GUIDING ROCKBUSTER STEALTH INTO THE ONLINE VIDEO RENTAL MARKET

A Presentation by Jackson Lanier

Introduction

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

◦ Rockbuster faces 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.

Objectives

◦ Address key questions surrounding Rockbuster's current performance

◦ Answer questions with data-driven insights and visuals

◦ Provide recommendations for Rockbuster's entry into the online video rental

market.

Methodology

○ Use SQL to create informative data tables based around key questions

○ Visualize data using Tableau and explain visuals' importance

○ Drill into insights uncovered through visuals in order to extract full understanding

○ Transform findings into usable recommendations

Data Overview

SQL queries were used to pull data from Rockbuster's database. Several of the tables containing this data are shown above.

1	This output provides the top 10 films by revenue and their categories from the film table		
2	title	film_category	total_revenue
3	Telegraph Voyage	Music	$215.75
4	Zorro Ark	Comedy	$199.72
5	Wife Turn	Documentary	$198.73
6	Innocent Usual	Foreign	$191.74
7	Hustler Party	Comedy	$190.78
8	Saturday Lambs	Sports	$190.74
9	Titans Jerk	Sci-Fi	$186.73
10	Harry Idaho	Drama	$177.73
11	Torque Bound	Drama	$169.76
12	Dogma Family	Animation	$168.72
13			
14	Query used:		

```
15  SELECT
16  A.title,
17  F.name AS film_category,
18  SUM (D.amount) AS total_revenue
19  FROM film A
20          JOIN inventory B ON A.film_id = B.film_id
21          JOIN rental C ON B.inventory_id = C.inventory_id
22          JOIN payment D ON C.rental_id = D.rental_id
23          JOIN film_category E ON A.film_id = E.film_id
24          JOIN category F ON E.category_id = F.category_id
25  GROUP BY A.title, F.name
26  ORDER BY total_revenue DESC
27  LIMIT 10;
```

Data outputs focused on providing specific insights were organized in an Excel file for further analysis

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?

Summary Statistics

These summary statistics are intended to provide a quick summary of Rockbuster's data and provide management with an easy reference point when making decisions involving the online rental platform.

Average Rental Duration

- 4.99 Days

Total Number of Customers

- 599

Average Rental Rate

- $2.98

Percentage of Active Customers

- 97%

Summary Statistics Continued

These summary statistics are intended to provide a quick summary of Rockbuster's data and provide management with an easy reference point when making decisions involving the online rental platform.

