

ROCKBUSTER STEALTH LLC



DATA INSIGHTS



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PROJECT OVERVIEW

Rockbuster Stealth LLC movie rental company once had stores worldwide.

Management plans to keep pace with the competition from streaming services by launching an online video rental service using its existing movie license.

Rockbuster is seeking data-driven insights to create a successful launch strategy.



OBJECTIVES

1. Overview
 1. Rental rates and Customer Behavior
 2. Films in the database
2. Where are customers located?
3. What brings in the most/least revenue?
 1. Countries
 2. Films
 3. Actors
4. Future Strategies



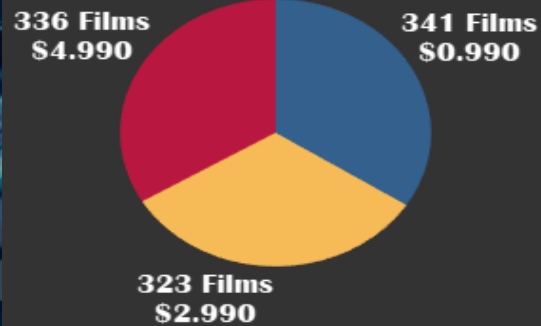
OVERVIEW RATES AND CUSTOMERS

Rental Rates

Average Rental Rate
2.98

Minimum Rental Rate
0.99

Maximum Rental Rate
4.99



Average Revenue per Rental
\$4.20

Customer Behavior

Avg Transactions per Customer
26

Customers
599

Rental Transactions
16,044

Average Rental Duration
4.985

Maximum Rental Duration
2.98

Minimum Rental Duration
3

Replacement Costs

Minimum Replacement Cost
9.99

Average Replacement Cost
19.984

Maximum Replacement Cost
29.99

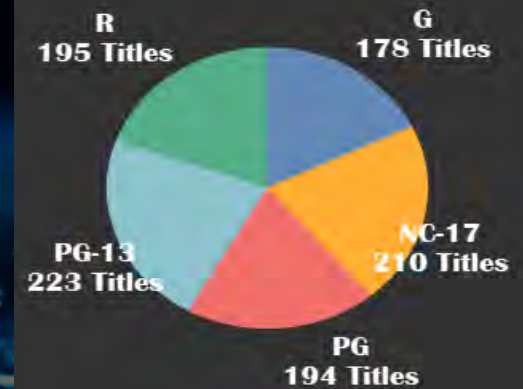


OVERVIEW FILMS IN THE DATABASE

Number of Films in each Genre

Sports 74 Films	Family 68 Films	New 63 Films	Sci-Fi 61 Films	Classics 57 Films	Travel 57 Films
Foreign 73 Films	Animation 66 Films	Drama 62 Films	Children 60 Films	Horror 56 Films	
Documentary 68 Films	Action 64 Films	Games 61 Films	Comedy 58 Films		
				Music 51 Films	

Film Ratings



All Films Released
2006

All Films in
English Language



WHERE ARE ROCKBUSTER CUSTOMERS LOCATED?

Country	
Indonesia	14.00
Turkey	15.00
Philippines	20.00
Brazil	28.00
Russian Federation	28.00
Mexico	30.00
Japan	31.00
United States	36.00
China	53.00
India	60.00



