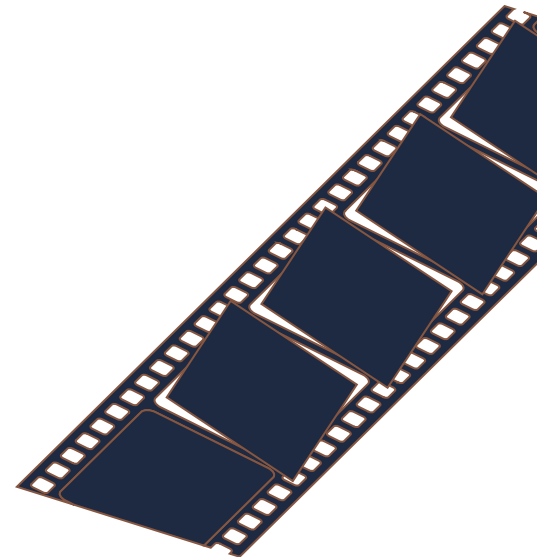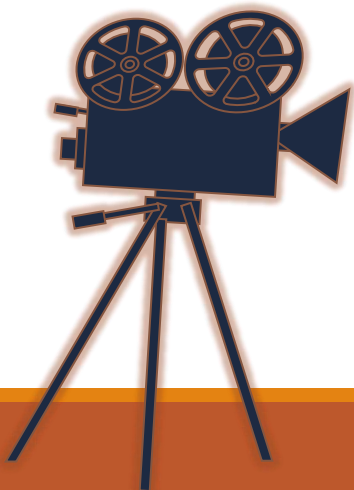# Rockbuster Stealth LLC

Crafting a Winning Business Strategy for 2020

Introduction

Rockbuster Stealth LLC is a movie rental company, which due to competition pressure from other streaming services, is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive. The data is analysed and presented in the following dashboard

Agenda

Top Revenue Generating Movies

Customer base countries

Top revenue/rental rate movie genres

Future business development plans

Background Information

Earliest Release Year Of A Movie: 2006	Latest Release Year Of A Movie: 2006	Average Release Year Of A Movie: 2006
Minimal Rental Duration Of A Movie: 3 Days	Maximal Rental Duration Of A Movie: 3 Days	Average Rental Duration Of A Movie: 4.99 Days
Minimal Rental Rate Of A Movie: 0.99	Maximal Rental Rate Of A Movie: 4.99	Average Rental Rate Of A Movie: 2.98
Minimal Length Of A Movie: 46 Min	Maximal Length Of A Movie: 185 Min	Average Length Of A Movie: 115.27 Min
Minimal Replacement Cost Of A Movie: 9.99	Maximal Replacement Cost Of A Movie: 29.99	Average Replacement Cost Of A Movie: 19.98

Movie ratings - PG, R, NC-17, PG-13, G

Language - English

Movie genres - Thriller, Sci-Fi, Comedy, War, Family, Games, Crime, Animation, Romance, Documentary, Classics, Sports, New, Children, Music, Travel, Foreign, Horror, Drama, Action.

Top 10 Most Revenue Generated Movies

- The chart illustrates notable variations in movie revenue, with Telegraph Voyage securing the top position at $215.75, followed closely by Zorrow Ark at $199.72 and Wife Turn at $198.73.

- Music genre emerges as the leading category, followed by Comedy, Documentary, and more.

