Unlocking Success: Rockbuster's Path to Relevance

- Prepared by Azadeh Eshaghi

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Introduction

Global Movie Rental Leader

Rockbuster’s used to have success as a global movie rental company

Challenged by Streaming Giants

Facing competitive pressure from streaming services like Netflix and Amazon Prime.

Strategic Pivot

Leverage existing licenses for an online video rental service.

Data-Driven Insights

Crafting a competitive strategy ensures that resources are utilized effectively.

Gaining Insights

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

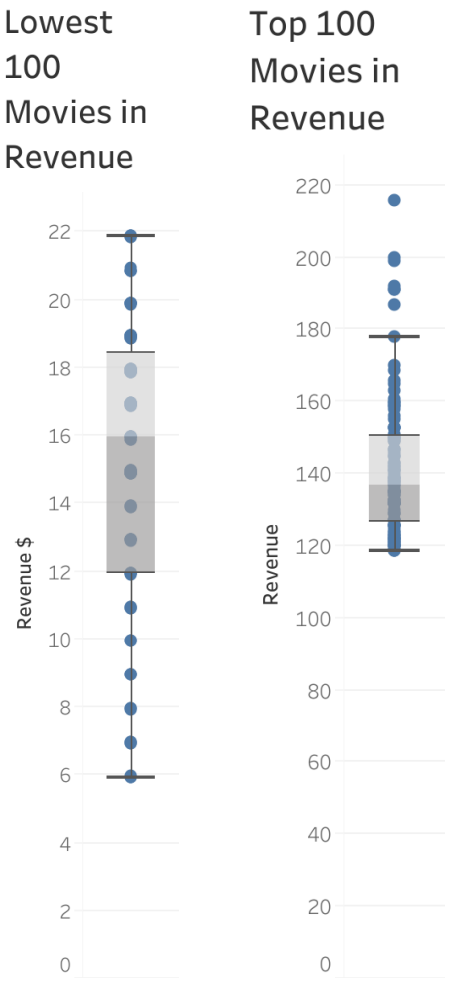
	Rental Rate($)	Replacement cost($)	Rental Duration (Days)	Rental Length (minutes)
Minimum	0.99	9.99	3	46
Maximum	4.99	29.99	7	185
Average	2.98	19.984	4.985	115.272

Number of films	Number of customers	MPAA RATINGS	Most common movie language	Number of genre
1000	599	5	English	17

Top and Bottom Revenue Movies

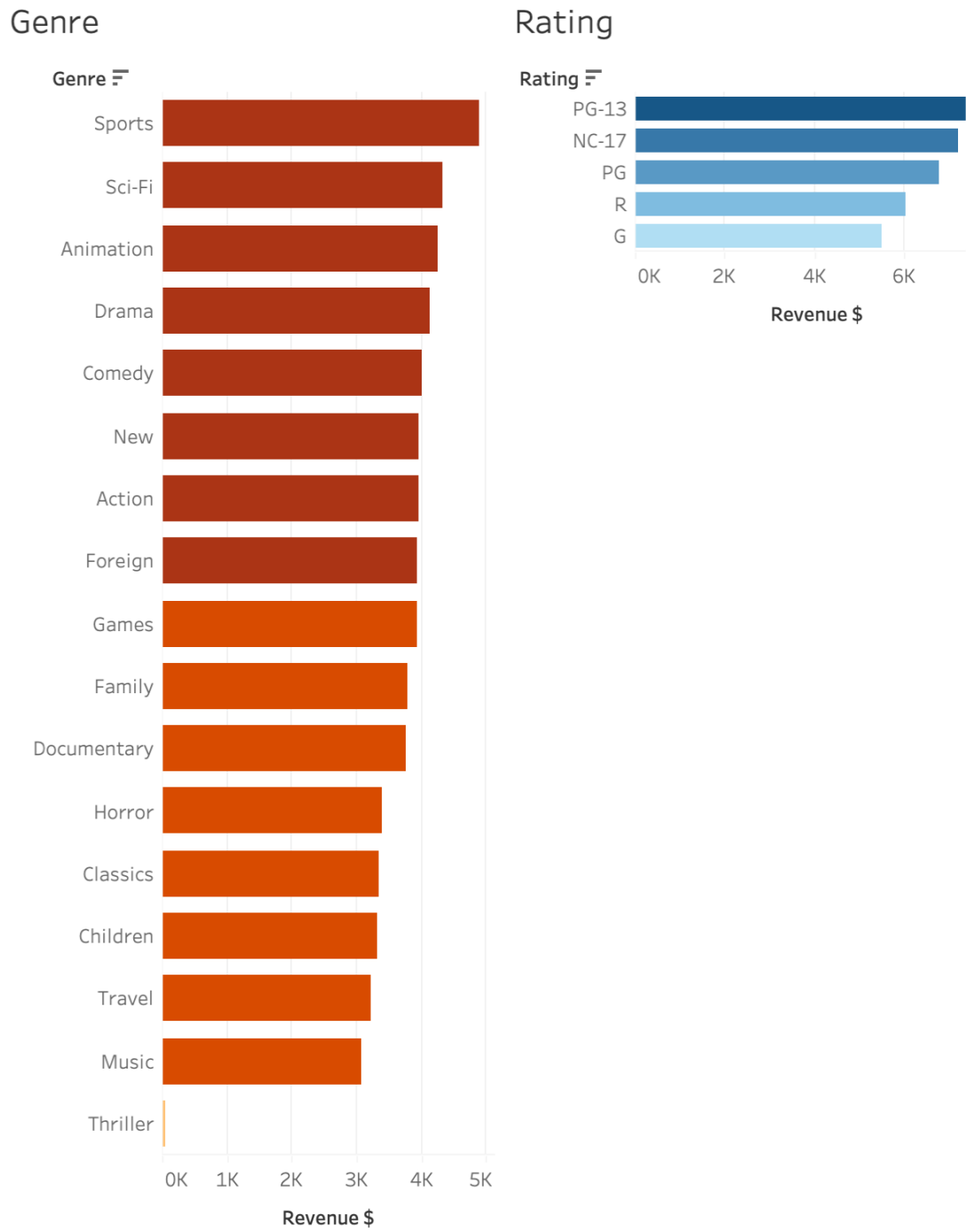
THE 100 HIGHEST-EARNING MOVIES, WITH REVENUES RANGING FROM $120 TO $180, TOGETHER REPRESENT ALMOST 50% PROPORTION OF THE TOTAL REVENUE.

