# Rockbuster Analysis

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Setting the scene

- Competition is high for streaming services
- Rockbuster plans to launch online rental to compete
- Need to understand
  - Which movies contributed most and least to revenue?
  - How long do customers rent videos?
  - Where are Rockbuster customers reside and where are sales highest?
  - In which countries do the highest values customers reside?

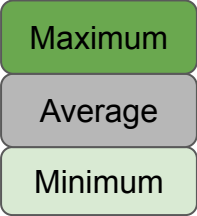# Film Data Overview

1000 films

Film Length

Maximum	185 min
Average	115 min
Minimum	46 min
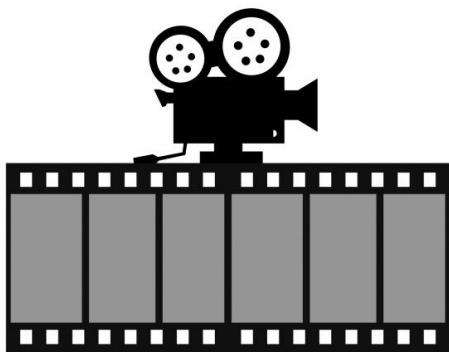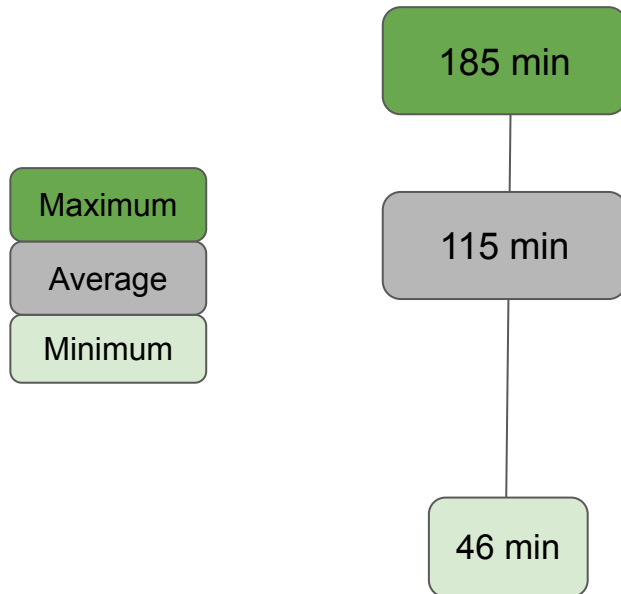
Film Data Overview Cont.

Special Features	Number of Films
Trailers, Commentaries, Behind the Scenes	79
Trailers, Behind the Scenes	72
Trailers	72
Trailers Commentaries	72
Deleted Scenes, Behind the Scenes	71
Commentaries, Behind the Scenes	70
Behind the Scenes	70
Commentaries, Deleted Scenes, Behind the Scenes	66
Trailers, Deleted Scenes	66
Commentaries, Deleted Scenes	65
Trailers,Commentaries,Deleted Scenes	64
Commentaries	62
Trailers,Commentaries, Deleted Scenes, Behind the Scenes	61
Deleted Scenes	61
Trailers, Deleted Scenes, Behind the Scenes	49

Rating	Count
G	178
PG	194
PG-13	223
R	195
NC-17	210

The most common movie rating is PG-13 and least common is G.

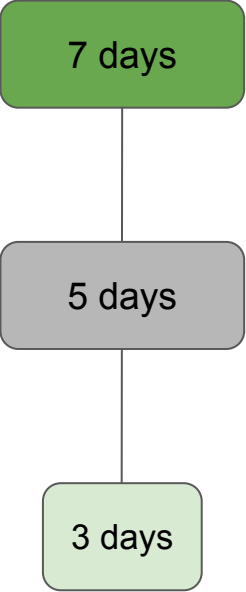The most common combination of special features for Rockbuster films is Trailers, Commentaries, and Behind the Scenes
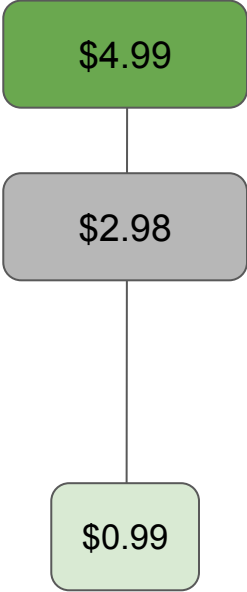
Rental Data Overview

