

Analysis of an Online Streaming Service

ROCKBUSTER STEALTH LLC

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Agenda

- ◇ Introduction / Key Questions & Objectives
- ◇ Analysis of Key Questions
- ◇ Summary of Findings
- ◇ Recommendations
- ◇ Appendix: Summary Statistics

Introduction

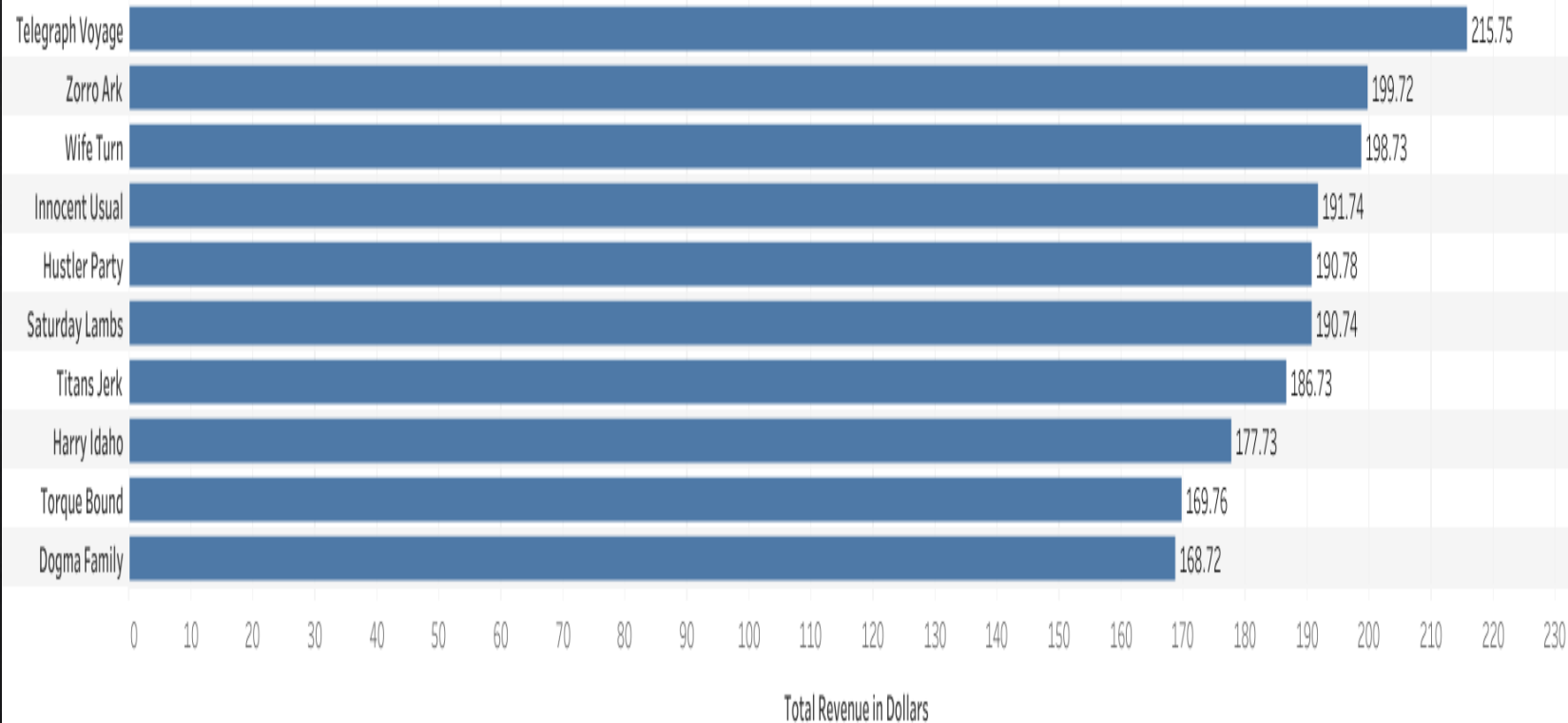
- ◆ Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team plans to use its existing movie licenses to launch an online video rental service to stay competitive.
- ◆ As a data analyst hired by Rockbuster to work in the business intelligence (BI) department, the main objective of this analysis is to help with the launch strategy for the new online video service.

