Rockbuster
Online Video Rental Launching Strategy

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INTRODUCTION

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

In this presentation, we will be going over Rockbuster data to get insights and useful recommendations.

Key Questions & 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 customers with a high lifetime value based?

5. Do sales figures vary between geographic regions?

DATA OVERVIEW

Numeric Data

Data	Minimum	Maximum	Average
Rental Duration	3	7	5
Rental Rate	0.99	4.99	2.98
Length	46	185	115.27
Replacement Cost	9.99	29.99	19.98

Non-Numeric Data

Title Mode	Release Date Mode	Rating Mode	Language Mode	Last update Mode	Customer Mode	Create Date Mode
Academy Dinasaur	2006	PG-13	English	26 May 2013	Jamie Abney	14 February 2006

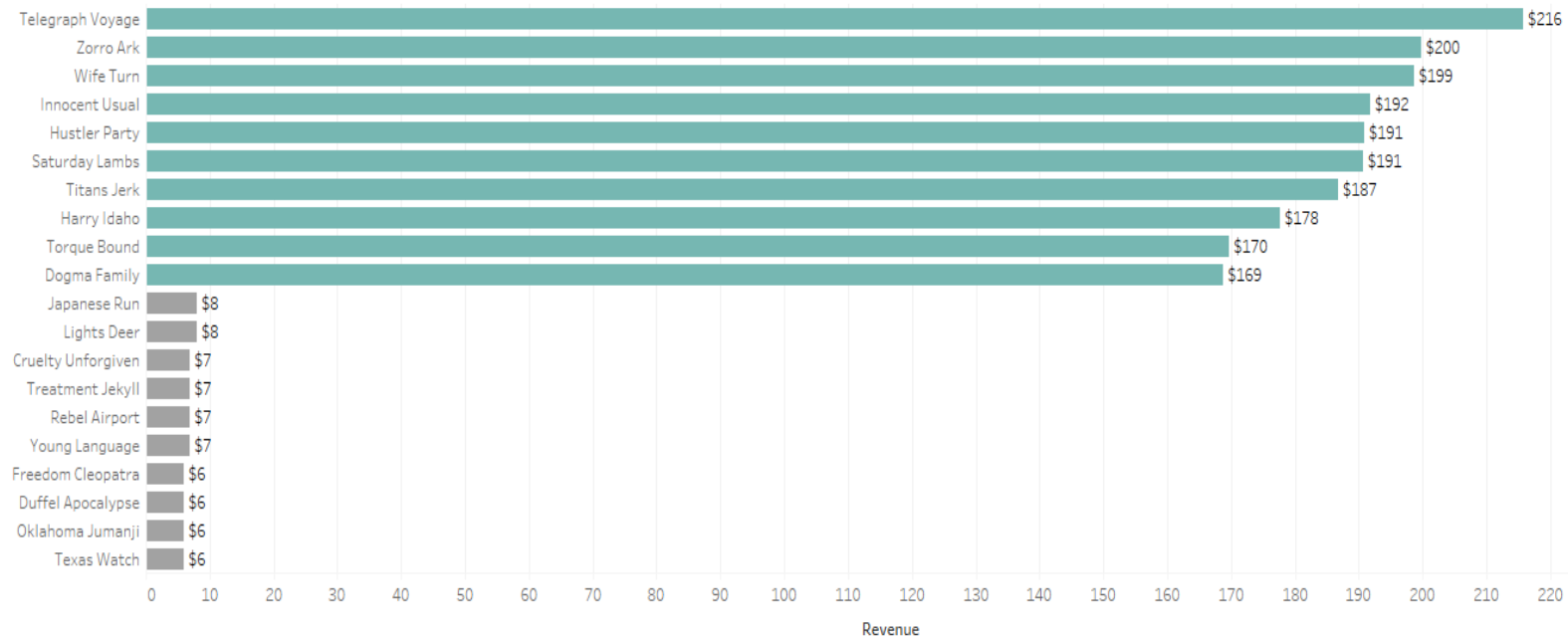# Data Analysis
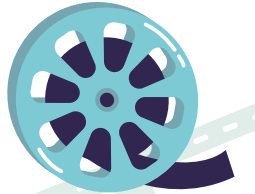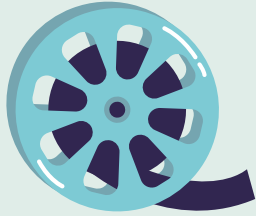
Which movies contributed the most/least to revenue gain?

