



Rockbuster Stealth LLC

Business strategy for the year 2020

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Project Overview



Motivation

Rockbuster Stealth LLC, a global movie rental company, is adapting to the challenges posed by streaming giants like Netflix and Amazon Prime. To remain competitive, Rockbuster Stealth intends to leverage its current movie licenses by introducing an online video rental service. This strategic move aims to capitalize on the company's existing assets and meet the evolving preferences of consumers in the digital age.

Goal

To analyse and provide Rockbuster Stealth's business intelligence (BI) department with meaningful insights from historical data to help with the launch strategy for the new online video service

Scope

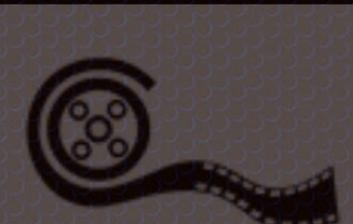
The Rockbuster Stealth Management Board has asked a series of business questions and they expect data-driven answers that they can use for their 2020 company strategy



Films and Genres



- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?



Comprehensive Movie Summary

Data summary

Result

Number of movies

1000

Number of Genres

20

Rental Duration

3 - 7 Days

Rental Rate

\$0.99 - \$4.99

Release Year

2006

MPAA Ratings

PG, R, NC-17, PG-13, G

Release Year

2006

Movie language

English

Most rented Movie

Academy Dinosaur

Most Frequent MPAA Rating

PG-13

Minimum rental rate
\$0.99

Maximum rental rate
\$4.99

Average rental rate
\$2.98

Minimum movie length
46 mins

Maximum movie length
185 mins

Average movie length
115.27 mins

Minimum rental duration
3 Days

Maximum rental duration
7 Days

Average rental duration
5 Days

Minimum replacement cost
\$9.99

Maximum replacement cost
\$29.99

Average replacement cost
\$19.98

Minimum release year
\$9.99

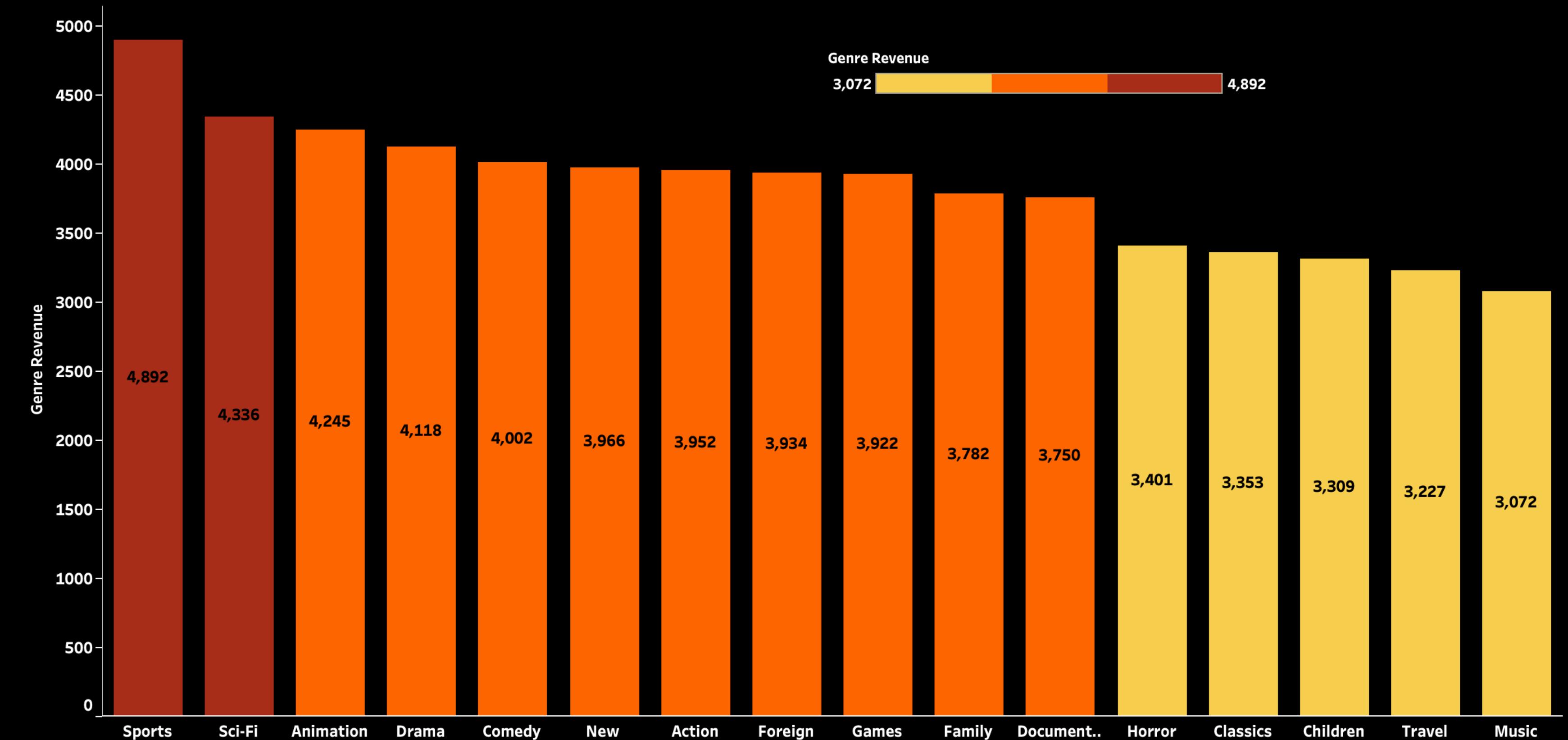
Maximum release year
\$29.99

Average release year
\$19.98



Movie Genres by Revenue

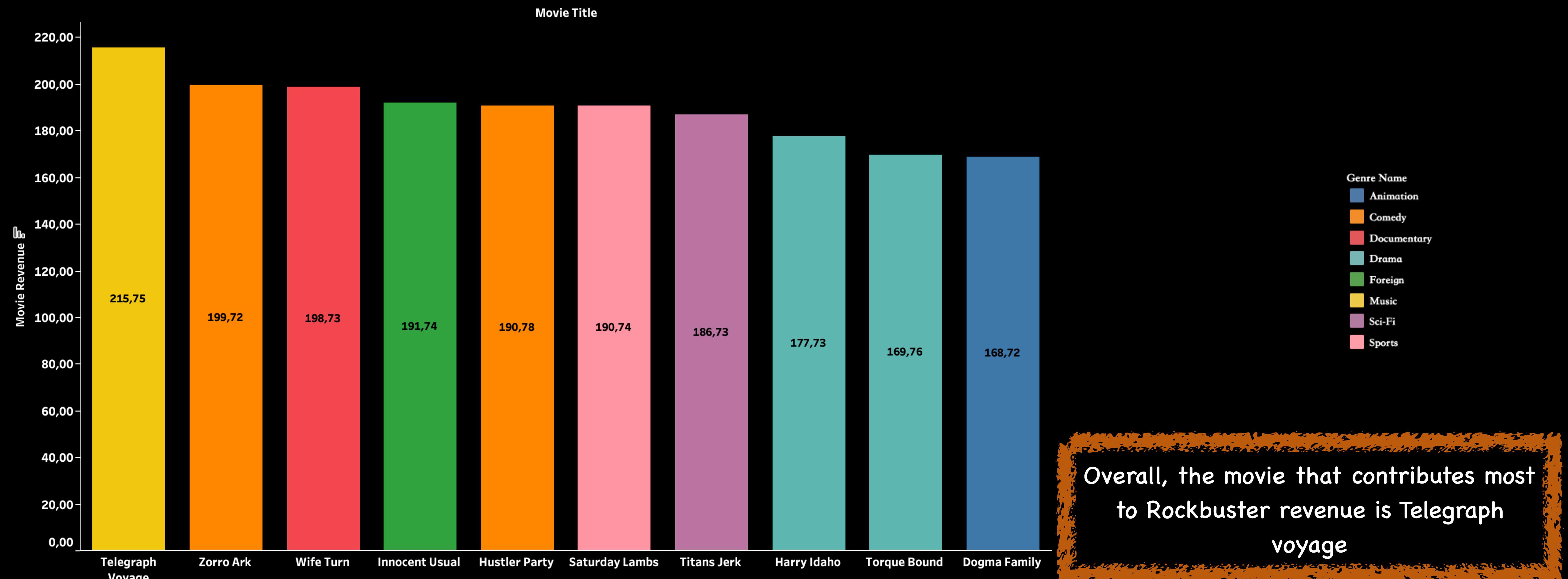
Rockbuster Movies Genres by Revenue



Overall, the genre that contributes most to Rockbuster revenue is Sports; alongside Sci-Fi, Animation, Drama and Comedy



