

ROCKBUSTER REVIEW

KACEE UNRUH

AUGUST 18TH 2023

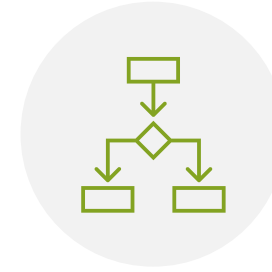


How do we expand and promote growth for Rockbuster?

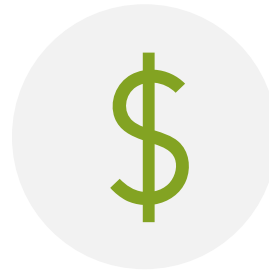
In order for Rockbuster to be a successful online platform, we need to evaluate what our customers want and how to meet those needs while keeping costs low.



Review our current inventory and see what we have



Get an overview of rentals and rental durations



Look at replacement costs for rentals that are damaged or go missing



Let's find our top 5 customers and reward them!

Rockbuster Data

We will be breaking down the data that has been collected in order to further understand our inventory, customer rental trends, and costs. After looking at the data, we will find ways to increase revenue and reward our high paying customers!

Average
inventory film
rating is PG-13

We have 599
customers
world wide

Our inventory
includes 1,000
different films

The least
rental film
rating is G

Average film
rental rating is
PG-13

Average film
length is 115
minutes

Rentals cost
between
\$0.99-\$4.99

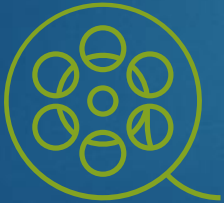
Films cost
\$9.99-\$29.99
to replace

India has the
highest
customer
count

315 customers
live in the top
10 countries

The maximum
rental duration
is 7 days

The Rockbuster inventory of 1000 movies has a wide range for customers to choose from



G rated = 178



PG rated = 194



PG-13 rated = 223



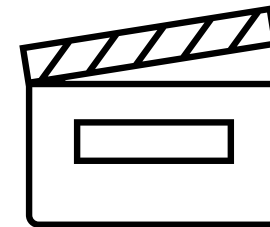
NC-17 rated = 210



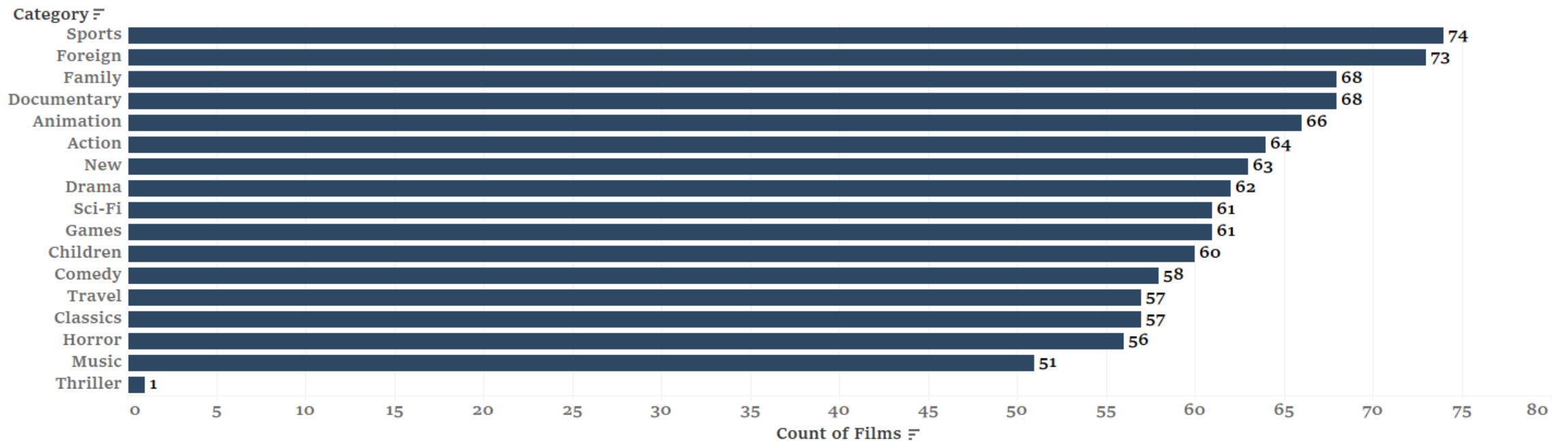
R rated = 195

Rockbuster Inventory

- ▶ What is the average rating?
 - ▶ As seen on the previous slide, 223 of our movies are rated PG-13
- ▶ What are the lengths of our movies?
 - ▶ Even though the average length is 115 minutes, our movies last anywhere between 46-185 minutes.
- ▶ What years were our movies released?
 - ▶ All our movies were released in 2006



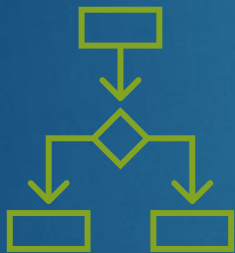
Rockbuster Inventory



There are 17 film categories for our customers to choose from!

