

Overview of Rockbuster analytics stealth

2020 Business strategy

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Introduction

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

➔ Objective: Provide Rockbuster business intelligence department with key insights, based on data, to support the launch strategy of the new online service.

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?

Background: data at a glance

Key facts

Number of films: 958

Number of inventoried copies: 4581

Number of customers: 599

Number of rentals: 16044

Total revenue: \$61312.04

Most common release year: 2016

Most common language: English

Most common rating: PG-13

Most common film category: Sports

Key quantitative facts

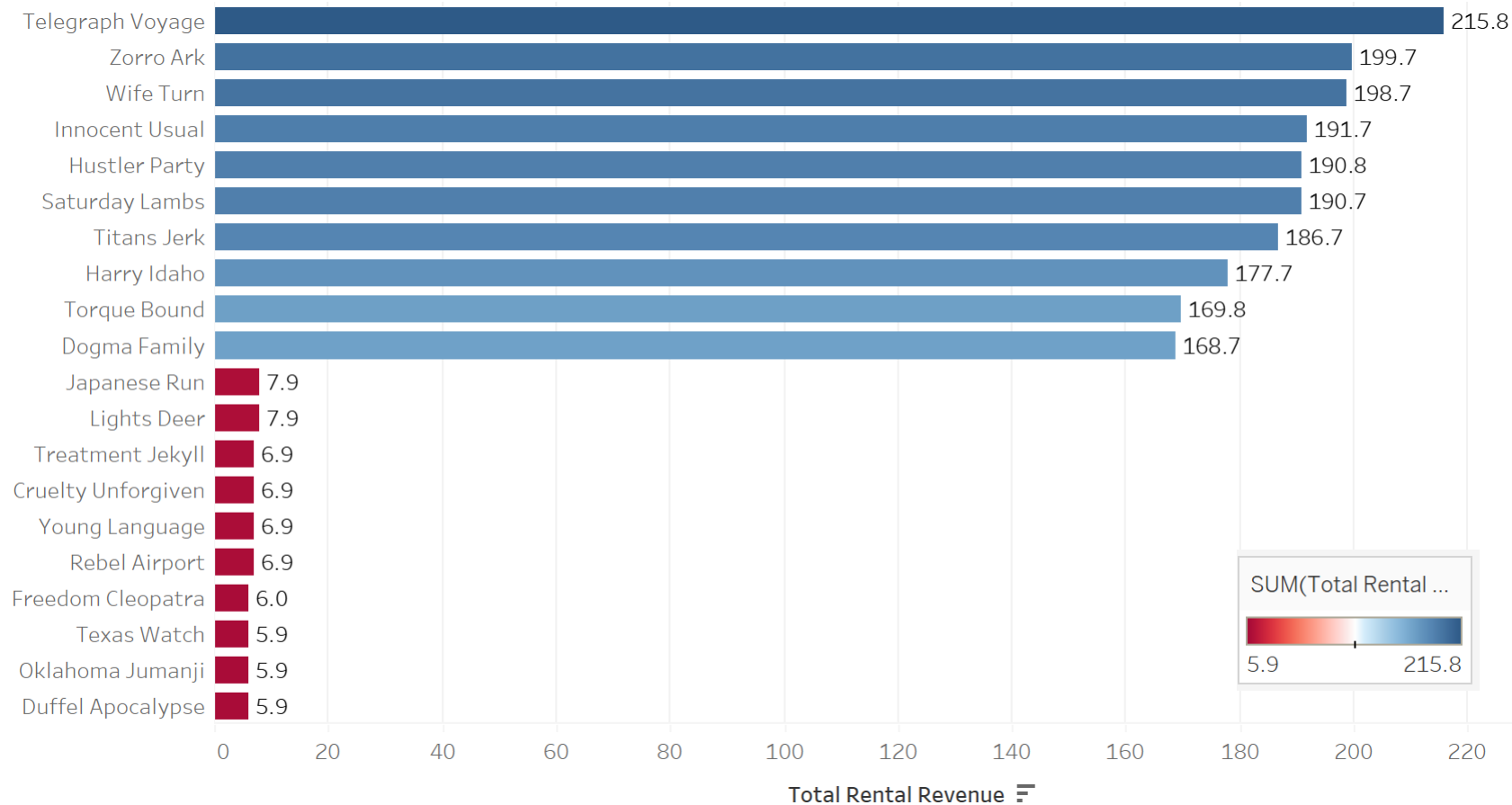
Facts	Minimum	Maximum	Average
Rental duration	3	7	4,985
Rental rate	0,99	4,99	2,98
Replacement Cost	9,99	29,99	19,984
Length	46	185	115.272

