

ROCKBUSTER STEALTH

Data Analysis for
2020 Campaign Strategy

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Motivations & Objectives

Rockbuster Stealth LLC is facing stiff competition from streaming services and plans to use its existing movie licenses to launch an online video rental service to stay competitive.

This analysis will help determine the movies and regions to focus on when launching the online platform.

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?

Data Overview

Most Rented Genre

Sports

Most Rented Rate

\$0.99

Most Rented Duration

3 Days

Number of Customers

599

Number of Distinct Films

1,000

Most Rented Rating

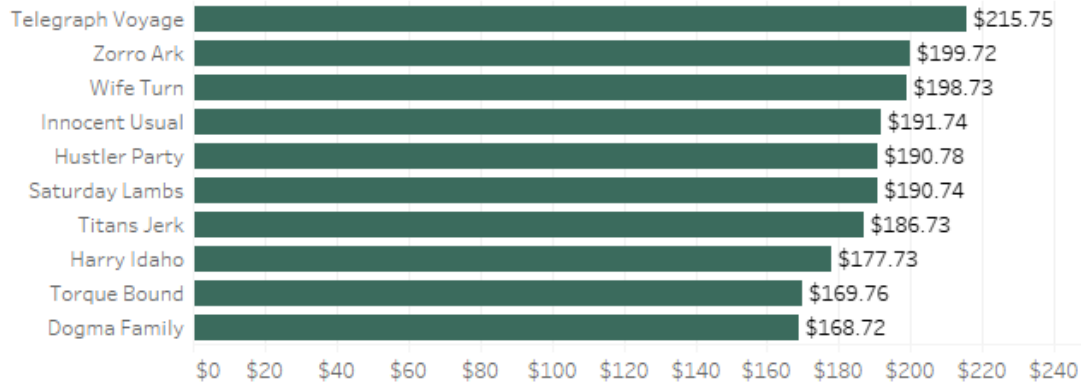
PG-13

Release Year (All)