	Rental Duration	Rental Rate	Replacement Cost
Maximum	7 days	$4.99	$29.99
Average	5 days	$2.98	$19.98
Minimum	3 days	$0.99	$9.99
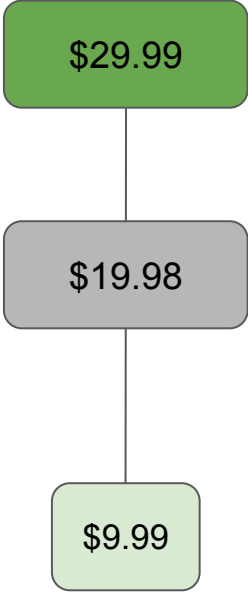
Rental Revenue by Country in 2006

Revenue
- <100
- $100-$500
- $501-$1000
- $1001-$3000
- $3001-$5000
- >$5001

$3,685

$2,985

$5,251

$6,035

$3,123
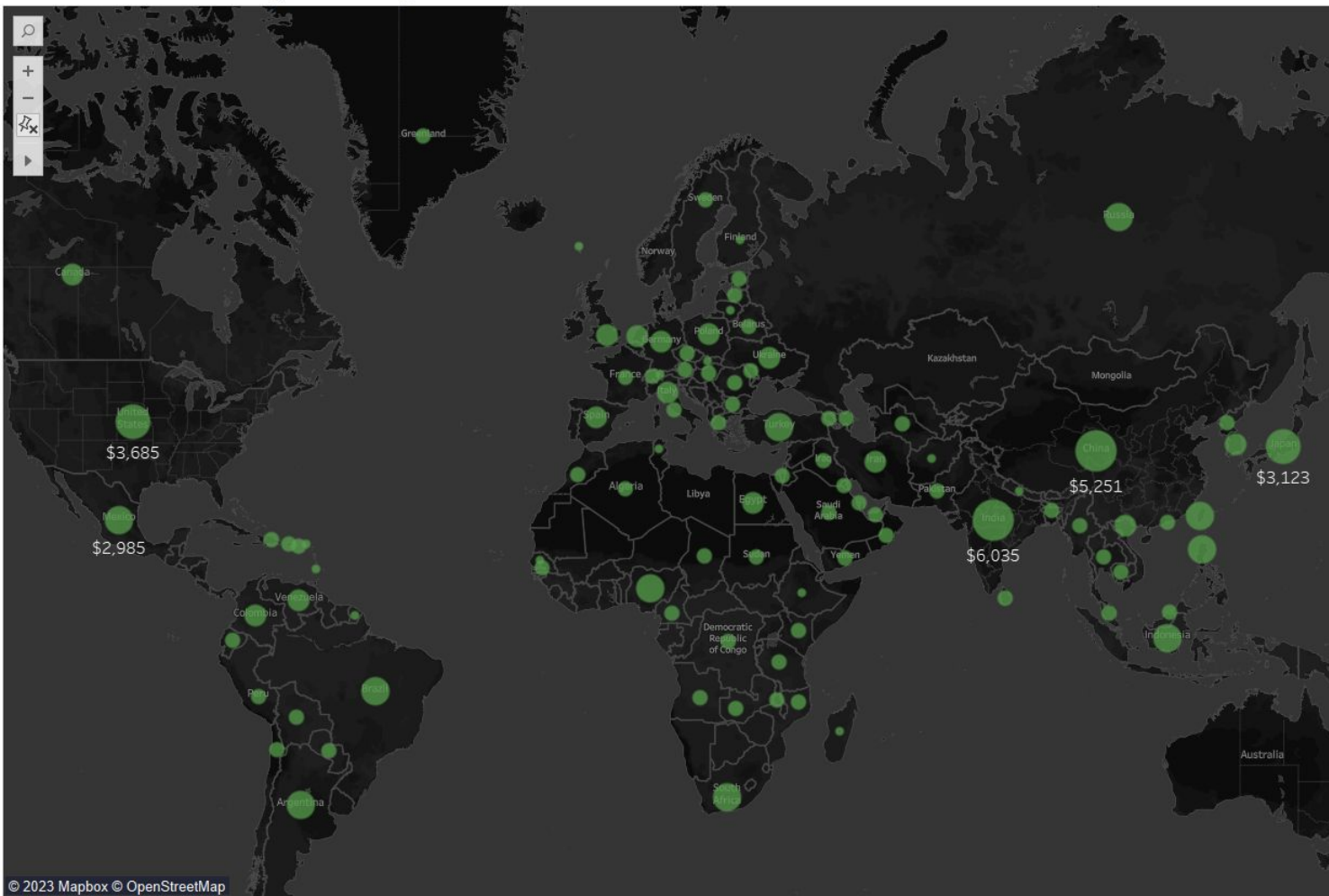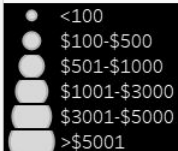
India, China, United States, Japan, and Mexico generated the most revenue in 2006.

