

ROCKBUSTER STEALTH LLC

SALES ANALYSIS

PRESENTED BY: CODY BOYD



PROJECT SUMMARY

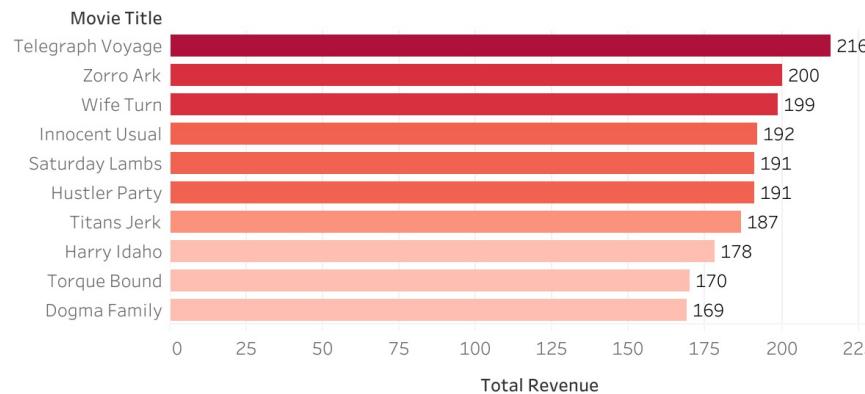
- **COMPANY PROFILE:** ROCKBUSTER STEALTH LLC IS A MOVIE RENTAL COMPANY WITH STORES ACROSS THE GLOBE.
- **MOTIVATION:** ROCKBUSTER IS FACING STIFF COMPETITION FROM STREAMING SERVICES SUCH AS NETFLIX AND AMAZON PRIME. AS A RESULT, ROCKBUSTER'S MANAGEMENT TEAM IS PLANNING TO USE ITS EXISTING MOVIE LICENSES TO LAUNCH AN ONLINE VIDEO RENTAL SERVICE TO KEEP PACE WITH ITS COMPETITORS.
- **OBJECTIVE:** DEVELOP INSIGHTS TO PREPARE FOR THE LAUNCH OF THEIR NEW STREAMING SERVICES.

KEY QUESTIONS

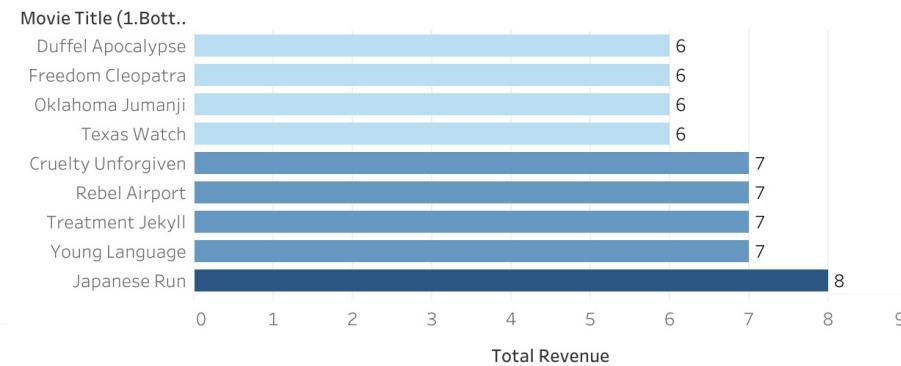
- WHICH MOVIES CONTRIBUTED THE MOST/LEAST TO REVENUE GAIN?
- WHAT WAS THE AVERAGE RENTAL DURATION FOR ALL VIDEOS?
- WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?
- WHERE ARE THE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?
- DO SALES FIGURES VARY BETWEEN GEOGRAPHIC LOCATIONS?

WHICH MOVIES CONTRIBUTED THE MOST/LEAST TO REVENUE GAIN?