Top 10 Revenue Generated Movies

Telegraph Voyage $215.75

Titans Jerk $186.73

Torque Bound $169.76

Saturday Lambs $190.74

Dogma Family $168.72

Harry Idaho $177.73

Wife Turn $198.73

Innocent Usual $191.74

Hustler Party $190.78

Zorro Ark $199.72

Genre
- Animation
- Comedy
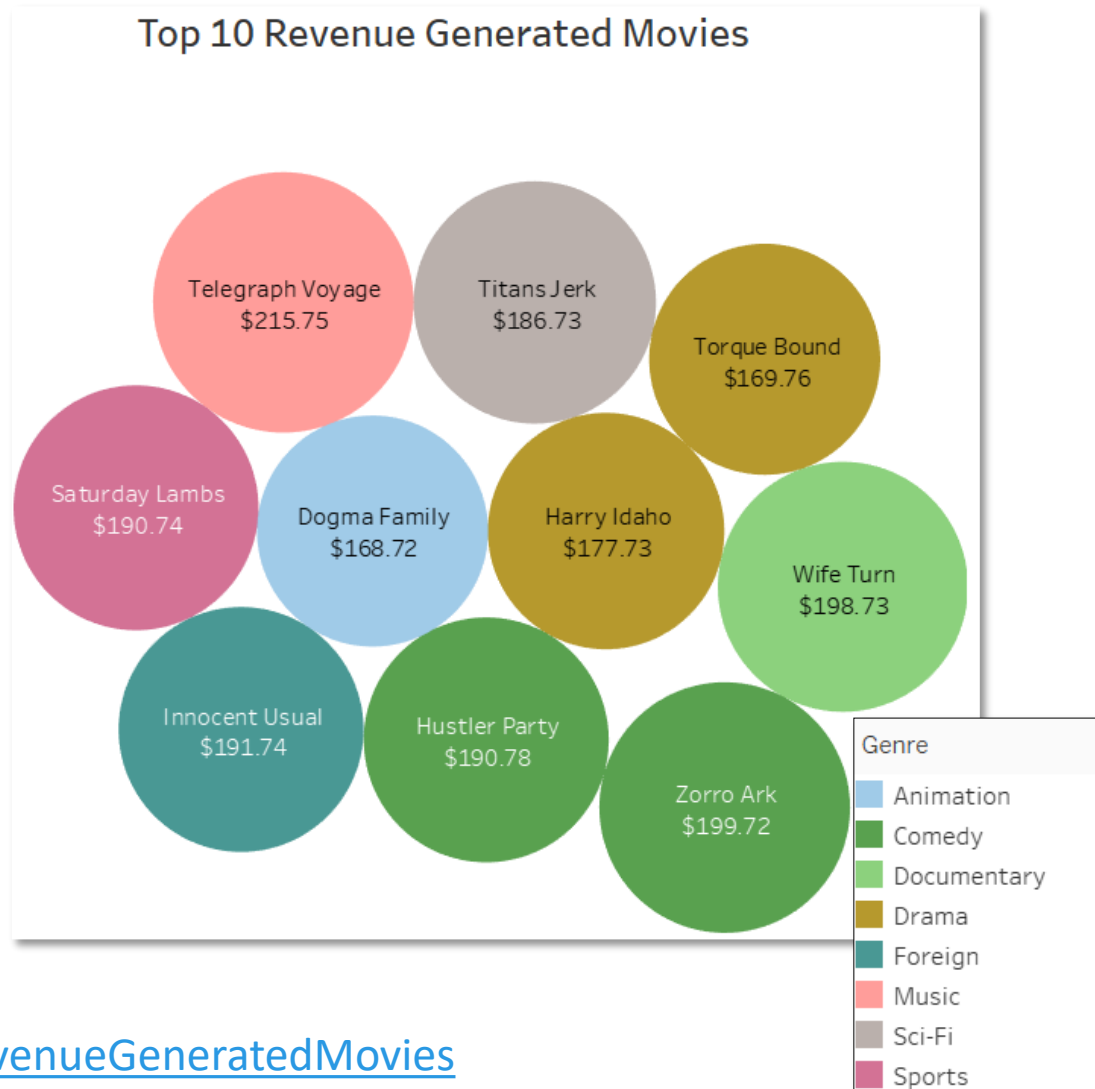- Documentary
- Drama
- Foreign
- Music
- Sci-Fi
- Sports

Tableau visualisation link -   Top10RevenueGeneratedMovies

Bottom 10 Least Revenue Generated movies

- The chart clearly depicts the movies with the lowest revenue generation, namely Texas Watch, Duffel Apocalypse, and Freedom Cleopatra, which generated a mere $5.94 in revenue collectively

- the genres with the least revenue generation are Horror, Documentary, New, Comedy, and Music.

Bottom 10 Revenue Generated Movies

Young Language $6.93

Japanese Run $7.94

Lights Deer $7.93

Treatment Jekyll $6.94

Cruelty Unforgiven $6.94

Duffel Apocalypse $5.94

Oklahoma Jumanji $5.94

Texas Watch $5.94

Freedom Cleopatra $5.95

Rebel Airport $6.93

Genre
- Classics
- Comedy
- Documentary
- Drama
- Horror
- Music
- New
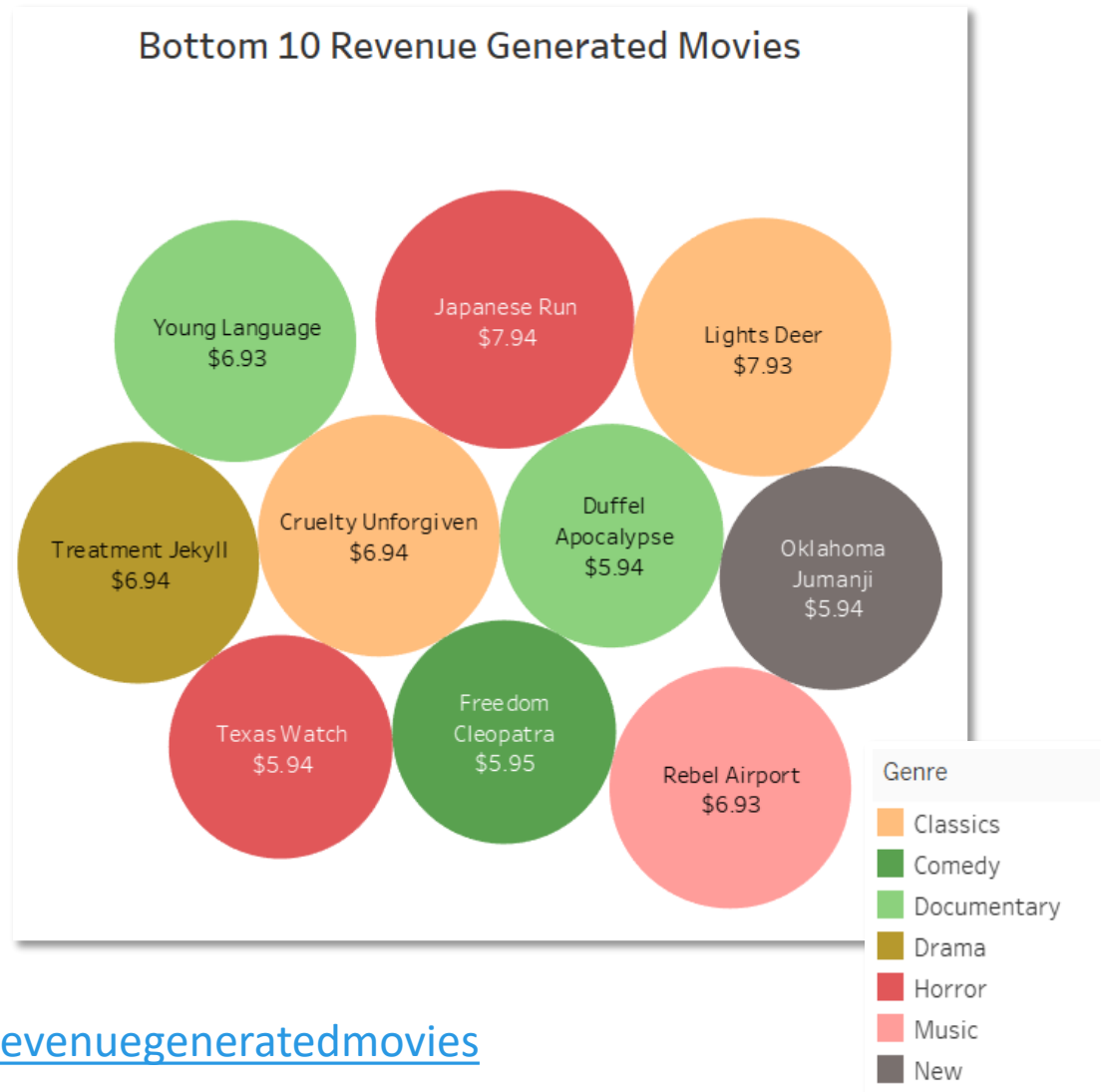
Tableau visualisation link - Bottom10Revenuegeneratedmovies

