Rockbuster Movie Company

Data Analysis

Background

Rockbuster's management team is planning to launch an online video rental service. Video rental online services is an extremely competetive market. Therefore, Rockbuster needs to be prepared to standout. As a result, Rockbuster will be utilizing a strategy created based on its exsiting movie licenses.

This presentation analyzes the existing movie licenses to guide Rockbuster's Management team to sucessfully entering the video rental online market.

Data

What are the films Rockbuster provides to its customers ?

Year: 2006

Rating: PG- 13

Cost to replace on Average: $19.98

Duration Maximum: 7 days

Rental Rate Minimum: 99¢

Title: An Action-Packed Character Study of an Astronaut And an Explorer who must Reach a Monkey in A MySQL Convention

This film data example is important as it shows the type of data that will be analyzed further in this presentation.

Data

What type of customer information does Rockbuster document ?

Customer id
Minimum:
1

Store id
Maximum:
2

Active on
Average:
0.97

First name:
Abney

Last name:
Jamie

Email: aaron.selby@sakilacustomer.org

Take note as this an example of the format of customer information which will be used further in this presentation.
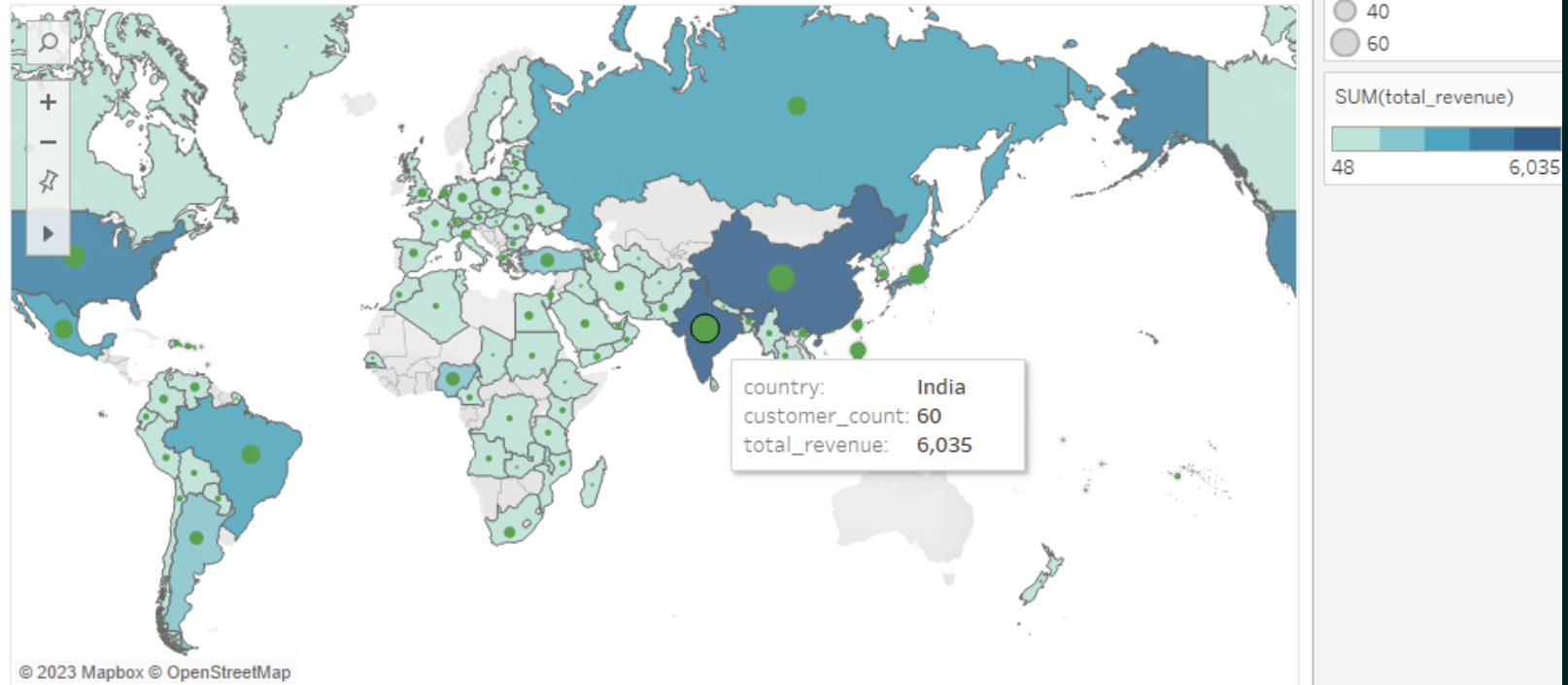
01 | Which countries generate the most revenue?

