Rockbuster Stealth Data Analysis Online Video Rental Service

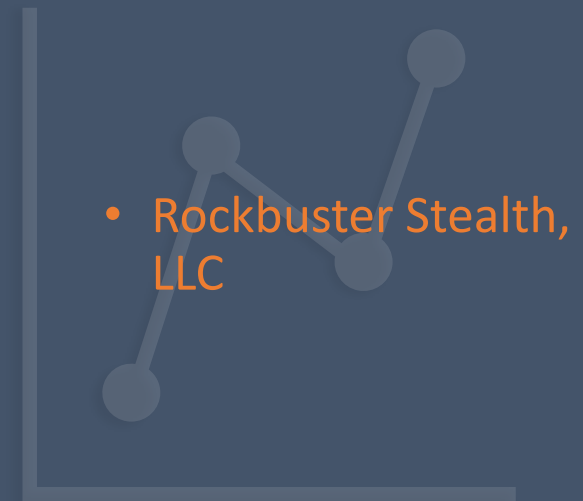- Rockbuster Stealth, LLC

Rockbuster Stealth, LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth Management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

Key Questions and Objectives:

Which movies contributed the most/least to revenue gain?

What was the average rental duration for all videos?

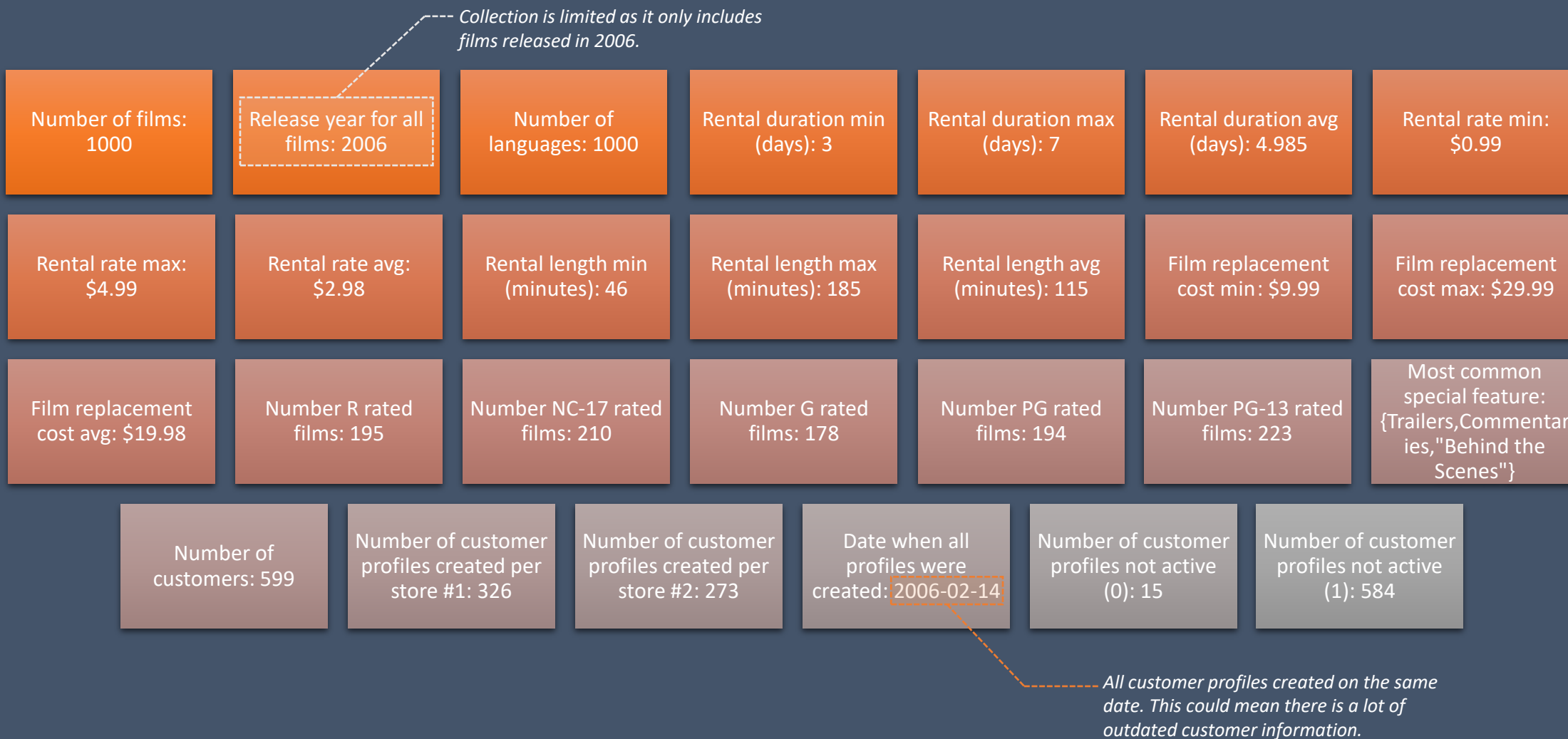Which countries are Rockbuster's customers based in?