Total Number of Films

- 1,000

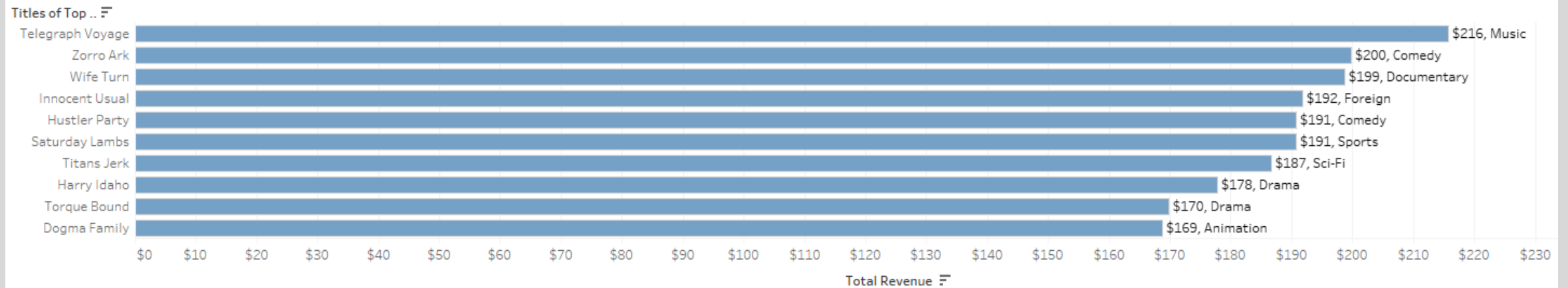**Number of Countries with Customers**

- 108

Most Common Film Rating

- PG-13

Total Recorded Revenue

- $61,312

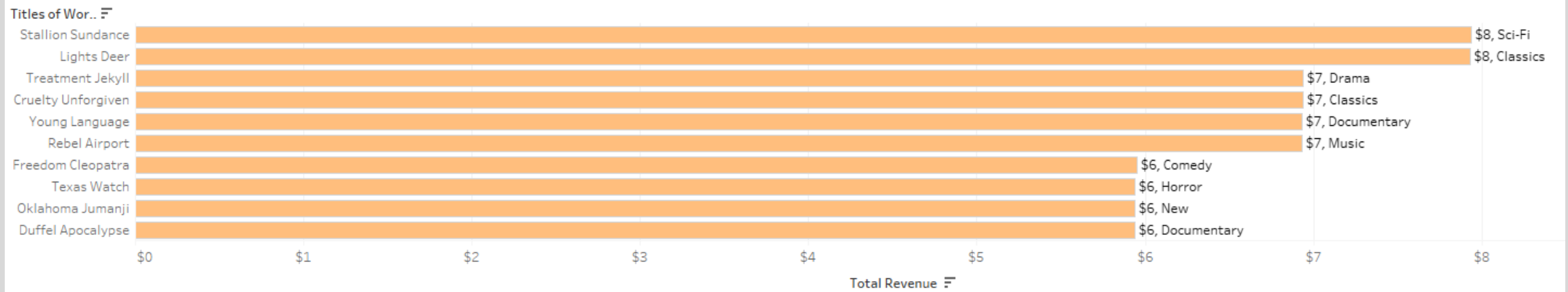# Which movies contributed the most to revenue gain?

Top 10 Films Based on Revenue

Titles of Top ..	Total Revenue
Telegraph Voyage	$216, Music
Zorro Ark	$200, Comedy
Wife Turn	$199, Documentary
Innocent Usual	$192, Foreign
Hustler Party	$191, Comedy
Saturday Lambs	$191, Sports
Titans Jerk	$187, Sci-Fi
Harry Idaho	$178, Drama
Torque Bound	$170, Drama
Dogma Family	$169, Animation

Notice the film genres listed at the end of each row. There are no classics or horror films in the top 10 films. Rockbuster should take film genres into consideration when expanding their film collection for the online rental marketplace.

Which movies contributed the least to revenue gain?

Worst 10 Films Based on Revenue

Titles of Wor.. ⟱	Total Revenue
Stallion Sundance	$8, Sci-Fi
Lights Deer	$8, Classics
Treatment Jekyll	$7, Drama
Cruelty Unforgiven	$7, Classics
Young Language	$7, Documentary
Rebel Airport	$7, Music
Freedom Cleopatra	$6, Comedy
Texas Watch	$6, Horror
Oklahoma Jumanji	$6, New
Duffel Apocalypse	$6, Documentary

Axis: $0 $1 $2 $3 $4 $5 $6 $7 $8

Total Revenue ⟱

Notice the film genres listed at the end of each row. There are no sports or animation films in the worst 10 films.
Rockbuster should take film genres into consideration when expanding their film collection for the online rental marketplace.

Which film genres gross the most revenue?

| Sports $4,892 | Comedy $4,002 | Games $3,922 | Family $3,782 | Documentary $3,750 |

| Sci-Fi $4,336 | New $3,966 | | | |

| | | Horror $3,401 | | Travel $3,227 |

| Animation $4,245 | Action $3,952 | | | |

| | | Classics $3,353 | | |

| | | | | Music $3,072 |

| Drama $4,118 | Foreign $3,934 | Children $3,309 | | |

Although a film in the music genre contributed the most to revenue gain, music is one of the lowest grossing genres. Rockbuster should consider movie theater performance of films in low-grossing genres before adding them to their online rental catalog.

