



TWENTY

YEARS OF EXPERIENCE VIDEO RENTAL CHAIN
AROUND THE WORLD

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EVOLUTION OF ROCKBUSTER STEALTH PLC IN THE NEW MILLENNIUM

Predicting Rockbuster Stealth PLC success in renting movie with data analytics



ABOUT US

PREDICTING ROCKBUSTER STEALTH PLC SUCCESS IN RENTING MOVIE WITH DATA ANALYTICS

WHAT HAS CHANGED IN THE ENTERTAINMENT INDUSTRY?

The movie industry has always seen rapid growth. 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. In this case study, Rockbuster Stealth's Business Intelligence (BI) department is tasked to help with the

launch strategy for the new online video service. The BI department helped other departments, from inventory to customer insights with data-related queries. All Rockbuster's data has now been loaded into a relational database management system (RDBMS) and SQL is used to analyse the data and answer the business questions that other departments may have.



OBJECTIVES

The Rockbuster Stealth Management Board has asked a series of business question and they expect data driven answers that they can use for their 2022 company strategy.



KEY QUESTIONS

HERE ARE THE MAIN QUESTIONS MANAGEMENT BOARD WOULD LIKE TO KNOW:

- 1 WHICH MOVIES CONTRIBUTED THE MOST / LEAST TO REVENUE GAIN?
- 2 WHAT WAS THE AVERAGE RENTAL DURATION FOR ALL VIDEOS?
- 3 WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?
- 4 WHERE ARE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?
- 5 DO SALES FIGURES VARY BETWEEN GEOGRAPHIC REGIONS?

WHAT IS CURRENT STATUS?

