

Rockbuster Stealth

Data Analysis Findings

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Analysis Objective

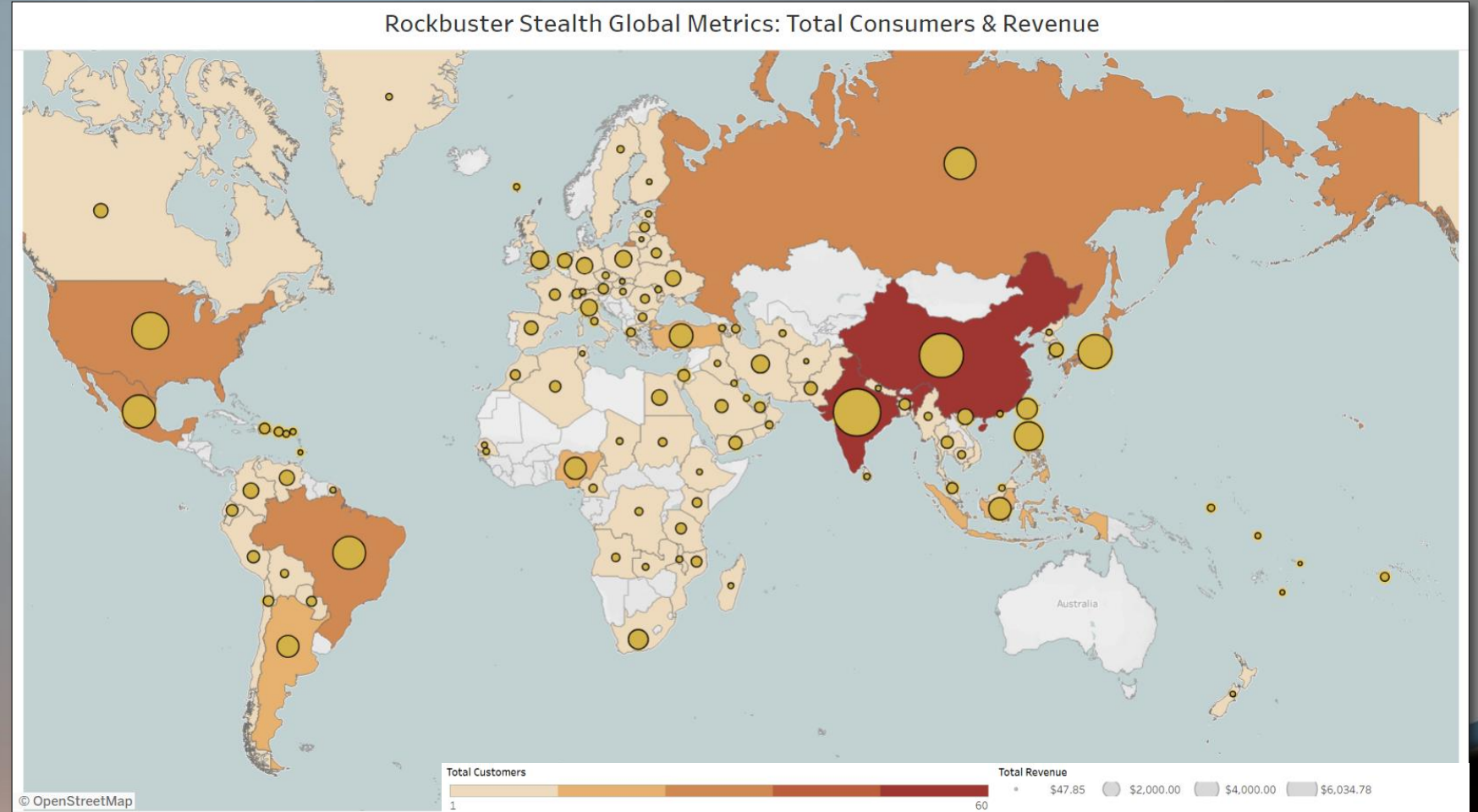
- ❑ Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive
- ❑ The Purpose of this Analysis:
 - ❑ Identify key factors surrounding Rockbuster's customer base including its primary customer regions and regional revenue sources
 - ❑ Profile Rockbuster's average consumer and identify its High Lifetime Value customers
 - ❑ Identify movie attributes that contributed the most/least to revenue gain

