

# ROCKBUSTER STEALTH

## DATABASE ANALYSIS

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# PROJECT OVERVIEW

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

# OBJECTIVES

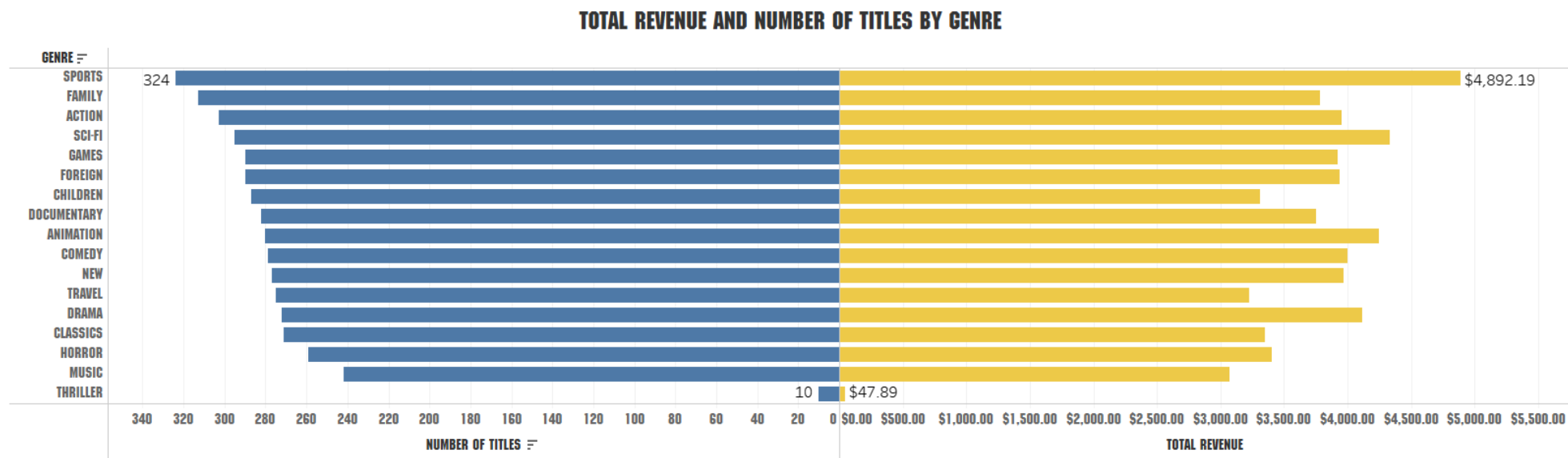
GENRE ANALYSIS \_\_\_\_\_ Which movies contributed the most/least to revenue gain?

RENTAL ANALYSIS \_\_\_\_\_ What was the average rental duration for all videos?

LOCATION ANALYSIS \_\_\_\_\_ Which countries are Rockbuster customers based in?

SPATIAL ANALYSIS \_\_\_\_\_ Do sales figures vary between geographic regions?

CUSTOMER ANALYSIS \_\_\_\_\_ Where are customers with a high lifetime value based?



The Sports genre accounted for over 15% of total revenue globally with nearly \$5,000 in total sales. The genre with the lowest overall revenue belonged to the Thriller category. The Sports genre also accounted for the highest number of titles with 324.

### Top 5 Titles by Total Revenue

Title	Rating	Genre	Total Revenue
Telegraph Voyage	PG	Music	\$215.75
Zorro Ark	NC-17	Comedy	\$199.72
Wife Turn	NC-17	Documentary	\$198.73
Innocent Usual	PG-13	Foreign	\$191.74
Hustler Party	NC-17	Comedy	\$190.78

No titles in the Top 5 films by total revenue belonged to the Top 5 Genres by **Total Revenue**. This leads us to conclude that titles within certain genres, such as Comedy or Music, are driving revenue for the genre as a whole.

