

# Rockbuster Stealth Data Points

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# Context

To aid in the creation of Rockbuster's 2020 company strategy and launch strategy of the online video service

# Questions

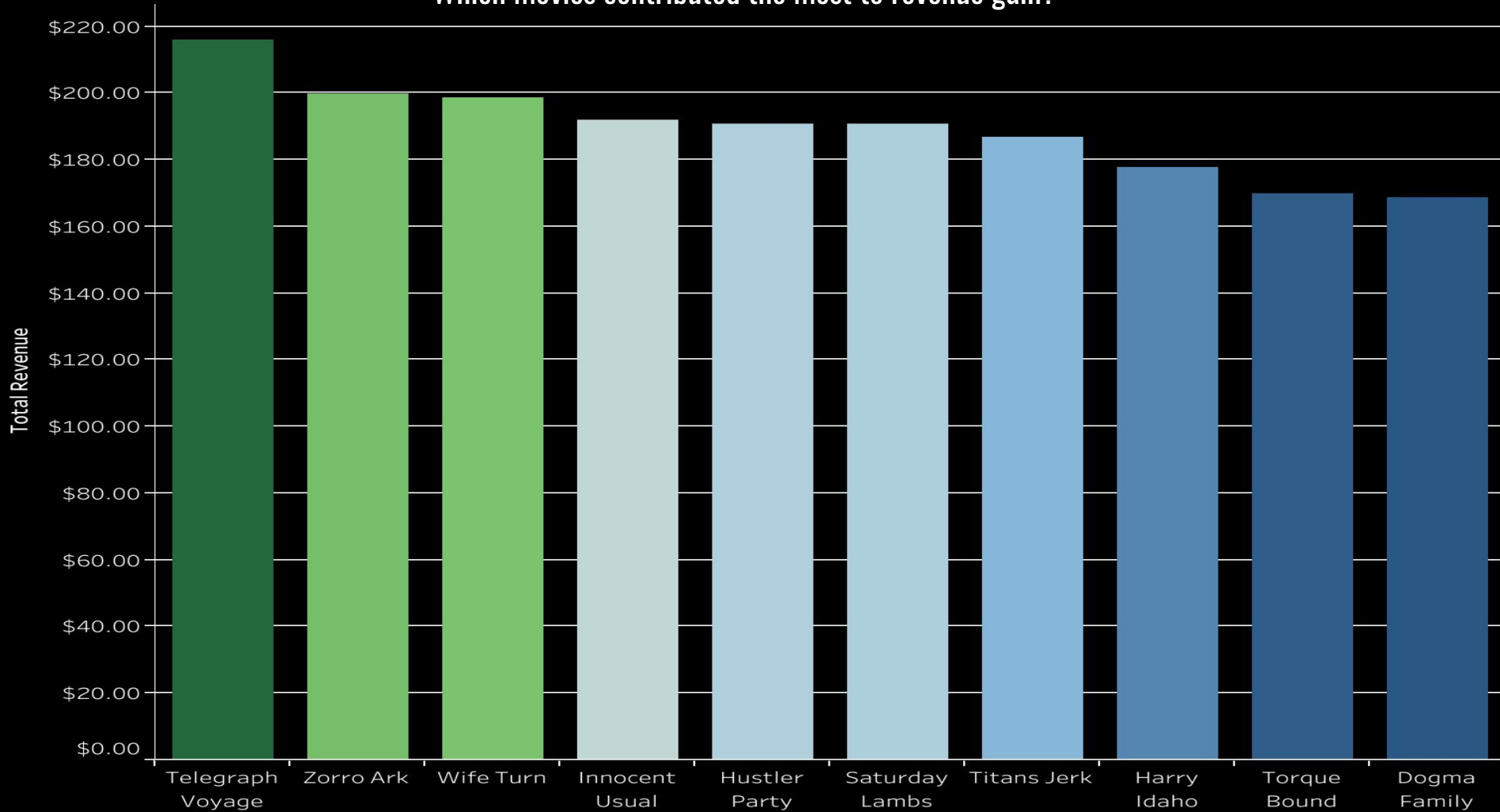
- What was the average rental duration for all videos?
- Which movies contributed the most/least to revenue gain?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?

