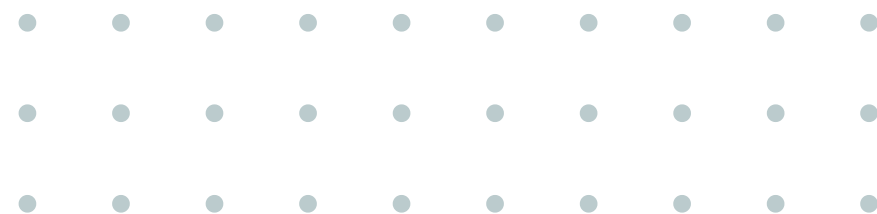# ROCKBUSTER STEALTH

2020 DATA ANALYSIS & STRATEGY

INTRODUCTION

Rockbuster Stealth LLC is launching a new online video service with it's existing movie licenses in order to stay competitive with new streaming services.

This data analysis presentation will show which movies and regions to prioritize during this launch.

DATA SNAPSHOTS

Film Table Snapshot

	film_id [PK] integer	title character var	description text	release_year integer	language_id smallint	rental_duratic smallint	rental_rate numeric (4,2)	length smallint	replacement_cost numeric (5,2)	rating mpaa_rating	last_update timestamp wi	special_featu text[]	fulltext tsvector
1	133	Chamber ...	A Fateful ...	2006	1	7	4.99	117	14.99	NC-17	2013-05-...	{Trailers}	'chamber'...
2	384	Grosse W...	A Epic Dr...	2006	1	5	4.99	49	19.99	R	2013-05-...	{"Behind t...	'australia':...
3	8	Airport P...	A Epic Tal...	2006	1	6	4.99	54	15.99	R	2013-05-...	{Trailers}	'airport':1...
4	98	Bright En...	A Fateful ...	2006	1	4	4.99	73	12.99	PG-13	2013-05-...	{Trailers}	'boat':20 '...
5	1	Academy ...	A Epic Dr...	2006	1	6	0.99	86	20.99	PG	2013-05-...	{"Deleted ...	'academi':...

Customer Table Snapshot

	customer_id [PK] integer	store_id smallint	first_name character varying (45)	last_name character varying (45)	email character varying (50)	address_id smallint	activebool boolean	create_date date	last_update timestamp without time zone	active integer
1	524	1	Jared	Ely	jared.ely@sakilacustomer.org	530	true	2006-02-14	2013-05-26 14:49:45.738	1
2	1	1	Mary	Smith	mary.smith@sakilacustomer.org	5	true	2006-02-14	2013-05-26 14:49:45.738	1
3	2	1	Patricia	Johnson	patricia.johnson@sakilacustomer.org	6	true	2006-02-14	2013-05-26 14:49:45.738	1
4	3	1	Linda	Williams	linda.williams@sakilacustomer.org	7	true	2006-02-14	2013-05-26 14:49:45.738	1
5	4	2	Barbara	Jones	barbara.jones@sakilacustomer.org	8	true	2006-02-14	2013-05-26 14:49:45.738	1

Address Table Snapshot

	address_id [PK] integer	address character varying (50)	address2 character varying (50)	district character varying (20)	city_id smallint	postal_code character varying (10)	phone character varying (20)	last_update timestamp without time zone
1	1	47 MySakila Drive	[null]	Alberta	300			2006-02-15 09:45:30
2	2	28 MySQL Boulevard	[null]	QLD	576			2006-02-15 09:45:30
3	3	23 Workhaven Lane	[null]	Alberta	300		14033335568	2006-02-15 09:45:30
4	4	1411 Lillydale Drive	[null]	QLD	576		6172235589	2006-02-15 09:45:30
5	5	1913 Hanoi Way		Nagasaki	463	35200	28303384290	2006-02-15 09:45:30

