

Rockbuster Stealth

BUSINESS INTELLIGENCE - DATA ANALYSIS PROJECT

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Project Objective

This presentation is intended to provide a better understanding into Rockbuster Stealth's customer base to help launch strategy for the new online video rental service.

Business questions to be answered:

- What was the summary statistics for rentals?
- Which movies contributed the most and least to revenue gain?
- Which geographic regions generated the most rentals?
- Where are customers with a high lifetime value based?

Data Table Summaries

Film Table

Minimum Rental Rate	Maximum Rental Rate	Average Rental Rate
\$0.99/day	\$4.99/day	\$2.98/day

Rental Table

Minimum Rental Duration	Maximum Rental Duration	Average Rental Duration
3 Days	7 Days	4.98 Days

Rental Table

Minimum Rental Cost	Maximum Rental Cost	Average Rental Cost
\$2.97	\$34.93	\$14.92

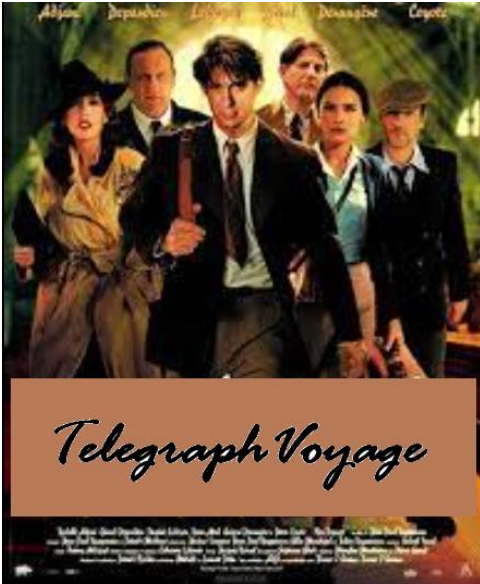
Movie Revenue Generation Highlights

Highest Revenue Movies:

1. Telegraph Voyage (\$215.75)
2. Zorro Ark (\$199.72)
3. Wife Turn (\$198.73)
4. Innocent Usual (\$191.74)
5. Hustler Party (\$190.78)

Lowest Revenue Movies:

1. Texas Watch (\$5.94)
2. Oklahoma Jumanji (\$ 5.94)
3. Duffel Apocalypse (\$ 5.94)
4. Freedom Cleopatra (\$5.95)
5. Rebel Airport (\$6.93)



#1 Telegraph Voyage (2006)

