ROCKBUSTER STEALTH: DATA ANALYSIS SUMMARY

Ana Renahan, March 11, 2023

PROJECT CONTEXT

- **Context**: The Rockbuster Stealth management team is planning to use existing movie licenses to launch an online video rental service. This is because the company is facing stiff competition from streaming services such as Netflix and Amazon Prime.

- We will be answering **management's key questions** (listed on the right) to assist with the **2020 company strategy.**

- Look for the ⭐ 's to see where these key questions are being answered!

What movies contributed the most/least to revenue gain?
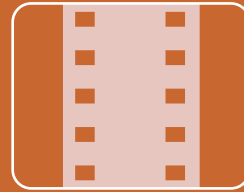
What was the average rental duration for all videos?

ANALYSIS BY COUNTRY

- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?

More about our FILMS...

INITIAL DATA

FILM DATA: What kind of films do we have in inventory?
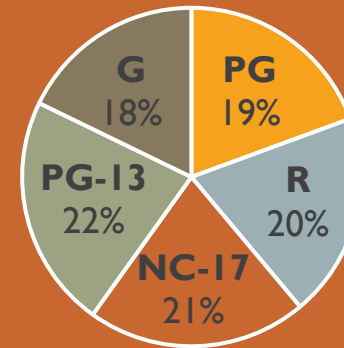
# of Movies in our Catalog:
1000

Release Year:
2006

Language(s):
English

Breakdown of Ratings:

G 18%
PG 19%
R 20%
NC-17 21%
PG-13 22%

Longest Film(s)
185 min.

Average Film(s)
114 min.

Shortest Film(s)
46 min.

Note: *Our dataset for this analysis only includes **English films that were released in 2006**. If additional data is available on other films in our catalog (released in other years or different languages), we should re-do this analysis.*

INITIAL DATA

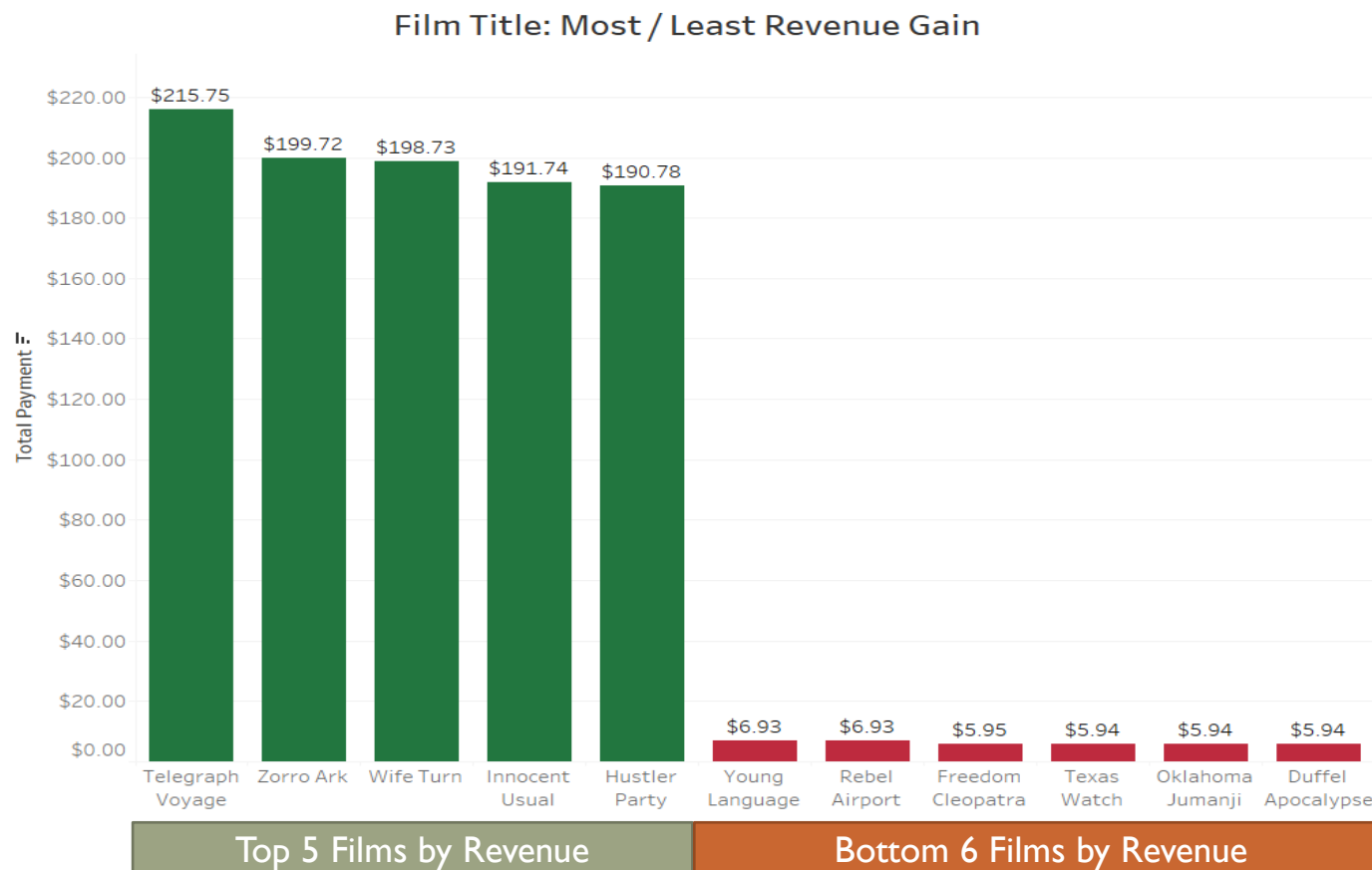|			
Rental Duration:	Minimum: **3 Days**	Average: **5 Days**	Maximum: **7 Days**
Rental Rate:	Minimum: **$0.99 / day**	Average: **$2.99 / day**	Maximum: **$4.99 / day**
Replacement Cost:	Minimum: **$9.99**	Average: **$19.99**	Maximum: **$29.99**