Rockbuster's Most Profitable Countries Based on Revenue Generated By Number of Customers

SUM(number of custo...)
- 1
- 20
- 40
- 60

SUM(total_revenue)
48   6,035

country: India
customer_count: 60
total_revenue: 6,035

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India generates the most revenue with over 6035k generated for the years 2005-2006. To use interactive features of this chart to view the other countries view Sources Slide.
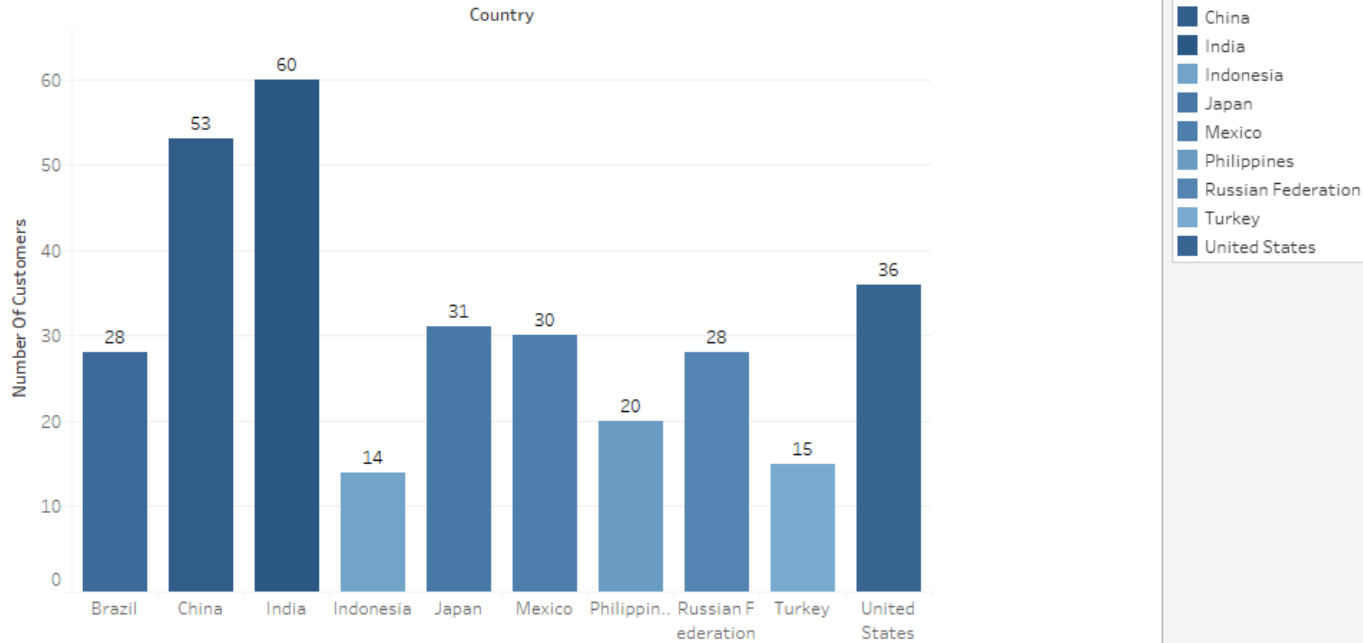
02 | What are the top 10 countries with the most customers?

