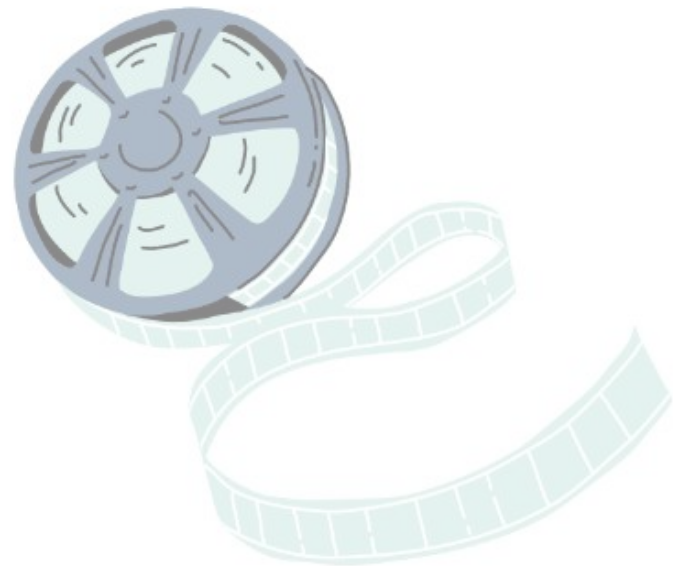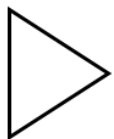# Rockbuster Stealth LLC Findings

Dorina Salam
July 16, 2023

Rockbuster Stealth LLC Objective
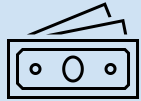
▷ Launch **online video rental service** in order to stay competitive with Netflix and Amazon Prime.
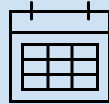
Key Questions and Presentation Objectives

1

Which movies contributed the most/least to revenue gain?

2

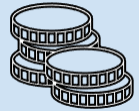What was the average rental duration for all videos?

3

Which countries are Rockbuster customers based in?

4

Where are the customers with a high lifetime value based?

5

Do sales figures vary between geographic regions?

Data overview

General Film Information:

Release Year	2006
Film Language (Mode)	1 (English)
Rental Duration (AVG)	5 days
Movie Length (AVG)	115 mins
Replacement Cost (AVG)	$20
Most Occuring Rating	PG-13

General Database Information:

Number of countries customers rented films from	109
Revenue gained in 2006	$61,312 Million
Number of films rented in 2006	16,044
Number of customers in database	599
Number of films in database	1000

Movies with Most/Least Revenue Gain

Highest and Lowest Movies Generating Revenue

Top 3 Movies

| Movie	Total Revenue (in Millions)
Telegraph Voyage	215.8
Zorro Ark	199.7
Wife Turn	198.7
Innocent Usual	191.7
Hustler Party	190.8
Saturday Lambs	190.7
Titans Jerk	186.7
Harry Idaho	177.7
Torque Bound	169.8
Dogma Family	168.7
Japanese Run	7.9
Lights Deer	7.9
Cruelty Unforgiven	6.9
Treatment Jekyll	6.9
Rebel Airport	6.9
Young Language	6.9
Freedom Cleopatra	6.0
Duffel Apocalypse	5.9
Oklahoma Jumanji	5.9
Texas Watch	5.9

Bottom 3 Movies

Total Revenue (in Millions)

