



Rockbuster Stealth LLC

**A MOVIE RENTAL COMPANY
ANALYSIS PROJECT**

PROJECT OVERVIEW

- **Rockbuster Stealth LLC Company**

As a movie rental company, expanding into the worldwide online renting market is the goal.

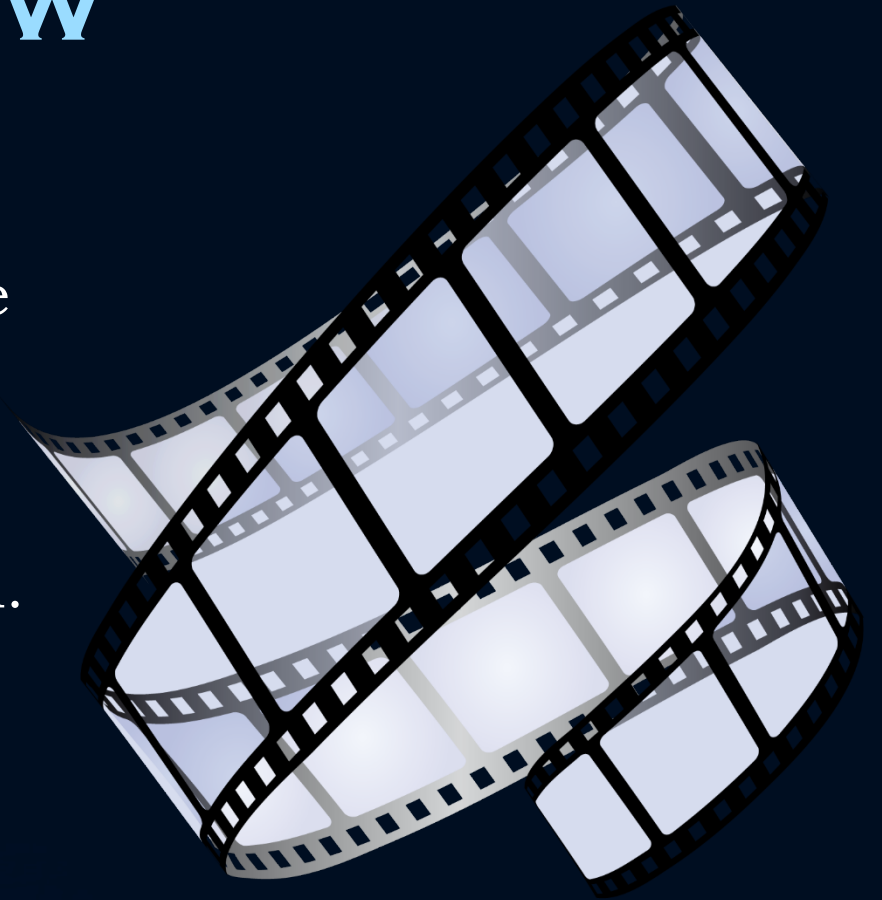
- **Analysis Objective**

The management team require answers to business challenges to develop a strategic plan.






- **Data**

The Rockbuster database was utilised for the analysis.

Tools used were Excel, PgAdmin and Tableau.



DATA OVERVIEW

|  1000 Movies |  Film length |  Rental Rate |  Replacement Cost |  Rental Duration |
|----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| MAXIMUM | 185 MIN | 4.99\$ | 29.99\$ | 7 |
| MINIMUM | 46 MIN | 0.99\$ | 9.99\$ | 3 |
| AVERAGE | 115.7 MIN | 2.98\$ | 19.984\$ | 4.98 |
| COUNT | 1000 | 1000 | 1000 | 1000 |