Rockbuster Stealth's Global Reach

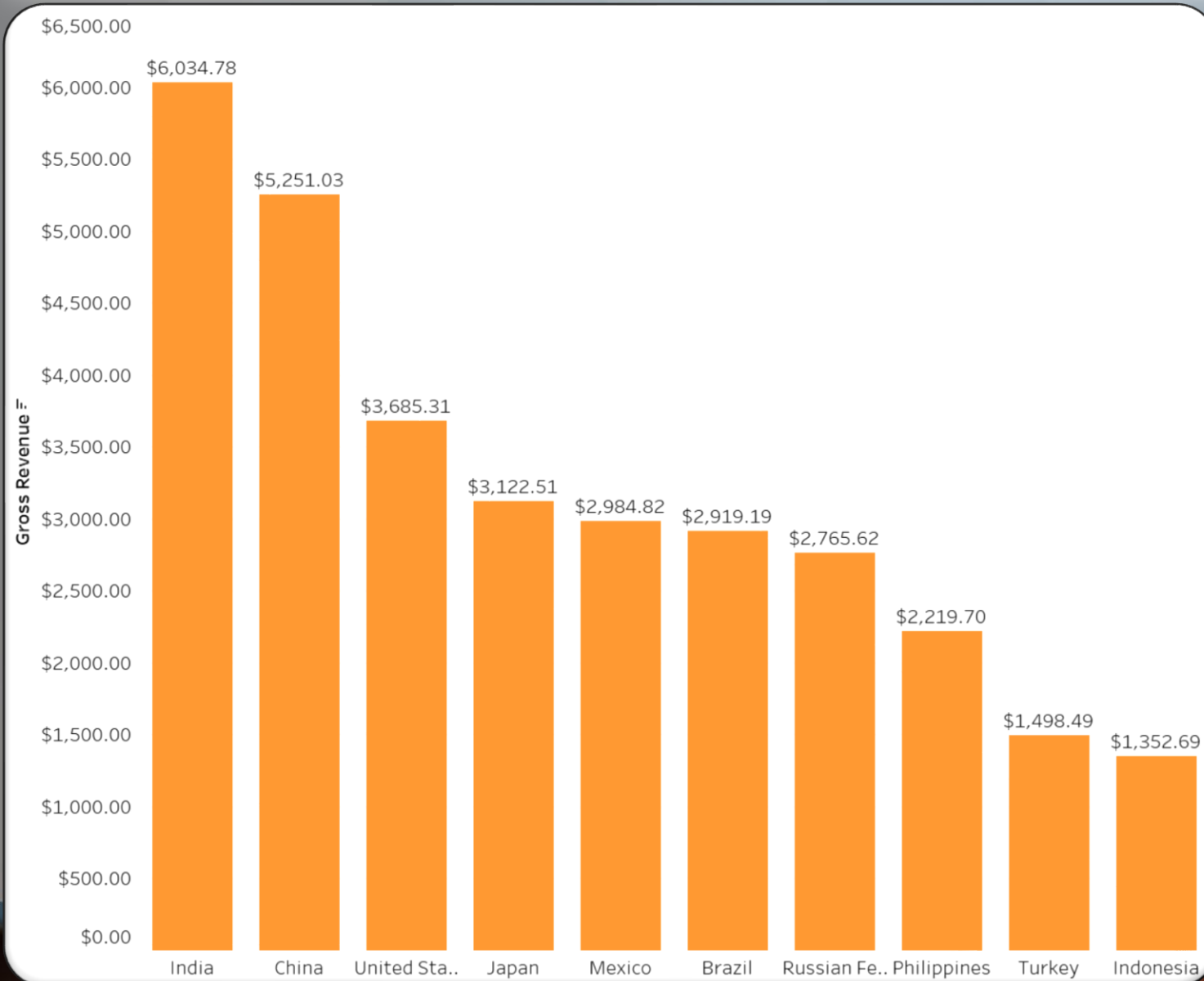
What makes up Rockbuster?

