

ROCKBUSTER STEALTH

DATE ANALYSIS PROJECT BY JAMIE PERSSON

OVERVIEW

PROJECT OBJECTIVES

- ❖ Use existing movie licenses to launch an online video rental service in order to stay competitive.
- ❖ Assist business intelligence department with launch strategy for new online video service through data analysis.

- ❖ Which movies contributed most and 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?

KEY QUESTIONS

ROCKBUSTER STATISTICS (2006)

Average Rental
Duration

5 Days

Number of Movie
Titles

1000

Number of
Customers

599

Total Revenue

\$61,312

Average
Rental Rate

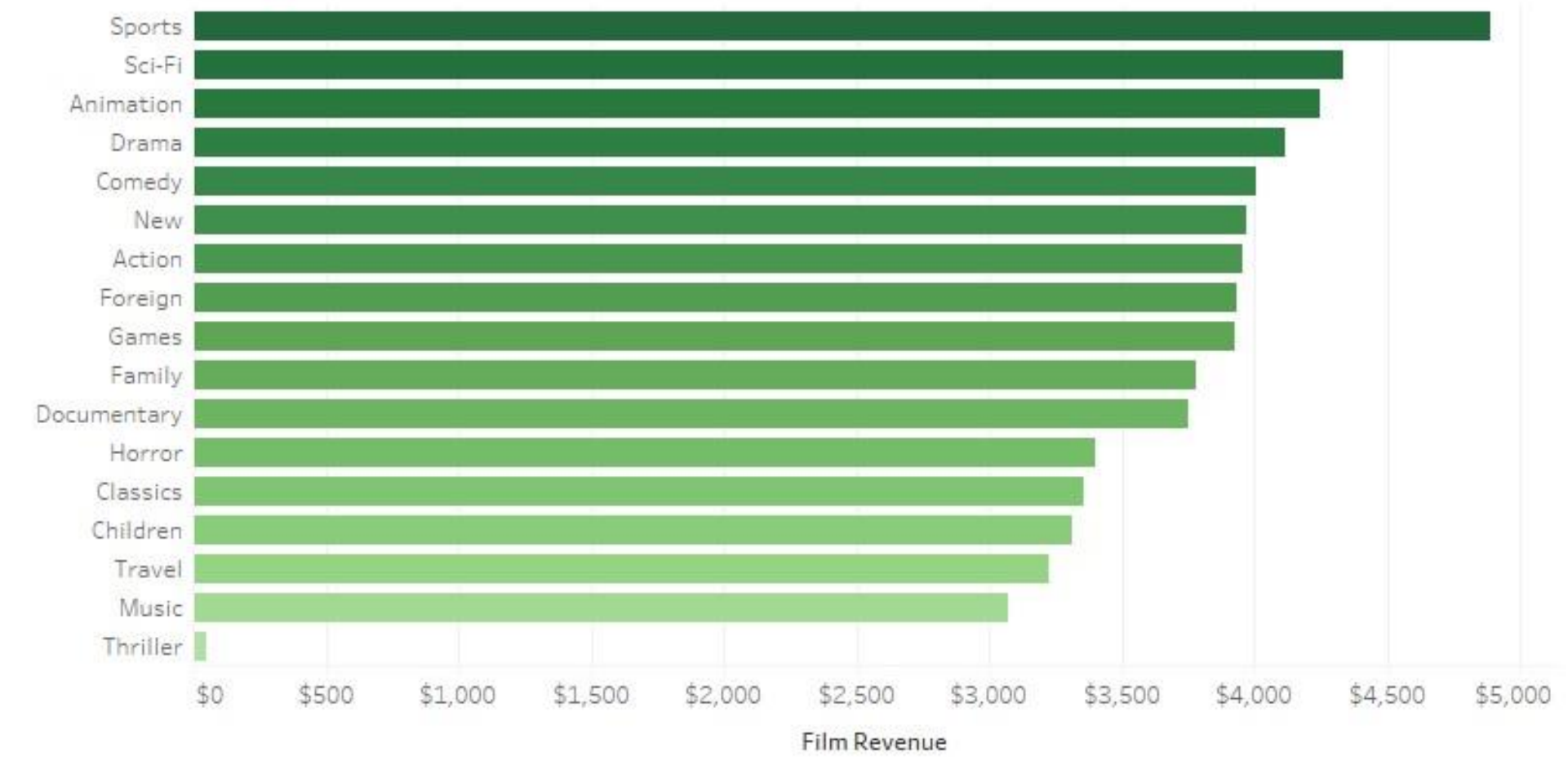
\$2.98

Number of
Countries

108

GENRE POPULARITY

Film Revenue by Genre

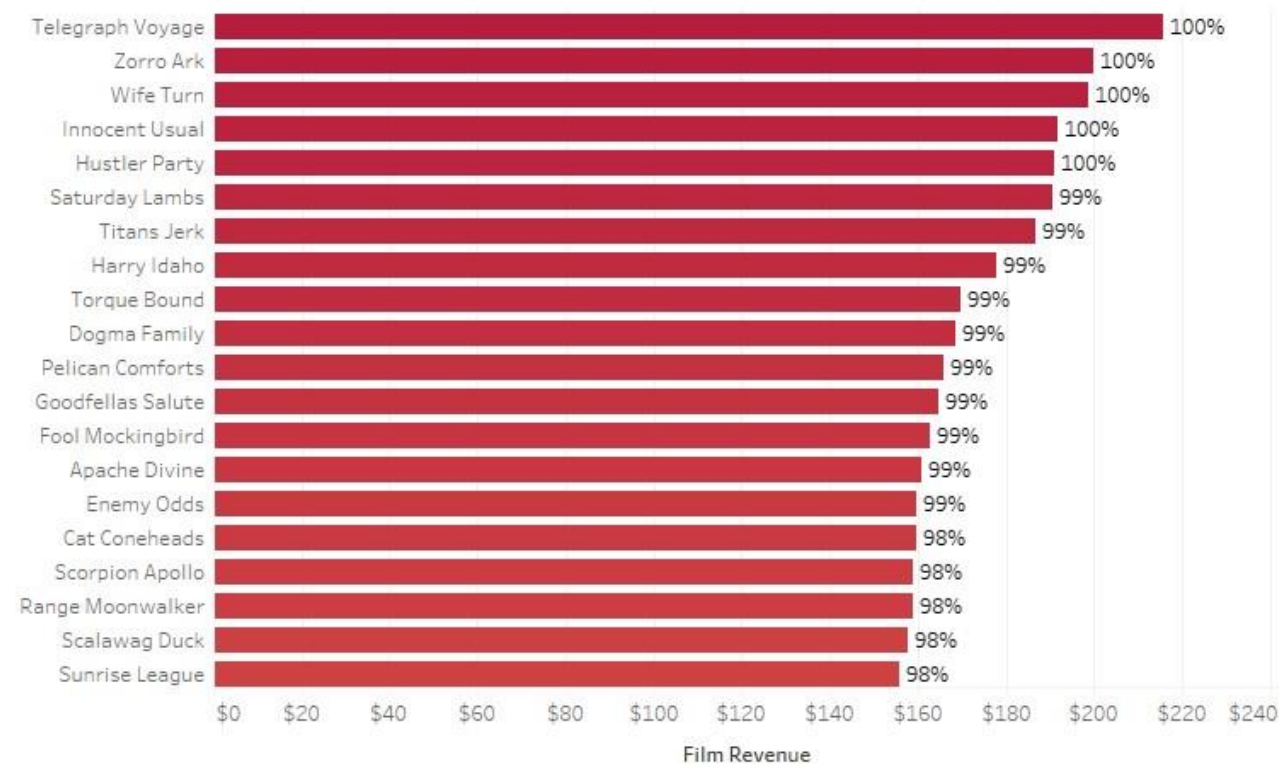


❖ Top-selling genres include Sports, Sci-Fi, and Animation.

❖ Thriller genre contributed lowest revenue.

MOVIE PERFORMANCE BASED ON REVENUE

Top 5% of Titles by Revenue



Telegraph Voyage, Zorro Ark, and Wife Turn are highest performing titles.