Avg rental duration for all videos

Minimum rental duration

Maximum rental duration

3 days
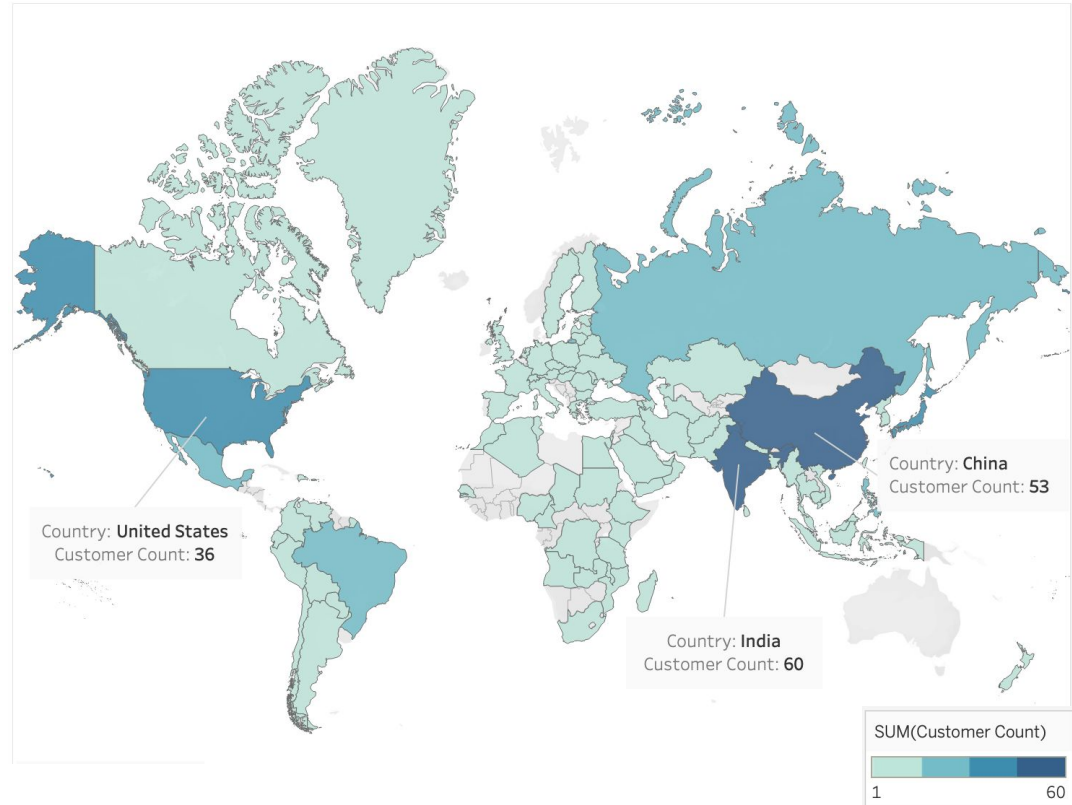
7 days

5 days
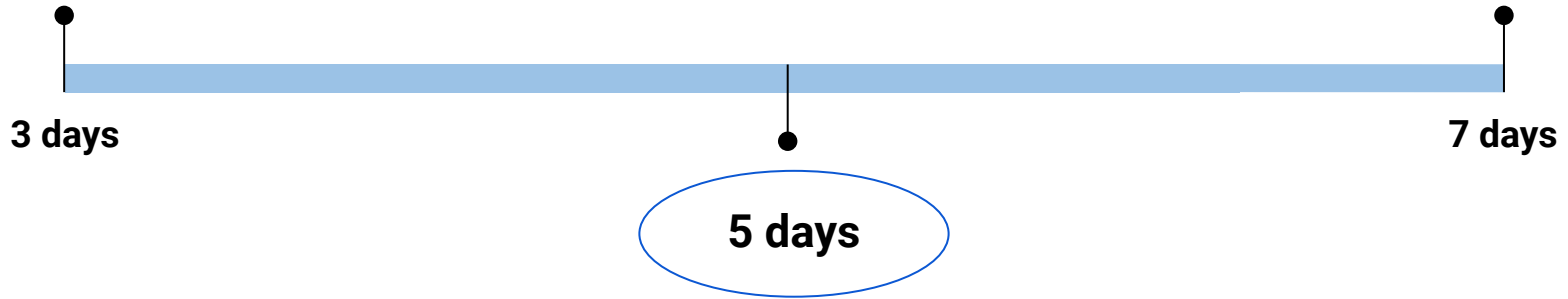
**The average film
rental duration**

Which countries are the customers based in?

