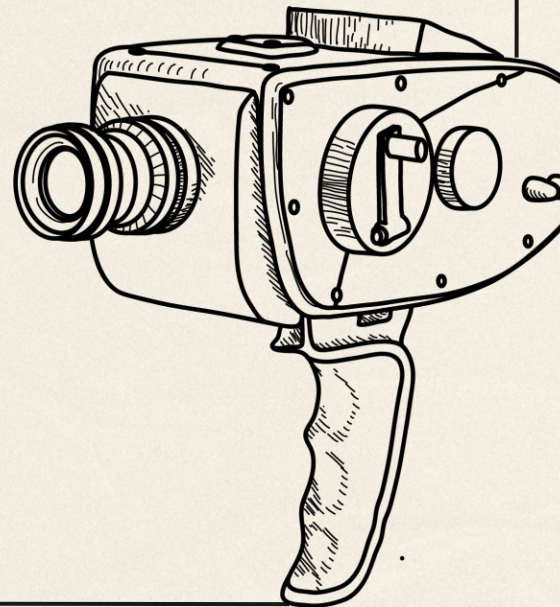


ROCKBUSTER STEALTH

Data Analysis for Film Rental Market

Michael Higgins

July 2019



MOTIVATION

Rockbuster Stealth is a movie rental company facing increasing competition from online streaming services.

The management team is planning to use its existing movie licences to launch an online video rental service in 2020.

OBJECTIVE

The focus of these analyses are to determine the marketplaces that will generate most revenue based on Rockbuster Stealth's existing client base and their spending habits. This is to include the location of customers, and on which kinds of films they spend their money.



ABOUT ROCKBUSTER

Data summary



16,044

Rentals made



1,000

Total films



584

Active customers



108

Countries worldwide



\$4.20

Average rental cost

MARKET TRENDS

VIDEO STORES

From 2007 to 2017 86% of video stores in the USA have closed



ONLINE FILMS

Film streaming increased by 24.3% from 2017 to 2018



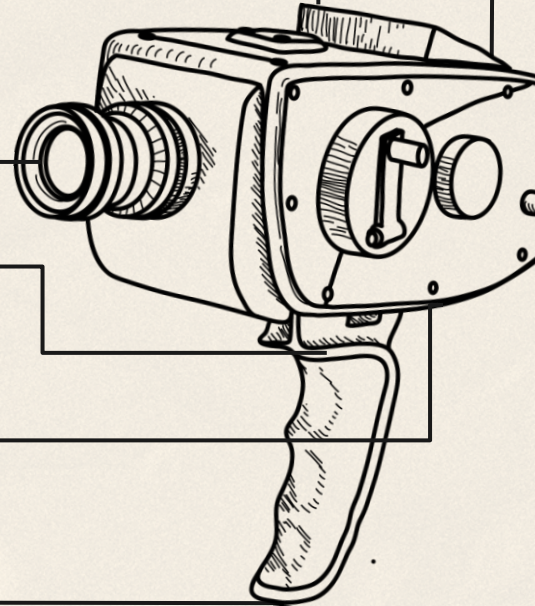
PHSYCIAL RENTALS

Video rentals across the USA fell to \$390 million in 2017.



ONLINE REVENUE

Global video streaming generated over £70 billion in 2018



ANALYSIS FOCI

01

LOCATIONS

Where are our customers and where generates the most revenue?

02

CUSTOMERS

How much extra are top customers spending?

03

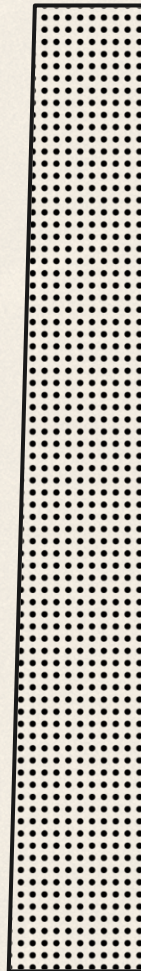
GENRES

Which types of film are most popular?

