



# Rockbuster Stealth LLC

Online Video Rental Service

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# Introduction

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. SQL was used to analyze Rockbuster's data to answer the following business questions:

- ❖ **What are the key metrics associated with video rentals?**
- ❖ **Which movies contributed the most/least to revenue gain?**
  - ❖ **Which countries are Rockbuster customers based in?**
  - ❖ **How do sales figures vary between geographic regions?**
- ❖ **Who are the customers with a high lifetime value and where are they based?**

# Key Metrics

## Company Metrics

Total Revenue	\$61,312.04
Total Movies	958
Total Countries	108

In addition to providing its own insights into the business and customer behavior, descriptive statistics and key metrics provide an initial understanding that will serve as a reference point for more complex business questions.

## Customer Metrics

Total customers	599
Rental Duration	
Maximum	9 days
Average	4 days
Minimum	18 hours
Rental Rate (USD)	
Maximum	\$4.99
Average	\$2.94
Minimum	\$0.99

# Movie Revenue

## Highest Revenue Movies

Telegraph Voyage \$215.75	Saturday Lambs \$190.74	Pelican Comforts \$165.77	Fool	Apache Divine \$160.72	Enemy Odds \$159.75
Zorro Ark \$199.72	Titans Jerk \$186.73	Cat Coneheads \$159.73	Scalawag Duck \$157.71	Sunrise League \$155.78	Lola Agent \$154.77
Wife Turn \$198.73	Harry Idaho \$177.73	Scorpion Apollo \$158.79	Maiden Home \$152.78	Closer Bang \$152.76	Bucket
Innocent Usual \$191.74	Torque Bound \$169.76	Range Moonwalker \$158.77	Velvet Terminator \$152.77		
Hustler Party \$190.78	Dogma Family \$168.72				

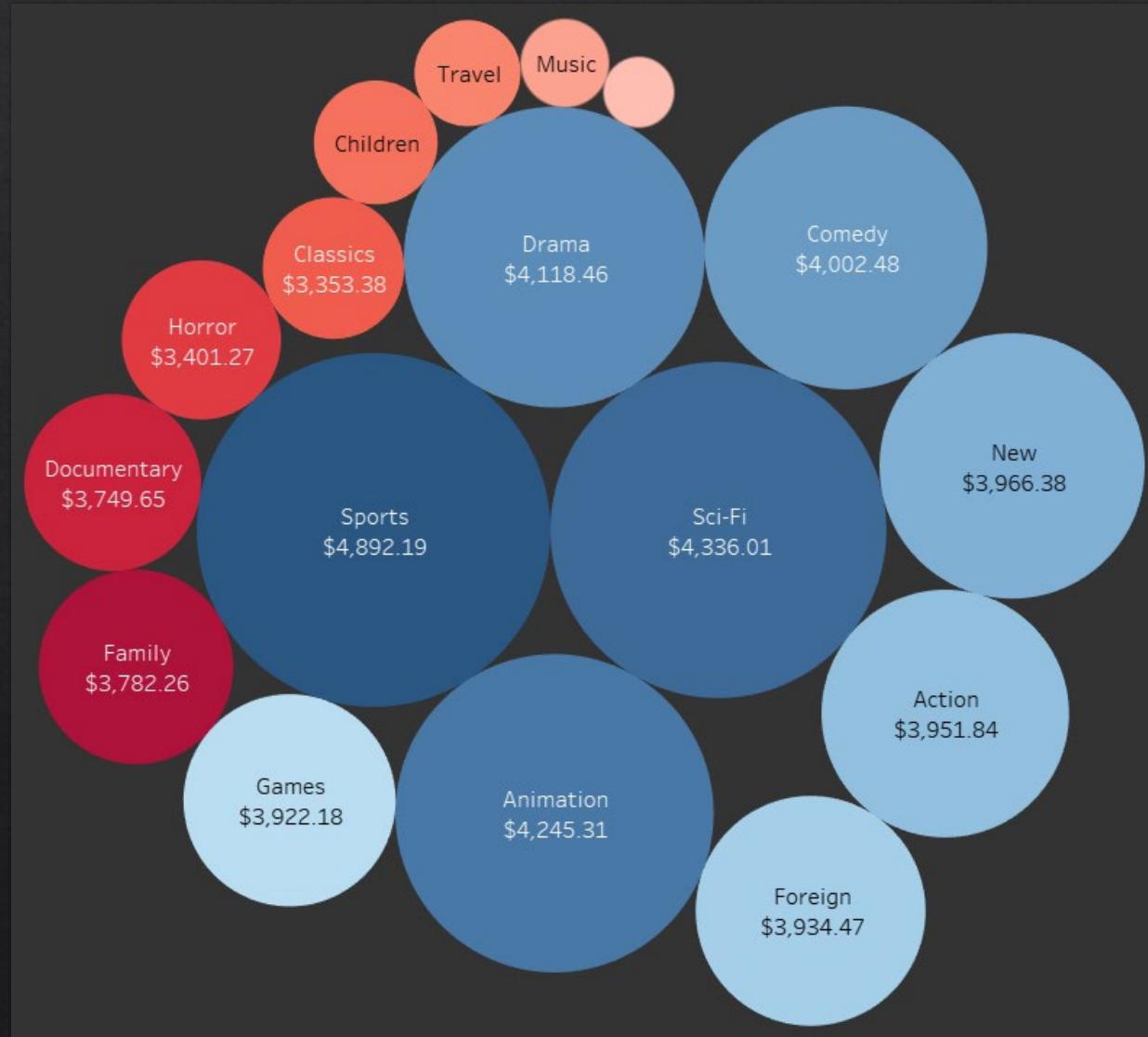
The top three movies with the highest revenue are “Telegraph Voyage”, “Zorro Ark”, and “Wife Turn”. Promoting and marketing these movies, and the rest in this chart, should be prioritized as this is where the majority of the revenue is coming from.