Key Questions & Objectives

- ◆ The Rockbuster Stealth Management Board has asked a series of business questions and they expect data-driven answers that they can use for their 2020 company strategy. The questions that will be answered are:
 1. Which movies contributed the most/least to revenue gain?
 2. What was the average rental duration for all videos?
 3. Which countries are Rockbuster customers based in?
 4. Where are customers with a high lifetime value based?
 5. Do sales figures vary between geographic regions?

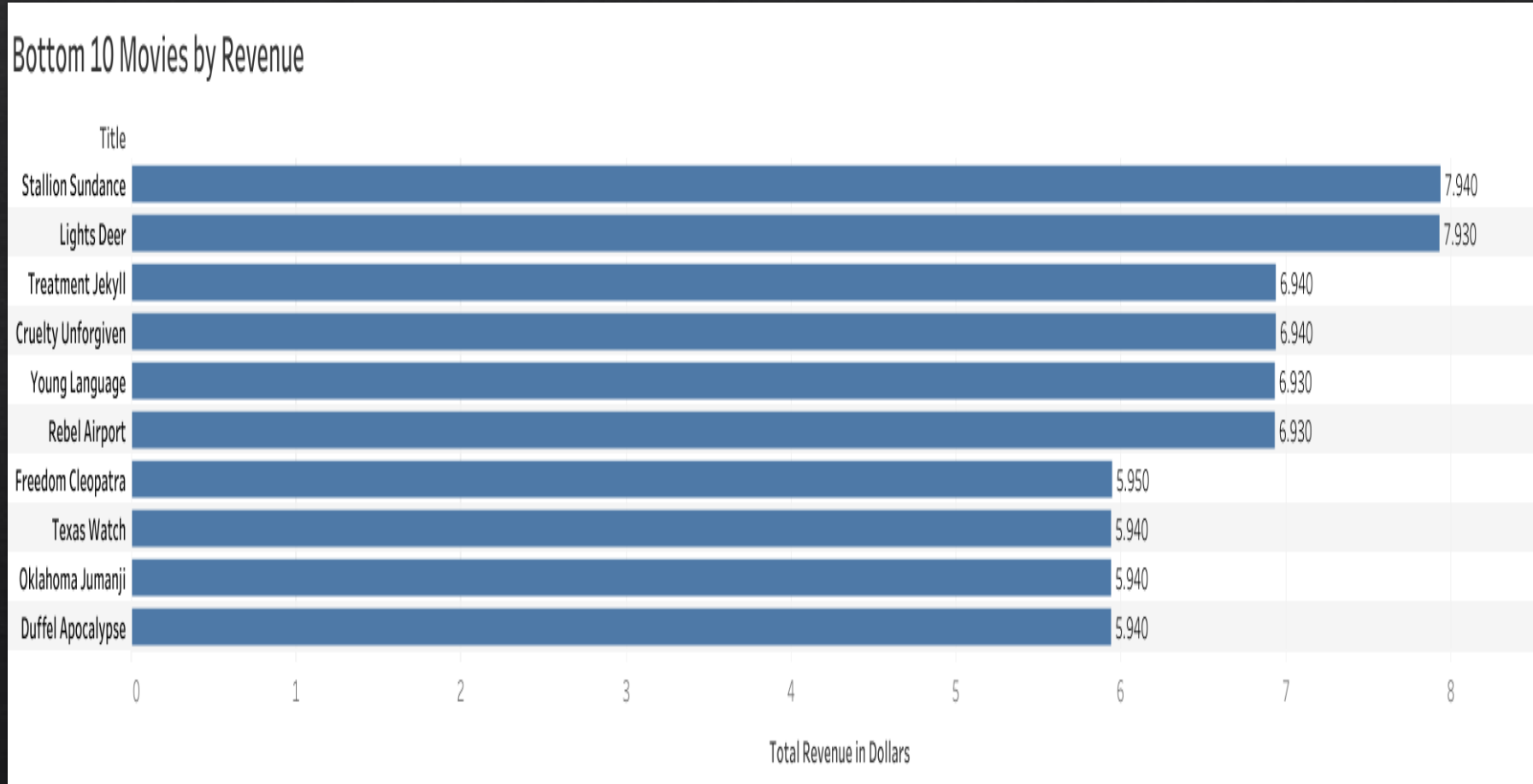
Which movies contributed the most to revenue gain?

