

ROCKBUSTER STEALTH LLC

DATA ANALYSIS



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INTRODUCTION

- **Rockbuster Stealth LLC is a movie rental company with stores all over the globe.**
- **In the last few years the company has found it very difficult to compete with streaming services such as Netflix and Amazon Prime**
- **Due to this dramatic increase in competition, management has decided to launch an online movie rental service with its current movie licenses**
- **I will provide data-driven insights to help Rockbuster launch a successful online rental service**

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- Summary statistics, including rental duration
- Which movies contributed the most/least to revenue gain?
- Which countries are Rockbuster customers based in?
- Where are customers with a lifetime value based?
- Do sales figures vary between geographic regions?
- Final recommendations



SUMMARY STATISTICS

Total Revenue(2006):
\$61,312

Total number of movies: 1000

Number of active customers: 584

Number of Countries:
109

Lowest rental rate: \$0.99
Average rental rate: \$2.98
Highest rental rate: \$4.99

Lowest replacement cost: \$9.99
Average replacement cost: \$19.98
Highest rental replacement cost: \$29.99

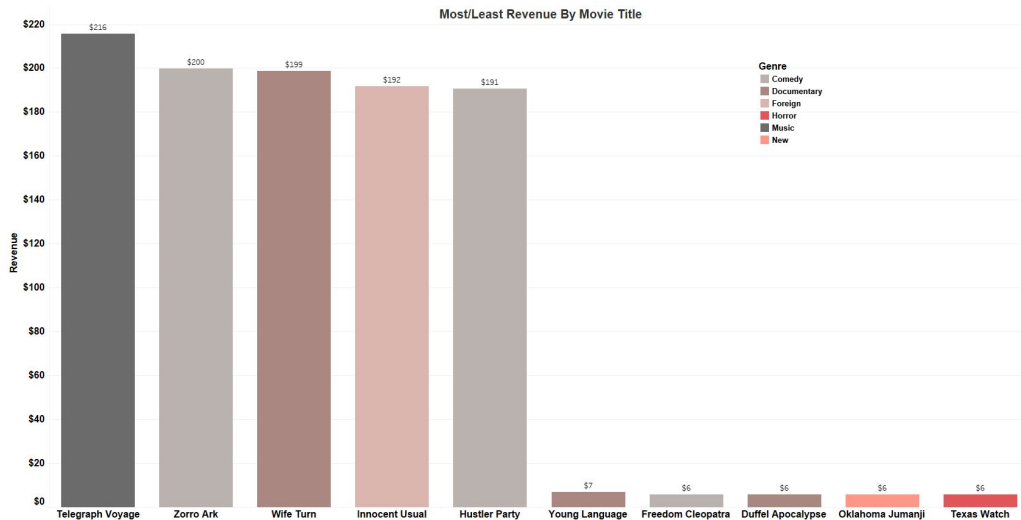
Shortest rental duration: 3 days
AVERAGE RENTAL DURATION: 5 DAYS
Longest rental duration: 7 days

★ **All movies in catalogue are
from 2006 and are in English**

Most successful
actor/actress: Susan
David
Least successful
actor/actress: Emily
Dee