- Customer's Located in 108 Countries
- 10 countries that provide half the customer base and financial revenue for Rockbuster
- Full information on all registered countries is available at the link below (ctrl + click)

[Tableau Visual](#)



Rockbuster Stealth's Top Ten by Revenue

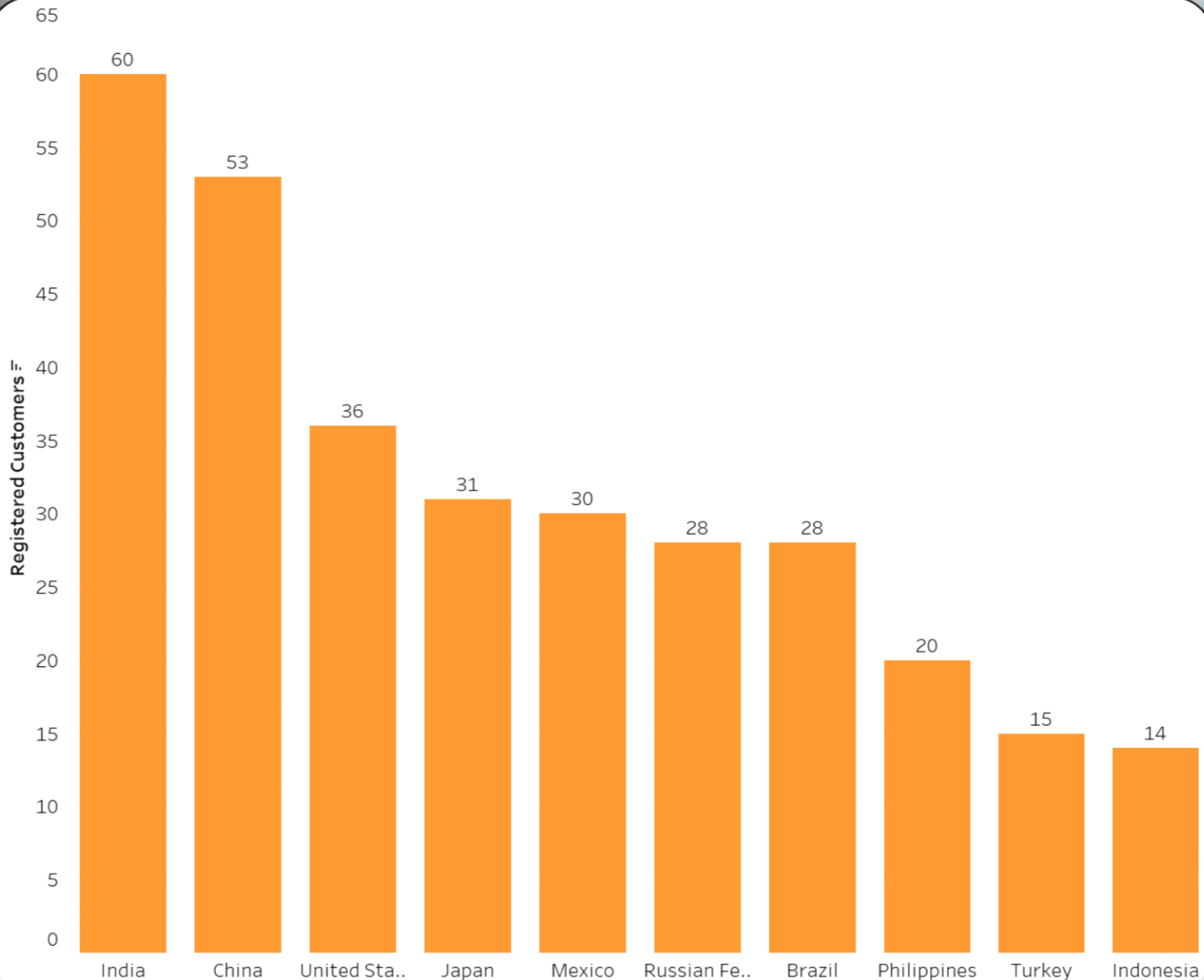


Global Country Average Revenue

\$568 per Country

- ❑ India leads as the country with the highest revenue with a 10:1 ratio to the global average
- ❑ China leads as second in total revenue with a 9:1 ratio to the global average for Rockbuster's sales

Rockbuster Stealth's Top Ten by Customer Registration



Global Country Average Registered Customers

5 Customers per Country

- ❑ India leads as Rockbuster's country with the highest amount of registered customers at a 12:1 ratio to the global average
- ❑ China leads as second with a ratio of 11:1 to the global average

Customer Analysis

Customer Data	Average Global Customer	'10 Ten' Customer
Registered Customers	600 Total customers	301 Total customers
Average Spent	\$102 per customer	\$100 per customer
Average number of Rentals	28 rentals per customer	27 rentals per customer

Rockbuster currently has 600 Registered Customers Globally and over 580 Active Customers

Lifetime Value Customers

A Lifetime Value of a Customer (LVC)

is someone who not only values our products or services, but also trusts our brand, forming a long-lasting and mutually beneficial relationship. They choose to stay with us, becoming loyal supporters to our sustained success and growth.

Top 10 Countries TOP FIVE Lifetime Value Customer Analysis

Customer ID	Country	City	
ID225	India	Ambattur	\$111.76
ID424	China	Shanwei	\$109.71
ID240	Japan	Iwaki	\$106.77
ID486	Mexico	Acua	\$100.77
ID537	United States	Aurora	\$98.76

Total Spent



