

Rockbuster Stealth LCC

Business strategy for 2020

Borbala Tunde Domotorfy

Introduction

- Rockbuster Stealth LLC is a traditional movie rental company, which faces stiff competition pressure from streaming services. In order to stay competitive, Rockbuster is planning to use its existing movie licenses to launch an online video rental service
- Our task is to use data analysis to derive meaningful insights and support the business intelligence department with the launch of the business strategy for the new online video service.
- Our key questions and objectives are:
 - What was the average rental duration for all videos?
 - Which movies contributed the most/least to revenue gain?
 - Which countries are Rockbuster customers based in?
 - Where are customers with a high lifetime value based?
 - Do sales figures vary between geographic regions?
 - What are the leading movie genres in terms of revenue/rental rate and in which countries do they prevail?
 - What are the leading movie MPAA ratings?

Some interesting numbers

Min. rental
duration: 3
days

Max. rental
duration: 7
days

Average rental
duration:
4.985 days

Min. rental
rate: 0.99

Max. rental
rate: 4.99

Average rental
rate: 2.98

Min.
replacement
cost: 9.99

Max.
replacement
cost: 29.99

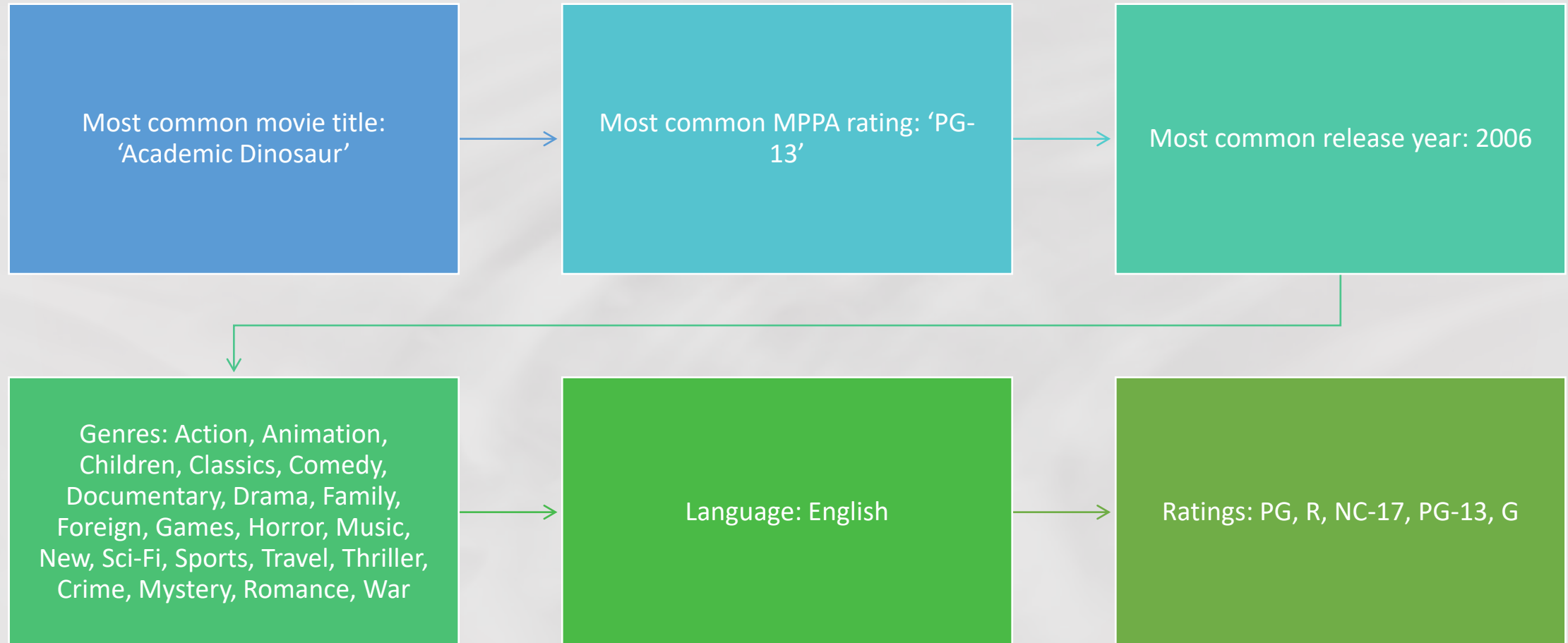
Average
replacement
cost: 19.984

Min. length:
46

Max. length:
185

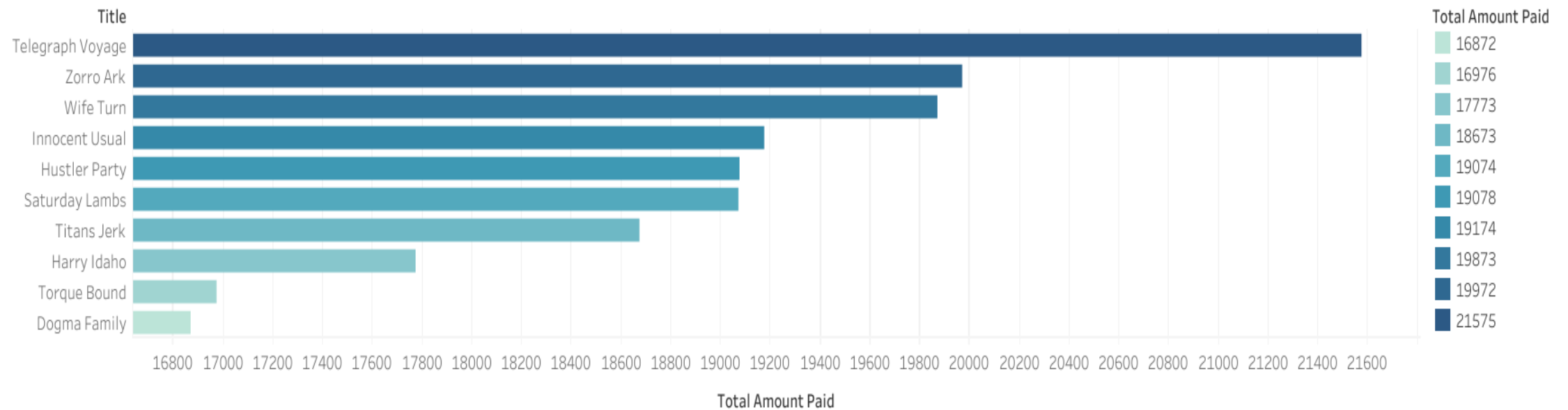
Average
length: 115.27

Other background info



Movies and genres generating highest revenue

Movies generating highest total revenue

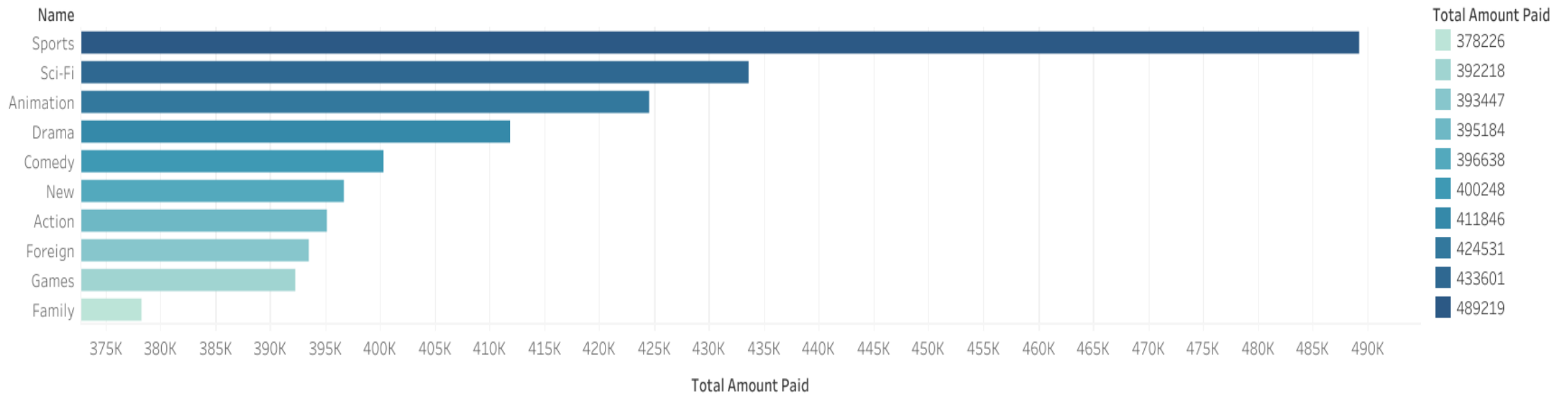


<https://public.tableau.com/app/profile/borbala.domotorfy/viz/Rockbustermovieswithhighestrevenue/Hoja1>

The above chart shows the 10 movies which generated the highest revenue

Movies and genres generating highest revenue

Genres generating the highest revenues



<https://public.tableau.com/app/profile/borbala.domotorfy/viz/Rockbustergenreswithhighestrevenue/Hoja2>

