Rockbuster Stealth

Moving Forward

Key Questions and Objectives

What movies contributed the most/least to revenue gain?

What was the average rental duration for all videos?

Which countries are Rockbuster customers based in?

Where are customers with a high lifetime value based?

Do sales figures vary between geographic regions?

Top 100 Movies by Category

- When looking at total revenue, the top 4 categories are:
  - Drama
  - Games
  - Action
  - Sports

- However, when looking at revenue per film, the top 4 are:
  - Comedy
  - Music
  - Sci-Fi
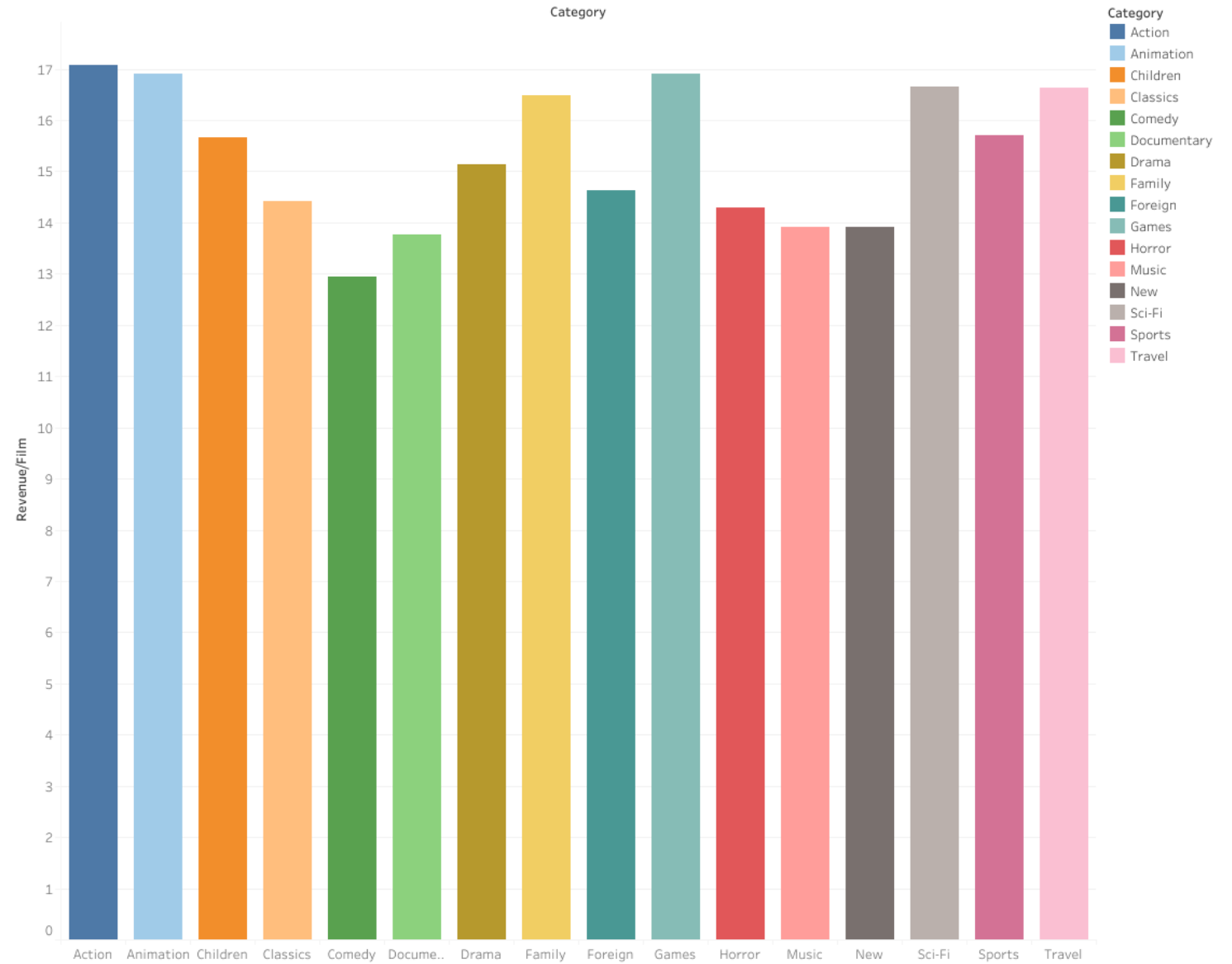 - Documentaries.

