



# **Rockbuster Stealth**

## **Data Analysis Project**

**AUGUST 13, 2019**

# Purpose

In response to competition from streaming services, such as Netflix and Amazon Prime, Rockbuster Stealth is looking to transition beyond our brick-and-mortar stores by using its existing movie licenses to launch an online video rental service to stay competitive in the video rental sector as part of our 2020 company strategy.

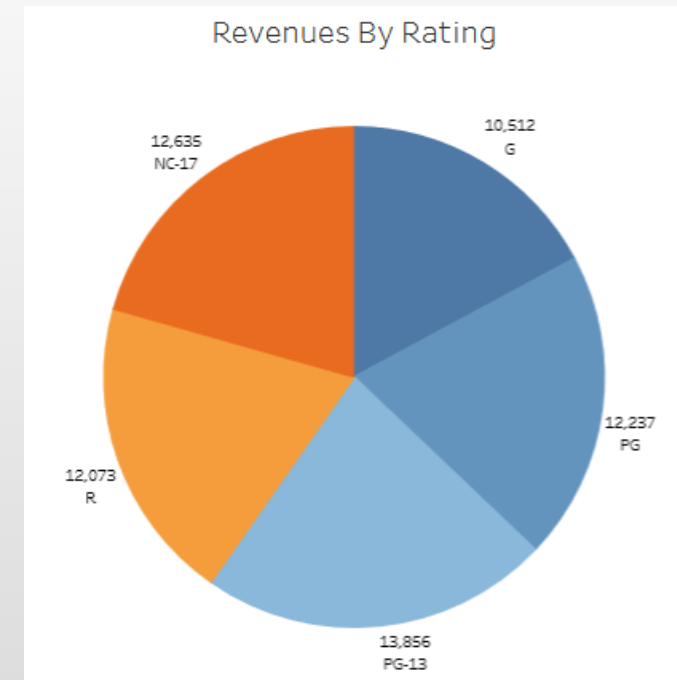
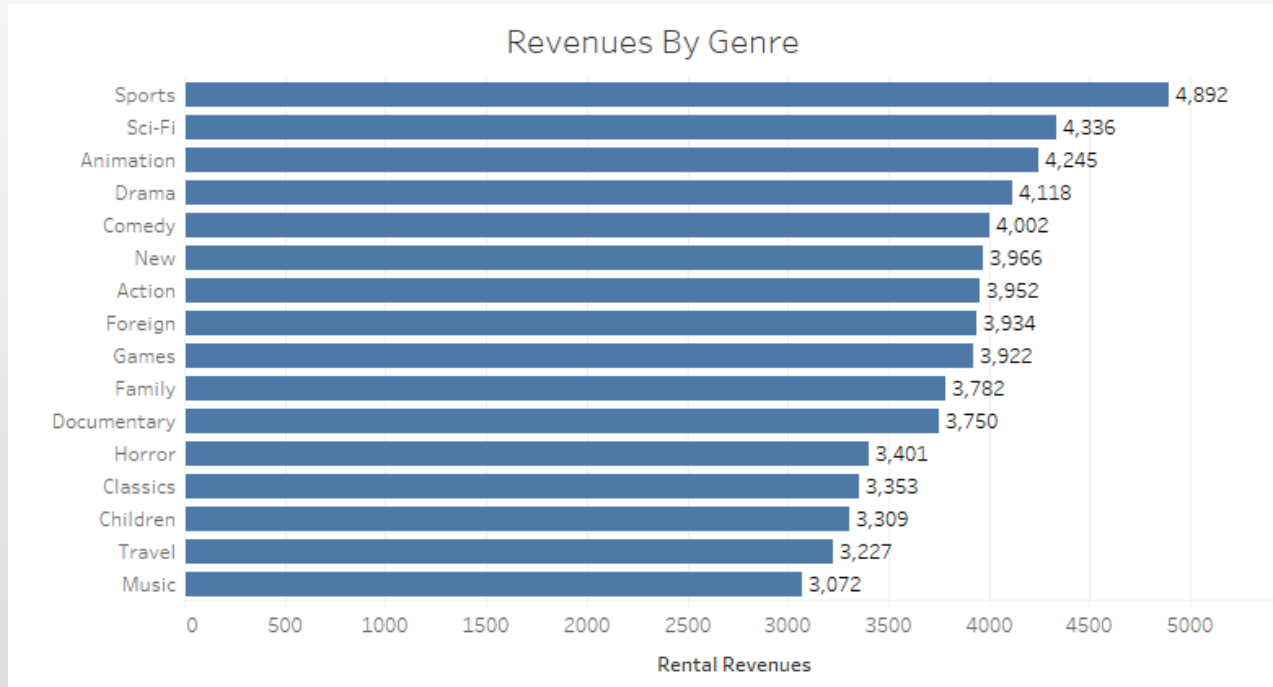
# Key Questions and Objectives