ROCKBUSTER STEALTH PLC

RENTAL COST FOR A FILM

\$2.98

AVERAGE RENTAL COST FOR A FILM

RENTAL LENGTH FOR A FILM

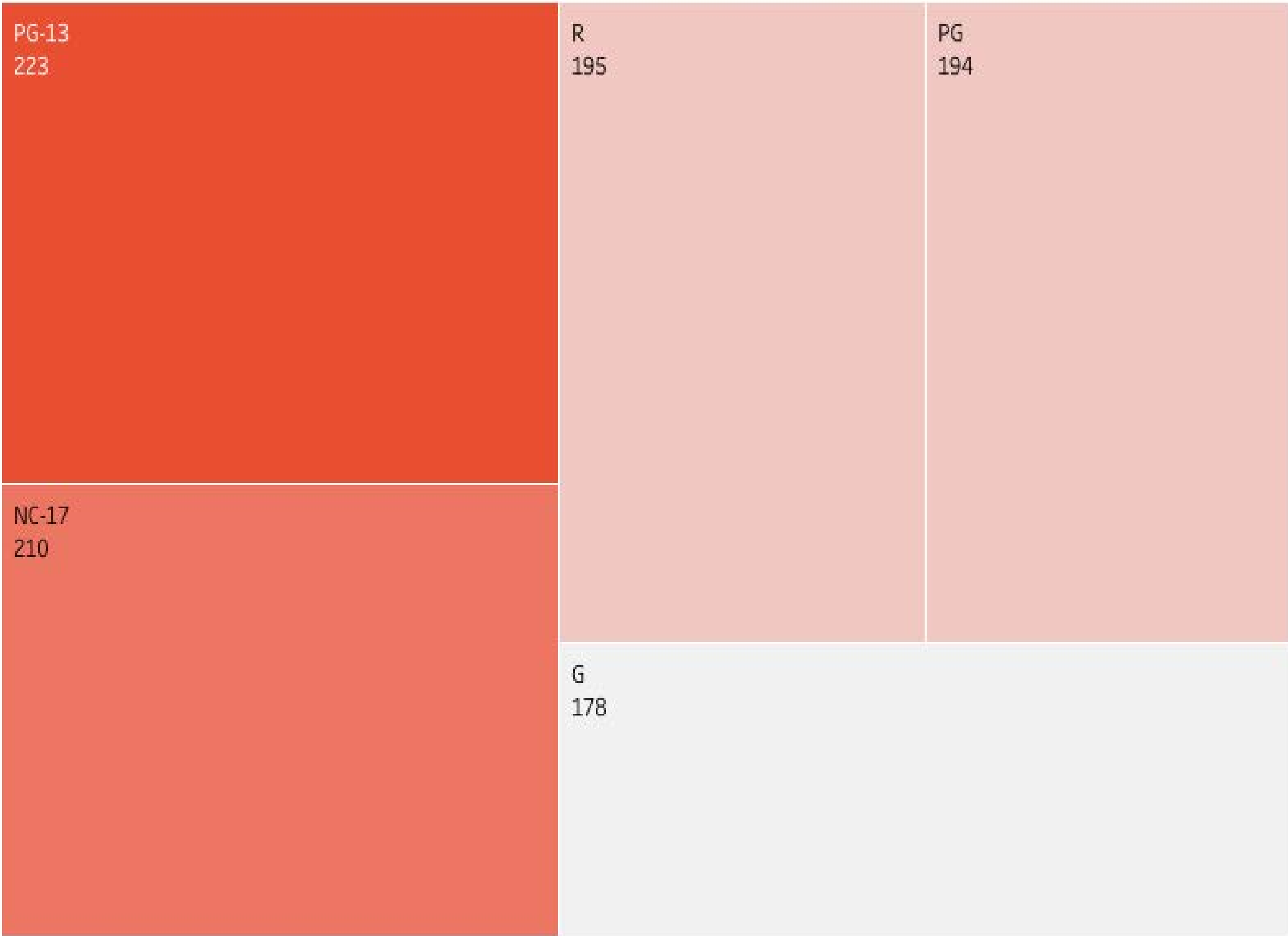
5 DAYS

AVERAGE RENTAL LENGTH FOR A FILM

REPLACEMENT COST FOR A FILM

\$19.98

AVERAGE REPLACEMENT COST FOR A FILM



- 1

HOW MANY FILMS FOR RENT ?

IN TOTAL OF 1,000 FILMS: 223 RATING PG-13, 210 RATING NC-17, 195 RATING R , 194 RATING PG, 178 RATING G
- 2

WHAT IS THE MAX, MIN, AVERAGE RENTAL COST FOR A FILM ?

MINIMUM RENTAL COST : \$0.99; MAXIMUM RENTAL COST: \$4.99; AVERAGE RENTAL COST: \$2.98
- 3

WHAT IS THE MAX, MIN, AVERAGE RENTAL DURATION FOR A FILM?

MINIMUM RENTAL DURATION : 3 DAYS ; MAXIMUM RENTAL DURATION : 7 DAYS ; AVERAGE RENTAL DURATION : 5 DAYS
- 4

WHAT IS THE MAX, MIN, AVERAGE REPLACEMENT COST FOR A FILM?