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Rockbuster has…

599 customers in 109 countries

Highest Customer Concentration and Top Five Customer Revenue by Country
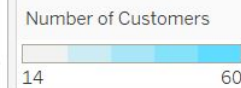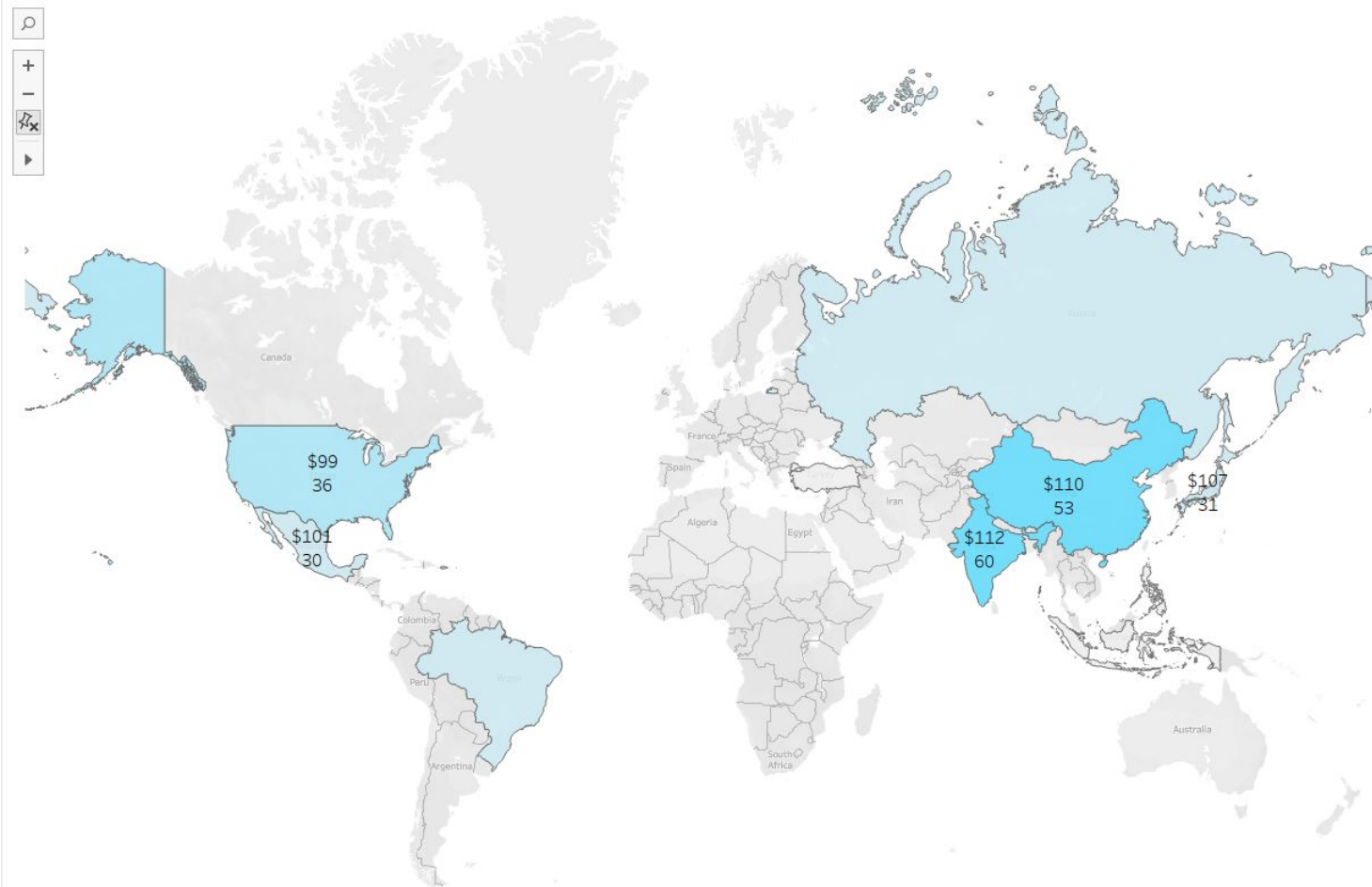
- India and China have the most customers followed by United States, Japan, and Mexico.
- The five customers spending the most also reside in the countries with the greatest customer base.
- The top spending customer in India spent $112 in 2006 while the top spending customer in the United States spent $99 that year.