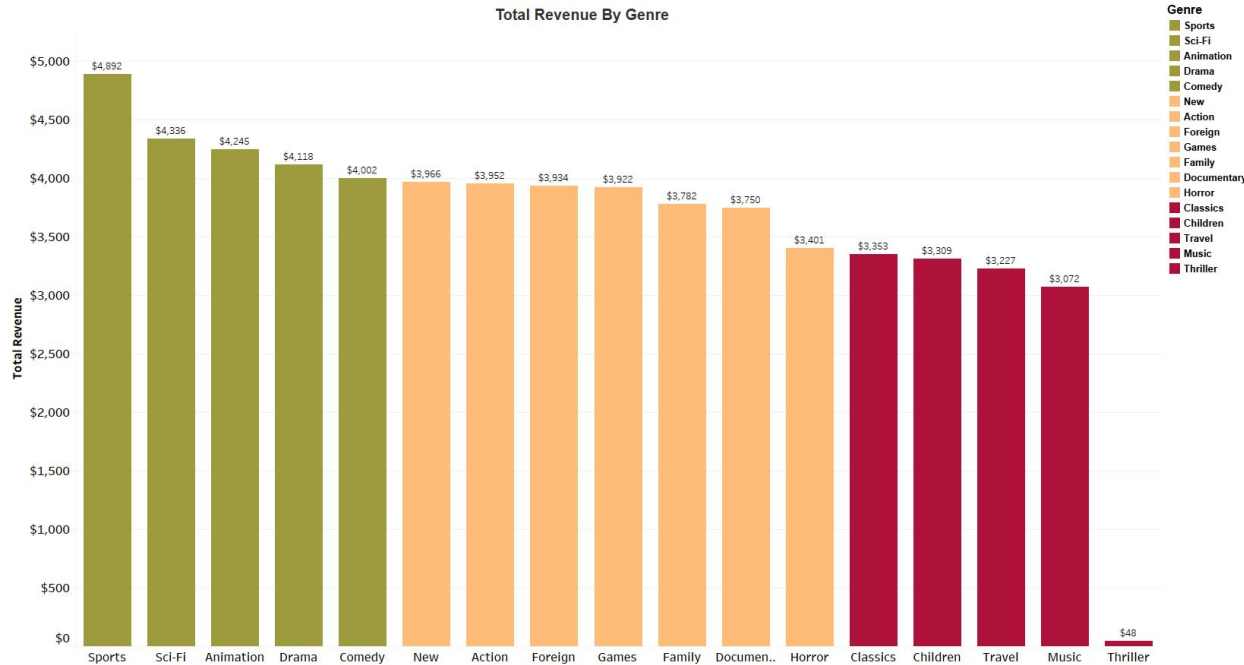
WHICH MOVIES CONTRIBUTED TO THE MOST/LEAST REVENUE GAIN?



- The most profitable movies are Telegraph Voyage, Zorro Ark, Wife Turn, Innocent Usual, and Hustler Party
- The least profitable movies are Young Language, Freedom Cleopatra, Duffel Apocalypse, Oklahoma Jumanji, and Texas Watch
- The five most profitable movie titles are of the genres music, comedy, documentary, foreign, and comedy, respectively
- Does this mean these are the most profitable genres?
- This requires further investigation

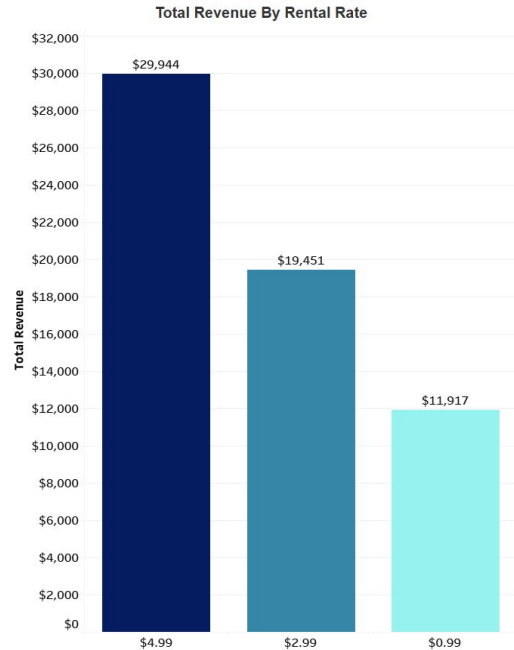


MOVIES CONTINUED...

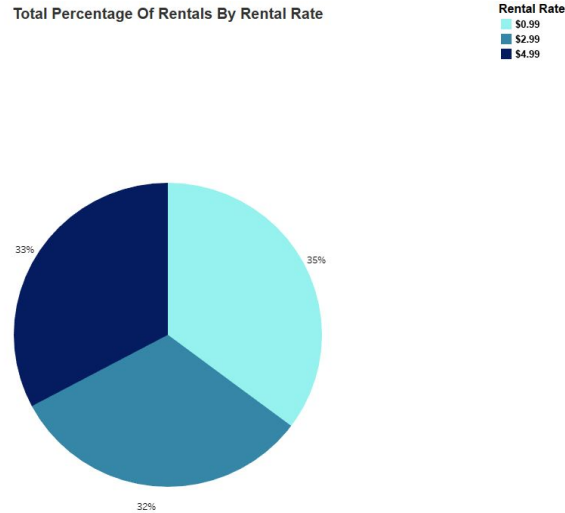


- From the chart it is clear that the five most profitable genres are sports, sci-fi, animation, drama, and comedy which is in contrast to the previous movie title chart
- The revenue by title chart makes it seem like there is no pattern between profit and genre and this is simply not the case
- I will be making recommendations based on movie genres and not titles since this is a more accurate indication of trends

MOVIES CONTINUED...