The top & bottom 10 movies title revenue

Movie	Revenue
Telegraph Voyage	$216
Zorro Ark	$200
Wife Turn	$199
Innocent Usual	$192
Hustler Party	$191
Saturday Lambs	$191
Titans Jerk	$187
Harry Idaho	$178
Torque Bound	$170
Dogma Family	$169
Japanese Run	$8
Lights Deer	$8
Cruelty Unforgiven	$7
Treatment Jekyll	$7
Rebel Airport	$7
Young Language	$7
Freedom Cleopatra	$6
Duffel Apocalypse	$6
Oklahoma Jumanji	$6
Texas Watch	$6

Revenue

Movies revenue per category

| Category	Revenue
Sports	$4,892
Sci-Fi	$4,336
Animation	$4,245
Drama	$4,118
Comedy	$4,002
New	$3,966
Action	$3,952
Foreign	$3,934
Games	$3,922
Family	$3,782
Documentary	$3,750
Horror	$3,401
Classics	$3,353
Children	$3,309
Travel	$3,227
Music	$3,072
Thriller	$48
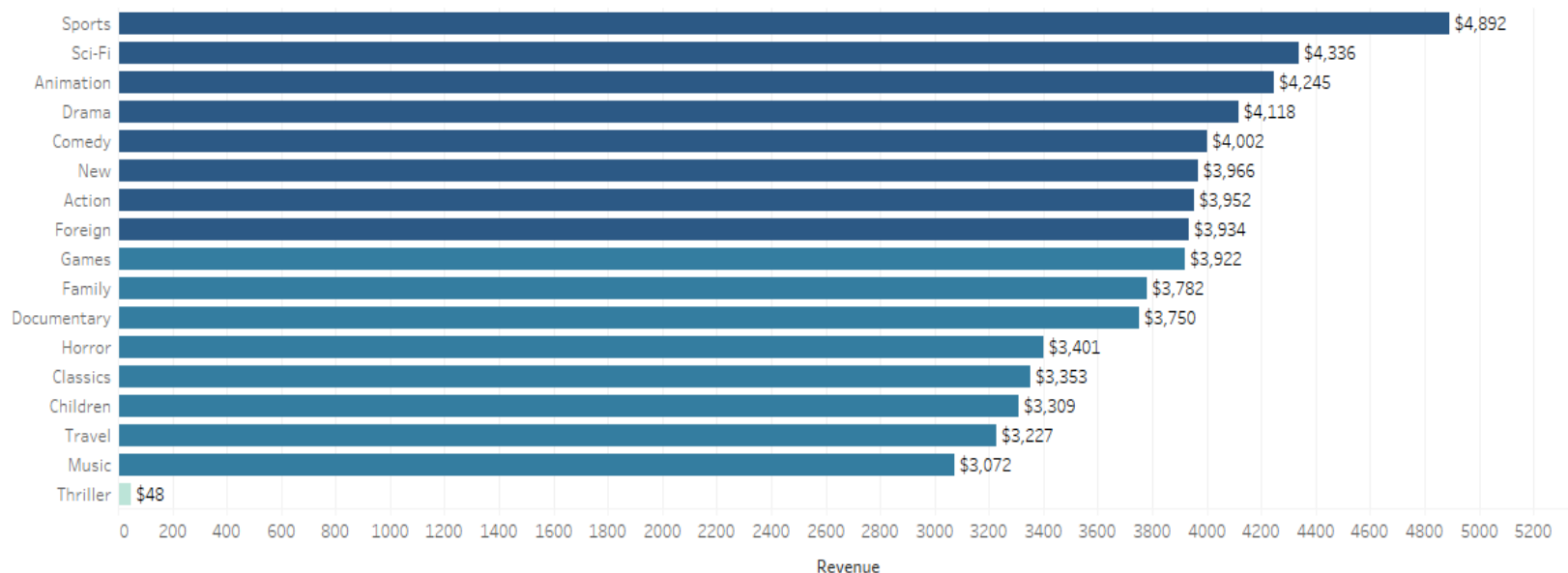
The above graph tells us that Sports movies are the leading category, and the Thriller category has the most negligible revenue.