ON THE OTHER HAND, THE 100 LOWEST-GROSSING MOVIES HAVE EARNINGS RANGING FROM $12 TO $19."



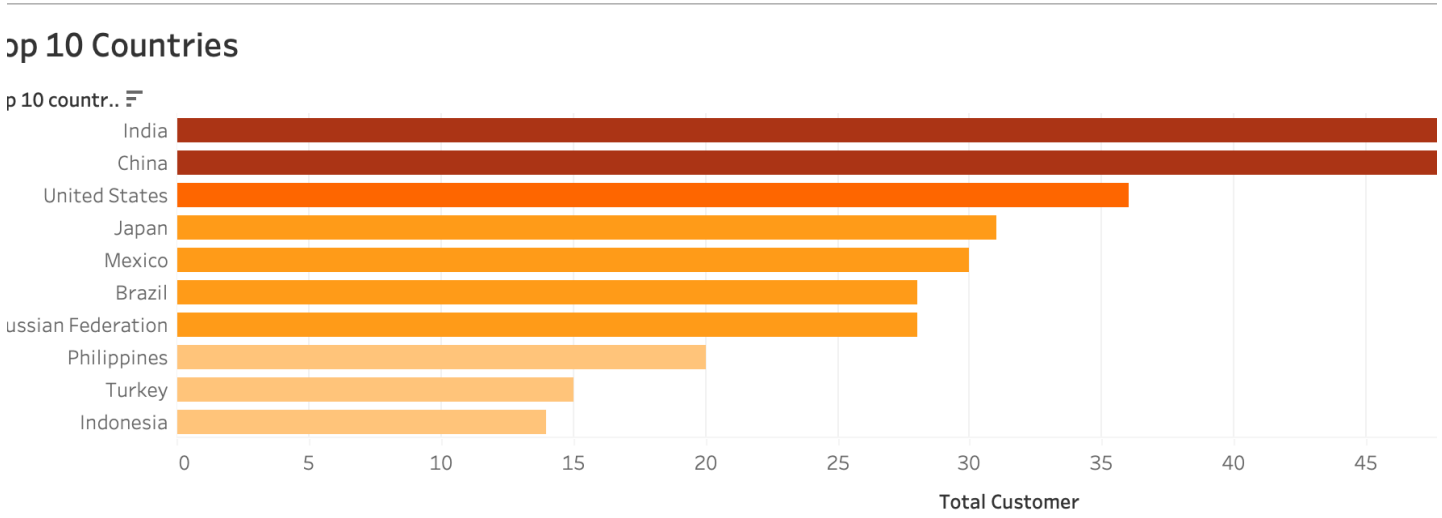
Genre and Rating Analysis

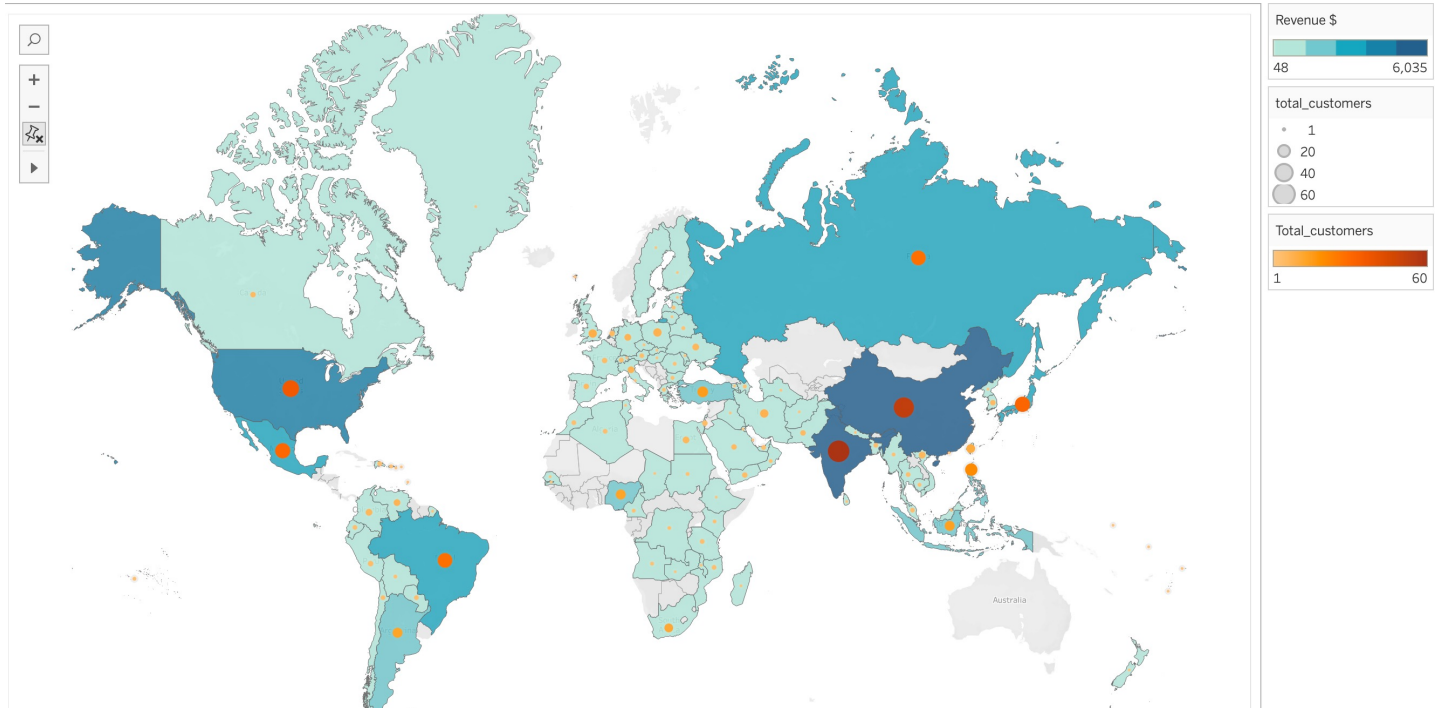
- Sports movies are the top revenue generators or contributors.
- Movies with a PG-13 rating enjoy the highest level of popularity and generate the most revenue.



Regional Sales and Customer Metrics Analysis

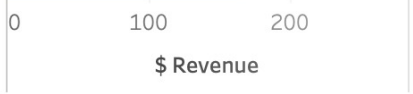
- Most of the revenue is concentrated in **Asia, North America, and South America**.
- Countries with high revenue also tend to have a greater number of customers.





Lifetime Value Customers

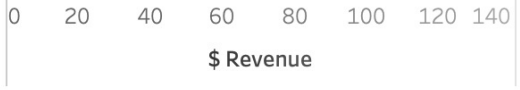
First Name	Last Name	City	Country	$ Revenue
Eleanor	Hunt	Saint-Denis	Runion	211.55
Karl	Seal	Cape Coral	United States	208.58
Marion	Snyder	Santa Brbara dOeste	Brazil	194.61
Rhonda	Kennedy	Apeldoorn	Netherlands	191.62
Clara	Shaw	Molodetno	Belarus	189.60
Tommy	Collazo	Qomsheh	Iran	183.63
Ana	Bradley	Memphis	United States	167.67
Curtis	Irby	Richmond Hill	Canada	167.62
Marcia	Dean	Tanza	Philippines	166.61
Mike	Way	Valparai	India	162.67



The top 10 customers worldwide are not from the countries that generate the highest revenue.

Top 5 customers within top 10 countries

First Name	Last Name	City	Country	$ Revenue
Arlene	Harvey	Ambattur	India	111.76
Kyle	Spurlock	Shanwei	China	109.71
Marlene	Welch	Iwaki	Japan	106.77
Glen	Talbert	Acua	Mexico	100.77
Clinton	Buford	Aurora	United States	98.76



Conclusion & Recommendation

- Renew Licensing Agreements for Sports, Sci-Fi and animation Movie Genres and PG-13 and NC-17 Ratings.
- Marketing efforts on countries with the highest current revenue to leverage existing success.
- Give Priority to the Launch of the Online Platform in Asia, North, and South American Regions.
- Implement Exclusive Rates and Incentives for Loyal Customers to Boost Rentals and Attract New Patrons.

Thank you

Question

https://public.tableau.com/app/profile/azadeh.eshaghi/viz/Rockbuster3_10_16956141390290/CombinationMap?publish=yes