

# Rockbuster Stealth LLC

## The Movie Rental Company



### Business operations analysis

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# Project Overview



- The management of the international movie rental chain “Rockbuster Stealth LLC” wants to learn more about its consumers to be competitive in the face of growing competition from Netflix and Amazon Prime.

## Topics:

- From where the revenue comes?
- What are the most popular products in the portfolio, and how much the customers are ready to pay?
- What is the average rental time and movie length?
- Who are the top customers?



# Facts and Figures\*



**Presented in 109 countries**



**Poses 599 customers**



**Rented 1000 movies**



**Total number of rentals 14 596**



**Generated revenue 61 312 04 USD**

\*Data from 2006

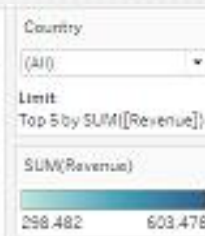


# Knowing the Customers

From where the revenue comes?

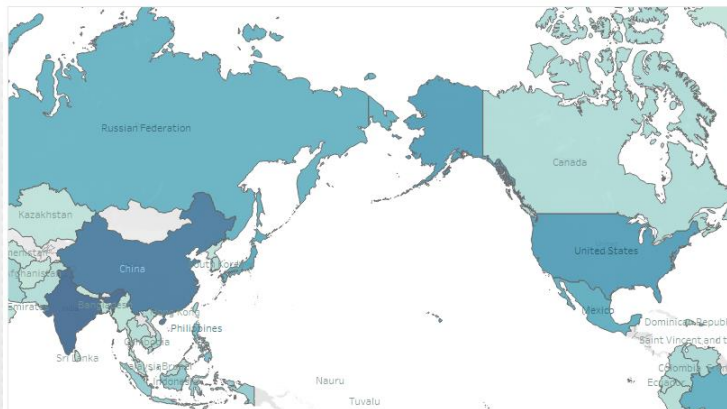


Top 5 Countries in terms of Revenue



Country Top 5	Revenue in USD
India	6034.78
China	5251.03
United States	3685.31
Japan	3122.51
Mexico	2984.82