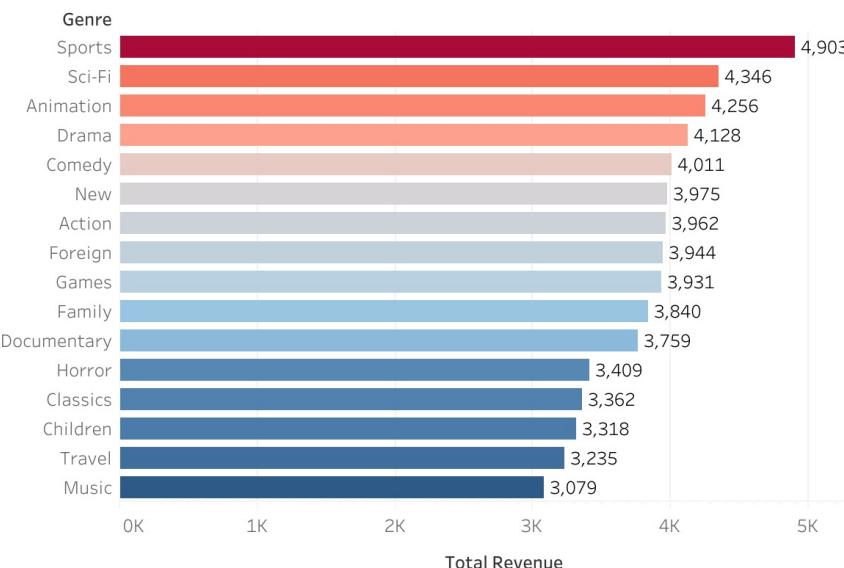
Top 10 Movies by Revenue



Bottom 10 Movies by Revenue

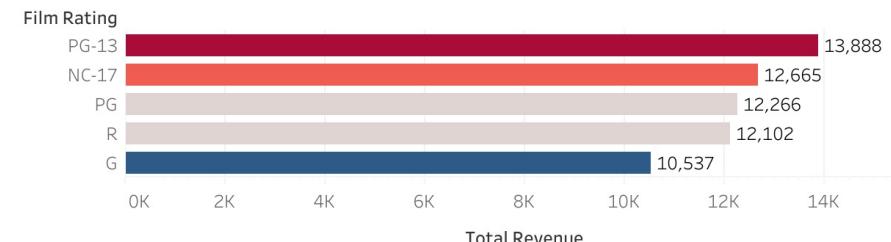


Revenue by Genre



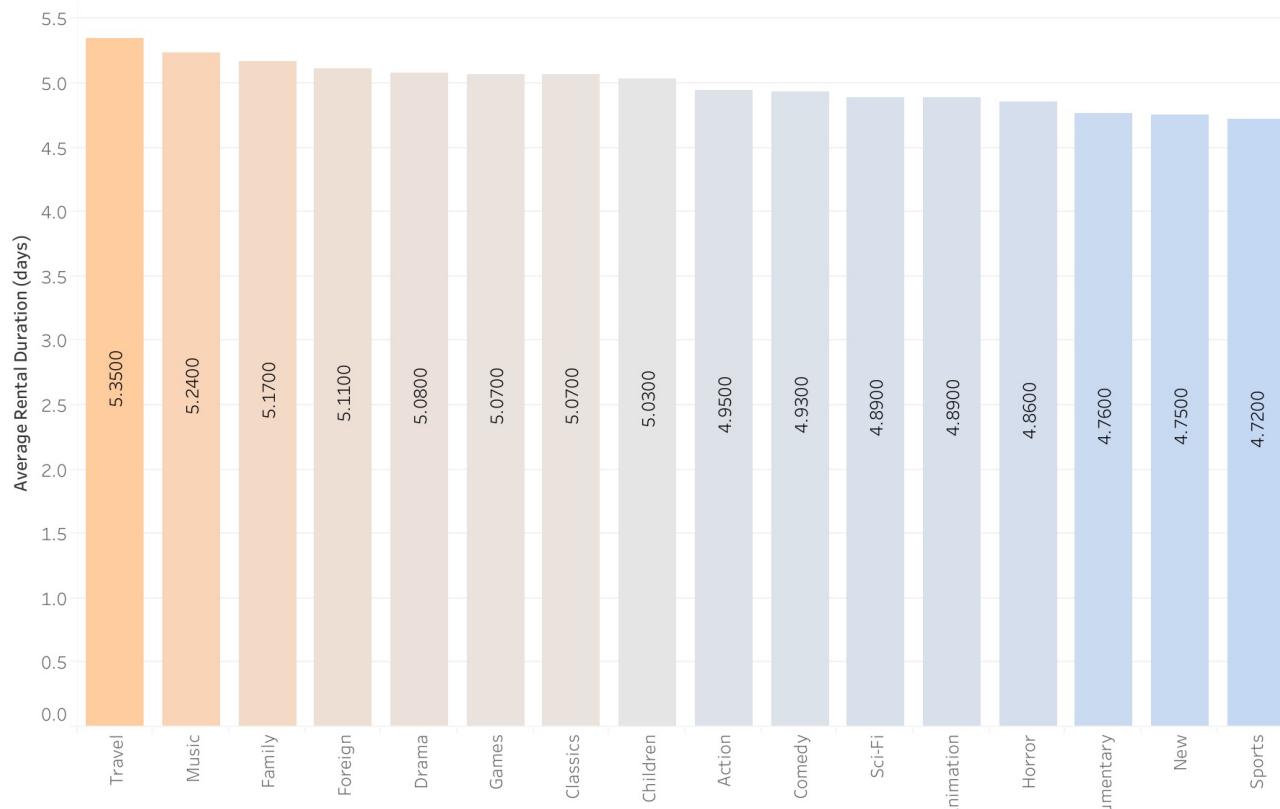
Expanding the Rockbuster catalog in the Sports, Sci-Fi, Animation, Drama, and Comedy genres should lead to an increase in revenue and attract new customers.