MINIMUM REPLACEMENT COST : \$9.99 ; MAXIMUM REPLACEMENT COST : \$29.99 ; AVERAGE REPLACEMENT COST : \$19.98

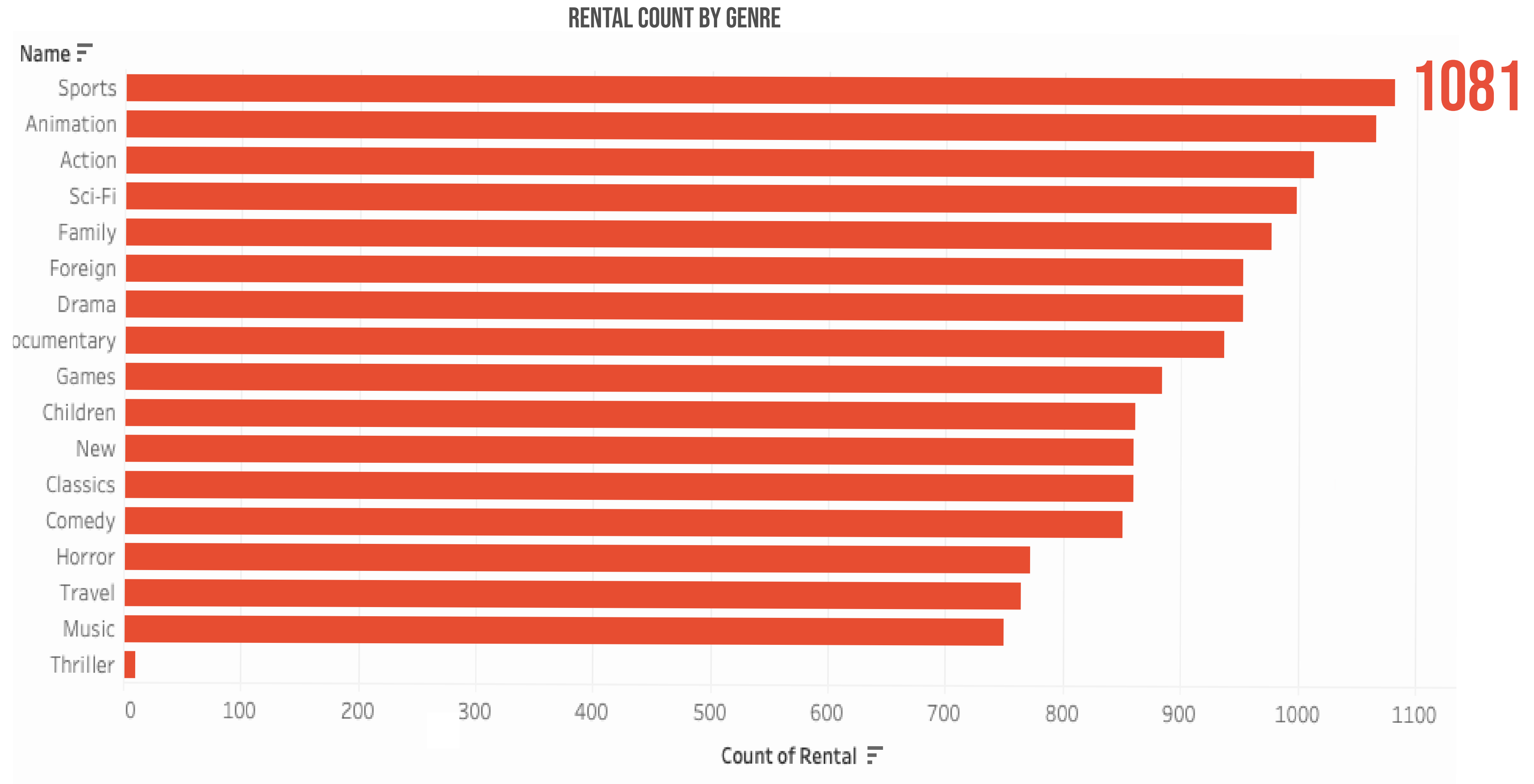
MOVIE'S GENRE TYPE SPORTS GAIN THE MOST RENTAL COUNT IN THE WORLD.

1,081

REVENUE ANALYSIS

WHICH MOVIE'S GENRE HAS THE BEST RENTAL COUNT?

Movie's genre type **SPORTS** has the best rental count in the world (1,081).

