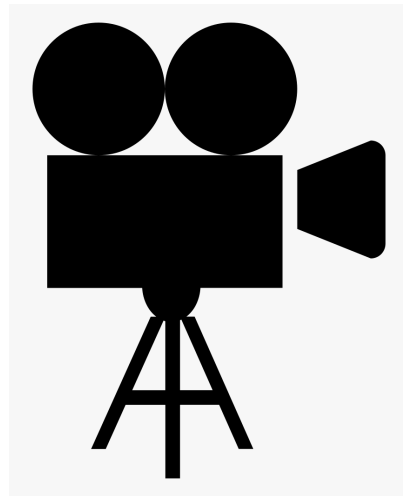


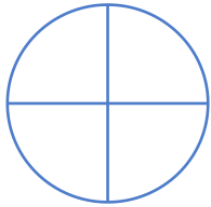
# ROCKBUSTER STEALTH LLC

## BUSINESS QUESTION ANALYSIS



Bruce HICKLING  
Data Analyst - Rockbuster Stealth Data Team

2 February 2023



# ROCKBUSTER STEALTH LLC 2008 BUSINESS PLANNING

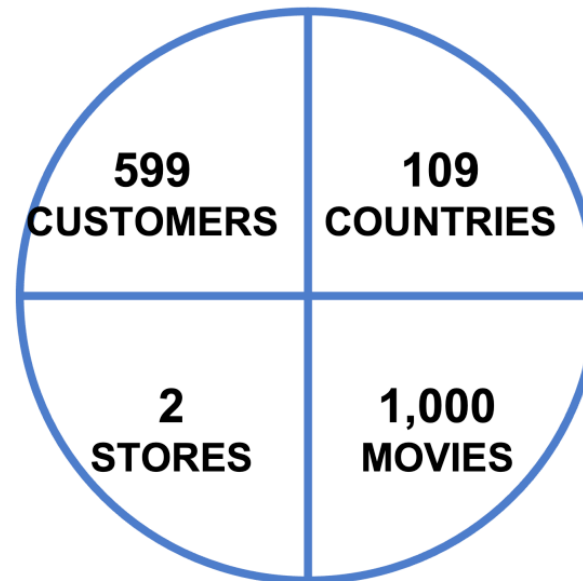


ROCKBUSTER STEALTH LLC



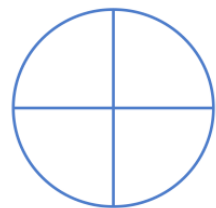
## KEY BUSINESS QUESTIONS FOR GROWTH STRATEGY AND PLANNING

1. Which movies contributed the most and least to our revenue gain?
2. What was the average rental duration for all movie rentals?
3. In which countries are Rockbuster customers located?
4. Do sales vary between geographic regions?
5. Where are customers with a high lifetime based?



