

Rockbuster Stealth Data Analysis

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PROJECT 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.

KEY QUESTIONS

Which movies contributed the most/least to revenue gain?

Which countries are customers based in?

Do sales figures vary between geographic regions?

What was the average rental duration for all videos?

Where are customers with a high lifetime value based?

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COMPANY OVERVIEW



**TOTAL
CUSTOMERS**

599



**TOTAL
FILMS**

1,000



**AVERAGE
RENTAL RATE**

\$2.98



**AVERAGE
REPLACEMENT COST**

\$19.98



**AVERAGE FILM
LENGTH**

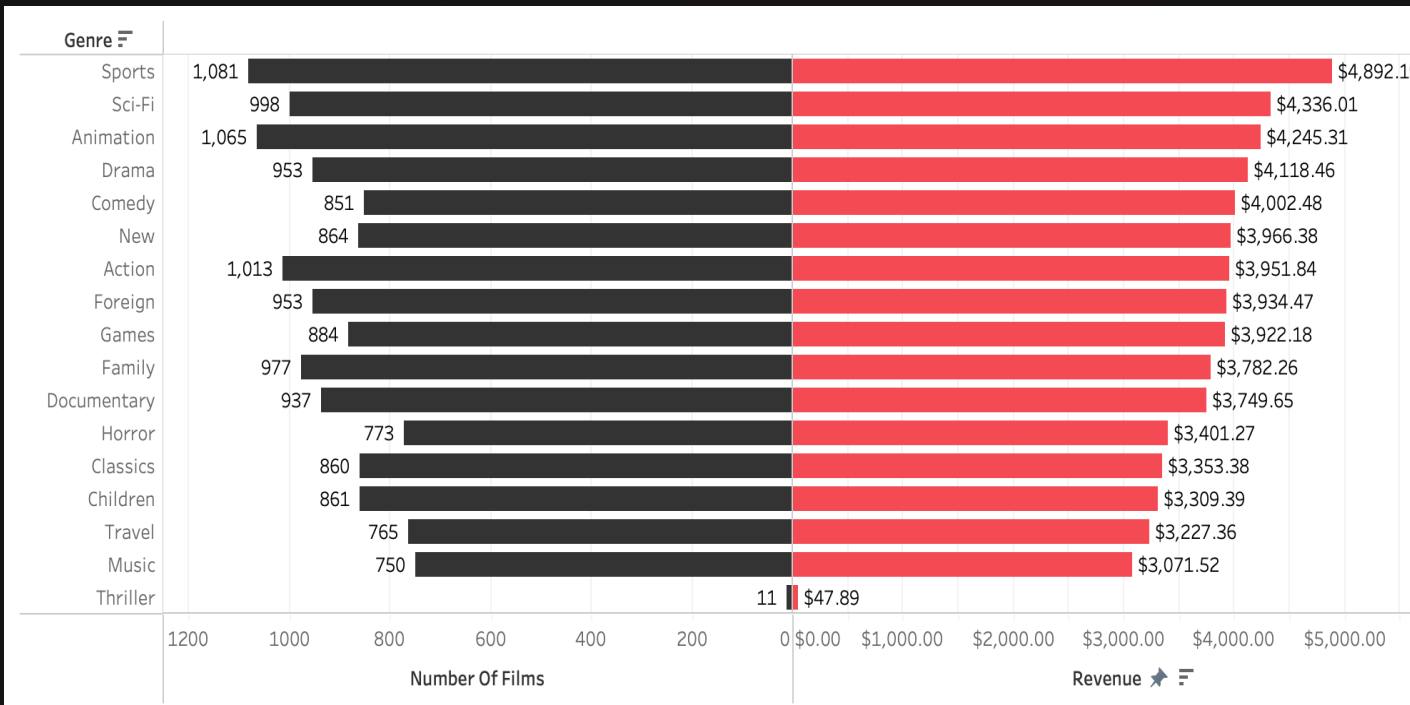
115 min



**AVERAGE RENTAL
DURATION**

5 days

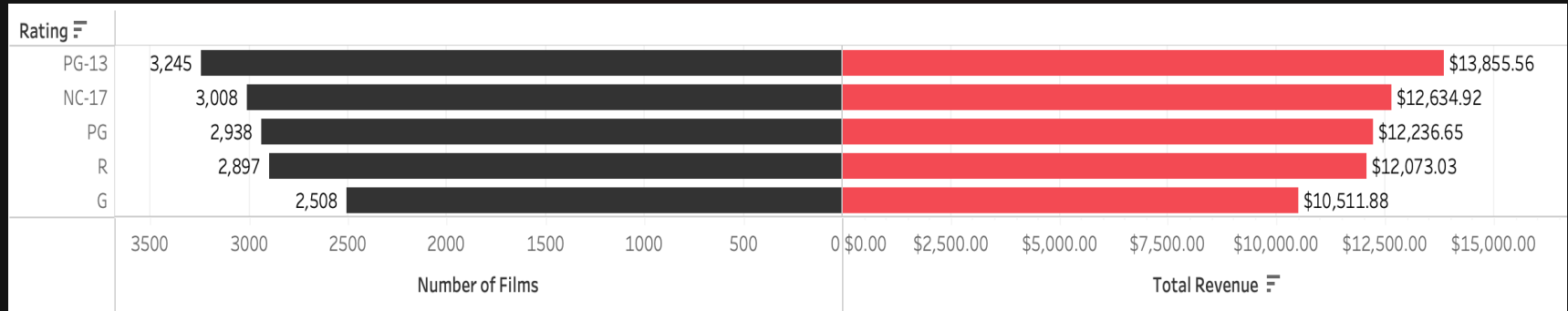
WHICH GENRES CONTRIBUTE THE MOST/LEAST TO REVENUE GAIN?



\$\$ TOP GENRES:

- The highest earning genres include Sports, Sci-Fi, Animation, Drama, and Comedy.
- These genres account for over 35% of all revenue.
- There are very few thriller films in comparison to the other genres.

WHICH RATINGS CONTRIBUTE THE MOST/LEAST TO REVENUE GAIN?