MOVIE DATABASE OVERVIEW

MOVIES
1000

CUSTOMERS
599

COUNTRIES
109

TOP GENRE
Sports

TOP RATING
PG-13

TOP COUNTRY
India

AVG COST
$2.98

AVG DURATION
5 days

LANGUAGE
English

DATABASE LIMITATIONS

ONLY ENGLISH FILMS

ONLY FILMS RELEASED IN 2006

ONLY DATA FROM 2 STORES

PAYMENT DATA ONLY FROM 2/14/2007 – 5/14/2007

FILM & CUSTOMER DATA
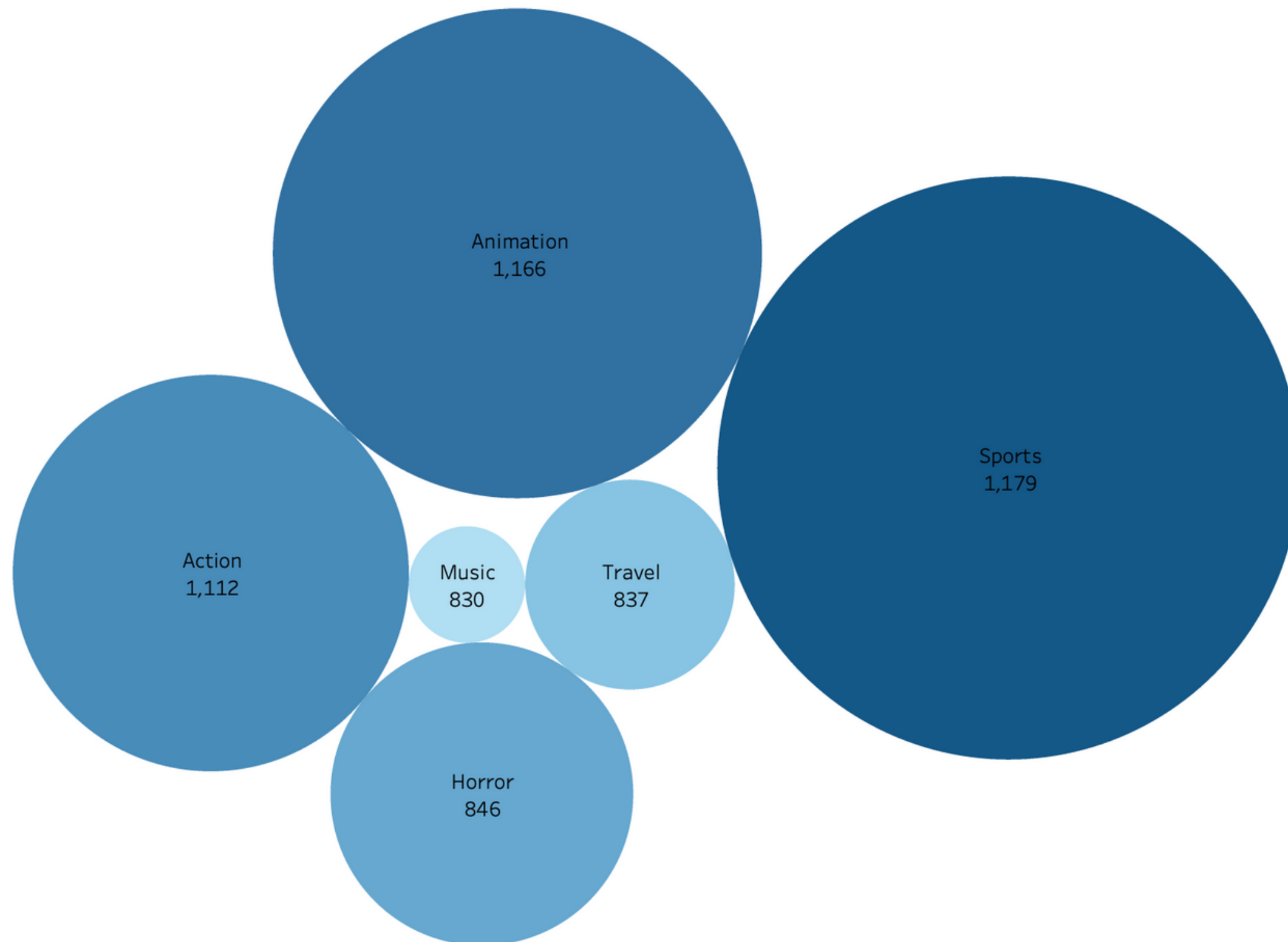LAST UPDATED 5/26/2013