Top Movies/Category
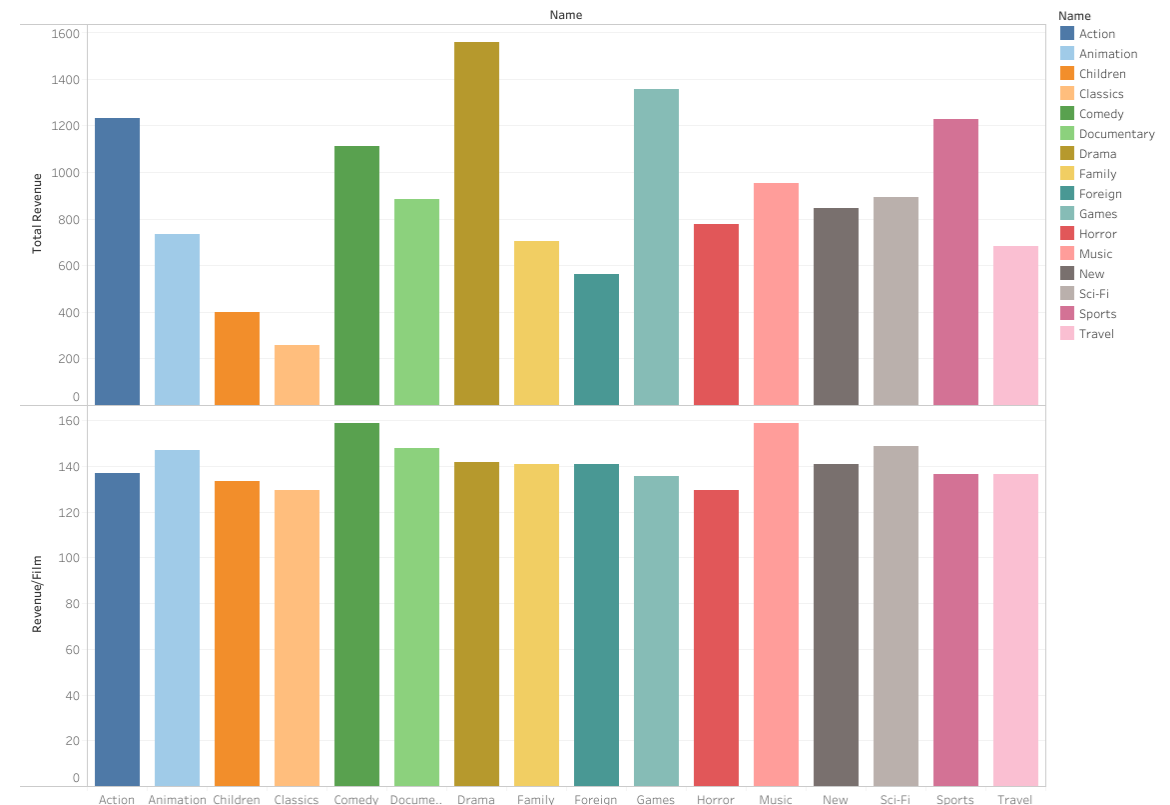
Bottom 100 Movies by Category

When looking at the bottom 100 movies by category, the ones that bring in the least revenue per film are
- Comedy
- Documentary
- Music
- New