⭐ The average rental duration for our movies is 5 days.

How do our films "perform"?

ANALYSIS

What movies contributed to the **most/least revenue gain?**

Film Title: Most / Least Revenue Gain

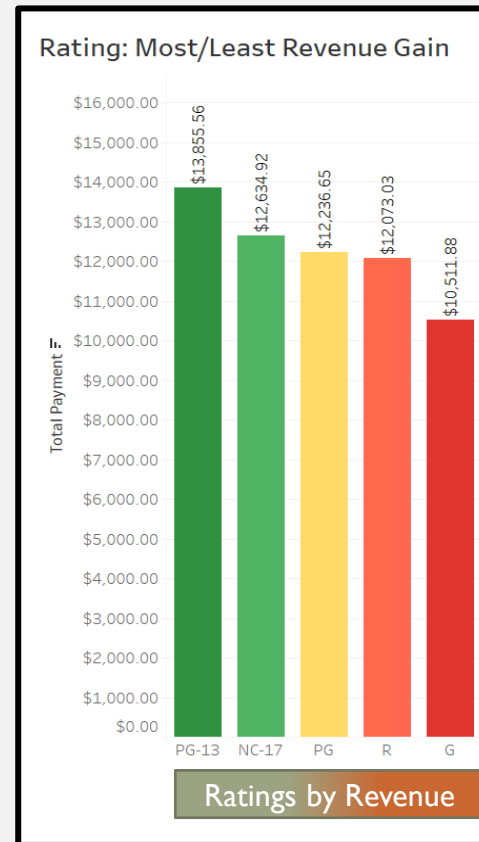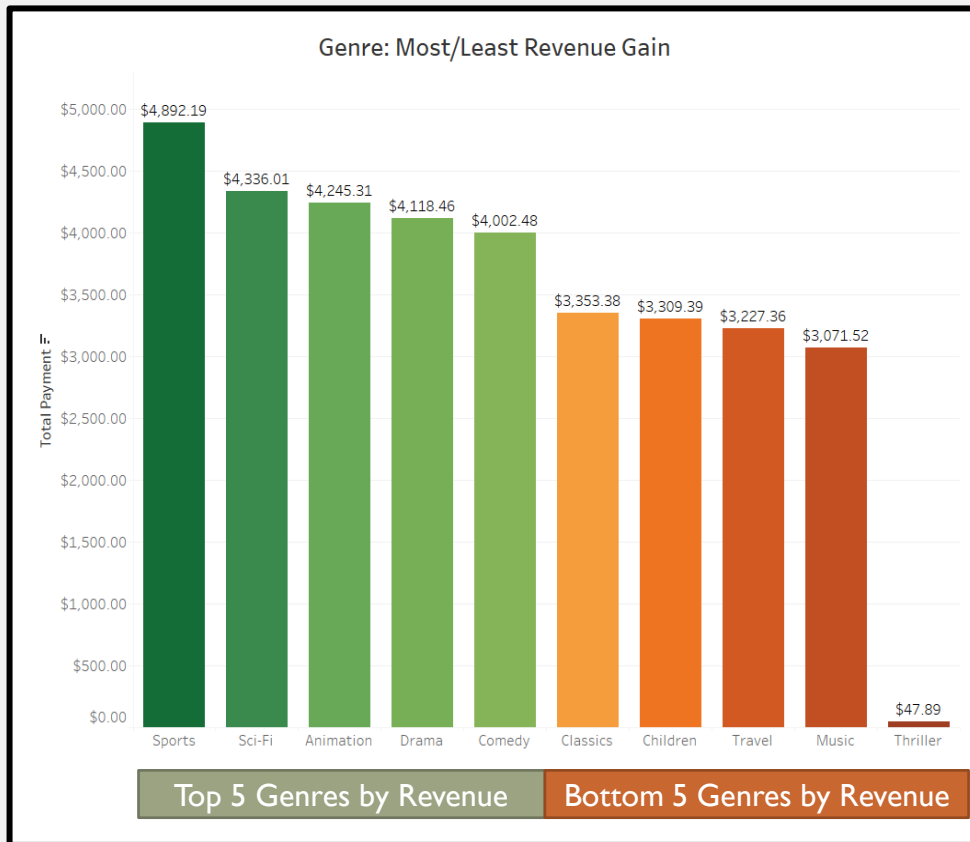Our dataset shows **rental dates from 05/24/2005 – 02/14/2006**. During this time…

