

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**

TABLE OF CONTENTS

- 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

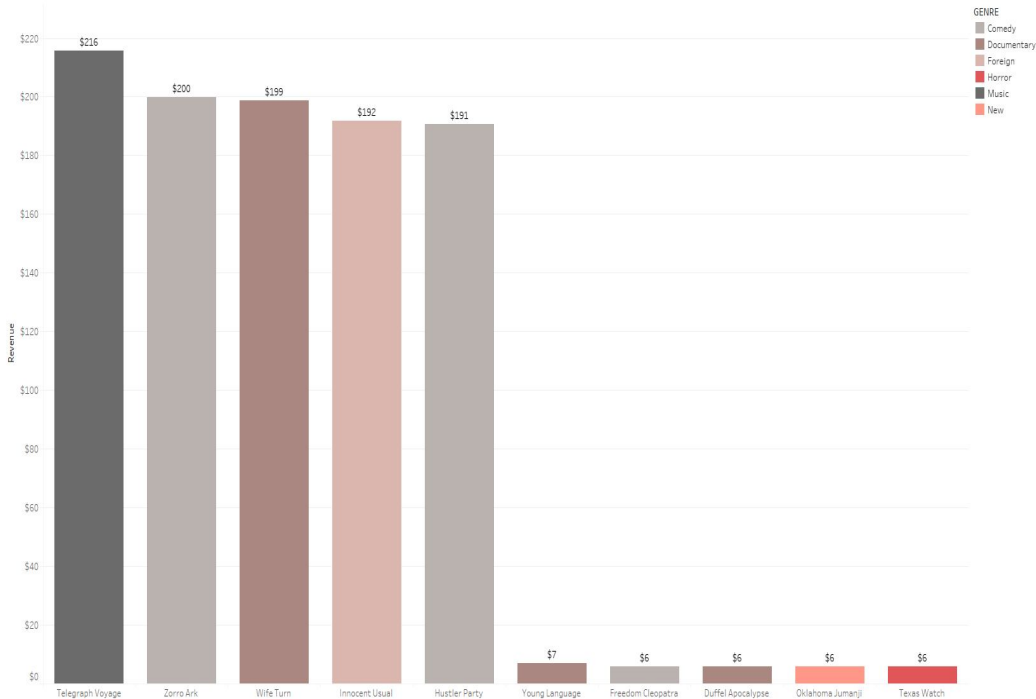
★ **All movies in catalogue are
from 2006 and are in English**

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



WHICH MOVIES CONTRIBUTED TO THE MOST/LEAST REVENUE GAIN?

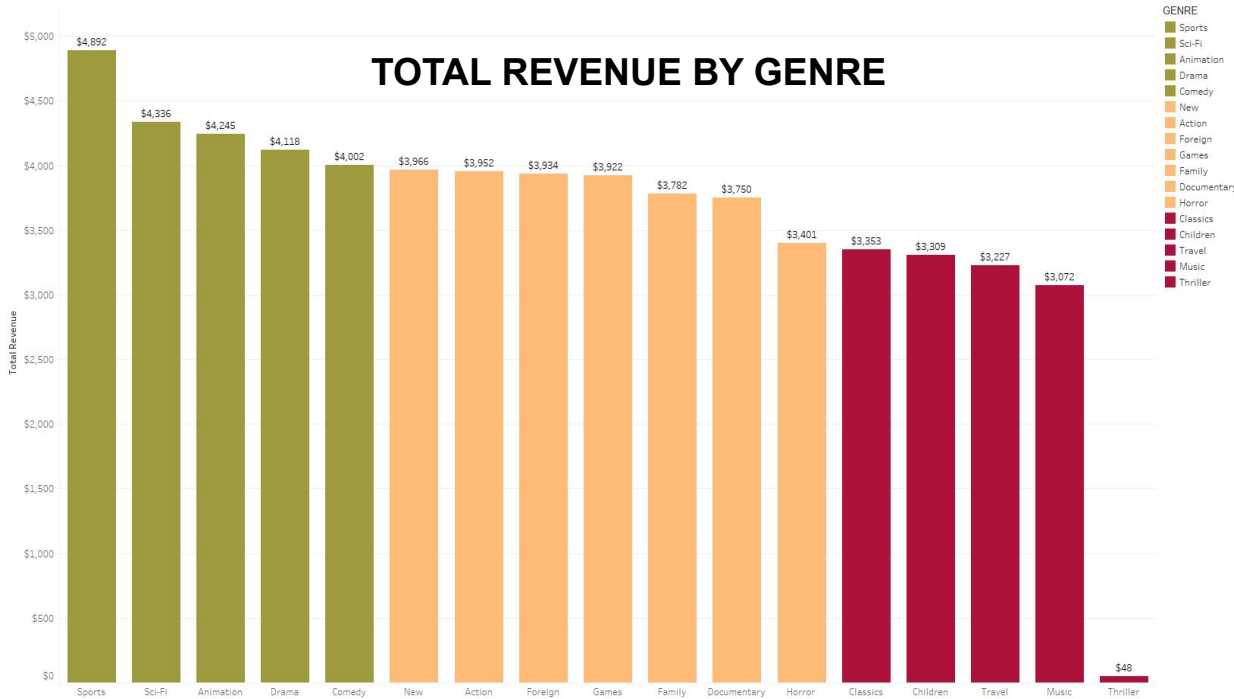
MOST/LEAST REVENUE BY MOVIE TITLE



- 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...