Bot 100 Category
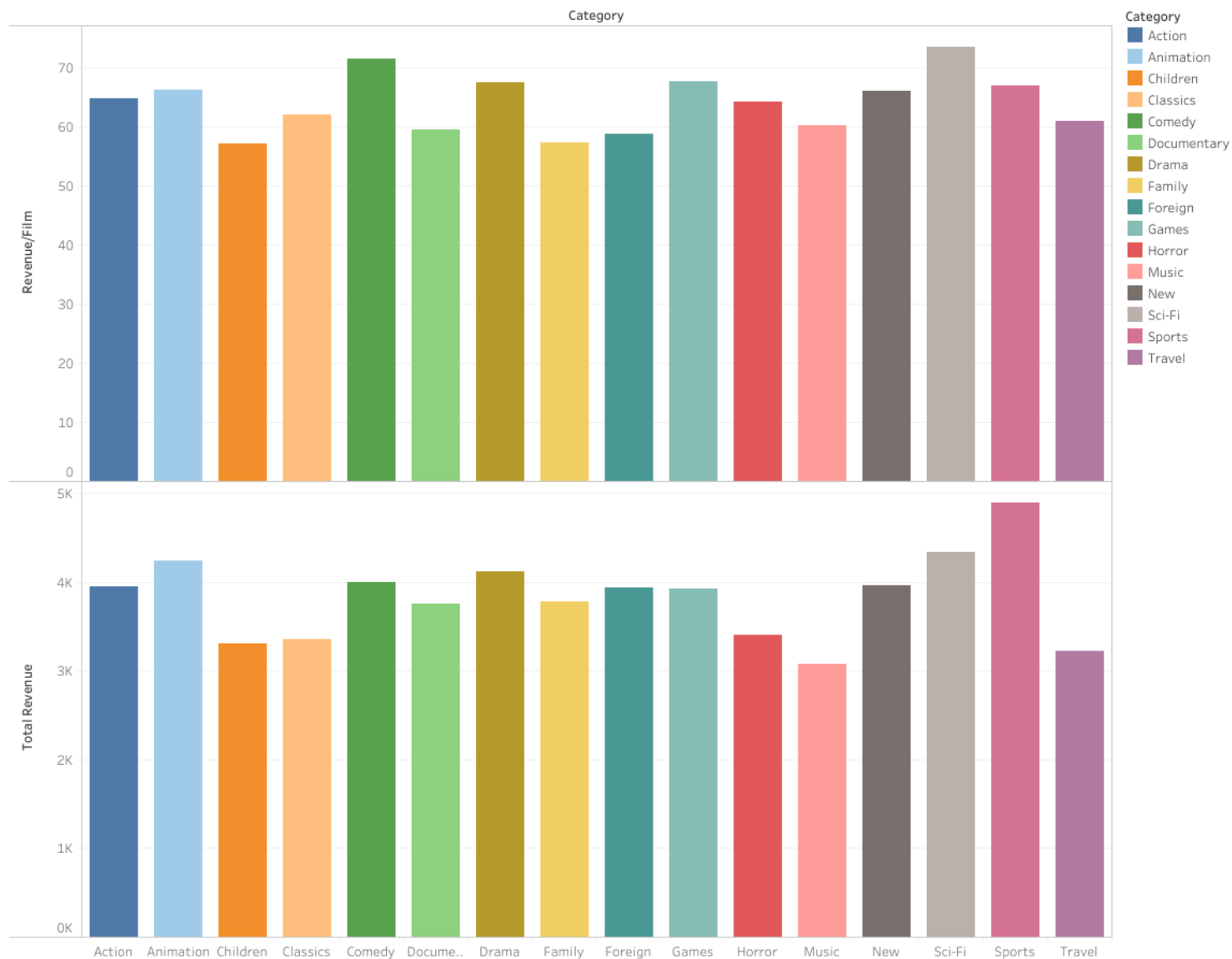
Overall Category Revenue

When looking at revenue per film, the top 4 are:
- Sci-Fi
- Comedy
- Games
- Drama