## Lowest Revenue Movies

Runaway Tenenbaums \$11.93	Clockwork Paradise \$11.90		Ballroom		
Soup Wisdom \$11.93	Maude Mod \$10.93	Harold French \$8.93	Cruelty		Rebel Airport \$6.93
Zhivago Core \$10.93	Sunset Racer \$11.93	Japanese Run \$7.94	Young Language \$6.93	Oklahoma Jumanji \$5.94	
Jawbreaker Brooklyn \$10.91	Montezuma Command \$11.91	Towers Hurricane \$10.91	Freedom Cleopatra Lights Deer \$7.93	Duffel Apocalypse	Texas Watch \$5.94

The three movies with the least revenue are “Texas Watch”, “Duffel Apocalypse”, and “Oklahoma Jumanji”. Next steps for movies in this chart could include collecting survey data on these movies to see if they are worth keeping or eliminating them from the company catalogue.

# Genre Revenue

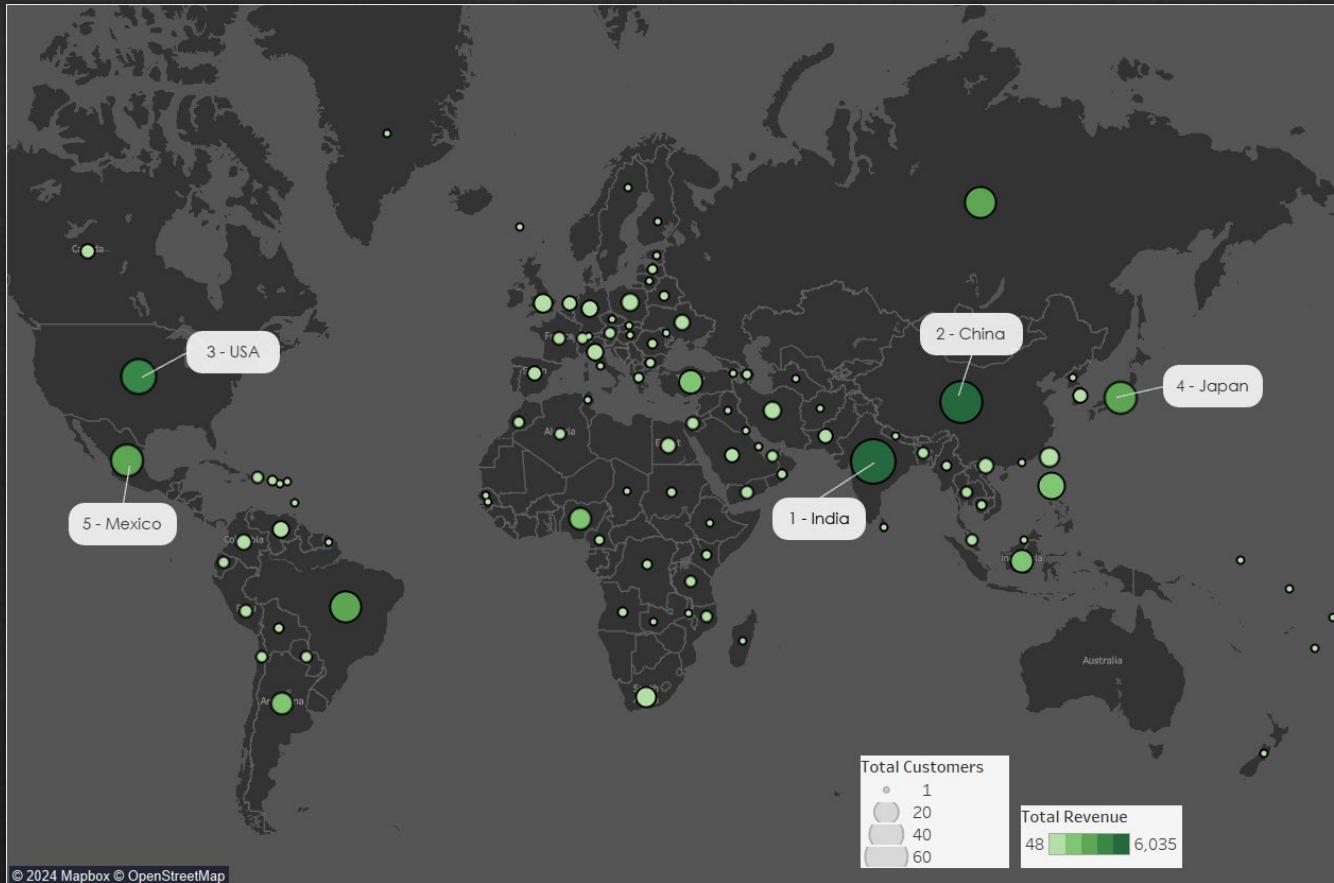


## Revenues Not Shown

Children: \$3,309.39      Music: \$3,071.52  
Travel: \$3,227.36      Thriller: \$47.89

- The top 5 genres (Sports, Sci-Fi, Animation, Drama, and Comedy) account for over one third (35%) of the total revenue.
- All remaining genres are within a thousand dollars of each other in total revenue.
- The only exception in the Thriller genre, that only accrued \$47.89. Next steps should be taken to determine the viability of the movies offered in that genre.

