



ROCKBUSTER STEALTH

TRANSITIONING TO A DIGITAL FUTURE

JONATHAN TRAN, DATA ANALYST

INTRODUCTION

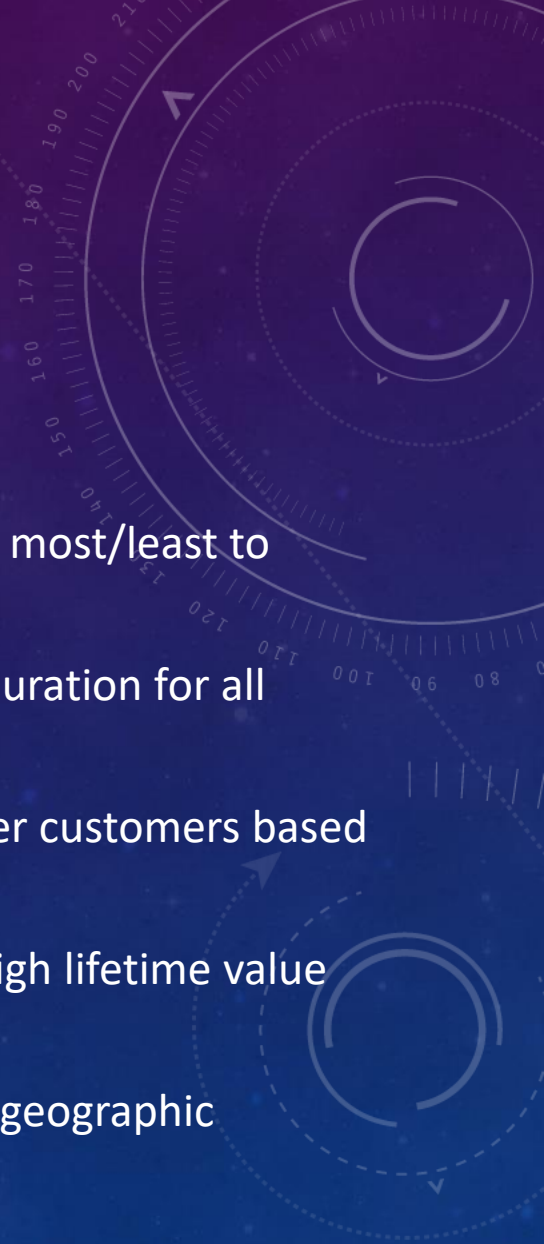
- RockBuster Stealth LLC is currently a global brick and mortar film rental company that is seeing a decrease in business due to online streaming services such as Netflix, Hulu, and Prime Video.
- To compete with the new era of entertainment consumption the company has plans to launch an online rental service to compete.





KEY QUESTIONS

- Which movies contributed the most/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?



QUESTION 1

- Which movies contributed the most/least to revenue gain?

This does not include films that have no contributed no revenue.



Top 10 Grossing Rentals	
Title	Revenue (\$)
Telegraph Voyage	\$215.75
Zorro Ark	\$199.72
Wife Turn	\$198.73
Innocent Usual	\$191.74
Hustler Party	\$190.78
Saturday Lambs	\$190.74
Titans Jerk	\$186.73
Harry Idaho	\$177.73
Torque Bound	\$169.76
Dogma Family	\$168.72

Bottom 10 Grossing Rentals	
Title	Revenue (\$)
Duffel Apocalypse	\$5.94
Oklahoma Jumanji	\$5.94
Texas Watch	\$5.94
Freedom Cleopatra	\$5.94
Rebel Airport	\$6.93
Young Language	\$6.93
Cruelty Unforgiven	\$6.94
Treatment Jekyll	\$6.94
Lights Deer	\$7.93
Japanese Run	\$7.94

