Rockbuster Stealth

BUSINESS INSIGHTS

Dan Franklin

AGENDA

Introduction
Films & Genres
Countries & Customers
Key Findings
Recommendations

INTRODUCTION

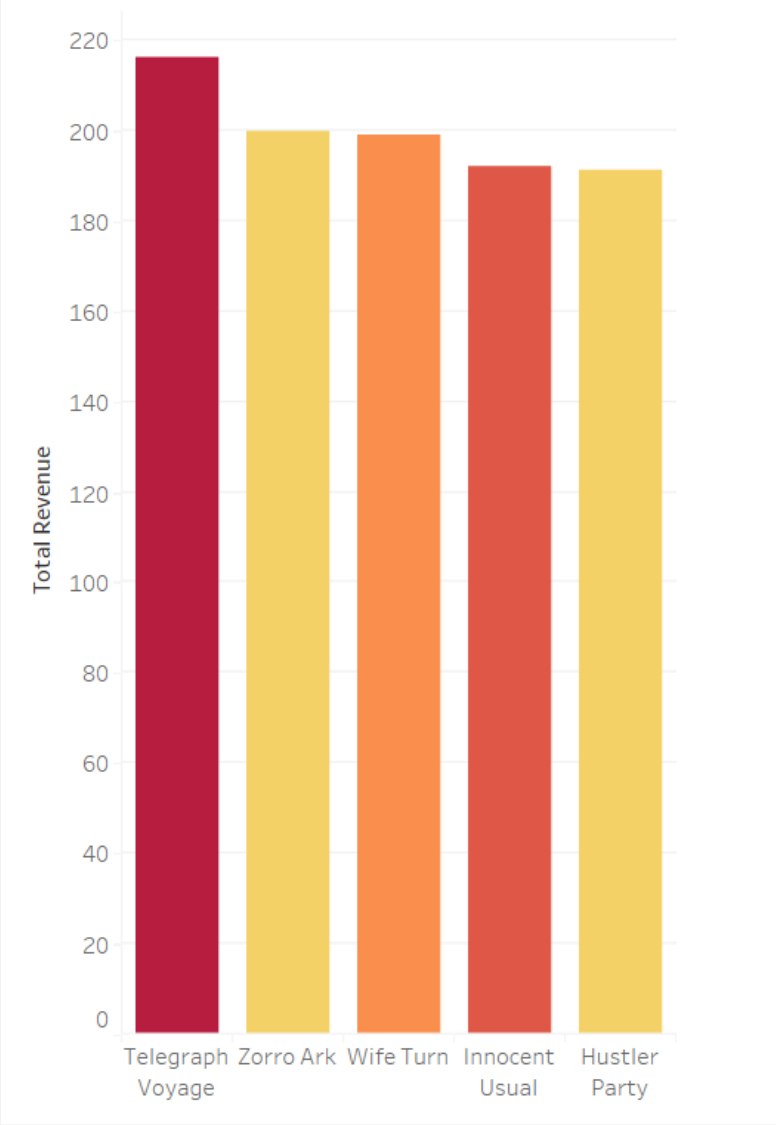
Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service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

Objective: To help Rockbuster Stealth's BI department with the launch strategy for the new online video rental service

FILMS OVERVIEW

Category	Description
Number of Films	1000
Genres	16 – Including Action, horror, sci-fi, family
Rental Durations	3 – 7 days
Rental Rates	$0.99 – $4.99
Ratings	G, PG, PG-13, R, NC-17
Film Lengths	46-185mins

