Rockbuster Stealth LLC - Data Analysis Project

Final Report

▶ PLAY   +

Diana Alatriste, 03.07.2023

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ABOUT ROCKBUSTER

- Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

- In order to remain competitive with other streaming services, Rockbuster is planning to use its existing movie licenses to launch an online video rental service.

KEY QUESTIONS AND OBJECTIVES

01   Which movies contributed the most/least to revenue gain?

02   What was the average rental duration for all videos?

03   Which countries are Rockbuster customers based in?

04   Where are customers with a high lifetime value based?

05   Do sales figures vary between geographical regions?

Answering these questions will allow Rockbuster to plan the company strategy for 2020

DATA DESCRIPTION

Rockbusters's database contains information about the company's film inventory, customers, and payments, among other things. Below an overview and description from key points contained in both the film and customer tables:

Number of films:
1000

Release year:
2006

Most common rating:
PG-13

Rental rate:
Min - 0.99
Max - 4.99
Avg - 2.98

Length (min):
Min - 46
Max - 185
Avg - 115.3

Replacement cost:
Min - $9.99
Max - $29.99
Avg - $19.98

Rental duration:
Min - 3 days
Max - 7 days
Avg - 4.9 days

DATA DESCRIPTION (2)

Number of customers:
599

Number of customers with active profile
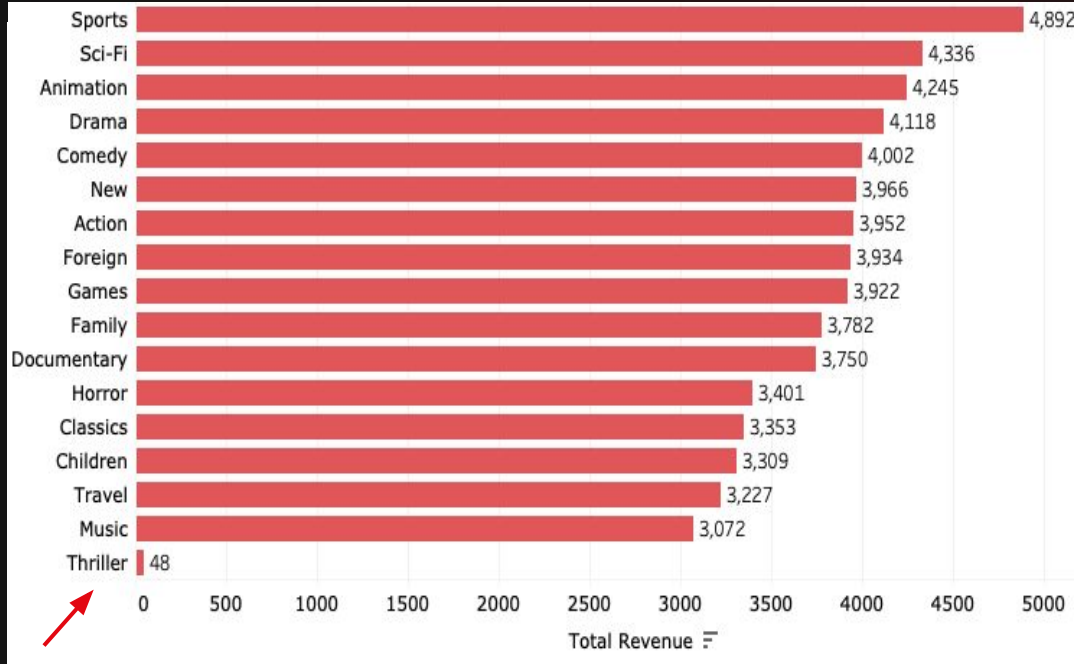584

