

Rockbuster Stealth Analysis

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Rockbuster Stealth

Overview: 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.

Objective: Create a data-driven approach for their 2022 company strategy.

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

Inventory

There are 1,000 different films. All of the films are in English and were released in 2006.
Film rentals have created a revenue of \$61,312.

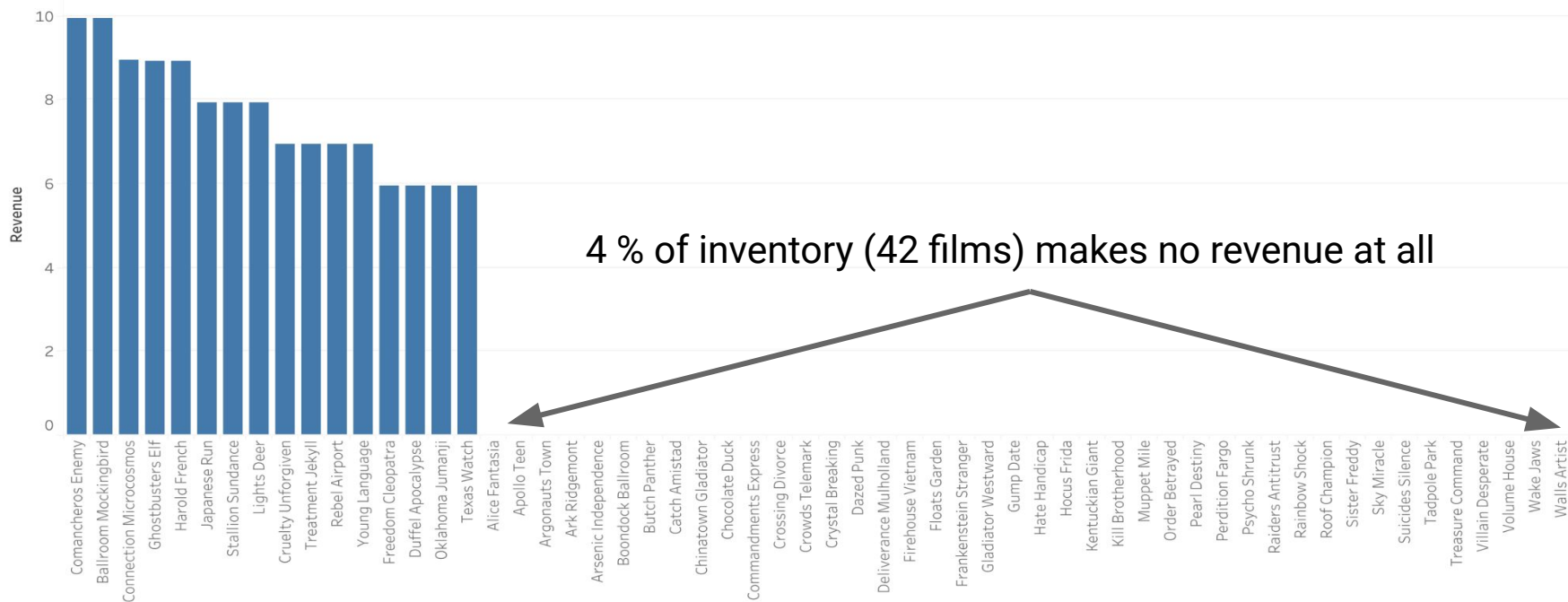
	Rental Rate	Rental Duration	Length	Replacement Cost
Min.	\$0.99	3 days	46 mins.	\$9.99
Avg.	\$2.98	5 days	115 mins.	\$19.98
Max.	\$4.99	7 days	185 mins.	\$29.99

