ROCKBUSTER STEALTH DATA ANALYSIS

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OBJECTIVES & KEY QUESTIONS

Objective:
Generate data-driven insights for the launch strategy of the online video service.

Movie Performance

In order to drive a successful strategy, we need to generate strategic insights regarding our movies by answering the following questions:

- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all movies?

Geographic Performance

In order to drive a successful strategy, we need to generate strategic insights regarding our geographic performance by answering the following questions:

- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?

MOVIE PERFORMANCE ANALYSIS

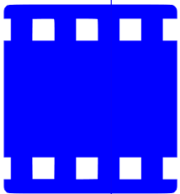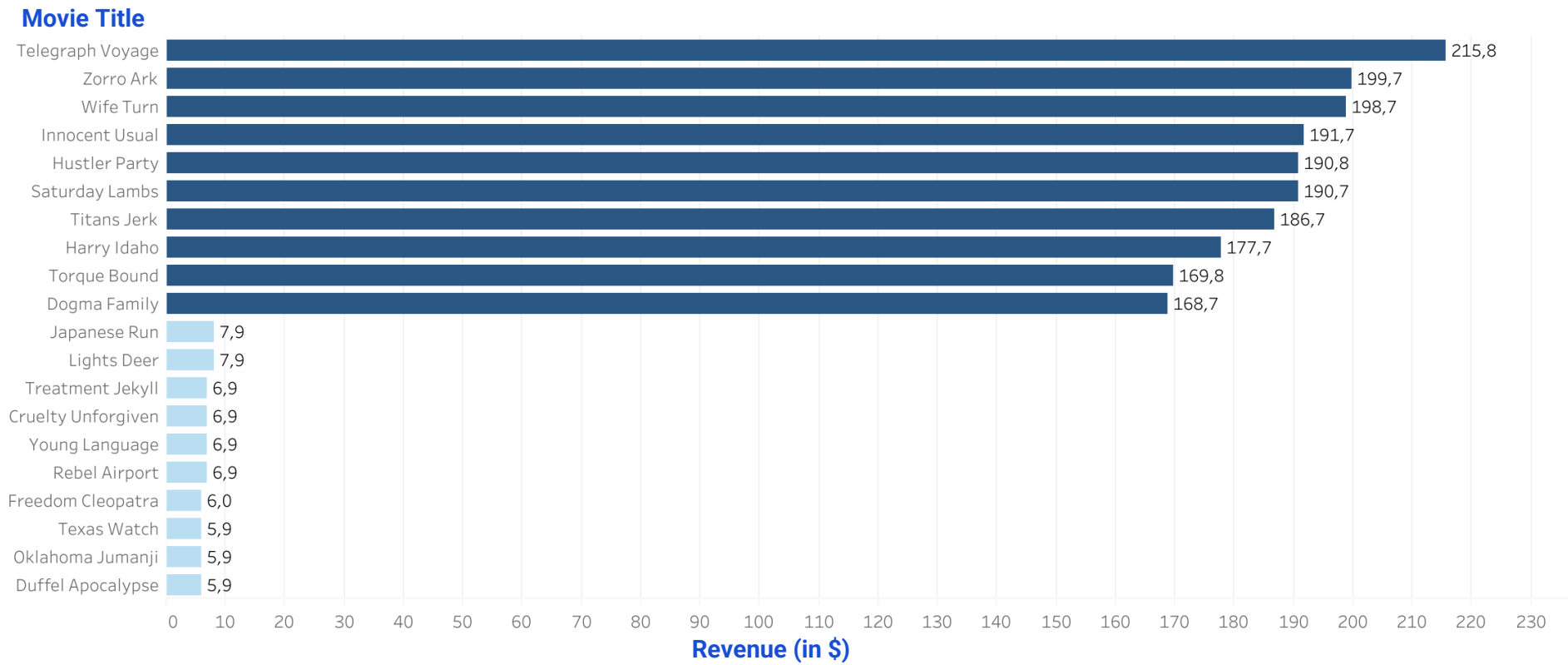*Rental Duration, Rental Rate, Movie length, and Replacement Cost Overview*

DATA POINT	STATISTIC		EXPLANATION
Rental duration	Minimum	3	Rental duration ranges from 3 to 7 days. On average, films are rented for 4,985 days.
	Maximum	7	
	Average	4,985	
Rental rate	Minimum	0,99	Rental rates range from 0,99$ to 4,99$. On average, the rental rate is 2,98$.
	Maximum	4,99	
	Average	2,98	
Length	Minimum	46	Film lengths range from 46 minutes to 185 minutes. The average film length is 115,272 minutes.
	Maximum	185	
	Average	115,272	
Replacement Cost	Minimum	9,99	Replacement costs for a film range from 9,99$ to 29,99$. On average, the replacement cost for a film is 19,984$.
	Maximum	29,99	
	Average	19,984	

These data give descriptive insights into film and rental details of Rockbuster.
Please note, that these data are on a global level and there may be geographic differences.