Customers and Revenue Generated by Country

Country	
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14
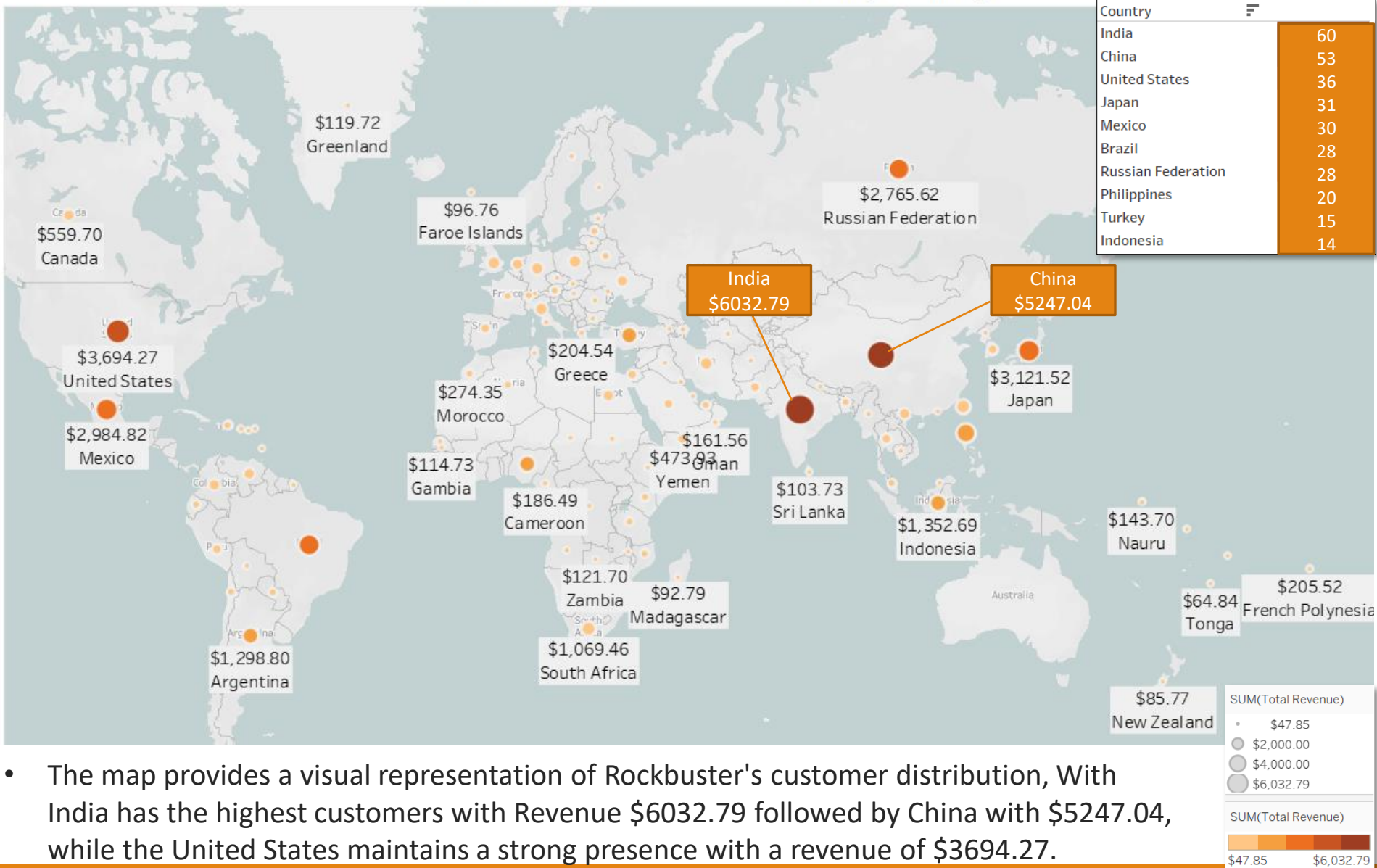
- The map provides a visual representation of Rockbuster's customer distribution, With India has the highest customers with Revenue $6032.79 followed by China with $5247.04, while the United States maintains a strong presence with a revenue of $3694.27.