### Lowest 5 Titles by Total Revenue

Title	Rating	Genre	Total Revenue
Oklahoma Jumanji	PG	New	\$5.94
Duffel Apocalypse	G	Documentary	\$5.94
Texas Watch	NC-17	Horror	\$5.94
Freedom Cleopatra	PG-13	Comedy	\$5.95
Young Language	G	Documentary	\$6.93

Telegraph Voyage, the title with the highest overall revenue, accounted for over 7% of the total overall sales within the Music genre, while Saturday Lambs, the highest grossing title in the Sports genre, accounted for less than 4%.

### Top 5 Titles in Sports Genre

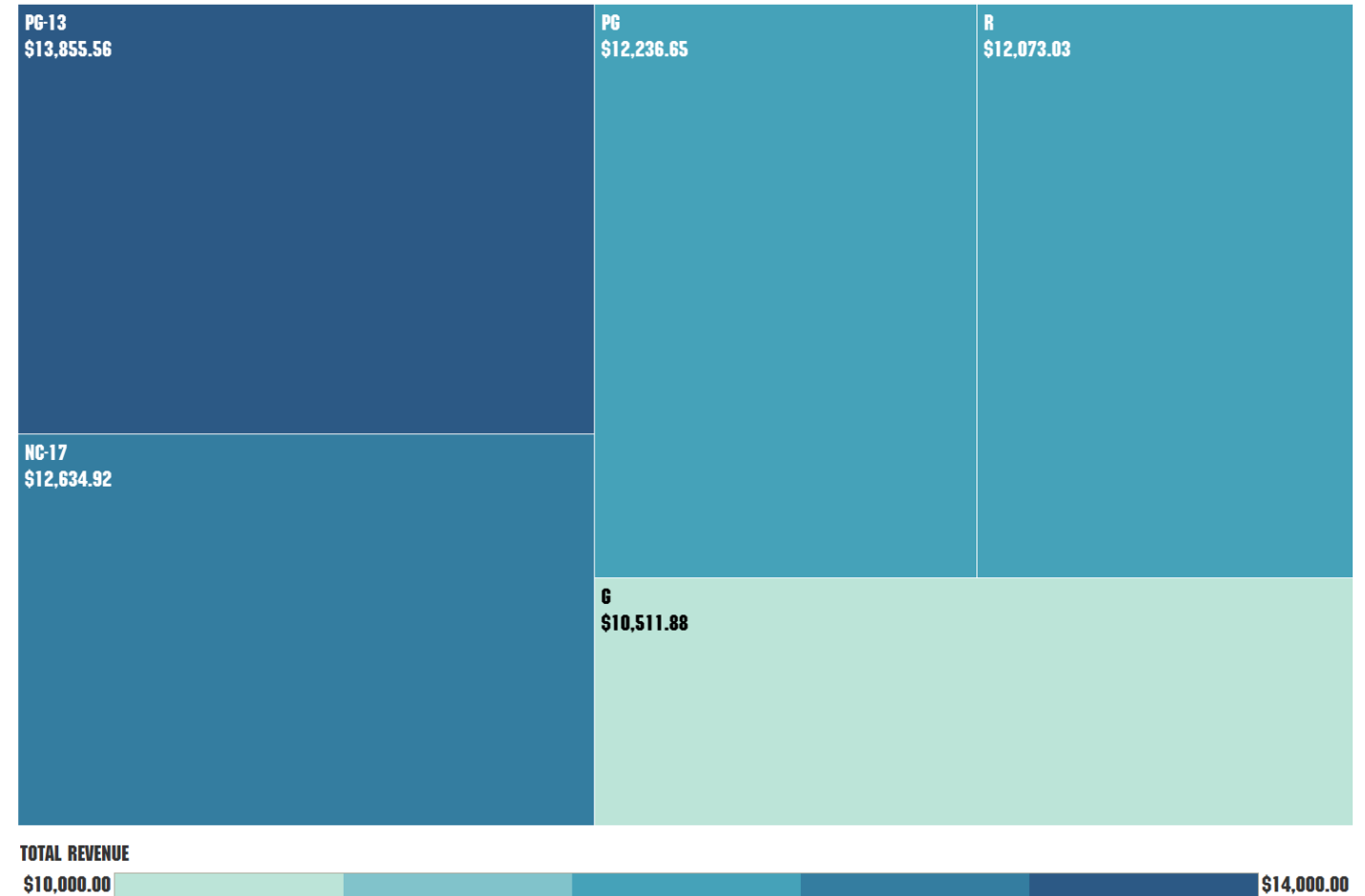
Title	Rating	Genre	Total Revenue
Saturday Lambs	G	Sports	\$190.74
Roses Treasure	PG-13	Sports	\$137.77
Trading Pinocchio	PG	Sports	\$133.77
Durham Panky	R	Sports	\$132.76
Aladdin Calendar	NC-17	Sports	\$131.77

