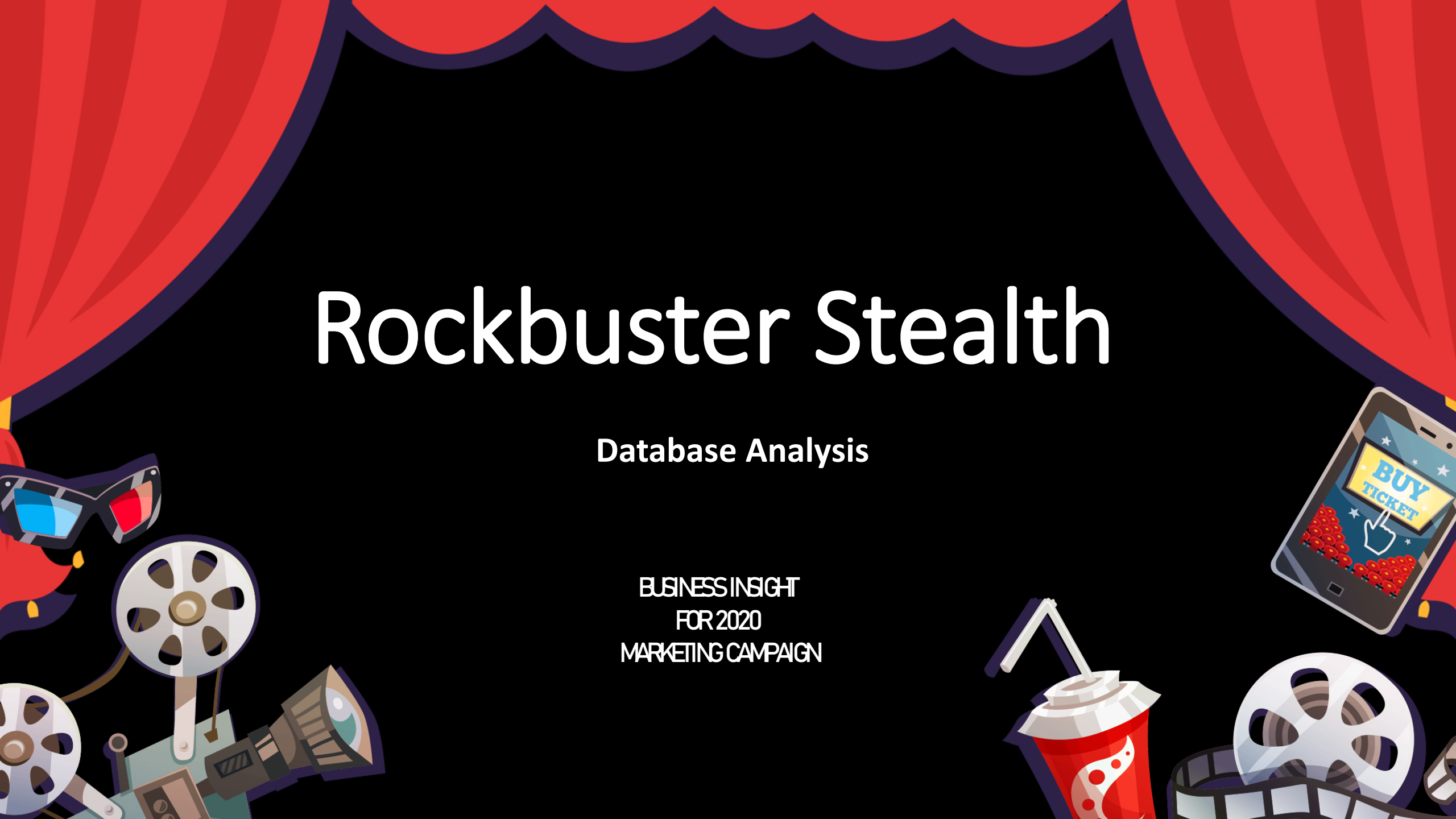# Rockbuster Stealth

**Database Analysis**

BUSINESS INSIGHT
FOR 2020
MARKETING CAMPAIGN

# PROJECT OVERVIEW

01 • Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

02 • Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

03 • Therefore, in order to launch the new online video service, they need the answers to the following questions on the right.