Total Percentage Of Rentals By Rental Rate

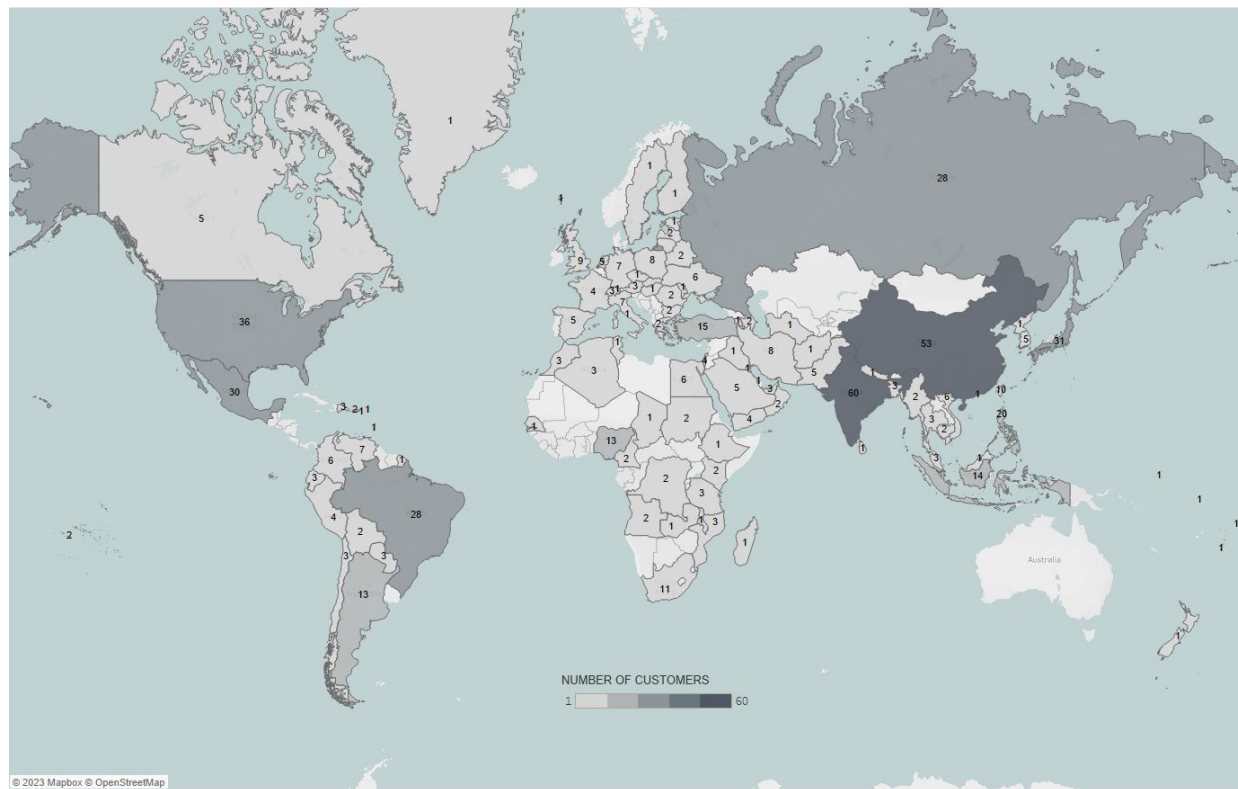


- The \$4.99 rental rate contributed to significant more profit than the other two rates as can be noted from the bar chart.
- There is little difference between the percentage of rentals by rental rate as noted from the pie chart
- One would think that the cheaper rate would have significantly more rentals but this is not the case
- My final recommendations will take into account both charts



WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?

NUMBER OF CUSTOMERS PER COUNTRY



TOP TEN COUNTRIES WITH THE MOST CUSTOMERS

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

We have a tie for 6th place!!

WHERE ARE CUSTOMERS WITH A LIFETIME VALUE BASED?