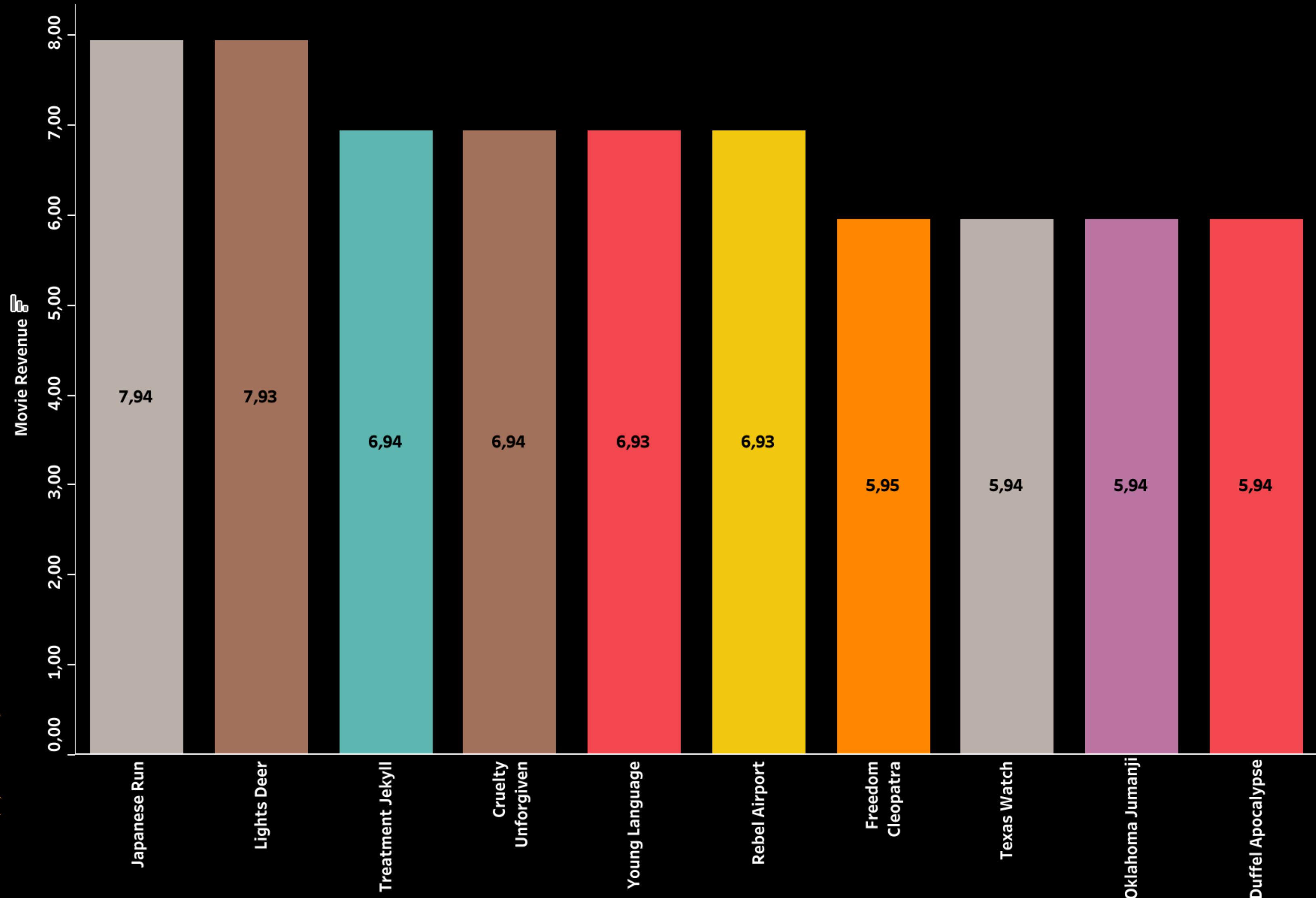
Top 10 Movies by Revenue



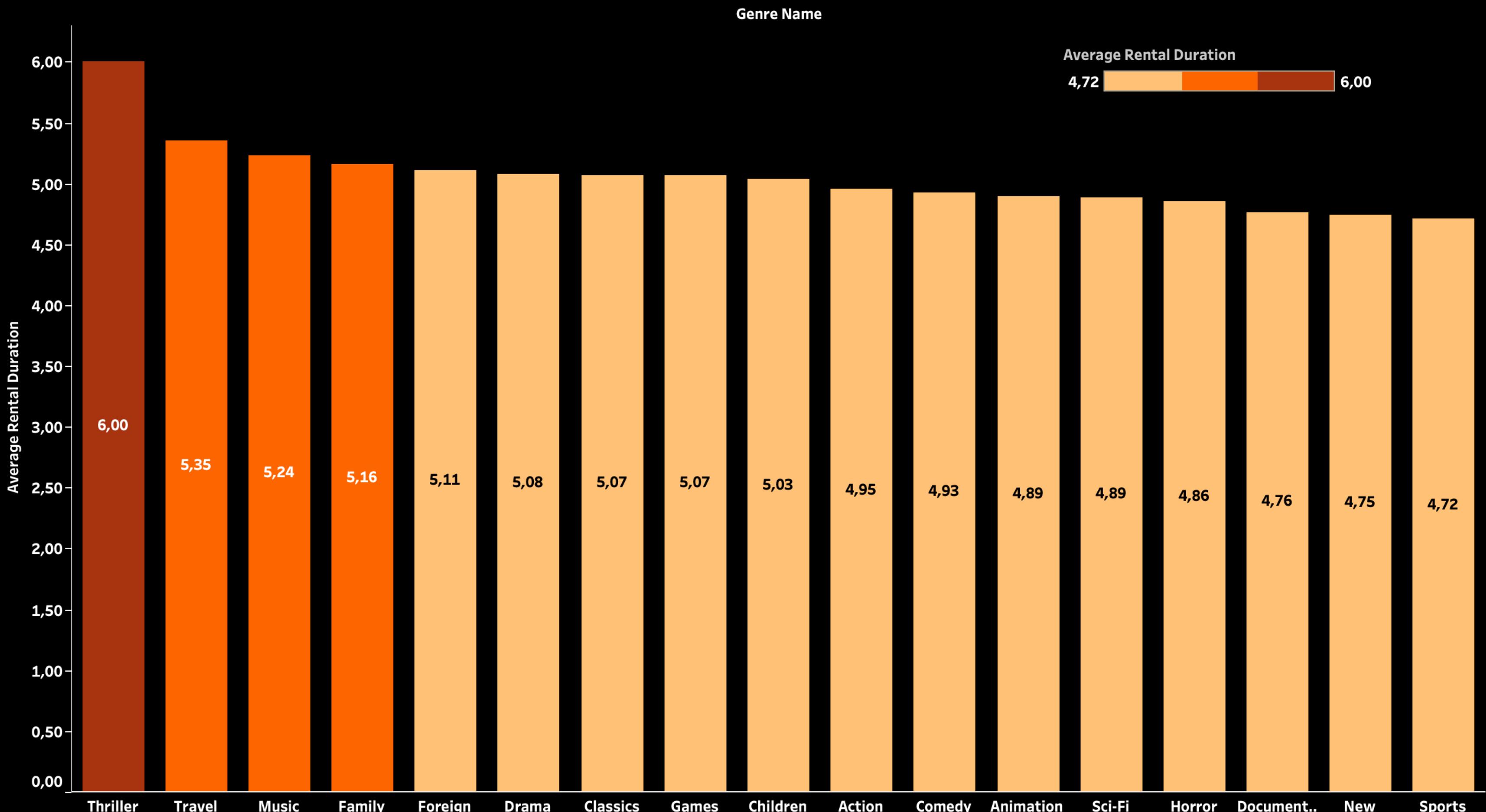
Bottom 10 Movies by Revenue

Genre Name
Animation
Comedy
Documentary
Drama
Foreign
Music
Sci-Fi
Sports

10 movies at the bottom of the list have
these genres among the top 10 movies
that contributes to revenue as well



Average rental duration for all Movies



The Genre that contributes most to revenue has the lowest rental duration while the Genre that contributes least to revenue have the longest rental duration