# OBJECTIVE

1. Which movies contributed the most/least to revenue gain?

2. What was the average rental duration for all videos?

3. Which countries are Rockbuster customers based in?

4. Where are customers with a high lifetime value based?

5. Do sales figures vary between geographic regions?

# DATA Overview

| | 1000 Movies — Film length | Rental Rate | Replacement Cost | Rental Duration |
|---|---|---|---|---|
| **Maximum** | 185 MIN | 4.99$ | 29.99$ | 7 |
| **Minimum** | 46 MIN | 0.99$ | 9.99$ | 3 |
| **Average** | 115.7 MIN | 2.98$ | 19.984$ | 4.98 |
| **COUNT** | 1000 | 1000 | 1000 | 1000 |

- 109 COUNTRIES
- 600 CITIES
- 16044 RENTALS
- 599 CUSTOMERS
- 2 STORES
- AVAILABLE MOVIE LANGUAGE: ENGLISH
- 1000 FILMS
- 6132.04 $ REVENUE
- PG13 RATING IS THE HIGHEST

# FILM ANALYSIS

## 20 Highest Earning Films

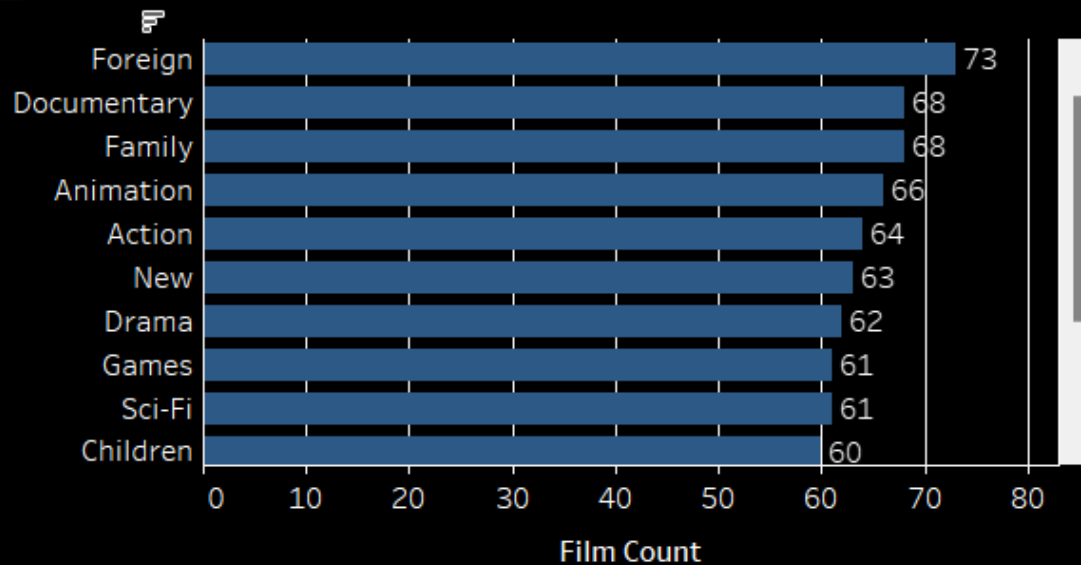| | |
|---|---|
| Telegraph Voyage | $215.75 |
| Zorro Ark | $199.72 |
| Wife Turn | $198.73 |
| Innocent Usual | $191.74 |
| Hustler Party | $190.78 |
| Saturday Lambs | $190.74 |
| Titans Jerk | $186.73 |
| Harry Idaho | $177.73 |
| Torque Bound | $169.76 |
| Dogma Family | $168.72 |
| Pelican Comforts | $165.77 |
| Goodfellas Salute | $164.75 |

**Rockbuster Stealth reached $61,312 in total revenue with 958 films across the regions.**

## Film count with respect to Genre

| Genre | Film Count |
|---|---|
| Foreign | 73 |
| Documentary | 68 |
| Family | 68 |
| Animation | 66 |
| Action | 64 |
| New | 63 |
| Drama | 62 |
| Games | 61 |
| Sci-Fi | 61 |
| Children | 60 |

| | |
|---|---|
| G | 178 |
| NC-17 | 210 |
| PG | 194 |
| PG-13 | 223 |
| R | 195 |

The top highest-earning 20 films contributed 6% of the revenue share while the bottom 20 fell under 0.5%.