Number of customers with store_id =1:
326

Number of customers with inactive profile
15

TOTAL REVENUE PER FILM CATEGORY

TOP 5

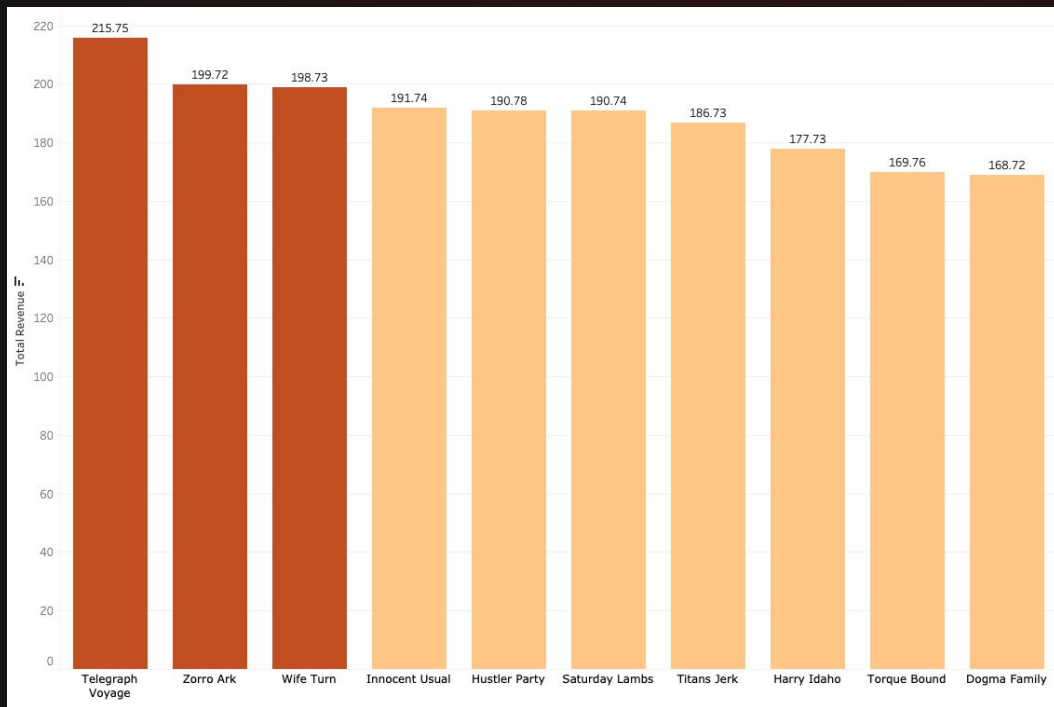|	
1	**SPORTS**
2	**SCI-FI**
3	**ANIMATION**
4	**DRAMA**
5	**COMEDY**

Thriller is the category that has generated **least** revenue

MOVIES THAT HAVE GENERATED MOST REVENUE

Total Revenue

Telegraph Voyage	215.75
Zorro Ark	199.72
Wife Turn	198.73
Innocent Usual	191.74
Hustler Party	190.78
Saturday Lambs	190.74
Titans Jerk	186.73
Harry Idaho	177.73
Torque Bound	169.76
Dogma Family	168.72

