

Rockbuster Stealth: 2022 Third Quarter Database Analysis

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[Tableau Presentation](#)



Project overview

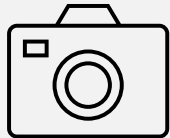
Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.



Key Questions and Objective

Main Objective:

Answer a series of business questions based on data-driven answers that can be used for the 2022 company strategy to succeed in the new online field for the company



Key Questions:

1. Which movies contributed the most/least to revenue gain?
2. What was the average rental duration for all videos?
3. Which countries are Rockbuster customers based in?
4. Where are customers with a high lifetime value based?
5. Do sales figures vary between geographic regions?

Data Overview

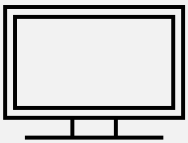


Total Customers:

599

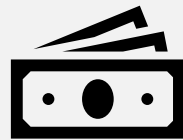


Average Rental
Duration:
5 Days



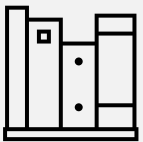
Total Films:

1000



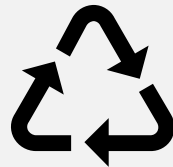
Rental Rates:

0.99-4.99



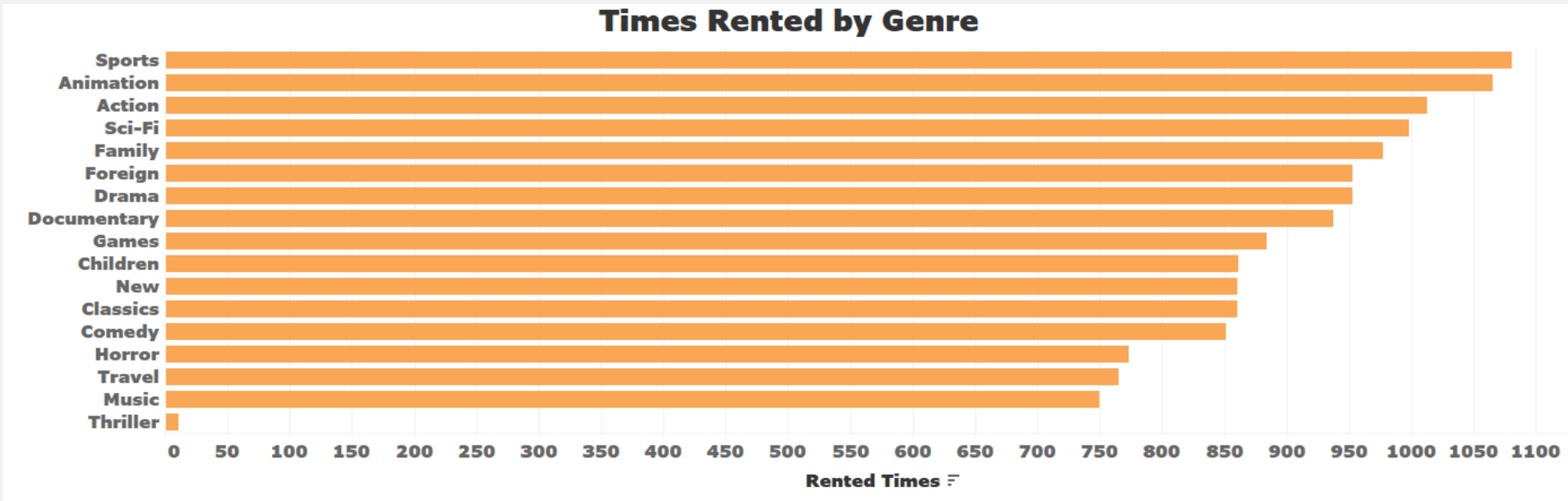
Total Categories:

