

ROCKBUSTER STEALTH

ONLINE STREAMING SERVICE LAUNCH

Data analysis



PROJECT OVERVIEW

Rockbuster Stealth LLC, a movie rental company, is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive on the market.

THE ROLE OF THE DATA ANALYTICS DEPARTMENT:

To help the BI department with the launch strategy for the new online video service: conduct a data analysis and give recommendations based on its results.



OBJECTIVES OF THE DATA ANALYSIS

- To conduct an EDA and describe patterns in the data, such as the average rental rate, revenue, number of active customers, etc.
- To establish which top 10 countries and cities had the highest number of customers in 2006.
- To determine the top 10 countries with the highest revenue and the 5 most loyal customers in 2006.
- To find out which film genres were the most profitable and, hence, popular in 2006.
- To give recommendations to the BI in connection with the new strategy of the launch of a new online streaming service.

ROCKBUSTER STEALTH IN NUMBERS (2006)



REVENUE

\$ 61.312,04



ACTIVE
CUSTOMERS

584



FILMS

1000

ROCKBUSTER STEALTH IN NUMBERS (2006)



AVERAGE
RENTAL RATE

\$ 2,98



AVERAGE
REPLACEMENT
COST

\$ 19,98



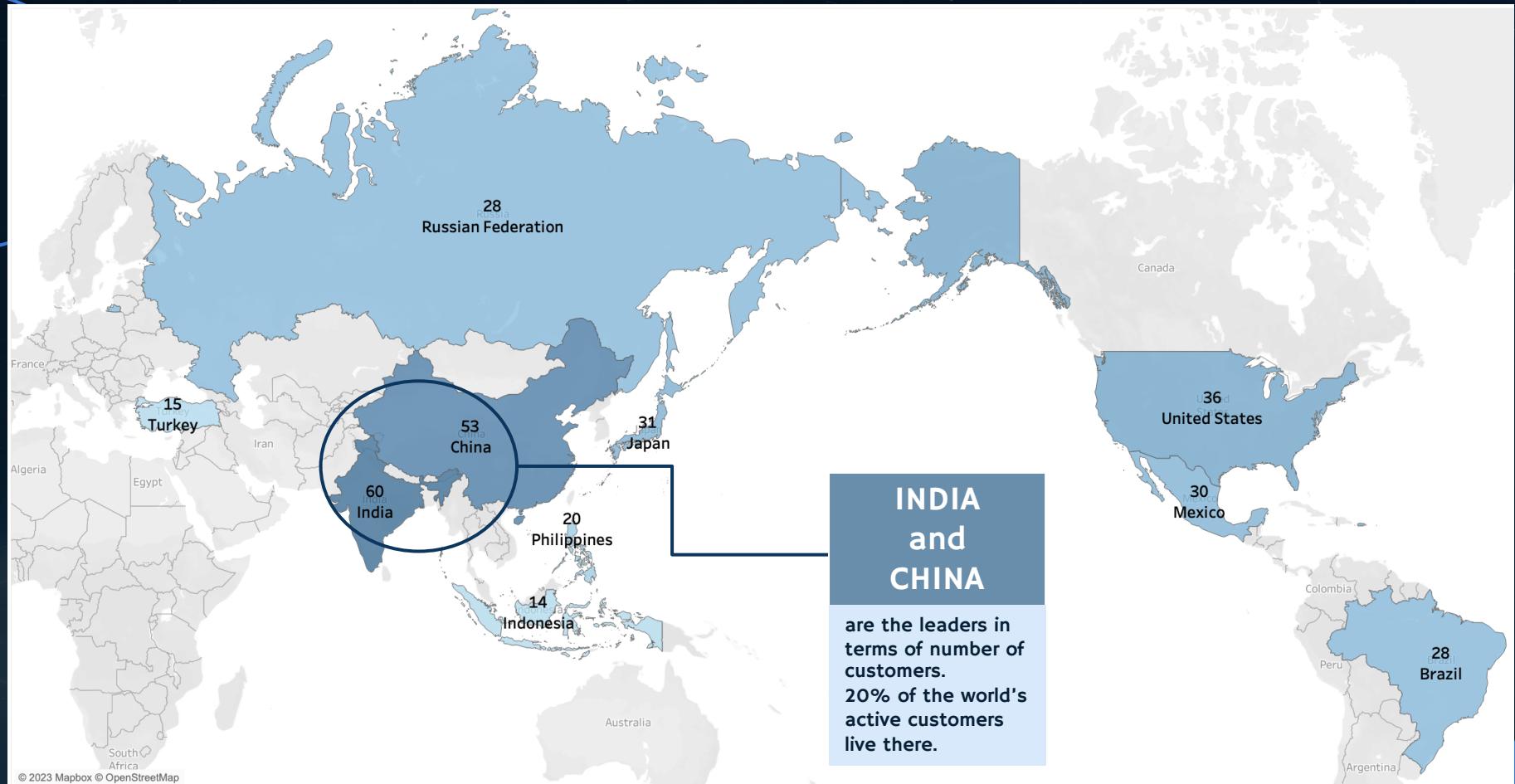
AVERAGE
RENTAL
DURATION

5 days

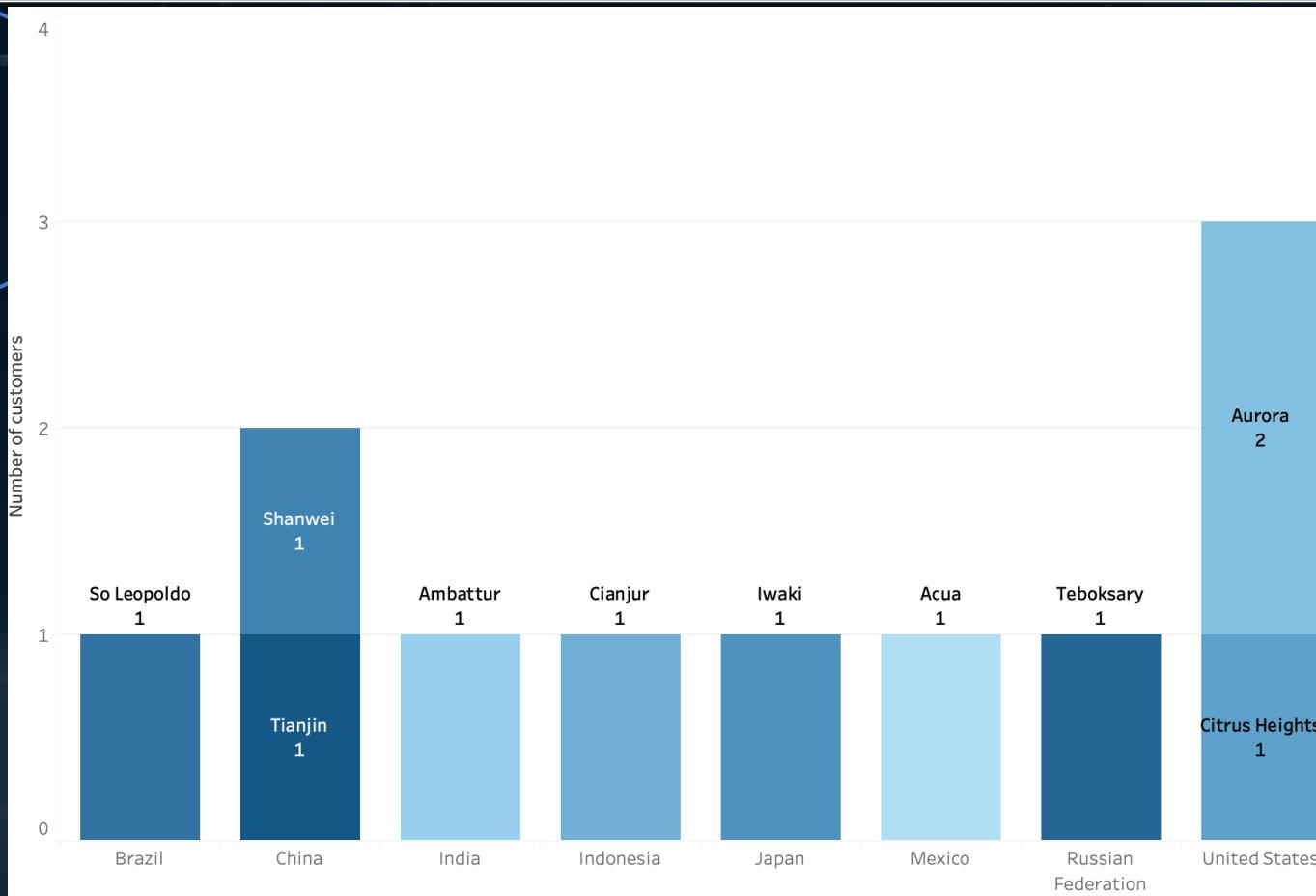


CUSTOMER GEORGAPHY

TOP 10 COUNTRIES BY NUMBER OF CUSTOMERS