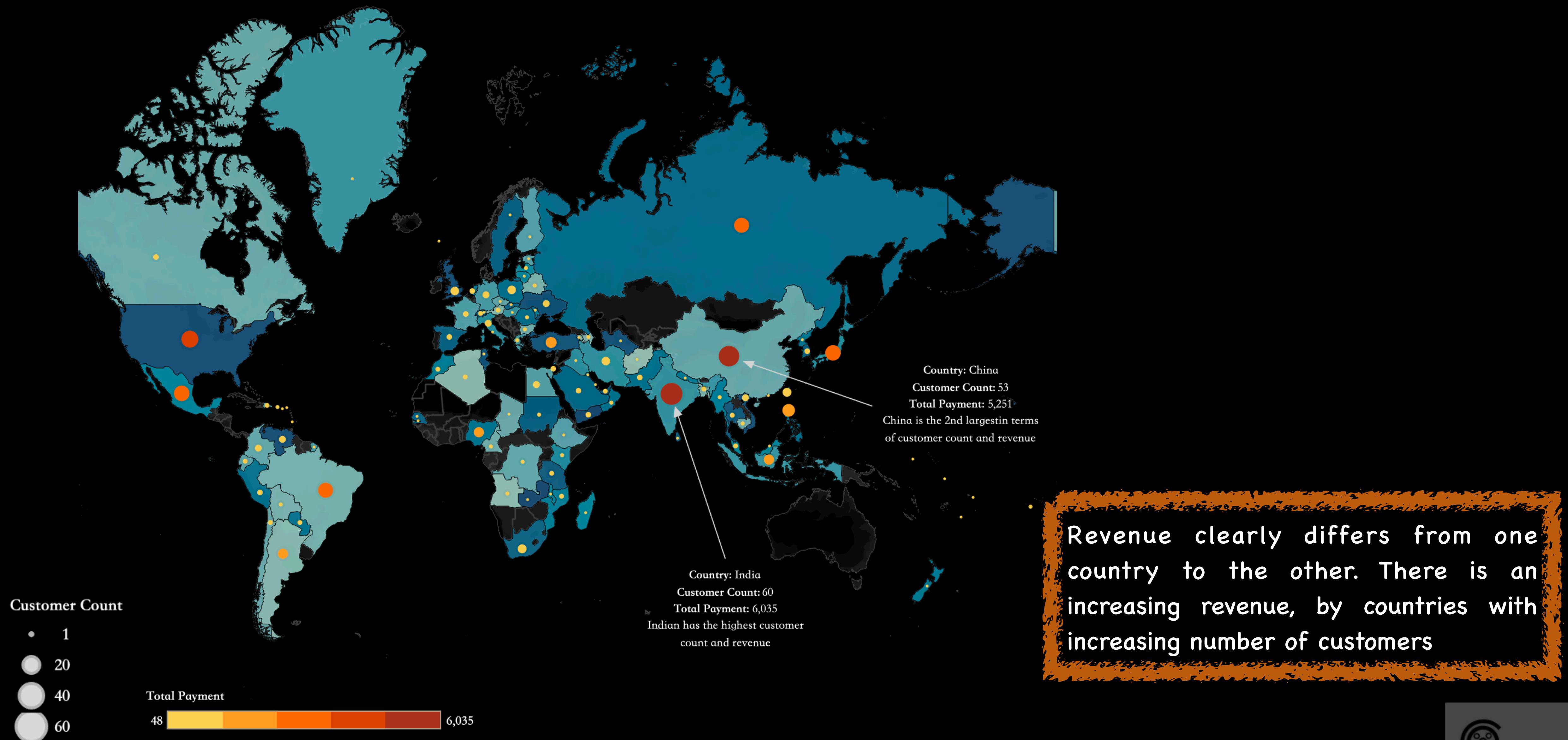
Customers and Countries



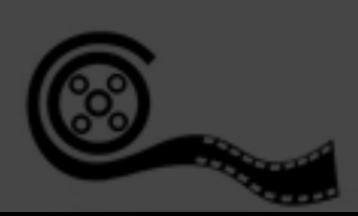
