# ROCKBUSTER STEALTH

BUSINESS ANALYSIS - AUGUST 2023

Ted Bernays

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# INTRODUCTION

We are facing stiff competition **from streaming services** such as *Netflix and Amazon Prime*.

The management team is planning to use its existing movie licenses to **launch an online video rental service** in order to stay competitive.

This analysis is here to help the launch of this online platform by giving **insights from inventory and customers**

# MOVIE DATA BASE OVERVIEW

**1000**
Number of films in the database

**2006**
Years of movies

**3-7**
Range of rental days

**5**
Average duration rental in days

**PG-13**
Rating occurring most often

**19,98**
average replacement costs €

**1-5**
Range of rental rates in €

**2,98**
Average of rental rates in €

# RENTALS OVERVIEW

**599**
Number of customer

**FEB 2007 - MAI 2007**
payment records

**26.05.2013**
Last update for customer table

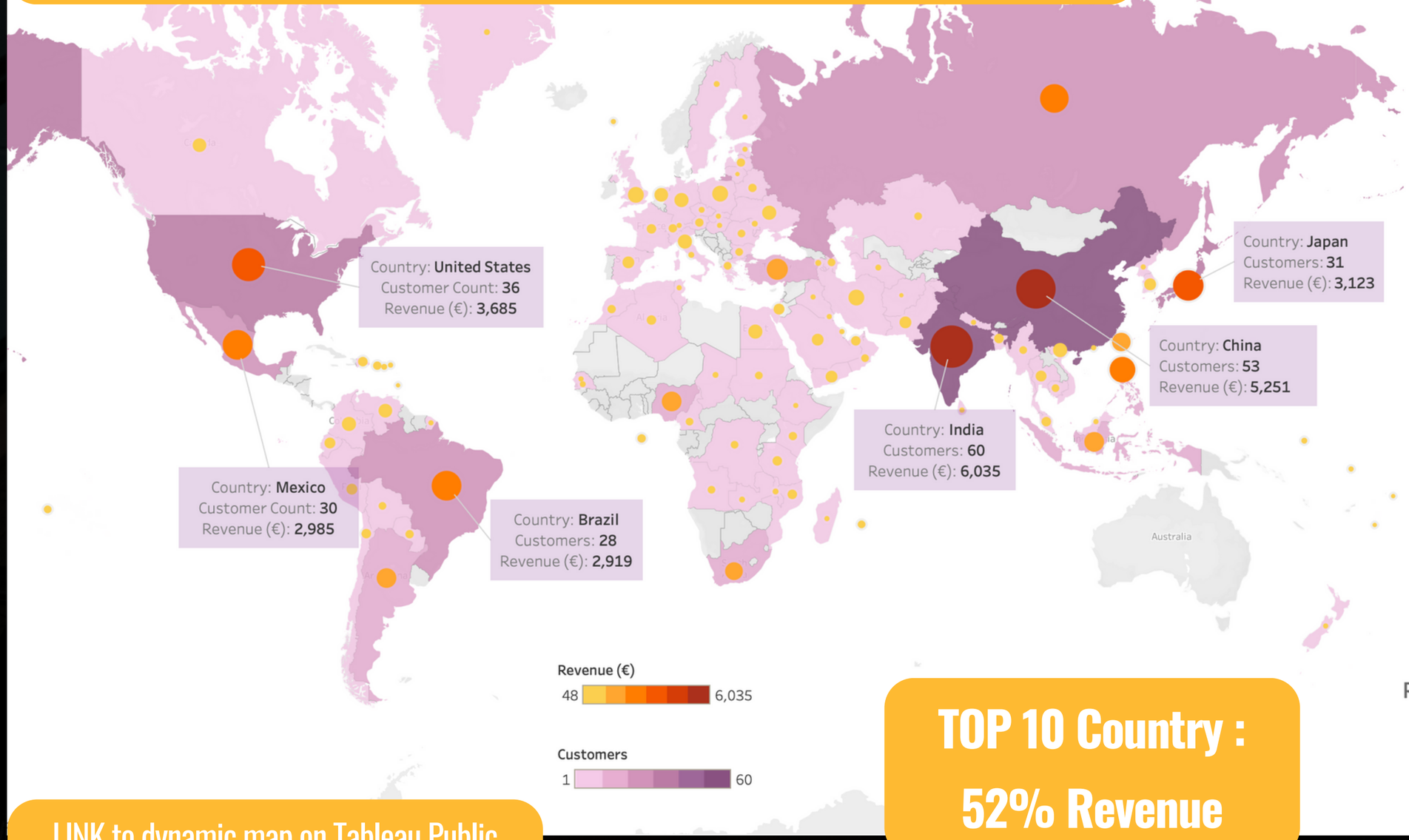
the data gives us only one date for the customer creation date (14.02.06).