### Top Title by Total Revenue in Top Genres

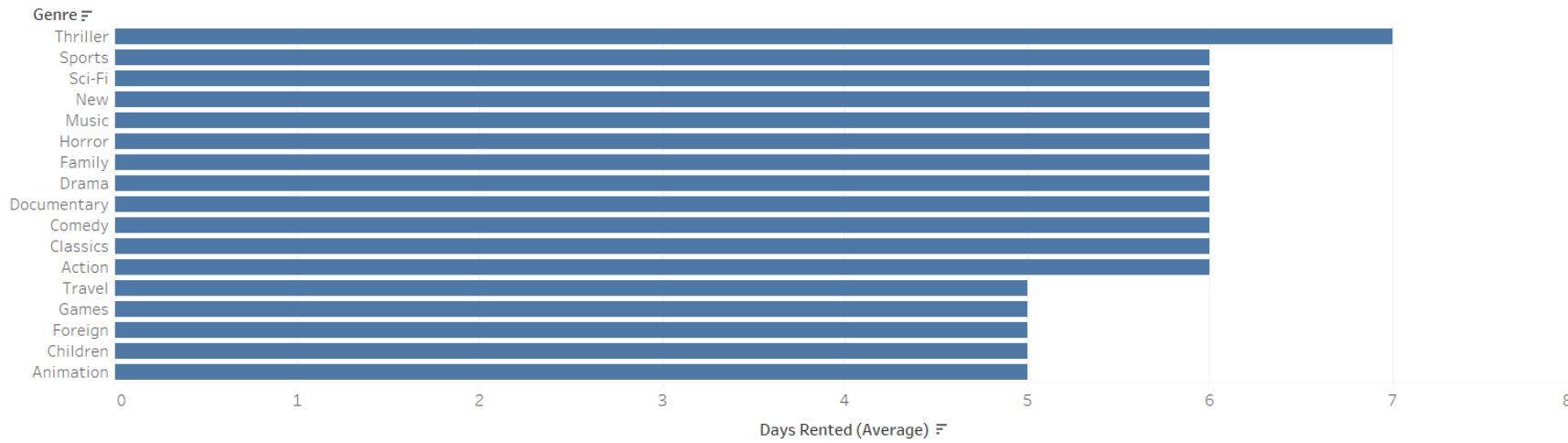
Title	Rating	Genre	Total Revenue
Saturday Lambs	G	Sports	\$190.74
Apache Divine	NC-17	Family	\$160.72
Fool Mockingbird	PG	Action	\$162.79
Titan's Jerk	PG	Sci-Fi	\$186.73
Massacre Usual	R	Games	\$149.75

REVENUE WAS FAIRLY  
CONSISTENT ACROSS  
THE DIFFERENT MPAA  
RATINGS. G-RATED  
FILMS WERE THE  
LEAST PROFITABLE,  
WHILE PG-13 RATED  
FILMS WERE THE  
MOST PROFITABLE  
OVERALL.