To facilitate company strategy, Rockbuster Stealth's Management Board has asked about the following:

- 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 customers with a high lifetime value based?
- Do sales figures vary between geographic regions?

# Revenue Analysis

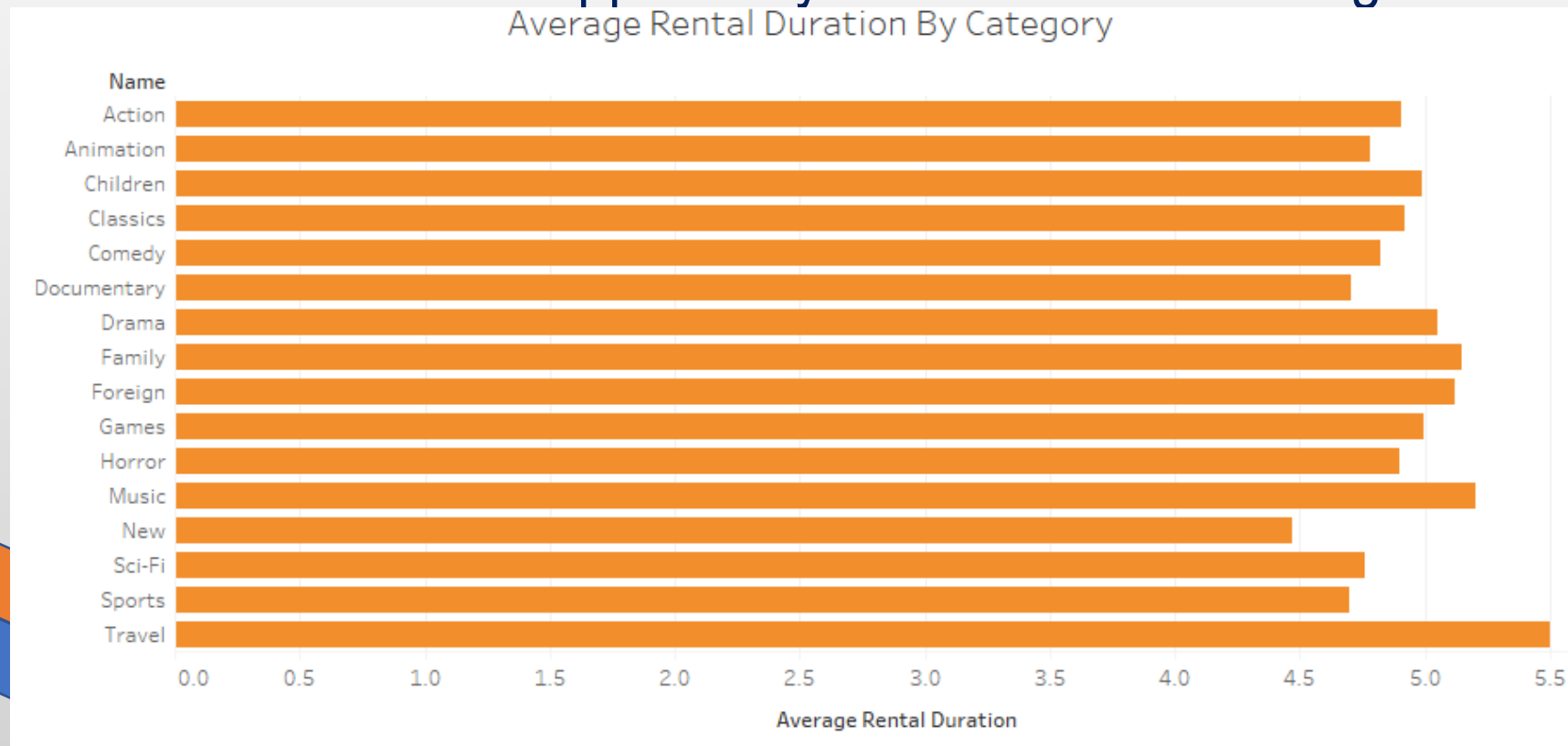
Overall, top genres include: sports, sci-fi, animation, drama and comedy