Revenue by Rating

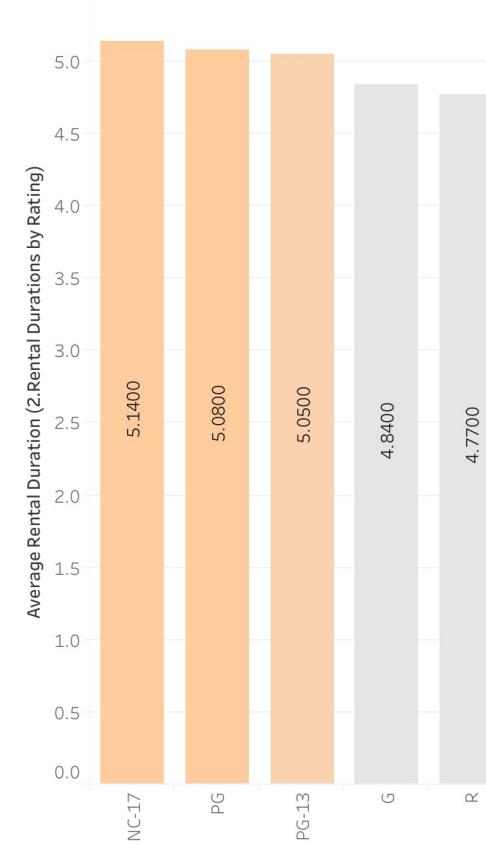


WHAT WAS THE AVERAGE RENTAL DURATION FOR ALL VIDEOS?

