Rockbuster Stealth

Data Analysis

2020 Company Launch Strategy

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Project Overview

Motivation

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

Objective

This analysis has been done to answer a series of business key questions and derive data-driven answers that they can use for their 2020 company launch strategy.

Key Questions

Movies Revenue
1
Which movies contributed the most/least to revenue gain?

Rental Duration
2
What was the average rental duration for all videos?

Location
3
Which countries are Rockbuster customers based in?
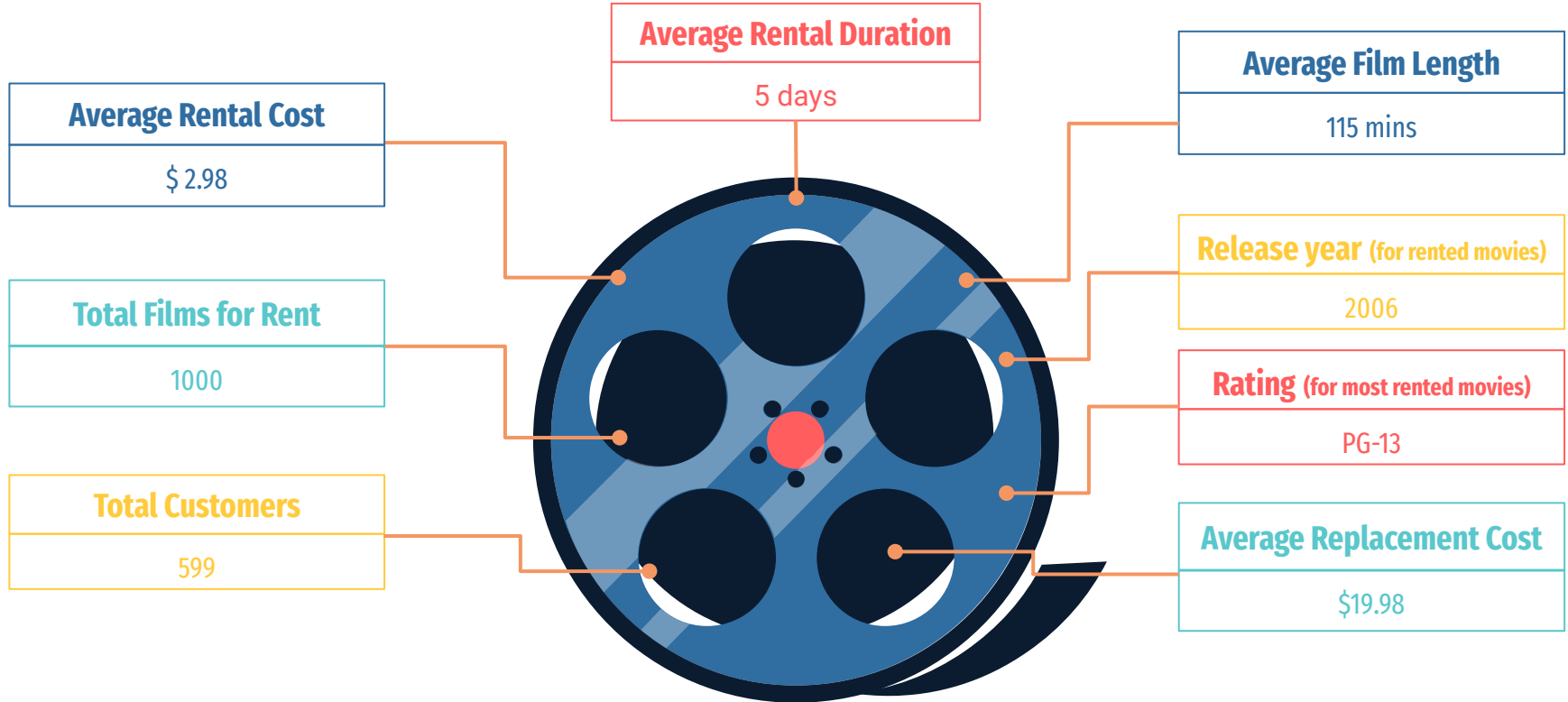
Customer Analysis
4
Where are customers with a high lifetime value based?