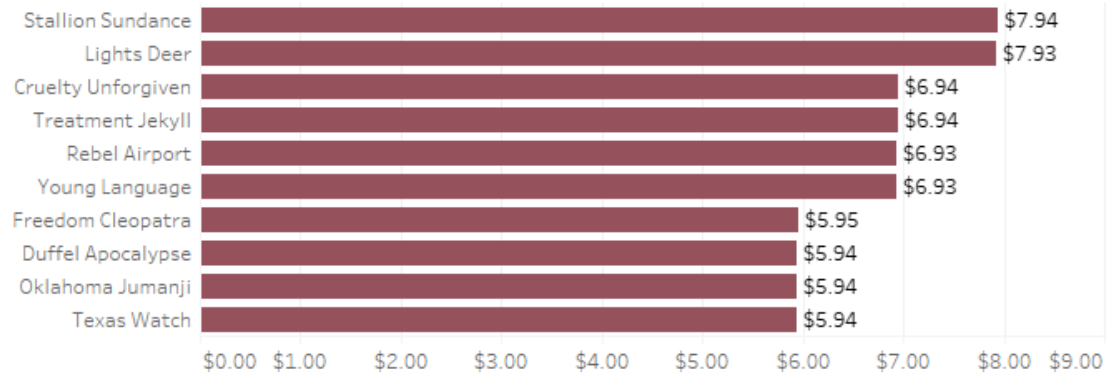
2006

Movies & Revenue

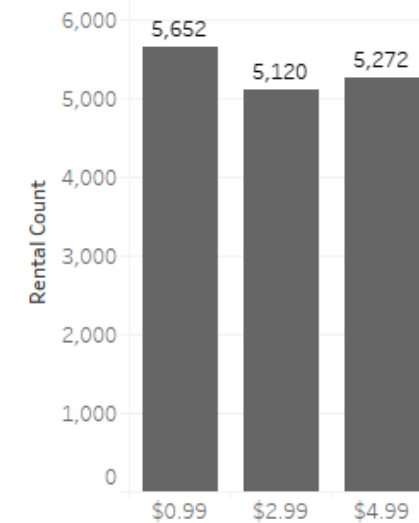
Top 10 Revenue-Generating Movies



Bottom 10 Revenue-Generating Movies



Popularity of Rental Rates

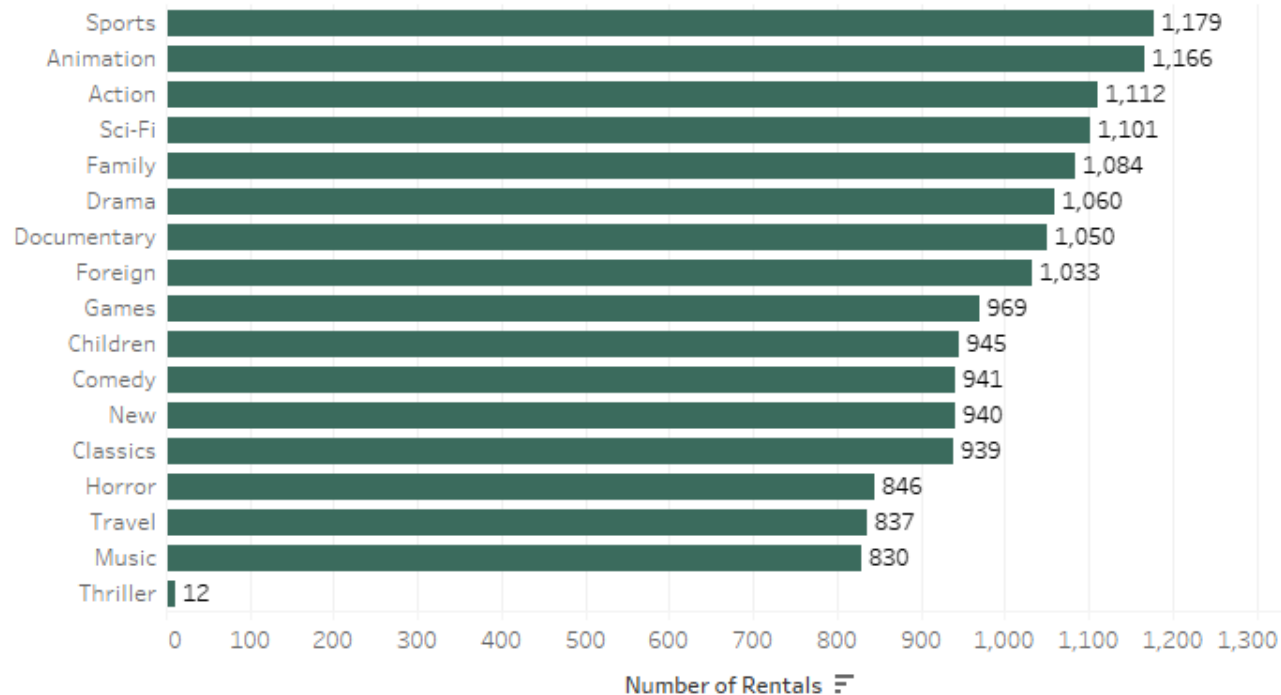


Each of the top 10 revenue-generating movies has a rental rate of \$4.99.

However, the highest volume of movies rented for \$0.99.

