



Rockbuster Stealth LLC

RE-ADAPTING TO THE DIGITAL MARKET

DATA ANALYSIS
BY GERARDO GARCIA

KEY POINTS AND GOALS

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

Management **is planning** to use its existing movie licenses **to launch an online video rental service** in 2020 in order to stay competitive.

- ☐ 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?

DATA OVERVIEW (FEB - MAY 2007)

Films

		release year	rental duration (days)	rental rate (\$)	length (minutes)	replacement cost (\$)
max avg min	2006		7	4.99	185	29.99
	2006		4.985	2.98	115.272	19.984
	2006		3	0.99	46	9.99

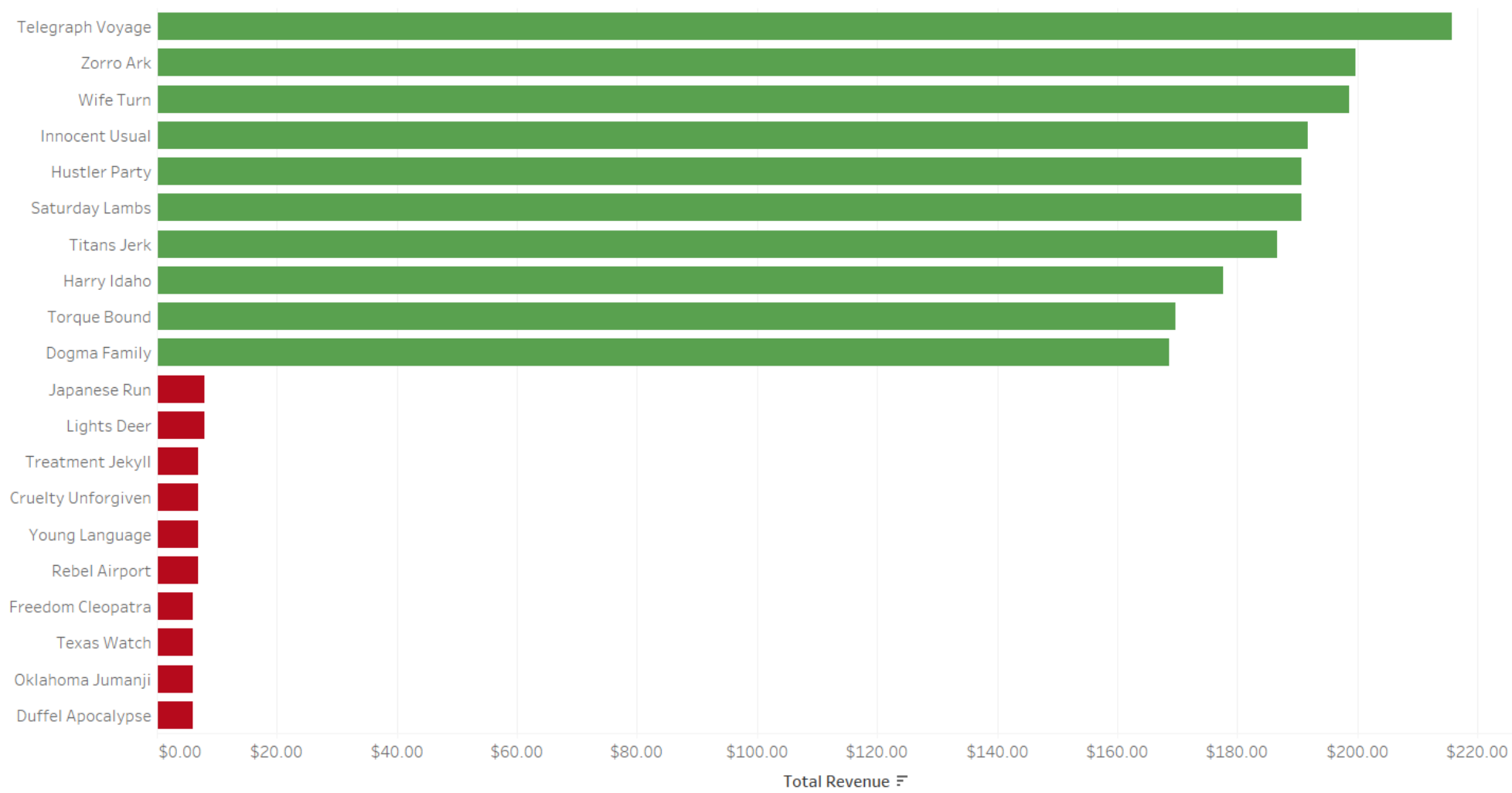
Customer

total customer count	total_revenue (\$)	average customer spending (\$)
599	61312.04	102.36