Top 10 Countries with the Most Customers

Top 10 Countries with the Most Customers

Country

Number Of Customers

| Brazil | China | India | Indonesia | Japan | Mexico | Philippin.. | Russian Federation | Turkey | United States |

Country
- Brazil
- China
- India
- Indonesia
- Japan
- Mexico
- Philippines
- Russian Federation
- Turkey
- United States

The 10 Countries that Rockbuster should look to push advertising its online rental services in are listed in this chart.
India is the country with the most customers and should therefore be marketed to most.
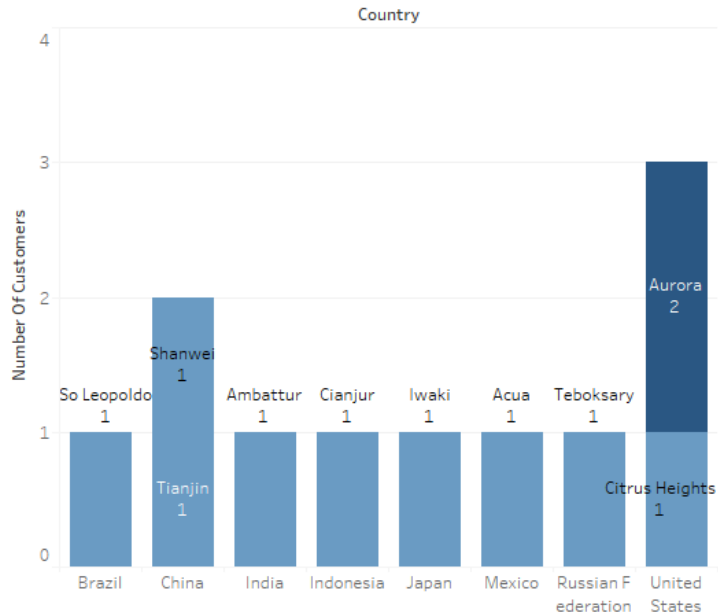
03 | **What are the top 10 cities located in the top 10 countries with the most customers?**

Top 10 Cities in the Top 10 Countries with the Most Customers

Top 10 Cities Located in the Top 10 Countries with the Most Customers

Aurora is the city located in The United States that has the most customers. Aurora should be a target audience for Rockbuster.

The other cities Acua, Ambattur, Cianjur, Tianjin, So Leopoldo, Shanwei, Teboksary, Iwaki, and Citrus Heights all have the same number of customers.

All 9 remaining cities should be targeted equally.

04 Who are Rockbuster's top 5 highest spending Customers?

Rockbusters Top 5 Highest Spending Customers

Top 5 Highest Spending Customers in the Top 10 Cities of the Top 10 Countries

Country	City	First Name	Last Name	Top 5 Customer Rank	
India	Ambattur	Arlene	Harvey	1	111.76
China	Shanwei	Kyle	Spurlock	2	109.71
Japan	Iwaki	Marlene	Welch	3	106.77
Mexico	Acua	Glen	Talbert	4	100.77
United States	Aurora	Clinton	Buford	5	98.76

Total Amount Spent

98.76   111.76

Rockbuster's Loyalty Program

The best way to standout from competition is customer service. These 5 customers are Rockbuster's most loyal customers and what better way to reward them that implementing a Premium Loyalty Program?

These 5 customers are from India, China, Japan, Mexico and The United States. The highest spending customer is Arlene Harvey. She spent a total of $111.76.
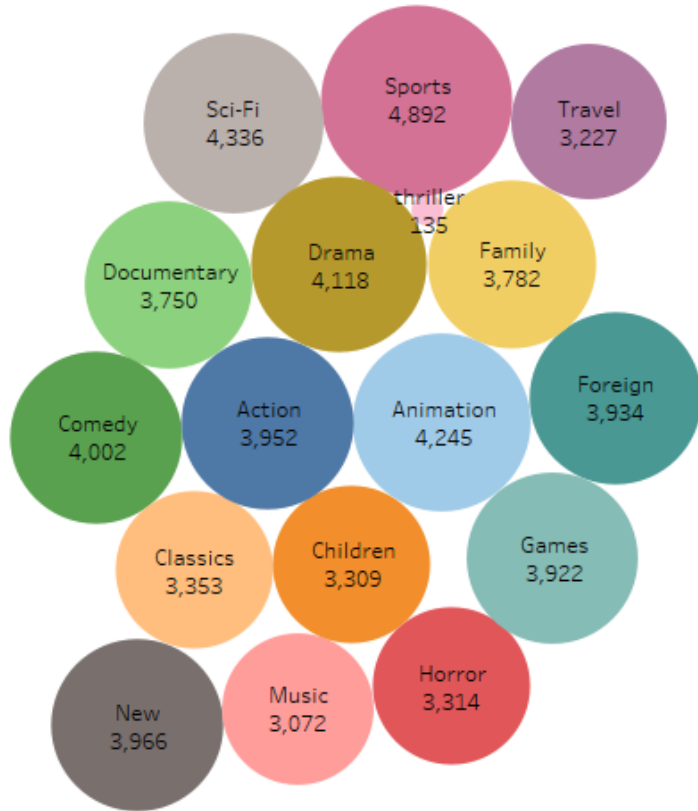
05 | Which of Rockbuster's Genres are most profitable?

