

# Rockbuster Sales Analysis

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## Introduction

- ▶ The goal of this project was to analyze the data for the fictional movie rental company Rockbuster Stealth LLC

Some guiding questions were:

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

This presentation will review the questions presented to the data analyst by the shareholders at Rockbuster Stealth LLC. These questions sought to gather information regarding rental duration, customer location, movie revenue, and sales in different geographic regions.

## Data

### Inventory

- ▶ All movies in the inventory are from 2006
- ▶ Highest revenue film: Telegraph Voyage \$215.75
- ▶ Lowest revenue films: Oklahoma Jumanji, Duffel Apocalypse, & Texas Watch \$5.94

### Rentals:

- ▶ Rental rates are between \$0.99-\$4.99
  - ▶ The average rental rate is \$2.98
- ▶ Rental durations are between 3 to 7 days
  - ▶ The average rental last 4.98 days

### Replacement:

- ▶ Replacement costs are between \$9.99-\$29.99
  - ▶ The average replacement cost is 19.98

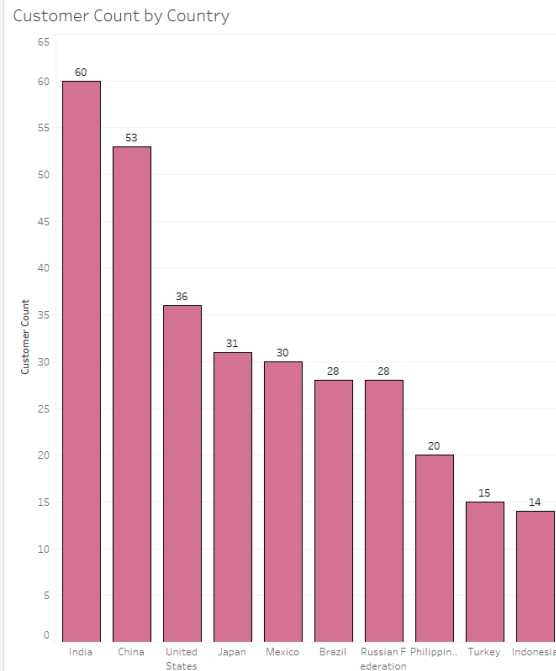
We can begin by reviewing some statistical information that was exported from the database using SQL queries. This helped gather information about the inventory and rental history.

The most unusual aspect of Rockbuster's inventory was that all the movies in the existing inventory were from 2006 and this may be a limiting factor for sales growth. The highest and lowest revenue generating films are also listed along with their total revenue yield. No unusual patterns were noticed when analyzing rental data and the average rental is about 5 days and the movie is typically \$2.98 a day.

The replacement costs are also listed here and show a range between 9.99 to 29.99