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TOP RATINGS:

- The most popular rating group is PG-13 in number of films and in revenue generated.
- The NC-17, PG, and R ratings follow close behind, all making roughly the same amount of money.
- Movies with a G rating contribute the least to revenue gain.

WHICH MOVIES GENERATED THE MOST REVENUE?

1. Telegraph Voyage

Revenue: \$215.75

Music

PG Rating

Rented 25 Times



2. Zorro Ark

Revenue: \$199.71

Comedy

NC-17 Rating

Rented 28 Times



***All top films
have a rental
duration of 3
days***

3. Wife Turn

Revenue: \$198.73

Documentary

NC-17 Rating

Rented 27 Times

WHICH MOVIES GENERATED THE LEAST REVENUE?

Oklahoma Jumanji

Revenue: \$5.94

New

PG Rating

Rented 6 Times

Texas Watch

Revenue: \$5.94

Horror

NC-17 Rating

Rented 6 Times

Duffel Apocalypse

Revenue: \$5.94

Documentary

G Rating

Rented 6 Times

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All bottom films have made
\$5.94 and have been
rented 6 times



*Bottom films have rental
durations between 5 and 7
days*

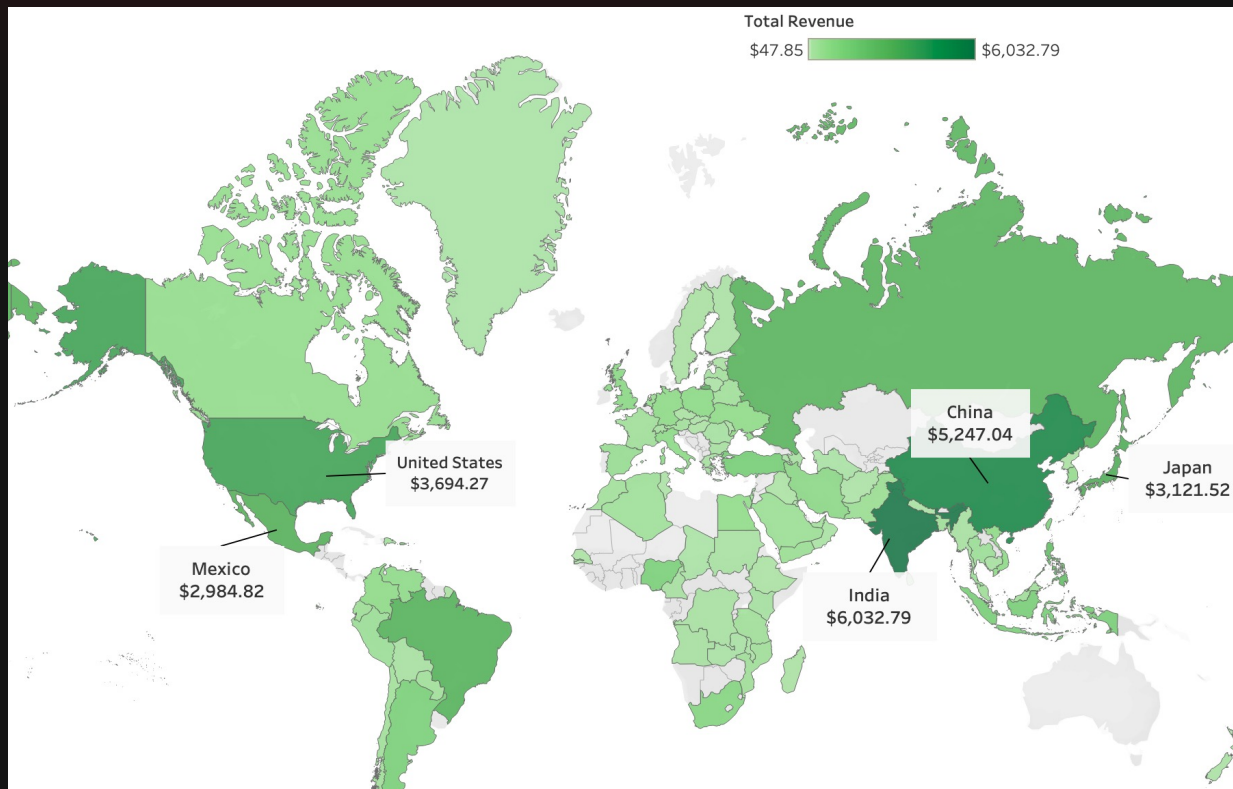
WHERE ARE MOST CUSTOMERS LOCATED?



