



Rockbuster Stealth

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Overview

- ▶ Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.
- ▶ The Management Board has asked a series of business questions and they expect data-driven answers that they can use for their 2020 company strategy.

Key Questions

- ▶ 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?

Which movies contributed the most/least to revenue gain?

Top 10 highest revenue films

| Title | Rating | Genre | Revenue |
|------------------|--------|-------------|---------|
| Telegraph Voyage | PG | Music | 215.75 |
| Zorro Ark | NC-17 | Comedy | 199.72 |
| Wife Turn | NC-17 | Documentary | 198.73 |
| Innocent Usual | PG-13 | Foreign | 191.74 |
| Hustler Party | NC-17 | Comedy | 190.78 |
| Saturday Lambs | G | Sports | 190.74 |
| Titans Jerk | PG | Sci-Fi | 186.73 |
| Harry Idaho | PG-13 | Drama | 177.73 |
| Torque Bound | G | Drama | 169.76 |
| Dogma Family | G | Animation | 168.72 |

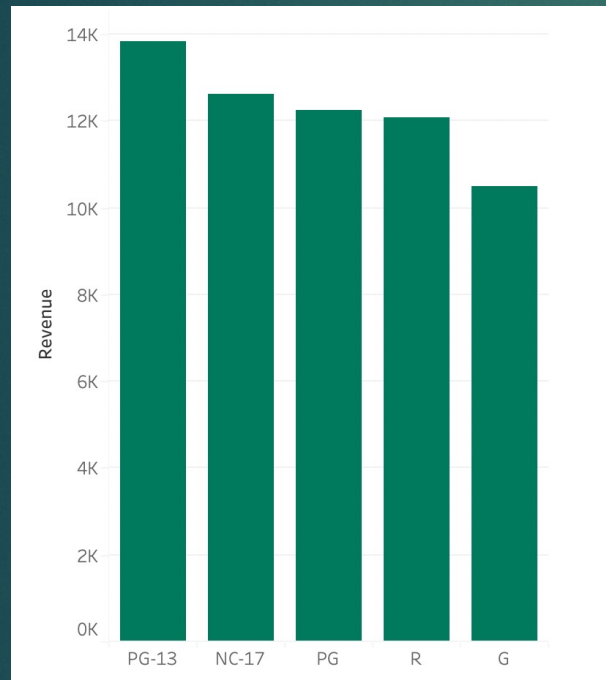
Top 10 lowest revenue films

| Title | Rating | Genre | Revenue |
|--------------------|--------|-------------|---------|
| Duffel Apocalypse | G | Documentary | 5.94 |
| Oklahoma Jumanji | PG | New | 5.94 |
| Texas Watch | NC-17 | Horror | 5.94 |
| Freedom Cleopatra | PG-13 | Comedy | 5.95 |
| Rebel Airport | G | Music | 6.93 |
| Young Language | G | Documentary | 6.93 |
| Cruelty Unforgiven | G | Classics | 6.94 |
| Treatment Jekyll | PG | Drama | 6.94 |
| Lights Deer | R | Classics | 7.93 |
| Japanese Run | G | Horror | 7.94 |