We have more Sports Films and Foreign Films than any other category

Looking at the Rockbuster Rentals



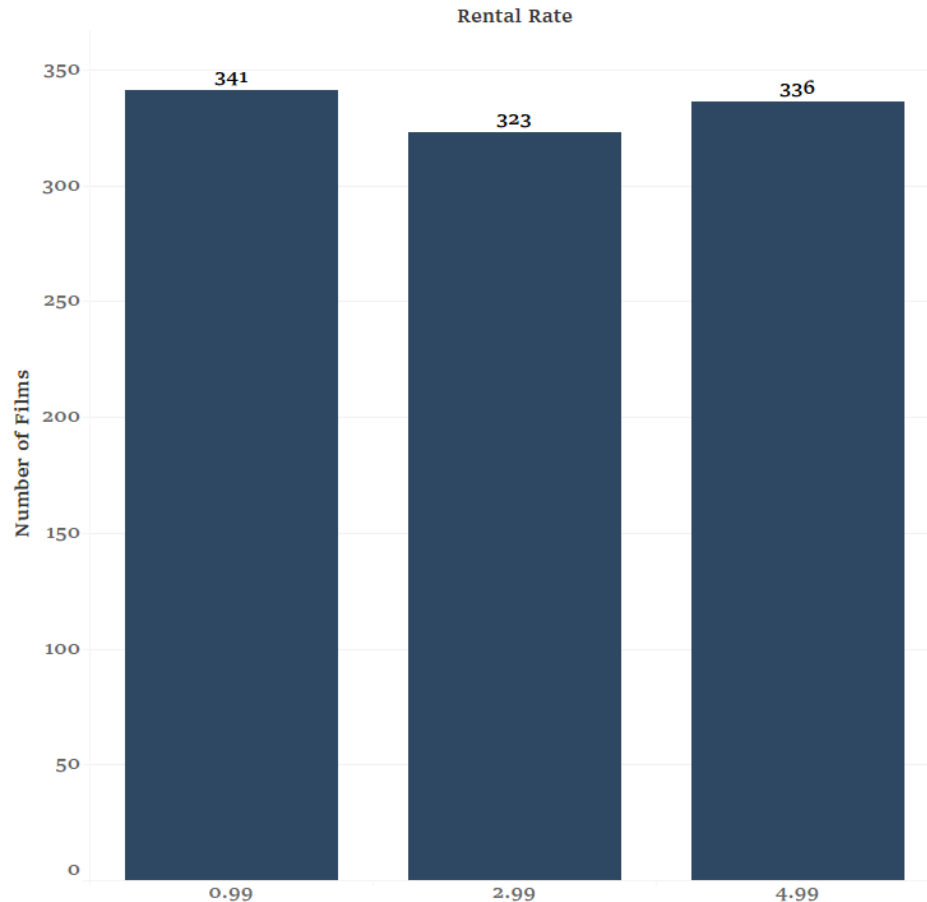
Rental rate and duration



Rental film ratings

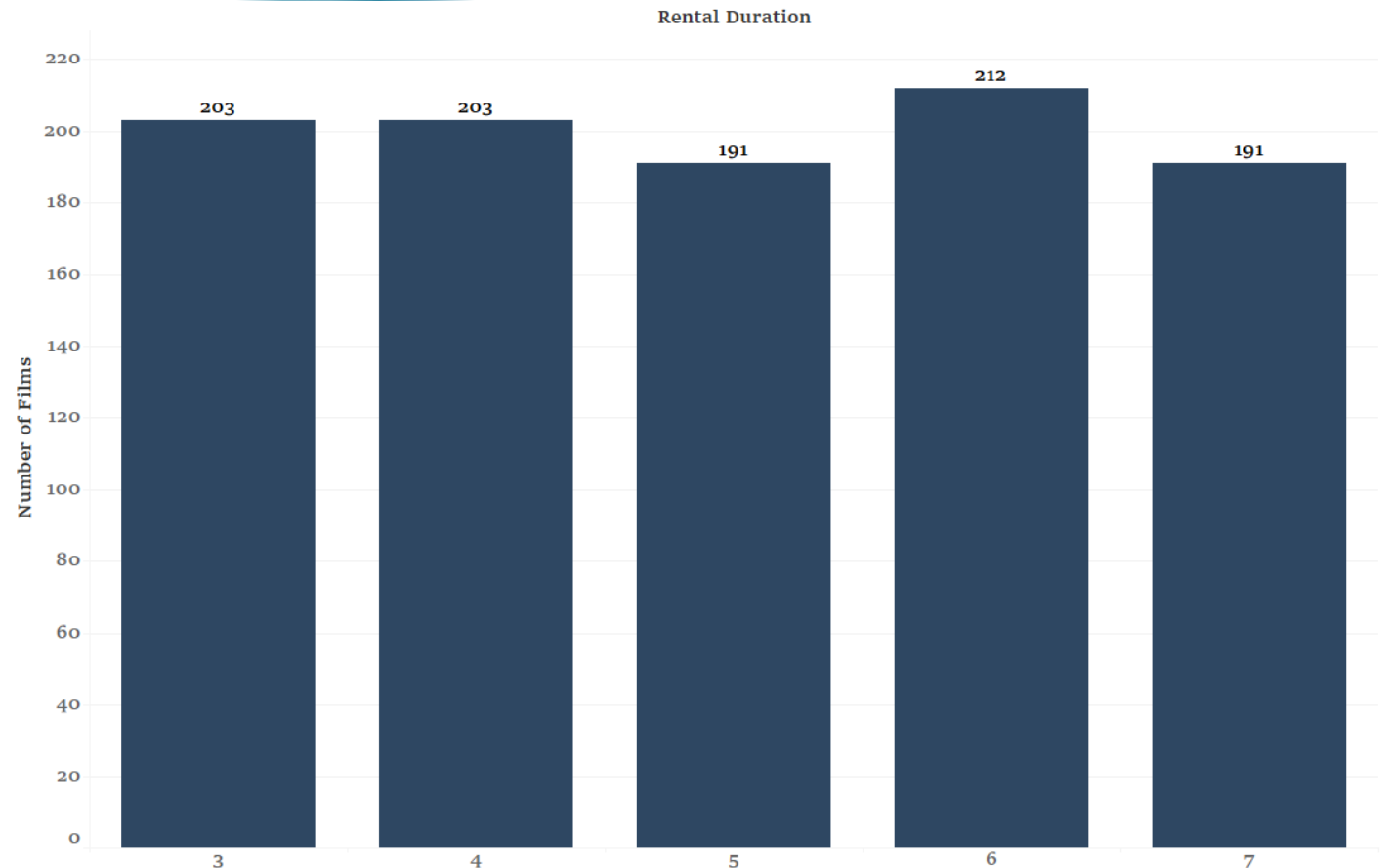
Rockbuster Rentals

- ▶ How much does it cost the customer to rent a film?
 - ▶ Even though the average cost of our rentals is \$2.98, the most common price is \$0.99
 - ▶ The minimum cost is \$0.99 and the maximum cost is \$4.99
 - ▶ This shows that price is not a big factor when customers are choosing a movie



