

ROCKBUSTER STEALTH LLC

DATA-DRIVEN ANALYSIS &
BUSINESS STRATEGY FOR AN
ONLINE VIDEO RENTAL SERVICE

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BACKGROUND

Rockbuster Stealth LLC, a global movie rental company, is planning to utilize their existing movie licenses to launch a new online video rental service in response to the rise of streaming services like Netflix and Amazon Prime.

OBJECTIVES

Seeking analytical responses to the following business inquiries, to inform the company's strategy for 2020:

- 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?
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LIMITATIONS & CONSTRAINTS

- There are **only two registered stores** in the database: one in Lethbridge, Canada, and a second one in Woodridge, Australia. We therefore need to assume that either only two stores exist or that the data from these specific stores reasonably represents the entire stores network.
- **All movies were released in 2006**, and **all payments were made in 2007**. Consequently, we need to assume the data set adequately represents the overall performance of the company over the years.



EXPLORATORY DATA ANALYSIS (EDA)

Overview

- 1,000 movies
- 17 categories
- English language only
- Release year for all movies: 2006
- Rating: PG-13, NC-17, R, PG, G

Rental Duration

Max: 7 Days
Min: 3 Days
Average: 5 Days

Rental Rate

Max: \$4.99
Min: \$0.99
Average: \$2.98

Replacement Cost

Max: \$29.99
Min: \$9.99
Average: \$19.98

Movie Length

Max: 185 minutes
Min: 46 minutes
Average: 115 minutes

ANSWERING BUSINESS QUESTIONS

Which movies contributed the most/least to revenue gain?

Top 10 Movies by Revenue



Bottom 10 Movies by Revenue

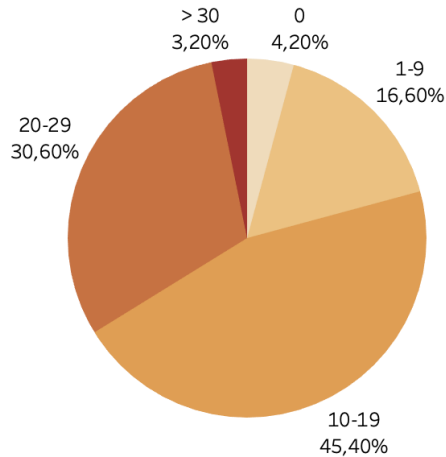


- Understanding which movies generate the most revenue can guide the company in **acquiring similar content** or **negotiating better deals** with distributors for popular titles.
- Insights into revenue generation can guide marketing and promotional efforts, focusing resources on **promoting high-revenue-generating movies** and **increasing visibility for lesser-known titles** to boost revenue.

ANSWERING BUSINESS QUESTIONS

What insights can be gained to optimize future film distribution strategies based on rental history?

Distribution of Movies Based on Rental Count

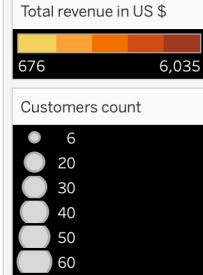
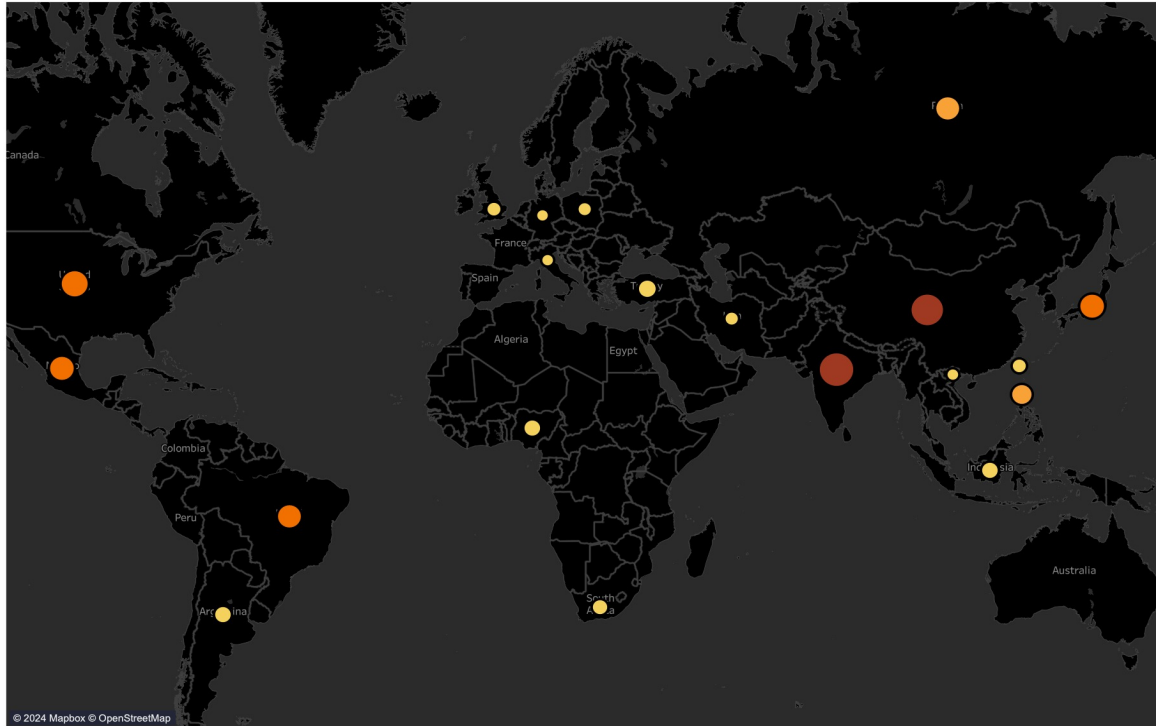