Which countries are Rockbuster's customers based in?
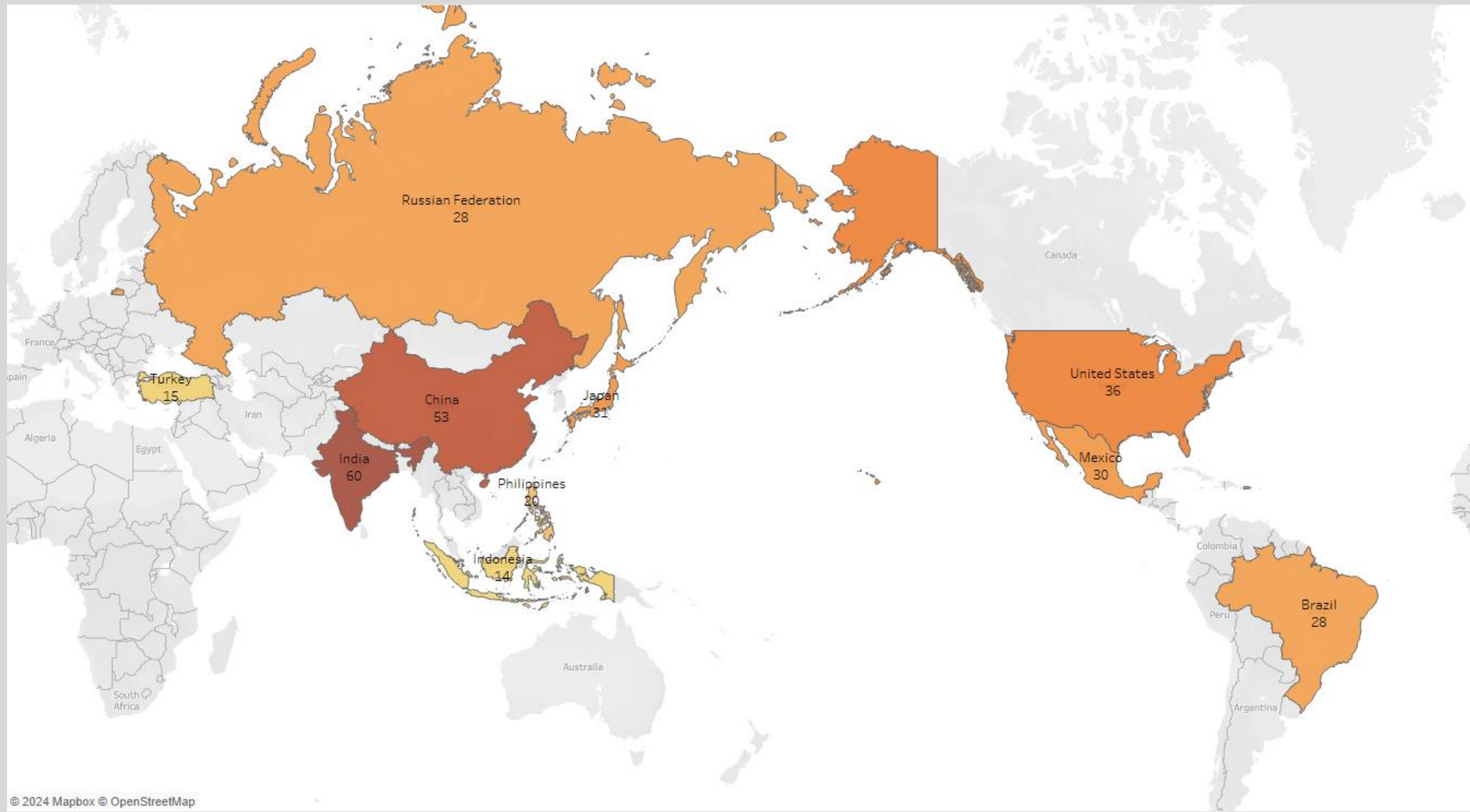
This map displays the top 10 countries with the most Rockbuster customers. The majority of the countries are in Asia.

Purchasing Power of Top 10 Countries by Customer Count
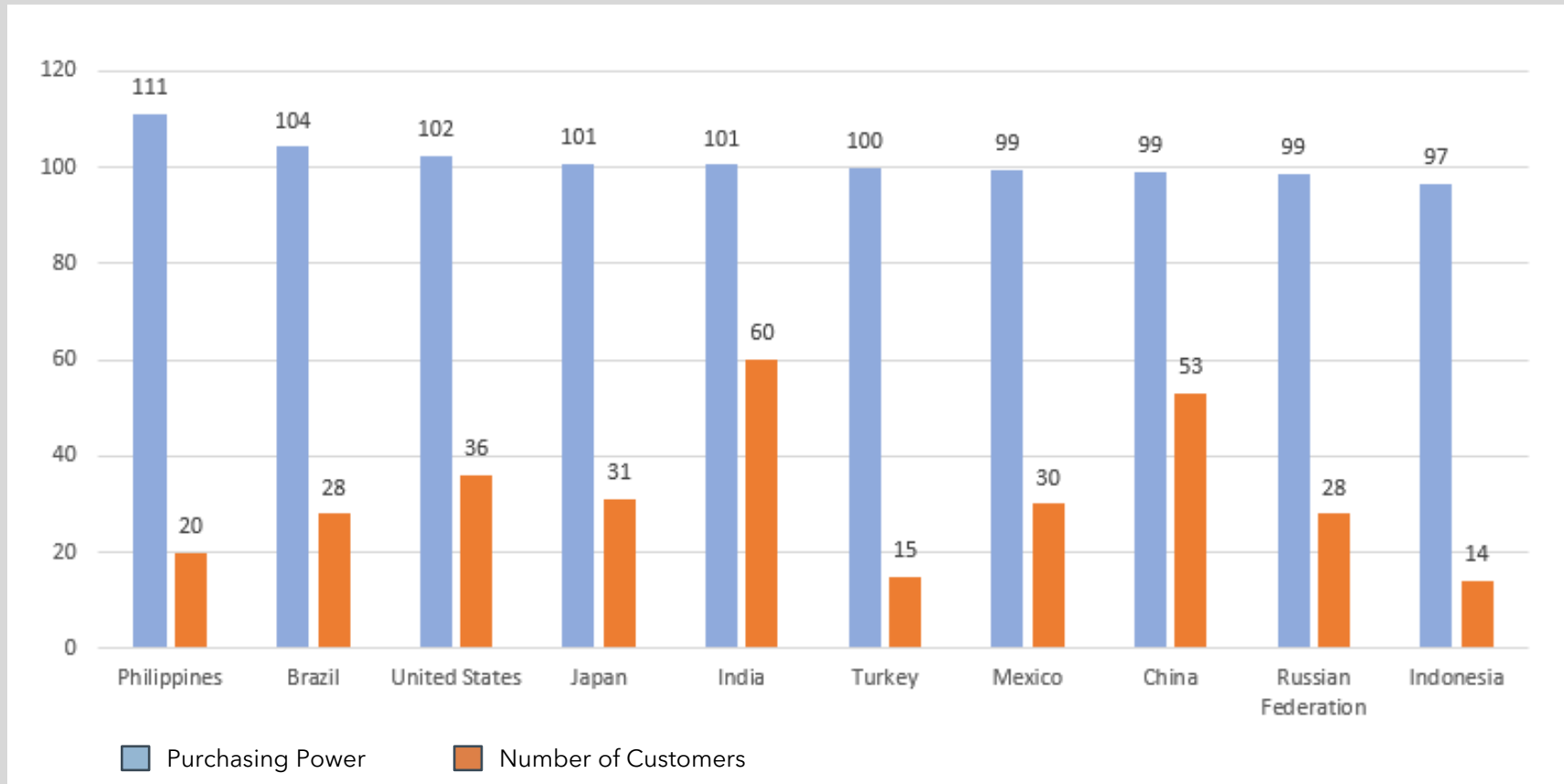
This chart displays the purchasing power (blue) of the top 10 countries with the most Rockbuster customers (orange). Purchasing power is calculated by dividing a country's total revenue by the number of customers. Rockbuster should consider advertising their new online rental platform more heavily in countries with higher purchasing power.

