ROCKBUSTER STEALTH LLC

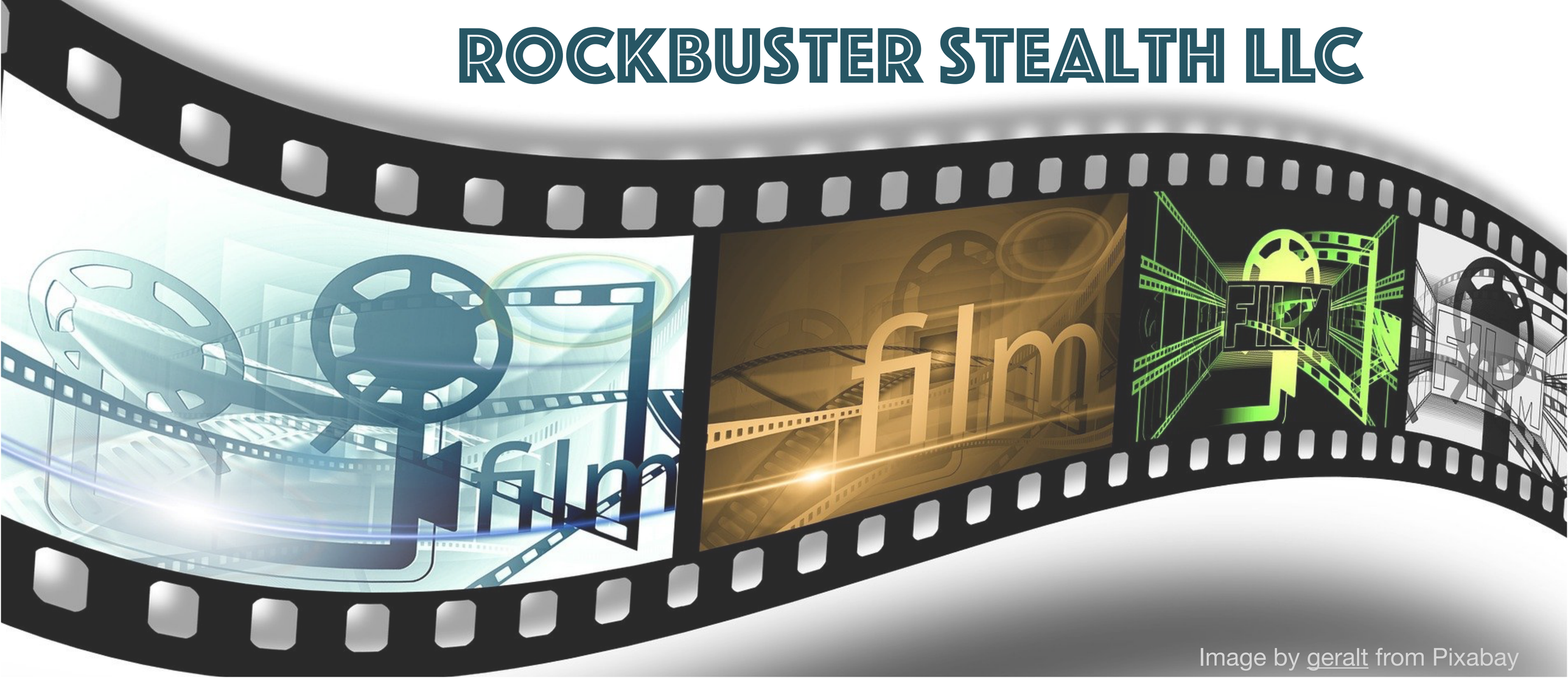

Image by geralt from Pixabay

Online Video Rental Launch Strategy: Data Presentation

Elsa Ekevall
20 May 2022

Business Query

Facing stiff competition from streaming services to stay competitive Rockbuster Stealth LLC will use its existing film licenses (from stores around the world) to launch an online video rental service.

Key Questions and Objectives

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

The main objective is to identify the high lifetime value customers in order to retain them through a rewards program.

All the films in this analysis were released in 2006,* and the data covers rental transactions during the period 2005 to 2006 with all the payment transactions made in 2007.

*The Rockbuster Stealth LLC Data Team were notified of the discrepancies in the dates in the data provided and recommended that the analysis take place.