Rockbuster's Most Profitable Genres

Rockbuster Genres & Their Respective Total Revenue

Sci-Fi 4,336
Sports 4,892
Travel 3,227
thriller 135
Drama 4,118
Family 3,782
Documentary 3,750
Comedy 4,002
Action 3,952
Animation 4,245
Foreign 3,934
Classics 3,353
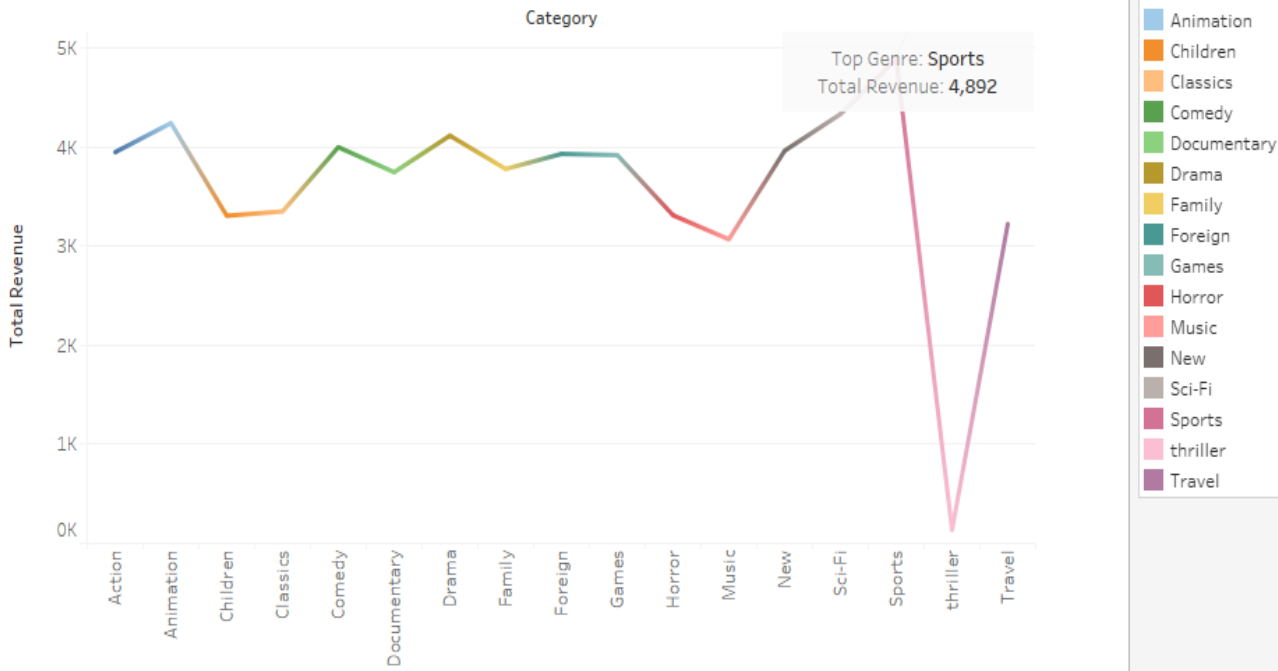Children 3,309
Games 3,922
New 3,966
Music 3,072
Horror 3,314

The most profitable film genre Rockbuster carries is **Sports.** Sports is the genre that has generated the highest revenue at $4,892k for the years 2005-2006.

The genre that generated the least revenue is Thriller with just $135k generated.