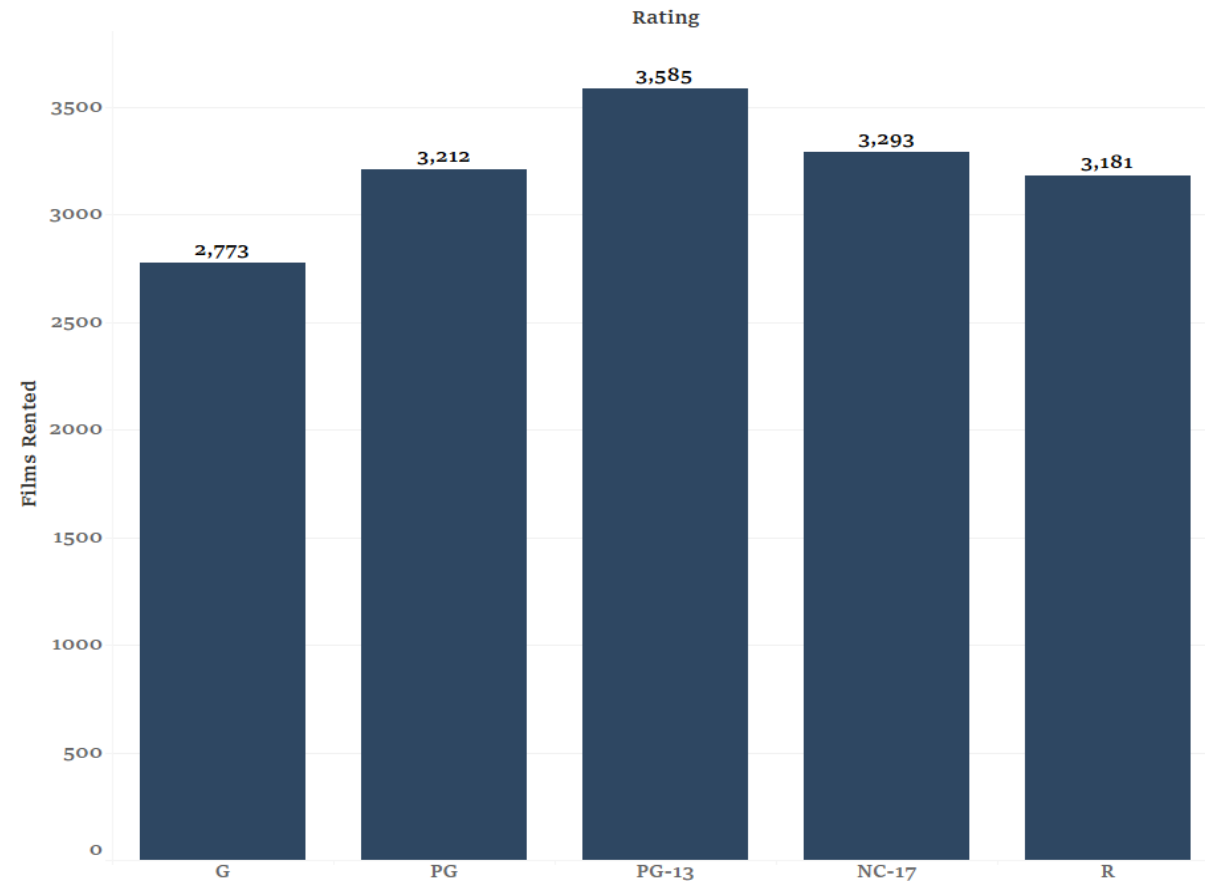
Rockbuster Rentals

- ▶ How long are our customers renting our movies?
 - ▶ Even though the average rental is 5 days, the most common rental duration is 6 days.
 - ▶ The minimum rental is 3 days and the maximum is 7 days.

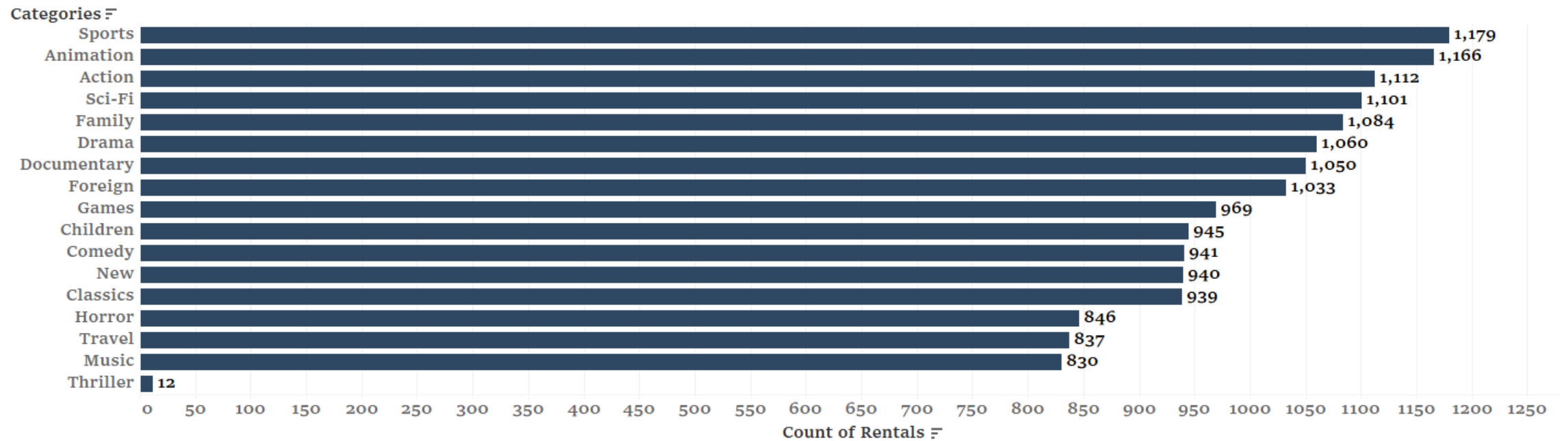


Rockbuster Rentals

- ▶ What are our customers renting?
 - ▶ The most popular rentals are rated PG-13.
 - ▶ The least popular rentals are rated G.



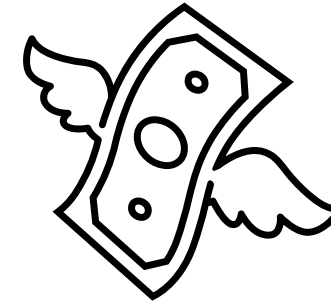
Rockbuster Rentals



What are our customers renting?

