ROCKBUSTER STEALTH LLC

DATA ANALYSIS

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Presentation link

PROJECT GOALS

- Rockbuster Stealth LLC is formerly a well-renown move rental company that's struggling due to the rise of streaming competitors such as Netflix and Amazon Prime.

- The objective is to pivot towards an online streaming rental service to reclaim territory in the extremely competitive streaming environment.

KEY INQUIRIES

- How are customers distributed across different countries and what is the total revenue generated in each of these countries?

- Who are the top individual spenders among all customers?

- What are the most popular genres?

- Does the availability of movies in certain genres correlate with higher revenue or rental rates?

- How can we extrapolate these insights to improve upon the current Rockbuster business model?

DATA OVERVIEW

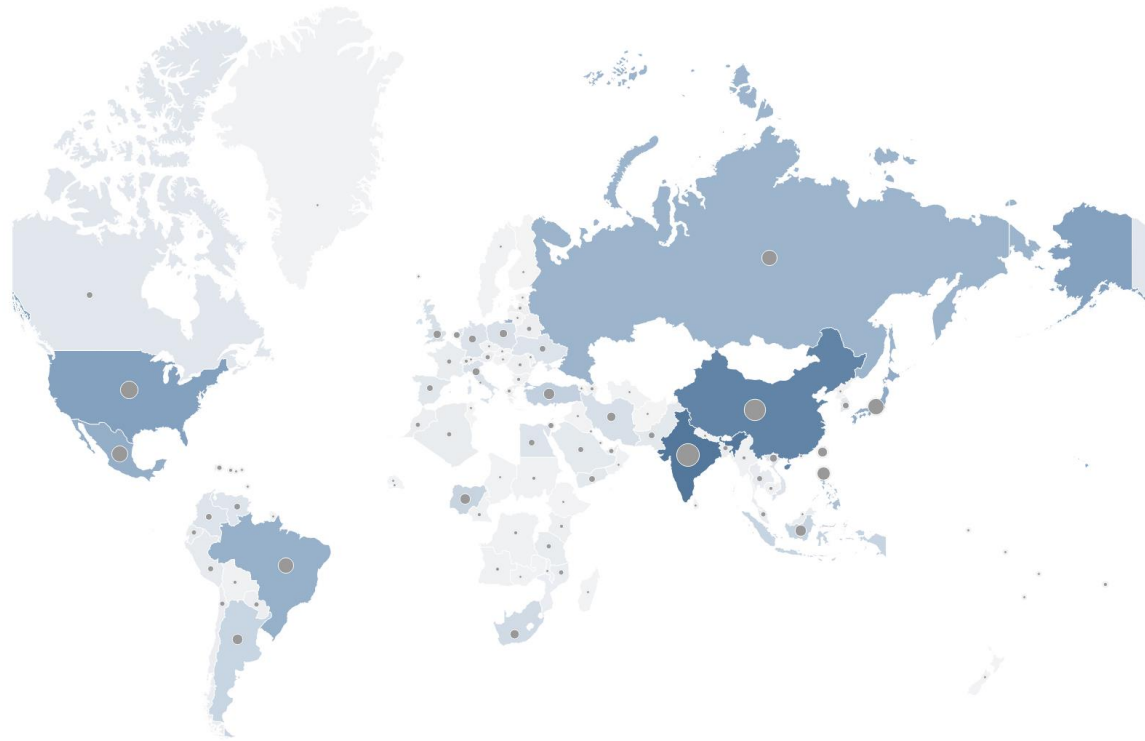🎥 **1000 Movie Titles**   📺 **17 Genres**   🌐 **108 Countries**