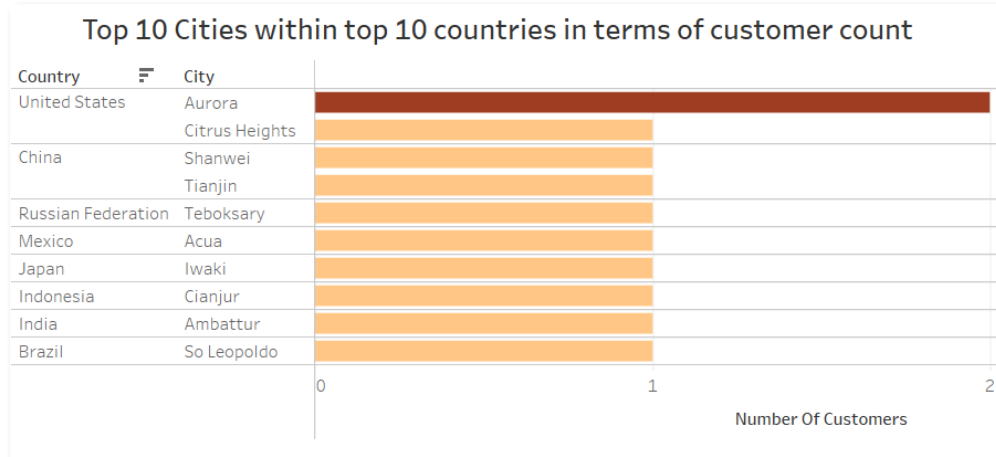Tableau visualisation link - CustomersandRevenueGeneratedbyCountry

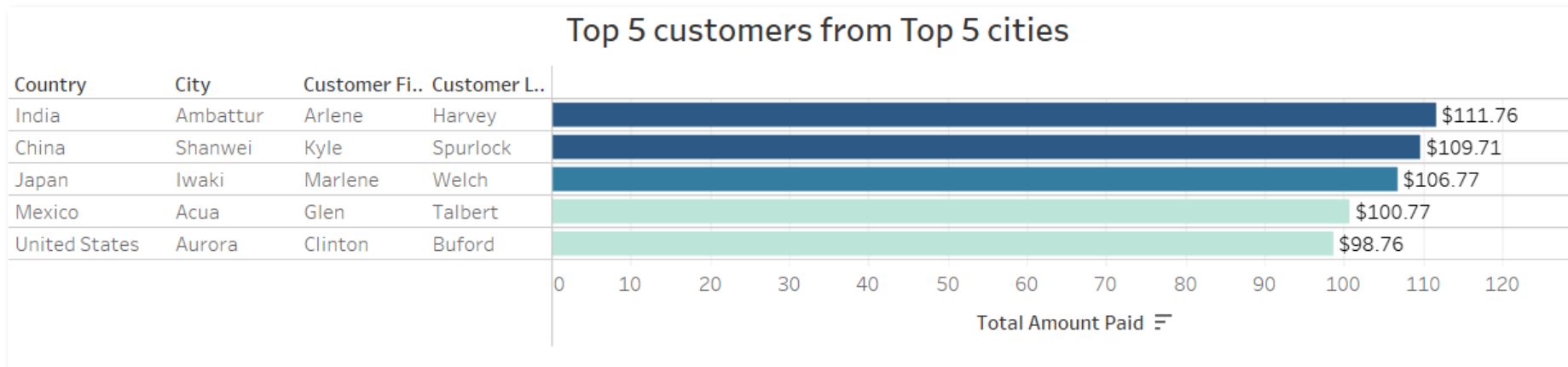# Top 10 Customers and Revenue by country
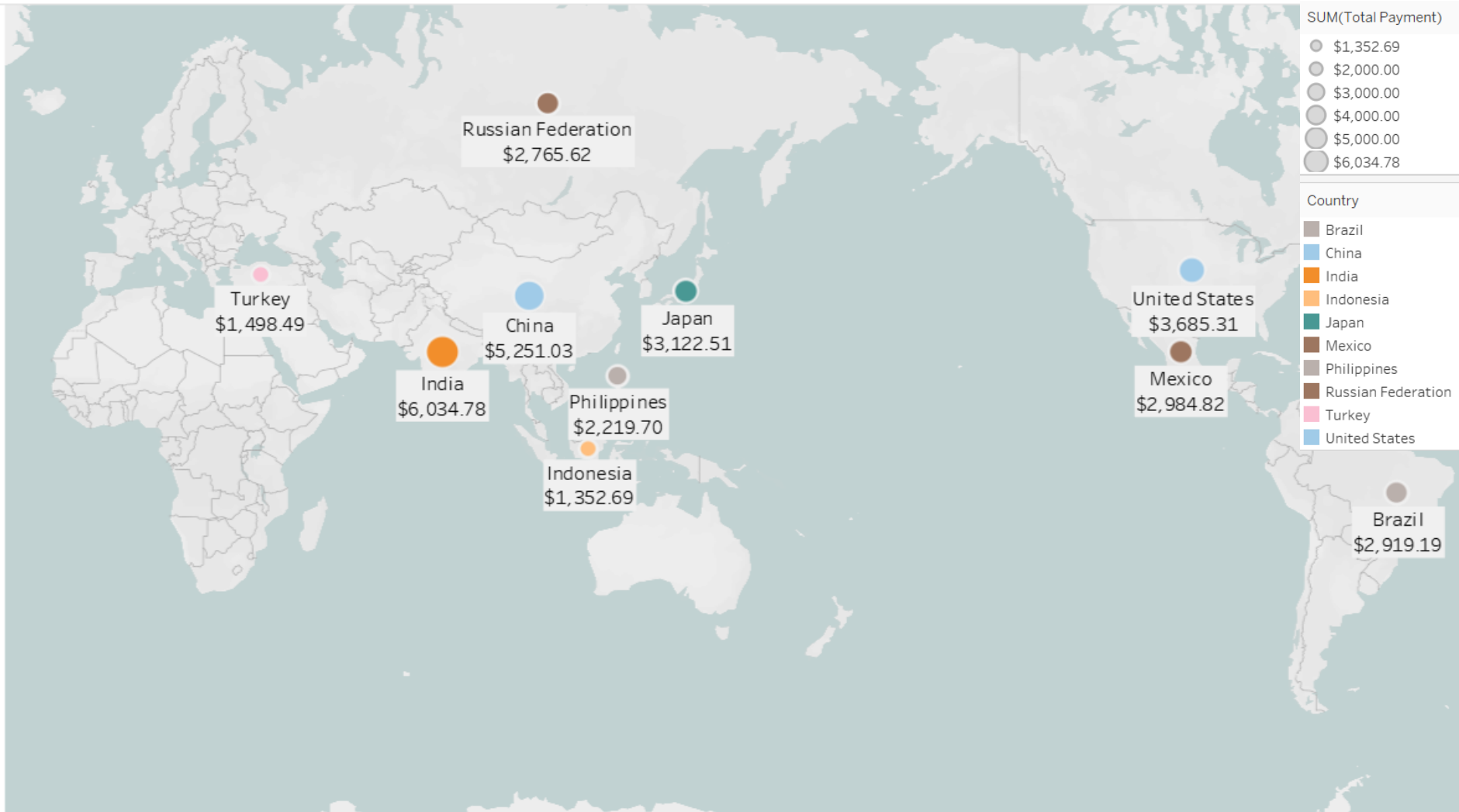
- The above map shows us the top 10 Countries by revenue. They are - India, China, United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey, Indonesia.