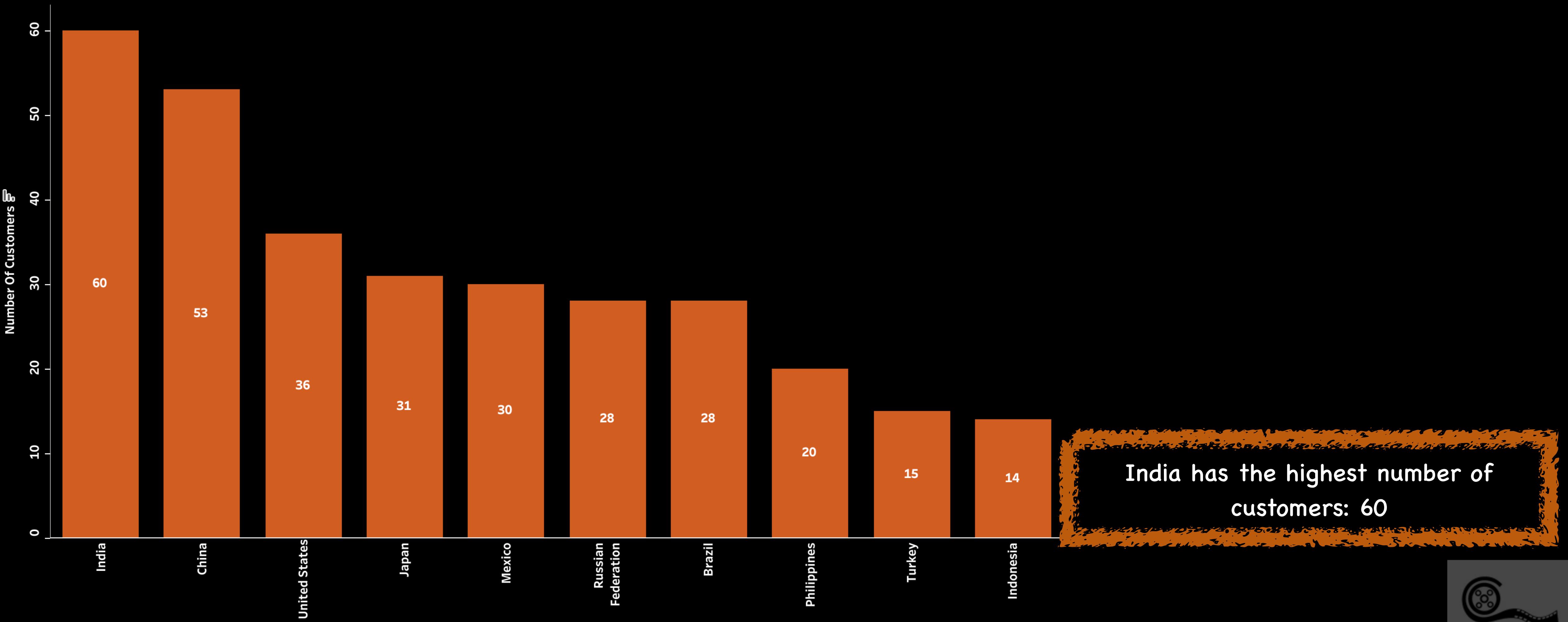
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figure varies between geographical regions?