Do sales figures vary between geographic region?

Total Revenue by Country
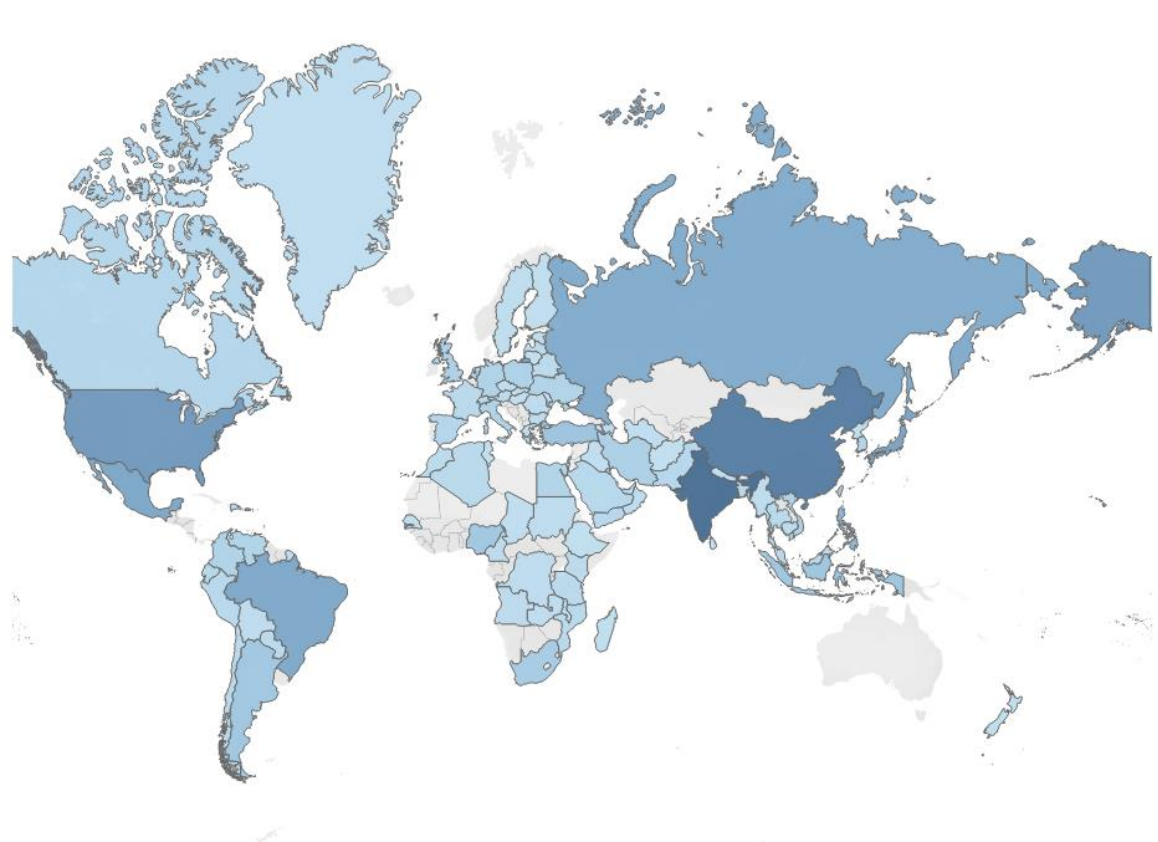
Total Revenue by Continent
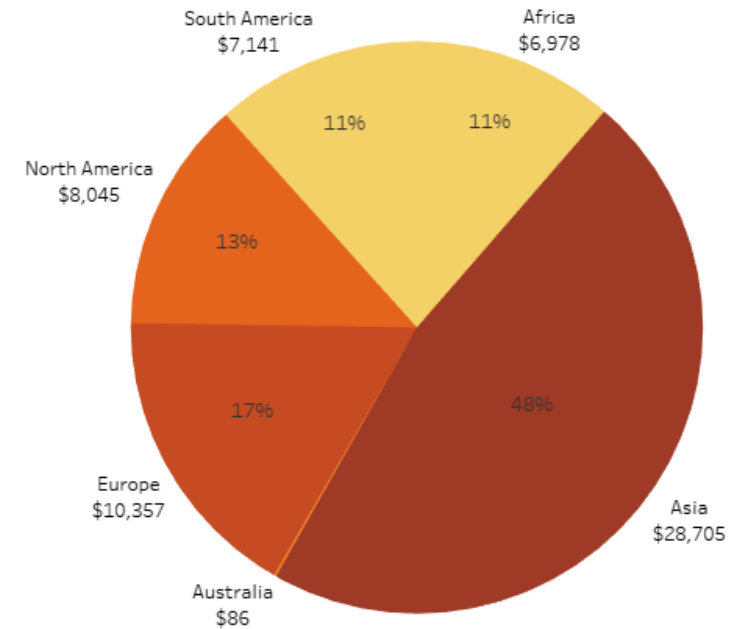
The map on the left displays total revenue for each country with darker blue representing higher revenue and lighter blue representing lower revenue. Although revenue varies across the globe, the pie chart on the right shows that nearly half of Rockbuster's revenue is generated in Asia.