**TOTAL RENTALS**  
**14,596**

**TOTAL REVENUES**  
**\$61,212.04**



# ROCKBUSTER STEALTH LLC



ROCKBUSTER STEALTH LLC



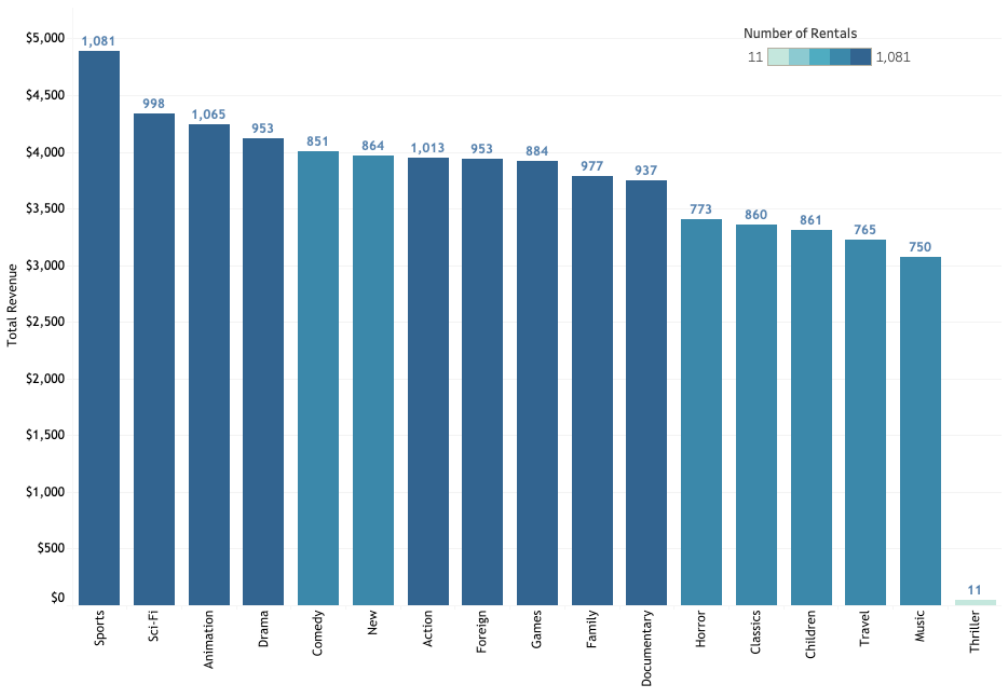
## Top 10 Movies by Revenue

| Movie Title      | Language | Genre       | Rating |          |
|------------------|----------|-------------|--------|----------|
| Telegraph Voyage | English  | Music       | PG     | \$215.75 |
| Zorro Ark        | English  | Comedy      | NC-17  | \$199.72 |
| Wife Turn        | English  | Documentary | NC-17  | \$198.73 |
| Innocent Usual   | English  | Foreign     | PG-13  | \$191.74 |
| Hustler Party    | English  | Comedy      | NC-17  | \$190.78 |
| Saturday Lambs   | English  | Sports      | G      | \$190.74 |
| Titans Jerk      | English  | Sci-Fi      | PG     | \$186.73 |
| Harry Idaho      | English  | Drama       | PG-13  | \$177.73 |
| Torque Bound     | English  | Drama       | G      | \$169.76 |
| Dogma Family     | English  | Animation   | G      | \$168.72 |

## Bottom 10 Movies by Revenue

| Movie Title        | Language | Genre       | Rating |        |
|--------------------|----------|-------------|--------|--------|
| Japanese Run       | English  | Horror      | G      | \$7.94 |
| Lights Deer        | English  | Classics    | R      | \$7.93 |
| Cruelty Unforgiven | English  | Classics    | G      | \$6.94 |
| Treatment Jekyll   | English  | Drama       | PG     | \$6.94 |
| Rebel Airport      | English  | Music       | G      | \$6.93 |
| Young Language     | English  | Documentary | G      | \$6.93 |
| Freedom Cleopatra  | English  | Comedy      | PG-13  | \$5.95 |
| Duffel Apocalypse  | English  | Documentary | G      | \$5.94 |
| Oklahoma Jumanji   | English  | New         | PG     | \$5.94 |
| Texas Watch        | English  | Horror      | NC-17  | \$5.94 |

## Rental Revenue in USD and Rental Frequency by Genre



## Revenue by Rating

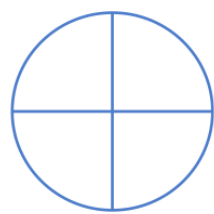
|       | # Of Rentals | Total Revenue |
|-------|--------------|---------------|
| PG-13 | 3,245        | \$13,855.56   |
| NC-17 | 3,008        | \$12,634.92   |
| PG    | 2,938        | \$12,236.65   |
| R     | 2,897        | \$12,073.03   |
| G     | 2,508        | \$10,511.88   |

While the Sports genre made the most revenue, all genres contributed pretty evenly to revenue with the exception of Thriller

Some genres earn more per rental (Sports vs Action), so value of rental and number of rentals should be further analyzed for future stock purchases and marketing