India

China

United States
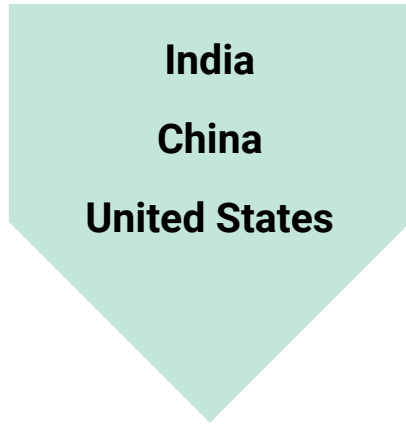
Have the **HIGHEST number** of customers

Map of Rockbuster's Customer Base

Country: **United States**
Customer Count: **36**

Country: **China**
Customer Count: **53**

Country: **India**
Customer Count: **60**

SUM(Customer Count)

1   60

Customer Base (Cont.)

Customer Count per Country (Top 42)
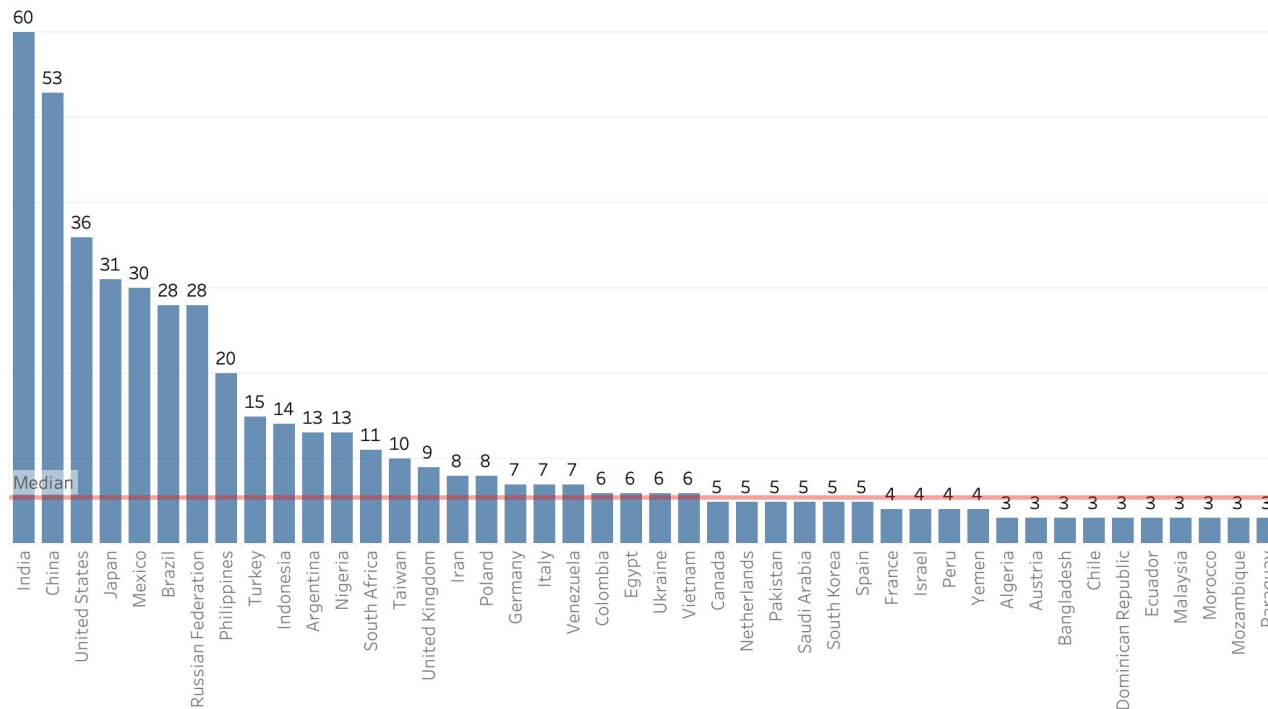
The **median** number of customer per country is **5**