109 COUNTRIES



600 CITIES



16044 RENTALS



599 CUSTOMERS



2 STORES



AVAILABLE MOVIE
LANGUAGE: ENGLISH



1000 FILMS



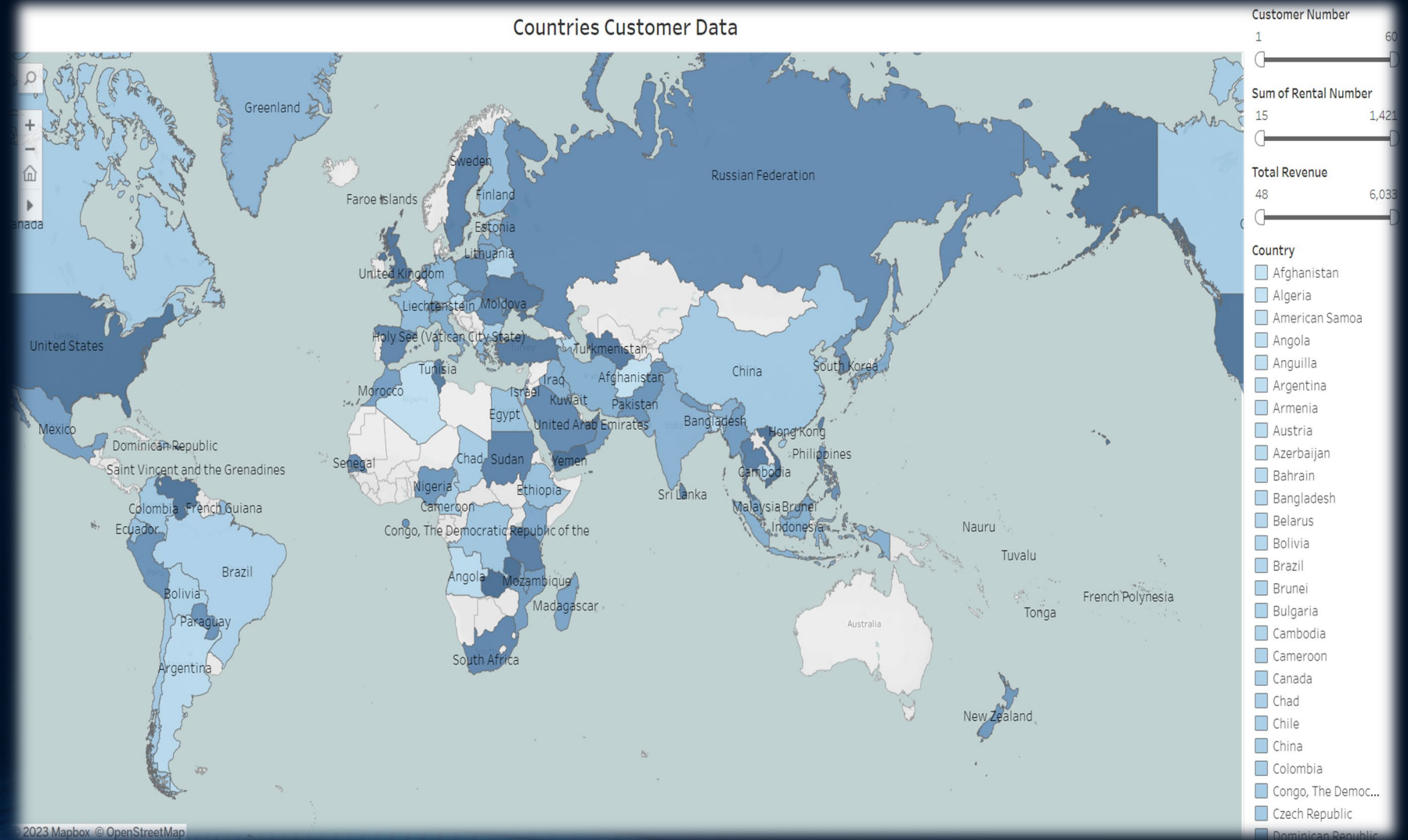
6132.04 \$ REVENUE



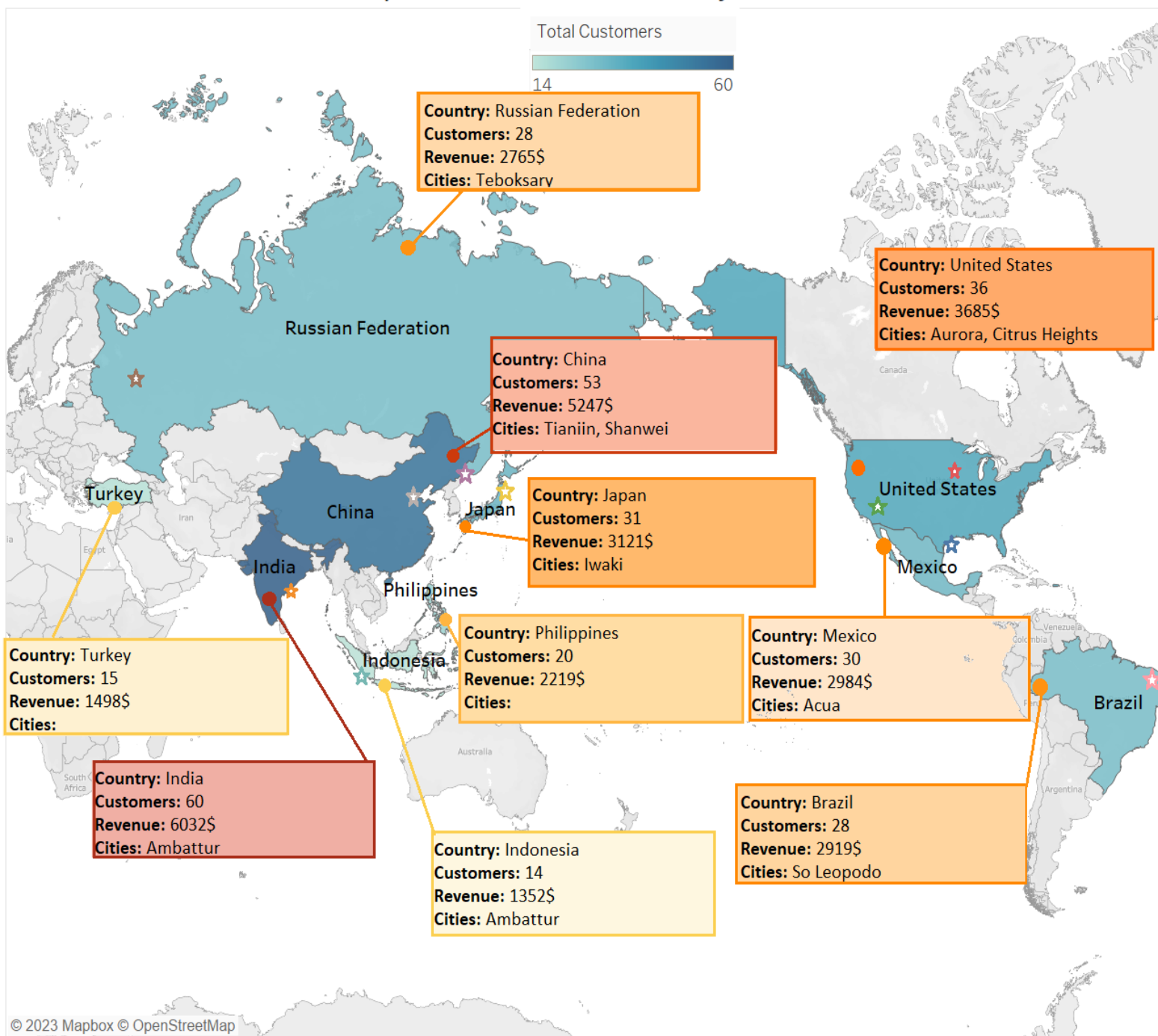
PG 13 RATING IS THE HIGHEST

CUSTOMER INFORMATION

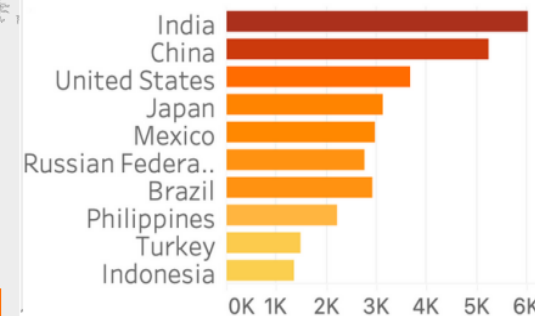
- Rockbuster has 599 customers based into 109 countries around the world.
- 600 cities are found into our database and 2 stores having 2 staff members are helping our clients whenever needed.