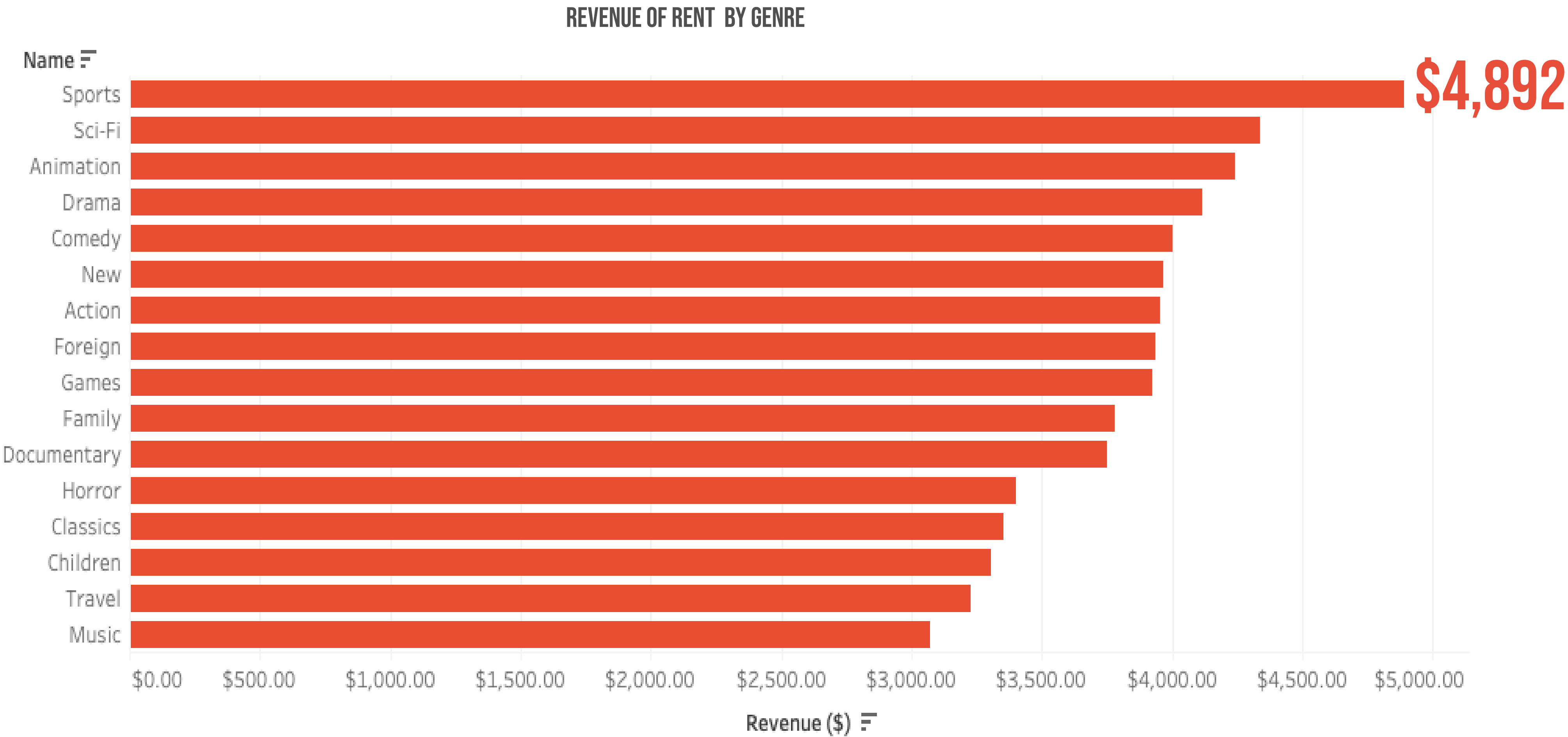


\$4,892 | MOVIE'S GENRE TYPE SPORTS GAIN THE BEST REVENUE IN THE WORLD.

REVENUE ANALYSIS

WHICH MOVIE'S GENRE GAINS THE BEST REVENUE?

Movie's genre type **SPORTS** gains the best revenue n the world (\$4,892).



\$130.7 | THE HIGH LIFETIME VALUE CUSTOMER WAS BASED IN TOKAT, TURKEY.

CUSTOMER ANALYSIS

WHERE ARE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?