Movies revenue per rating

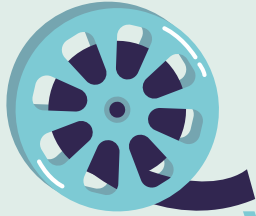| Rating	Revenue
PG-13	$13,856
NC-17	$12,635
PG	$12,237
R	$12,073
G	$10,512
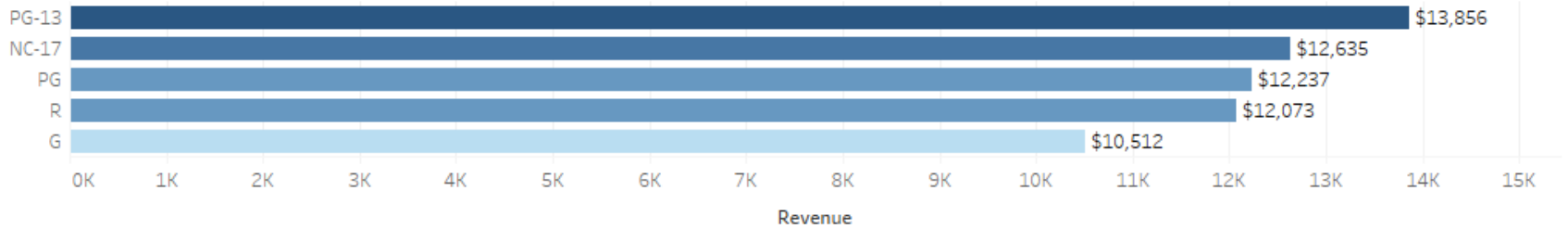
Revenue

The above graph shows that PG-13 has the highest revenue, which represents 23% of the total revenue.

What was the average rental duration for all videos?

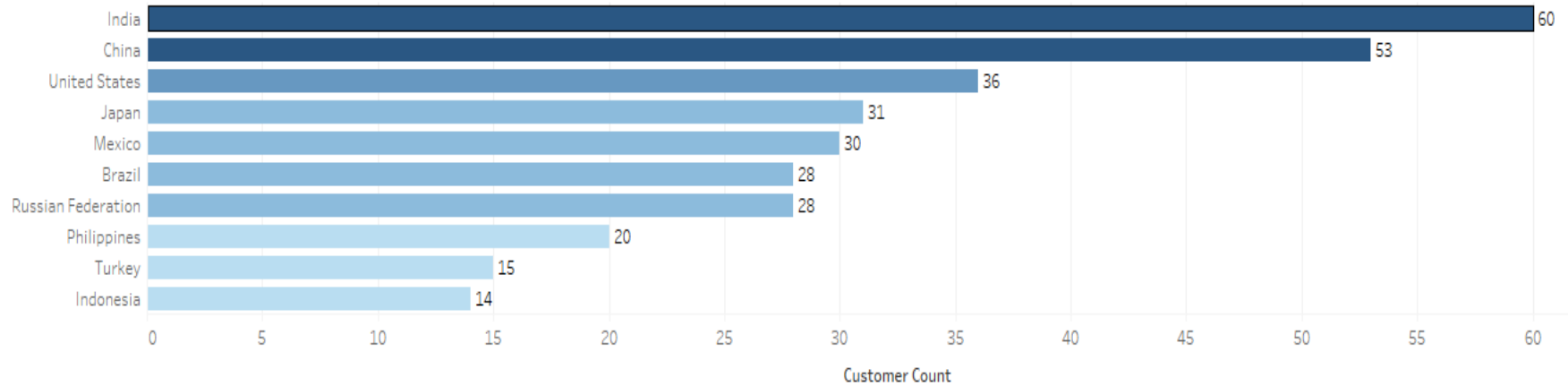| Rental Duration in Day(s)		
Minimum	**Maximum**	**Average**
3	7	5 Days

Which countries are Rockbuster customers based in?

