ROCKBUSTER STEALTH

Data Analysis - Company Strategy 2020

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Motivation & Objectives

The Rockbuster Stealth LLC, a worldwide movie rental store franchise is 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.

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?

Movie Database Overview

Film

- **1000** Movies
- **17** Genres
- **5** MPAA Ratings

Customer

599 ACTIVE CUSTOMERS in
109 COUNTRIES and
599 CITIES

Rentals

$ **61,312.04** Total Revenue
and **16,044** Total Rentals

All Movies
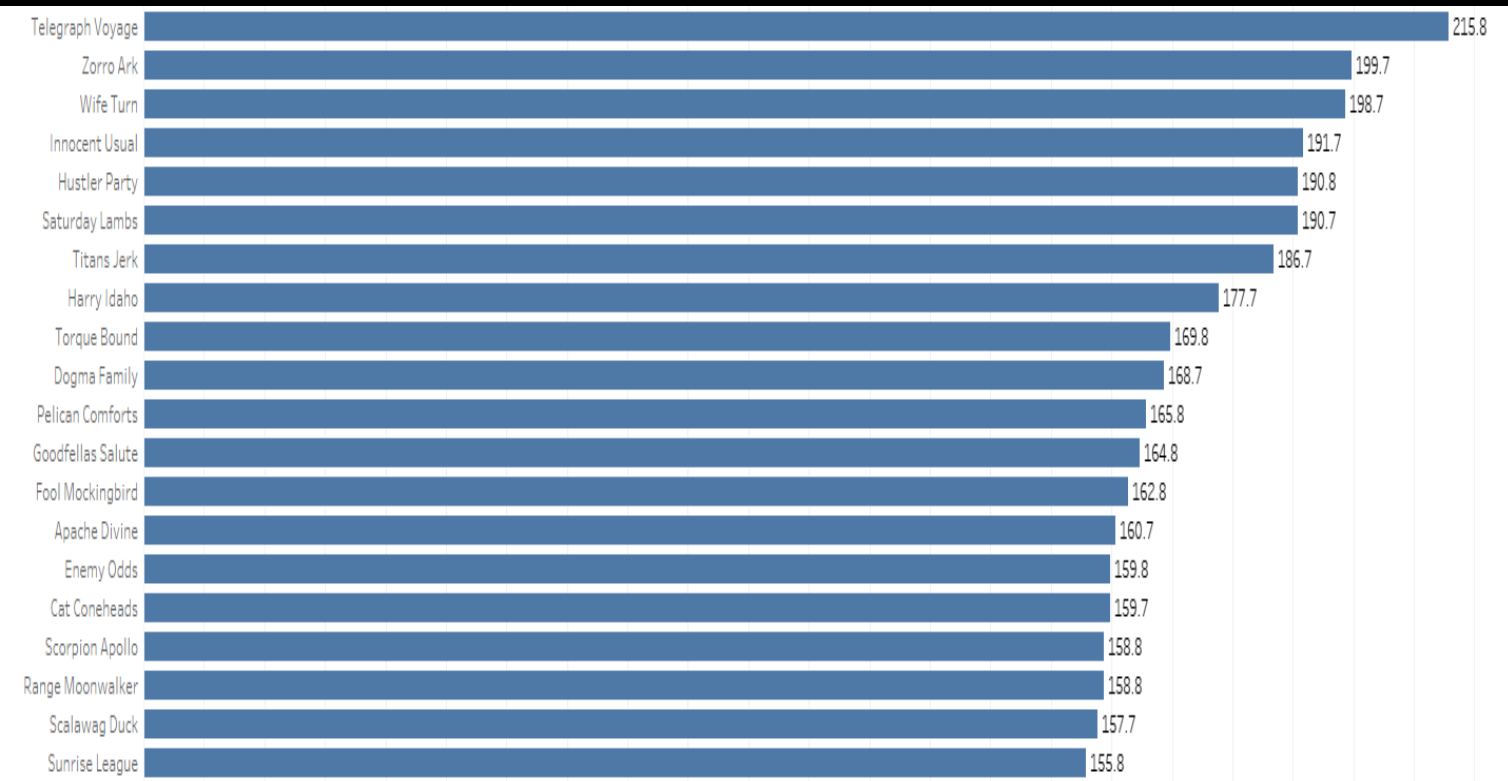- Were released in **2006**
- Have English language
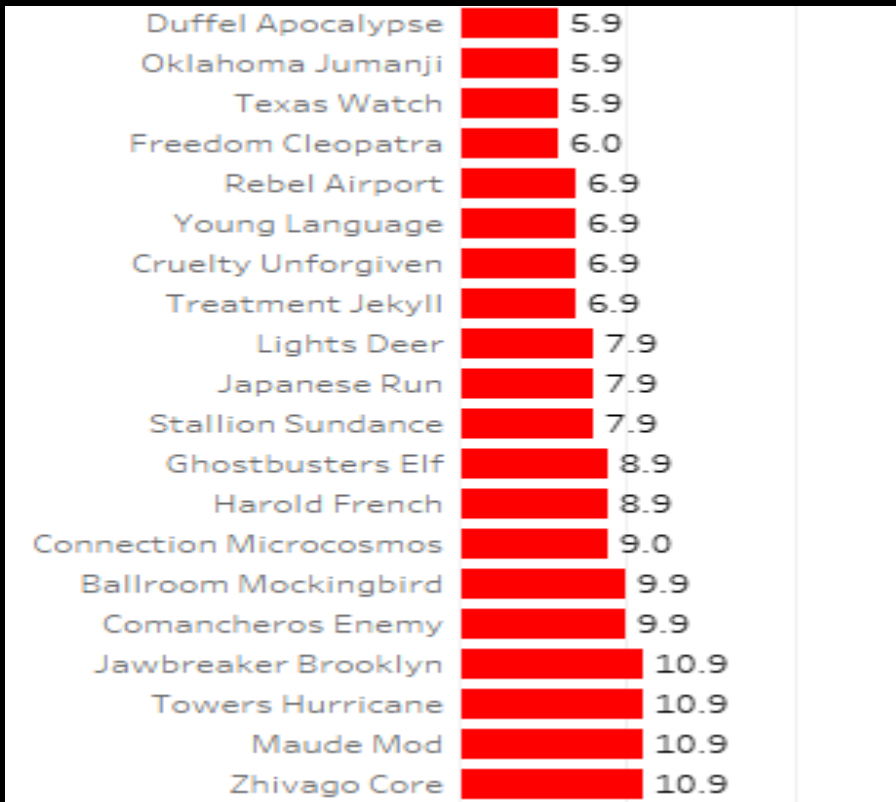
Most rented rate

