



ROCKBUSTER STEALTH DATA ANALYSIS

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THE GOAL

Develop a launch strategy for the new online video service

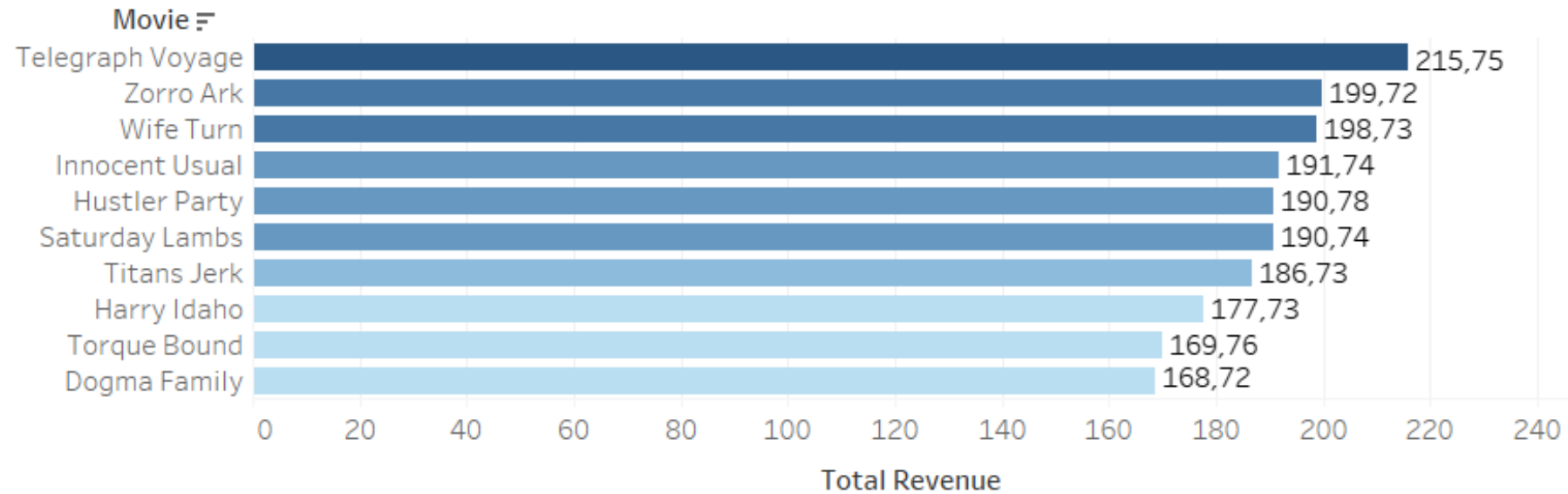
KEY QUESTIONS:

- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customer based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?

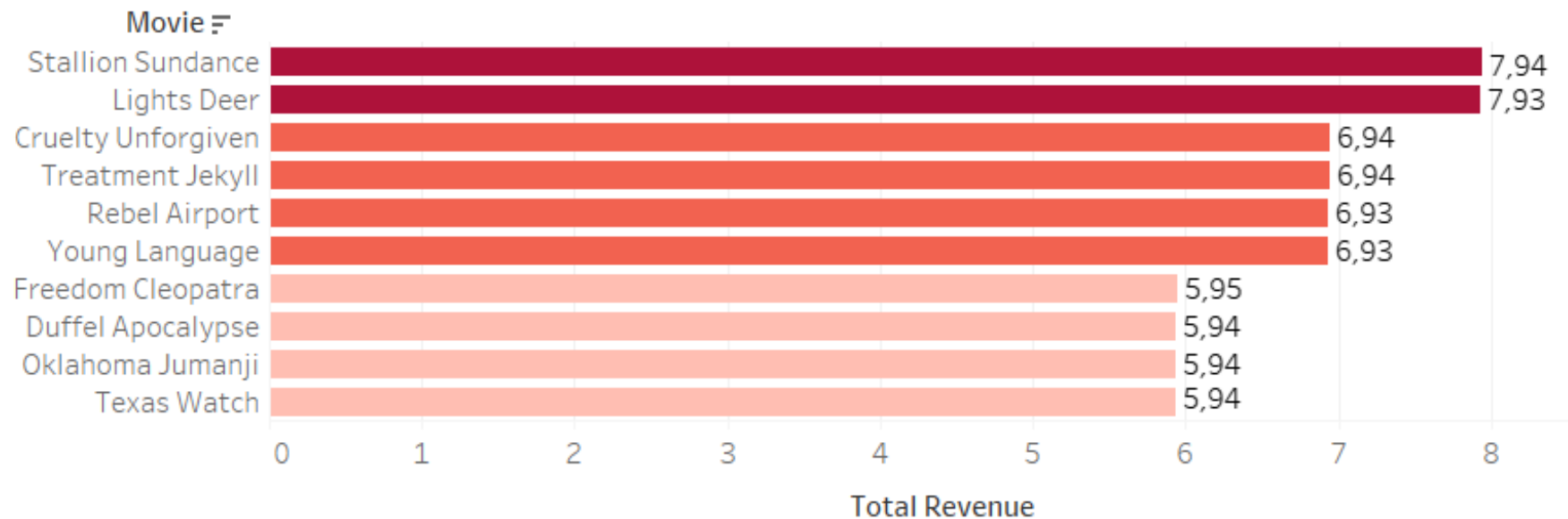
Which movies
contributed the
most/least to
revenue gain?