NOTE: 1000 film titles are in the database but there are 958 included in the inventory.

## 20 Lowest Earning Films

| | |
|---|---|
| Duffel Apocalypse | $5.94 |
| Oklahoma Jumanji | $5.94 |
| Texas Watch | $5.94 |
| Freedom Cleopatra | $5.95 |
| Rebel Airport | $6.93 |
| Young Language | $6.93 |
| Cruelty Unforgiven | $6.94 |
| Treatment Jekyll | $6.94 |
| Lights Deer | $7.93 |
| Japanese Run | $7.94 |
| Stallion Sundance | $7.94 |
| Ghostbusters Elf | $8.93 |

**16,044**
TOTAL RENTALS

GENERAL AUDIENCES — ALL AGES ADMITTED
PG PARENTAL GUIDANCE SUGGESTED — SOME MATERIAL MAY NOT BE SUITABLE FOR CHILDREN
PG-13 PARENTS STRONGLY CAUTIONED — SOME MATERIAL MAY BE INAPPROPRIATE FOR CHILDREN UNDER 13
R RESTRICTED — UNDER 17 REQUIRES ACCOMPANYING PARENT OR ADULT GUARDIAN
NC-17 NO ONE 17 AND UNDER ADMITTED

| Category | Fee |
|---|---|
| Action | 2.6681 |
| Animation | 2.7602 |
| Children | 2.6895 |
| Classics | 2.6386 |
| Comedy | 3.2833 |
| Documentary | 2.6167 |
| Drama | 3.1825 |
| Family | 2.6966 |
| Foreign | 2.9532 |

| Rating | Fee |
|---|---|
| G | $2.89 |
| NC-17 | $2.97 |
| PG | $3.05 |
| PG-13 | $3.03 |
| R | $2.94 |

Thriller, Travel, Music, Family and Foreign films have the highest average rental duration out of all categories.

The average rental duration is within 5 days at a midpoint fee of $2.98.

While 22% of viewers watched PG-13 films followed by NC-17 and PG at 20%. The most favorable movie genres are sports and animation at 7%.
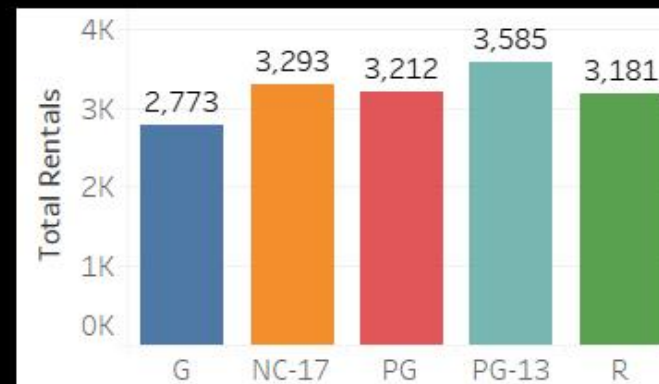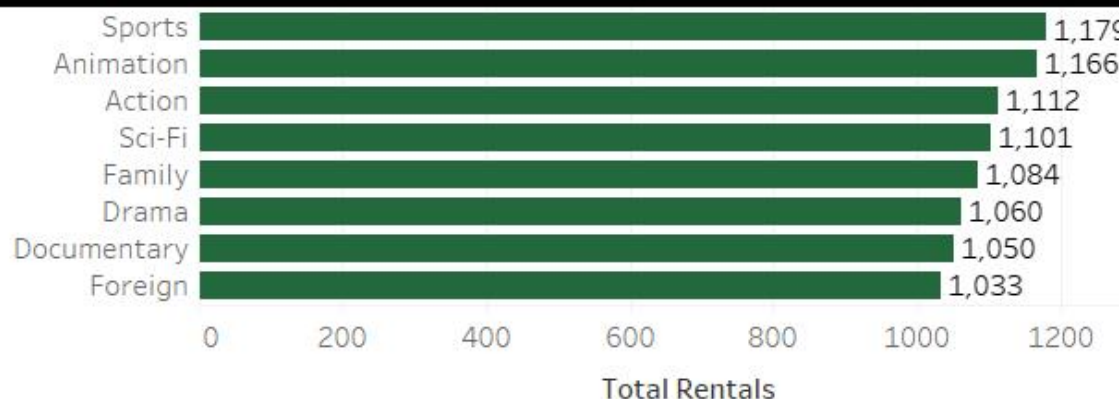
**TOTAL RENTAL**