$ 0.99

Most rented Rating

PG-13

Movie Revenues

Top 20 Revenue-Generating Movies

Movie	Revenue
Telegraph Voyage	215.8
Zorro Ark	199.7
Wife Turn	198.7
Innocent Usual	191.7
Hustler Party	190.8
Saturday Lambs	190.7
Titans Jerk	186.7
Harry Idaho	177.7
Torque Bound	169.8
Dogma Family	168.7
Pelican Comforts	165.8
Goodfellas Salute	164.8
Fool Mockingbird	162.8
Apache Divine	160.7
Enemy Odds	159.8
Cat Coneheads	159.7
Scorpion Apollo	158.8
Range Moonwalker	158.8
Scalawag Duck	157.7
Sunrise League	155.8

Bottom 20 Revenue-Generating Movies

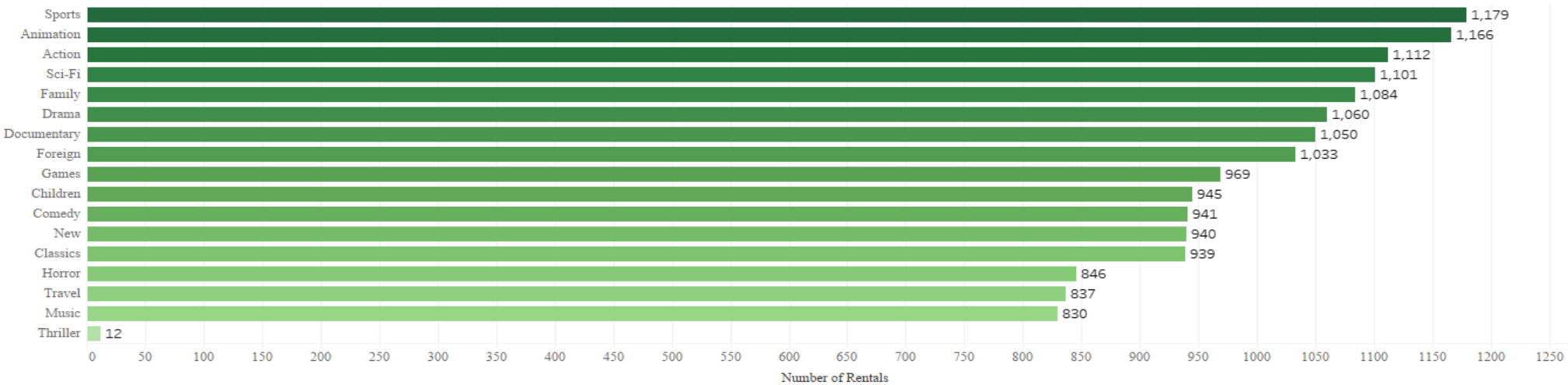| Movie	Revenue
Duffel Apocalypse	5.9
Oklahoma Jumanji	5.9
Texas Watch	5.9
Freedom Cleopatra	6.0
Rebel Airport	6.9
Young Language	6.9
Cruelty Unforgiven	6.9
Treatment Jekyll	6.9
Lights Deer	7.9
Japanese Run	7.9
Stallion Sundance	7.9
Ghostbusters Elf	8.9
Harold French	8.9
Connection Microcosmos	9.0
Ballroom Mockingbird	9.9
Comancheros Enemy	9.9
Jawbreaker Brooklyn	10.9
Towers Hurricane	10.9
Maude Mod	10.9
Zhivago Core	10.9