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Analytical insights

Films and Revenues

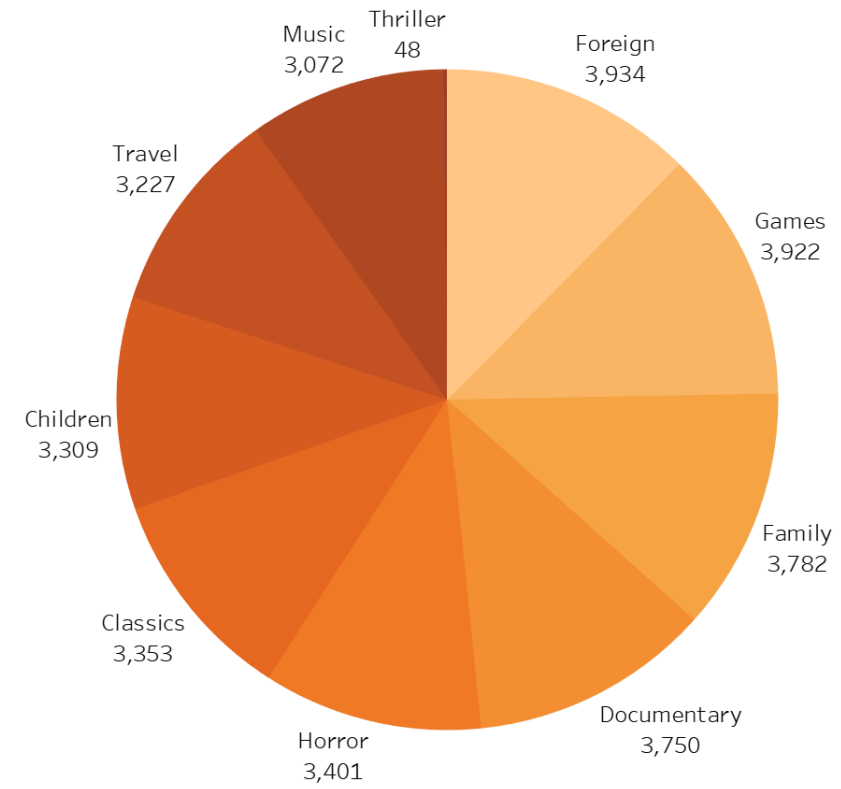
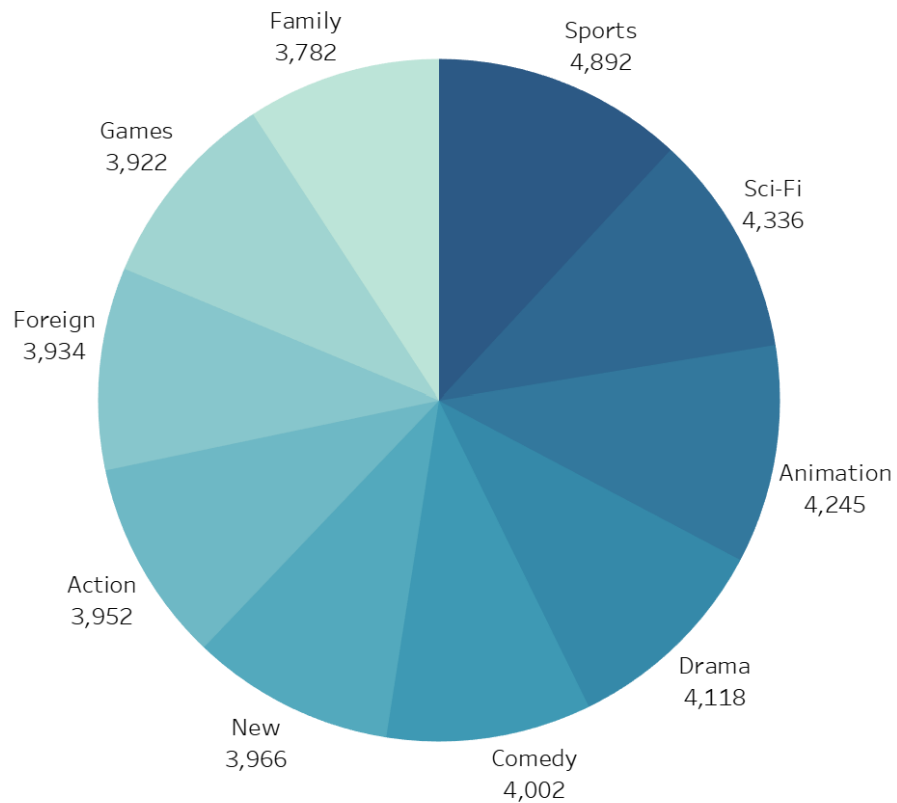
The 10 top and bottom movies by revenue (in US \$)