G through PG-13 films have made up more revenues, but we cannot overlook R through NC-17 files as these rating categories also represent demographics that can make purchase/rental decisions

# Average Rental Times

The average rental time is five days – this time period represents days that individual movie units are unavailable, and may be impacting our rental revenues due to lost opportunity costs from units being checked out



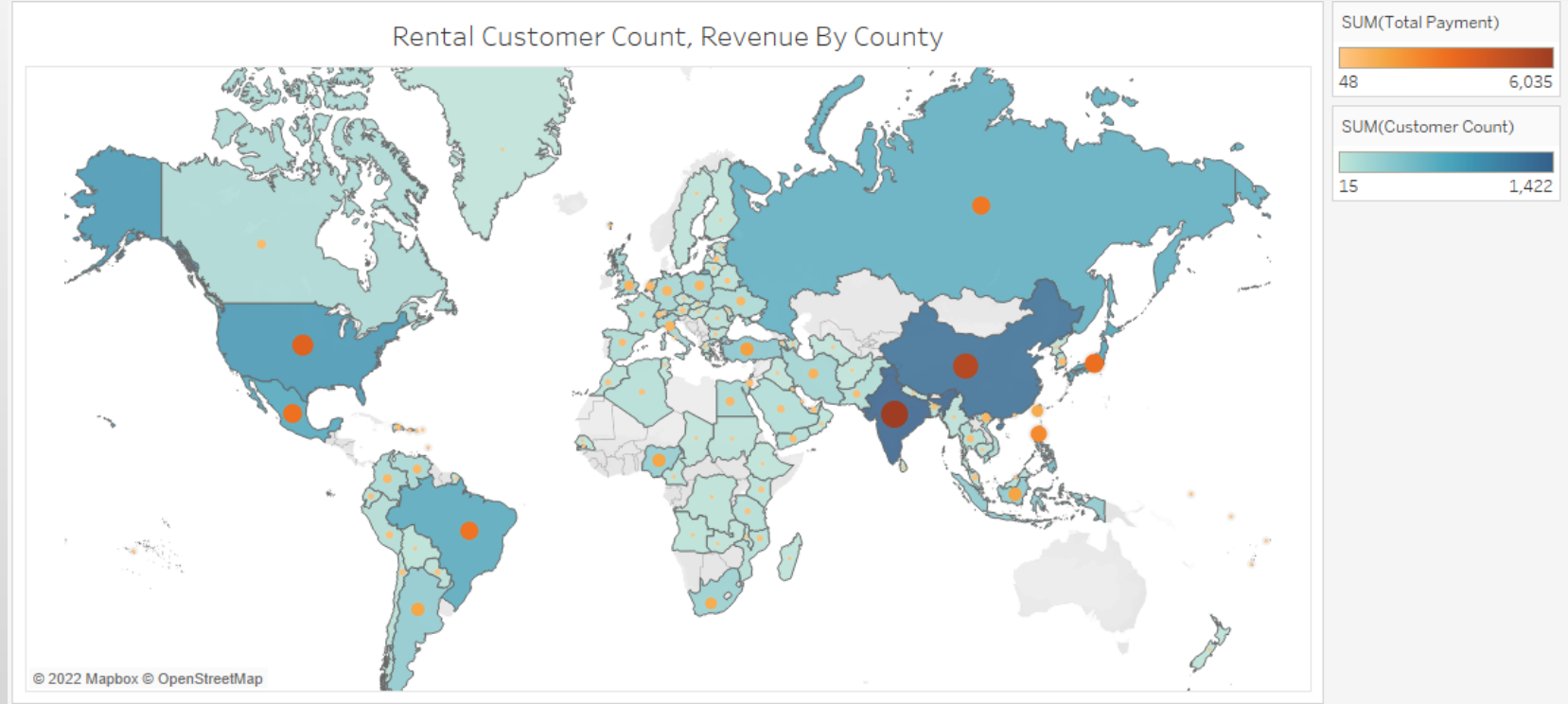
Ave. Rental  
Duration (Days)  
4.985

# Customer Base, Revenues By Geography

Rockbuster Stealth has a substantial footprint worldwide, but should focus on countries where it has significant usage based on customers and revenues

Top 10 Rental Country  