There is a **huge
difference** in revenue
between the top 10 and
the least 10 movies.

Top 10 movies by revenue



Least 10 movies by revenue



What was the average rental duration for all videos? (and other interesting data about our company)

1000

Number of movies

The collection

191

Movies with max rental duration

203

Movies with min rental duration

Min rental duration: 3 days

Max rental duration: 7 days

Average rental duration: **5 days**

Min rental rate: 0,99 \$

Max rental rate: 4,99 \$

Average rental rate: **2,98 \$**

Our customers

Min customer ID: 1

Max customer ID: 599

599 unique customers

Top 5 amount paid by customers
(based in top 10 cities):

1. 128,7 \$
2. 108,75 \$
3. 102,76 \$
4. 98,76 \$
5. 97,8 \$

We are the world

Top 10 Countries (by customers):

- | | |
|----------------|----------------------|
| 1. India (60) | 6. Brazil (28) |
| 2. China (53) | 7. Russian Fed. (28) |
| 3. USA (36) | 8. Philippines (20) |
| 4. Japan (31) | 9. Turkey (15) |
| 5. Mexico (30) | 10. Indonesia (14) |

Top 10 Cities (within top 10 Countries):

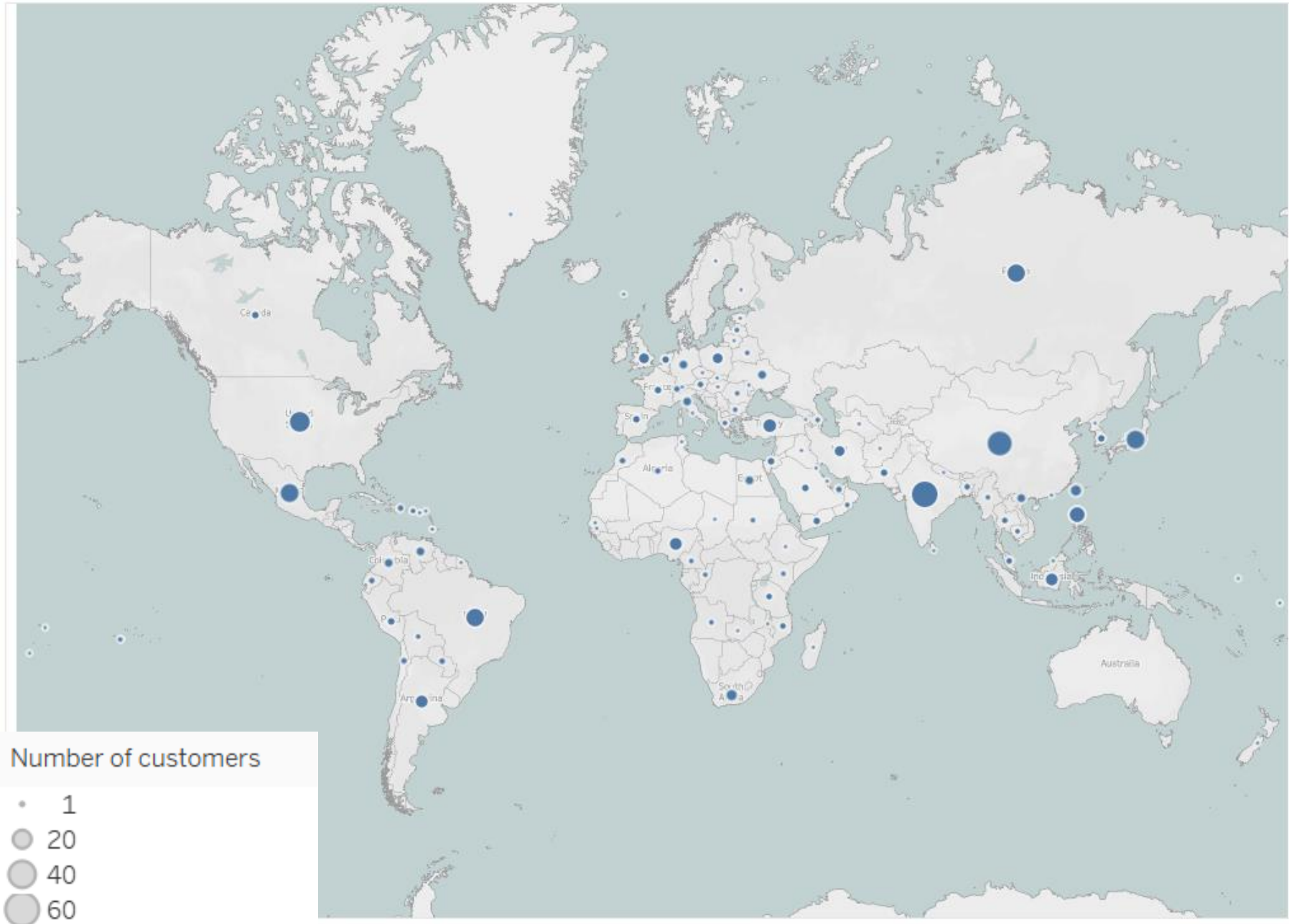
- | | |
|---------------------|-----------------------|
| 1. Aurora (USA) | 6. Kurashiki (Japan) |
| 2. Atlixco (Mexico) | 7. Pingxiang (China) |
| 3. Xintai (China) | 8. Sivas (Turkey) |
| 4. Adoni (India) | 9. Celaya (Mexico) |
| 5. Dhule (India) | 10. So Leopoldo (Bra) |