Top 10 Movies by Revenue



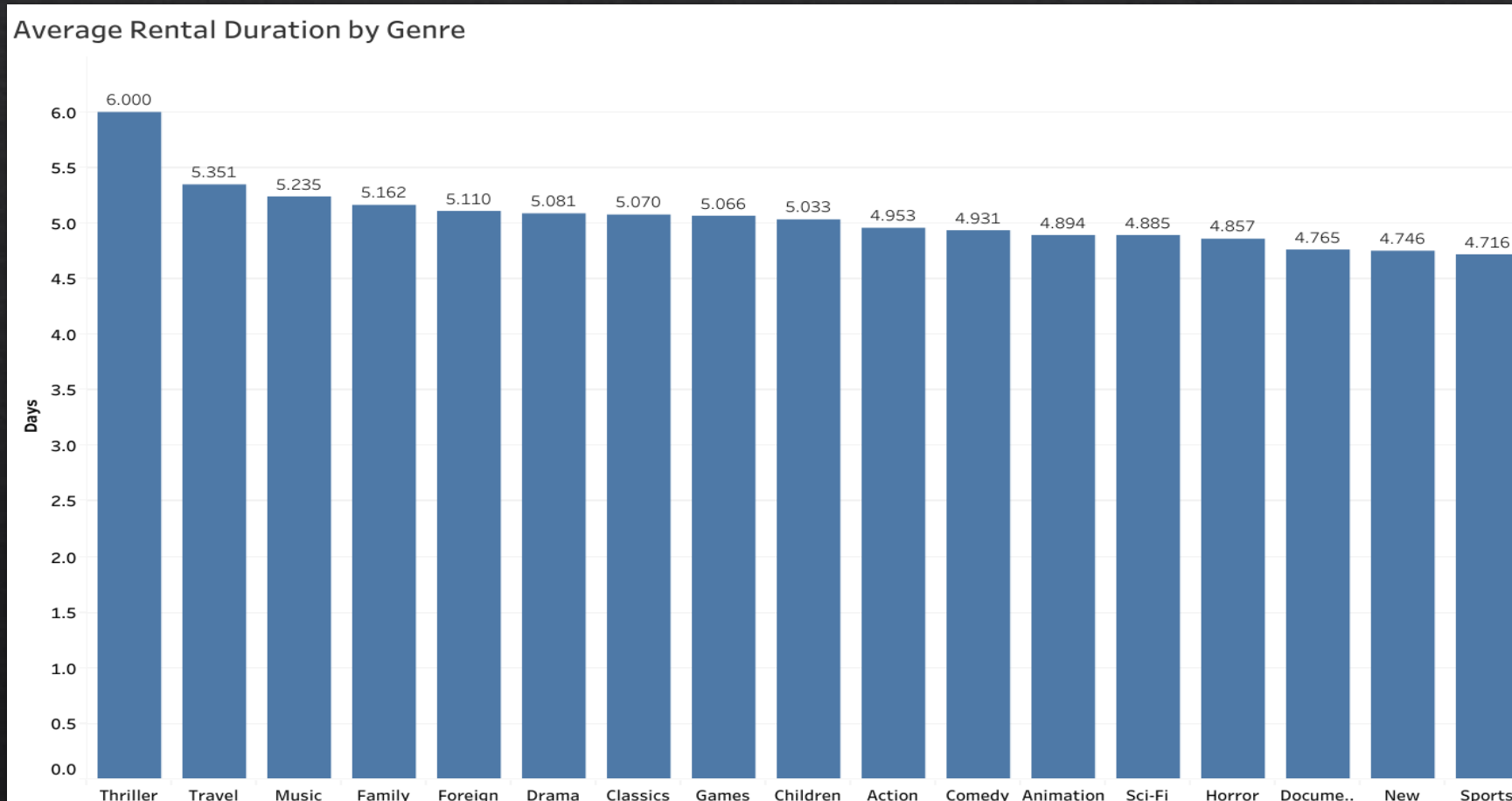
- Telegraph Voyage had the most impact with \$215.75 in revenue.
- No other movie had \$200+ in revenue.

