Rockbuster Stealth

Data Analysis

June 30, 2022 Juan Ignacio Galvalisi | Bl

Introduction

Rockbuster Stealth LLC is facing stiff competition from streaming services such as Netflix and Amazon Prime.

Hence, the management team is planning to launch an online video rental service in order to stay competitive.

In the following presentation, we will review strategic insights in order to carry out the new online video rental service.

Key Questions

SALES

REVENUE	Which movies contributed the most/least to revenue gain?
PRODUCT USAGE	What was the average rental duration for all videos?
CUSTOMERS	Which countries are Rockbuster customers based in?
LIFETIME VALUE	Where are customers with a high lifetime value based?

Do sales figures vary between geographic regions?

Rental Information

Release Year: 2006

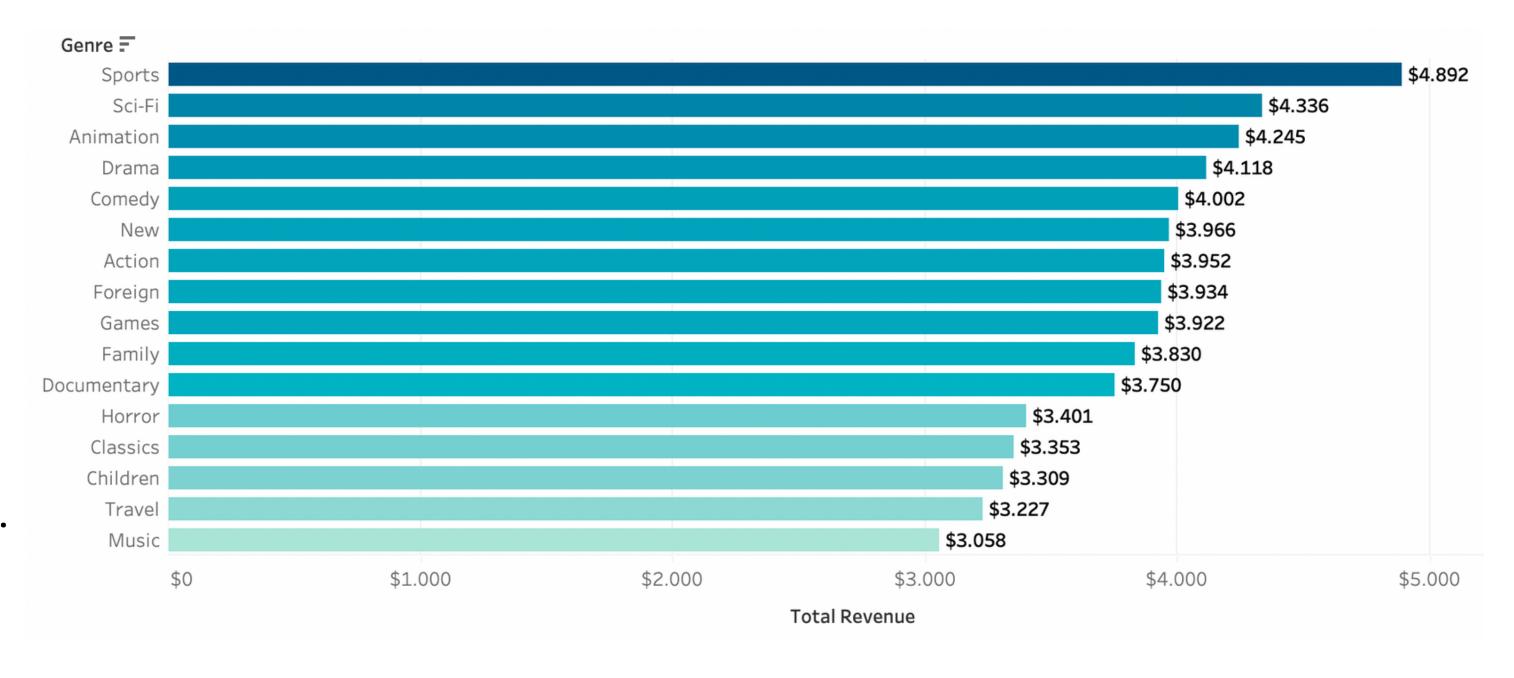
Total Movies: 1.000

Language: English

	Rental Duration	Rental Rate	Replacement Cost	Movie Length
Minimum	3 days	\$0,99	\$9,99	46min
Maximum	7 days	\$4,99	\$29,99	185min
Average	5 days	\$2,98	\$19,98	115min