Film Rating	Film Count
PG-13	223
NC-17	210
R	195
PG	194
G	178

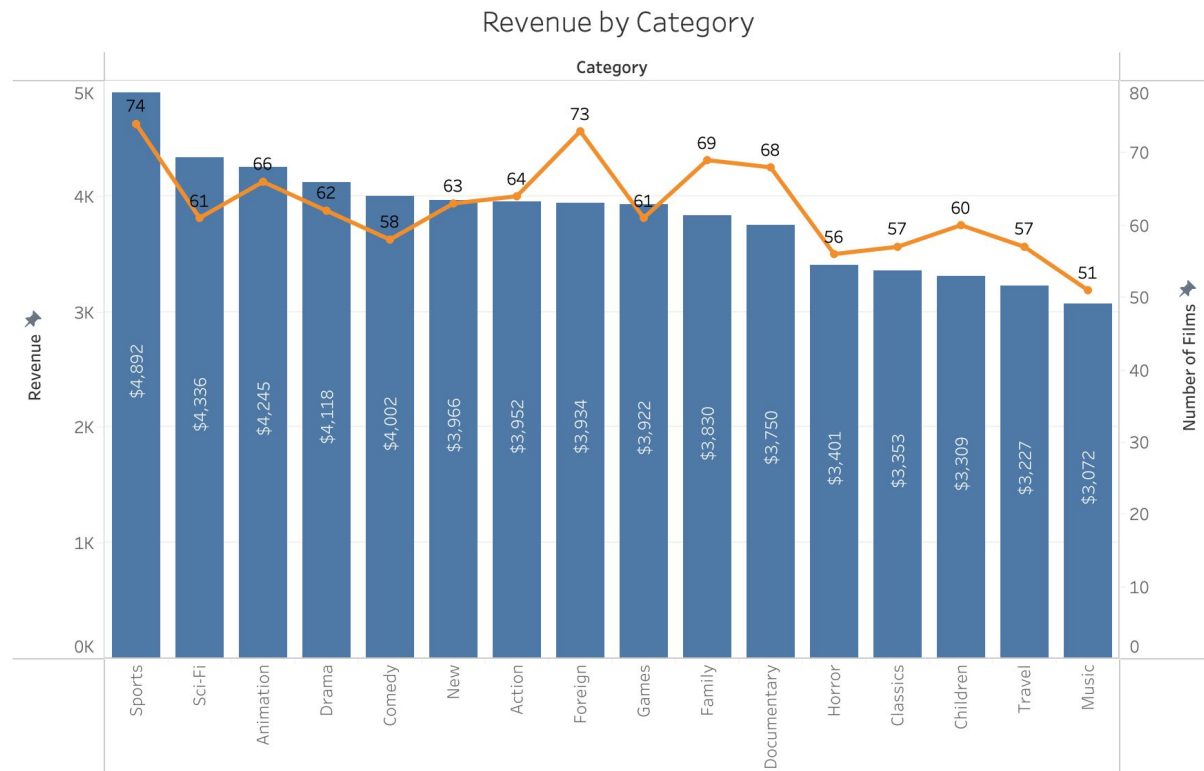
6% of Inventory is barely creating any revenue

6% of inventory (58 films) makes less than \$10 of revenue each

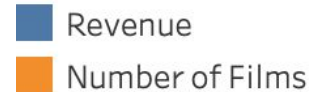
4 % of inventory (42 films) makes no revenue at all