Rockbuster's LVC were selected from its top 10 grossing countries and the numbers shown reflect the expected lifetime amount loyal customers may spend on Rockbuster services

Rockbuster Inventory Overview

	Average	Minimum	Maxium
Total Registered Films Titles	1000 Films	---	---
MPPA Rating	----	G 178 films	PG-13 223 films
Average Rental Duration	5 days	3 days	7 days
Average Movie Length	115 mns	46 mns	185 mns
Average Replacement Cost	\$20	\$9.99	\$29.99
Genre	---	Thriller 1 film	Sports 74 films

Film Analysis – Revenue Breakdown

	Highest Grossing	Lowest Grossing
MPAA rating	PG-13 \$13,855	G \$10,511
Film Genre	Sports \$4892	Thriller \$47
Rental Rate	\$4.99 \$29,944	\$.99 \$11,916
Film Length	85 minutes \$1,141	96 minutes \$61
Replacement Cost	\$22.99 \$4121	\$15.99 \$2152

Recommendations and Considerations

- ❑ Rockbuster's consumer base and revenue are significantly concentrated in 10 countries, collectively contributing to half of its global customer reach and financial returns. These nations should be strategically prioritized as primary regions for Rockbuster's operational planning, particularly as the company expands into the realm of online video rental services.
- ❑ The 'Top 10' consumers exhibit a discernible consistency in rental and spending patterns compared to the average global consumer. Consideration should be given to targeted marketing campaigns aimed at expanding consumer bases in other countries, warranting further analysis for potential future endeavors.
- ❑ Given Rockbuster's current status, it can be anticipated that its LVC will average \$105 in total customer spending.
- ❑ Rockbuster's sales data underscores a notable demand for PG-13 movies and Sports movies, aligning with its current inventory. However, a comprehensive analysis is imperative to ascertain the potential impacts of other variables on Rockbuster's sales performance.