20



Average Replacement
Cost:
19.98

Financial Analysis by Genre

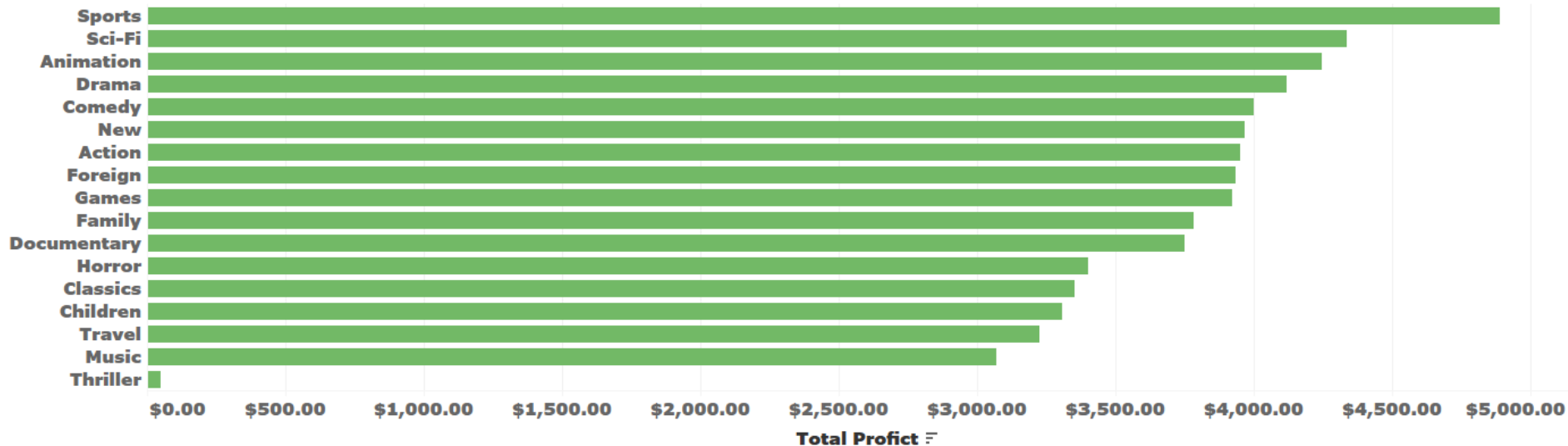


We can see that the top 5 genres rented are

1. Sports
2. Animation
3. Action
4. Sci-Fi
5. Family

In an overview this could lead us to the assumption that the genres that generate the most profits are the same in the same order

Total Profit by Genre



Actual top 5

1. Sport
2. Sci-Fi
3. Animation
4. Drama
5. Comedy

When we look at the graphic of the profit generated by each genre, we can see that the top 5 are aligned in a different order and we can highlight the following



Thriller rank bottom with a big gap from it next in line in rents and profit as well

Family is the number 10th generating profit even ranking 5th in rents



Sport rank the highest in rent and in profit

Sci-fi is the number 2nd profit even though is number 4th in the most rented genre