MOVIE PERFORMANCE ANALYSIS

Most and Least Revenue-Generating Movies

Movie Title

Movie Title	Revenue (in $)
Telegraph Voyage	215,8
Zorro Ark	199,7
Wife Turn	198,7
Innocent Usual	191,7
Hustler Party	190,8
Saturday Lambs	190,7
Titans Jerk	186,7
Harry Idaho	177,7
Torque Bound	169,8
Dogma Family	168,7
Japanese Run	7,9
Lights Deer	7,9
Treatment Jekyll	6,9
Cruelty Unforgiven	6,9
Young Language	6,9
Rebel Airport	6,9
Freedom Cleopatra	6,0
Texas Watch	5,9
Oklahoma Jumanji	5,9
Duffel Apocalypse	5,9

Revenue (in $)

There are movies, which generate a lot more revenue than others. The best performing movies should be taken into consideration for the launch strategy of Rockbuster.
Please note, that these figures are on a global level, and there may be geographic differences.

GEOGRAPHIC PERFORMANCE ANALYSIS

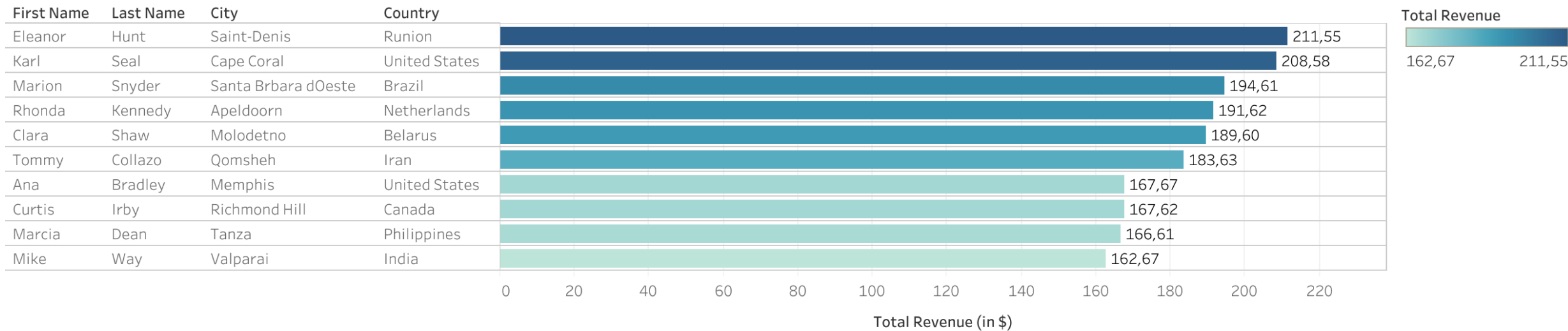*Top 10 Countries in terms of Revenue (sales figures) and Number of Customers (customer base)*
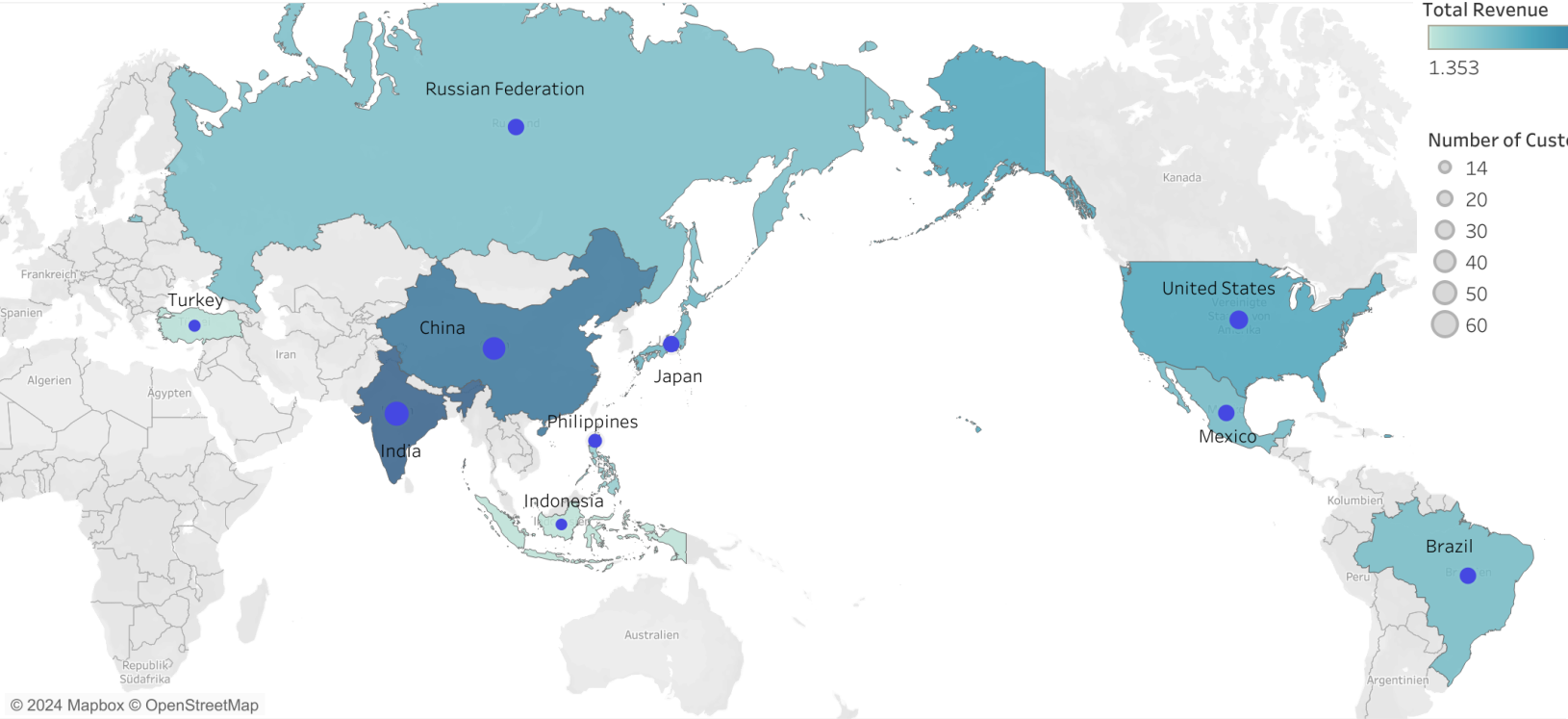
Country	Revenue (in $)	Customer Count
India	6034,78	60
China	5251,03	53
United States	3685,31	36
Japan	3122,51	31
Mexico	2984,82	30
Brazil	2919,19	28
Russian Federation	2765,62	28
Philippines	2219,70	20
Turkey	1498,49	15
Indonesia	1352,69	14