Where are customers with high lifetime value based?

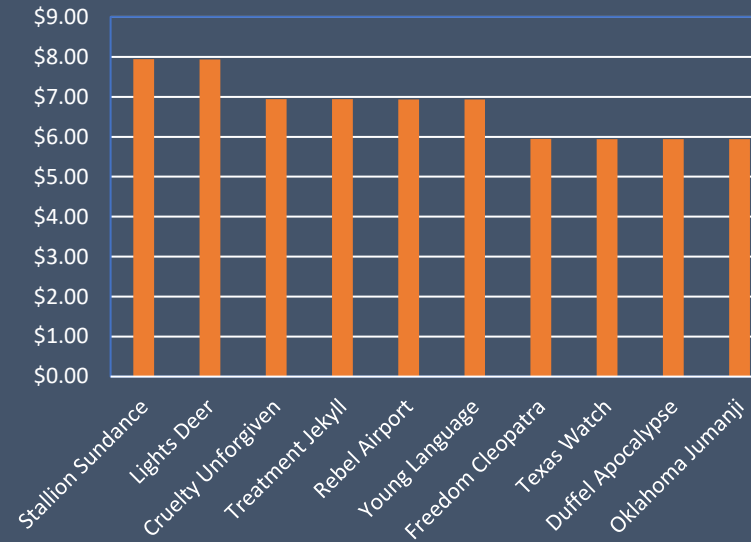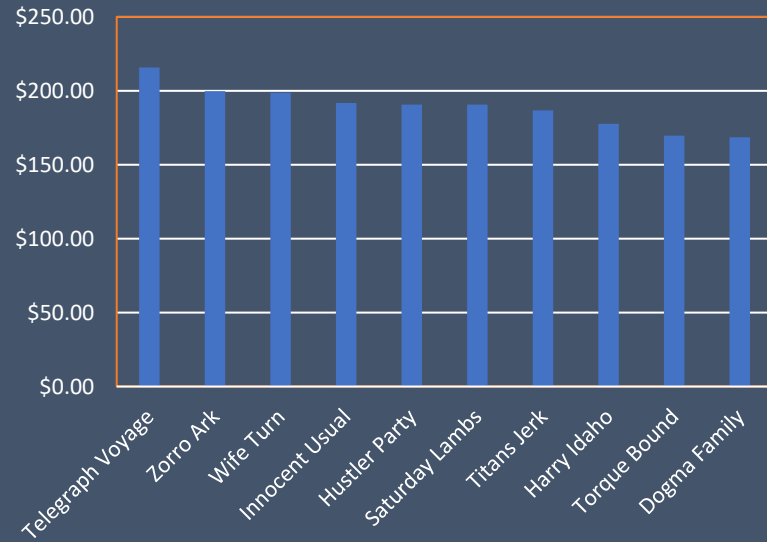Do sales figures vary between geographical regions?

Data Overview

Rockbuster's data base contains a large amount of insightful data ranging from inventory totals, actors' information, and payment amounts. Below is a data overview of key points from within the film and customer data.

Collection is limited as it only includes films released in 2006.

Number of films: 1000	Release year for all films: 2006	Number of languages: 1000	Rental duration min (days): 3	Rental duration max (days): 7	Rental duration avg (days): 4.985	Rental rate min: $0.99
Rental rate max: $4.99	Rental rate avg: $2.98	Rental length min (minutes): 46	Rental length max (minutes): 185	Rental length avg (minutes): 115	Film replacement cost min: $9.99	Film replacement cost max: $29.99
Film replacement cost avg: $19.98	Number R rated films: 195	Number NC-17 rated films: 210	Number G rated films: 178	Number PG rated films: 194	Number PG-13 rated films: 223	Most common special feature: {Trailers,Commentaries,"Behind the Scenes"}
	Number of customers: 599	Number of customer profiles created per store #1: 326	Number of customer profiles created per store #2: 273	Date when all profiles were created: 2006-02-14	Number of customer profiles not active (0): 15	Number of customer profiles not active (1): 584

