Rockbuster Stealth LLC

Data & Recommendations

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Project Overview

Context:

Rockbuster Stealth LLC is a movie rental company that used to have stores all over the world but is now facing tough competition from streaming services like Netflix and Amazon Prime.

Why is this important?

To remain competitive, the management team intends to use its existing movie licenses to launch an online video rental service.

Key questions

The Rockbuster's Stealth Management Board has asked a series of business questions that they can use for their 2020 company strategy.

- 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

Rockbuster's database includes some relevant information such as film inventory, customers, payments, store information, inventory, employees among the other things. The following data overview highlights some of the important points of this analysis:

Number of movies:
1000

Number of countries
109

Total revenue
$ 61312.04

Number of customers:
599

Number of rentals:
14596

Data overview

The average rental duration for all videos was one of the questions that Rockbuster's management team presented. When we analyze the recorded information, we can also observe as follows:

Rental rate

Max: $ 4.99
Average: $ 2.98
Min: $ 0.98

Replacement cost

Max: $ 29.99
Average: $ 19.98
Min: $ 9.99

Rental duration

Max: 7 days
Average: 5 days
Min: 3 days

What countries are more profitable for Rockbuster?

USA
26 customers
368.531 $

China
53 customers
525.103 $

Japan
31 customers
312.251 $

Mexico
30 customers
298.482 $

India
60 customers
603.478 $

2023 Mapbox © OpenStreetMap

Top profitable customers for Rockbuster

Other questions raised by Rockbuster's management team were which countries its clients lived in and how sales figures differ across different geographic regions. Let's answer these questions.
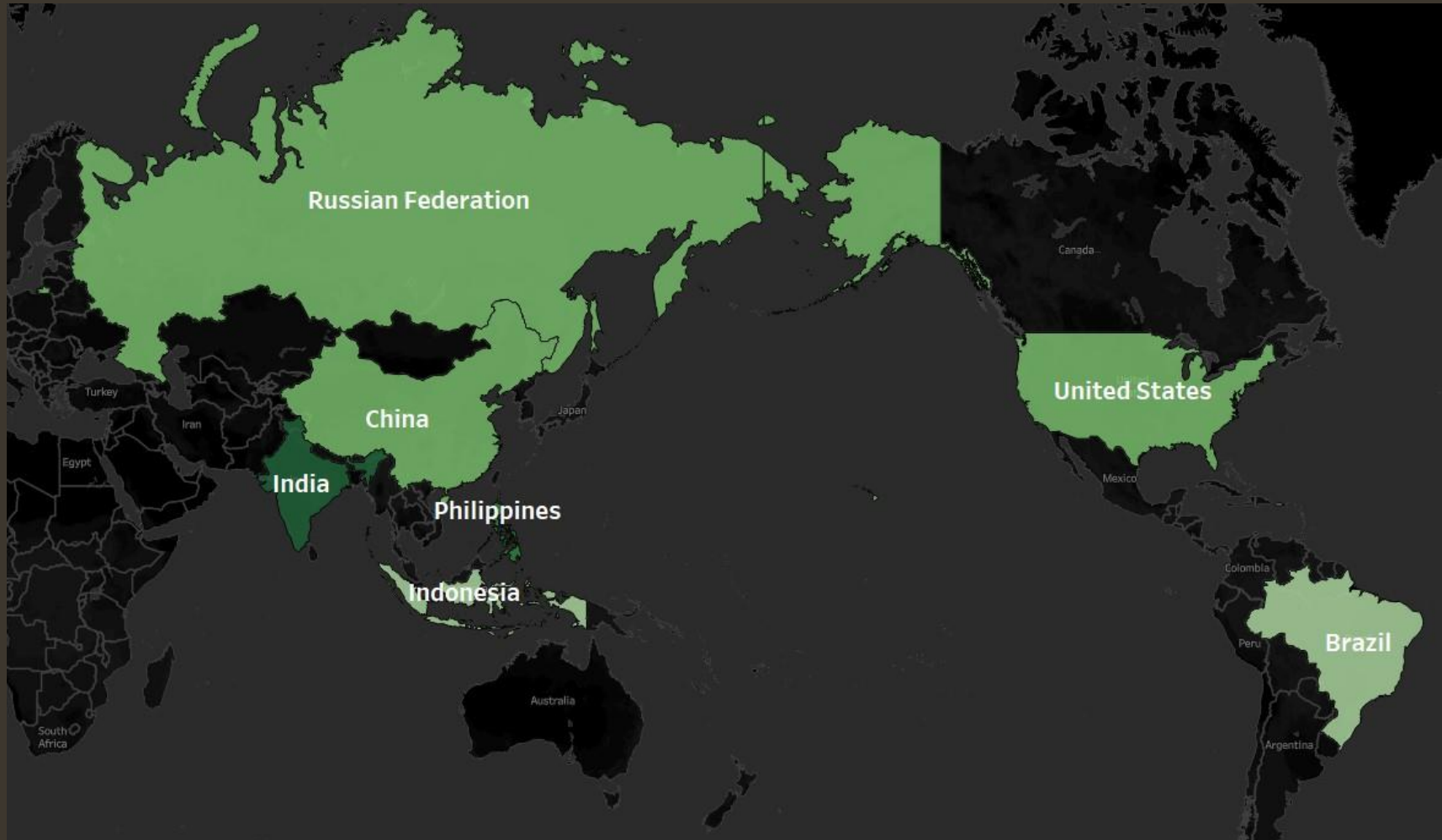
As seen on the previous slide, the most profitable countries for Rockbuster are, in order, India, China, the United States, Japan, and Mexico.