ROCKBUSTER Business Question Analysis

|   |       |         |                |                    |               |                  |                                |   |
|---|-------|---------|----------------|--------------------|---------------|------------------|--------------------------------|---|
| < | INTRO | REVENUE | RENTAL PERIODS | CUSTOMER LOCATIONS | TOP CUSTOMERS | REGIONAL REVENUE | RECOMMENDATIONS AND NEXT STEPS | > |
|---|-------|---------|----------------|--------------------|---------------|------------------|--------------------------------|---|



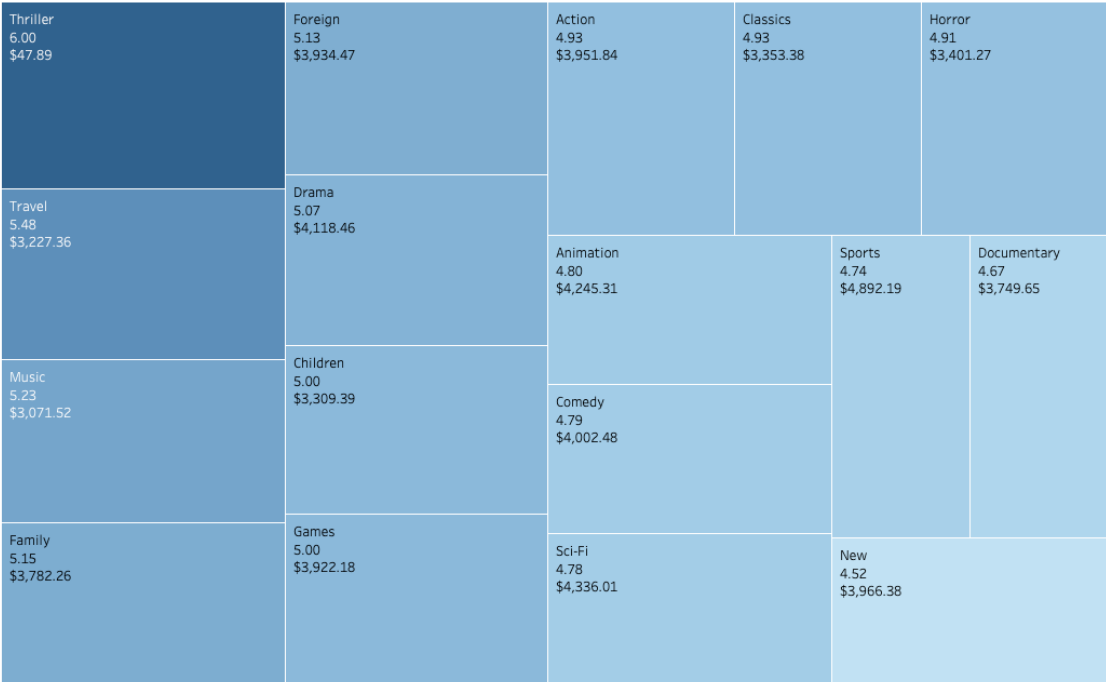
Average Rental Period in Days and by Rating

|                 |   |
|-----------------|---|
| Longest Rental  | 7 |
| Shortest Rental | 3 |
| Average Rental  | 5 |

| Rating | FF   |
|--------|------|
| NC-17  | 5.14 |
| PG     | 5.08 |
| PG-13  | 5.05 |
| G      | 4.84 |
| R      | 4.77 |

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Average Rental Period in Days and Revenue by Genre



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Average Rental  
4.52 6.00

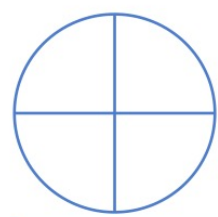
The average rental duration of 5 days stayed pretty consistent across movie genres and ratings