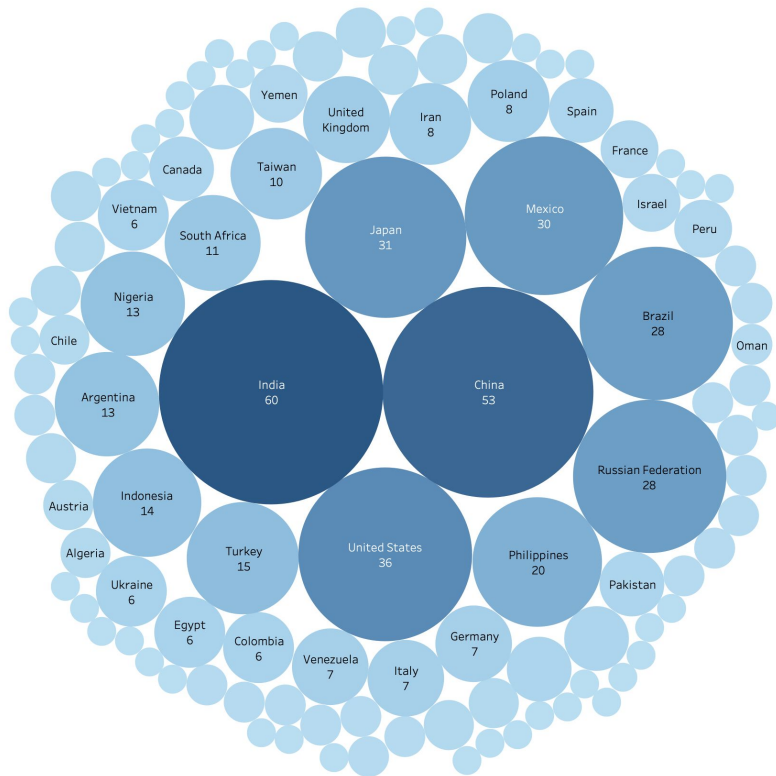
There is more inventory in categories generating less revenue



- The top 4 categories by inventory are Sports, Foreign, Family, Documentary
- The top 4 categories by revenue are Sports, Sci-Fi, Animation, and Drama

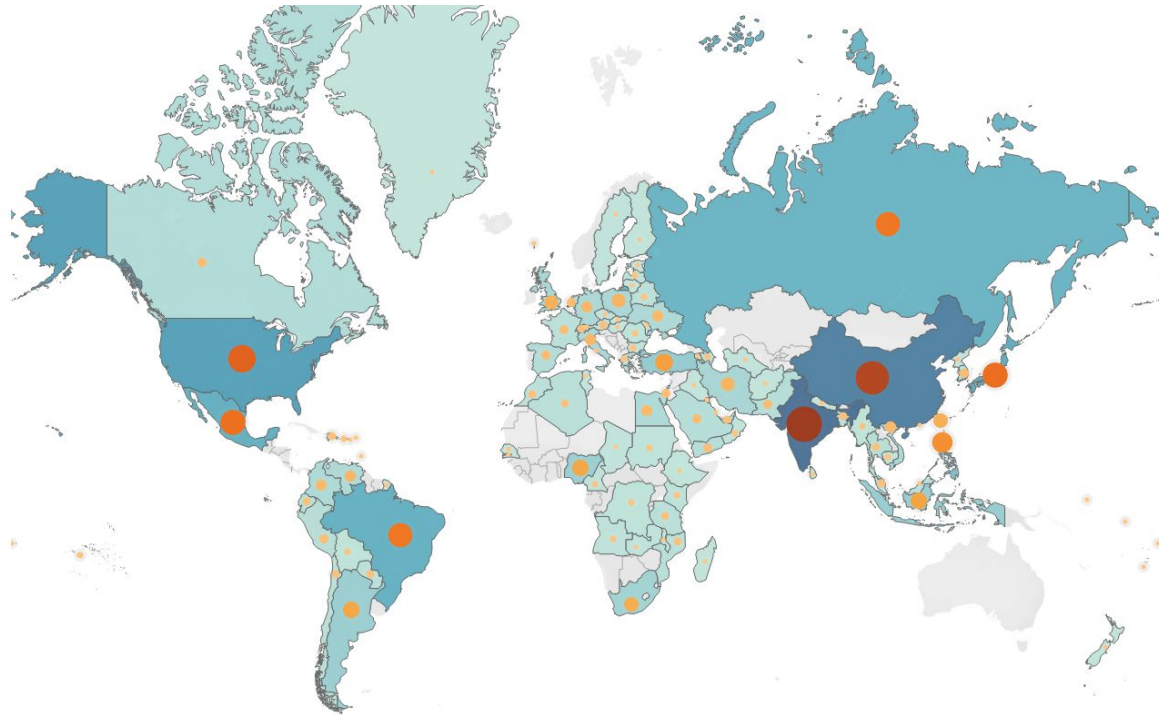


Almost half of all customers (273) live in Asia

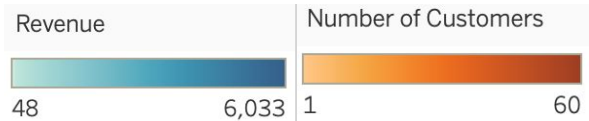


- There are 599 total customers
- They live in 109 countries
- 46% live in Asia
- 18% live in Europe
- 13% live in North America
- 11% live in South America
- 10% live in Africa
- 2% live in Oceania