Rental Duration by Genre



Rental Duration by Rating

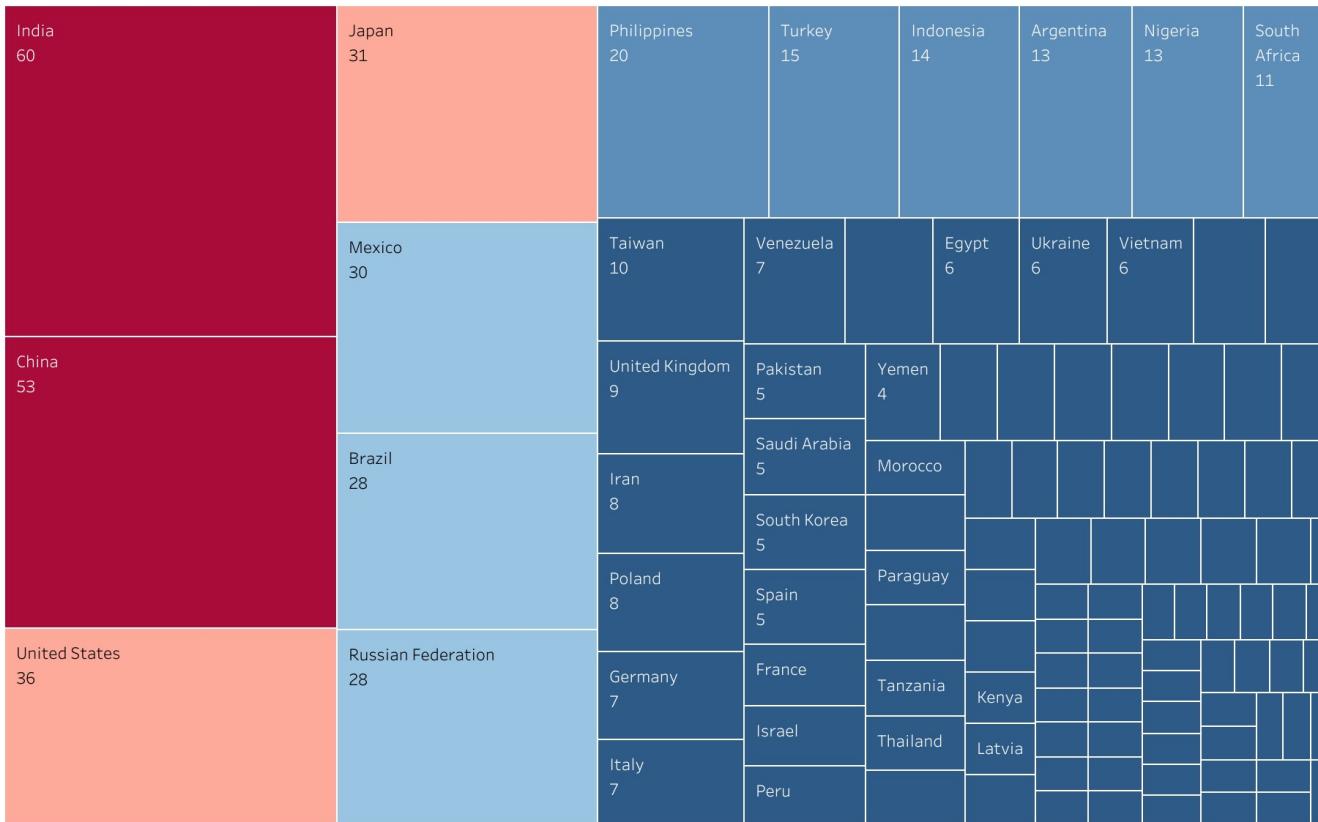


Descriptive Statistics

Rental Duration Avg	4.99
Rental Duration Max	7.00
Rental Duration Min	3.00
Rental Rate Avg	2.98
Rental Rate Max	4.99
Rental Rate Min	0.99
Replacement Cost Avg	19.98
Replacement Cost Max	29.99
Replacement Cost Min	9.99

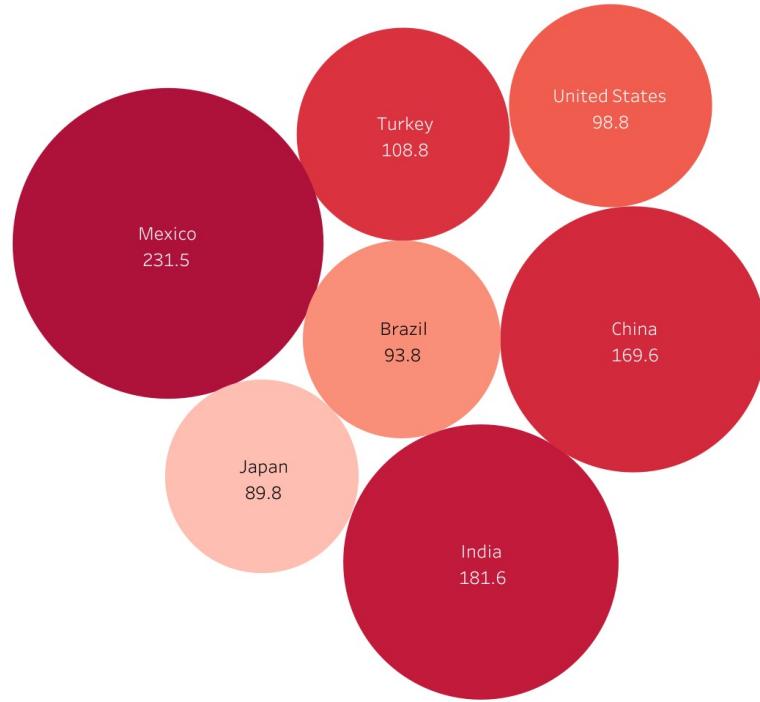
The average rental duration is **5 days**. While longer durations will generate more revenue, there is no direct correlation with the higher grossing genres or ratings.

WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?



Rockbuster customers exist in [108 countries](#) around the world. The top 5 countries based on amount of customers include: India, China, United States, Japan, and Mexico.

WHERE ARE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?

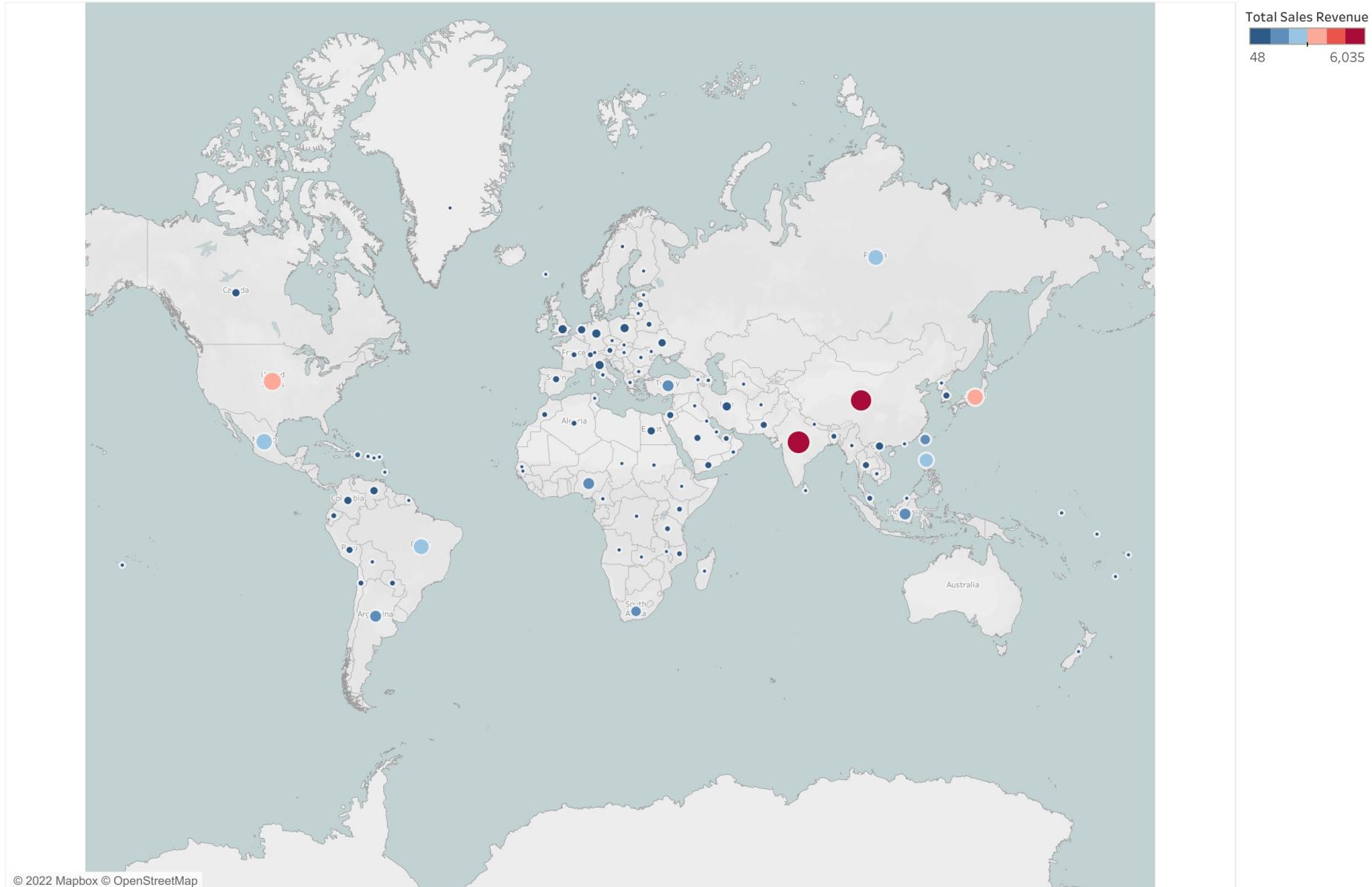


The top 10 customers reside in 7 different countries. These happen to be in the top 10 of Rockbuster's most popular countries as well. India, China, and Mexico, three of the largest markets, have 2 top customers.

Top 10 Customers

Country	City	Customer ID	First Name	Last Name	Total Money Spent
Brazil	So Leopoldo	443	Francisco	Skidmore	93.79
China	Pingxiang	169	Erica	Matthews	86.8
	Xintai	564	Bob	Pfeiffer	82.78
India	Adoni	367	Adam	Gooch	97.8
	Dhule (Dhulia)	440	Bernard	Colby	83.79
Japan	Kurashiki	34	Rebecca	Scott	89.76
Mexico	Atlixco	84	Sara	Perry	128.7
	Celaya	587	Sergio	Stanfield	102.76
Turkey	Sivas	518	Gabriel	Harder	108.75
United States	Aurora	537	Clinton	Buford	98.76

DO SALES FIGURES VARY BETWEEN GEOGRAPHIC REGIONS?



Sales revenue varies greatly amongst Rockbusters supporting 108 countries, however, the highest are seen in India, China, United States, Mexico, and Japan.

RECOMMENDATIONS