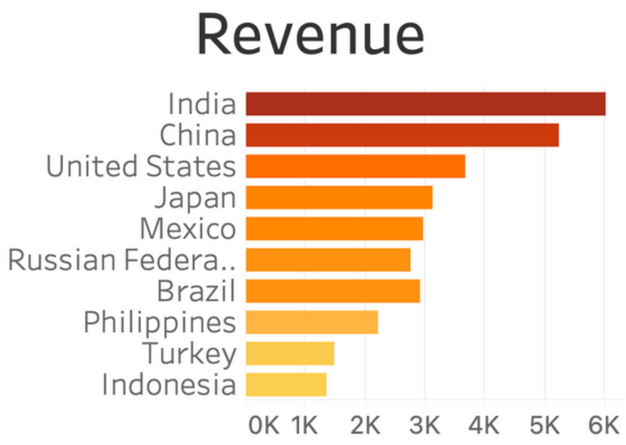
**MAY 2005**

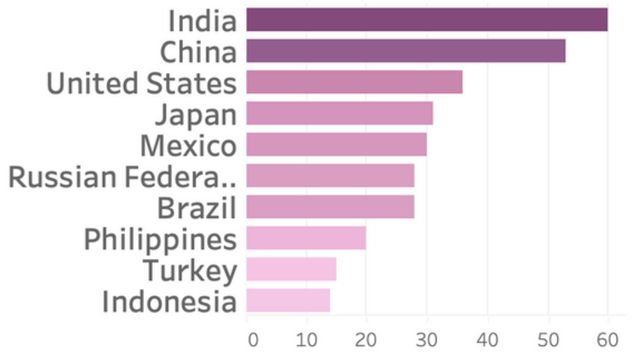
Rentals records

**FEB 2006**

# REVENUE & CUSTOMERS



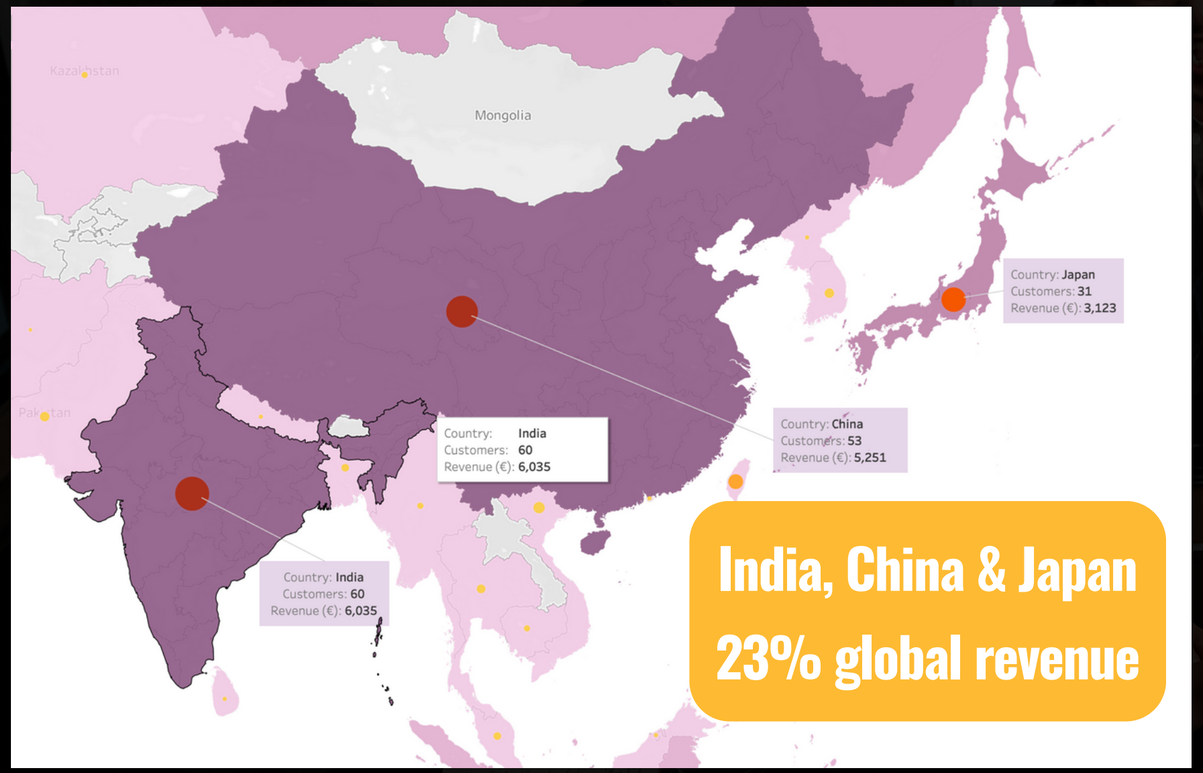




**TOP 10 Country :**

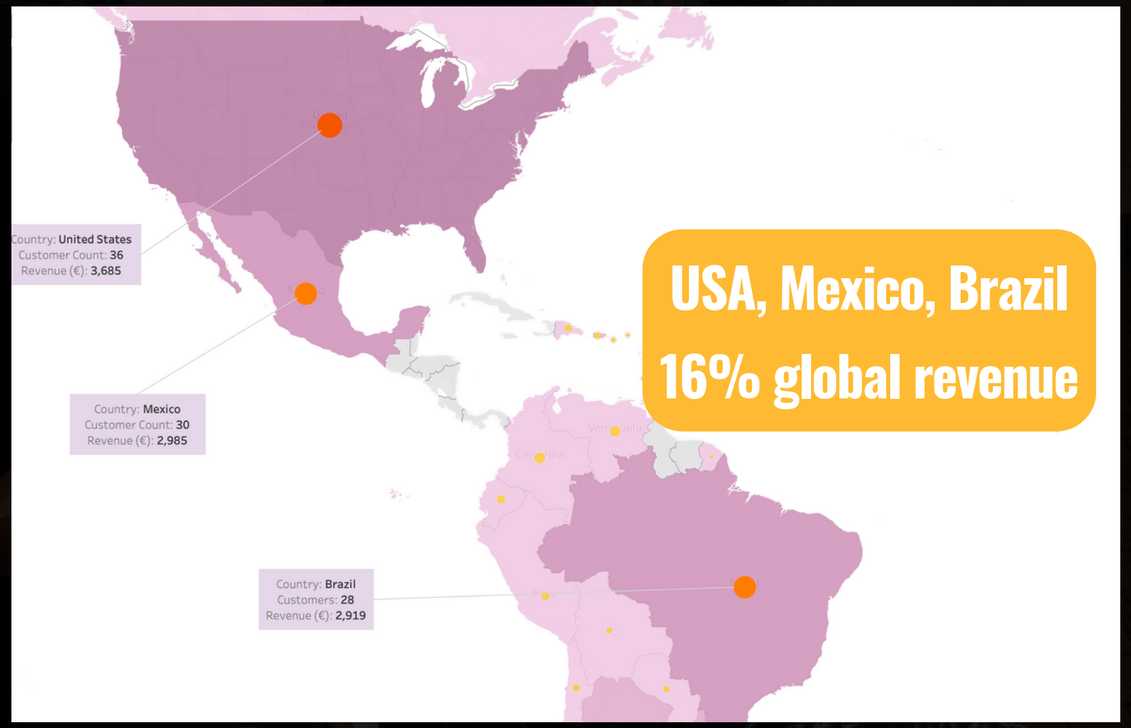
**52% Revenue**

LINK to dynamic map on Tableau Public