👤 **599 Customers**   🎟 **$61,312 Total Revenue**

MARKET ANALYSIS: TOP REVENUE GENERATING COUNTRIES

Rockbuster has customers in **108 countries** across the globe. Additionally, we operate in **600 cities** in those countries.
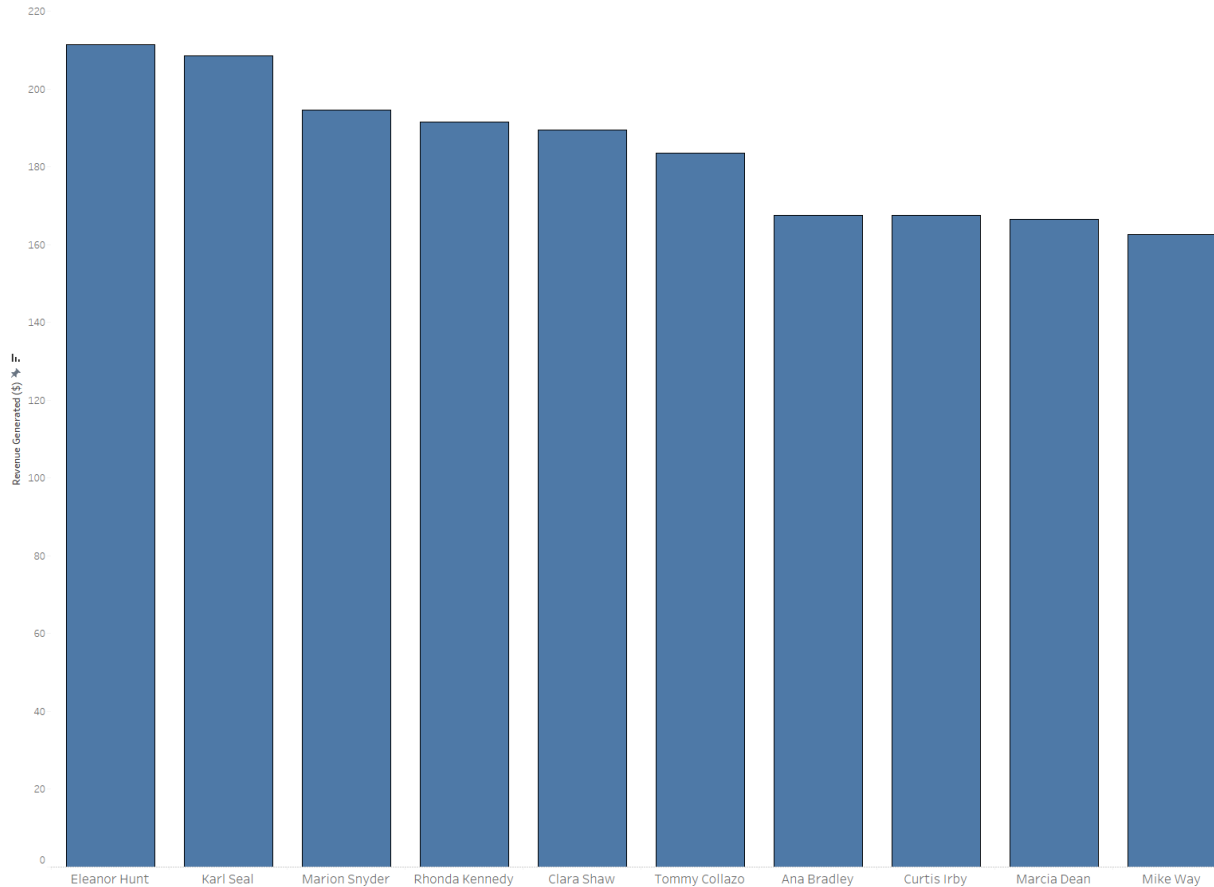
Thanks to our 599 customers all over the world, we have generated **$61,312 in revenue** for Rockbuster.

Among these countries, **India, China, the United States, Japan** and **Mexico** lead the pack in revenue with a combined **$21,078**.