Top Genres

Genres by Rental Popularity



Top 10 Genres

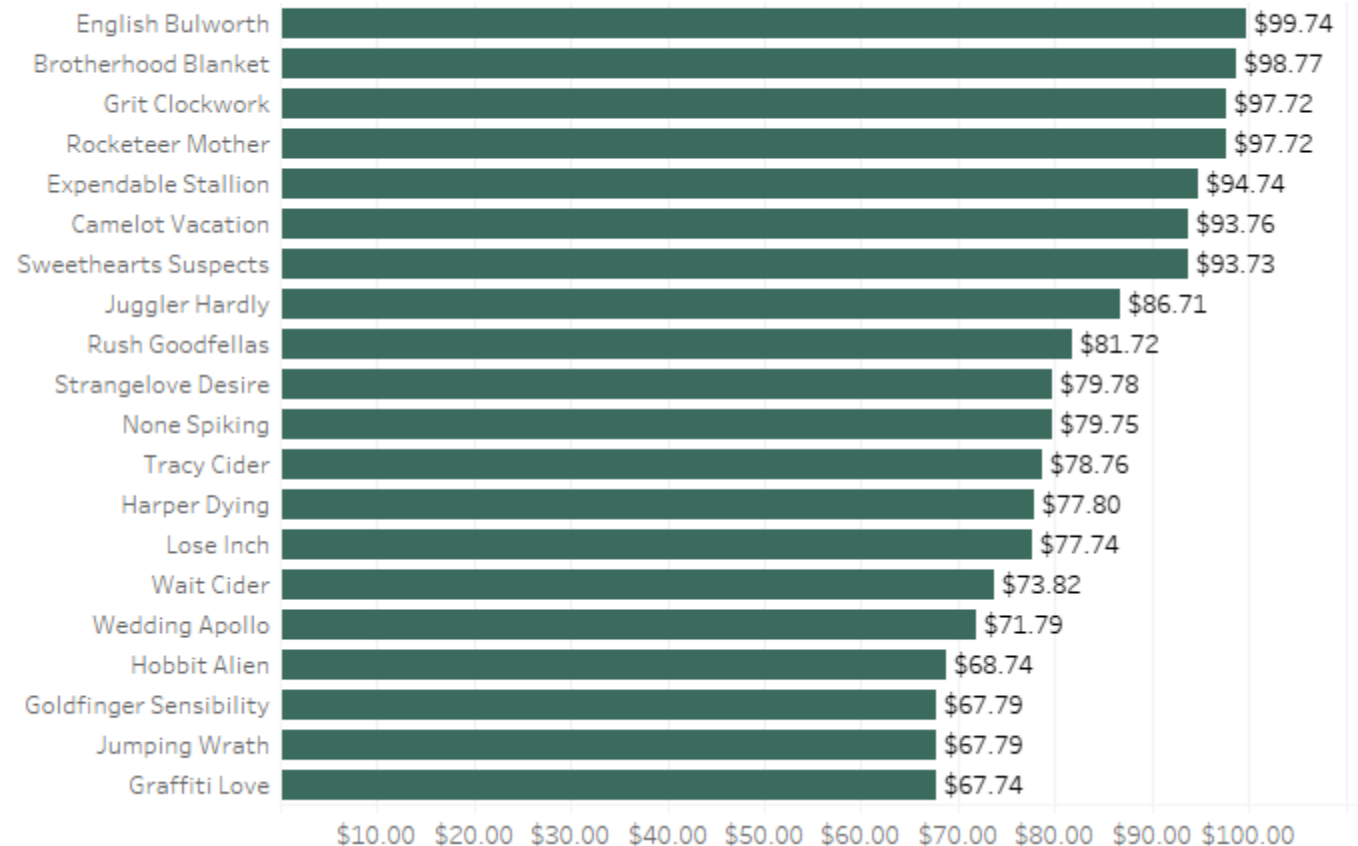
- | | |
|-------------|---------------|
| 🎬 Sports | 🎬 Drama |
| 🎬 Animation | 🎬 Documentary |
| 🎬 Action | 🎬 Foreign |
| 🎬 Sci-Fi | 🎬 Games |
| 🎬 Family | 🎬 Children |

Thriller is by far the least popular category, but this may be because Rockbuster only has 3 thriller titles in the inventory, so it would result in fewer rentals.