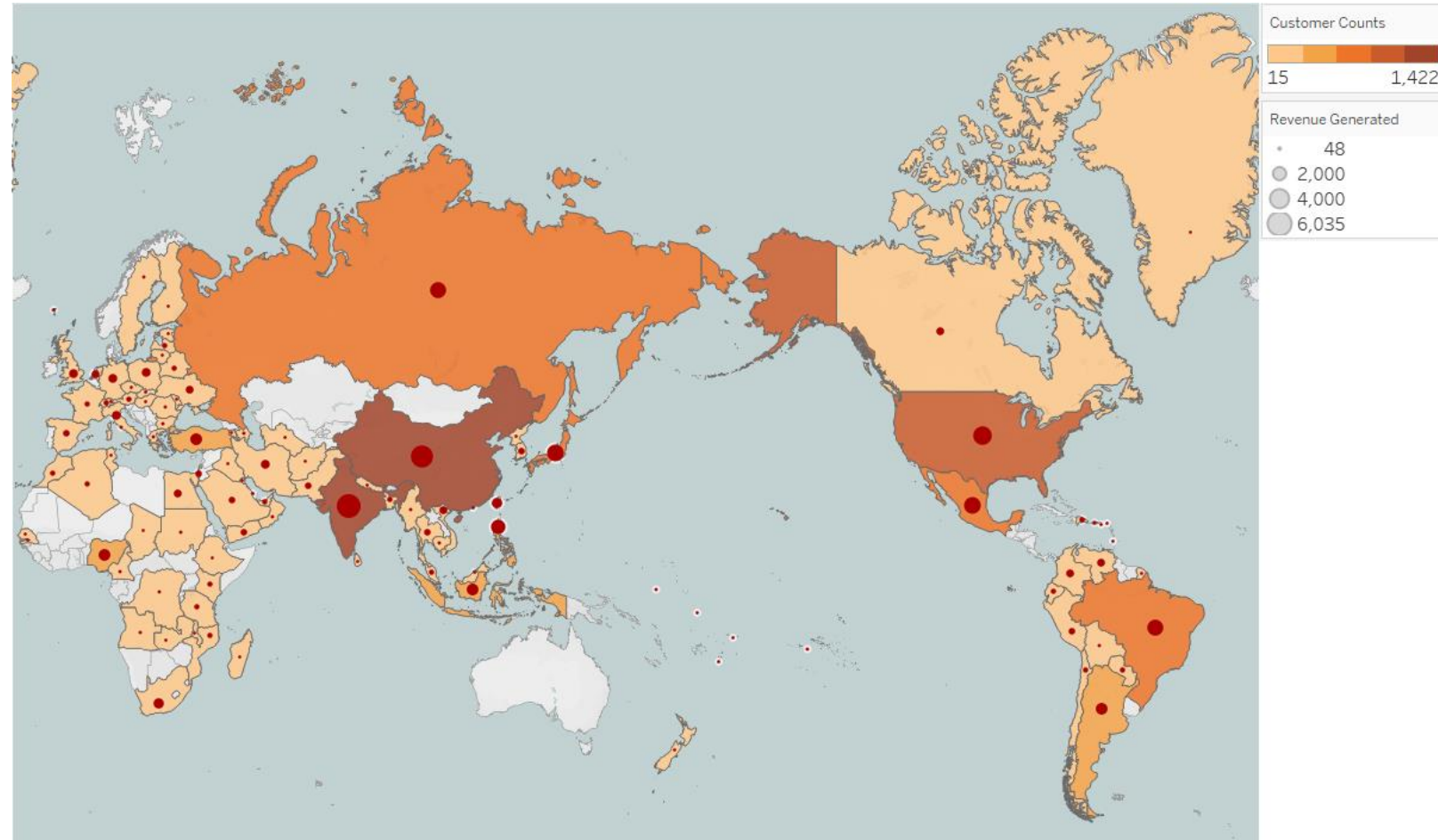


Texas Watch

#1001 Texas Watch (2006)

Customer Base & Revenue Generated

- Rockbuster Stealth customers are based in 109 countries worldwide.
- Generated a total revenue of \$61312.04 for the period from February 2007 to May 2007.



Best Performing Rental Regions

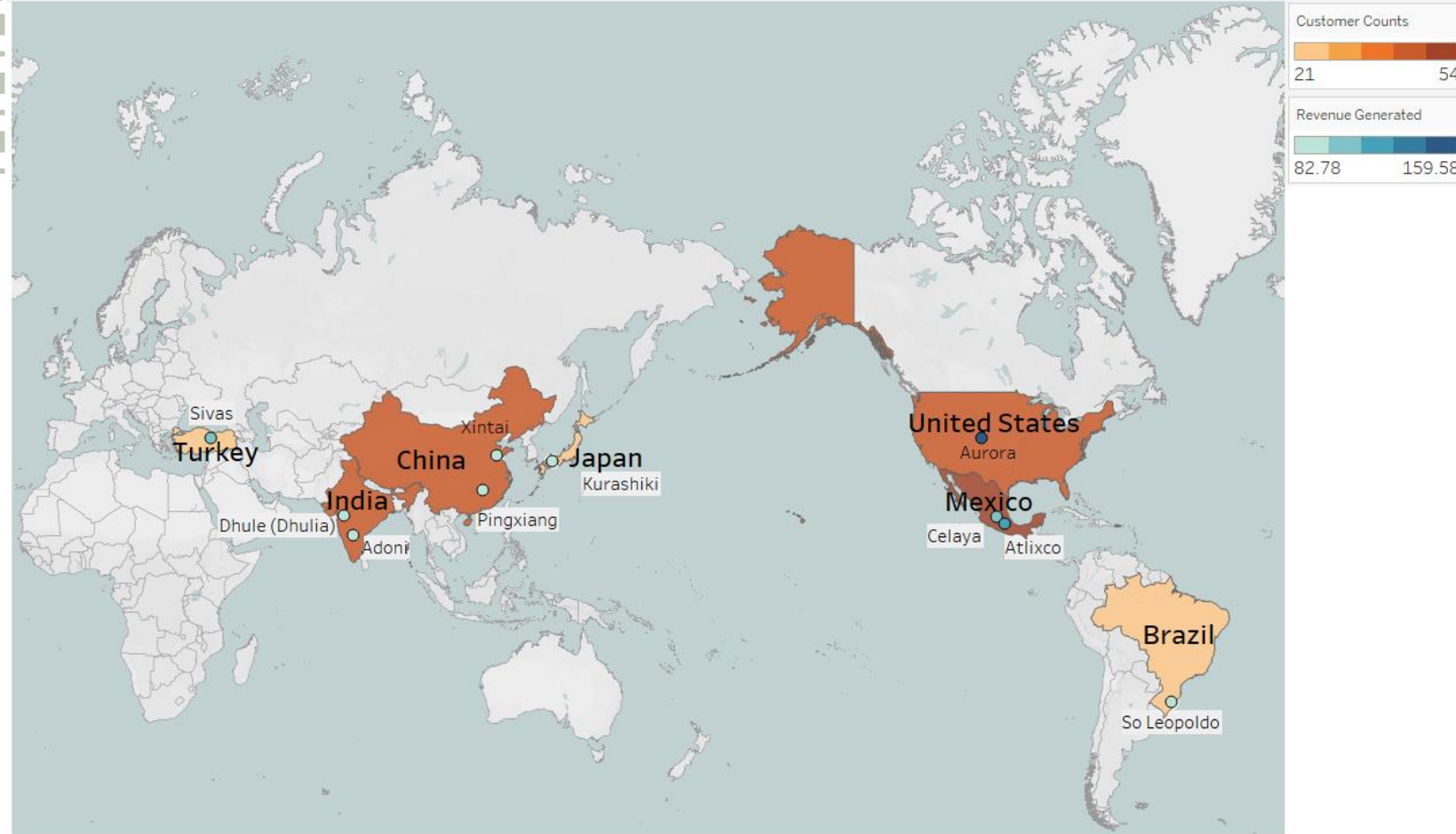
Best performing countries and cities were determined by highest customer numbers and revenue generated per region.