When looking at overall revenue, the top 4 categories are:
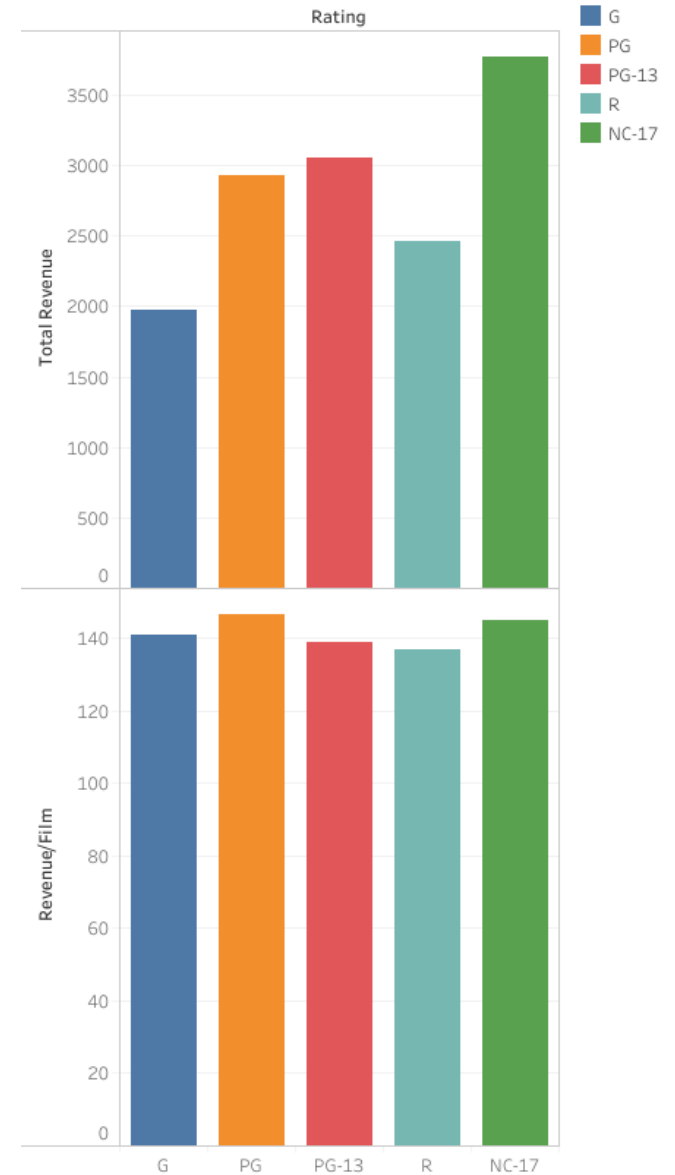- Sports
- Sci-Fi
- Animation
- Drama

Category Revenue

Top 100 Movies by Rating

- As a function of total revenue, the top grossing movie rating in the top 100 movies is NC-17 by a noticeable margin.

- When correcting for revenue by film however, we can see that revenue values defined by rating are much closer.

Rental Statistics

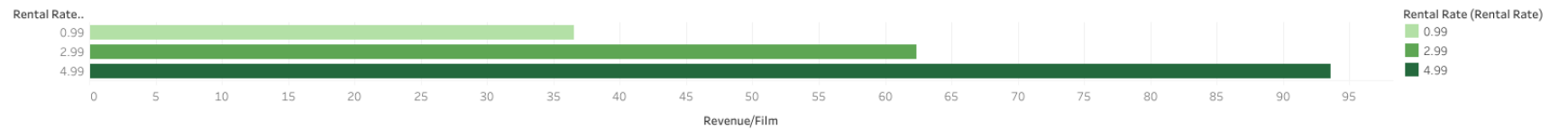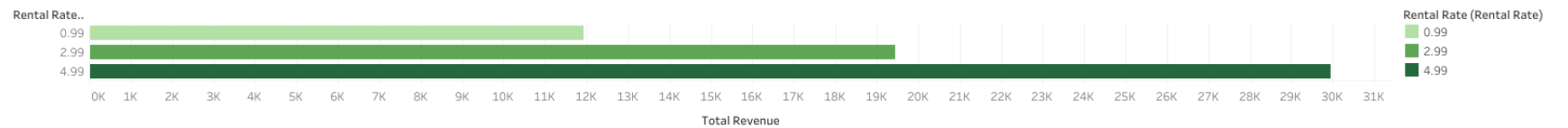| Rental Duration |
| --- |
| Minimum – 3 Days |
| Average – 5 Days |
| Maximum – 7 Days |