Image by sean benesh from Unsplash

Facts, Figures and Sales

ROCKBUSTER STEALTH LLC

1 Language	2 Stores	2 Employees	5 Ratings	17 Genres	109 Countries	599 Customers	1000 Film Titles	4581 Videos	14,596 Transactions	16,044 Rentals	**$61,312 Revenue**

Total Revenue	Store Location	Registered Customers	Countries Supplied	Employee	Rentals	Videos
$30,252	Canada	326	80	Mike Hillyer	7923	2,270
$31,060	Australia	273	81	Jon Stephens	8121	2,311

The **store located in Australia** (where there are no customers) is the **most profitable due to the number of rental transactions.**

Customers are renting videos from both stores, which are supplying customers within the same countries.

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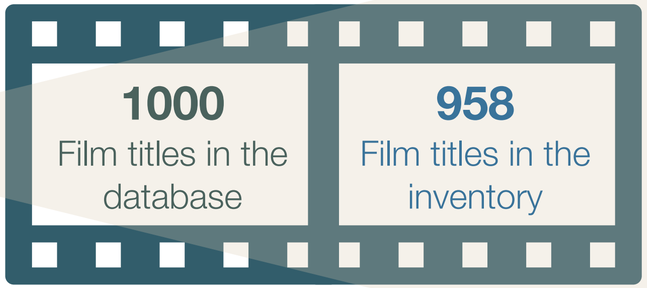
Video Rentals

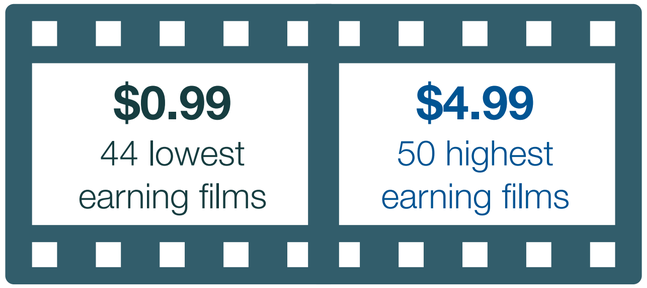
Genres and ratings with lower average rental rates and fewer film titles earn less.



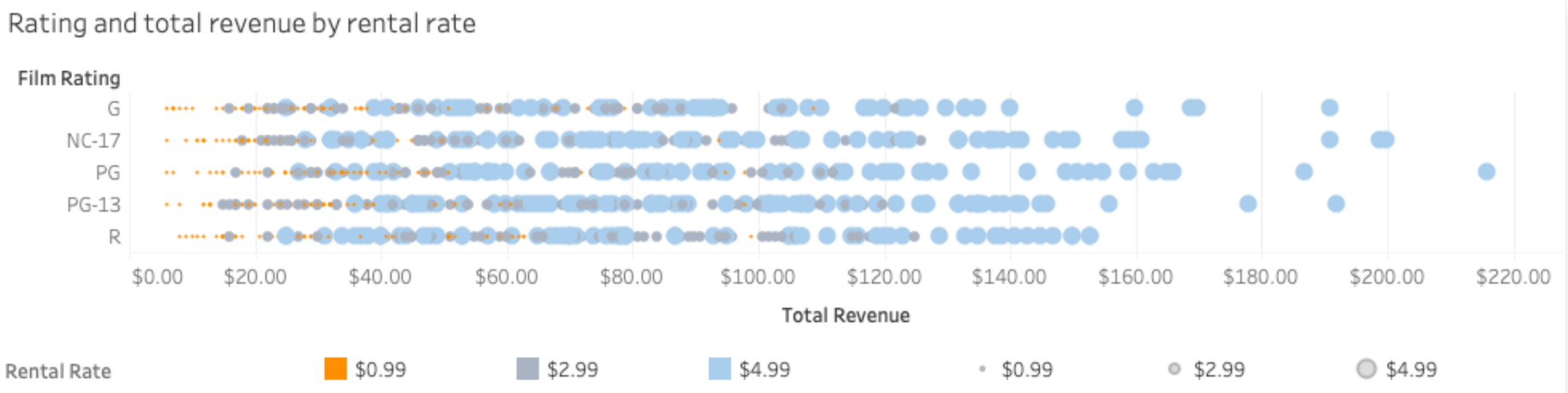
- Sports and Sci-Fi are the top two performing genres.
- PG-13 rated film titles earn the most revenue.
- Film titles rated G earn the least revenue.
- The Thriller genre has only one film title.
- Rockbuster Stealth LLC has licences for 42 film titles that are not in the inventory and have not been rented.