04

RATINGS

How does age rating affect most rental income?

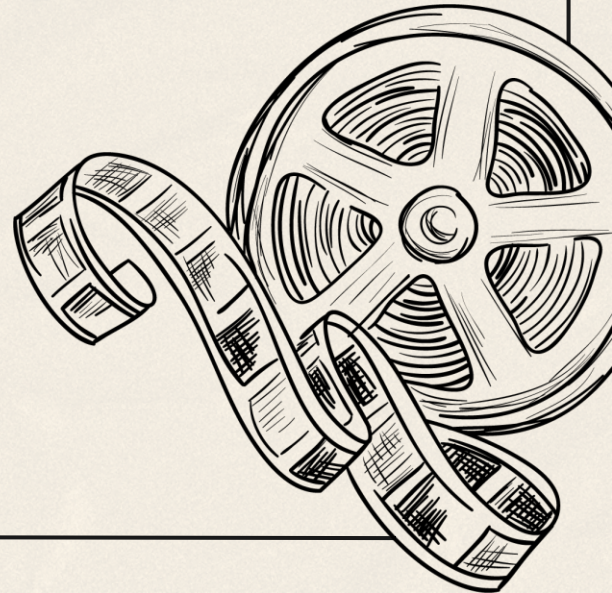




01

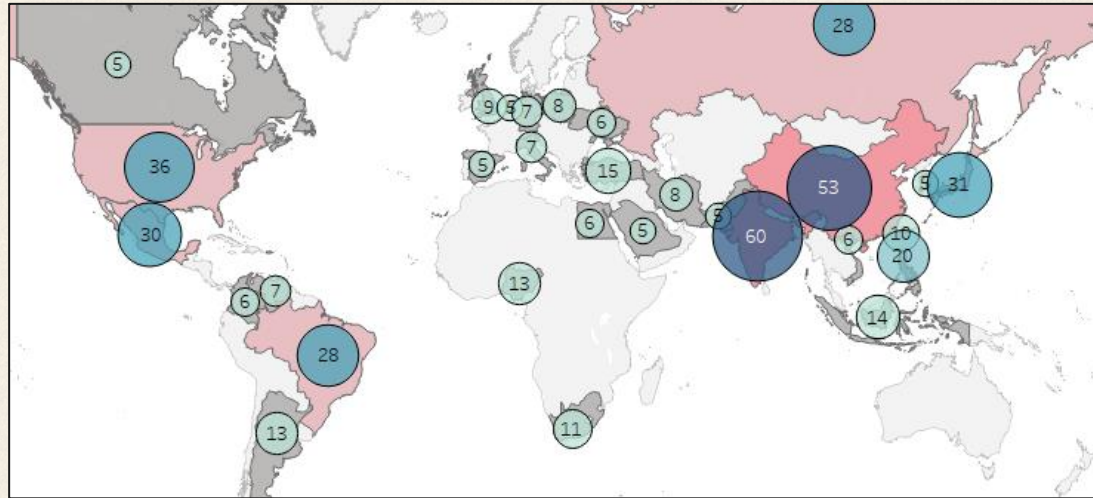
LOCATIONS

Where are our customers, and where generates the most revenue?

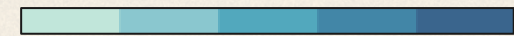


WHERE ARE CUSTOMERS BASED?

The map shows the countries with at least 5 registered customers, and the total income generated from these locations in the previous quarter.