All customer profiles created on the same date. This could mean there is a lot of outdated customer information.
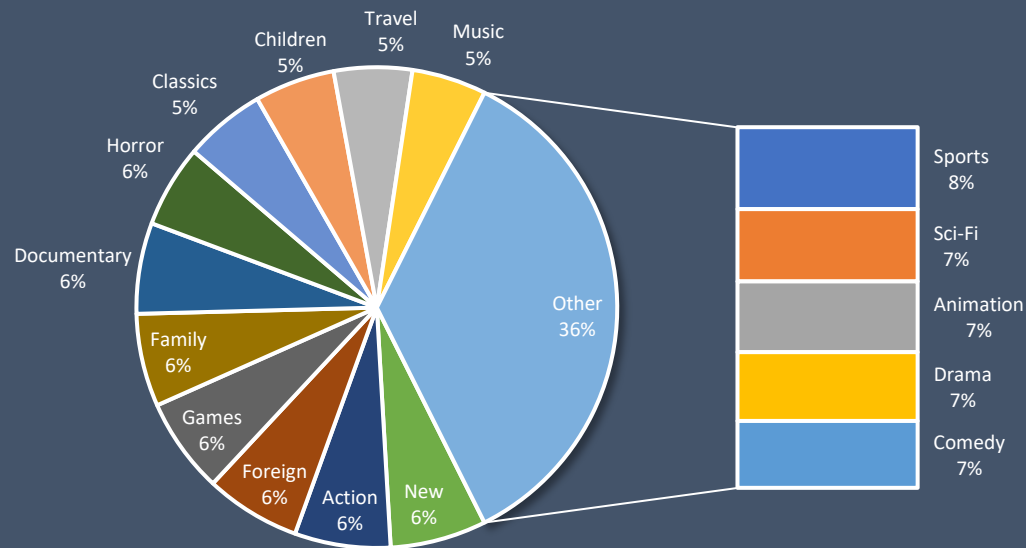
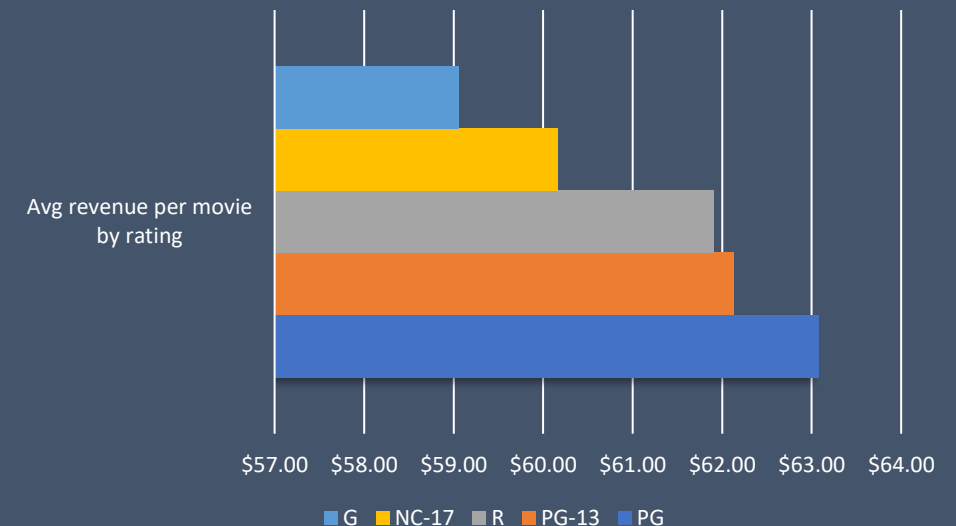# Which movies contributed the most/least to revenue gain?

Here are the top 10 highest grossing movies and the 10 lowest grossing movies.

Sports, Sci-fi, Animation, Drama and Comedy are the top grossing categories, and they contribute 36% of the total revenue generated.

PG and PG-13 rated movies average the most revenue per movie. Therefore, increasing the number of films with these ratings will lead to an increase in revenue.