Sales per Region
5
Do sales figures vary between geographic regions?

Company Overview

Average Rental Duration

5 days

Average Rental Cost

$ 2.98

Average Film Length

115 mins

Total Films for Rent

1000

Release year (for rented movies)

2006

Rating (for most rented movies)

PG-13

Total Customers

599

Average Replacement Cost

$19.98

Movies Revenue
Which movies contributed the most/least to revenue gain?

Top 5 movies in terms of revenue

Title	Rating	Genre	Total Revenue ($)
Telegraph Voyage	PG	Music	215,75
Zorro Ark	NC-17	Comedy	199,72
Wife Turn	NC-17	Documentary	198,73
Innocent Usual	PG-13	Foreign	191,74
Hustler Party	NC-17	Comedy	190,78

Worst 5 movies in terms of revenue

Title	Rating	Genre	Total Revenue ($)
Texas Watch	NC-17	Horror	5,94
Oklahoma Jumanji	PG	New	5,94
Duffel Apocalypse	G	Documentary	5,94
Freedom Cleopatra	PG-13	Comedy	5,95
Rebel Airport	G	Music	6,93

Revenue per Genre
Which movie genres contributed the most/least to revenue gain?

Revenue by Genre

Genre	No Of Movies	Total Revenue
Sports	1.081	4,892
Sci-Fi	998	4,336
Animation	1.065	4,245
Drama	953	4,118
Comedy	851	4,002
New	864	3,966
Action	1.013	3,952
Foreign	953	3,934
Games	884	3,922
Family	977	3,782
Documentary	937	3,750
Horror	773	3,401
Classics	860	3,353
Children	861	3,309
Travel	765	3,227
Music	750	3,072
Thriller	11	48
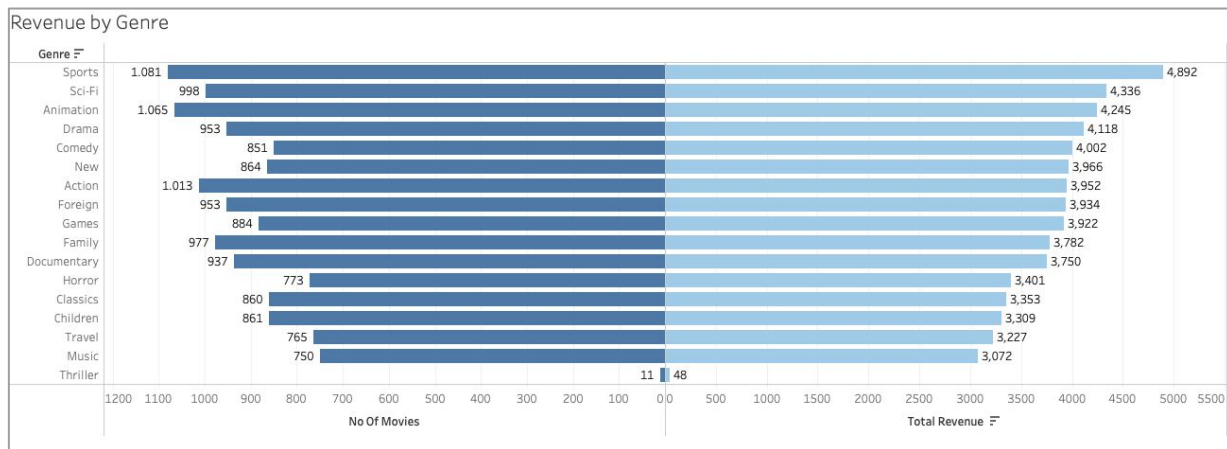
As per the chart above, we can see that **Sports, Sci-Fi, Animation, Drama and Comedy** are the top performing genres in terms of total revenue.