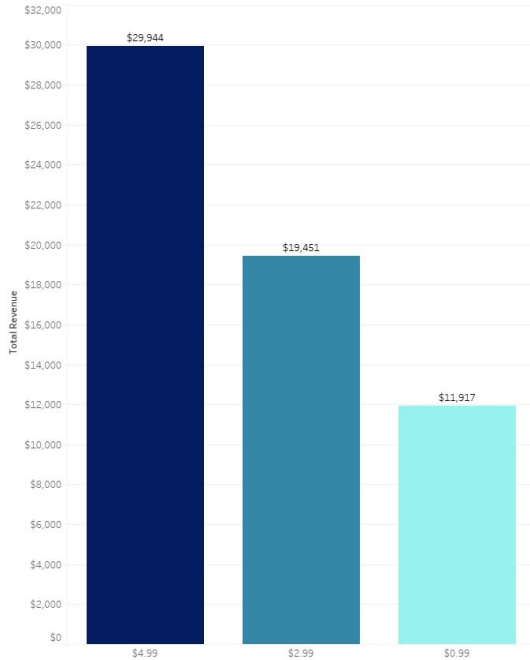


- From the chart it is clear that the five most profitable genres are sports, sci-fi, animation, drama, and comedy which is in contrast to the previous movie title chart
- The revenue by title chart makes it seem like there is no pattern between profit and genre and this is simply not the case
- I will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

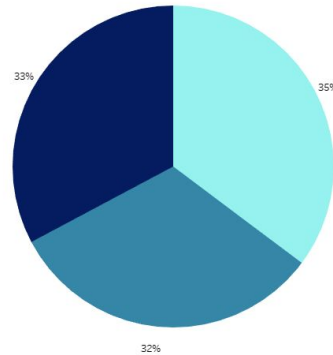
MOVIES CONTINUED...

