

LINK Tableau: https://public.tableau.com/app/profile/carlos.khalili/viz/Task3_10CarlosKhaliliREVISED/RockBusterStory?publish=yes



<	Cover Page	Introduction	General Overview	Revenue from movies	Average Rental Time	Customers per Location	Top 15 Customers	Revenue per Continent	>
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Who is Rockbuster Stealth?

Rockbuster Stealth LLC is a movie rental company that has video 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.

The Rockbuster Stealth Management Board has requested a data driven report of Rockbuster's resources, which will help them in their upcoming strategy for 2020.

Rockbuster's main business questions:

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

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Data Overview

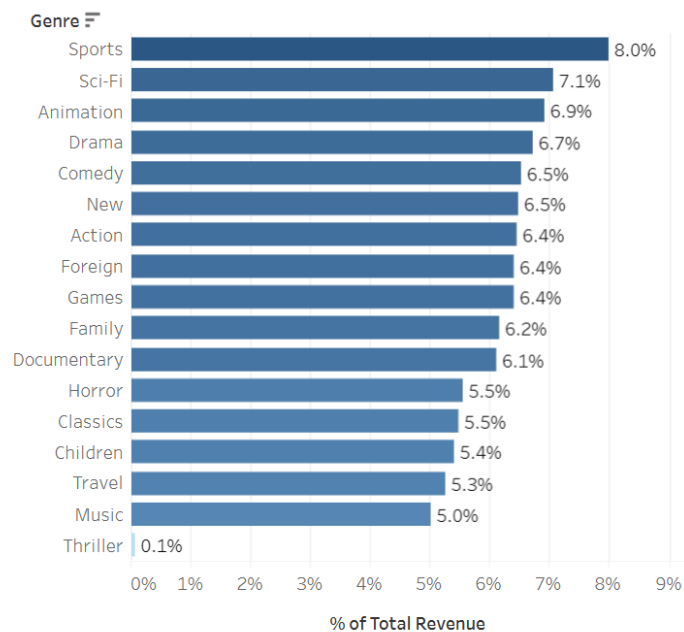
Customers Data

- Rockbusters has a total of 599 customers around the world
- Rockbusters is present in 108 countries, but over 60% of its customers Is based in 14 countries.
- These top 14 countries are: India, China, United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey, Indonesia, Argentina, Nigeria, South Africa and Taiwan.
- The company has 2 physical stores, and they manage 54,5% and 45,5% of its customer base respectively.

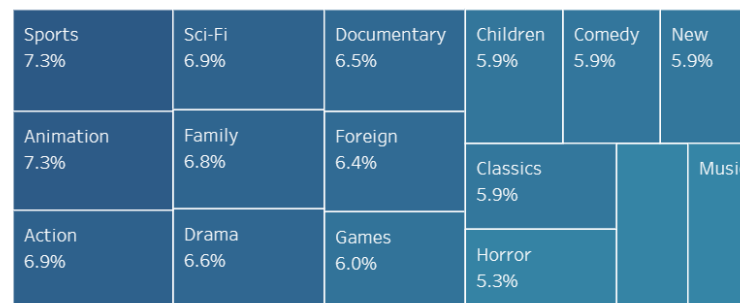
Film Data

- Rockbusters has a total of 1000 film titles in its portfolio.
- These titles are divided into 17 different categories.
- These categories are rated in 5 different levels, depending on the audience (PG-13, NC-17, R, PG, G). On average, there are 200 films per audience/rating.
- The prices for rental are: \$0.99, \$2.99 and \$4.99 dollars. On average, 33.3% of the titles correspond to one price range. The average rental rate is \$2.98 dollars.
- Films can be rented for a minimum of 3 days and a maximum of 7 days. The average rental duration is of 5 days approximately.

Total % of Revenue by Genre



Count of Rental by Genre



Our data shows that:

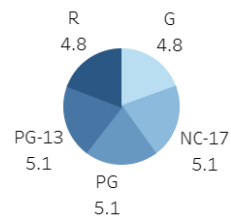
- The ‘Sports’ category is the top seller genre in both amount of revenue and number of rentals, with an average of 7.6%. The ‘Music’, ‘Travel’ and ‘Thriller’ categories are at the lower end for both revenue and rentals.
- The diagrams indicate that the patterns of revenue are not reflected in the order of ranking of total rentals. There are two factors that can influence this: rental of the more expensive films, or the number of days by which they are rented.
- Excluding the abovementioned genres, there are no preferred categories by the current customers. The average percentage of preference is of 6.25% with an average deviation of up to 10% depending on the category.

Insights:

Our data shows that there is an average of five consecutive days per rental, and this pattern is consistent in both genres/categories and rating.