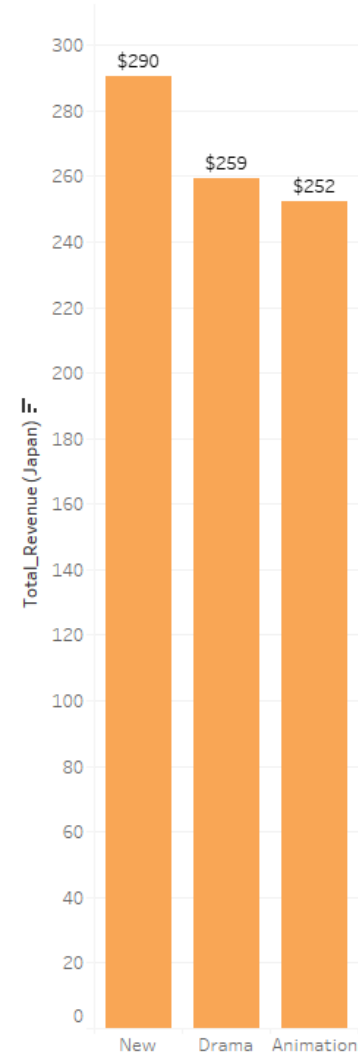# Top Film Genres in Asian Countries Continued
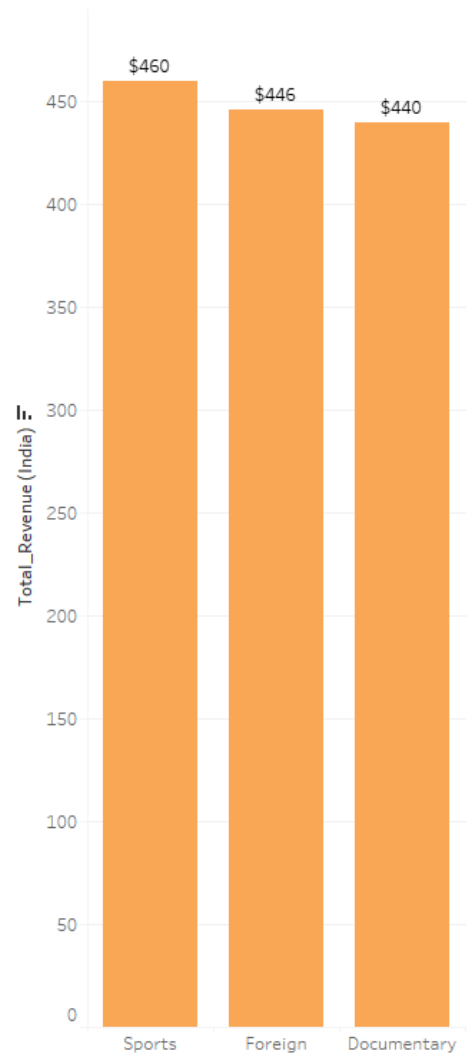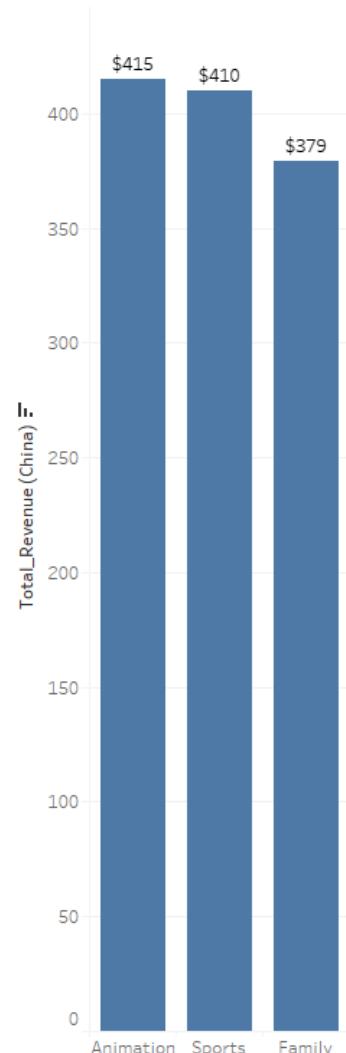
Sports and animated films are high-grossing genres in several of the top grossing Asian countries.

