

DATA ANALYSIS IN  
SUPPORT OF 2020  
COMPANY STRATEGY

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# Rockbuster Stealth LLC

# Overview

## **Objective**

To derive data-driven insights from the existing database in response to business questions posed by Management.

## **Strategic Importance**

To leverage existing movie licenses and transition from a physical rental model to an online platform that can compete with other existing streaming services.

# Key Questions

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

# Existing Catalogue



1000 Films

1 Language (English)

1 Release Year (2006)

17 Categories

5 Ratings

# Existing Client Base



599 Customers

The infographic features three horizontal bars of equal length. Each bar is composed of a dark blue segment on the left and a light gray segment on the right. The dark blue segment contains a white text label. The light gray segment is empty. The bars are stacked vertically with a small gap between them. The background is a dark blue gradient on the left and a light gray gradient on the right.

Category	Value
Customers	599
Countries	108
Cities	597

108 Countries

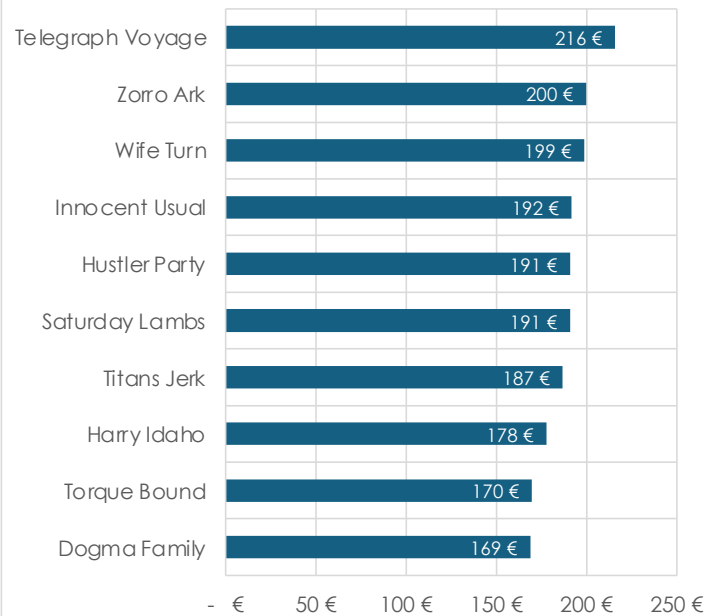
597 Cities



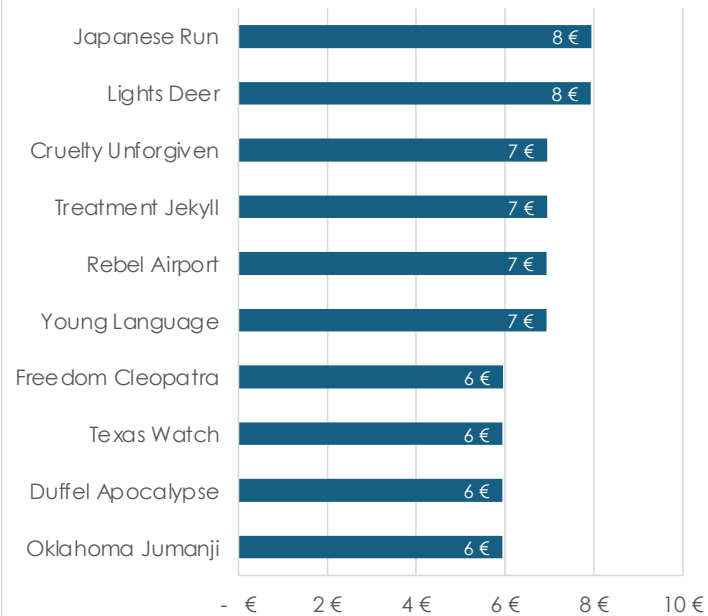
# The Analysis

**Question 1:** Which movies contributed the most / least to revenue gain?

Top 10 Films



Bottom 10 Films



# The Analysis

**Question 2:** What was the average rental duration for all videos?

Metric (Overall)	Rental Duration (Days)
Minimum	3.00
Maximum	7.00
Average	4.99

Rating	Average Rental Duration (Days)
G	4.84
PG	5.08
PG-13	5.05
R	4.77
NC-17	5.14

Rank	Top 10 Countries	Number of Customers
1	India	60
2	China	53
3	United States	36
4	Japan	31
5	Mexico	30
6	Brazil	28
7	Russian Federation	28
8	Philippines	20
9	Turkey	15
10	Indonesia	14

Rank	Top 10 Countries	Total Revenue (EUR)
1	India	6034.78
2	China	5251.03
3	United States	3685.31
4	Japan	3122.51
5	Mexico	2984.82
6	Brazil	2919.19
7	Russian Federation	2765.62
8	Philippines	2219.70
9	Turkey	1498.49
10	Indonesia	1352.69