# REVENUE & CUSTOMERS




India, China & Japan
23% global revenue




USA, Mexico, Brazil
16% global revenue

Those 6 Countries :
39% global revenue

# REVENUE ANALYSIS

LINK to dynamic dashboard on Tableau Public

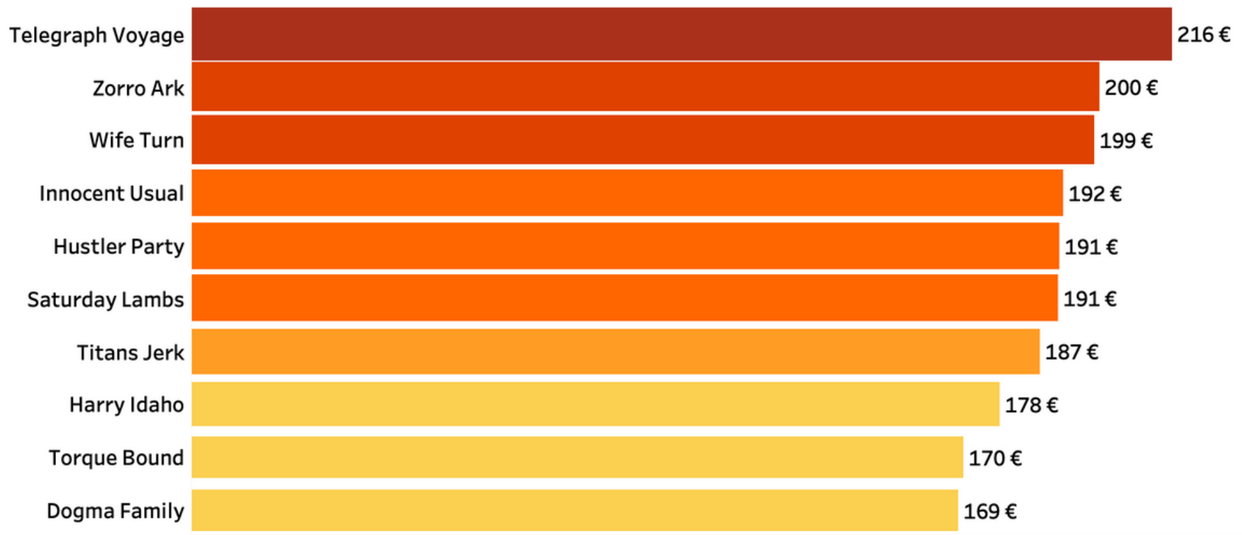
## Most rented movies

| | |
|---|---|
| Shock Cabin | 29 |
| Scalawag Duck | 29 |
| Juggler Hardly | 29 |
| Zorro Ark | 28 |
| Rush Goodfellas | 28 |
| Rugrats Shakespeare | 28 |
| Rocketeer Mother | 28 |
| Ridgemont Submarine | 28 |
| Grit Clockwork | 28 |
| Frost Head | 28 |
| Dogma Family | 28 |
| Bucket Brotherhood | 28 |
| Apache Divine | 28 |
| Wife Turn | 27 |
| Harry Idaho | 27 |