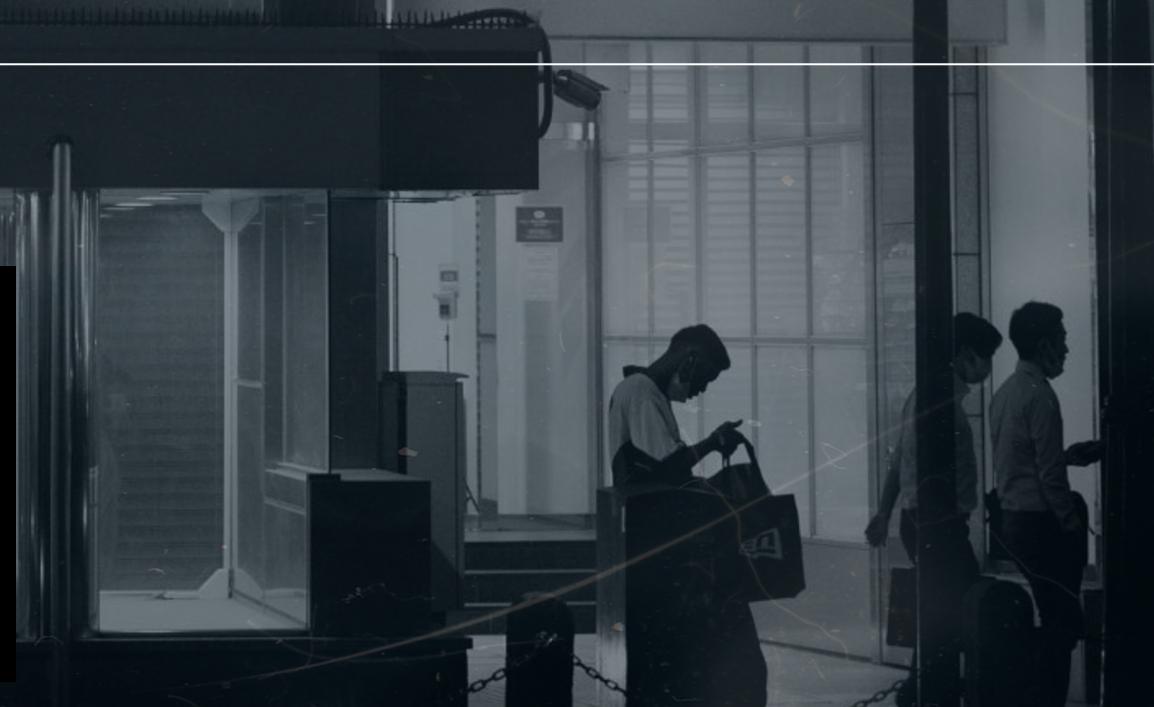


TOP 10 CITIES BY NUMBER OF CUSTOMERS

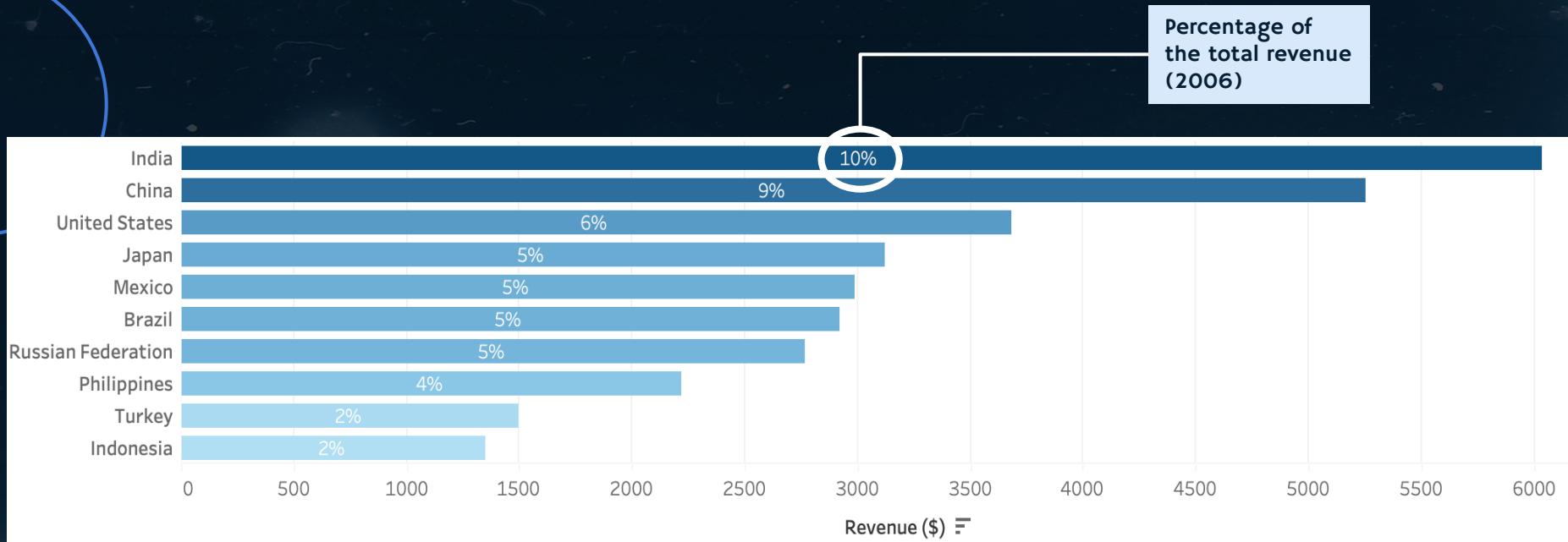


- Aurora (US) has the largest number of customers (2).
- 4 out of the 10 top cities are located in the USA (2) and China (2).

REVENUE ANALYSIS



TOP 10 COUNTRIES BY REVENUE (2006)



- Sales in India and China represent 19% of the total revenue in 2006.
- 46% of the total revenue stems from Asia*.
- 25% of the total revenue stems from the Americas*.