These top 5 countries are also boast the highest customer counts at **60, 53, 36, 31** and **30**, respectively.
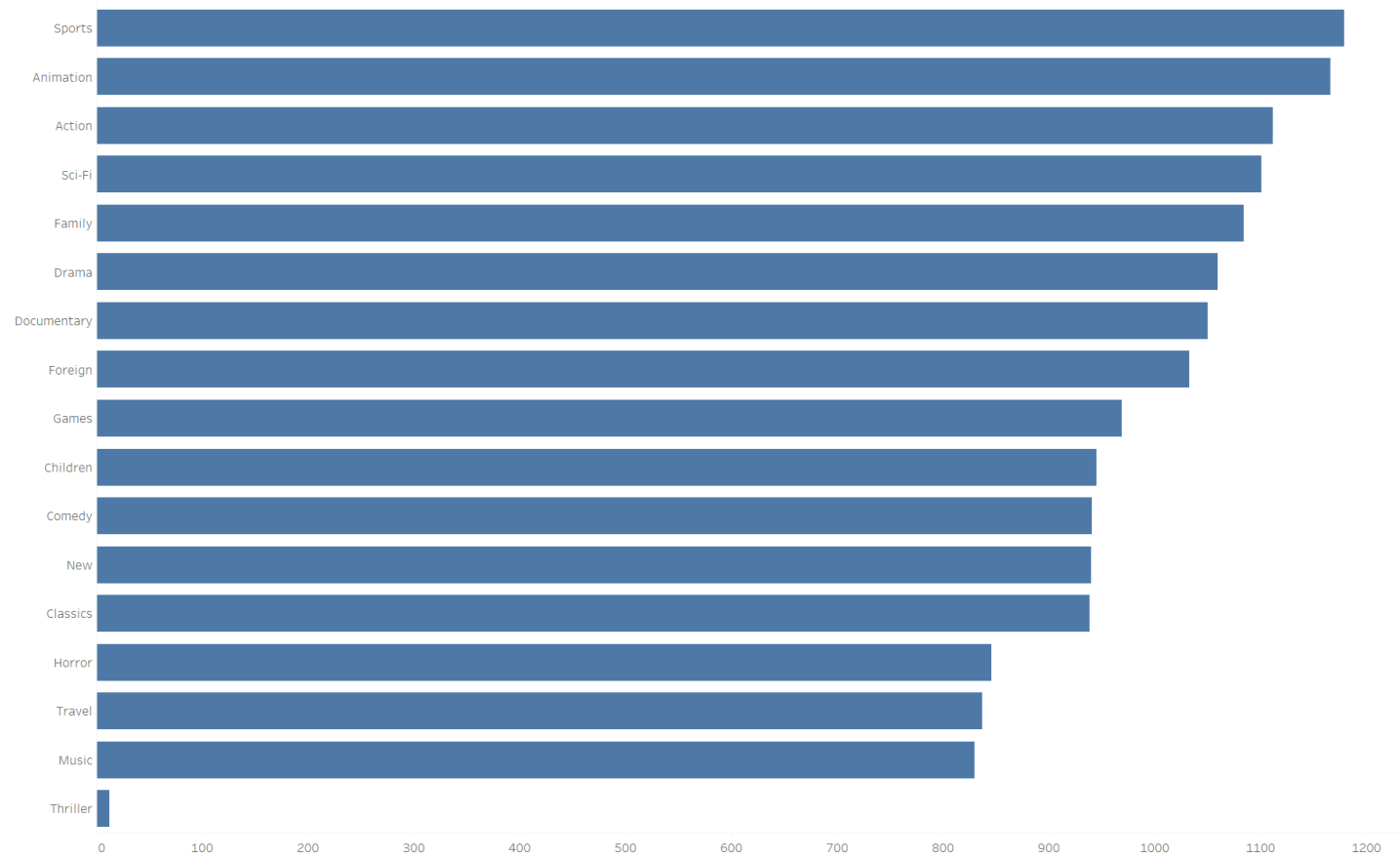
HIGH VALUE CLIENTELE: ROCKBUSTER'S BEST

Among all **599** Rockbuster customers, these are the **top 10** spenders. Collectively, they've contributed **$1844** in revenue.

AUDIENCE PICKS: GENRE POPULARITY BY RENTALS

According to rental figures, **sports** and **animation** movies are the most popular.

| Genre	Rentals
Sports	
Animation	
Action	
Sci-Fi	
Family	
Drama	
Documentary	
Foreign	
Games	
Children	
Comedy	
New	
Classics	
Horror	
Travel	
Music	
Thriller	

Regarding rental duration, the **shortest** is **3 days**, the **average** is **5 days** and the **longest** is **7 days**.

Regarding rental rate, the **least** is **$1**, the **average** is **$3**, and the **most** is **$5**.

On average revenue from customers is **$102**.