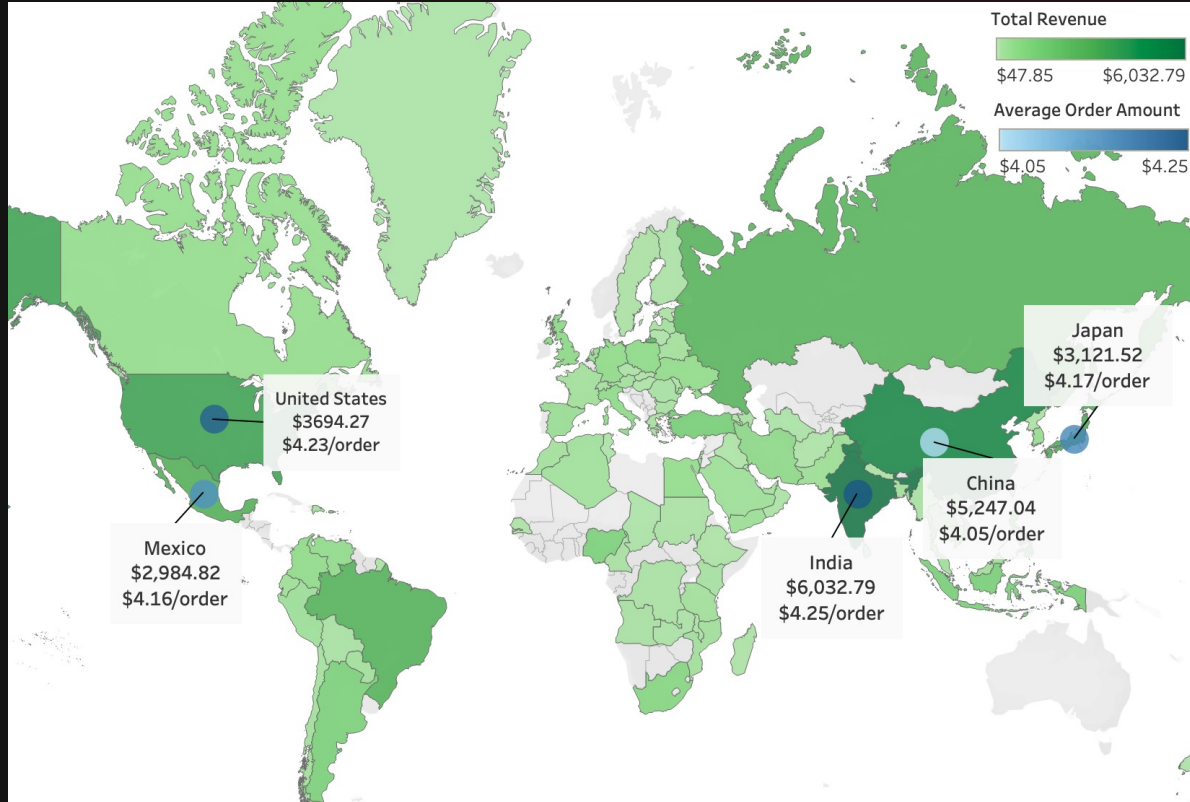
CUSTOMER SPREAD

The Top 5 Countries in
Revenue and Customers:

1. India
\$6,032.79 – 60 customers
2. China
\$5,247.04 – 53 customers
3. United States
\$3,694.27 – 36 customers
4. Japan
\$3,121.52 – 31 customers
5. Mexico
\$2,984.82 – 30 customers



HOW MUCH ARE CUSTOMERS SPENDING?