⭐ The film **Telegraph Voyage** contributed to the most revenue gain (with a total payment amount of $215.75).

• There were **42 films** that did not have any rentals (total payment amount is $0).

• The bottom 6 films shown to the left had the lowest / non-zero revenue.

ANALYSIS

What **genres and ratings** contributed to the **most/least revenue gain**?

Genre: Most/Least Revenue Gain

Genre	Total Payment
Sports	$4,892.19
Sci-Fi	$4,336.01
Animation	$4,245.31
Drama	$4,118.46
Comedy	$4,002.48
Classics	$3,353.38
Children	$3,309.39
Travel	$3,227.36
Music	$3,071.52
Thriller	$47.89

Top 5 Genres by Revenue | Bottom 5 Genres by Revenue

Rating: Most/Least Revenue Gain

Rating	Total Payment
PG-13	$13,855.56
NC-17	$12,634.92
PG	$12,236.65
R	$12,073.03
G	$10,511.88

Ratings by Revenue

Our dataset shows **rental dates from 05/24/2005 – 02/14/2006**. During this time…

- The **Sports** genre contributed the most revenue gain, while the **Thriller** genre had the least revenue gain.

- **PG-13** movies contributed the most revenue gain, while **G** movies had the least revenue gain.

More about our CUSTOMERS...

INITIAL DATA

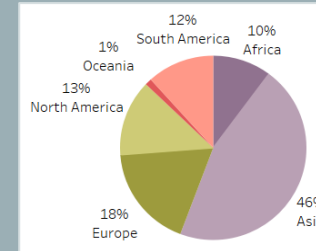## CUSTOMER DATA: What do we know about our customers?
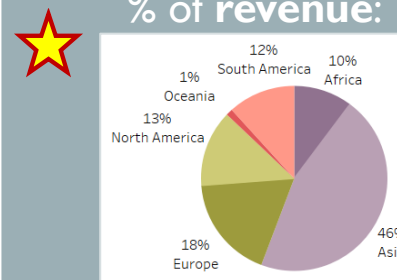
of customers in our dataset:

599

of countries customers are based in:

108

Continents with the largest % of **customers**:

12%
South America
10%
Africa
1%
Oceania
13%
North America
18%
Europe
46%
Asia

Continents with the largest % of **revenue**:

⭐

12%
South America
10%
Africa
1%
Oceania
13%
North America
18%
Europe
46%
Asia

of customers linked to each store:

326

273

Store 1
Australia

Store 2
Canada

⭐ This gives us a quick understanding of how many customers we have and how many countries they reside in, as well as it shows us that **sales figures vary by continent (i.e. geographic region)**! More detail on this variation in the following slides.