TOP 5 FILMS BY REVENUE



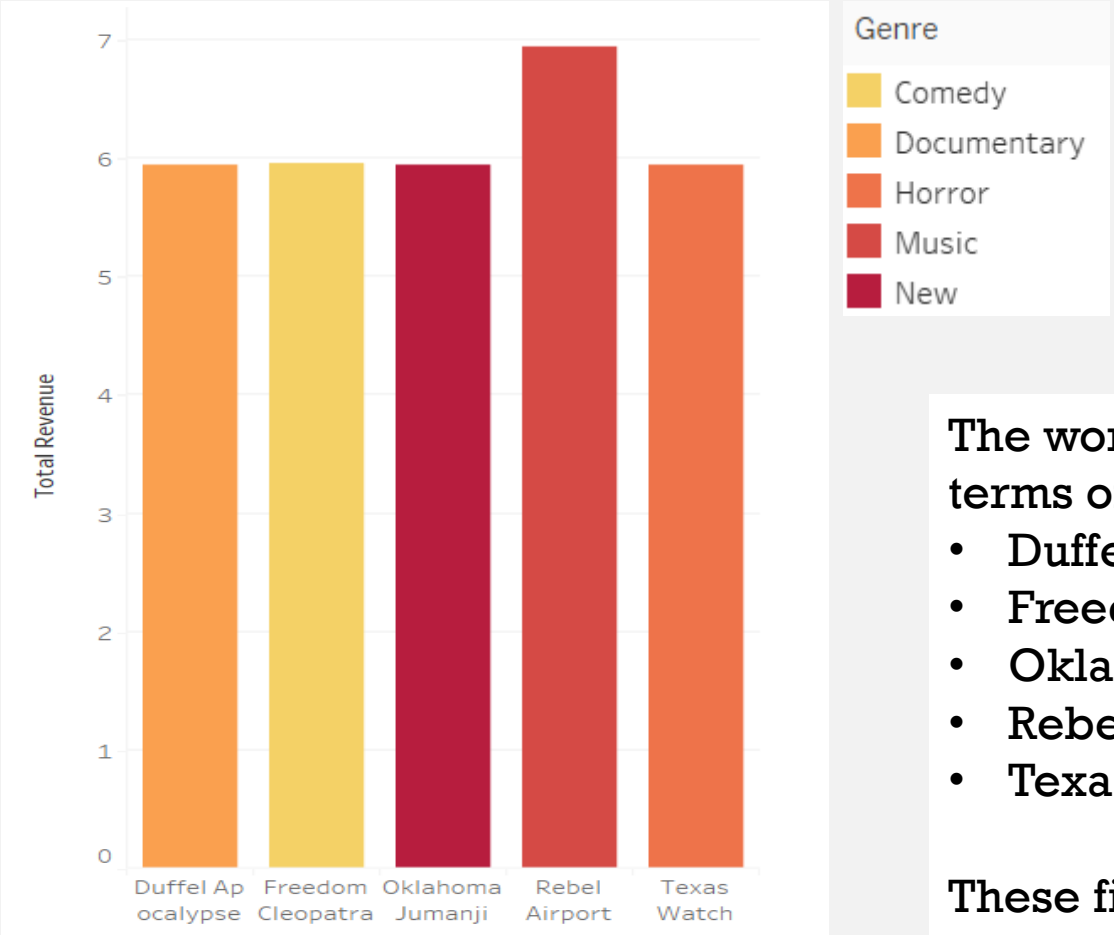
The top 5 films are

- Telegraph Voyage
- Zorro Ark
- Wife Turn
- Innocent Usual
- Hustler Party

All these films have a rental rate of $4.99 (as do the next 73 top films)