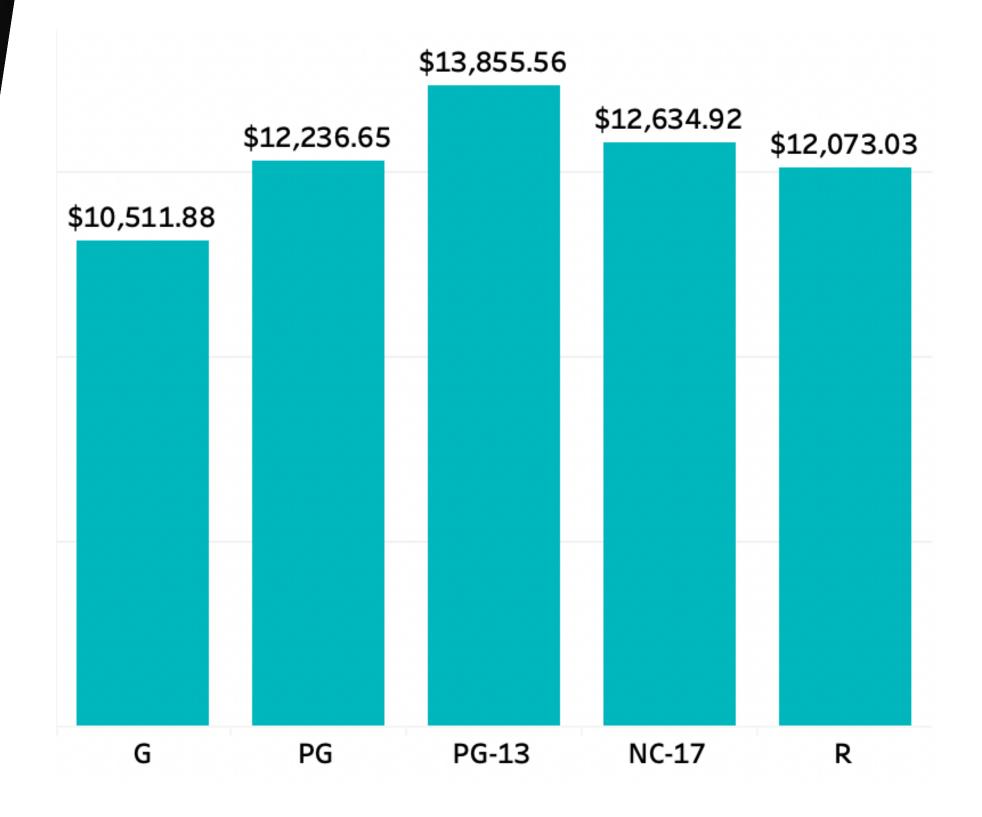
Revenue by Genre

- Sports had the best revenue of the year, followed by Sci-Fi and Animation.
- Music had the lowest, followed by Travel and Children.



Revenue by Rating

- PG-13 rating shows the most revenue.
- G rating had the worst revenue performance.



Which films performed best and worst?

Top 10 Movies with the Most Revenue

Rank	Film	Rating	Genre	
1	Telegraph Voyage	PG	Music	\$215.75
2	Zorro Ark	NC-17	Comedy	\$199.72
3	Wife Turn	NC-17	Documentary ·	\$198.73
4	Innocent Usual	PG-13	Foreign	\$191.74
5	Hustler Party	NC-17	Comedy	\$190.78
6	Saturday Lambs	G	Sports	\$190.74
7	Titans Jerk	PG	Sci-Fi	\$186.73
8	Harry Idaho	PG-13	Drama	\$177.73
9	Torque Bound	G	Drama	\$169.76
10	Dogma Family	G	Animation	\$168.72