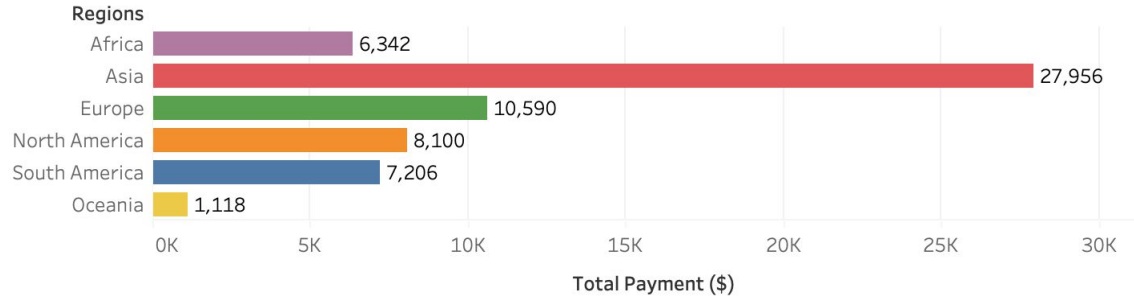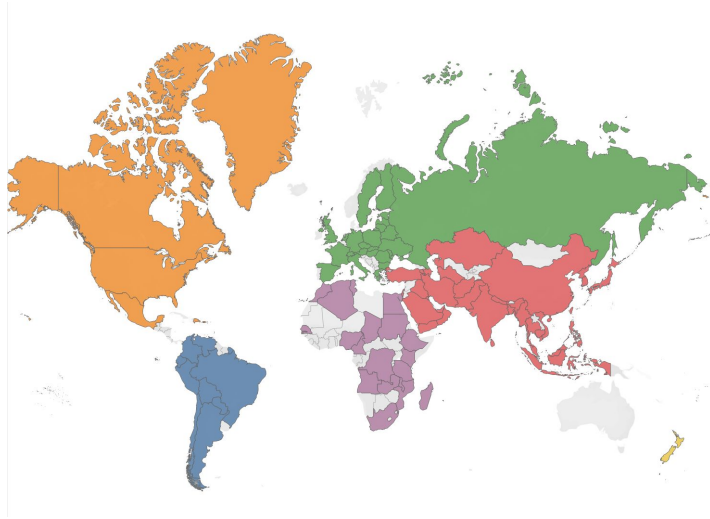**India** accounts for **10%** of the <u>total</u> customers

Where are the customers with high lifetime value based?

The top generating value customers are based in the following locations:

Country	City	Total Amount Paid
India	Ambattur	111.76
China	Shanwei	109.71
Japan	Iwaki	106.77
Mexico	Acua	100.77
United States	Aurora	98.76

India China Japan Mexico United States

Do sales vary between geographic region?

Regions

Region	Total Payment ($)
Africa	6,342
Asia	27,956
Europe	10,590
North America	8,100
South America	7,206
Oceania	1,118

Total Payment ($)

The **Asian market** is the most significant accounting for **45.6%** of total revenue in 2006

Conclusions & Recommendations

The average rental duration is currently 5 days.

Recommendation: With transitioning to an online streaming service, average rental duration should shorten to 48 hours which is comparable to Amazon Prime.

India, China, Japan, Mexico, and Unites States generate the most revenue out of the 109 countries. These countries also have the highest customer count.

Recommendation: Focus advertising in these regions first.

Questions?

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Links to visualizations:

Movies with Most/Least Revenue:

https://public.tableau.com/app/profile/dorina.salam/viz/HighestandLowestMoviesGeneratingRevenue/Sheet1?publish=yes

Map of Customer Base:

https://public.tableau.com/app/profile/dorina.salam/viz/MapofRockbustersCustomerbase/Sheet3

Customer Count per Country (Top 42)

https://public.tableau.com/app/profile/dorina.salam/viz/Customercountpercountrytop42/Sheet4?publish=yes

Map Including Geographic Regions:

https://public.tableau.com/app/profile/dorina.salam/viz/RegionalMap_16903388172180/Sheet2?publish=yes

Total Sales by Region:

https://public.tableau.com/app/profile/dorina.salam/viz/TotalSalesbyRegion_16903390711830/Sheet3?publish=yes