# What was the average rental duration for all videos?

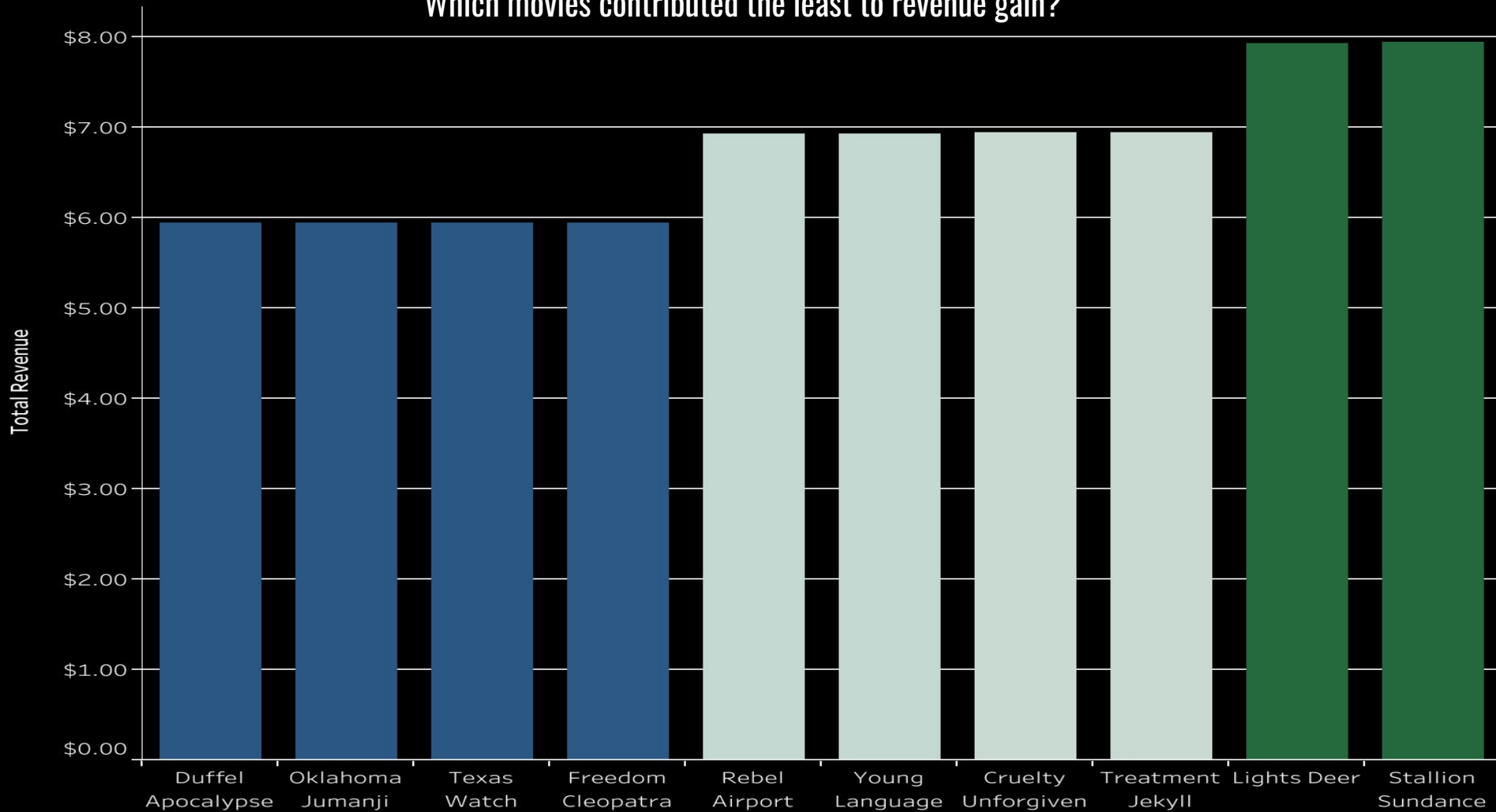
Genre (top 10)	Average Rental Duration
Thriller	6 days
Travel	5.4 days
Music	5.2 days
Family	5.2 days
Foreign	5.1 days
Drama	5.1 days
Classics	5.1 days
Games	5.1 days
Children	5 days
Action	5 days

Rental Duration	Average Rental Cost
7 days	\$3.02
6 days	\$2.90
5 days	\$3.20
4 days	\$2.97
3 days	\$2.83

Which movies contributed the most to revenue gain?