Rental Duration
What was the average rental duration for all videos?
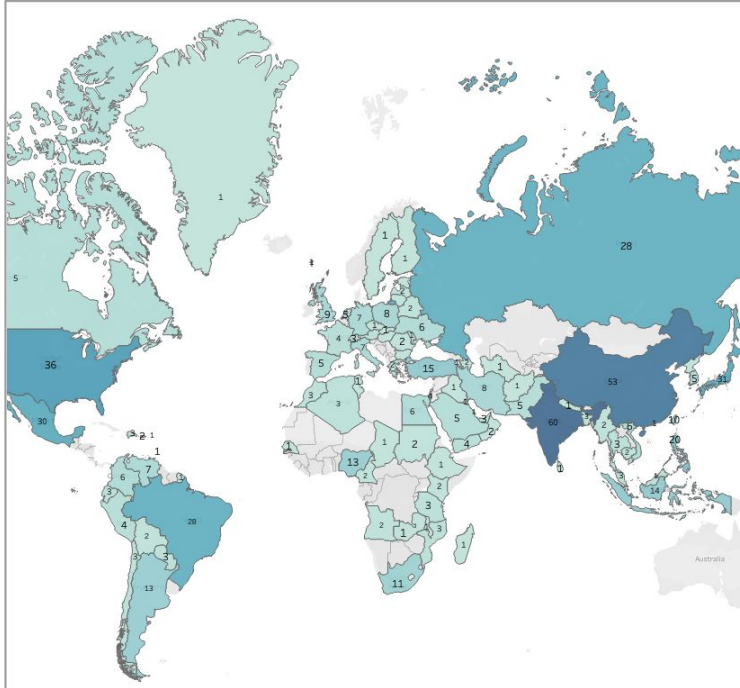

Average Rental Duration per Genre
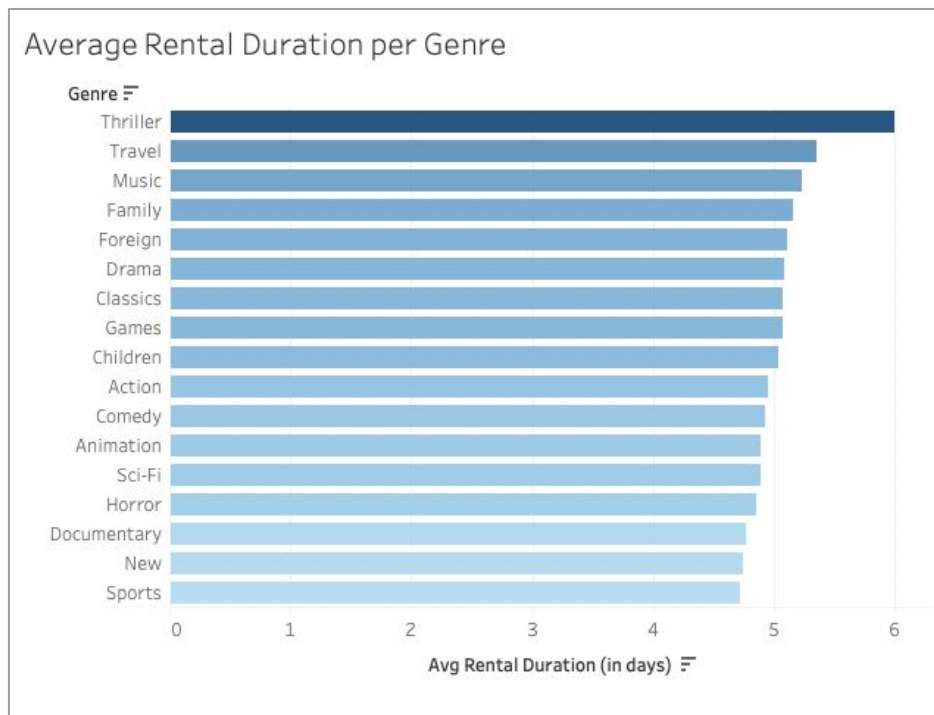
As per the chart on the left, we can see that the average duration of movie rental is 5 days.

It has been quite consistent across all genres.

Location
Which countries are Rockbuster customers based in?

- Rockbuster has customers spread across the globe.

- The following 5 countries rank the highest in terms of number of customers:

- India: 60
- China: 53
- United States: 36
- Japan: 31
- Mexico: 30

Customer Analysis
Where are customers with a high lifetime value based?

