ROCKBUSTER STEALTH LLC

Presented by Erica Henry

AGENDA

PROJECT OVERVIEW

Brick and Mortar movie rental company Rockbuster Stealth has been facing stiff competition from streaming services, such as Netflix and Amazon Prime. The company has decided to launch a new online video rental service to remain competitive and needs insights derived from the data to help with the launch strategy.

GOAL

Produce data driven answers to business questions, and uncover data insights for strategy recommendations, for the upcoming launch of a new online video rental service.

Key Questions:

➢ 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?

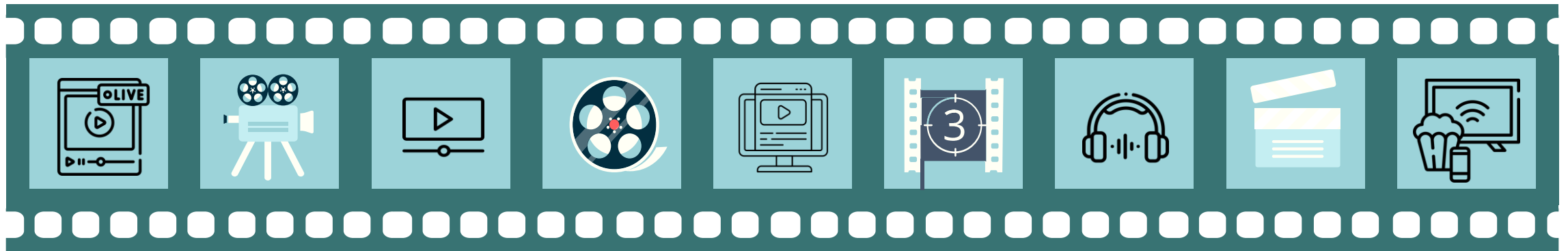➢ Do sales figures vary between geographic regions?

DATA OVERVIEW

Average Rental Duration
4.9 Days
Max 7/ Min 3

Total Customers
599

Countries
106

Total Revenue
61,312.04

Average Rental Rate
2.98
Max 4.99/ Min 0.99

Total Films
1,000
All released in 2006
Exclusively in English

Top-Rating
PG-13

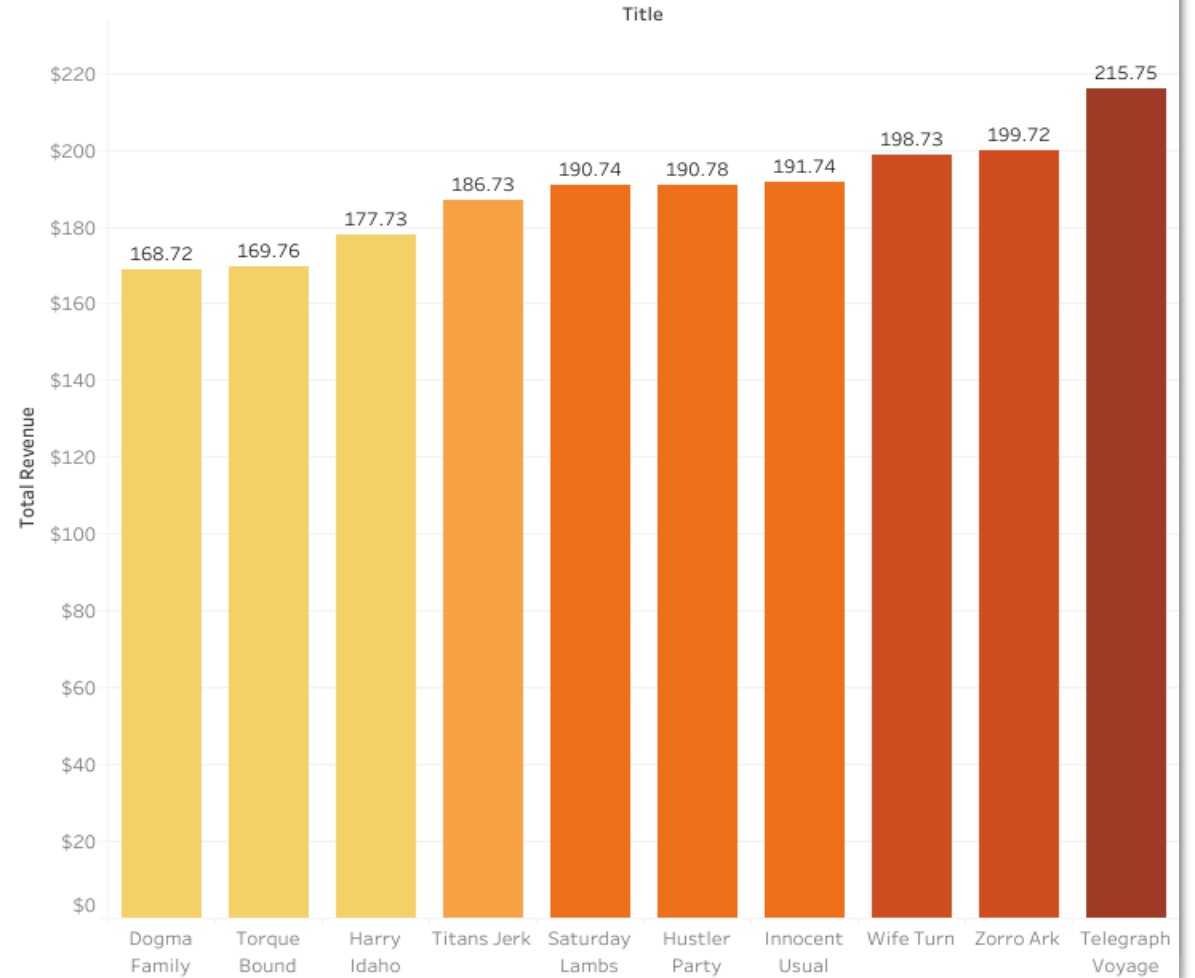**Average Replacement Cost**
$19.98
Max $29.99/ Min $9.99