- **4%** of the 1000 movies in Rockbuster Stealth's collection were **not rented at all**.
- Only **3%** of the movies were **rented more than 30 times**.
- **Most of the movies** were **rented 10 to 19 times**.
- By prioritizing movies with high rental counts, the company can **maximize revenue generation** by focusing resources on acquiring, promoting, and featuring content that attracts the most rentals.
- Regularly monitoring this distribution can also **inform the company's content acquisition strategy**, guiding decisions on licensing agreements.

ANSWERING BUSINESS QUESTIONS

Which countries are Rockbuster customers based in?

Geographical Distribution of Customers and Revenue (Top 20 Countries)



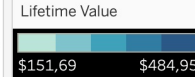
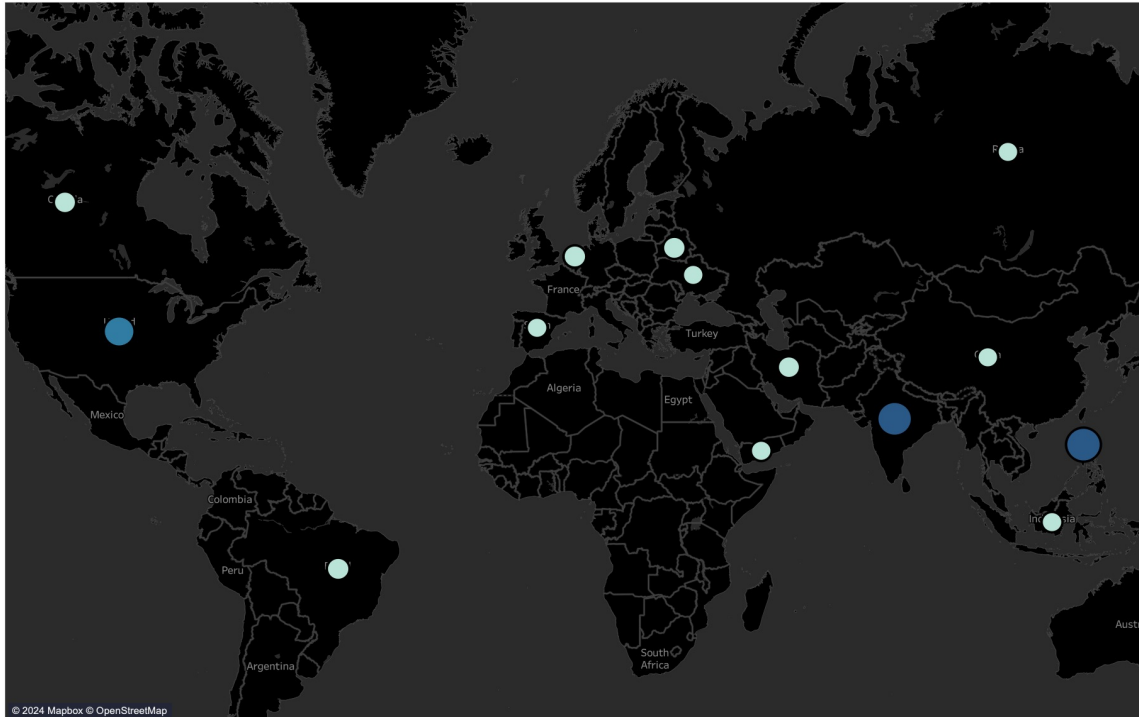
Top 10 countries
based on revenue
and customers
count:

1. India
2. China
3. United States
4. Japan
5. Mexico
6. Brazil
7. Russian Federation
8. Philippines
9. Turkey
10. Indonesia

ANSWERING BUSINESS QUESTIONS

Where are customers with a high lifetime value based?

