



Rockbuster Stealth Data Analysis

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Overview

- ▶ Rockbuster Stealth LLC is a movie rental company looking to use its existing movie licenses to launch an online video rental service to stay competitive amongst its rivals in the streaming space.
- ▶ This analysis was conducted in order to develop a launch strategy for the new online service.

Objectives

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?

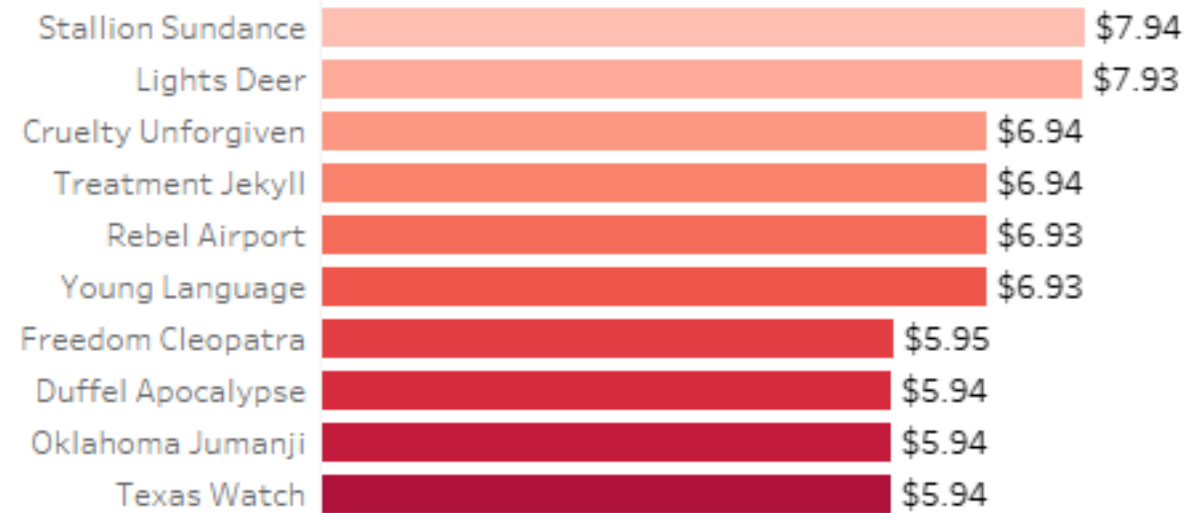
Which Movies Contributed the Most/Least to Revenue Gain?

Top 10 Movies in Total Revenue



Four of the top 10 movies fell into the Drama and Comedy categories.

Bottom 10 Movies in Total Revenue

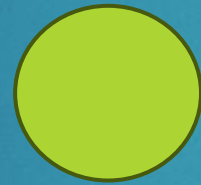
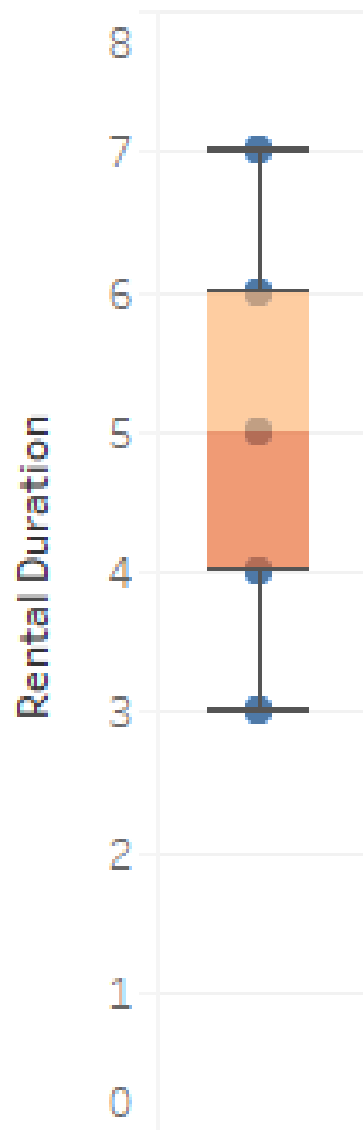


Four of the bottom 10 movies fell into the Documentary and Classics categories.

Genre at a Glance

Sports \$4,892.19	Comedy \$4,002.48	Games \$3,922.18	Family \$3,782.26	Documentary \$3,749.65
Sci-Fi \$4,336.01	New \$3,966.38	Horror \$3,401.27		
Animation \$4,245.31	Action \$3,951.84			
Drama \$4,118.46	Foreign \$3,934.47	Classics \$3,353.38		Travel \$3,227.36
		Children \$3,309.39		Music \$3,071.52

- While majority of genres produced similar revenue, the category "Thriller" only resulted in \$47.89 in total revenue.
- There are only 3 Thriller movies in all of Rockbuster's inventory.



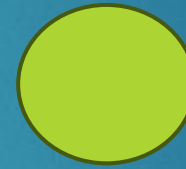
The average rental duration for all movies is 5 days.

Which Countries Are Rockbuster's Customers Based In?