ANALYSIS FINDINGS

TOP MOVIE TITLES BY REVENUE

Movie Title	Total Revenue
Telegraph Voyage	$215.75
Zorro Ark	$199.72
Wife Turn	$198.73
Innocent Usual	$191.74
Hustler Party	$190.78
Saturday Lambs	$190.74
Titans Jerk	$186.73
Harry Idaho	$177.73
Torque Bound	$169.766
Dogma Family	$168.72

Top 10 Films With The Highest Revenue

Title

MOVIES WITH LEAST REVENUE GAIN

Bottom 10 Films by Revenue
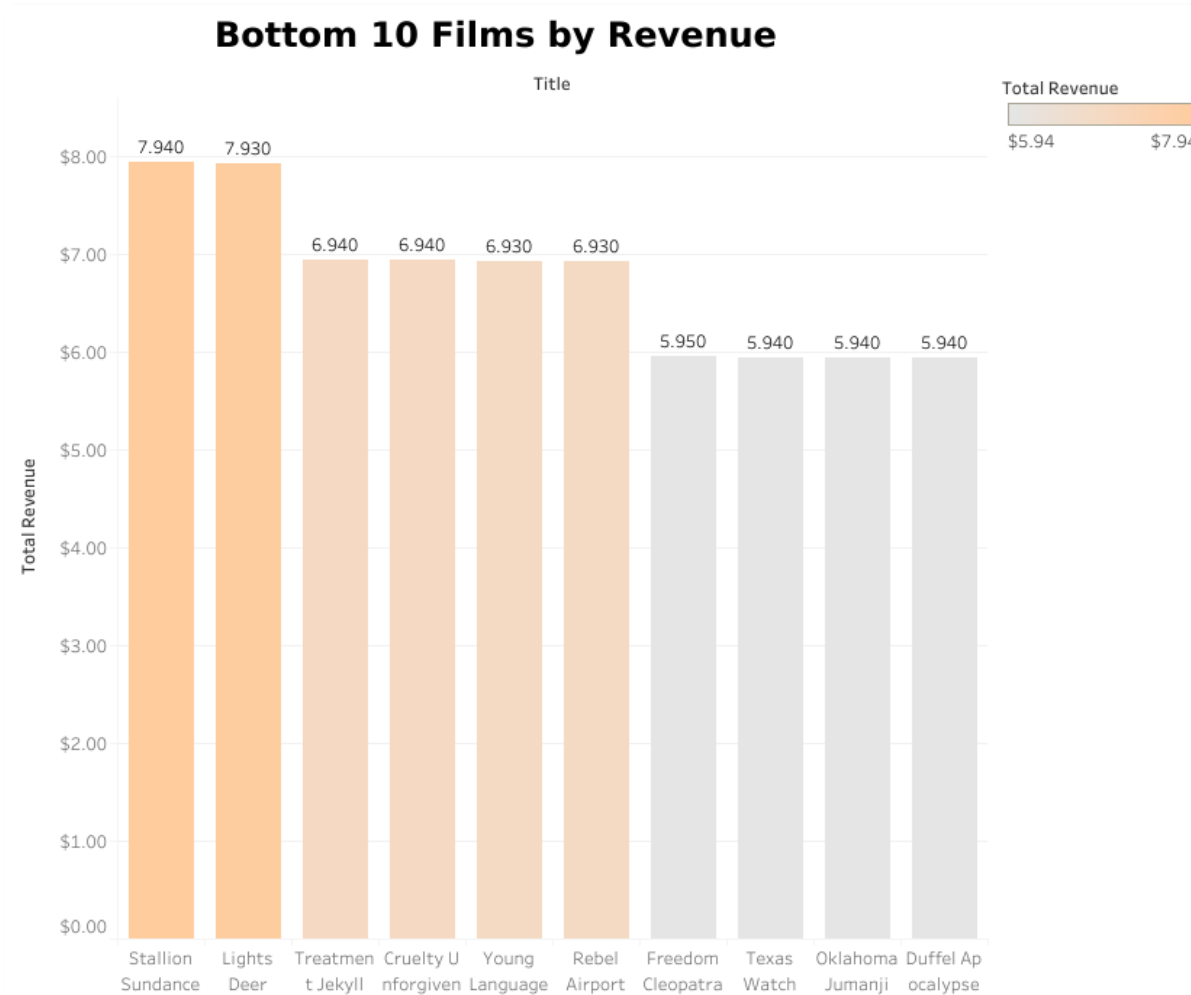
Movie Title	Total Revenue
Texas Watch	$5.94
Oklahoma Jumanji	$5.94
Duffel Apocalypse	$5.94
Freedom Cleopatra	$5.95
Young Language	$6.93
Rebel Airport	$6.93
Cruelty Unforgiven	$6.94
Treatment Jekyll	$6.94
Lights Deer	$7.93
Stallion Sundance	$7.94

FILM CATEGORIES

Category	Total Revenue	Revenue Percentage
Sports	$4892.19	8%
Sci-Fi	$4336.01	7%
Animation	$4245.31	7%
Drama	$4118.46	7%
Comedy	$4002.48	7%
New	$3966.38	6%
Action	$3951.84	6%
Foreign	$3934.47	6%
Games	$3922.18	6%

Category	Total Revenue	Revenue Percentage
Family	$3782.26	6%
Documentary	$3749.65	6%
Horror	$3401.27	6%
Classics	$3353.38	5%
Children	$3309.39	5%
Travel	$3227.36	5%
Music	$3071.52	5%
Thriller	$47.89	0%

➢ **Sports is the most profitable category,** followed by Sci-Fi, Animation, Drama, and Comedy.

➢ **Thriller is the least profitable category.**

MOVIE RATING PREFERENCES

PG-13	NC-17	PG	R	G
Total Revenue: **$13,855.56**	Total Revenue: **$12,634.92**	Total Revenue: **$12,236.65**	Total Revenue: **$12,073.03**	Total Revenue: **$10,511.88**

➤ **PG-13 is the most popular and profitable** video rental by rating.

