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Rockbuster Stealth LLC

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Project Overview

01

Motivation: Due to increased competition from streaming services such as Netflix and Amazon Prime, Rockbuster Stealth is planning on using its existing movie licenses to launch an online video rental service in order to stay competitive.

02

Objective: Provide data driven answers to key business questions from Rockbuster management that they can use for the 2020 company strategy. This includes customer demographics and sales figures.

03

Scope: The insights provided, such as sales trends and customer behavior, are acted and analyzed from the company's database which will help shape the 2020 launch strategy for the online video rental service.

Data Overview



Total Number of Movies: 1000



Total Number of Movie Genres: 20



Total Number of Languages: 6



Total Number of Customers: 599



Total Number of Countries: 109

Rental Rates:

Minimum – 0.99

Maximum – 4.99

Average – 2.98

Replacement Costs:

Minimum – 9.99

Maximum – 29.99

Average – 19.98

Movie Length:

Minimum – 46 min

Maximum – 185 min

Average – 115 min

Key Questions



Which movies contributed the most/least to revenue gain?



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?

Which movies contributed the most/least to revenue gain?

Title	Top 10 Most Revenue	Title	Top 10 Least Revenue
Telegraph Voyage	215.75	Texas Watch	5.94
Zorro Ark	199.72	Oklahoma Jumanji	5.94
Wife Turn	198.73	Duffel Apocalypse	5.94
Innocent Usual	191.74	Freedom Cleopatra	5.95
Hustler Party	190.78	Young Language	6.93
Saturday Lambs	190.74	Rebel Airport	6.93
Titans Jerk	186.73	Cruelty Unforgiven	6.94
Harry Idaho	177.73	Treatment Jekyll	6.94
Torque Bound	169.76	Lights Deer	7.93
Dogma Family	168.72	Stallion Sundance	7.94

What was the average rental duration for all videos?

MINIMUM RENTAL
DURATION – 3
DAYS

MAXIMUM RENTAL
DURATION – 7
DAYS

AVERAGE RENTAL
DURATION – 5
DAYS

← Customers rent videos
on average for 5 days.

Which countries are Rockbuster customers based in?



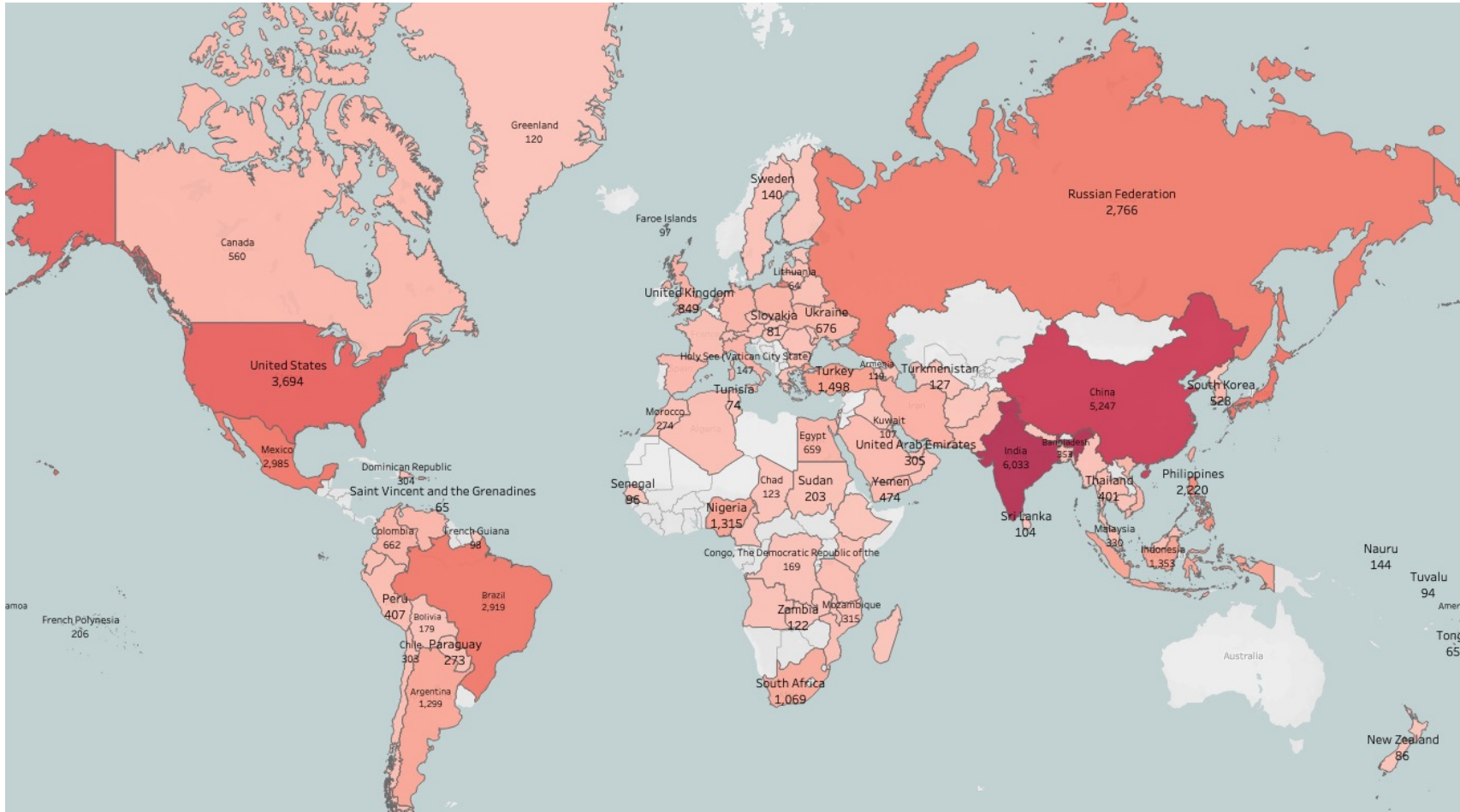
Top 10 Countries	Customer Count
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14

