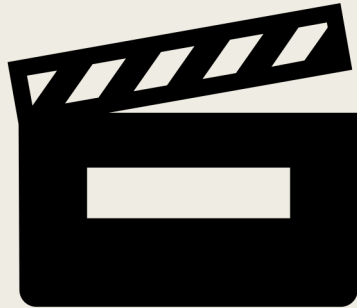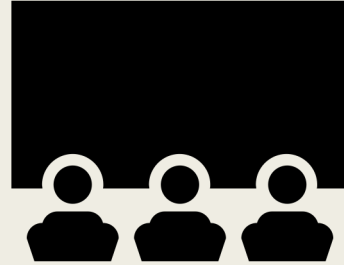# ROCKBUSTER STEALTH

Data analysis for strategic decision-making

# INTRODUCTION

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.

# KEY 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?

# ROCKBUSTER STEALTH QUICK FACTS

Dataset collected February – May 2007

599 customers from 109 countries

Grossed: $61,312.04 (avg. $20,437.35/month)

Processed 14,596 transactions (avg. $4.20/transaction)

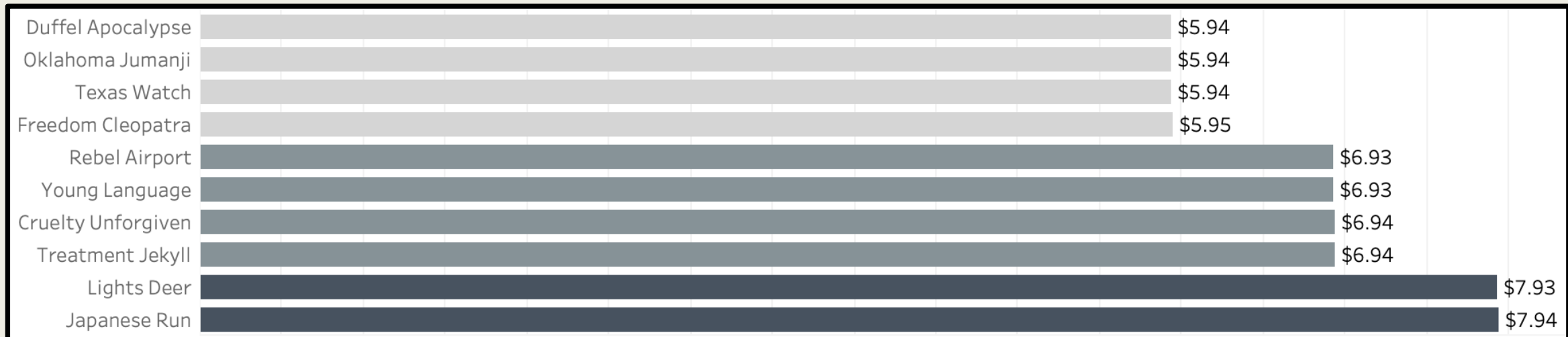| 1000 films | 17 genres | 5 rental durations | 3 rental rates | 2 store locations |

# KEY PERFORMANCE INDICATORS

- Which movies contributed the most/least to revenue gain?
  - Top 3 films: Telegraph Voyage, Zorro Ark, Wife Turn
  - Bottom 3 films: Duffel Apocalypse, Oklahoma Jumanji, Texas Watch
- What was the average rental duration for all videos?
  - 5 days
- Which countries are Rockbuster customers based in?
  - Top 3 countries: India, China, and United States
  - The top 3 countries contributed approximately 23% of Rockbuster's total revenue

|  | MINIMUM | MAXIMUM | AVERAGE |
|---|---|---|---|
| RENTAL DURATION | 3 | 7 | 5 |
| RENTAL RATE | $0.99 | $4.99 | $2.98 |
| MOVIE LENGTH | 46 | 185 | 115 |
| REPLACEMENT COST | $9.99 | $29.99 | $19.84 |

# TOP AND BOTTOM 10 FILMS

| Film | Value |
|---|---|
| Telegraph Voyage | $215.75 |
| Zorro Ark | $199.72 |
| Wife Turn | $198.73 |
| Innocent Usual | $191.74 |
| Hustler Party | $190.78 |
| Saturday Lambs | $190.74 |
| Titans Jerk | $186.73 |
| Harry Idaho | $177.73 |
| Torque Bound | $169.76 |
| Dogma Family | $168.72 |

| Film | Value |
|---|---|
| Duffel Apocalypse | $5.94 |
| Oklahoma Jumanji | $5.94 |
| Texas Watch | $5.94 |
| Freedom Cleopatra | $5.95 |
| Rebel Airport | $6.93 |
| Young Language | $6.93 |
| Cruelty Unforgiven | $6.94 |
| Treatment Jekyll | $6.94 |
| Lights Deer | $7.93 |
| Japanese Run | $7.94 |

*Most popular films in the top 10 come from the Comedy and Drama genres, while the most popular in the bottom 10 are from Classics and Documentaries.

