



Rockbuster Stealth Revenue Analysis

By Katarina Milutinovic



Purpose

Due to competition from streaming services such as Netflix, Rockbuster Stealth LLC is planning to use its existing movie licenses to launch an online movie rental service.

The goal of this presentation is to present findings on high grossing regions, customers, and type of movies that will help lead strategy in launching the online rental service. This presentation address the following questions:

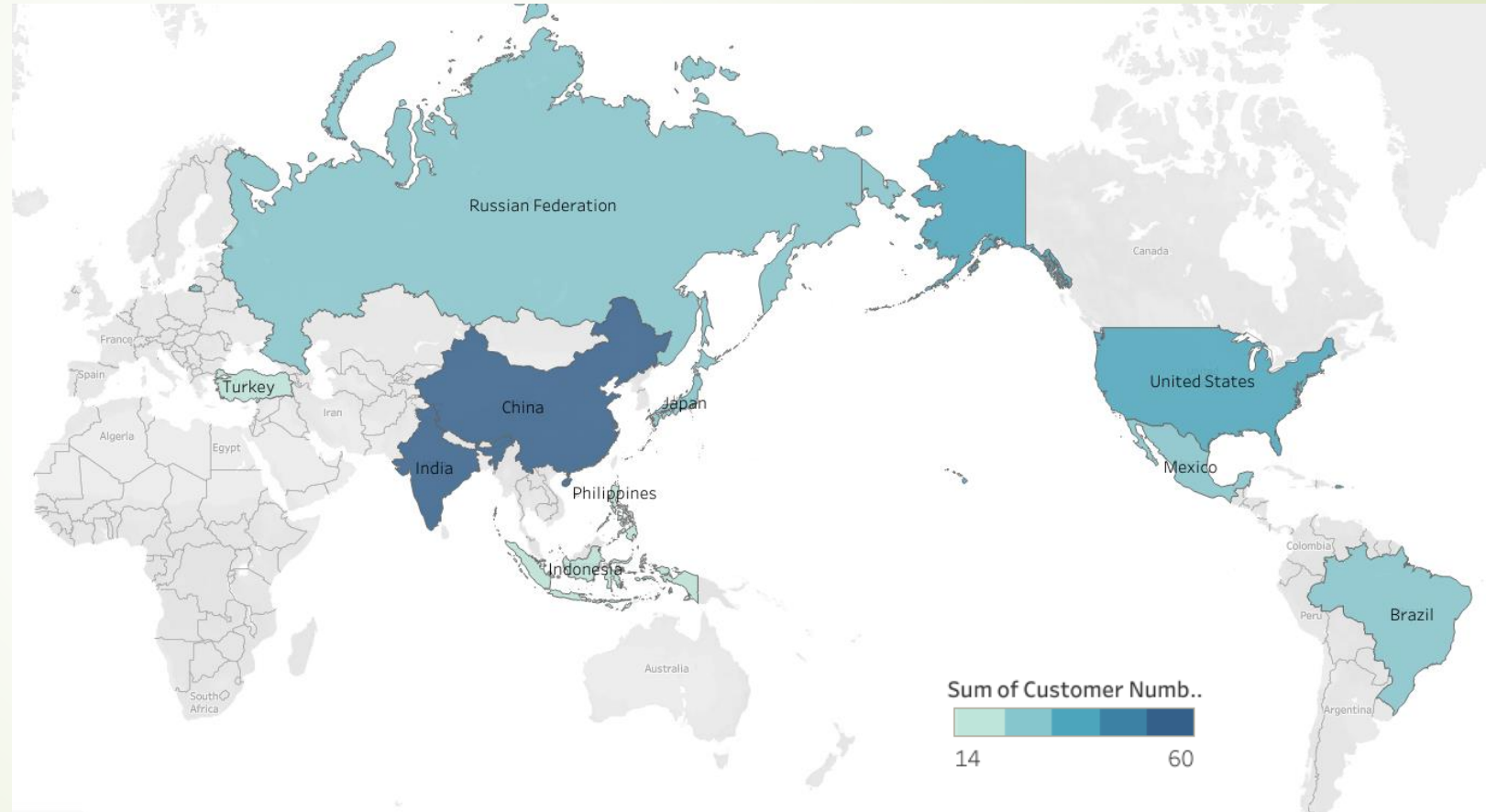
- Where are Rockbuster top customers?
- What is the average rental duration for all our videos?
- What movie categories bring in the most revenue?
- What movie categories are rented the most?
- Who are our top customers?
- What movie ratings bring in the most revenue?