According to the map on the left, the 15 most profitable customers live in the Russian Federation, the United States, China, India, Brazil, the Philippines, and Indonesia.

Top profitable customers for Rockbuster

Below is a list of the 15 most profitable Rockbuster customers, including their country, city of residence, and total amount spent.

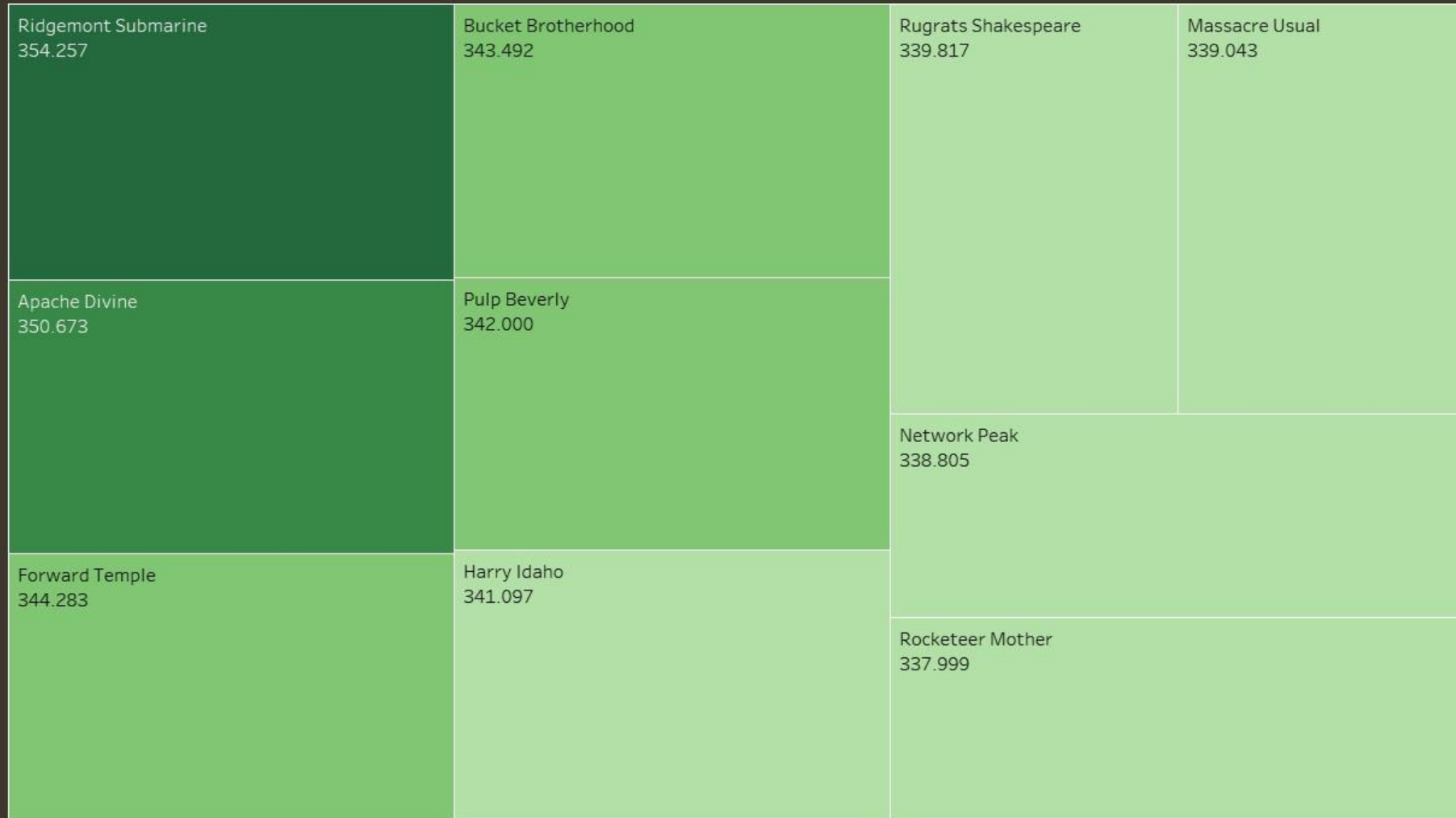| Last Name	First Name	Country (B.. ᵃ/ᵇ	City (BC)	
Snyder	Marion	Brazil	Santa Brbara d..	19.461
Brownlee	Guy	China	Zhoushan	15.169
Montgomery	Stacey	China	Fuyu	14.667
Cary	Tim	India	Bijapur	15.466
Chapman	Tonya	India	Bhilwara	14.771
Jensen	Lena	India	Halisahar	15.470
Way	Mike	India	Valparai	16.267
Mackenzie	Steve	Indonesia	Probolinggo	15.268
Dean	Marcia	Philippines	Tanza	16.661
Havens	Arnold	Philippines	Santa Rosa	16.168
Leone	Louis	Philippines	Tanauan	15.666
Sherrod	Warren	Russian Fede..	Usolje-Sibirsk..	15.269
Simpkins	Arthur	Russian Fede..	Maikop	14.570
Bradley	Ana	United States	Memphis	16.767
Seal	Karl	United States	Cape Coral	20.858