- **Top 50** movies contribute 13% to the total revenue
- Most top listed movies have rental rate of **$ 4.99**

- **Bottom 50** movies contribute 1% to the total revenue
- Most bottom listed movies have rental rate of **$ 0.99**

Genre Popularity Worldwide

Genre popularity by number of rented movies

Genre	Number of Rentals
Sports	1,179
Animation	1,166
Action	1,112
Sci-Fi	1,101
Family	1,084
Drama	1,060
Documentary	1,050
Foreign	1,033
Games	969
Children	945
Comedy	941
New	940
Classics	939
Horror	846
Travel	837
Music	830
Thriller	12

Top 3
1. Sports
2. Animation
3. Action

Bottom 3
1. Thriller
2. Music
3. Travel

Genre popularity by revenue generated

Genre	Global Revenue
Sports	4,892
Sci-Fi	4,336
Animation	4,245
Drama	4,118
Comedy	4,002
New	3,966
Action	3,952
Foreign	3,934
Games	3,922
Family	3,782
Documentary	3,750
Horror	3,401
Classics	3,353
Children	3,309
Travel	3,227
Music	3,072
Thriller	48

Top 3
1. Sports
2. Sci-Fi
3. Animation

Bottom 3
1. Thriller
2. Music
3. Travel
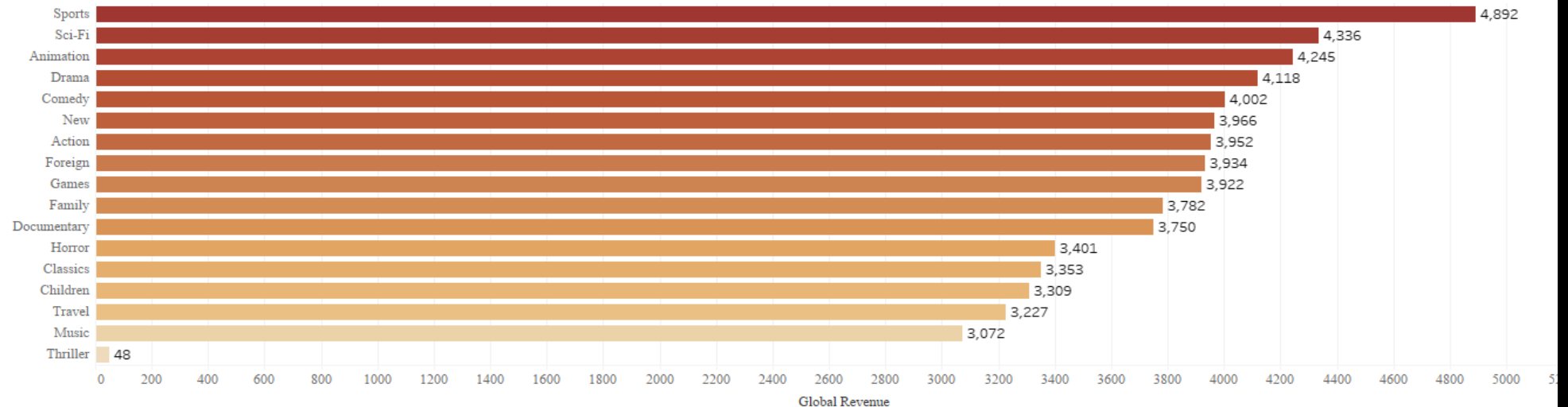
Note: There is only 1 thriller movie in database