Where are customers with a high lifetime value based?

Customer First Name	Customer Last Name	City	Country	Total Amount Paid
Arlene	Harvey	Ambattur	India	111.76
Kyle	Spurlock	Shanwei	China	109.71
Marlene	Welch	Iwaki	Japan	106.77
Glen	Talbert	Acua	Mexico	100.77
Clinton	Buford	Aurora	United States	98.76
Betty	White	Citrus Heights	United States	96.77
Francisco	Skidmore	So Leopoldo	Brazil	93.79
Dora	Medina	Tianjin	China	88.81
Norman	Currier	Cianjur	Indonesia	73.76
Juan	Fraley	Teboksary	Russian Federation	63.79

Average amount
paid by top 10
customers – 94.50

Do sales figures vary by geographic region?

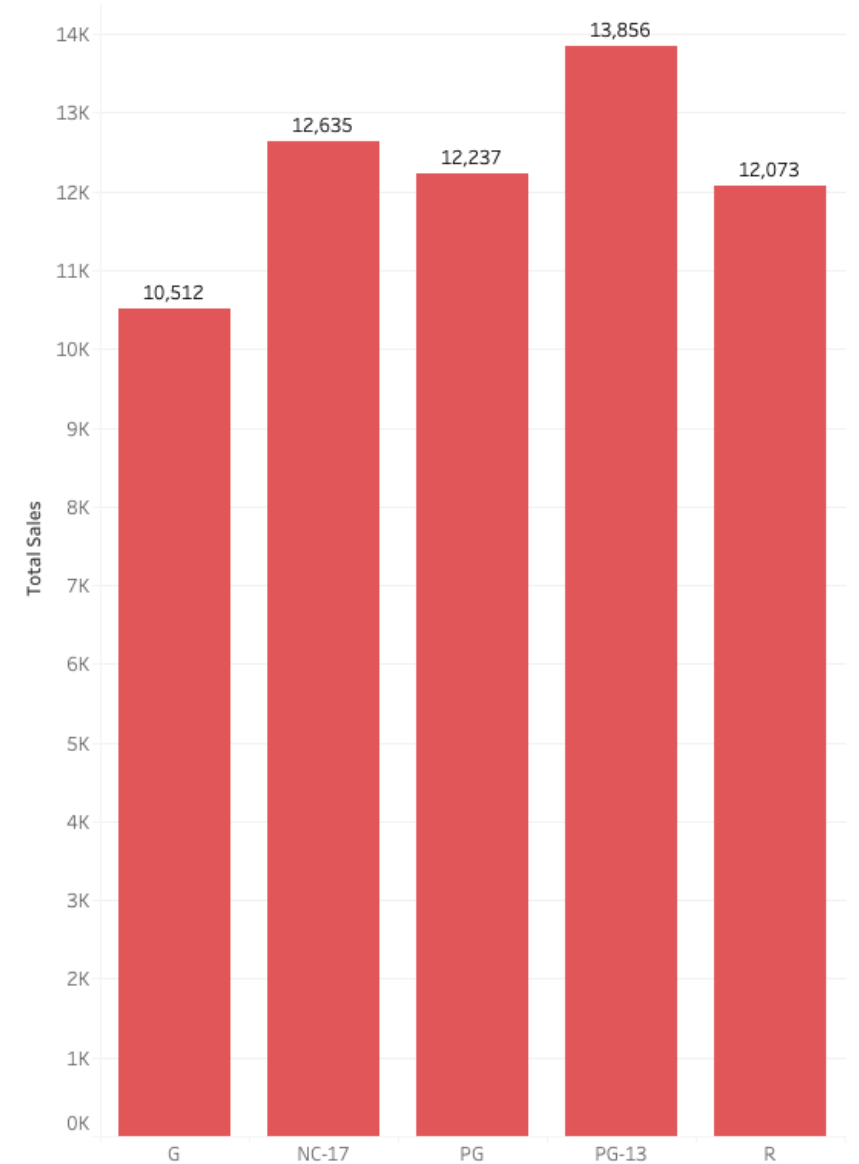


Top 10 Countries	Total Sales
India	6,032
China	5,247
United States	3,694
Japan	3,121
Mexico	2,984
Brazil	2,919
Russian Federation	2,765
Philippines	2,219
Turkey	1,498
Indonesia	1,352

Sales by Film Rating

PG-13 rating is the highest selling movie rating with almost 14,000 in sales.