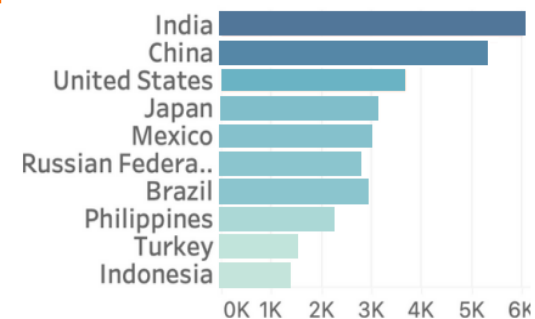
Top10 Countries and Cities by customers



Revenue



Customers



Total Customers



Top Cities ☆

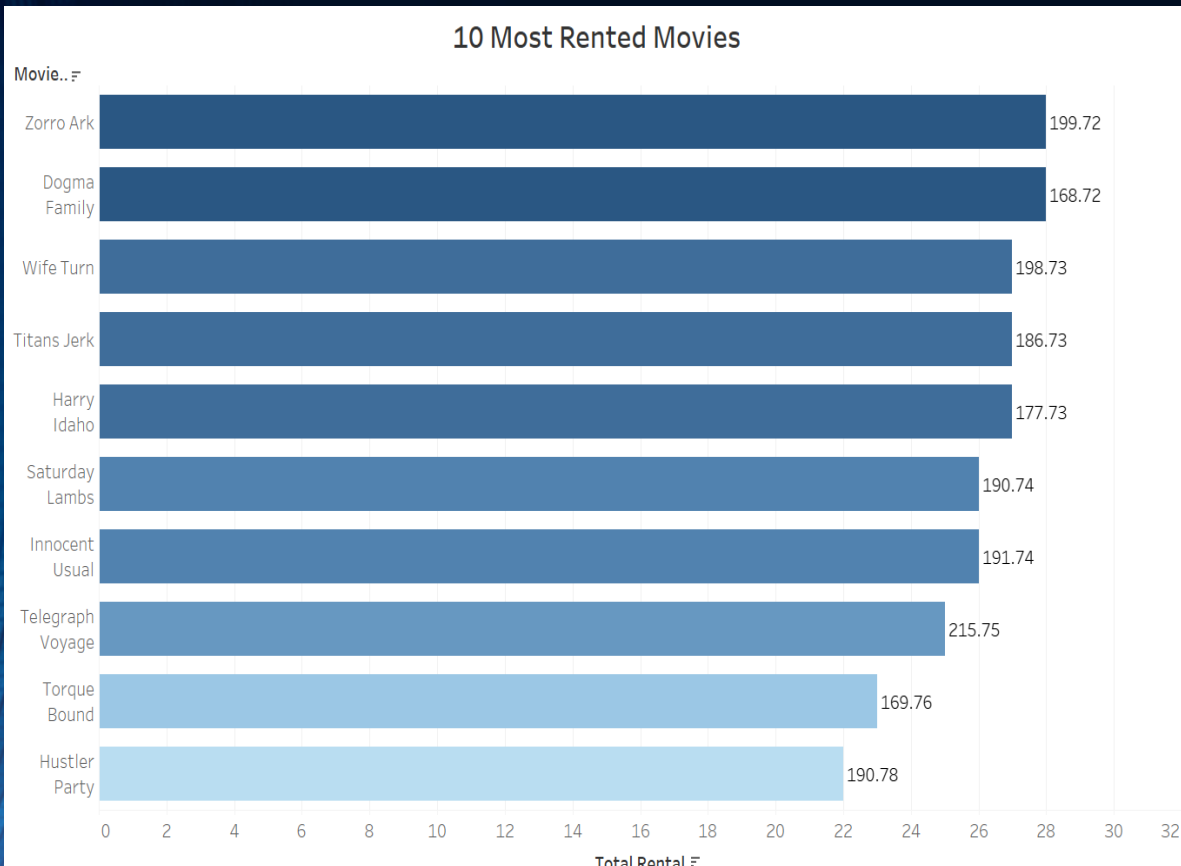


Top 10 Countries by customers and Revenue are: India, China, US, Japan, Mexico, Russia, Brazil, Philippines, Turkey and Indonesia.