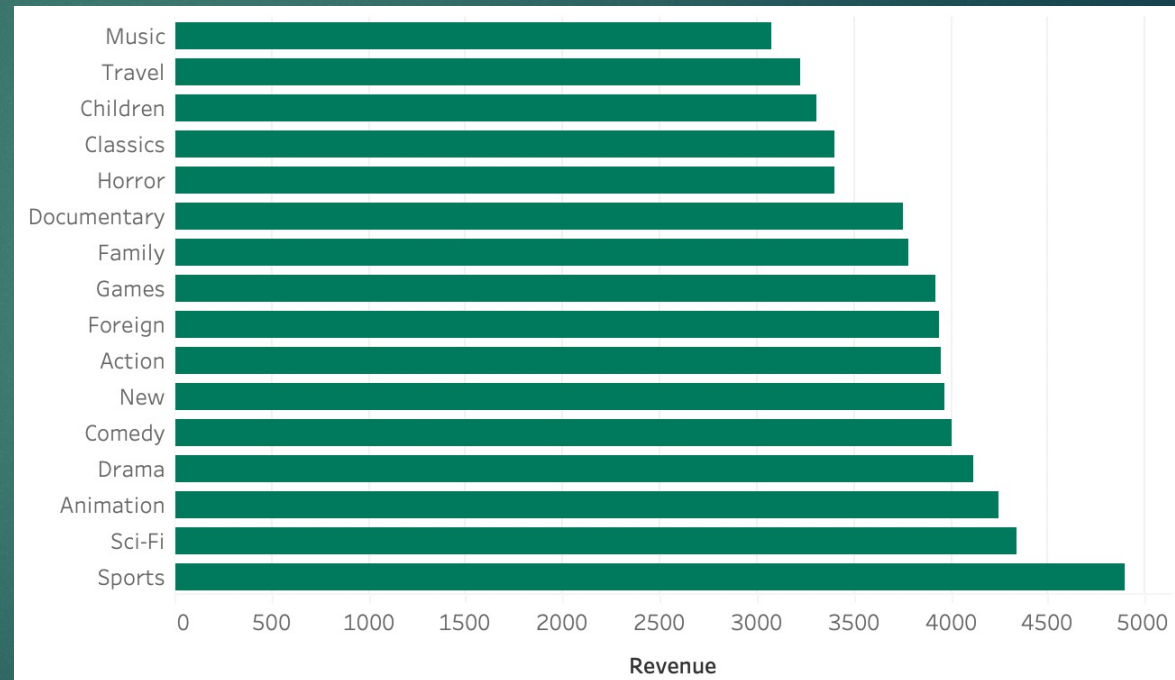
- ▶ Out of all the 1000 movies available, the 10 most popular brought in 3x more revenue than the 10 least popular.

Which movies contributed the most/least to revenue gain?