Rental Rate
$0.99
$2.99
$4.99

Revenue per Film at each Rental Rate

Total Revenue per Rental Rate

Rockbuster Customers Across the Globe

Country	Customer Count	Total Revenue
India	60	6,034.78
China	53	5,251.03
United States	36	3,685.31
Japan	31	3,122.51
Mexico	30	2,984.82
Brazil	28	2,919.19
Russian Federation	28	2,765.62
Philippines	20	2,219.70
Turkey	15	1,498.49
Indonesia	14	1,352.69
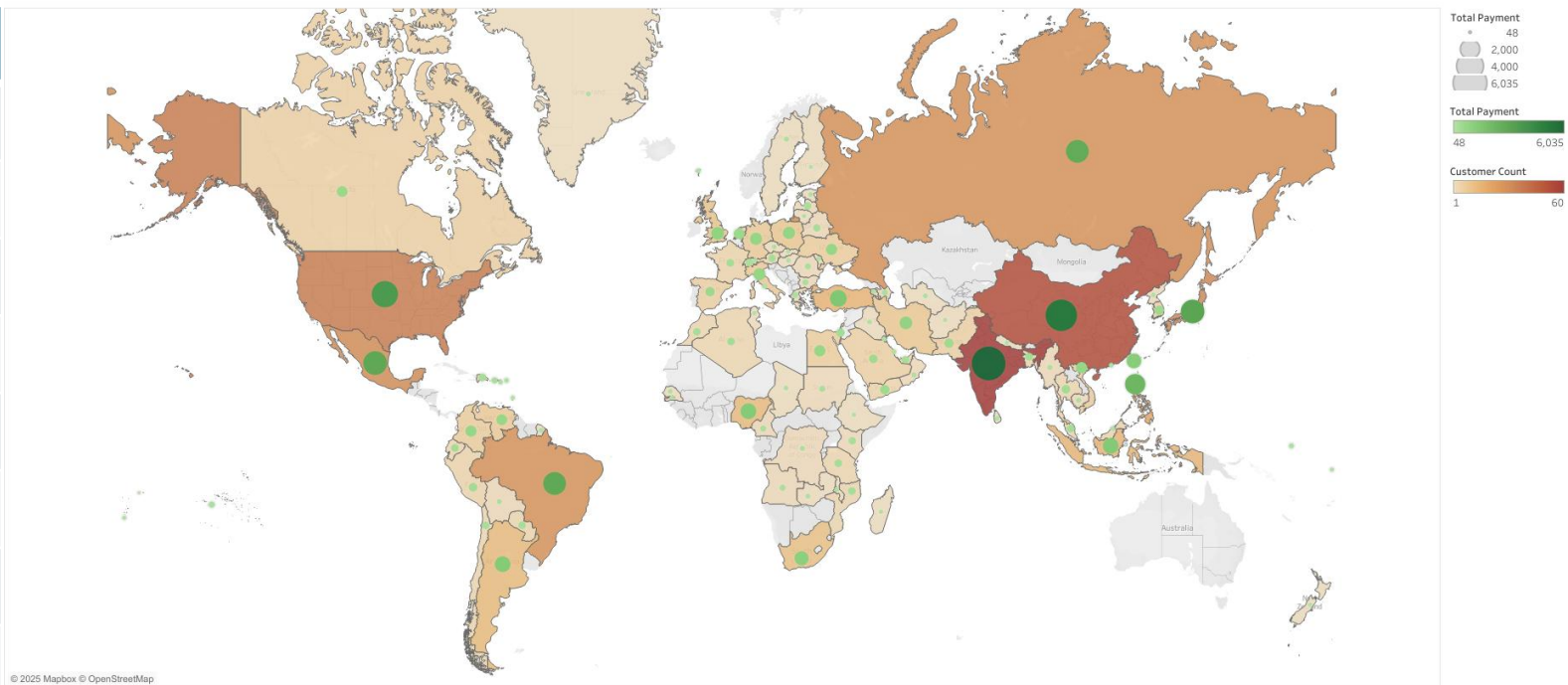
Location of Top 10% of Rockbuster Customers

