

ROCKBUSTER STEALTH

MOVIES AND MARKET ANALYSIS

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Motivations & Objectives

- Rockbuster Stealth LLC intends to leverage its current movie licenses to introduce an online video rental service, thus ensuring its competitiveness.
- This analysis aims to identify the specific movies and regions that should be prioritized during the launch of the online platform.

Key Questions

- Which 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?

Data Overview

Most Rented Genre

Sports

TOTAL RENTALS

16044

Most Rented Duration

3 Days

Number of Distinct Films

1,000

Most Rented Rating

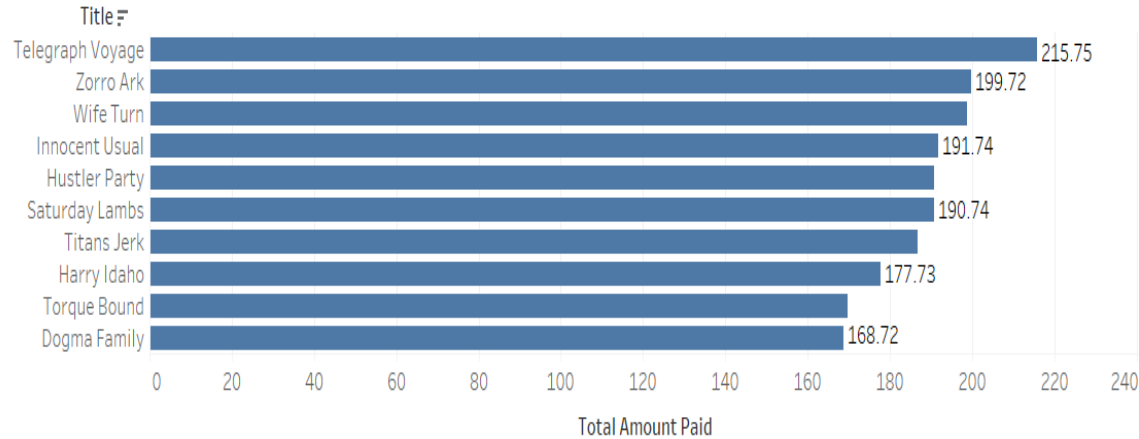
PG-13

Release Year (All)