Tableau Visualisation link - Top10CustomersandRevenuebycountry

Customer Base: Top Cities and High Spenders in the Top 10 Countries

Top 10 Cities within top 10 countries in terms of customer count

| Country	City
United States	Aurora
	Citrus Heights
China	Shanwei
	Tianjin
Russian Federation	Teboksary
Mexico	Acua
Japan	Iwaki
Indonesia	Cianjur
India	Ambattur
Brazil	So Leopoldo

Number Of Customers

- The graph provides insights into the top 10 cities across the highest customer-populated countries. Notably, "Aurora" in the United States stands as the sole city with more than one customer. However, this observation highlights the absence of correlation between customer count and specific cities, as customers are evenly distributed. For instance, despite India having the largest customer count (60), it is noteworthy that there are 60 cities, each with one customer.

Top 5 customers from Top 5 cities

Country	City	Customer Fi..	Customer L..	Total Amount Paid
India	Ambattur	Arlene	Harvey	$111.76
China	Shanwei	Kyle	Spurlock	$109.71
Japan	Iwaki	Marlene	Welch	$106.77
Mexico	Acua	Glen	Talbert	$100.77
United States	Aurora	Clinton	Buford	$98.76

The bar graph highlights the highest spenders among the top 10 cities, showcasing the top 5 customers who spent the most. Leading the list is Arlene Harvey from Ambattur, India, who spent $111.76 with Rockbuster.
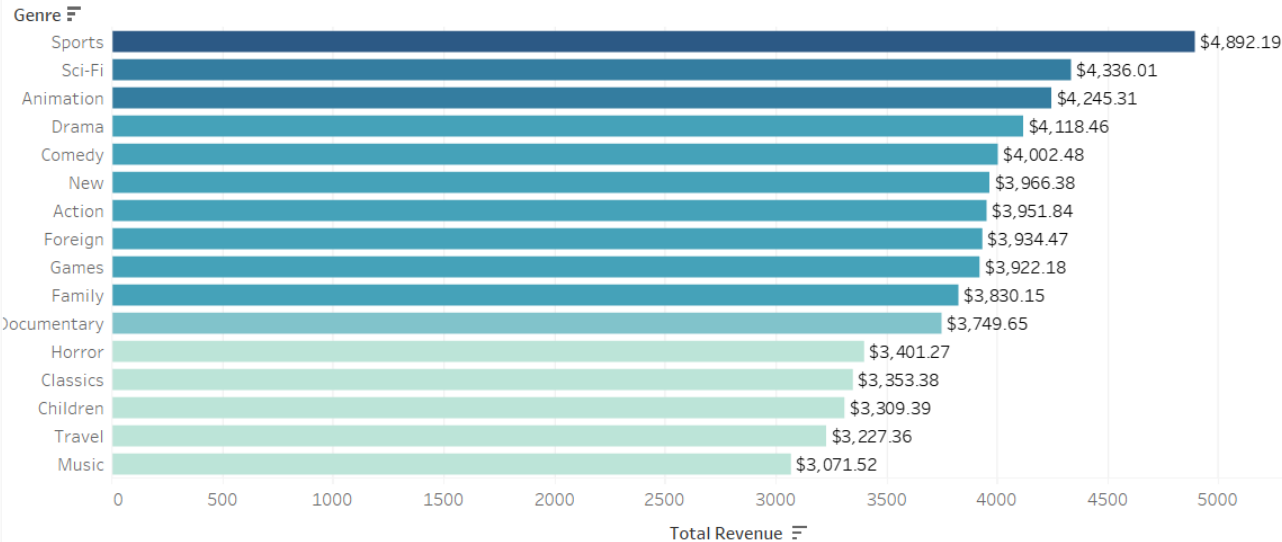
High Lifetime Value Customers
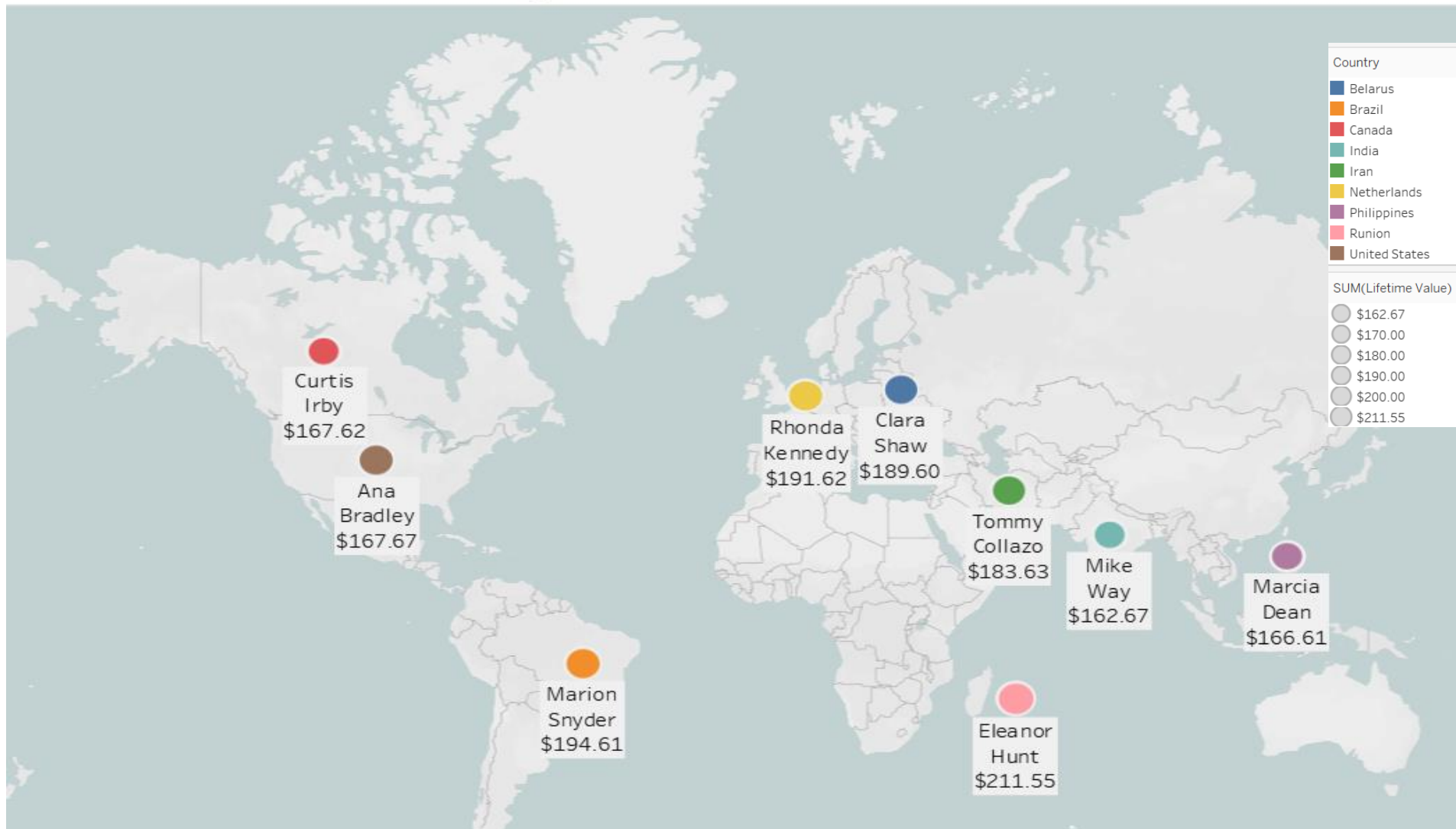
Eleanor Hunt, hailing from Reunion, emerged as the customer with the highest lifetime value, totaling $211.55. Marion Snyder from Brazil closely followed with a lifetime value of $194.61. Notably, the top 10 customers with the highest lifetime value showcased a global distribution, spanning across various regions.

Top revenue/rental rate movie genres?

Genres and rental rate

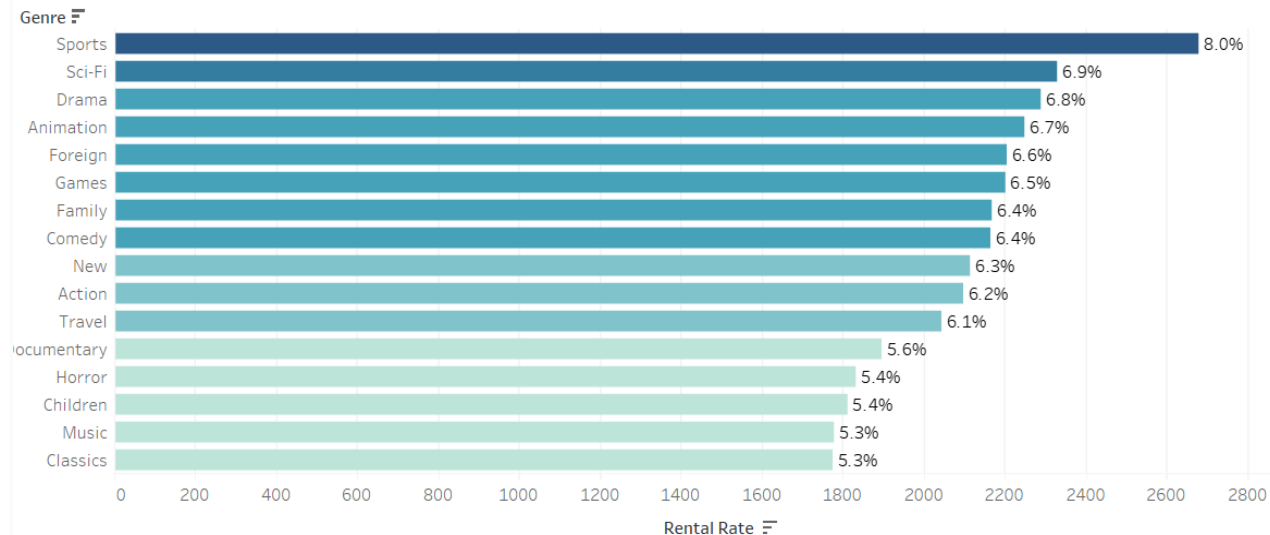| Genre	Total Revenue
Sports	$4,892.19
Sci-Fi	$4,336.01
Animation	$4,245.31
Drama	$4,118.46
Comedy	$4,002.48
New	$3,966.38
Action	$3,951.84
Foreign	$3,934.47
Games	$3,922.18
Family	$3,830.15
Documentary	$3,749.65
Horror	$3,401.27
Classics	$3,353.38
Children	$3,309.39
Travel	$3,227.36
Music	$3,071.52