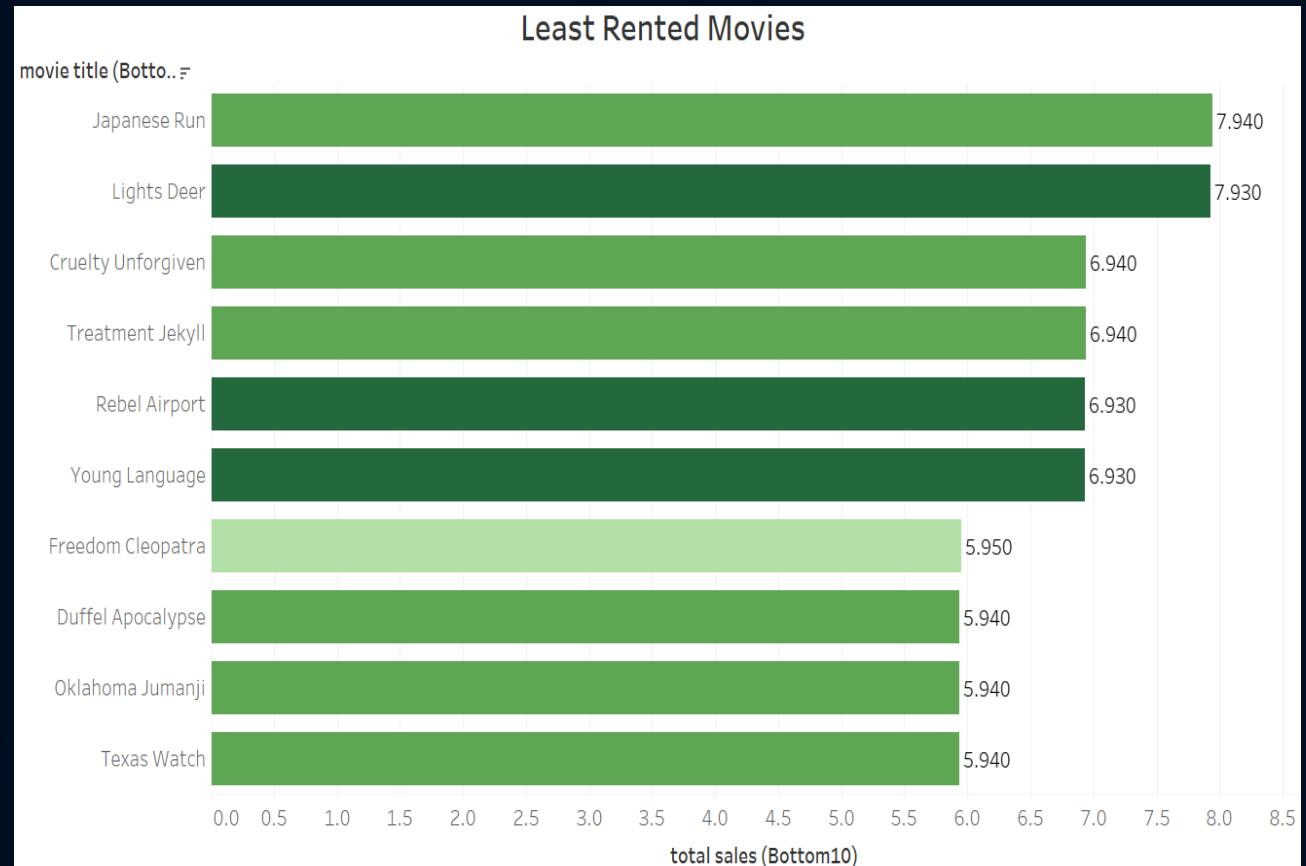
These countries provide more than 50% of the total revenue. India, China and United States are the leaders, making themselves 24% of the global Revenue.

MOVIES ANALYSIS

10 Most Rented Movies



Least Rented Movies



Zorro Ark is the top rented movie for Rockbuster: 28 times and also with the highest revenue, while Texas Run has the least rental, only 6.