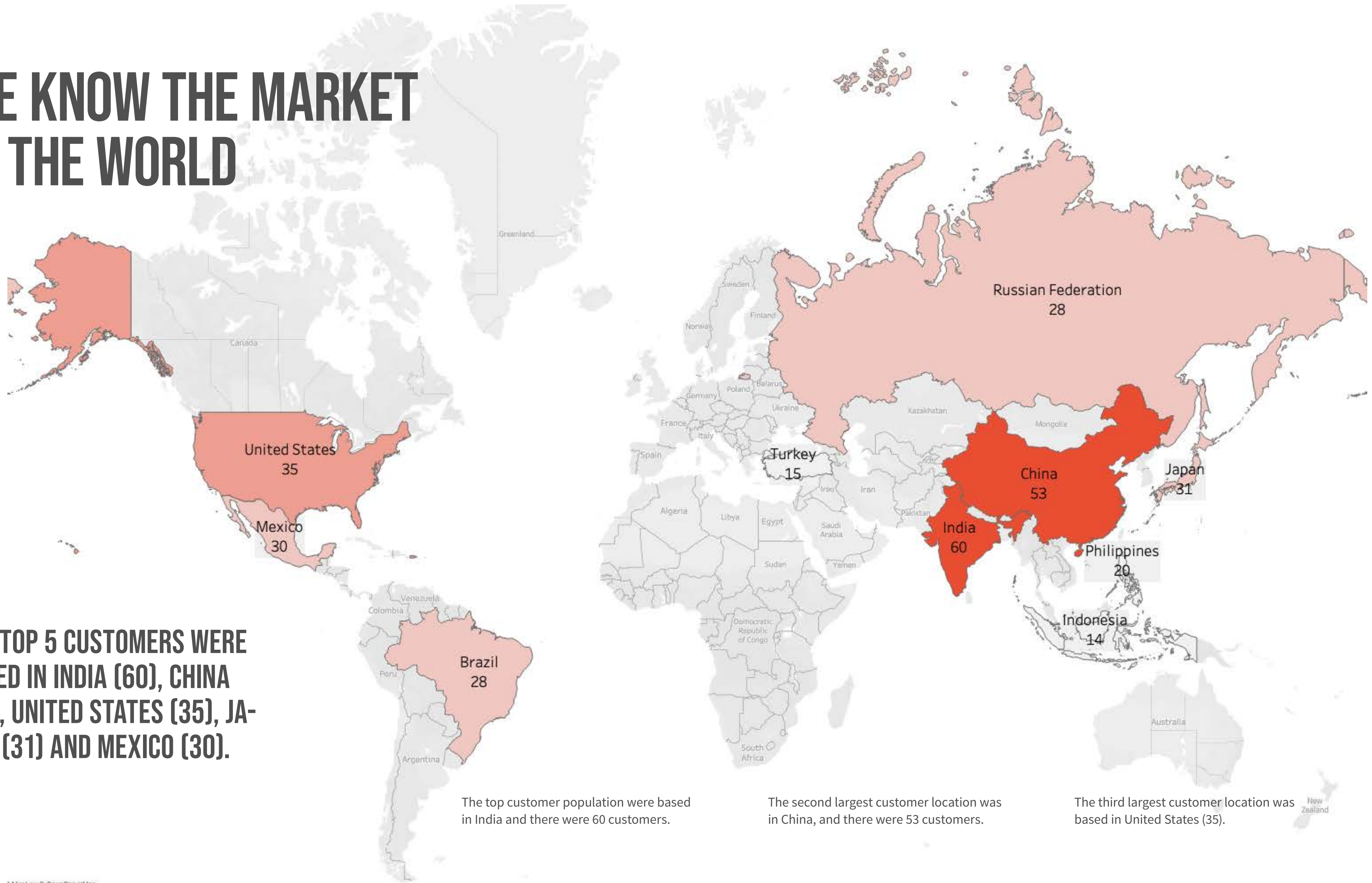
TOP 3: Casey Mena in Tokat, Turkey (\$130.68); Sara Perry in Atlixco, Mexico (\$128.70) & Leslie Seward in Pontianak, Indonesia (\$123.72).

Customer Id (Rental1.Csv1)	First Name	Last Name	Country (Country1.Csv1)	City (City1.Csv1)	
566	Casey	Mena	Turkey	Tokat	\$130.68
84	Sara	Perry	Mexico	Atlixco	\$128.70
506	Leslie	Seward	Indonesia	Pontianak	\$123.72
389	Alan	Kahn	China	Emeishan	\$119.75
537	Clinton	Buford	United States	Aurora	\$98.76
216	Natalie	Meyer	Brazil	Aparecida de Goinia	\$90.78
72	Theresa	Watson	Philippines	Taguig	\$88.73
238	Nellie	Garrett	India	Shimoga	\$86.81
93	Phyllis	Foster	China	Zalantun	\$76.80
164	Joann	Gardner	Turkey	Tarsus	\$64.85
330	Scott	Shelley	United States	Aurora	\$60.82

60 | THE TOP LARGEST CUSTOMERS OF ROCKBUSTER WAS IN INDIA.

WE KNOW THE MARKET IN THE WORLD

THE TOP 5 CUSTOMERS WERE BASED IN INDIA (60), CHINA (53), UNITED STATES (35), JAPAN (31) AND MEXICO (30).



The top customer population were based in India and there were 60 customers.

The second largest customer location was in China, and there were 53 customers.

The third largest customer location was based in United States (35).

THE TOP BEST REVENUES COUNTRY
| WAS IN INDIA.