Ratings

rating	average rental rate (\$)
PG	3.05
R	2.94
NC-17	2.97
PG-13	3.03
G	2.89

BEST AND WORST PERFORMING MOVIES



**From 1000
movies, there
were 42 movies
which were
never rented!!!
(list in Excel)**

RENTAL DURATION



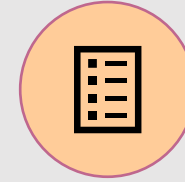
CUSTOMER RENTAL DURATION

Minimum: 1.5 days

Average: 4.5 days

Maximum: 6.9 days

This represents the time difference between renting the movie and returning it. *



INVENTORY RENTAL DURATION

Minimum: 3 days

Average: 4.9 days

Maximum: 7 days

These are the operational values for rental duration. How long can a certain movie be rented?

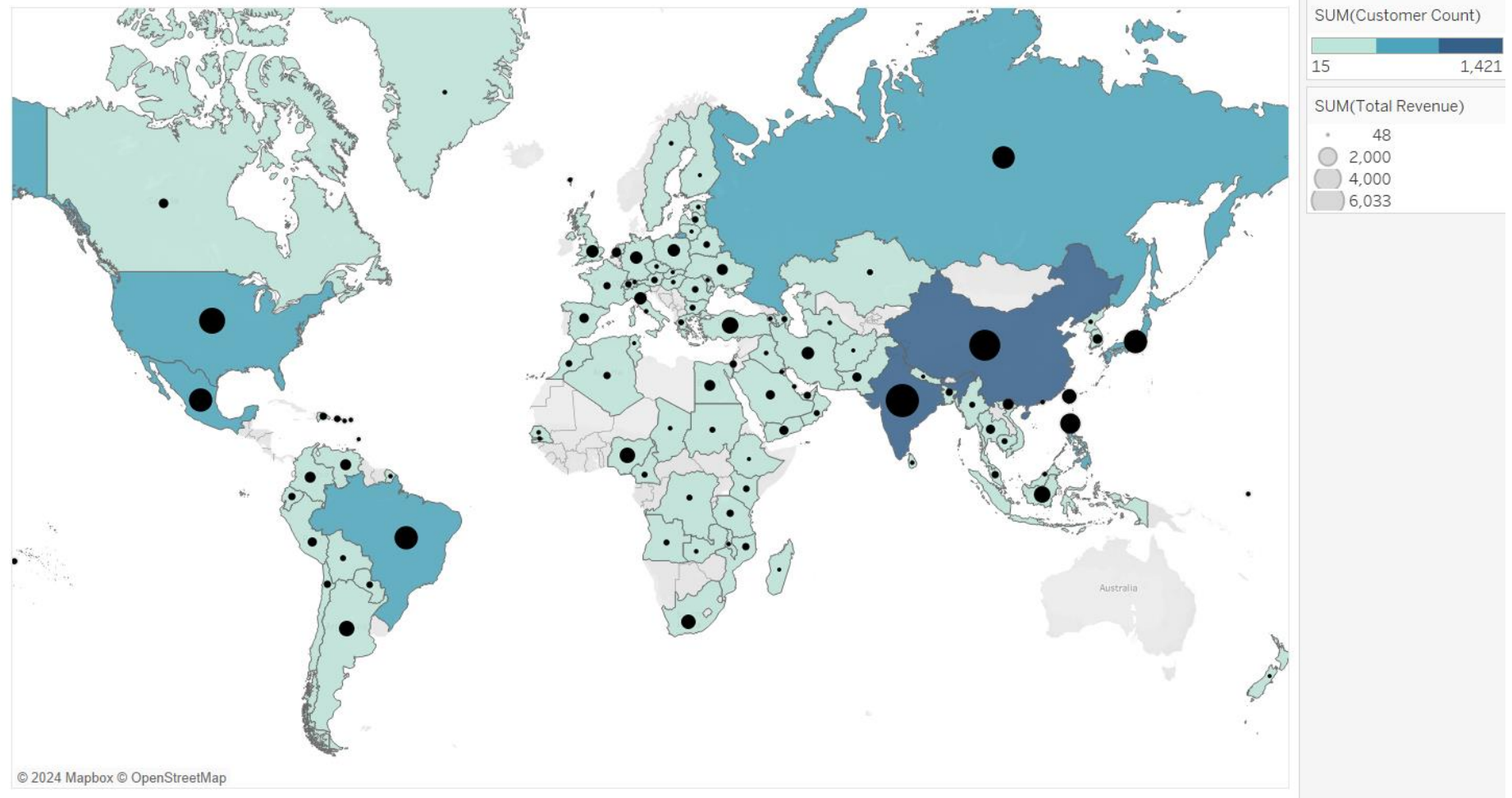
*Although the customer values are lower than the operational ones, there were also renewals in the dataset. This means that some rental durations surpassed the maximum allowed duration.