Spatial Analysis

Countries by number of customers and total revenue
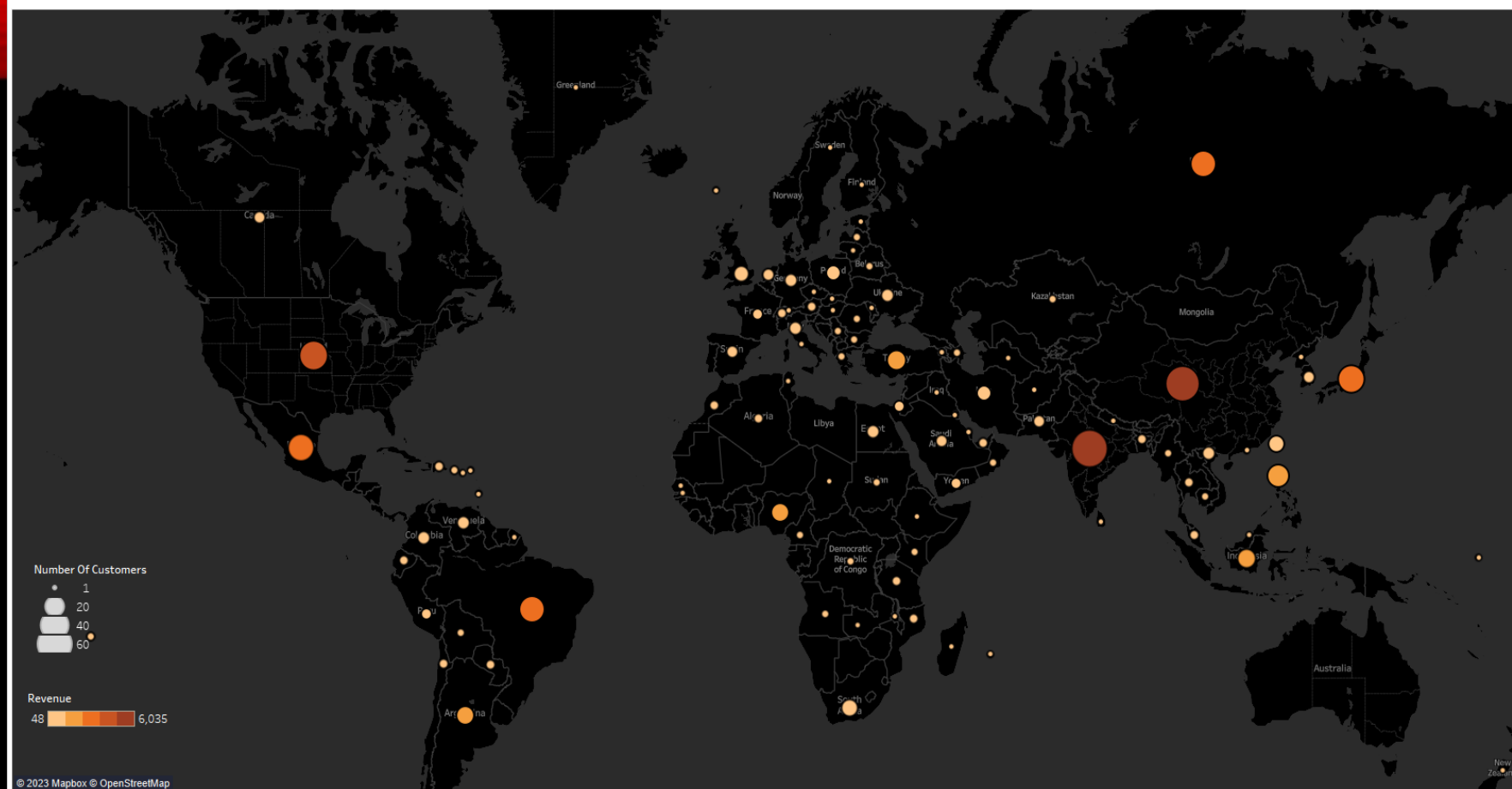
Top 10 Countries

Country	Number Of Customers	Revenue	% of Total Revenue
India	60	6,035	9.84%
China	53	5,251	8.56%
United States	36	3,685	6.01%
Japan	31	3,123	5.09%
Mexico	30	2,985	4.87%
Brazil	28	2,919	4.76%
Russian Federation	28	2,766	4.51%
Philippines	20	2,220	3.62%
Turkey	15	1,498	2.44%
Indonesia	14	1,353	2.21%