TOTAL REVENUE BY MPAA RATINGS



### AVERAGE DAYS RENTED BY GENRE



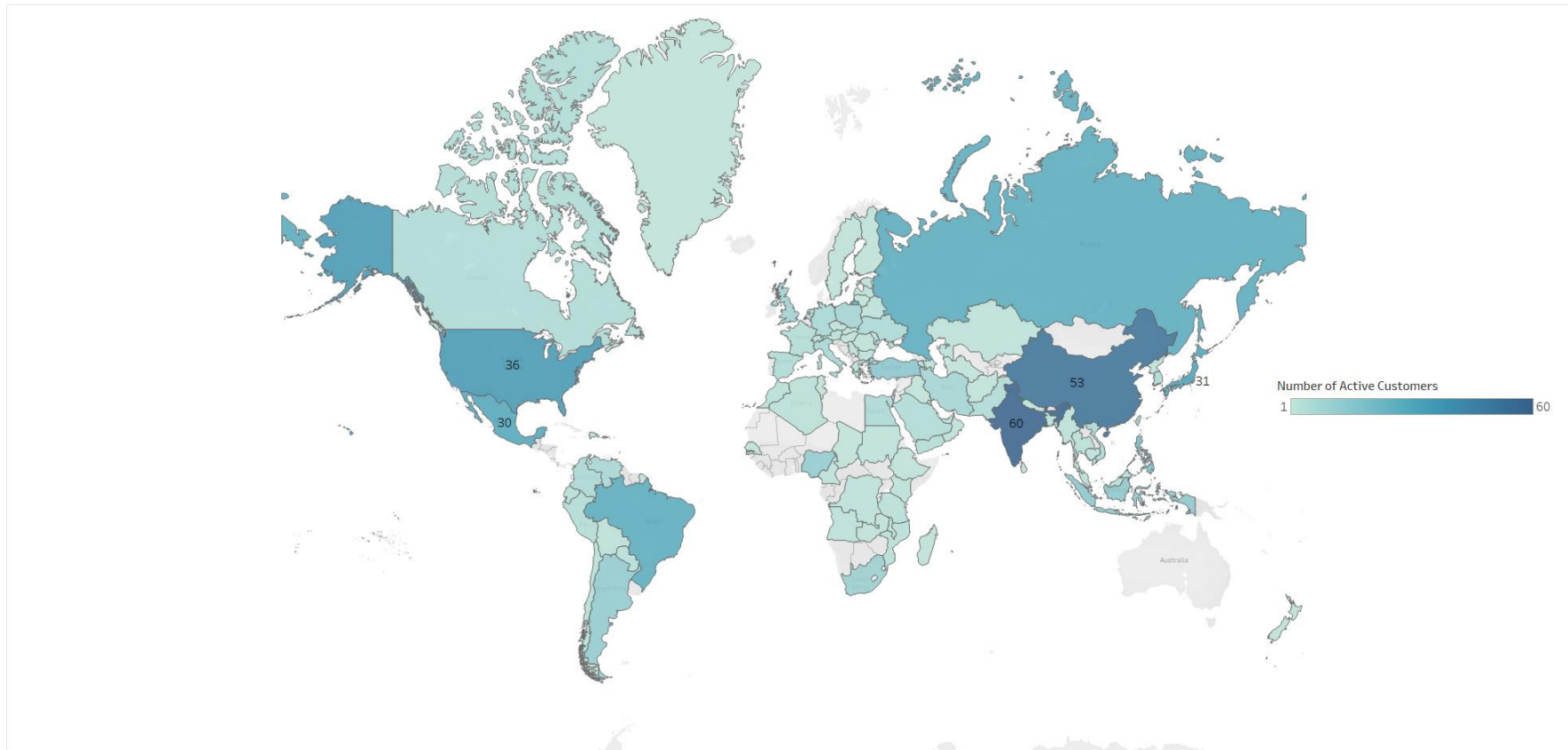
Average Days Rented  
(All Genres)

5 Days

On average, customers rented titles for 5 days before returning them.

Average rental durations between genres remained relatively consistent with this average as well.