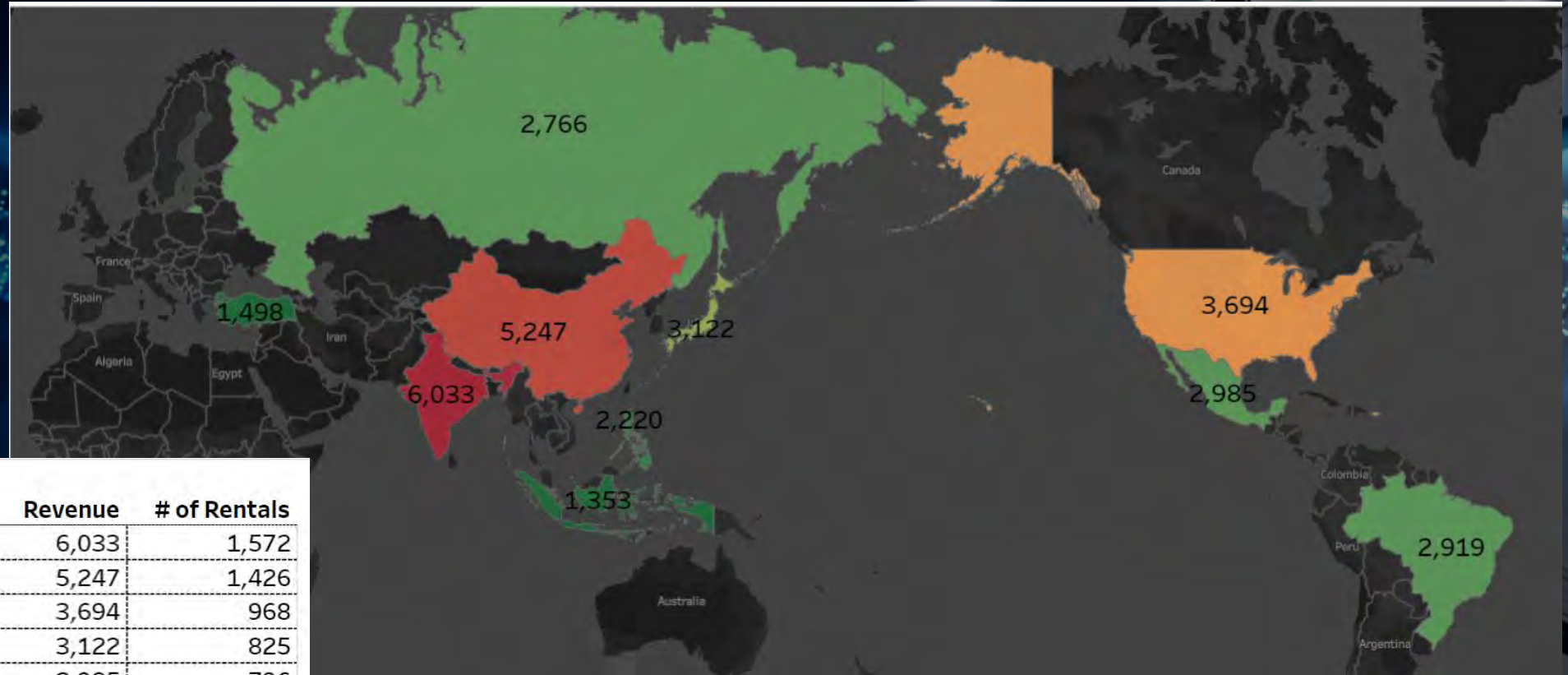
**TOP 10 COUNTRIES
WITH THE
MOST CUSTOMERS**

WHERE ARE ROCKBUSTER CUSTOMERS LOCATED?

City	
Acua	23
Ambattur	24
Aurora	42
Cianjur	24
Citrus Heights	23
Iwaki	23
Shanwei	29
So Leopoldo	21
Teboksary	21
Tianjin	19

