



ROCKBUSTER STEALH

PERFORMANCE ANALYSIS
FEBRUARY ~ MAY 2007

INTRODUCTION

This performance analysis was created for Rockbuster Stealth to address the following questions:

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

DATA DESCRIPTION

Between

Feb ~ May

2007

Rockbuster grossed

\$61,312.04

avg \$20,437/month

processed

14,596

transactions

avg \$4.13/transaction

served

584

customers

in

109

countries

providing

1,000 films

17 genres

5 rental durations

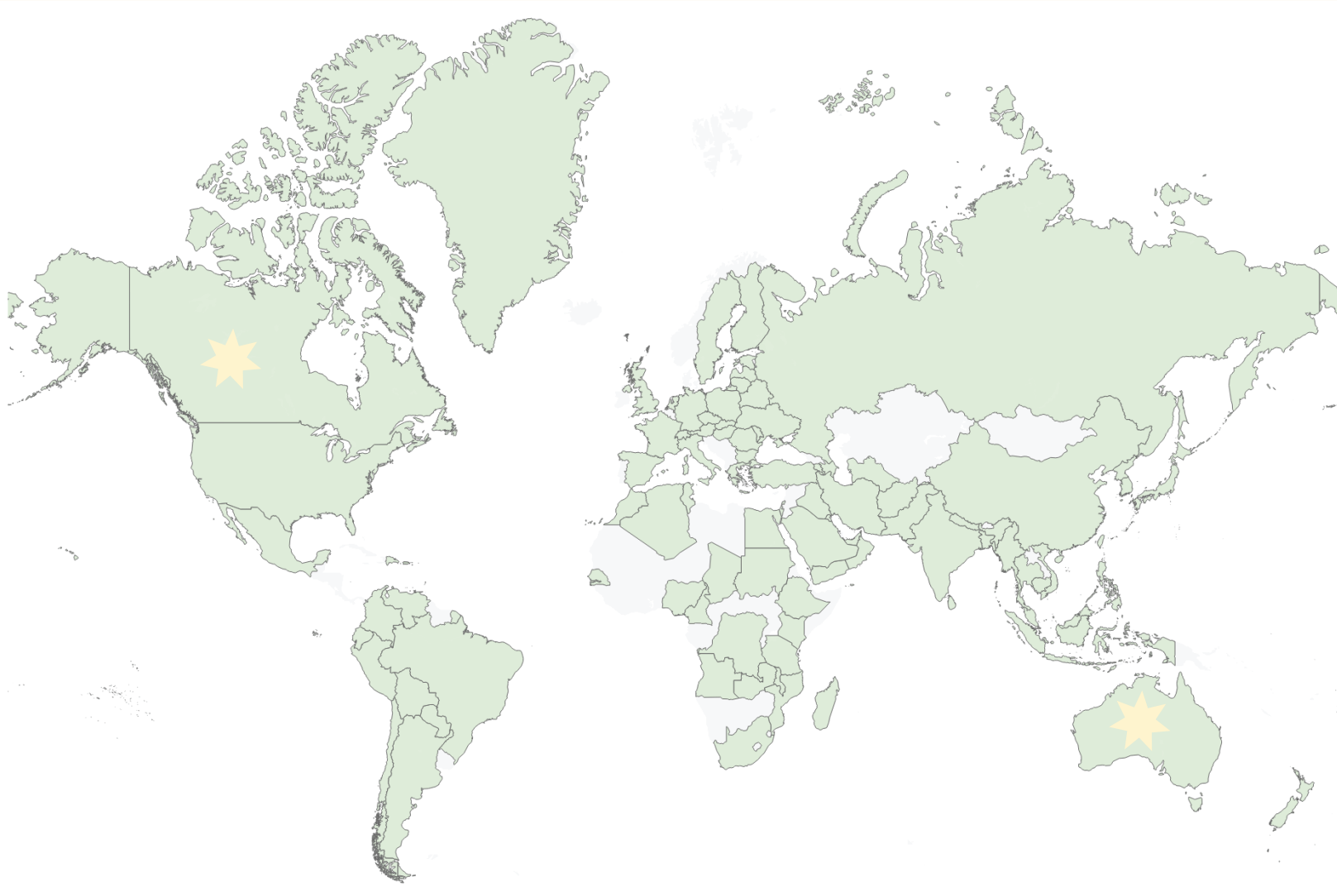
3 rental rates

1 language

through

2 store locations

GLOBAL REACH



Rockbuster serves
109 countries
within 6 regions
with 2 stores located
in Canada and Australia.