ADDRESS, CITY, & COUNTRY DATA
LAST UPDATED 2/15/2006

RENTAL DATES ONLY FROM 5/24/2005 – 2/14/2006

DATA IS EXTREMELY LIMITED, WITH INCONGRUENT INFORMATION THAT HASN'T BEEN UPDATED RECENTLY
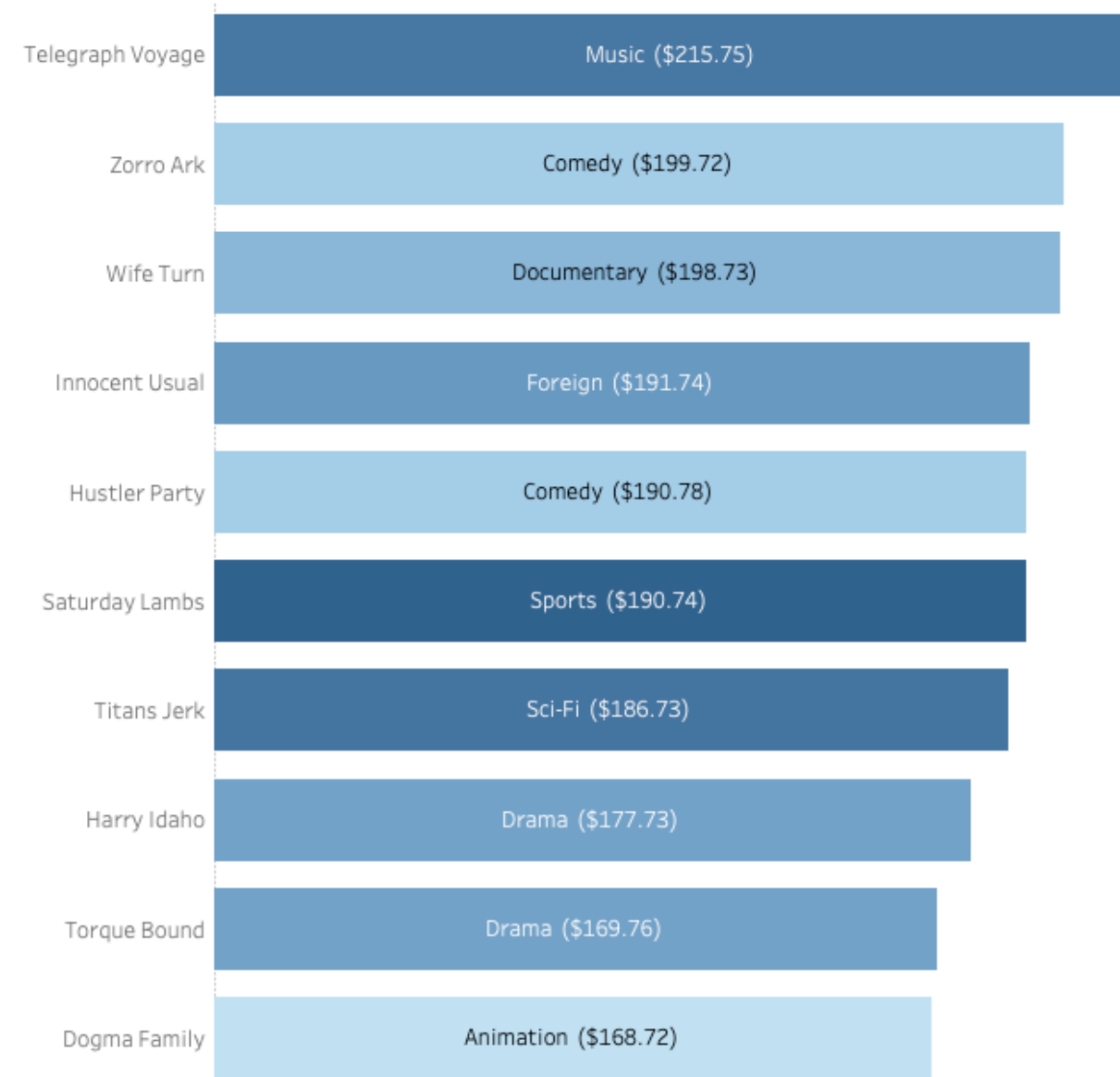
TOP MOVIE GENRES

Animation
1,166

Action
1,112

Music
830

Travel
837

Sports
1,179

Horror
846

Top Genres:
Sports
Animation
Action

Bottom Genres:
Music
Travel
Horror

MOVIES & REVENUE

Top 10 Movies: Revenue & Genre

Movie	Genre (Revenue)
Telegraph Voyage	Music ($215.75)
Zorro Ark	Comedy ($199.72)
Wife Turn	Documentary ($198.73)
Innocent Usual	Foreign ($191.74)
Hustler Party	Comedy ($190.78)
Saturday Lambs	Sports ($190.74)
Titans Jerk	Sci-Fi ($186.73)
Harry Idaho	Drama ($177.73)
Torque Bound	Drama ($169.76)
Dogma Family	Animation ($168.72)