ROCKBUSTER Business Question Analysis

INTROREVENUERENTAL PERIODSCUSTOMER LOCATIONS

TOP CUSTOMERSREGIONAL REVENUE

RECOMMENDATIONS AND NEXT STEPS



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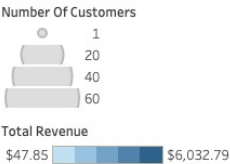
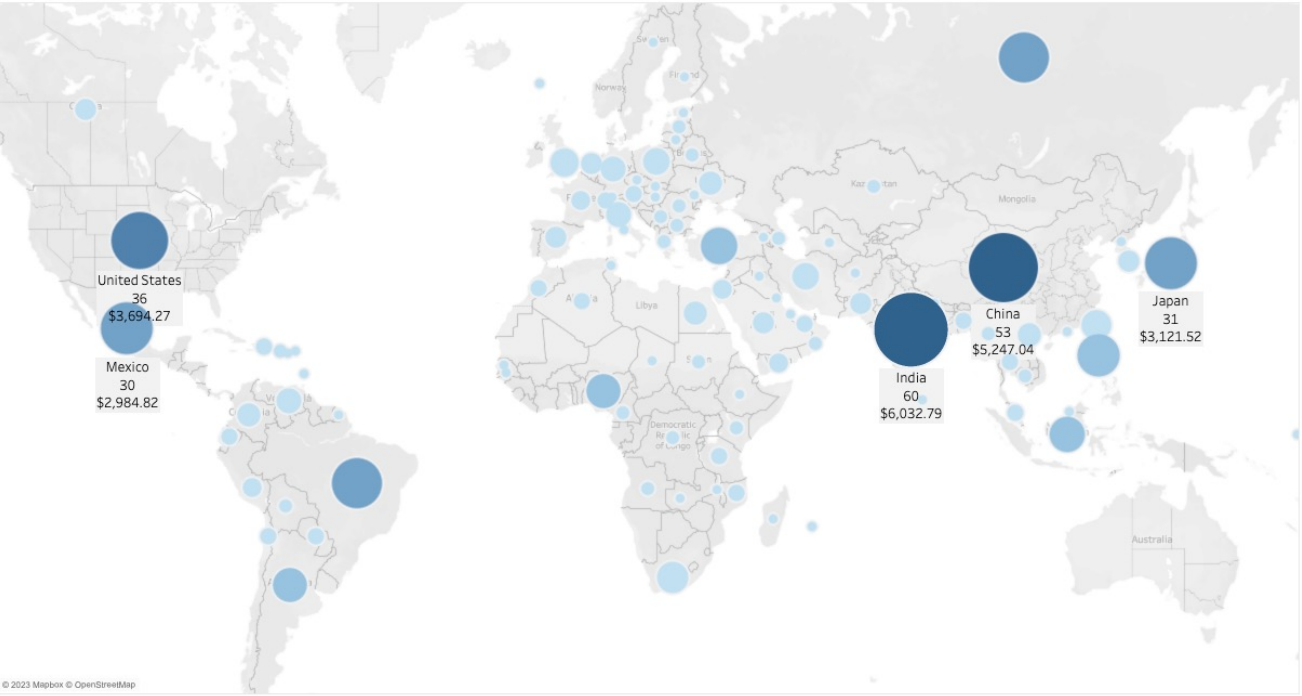
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Select countries from the table to filter and focus the map

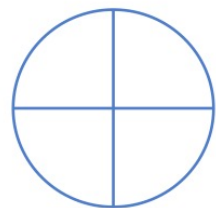
Locations of RockBuster Customers and Revenue