Top 5 Customers from top 10 Cities

Customer Id	First Name	Last Name	Country	City	Revenue
225	Arlene	Harvey	India	Ambattur	112
240	Marlene	Welch	Japan	Iwaki	107
424	Kyle	Spurlock	China	Shanwei	110
486	Glen	Talbert	Mexico	Acua	101
537	Clinton	Buford	United States	Aurora	99

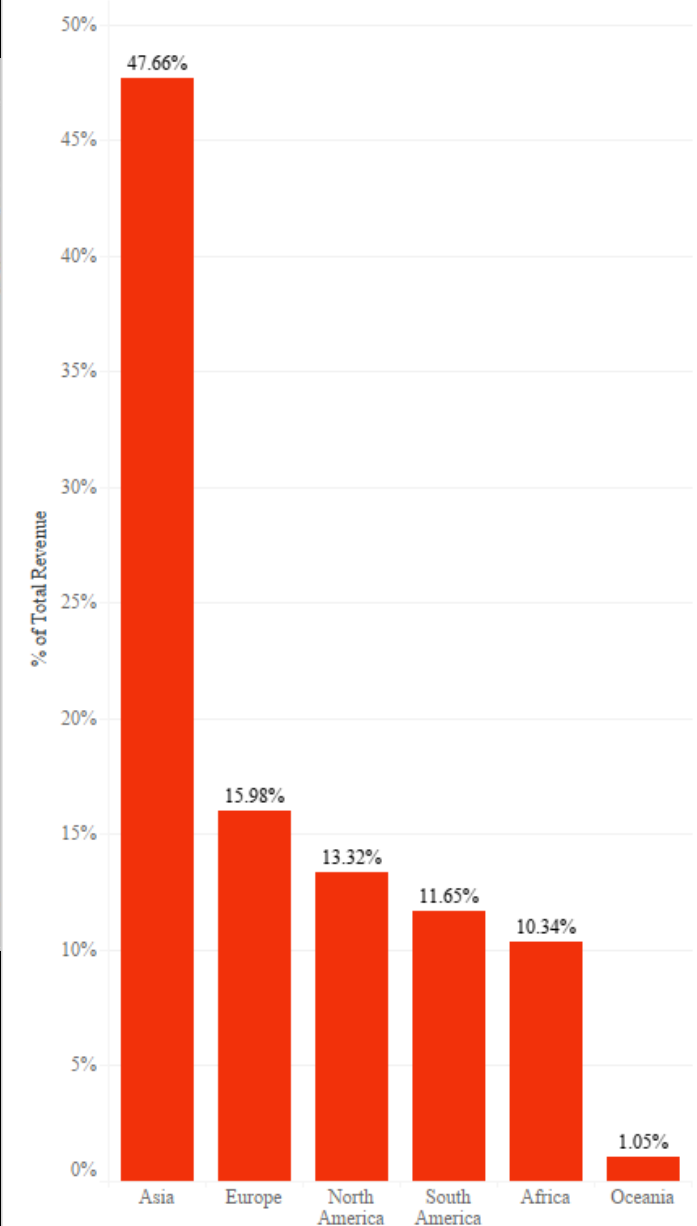Interestingly, The Top 10 countries are same for both Revenue and Number of customers