■ Top 10 countries:

1. India
2. China
3. United States
4. Japan
5. Mexico
6. Brazil
7. Russia
8. Philippines
9. Turkey
10. Indonesia

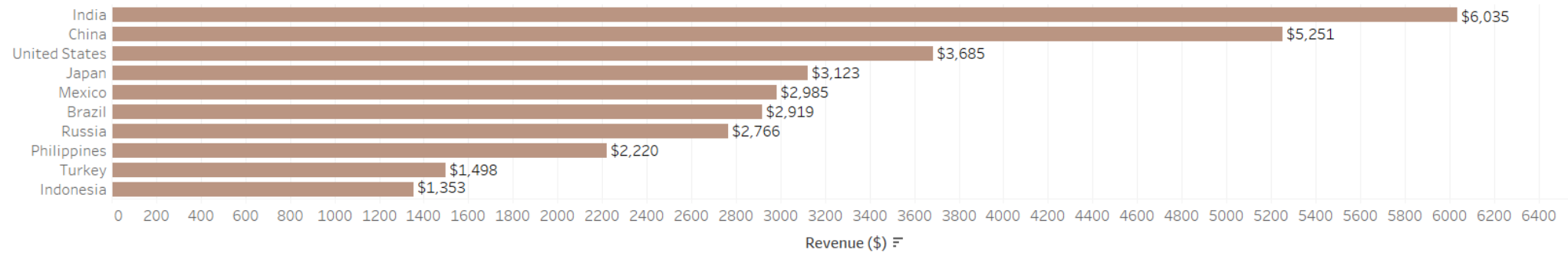
■ Top 10 cities:

1. Aurora
2. Atlixco
3. Xintai
4. Adoni
5. Dhule
6. Kurashiki
7. Pingxiang
8. Sivas
9. Celaya
10. So Leopoldo

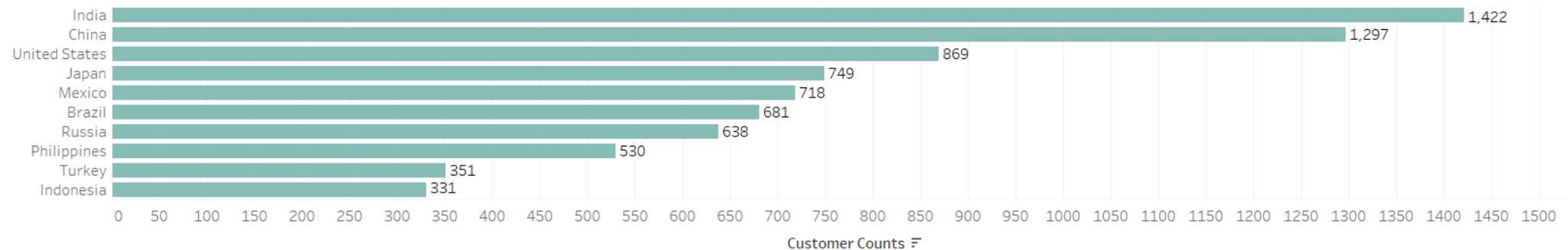


Top 10 Countries Statistics

Revenue Generated by Top 10 Countries

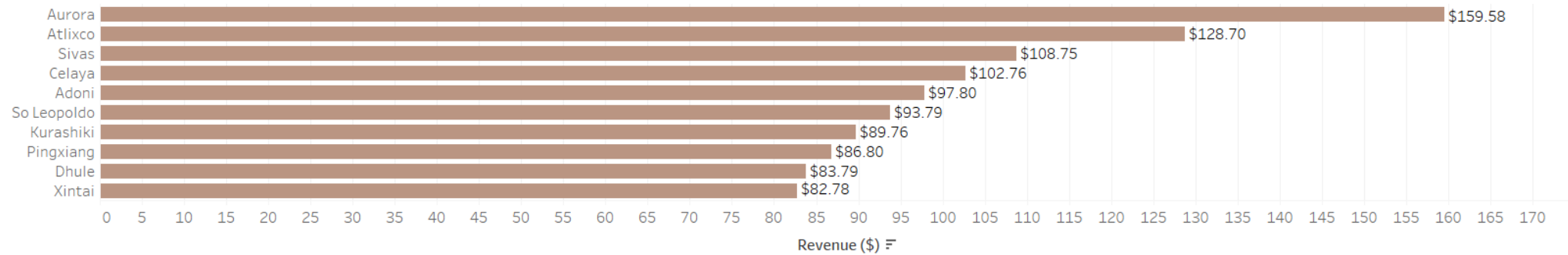


Customer Counts in Top 10 Countries

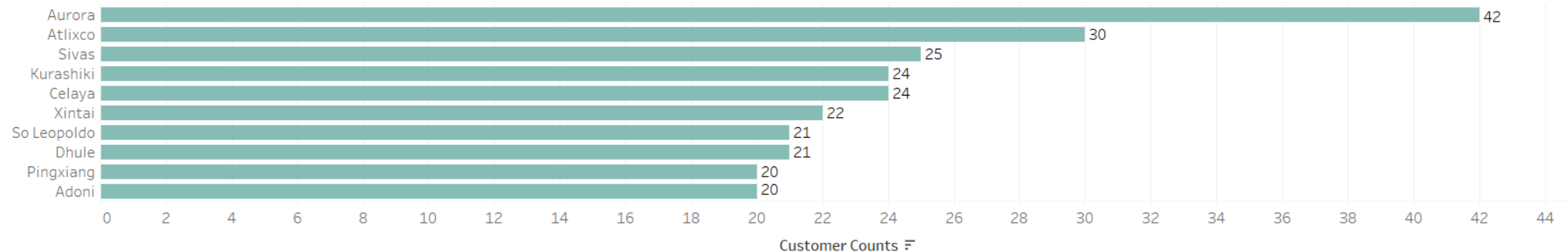


Top 10 Cities Statistics

Revenue Generated by Top 10 Cities

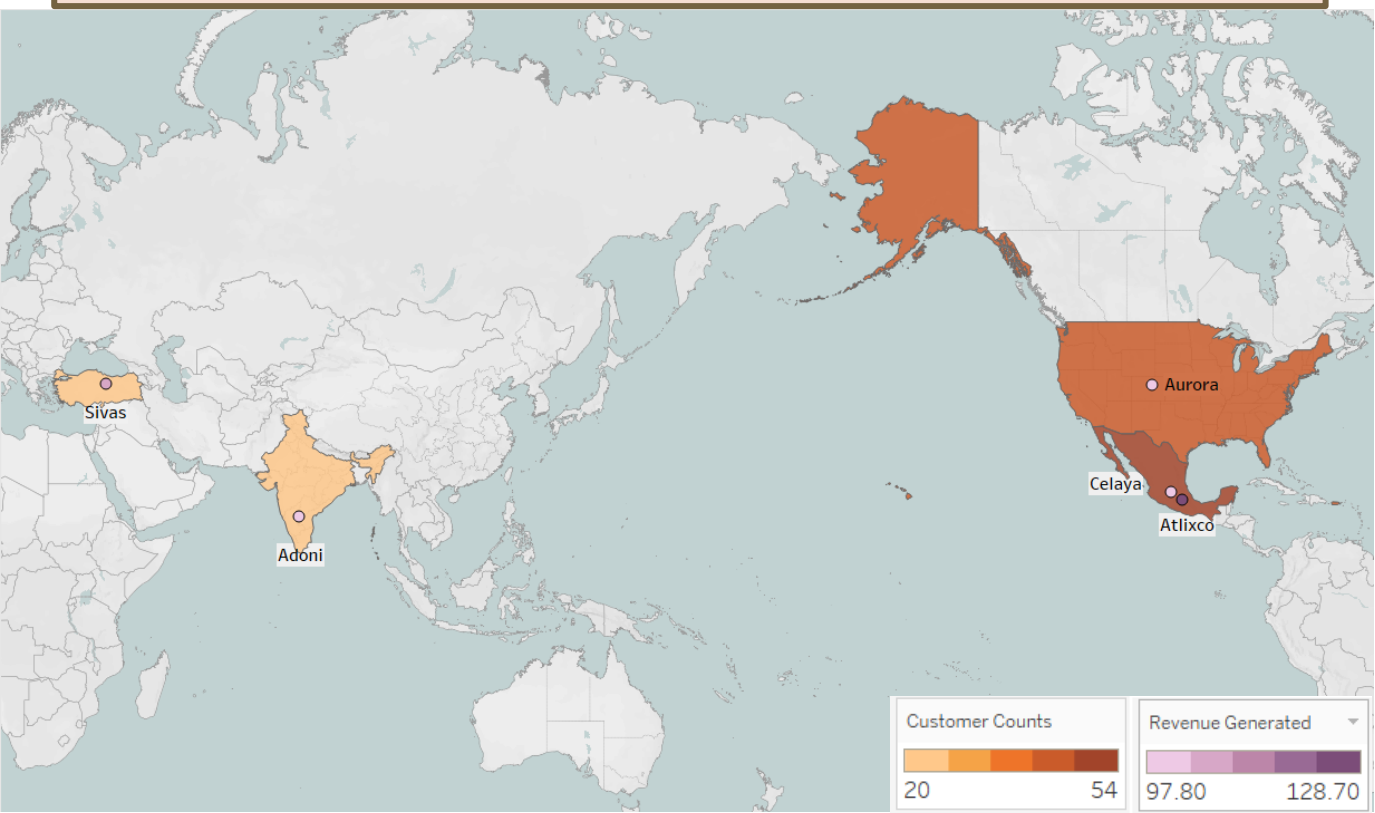


Customer Counts in Top 10 Cities



Top 5 Customers

Location of Rockbuster Stealth Top 5 Customers



Here are Rockbuster Stealth’s top 5 customers who have paid the highest total amounts on rentals. The customer team would like to reward them for their loyalty!

<u>Rank</u>	<u>Customer</u>	<u>Country</u>	<u>City</u>	<u>Revenue</u>
1	Sara Perry	Mexico	Atlixco	\$ 128.70
2	Gabriel Harder	Turkey	Sivas	\$ 108.75
3	Sergio Stanfield	Mexico	Celaya	\$ 102.76
4	Clinton Buford	United States	Aurora	\$ 98.76
5	Adam Gooch	India	Adoni	\$ 97.80

Summary

- ❖ With over 1001 movies available in Rockbuster Stealth library, the average rental duration for all movies is 4.98 Days.
- ❖ Highest revenue movie is 'Telegraph Voyage' (\$215.75), while the lowest revenue movie is 'Texas Watch' (\$5.94).
- ❖ India is Rockbuster Stealth's top selling country with the highest customer base of 1,422 customers and generated a total revenue of \$6,035.
- ❖ However, the top selling city is Aurora, located in United States, has the highest customer base of 42 customers and a total revenue of \$159.58.

Recommendations

Increase advisements and marketing

- Movies can be advertised as movie of the week/month, or staff picked.
- Feature movies on homepage of website.
- Focus efforts on lower performing revenue movies.
- Increase Rockbuster Stealth exposure by introducing advertisement campaigns to countries, particularly areas with no Rockbuster customers.
- Focus advertising budget on the top 10 countries and cities.

Weekly/Monthly Specials

- Discounts for movies of the week/month particularly.
- Earn bonus points when renting movie of the week/month.
- Focus efforts on lower performing revenue movies.
- Membership free trial.
- Waive sign-on membership fee on a particular week or month of the year.

Loyalty program

- Based off a point system, where customers can accumulate points for every rental or dollar spent.
- When customers reach a milestone, reward them with a free rental.
- Earn bonus points.

Rewards

- Reward the top 5 customers of the year for their loyalty.
- Birthday vouchers.
- Family/friends referral programs and rewards.



Questions