The most popular rentals are Sports, Animation, Action, Sci-Fi, and Family

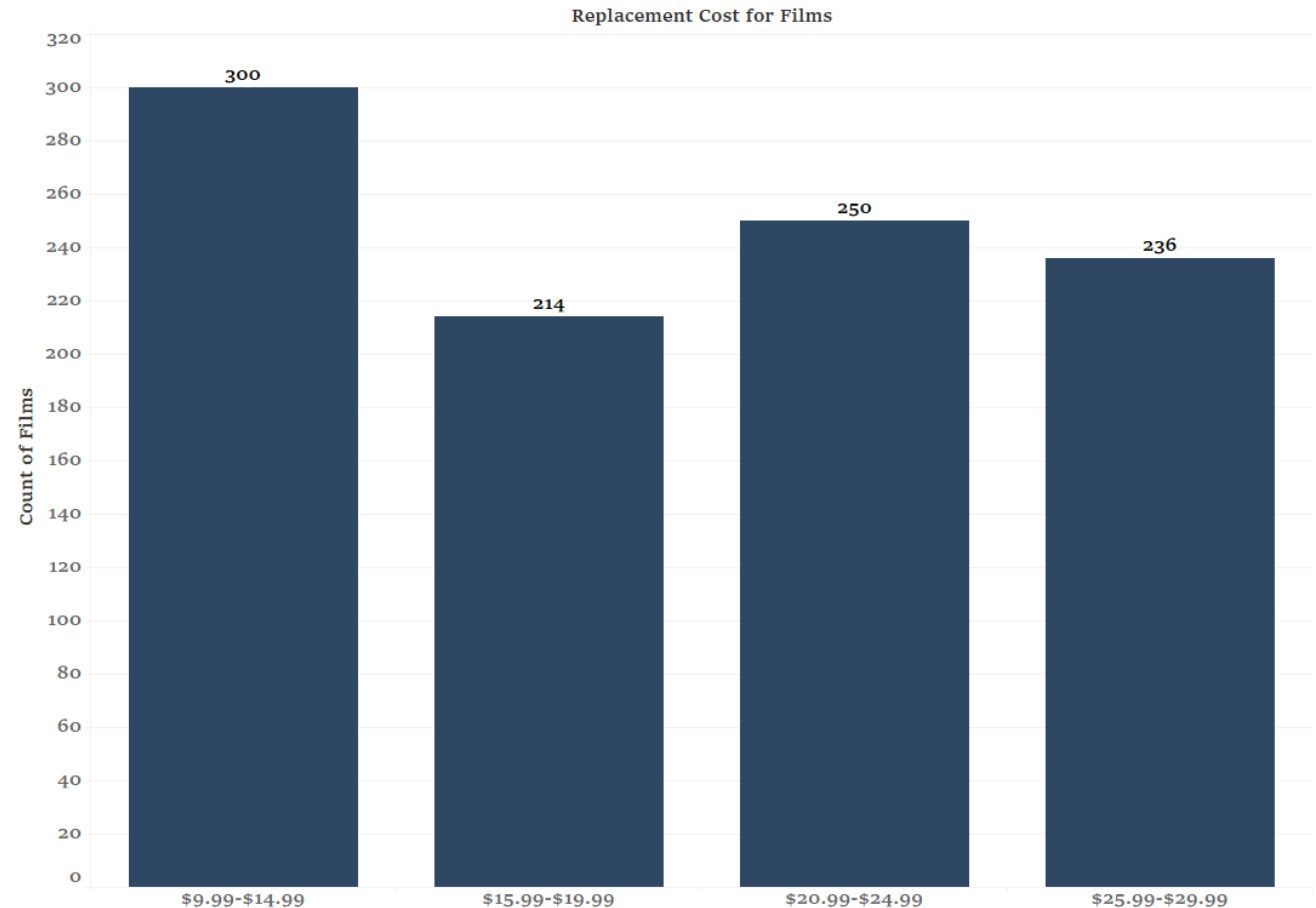
Rockbuster Rental Replacement Costs



When customers damage or fail to return their rentals, the cost to Rockbuster adds up

Rockbuster Replacements

- ▶ What does it cost Rockbuster to replace these lost or damaged films?
 - ▶ The average film costs \$19.98 to replace
 - ▶ The least expensive films to replace are \$9.99, and the most expensive are \$29.99



Rewarding our Top Customers!

Let's find them in
three steps:



01

Find the top
10 countries
with the most
customers

02

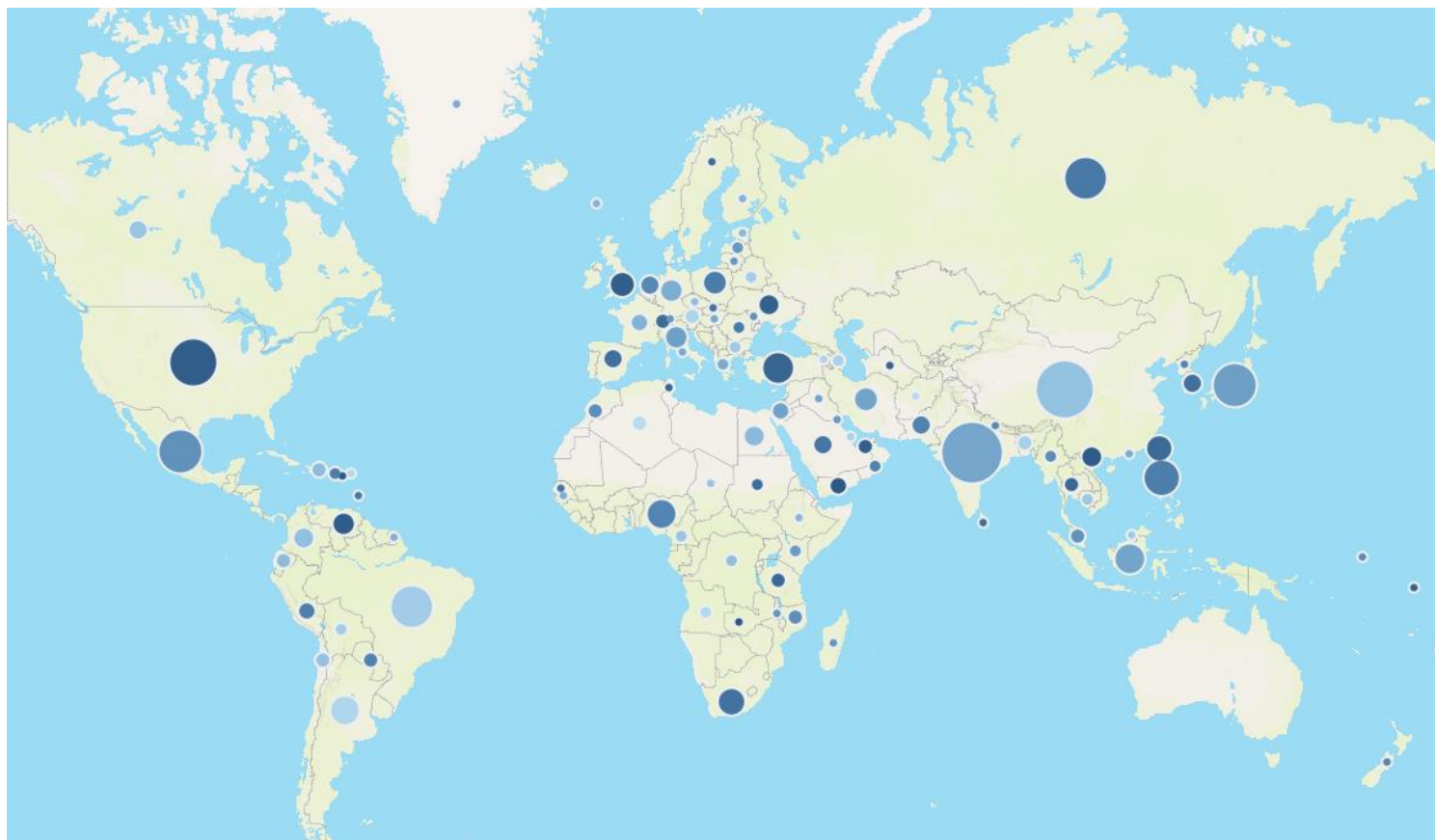
Find the top
10 cities
within those
countries

03

Find our top