\$6,033



LOWEST REVENUES

\$47.85

AMERICAN SAMOA

Country (Country1.Csv1)	
American Samoa	\$47.85
Lithuania	\$63.78
Saint Vincent and the G..	\$64.82
Tonga	\$64.84
Afghanistan	\$67.82
Tunisia	\$73.78
Finland	\$78.79
Slovakia	\$80.77
New Zealand	\$85.77
Ethiopia	\$91.77

TOP BEST REVENUES

Country (Country1.Csv1)	
India	\$6,032.79
China	\$5,247.04
United States	\$3,694.27
Japan	\$3,121.52
Mexico	\$2,984.82
Brazil	\$2,919.19
Russian Federation	\$2,765.62
Philippines	\$2,219.70
Turkey	\$1,498.49
Indonesia	\$1,352.69

HIGHEST REVENUES

\$6,033

INDIA

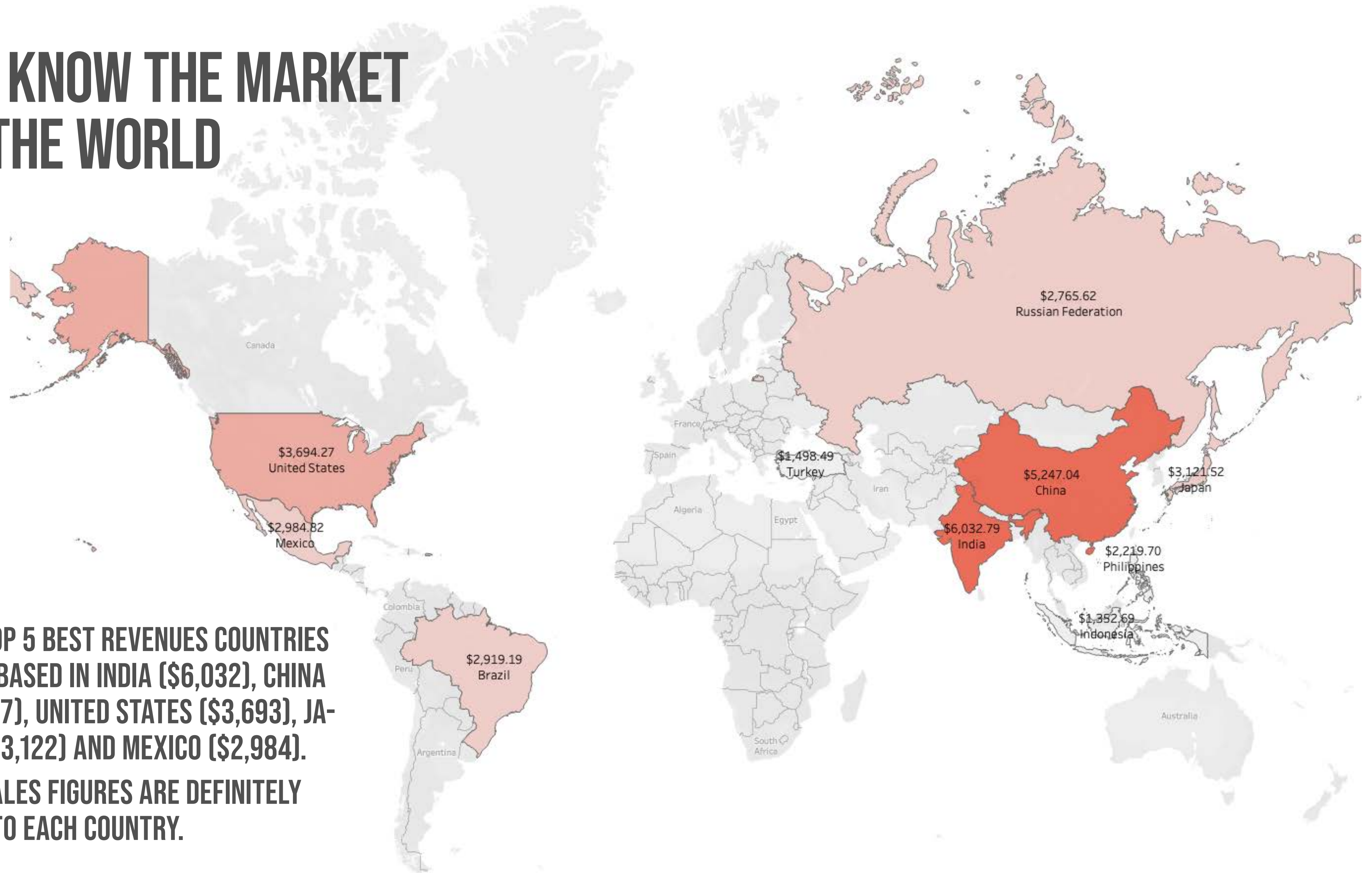
\$47.85
American Samoa

\$64.84
Tonga

\$85.77
New Zealand

WE KNOW THE MARKET IN THE WORLD

THE TOP 5 BEST REVENUES COUNTRIES WERE BASED IN INDIA (\$6,032), CHINA (\$5,247), UNITED STATES (\$3,693), JAPAN (\$3,122) AND MEXICO (\$2,984). THE SALES FIGURES ARE DEFINITELY VARY TO EACH COUNTRY.