2 of these films are comedies

BOTTOM 5 FILMS BY REVENUE

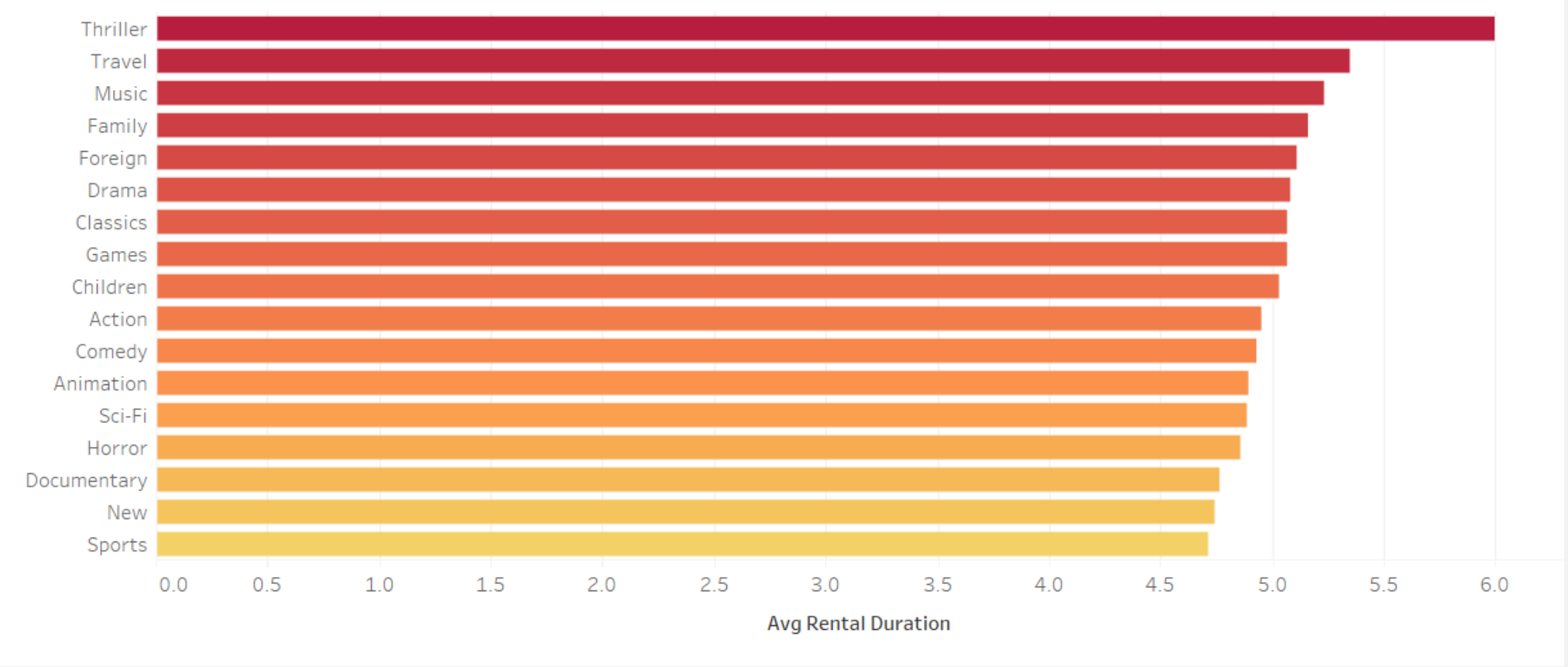


The worst performing films in terms of revenue are:

- Duffel Apocalypse
- Freedom Cleopatra
- Oklahoma Jumanji
- Rebel Airport
- Texas Watch