GLOBAL | MEASUREMENTS

Revenue, customer volume and transaction count showed a strong correlation with a coefficient of 0.998 (out of 1.0). This means that countries with high customer volume also has high transaction count and revenue.

Below are the top 10 countries with the highest revenue, customer volume and transaction count, with their respective global rates.

| | | revenue | customer | transactions | rate |
|---------------|--|---------|----------|--------------|------|
| India | | \$6,035 | 60 | 1,422 | 10% |
| China | | \$5,251 | 53 | 1,297 | 9% |
| United States | | \$3,685 | 36 | 869 | 6% |
| Japan | | \$3,123 | 31 | 749 | 5% |
| Mexico | | \$2,985 | 30 | 718 | 5% |
| Brazil | | \$2,919 | 28 | 681 | 5% |
| Russia | | \$2,766 | 28 | 638 | 5% |
| Philippines | | \$2,220 | 20 | 530 | 4% |
| Turkey | | \$1,498 | 15 | 351 | 2% |
| Indonesia | | \$1,353 | 14 | 331 | 2% |

India, China and the United States made up 25% of the total revenue.

GLOBAL | REVENUE x TRANSACTIONS



Countries with ABOVE AVERAGE revenue & transactions:

- 24 countries
- average of \$1,833
- average of 436 transactions

Countries with BELOW AVERAGE revenue & transactions:

- 84 countries
- average of \$206
- average of 49 transactions

REGIONAL | MEASUREMENTS

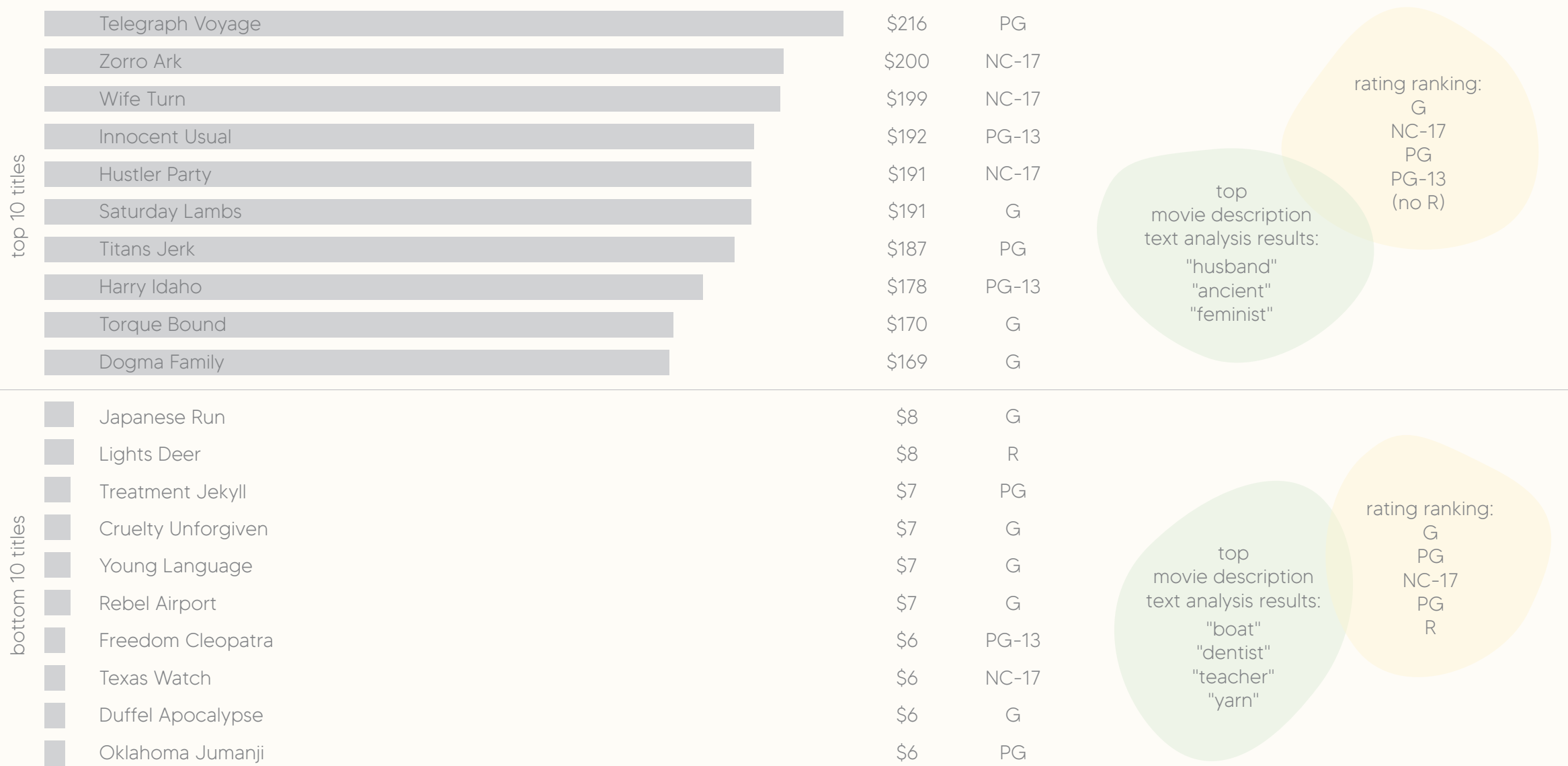
Same as the global measurements, there is a strong correlation between revenue, customer volume and transaction count within the six regions.