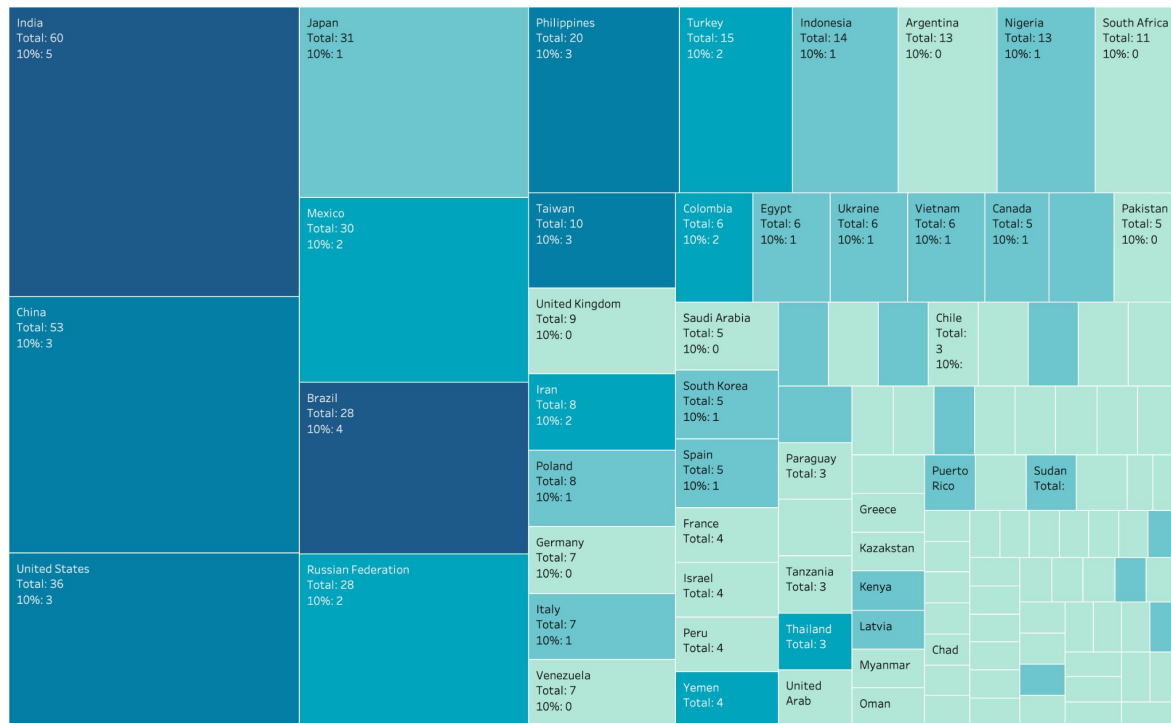
Countries with more customers have higher revenue



- The top five countries by revenue and by customer count are the same: India, China, United States, Japan, Mexico
- The top 10 countries are all from Asia, North America, South America



High value customers live around the world



- The average revenue by customers is \$102.37
- High lifetime value customers, the top 10% (60 customers), spent over \$134
- High lifetime value customers live all over the world
- Less than half of the high lifetime value customers (26) live in the top 10 countries

Recommendations

- Diversify movies
- Grow customer base

- Diversify movies
 - Offload films that provide little to no revenue
 - Procure films from different release years
 - Increase the number of films in these categories: Sports, Sci-Fi, Animation, and Drama
- Grow customer base
 - Reward high lifetime value customers
 - Invest in films in different languages
 - Increase marketing in under represented geographical regions: North America, South America, Africa, and Oceania

Questions

If you have any questions, feel free to reach to me.

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