Rockbuster Stealth LLC

Answering Management Questions For The 2020 Business Strategy

Key Questions & Objectives

Questions:

- Which movies contributed the most/least to revenue?
- 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?
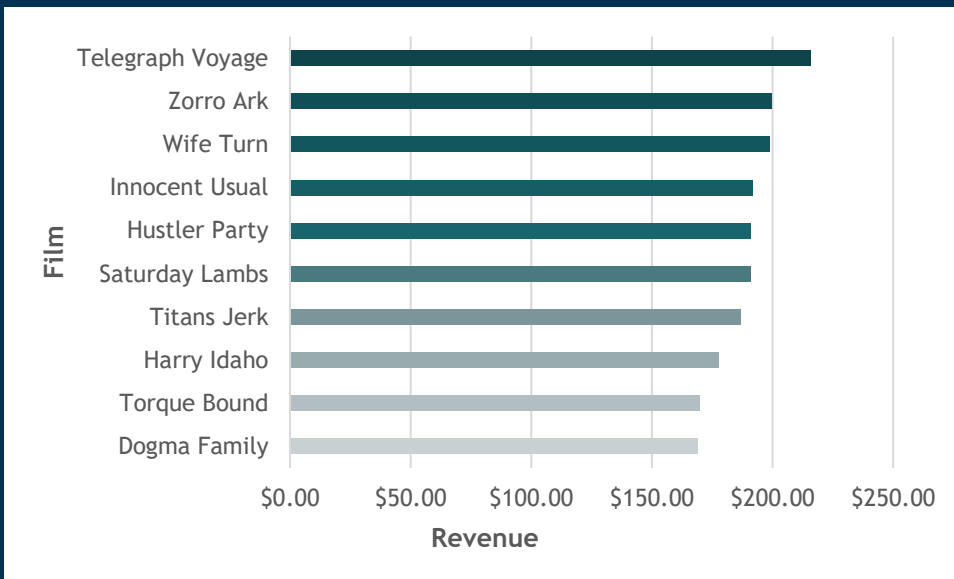- Do sales figures vary between geographic regions?

Objective:

Analyse current data and develop insights to help with the launch strategy for the new online video rental service.
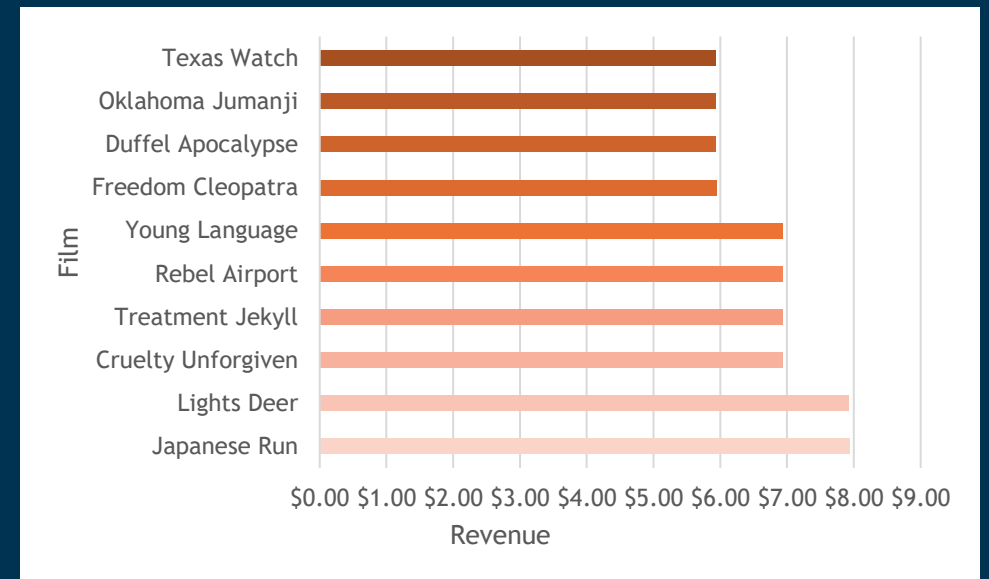
Movies Most/Least Revenue

"Which movies contributed the most/least to revenue?"

Top 10 Highest Revenue Movies

Top 10 Lowest Revenue Movies

Averages & Statistics

"What was the average rental duration for all videos?"

Management have requested the average rental duration, which I have displayed below. I also felt it prudent to give some additional descriptive statistics to provide further context:

Rental Duration	Rental Rate	Movie Run Time	Movie Rating	Movie Release Year
Minimum: 3 Days	Minimum: $0.99	Minimum: 46 minutes	Average: PG-13	Average: 2006
Maximum: 7 Days	Maximum: $4.99	Maximum: 185 minutes		
Average: 5 Days	Average: $2.98	Average: 115 minutes		

Customer Locations Across The World

"Which countries are Rockbuster customers based in?"