Top profitable cities for Rockbuster
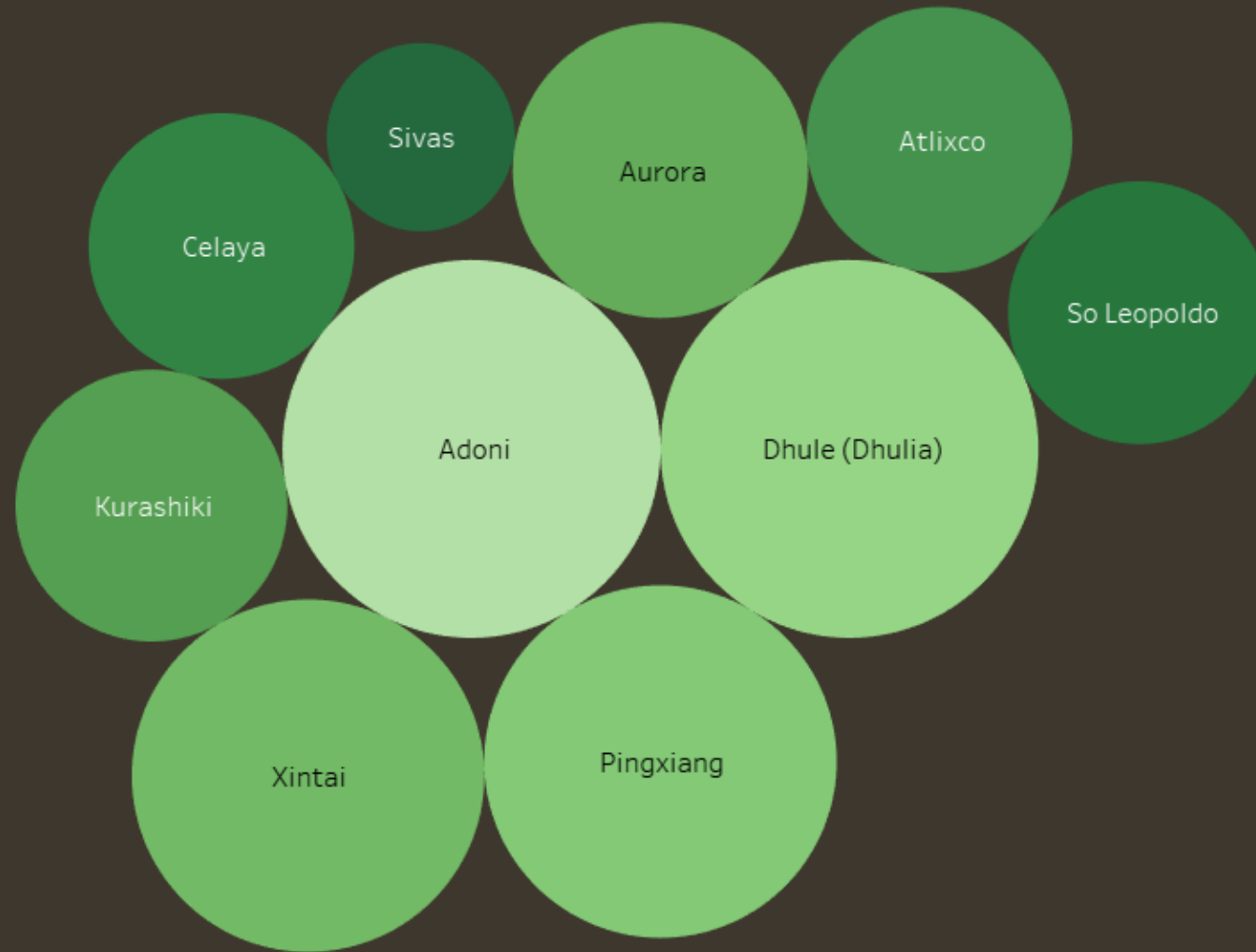
What are the most rented movie genres?