Average Movie Category Sales

| | | | | |
|-----------|-------------|--------|----------|--------|
| Sports | Documentary | Sci-Fi | Children | Games |
| | | | | |
| Foreign | Action | Comedy | Classics | Travel |
| | | | | |
| Family | Drama | Horror | Music | |
| | | | | |
| Animation | New | | | |
| | | | | |

| | | | | |
|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Avg. Total Sales: 4,892 | Avg. Total Sales: 3,750 | Avg. Total Sales: 3,750 | Avg. Total Sales: 4,336 | Avg. Total Sales: 3,309 |
| Number Of Movies: 73 | Number Of Movies: 63 | Number Of Movies: 63 | Number Of Movies: 59 | Number Of Movies: 58 |
| Total Rentals: 1,081 | Total Rentals: 937 | Total Rentals: 937 | Total Rentals: 998 | Total Rentals: 861 |

| | | | |
|-------------------------|-------------------------|-------------------------|-------------------------|
| Avg. Total Sales: 3,934 | Avg. Total Sales: 3,934 | Avg. Total Sales: 4,002 | Avg. Total Sales: 4,002 |
| Number Of Movies: 67 | Number Of Movies: 67 | Number Of Movies: 56 | Number Of Movies: 56 |
| Total Rentals: 953 | Total Rentals: 953 | Total Rentals: 851 | Total Rentals: 851 |

| | | | |
|-------------------------|-------------------------|-------------------------|--|
| Avg. Total Sales: 3,782 | Avg. Total Sales: 4,118 | Avg. Total Sales: 3,353 | |
| Number Of Movies: 66 | Number Of Movies: 61 | Number Of Movies: 54 | |
| Total Rentals: 977 | Total Rentals: 953 | Total Rentals: 860 | |

| | | | |
|-------------------------|-------------------------|-------------------------|-------------------------|
| Avg. Total Sales: 4,245 | Avg. Total Sales: 3,966 | Avg. Total Sales: 3,401 | Avg. Total Sales: 3,353 |
| Number Of Movies: 64 | Number Of Movies: 60 | Number Of Movies: 53 | Number Of Movies: 54 |
| Total Rentals: 1,065 | Total Rentals: 860 | Total Rentals: 773 | Total Rentals: 860 |