Bottom 10 Movies: Revenue & Genre

Movie	Genre (Revenue)
Japanese Run	Horror ($7.94)
Lights Deer	Classics ($7.93)
Treatment Jekyll	Drama ($6.94)
Cruelty Unforgiven	Classics ($6.94)
Young Language	Documentary ($6.93)
Rebel Airport	Music ($6.93)
Freedom Cleopatra	Comedy ($5.95)
Texas Watch	Horror ($5.94)
Oklahoma Jumanji	New ($5.94)
Duffel Apocalypse	Documentary ($5.94)
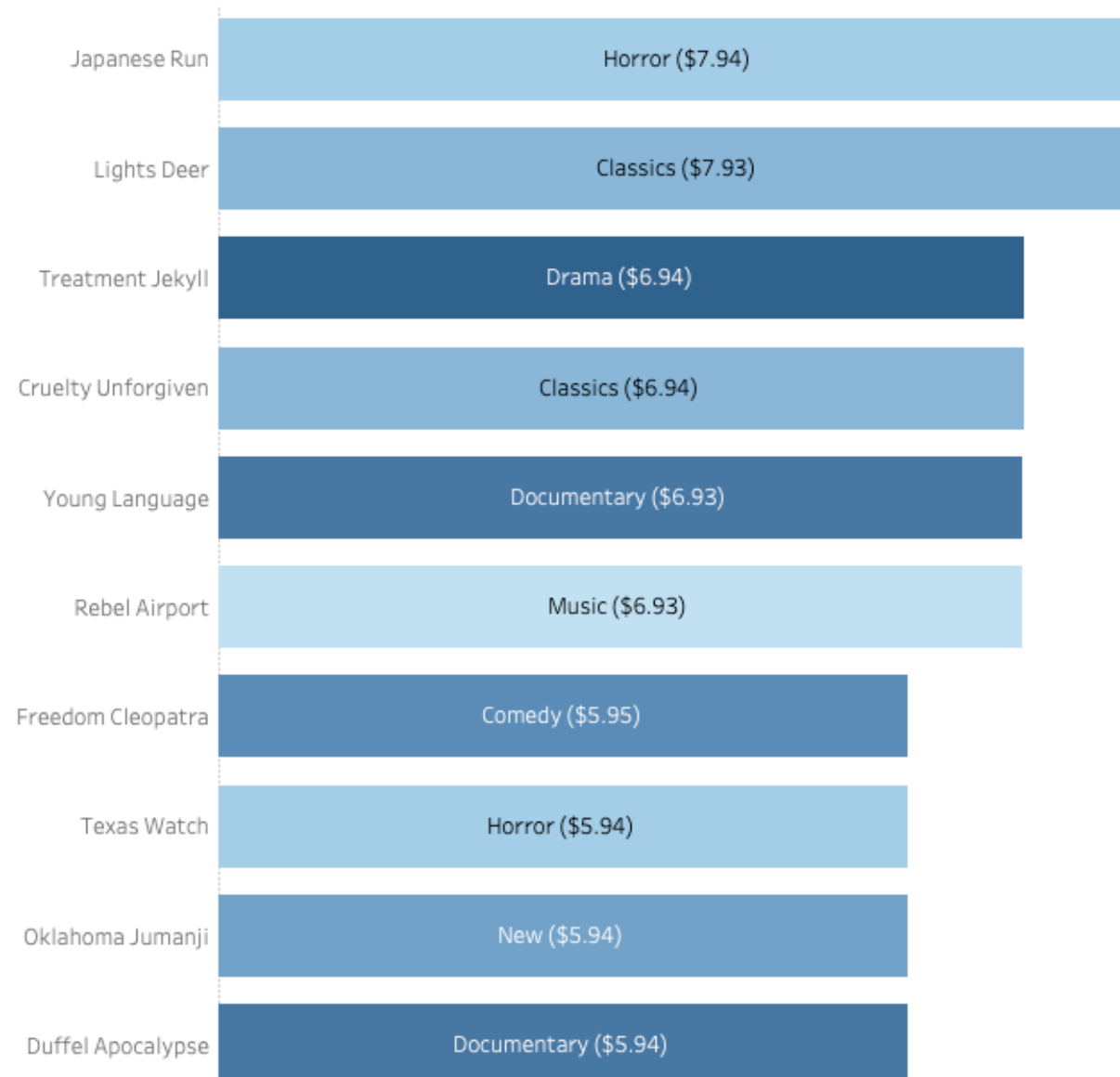
Key Takeaways:

- Genre is not a major factor in revenue generation.
- Movies with a higher rental cost and shorter rental duration generate more revenue than movies with a low rental cost and longer rental duration.