Where are our top customers located?

ANALYSIS

Top 10 Countries for Rockbuster (based on # of Customers)

Count Of Customers
1 ———————— 60

Link to Tableau Public
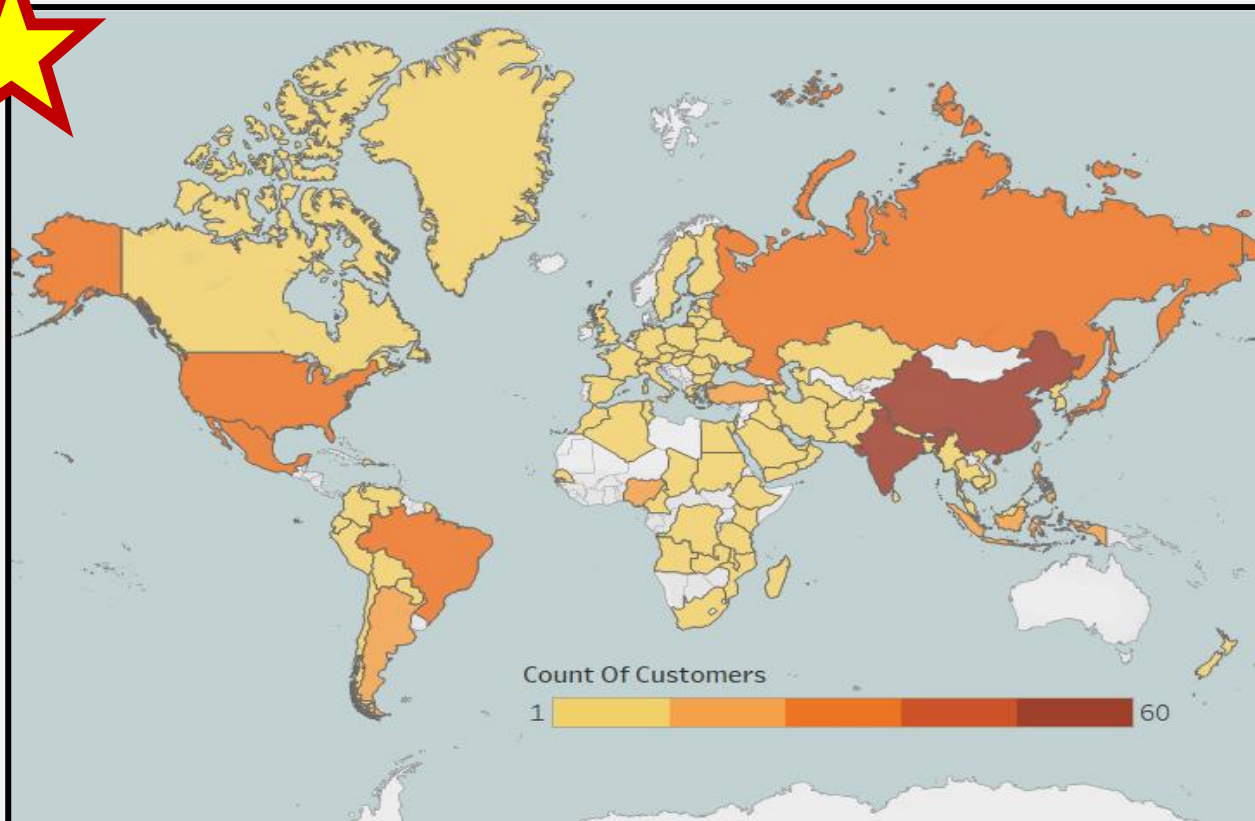
Top 10 Countries by Customer Count

1	India	Asia	60
2	China	Asia	53
3	United States	North America	36
4	Japan	Asia	31
5	Mexico	North America	30
6	Russian Federation	Europe	28
	Brazil	South America	28
7	Philippines	Asia	20
8	Turkey	Asia	15
9	Indonesia	Asia	14

- The map shows us the **108 countries** that Rockbuster customers are based in (the darker the shade, the more customers located there).

- **Note:** There is a tie for 6th place, and this is why our rank only shows up to 9th place.