5 customers
in those cities

Our Customers are Spread Across the Globe!

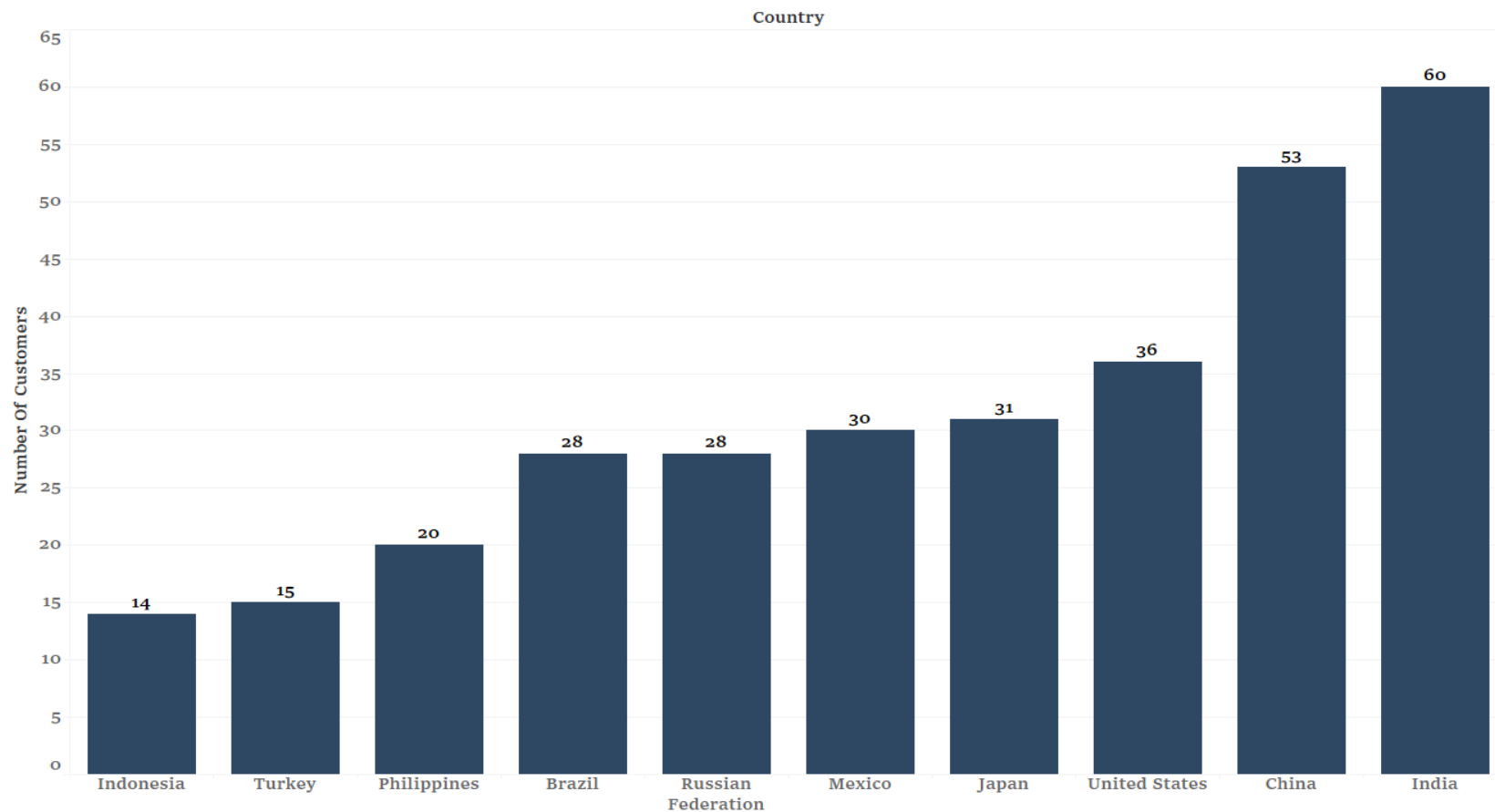
Our customers
are spread
across the
globe!



