 2 | Sci-Fi | 4336.01 |
| 3 | Animation | 4245.31 |
| 4 | Drama | 4118.46 |
| 5 | Comedy | 4002.48 |
| 6 | New | 3966.38 |
| 7 | Action | 3951.84 |
| 8 | Foreign | 3934.47 |
| 9 | Games | 3922.18 |
| 10 | Family | 3782.26 |
| 11 | Documentary | 3749.65 |
| 12 | Horror | 3401.27 |
| 13 | Classics | 3353.38 |
| 14 | Children | 3309.39 |
| 15 | Travel | 3227.36 |
| 16 | Music | 3071.52 |
| 17 | Thriller | 47.89 |

Top 5 Genres



Bottom 5 Genres



- The Sports genre has the highest revenue then followed by Sci-Fi genre.
- The Thriller genre has the lowest revenue.

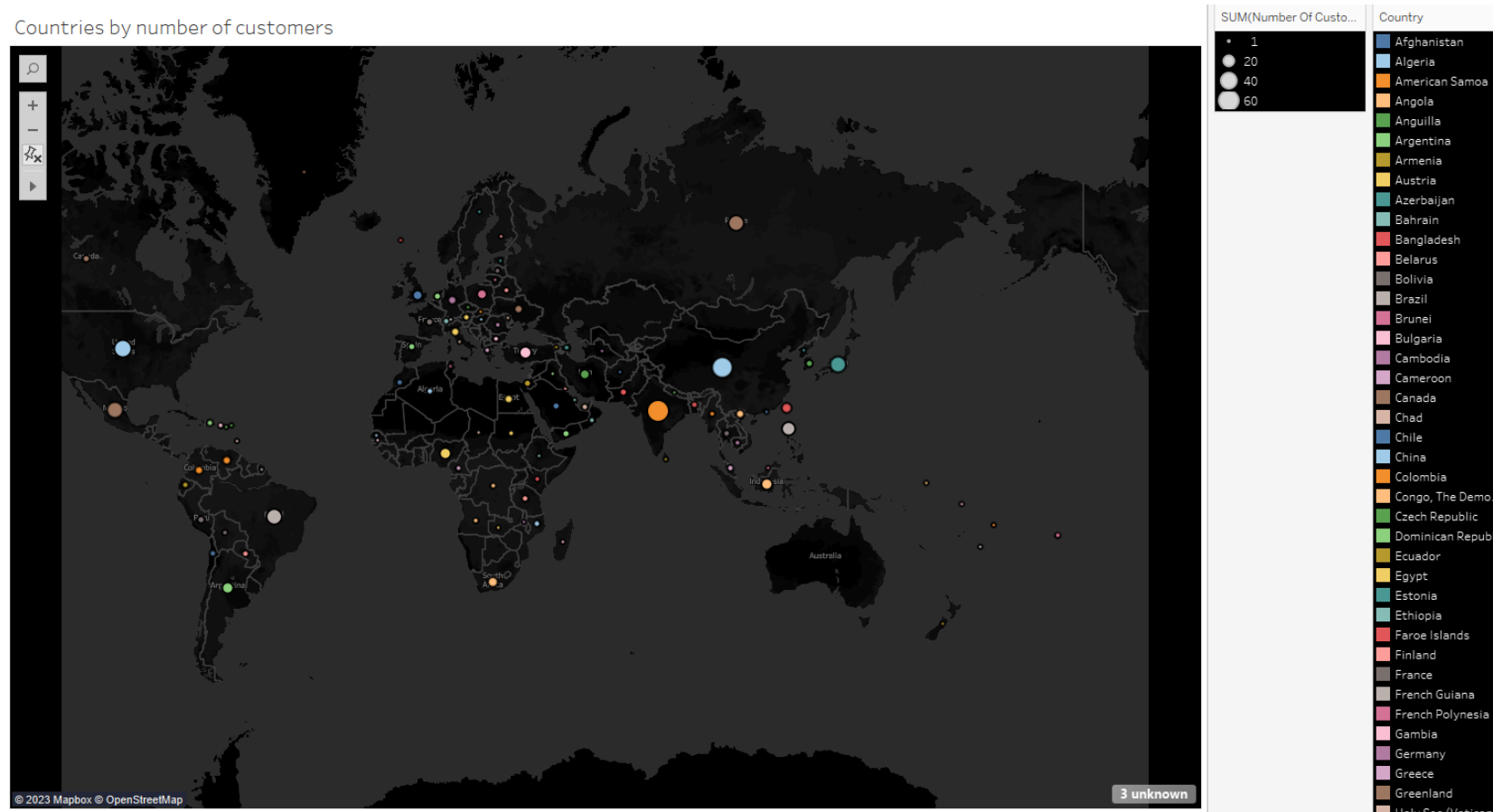
Rental Duration

| | Rental duration | Rental rate | Replacement cost | Rental length |
|---------|-----------------|-------------|------------------|---------------|
| Minimum | 3 days | \$0.99 | \$9.99 | 46 min |
| Maximum | 7 days | \$4.99 | \$29.99 | 185 min |
| Average | 5 days | \$2.98 | \$19.98 | 115 min |