By Customer Revenue

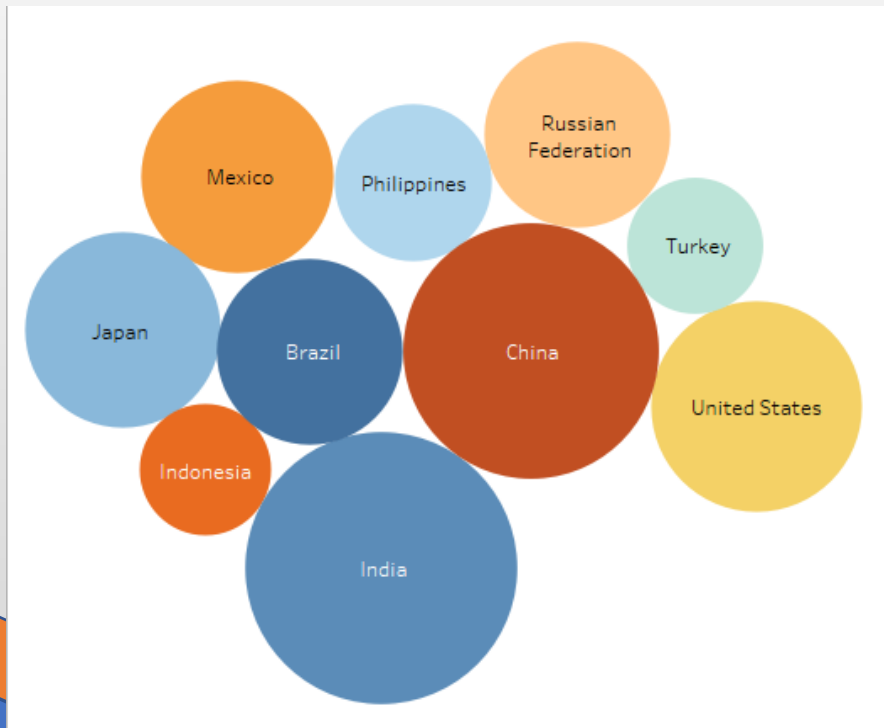
Country	Customer Count	Total Payment
India	1,422	6,035
China	1,297	5,251
United States	869	3,685
Japan	749	3,123
Mexico	718	2,985
Brazil	681	2,919
Russian Federation	638	2,766
Philippines	530	2,220
Turkey	351	1,498
Indonesia	331	1,353



Interactive Map Available at: [https://public.tableau.com/views/GeographicRevenuesCustomers/Sheet5?:language=en-US&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/GeographicRevenuesCustomers/Sheet5?:language=en-US&:display_count=n&:origin=viz_share_link)

# Most Valuable Customers

We can identify specific countries and cities that have customers that use our services, which we should consider if developing a rewards/incentive program