Image by OpenClipart-Vectors from Pixabay

Increasing Film Revenue



As the rental rate increases more revenue is earned.



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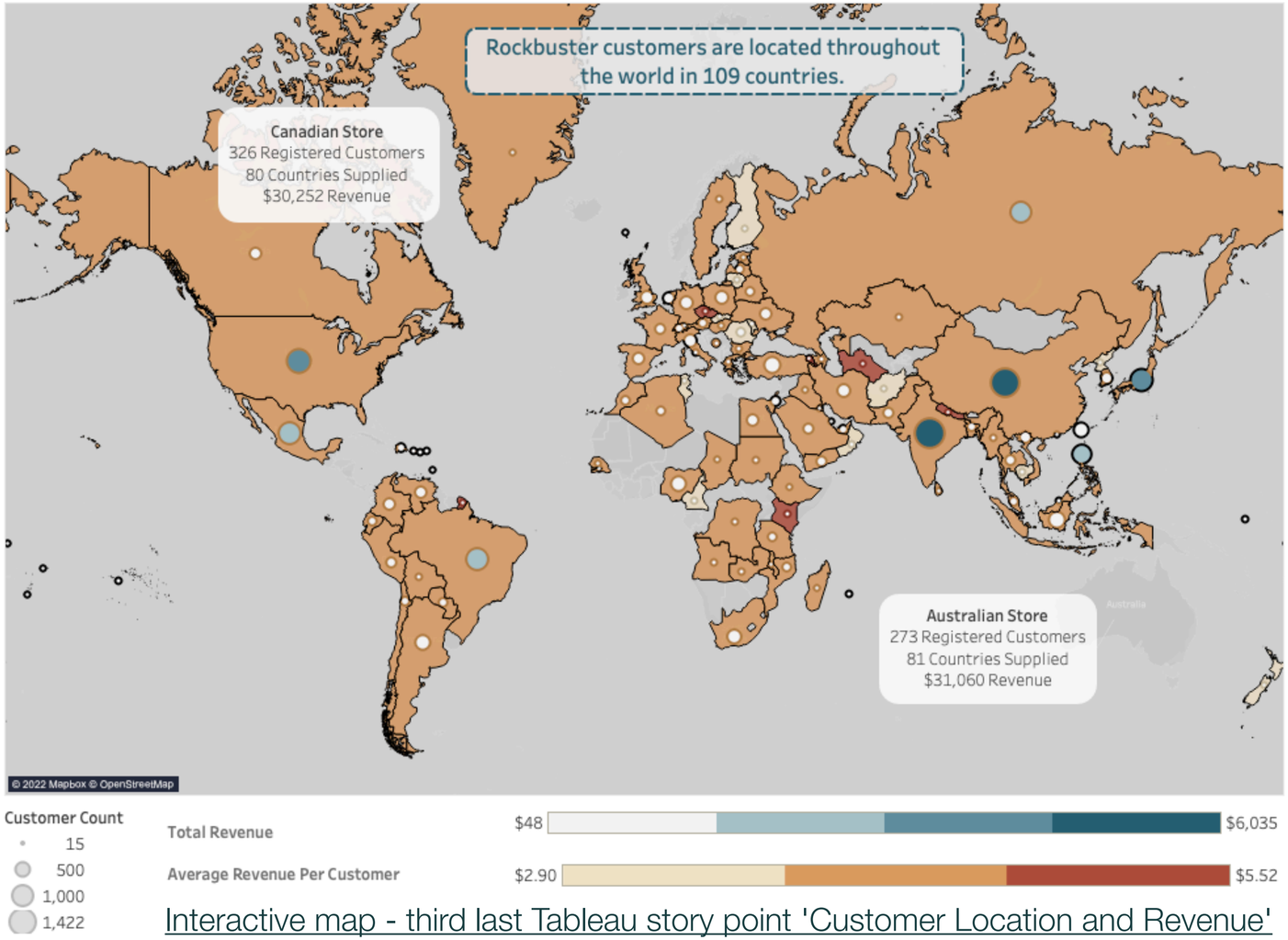
Customer Location and Revenue

The countries with the highest revenue are not the countries whose customers generally spend more. These countries (China, India, Japan and the USA) have more customers and transactions.



Interactive map - third last Tableau story point 'Customer Location and Revenue'

Image by OpenClipart-Vectors from Pixabay

High Lifetime Value Customers

Only one city has more than one customer (Aurora in the USA) and the other cities are chosen based on the order they were inserted in the database. Two of the customers are located in different cities in Mexico.

