

ROCKBUSTER STEALTH DATA ANALYSIS

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INTRODUCTION

Rockbuster Stealth LLC is a movie rental company. In the face of stiff competition, Rockbuster Stealth is preparing to launch its online video rental system in 2020 in order to stay competitive.

We must develop a strong launch strategy to ensure the success of this platform.



WHAT IS OUR GOAL?

To inform our decisions as we build out this online catalogue, we will perform an analysis of our database to answer the following 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?



DATA OVERVIEW

The Rockbuster Stealth database contains a wealth of information. We've highlighted key data points below to build an overview of the database.

The average movie rental lasts about 5 days.



DATA OVERVIEW

Cont.

PG-13 and NC-17 movies make up the bulk of our catalogue.

Number of G
Rated Movies:
178

Number of PG
Rated Movies:
194

Number of
PG-13 Rated
Movies:
223

Number of R
Rated Movies:
195

Number of
NC-17 Rated
Movies:
210

Number of
Genres:
20

Total Number
of Customers:
599

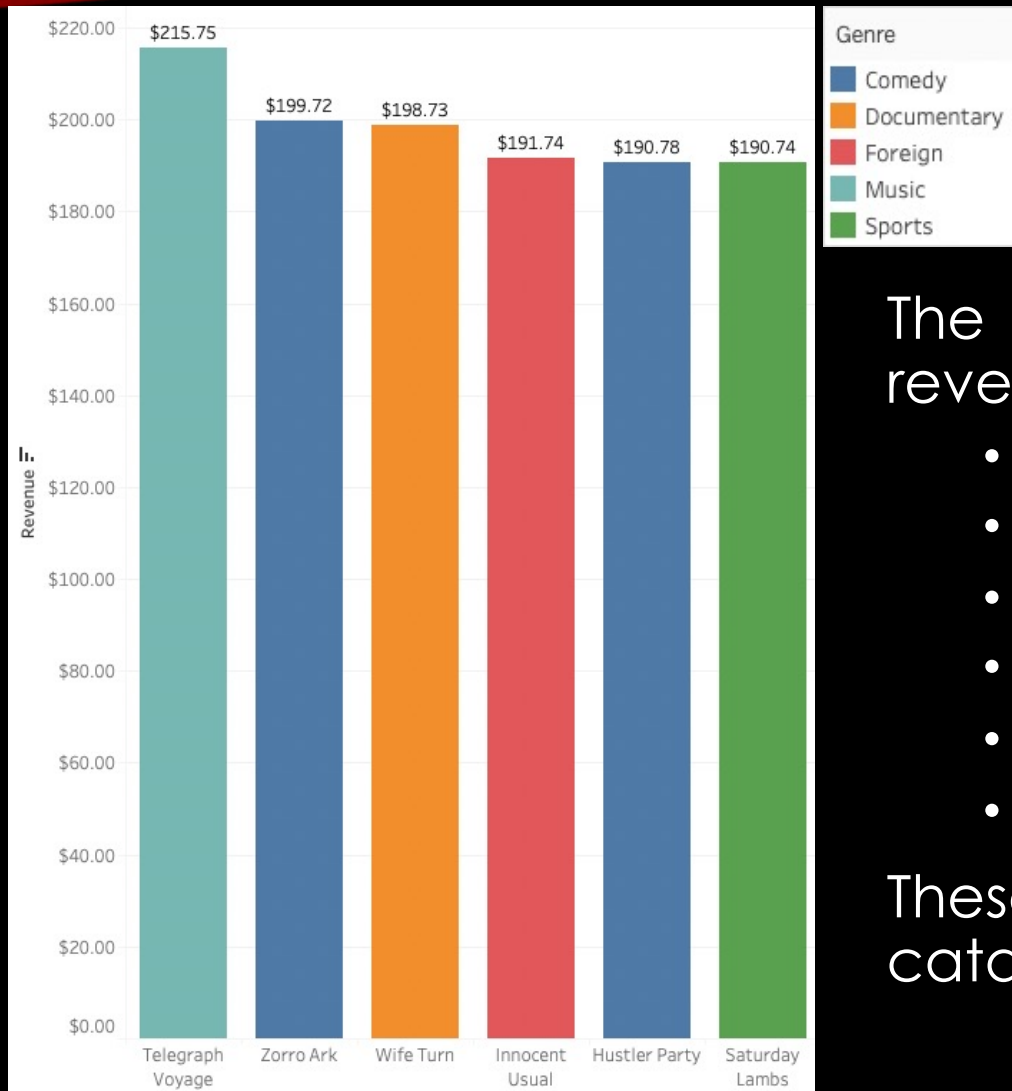
Number of
Active
Customers:
584

Number of
Inactive
Customers:
15

Number of
Countries w/
Customers:
109

HIGHEST GROSSING FILMS

Its important to analyze which movies bring in the least and most revenue gain to create the most profitable online catalogue.