These films all have a rental rate of $0.99

AVERAGE RENTAL DURATION BY GENRE

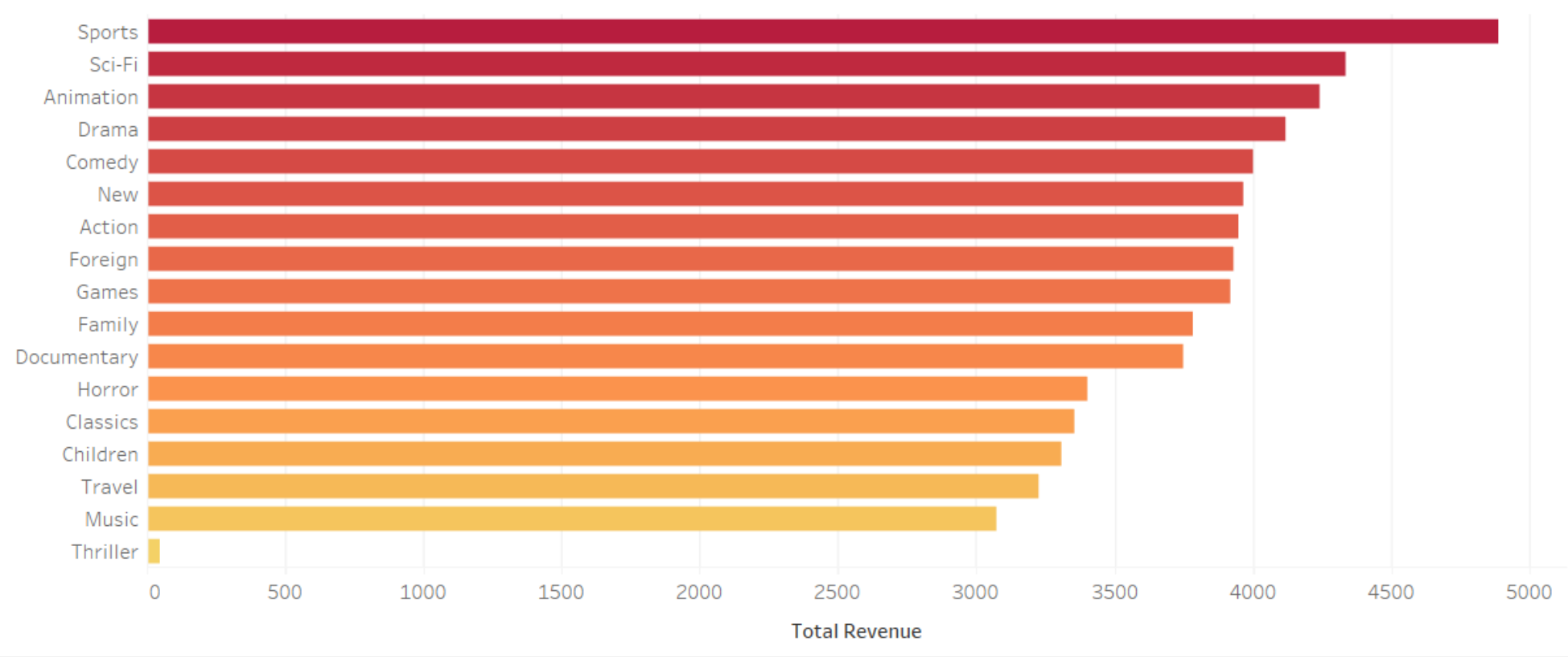


The overall average is **4.985 days**.

Travel, Music, and Family films have a slightly longer average rental duration than others.