If possible, Rockbuster should cater marketing to specific countries and focus on marketing the highest grossing genres in each country. Otherwise, Rockbuster should focus on marketing sports, animated, foreign, and drama films throughout Asia.

Philippines' Top Genres
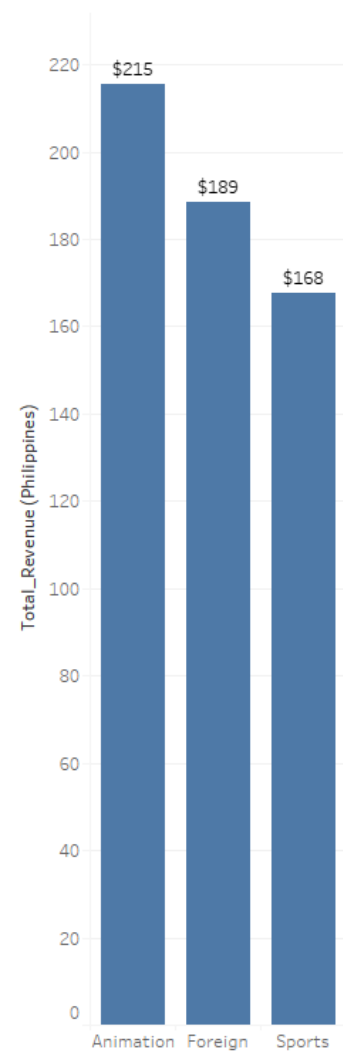

Indonesia's Top Genres
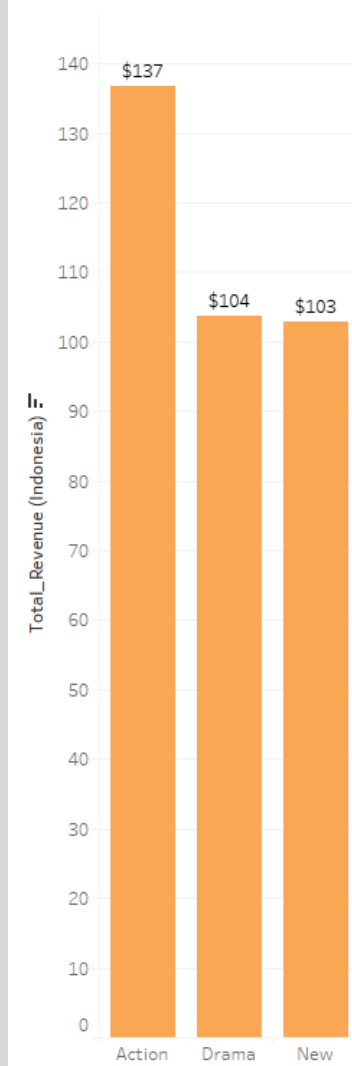
Where are customers with a high lifetime value based?