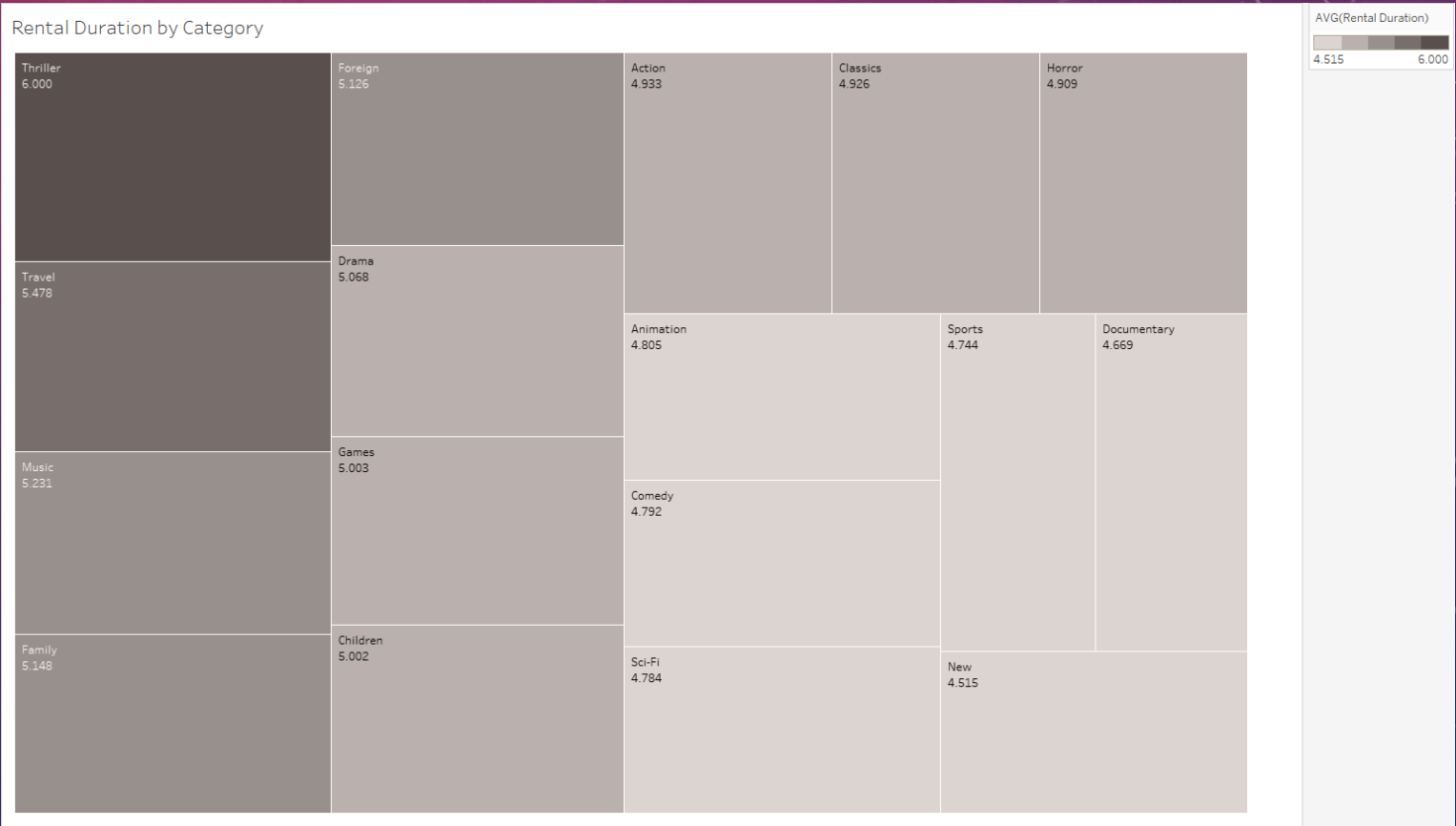
QUESTION 2

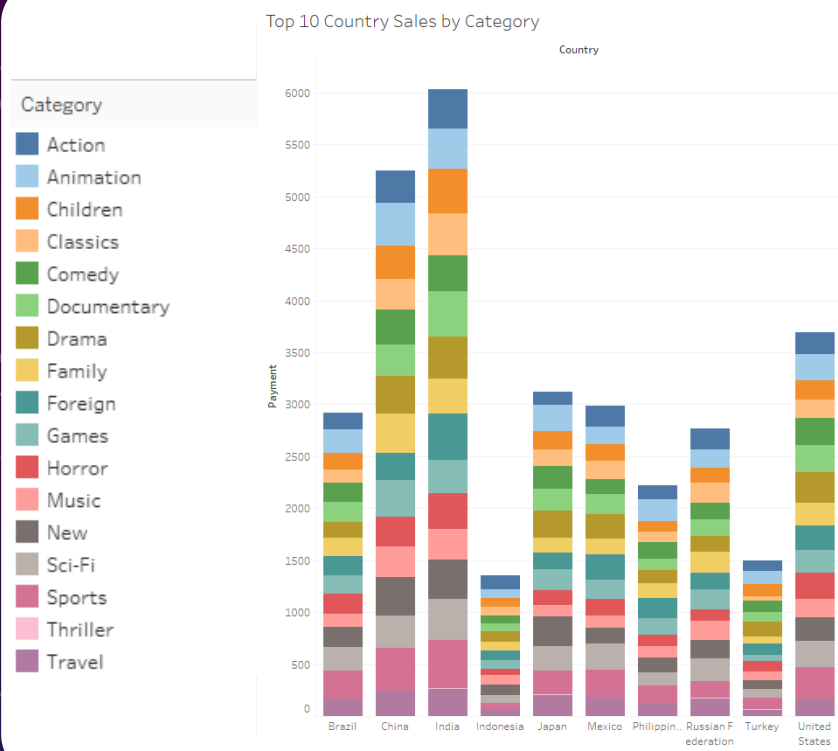
- What was the average rental duration for all videos?
 - The Average Rental Duration was 5 days (4.985 Mathematically)

Average Rental Duration by film category



Rental Duration Statistics	
Minimum	3
Maximum	7
Average	5





Top 10 Customer Count by Country	
Customers	Country
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14

QUESTION 3

WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?