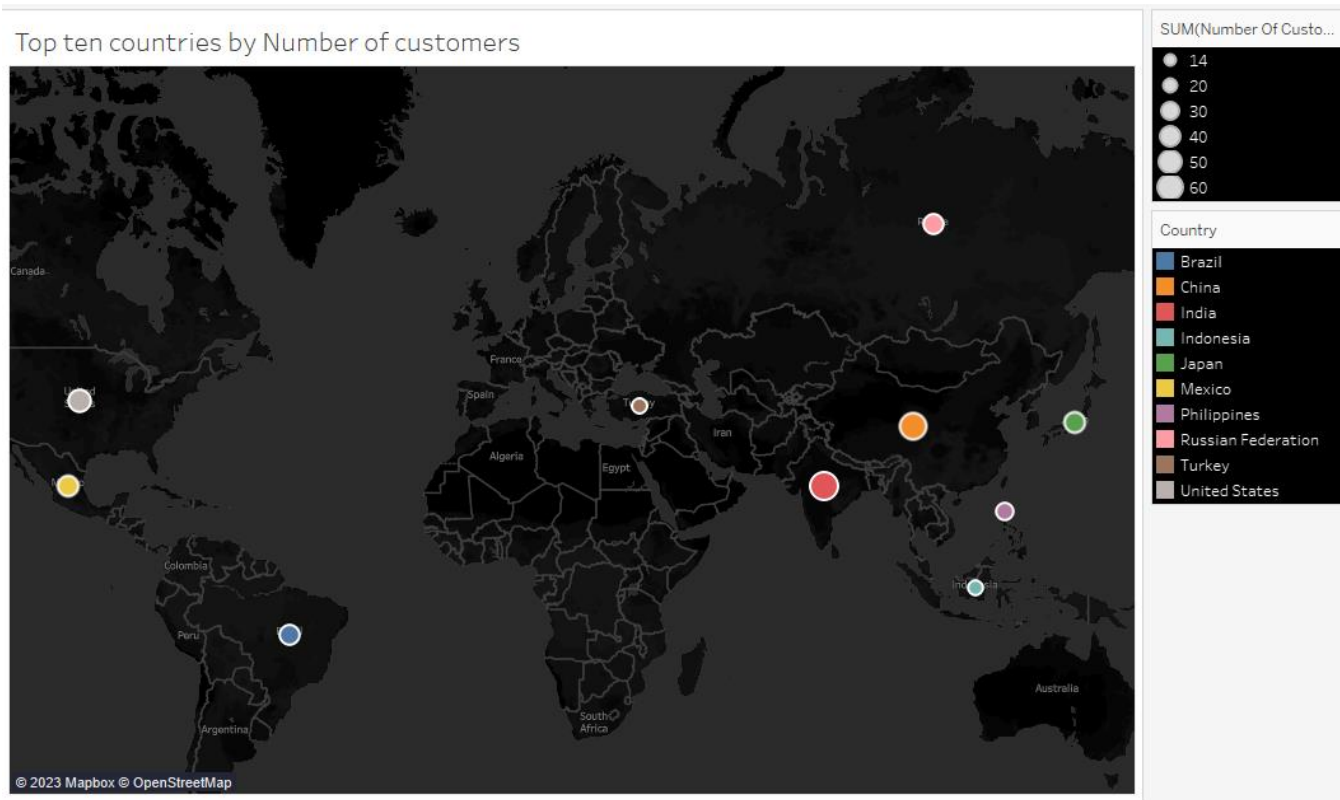
The average rental duration is 5 days.