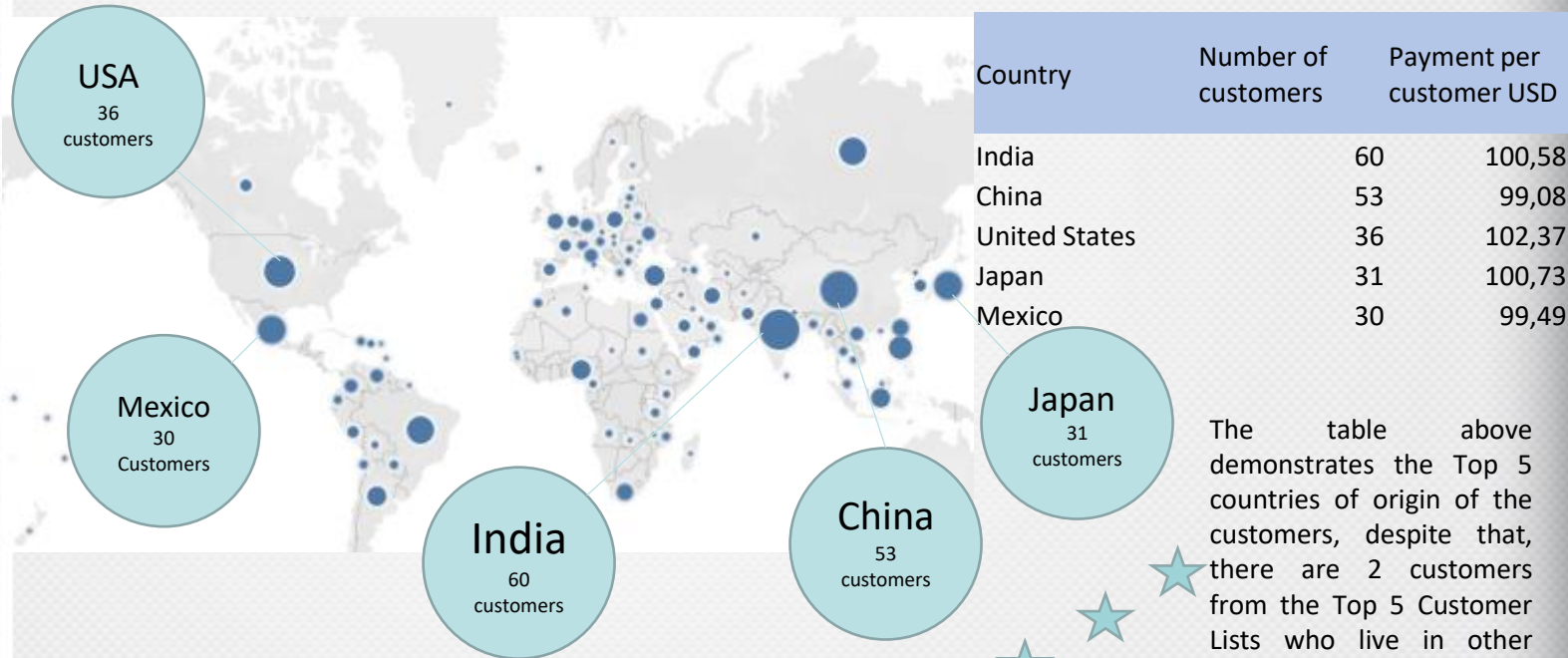
World Wide Presence



**Poses customers  
from 109 counties**

# Knowing the Customers

From where the revenue comes?



The table above demonstrates the Top 5 countries of origin of the customers, despite that, there are 2 customers from the Top 5 Customer Lists who live in other geographical regions: Turkey and the Philippines.

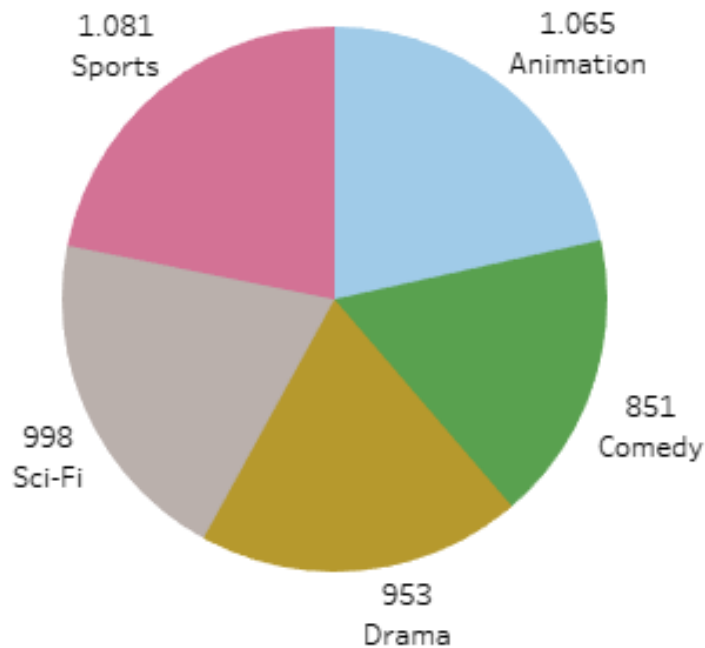
Who are the top customers?

Top 5 Customers List

customer id	first name	last name	city	country	total amount paid
84	Sara	Perry	Atlixco	Mexico	128.70
434	Eddie	Tomlin	Ozamis	Philippines	122.74
518	Gabriel	Harder	Sivas	Turkey	108.75
587	Sergio	Stanfield	Celaya	Mexico	102.76
537	Clinton	Buford	Aurora	United States	98.76

# Popular Products

Top 5 the most popular Genres



Genre	Number of rentals
Sports	1081
Sci-Fi	998
Animation	1065
Drama	953
Comedy	851



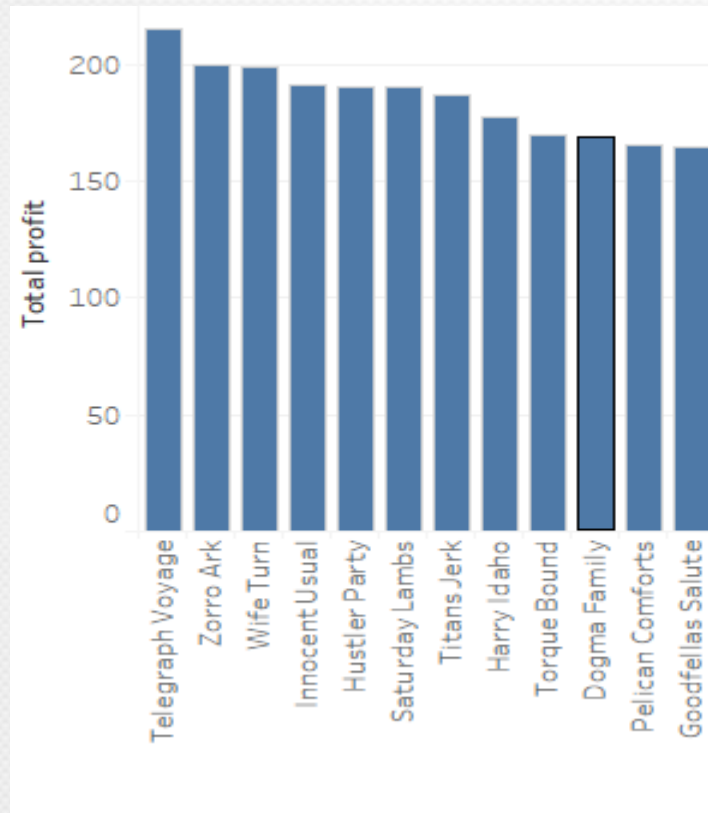
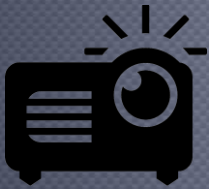
**The renting length:**  
Minimum: 3 days  
Maximum: 7 days