Sales by Regions

Countries by number of customers and total revenue

Percentage of Global sales per continent
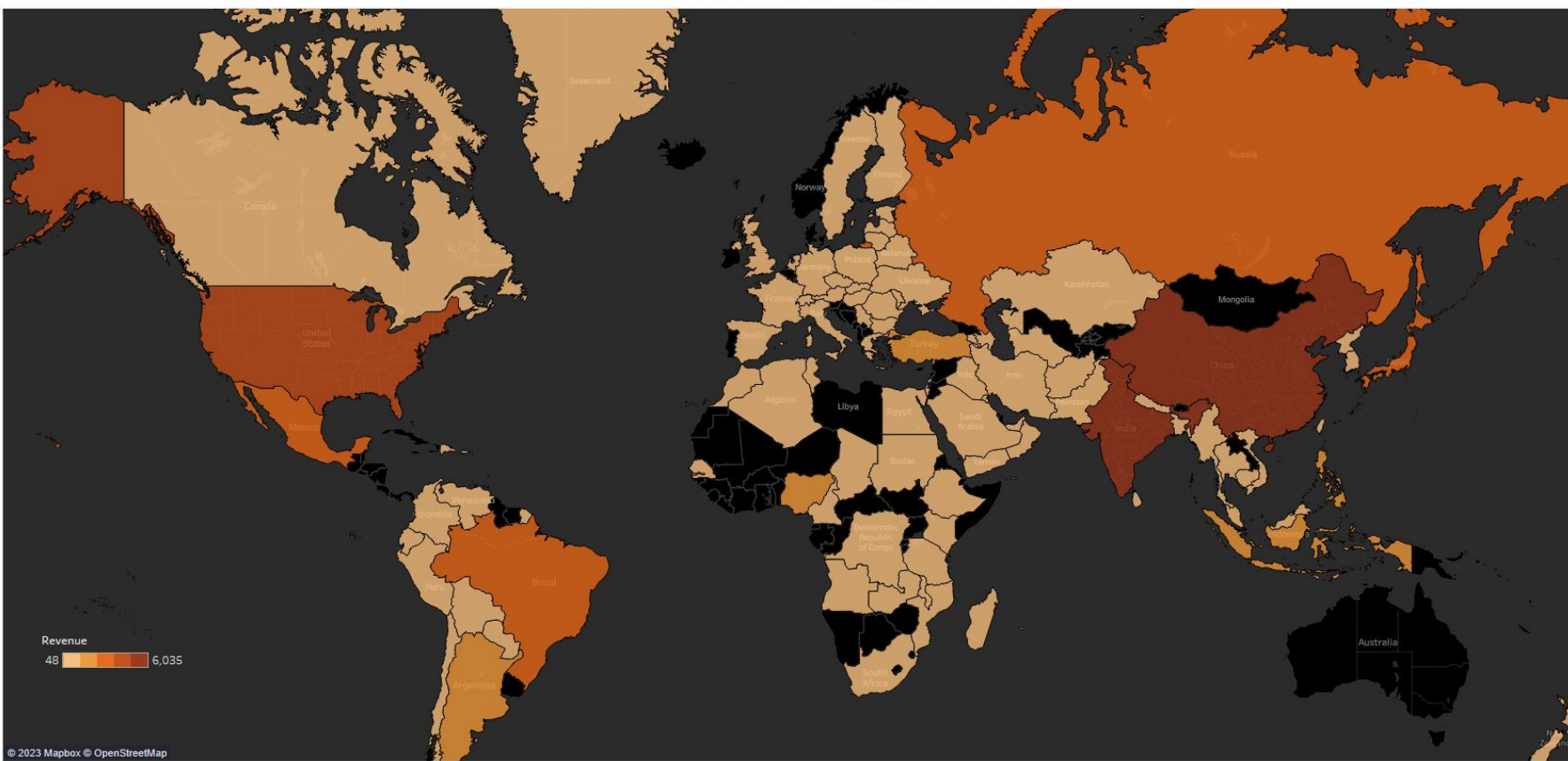
- Asia dominates the market with almost half of Global revenue.
- Oceania have the least revenue.

Lifetime value customers

Top 10 lifetime value customers

Customer Id	First Name	Last Name	City	Country	Total Amount..
148	Eleanor	Hunt	Saint-Denis	Runion	211.55
526	Karl	Seal	Cape Coral	United States	208.58
178	Marion	Snyder	Santa Brbara dOeste	Brazil	194.61
137	Rhonda	Kennedy	Apeldoorn	Netherlands	191.62
144	Clara	Shaw	Molodetno	Belarus	189.6
459	Tommy	Collazo	Qomsheh	Iran	183.63
181	Ana	Bradley	Memphis	United States	167.67
410	Curtis	Irby	Richmond Hill	Canada	167.62
236	Marcia	Dean	Tanza	Philippines	166.61
403	Mike	Way	Valparai	India	162.67

Only 5 customers come from Top 10 revenue countries

Recommendation

➢ Movies inventory should be pruned to exclude movies that don't generate high revenue (Bottom 50 or even more).

➢ Rockbuster should increase rental rates of some of the most popular movies titles in the most popular genres that are currently renting at $0.99.

➢ Rockbuster should continue to keep good stock of movies to rent at the customer-preferred rate of $0.99.

➢ Profit of movies should be investigated in more detail.
Is replacement cost much lower than revenue it generates?

➢ Marketing team should focus on top 10 revenue-generating countries.
(More customer = More revenue)

➢ Customer with high value should be rewarded with discounts on rentals.

[Link to all Visulization on Tableau Public](#)