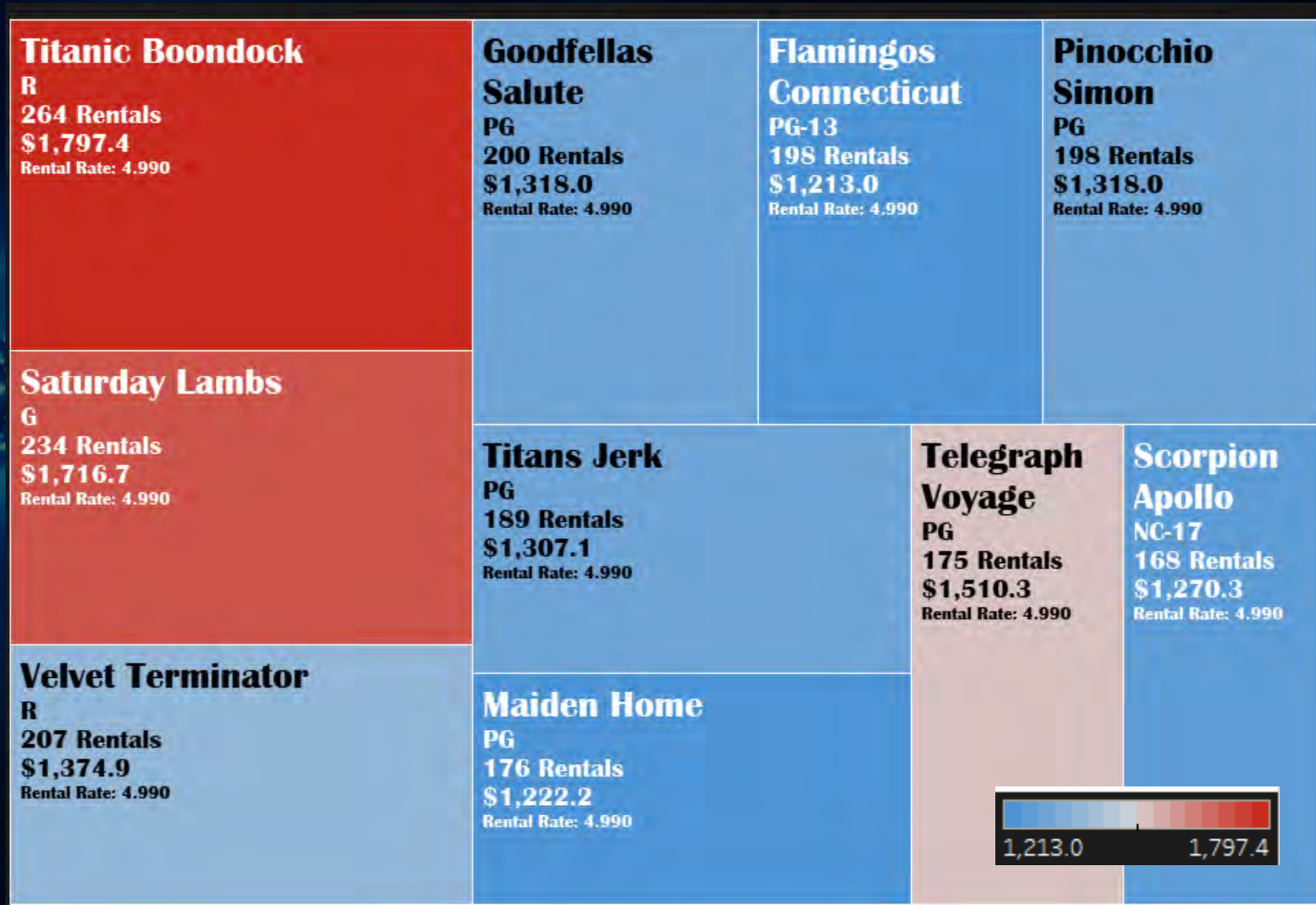


COUNTRIES BRINGING IN THE MOST REVENUE



Country	# of custom..	Revenue	# of Rentals
India	60	6,033	1,572
China	53	5,247	1,426
United States	36	3,694	968
Japan	31	3,122	825
Mexico	30	2,985	796
Brazil	28	2,919	748
Russian Federation	28	2,766	713
Philippines	20	2,220	568
Turkey	15	1,498	388
Indonesia	14	1,353	367

FILMS BRINGING IN THE MOST REVENUE



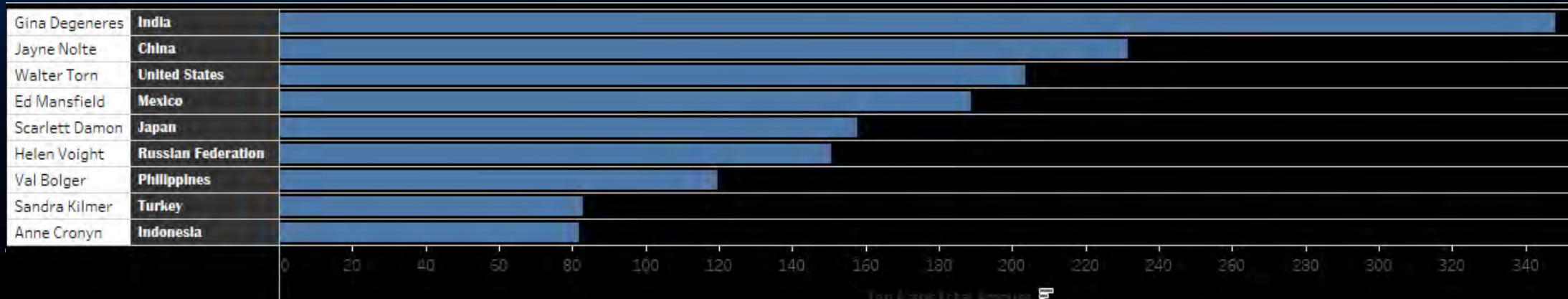
- All Top 10 films have a 4.99 rental rate
- Most are rated PG



ACTORS BRINGING IN THE MOST



- Certain actors bring in more and are more likely to be in multiple high performing films.