Below are the revenue, customer volume, transaction count and revenue rate of each region.

Asia made up nearly 50% of the global revenue and nearly 3x the revenue of the runner-up, Europe.

| | revenue | customers | transactions | rate |
|---------------|----------|-----------|--------------|------|
| Asia | \$28,088 | 274 | 6,733 | 46% |
| Europe | \$10,934 | 107 | 2,583 | 18% |
| North America | \$8,164 | 80 | 1,952 | 13% |
| South America | \$7,141 | 70 | 7,141 | 12% |
| Africa | \$6,342 | 61 | 6,342 | 10% |
| Oceania | \$641 | 7 | 154 | 1% |

MOVIE TITLE RANKING BASED ON REVENUE



GENRE RANKING BASED ON REVENUE

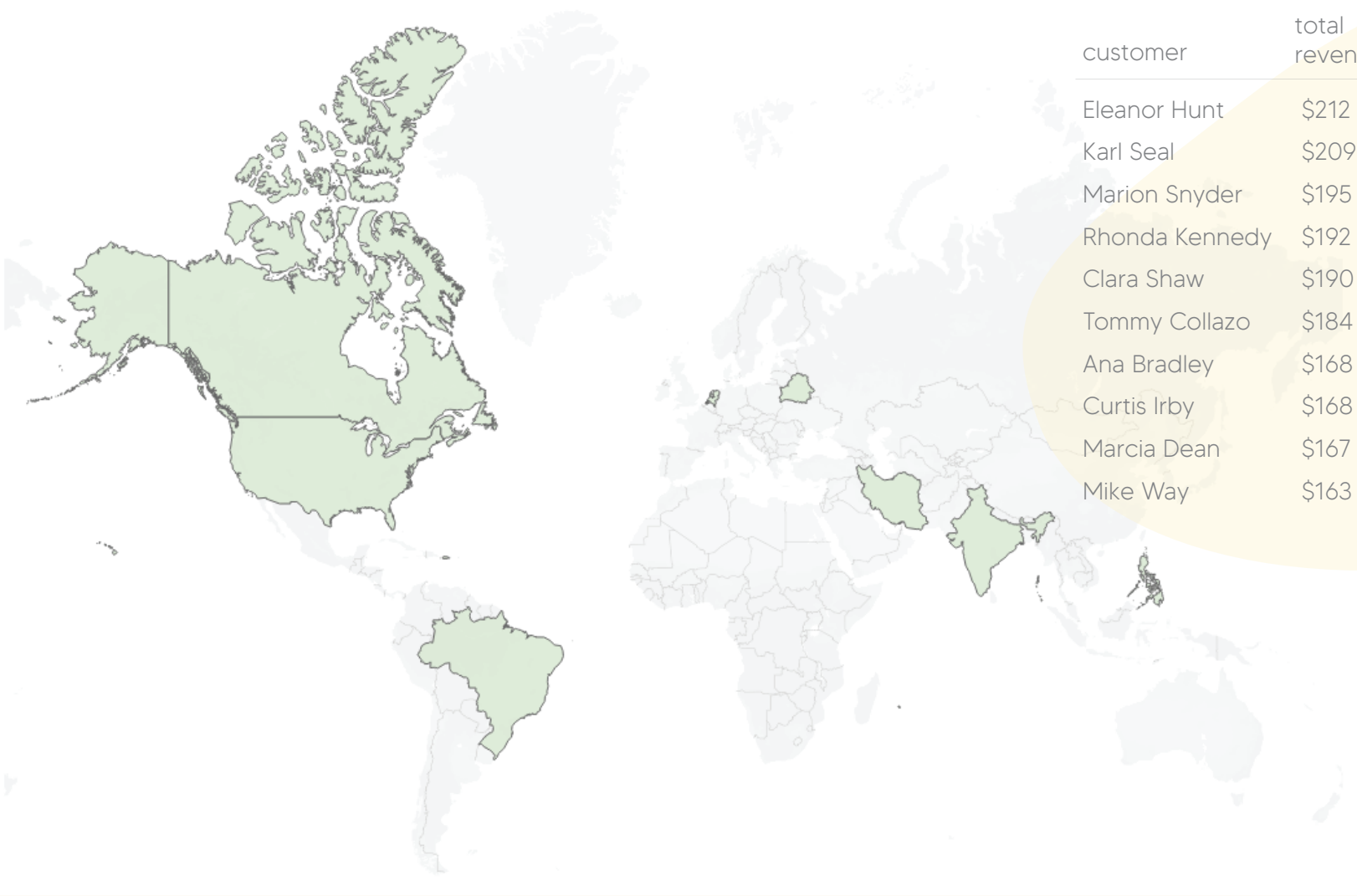
| | revenue | avg rating | movie titles | inventory | min days rented | max days rented | avg days rented |
|-------------|---------|------------|--------------|-----------|-----------------|-----------------|-----------------|
| Sports | \$4,892 | PG | 73 | 344 | 3 | 7 | 5 |
| Sci-Fi | \$4,336 | NC-17 | 59 | 312 | 3 | 7 | 5 |
| Animation | \$4,245 | NC-17 | 64 | 335 | 3 | 7 | 5 |
| Drama | \$4,118 | PG-13 | 61 | 300 | 3 | 7 | 5 |
| Comedy | \$4,002 | NC-17 | 56 | 269 | 3 | 7 | 5 |
| New | \$3,966 | G | 60 | 275 | 3 | 7 | 5 |
| Action | \$3,951 | PG | 61 | 312 | 3 | 7 | 5 |
| Foreign | \$3,934 | PG-13 | 67 | 300 | 3 | 7 | 5 |
| Games | \$3,922 | G | 58 | 276 | 3 | 7 | 5 |
| Family | \$3,782 | G | 66 | 307 | 3 | 7 | 5 |
| Documentary | \$3,749 | PG-13 | 63 | 293 | 3 | 7 | 5 |
| Horror | \$3,401 | PG-13 | 53 | 248 | 3 | 7 | 5 |
| Classics | \$3,353 | NC-17 | 54 | 270 | 3 | 7 | 5 |
| Children | \$3,309 | G | 58 | 269 | 3 | 7 | 5 |
| Travel | \$3,227 | PG | 53 | 235 | 3 | 7 | 5 |
| Music | \$3,071 | PG-13 | 51 | 232 | 3 | 7 | 5 |
| Thriller | \$47 | G | 1 | 3 | 6 | 6 | 6 |