Chart 1 (top left, blue bars): Movie — values in dollars
- Telegraph Voyage ~$215
- Zorro Ark ~$200
- Wife Turn ~$200
- Innocent Usual ~$192
- Hustler Party ~$191
- Saturday Lambs ~$190
- Titans Jerk ~$188
- Harry Idaho ~$178
- Torque Bound ~$170
- Dogma Family ~$168

Chart 2 (top right, orange bars): Movie — values in dollars
- Stallion Sundance ~$7.99
- Lights Deer ~$7.99
- Cruelty Unforgiven ~$6.93
- Treatment Jekyll ~$6.93
- Rebel Airport ~$6.93
- Young Language ~$6.93
- Freedom Cleopatra ~$5.95
- Texas Watch ~$5.95
- Duffel Apocalypse ~$5.95
- Oklahoma Jumanji ~$5.95

Pie chart (bottom left):
- Other 36%
- Sports 8%
- Sci-Fi 7%
- Animation 7%
- Drama 7%
- Comedy 7%
- Music 5%
- Travel 5%
- Children 5%
- Classics 5%
- Horror 6%
- Documentary 6%
- Family 6%
- Games 6%
- Foreign 6%
- Action 6%
- New 6%

Bar chart (bottom right): Avg revenue per movie by rating
- G, NC-17, R, PG-13, PG
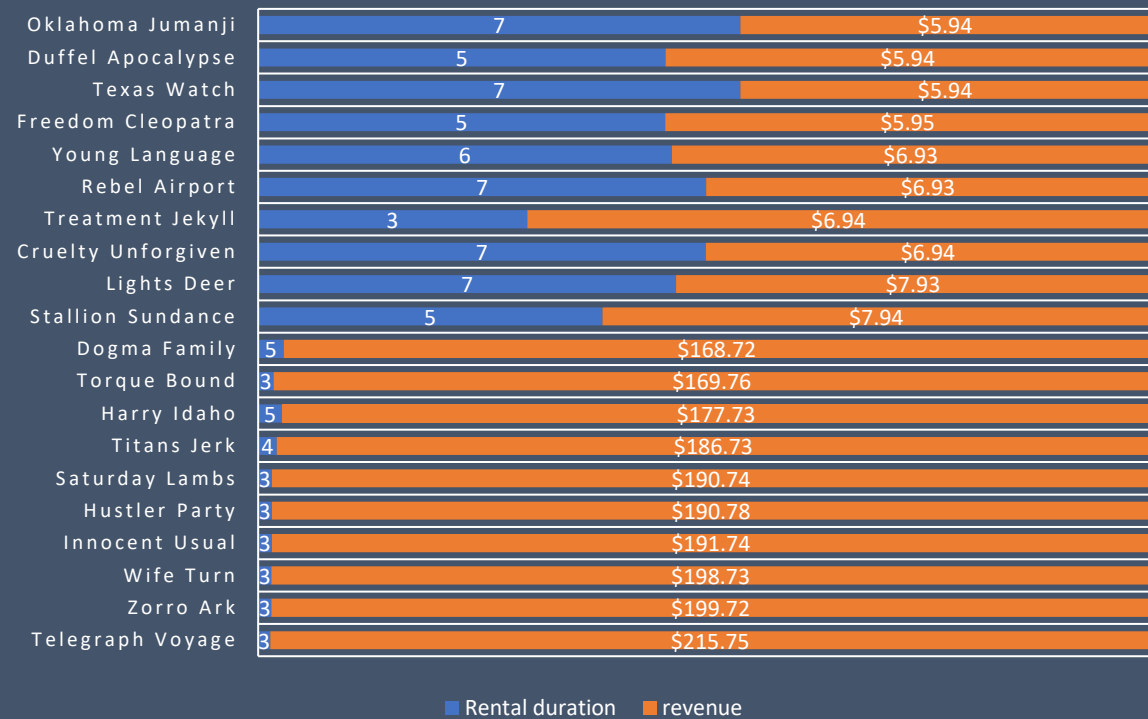- Axis: $57.00, $58.00, $59.00, $60.00, $61.00, $62.00, $63.00, $64.00

What was the average rental duration for all videos?