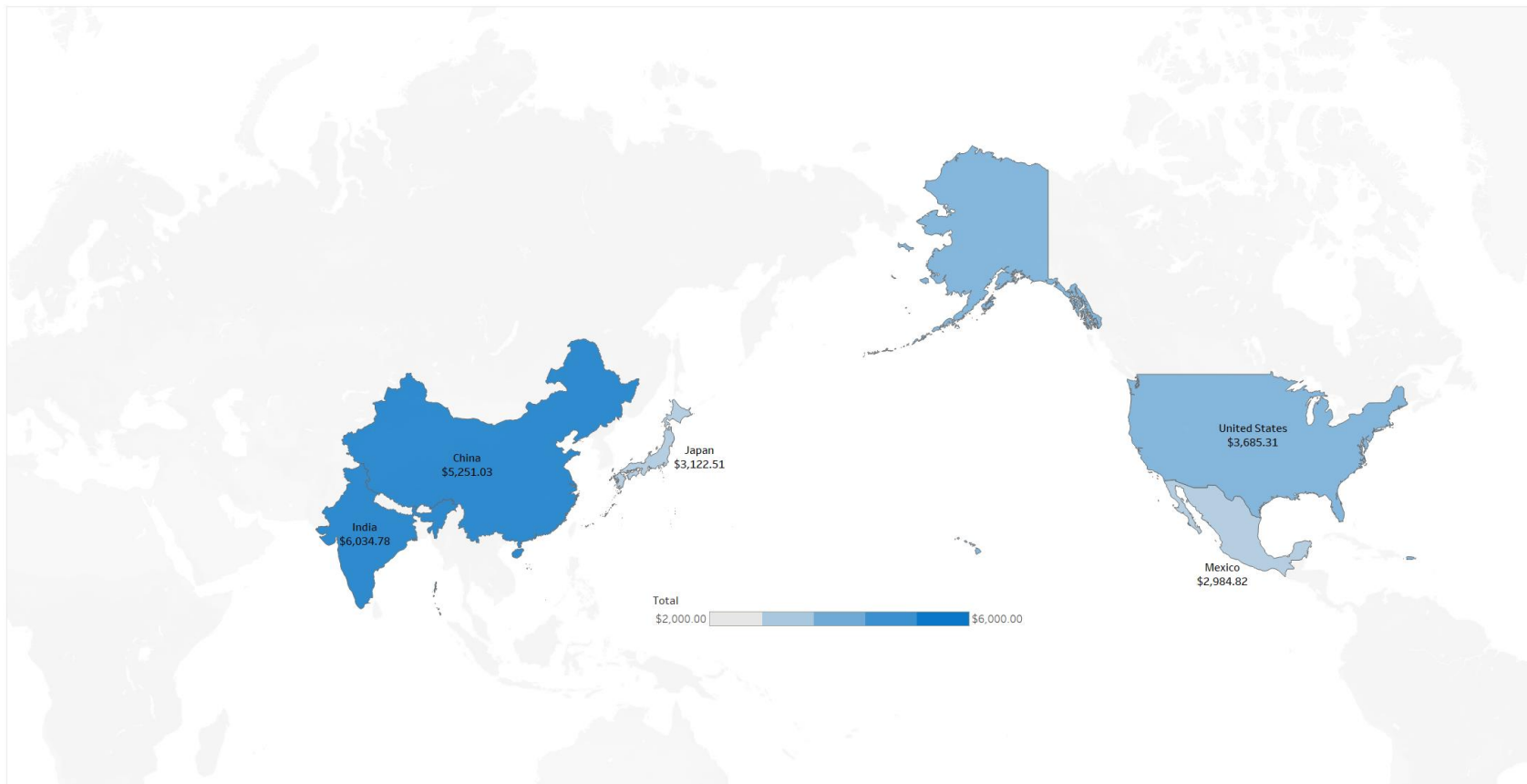
## NUMBER OF ROCKBUSTER STEALTH CUSTOMERS WORLDWIDE



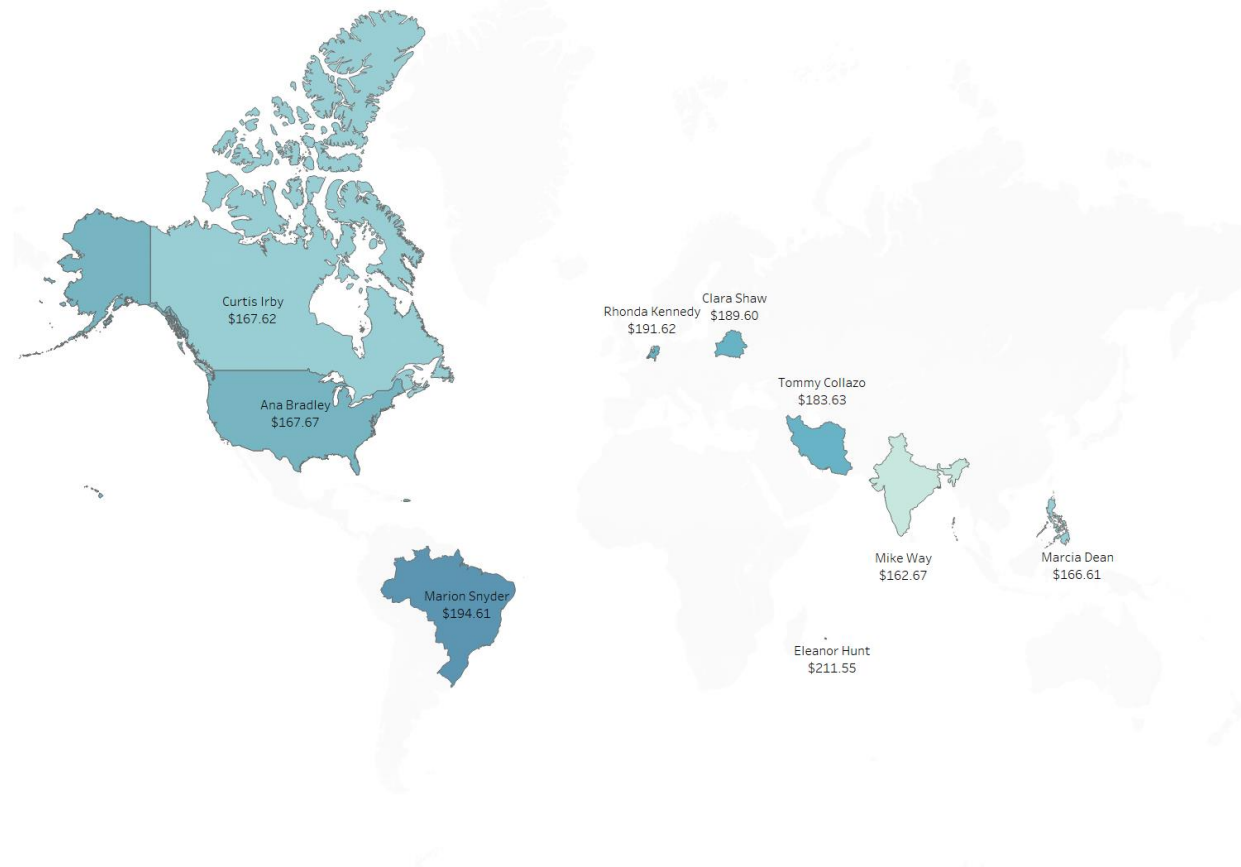
Rockbuster Stealth customers span the globe. We have customers on nearly every continent, with a notable exception being Australia given that we have a store location in the country. The countries with the most Rockbuster Stealth customers are India, China, The United States, Japan, and Mexico.