# REVENUE BY MOVIE CATEGORY

- The top 3 movie categories of Sports, Sci-Fi, and Animation contributed more than 20% of total revenue
- Films with a PG-13 rating were the top contributors to revenue, while NC-17, PG, and R rated film categories each brought in relatively similar amounts.
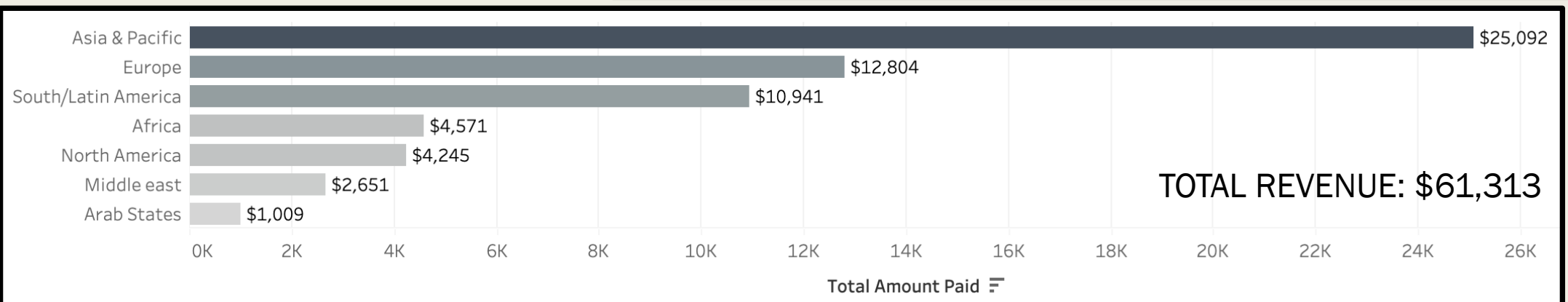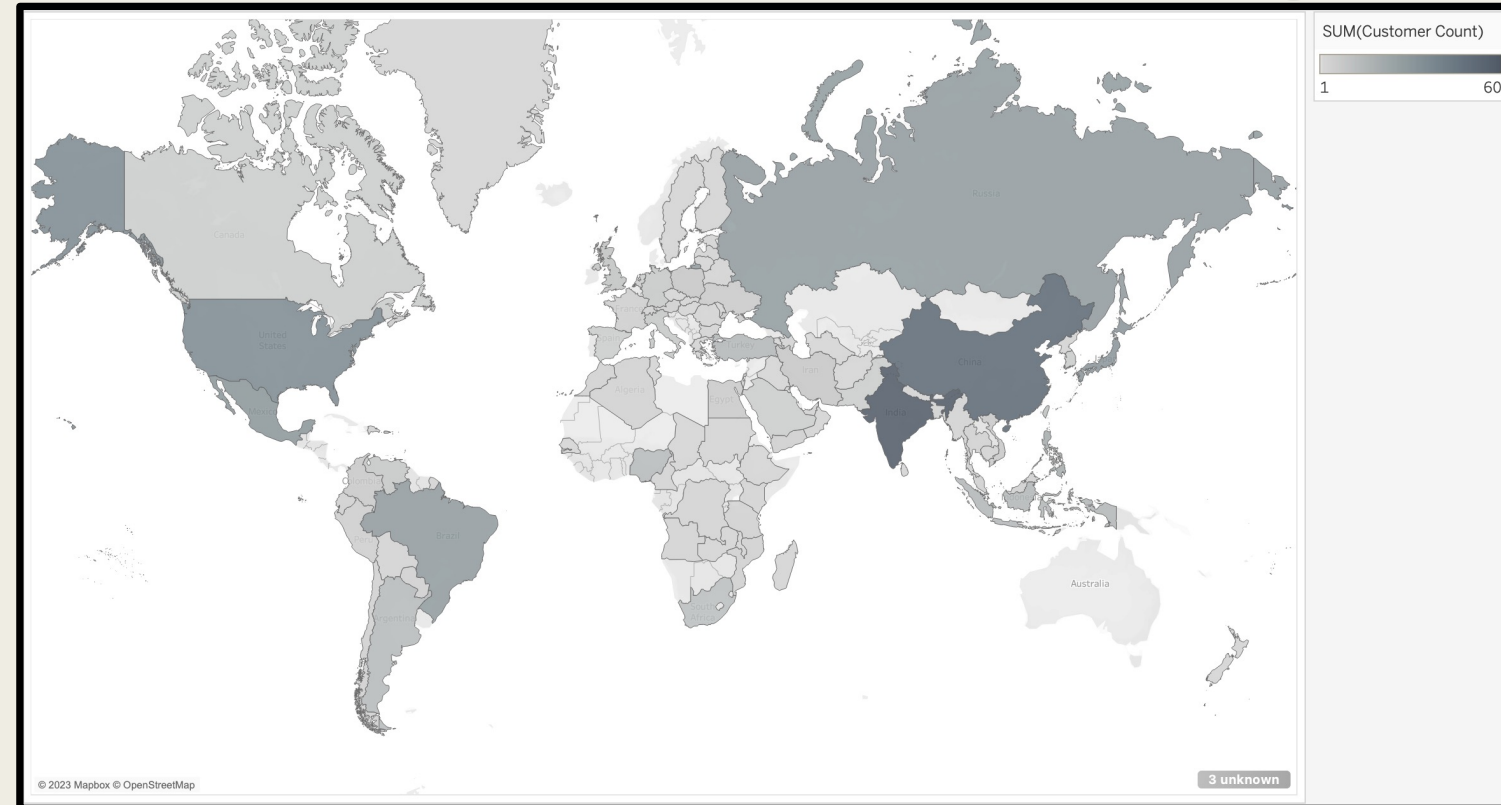
| Rating | Revenue |
|--------|---------|
| PG-13 | $13,856 |
| NC-17 | $12,635 |
| PG | $12,237 |
| R | $12,073 |
| G | $10,512 |