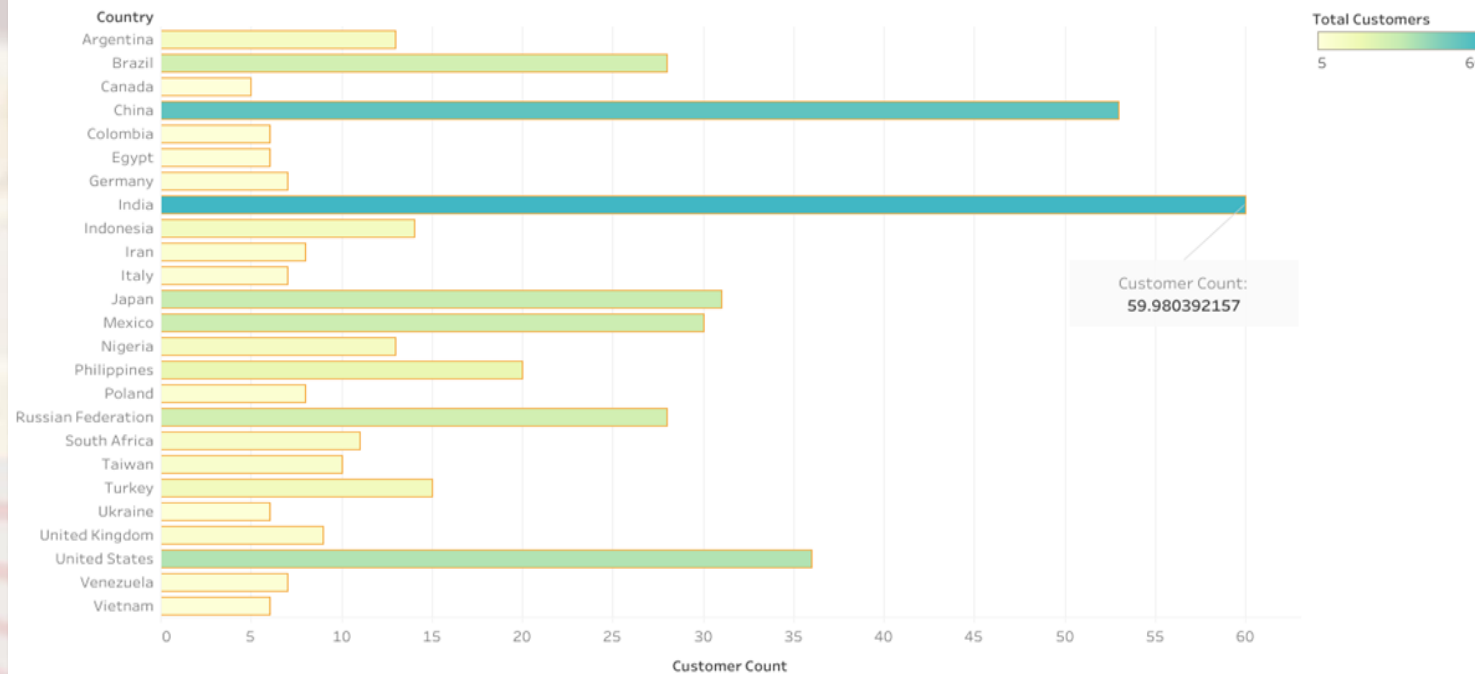# CUSTOMER COUNTS & REVENUE GLOBALLY

Countries by Customer Count and Revenue

The correlation between the number of customers in a country and revenue is strong.
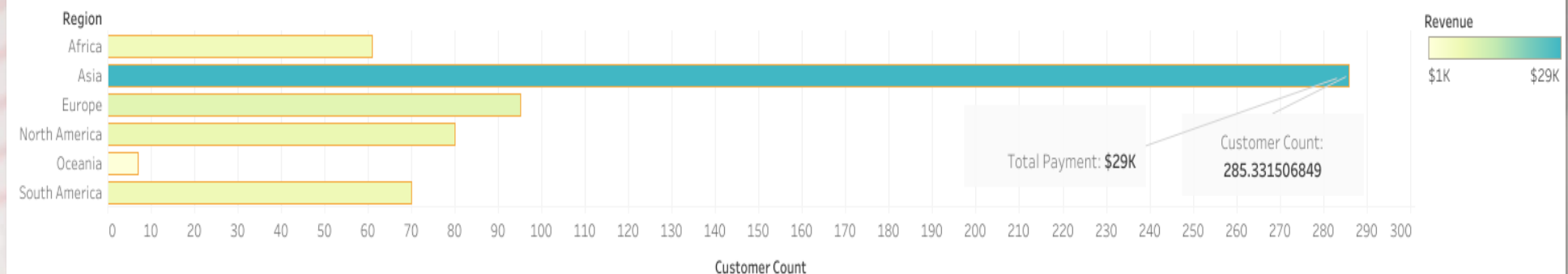
TOP LOCATIONS BY CUSTOMERS AND REVENUE