Top 10 Customers by Revenue

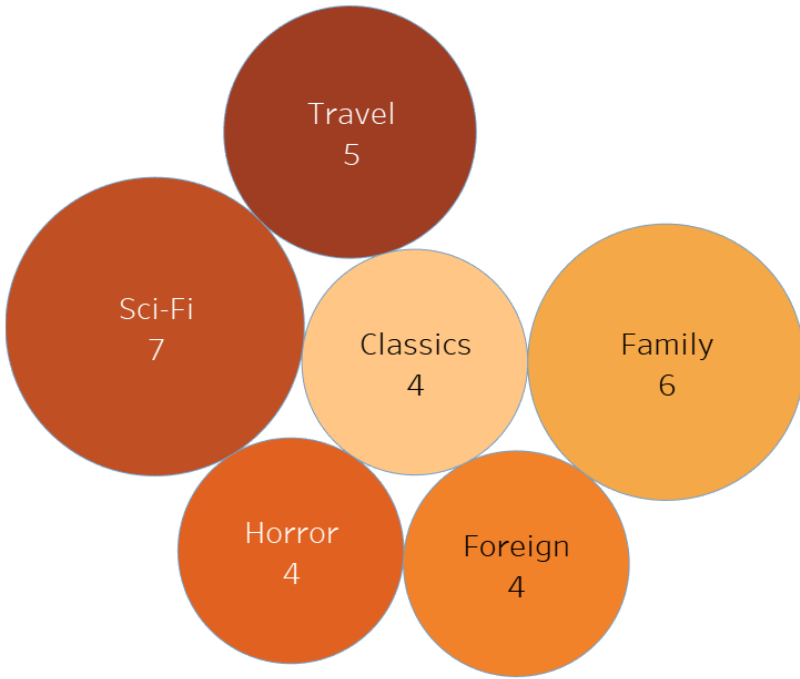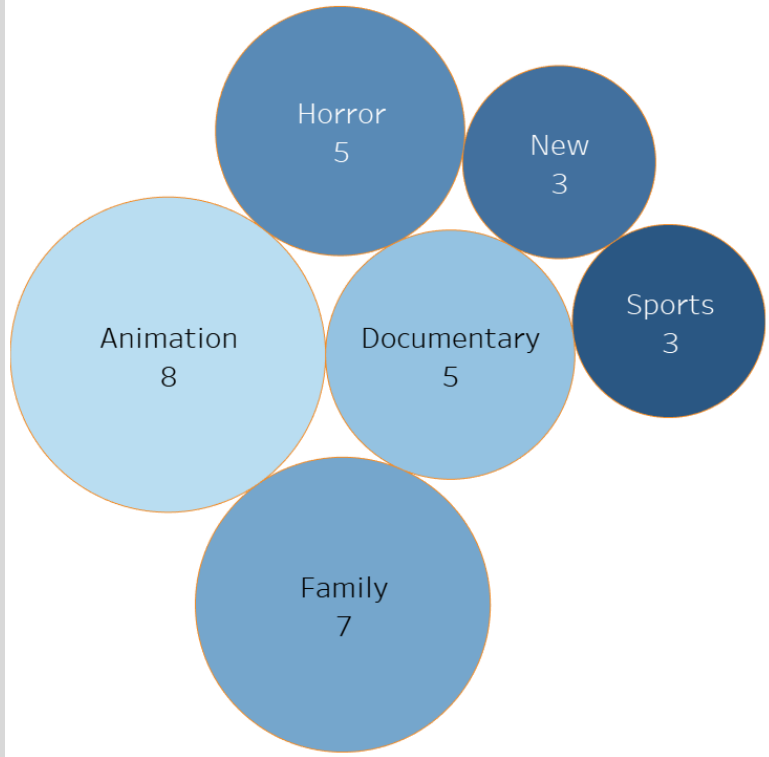| First Name	Last Name	City	Country	Total Revenue
Eleanor	Hunt	Saint-Denis	Runion	$211.55
Karl	Seal	Cape Coral	United States	$208.58
Marion	Snyder	Santa Brbara dOeste	Brazil	$194.61
Rhonda	Kennedy	Apeldoorn	Netherlands	$191.62
Clara	Shaw	Molodetno	Belarus	$189.6
Tommy	Collazo	Qomsheh	Iran	$183.63
Ana	Bradley	Memphis	United States	$167.67
Curtis	Irby	Richmond Hill	Canada	$167.62
Marcia	Dean	Tanza	Philippines	$166.61
Mike	Way	Valparai	India	$162.67