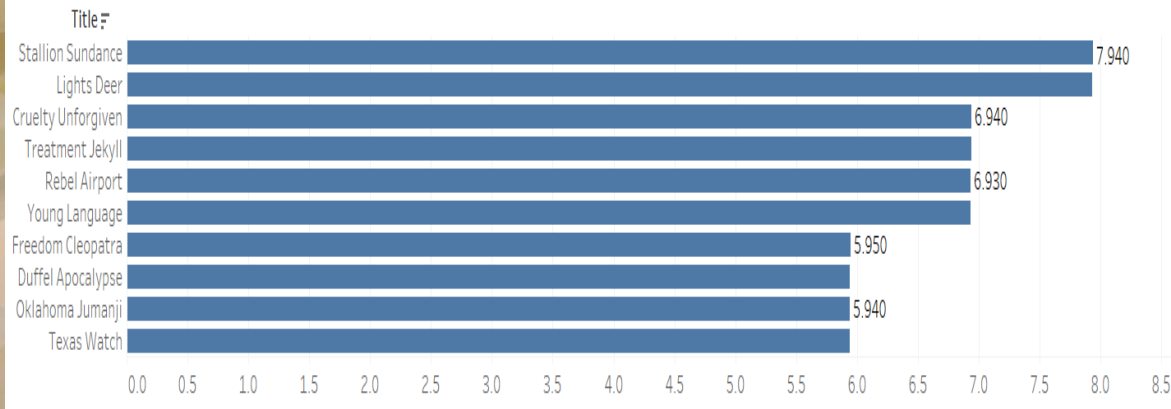
2006

Movies and Revenue

Top 10 revenue generating Movies



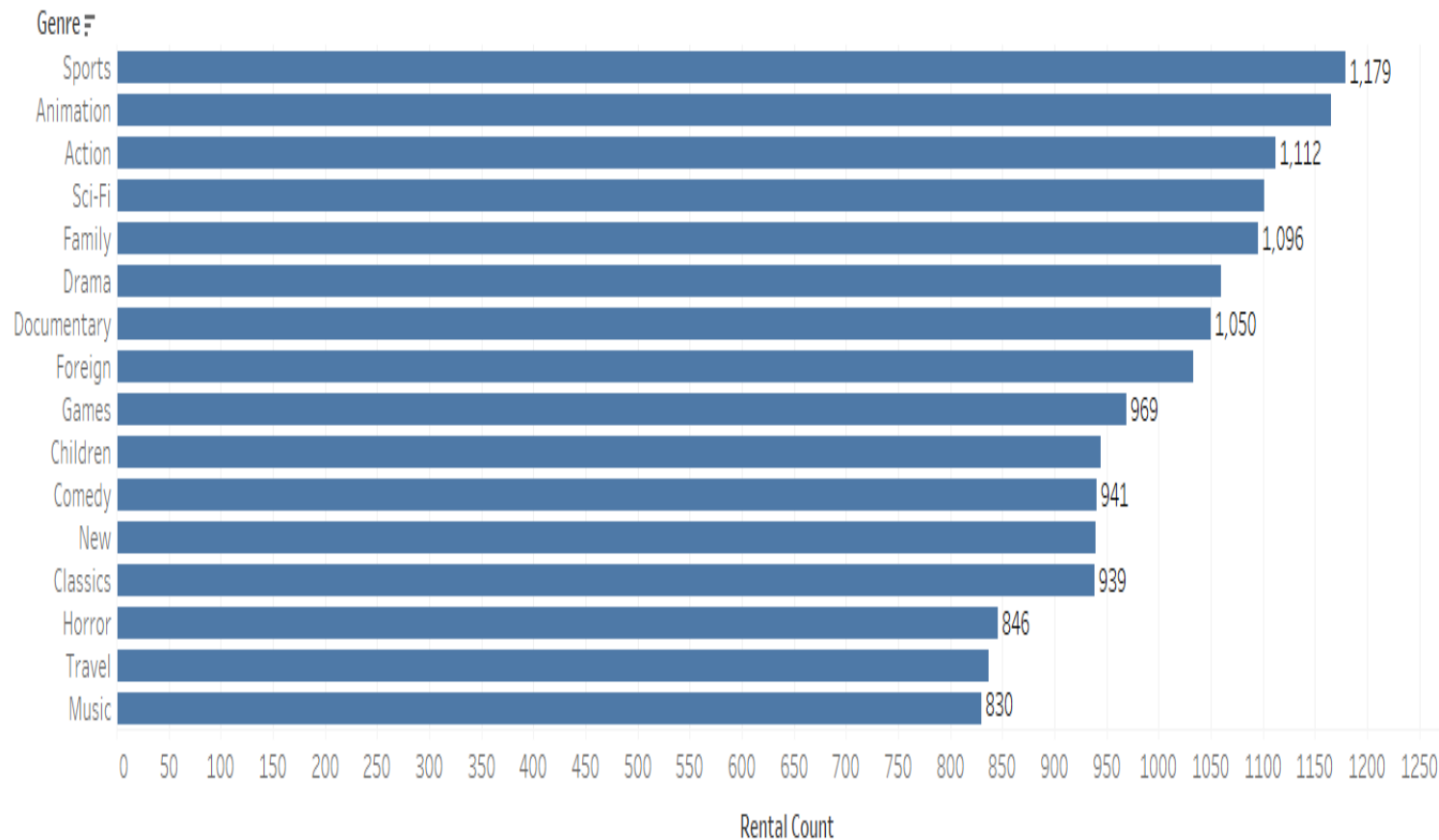
Bottom 10 revenue generating movies



- The highest volume of movies rented were priced at \$0.99
- while each of the top 10 revenue-generating movies had a rental rate of \$4.99.

