

1

2

3

4

5

6

7

8

Rockbuster Stealth LLC Sales Analysis

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[Tableau Link](#)

Overview

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

Following questions would be answered through several statistical analyses. They can be used to develop company strategy for the new online video service.

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

What do we have?



Rockbuster has **1000 movies** in total.
They are entirely in **English** and released only from **2006**.
Most of the movies are primarily rated **PG-13**.

	Length	Rental Duration	Rental Rate	Replacement Cost
Min	46 min	3 Days	\$ 0.99	\$ 9.99
Max	185 min	7 Days	\$ 4.99	\$ 29.99
Average	115 min	5 Days	\$ 2.98	\$ 19.98

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



Which movies are our 10 top sellers?

Film ID	Movie Title	Genre	Total Revenue
879	Telegraph Voyage	Music	\$215.75
1000	Zorro Ark	Comedy	\$199.72
973	Wife Turn	Documentary	\$198.73
460	Innocent Usual	Foreign	\$191.74
444	Hustler Party	Comedy	\$190.78
764	Saturday Lambs	Sports	\$190.74

Rockbuster has **\$ 61.312 revenue** gain from 1000 movies. Top 10 sellers make up **3 %** of its total revenue. Rockbuster can **increase media exposure** or **provide a disocunt** to lure additional new customers. Moreover, providing discounts can help it improve our pricing strategy that would yield the most profits.



Which 10 movies have the worst sales?

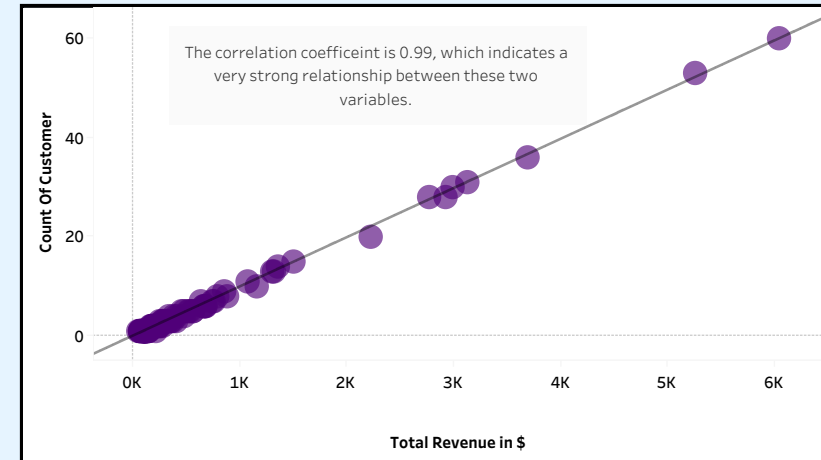
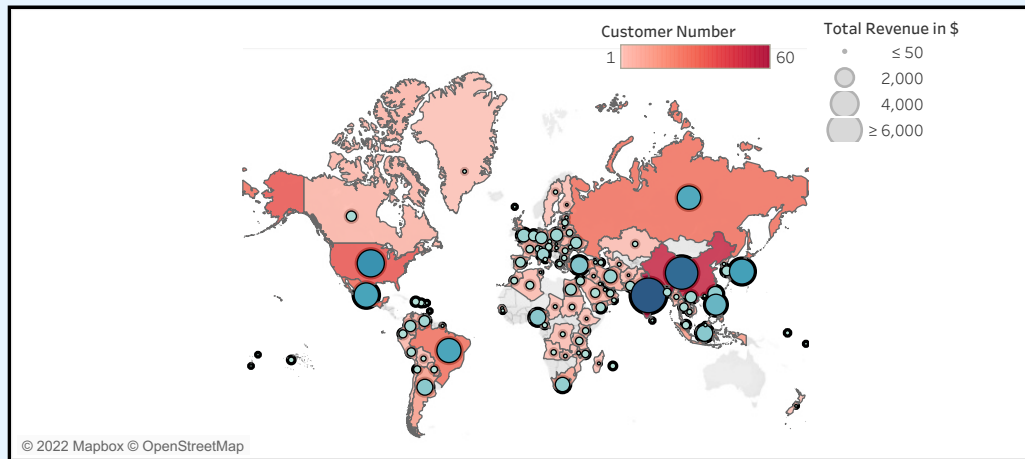
Film ID	Movie Title	Genre	Total Revenue
261	Duffel Apocalypse	Documentary	\$5.94
635	Oklahoma Jumanji	New	\$5.94
885	Texas Watch	Horror	\$5.94
335	Freedom Cleopatra	Comedy	\$5.95
718	Rebel Airport	Music	\$6.93
996	Young Language	Documentary	\$6.93

These movies only make up **0.1 %** of Rockbuster’s total revenue. We can consider not put the movies in the online rental service because of their low profit.

Do sales figures vary between geographic regions?