| | |
|--------|---------|
| SPORTS | $4,482.19 |
| SCI-FI | $4,336.01 |
| ANIMATION | $4,245.31 |
| DRAMA | $4,118.46 |
| COMEDY | $4,002.48 |
| NEW | $3,966.38 |
| ACTION | $3,951.84 |
| FOREIGN | $3,934.47 |
| GAMES | $3,922.18 |
| FAMILY | $3,782.26 |
| DOCUMENTARY | $3,749.65 |
| HORROR | $3,401.27 |
| CLASSICS | $3,353.38 |
| CHILDREN | $3,309.39 |
| TRAVEL | $3,227.36 |
| MUSIC | $3,071.52 |
| THRILLER | $47.89 |

# CUSTOMERS BY COUNTRY & REVENUE BY REGION

- Rockbuster Stealth's largest customer bases currently reside in India and China, contributing over 18% to total revenue.
- The Asia & Pacific region is a huge contributor, being double that of the second most popular region of Europe.
- An important note: the only language of any film currently offered in Rockbuster's database is English.

SUM(Customer Count)
1      60

© 2023 Mapbox © OpenStreetMap

3 unknown

| Region | Total Amount Paid |
|---|---|
| Asia & Pacific | $25,092 |
| Europe | $12,804 |
| South/Latin America | $10,941 |
| Africa | $4,571 |
| North America | $4,245 |
| Middle east | $2,651 |
| Arab States | $1,009 |

TOTAL REVENUE: $61,313

Total Amount Paid

# TOP 10 CUSTOMERS

| | FIRST NAME | LAST NAME | COUNTRY | CITY | TOTAL AMT PAID |
|---|---|---|---|---|---|
| 1 | Eleanor | Hunt | Reunion | Saint-Denis | $211.55 |
| 2 | Karl | Seal | United States | Cape Coral | $208.58 |
| 3 | Marion | Snyder | Brazil | Santa Brbara dOeste | $194.61 |
| 4 | Rhonda | Kennedy | Netherlands | Apeldoorn | $191.62 |
| 5 | Clara | Shaw | Belarus | Molodetno | $189.60 |
| 6 | Tommy | Collazo | Iran | Qomsheh | $183.63 |
| 7 | Ana | Bradley | United States | Memphis | $167.67 |
| 8 | Curtis | Irby | Canada | Richmond Hill | $167.62 |
| 9 | Marcia | Dean | Philippines | Tanza | $166.61 |
| 10 | Mike | Way | India | Valparai | $162.67 |

# KEY TAKEAWAYS AND RECOMMENDATIONS

- Top 3 income-generating categories are Sports, Sci-Fi, and Animation
  - All film categories are relevant to bottom-line, with the revenue difference between the highest and lowest categories being less than $1.5K (outlier of Thriller category not being considered as there is currently only one film in inventory).
- Rockbuster's customers are based in many different countries, which should be remembered when providing new content.
  - The only language currently offered in the film database is English. There is an opportunity to expand market share by expanding our film offerings to include a broader range of languages.
  - Consider providing different content dependent on a customer's geographic region (i.e. Rockbuster Asia, Rockbuster North America, etc.).
  - The Asia & Pacific region is responsible for over 40% of generated revenue. Consider a deeper analysis of this region to understand Rockbuster's success here and implement similar strategies across all regions.
- AI could be utilized to further our understanding of customer's wants and needs and forecast preferences based on individual behaviors.
- Rockbuster currently offers only movies. Considering a wider offering to include TV shows will keep us competitive in the streaming market.