ANALYSIS

Top 10 Cities within the Top 10 Countries for Rockbuster (based on Customer Payments)

- With the **Top Countries** defined by customer count, we can then find the **Top Cities** within those countries **based on Customer Payments**

- ⭐ These cities are where there are customers with a high lifetime value. The following slide shows our top customers in these cities!

- From this, we can see that the **United States** and **India** each account for the most top cities (3 each).

- **Cape Coral** in the United States is the city with the highest amount of customer payments.

ANALYSIS

Top 5 Customers within the Top 10 Cities for Rockbuster (**based on Customer Payments**)

The following customers could be rewarded for their loyalty!

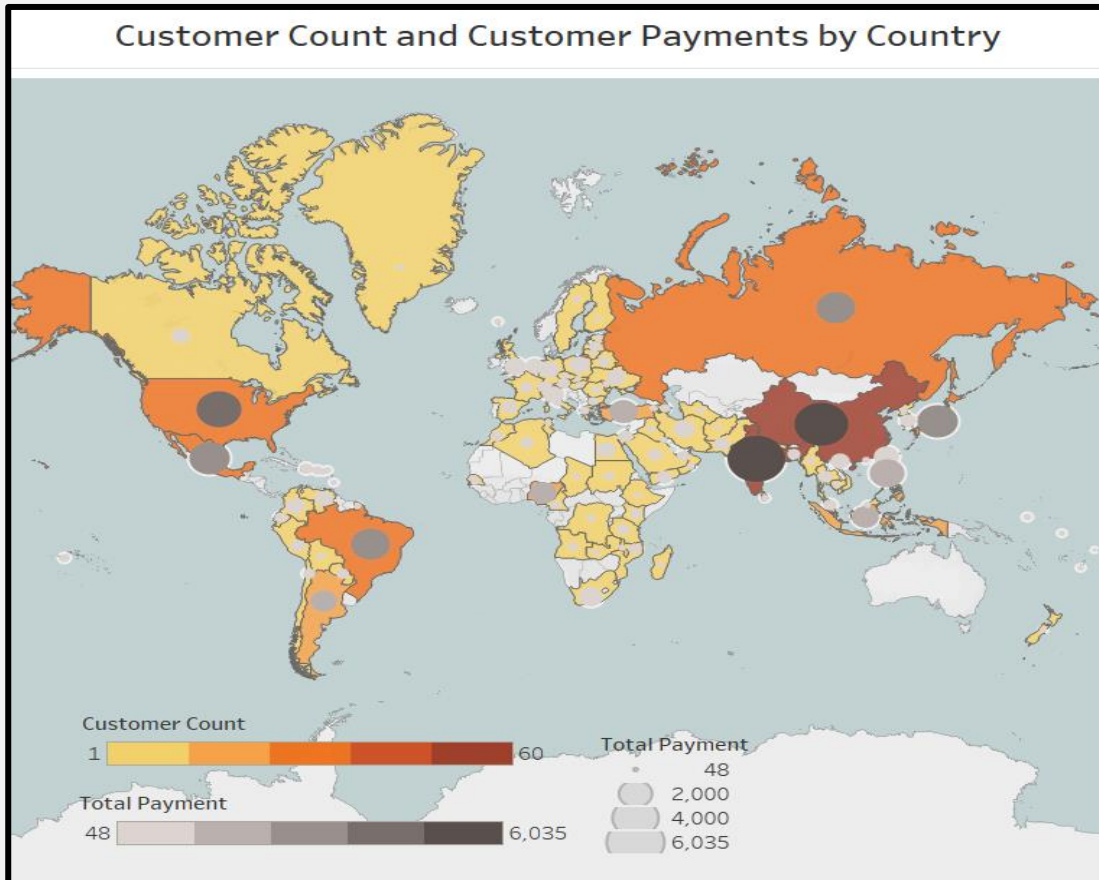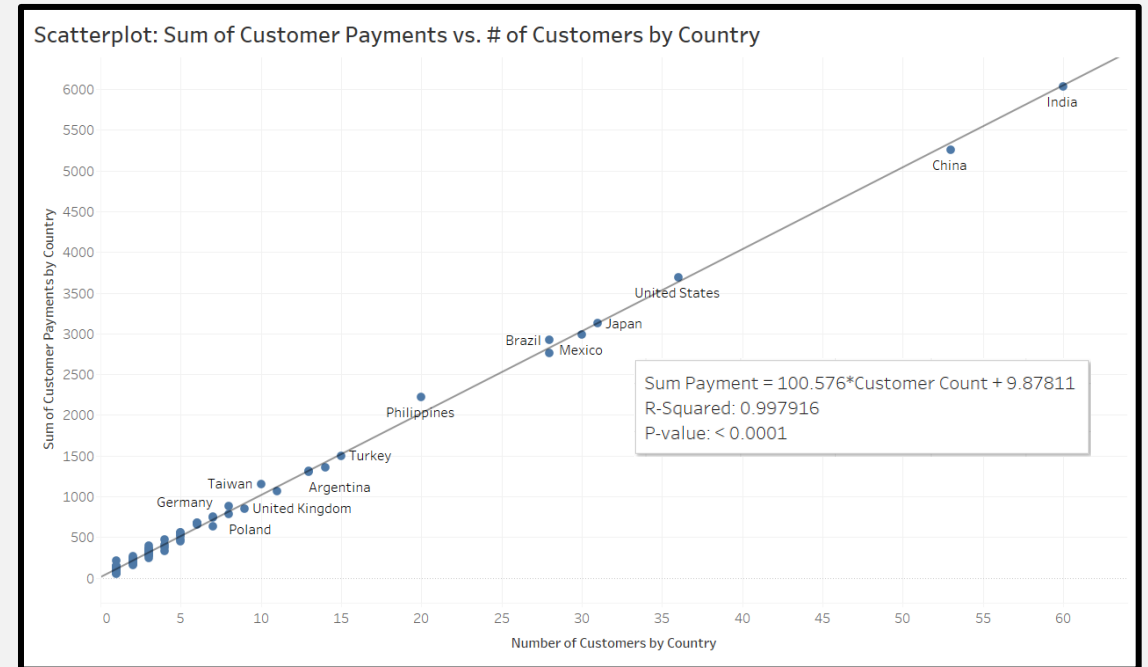|				
$208.58 Karl Seal Cape Coral, United States	**$194.61 Marion Snyder** Santa Brbara dOeste, Brazil	**$166.61 Marcia Dean** Tanza, Philippines	**$162.67 Mike Way** Valparai, India	**$152.68 Steve Mackenzie** Probolinggo, Indonesia