Top Revenue \$ 0.99 Movies

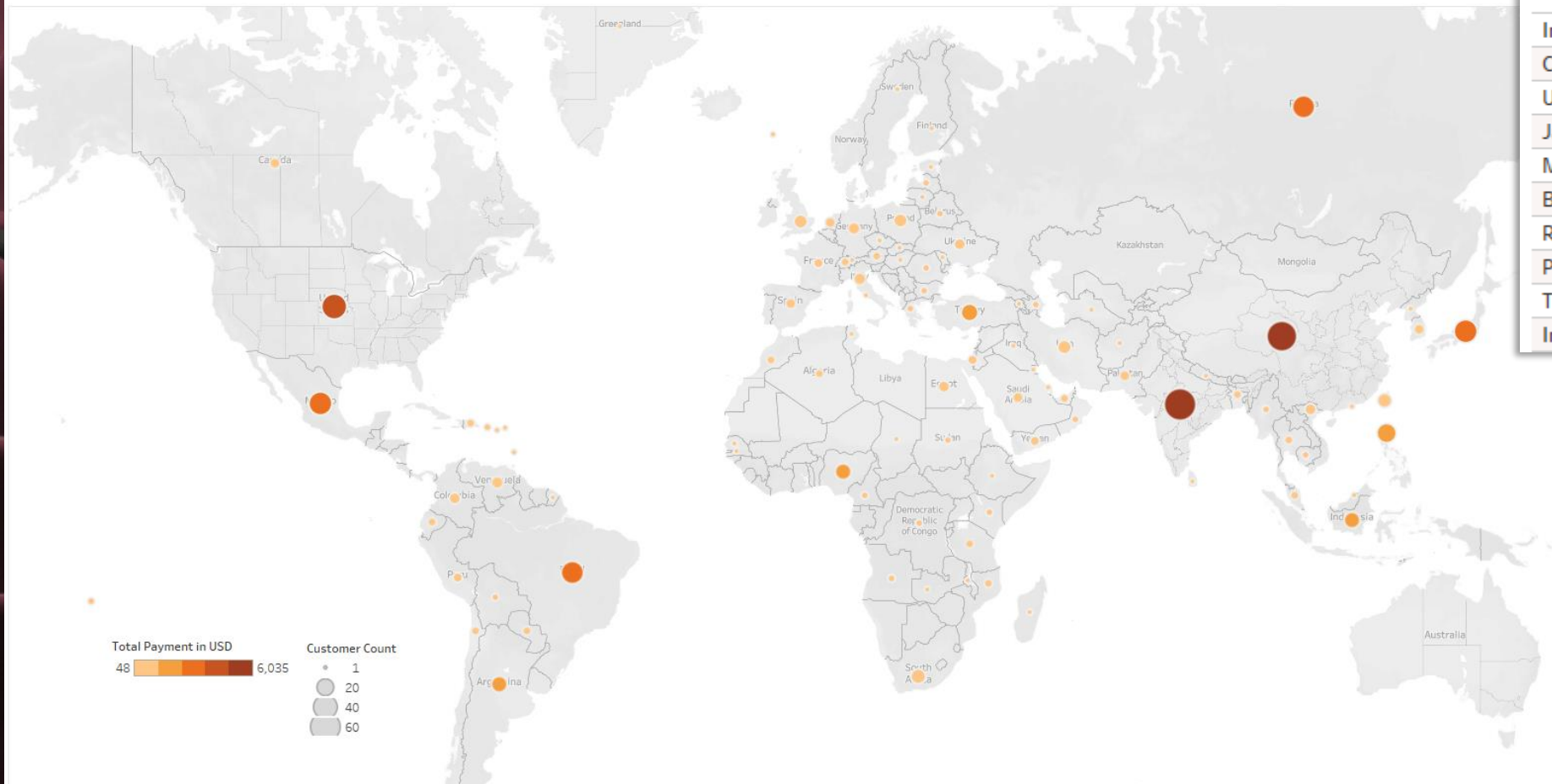
All the top revenue-generating movies rent for \$4.99 even though the most popular rental rate is \$0.99. Here are the top 20 movies in the top 10 genres that rent for \$0.99 and generate the most revenue.

Most Revenue-Generating \$0.99 Movies in the Top 10 Genres



Spatial Analysis of Sales per Country

Customer Numbers & Total Revenue per Country



Percent of Total Sales & Sales by Top 10 Countries

India	9.84%	\$6,034.78
China	8.56%	\$5,251.03
United States	6.01%	\$3,685.31
Japan	5.09%	\$3,122.51
Mexico	4.87%	\$2,984.82
Brazil	4.76%	\$2,919.19
Russian Federation	4.51%	\$2,765.62
Philippines	3.62%	\$2,219.70
Turkey	2.44%	\$1,498.49
Indonesia	2.21%	\$1,352.69

Most revenue is coming from Asia, North America, and South America. India and China are by far the frontrunners.

Top Ten Customers

Top 10 Highest Lifetime-Value Customers

Customer Id	First Name	Last Name	City	Country	Total Amount Paid
148	Eleanor	Hunt	Saint-Denis	Runion	\$211.55
526	Karl	Seal	Cape Coral	United States	\$208.58
178	Marion	Snyder	Santa Brbara dOeste	Brazil	\$194.61
137	Rhonda	Kennedy	Apeldoorn	Netherlands	\$191.62
144	Clara	Shaw	Molodetno	Belarus	\$189.60
459	Tommy	Collazo	Qomsheh	Iran	\$183.63
181	Ana	Bradley	Memphis	United States	\$167.67
410	Curtis	Irby	Richmond Hill	Canada	\$167.62
236	Marcia	Dean	Tanza	Philippines	\$166.61
403	Mike	Way	Valparai	India	\$162.67

The top 10 highest lifetime-value customers are spread out across Asia, North America, South America, Europe, and the Middle East.

While India and China are the frontrunners for total sales, only one top-10 customer comes from India, and none come from China.

Recommendations

- 🎬 Rockbuster should increase the rental rates of some of the most popular movie titles in the most popular genres that are currently renting for \$0.99.
- 🎬 Rockbuster should continue to keep a good stock of movies to rent at the customer-preferred rate of \$0.99.
- 🎬 Focus on the top 10 revenue-generating countries when marketing the online platform.
- 🎬 Create a rewards program for high-value customers.
- 🎬 Next Step: Compare each movie's licensing costs against the revenue it brings in to determine which movies should be removed from inventory.

Thank You!

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[Link to All Visualizations on Tableau Public](#)