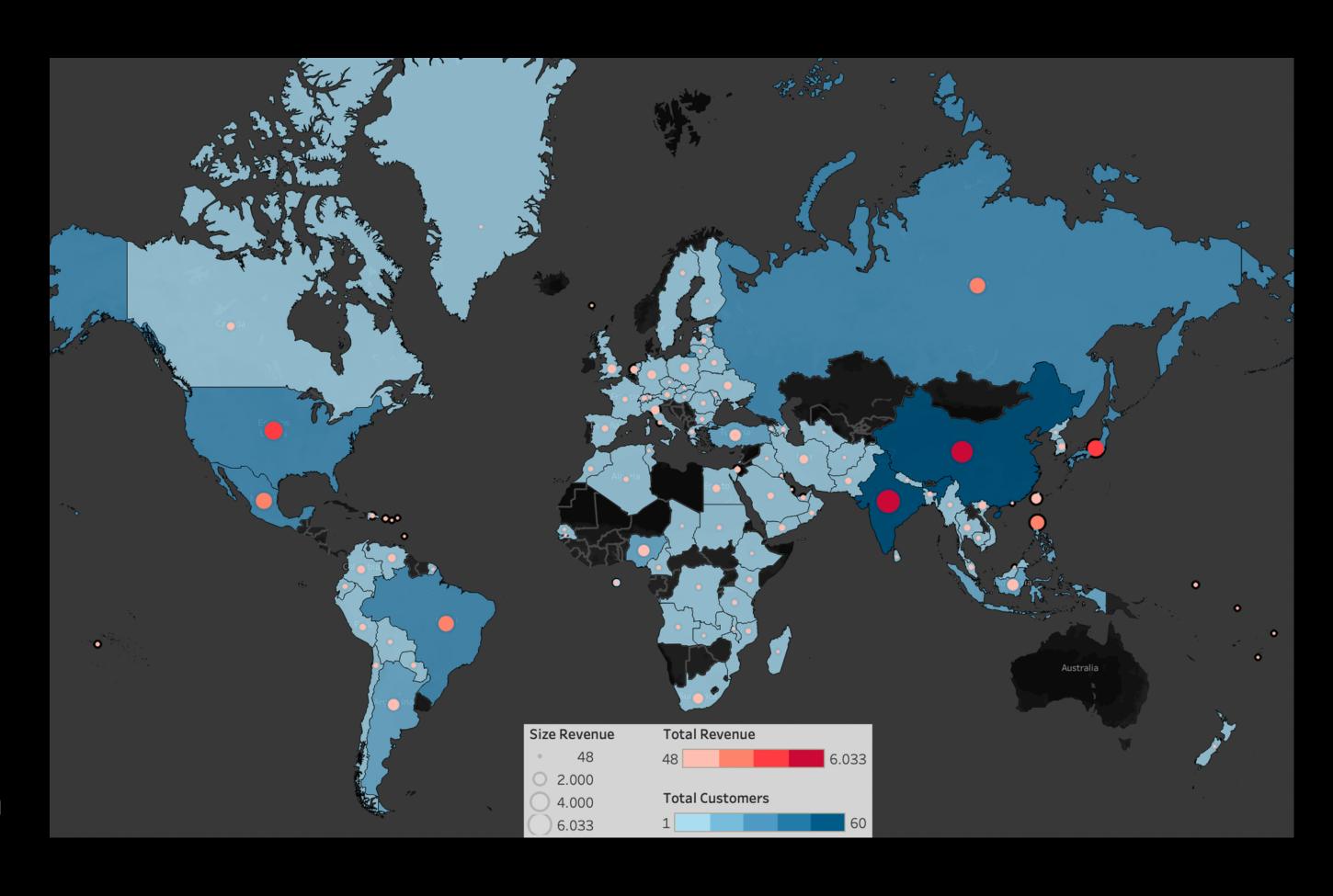
Top 10 Movies with the Least Revenue

Rank	Film	Rating	Genre	
1	Duffel Apocalypse	G	Documentary	\$5.94
2	Oklahoma Jumanji	PG	New	\$5.94
3	Texas Watch	NC-17	Horror	\$5.94
4	Freedom Cleopatra	PG-13	Comedy	\$5.95
5	Rebel Airport	G	Music	\$6.93
6	Young Language	G	Documentary	\$6.93
7	Cruelty Unforgiven	G	Classics	\$6.94
8	Treatment Jekyll	PG	Drama	\$6.94
9	Lights Deer	R	Classics	\$7.93
10	Japanese Run	G	Horror	\$7.94

Y The least

Where are customers based in?