| Country           | Customers | Average Revenue | Average Rentals | Total Revenue |
|-------------------|-----------|-----------------|-----------------|---------------|
| India             | 60        | 101             | 26              | \$6,033       |
| China             | 53        | 99              | 27              | \$5,247       |
| United States     | 36        | 103             | 27              | \$3,694       |
| Japan             | 31        | 101             | 27              | \$3,122       |
| Mexico            | 30        | 99              | 27              | \$2,985       |
| Brazil            | 28        | 104             | 27              | \$2,919       |
| Russian Federa... | 28        | 99              | 25              | \$2,766       |
| Philippines       | 20        | 111             | 28              | \$2,220       |
| Turkey            | 15        | 100             | 26              | \$1,498       |
| Indonesia         | 14        | 97              | 26              | \$1,353       |
| Nigeria           | 13        | 101             | 27              | \$1,315       |
| Argentina         | 13        | 100             | 27              | \$1,299       |
| Taiwan            | 10        | 116             | 31              | \$1,155       |
| South Africa      | 11        | 97              | 26              | \$1,069       |
| Iran              | 8         | 110             | 28              | \$878         |
| United Kingdom    | 9         | 94              | 24              | \$849         |
| Poland            | 8         | 98              | 25              | \$786         |
| Italy             | 7         | 108             | 27              | \$753         |
| Germany           | 7         | 106             | 28              | \$741         |
| Vietnam           | 6         | 113             | 29              | \$676         |
| Ukraine           | 6         | 113             | 26              | \$676         |
| Colombia          | 6         | 110             | 27              | \$662         |
| Egypt             | 6         | 110             | 27              | \$659         |
| Venezuela         | 7         | 90              | 24              | \$632         |
| Canada            | 5         | 112             | 27              | \$560         |
| Netherlands       | 5         | 112             | 27              | \$558         |
| South Korea       | 5         | 106             | 27              | \$528         |
| Spain             | 5         | 105             | 27              | \$528         |



Top Countries for revenue and numbers of customers:

1. India
2. China
3. USA
4. Japan
5. Mexico



# ROCKBUSTER STEALTH LLC



Top 10 Customers globally



Top 10 Customers

| Last Name | First Name | City                 | Country       |          |
|-----------|------------|----------------------|---------------|----------|
| Hunt      | Eleanor    | Saint-Denis          | Runion        | \$211.55 |
| Seal      | Karl       | Cape Coral           | United States | \$208.58 |
| Snyder    | Marion     | Santa Brbara d'Oeste | Brazil        | \$194.61 |
| Kennedy   | Rhonda     | Apeldoorn            | Netherlands   | \$191.62 |
| Shaw      | Clara      | Molodetno            | Belarus       | \$189.60 |
| Collazo   | Tommy      | Qomsheh              | Iran          | \$183.63 |
| Bradley   | Ana        | Memphis              | United States | \$167.67 |
| Irby      | Curtis     | Richmond Hill        | Canada        | \$167.62 |
| Dean      | Marcia     | Tanza                | Philippines   | \$166.61 |
| Way       | Mike       | Valparai             | India         | \$162.67 |