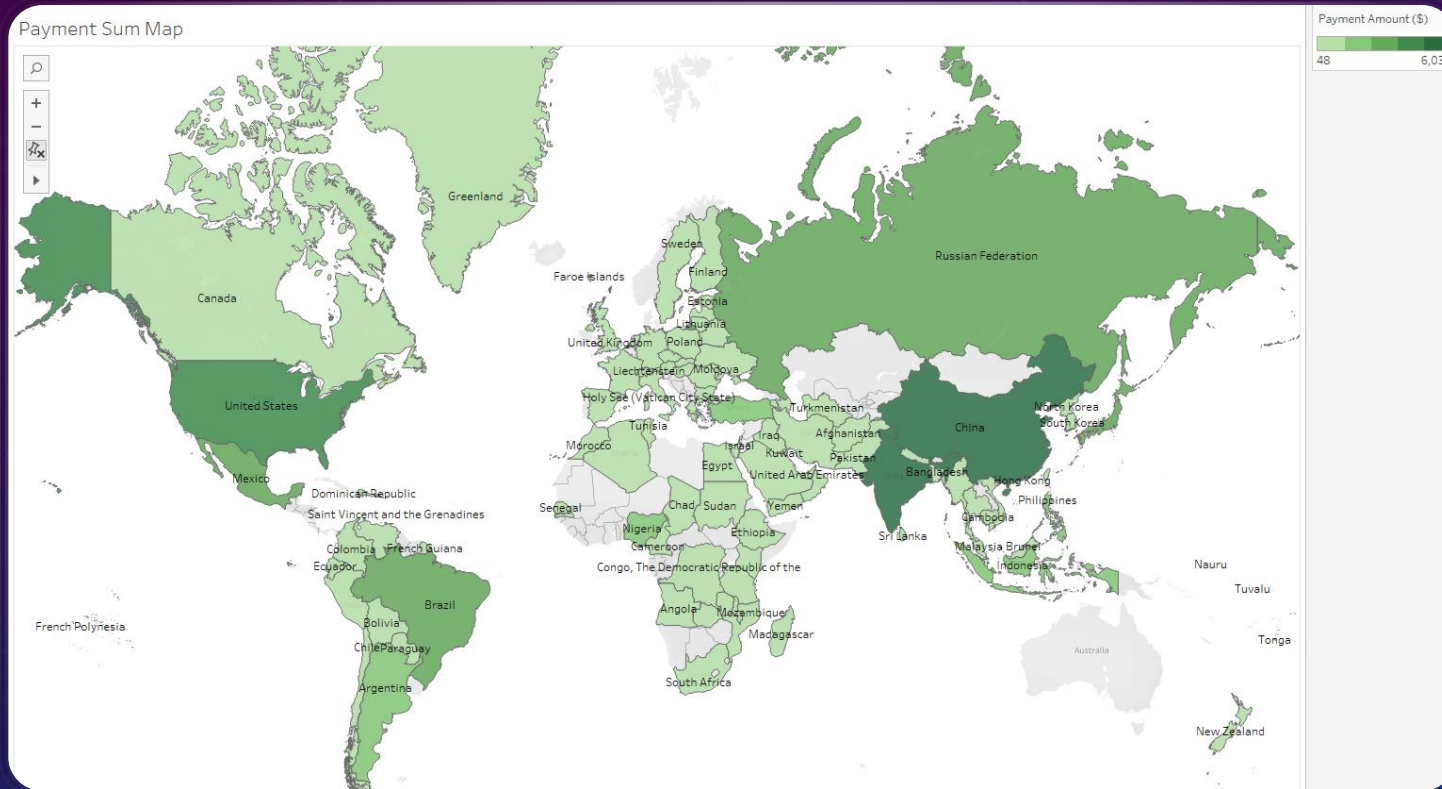
QUESTION 4

WHERE ARE CUSTOMERS WITH A HIGH
LIFETIME VALUE BASED?

Top 5 RockBuster Customers

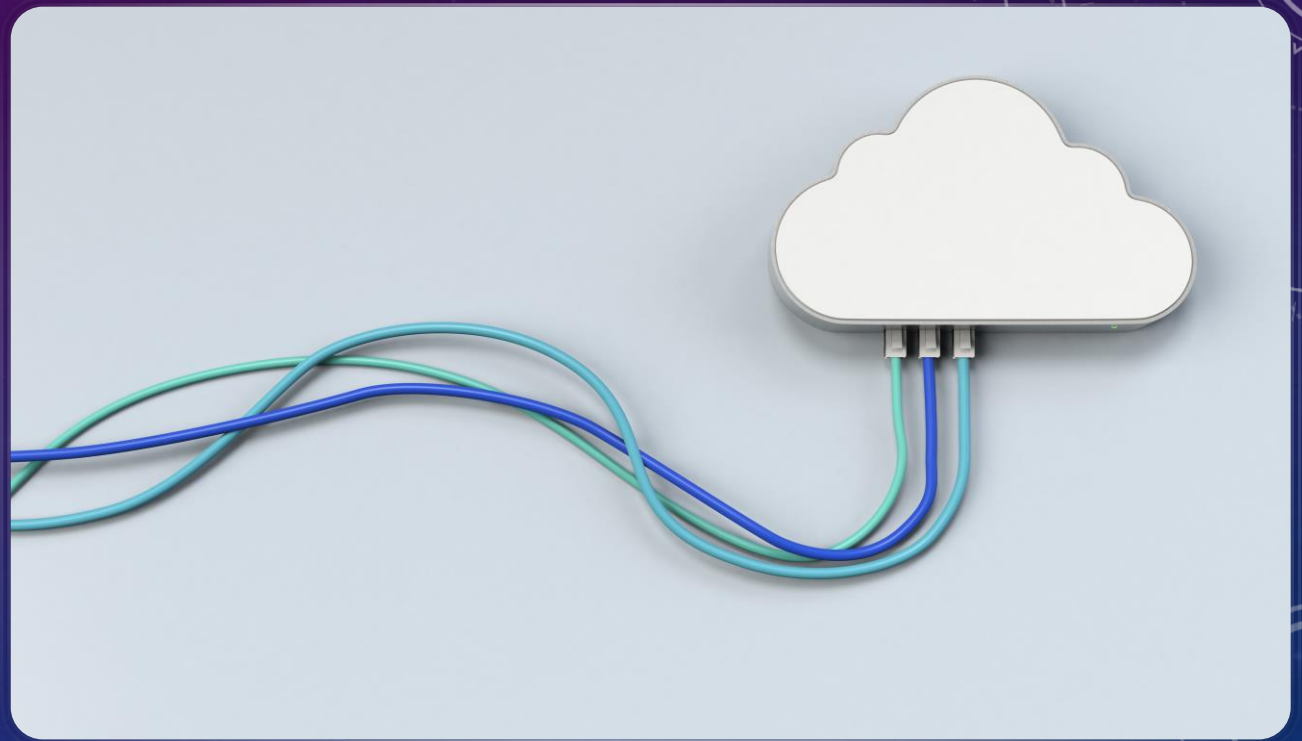
Last Name	First Name	City	Country	Total Spent (\$)
Bradley	Ana	Memphis	United States	\$59.88
Marcia	Dean	Tanza	Philippines	\$54.89
Carrie	Porter	Liaocheng	China	\$49.90
Marion	Snyder	Santa Barbara d'Oeste	Brazil	\$49.90
Brandon	Huey	Balikesir	Turkey	\$49.90

- Do sales figures vary between geographic regions?
 - In short, yes.
 - Sales figures are higher in the Asian, North American, and South American continents.