Top 5 customers within the top 10 cities of top 10 countries

Customer ID	Customer First Name and Last Name	Country	City	Total Amount Paid
84	Sara Perry	Mexico	Atlixco	128.70
518	Gabriel Harder	Turkey	Sivas	108.75
587	Sergio Stanfield	Mexico	Celaya	102.76
537	Clinton Buford	United States	Aurora	98.76
367	Adam Gooch	India	Adoni	97.80

The top 5 customers from within each city of the top 10 countries were also selected. - see last Tableau story point 'High Lifetime Value Customers'

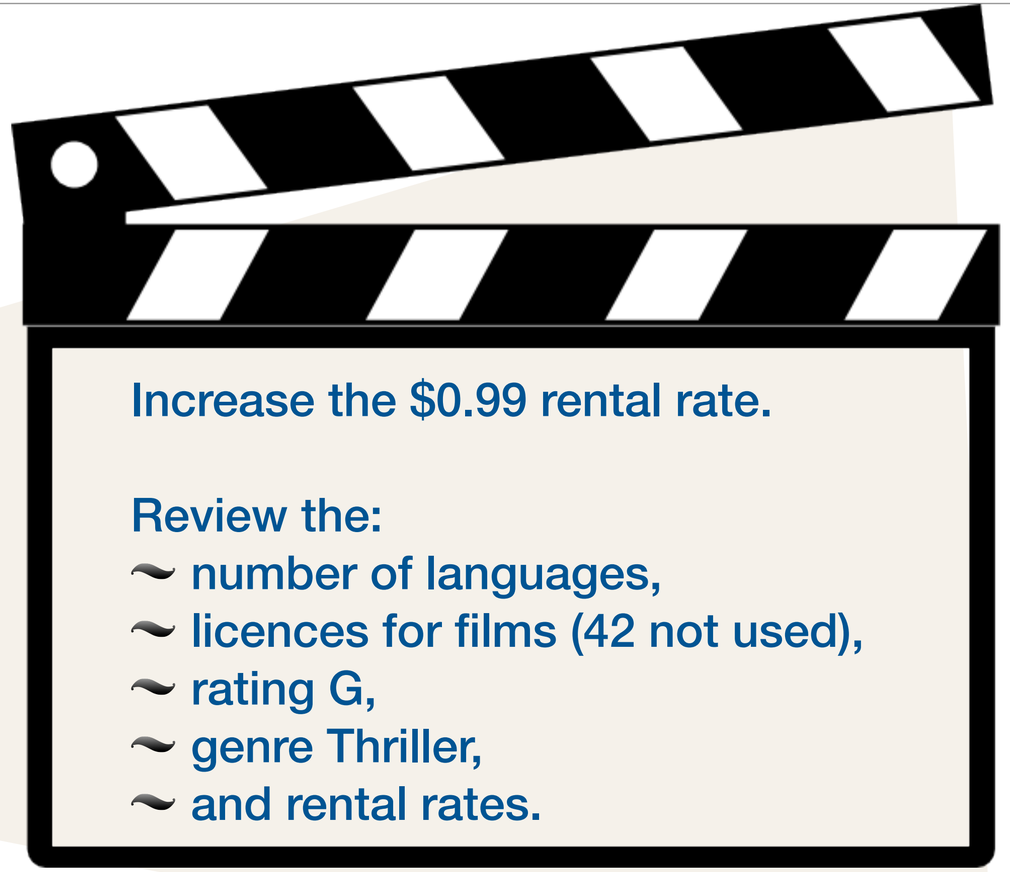
Image by OpenClipart-Vectors from Pixabay

Findings

Higher rental rates generate higher revenues.

The top ten countries in terms of customers are also the countries with the highest revenues and largest number of transactions.

The most popular genres are Sports and Sci-Fi and the rating PG-13 generates the most revenue.



Increase the $0.99 rental rate.

Review the:

- number of languages,
- licences for films (42 not used),
- rating G,
- genre Thriller,
- and rental rates.

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Special features in Tableau:

https://public.tableau.com/app/profile/elsa2253/viz/RockbusterPresentation_16542002624370/Story1

Credits:

- With thanks to the Rockbuster Stealth LLC Data Team
- Any questions contact Elsa Ekevall: elsaekevall@datastories.com

The End