Top 5 customers in the top 10 cities				
First Name	**Last Name**	**City**	**Country**	**Total Amount Paid ($)**
Casey	Mena	Tokat	Turkey	130,68
Sara	Perry	Atlixco	Mexico	128,7
Leslie	Seward	Pontianak	Indonesia	123,72
Alan	Kahn	Emeishan	China	119,75
Clinton	Buford	Aurora	United States	98,76

- Only **1** of the top three customers is from a country where Rockbuster has the highest number of customers. (i.e. Mexico)
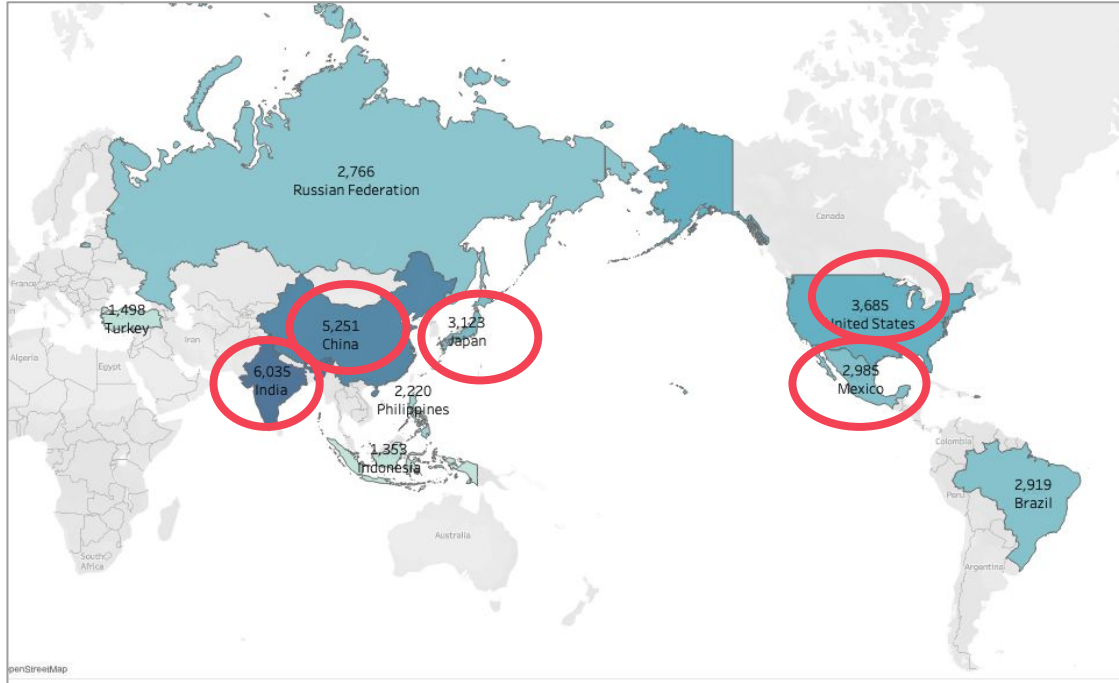
- The potential of introducing a referral program for Turkish and Indonesian markets can be explored.

(More details under Recommendations)

Sales per Region
Do sales figures vary between geographic regions?

- Sales for the top 5 countries (in terms of customers) are circled on the map on the left.

- Due to the high demand in these regions, a competitive pricing strategy can be implemented.

Recommendations

Product

- Leverage on existing brand value
- Train the team potential problems that can arise
- Focus on movies in popular genres
- Focus on renting movies in popular genres (such as Sports, Sci-Fi, Animation, Drama, Comedy etc.)

Place / Location

- Reduce costs of physical stores. Focus on developing / launching an online streaming portal or a website.
- Focus on markets with the highest customer count (e.g. India, China, US, Japan, Mexico etc.)
- Localize website content

Pricing

- Develop a competitive pricing strategy (for example, flat rate for 72 hours (3 days) and then additional charges for each extra day)

Promotion

- Introduce referral programs for loyal customers
- Explore countries such as Turkey or Indonesia where there are high paying customers but demand is low
- Offer 10% rental fee discount to existing customers
- Leverage the power of social media by reaching out to their existing customer base (600 customers)

And that's a wrap- Thank you!

Questions & Feedback:

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