| Category | Total Rentals |
|---|---|
| Sports | 1,179 |
| Animation | 1,166 |
| Action | 1,112 |
| Sci-Fi | 1,101 |
| Family | 1,084 |
| Drama | 1,060 |
| Documentary | 1,050 |
| Foreign | 1,033 |

| Rating | Total Rentals |
|---|---|
| G | 2,773 |
| NC-17 | 3,293 |
| PG | 3,212 |
| PG-13 | 3,585 |
| R | 3,181 |

**AVERAGE DAYS OF RENTAL**

| Category | Days |
|---|---|
| Action | 4.953 |
| Animation | 4.894 |
| Children | 5.033 |
| Classics | 5.070 |
| Comedy | 4.931 |
| Documentary | 4.765 |
| Drama | 5.081 |
| Family | 5.162 |
| Foreign | 5.110 |
| Games | 5.066 |

| Rating | Days |
|---|---|
| G | 4.84 |
| NC-17 | 5.14 |
| PG | 5.08 |
| PG-13 | 5.05 |
| R | 4.77 |

FILM

# Customer worldwide
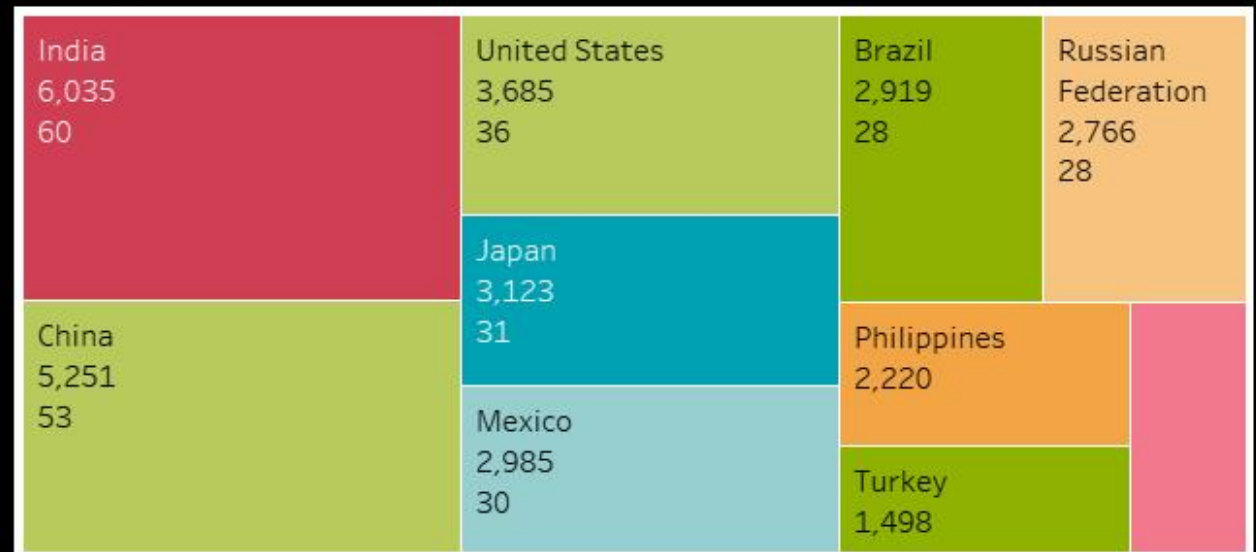


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*Top 10 Countries by customers and Revenue are: India, China, US, Japan, Mexico, Russia, Brazil, Philippines, Turkey and Indonesia.*
*These countries provide more than 50% of the total revenue. India, China and United States are the leaders, making them..*

*Online rental service reaches the global market, servicing 108 countries. Asia is the highest sales revenue at 45% with 273 customers.*

Store locations in Australia and Canada is fully operational and separately run by two employees.