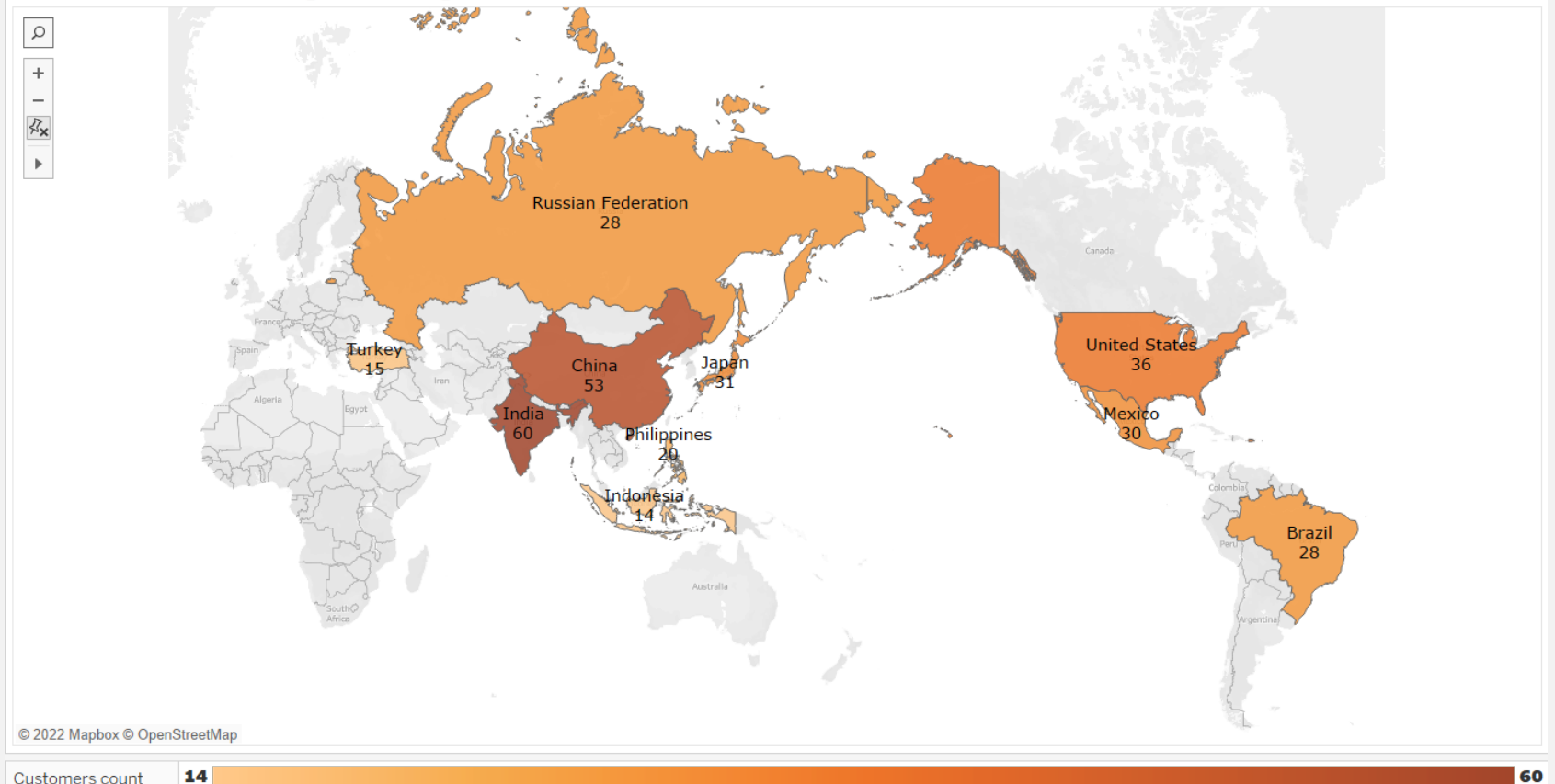
New is the top 6 in profit even when its rent are ranking 11th

Country Analysis

This map, give us the information of countries that have the highest customer count, this information is a priority while planning about which markets, we must target the most to generate the most rent opportunities while maximizing our profit