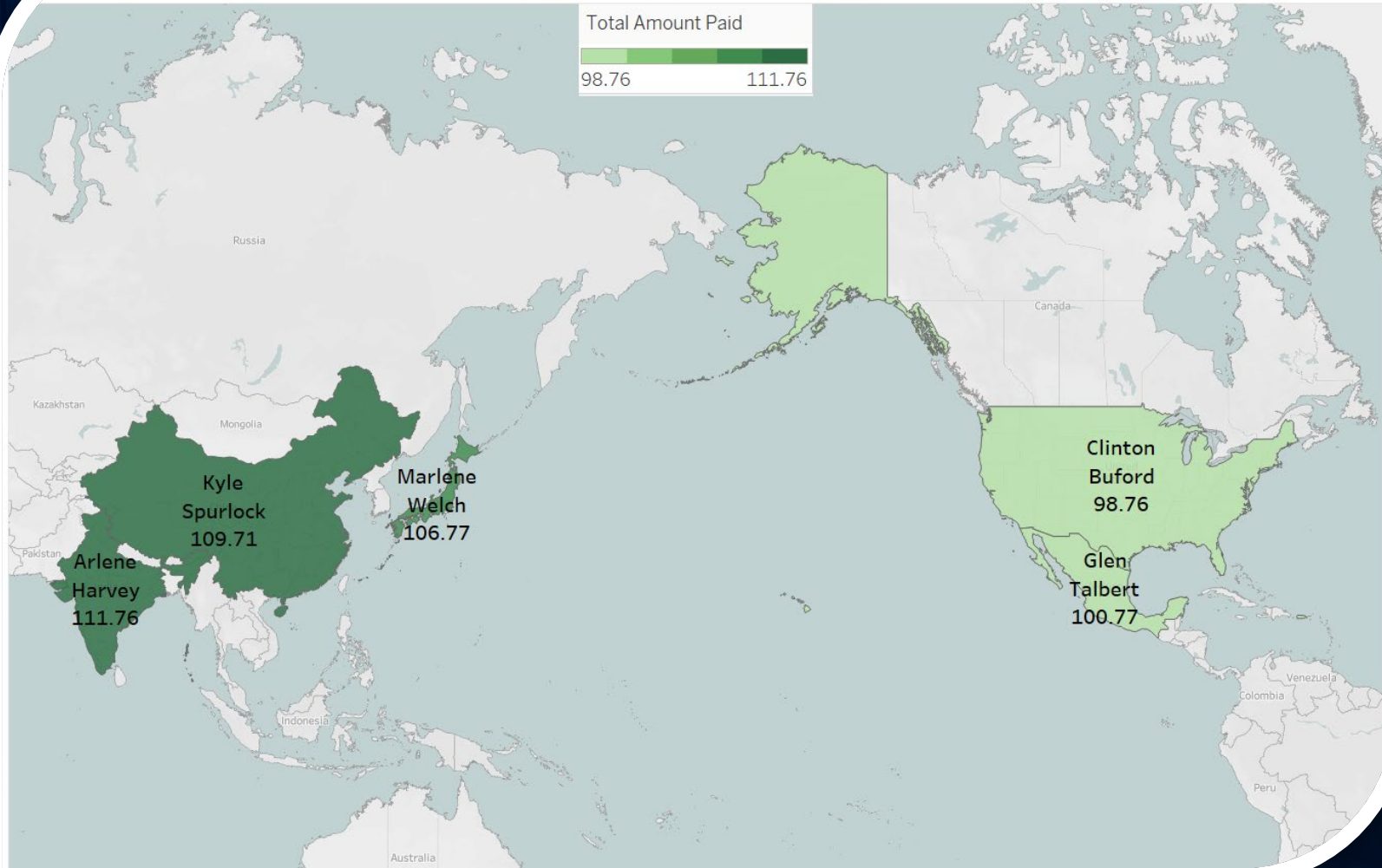
MOVIE
CATEGORY

Sports is the most popular category of movie, representing 8% of the rentals with the highest revenue of \$4892. Between \$4336 - \$3750, we can find Sci-Fi, Animation, Drama, Comedy, New, Action, Foreign, Games, Family, and Documentary, representing 65% of the revenue.

The last categories, below \$3401 each, we find Horror, Classics, Children, Travel and Music, representing 27% of the revenue. As for number of movies, all categories are close to each other.

TOP 5 CUSTOMERS

Top5 Customers Location



Customers that should be rewarded for their loyalty:

- Karl Seal - Cape Coral, United States
- Marlon Snyder - Santa Barbara D'Oeste, Brazil
- Brandon Huey – Balikesir, Turkey
- Angela Hernandez – Shimonoseki, Japan
- Carrie Porter – Liacheng, China

CONCLUSIONS & RECOMMENDATIONS

CONCLUSIONS

- Since our customers are spread around the world, it is perfect for an online service.
- The average rental rate is \$2.98, with a minimum of \$0.99 and a maximum of \$4.99.
- The average rental duration is 4.985 with a minimum of 3 and a maximum of 7.
- The top countries in terms of revenue and customers are China and India, representing 18% of the market, with revenues over \$5200 each.
- Horror, Classics, Children, Travel and Music are the least popular categories.
- PG-13 is the most popular category rating with 3245 rentals and a total of 213 movies, while G is the least rented one: 2508, having available 171 movies.

RECOMMENDATIONS

- Our movies are just in English, even if we should have available more languages, this needs to change and extend.
- Consider increasing the price for highly rented genre and decreasing it for those with low rentals
- Increase number of movies for PG-13 and N-17 since these are best rented and bought genre.
- Increase market and national content in the best performing markets, such as India and China.
- Investing less in unpopular categories.
- Reward system for loyal customers and collect and measure customer satisfaction along the process.
- Flexible Subscription Plans for different needs of our customers.
- Develop a user-friendly website and mobile app that makes browsing, searching, and renting films a seamless experience.

Thank you!