Customer Count
- 15
- 500
- 1,000
- 1,422

Total Payment
48 — 6,035

2022 Mapbox © OpenStreetMap
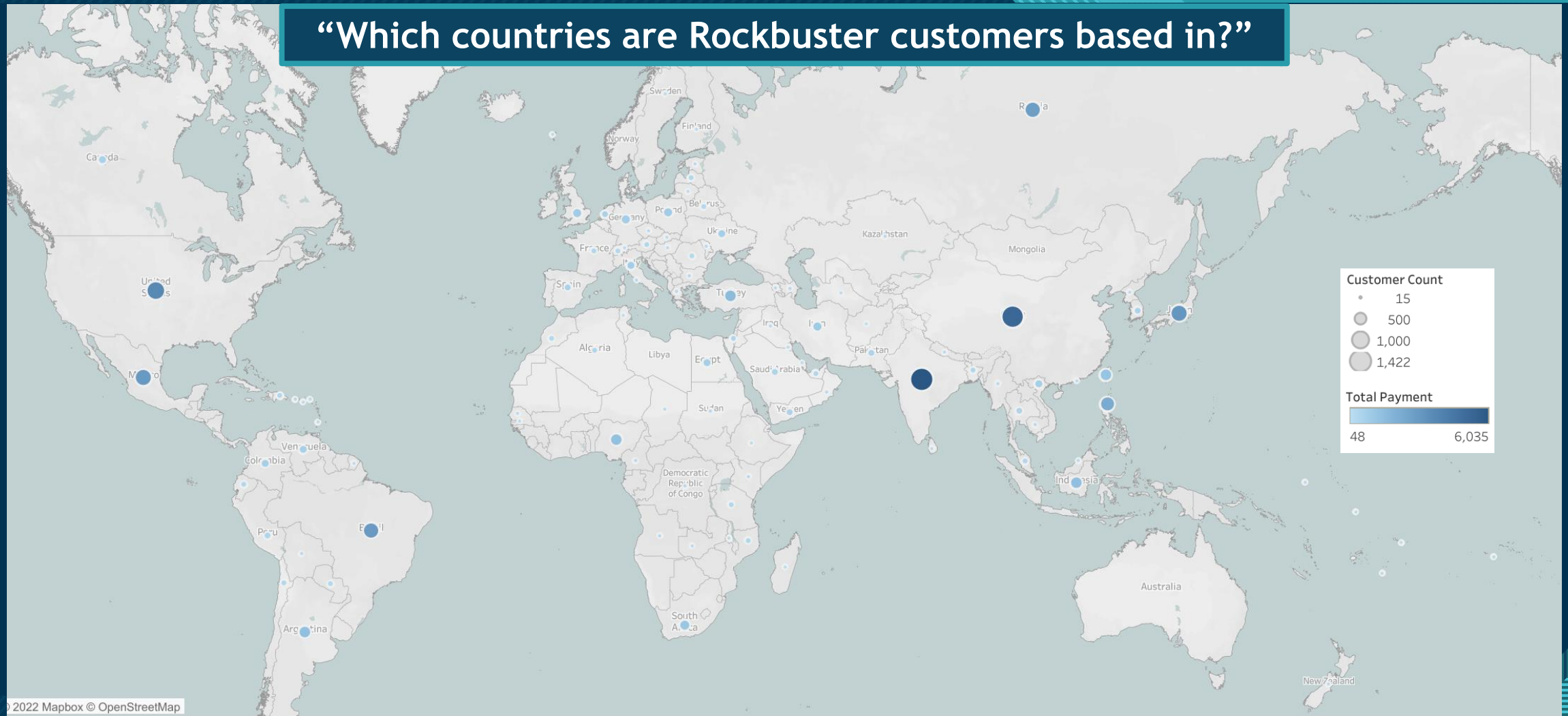
Top Rockbuster Customers

"Where are customers with a high lifetime value based?"

Customer	Country	Total Spent
Eleanor Hunt	Reunion	$211.55
Karl Seal	United States	$208.58
Marion Snyder	Brazil	$194.61
Rhonda Kennedy	Netherlands	$191.62
Clara Shaw	Belarus	$189.60

The top Rockbuster customers are located in various locations across the globe. There does not appear to be a correlation between total amount spent by a top customer and their geographic location.
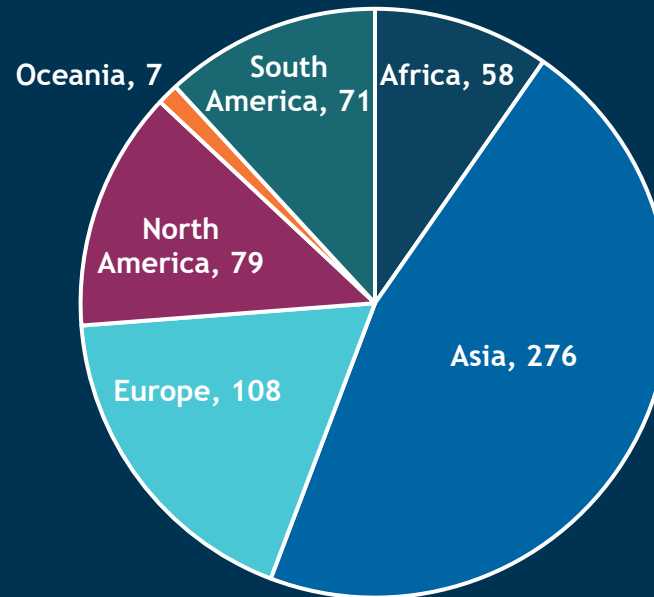
Regional Figures