The average rental duration for all videos is 4.985 days. As you can see, the shorter the rental duration, the higher revenue the movie will generate.
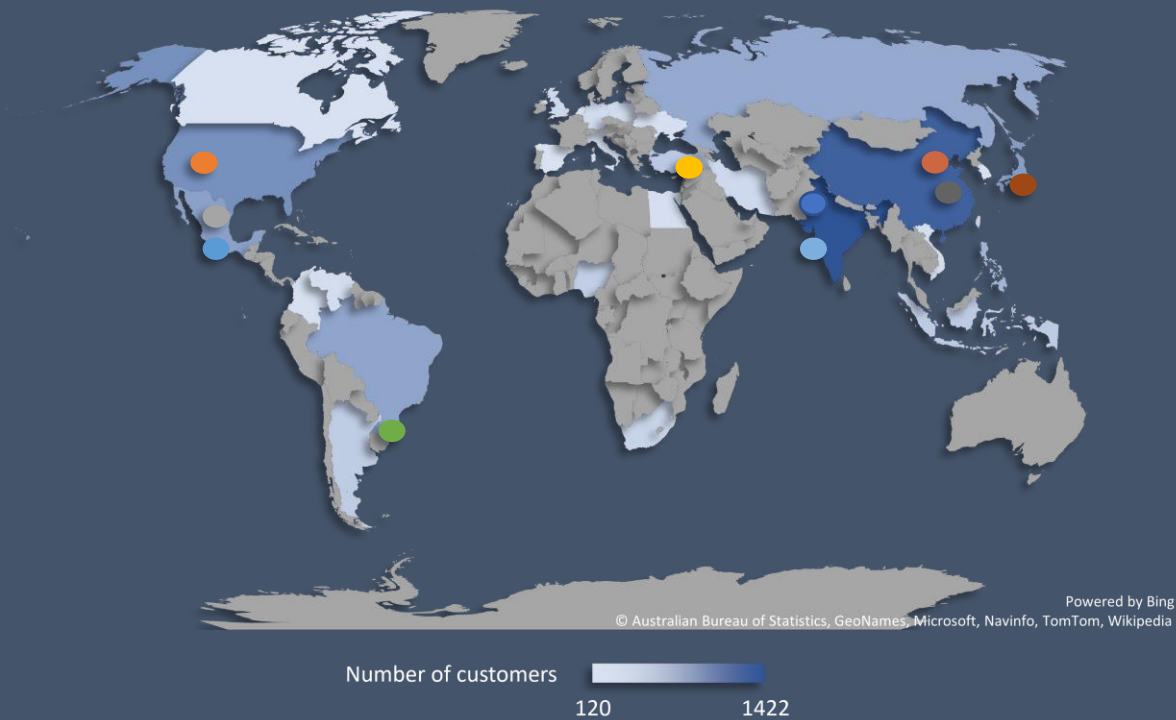
Total revenue with rental duration.
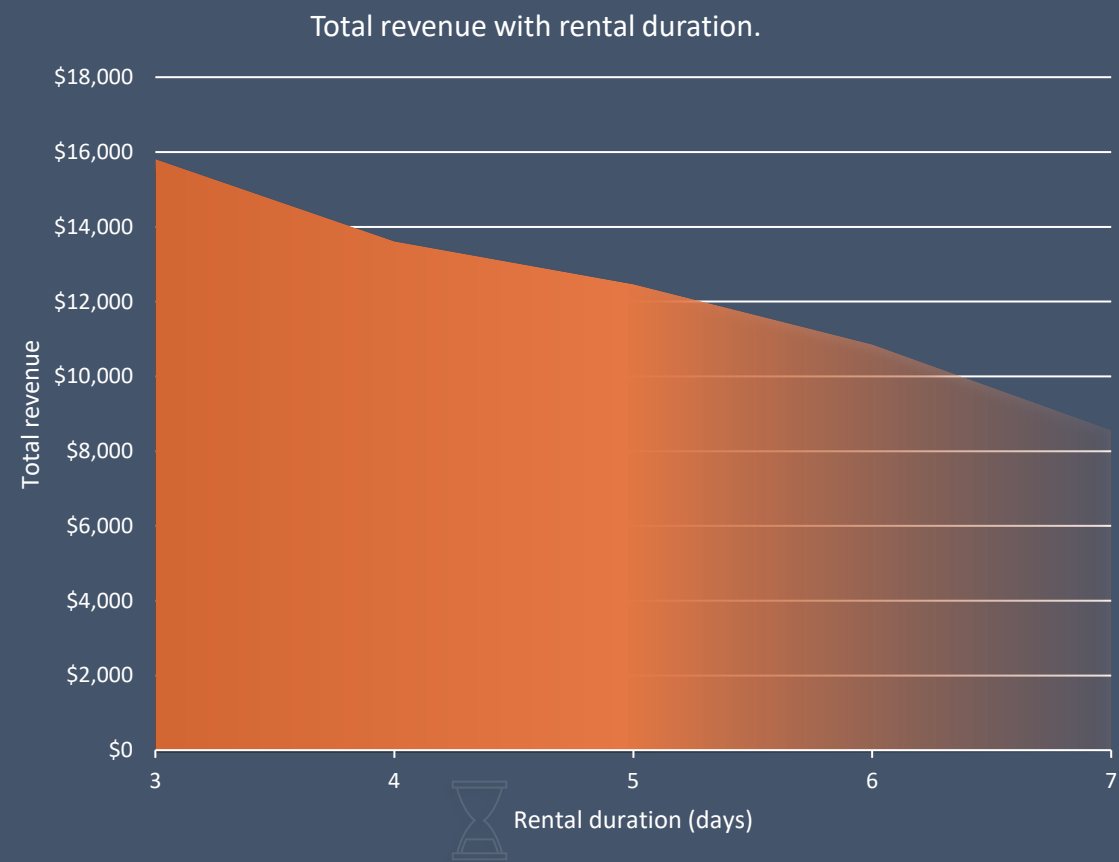
The top 10 highest grossing movies and the 10 lowest grossing movies with rental duration and total revenue generated. Note, the lowest grossing films average a 5-to-7-day rental duration.

