ROCKBUSTER STEALTH LLC

PERFORMANCE ANALYSIS

FEBRUARY ~ MAY 2007

INTRODUCTION

This performance analysis was created for Rockbuster Stealth LLC
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
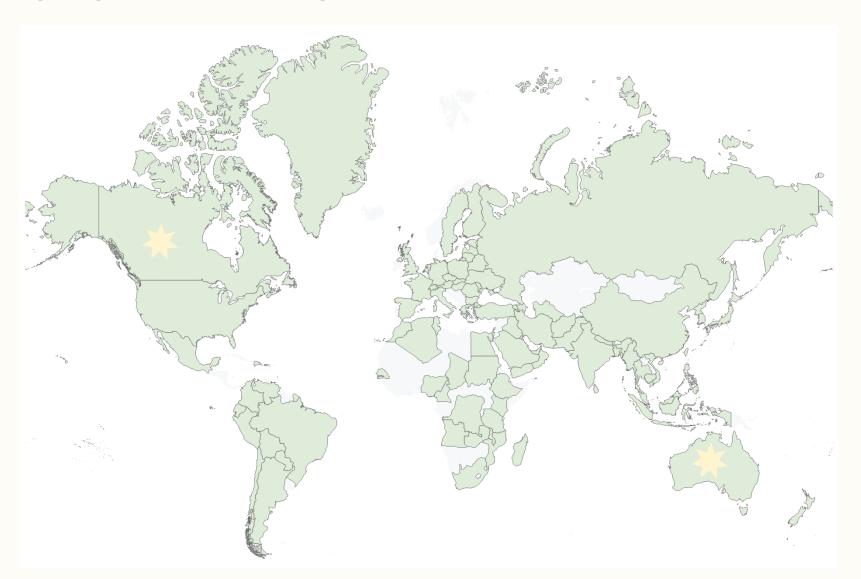## 17 genres
5 rental durations
3 rental rates
1 language

through
2 store locations

GLOBAL REACH

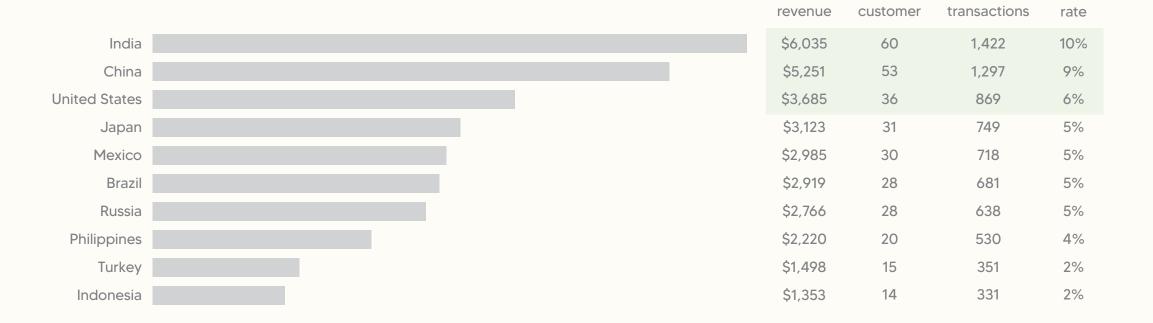Rockbuster serves
109 countries
within **6 regions**
with **2 stores** located
in Canada and Australia.
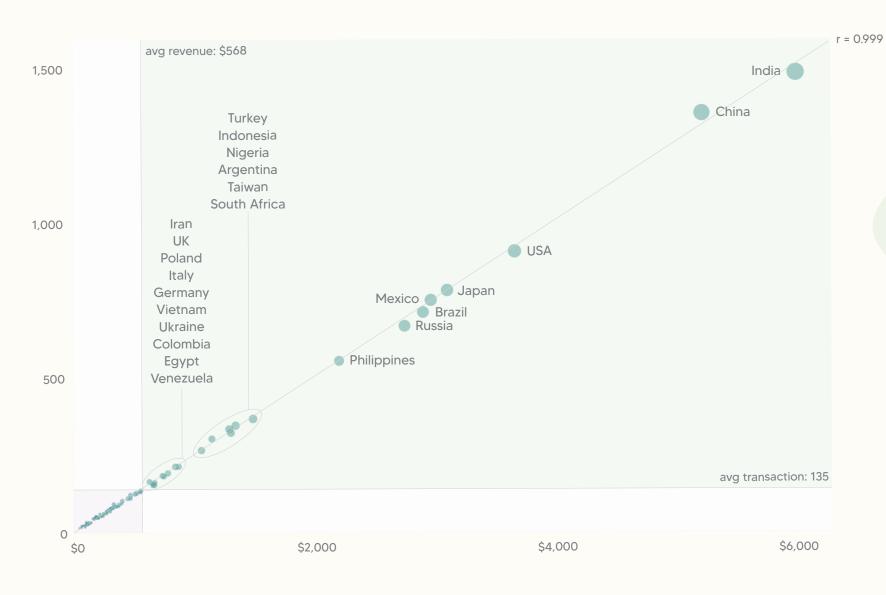
GLOBAL | MEASUREMENTS

The number of customers, transactions and revenue shows a direct correlation with an extremely high correlation coefficient of 0.998 (out of 1.0). This means that countries with high customer count also has high numbers of transactions and revenue.