The map shows us at a glance where are our customers.

Top 10 countries for Rockbuster in terms of customer numbers

India and China take the lead in terms of customers number.
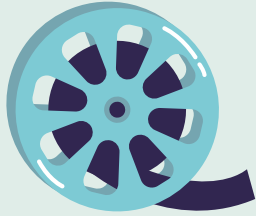
Top 10 cities within the top 10 countries

Country	City	Customer count
United States	Aurora	2
Mexico	Acua	1
United States	Citrus Heights	1
Japan	Iwaki	1
India	Ambattur	1
China	Shanwei	1
Brazil	So Leopoldo	1
Russian Federation	Teboksary	1
China	Tianjin	1
Indonesia	Cianjur	1
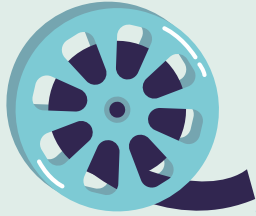
Where are customers with a high lifetime value based?

Top 5 customers within the top 10 cities who paid the highest amount to Rockbuster

Customer ID	First Name	Last Name	Country	City	Total Amount Paid
225	Arlene	Harvey	India	Ambattur	111.76
424	Kyle	Spurlock	China	Shanwei	109.71
240	Marlene	Welch	Japan	Iwaki	106.77
486	Glen	Talbert	Mexico	Acua	100.77
537	Clinton	Buford	United States	Aurora	98.76

Do sales figures vary between geographic regions?

Sales per geographical region

Region	Revenue
Asia	$30,722
The Americas	$15,306
Europe	$8,301
Africa	$6,342
Oceania	$641

Revenue
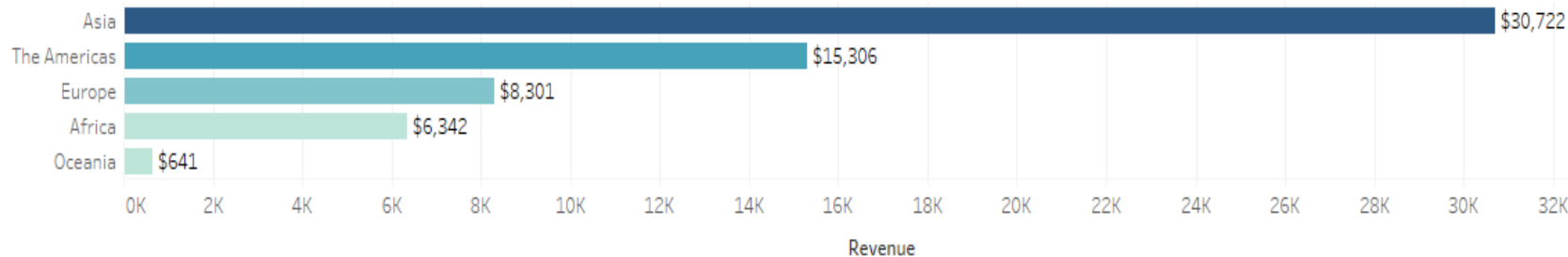
The graph shows that Asia has the highest sales, followed by The Americas, Europe, Africa, and lastly Oceania.

Recommendations

1. The top 10 movies can be posted on the homepage to get first good impact on the customers.
2. When selecting movies for the webpage, it is advised to have Sports movies take the more significant portion than other categories. On the other hand, it is better to avoid having Thriller movies for now.
3. It is good to focus on PG-13 movies since it has the highest revenue out of the other ratings.
4. Top ten countries with the highest number of customers need to be our focus in terms of offers and promotions since they know about us, and we can use the "word of mouth" advertisement. After getting stabilized, it is good to explore countries where we don't have customers.

THANKS!

DO YOU HAVE ANY QUESTIONS?

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Please click Here to see the visualization in Tableau