Which movies contributed the least to revenue gain?



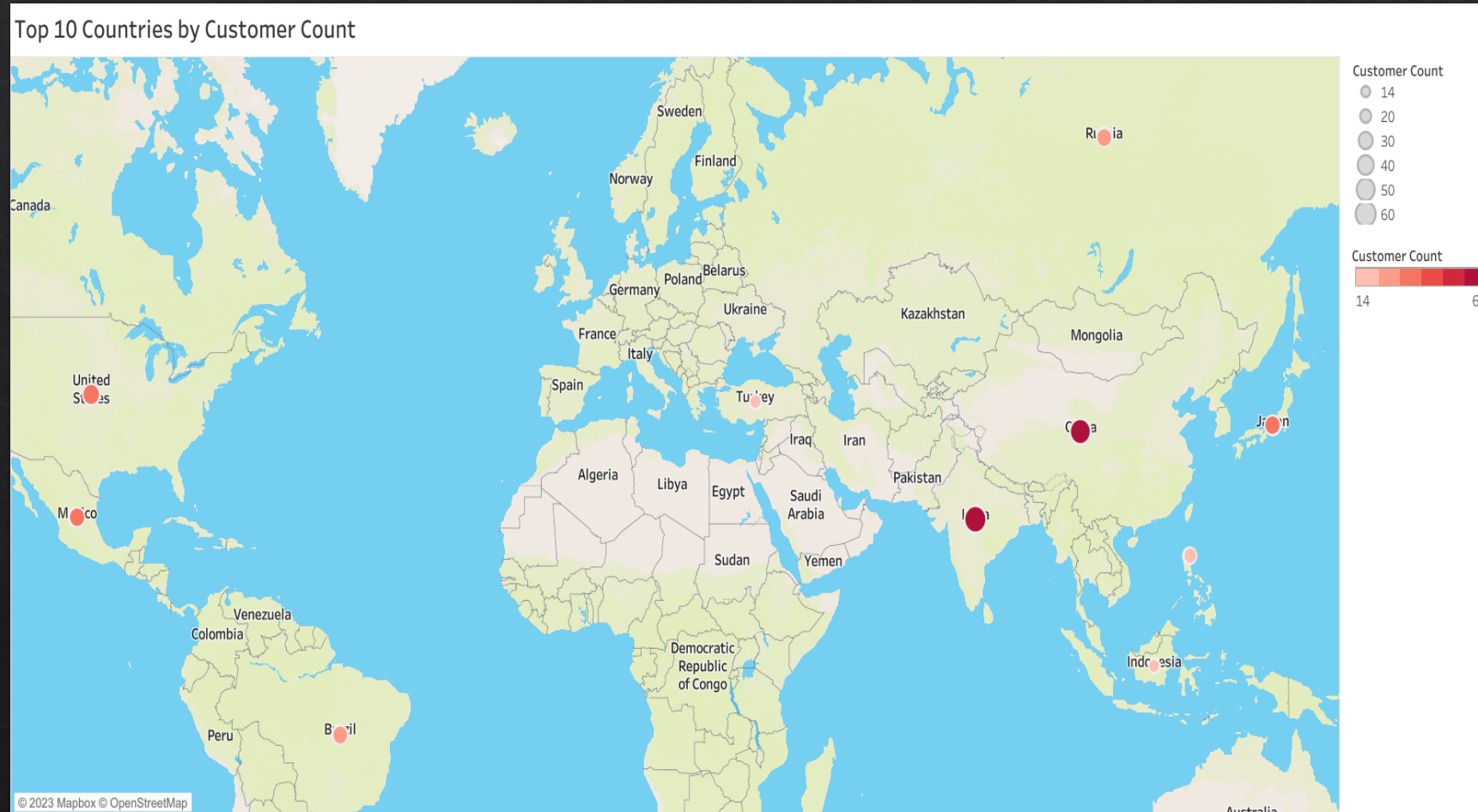
- Duffel Apocalypse, Oklahoma Jumanji, Texas Watch, and Freedom Cleopatra all had the least impact with \$5.94 in revenue.