## Top 10 contries with highest number of customers



India
6,035
60

United States
3,685
36

Brazil
2,919
28

Russian Federation
2,766
28

Japan
3,123
31

China
5,251
53

Mexico
2,985
30

Philippines
2,220

Turkey
1,498

The top customers are determined by their total spending within the highest profitable regions and in the country's top cities.

Promoting reward systems to top-paying customers is an opportunity to establish strong client-based relationships and extend new services for soft product launches.

**Top 10 customers from the top 10 cities who've paid the highest total amounts to Rockbuster. The customer team would like to reward them for their loyalty**

| First Name | Last Name | City | Country | |
|---|---|---|---|---|
| Arlene | Harvey | Ambattur | India | $111.76 |
| Kyle | Spurlock | Shanwei | China | $109.71 |
| Marlene | Welch | Iwaki | Japan | $106.77 |
| Glen | Talbert | Acua | Mexico | $100.77 |
| Clinton | Buford | Aurora | United States | $98.76 |
| Betty | White | Citrus Heights | United States | $96.77 |
| Francisco | Skidmore | So Leopoldo | Brazil | $93.79 |
| Dora | Medina | Tianjin | China | $88.81 |
| Norman | Currier | Cianjur | Indonesia | $73.76 |
| Juan | Fraley | Teboksary | Russian Federation | $63.79 |

Top 10



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**TOP 10 REVENUE GENERATING COUNTRIES**

| Country | Total no of Custom.. | |
|---|---|---|
| India | 60 | $6,034.78 |
| China | 53 | $5,251.03 |
| United S.. | 36 | $3,685.31 |
| Japan | 31 | $3,122.51 |
| Mexico | 30 | $2,984.82 |
| Brazil | 28 | $2,919.19 |
| Russian .. | 28 | $2,765.62 |
| Philippin.. | 20 | $2,219.70 |
| Turkey | 15 | $1,498.49 |
| Indonesia | 14 | $1,352.69 |

# SUMMARY

Based on the statistical findings, the average spending cost is $2.98 with 5 days of rental duration.
The most favorable film ratings and genres are as follows:

RATING     PG-13, NC-17 and PG
GENRE     Sports and Animation

Asia is the most profitable region that has a top-count client base specifically in China and India.
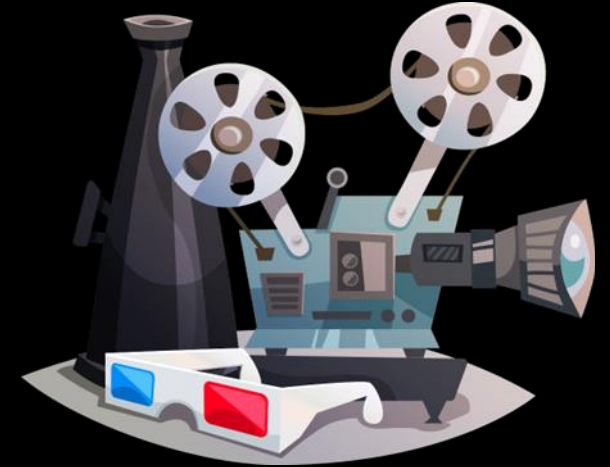
# RECOMMENDATIONS

Investigate micro and macro settings in China, India, and its surrounding areas to boost business opportunities within the regions.
Offering services that would fit cultural differences may help encourage new and old clients to optimize services.

Leveraging the highest on-demand film ratings and genres while looking into expanding inventories for wider selections.

Lastly, incentivizing top-paying customers will support client rapport and the chance to offer new services
that may fit their interests (i.e. discounts, credit for a minimum amount spent, etc.). Additional analysis of high-performing countries
can convey useful insights for effective promotional tactics and understanding the target audience's demands
and replicating successful operations to other prospects.

# Thank you!

- Presentation graphics and maps:

**Tableau Link**

Excel

- Data collection and all information

- Person that made the presentation:

Shravani