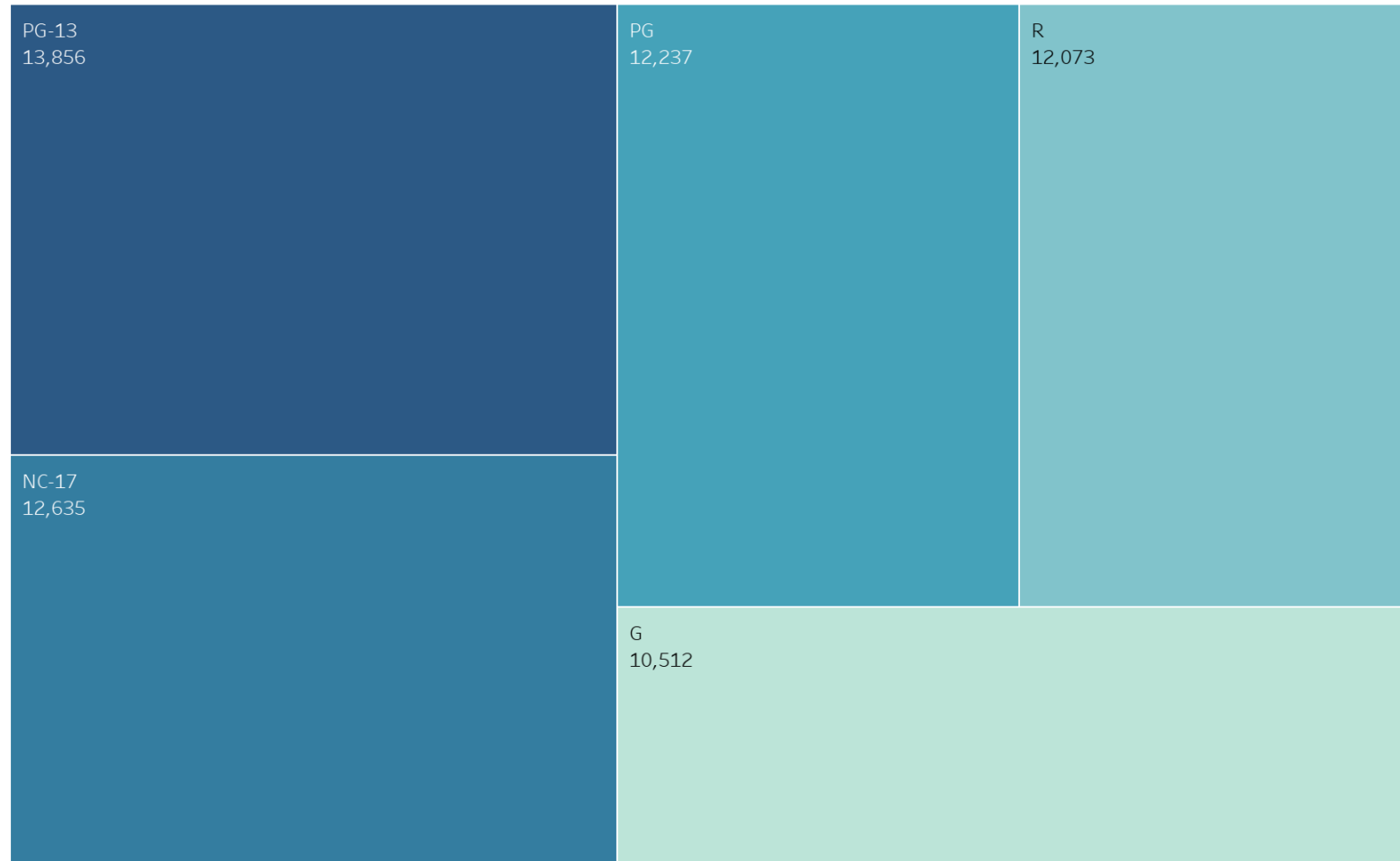
Title	# Copies	Revenue
Telegraph Voyage	7	\$215.8
Zorro Ark	8	\$199.7
Wife Turn	8	\$198.7
Innocent Usual	8	\$191.7
Hustler Party	8	\$190.8
Saturday Lambs	8	\$190.7
Titans Jerk	8	\$186.7
Harry Idaho	8	\$177.7
Torque Bound	8	\$169.8
Dogma Family	8	\$168.7
Japanese run	2	\$7.9
Lights Deer	2	\$7.9
Treatment Jekyll	2	\$6.9
Cruelty Unforgiven	2	\$6.9
Young Language	2	\$6.9
Rebel Airport	2	\$6.9
Freedom Cleopatra	2	\$6
Texas Watch	2	\$5.9
Oklahoma Jumanji	2	\$5.9
Duffel Apocalypse	2	\$5.9

*For the top 10, Rockbuster owns 8 copies for each film except for **Telegraph Voyage** (7 copies), despite being its best selling title.