1. **Telegraph Voyage**

2. **Zorro Ark**

3. **Wife Turn**

4. **Innocent Usual**

5. **Hustler Party**

6. **Saturday Lambs**

7. **Titans Jerk**

8. **Harry Idaho**

9. **Torque Bound**

10. **Dogma Family**
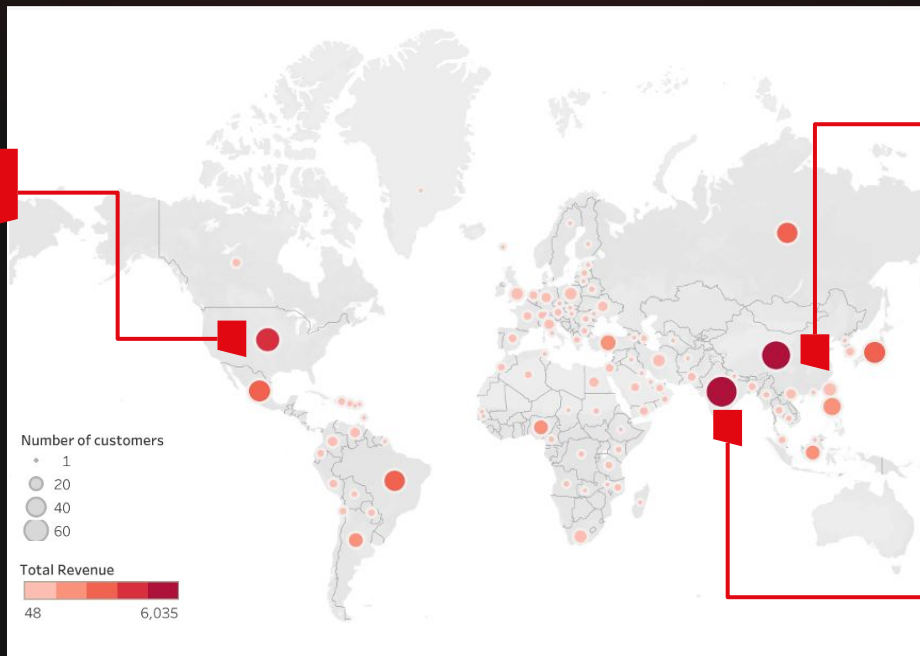
MOVIES THAT HAVE GENERATED LEAST REVENUE

1. Texas Watch
2. Oklahoma Jumanji
3. Duffel Apocalypse
4. Freedom Cleopatra
5. Rebel Airport
6. Young Language
7. Cruelty Unforgiven
8. Treatment Jekyll
9. Lights Deer
10. Stallion Sundance
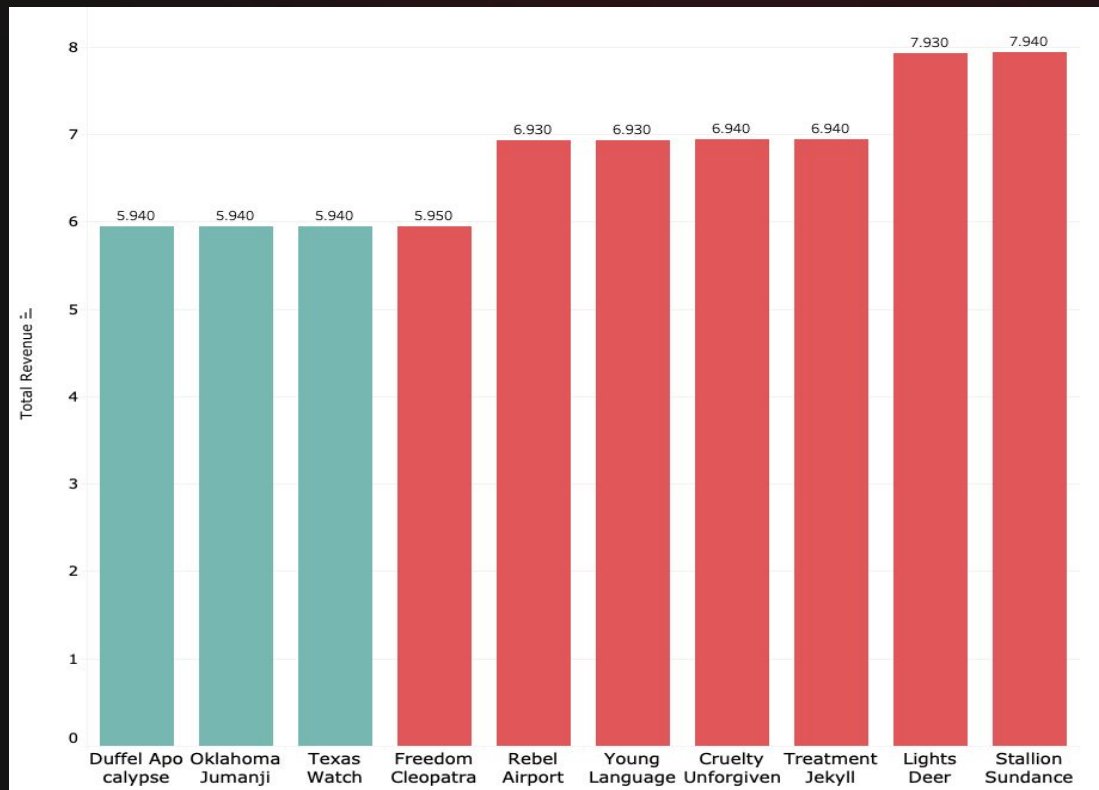
https://public.tableau.com/app/profile/diana.alatriste/viz/Bottom10movies_16884128819880/Sheet1