Location of Top 10 Customers by Revenue
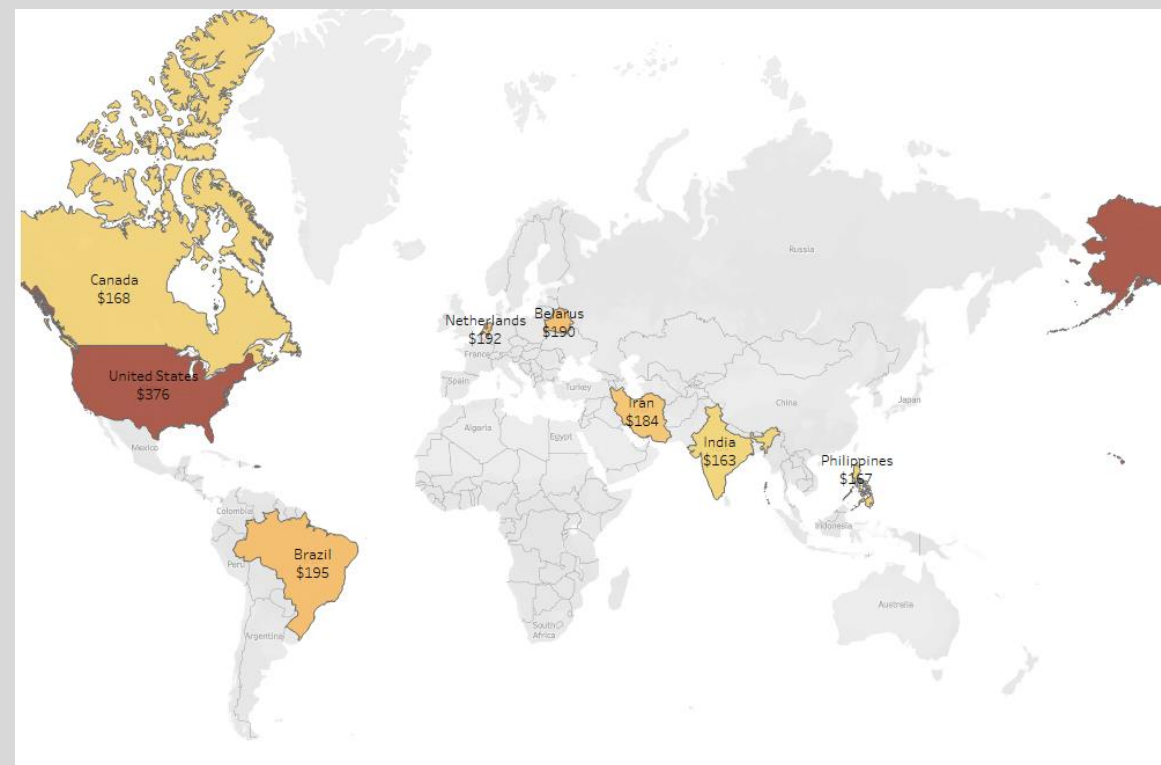
Although specific regions house more customers and generate higher revenues, Rockbuster's customers with a high lifetime value are located across the globe. All high lifetime value customers have been active within the last 3 months of the most recent transaction. Rockbuster should consider rewarding customers with a high lifetime value no matter their location.

High Lifetime Value Customers

Eleanor Hunt's Top Genres

- Travel 5
- Sci-Fi 7
- Classics 4
- Family 6
- Horror 4
- Foreign 4

Karl Seal's Top Genres

- Horror 5
- New 3
- Animation 8
- Documentary 5
- Sports 3
- Family 7

Each visual displays the top film genres and total number of rentals in each genre for two HLV customers

Summary Statistics of Top 10 HLV Customers

Most Popular Genre	Family
Average Number of Total Rentals	40
Average Rental Time	5.6 Days
Average Rentals Per Month	9
Average Spending per HLV Each Month	$36.88

Film genres or categories generating the most revenue aren't necessarily the genres that HLV customers are renting. Rockbuster should focus on providing an online rental platform that is custom tailored to each customer, such as offering specific recommendations for each customer's most rented film genre and suggesting a rental length based on the customer's average rental length.

Top Competitors

- Rockbuster's top competitors include Netflix and Amazon Prime Video

- Their success comes from several factors
  - Consistently providing quality content available for streaming
  - Personalization that includes recommendations based on user's preferences
  - User-friendly interfaces that allows for easy use of the platforms

Recommendations

◦ Based on the average rental time of 5 days, Rockbuster should consider a rental period of 3-7 days when creating their online video rental platform. Rentals could be offered in price tiers of 1 day, 3 days, 5 days, and 7 days.

◦ Rockbuster should further investigate why certain films perform better than others. The current data offers no clear indicator as to what causes a top grossing film. As previously mentioned, the number 1 film is in one of the lowest grossing genres, so relying on film genre to predict top grossing films is not recommended. Monitoring box office performance of films is recommended.

◦ The continent of Asia holds a large number of Rockbuster's customers and generates the most revenue of any continent. Rockbuster should play into this strength and focus marketing efforts on specific genres in their top performing/high purchase power Asain countries, such as marketing sports films in India and animated films in China.

Recommendations

◦ Customers of Rockbuster are located across the globe. While Asia is the best market for Rockbuster, this does not mean online ad campaigns for the new platform cannot be deployed internationally. Rockbuster can continue to reach new customers in all areas through a global online ad campaign.

◦ While there are customers in New Zealand, there are currently no Rockbuster customers in Australia. Rockbuster should consider including Australia in a global ad campaign and break into this populus market.

◦ Rockbuster should market the new platform in countries with high purchasing power, such as the Philippines, Brazil, and the United States.

Recommendations

◦ Rockbuster's high lifetime value customers should be rewarded for the revenue they bring to the company. This can be done through a rewards system that involves either early access to the new online rental platform and/or a free monthly rental if the customer continues to spend a certain amount on movie rentals in a given time period.

◦ The online rental platform should offer custom tailored recommendations based on customers' historical film genre preferences. A "top-tier" version of the platform could be offered to customers that includes special features, such as access to exclusive content not yet available to other customers.

◦ The online rental platform should focus on ease of use. Offering a mobile app that allows for device casting as well as a web version of the platform are important features that should be included.

Thank you for viewing this presentation

For access to the visuals used in this presentation, please click here.