Top Genres

Genres by rental popularity



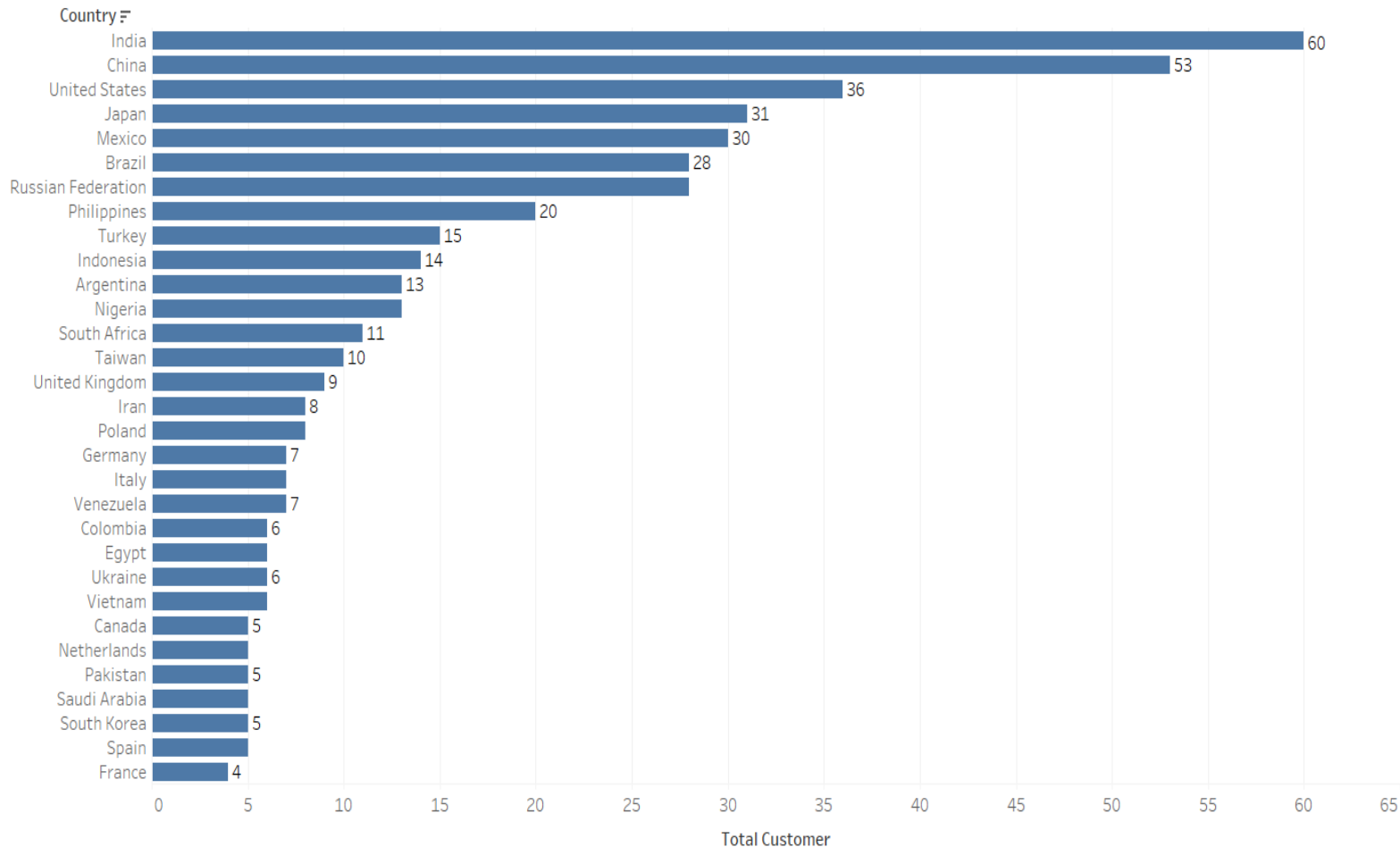
Top 5 Genres

- Sports
- Animation
- Action
- Sci-Fi
- Family

When compared to other genres, Music stands out as the least popular category.

Top Countries customers

Countries with most customers



Top 5 Countries

India

China

United states

Japan

Mexico

When compared to other Countries, France stands out as the least popular category.

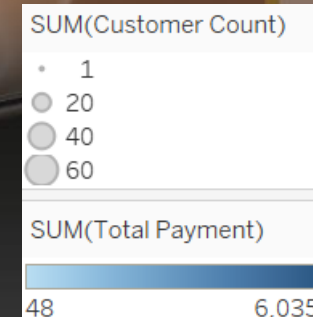
Spatial Analysis

Total Revenue per Country



Percent of Total Sales & Sales by Top 10 Countries

India	9.84%	\$6,034.78
China	8.56%	\$5,251.03
United States	6.01%	\$3,685.31
Japan	5.09%	\$3,122.51
Mexico	4.87%	\$2,984.82
Brazil	4.76%	\$2,919.19
Russian Federation	4.51%	\$2,765.62
Philippines	3.62%	\$2,219.70
Turkey	2.44%	\$1,498.49
Indonesia	2.21%	\$1,352.69



Recommendations

- ❖ Rockbuster should consider increasing the rental rates for the most popular movies selected from the most popular movies currently renting for \$0.99. Meanwhile, maintaining a substantial inventory of movies at the customer-preferred rate of \$0.99 is critical.
- ❖ In marketing the online platform, focus efforts on the top 10 revenue generating countries.
- ❖ Additionally, establishing a rewards program targeting high-value customers is recommended.
- ❖ As a next step, it's a good idea to conduct a cost-benefit analysis by comparing each movie's licensing costs to the revenue it generates to determine which movies to remove from the inventory.

Thank you

Tableau Link:

<https://public.tableau.com/app/profile/mamatha.krishnapatnam/viz/Rockbusterstelth/Symbolmap>