Top Movie Data:
- Rental cost is $4.99
- Average rental duration is 3 days
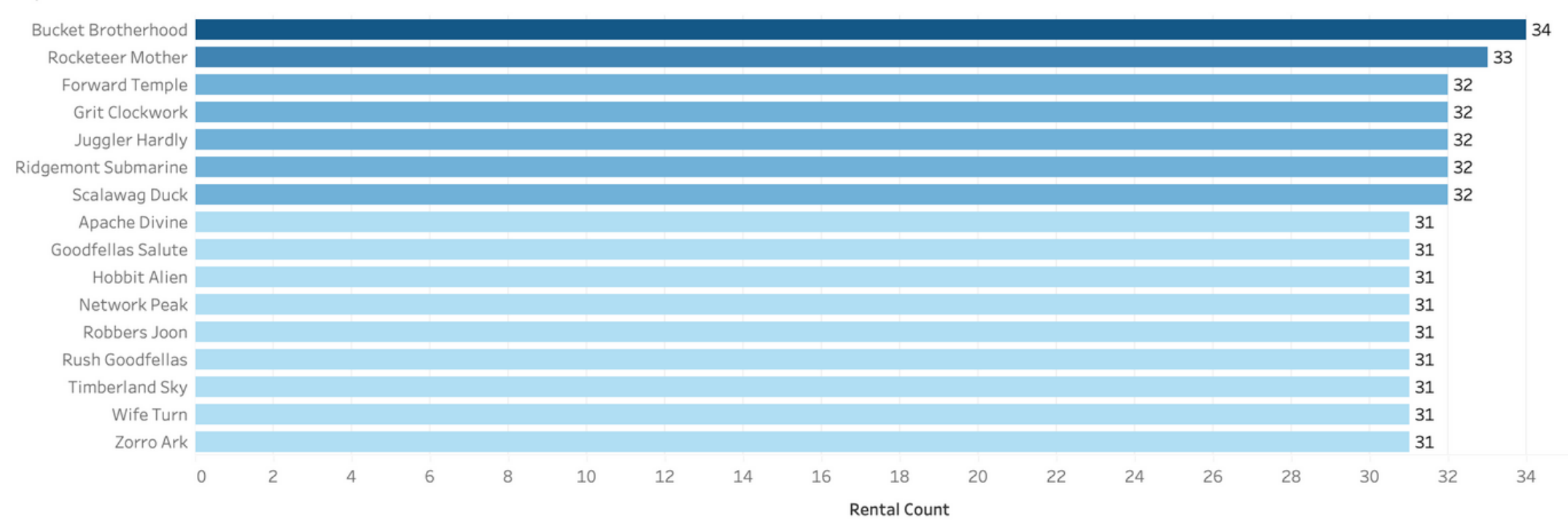
Bottom Movie Data:
- Rental cost is $0.99
- Average rental duration is 6 days

MOVIES & RENTAL COUNT

Key Takeaways:

- Movies with a lower rental cost and shorter rental duration are rented more often than movies with higher rental cost and longer rental duration.
- Increasing the cost of top movies to $2.99 could generate more revenue, and decreasing the cost of bottom movies to $.99 could increase rental count.
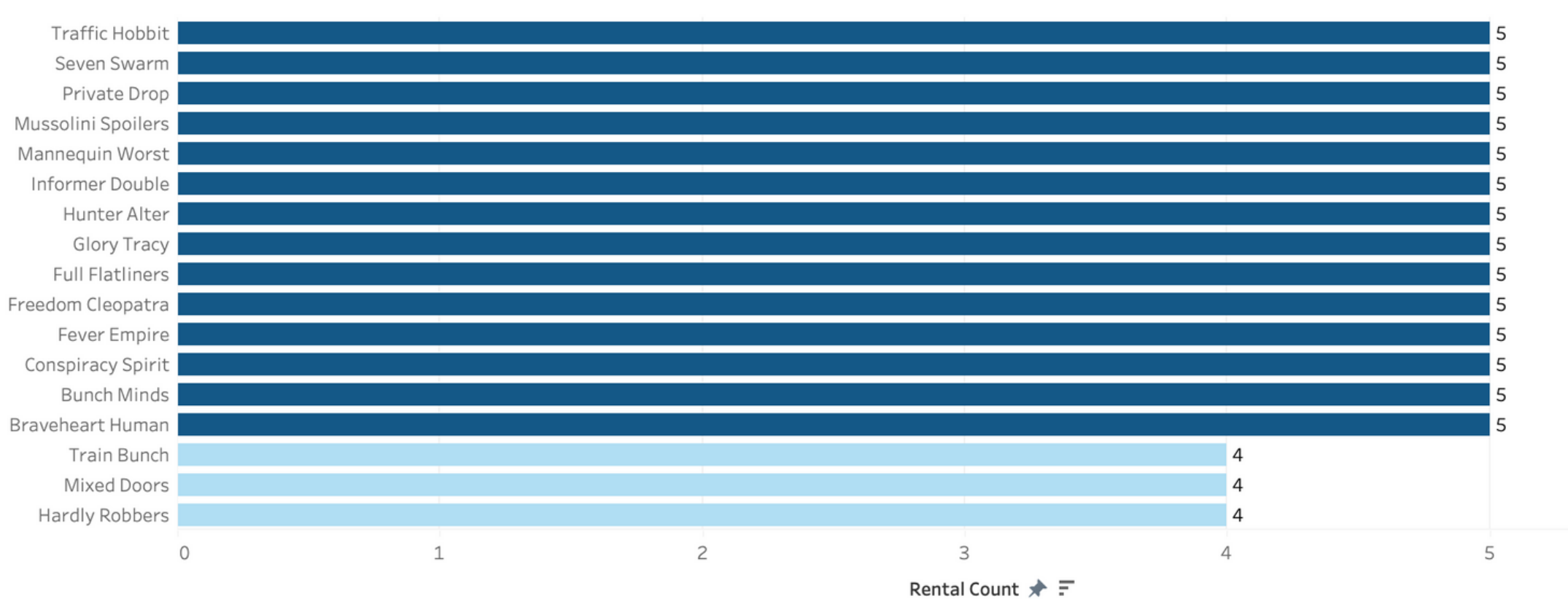
Top Movies: Rental Count