Revenue by Film Rating



Revenue by Genre



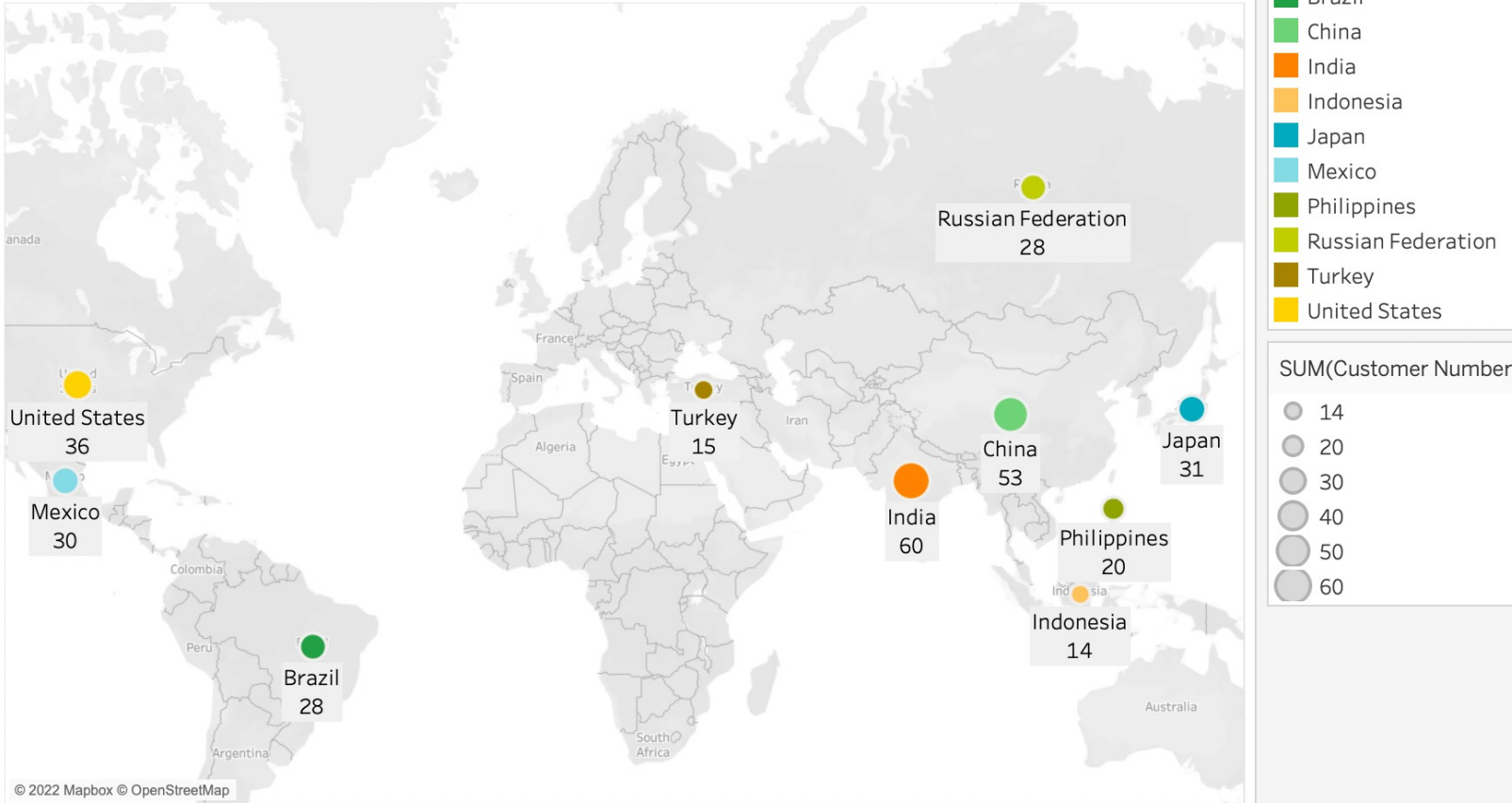
- ▶ Pg-13 films under the Sports, Sci-Fi, and Animation genre will bring in the most revenue.
- ▶ Rated G films in the music genre will bring in the least revenue.

What was the average rental duration for all videos?

- ▶ Customers average rental duration is approximately 5 days.

| Minimum | Average | Maximum |
|---------|------------|---------|
| 3 days | 4.985 days | 7 days |