rating ranking:

G
PG-13
NC-17
PG
(no R)

Thriller ranked at the bottom, making just 1.5% of the revenue of the runner-up, but has the longest rental duration of 6 days.

HIGHEST SPENDING CUSTOMERS



| customer | total revenue | country | city | region |
|----------------|---------------|-------------|---------------|---------------|
| Eleanor Hunt | \$212 | Réunion | Saint-Denis | Africa |
| Karl Seal | \$209 | USA | Cape Coral | North America |
| Marion Snyder | \$195 | Brazil | Santa Brbara | South America |
| Rhonda Kennedy | \$192 | Netherlands | Apeldoorn | Europe |
| Clara Shaw | \$190 | Belarus | Molodetno | Europe |
| Tommy Collazo | \$184 | Iran | Qomsheh | Asia |
| Ana Bradley | \$168 | USA | Memphis | North America |
| Curtis Irby | \$168 | Canada | Richmond Hill | North America |
| Marcia Dean | \$167 | Philippines | Tanza | Asia |
| Mike Way | \$163 | India | Valparai | Asia |

TAKEAWAY

- There is a direct correlation between number of customers, transactions and revenue. Within the 109 countries served, India, China and the United States make up the top 25%.
- Within the 6 regions, Asia makes up nearly 50% of the revenue. As Rockbuster has proven to be successful in these areas, doubling down to increase customer base and improving customer satisfaction with further analysis is advised.
- The thriller genre has the lowest revenue with the lowest variety of movies and inventory count but has the highest rental duration by far. Exploring the popularity of this genre by increasing variety and inventory to see effects on revenue is advised.
- Similarly, increasing selection and inventory within the popular genres, especially sports, sci-fi and animation will increase options for current customers and serve them better, and attract new customers. Replacing low performing with more in-demand movies is advised to reduce overhead cost.
- With an average of 5.4 customers per country, it is advised to allocate funds towards marketing to increase customer base.
- Collecting more information on customer demographic and needs will improve service and retention.

RECOMMENDATIONS