Not popular Genres: Travel, Music, Thriller



# Popular Products

The products which brought the biggest amount of the Revenue

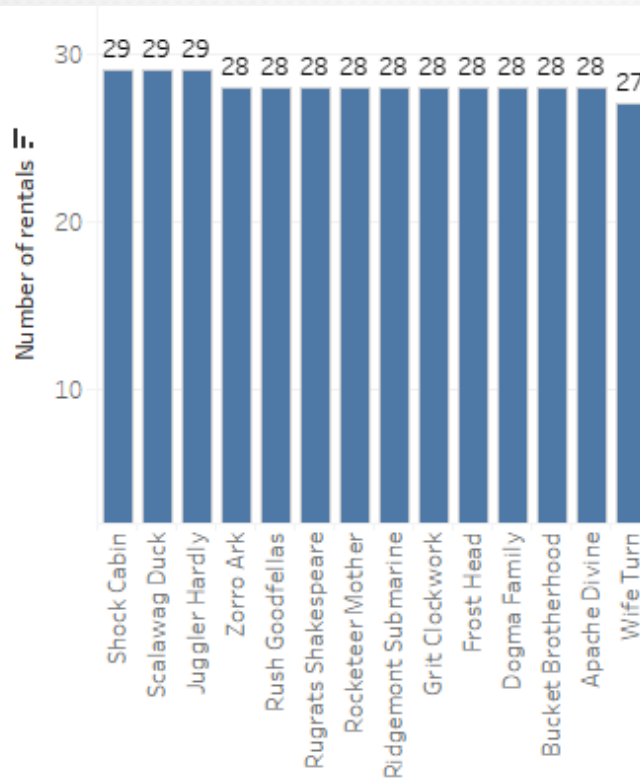


No. Rating	Film	Total profit
48	Telegraph Voyage	215,75
4	Zorro Ark	199,72
14	Wife Turn	198,73
26	Innocent Usual	191,74
131	Hustler Party	190,78
27	Saturday Lambs	190,74
15	Titans Jerk	186,73
16	Harry Idaho	177,73
91	Torque Bound	169,76
5	Dogma Family	168,72



# Popular Products

The most rented Movies



No. Rating	Film	Number of rentals
1	Scalawag Duck	29
2	Shock Cabin	29
3	Juggler Hardly	29
4	Zorro Ark	28
5	Dogma Family	28
6	Apache Divine	28
7	Bucket Brotherhood	28
8	Ridgemont Submarine	28
9	Grit Clockwork	28
10	Rocketeer Mother	28

As could be seen from previous slide, the movies, which brought the biggest amount of the revenue were not the most demanding products



# Conclusion

- The majority of Rockbuster customers live in India, China, the United States, Japan, and Mexico - the top five nations in terms of revenue and customer coverage. Hence, Rockbuster shall take this information into consideration in order to plan further strategies.
- In terms of revenue in 2006, the most popular genres were sports, science fiction, animation, drama, and comedy. The Thriller, which had only 11 rentals, has the lowest index. Since there is just one movie presented in this section, hence, that might be an error.
- The rental length was about 5 days. The movies are rented in English.
- The movies which brought the biggest amount of revenue weren't the most rented movies, for example, Telegraph Voyage brought the biggest revenue, whereas it holds only 48 rentals in the rental frequency.
- Based on the received results prepare promotions to invite new clients and increase the revenue from existing. Perform further client-oriented research and update data permanently.



# Recommendations

- During the research was distinguished, some categories do not provide a very vast variety of choices e.g Thriller. Therefore, it is suggested to study deeper customer preferences in order to diversify the product portfolio, add/remove some categories, and enrich the category content according to customers' wishes.
- The majority of movies are presented in English, thus the company has a global presence. Nevertheless, there are many clients from non-English-speaking countries such as Mexico, hence, the marketing team might be interested in providing more language options that will be lucrative to the clients from other regions e.g Spanish-speaking market. Therefore, the data analytics team needs to make research in chosen markets if there is a such necessity because, maybe the clients use Rockbuster Stealth LLC as a source for movies in English for study purposes, for example.
- Study the more precisely buying behavior of the top 5-10 customers from the top Customer list in order to make Client-oriented products, maybe the experience from those users might be valuable and transferable to other clients. Understand why those clients prefer the Rockbuster Stealth LLC platform as the main source of entertainment.