- The graphs clearly illustrate that "Sports," "Sci-Fi," "Animation," and "Drama" are leading Genres in terms of both total revenue and rental rates.
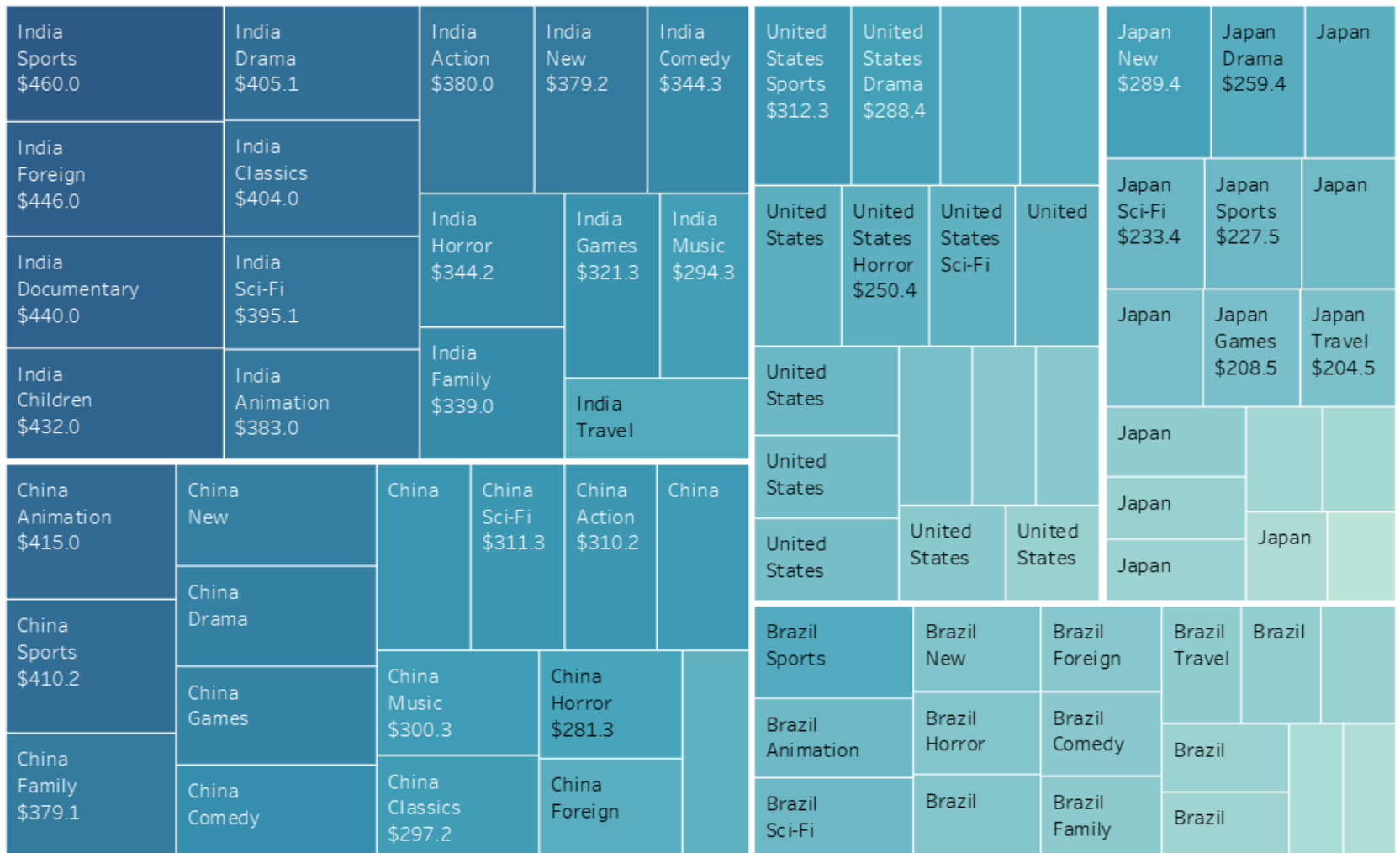
- The charts indicate a negligible or non-existent difference between revenue and rental rate in terms of the movie genre.

Tableau Visualisation link - GenresRentalRate

Genres Rental Rate

Genre	Rental Rate
Sports	8.0%
Sci-Fi	6.9%
Drama	6.8%
Animation	6.7%
Foreign	6.6%
Games	6.5%
Family	6.4%
Comedy	6.4%
New	6.3%
Action	6.2%
Travel	6.1%
Documentary	5.6%
Horror	5.4%
Children	5.4%
Music	5.3%
Classics	5.3%

Top 5 Revenue Making Countries with Leading Genres

India Sports $460.0	India Drama $405.1	India Action $380.0	India New $379.2	India Comedy $344.3

- The top Genres in India, United States and Mexico are Sports. While In China Animation takes the lead and "New" genre in Japan.