Out of our 599
customers, we
can find the top
5 customers to
reward

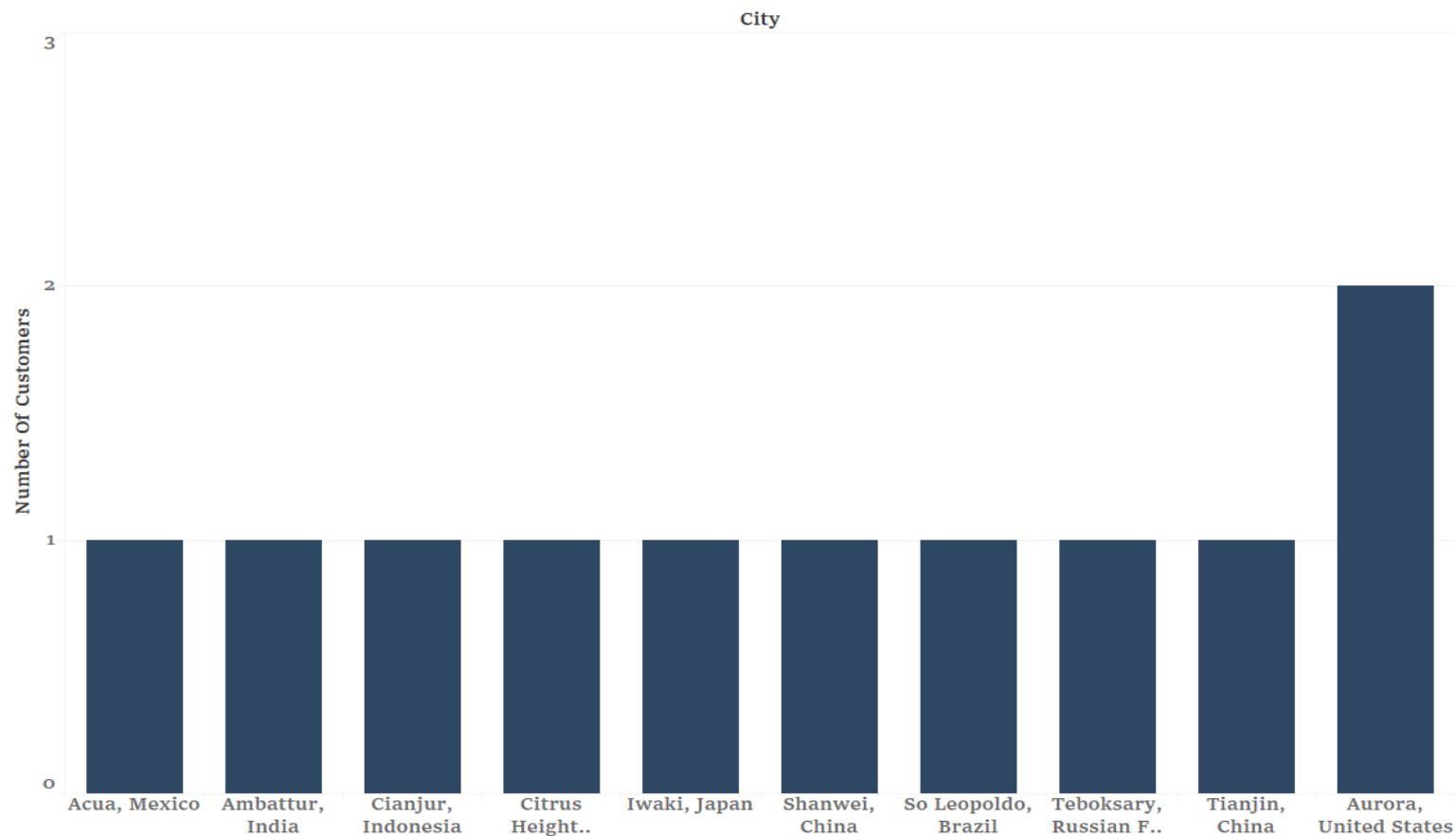
Rewarding Our Customers!