SUMMARY

BASED ON THE DATABASE RECEIVED, WE REVEALED THE FOLLOWINGS:



1

AVERAGE RENTAL COST, AVERAGE RENTAL DURATION AND AVERAGE REPLACEMENT COST

Average rental cost for a film is \$2.98 and the replacement cost for a film is \$19.98. The average rental duration is 5 days.

2

MOST RENTAL COUNT & GAIN THE MOST REVENUES BASED ON MOVIE'S GENRE

Movie's genre type SPORTS was the most rental count (1,081) and it gains the most revenue in the world (\$4,892).

3

GENRE TYPE ANIMATION WAS THE SECOND BEST RENTAL COUNT BUT NOT IN REVENUES

Genre type Animation was the second best rental count (1,065) but the revenue gained from Animation was behind Sci-Fi.

4

TOP 3 CUSTOMERS WHO HAD THE HIGHEST LIFETIME VALUE

Casey Mena in Tokat, Turkey (\$130.68); Sara Perry in Atlixco, Mexico (\$128.70) & Leslie Seward in Pontianak, Indonesia (\$123.72) were the top 3 customers who had the highest lifetime value.

5

TOP 5 COUNTRIES ROCKBUSTER CUSTOMERS BASED IN

India, China, United States, Japan and Mexico were the top 5 countries Rockbuster customers based in.

6

TOP 5 COUNTRIES ROCKBUSTER GAINED THE HIGHEST REVENUES AND LOWEST REVENUES

India, China, United States, Japan and Mexico gained the highest revenues in the world. American Samoa, Lithuania, Saint Vincent and the Grenadines, Tonga and Afghanistan gained the lowest revenue.

RECOMMENDATION

WE WOULD RECOMMEND THE FOLLOWING ACTIONS:

1

CONTINUE INVESTMENT IN MOVIE GENRE SPORTS

Rockbuster could invest on movie type SPORTS, making it as online movie for renting.

2

FURTHER INVESTIGATION ON MOVIE GENRE ANIMATION AND SCI-FI

Rockbuster could carry out a further investigation on movie genre Animation to find out why the revenue is lower than SCI-FI.

3

KEEP THE CUSTOMER WHO HAD THE HIGHER LIFETIME VALUE

Rockbuster could develop lower subscription fees in the business to keep their customer who had the higher lifetime value.

4

INVESTMENT TO WHERE ROCKBUSTER CUSTOMERS BASED IN

Rockbuster could market their online movies to where their customers most based in, especially in India, China, United States, Japan and Mexico.

5

FURTHER INVESTIGATION TO THE LOW-EST REVENUES COUNTRIES

Rockbuster could carry out a further investigation to the lowest revenues countries to find out why the revenues were low. It might be due to infrastructure, rental rate, late rental return etc.



NEXT STEP

NEXT STEP

WE WOULD RECOMMEND THE FOLLOWING STEPS:

1

COLLECT YEARLY RENTAL DATABASE FROM ROCKBUSTER

Collect annual rental database from Rockbuster could understand the customer behaviour in renting the movies.

2

FURTHER INVESTIGATION ON MOVIE GENRE ANIMATION AND SCI-FI

Further investigation on movie's genre Animation & Sci-Fi, to understand why the revenue for Animation is lower than Sci-Fi.

3

FURTHER INVESTIGATION TO THE LOW-EST REVENUES COUNTRIES

Further investigation to the lowest revenues countries to find out why the revenues were low. It might be due to infrastructure, rental rate, late rental return etc. Local interview could be conducted in these countries.



THANK YOU

A white icon of a laptop computer. The screen of the laptop displays the text 'www' in a simple, sans-serif font.

**PRESENTED BY:
LEE HENG CHUAH**

DATA ANALYST ROCKBUSTER STEALTH PLC

[LINK TO TABLEAU](#)



THANK YOU

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