- Our consumers are spread all over the world.
- India, China, and USA are the top 3.
- The top 10 in revenue are the same top 10 in number of customers.



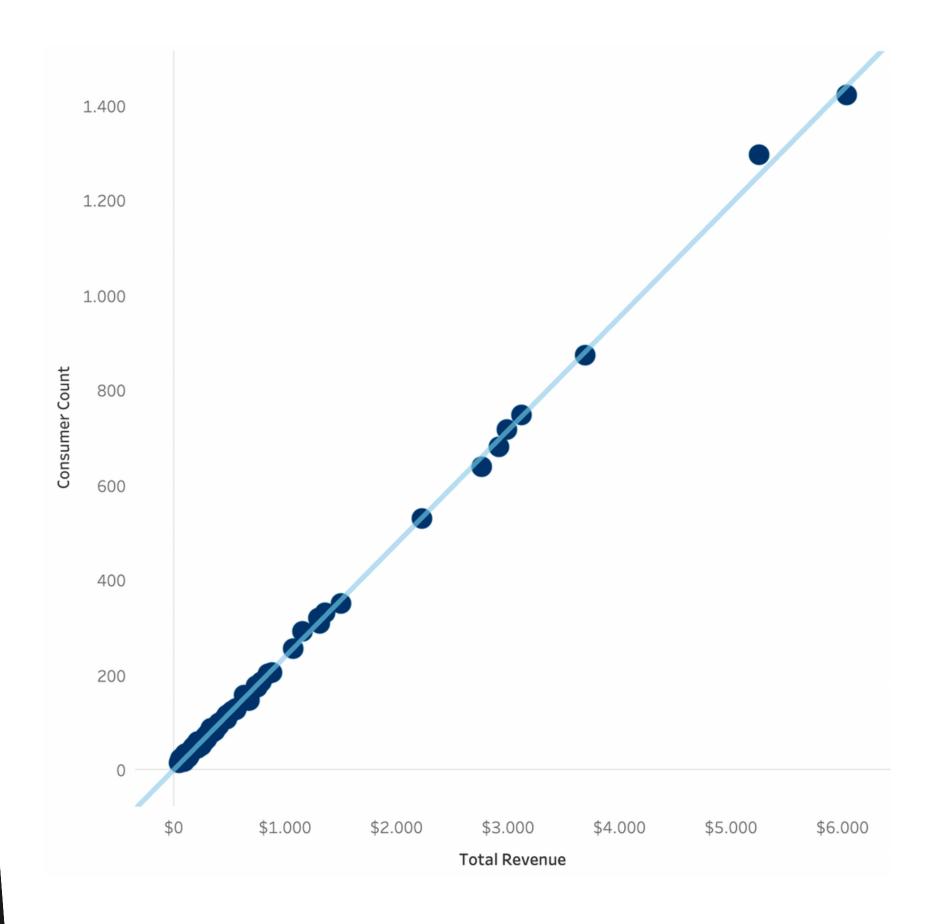
Where are our best customers?

- Top 10 best customers are worldwide.
- USA is the only country with two top 10 consumers.
- There are consumers residing outside the top 10 countries.



Do sales figures vary between geographic regions?

Revenue varies by region since there is a strong correlation between the number of customers in a region and the total accomplished profit.



Insights & Recommendations

Insights

- The average rental duration of 5 days, and cost of \$2,98.
- Most revenue: Sports and PG-13.
- Worst revenue: Music and rating G.
- Top 3 countries by revenue:
 India, China, and USA.
- A film can make good profits regardless of genre and rating.

Films

Focus on adding films up from PG rating and the top 5 genres with the best performance based on achieved revenue: Sports, Sci-Fi, Animation, Drama, and Comedy.

Locations

Launch the streaming service first in the top 3 countries with more customers and revenue: India, China, and the United States.

Later, expand it to the top 10 with Japan, Mexico, Brazil, Russia, Philippines, Turkey, and Indonesia.

Customers

Carry out a benefits program for our best customers within the top 3 countries to consume the brand again and make recommendations.

Thanks!

Link to <u>Tableau Visualizations</u> jgalvalisi@rockbusterstealthllc.com