Geographical Distribution of Customers with Highest Lifetime Value



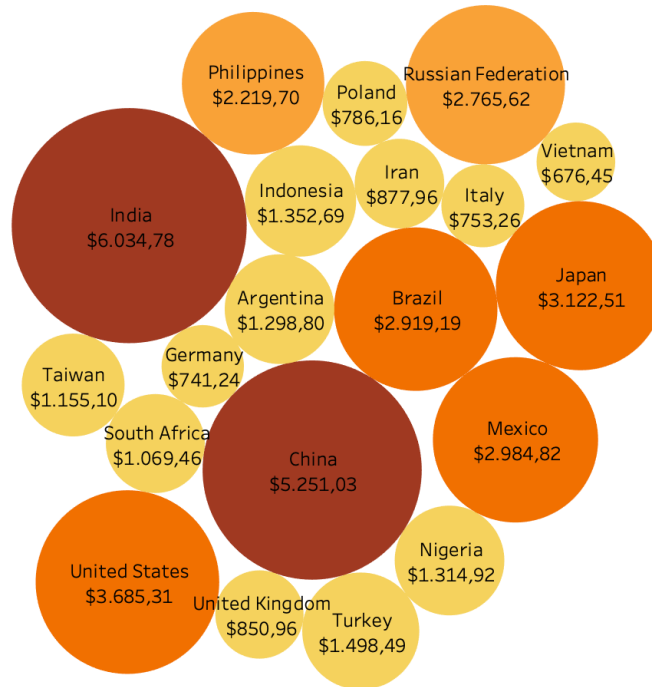
Top 10 countries
based on
customers with
highest lifetime
value:

1. Philippines
2. India
3. United States
4. Brazil
5. Netherlands
6. Belarus
7. Iran
8. Canada
9. Spain
10. Yemen

ANSWERING BUSINESS QUESTIONS

Do sales figures vary between geographic regions?

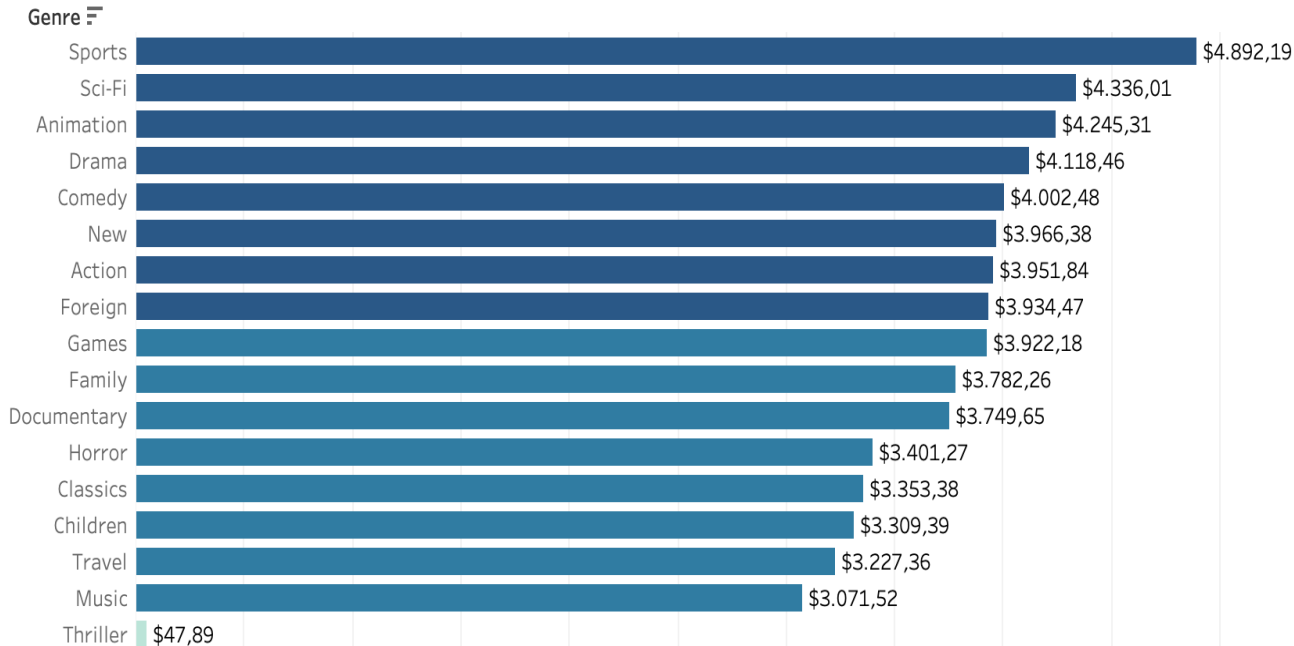
Top 20 Countries by Revenue



ANSWERING BUSINESS QUESTIONS

Do sales figures vary between different genres?

Sales Figures by Genre



- Identifying the most revenue-generating genres can help **understand customer preferences** and trends, allowing the company to curate their catalogue to better match customer tastes.
- Rental fees can be adjusted** based on the popularity of genres, while **promotions can be offered** for less popular genres to boost revenue.

RECOMMENDATIONS & OUTLINE

- The online rental service ought to **launch** primarily **in India, China, and the US** to have access to these expansive markets.
- To appeal to a broader audience, **films in local languages** (especially from India and China) should be incorporated.
- We should focus our marketing resources on **promoting movies from high-revenue-generating genres** to attract customers and increase rentals. **Promotions can be offered** for less popular genres to boost revenue.
- To optimize resources, we should consider **discontinuing movies with limited rental history**.
- When expanding our collection, we should **balance inventory with movies from different revenue-generating genres** to ensure a diverse selection that appeals to a wider range of customers, enhancing customer satisfaction and retention.
- **Regular evaluation of the distribution of movie rental counts** is crucial for informed decision-making during license renewals.

THANKS!

Do you have any questions?
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