Visualisation Link -   Top5RevenuemakingcountrieswithLeadingGenres

Top 5 Leading Movie MPAA ratings
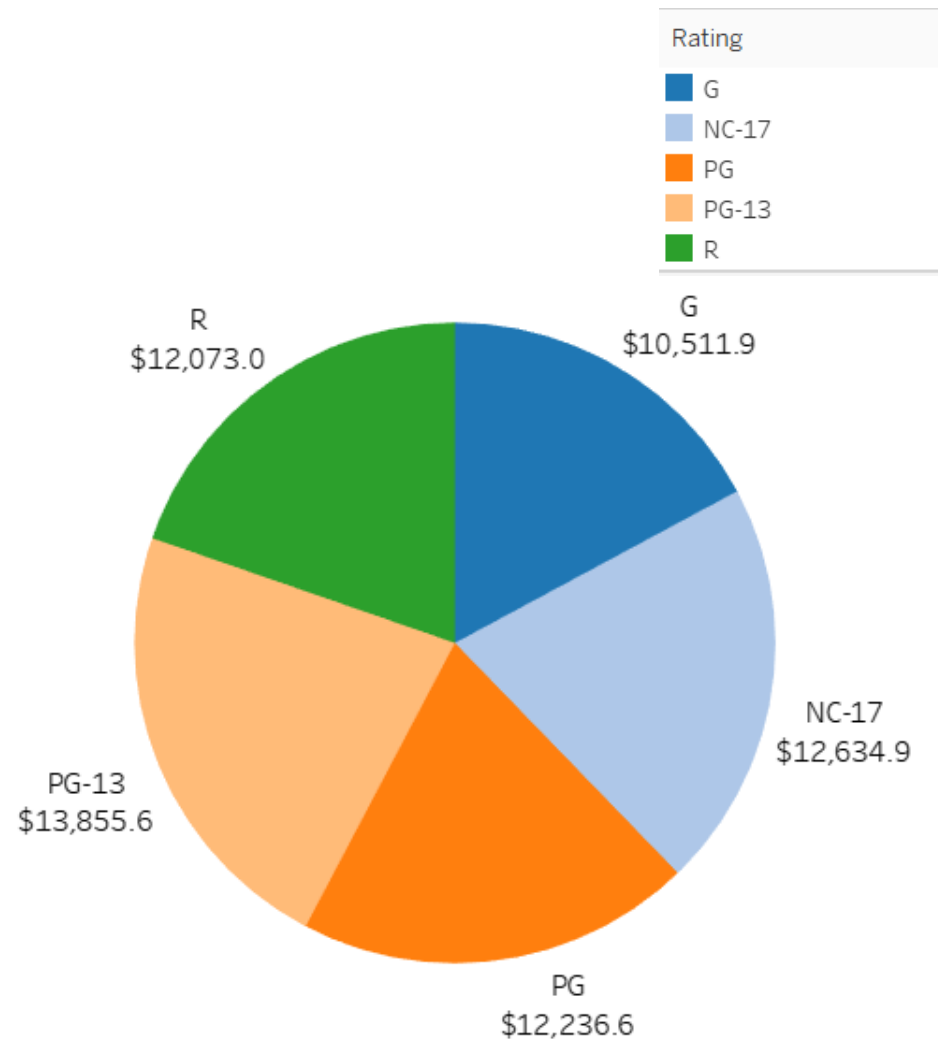
- We can see from the Pie chart that PG -13 is the top Revenue making MPAA rating with $13,855.6. Followed by NC-17 with $12,634.9

- There is minimal difference between PG and R. PG generated a total revenue of $12,234.6, while R-rated movies accumulated $12,073.0 in revenue.

  Tableau Visualisation link –

  Top5LeadingMovieMPAAratings

Insights And Recommendations

- Rockbuster should prioritize its focus on customers with high lifetime value, as they contribute significantly to the company's revenue. Notably, the company's top revenue drivers originate from diverse markets, including India, China, Japan, Mexico, and the United States.

- The following customers have emerged as the top contributors to revenue, making significant financial impact for the company: Arlene Harvey, Kyle Spurlock, Marlene Welch, Glen Talbert, and Clinton Buford.

- In India, the United States, and Mexico, the dominant genres that reign supreme are Sports. However, Animation takes the lead in China, while Japan embraces the unique category of "New" as its top genre.

- Among the array of movie ratings, it is evident that every rating category holds a noticeable presence. However, the top two positions are dominated by the PG-13 and NC-17 ratings.

- Every single movie in the collection adheres to the English language and was released in the year 2006.

Recommendations

- I would recommend Rockbuster to allocate resources towards incentivizing our most valuable customers, offering them enticing benefits such as loyalty cards, exclusive discounts, and special gifts as a means to nurture their loyalty and encourage continued engagement.

- Direct attention towards expanding the selection of Sports, Sci-Fi, Animation, Drama, and Comedy movies, prioritizing these genres to cater to the preferences and interests of target audience.

- Allocate resources towards marketing efforts that highlight and promote the appeal of Sports, Foreign, and Documentary movies specifically for the Indian market.
  - In China, prioritize the promotion of Animation, Sports, and Family genres.
  - For the United States, focus on promoting Sports, Drama, and Documentary films.
  - In Japan, emphasize the allure of New, Drama, and Animation genres.
  - Lastly, in Mexico, target the promotion of Sports, Sci-Fi, and Foreign movies to captivate the local audience.

- Effective visual design plays a pivotal role in the successful launch of a new online streaming service. Consequently, it is essential to engage in thorough discussions with the design team to optimize the visuals and elevate customer interest to new heights.

Thank you