The following films brought in the most amount of revenue:

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

These films must be included in our online catalogue.

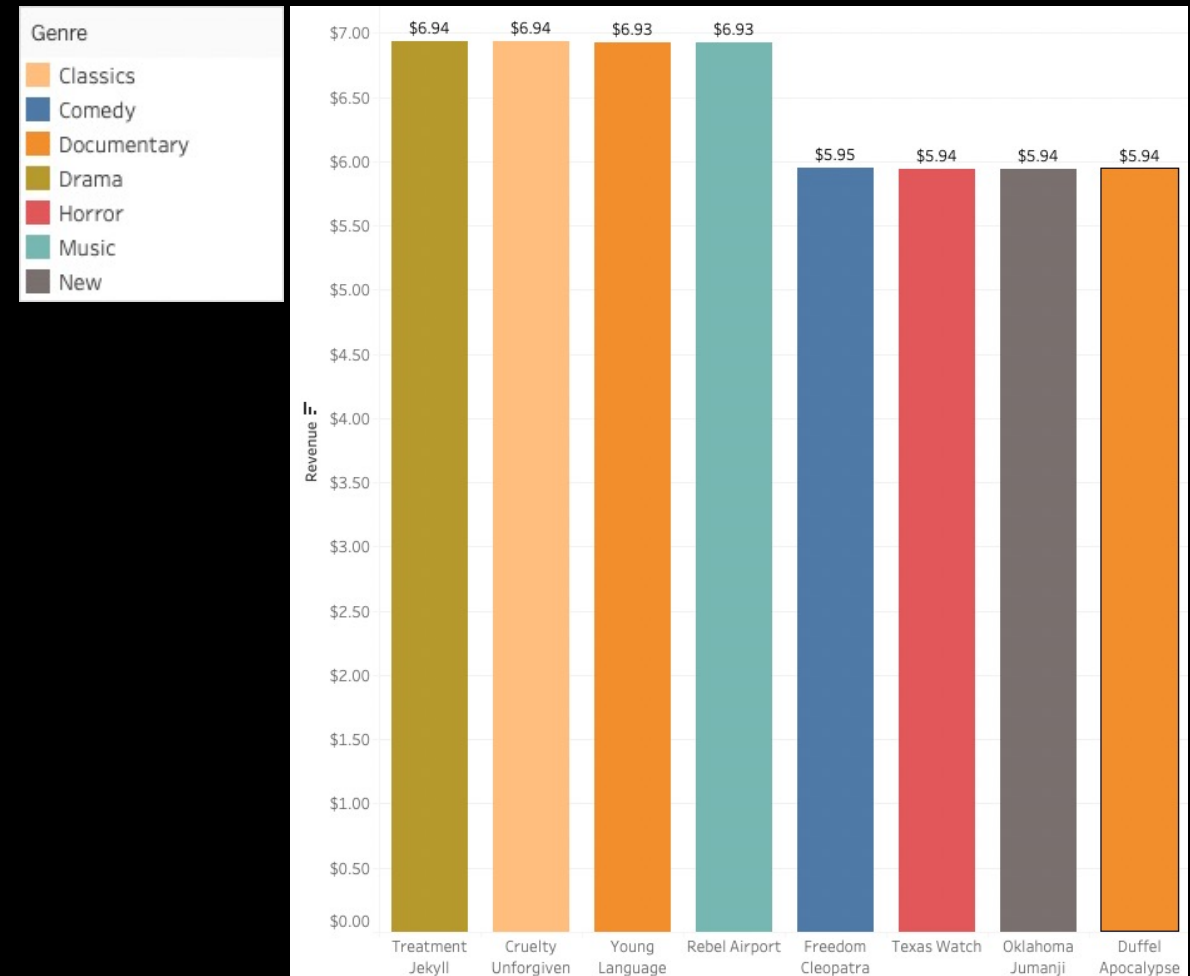
[Full Tableau Analysis Can Be Viewed Here](#)

LOWEST GROSSING FILMS

The following films brought in the least amount of revenue:

- Treatment Jekyll
- Cruelty Unforgiven
- Young Language
- Rebel Airport
- Freedom Cleopatra
- Texas Watch
- Oklahoma Jumanji
- Duffel Apocalypse

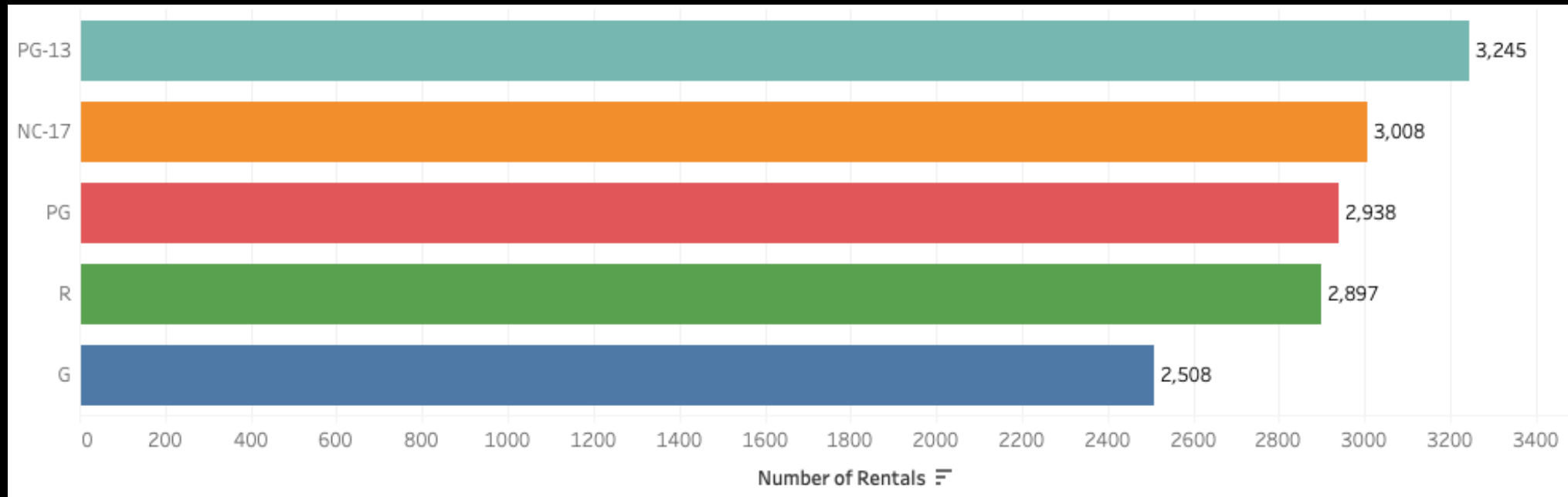
We will not include these in our catalogue.



[Full Tableau Analysis Can Be Viewed Here](#)