TOP TEN CUSTOMERS BY TOTAL PAYMENTS

Rank	First Name	Last Name	City	Country	
1	Eleanor	Hunt	Saint-Denis	Runion	\$211.55
2	Karl	Seal	Cape Coral	United States	\$208.58
3	Marion	Snyder	Santa Brbara dOeste	Brazil	\$194.61
4	Rhonda	Kennedy	Apeldoorn	Netherlands	\$191.62
5	Clara	Shaw	Molodetno	Belarus	\$189.60
6	Tommy	Collazo	Qomsheh	Iran	\$183.63
7	Ana	Bradley	Memphis	United States	\$167.67
8	Curtis	Irby	Richmond Hill	Canada	\$167.62
9	Marcia	Dean	Tanza	Philippines	\$166.61
10	Mike	Way	Valparai	India	\$162.67

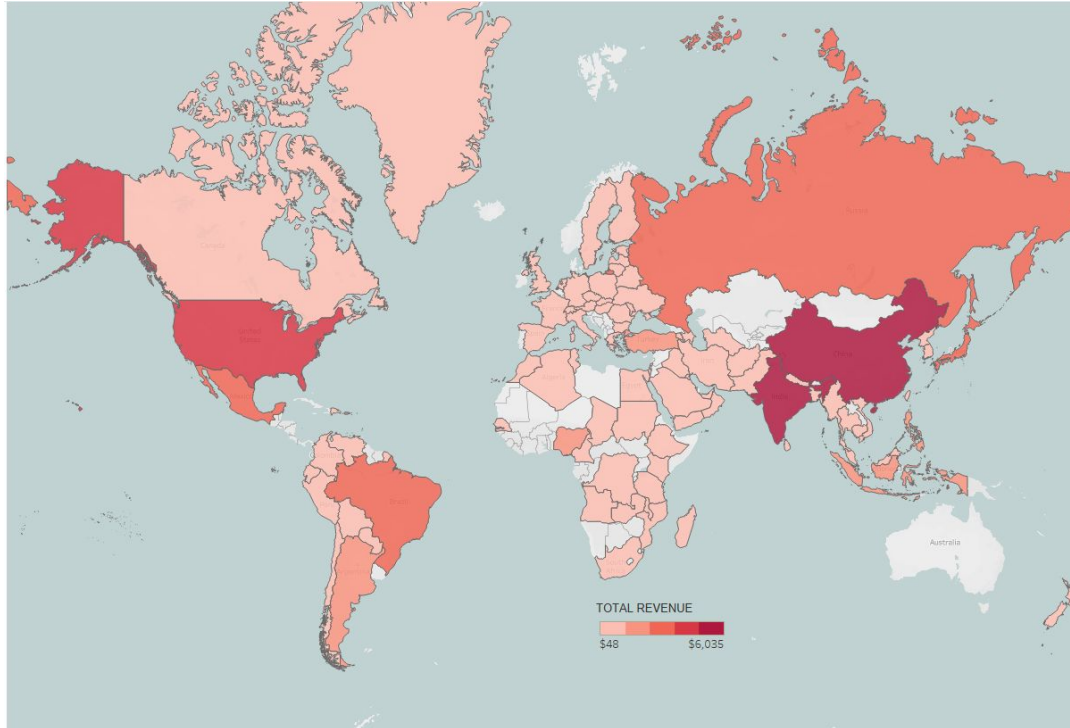
TOP TEN CUSTOMERS BY TOTAL PAYMENTS FROM TOP TEN COUNTRIES WITH THE MOST REVENUE

Rank	First Name	Last Name	City	Country	
1	Karl	Seal	Cape Coral	United States	\$208.58
2	Marion	Snyder	Santa Brbara dOeste	Brazil	\$194.61
3	Ana	Bradley	Memphis	United States	\$167.67
4	Marcia	Dean	Tanza	Philippines	\$166.61
5	Mike	Way	Valparai	India	\$162.67
6	Arnold	Havens	Santa Rosa	Philippines	\$161.68
7	Louis	Leone	Tanauan	Philippines	\$156.66
8	Tim	Cary	Bijapur	India	\$154.66
9	Lena	Jensen	Halisahar	India	\$152.71
10	Warren	Sherrod	Usolje-Sibirskoje	Russian Federation	\$152.69

- There are some overlaps with the same customers appearing on both tables
- These customers should be rewarded for their loyalty
- I will also take into account the importance of a rewards program for loyal customers in the final recommendations

DO SALES FIGURES VARY BETWEEN GEOGRAPHIC REGION?