The 10 top and bottom movie categories by revenue



Rating popularity (per revenue)

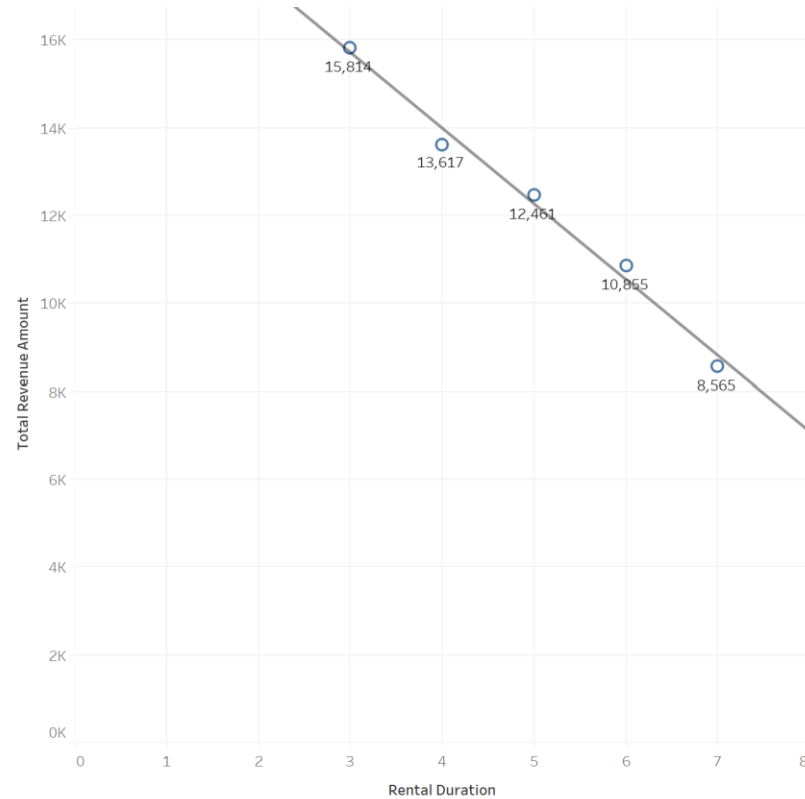


In order of popularity:

1. PG-13
2. NC-17
3. PG
4. R
5. G

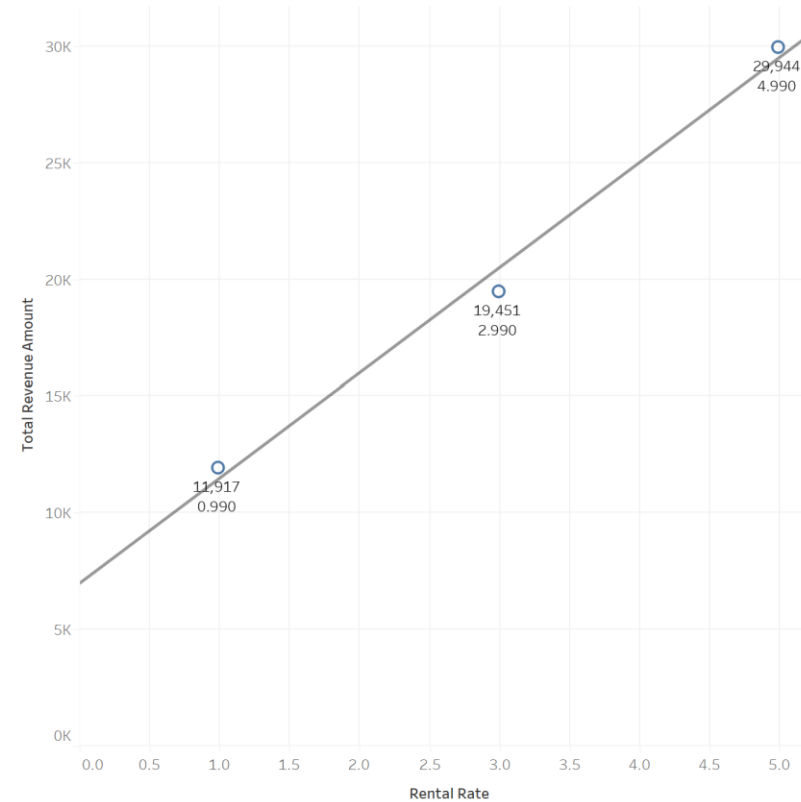
Rental duration popularity

Revenue by rental duration



Higher revenue comes from shorter rental duration films.