"Do sales figures vary between geographic regions?"
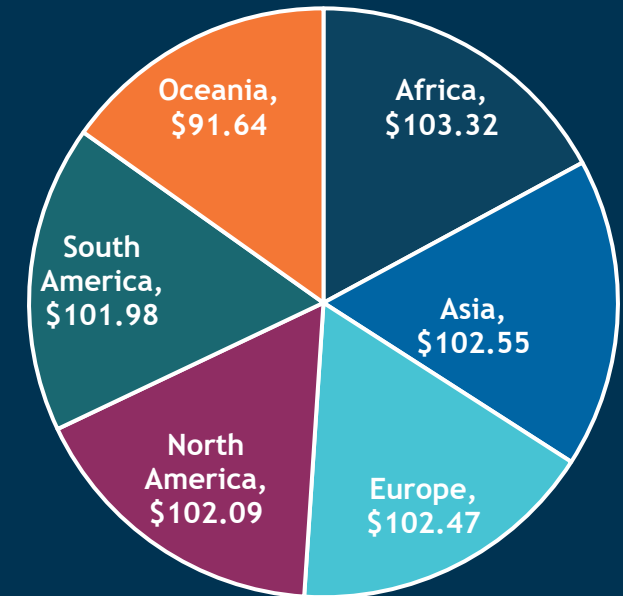
Revenue by Regions

Africa, $5,992.83
Oceania, $641.46
South America, $7,240.93
Asia, $28,305.13
North America, $8,064.80
Europe, $11,066.89
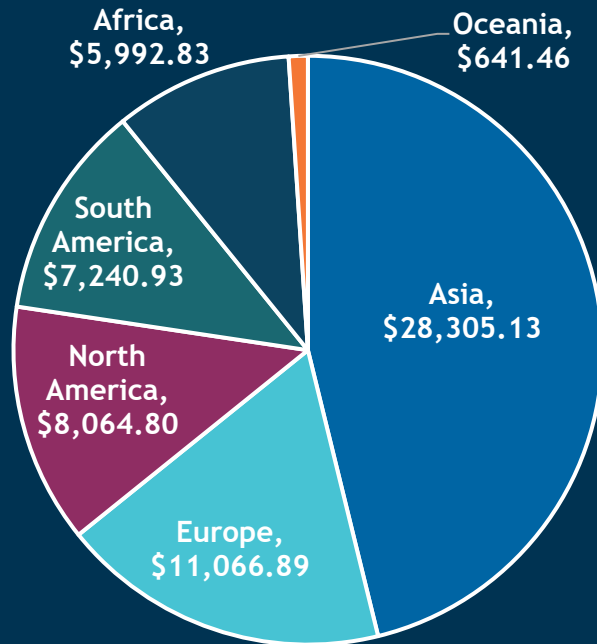
Asia has by far the most revenue compared with other regions.

Customers by Regions

Oceania, 7
South America, 71
Africa, 58
North America, 79
Asia, 276
Europe, 108

Asia also has by far the most customers.

Region Revenue per Customer

Oceania, $91.64
Africa, $103.32
South America, $101.98
Asia, $102.55
North America, $102.09
Europe, $102.47

Oceania has the least sales per customer, with the other regions similar to each other.

Insights and Recommendations

- There is a significant difference in revenue between the highest and lowest grossing movies. Putting the most popular films onto the rental streaming service has the potential to make the service more appealing to a greater range of customers.

- Average rental duration of a movie in physical form is 5 days. Therefore, it would make sense to consider allowing rental stream durations to be in or around this timeframe.

- India and China contain the highest amount of our customers. If you were targeting countries to trial the rental streaming service in, these two countries would be worth considering.

- Rockbuster's top customers are spread across the globe, so a specific promotion targeting their home countries would not be advisable. Instead, perhaps consider offering discounts or incentives to top customers individually once the stream service has launched. This might encourage others to spend more and gain these privileges as well.

- Asia has the largest amount of revenue and customers, so it would make sense to consider prioritising the streaming service in this region. Please note though, customers in this region do not really spend more money on our services than anyone else across the world.

Next steps

Whilst we have answered the management boards initial questions and provided some potential recommendations for these, there are still further question which require answers in order to finalise a strategy for the rental streaming. These include:

- *"Which regions are our streaming service rivals strongest in?"* We could potentially gain customers from our rivals here by offering more competitive rates/features.

- *"What genres are most popular?"* We could look at having more movies available for these genres.

- *"Which films/genres are most popular regionally?"* This would allow us to offer a more tailored service in each region.

- *"How much are customers prepared to pay for a rental streaming services?"* We could survey customers to find out what pricing they would deem acceptable to pay for the service we provide. This would be crucial in getting customers onboard.

Thank You

**Link to the source materials used, Tableau visualisations
and data dictionary available upon request.
Please contact me via email if you have any questions:
thomasshaw@rockbusterstealth.com**