Movie	Rental Count
Bucket Brotherhood	34
Rocketeer Mother	33
Forward Temple	32
Grit Clockwork	32
Juggler Hardly	32
Ridgemont Submarine	32
Scalawag Duck	32
Apache Divine	31
Goodfellas Salute	31
Hobbit Alien	31
Network Peak	31
Robbers Joon	31
Rush Goodfellas	31
Timberland Sky	31
Wife Turn	31
Zorro Ark	31

Rental Count

Top Movie Data:

- **Total Rentals:** **31 – 34**
- **Average Rental Cost:** **$0.99**
- **Average Rental Duration:** **3 days**

Bottom Movies: Rental Count

Movie	Rental Count
Traffic Hobbit	5
Seven Swarm	5
Private Drop	5
Mussolini Spoilers	5
Mannequin Worst	5
Informer Double	5
Hunter Alter	5
Glory Tracy	5
Full Flatliners	5
Freedom Cleopatra	5
Fever Empire	5
Conspiracy Spirit	5
Bunch Minds	5
Braveheart Human	5
Train Bunch	4
Mixed Doors	4
Hardly Robbers	4

Rental Count

Bottom Movie Data:

- **Total Rentals:** **4 – 5**
- **Average Rental Cost:** **$2.99**
- **Average Rental Duration:** **7 days**