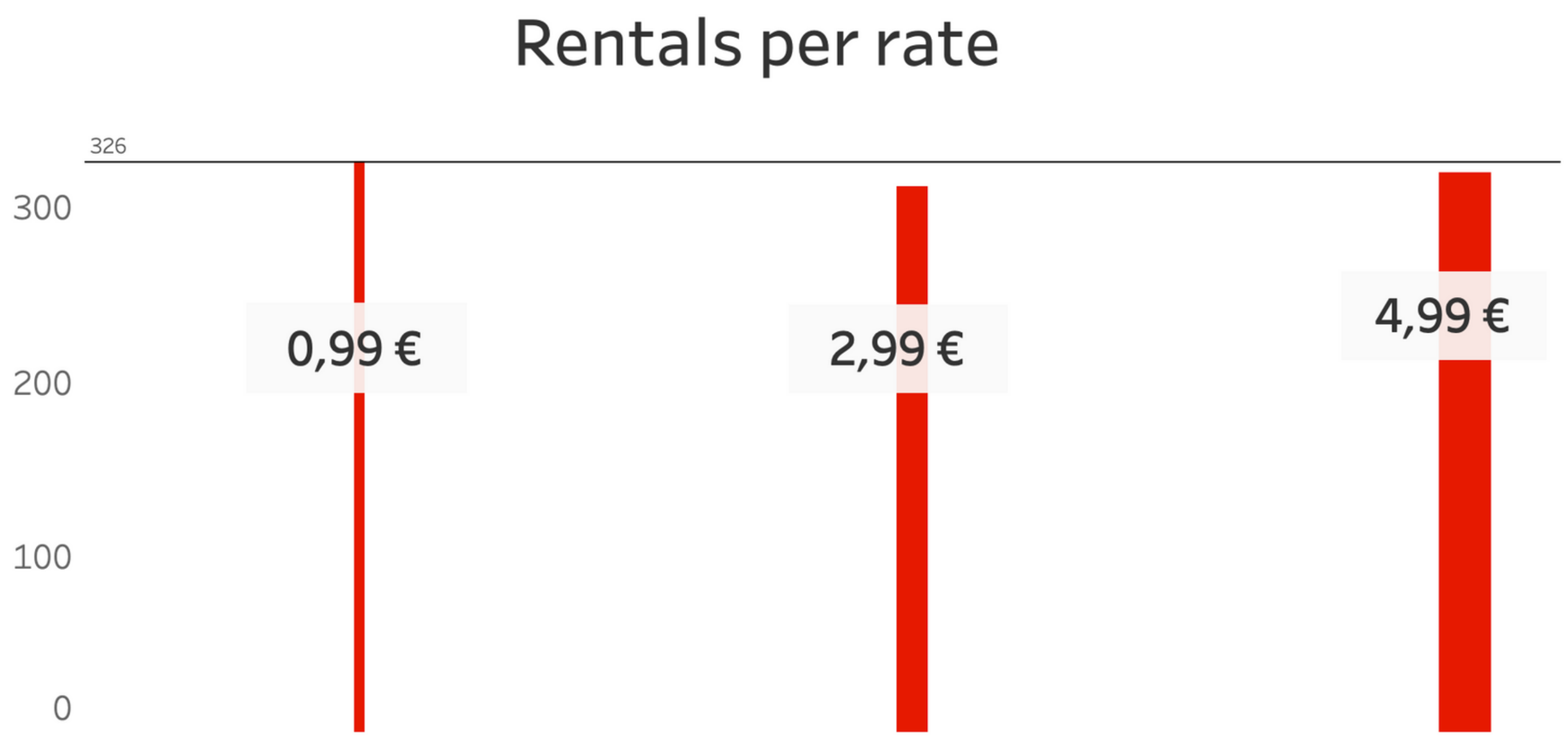
## Movies less rented

| | |
|---|---|
| Traffic Hobbit | 5 |
| Seven Swarm | 5 |
| Private Drop | 5 |
| Mannequin Worst | 5 |
| Informer Double | 5 |
| Glory Tracy | 5 |
| Full Flatliners | 5 |
| Fever Empire | 5 |
| Duck Racer | 5 |
| Divorce Shining | 5 |
| Braveheart Human | 5 |
| Apocalypse Flamingos | 5 |
| Train Bunch | 4 |
| Mixed Doors | 4 |
| Hardly Robbers | 4 |

## Top 10 - Revenue per movie




## Rentals per rate




**Hypothesis: The higher the price of a film, the lower its rentals.**

However, closer examination shows that this assumption does not hold true. Another trend emerges: films at both ends of the cost spectrum (the cheapest and the most expensive) have higher rental rates.