ANALYSIS

Does the **revenue generated by each country** correlate to the **number of customers in each country**?

Customer Count and Customer Payments by Country

Customer Count
1 — 60

Total Payment
48 — 6,035

Total Payment
48
2,000
4,000
6,035

Link to Tableau Public

Scatterplot: Sum of Customer Payments vs. # of Customers by Country

Sum Payment = 100.576*Customer Count + 9.87811
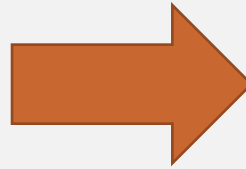R-Squared: 0.997916
P-value: < 0.0001

Correlation Coefficient = 1.00

Yes! The scatterplot points being close to the trend line along with our correlation coefficient lets us know that the relationship between these two variables is strong.

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

RECOMMENDATIONS

Our data shows us which countries Rockbuster customers are based in and where customers with a high lifetime value are based. It also shows us that sales figures vary between geographic regions.

We should show our appreciation to loyal customers and further understand if there are other variables that contribute to success in top cities.

Our data shows us which film titles, genres, and ratings from the Rockbuster catalog produced the most and least revenue gain.
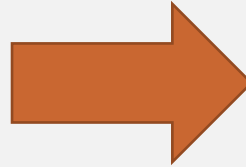
We should continue our analysis on the performance of top titles and genres. We should investigate how genres perform by region and market to those regions accordingly.

The findings presented can be used to help with the launch strategy for our new online video services.

QUESTIONS?

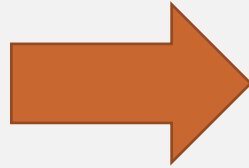Please reach out if you have any questions!

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Thank you for your time!

BACKUP

A note on data limitations:

Our dataset only contained English language films released in 2006. In addition, our customer revenue was based on customer rental dates from 05/24/2005 – 02/14/2006.

We should expand our dataset to include non-English language films released in various years to see if other languages are more successful across our customer base. We should look at more recent sales transactions, as well.