Which are Rockbuster top customers?

Rockbuster has customers all over the world. As the number of customers increases in a region, so does revenue.

The top 10 countries with the highest rental revenues are:

1. India
2. China
3. United States
4. Japan
5. Mexico
6. Brazil
7. Russian Federation
8. Philippines
9. Turkey
10. Indonesia

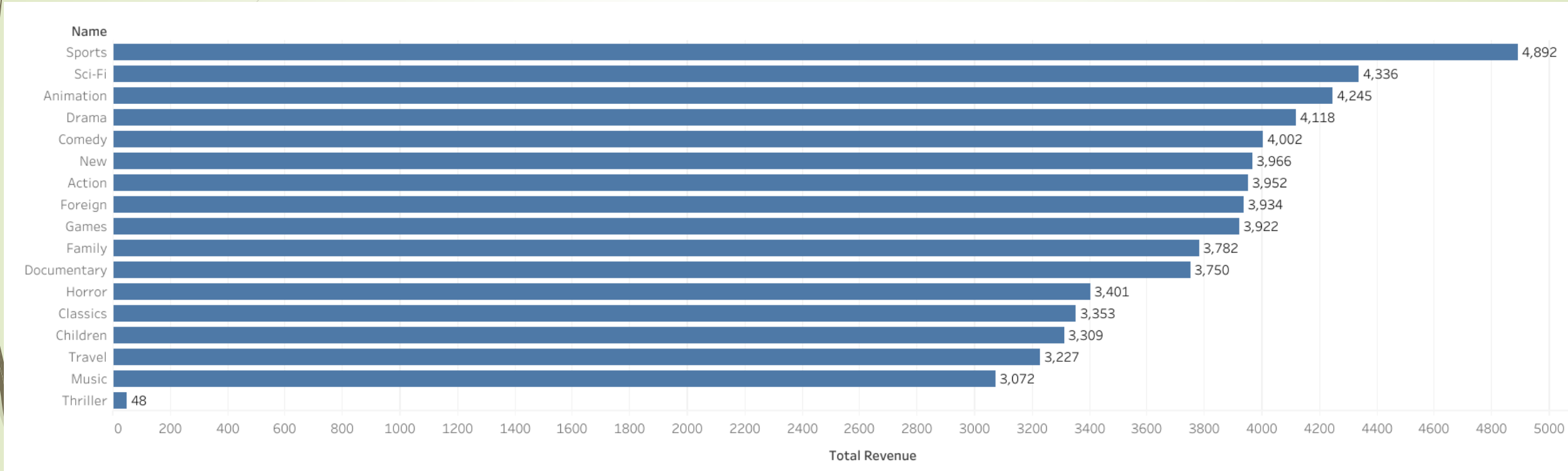


What is the average rental duration for all our videos?

	Average	Minimum	Maximum
Rental Duration	5 Days	3 Days	7 Days
Rental Rate	2.98 \$	0.99 \$	4.99 \$

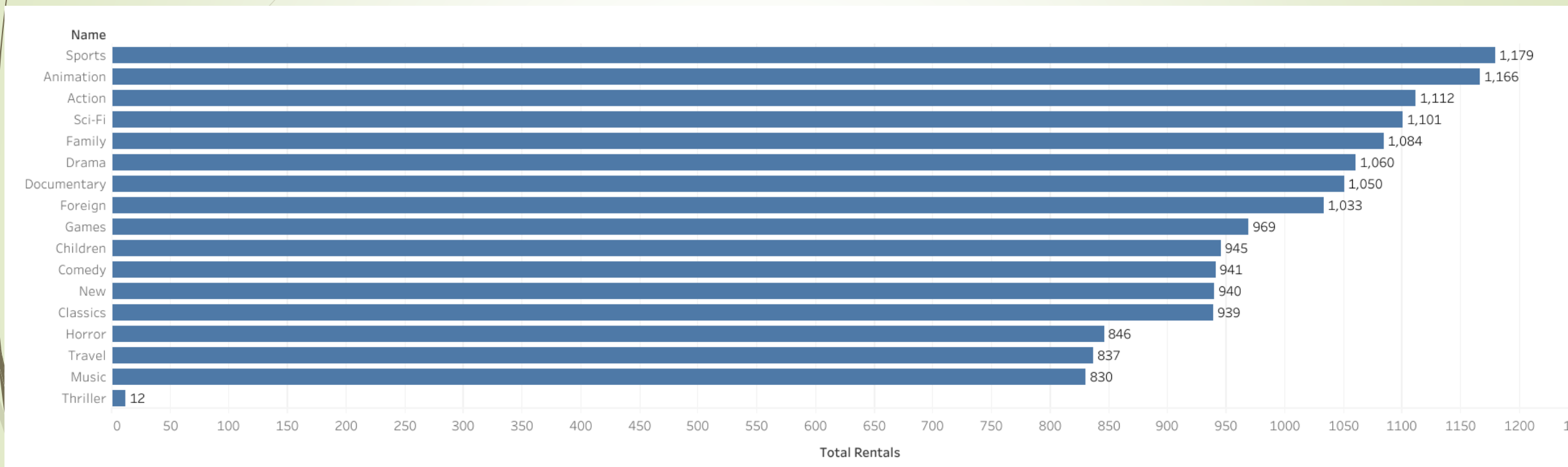
The average rental duration is 5 days and the average rental rate is about \$3.