The movie genres are listed below in descending popularity order. As we can see, Animation, Sports, and Action movies are the most frequently leased, while Horror, Travel, and Music movies are the least frequently rented.
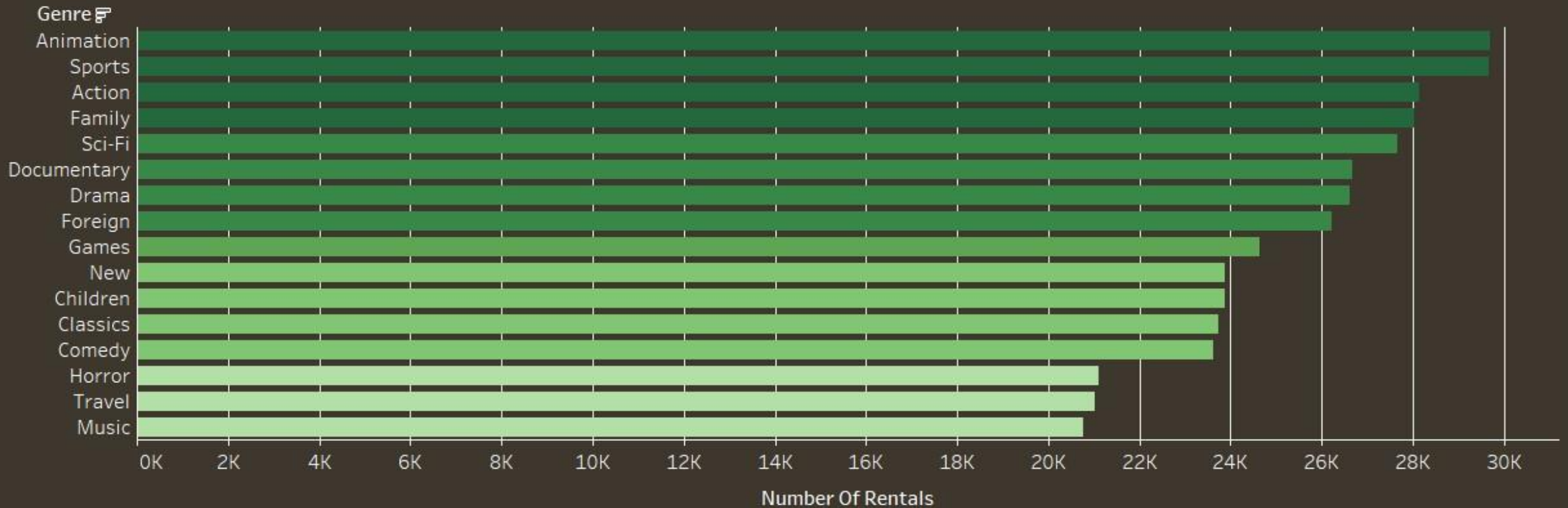
What are the most rented movies?