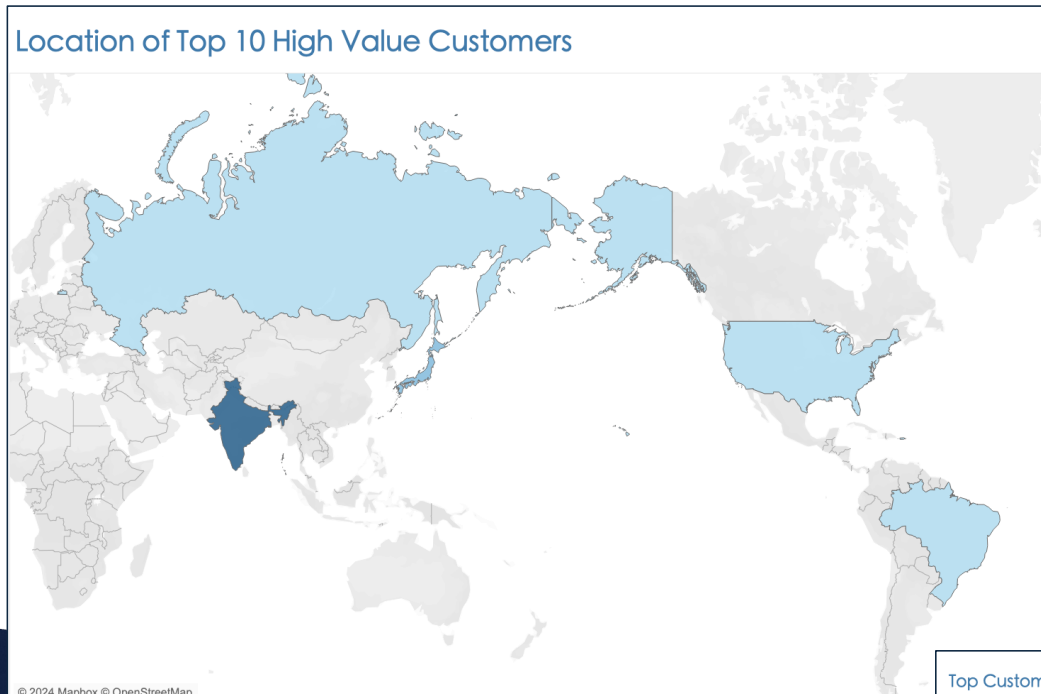
Number of Customers and Total Revenue by Country



# The Analysis

**Question 3:** Which countries are Rockbuster customers based in?



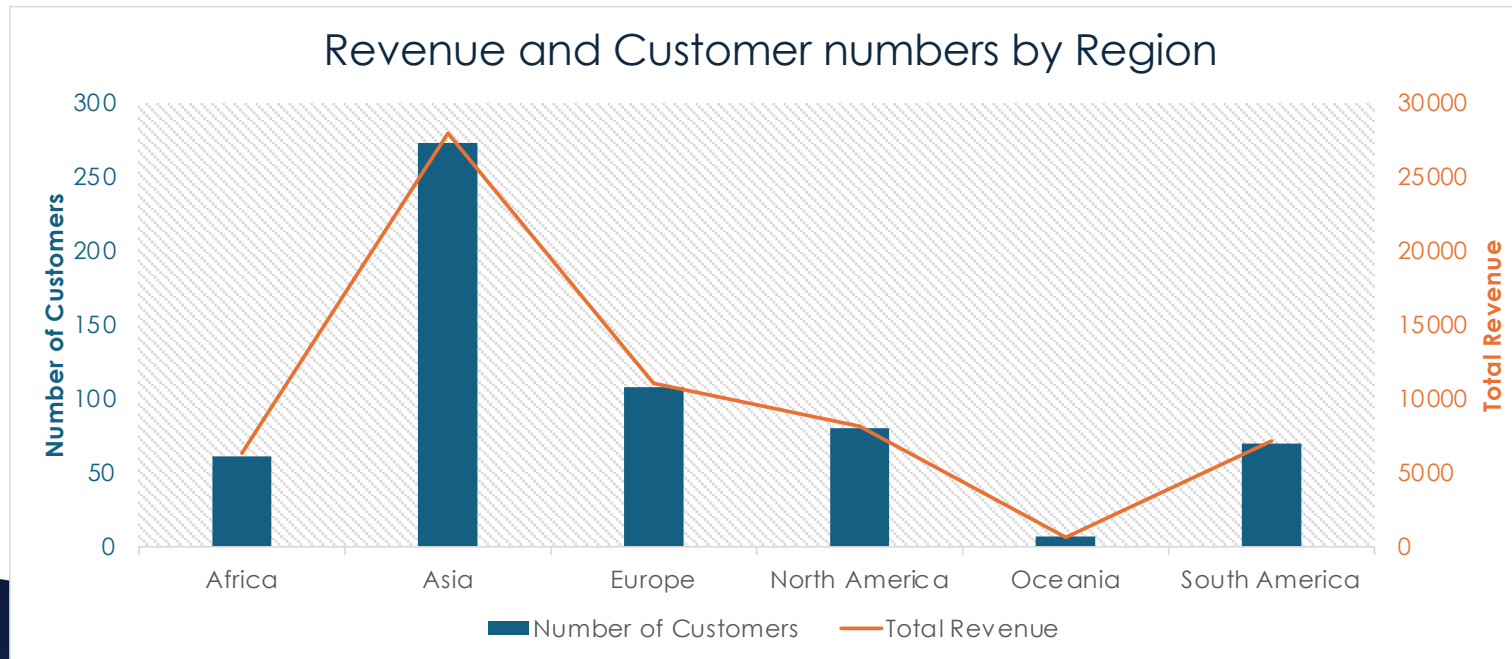


Country	Number of Customers
India	5
United States	1
Japan	2
Brazil	1
Russian Federation	1



# The Analysis

**Question 4:** Where are customers with a high lifetime value based?



# The Analysis

**Question 5:** Do sales figures vary between geographic regions?

# Recommendations

## **GEOGRAPHIC PERFORMANCE**

Asia is the best performing region and further investment in this region should yield substantial returns.

Oceania is the worst performing and strategies should be explored for expansion in this region.

## **CATALOGUE OFFERING**

The catalogue currently only offers English language films and should be expanded to include more localised content.

## **CUSTOMER LOYALTY**

Development of a rewards program for loyal customers to encourage repeat rentals.