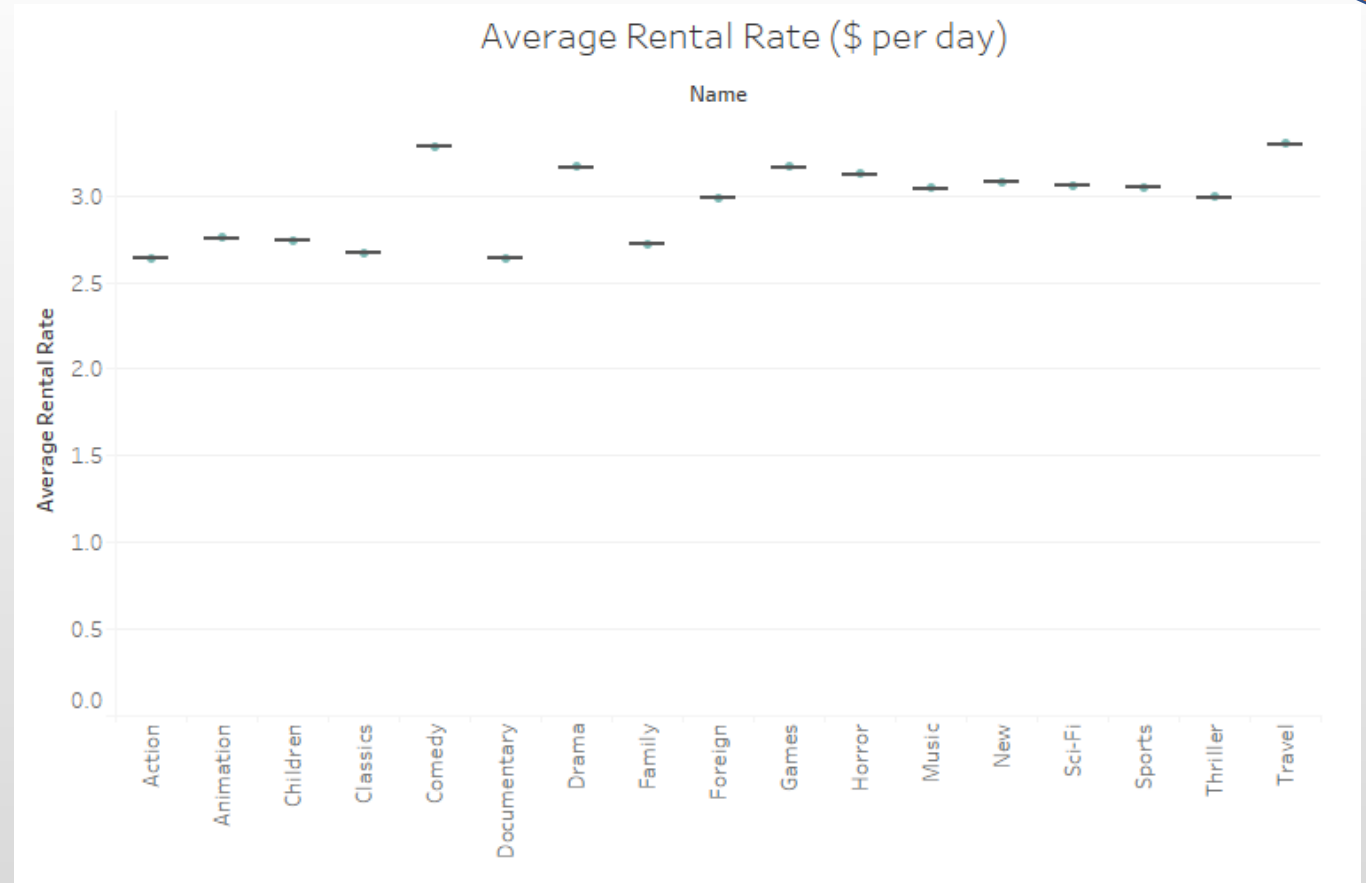
Top 10 Customers (from Top 10 Cities, Countries)

First Name	Last Name	City	Country	Total Amount Paid ₺
Casey	Mena	Tokat	Turkey	130.68
Sara	Perry	Atlixco	Mexico	128.70
Leslie	Seward	Pontianak	Indonesia	123.72
Alan	Kahn	Emeishan	China	119.75
Clinton	Buford	Aurora	United States	98.76
Natalie	Meyer	Aparecida de Goinia	Brazil	90.78
Theresa	Watson	Taguig	Philippines	88.73
Nellie	Garrett	Shimoga	India	86.81
Phyllis	Foster	Zalantun	China	76.80
Joann	Gardner	Tarsus	Turkey	64.85

# Pricing?

While conducting this analysis, we identified a potential issue regarding how would we price our streaming service? Should we price by rental? Consider a subscription-based model?