# Customer Base and Revenue by Country

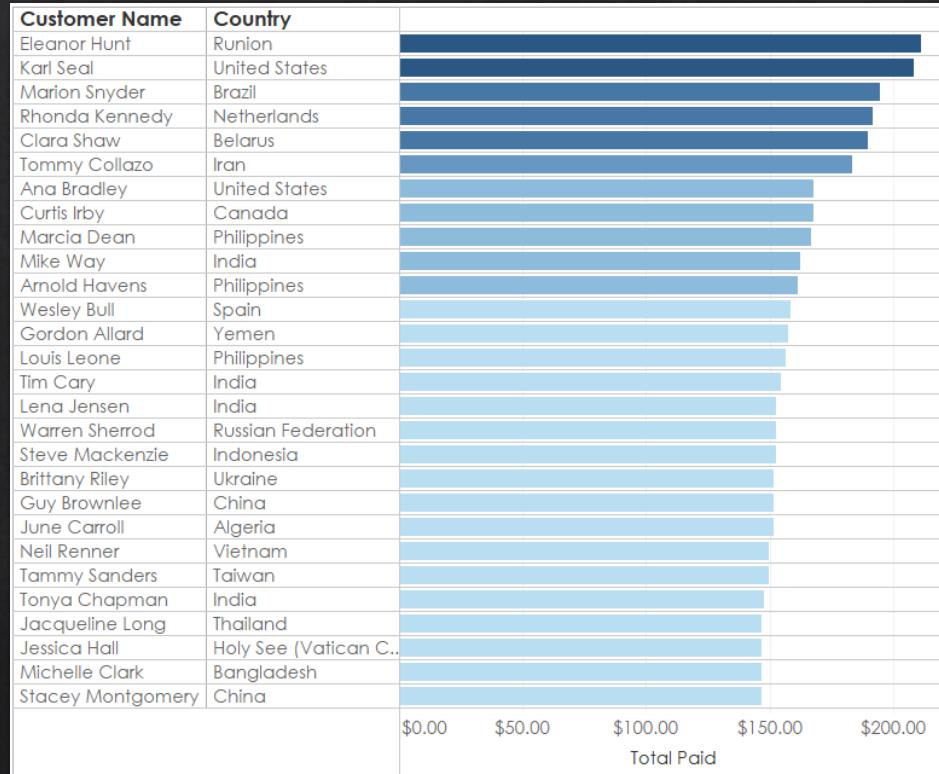


Country	Total Customers	Total Revenue
India	60	\$6,034.78
China	53	\$5,251.03
United States	36	\$3,685.31
Japan	31	\$3,122.51
Mexico	30	\$2,984.82
Brazil	28	\$2,919.19
Russian Federation	28	\$2,765.62
Philippines	20	\$2,219.70
Turkey	15	\$1,498.49
Indonesia	14	\$1,352.69
Nigeria	13	\$1,314.92
Argentina	13	\$1,298.80
Taiwan	10	\$1,155.10
South Africa	11	\$1,069.46
Iran	8	\$877.96
United Kingdom	9	\$850.96
Poland	8	\$786.16
Italy	7	\$753.26
Germany	7	\$741.24
Vietnam	6	\$676.45
Ukraine	6	\$675.53
Colombia	6	\$661.54
Egypt	6	\$659.48
Venezuela	7	\$632.43
Canada	5	\$559.70
Netherlands	5	\$557.73
South Korea	5	\$527.77
Spain	5	\$513.80
Yemen	4	\$473.93
Pakistan	5	\$473.84
Saudi Arabia	5	\$452.94
Peru	4	\$407.01
Thailand	3	\$401.08
Israel	4	\$379.13
Ecuador	3	\$369.18
Bangladesh	3	\$353.19
Algeria	3	\$349.18

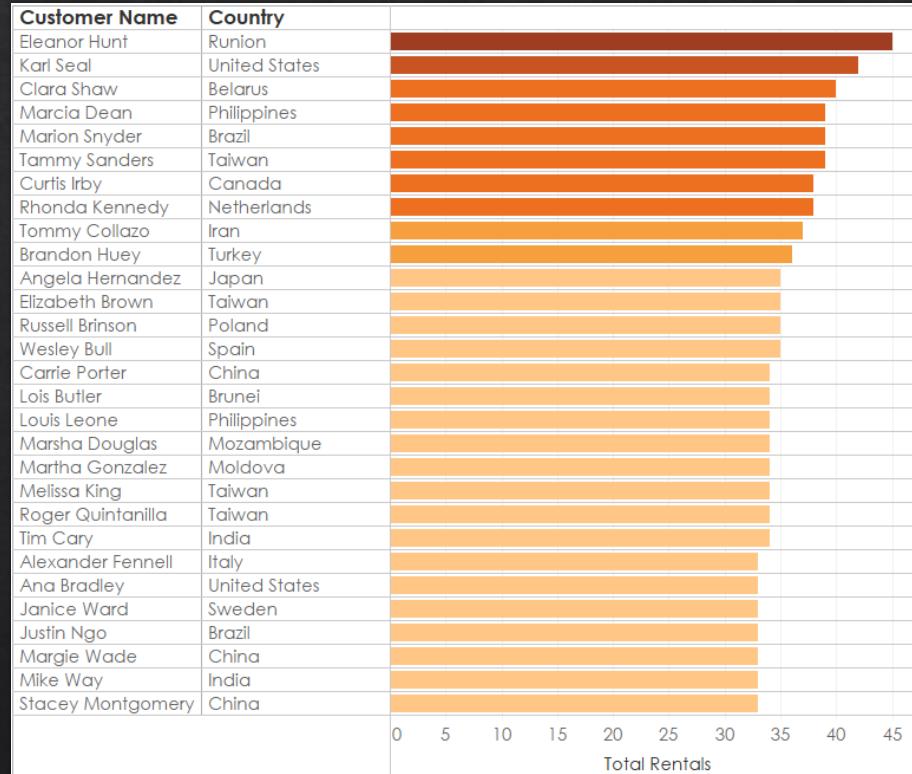
- The top 5 countries (India, China, USA, Japan, and Mexico) account for over one-third (35%) of the total revenue, as well as one-third (35%) of Rockbuster's customer base.
- There are 14 countries with 10 or more customers and they make up 60% of Rockbuster's total revenue.

# High-Value Customers

## Customer Revenue



## Customer Rentals



While these charts include customers in high-value countries, such as United States and India, there are multiple customers on this list that reside in countries with low revenue and customer base, such as Runion, Belarus, and Netherlands. The highest value customer in both revenue and rentals, Eleanor Hunt, is the only customer in the country of Runion.

# Recommendations and Next Steps

## Inventory Optimization

- Remove low-yielding movies to spend money on movie licenses that will return more profit.
- Prioritize obtaining new movie licenses in the higher revenue genres (Sports, Sci-Fi, Animation).
- Consider an overhaul of the films in the Thriller genre to increase revenue in that category.
- Conduct surveys in current customer base to gain insight on movie preferences of your customers.

## Market Development

- Focus the launch of the online streaming service in the primary markets (India, China, US, Japan, and Mexico) to retain business in these high-revenue areas.
- Increase promotions and marketing in secondary markets to begin building them into larger markets.
- Utilize survey and research data in underdeveloped areas to create marketing strategies catered to their particular wants and needs.

## Customer Growth and Retention

- Create a loyalty program that offers rewards for current customers and entices new customers to join the streaming service.
- Institute a referral program for current customers that gives them special promotions, discounts, or even free rentals for referring other to join the streaming service.
- The referral program can be focused toward the high-value customers in the underdeveloped areas, such as Runion, Belarus, and Netherlands, to build up the customer base.

# THANK YOU



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