## Geographic Analysis

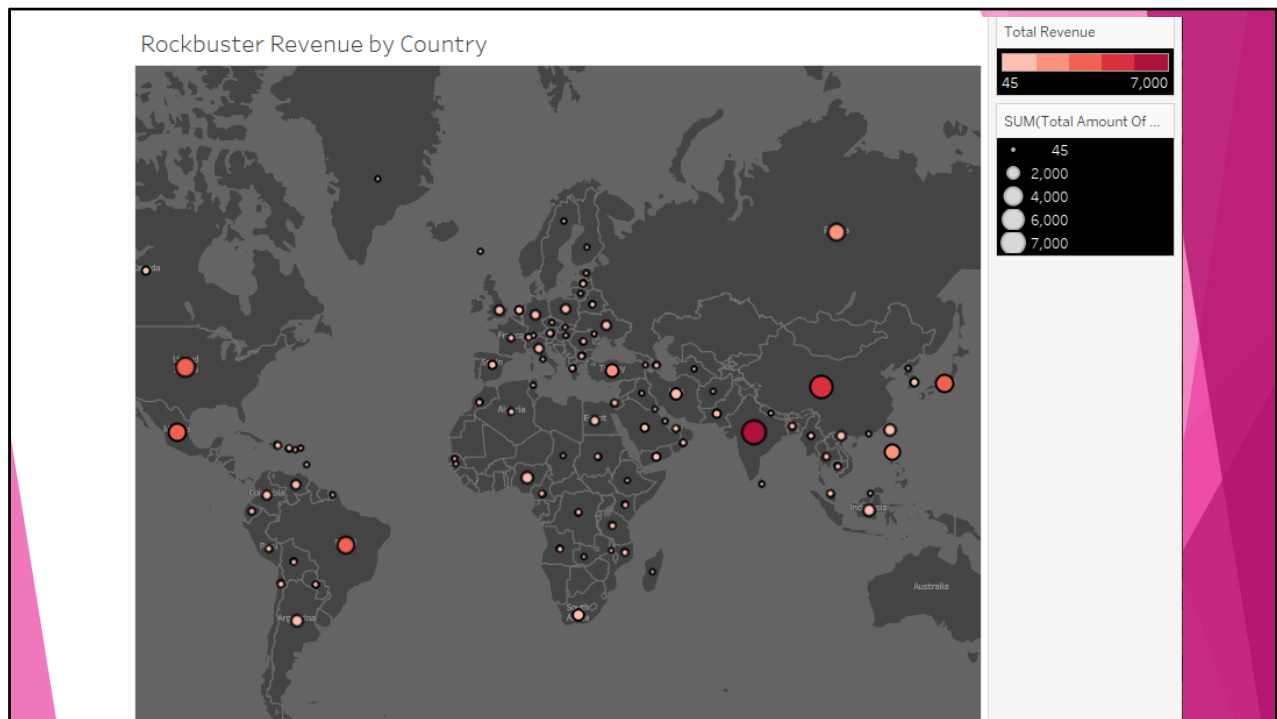
- ▶ Currently 281 customers in 109 countries
  - ▶ *Netflix has 214 million global memberships in 190 countries*
- ▶ The top cities within the top 10 countries:
  - ▶ Aurora, United States
  - ▶ Citrus Heights, United States
  - ▶ Acua, Mexico
  - ▶ So Leopoldo, Brazil
  - ▶ Ambattur, India
  - ▶ Teboksary, Russian Federation
  - ▶ Shanwei, China
  - ▶ Tianjin, China
  - ▶ Hami, China
  - ▶ Iwaki, Japan



To answer the additional questions on customers and sales by geography we'll look at some visualizations.

Rockbuster customers are currently spread out across 109 customers but the customer base is quite small with just 281 customers. For scale, Netflix has 214 million memberships in 190 countries.

In the graph on the right we can see the top ten countries for customers with the most customers being based in India, China, and the United States. Our top cities are also listed below and are grouped together by region.



To answer the question regarding if sales vary between geographic regions, data for total revenue was generated for each country. This data was then visualized in Tableau with higher sales being illustrated on the map by a larger bubble with a darker color in that country. The lighter, smaller bubbles show countries with smaller total revenue. This indicates that the top countries for revenue are in different geographic regions with India and China being the most prominent.

## Rewarding Existing Customers

- ▶ The customer team would like to reward the customers who paid the highest total amounts to Rockbuster
- ▶ Top 5 Customers:
  - ▶ Customer 84 in Atlixco, Mexico \$128.70
  - ▶ Customer 518 in Sivas, Turkey \$108.75
  - ▶ Customer 587 in Celaya, Mexico \$102.76
  - ▶ Customer 537 in Aurora, USA \$98.76
  - ▶ Customer 367 in Adoni, India \$97.80

To continue that conversation around the geography of our customers, the customer team discussed their interest in wanting to reward customers who spent the most with Rockbuster. The top 5 customers are surprisingly not based in the highest revenue countries with the exception of customer 367 in India. Our most loyal customer is located in Mexico and spent \$128.70.

## Recommendations

- ▶ Expand inventory and determine parameters/theme for inventory (2000's nostalgia?)
- ▶ Determine competitive niche in home video market to compete with Netflix
- ▶ Compare data on per film costs with other home video companies
- ▶ Encourage utilization of services and word of mouth advertising by rewarding existing customers
- ▶ Begin a marketing campaign in regions with existing name recognition to grow existing regional sales

Based on this analysis, some recommendations are to expand the inventory to include film titles from other years besides 2006. However, since Netflix creates new content to cater to users desires for original and modern content, expanding a collection of nostalgic movies could cater to a different audience. Costs should also be researched to explore the effectiveness of our pricing. This analysis also discovered which countries have existing customers and this information could be utilized to direct resources for future marketing campaigns.

# Thank you!

Follow up questions can be directed to Zinnia Cheetham

Visuals are available in Tableau at:

[https://public.tableau.com/app/profile/zinnia6184/viz/3\\_10DataZMC/RockbusterStoryboard?publish=yes](https://public.tableau.com/app/profile/zinnia6184/viz/3_10DataZMC/RockbusterStoryboard?publish=yes)

That is the end of my presentation and I thank everyone for their attention today. My visuals are available in Tableau and I can be contacted via e-mail with questions.