## Which movies contributed the least to revenue gain?

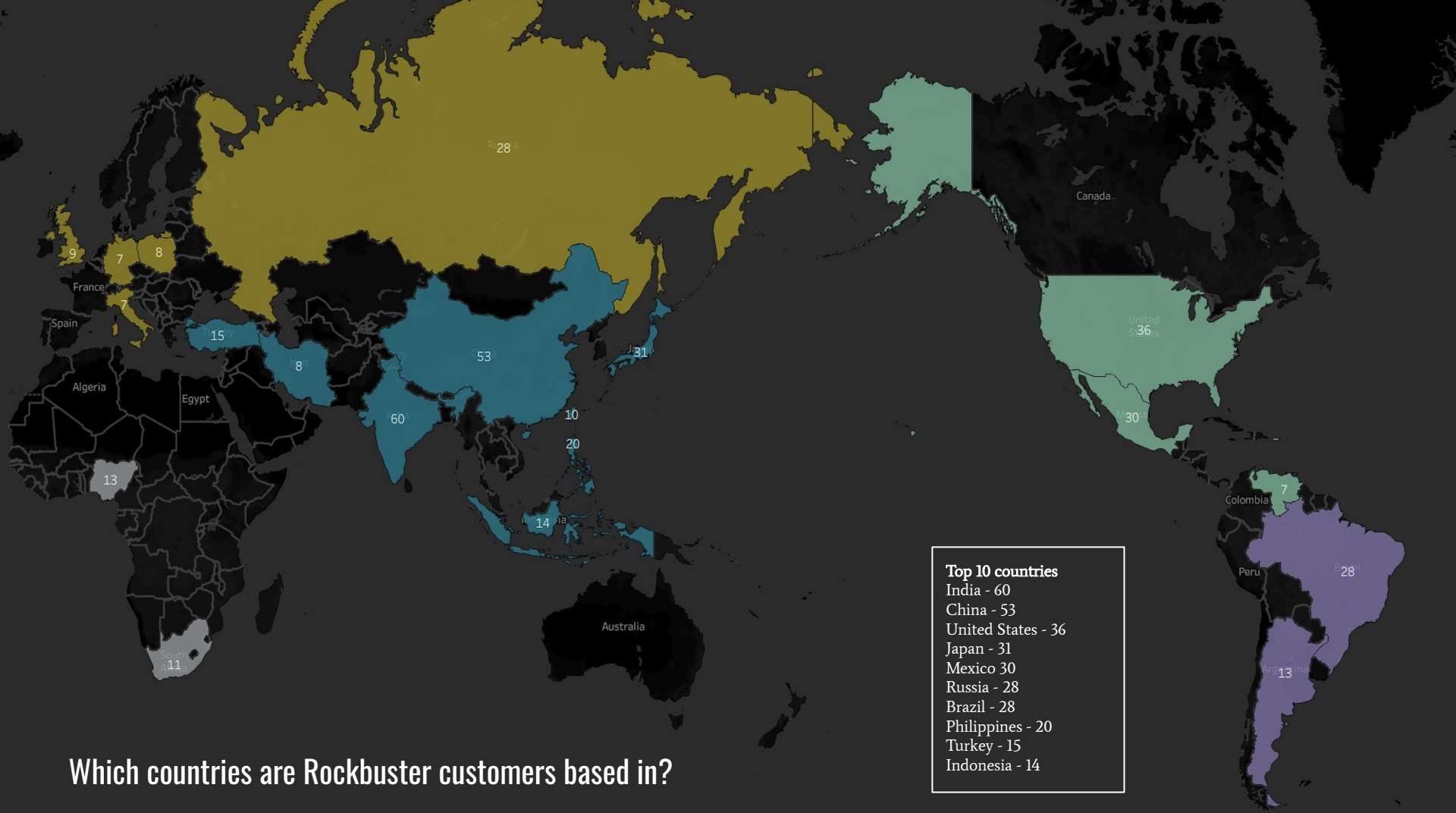


## Top 10 Genres

Sports, Sci-Fi, and Animation are the top three genres and should be expanded.