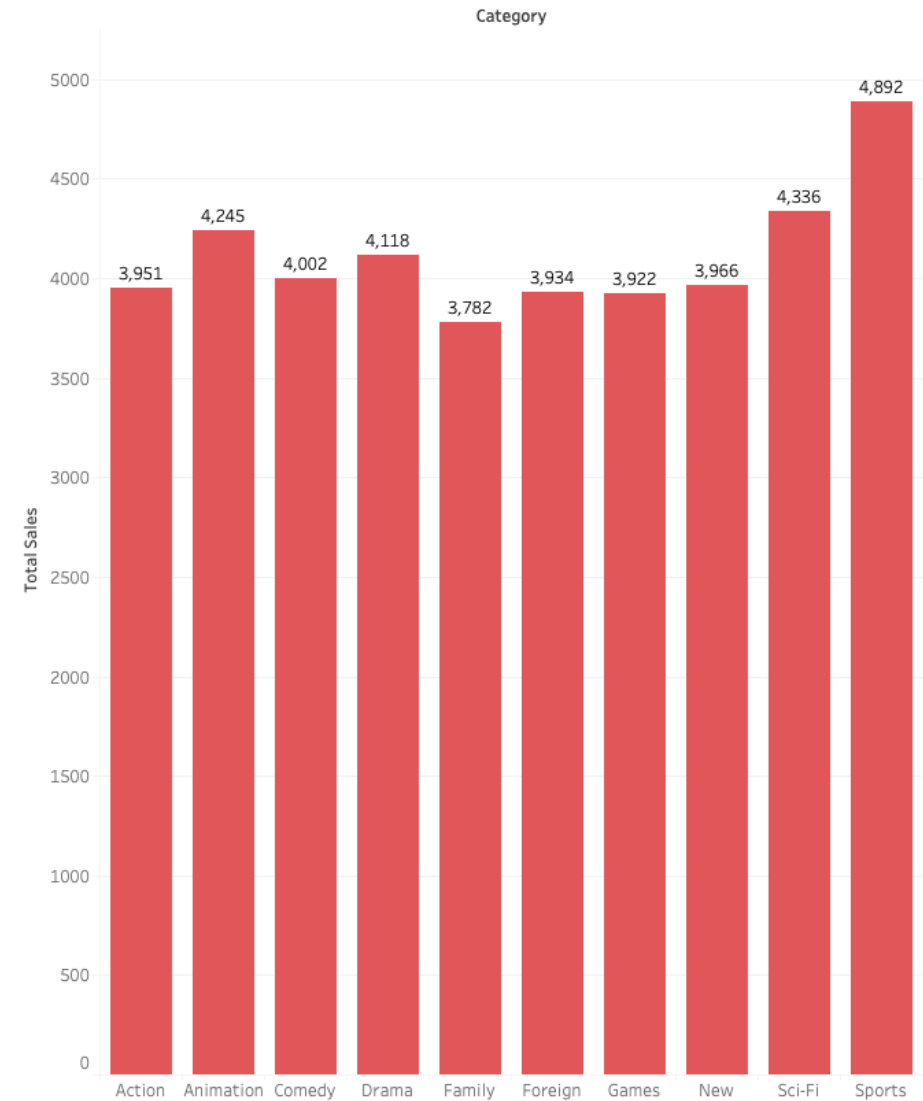
G rating is the lowest selling movie rating with 10,500 in sales.



Top 10 Categories by Sales

Sports is the highest selling category with 5,000 in sales.

Family is the lowest selling category with 3,800 in sales.



Recommendations for 2020 Launch Strategy

- Send out surveys to customers in top performing cities/countries to get feedback regarding movie reviews, rental and streaming habits, and customer preferences.
- Provide customer incentives for participating in customer surveys.
- Start a Rockbuster point system so customers can earn discounts, points, and other incentives.
- Focus more on low performing markets to increase sales.
- Utilize high lifetime value customers for beta testing online video rental service.
- Remove movies with low sales and update inventory with newest releases and popular movies.
- Invest in additional G rated inventory to increase sales and increase marketing towards 1-13 age demographic.



Thank you!



Visualizations from the presentation are available here: [Tableau Public](#)