

ROCKBUSTER STEALTH

MARKET ANALYSIS

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Motivations & Objectives

- Rockbuster Stealth LLC plans to use its existing film licenses to create an online video rental service, thereby strengthening its competitive position.
- The purpose of this analysis is to identify specific films and geographical regions that should be prioritised for the launch of the online platform.

Key Questions

The answers to these questions will help in the development of the company's 2020 strategy.

- 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?

Data Overview

Most Rented Genre

- Sports

Most Rented Duration

- 3 Days

Total Rentals

- 16044

Number of Distinct Films

- 1000

Most Rented Rating

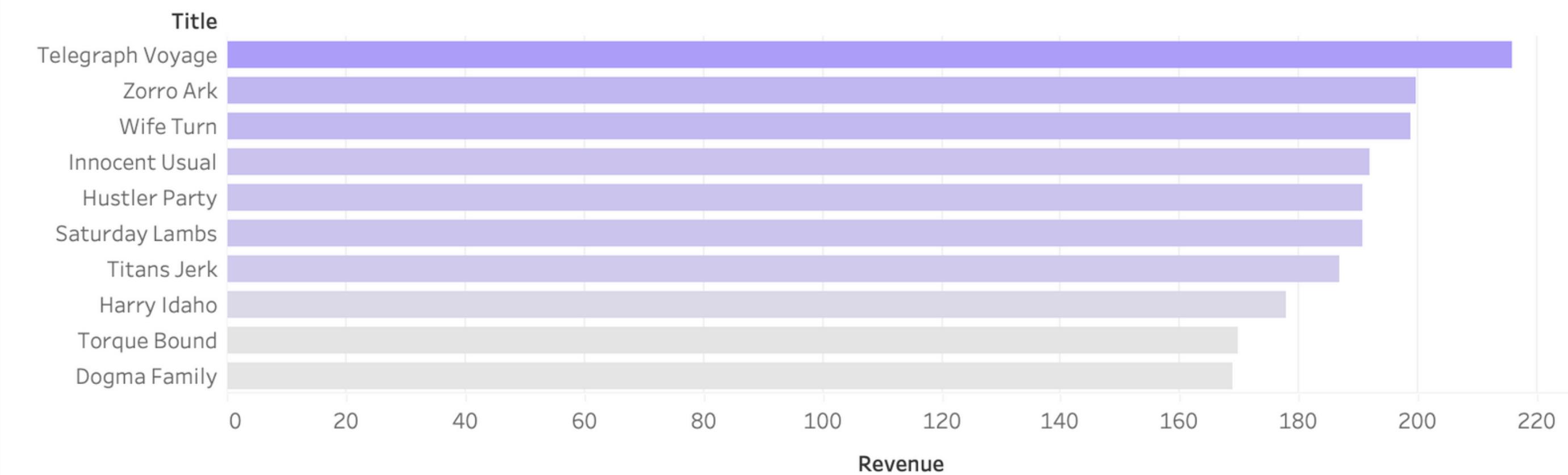
- PG-13

Release Year (All)

- 2006

Movies and Revenue

Top 10 revenue generating movies



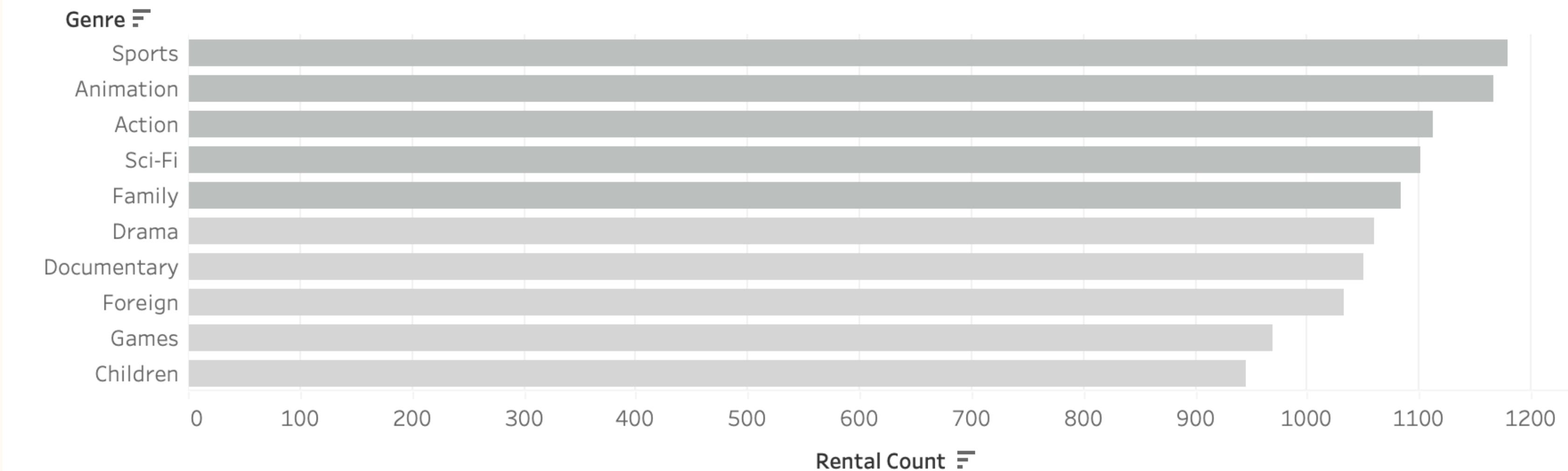
- The most popular films were offered at a price of \$0.99, while each of the top 10 films that generated the most revenue had a rental price of \$4.99.