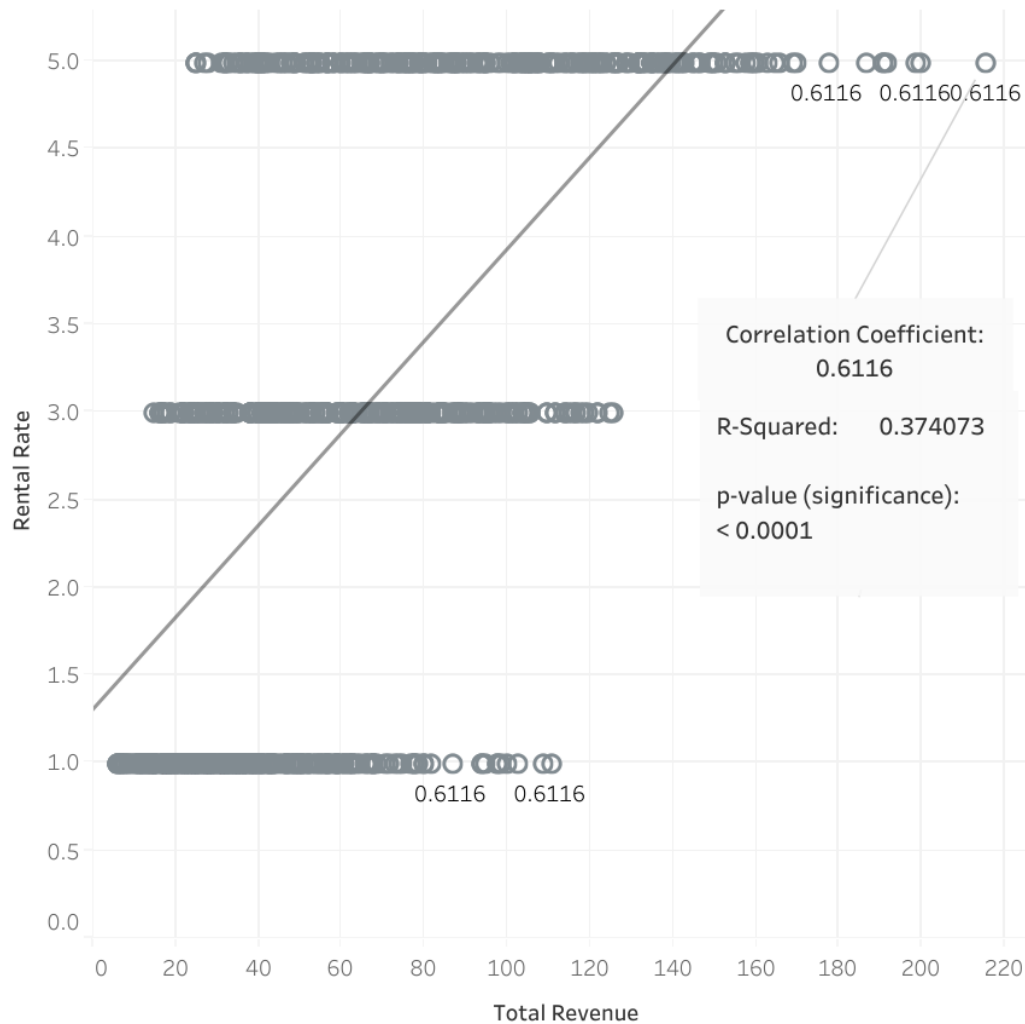
Revenue by rental rate



Higher revenue are generated from higher rental rate films.