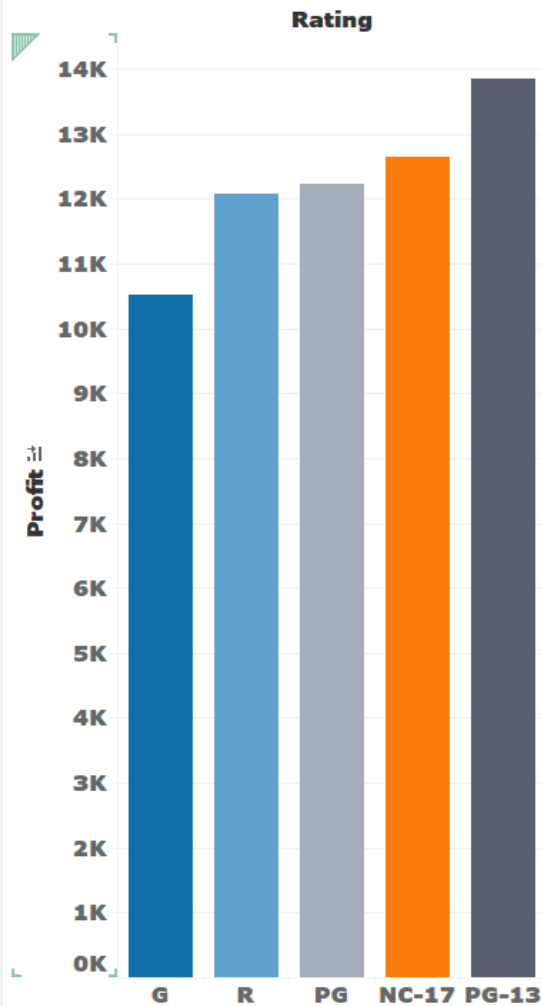


Total Customers by Country



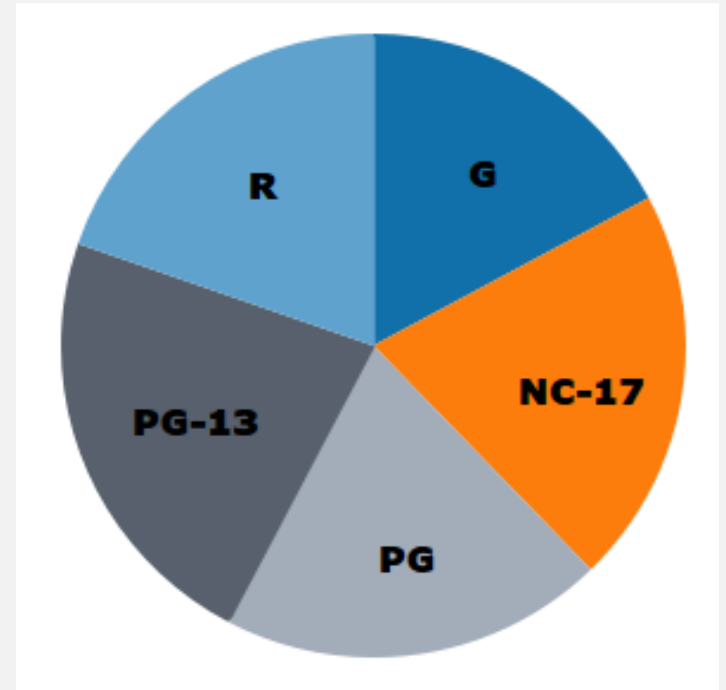
Rating Analysis

Profit by Rating



Profit by rating
doesn't vary much
except for:

- G rating: being in the lowest profit accumulative
- PG-13: with the highest profit generated in total

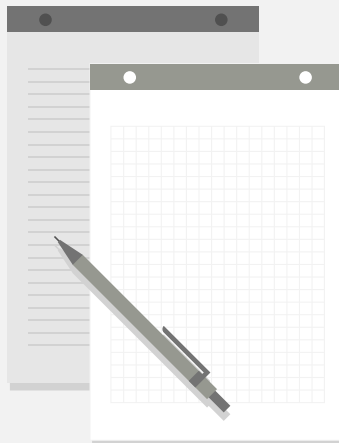


Most Profitable Movies

Top Movies



Here is an analysis in an individual level which tell us what are the movies that generate the most profit to the company, this must be considered when inventory and restocking because a missing inventory of this films would create a profit loss



Less profitable movies

In the other hand we have the bottom movies, this movies make the less significative profits due to its low rent value and how often they get rent, this suggest us a further inventory analysis so we can take the most advantage of our resources

Bottom Movies



Summary and Recommendations

Some of the main take outs and recommendation after a complete analysis of the data are the following:

Promote the trending genres

Target the right region markets

Make an inventory review and plan

Keep diversity when it come to film rating

Generate a marketing plan to help the bottom genres to get more popularity

By focusing in the market with the most customer we can create more rent opportunities

Lowering space cost for the less profitable films and maximizing it on the popular ones

Every ratings have a solid costumer base missing one could result in a significant customer loss

If any question reach out to Mauricio Barrera
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