Below are the top 10 countries with the highest customer count, number of transactions and revenue with their global rates.

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

Country	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%

GLOBAL | REVENUE x TRANSACTION

avg revenue: $568

r = 0.999

1,500 — India
China
1,000 —
500 —

Turkey
Indonesia
Nigeria
Argentina
Taiwan
South Africa

Iran
UK
Poland
Italy
Germany
Vietnam
Ukraine
Colombia
Egypt
Venezuela

USA

Japan
Mexico
Brazil
Russia

Philippines

avg transaction: 135

$0 $2,000 $4,000 $6,000

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
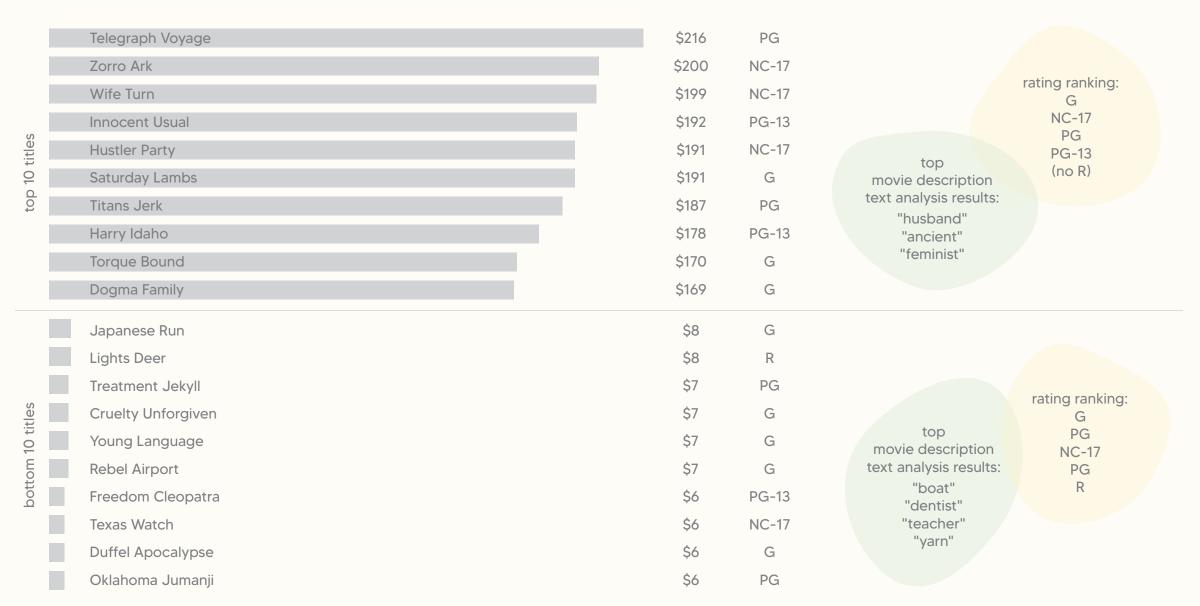
REGIONAL | MEASUREMENTS

Same as the global measurements, there is a direct corrlation between the number of customers, transactions and revenue within the six regions.

Below are the customer counts, number of transactions, revenue and revenue rate of each region.

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

	revenue	customer	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

top 10 titles

Title	Revenue	Rating
Telegraph Voyage	$216	PG
Zorro Ark	$200	NC-17
Wife Turn	$199	NC-17
Innocent Usual	$192	PG-13
Hustler Party	$191	NC-17
Saturday Lambs	$191	G
Titans Jerk	$187	PG
Harry Idaho	$178	PG-13
Torque Bound	$170	G
Dogma Family	$169	G

rating ranking:
G
NC-17
PG
PG-13
(no R)

top
movie description
text analysis results:
"husband"
"ancient"
"feminist"

bottom 10 titles

Title	Revenue	Rating
Japanese Run	$8	G
Lights Deer	$8	R
Treatment Jekyll	$7	PG
Cruelty Unforgiven	$7	G
Young Language	$7	G
Rebel Airport	$7	G
Freedom Cleopatra	$6	PG-13
Texas Watch	$6	NC-17
Duffel Apocalypse	$6	G
Oklahoma Jumanji	$6	PG