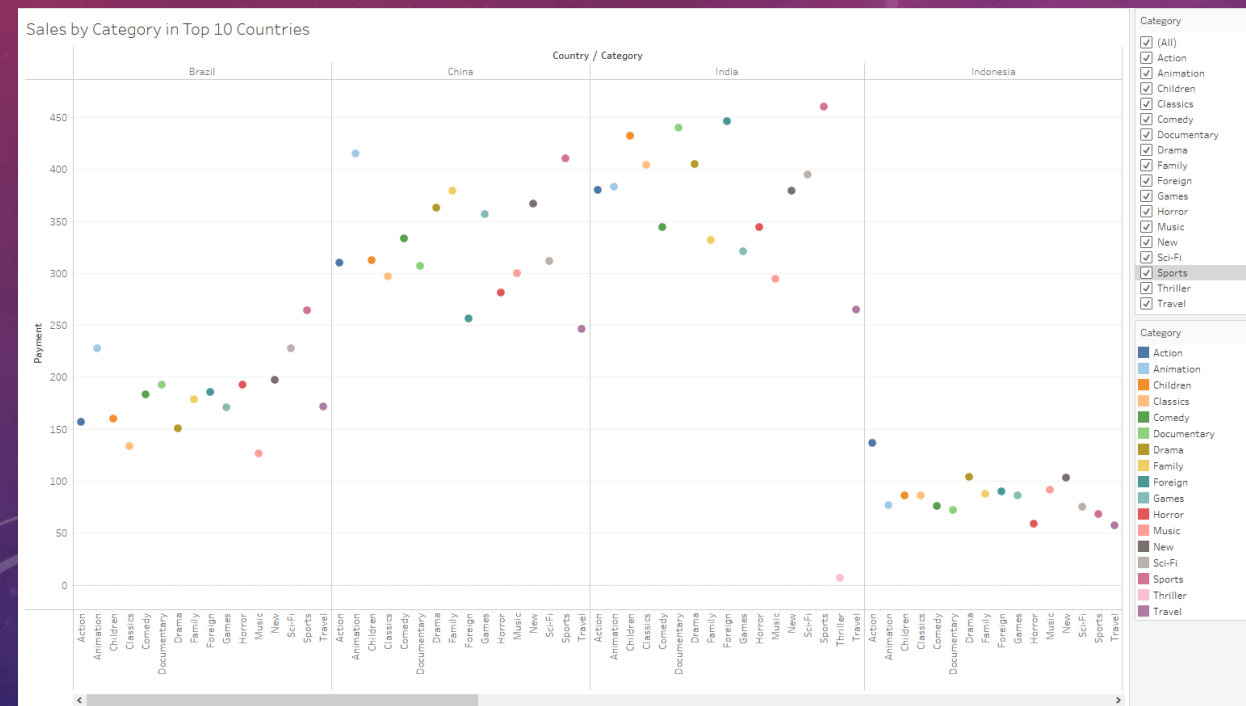
INSIGHT/THOUGHTS

- The data being analyzed is based on the current brick and mortar system and should be applied to the new model with some adjustments.
- How should pricing for the new online model be set?
- Would all countries be able to support online streaming?



STATISTICS FROM TOP 10 COUNTRIES

- You can find interactive versions of these visualizations (and those from previous slides) at https://public.tableau.com/views/RockBusterVisualizations/SalesbyCategoryinTop10Countries?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link





RECOMMENDATIONS

- Focus on those countries with the ability to take advantage of online streaming especially in the Asia, North America, and South America regions.
- Increase the number of licenses for film Categories that do well in those regions (ex. Sports and Action).
- Incentivize customers to continue to use the service/become new customers of the service by introducing a reward/loyalty program.
- Determine a pricing structure that offers a reasonable rental duration based on information gathered (ex. Allow access to the online rental for 5 days [the average rental duration]; A longer rental duration may be purchased as well).



THANK YOU!

JONATHAN TRAN

JONTHANDTRAN@GMAIL.COM