Which countries
are Rockbuster
customer based in?

Rockbuster customers
are based in **108**
different countries.

The **top 5 countries** with
the highest number of
customers are:
India, China, United States,
Japan and Mexico.

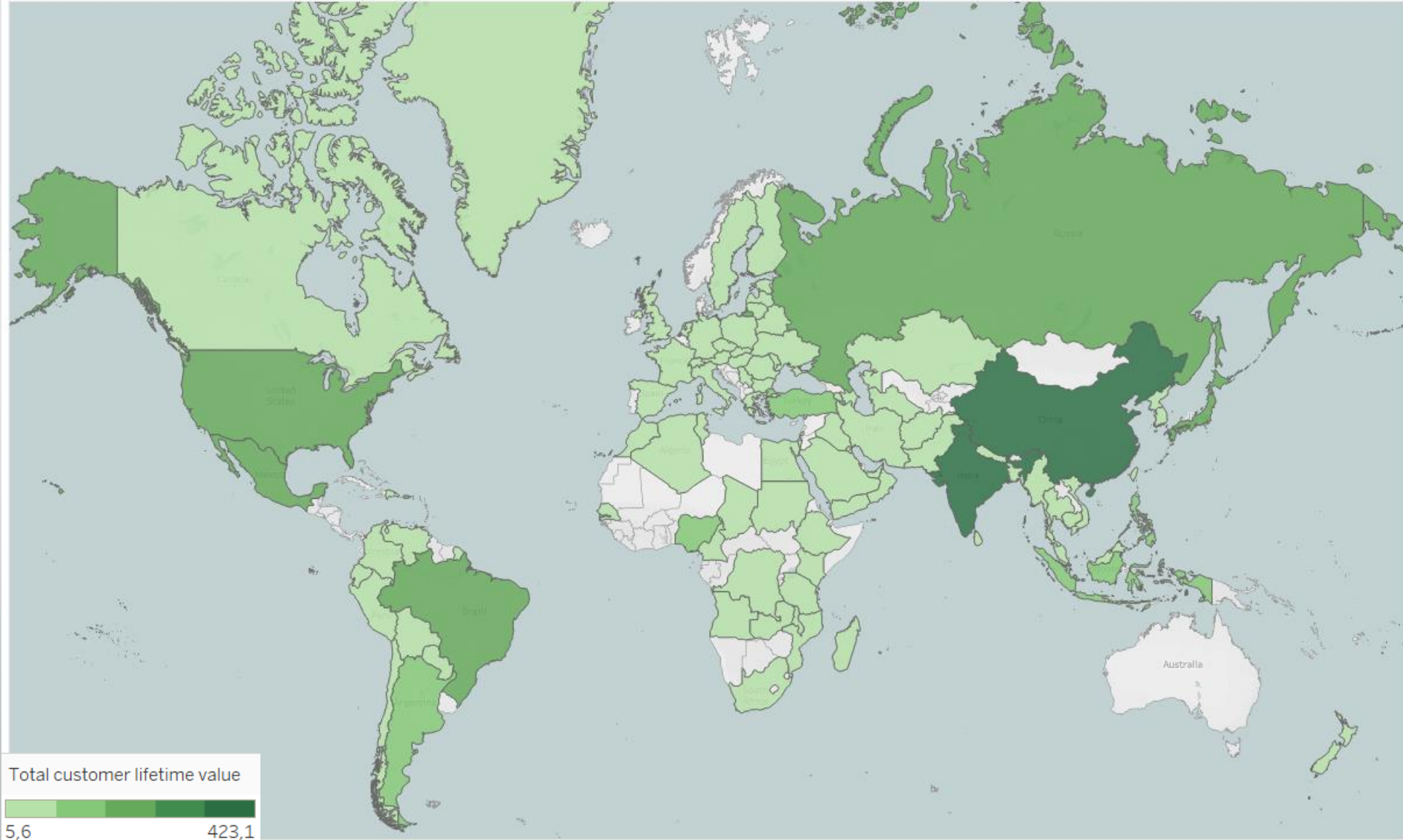
Number of customers by Country



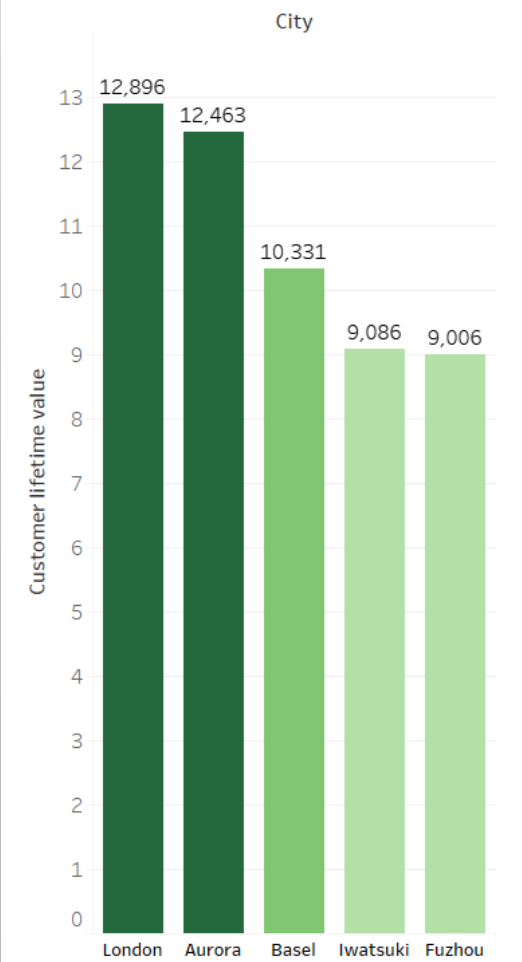
Customer Lifetime Value is calculated dividing the average amount paid by the average rental rate and multiplying the result by the average rental duration.

Where are customers with a high lifetime value based?