This finding needs to be validated by further analysis.

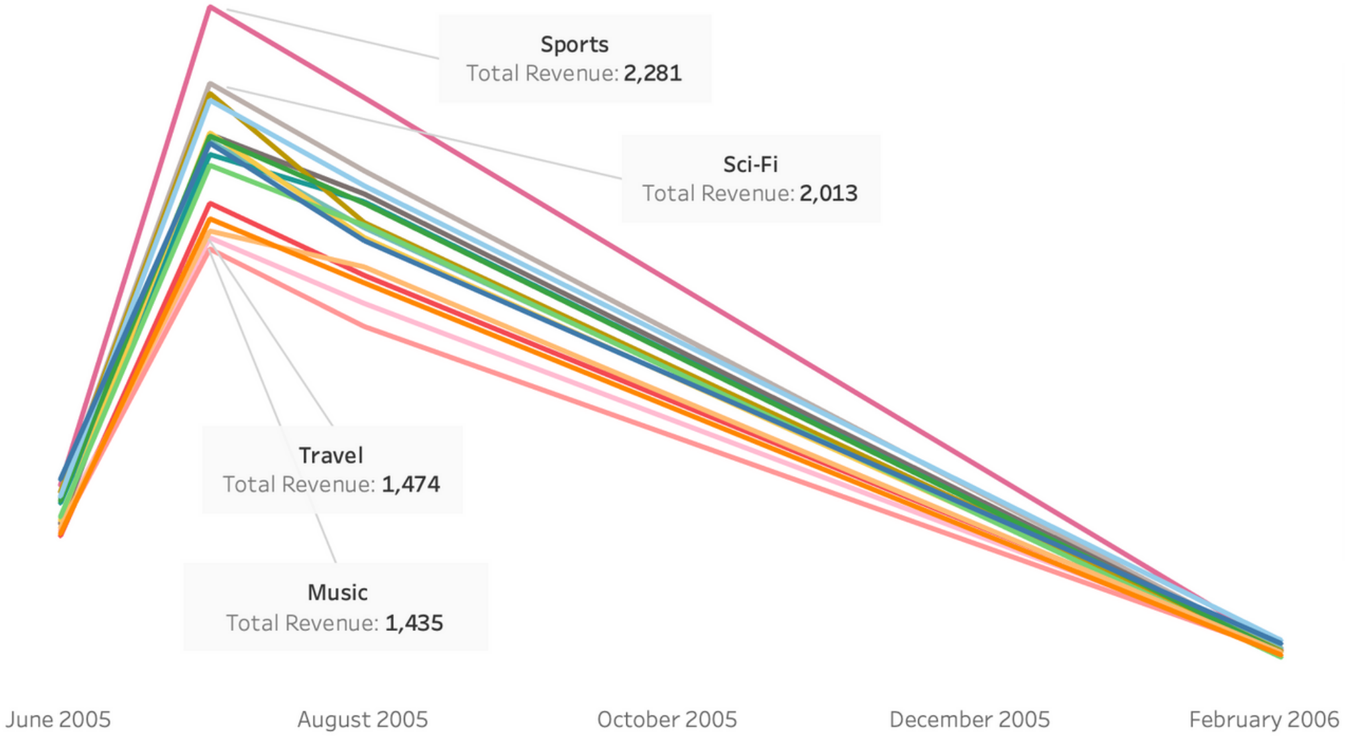
# CUSTOMER & GENRE OVERVIEW

LINK to dynamic dashboard on Tableau Public

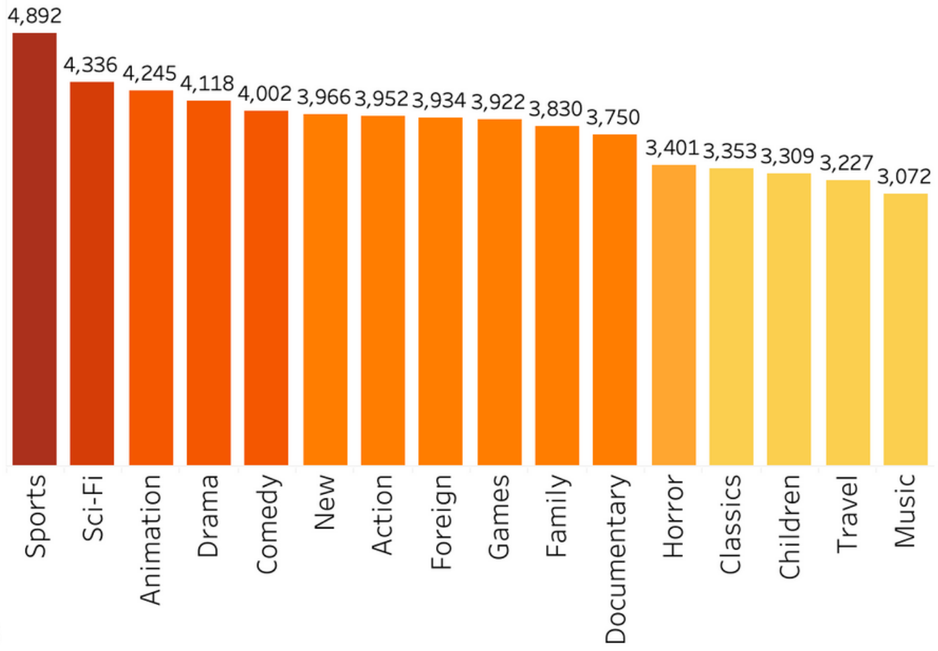
## Top customer per revenue (€)

| First Name | Last Name | Country | |
|---|---|---|---|
| Eleanor | Hunt | Runion | 211.55 |
| Karl | Seal | United States | 208.58 |
| Marion | Snyder | Brazil | 194.61 |
| Rhonda | Kennedy | Netherlands | 191.62 |
| Clara | Shaw | Belarus | 189.60 |
| Tommy | Collazo | Iran | 183.63 |
| Ana | Bradley | United States | 167.67 |
| Curtis | Irby | Canada | 167.62 |
| Marcia | Dean | Philippines | 166.61 |
| Mike | Way | India | 162.67 |

## Top customer repartition




## Revenue per genre



# CUSTOMER & GENRE SUM UP

**TOP**
3 GENRE

- SPORT
- SCI-FI
- ANIMATION

the data we have on GENRE over time is not conclusive.
This could be explained by having only rental records on the June 2005 to February 2006 period.

3 GENRE

- CHILDREN
- TRAVEL
- MUSIC

# LIMITATIONS

ONLY 3 MONTHS OF PAYMENT RECORDS

MOVIE DATABASE ONLY FROM 2006

NO DATA ON CUSTOMER CREATION DATE

DATA OVERTIME NEEDS RELIABILITY CHECK

# RECOMMENDATIONS

Develop European AND/OR AFRICAN market for new customer acquisition

Reward the top customers.
ex: reduction on a collection of movie

Pricing Strategy:
Embrace an "extreme value approach" by avoiding the $2.99 price point

Consider increasing the price for highly rented genre and decreasing it for those with low rentals

# NEXT STEP

## ON DATA

Get data on customers (date of account created)

Understand the problematic in dates between PAYMENT & RENTALS

## ANALYSIS

Is the movie length has an influence on revenues ?

Is the movie Rating has an influence on rentals?

Should we study the replacement costs ?

LINK to Dashboards on

Tableau Public

# LET'S KEEP IN TOUCH

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