While Rockbuster has customers worldwide, it is important to understand which are the most important countries currently. The top ten countries, both in terms of sales figures and number of customers, are India, China, the US, Japan, Mexico, Brazil, Russian Federation, Philippines Turkey and Indonesia. Especially India and China seem to be the most imporant countries for Rockbuster.

GEOGRAPHIC PERFORMANCE ANALYSIS

Top 10 Customers in terms of Revenue

First Name	Last Name	City	Country	Total Revenue
Eleanor	Hunt	Saint-Denis	Runion	211,55
Karl	Seal	Cape Coral	United States	208,58
Marion	Snyder	Santa Brbara dOeste	Brazil	194,61
Rhonda	Kennedy	Apeldoorn	Netherlands	191,62
Clara	Shaw	Molodetno	Belarus	189,60
Tommy	Collazo	Qomsheh	Iran	183,63
Ana	Bradley	Memphis	United States	167,67
Curtis	Irby	Richmond Hill	Canada	167,62
Marcia	Dean	Tanza	Philippines	166,61
Mike	Way	Valparai	India	162,67

Total Revenue

162,67 — 211,55

Total Revenue (in $)

The top 10 customers with the highest lifetime value (revenue generated) so far, live in a variety of countries, including countries that are not within the top 10 countries for Rockbuster, incl. La Reunion, Netherlands, Belarus, Iran, and Canada. These countries may also represent opportunities for Rockbuster.

CONCLUSION & RECOMMENDATIONS

Conclusion

The analysis of the movie and geographic performance of Rockbuster has clearly answered all business questions related to the launch of the new online video service.
In order to ensure a successful strategy and launch, these insights should be taken into consideration

Recommen-dations

Movie Strategy: The most successful movies in terms of revenue should be focused on for the launch strategy (e.g. for advertising).

Geographic Strategy: The top 10 countries as well as the countries with the customers with the highest lifetime value should be prioritized for the launch.

THANK YOU!

Questions?

Link to Tableau