MOVIE/RENTAL DETAIL BREAKDOWN

INVENTORY EVALUATION: TITLES PER GENRE
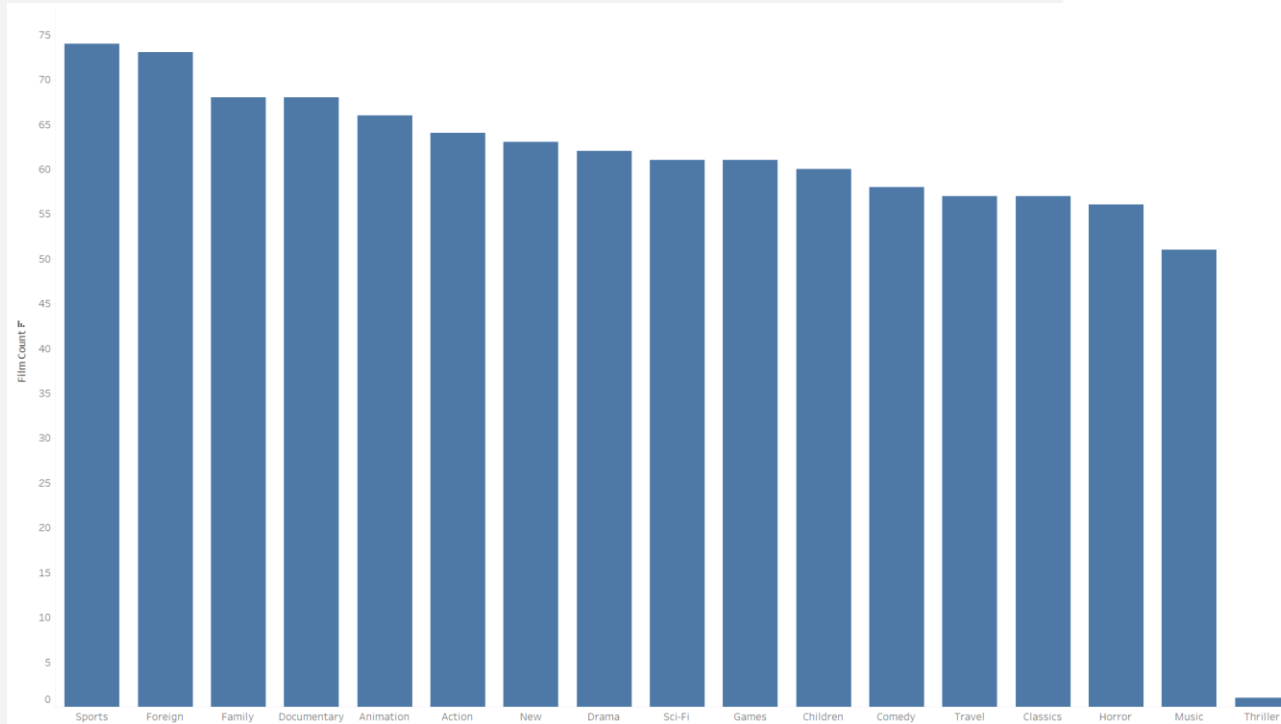
The inventory figures show that **sports** movies are well stocked alongside **family** and **foreign** movies. However, **sports** movies are far more in demand.

Thriller movies are poorly stocked and rarely rented.

KEY FINDINGS: MARKETS

Top Heavy Market:

The top 5 countries (India, China, the United States, Japan and Mexico) account for roughly **34%** of the revenue.

Moving forward it's going to become increasingly important to pay close attention to trends within these top 5 markets.

KEY FINDINGS: CUSTOMERS

Incentivization Program:

The top 10 spenders reveal an interesting aspect of the business model and that's incentivization. A loyalty rewards program should be developed to further incentivize customers to continuously use our services. There could also be different tiers of rewards depending on the rental frequency. Ultimately, a higher quality catalog will prove to be more cost-effective and generate more revenue.

KEY FINDINGS: GENRE

Inventory Optimization:

The top performing genres don't all have correlating inventory. While sports may be the most popular AND have the most inventory, this isn't the case for the next popular genre, animation. Inventory should be optimized to maximize revenue from the highest performing genres while mitigating costs from licensing underperforming genres.