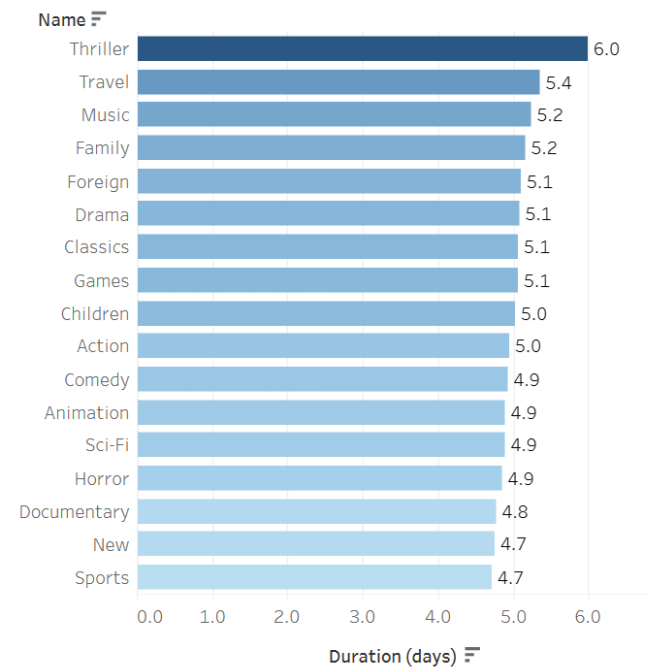
This indicates a seemingly equal distribution of Rockbuster’s customer’s population by age (children, teenagers, young adults and senior citizens)

Observation: the 'Thriller' genre only had 0.1% of both revenue and rental. Therefore, its highest number of rental days should not be considered in this regard.

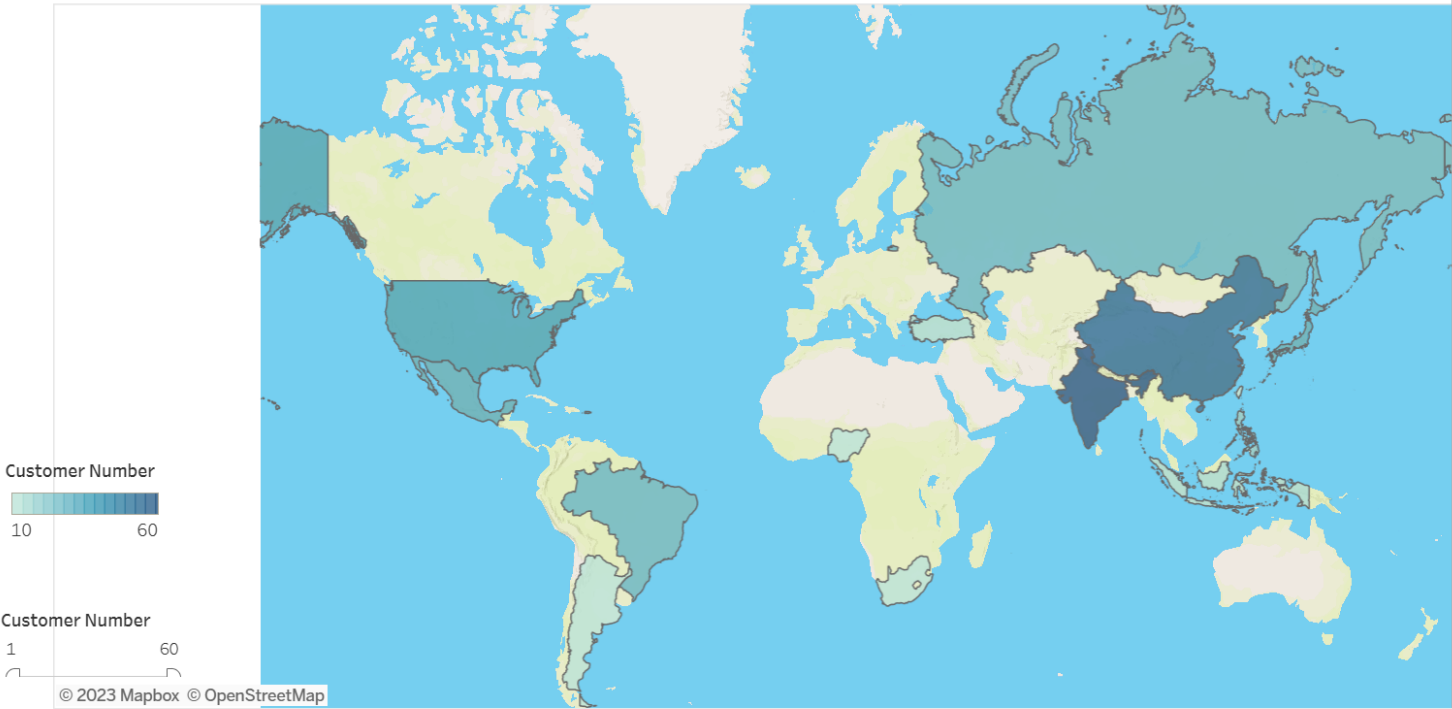


Above:
Average Rental per 'rating'.