Genre	Total Revenue
Sports	\$4,892.19
Sci-Fi	\$4,336.01
Animation	\$4,245.31
Drama	\$4,118.46
Comedy	\$4,002.48

Genre	Total Revenue
New	\$3,966.38
Action	\$3,951.84
Foreign	\$3,934.47
Games	\$3,922.18
Family	\$3,782.26



Which countries are Rockbuster customers based in?

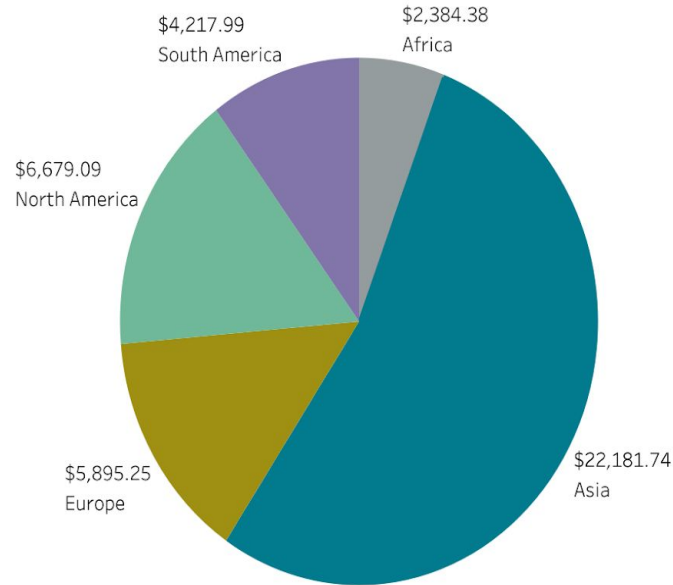
Where are customers with a high lifetime value?

Although the Philippines, Taiwan, and Iran have a smaller customer base than other countries, those customers spend a higher average amount. It would make sense to continue creating growth in these countries to increase revenue.

Country (customers)	Total Revenue Earned	Average Paid per Customer
India (60)	\$6,034.78	\$100.58
China (53)	\$5,251.03	\$99.08
United States (36)	\$3,685.31	\$102.37
Japan (31)	\$3,122.51	\$100.73
Mexico (30)	\$2,984.82	\$99.49
Brazil (28)	\$2,919.19	\$104.26
Russia (28)	\$2,765.62	\$98.77
Philippines (20)	\$2,219.70	\$110.99
Turkey (15)	\$1,498.49	\$99.90
Indonesia (14)	\$1,352.69	\$96.62
Nigeria (13)	\$1,314.92	\$101.15
Argentina (13)	\$1,298.80	\$99.91
Taiwan (10)	\$1,155.10	\$115.51
South Africa (11)	\$1,069.46	\$97.22
Iran (8)	\$877.96	\$109.75



## Do sales figures vary by region?



Country (group)

- Africa
- Asia
- Europe
- North America
- South America

It is clear that Rockbuster's largest market is Asia, followed closely by North America.

# Conclusions

- Average rental duration is between 5 and 6 days
- Telegraph Voyage has brought in the most revenue and Duffel Apocalypse has brought in the least
- Sports, Sci-Fi, and Animation are the most popular genres
- Asia is the most lucrative market for Rockbuster, followed by North America.

# Recommendations

- Remove low performing films from inventory to add additional high performing films
- Expand selections in the genres of Sports, Sci-Fi, and Animation
- Focus growth efforts in the Philippines, Taiwan, and Iran
- The market focus should be in Asia as they are already the strongest base. If the online system is rolled out there first it is likely to be successful

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