What was the average rental duration for all videos?



- The average rental duration for all movies is 5 days.
- The Thriller genre has the longest average rental duration of 6 days, higher than the average for all movies.

Which countries are Rockbuster customers based in?



Top 10 Countries by Customer Count:

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

Rockbuster has a total of 599 customers in 108 countries.

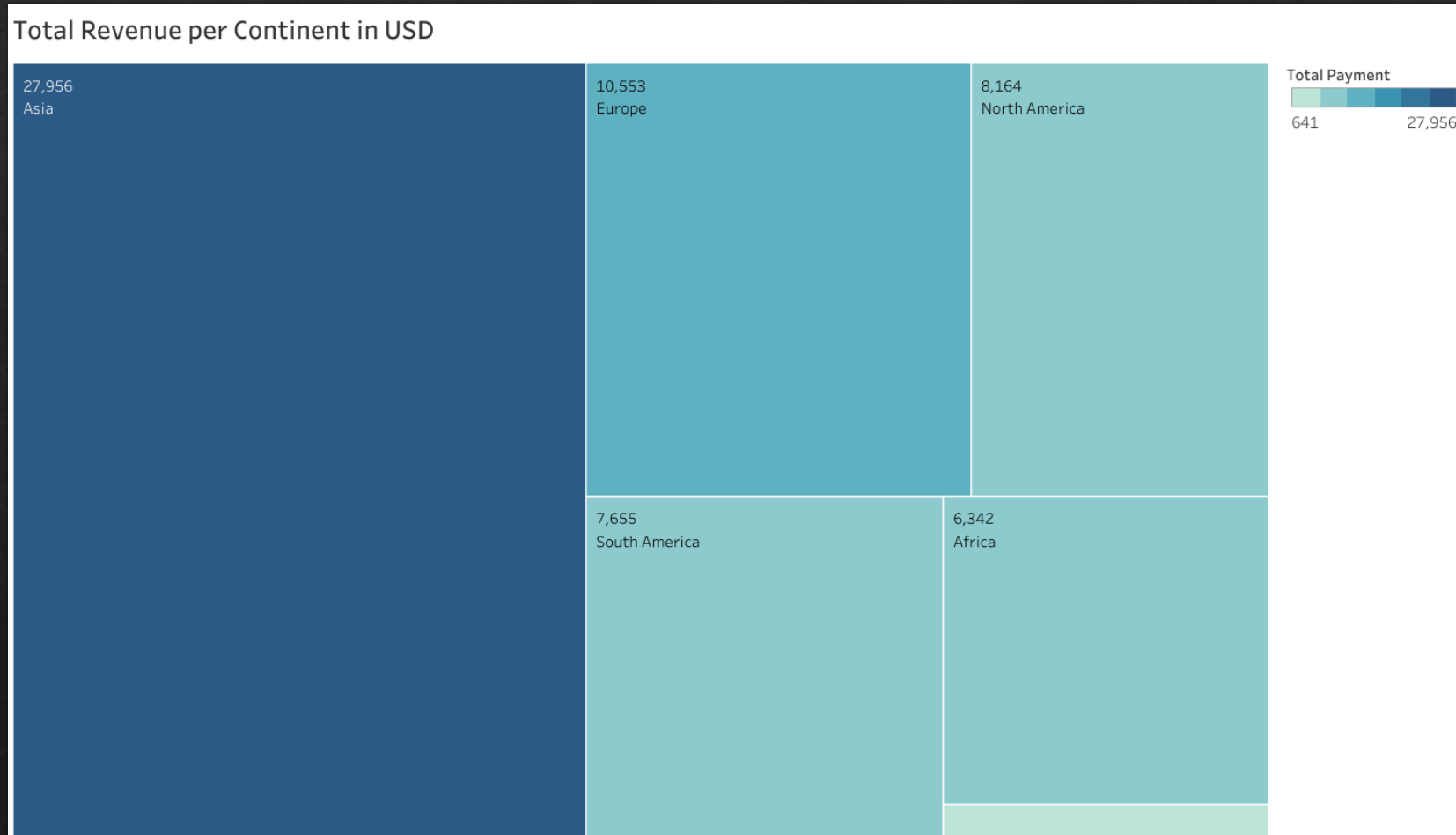
Where are customers with a high lifetime value based?