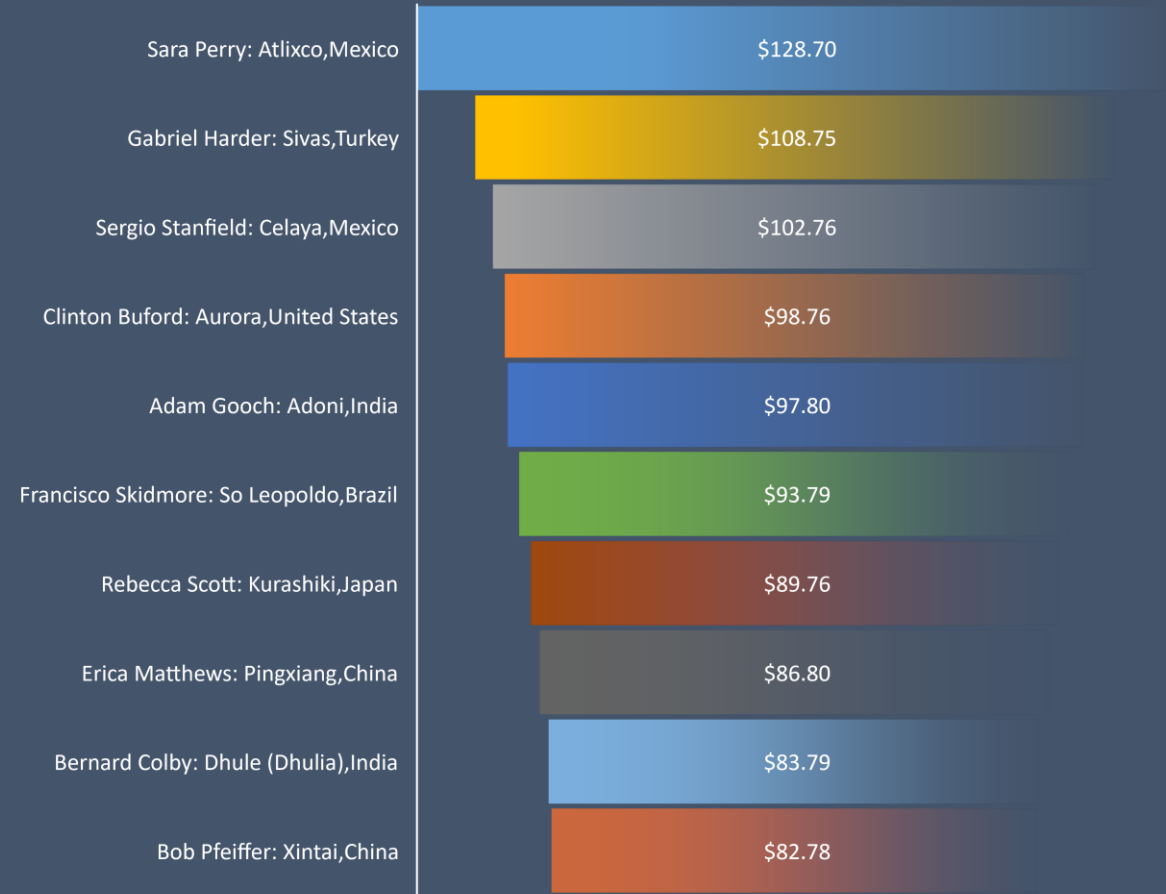| Movie	Rental duration	revenue
Oklahoma Jumanji	7	$5.94
Duffel Apocalypse	5	$5.94
Texas Watch	7	$5.94
Freedom Cleopatra	5	$5.95
Young Language	6	$6.93
Rebel Airport	7	$6.93
Treatment Jekyll	3	$6.94
Cruelty Unforgiven	7	$6.94
Lights Deer	7	$7.93
Stallion Sundance	5	$7.94
Dogma Family	5	$168.72
Torque Bound	3	$169.76
Harry Idaho	5	$177.73
Titans Jerk	4	$186.73
Saturday Lambs	3	$190.74
Hustler Party	3	$190.78
Innocent Usual	3	$191.74
Wife Turn	3	$198.73
Zorro Ark	3	$199.72
Telegraph Voyage	3	$215.75

Which countries are Rockbuster's customers based in?