Total Customers



5

60

Net Income (Q2)



\$450

\$8,500

Rockbuster's top 5 customer bases are:

1. India..... 60
2. China..... 53
3. USA..... 36
4. Japan..... 31
5. Mexico..... 30

TOP 10 COUNTRIES

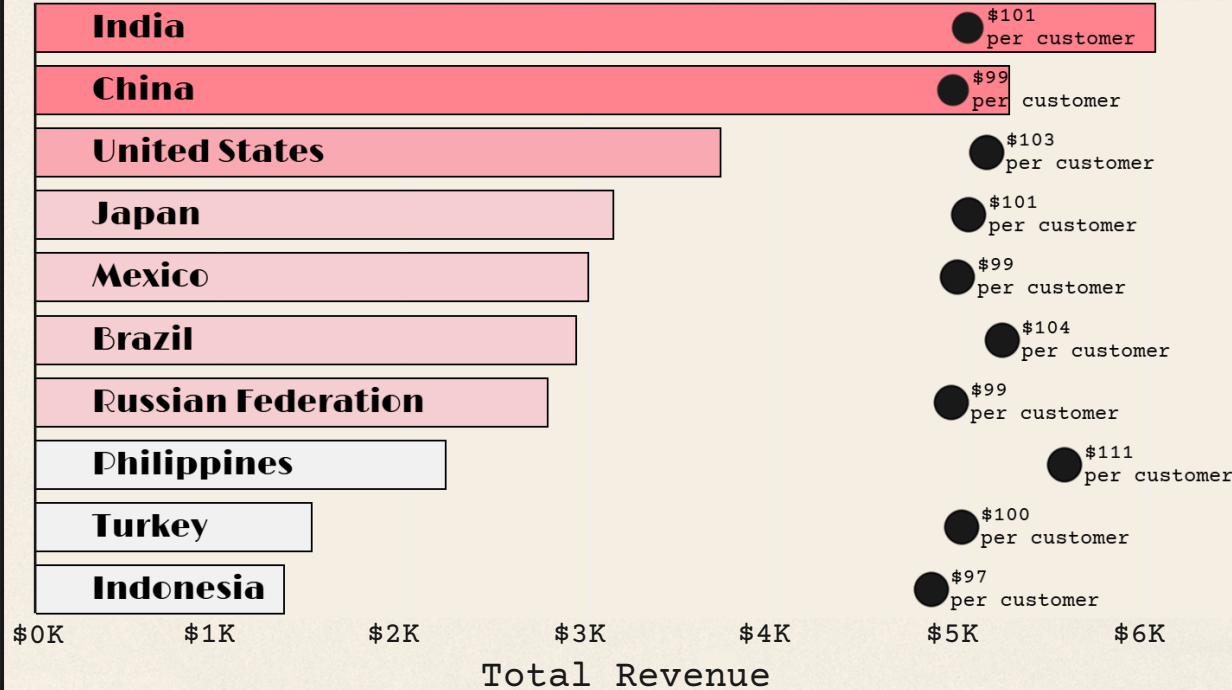
NET INCOME

The most profitable countries are mainly in Asia (6 of the top 10), with earnings ranging from \$1,350 (Indonesia) to \$6,000 (India).

3 of the remaining 4 are in the Americas.

INCOME PER CUSTOMER

Earnings per customer for these regions are consistent, averaging \$101. The Philippines is the only outlier at \$111 per customer.

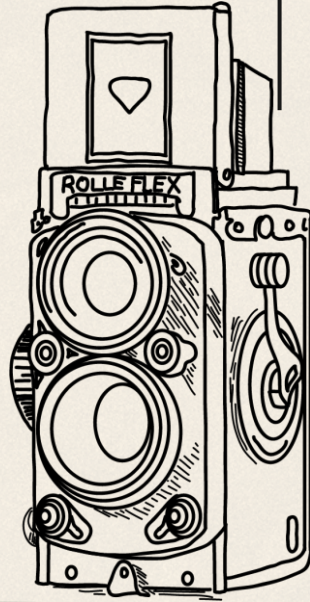




02

CUSTOMERS

How much extra are top
customers spending?