The management team at Rockbuster also inquired as to which films contributed the most to revenue growth. We can see what they are in the following visualization, in order of revenue:

Ridgemont Submarine 354.257	Bucket Brotherhood 343.492	Rugrats Shakespeare 339.817	Massacre Usual 339.043
Apache Divine 350.673	Pulp Beverly 342.000	Network Peak 338.805	
Forward Temple 344.283	Harry Idaho 341.097	Rocketeer Mother 337.999	

Conclusions

Rockbuster has 599 customers in 109 countries. It's a fantastic opportunity to launch an online video rental service. An overview of the most profitable genres, markets and nations where the most customers live can be found below:

Most lucrative genres:

Sport, Animation and Action

Most profitable markets:

India, China, USA

Countries with more customers:

India, China, USA, Mexico, Japan

Recommendations

➢ I would recommend Rockbuster's executives to prioritize the top five countries in terms of client numbers and revenue (which are respectively India, China, The United States, Japan, and Mexico) when allocating the funds in order to maximize their earnings.

➢ Given that the top customers lives all over the globe, I would suggest adding movies to the database in languages other than English.

➢ In my opinion, it is important to take genre popularity into consideration when making marketing decisions, therefore it would be appropriate to propose more Sports, Animation and Action titles.
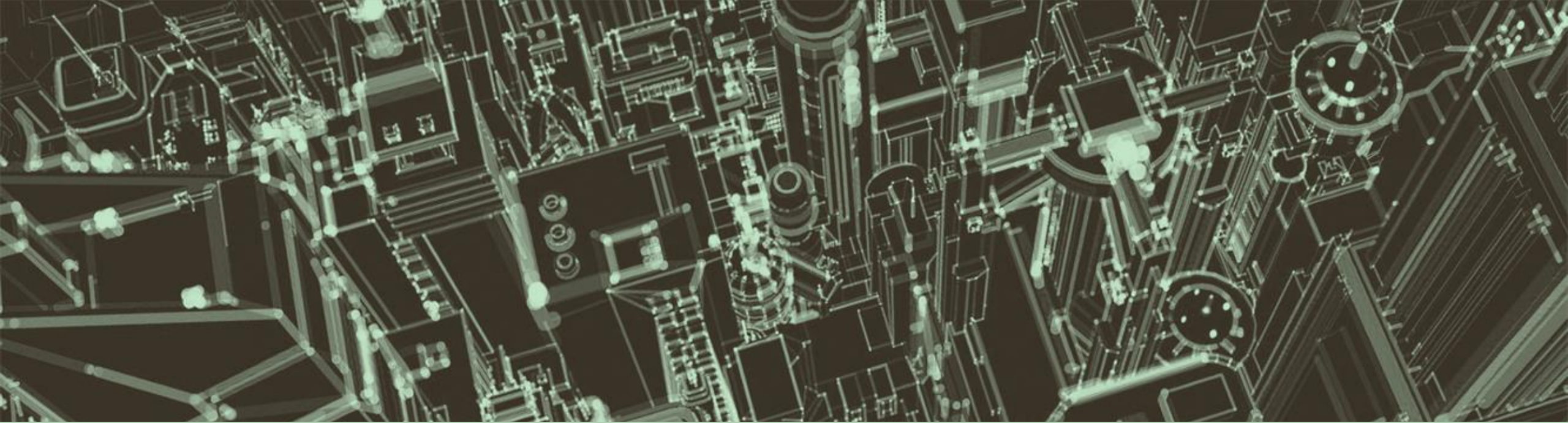
Thank you!

Please find the interactive presentation on Tableau: presentation | Tableau Public