To the right:
Average rental per 'genre'

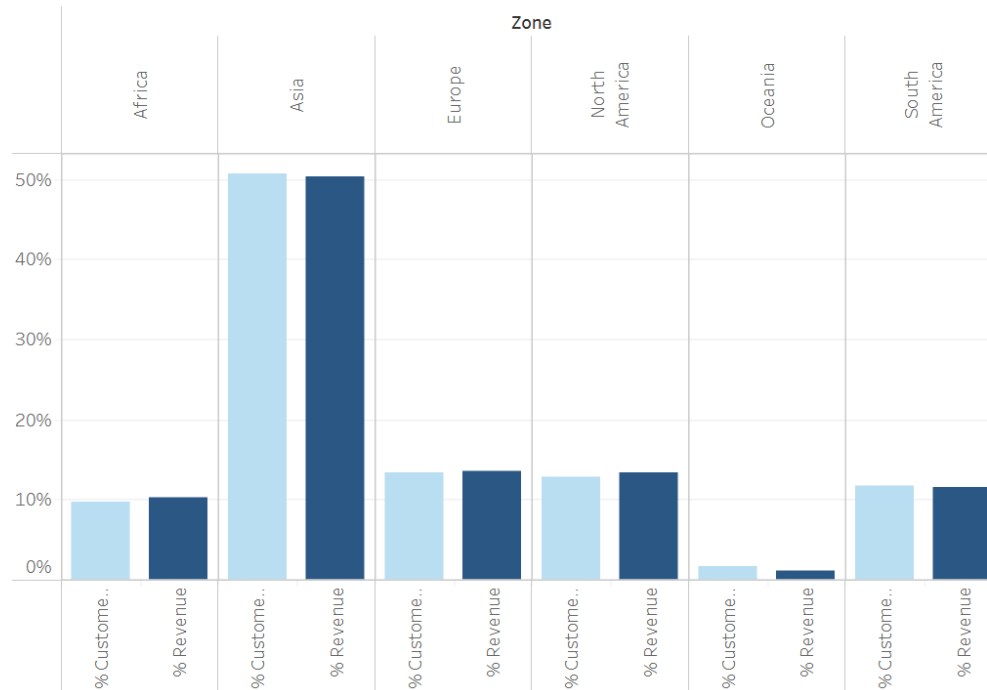


Distribution of Customers per Country (Top 14)



Insights:

- Our data shows that Asia is Rockbuster's stronghold with 50.7% of the total number of customers.
- The weakest zone for customers is Oceania with only 1.67% of the total number of customers.
- Current data also shows that over 60% of customers are based in only 14 countries: India (10%), China (8.9%), USA (6%), Japan (5.2%), Mexico (5%), Brazil (4.7%), Russia (4.7%), Philippines (3.3%), Turkey (2.5%), Indonesia (2.3%), Argentina (2.2%), Nigeria (2.2%), S. Africa (1.9%) and Taiwan (1.7%)



Insights:

- Both the ranking – per total revenue – and the percentage of revenue is very similar to the proportion of total population of that area.
- Compared to the other regions, North America and Africa present a slighter higher proportion of revenue to its population (0.5% more). This is a potential lead that is worth exploring.
- Oceania presented a lower percentage of revenue (-0.6%) compared to its size. It is worth exploring why this particular region had a poorer return compared to the others.

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Recommendations

Customer Related

- 68% (74 countries) of our customer base list have an average of only 1.63 customers per country. In order to encourage more customers to join, perhaps it is worth considering launching a promotion ‘Refer Rockbuster’s to a friend and get ‘X’ off your bill or another discount.
- The average spending of the top 15 customers is \$31.3 dollars. Perhaps it is worth considering a ‘loyalty’ reward program: any money spent after the average will build up points towards credits, giving the choice to watch ‘X’ quantity of films free of charge.

Film related

- In order to encourage consumption of more films, it is worth considering creating a ‘Everyone is watching’ top list to go on the top of the customer’s screen. In it, one should include the top seller categories.
- In the same idea, another section should be called ‘Watch one, get one free’. This section should encourage watching the cheaper or the least seen movies. Putting them on the front could create more awareness.
- In order to increase rental duration, consider a special price for any days of rental above the average (5 days) or building up credits for charge free rental.
- Consider having a ‘kids zone’ on the website, where all appropriated rated films are, to facilitate rental from young customers (from their parents account).

Thank you!