rating ranking:
G
PG
NC-17
PG
R

top
movie description
text analysis results:
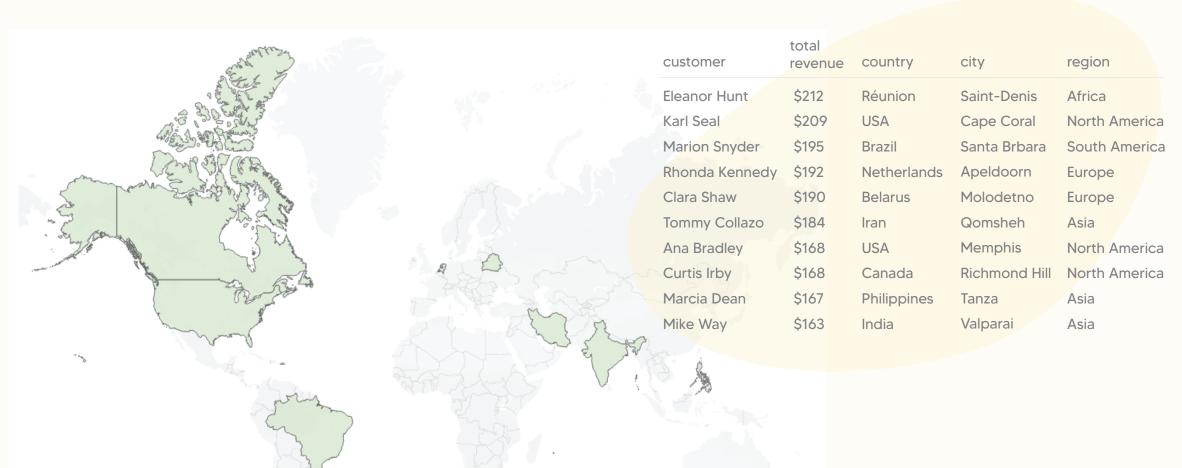"boat"
"dentist"
"teacher"
"yarn"

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 is the bottom ranking genre with a mere **1.5%** of the runner-up revenue but has the longest rental duration of **6 days**.
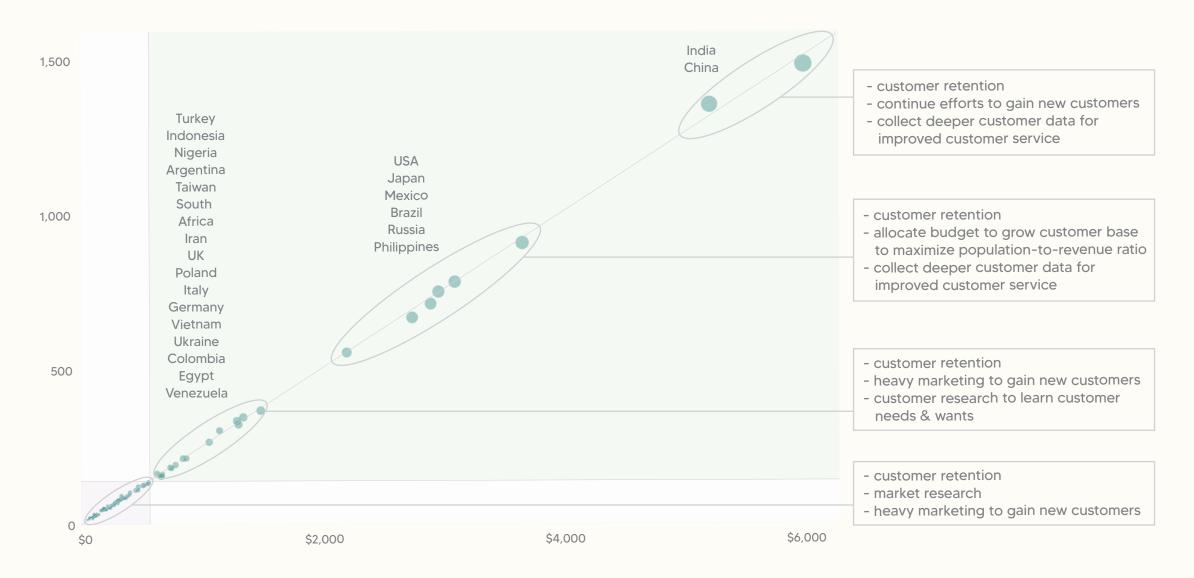
HIGHEST SPENDING CUSTOMERS

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

TAKE AWAY

- There is a direct correlation between number of customers, transactions and revenue. Within the 109 countries served, India, China and the US 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

India
China

- customer retention
- continue efforts to gain new customers
- collect deeper customer data for improved customer service

Turkey
Indonesia
Nigeria
Argentina
Taiwan
South
Africa
Iran
UK
Poland
Italy
Germany
Vietnam
Ukraine
Colombia
Egypt
Venezuela

USA
Japan
Mexico
Brazil
Russia
Philippines

- customer retention
- allocate budget to grow customer base to maximize population-to-revenue ratio
- collect deeper customer data for improved customer service

- customer retention
- heavy marketing to gain new customers
- customer research to learn customer needs & wants

- customer retention
- market research
- heavy marketing to gain new customers

1,500

1,000

500

0

$0 $2,000 $4,000 $6,000

THANK YOU FOR YOUR ATTENTION

for further information and analysis,

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