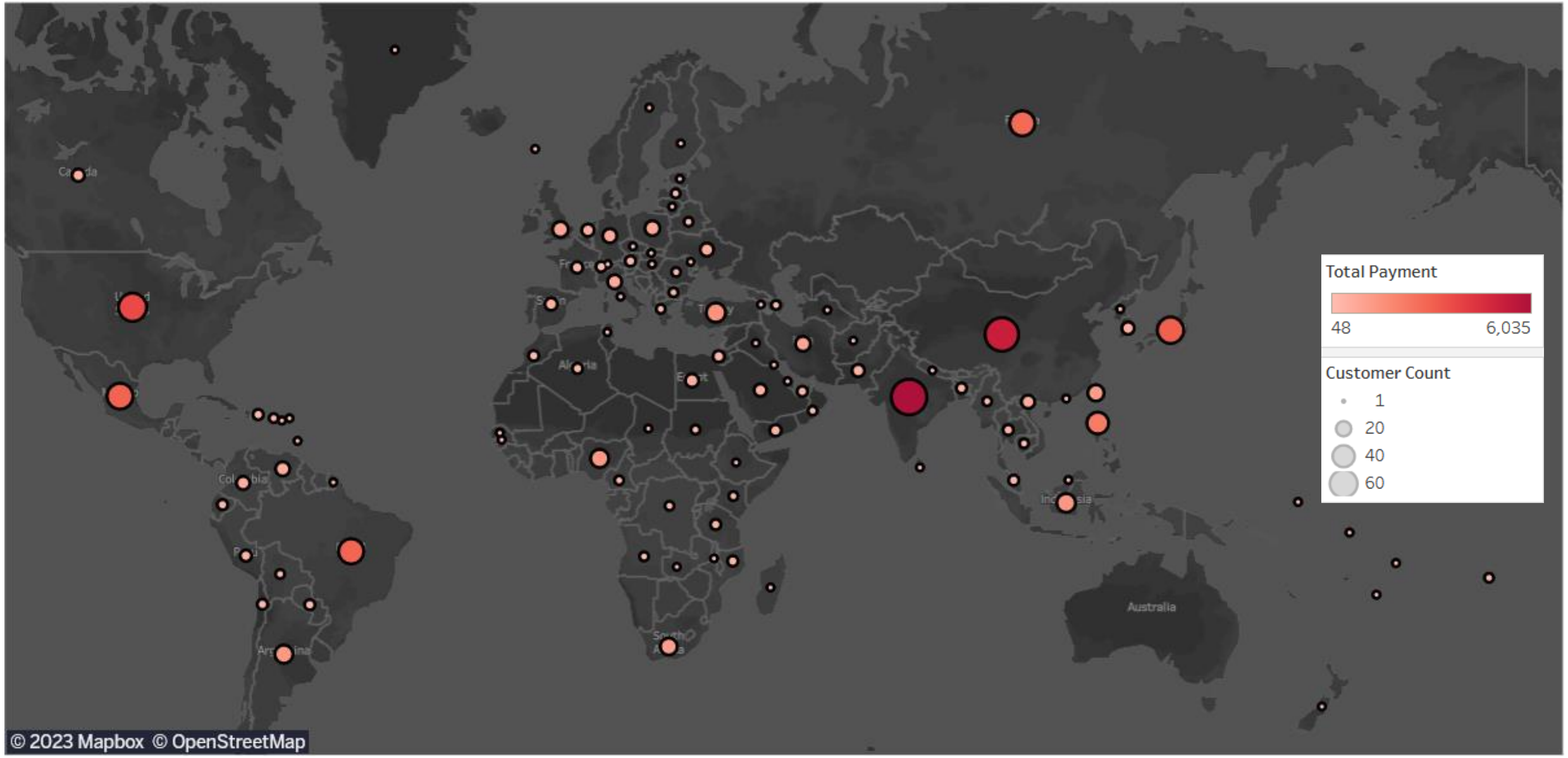
The **Thriller** genre, although having the longest av. Rental duration can be discounted as there is only 1 film in this genre.