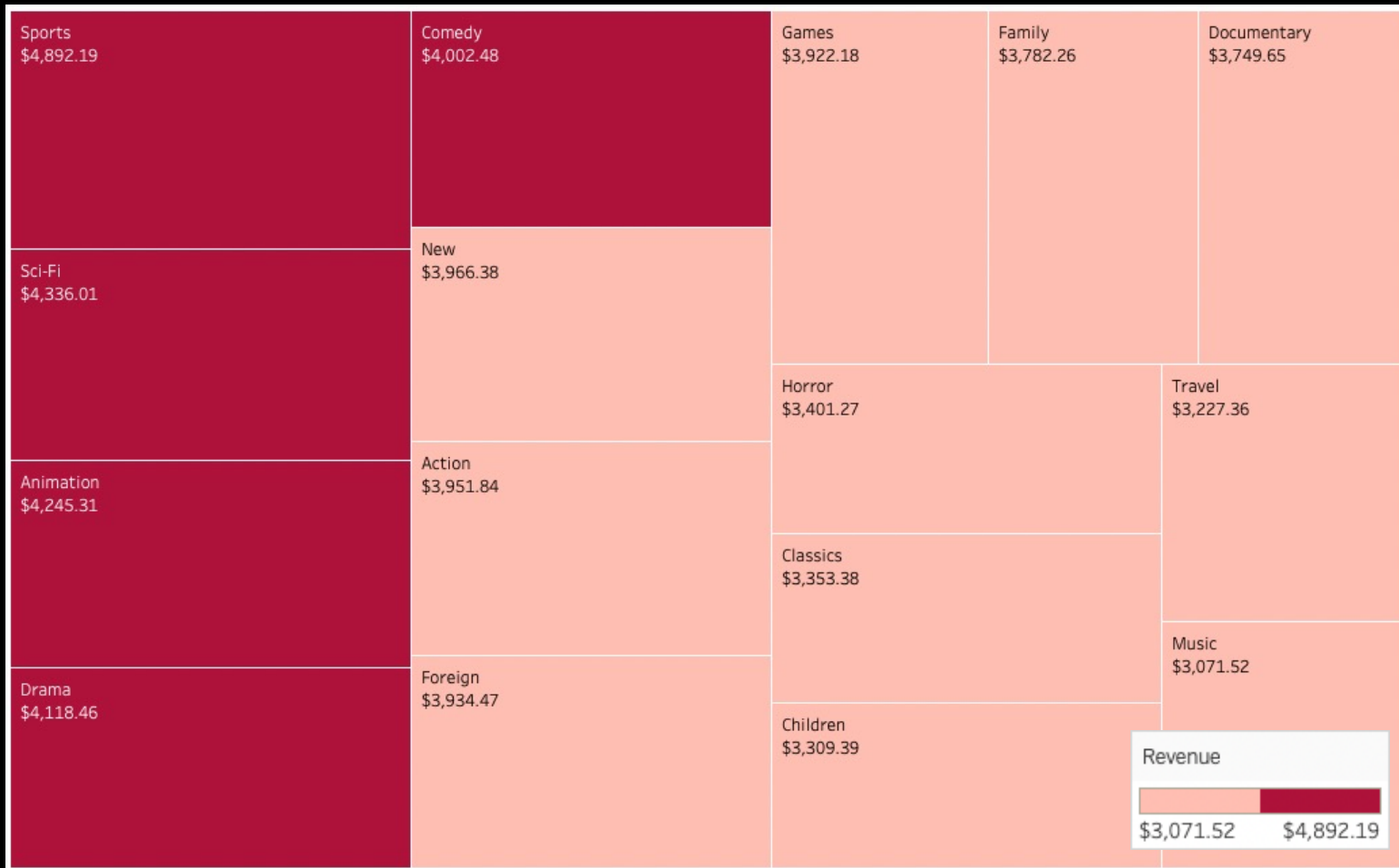
RATING POPULARITY

When we analyzed rental rates of each movie rating, we discovered that PG-13 movies are the most popular amongst our costumers, while G-rated movies are the least popular.



[Full Tableau Analysis Can Be Viewed Here](#)

REVENUE BY GENRE



Upon analyzing the revenue by genre, these are the most popular genres:

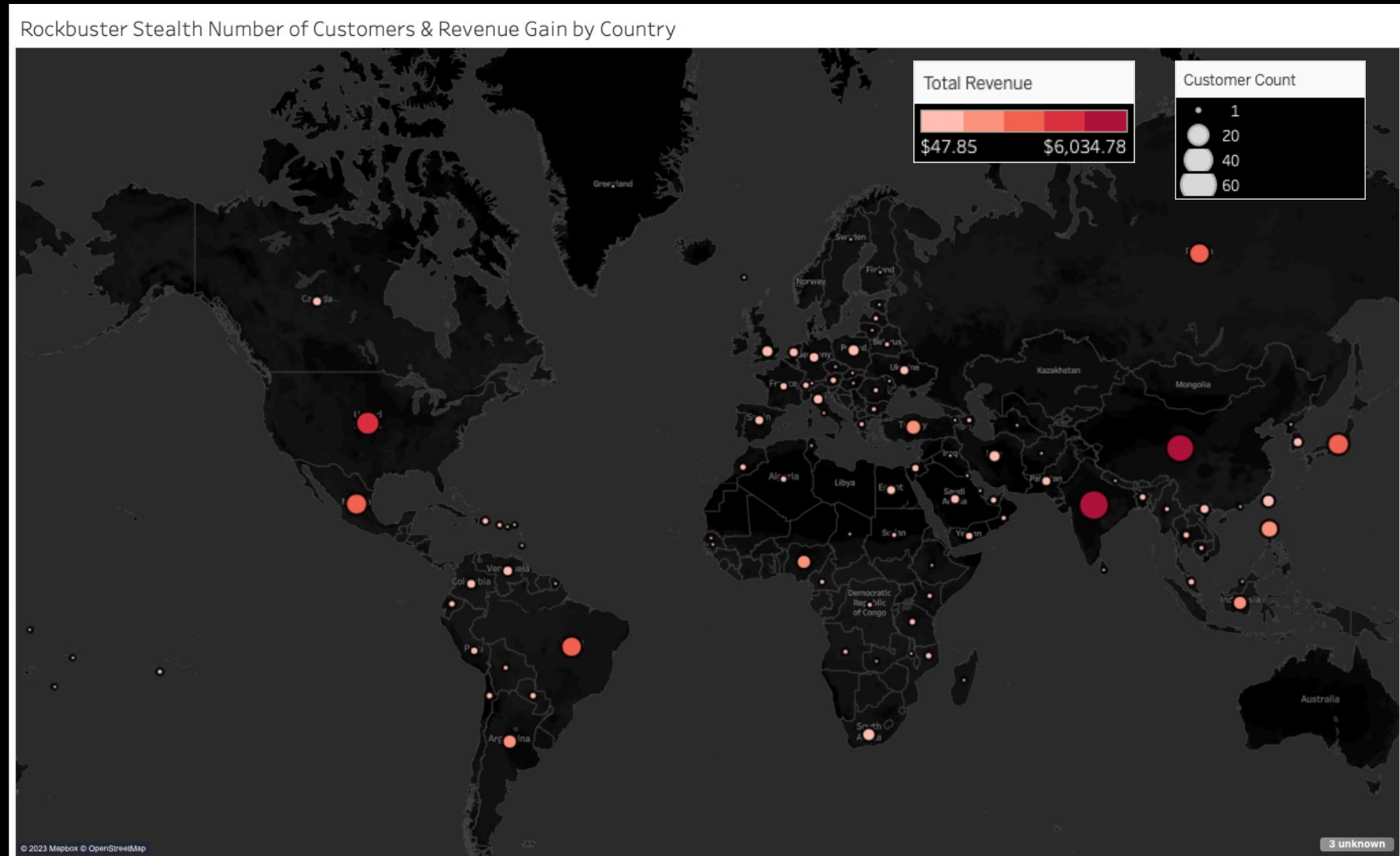
- Sports
- Sci-Fi
- Animation
- Drama
- Comedy

We should focus on these genres in our catalogue.

CUSTOMER DEMOGRAPHICS

Understanding our customers is crucial when building the online catalogue. Here, we can see where all Rockbuster customers are located and revenue by country.

It is evident that Rockbuster customers live throughout the entire world. Thus, creating an online catalogue will allow us to reach those customers and more.



[Full Tableau Analysis Can Be Viewed Here](#)

CUSTOMER DEMOGRAPHICS

Here, we can see more detail about customer demographics including the countries with the most customers and revenue as well as the top 5 Rockbuster customers.

	Country	Number of Customers	Revenue
1	India	60	\$6,034.78
2	China	53	\$5,251.03
3	United States	36	\$3,685.31
4	Japan	31	\$3,122.51
5	Mexico	30	\$2,984.82
6	Brazil	28	\$2,919.19
7	Russian Federation	28	\$2,765.62
8	Philippines	20	\$2,219.70
9	Turkey	15	\$1,498.49
10	Indonesia	14	\$1,352.69

	Customer ID	First Name	Last Name	Country	Revenue
1	148	Eleanor	Hunt	Réunion	\$211.55
2	526	Karl	Seal	United States	\$208.58
3	178	Marion	Snyder	Brazil	\$194.61
4	137	Rhonda	Kennedy	Netherlands	\$191.62
5	144	Clara	Shaw	Belarus	\$189.60

The customer team is looking into rewarding these customers for their loyalty.

MAIN TAKEAWAYS

- All movies are in English and from 2006.
- The bulk of our customers are based in India and China, however we have customers all around the world (in a total of 109 countries).
- PG-13 and NC-17 make up the majority of our catalogue and are also the most rented ratings.
- Sports, Sci-Fi, Animation, Drama, and Comedy movies bring in the most revenue.
- Top customers exist all around the world.



RECOMMENDATIONS

With our current findings, we believe the following recommendations will help us create a successful launch strategy:

- Add foreign language movies to our catalogue, specifically those in Chinese dialects and Indian
- Add more movies from other years
- Prioritize marketing efforts in India, China, United States, Japan, and Mexico
- Focus on adding Sports, Sci-Fi, Animation, Drama, and Comedy movies to the online catalogue
- Make sure to include Telegraph Voyage, Zorro Ark, Wife Turn, Innocent Usual, Hustler Party, and Saturday Lambs in the online catalogue
- Create a customer loyalty program that rewards the top customers (this could happen on a quarterly or monthly rate)

THANK YOU!