Rental duration popularity

Revenue by Rental Rate



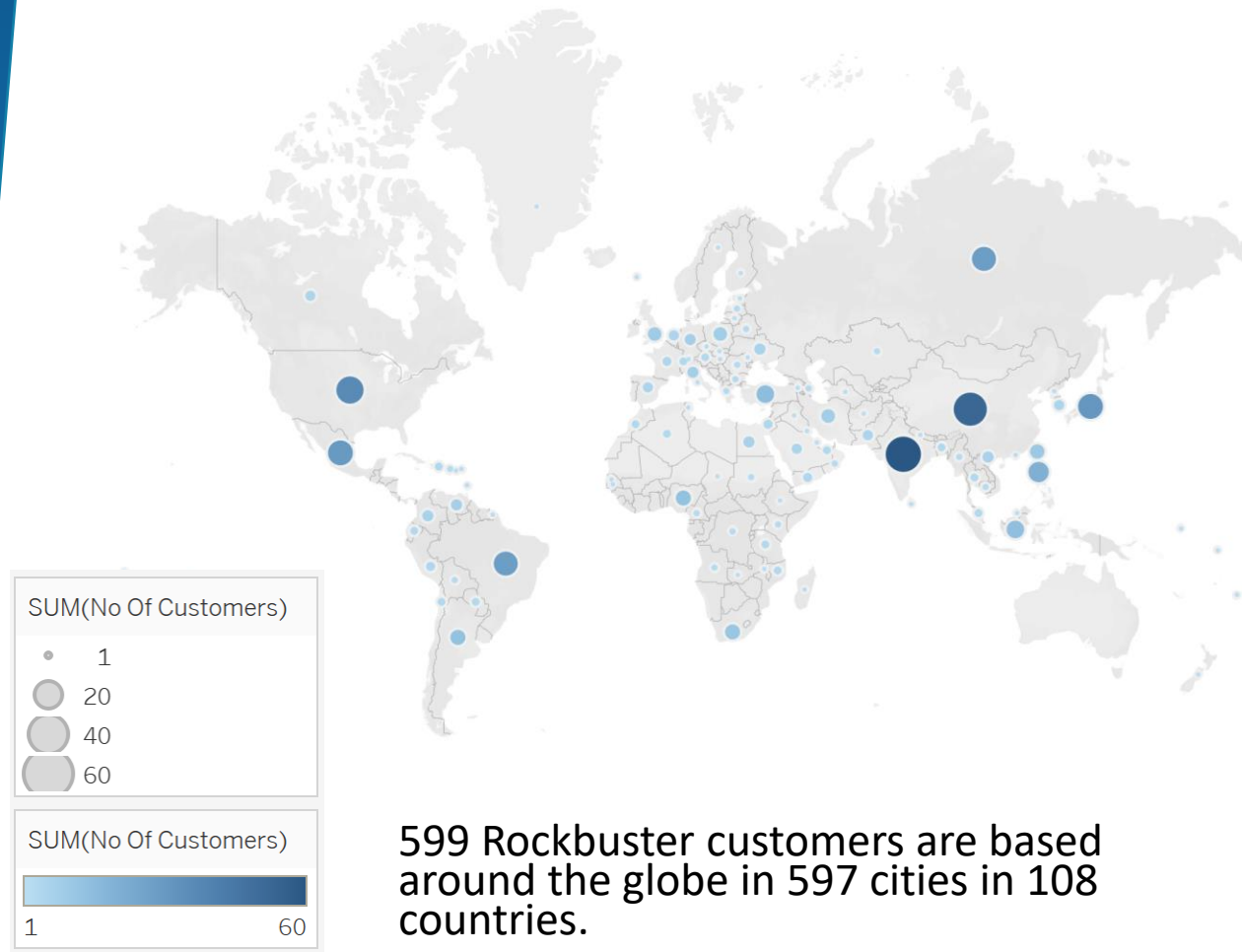
The rental revenue and rental rate has a moderately strong positive correlation of 0.61, meaning that the films with higher rental rates have generated higher revenue from Rockbuster customers.

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Analytical insights

Customers and Geography

Customer base