Customer lifetime value by Country

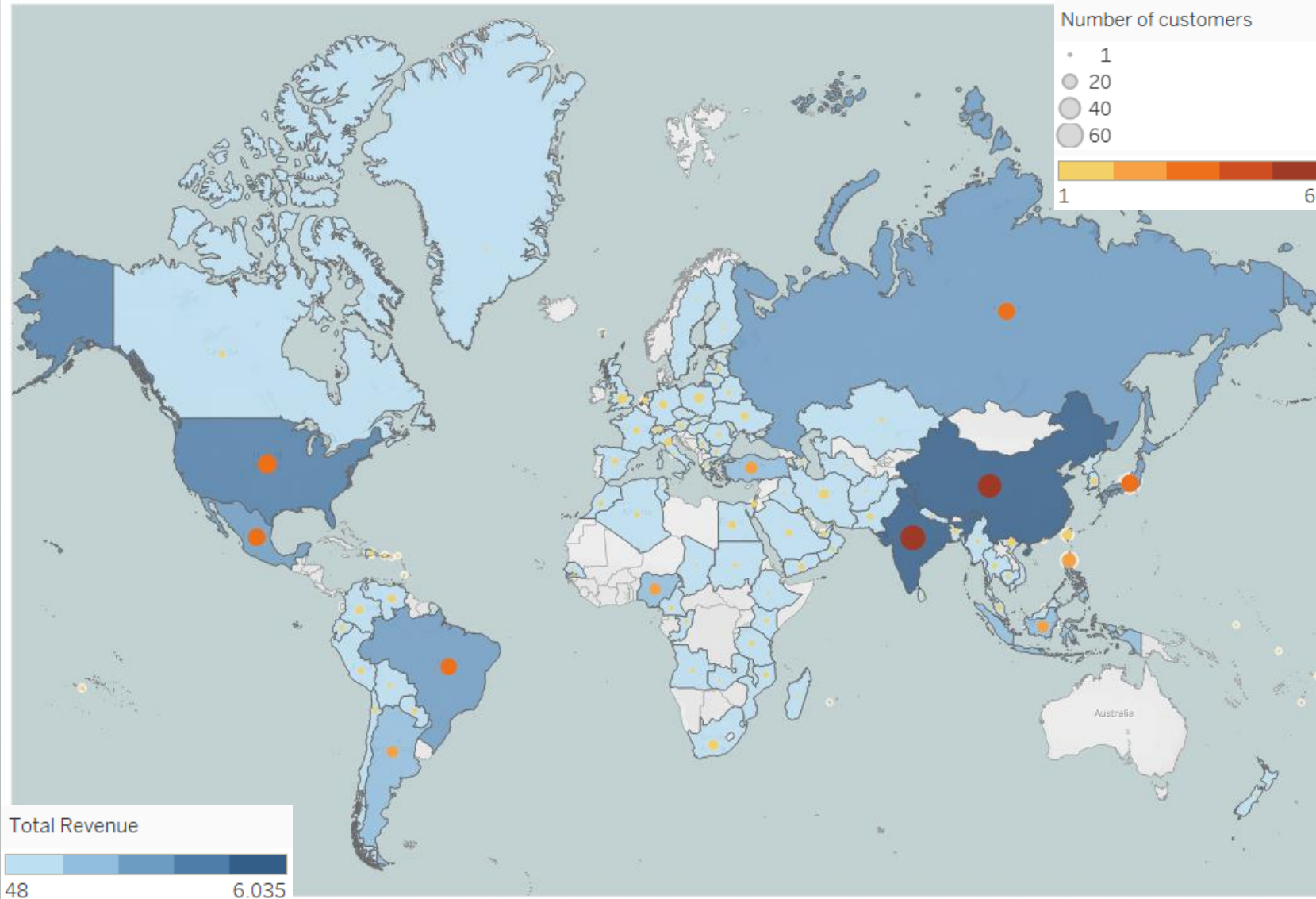


Customer Lifetime Value by City



Do sales figure vary between geographic regions?

Total revenue and number of customers by Country



The color on the map shows how total revenue **greatly vary** between geographic regions.

Coincidentally, the size and the color of the points, seem to indicate that Countries with the highest number of customers generate the highest revenue as well.

A silver and gold ballpoint pen lies diagonally across the left side of the image. Overlaid on the pen and the background are several thick, parallel diagonal lines in blue and dark grey. The background is a light grey gradient.

SUMMARY



Rockbuster have a catalogue of **1000 movies** with an average rental rate of 3 \$ and an average rental duration of 5 days.

Among these movies, The top 10 generated a revenue of **almost 200 \$ each**, while the least 10 barely surpassed 5 \$ each as total revenue.



Customers spread in a total of **108 countries**, which differ in terms of total number of customers.

The top 5 countries in term of customers are India, China, United States, Japan and Mexico, meaning that the majority of Rockbuster customer are based in **America and Asia**.



Countries with a high number of customers have a high revenue as well: Rockbusters' customer base is **very loyal**.

This loyalty is reflected in the **high customer value** of the very same countries, a proof that some customers are willing to pay higher amounts and to rent movies for a longer period.



RECOMMENDATIONS



Rockbuster has a wide catalogue of movies, but according to data some of them are generating **poor revenue**.

I suggest **further analysis** on the movies with highest revenue, to find out if there is a **trend** or a hidden pattern related to ratings, genres or actors.



According to data, Rockbuster has a strong customer base in America and Asia.

I suggest **consolidating Rockbuster presence** in these regions and to plan a precise **marketing strategy** in other regions (such as Europe) to fight competitors such as Netflix and Amazon Prime.



Customer personal information were not shared during this presentation. However, we do have already found the full name of customers who paid the highest amount or customers with the highest CLV.

I suggest **rewarding their loyalty** with discounts or special promotions.



ANY QUESTIONS?

Please contact me on my personal email address:

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Eager for more data?

Please find here the visualizations used in the presentation:

<https://public.tableau.com/app/profile/simone.calabro>