Top 10 Countries Customer Count

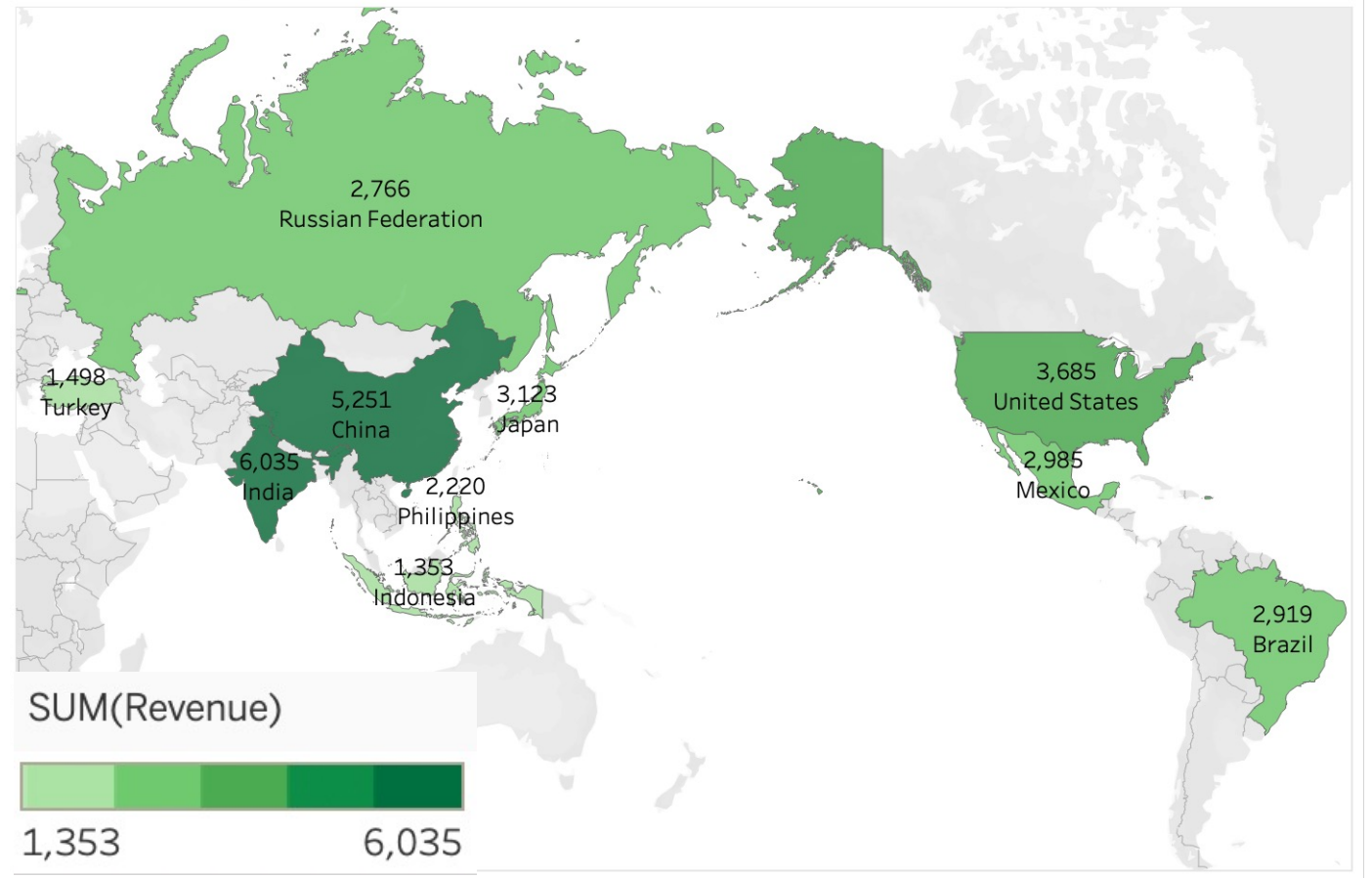


Which countries are Rockbuster customers based in?

- ▶ The top 3 countries with the most customers are India, China and the United States.

Do sales figures
vary between
geographic
regions?

Revenue Map



- ▶ The top 3 countries with the most revenue are also India, China and the United States.
- ▶ This indicates that the more customers a country has, the more revenue it will bring in.

Where are customers with a high lifetime value based?

- ▶ The top customers are not all from the top 3 countries, indicating there is still potential to build more cliental in other countries.

| First Name | Last Name | City | Country | Total Amount Paid |
|------------|-----------|-----------|---------------|-------------------|
| Casey | Mena | Tokat | Turkey | \$130.68 |
| Sara | Perry | Atlixco | Mexico | \$128.7 |
| Leslie | Seward | Pontianak | Indonesia | \$123.72 |
| Alan | Kahn | Emeishan | China | \$119.75 |
| Clinton | Buford | Aurora | United States | \$98.76 |

Recommendations

- ▶ More customers has shown to contribute to more revenue.
- ▶ Market rental services in regions with the most customers and highest revenue.
 - ▶ India, China, and the United States.
- ▶ Contain the films that bring in the most revenue.
- ▶ Contain films in the most popular categories.
 - ▶ Top 3 genres: Sports, Sci-Fi, and Animation.
 - ▶ Top 3 movie ratings: Pg-13, NC-17, and ~~PG~~.
- ▶ Set movie rental periods for 5 days.

Appendix

- ▶ Tableau link:
https://public.tableau.com/app/profile/isabel.gonzalez1197/viz/Task3_10_16588150764940/RevenueMap?publish=yes