4.89 DAYS

Average rental days of a movie

DISTRIBUTION OF CUSTOMERS WORLDWIDE

3. UNITED STATES

2. CHINA

1. INDIA

Number of customers
- 1
- 20
- 40
- 60

Total Revenue
48   6,035
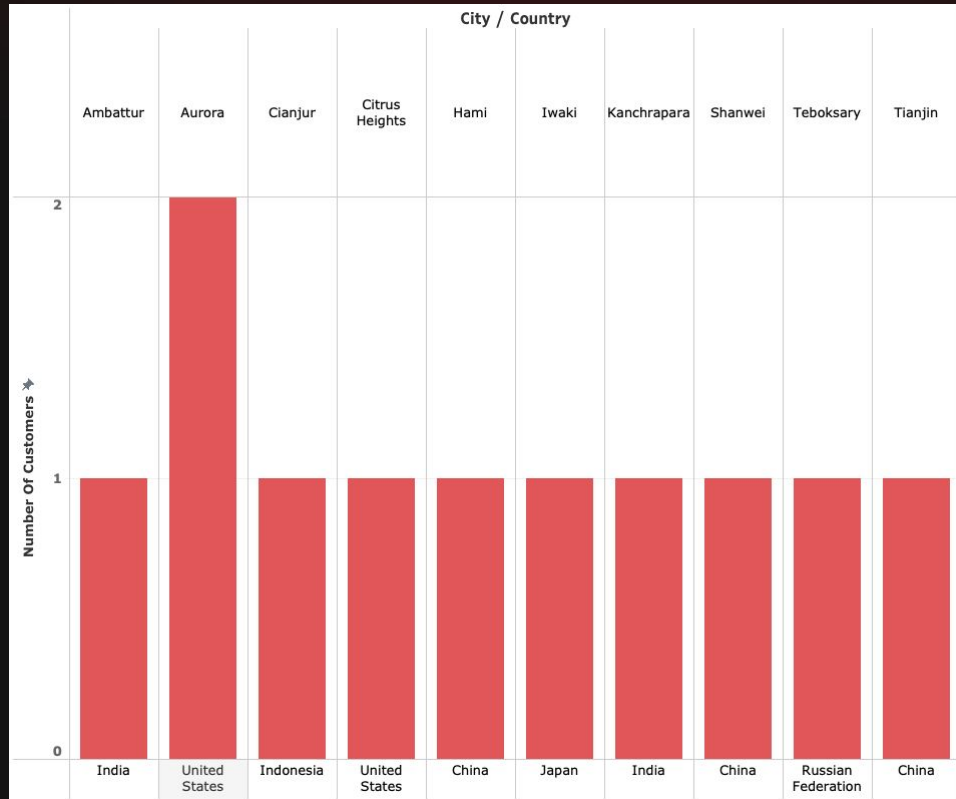
https://public.tableau.com/app/profile/diana.alatriste/viz/Rockbustercustomerrevenueanalysis/Sheet1