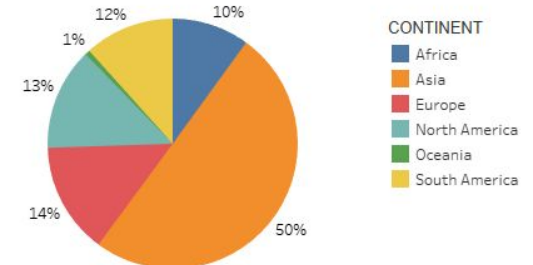
TOTAL REVENUE BY COUNTRY



TOP TEN COUNTRIES WITH THE MOST REVENUE

1	India	\$6,035
2	China	\$5,251
3	United States	\$3,685
4	Japan	\$3,123
5	Mexico	\$2,985
6	Brazil	\$2,919
7	Russian Federation	\$2,766
8	Philippines	\$2,220
9	Turkey	\$1,498
10	Indonesia	\$1,353

PERCENTAGE OF REVENUE BY CONTINENT



SALES FIGURES DIFFER BY COUNTRY AND CONTINENT

FINAL RECOMMENDATIONS FOR 2020

Movie Library

- Obtain the necessary movie licenses to double the movie library from 1000 to 2000
- 50% of the movie library should be from the five most profitable genres: sports, sci-fi, animation, drama, and comedy respectively.
- 30% of the movie library should be from the middle seven genres: new, action, foreign, games, family, documentary, horror
- 20% of movie library from the bottom five genres: classics, children, travel, music, and thriller
- This order of genre profitability is from the bar chart on slide number six

Rental Rate

- The following guidelines should be followed with respect the rental rates to maximize profits:

Rental Rate (\$)	Movie Age (Years)	% Of Movie Library
4.99	<= 5	70
2.99	6-10	15
0.99	11+	15

Customer Loyal Plan

- Reward all customers from the top ten customers tables by rewarding them immediately with five free rentals
- Introduce a customer rewards program where for every five movies rented on the online platform regardless of the rental rate, you get one free movie rental

Customer Expansion Plan

- Aggressive marketing should be done in the top ten countries with the most customers and most profits which happen to be the same. This will help increase profits in the known areas of success.
- The continent of Asia consists of 50% of Rockbuster profits and should also have an aggressive marketing campaign.
- All movies in library should have subtitles available in all the languages from the top ten countries with the most revenue to expand customer reach.
- Introduce a referral program where for every person a customer helps to sign up who rents movies, the customer gets a \$20 credit to use on Rockbuster services. This will encourage customers to help grow the business.



TABLEAU VISUAL LINKS

SLIDE NUMBER	LINKS
5	https://public.tableau.com/app/profile/david.galdames/viz/TotalRevenuebymovietitlesgenre/Dashboard1?publish=yes
6	https://public.tableau.com/app/profile/david.galdames/viz/TOTALREVENUEBYGENREBARCHART/Dashboard1?publish=yes
7	https://public.tableau.com/app/profile/david.galdames/viz/RentalRateVisuals/Dashboard1?publish=yes
8	https://public.tableau.com/app/profile/david.galdames/viz/RockbusterNumberofCustomersMap/Numberofcustomers?publish=yes https://public.tableau.com/app/profile/david.galdames/viz/RockbusterCustomerCountTable/ChartTop10countriesbycustomercount?publish=yes
9	https://public.tableau.com/app/profile/david.galdames/viz/TableTopTenCustomersByPayments/TopTenCustomersByRevenue?publish=yes https://public.tableau.com/app/profile/david.galdames/viz/TableTopTencustomersFromTopTenCountriesByPayments/ChartTop10customersfromtoptencountries?publish=yes
10	https://public.tableau.com/app/profile/david.galdames/viz/RockbusterRevenueMap/Mapbyrevenue?publish=yes https://public.tableau.com/app/profile/david.galdames/viz/Rockbustertop10CountriesChartByRevenue/ChartTop10CountriesByRevenue?publish=yes https://public.tableau.com/app/profile/david.galdames/viz/RockbusterContinentPercentagesByRevenuePie/Dashboard3?publish=yes



*The
End*