Rockbuster's customer are based in 108 countries. To see an interactive map showing where Rockbuster's customers live, and the total spend for each country click on the link below:

https://public.tableau.com/app/profile/david.valdez/viz/Task2_10_1/Sheet1

Powered by Bing
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Number of customers
120   1422

Below are the top 10 customers with the highest lifetime spend and where they are located.

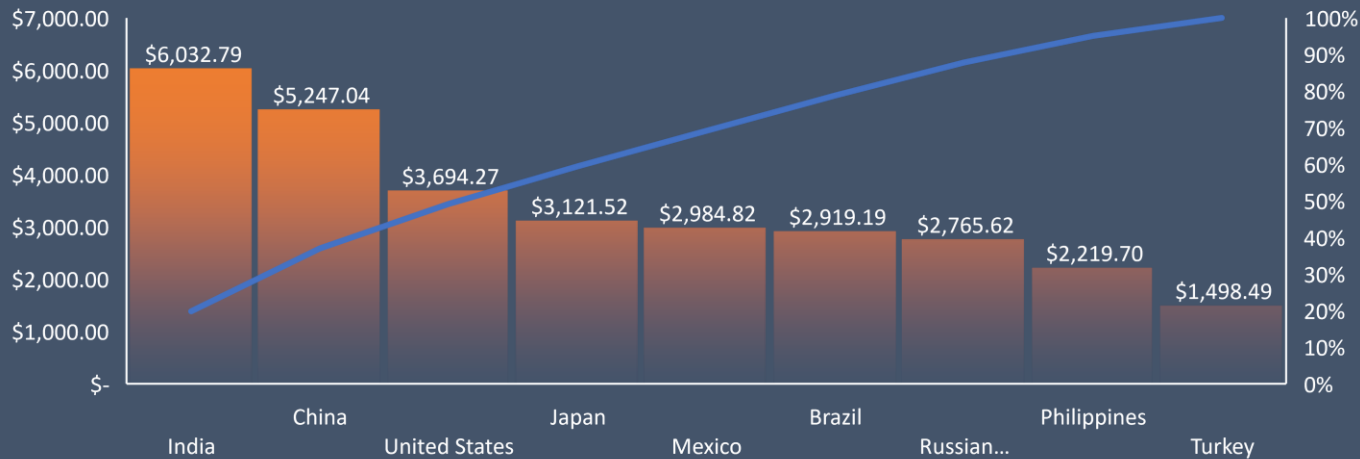| Customer	Spend
Sara Perry: Atlixco,Mexico	$128.70
Gabriel Harder: Sivas,Turkey	$108.75
Sergio Stanfield: Celaya,Mexico	$102.76
Clinton Buford: Aurora,United States	$98.76
Adam Gooch: Adoni,India	$97.80
Francisco Skidmore: So Leopoldo,Brazil	$93.79
Rebecca Scott: Kurashiki,Japan	$89.76
Erica Matthews: Pingxiang,China	$86.80
Bernard Colby: Dhule (Dhulia),India	$83.79
Bob Pfeiffer: Xintai,China	$82.78

Do sales figures vary between geographical regions?

Out of the 108 countries that Rockbuster has customers based in, the below 8 countries make up 50% of the total revenue. There is a 403% increase in generated sales from Turkey to India which is a significant variation within these 8 countries.

The avg % difference in revenue between the top 14 highest generating countries is 16%.

The avg % difference in revenue between the next 86 countries is only 3%.

The means that after the top 14 highest sales generating countries, the sales figures do not significantly vary.