TOP 10 COUNTRIES IN TERMS OF CUSTOMERS

Country	Ranking	Count
INDIA	1	60
CHINA	2	53
UNITED STATES	3	36
JAPAN	4	31
MEXICO	5	30
BRAZIL	6	28
RUSSIAN FEDERATION	7	28
PHILIPPINES	8	20
TURKEY	9	15
INDONESIA	10	14

TOP 10 CITIES WITHIN THE TOP 10 COUNTRIES

TOP 5 CUSTOMERS

1 **Arlene Harvey**
Ambattur, India

2 **Kyle Spurlock**
Shanwei, China

3 **Marlene Welch**
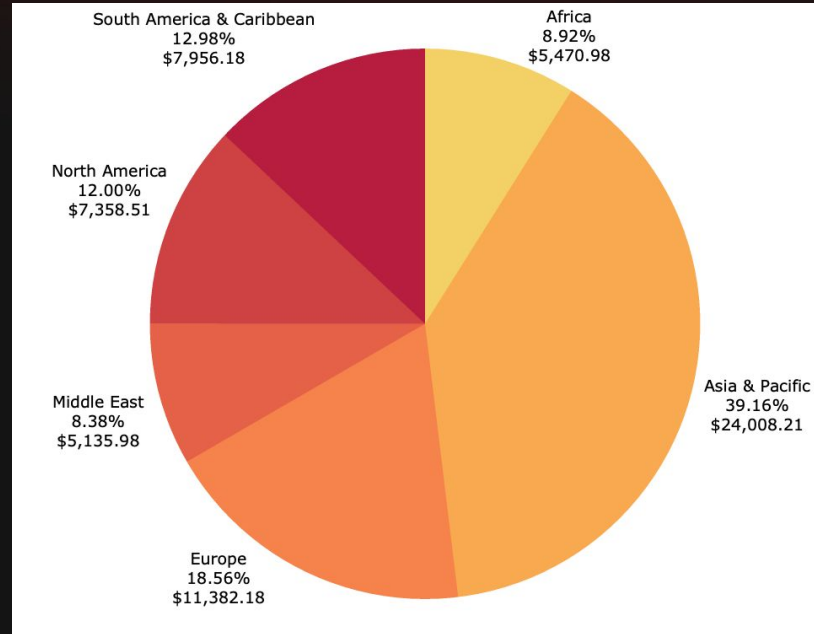Iwaki, Japan

4 **Glen Talbert**
Acua, Mexico

5 **Clinton Buford**
Aurora, United States

SALES ACROSS ACTIVE REGIONS

South America & Caribbean
12.98%
$7,956.18

Africa
8.92%
$5,470.98

North America
12.00%
$7,358.51

Asia & Pacific
39.16%
$24,008.21

Middle East
8.38%
$5,135.98

Europe
18.56%
$11,382.18

https://public.tableau.com/app/profile/diana.alatriste/viz/Rockbuster_TotalRevenuebyRegion/Continent?publish=yes

The region of Asia & Pacific is the one generating most revenue. Middle East generates the least