FILMS BRINGING IN THE LEAST REVENUE

Valentine Vanishing PG-13 20 Rentals \$25.80 Rental Rate: 0.9900	Montezuma Command NC-17 18 Rentals \$23.82 Rental Rate: 0.9900	Soup Wisdom R 14 Rentals \$23.86 Rental Rate: 0.9900	Cruelty Unforgiven G 12 Rentals \$13.88 Rental Rate: 0.9900
Bride Intrigue G 18 Rentals \$20.82 Rental Rate: 0.9900	Notting Speakeasy PG-13 18 Rentals \$25.82 Rental Rate: 0.9900		
Duffel Apocalypse G 18 Rentals \$17.82 Rental Rate: 0.9900	Lights Deer R 14 Rentals \$15.86 Rental Rate: 0.9900	Hunger Roof G 12 Rentals \$19.88 Rental Rate: 0.9900	
		Ghostbusters Elf R 7 Rentals \$8.93 Rental Rate: 0.9900	

- All Bottom 10 films have a .99 rental rate
- All rented 20 or fewer times
- Only 2 rated PG, the rest rated R, NC-17, and G



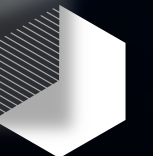
ACTORS BRINGING IN THE LEAST REVENUE

Angela Hudson \$20.82 18 Rentals	Ed Guinness \$12.90 10 Rentals	Minnie Zellweger \$12.91 9 Rentals	Kim Allen \$11.93 7 Rentals	Matthew Johansson \$7.93 7 Rentals	Matthew Leigh \$11.93 7 Rentals	Tim Hackman \$7.93 7 Rentals
Meryl Gibson \$19.88 12 Rentals	Cuba Olivier \$11.91 9 Rentals	Richard Penn \$11.91 9 Rentals	Cary McConaughey \$5.94 6 Rentals	Greg Chaplin \$6.94 6 Rentals	Will Wilson \$6.94 6 Rentals	
Burt Dukakis \$12.90 10 Rentals	Ian Tandy \$12.91 9 Rentals	Jennifer Davis \$8.93 7 Rentals	Ewan Gooding \$5.94 6 Rentals	Groucho Sinatra \$5.94 6 Rentals		

Film Title	Rating	Full Name	Number Of Rent..	Rental Rate	Total Revenue
Ghostbusters Elf	R	Jennifer Davis	7.00	0.99	8.93
Cruelty Unforgiven	G	Greg Chaplin	6.00	0.99	6.94
		Will Wilson	6.00	0.99	6.94
Lights Deer	R	Matthew Johansson	7.00	0.99	7.93
		Tim Hackman	7.00	0.99	7.93
Duffel Apocalypse	G	Cary McConaughey	6.00	0.99	5.94
		Ewan Gooding	6.00	0.99	5.94
		Groucho Sinatra	6.00	0.99	5.94
Hunger Roof	G	Meryl Gibson	12.00	0.99	19.88
Bride Intrigue	G	Angela Hudson	18.00	0.99	20.82
Montezuma	NC-17	Cuba Olivier	9.00	0.99	11.91
Command		Richard Penn	9.00	0.99	11.91
Soup Wisdom	R	Kim Allen	7.00	0.99	11.93
		Matthew Leigh	7.00	0.99	11.93
Valentine Vanishing	PG-13	Burt Dukakis	10.00	0.99	12.90
		Ed Guinness	10.00	0.99	12.90
Notting Speakeasy	PG-13	Ian Tandy	9.00	0.99	12.91
		Minnie Zellweger	9.00	0.99	12.91

FUTURE STRATEGIES

- **Focus on the customer base in the top 10 Countries:**
 - Certain actors and genres are more popular in the countries bringing in the most revenue and rentals. More selection in their preferred films could bring in even more rentals since these are countries with large populations to tap into.
- **Increase diversity:**
 - Increase # of films with films in those countries' native languages. This could increase revenue in countries where Rockbuster doesn't currently have a large customer base.



FUTURE STRATEGIES

- Increase percentage of film content with PG and PG 13 rating:
 - The majority of the top 10 films that bring in the most have a PG or PG13 rating. These films appeal to a wider audience than those at the extreme ends of the rating spectrum.
- Add more films with actors associated with better revenue.
- Increase appeal of G rated movies:
 - Try a separate kid centric platform where parents could pay a flat fee for kids to access as many G rated films without having to seek out renting individual films.
 - Have specials where with rental of R and PG13 rated rentals parents can add in a G rated film for .50 to .99 .





THANK YOU

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