OUR GLOBAL MARKET:
REVENUE

USA
6.01%
$3,685

MEXICO
4.87%
$2,985

BRAZIL
4.76%
$2,919

JAPAN
5.09%
$3,123

CHINA
8.56%
$5,251
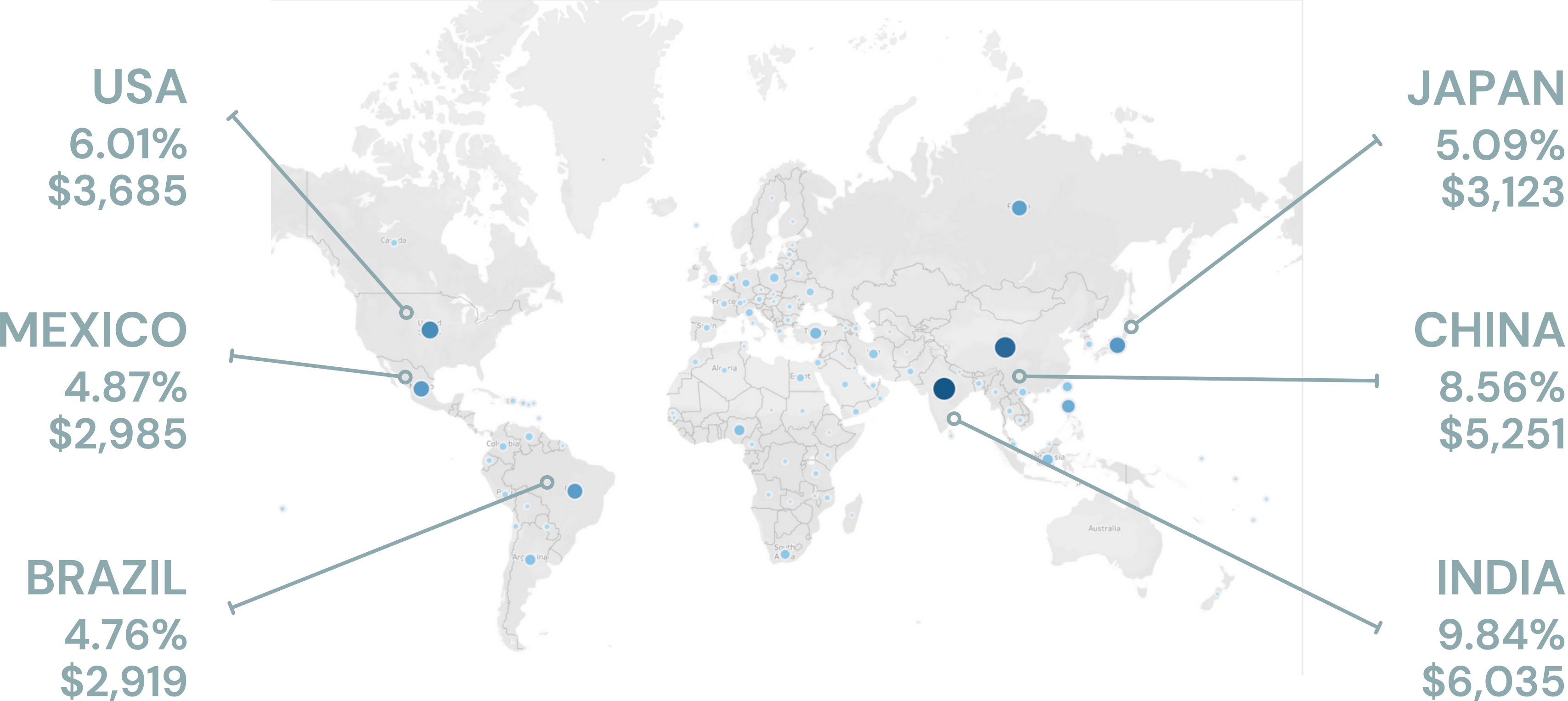
INDIA
9.84%
$6,035

TOP COUNTRIES: CUSTOMERS

Top Ten Countries: Customer Count & Purchasing Power

India
Customers: 60
Purchasing Power: 100.58

China
Customers: 53
Purchasing Power: 99.08

United States
Customers: 36
Purchasing Power: 102.37

Japan
Customers: 31
Purchasing Power: 100.73

Mexico
Customers: 30
Purchasing Power: 99.49

Brazil
Customers: 28
Purchasing Power: 104.26

Russian Federation
Customers: 28
Purchasing Power: 98.77

Philippines
Customers: 20
Purchasing Power: 110.99

Turkey
Customers: 15
Purchasing Power: 99.90

Indonesia
Customers: 14
Purchasing Power: 96.62

Key Takeaways:

- Although certain countries, like India and China, have the highest amount of customers and highest revenue, other top countries like the Philippines and Brazil have higher customer purchasing power.

TOP COUNTRIES: PURCHASING POWER

Key Takeaways:

- Countries with only 1–3 customers have the highest customer purchasing power.
- Marketing in these countries could bring in more top-paying customers.

Top Ten Countries: Purchasing Power

$211.55
Customers: 1

$146.68
Customers: 1

$143.70
Customers: 1

$139.67
Customers: 1

$135.68
Customers: 2

$133.69
Customers: 3

$132.72
Customers: 1

$127.66
Customers: 1

$126.74
Customers: 1

$124.72
Customers: 2

Purchasing Power

200

150

100

50

0

Runion | Holy See (Vatican City State) | Nauru | Sweden | Belarus | Thailand | Czech Republic | Moldova | Turkmenistan | Latvia

TOP THREE COUNTRIES: BREAKDOWN

Key Takeaways:
- Out of the top 3 revenue generating countries, India has a slightly higher average rental rate than USA and China
- India also has a slightly higher average rental duration
- India's top movie has the highest revenue

INDIA

TOP GENRES:
Action, Sports, Documentary

AVG RENTAL RATE:
$2.96

AVG RENTAL DURATION:
4.93 days

TOP MOVIE BY REVENUE:
"Wife Turn"
$67.91

CHINA

TOP GENRES:
Animation, Family, Drama

AVG RENTAL RATE:
$2.86

AVG RENTAL DURATION:
4.90 days

TOP MOVIE BY REVENUE:
"Zorro Ark"
$35.95

USA

TOP GENRES:
Documentary, Sports, Drama

AVG RENTAL RATE:
$2.93

AVG RENTAL DURATION:
4.90 days

TOP MOVIE BY REVENUE:
"Show Lord"
$32.95

COUNTRIES: OVERVIEW

52%

Top 10 Countries
Revenue Market Share

$31,834.14
Revenue

1%

Bottom 10 Countries
Revenue Market Share

$812.78
Revenue

60

Customers in India
(Top Country)

$6,034.78
Revenue

$211.55

Runion Purchasing Power
(Top Country)

$211.55
Revenue

Key Takeaway:

- 48% of revenue comes from countries outside of the top ten countries and should be considered

LIFETIME VALUE CUSTOMERS

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

50%

Amount of top customers that come from our most revenue generating countries.

TOP THREE CUSTOMERS: BREAKDOWN

Key Takeaways:
- Our top three customers have a variety of top genres
- Marion Snyder pays, on average, a higher amount per rental and has a higher rental duration
- Due to limitations on payment dates, it is difficult to tell when is truly the last payment