- 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

TOTAL REVENUE BY RENTAL RATE



TOTAL PERCENTAGE OF RENTALS BY RENTAL RATE

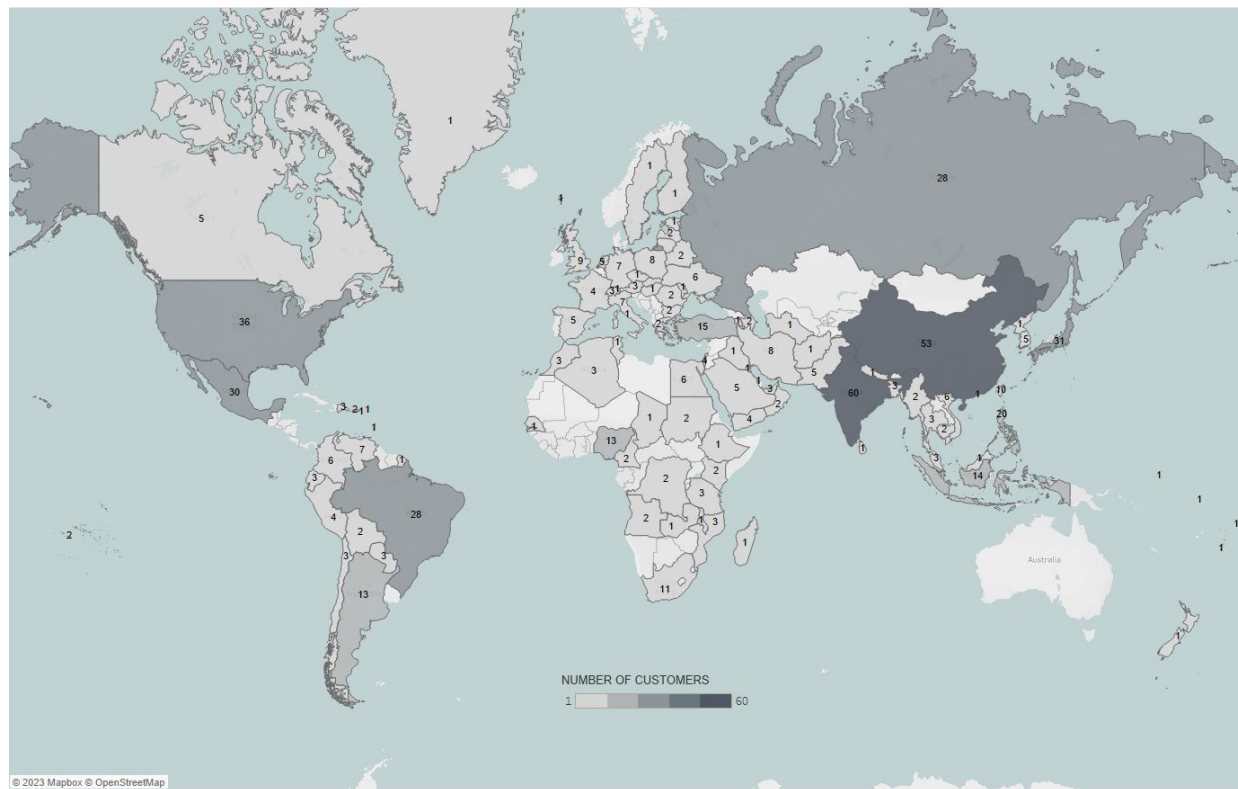


RENTAL RATE
\$0.99
\$2.99
\$4.99



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 |

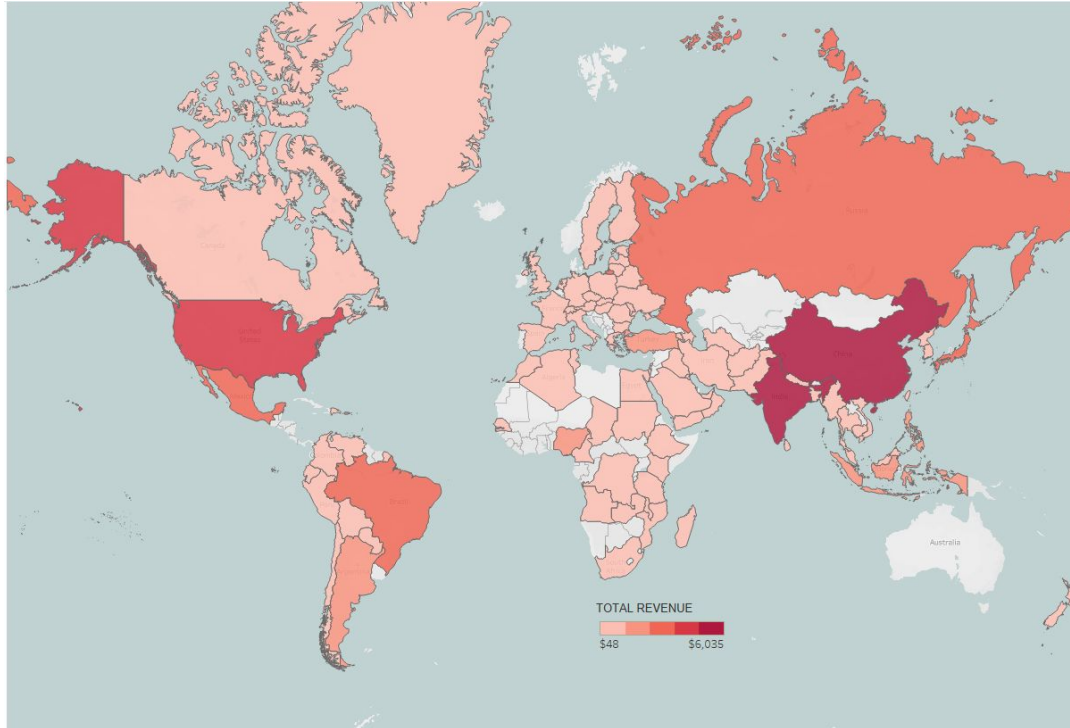
TOP TEN CUSTOMERS BY TOTAL PAYMENTS FROM TOP TEN COUNTRIES WITH THE MOST REVENUE

| 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?

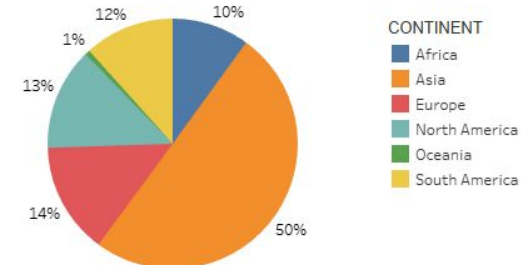
TOTAL REVENUE BY COUNTRY



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 RATES

To maximize profits please follow the guidelines from the chart below:

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

CUSTOMER RETENTION PLAN

- Reward all the customers from slide number nine with five free movie rentals for their loyalty immediately.
- Introduce a customer rewards program where for every five movies rented 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 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*