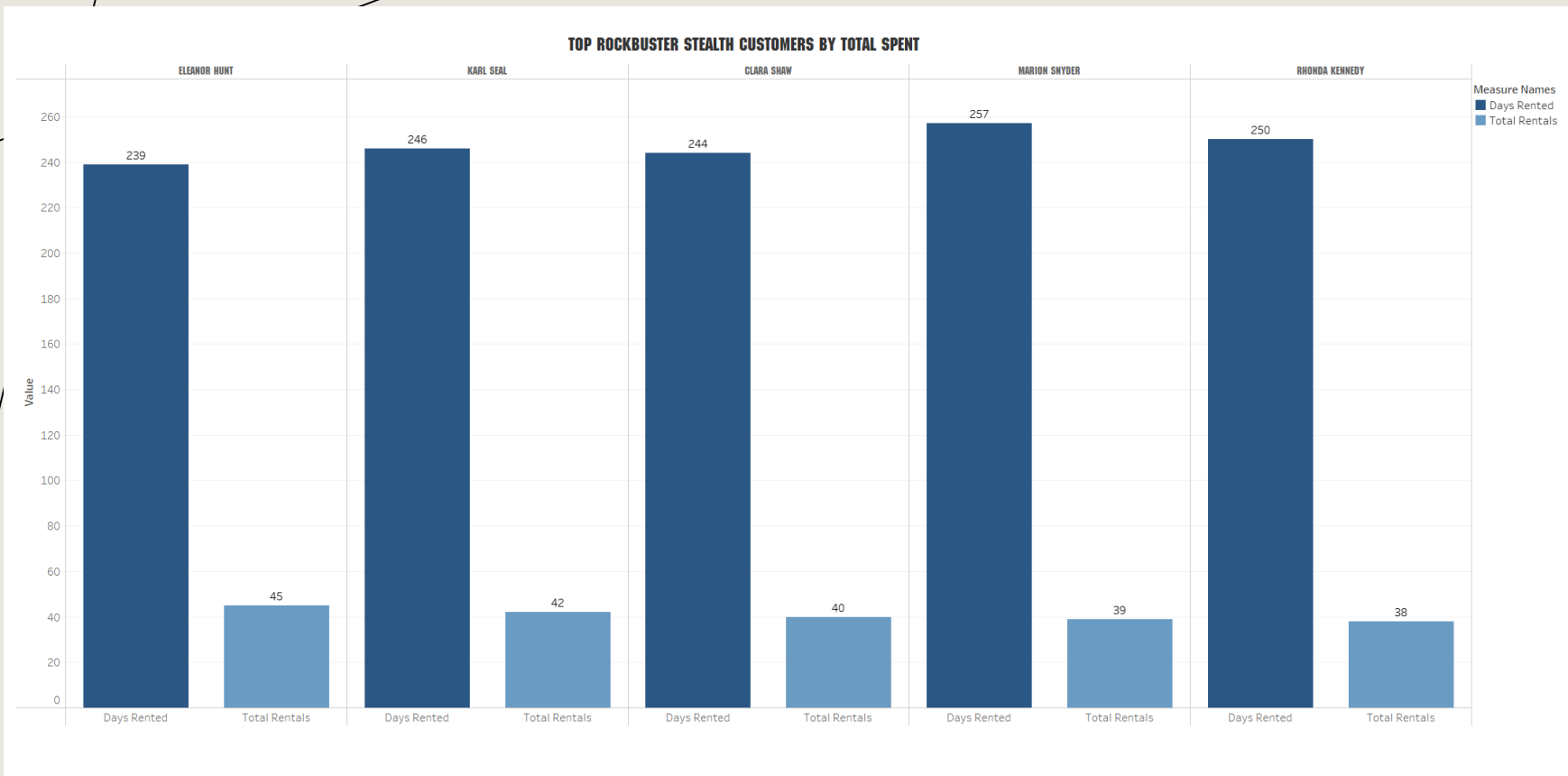
#### MOST PROFITABLE COUNTRIES



The countries with the most customers also happen to be our most profitable countries. India accounts for nearly 10% of our entire revenue with just over \$6,000 in total sales.



Our top customers are spread all over the globe. Our top customer, Eleanor Hunt, had a total spend of \$211.55 and lives on the island of Reunion off the coast of Africa.



Unsurprisingly, our top customers were frequent renters. Elanor Hunt, our top customer by total spent, completed 45 transactions and rented titles for a total of 239 days. All of our top customers completed around 40 transactions with Rockbuster Stealth, and all of our top customer customers rented titles for over 200 days.



# RECOMMENDATIONS

## GROWTH

Target markets with high numbers of Rockbuster Stealth customers, particularly India, China, Japan, The United States, and Mexico. Break into the Austrailain market by utilizing existing storefront and marketing to transition customers to streaming platform.

## RETENTION

Create a loyalty program based on number of titles rented each year. This incentivizes more rentals from new customers and rewards current customers for repeat transactions.

## RELEASE STRATEGY

Titles in the Sports genre should be prominent on the platform due to their current popularity. Other titles rated PG-13 should also be featured due to the rating's popularity with viewers. Rental figures should be analyzed quarterly to adjust genre and rating preferences.

QUESTIONS?



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# THANK YOU

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Tableau: [Tableau Storyboard](#)