WORLDWIDE CUSTOMER DISTRIBUTION

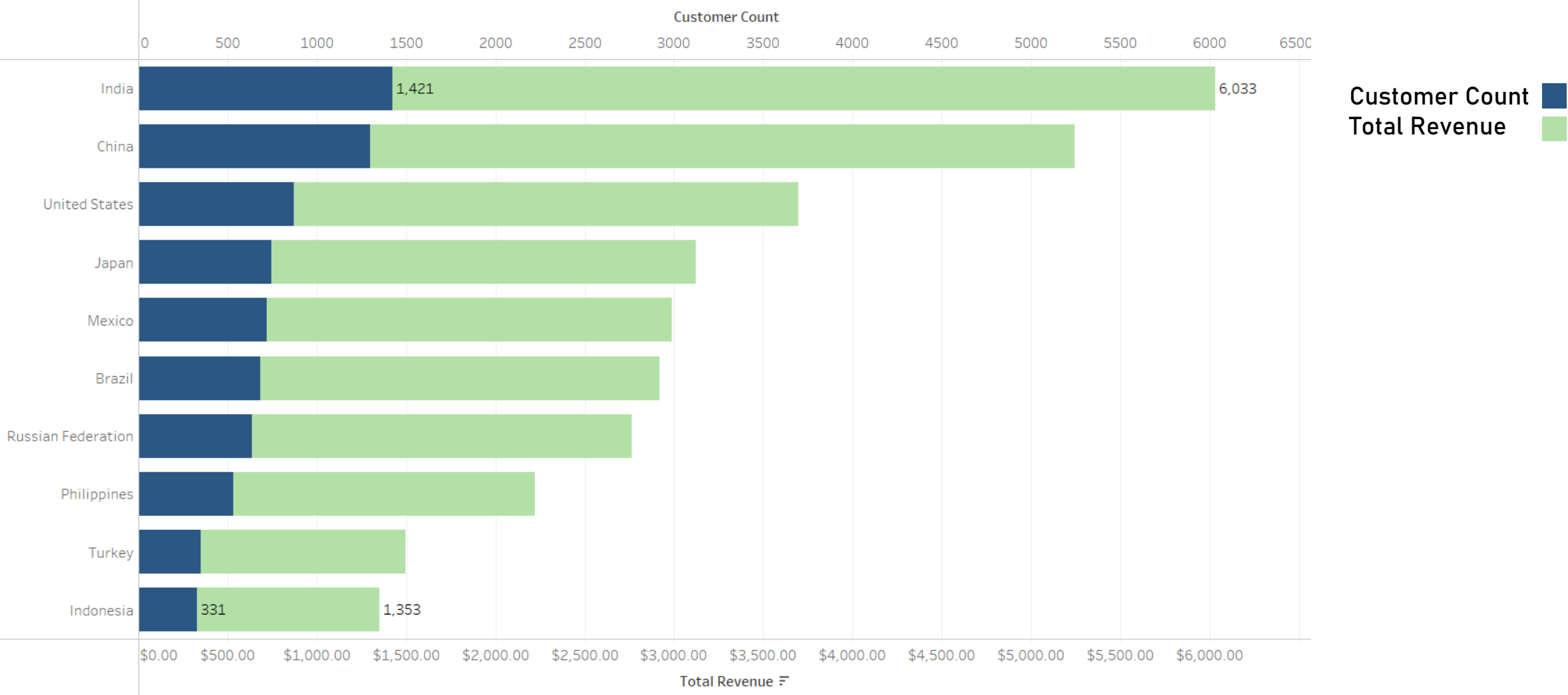
Largest markets are located in:

- ☐ ASIA
- ☐ AMERICA

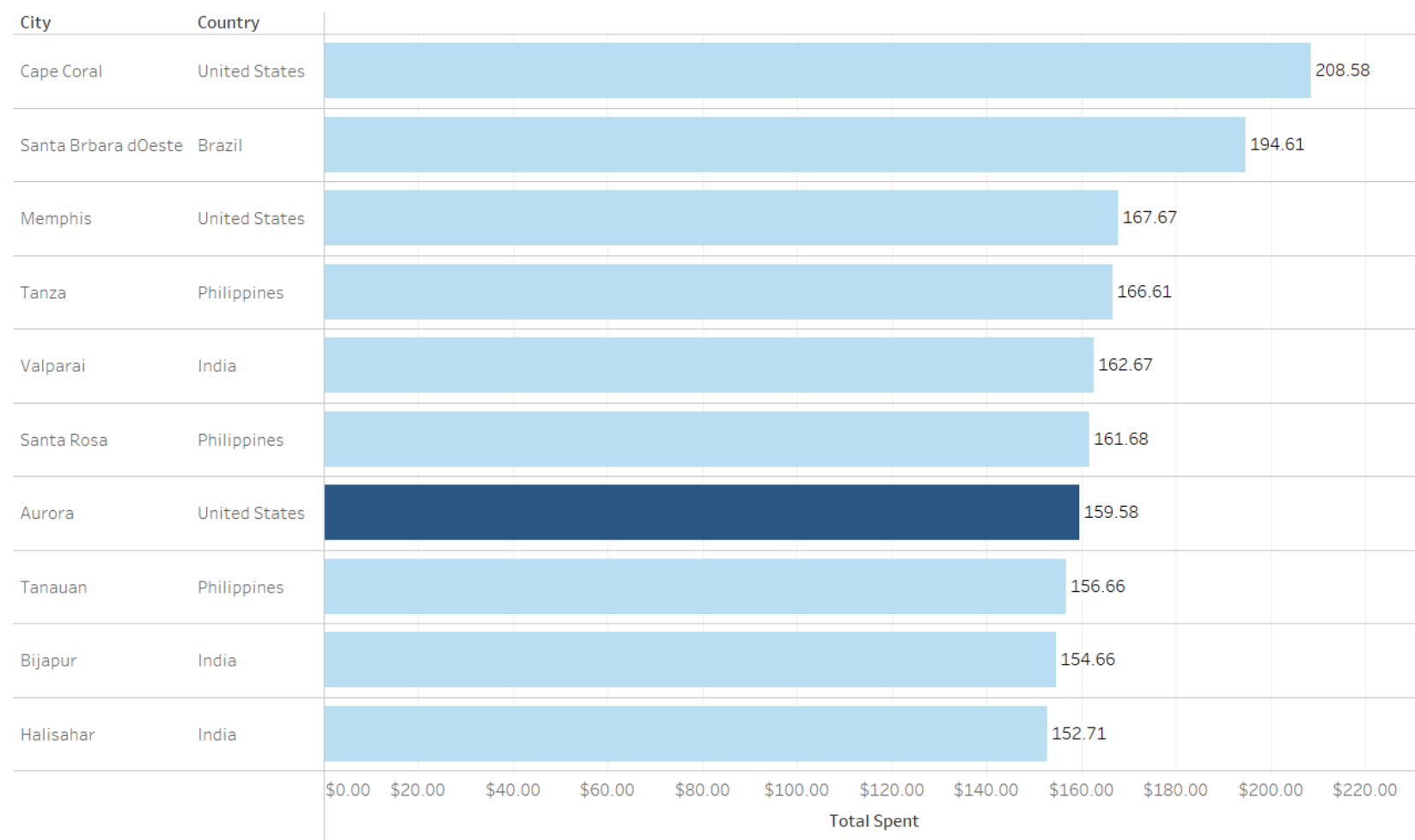
Specifically **India and China**.



TOP 10 COUNTRIES



TOP 10 CITIES



- ❑ All cities have 1 customer except of 2 cities in the whole database.
- ❑ Highest spent in all top-country-cities was **\$208,58 (Cape Coral, US)**
- ❑ Lowest spent in all top-country-cities was **\$32.90. (Fuzhou, China)**

- ❑ Focus most of the efforts in the top 5 countries.
- ❑ Disregard the movies that are not being rented.
- ❑ Give bonuses or incentives to current customers so that they switch to new online platform.
- ❑ Tailor marketing campaigns in the cities with the strongest presence

NEXT STEPS



THANK YOU



GERARDO-GARCIA-ANALYTICS@GMAIL.COM



[HTTPS://WWW.LINKEDIN.COM/IN/GERARDO-GARCIA-ANALYTICS/](https://www.linkedin.com/in/gerardo-garcia-analytics/)

3.10 Rockbuster Stealth Visualizations | Tableau Public