List of Titles that Generated Zero Revenue

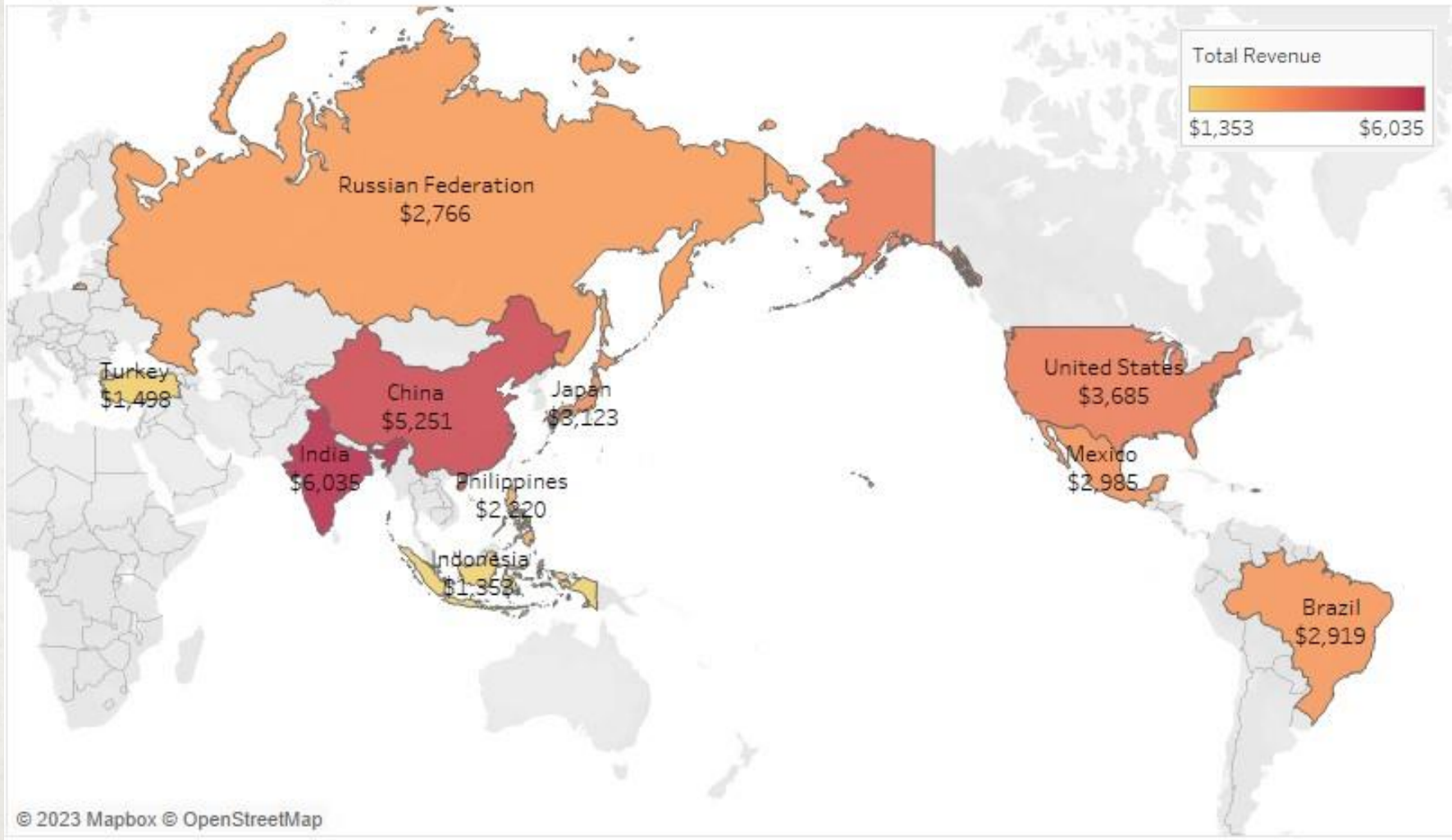
Butch Panther	Tadpole Park	Crossing Divorce
Wake Jaws	Hocus Frida	Kentuckian Giant
Pearl Destiny	Alice Fantasia	Gump Date
Gladiator Westward	Order Betrayed	Hate Handicap
Arsenic Independence	Boondock Ballroom	Argonauts Town
Chinatown Gladiator	Apollo Teen	Raiders Antitrust
Sister Freddy	Catch Amistad	Treasure Command
Suicides Silence	Firehouse Vietnam	Frankenstein Stranger
Rainbow Shock	Deliverance Mulholland	Volume House
Ark Ridgemont	Psycho Shrunk	Kill Brotherhood
Sky Miracle	Chocolate Duck	Muppet Mile
Crystal Breaking	Floats Garden	Dazed Punk
Commandments Express	Walls Artist	Villain Desperate
Roof Champion	Crowds Telemark	Perdition Fargo

For dynamic visualization see:

https://public.tableau.com/app/profile/jamie.persson/viz/DataImmersionTask3_10TitlesbyRevenue/Sheet1?publish=yes

REVENUE BY COUNTRY

Top 10 Countries by Revenue



India, China, and the United States generate the highest revenue for Rockbuster.

To see revenue for all countries visit:

https://public.tableau.com/app/profile/jamie.persson/viz/DataImmersionTask3_10CountryRevenue/Sheet1?publish=yes

CUSTOMERS BY COUNTRY

Customer Count by Country



Top 10 countries by customer count are consistent with those that generate highest revenue.

Customers with high lifetime value:

Customer	Country	Total Payment
Eleanor Hunt	Runion	\$211.55
Karl Seal	United States	\$208.58
Marion Snyder	Brazil	\$194.61
Rhonda Kennedy	Netherlands	\$191.62
Clara Shaw	Belarus	\$189.60
Tommy Collazo	Iran	\$183.63
Ana Bradley	United States	\$167.67
Curtis Irby	Canada	\$167.62
Marcia Dean	Philippines	\$166.61
Mike Way	India	\$162.67

For all countries:

https://public.tableau.com/app/profile/jamie.persson/viz/Task3_10CustomerCountrybyCountry/Sheet1?publish=yes

RECOMMENDATIONS

- ❖ Add more titles to the Sports, Sci-Fi, Animation, and other popular genres.
 - ❖ Do not renew licenses for film titles that did not generate revenue.
 - ❖ Focus marketing efforts in top 10 countries.
 - ❖ Offer promotions for new customers to encourage growth.
 - ❖ Provide incentives for most valuable customers.
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