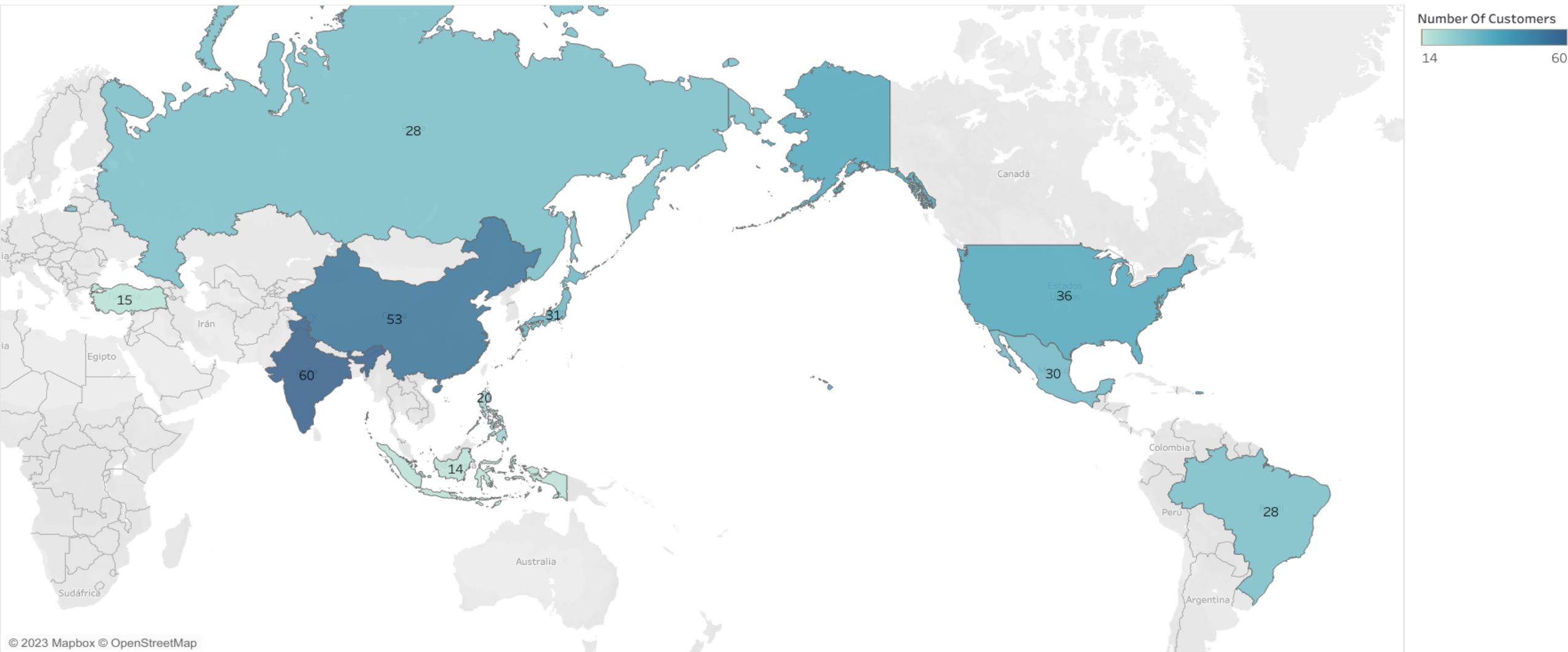
- The above chart shows the 10 genres which generated the highest revenue
- Interesting: the top 3 revenue generating movies aren't from the top 3 revenue generating genres

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<https://public.tableau.com/app/profile/borbala.domotorfy/viz/Rockbustersrevenuebycountry/Hoja1>

- The above chart shows the revenue earned by Rockbuster in the different countries
- Darker colors represent higher revenue. Rockbuster earns the highest revenues from India, China, the US and Japan. Mexico, Brazil, and Russia are also strong markets.

Countries with highest numbers of customers



<https://public.tableau.com/app/profile/borbala.domotorfy/viz/NumberofRockbustercustomersbycountry/Hoja1>

- The above chart shows the number of Rockbuster's customers in different countries
- The strongest countries in the numbers of customers correspond to the countries having the highest revenue

Country	City	Number of Customers
United States	Aurora	2
Mexico	Acua	1
United States	Citrus Heights	1
Japan	Iwaki	1
India	Ambattur	1
China	Shanwei	1
Brazil	So Leopoldo	1
Russian Federation	Teboksary	1
China	Tianjin	1
Indonesia	Cianjur	1

Top 10 Cities within the Top 10
Countries in terms of customer count

Where are customers with high lifetime value based?



Name	Country	City	Total amount paid
Cecil Vines	UK	London	115.74
Marlene Welch	Japan	Iwaki	106.77
Amanda Carter	Morocco	Nador	105.74
Dale Ratcliff	South Africa	Rustenburg	104.74
Clinton Buford	US	Aurora	98.76

- We recommend incentivising these customers

Top 5 customers

Conclusions and recommendations

- Examine further the top revenue making movies and genres
- Consider personalized recommendation system on the website
- Top 5 countries with the highest revenue and highest numbers of customers are the same: India, China, US, Mexico, Russia
- All movies in the inventory are in English, and have the release year 2006. Consider diversification.
- Analyse marketing efforts in top 10 countries and compare with others: based on the outcome, decide to focus marketing efforts
- Consider customer research with top customers, provide them incentives
- Focus on promoting top genres (interestingly, top 5 movies are not from the top genres)