SPENDING BY LOCATION

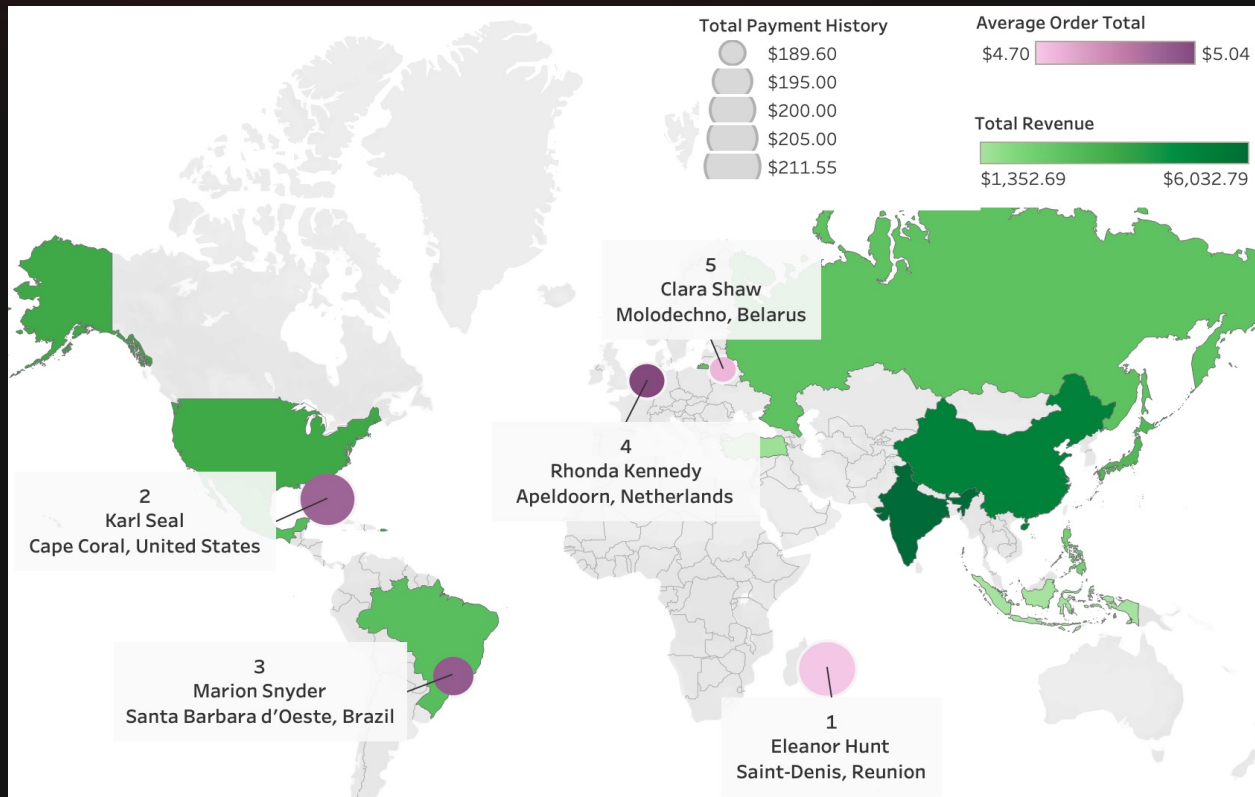
- In addition to highest revenue and most customers, India also has the highest average order amount at \$4.25 per customer.
- Despite being second in sales and customers, China has a low order average of \$4.05.
- The US has a high average of \$4.23, followed by Japan and Mexico at \$4.17 and \$4.16, respectively.

WHERE ARE THE TOP CUSTOMERS LOCATED?



TOP CUSTOMERS

- Despite being the top customer in total revenue and number of orders, Eleanor Hunt has a significantly lower average order amount at \$4.70.
- 3 out of the 5 of the top customers are from countries that have lower total revenues



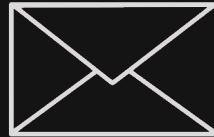
RECOMMENDATIONS

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|----|---------------------------------|--|
| 01 | POPULAR FILMS | Rockbuster should focus on gaining licenses for films in the most popular genres (Sports, Sci-Fi, Animation, Drama, Comedy) and the most profitable age group (PG-13 rating). |
| 02 | LOCATIONS | The company should ensure that the demands of countries with the highest total revenues (India, China, US, Japan, Mexico) are met to keep current customers. Focusing on marketing for these highly populated areas can also encourage further growth. |
| 03 | INCREASING AVERAGE ORDER TOTALS | Further analysis in countries with high total revenues but lower average order totals (e.g., China) can determine solutions to maximize profit. |
| 04 | CUSTOMER RETENTION | A loyalty program should be considered to keep existing customers engaged with Rockbuster as it evolves into a streaming service. |
| 05 | SHORTER RENTAL TIMES | The most popular and lucrative films all had a shorter rental duration of 3 days. Shorter rent times with lower prices can encourage customers to make purchases more frequently. |

Thank you!



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[Tableau Link](#)