Map values:

- United States: $99, 36
- Mexico: $101, 30
- China: $110, 53
- India: $112, 60
- Japan: $107, 31

Top Ten Revenue Generating Movies

Movie	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

Revenue
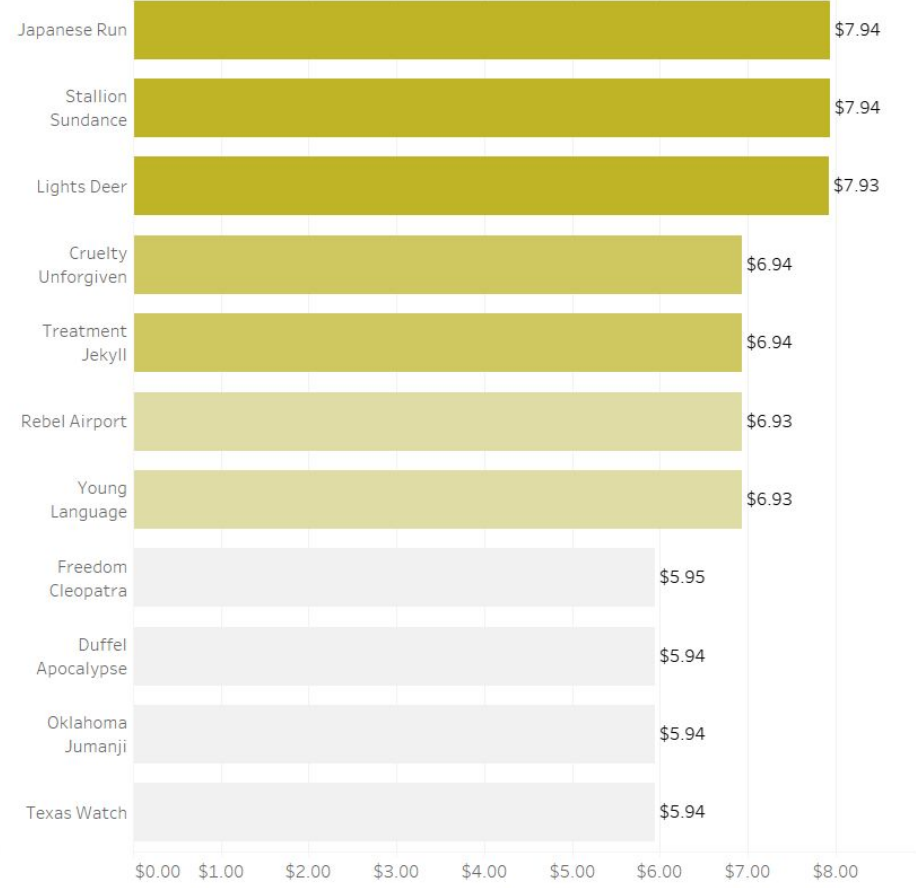$168.72 — $215.75
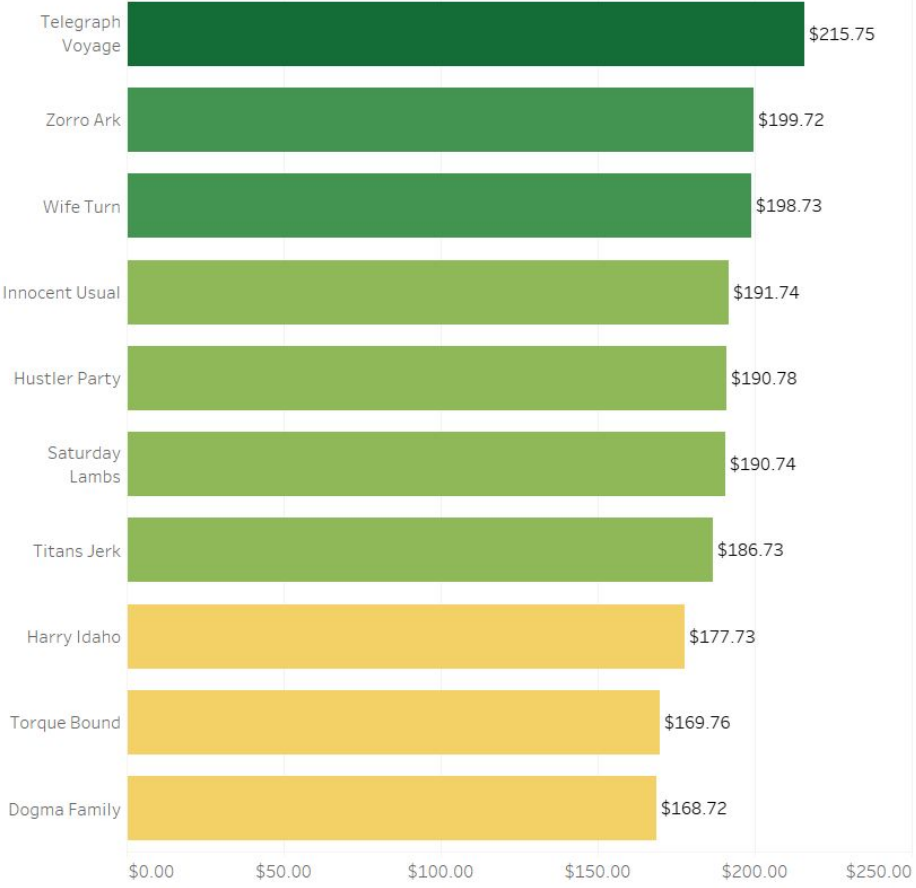
Bottom Ten Revenue Generating Movies

Movie	Revenue
Japanese Run	$7.94
Stallion Sundance	$7.94
Lights Deer	$7.93
Cruelty Unforgiven	$6.94
Treatment Jekyll	$6.94
Rebel Airport	$6.93
Young Language	$6.93
Freedom Cleopatra	$5.95
Duffel Apocalypse	$5.94
Oklahoma Jumanji	$5.94
Texas Watch	$5.94

Revenue
$5.94 — $7.94

Average Rental Duration by Genre

Genre	Days
Thriller	6.00
Travel	5.35
Music	5.24
Family	5.16
Foreign	5.11
Drama	5.08
Classics	5.07
Games	5.07
Children	5.03
Action	4.95
Comedy	4.93
Animation	4.89
Sci-Fi	4.89
Horror	4.86
Documentary	4.76
New	4.75
Sports	4.72

