



Rockbuster Stealth

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Introduction

The Company:

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

The management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive with other streaming giants.

Project Goal:

The project goal for **Rockbuster Stealth LLC**'s *business intelligence* initiative is to empower the company 2020 launch strategy of its new online service.

The objective is to make data-driven decisions for sustained competitiveness against streaming giants like Netflix and Amazon Prime.

Main Questions

- Which movies contributed with the most or least revenue gain?
- What was the average rental duration?
- What countries are Rockbuster based in?
- Where are the top customers based?

Which movies contributed with the most/least revenue gain?

Top Three Movies

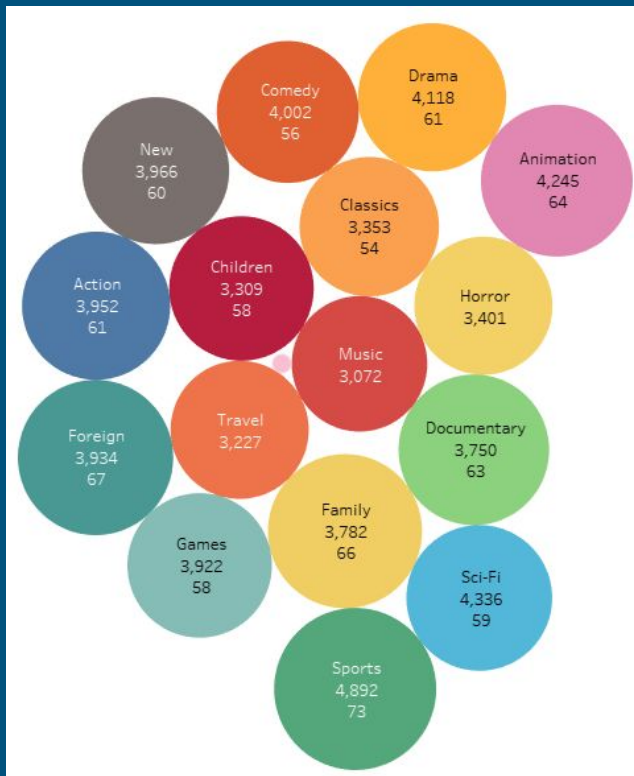
Title	Genre	Revenue
Telegraph Voyage	Music	\$215.75
Zorro Ark	Comedy	\$199.72
Wife Turn	Documentary	\$198.73

Bottom Three Movies

Title	Genre	Revenue
Oklahoma Jumanji	New	\$5.94
Texas Watch	Horror	\$5.94
Duffel Apocalypse	Documentary	\$5.94

Total revenue: \$61,312.04

Revenue by Genre



- There are 21 total genres/categories, but only 17 have revenue and titles.
- The top five genres are Sports, Animation, Action, Family, and Sci-Fi.
- Thriller only had one film listed for the genre, but it is still the one with the least revenue.
- Aside from that, Music, Travel, Children, Classics, and Horror cover the bottom five. All earning under \$3,500.

What was the average rental duration?

- Average duration of rental periods are 5 days.
- Minimum duration is 3 days.
- Maximum is 7 days.



What countries are Rockbuster based in?

- There are a total of 109 countries.
- And a total of 600 cities.
- The top 10 Countries are India, China, US, Japan, Mexico, Brazil, Russia, the Philippines, Turkey, and Indonesia in both revenue and customer count.

India	\$6,034.78
China	\$5,251.03
United States	\$3,685.31
Japan	\$3,122.51
Mexico	\$2,984.82
Brazil	\$2,919.19
Russian Federation	\$2,765.62
Philippines	\$2,219.70
Turkey	\$1,498.49
Indonesia	\$1,352.69

Top Ten Customers

- Each top customer spent anywhere from \$160 to \$211 in total.
- Top ten customers are not all from the top ten countries.
- For example: despite India having 60 customers, only one appears in the top ten and it is the lowest at \$162.67
- US has two in the top ten. There 36 customers (the third highest) in this country with accounts.

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

Limitations

- *Dates only cover a few months in 2006.*
 - It would be more helpful if there was more information on yearly sales and movie release dates as a way to compare revenue for movies.
- *There are 41 countries that have only one customer, and some countries and cities are misspelled or nonexistent.*
 - Data for the countries are unreliable and difficult to analyze accurately.
- *Only two staff members are listed.*
 - Any future analysis that requires staff data will have insufficient data.

Conclusion and Recommendations

- In terms of regions, Asia generates the highest revenue.
 - Its revenue is twice as high as Europe.
- India is the highest of that region in both customers and revenue.
 - Continuing with this region, but focusing other countries with higher payout would benefit greatly.
- Of the 1000 Movies listed, **15 of the movies** made **less than \$10** and **90 made less than \$20**.
 - Keeping a variety of films is ideal, but rotating movies out will help keep interest up and remove movies that don't do well.
- 200 Customers spent **more than \$100**, but 21 spent **more than \$150**
 - Rewarding loyal customers would encourage them to continue, raising revenue.

Next Steps

- Fix the countries and regions
- Adding more staff to the database
- Keeping up with trends and demand in different markets
- Continue pushing genres and popular movies while retiring unprofitable movies.

THANK YOU!!

If you have any questions or comments,
please feel free to contact me.

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