Top 5 Customers with High Lifetime Value by Location



- The top 5 most loyal customers are:
- 1. Arlene Harvey from Ambattur, India - \$111.76 paid
- 2. Kyle Spurlock from Shanwei, China - \$109.71 paid
- 3. Marlene Welch from Iwaki, Japan - \$106.77 paid
- 4. Glen Talbert from Acua, Mexico – \$100.77 paid
- 5. Clinton Buford from Aurora, United States - \$98.76 paid

Do sales figures vary between geographic regions?



- Rockbuster's total revenue per county was grouped by continent.
- Asia generates more than double the revenue of the next highest continent, Europe.
- North America, South America, and Asia all have similar revenues.
- Oceania generates the least amount of revenue with \$641.

Summary of Findings

- The top 5 movies in revenue are Telegraph Voyage, Zorro Ark, Wife Turn, Innocent Usual, and Hustler Party
- The bottom 5 movies in revenue are Duffel Apocalypse, Oklahoma Jumanji, Texas Watch, Freedom Cleopatra, and Rebel Airport.
- The average rental duration for all movies is 5 days, but Thriller movies are rented for 6 days on average.
- Rockbuster has a total of 599 customers in 108 countries, and the top 5 countries by total customers are India, China, the United States, Japan, and Mexico.
- The 5 customers with the highest lifetime value are Arlene Harvey from Ambattur, India, Kyle Spurlock from Shanwei, China, Marlene Welch from Iwaki, Japan, Glen Talbert from Acua, Mexico, and Clinton Buford from Aurora, United States.
- Asia generates more than double the revenue (\$27,956) of the next highest continent, Europe (\$10,553).

Recommendations

- Rockbuster Stealth LLC should prioritize movies that generate the most revenue. On a streaming platform, this can be done by way of viewing recommendations.
- Viewing recommendations on the streaming platform should consider geography, revenue, and rental rates of movies.
- Marketing should focus on Asia as it's the most profitable region, but steps should be implemented to reach more customers globally.
- Loyalty programs can be offered to customers who spend a certain amount of money, are a customer for a certain length of time, or have a high lifetime value.
- A larger index of movies would appeal to a wider audience, and subtitles and language options should be implemented.

Appendix

◆ Summary Statistics:

Film Table

min_rental_duration		max_rental_duration		avg_rental_duration		count_rental_duration_values	
3		7		4.985		1000	
min_rental_rate		max_rental_rate		avg_rental_rate		count_rental_rate_values	
0.99		4.99		2.98		1000	
min_length		max_length		avg_length		count_length_values	
46		185		115.272		1000	
min_replacement_cost		max_replacement_cost		avg_replacement_cost		count_replacement_cost_values	
9.99		29.99		19.984		1000	
count_rows							
1000							
Modal_value_title	Modal_value_desc ription	Modal_value_relea se_year	Modal_value_ratin g	Modal_value_speci al_features	Modal_value_fullte xt		
Academy Dinosaur	A Action-Packed Character Study of a Astronaut And a Explorer who must Reach a Monkey in A MySQL Convention	2006	PG-13	{Trailers, Commentaries, "Behind the Scenes"}	'baloon':19 'confront':14 'documentari':5 'feminist':8,11,16 'mile':2 'must':13 'spi':1 'thrill':4		

Customer Table

Modal_value_first_name	Modal_value_last_name	Modal_value_email	Modal_value_activebool	Modal_value_create_date	Modal_value_last_update	Modal_value_active
Jamie	Abney	aaron.selby@sakilacustomer.org	TRUE	2/14/2006	49:45.7	1

Thank You!

◆ For further questions, you can contact me at ejgorman34@gmail.com.