Provide a Rewards Gift to the top customers each year

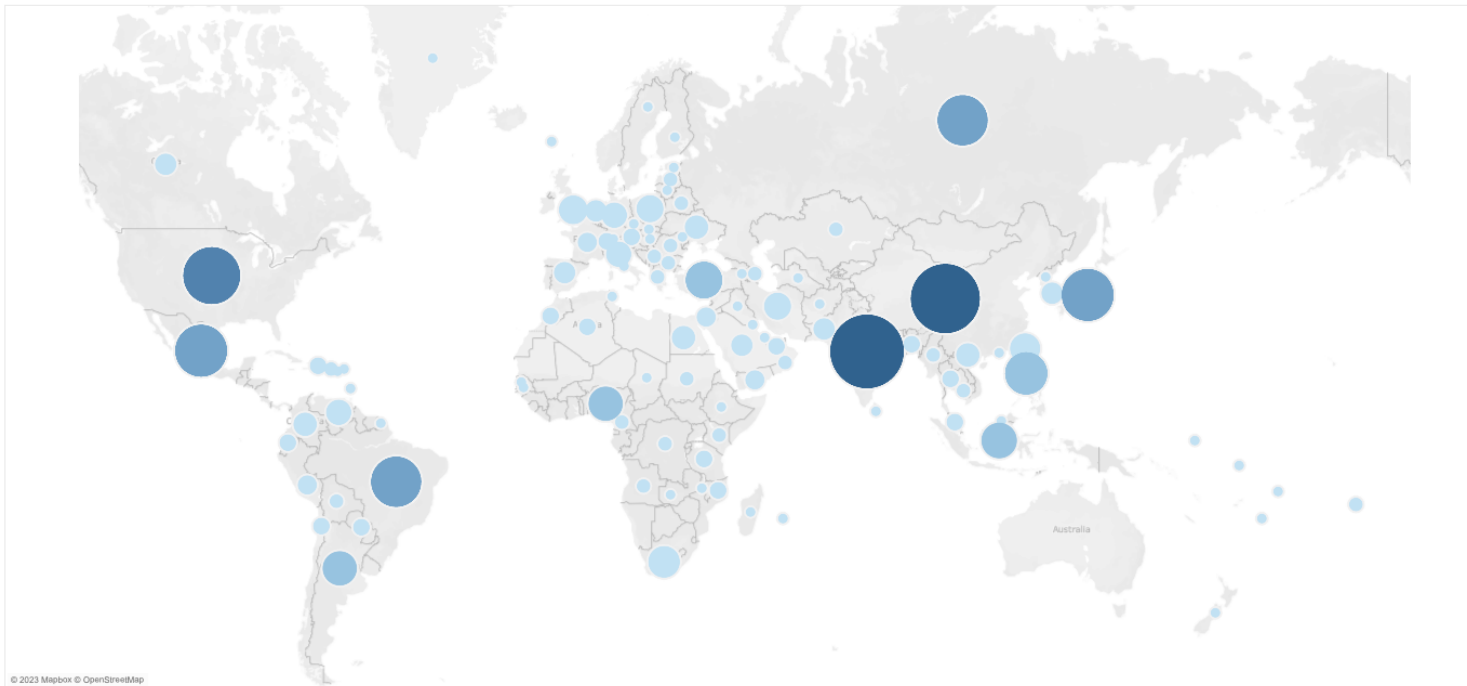
## ROCKBUSTER Business Question Analysis

|   |       |         |                |                    |               |                  |                                |   |
|---|-------|---------|----------------|--------------------|---------------|------------------|--------------------------------|---|
| < | INTRO | REVENUE | RENTAL PERIODS | CUSTOMER LOCATIONS | TOP CUSTOMERS | REGIONAL REVENUE | RECOMMENDATIONS AND NEXT STEPS | > |
|---|-------|---------|----------------|--------------------|---------------|------------------|--------------------------------|---|



# ROCKBUSTER STEALTH LLC

Locations of RockBuster Customers and Revenue



© 2023 Mapbox © OpenStreetMap



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Revenue varies by Region

Strong in the Americas and Asia,  
but weaker in Europe and the  
rest of the world....

With individuals as exceptions, such as the  
top customers in Reunion or Netherlands,  
who could become the centre of  
advertisement campaigns to grow in  
Europe

## ROCKBUSTER Business Question Analysis

|   |       |         |                |                    |               |                  |                                |   |
|---|-------|---------|----------------|--------------------|---------------|------------------|--------------------------------|---|
| < | INTRO | REVENUE | RENTAL PERIODS | CUSTOMER LOCATIONS | TOP CUSTOMERS | REGIONAL REVENUE | RECOMMENDATIONS AND NEXT STEPS | > |
|---|-------|---------|----------------|--------------------|---------------|------------------|--------------------------------|---|



# ROCKBUSTER STEALTH LLC

## RECOMMENDATIONS

All movie genres generate good revenue, except Thriller. Recategorize Thriller as Horror for a cleaner analysis.

Continue focus on movie content for strong revenue regions in the Americas and Asia

To grow in Europe and the rest of the world target individual high value customers from Regions with weaker revenue in media campaigns to grow regional revenue

All films are in English - for growth in all regions consider adding movies in other languages

## NEXT STEPS

Further analysis on rental value per movie - the average rental price is higher for some genres - will provide additional insight into what movie stocks to grow to maximize revenue growth



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All data, excel files, etc. used in this presentation can be found in the Rockbuster Stealth/Business Analysis/2023 folder on Box and Sharepoint

This presentation can be viewed in Tableau [here](#)

# THANK YOU