United States

Top 5 Average Spend: \$153
150% of the National Average

+\$51

India

Top 5 Average Spend: \$152
151% of the National Average

+\$52

China

Top 5 Average Spend: \$141
143% of the National Average

+\$42

Mexico

Top 5 Average Spend: \$133
134% of the National Average

+\$33

Japan

Top 5 Average Spend: \$130
129% of the National Average

+\$29

\$0 \$20 \$40 \$60 \$80 \$100 \$120 \$140



Average national spend per customer



Average additional spending by National Top 5 customers

LOYALTY BONUS

Loyal customers are worth from \$29 to \$52 additional revenue across these countries.

They average \$41 extra spent compared to their compatriots.

The top 3 individual spends in these countries were:

1. Karl S. (USA).....\$209
2. Ana B. (USA).....\$168
3. Mike W. (India).....\$163



03

GENRES

Which types of film are most popular?



INCOME BY GENRE

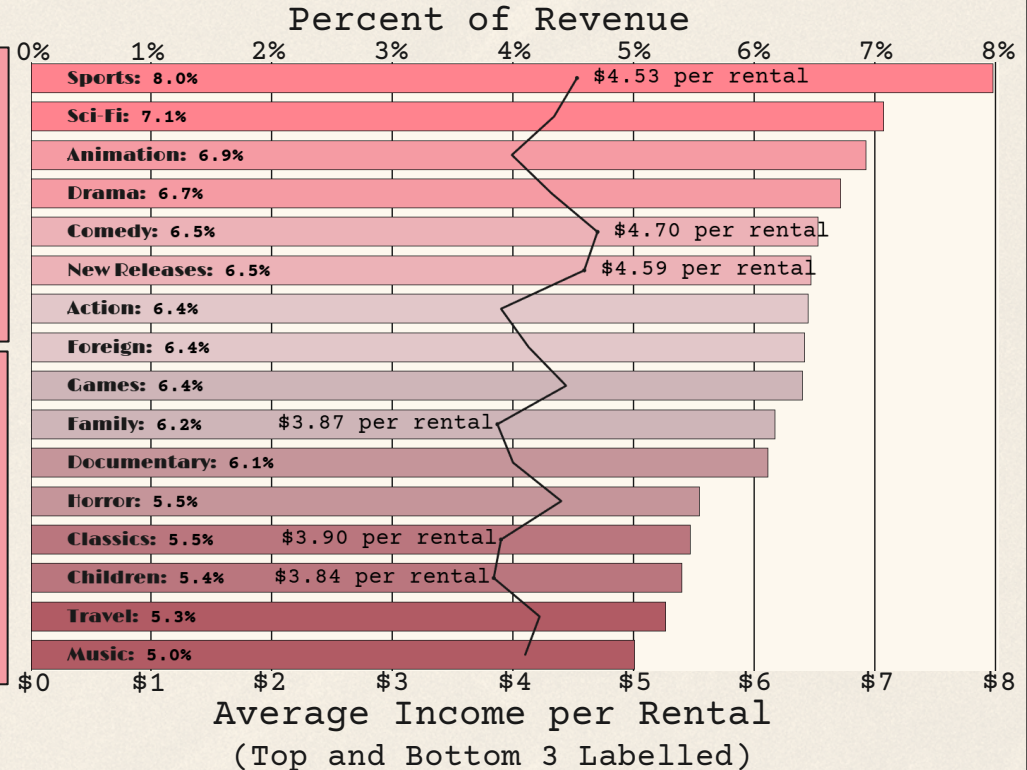
Highest proportion of revenues were:

1. Sports..... 8.0%
2. Sci-Fi..... 7.1%
3. Animation..... 6.9%

Highest earnings per rental were:

1. Comedy..... \$4.70
2. New Releases... \$4.59
3. Sports..... \$4.53

(Average = \$4.20)