What movie categories bring in the most revenue?



The movie categories that bring the biggest revenues are sports, sci-fi, and animation.

What movie categories are rented the most?



The most rented movie categories are sports, animation, and action.

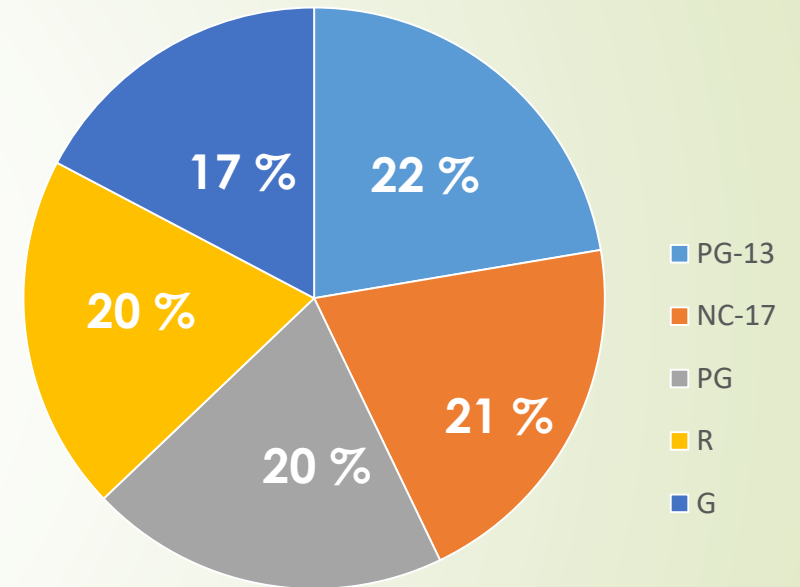
Who are our top customers?

Customer_id	First_name	Last_name	City	Country	Total_amount
566	Casey	Mena	Tokat	Turkey	130.68
84	Sara	Perry	Atlixco	Mexico	128.7
389	Alan	Kahn	Emeishan	China	119.75
537	Clinton	Buford	Aurora	United States	98.76
74	Denise	Kelly	Rio Claro	Brazil	96.74

Rockbuster's top customers are from Turkey, Mexico, China, United States and Brazil.

What movie ratings bring in the most revenue?

	Sum of rentals	% of rentals
PG-13	3585	22%
NC-17	3293	21%
PG	3212	20%
R	3181	20%
G	2773	17%



The most rented movie ratings are PG-13 and NC-17, making up 43% of revenue. Rated G movies are rented the least.



Summary

- The top 5 Rockbuster customers are coming from India, China, United States, Japan and Mexico
- The average rental duration is 5 days and the average rental rate is about \$3.
- The movie categories that bring the biggest revenues are sports, sci-fi, and animation.
- The most rented movie categories are sports, animation, and action.
- Rockbuster's top customers are from Turkey, Mexico, China, United States and Brazil.
- The most rented movie ratings are PG-13 and NC-17, making up 43% of revenue. Rated G movies are rented the least.

Recommendations

- The launch of the online movie rental service should focus on countries where Rockbuster has the most customers and sees the most revenue: India, China, US, Japan, and Mexico
- Rockbuster's aim should be focused on marketing and maintaining an inventory of the most popular movie categories and ratings. Sports, animation, and action movies have historically had the most rentals.
- Presenting a customer loyalty program in order to reward returning customers.
- PG-13 and NC-17 rated movies are the most popular one. Conduct further research into how rental rates may affect rental numbers. Increasing the rental rate of more popular movies could help increase company revenue.



Thank you for your attention!

Contact: ka.milutinovic@gmail.com