Total revenue by genre

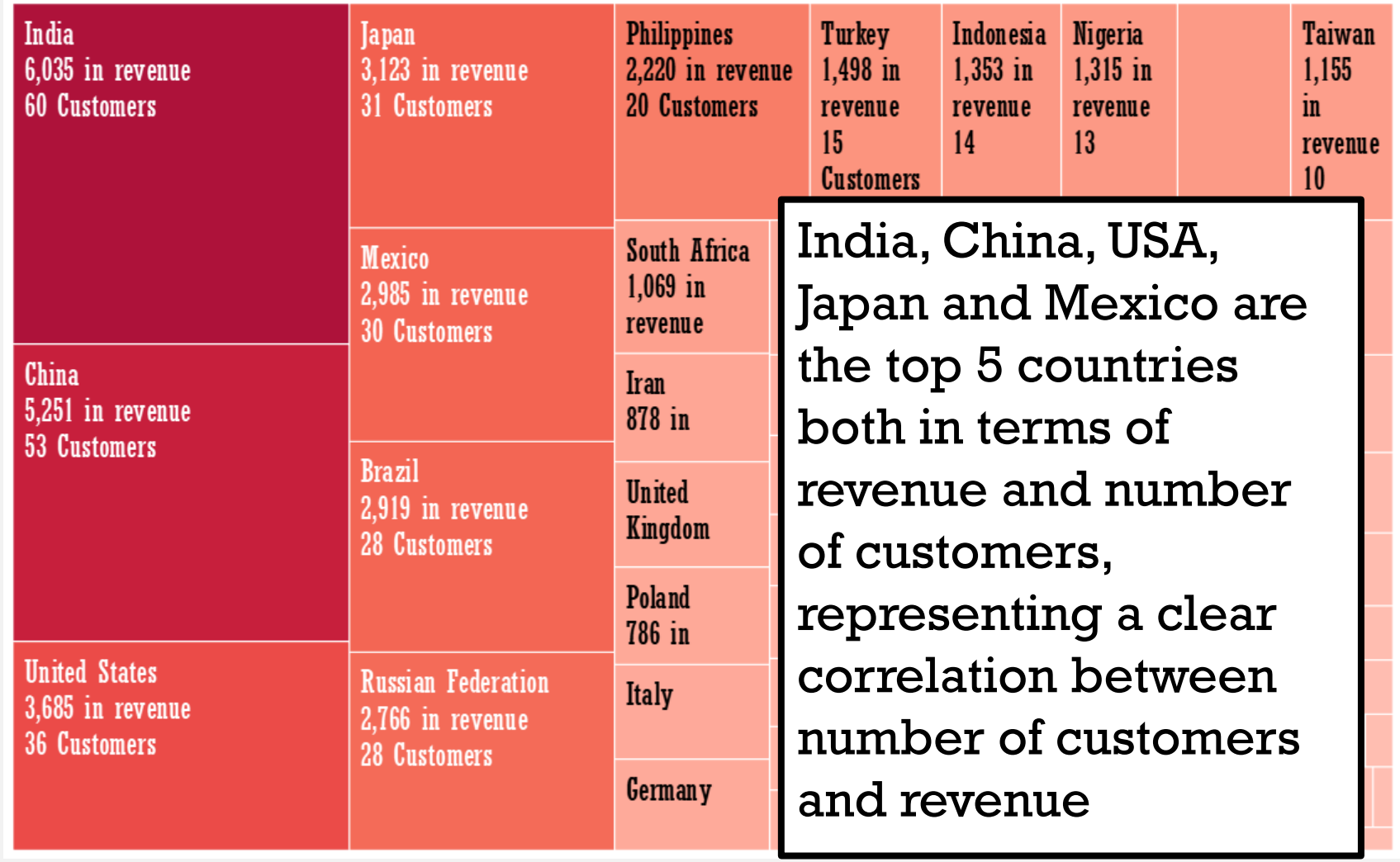


The most profitable film genre is Sports.
Sci-Fi, Animation and Drama also break the $4000 barrier in terms of revenue
Sports has the shortest average rental duration but the highest total revenue.

Which countries are Rockbuster customers based in?