Elanor Hunt

TOP GENRE:
Sci-Fi, Family, Travel

AVG AMOUNT PAID (per rental):
$4.70

AVG RENTAL DURATION:
4.85 days

LAST PAYMENT DATE
April 30th, 2007

Karl Seal

TOP GENRES:
Animation, Family, Horror

AVG AMOUNT PAID (per rental):
$4.97

AVG RENTAL DURATION:
4.87 days

LAST PAYMENT DATE
April 30th, 2007

Marion Snyder

TOP GENRE:
Travel, Foreign, Drama

AVG AMOUNT PAID (per rental):
$4.99

AVG RENTAL DURATION:
5.03 days

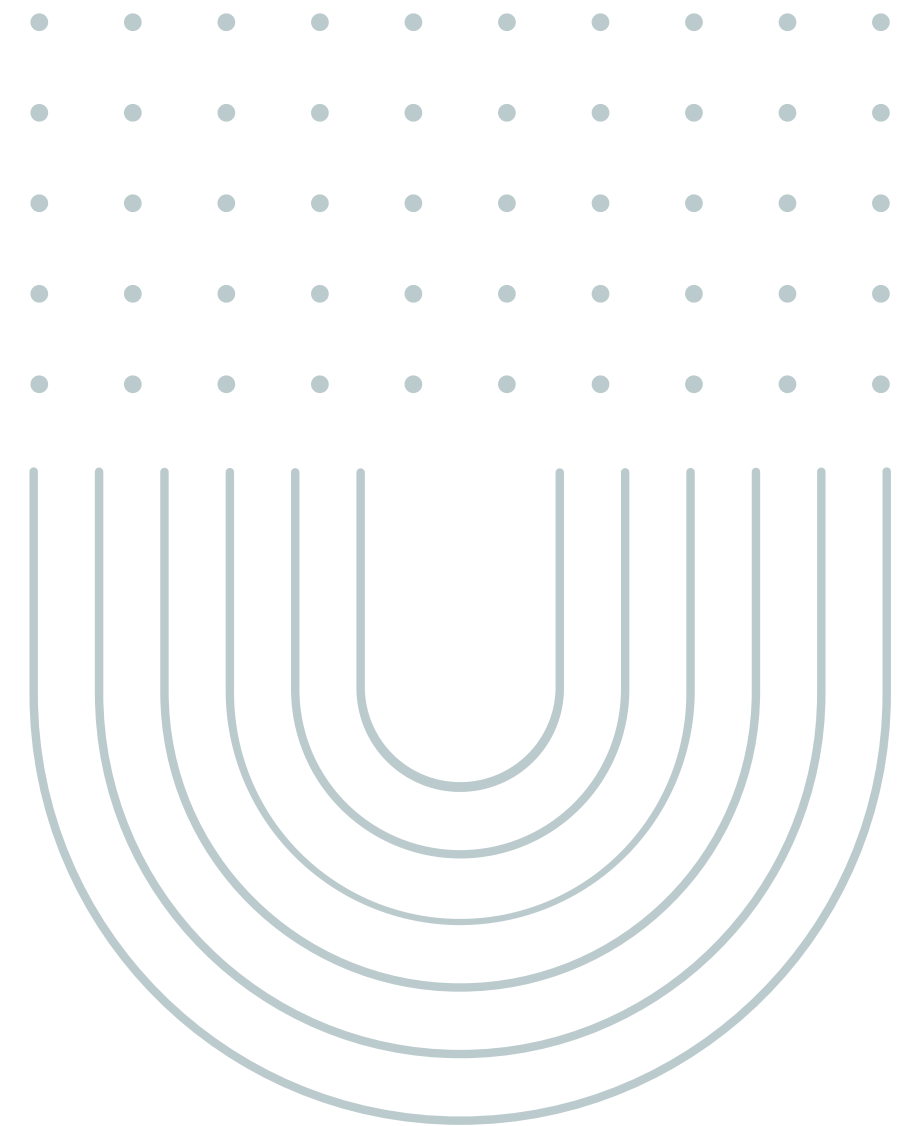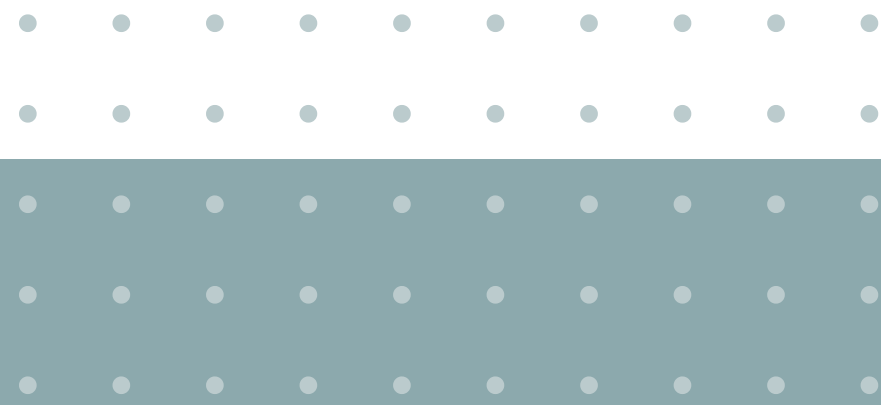LAST PAYMENT DATE
May 15th, 2007

RECOMMENDATIONS

Rockbuster should focus on acquiring movies in the Sports, Animation, and Action genres.

Popular movies should have a higher rental cost of $2.99.

Rockbuster should consider adding movies in different languages that reflect our most revenue-generating countries like India and China.

Implement loyalty programs for our top lifetime customers. These could include a first-month-free subscription offer for the new online service, or affiliate link programs for our top customers to encourage friends and family to sign up.

THANK YOU

Caroline Lasersohn