Countries With Multiple Top Customers

Country	Amount of Customers
India	5
Brazil	4
China	3
United States	3
Philippines	3
Taiwan	3
Iran	2
Yemen	2
Russian Federation	2
Colombia	2
Thailand	2
Turkey	2
Mexico	2
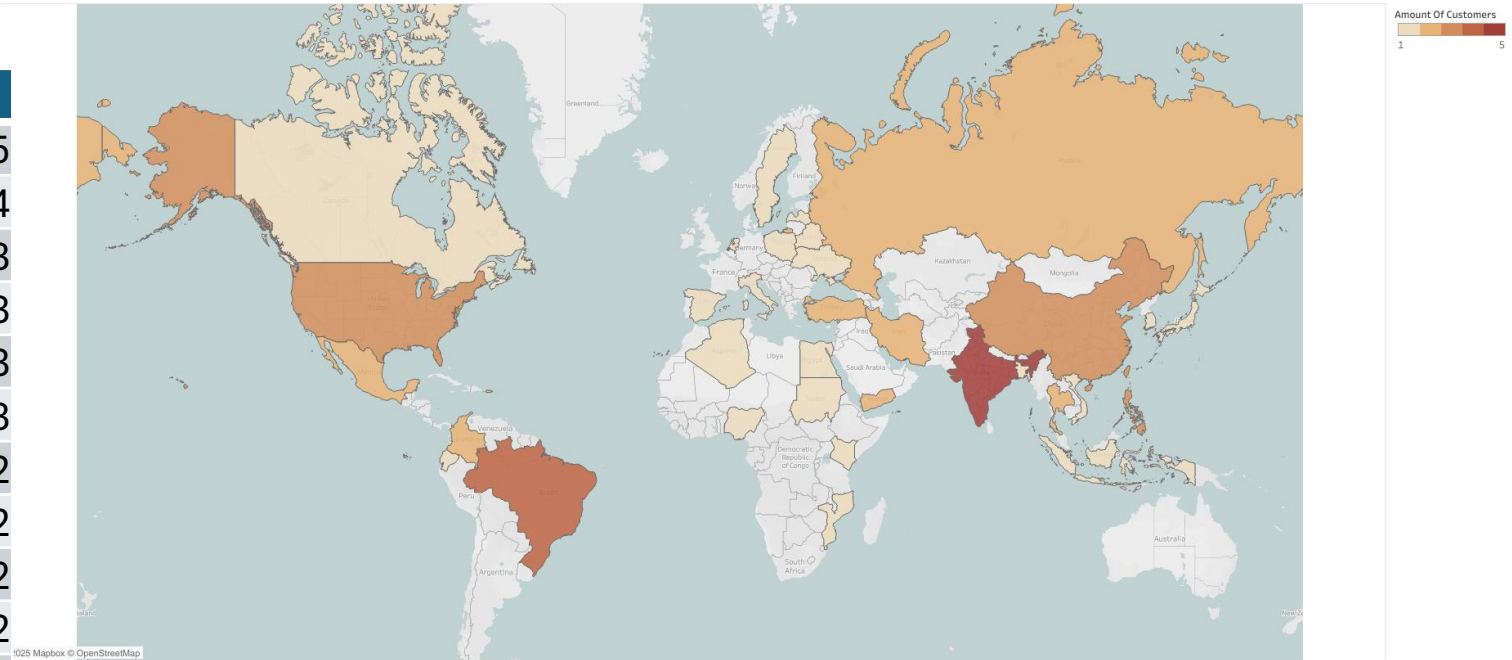
Recommendations

There's important data to be gleaned from this data set to ensure future success
- When analyzing the top 100 movies, the top 10% of a 1000 movie catalog, there are two ways of analyzing revenue; total and per film
  - When analyzing as a whole, the top categories are drama, games, action, and sports.
  - However, when analyzing per film the top categories are comedy, music, sci-fi, and documentaries.
- Furthermore, when looking at all films by category, Sci-Fi and Drama are the two categories in the top for both total revenue and revenue per film.
- When looking at revenue per film as a function of rating, there was not a large difference.
- Rental statistics point out that movies with a higher rental rate bring in more revenue per film. More people watch popular movies, it would seem that there's less value in keeping not so popular movies, especially depending on licensing costs.
- Given the location of top grossing countries and customers, it would make the most sense to initially roll out in India, China, the United States, Japan, Mexico, and Brazil.