599 Rockbuster customers are based around the globe in 597 cities in 108 countries.

Top 10 countries list:

Countries	# of Customers	Total Revenue
India	60	6,035
China	53	5,251
United States	36	3,685
Japan	31	3,123
Mexico	30	2,985
Russian federation	28	2,766
Brazil	28	2,919
Philippines	20	2,220
Turkey	15	1,498
Indonesia	14	1,353

Top 10 cities, and top 5 customers

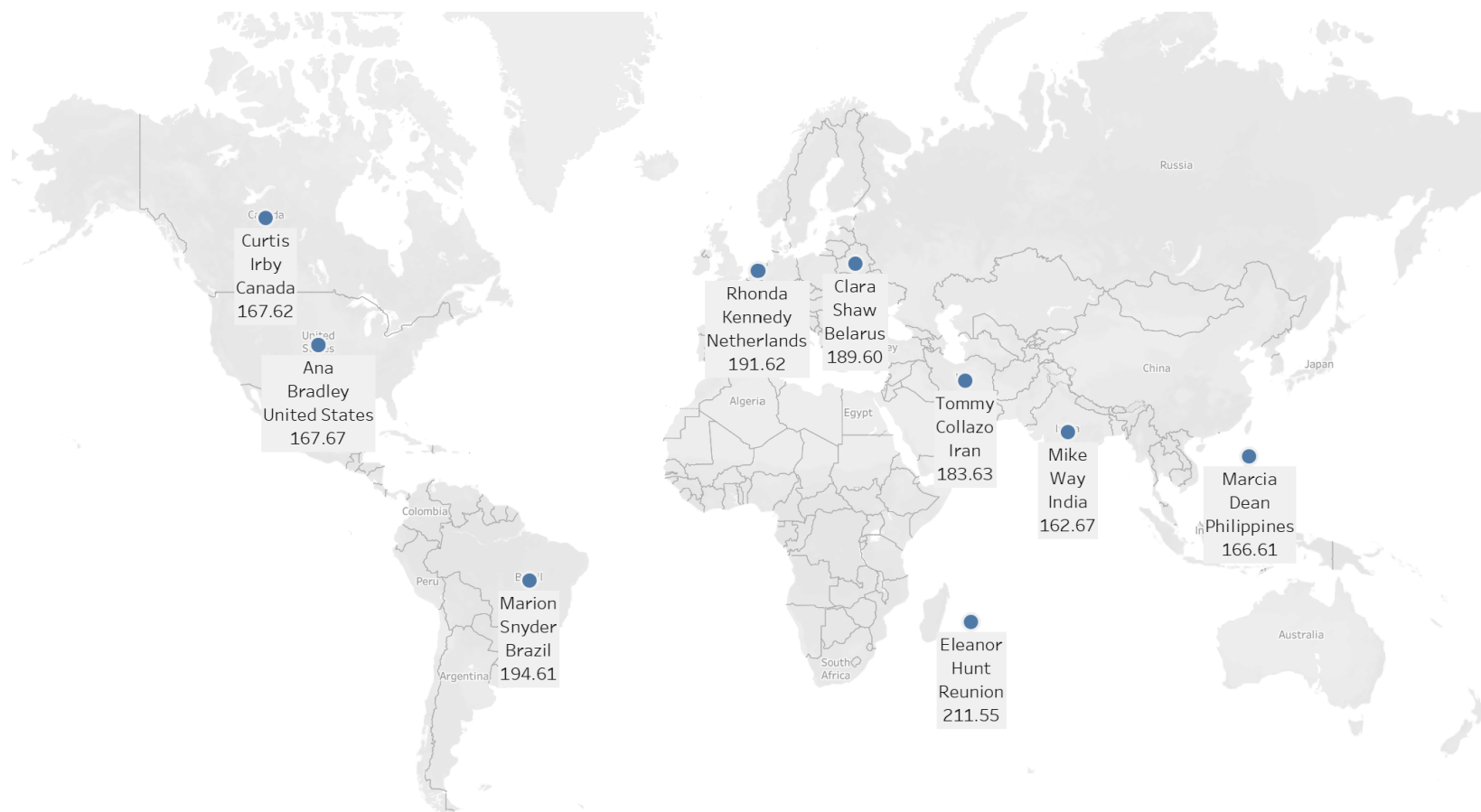
Top 10 cities within top ten countries:

Country	City	# of Customer	Revenue
United states	Aurora	2	\$159.58
	Cape Coral	1	\$208.58
	Memphis	1	\$167.67
India	Bijapur	1	\$154.66
	Halisahar	1	\$154.70
	Valparai	1	\$162.67
Philippines	Santa Rosa	1	\$161.68
	Tanauan	1	\$156.66
	Tanza	1	\$166.61
Brazil	Santa Barbara d'Oeste	1	\$194.61

Top 5 customers within top 10 cities:

First Name	Last Name	Country	City	Revenue
Karl	Seal	United States	Cape Coral	\$208,58
Marion	Snyder	Brazil	Santa Barbara d'Oeste	\$194.61
Ana	Bradley	United States	Memphis	\$167.67
Marcia	Dean	Philippines	Tanza	\$166.61
Mike	Way	India	Valparai	\$162.67

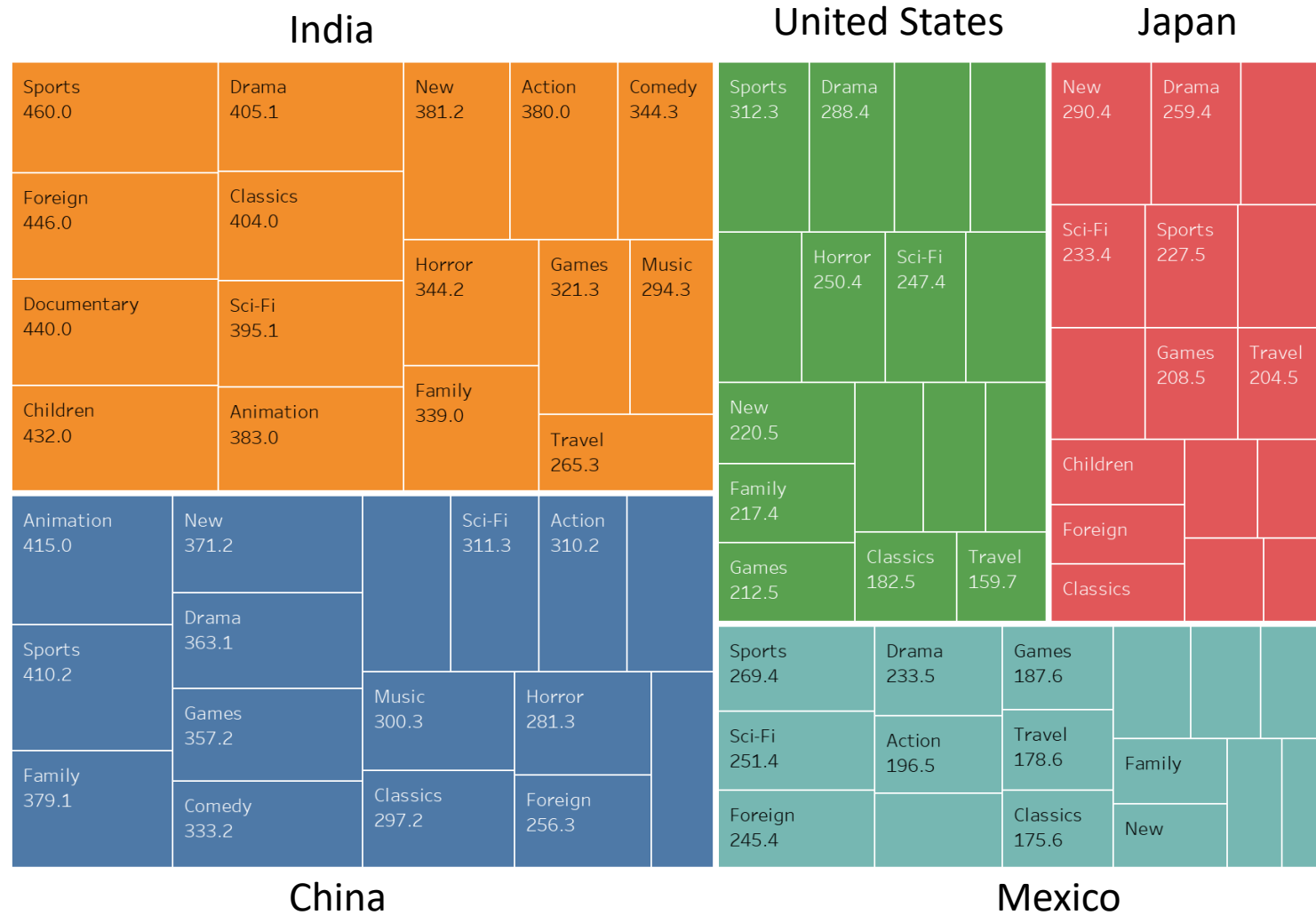
Top 10 high lifetime value customers



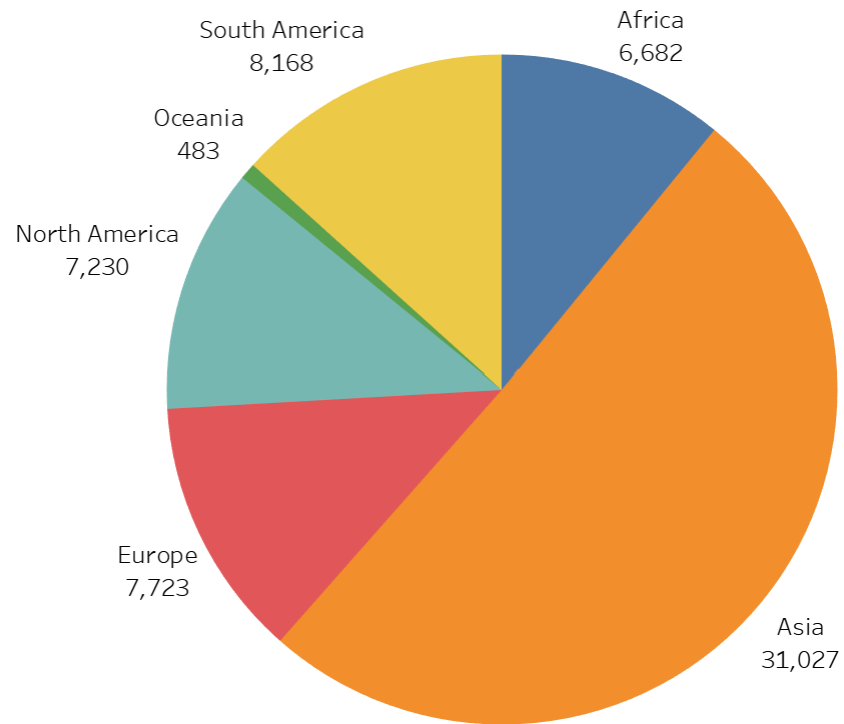
Eleanor Hunt from Reunion was the customer with the highest lifetime value of \$211.55, followed by Marion Snyder from Brazil with \$194.61

The top 10 highest lifetime value customers appeared to be spread out globally with their presence in all regions.

Leading categories in top 5 countries



Regional sales trend



By far, Asia dominates Rockbuster sales by 50%. Followed then by South America, Europe, North America, Africa and Oceania.

Key insights

- The customer base is particularly strong in Asian countries such as India, China, Japan, Philippines and Indonesia. The top 2 countries that generate the most profits are also from this region (India and China)
- Leading categories: Sports, followed by Scifi, Animation, Drama and Comedy.
- Leading ratings: PG13, NC 17, PG
- Higher rental revenue from films of higher rental rate with \$4.99 per film rental

Recommendations

- Increase movies with higher daily rates to maximize the company's revenue
- Increase Sport, Sci-Fi and Comedy movie inventories, while being cautious in increasing Thriller movie inventories
- Consider focusing more resources and investments where customer base is stronger: mostly Asia, and in top 10 countries.
- Develop a mechanism (e.g. loyalty rewards, discounts, incentive programs) to retain high lifetime value customers
- Provide discounts for \$4.99 film rentals when a customer rents films with lower rental rate.
- Increase inventory of PG_13, NC-17 and PG rated films.
- Diversify the inventory by including other languages and non-English films.