MAIN FINDINGS AND RECOMMENDATIONS

TOP 5 CATEGORIES BASED ON REVENUE

5

Rockbuster should consider adding more movies within these categories in its catalog and to remove Thriller movies as they do not significant contribute to revenue
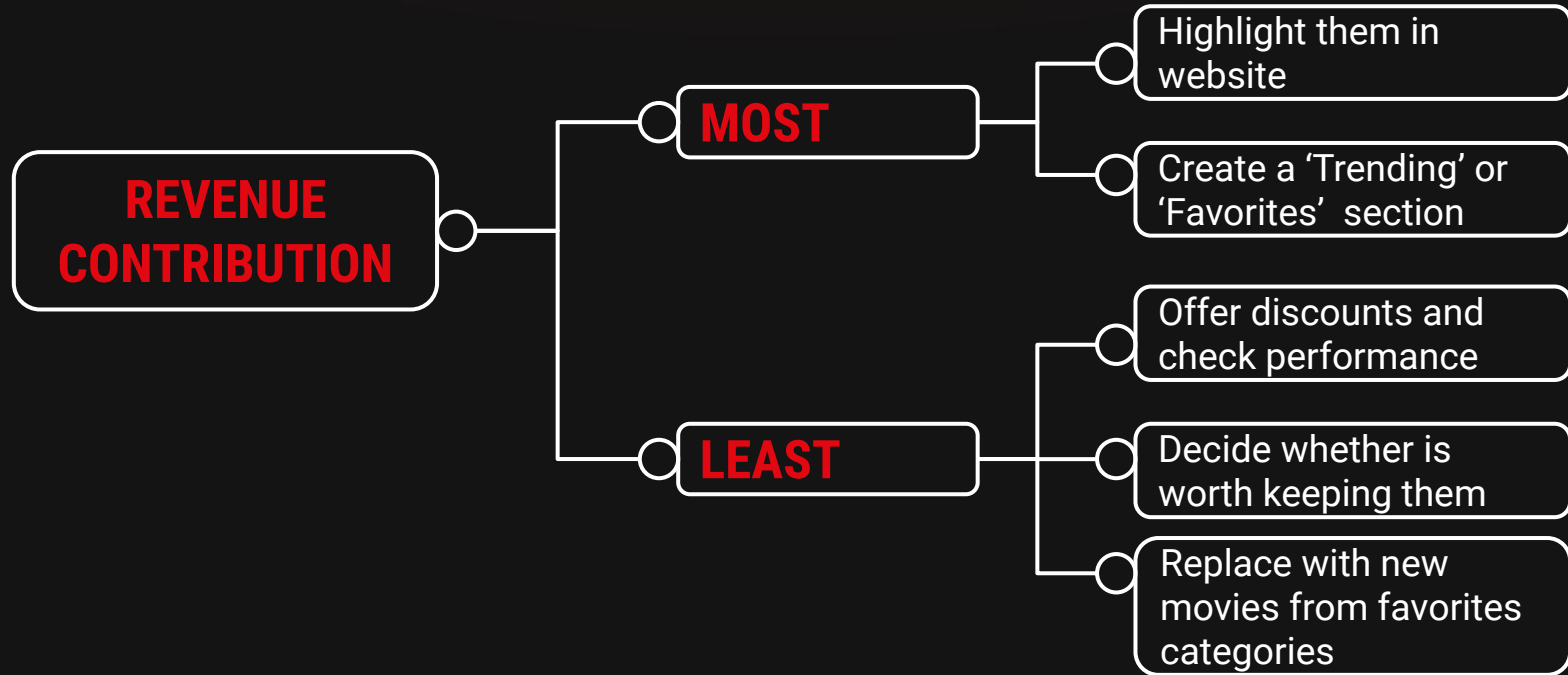
SPORTS

SCI-FI

ANIMATION

DRAMA

COMEDY

TOP 10 MOVIES / BOTTOM 10 MOVIES

REVENUE CONTRIBUTION

MOST
- Highlight them in website
- Create a 'Trending' or 'Favorites' section

LEAST
- Offer discounts and check performance
- Decide whether is worth keeping them
- Replace with new movies from favorites categories

REGIONAL DIFFERENCES IN SALES

BEST PERFORMING REGIONS

- Allocate more marketing resources to keep these regions performance

- Implement and launch loyalty program that targets highest paying and existent customers

LEAST PERFORMING REGIONS

- Offer free trial or free rents to increase customer number/ engagement

- Perform research to identify reasons why these regions are not performing so good

EVALUATE NUMBERS THROUGHOUT QUARTERS AND ITERATE ON WHAT PERFORMS GOOD

CREATIVITY
Use of social media to generate leads

ORGANIZATION
Share strategy with all Rockbuster's employees to strengthen the mission

2020

LEADERSHIP
Analyze who our audience is, what they need to know, and how Rockbuster can help

EMPATHY
Research and qualify prospects before attempting to offer memberships

THANKS!

Do you have any questions?

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