Top 10 Countries
with the highest
number of
customers



Rewarding Our Customers!

Top 10 cities
within these
Countries

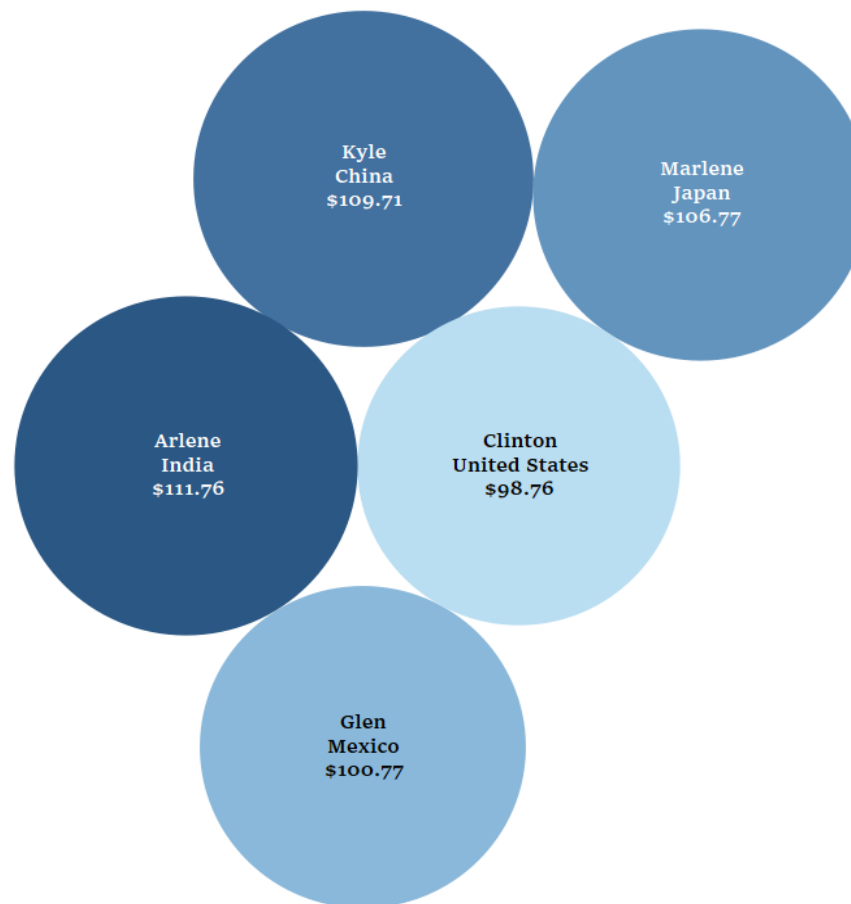


Rewarding Our Customers!

Top 5 customers in
these cities we
should reward!



First name, Country, and Amount they have spent with
Rockbuster



Rockbuster Conclusions



19

01

Inventory

- Rating with the highest inventory count is PG-13
- Category with the highest inventory is Sports
- We have 1,000 different films available to rent

02

Rentals

- Most popular rentals are rated PG-13
- Most popular rentals are in the Sports category
- No significant difference in rental numbers between expensive and cheap rentals

03

Replacements

- Films cost up to \$29.99 to replace when lost or damaged

Rockbuster Recommendations



20

01

Expanding our movie selection

- Adding movies from different years
- Adding more movies from our top rental categories and ratings

02

Increasing cost of rental to the customer

- Cost of rentals could be increased to offset cost of film replacements

03

Rewarding our customers

- Our top 5 (or even 10) customers could be rewarded to incentivize loyalty and word of mouth customer expansion

Rockbuster Overview

Questions?

Rockbuster Overview

- https://public.tableau.com/views/Unruh_Top10Countries/Sheet1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link
- https://public.tableau.com/views/Unruh_CustomersbyCountryMap/Sheet1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link
- https://public.tableau.com/views/Unruh_Top10Cities/Sheet1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link
- https://public.tableau.com/views/Unruh_Top5Customers/Sheet1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link
- https://public.tableau.com/views/Unruh_rentalduration/Sheet1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link
- https://public.tableau.com/views/Unruh_rentalrates/Sheet1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link
- https://public.tableau.com/views/Unruh_rentalfilmratings/Sheet1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link
- https://public.tableau.com/views/Unruh_filmreplacementcost/Sheet1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link
- https://public.tableau.com/views/Unruh_RentalCategories/Sheet1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

KaCee Unruh

August 18th, 2023