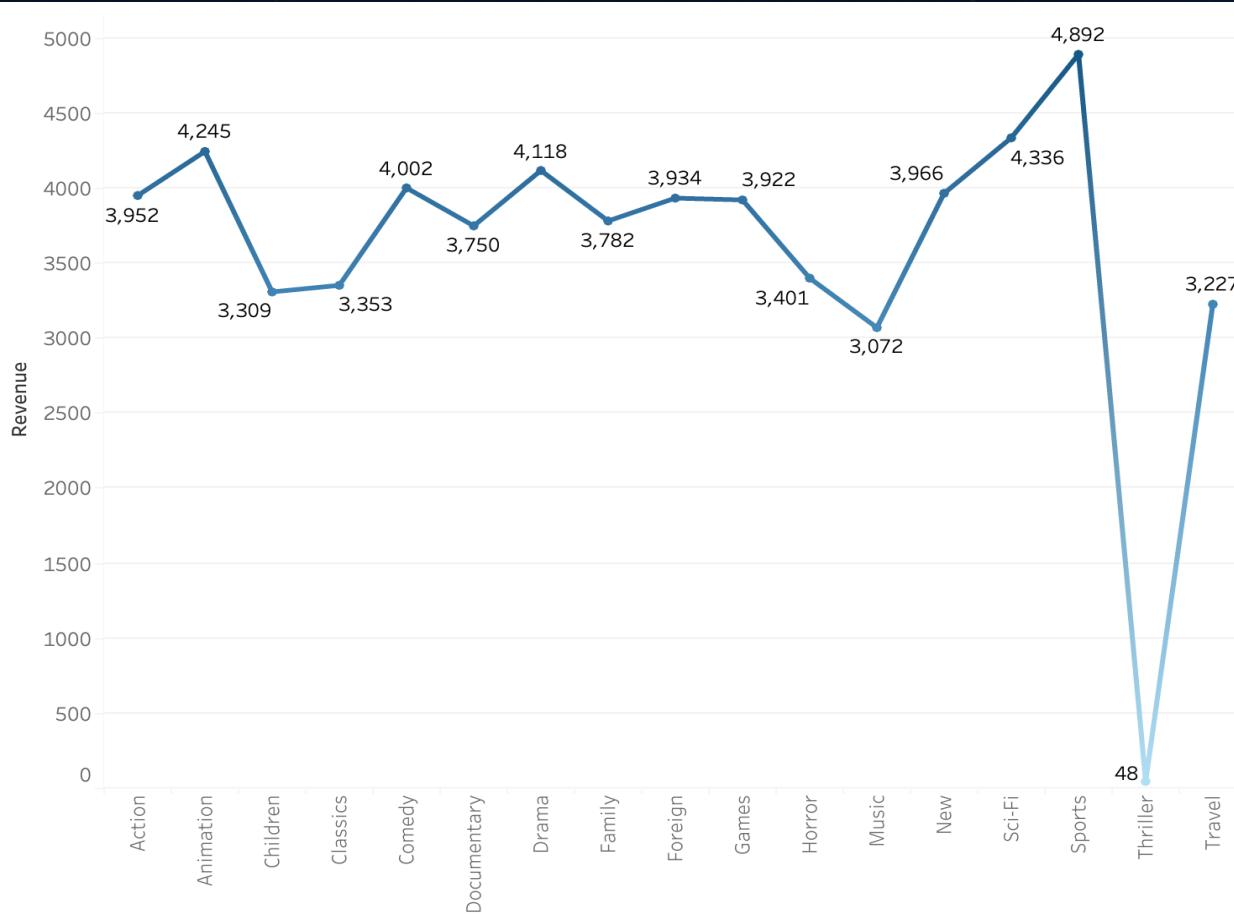
* taking all countries of the world into consideration

THE MOST LOYAL CUSTOMERS 2006

First name	Last name	Country	City	
Arlene	Harvey	India	Ambattur	111.76
Kyle	Spurlock	China	Shanwei	109.71
Marlene	Welch	Japan	Iwaki	106.77
Glen	Talbert	Mexico	Acua	100.77
Clinton	Buford	United States	Aurora	98.76

- 3 of the most loyal customers live in Asia, 2 – in North America.

REVENUE BY FILM GENRES



- *Sports, Sci-Fi, and Animation* films were the most popular ones in 2006. Their sales constituted 22% of the total revenue of 2006.
- *Thriller* was the least popular genre in 2006.

RECOMMENDATIONS



FILMS

Focus on marketing films of the following popular genres: *Sports, Sci-Fi, and Animation, Comedy, Drama and New*.



MARKET EXPANSION

- Actively advertise in Europe, Africa, and Oceania to attract new customers.
- Keep being active in Asia and the Americas.



LOYALTY PROGRAM

Introduce a loyalty program – thank your most loyal customers with discounts and special offers. Especially focus on customers from Europe, Africa, and Oceania, where the customer activity is still low. Remain active in Asia and the Americas.

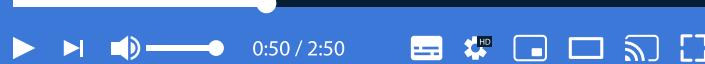


REDUCE PRICES

- Reduce the price for a rental by \$0,30 - 0,50 to gain more customers.
- Introduce a subscription service that is more beneficial for customers in terms of costs.

THANK YOU!

For questions, please contact me
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