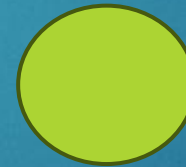


The top 5 countries in terms of customer base are India, China, America, Japan, and Mexico

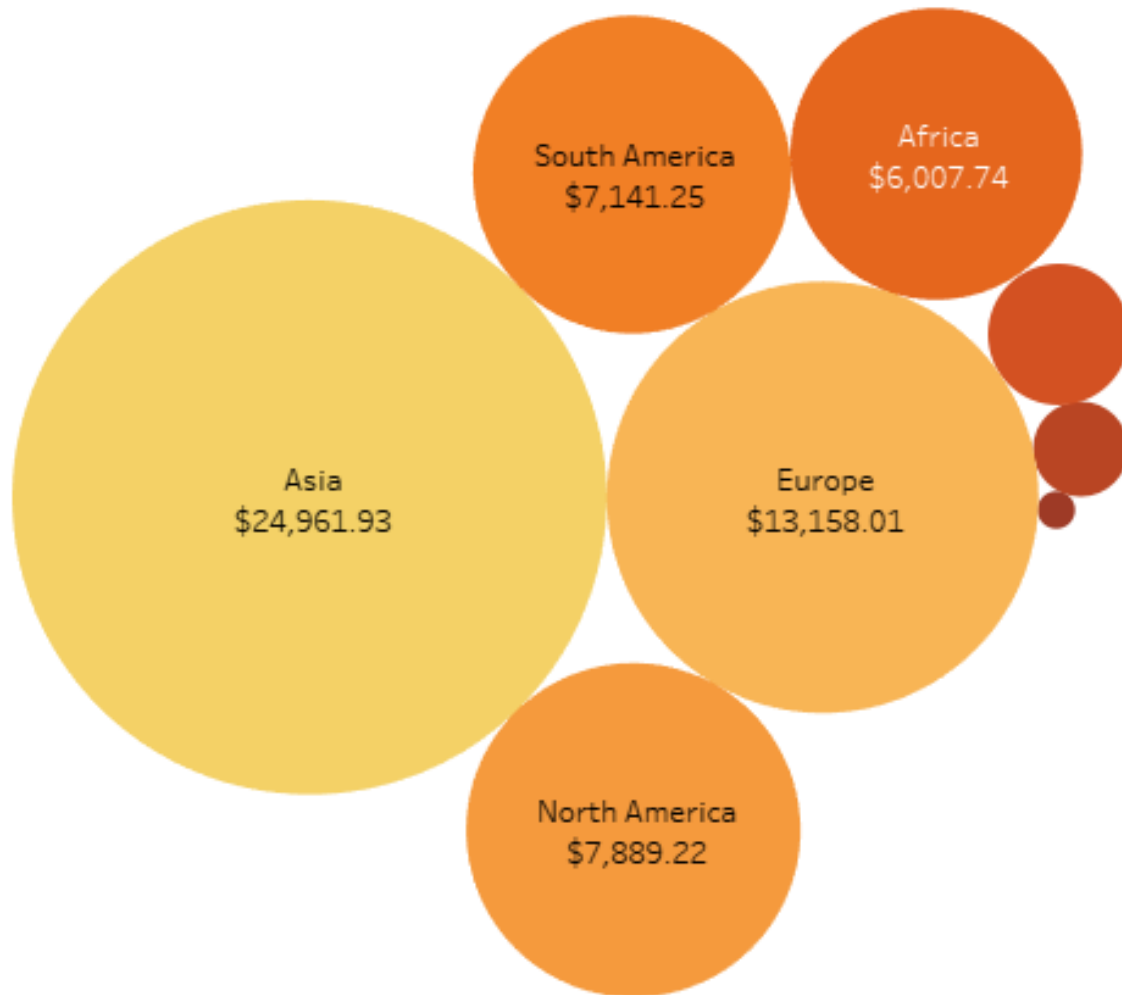
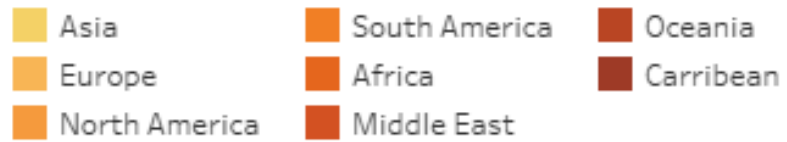
Where Are Customers With a High Lifetime Value Based?



The highest lifetime total amount from a customer was \$211.55.



7 out of 10 high lifetime value customers are NOT from the top 10 revenue producing countries for Rockbuster.



A clear distinction can be seen for revenue by region with Asia leading the way. Europe and North America round out the top 3 sources of revenue by region.

Recommendations

- ▶ Focus marketing efforts in the top 5 countries Rockbuster's customers are located. (India, China, America, Japan, and Mexico)
- ▶ Continue to promote and increase inventory of Sports, Sci-Fi, and Animation. These genres produced the most revenue overall.
- ▶ Increase inventory for Drama and Comedy films as these genres were popular amongst the top revenue producing rentals.
- ▶ Increase inventory for Thriller films. Only having 3 titles limits Rockbuster from capturing a wider customer base.
- ▶ Offer a referral discount program to high value lifetime customers. 7 of these top 10 customers reside outside of Blockbuster's top 5 countries. Referral programs in these parts of the world may help capture new lifetime customers.

Questions



Rockbuster Customer Count Map