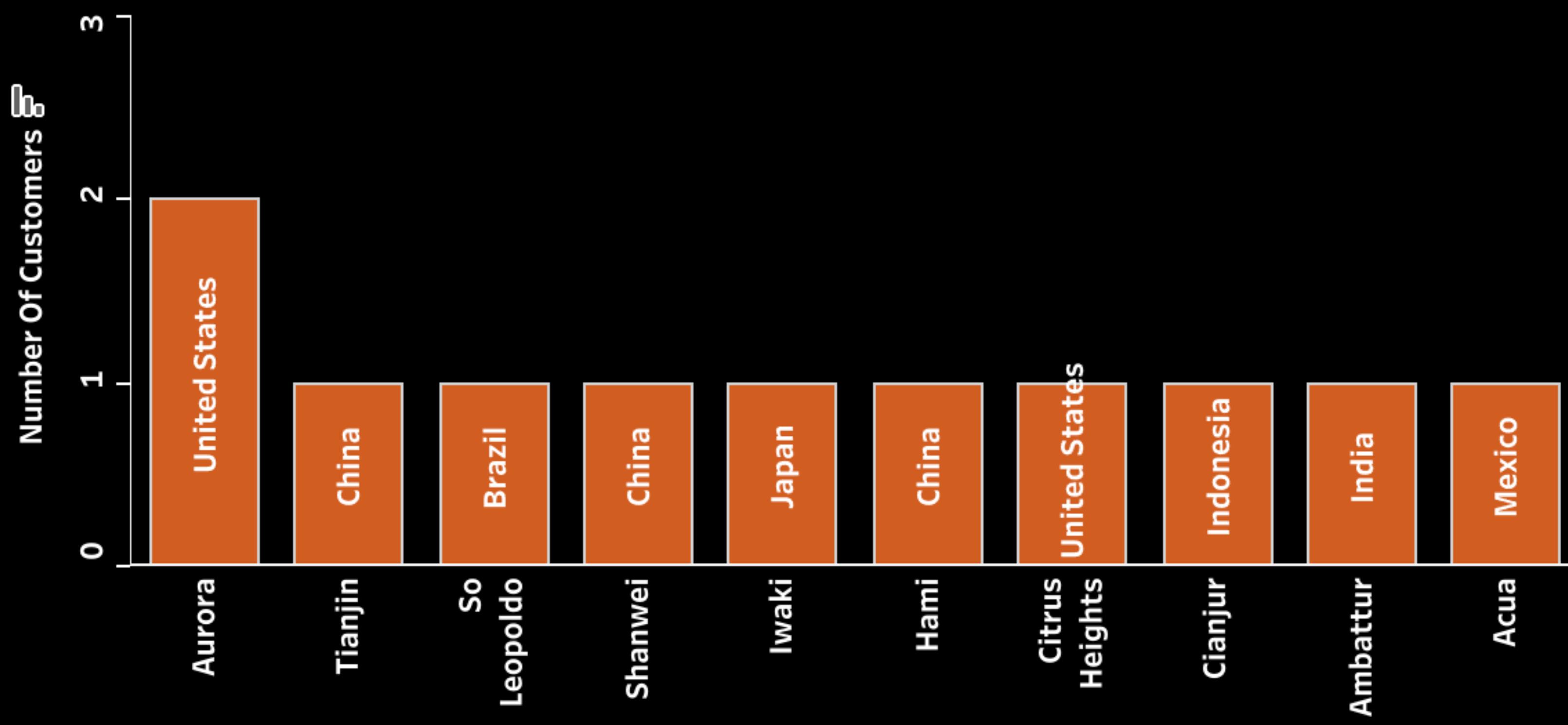
Rockbuster customers and Revenue by Country