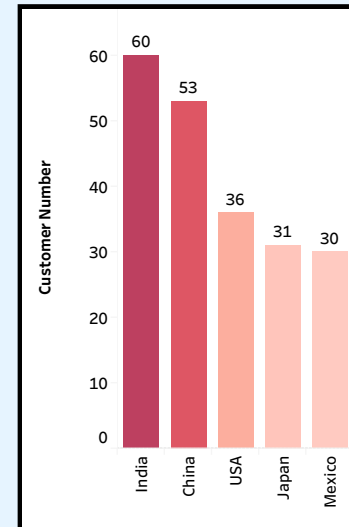
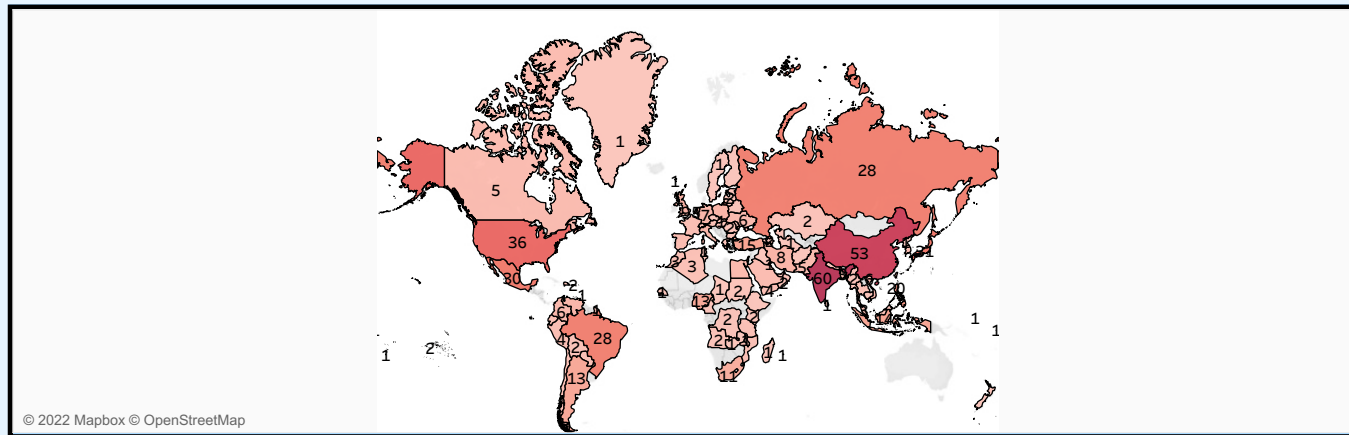
Yes, Rockbuster would have higher revenue gain in the countries with more of its customers.

Even though some people might spend more or less than the others, we can use either customer number or revenue per country as a key metric to evaluate potential markets for the upcoming online video rental.



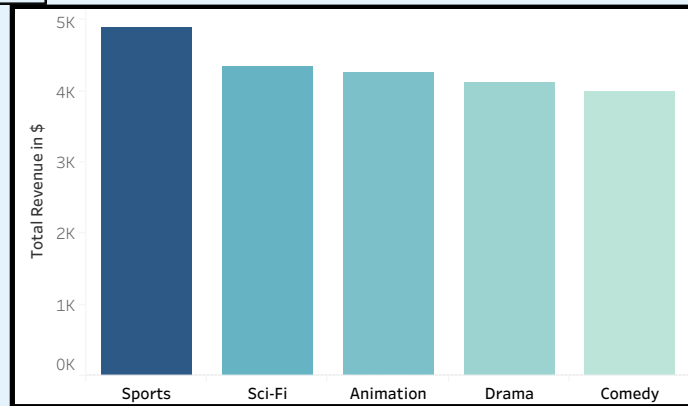
Where do our customers come from?

Rockbuster has **599 customers**. By using customer number per country as metric, we can know that its markets are mainly located in **India, China, USA, Japan, and Mexico**. They make up 35 % of Rockbuster's total customers. At the beginning phase of the online rental service, we should strive to expand its markets and lure additional customers such as providing movies in different language versions or enhancing media exposure locally. Additional staffs from these countries should also be recruited to meet their movie rental needs locally.





Our most popular genres



The top 5 genres make up **35 %** of total revenue. In the future, Rockbuster can optimize these attributes to drive additional sales and increase revenue.



Our most valuable customers

Customer ID	First Name	Last Name	Total Revenue
148	Eleanor	Hunt	\$211.55
526	Karl	Seal	\$208.58
178	Marion	Snyder	\$194.61
137	Rhonda	Kennedy	\$191.62
144	Clara	Shaw	\$189.60

Customer spend **\$ 102** on our moveies in average. Some of them spend even **60 % - 100 %** more than the average. We can set up a reward scheme through vouchers, points, discounts or privledged benefits to encourage them to also keep actively movie rental online.

Summary

Conclusion

- Average movie rental duration is **5 days**
- Top 10 best sellers including Telegraph Voyage, Zorro Ark, and Wifi Turn represent 3% of total revenue while top 10 worst sellers such as Duffel Apocalypse, Oklahoma Jumanji, Texas Watch only represent 0.1 % of total revenue.
- **India, China, USA, Japan, and Mexico**. They make up 35 % of Rockbuster's total customers.
- The top 5 genres (**Sports, Sci-Fi, Animation, Drama, Comedy**) make up 35 % of total revenue.

Recommendation

- At the beginning, only put 10 top sellers for online rental service to test the water.
- **Increase media exposure** or **provide a discount** to lure additional new customers for its top sellers.
- Discounts can help with pricing strategy improvement.
- Providing movies in **different language versions** and **recruiting global staffs** in concerning countries are required to expand Rockbuster's global markets.

Next Step

- Rockbuster can **categorize and optimize the genres** to drive additional sales and increase revenue.
- Customers with the most payment should be rewarded to maintain relationship with key customers for online rental service.