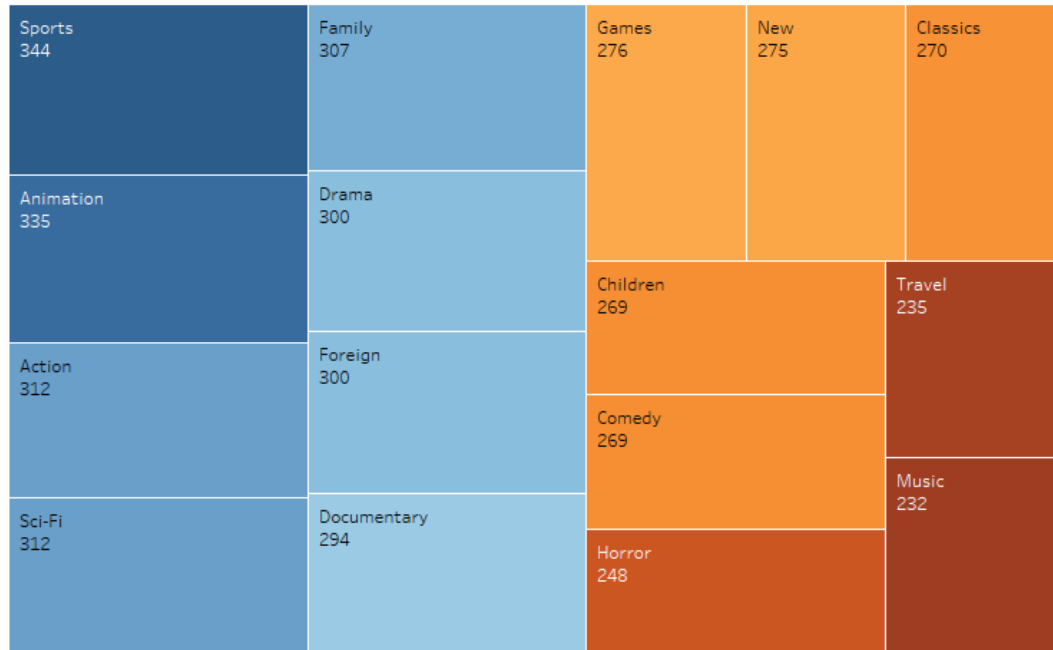
Currently, our average rental price is around \$3.00 (with a max of \$4.99 and min of \$0.99)





# Conclusion

Current Rockbuster Stealth Inventory By Genre



When implementing our online video strategy, the Management Board should consider:

- Targeting regions that represent high revenue potential (IND, CHN, USA, JPN, MEX)
- Promoting more popular genres (sports, sci-fi, animation, etc.) but also consider more family-friendly files (rated G, PG, PG-13)
- Identifying customer-level usage to develop rewards programs or other engagement opportunities (such as customer surveys) to further refine our strategy
- Developing a pricing strategy for online video streaming based off our rental rates and current inventory (licenses) available

# Questions?

- Visualizations:  
[https://public.tableau.com/views/TableauVisualizationsforRSLC Presentation/Story1?:language=en-US&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/TableauVisualizationsforRSLC Presentation/Story1?:language=en-US&:display_count=n&:origin=viz_share_link)
- SQL/Excel Data: 3.10\_RBSLLC\_sqlexceldata\_db08132022.xlsx
- Data Dictionary: 3.10\_RBSLLC\_datadictionary\_db08132022.pdf