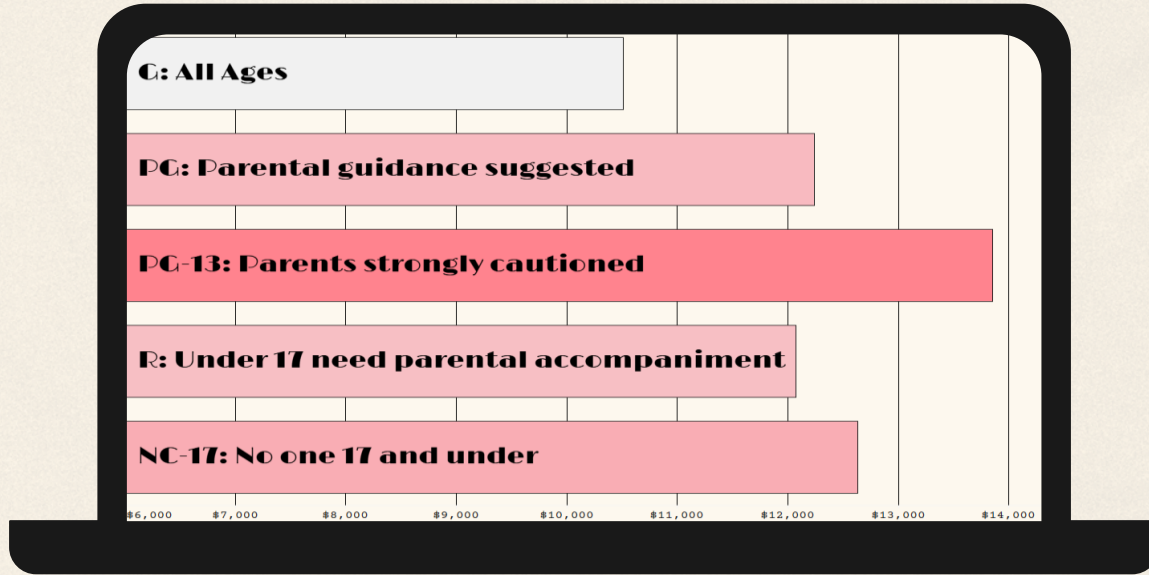
04

RATINGS

How does age rating affect rental income?



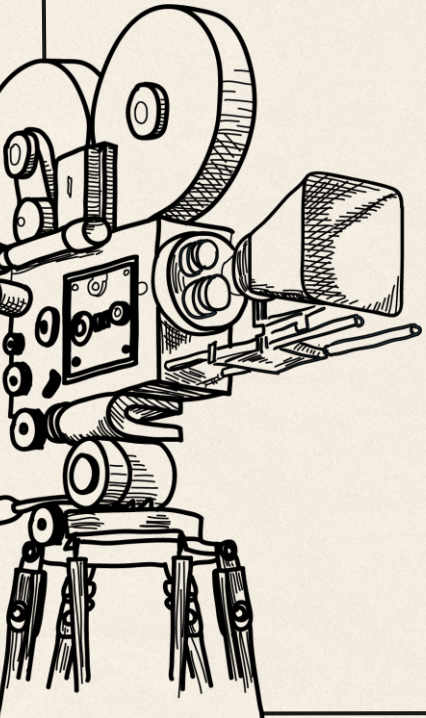
REVENUE AND RATINGS



PG-13 films generate the highest revenue, at \$13,856

The lowest earning category was G, at \$10,512

The other categories produced between \$12,000 and \$12,700



SUMMARY

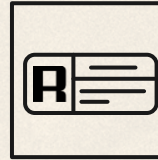
Key points for future decisions

SUMMARY DATA



LOCATION: INCOME

The majority of big revenue countries are in Asia.



RATINGS: POPULARITY

PG-13 films outperform others by over \$1,000.



CUSTOMERS: SPENDING

In the largest markets the average customer spent \$101 on rentals.



CUSTOMERS: LOYALTY

Loyal customers were worth on average \$41 extra.



GENRE: REVENUE

8% of all revenue is sports films.



GENRE: PROFITABILITY

Comedies make the most per rental, at \$4.70.