75% of all customers are located in the below 28 countries with India and China containing 28% of all customers.
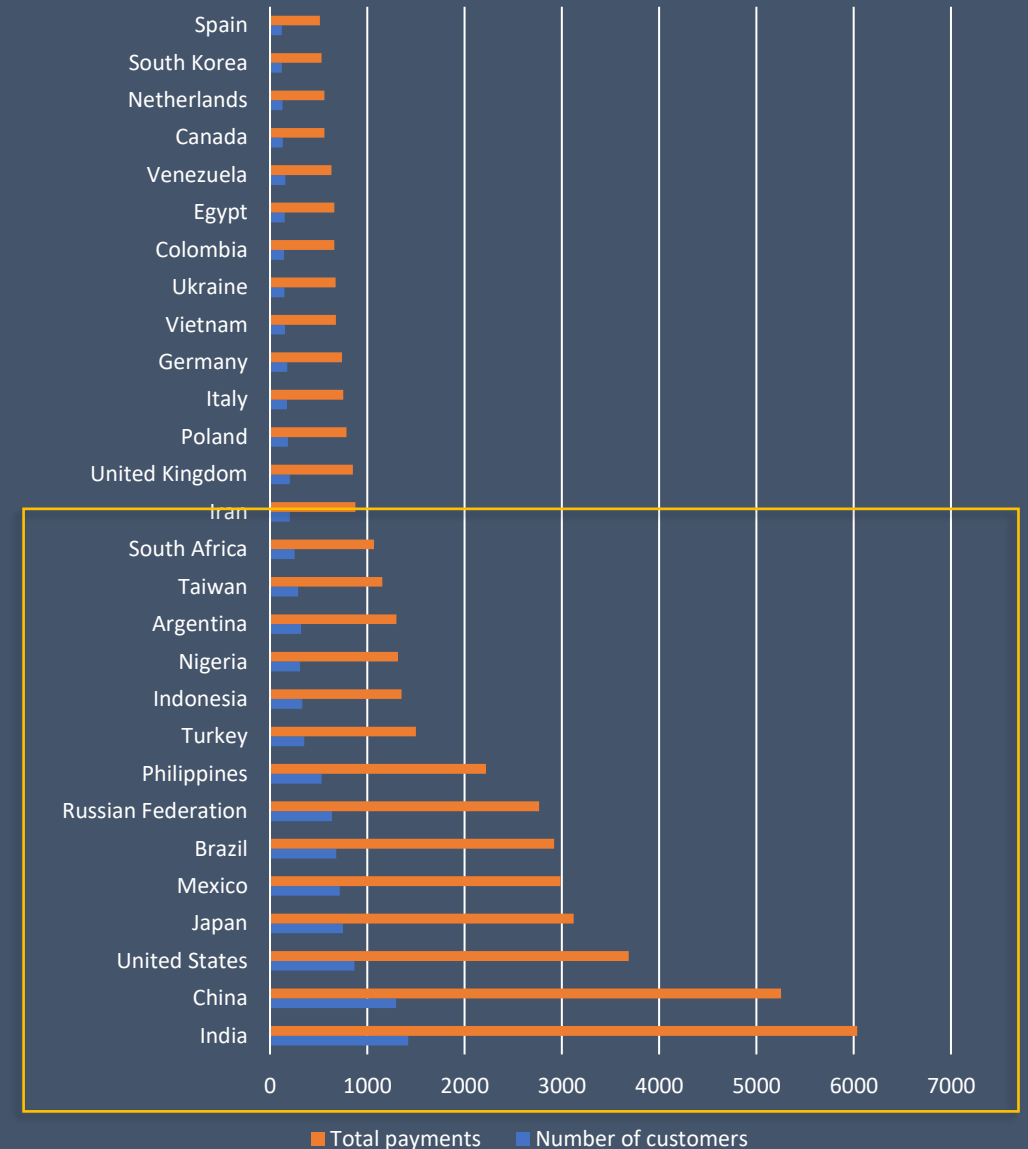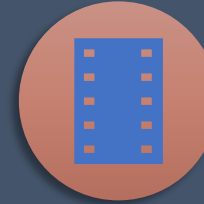
Conclusions and recommendations.

UPDATE OUTDATED CUSTOMER PROFILES AND RESEARCH INITIATIVES TO ACQUIRE NEW CUSTOMER PROFILES.

FOCUS ADVERTISING AND MARKETING CAMPAIGNS FOR TOP GROSSING FILMS AND TERMINATE LICENSES FOR LOWEST GROSSING FILMS.

INCREASE NUMBER OF FILMS IN THE SPORTS, SCI-FI, ANIMATION, DRAMA AND COMEDY CATEGORIES GOING FORWARD.

NEED TO EXPEND NUMBER OF FILMS IN COLLECTION ASAP, ESPECIALLY FOR HIGH GROSSING PG AND PG-13 RATED FILMS.

WE NEED TO CAP THE RENTAL PERIOD TO 3 DAYS OR CHARGE ADDITIONAL FEES FOR LOW GROSSING EXTENDED RENTAL PERIODS.

START REWARD PROGRAM FOR HIGH SPENDING CUSTOMERS IN ALL MARKETS.

FOCUS ON MARKETING OPPORTUNITIES IN THE TOP 14 MARKETS.