Top 25 Countries by Total Customers

The region of **Asia** accounts for **47% of total revenue,** and **48% of the customer base.**

➢ The **top 5 countries**, India, China, United States, Japan, and Mexico, account for **34% of total revenue.**

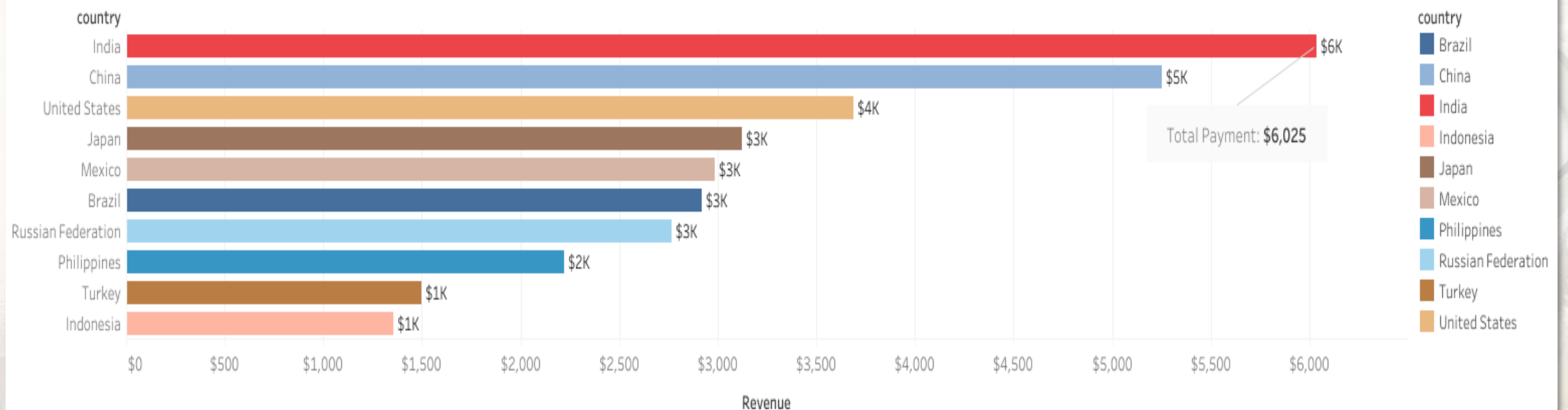➢ The **top 10 countries** account for **50% of total revenue.**

Total Revenue and Customers by Region

HIGHEST REVENUE BY COUNTRY

➢ **Customer base is worldwide and globally diverse.**

➢ The **top 10 countries** are responsible for **51% of total revenue.**

Top 10 Countries by Revenue

TOP CUSTOMERS BY LIFETIME VALUE

The top customers reside in the top countries.

First Name	Last Name	Lifetime Value	Country
Lois	Butler	$69.86	Brunei
Roy	Whiting	$64.87	Kenya
Jorge	Olivares	$64.87	Indonesia
Catherine	Campbell	$64.87	Russia
Glenda	Frazier	$64.87	China
Christine	Roberts	$59.88	French Polynesia
Glen	Talbert	$59.88	Mexico
Lewis	Lyman	$59.88	Israel
Sally	Pierce	$59.88	India
Ana	Bradley	$59.88	United States
Barry	Lovelace	$59.88	Zambia
Darlene	Rose	$54.89	North Korea
Kathy	James	$54.89	Philippines
Lee	Hawk	$54.89	India
Eleanor	Hunt	$54.89	Runion

ANALYSIS
RECOMMENDATIONS

RECOMMENDATIONS

➢ Expand movie languages in top locations for more accessibility, especially in India and China.

➢ Target the region of Asia.

➢ Target top 10 countries of top customer counts and revenue gain in initial launch and marketing efforts.

➢ Include a customer loyalty rewards program with the launch, targeting the top customers by lifetime value.

➢ Provide referral codes to top customers to strengthen initial launch efforts.

➢ Scrub bottom performing films, especially from MPAA rating G.

➢ Scrub thriller category and offer only the highest performing videos in the Travel and Music categories.

THANK YOU

Erica Henry

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