Top countries in terms of revenue and number of customers



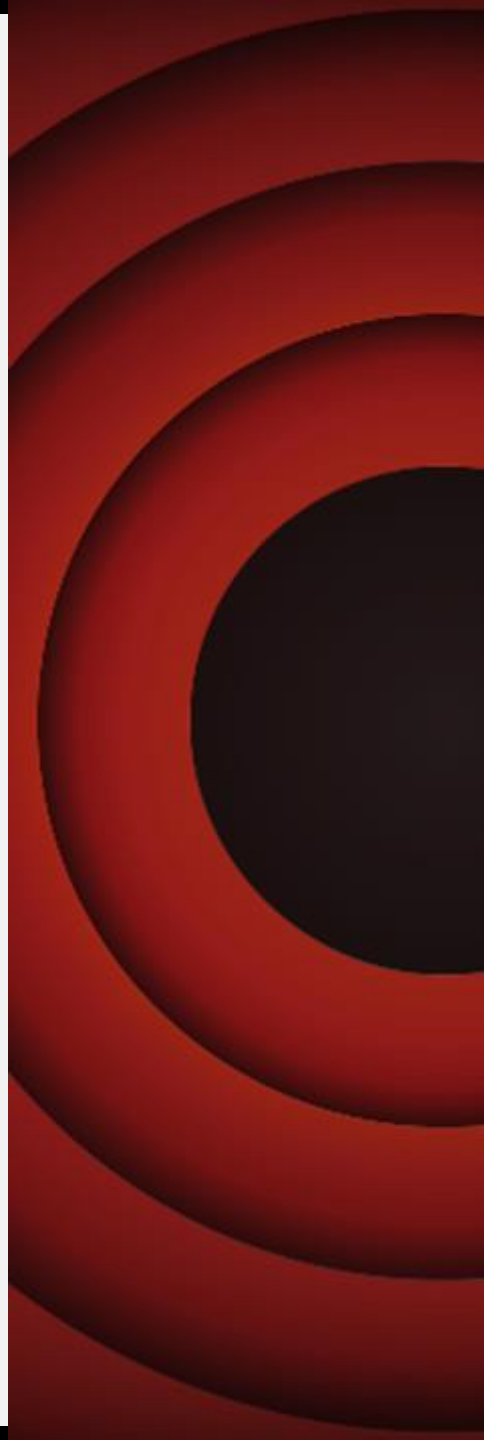
India, China, USA, Japan and Mexico are the top 5 countries both in terms of revenue and number of customers, representing a clear correlation between number of customers and revenue

TOP 10 CUSTOMERS

customer_id	First Name	Last Name	Country	Total Spent
148	Eleanor	Hunt	Reunion	211.55
526	Karl	Seal	United States	208.58
178	Marion	Snyder	Brazil	194.61
137	Rhonda	Kennedy	Netherlands	191.62
144	Clara	Shaw	Belarus	189.6
459	Tommy	Collazo	Iran	183.63
181	Ana	Bradley	United States	167.67
410	Curtis	Irby	Canada	167.62
236	Marcia	Dean	Philippines	166.61
403	Mike	Way	India	162.67

KEY FINDINGS

- Films with a rental rate of $4.99 generate more revenue than those priced $0.99.
- The most profitable genre is Sports, then Sci-Fi and Animation.
- 3 of the top 5 countries in terms of customer numbers and revenue are in Asia.
- Sports films have the shortest average rental duration but generate the most revenue.
- All films were released in the year 2006



RECOMMENDATIONS

- Convert to a subscription model similar to rivals such as Netflix or Prime. This will generate steady income rather than sporadic.
- Create a reward programme for current customers inviting friends to join to help grow the customer base.
- Focus marketing campaigns on the current main markets initially – India, China and Japan in Asia, and USA and Mexico in North Amercia to gain traction and growth.
- Modernise the library of films – all current titles are from 2006.
- Offer series as well as films to attract a larger audience.
- Increase the offering of films in other languages to attract new customers.

Credits

https://public.tableau.com/app/profile/dan.franklin/viz/bottom5filmsrevenue/Sheet1?publish=yes

https://public.tableau.com/app/profile/dan.franklin/viz/Ex3_9_16854500260930/Sheet1

https://public.tableau.com/app/profile/dan.franklin/viz/rentaldurbygenre/Sheet1?publish=yes

https://public.tableau.com/app/profile/dan.franklin/viz/genresbyrevenue_16856326154900/Sheet1?publish=yes

Dan Franklin