Countries where our customers are located

Countries by number of customers



Top ten Countries by number of customers

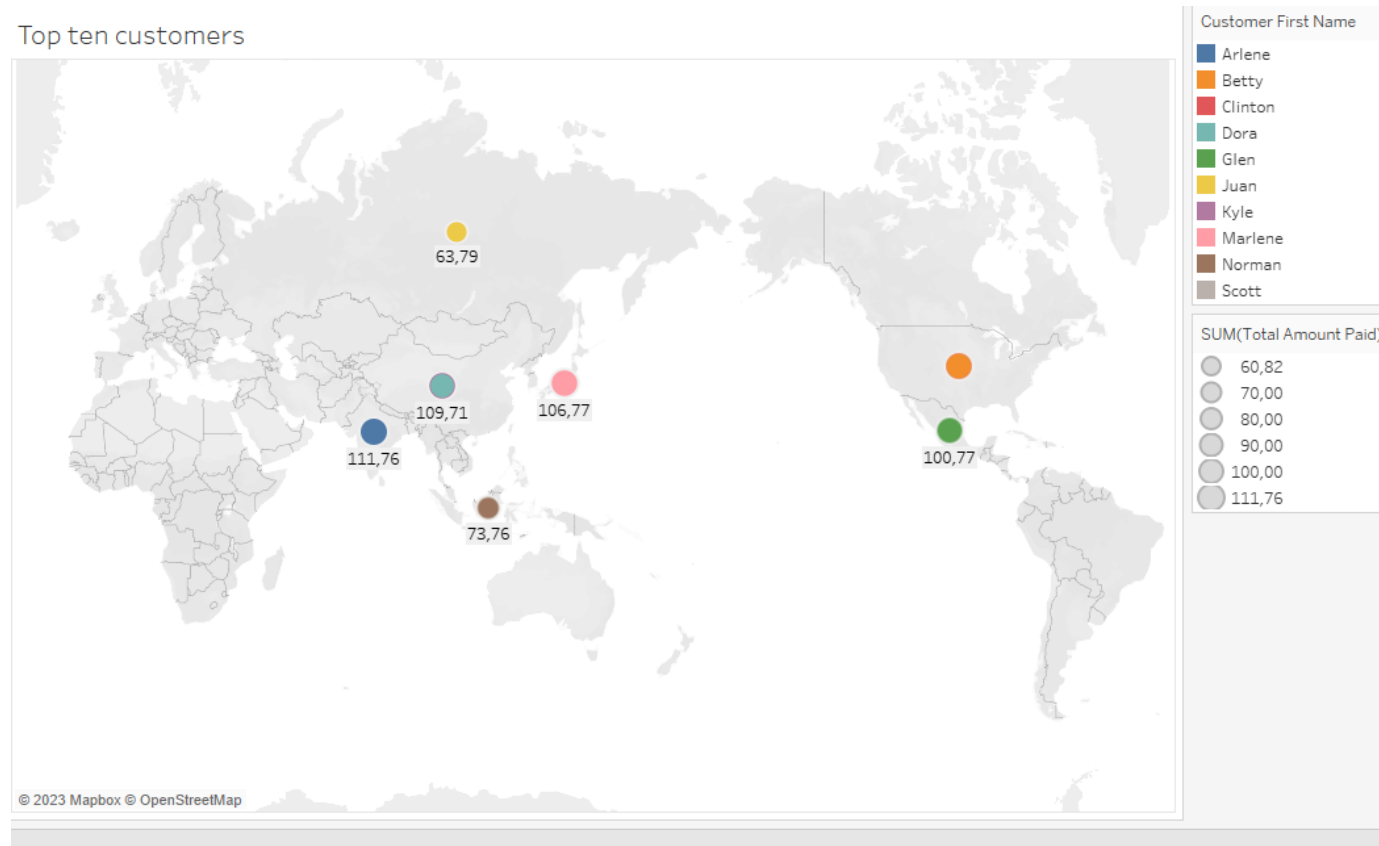


From the map, the top 10 countries customers are from:

India, China, United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey, and Indonesia

High lifetime value customers

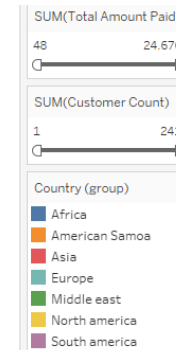
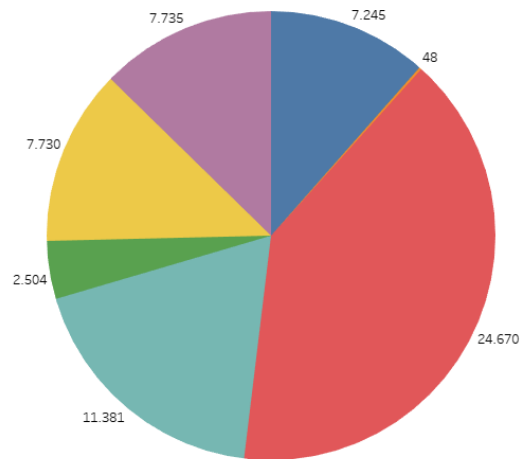
Top ten customers



Top 5 customers are from:
India,China,Japan,Mexico,United states

Geographic sales dispersion

Revenue by regions



- Asia, Europe, North America, South America are the leaders in global film sales.
- Among all Asia has the largest market share then followed by Europe.
- The Middle East contributes less market share.

Recommendations

1. The first priority need to give on the films with top 5 Genres leading the market all over the world like: **Sports, Animation, Sci-fi, Comedy, Drama.**
2. Considering geographic sales dispersion Asia and Europe are leaders in film sales market. As market leading we need to prioritize these regions for better sales in future.
3. The geographic regions like North America, South America, Africa and Middle East countries sales need to be revised and implement new marketing plans in order to gain wider market share.