Average

Days
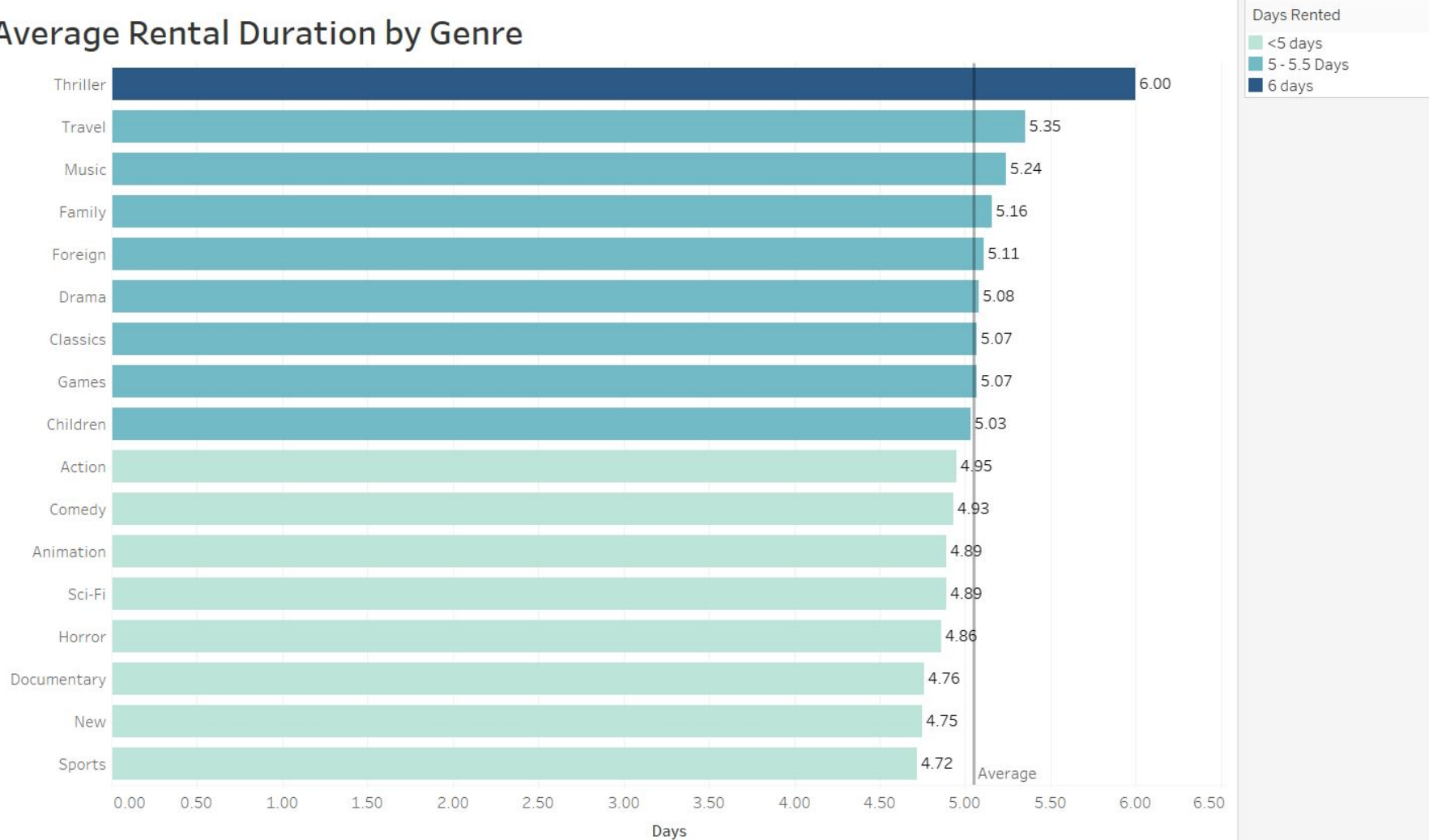
Takeaways & Next Steps

- The best performing markets are in India, China, Japan, and the United States. Advertise new online rental in these countries first.
- Majority of customers are in India, China, United States, Mexico, Brazil.
- Thrillers are kept the longest at six days (this is one day longer than average). Consider adding more thrillers when obtaining more licenses.
- The movies generating the least revenue bring in 2.7% of the top revenue movies. Consider removing these movies.

- Analyze genres that bring in most revenue in the best performing markets and whether this is impacted by rental rate
- Obtain video streaming speeds and internet access data by country to see if the same countries that Rockbuster is performing well in also have strong connections to be able to rent online
- Monitor how viewing shifts by genre and country when moving to streaming video rental

[Tableau Link](#)