Top 10 Countries by Customers



Top 10 Cities of top 10 Countries by customers



Aurora is the only city with 2 customer count. All the cities have 1 customer each



Top 5 Customers with high lifetime value by city and country

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



Top 5 Customers with high lifetime value by city and country

Country	Most common genre	Average length	Most common language	Most common actor	Most common rating	Most Common features
China	Drama	113,64	English	Susan Davis	PG-13	{Trailers,Commentaries,"Behind the Scenes"}
India	Action	115,95	English	Gina Degeneres	PG-13	{"Behind the Scenes"}
Japan	Drama	115,36	English	Susan Davis	PG-13	{Commentaries,"Deleted Scenes","Behind the Scenes"}
Mexico	Sports	114,18	English	Cameron Zellweger	PG-13	{Trailers}
United States	Documentary	116,68	English	Jayne Nolte	PG-13	{Trailers}

- Drama is the most popular category in China and Japan
- Susan Davis is the most popular actor in China and Japan
- The average length of films in these countries is between 113 – 116 minutes
- Films with mpaa rating 'PG-13' are the most popular among all these countries.
- Trailers are the most common special features in China, Mexico and US.
- Behind the Scenes are the most common special features in China, India and Japan



Conclusion

- All movies in Rockbuster database were released in 2006 and has only English as the language
- Rockbuster has customers in almost all the countries of the world
- India and China contributes most to revenue, have the highest number of customers including customers with high lifetime value
- Films with mpaa rating 'PG-13' and 'NC-17' are the most popular among all these countries.



Recommendation

While strategizing and planning to launch an online video rental services, Rockbuster should:

- Expand Movie Collection by adding movies from different years. This will help cater to a broader audience and attract more customers who are interested in more diversified and recent movies
- Since Rockbuster has customers in almost all countries, it is advisable to introduce multilingual support for the online video rental service. This will enhance the user experience and attract a wider range of customers who prefer movies in languages other than English
- Considering that India and China contribute the most to revenue and have the highest number of customers, it is crucial for Rockbuster to prioritize these markets. This can be done by offering localized content, marketing campaigns targeted specifically at these regions, and exploring partnerships with local production studios to access exclusive content
- First by prioritizing their current customers with high lifetime value, and extending it to other customers and potential customers for the online rental services, implementing a robust recommendation system based on customer preferences and viewing history will improve customer satisfaction and engagement. Rockbuster can provide tailored movie suggestions, increasing customer retention and lifetime value
- Ensure a diverse selection of movies within PG-13 and NC-17 rating categories. This will cater to the preference of the target audience and contribute to customer satisfaction



Thank You for your
attention

Link to Tableau Public