Another Look AT Rockbuster's Most Profitable Genres

Rockbuster Genres & Their Respective Total Revenue

Category

Top Genre: **Sports**
Total Revenue: 4,892

Genre
- Action
- Animation
- Children
- Classics
- Comedy
- Documentary
- Drama
- Family
- Foreign
- Games
- Horror
- Music
- New
- Sci-Fi
- Sports
- thriller
- Travel

This Line chart peaked at Sports showing that this genre was indeed the most profitable.

The genres Sci-fi and Animation also generated a lot of profit, and their revenue was $4336k and $4255k, respectively.

The Thriller Genre received so much less revenue than the other genres it would be mistaken for an outlier.

06 | Which of Rockbuster's Ratings are most profitable?

Rockbuster's Most Profitable Ratings

Rockbuster Ratings & Their Respective Total Revenue
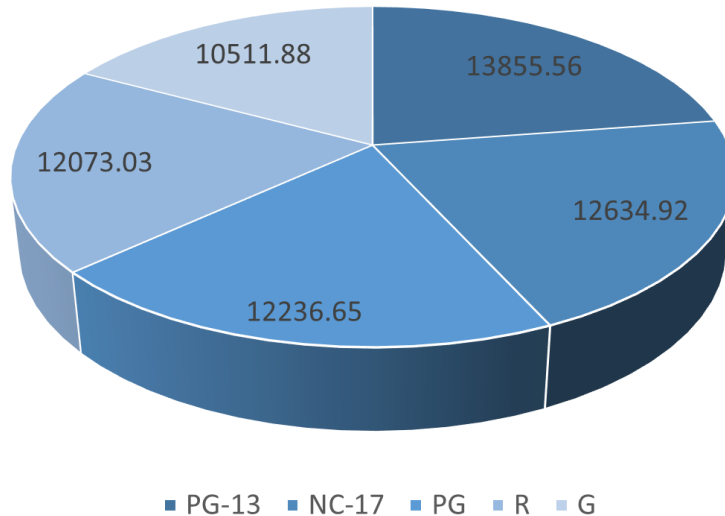
Rating
G
NC-17
PG
PG-13
R

Rockbuster's most profitable rating is **PG-13.**
 This rating is the leading rating with a significantly larger revenue that all the other ratings. It is clear that Rockbuster has a lot of teenagers and or families who are customers. As a result, Rockbusters should use a family friendly approach as well as a teenager approach to attract customers to its online video rental service.

More Indepth Look At Rockbuster's Most Profitable Ratings

Rockbuster Ratings & Their Respective Total Revenue

10511.88	13855.56
12073.03	12634.92
12236.65	

Legend: ■ PG-13 ■ NC-17 ■ PG ■ R ■ G

Rockbuster generates revenue from all 5 of its ratings. The outstanding revenue generator is, however, PG-13 with $13855.56.
Its least profitable is rating G. This could be an indication that films catering mainly to children are not in high demand compared to the other ratings.

Conclusion

Rockbuster's launch of An Online Video Rental Service is destined for success. As shown through out this presentation Rockbuster is highly profitable in many areas as a brick and mortar. If Rockbuster applies a similar strategy to what it has already been doing it will become highly competitive in the online market.

Recommendations

IMPROVEMENTS
Rockbuster should determine the countries & cities they would like to focus on based on the analyses shown in this presentation. They can then slowly expand after closely monitoring performance.
Genres as well as Ratings should also be chosen in accordance with the most popular as well as the most profitable.

ADDITIONS
Rockbuster should implement a Premium Loyalty Program to not only thank the most loyal customers but entice potential customers to consume Rockbuster's products.
Rockbuster should develop a very user-friendly interface as competition in the online market is very stiff with companies like Netflix preexisting.

Sources

https://public.tableau.com/app/profile/jada.myrie/viz/RockbustersMostProfitableCountries/Sheet1?publish=yes

https://public.tableau.com/app/profile/jada.myrie/viz/Rockbuster10TenCountries/Sheet1?publish=yes

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https://public.tableau.com/app/profile/jada.myrie/viz/RockbusterGenres/Sheet1?publish=yes

https://public.tableau.com/app/profile/jada.myrie/viz/RockbusterGenres2/Sheet1?publish=yes

https://public.tableau.com/app/profile/jada.myrie/viz/RockbusterRatings/Sheet1?publish=yes