- WE SHOULD FOCUS OUR ONLINE MOVIE CATALOGUE ON THE TOP 5 GENRES, WITH A STRONGER EMPHASIS ON PG-13 MOVIES. ALSO, WE SHOULD BE SURE TO INCLUDE OUT TOP 10 MOVIES AND ANY OF THEIR SEQUELS AND RELATED MOVIES. ADDITIONALLY, CONSIDER DROPPING LOWER PERFORMING FILMS AS THEY MAY BE COSTING MORE TO LICENSE THAN THE REVENUE THEY BRING IN.
- IF WE STREAM MOVIES ON A “PURCHASE BY THE MOVIE” PLATFORM, WE SHOULD RENT MOVIES FOR \$2.99 FOR 24 HOURS, AND IF THE CUSTOMER NEEDS IT LONGER, WE CAN CHARGE AN ADDITIONAL FEE OF \$1.50 PER 24 HOURS. HOWEVER, IF WE ARE GOING TO A STREAMING PLATFORM, THESE STATISTICS WILL NO LONGER BE RELEVANT.
- WE SHOULD MARKET HEAVILY IN OUR CURRENT TOP 10 COUNTRIES IN EFFORT TO CAPITALIZE ON THE CURRENT CUSTOMER BASE, AS WELL AS IN COUNTRIES WHERE WE CURRENTLY DON’T HAVE A CUSTOMER BASE—IN ORDER TO GROW THE COMPANY.
- WE NEED TO ACQUIRE MORE INTERNATIONAL FILMS, AS WELL AS DUBBED COPIES OF MOVIES IN SEVERAL DIFFERENT LANGUAGES TO ACCOMMODATE MANY OF THE COUNTRIES WE ARE PRESENT IN.
- STREAMING SERVICES ARE BEGINNING TO GROW RAPIDLY AND IT IS TRENDING IN SOCIETY... IT IS IMPORTANT TO GROW QUICKLY AND PROPERLY TO GAIN MARKET SHARE BEFORE WE ARE LEFT BEHIND WITH BRICK AND MORTAR STORES LIKE “IN AND OUT VIDEO” AND “BLOCKBUSTER VIDEO”.

QUESTIONS?

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