<https://public.tableau.com/app/profile/kate.lysenko/viz/Top10revenuegeneratingmovies/Sheet1?publish=yes>

Top Genres

Top 5 Genres: Sports, Animation, Action, Sci-Fi, Family

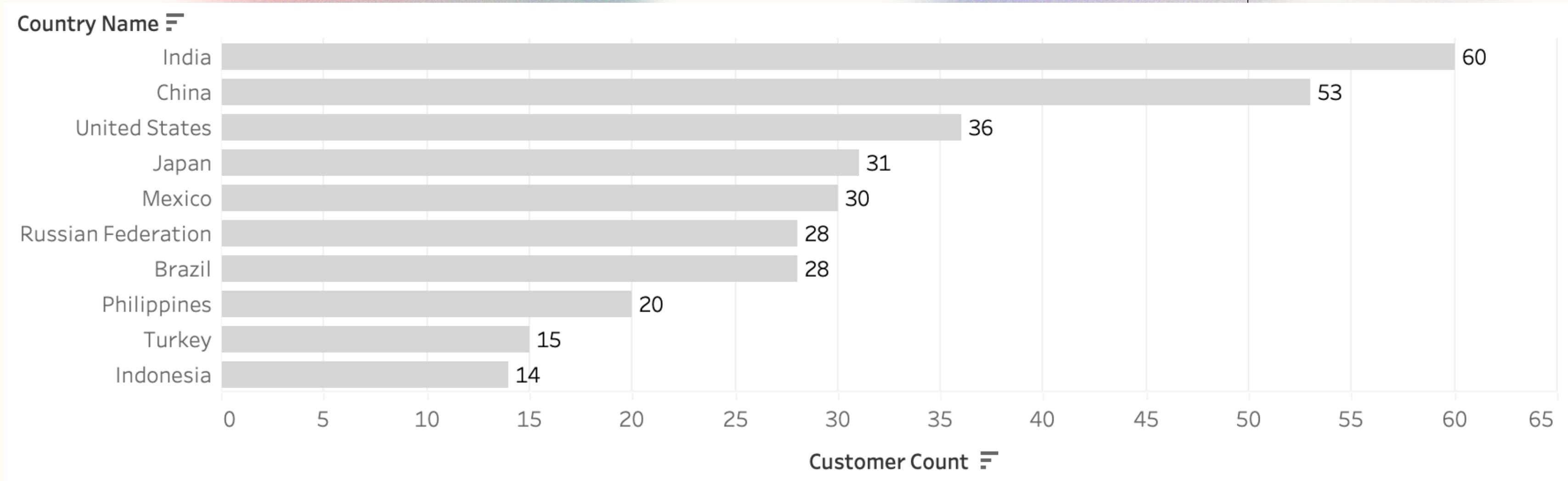
Genres by rental popularity



Top Countries Customers

Top 5 Countries

- India
- China
- United States
- Japan
- Mexico



Spatial Analysis

Total Revenue per Country



SUM(Country Sales)

1,498 6,035

SUM(Sales Percentage)

- 2.444
- 4.000
- 6.000
- 8.000
- 9.843

	country_name character varying (50)	country_sales numeric	sales_percentage numeric
1	Australia	[null]	[null]
2	India	6034.78	9.84273235729882744100
3	China	5251.03	8.56443530503959744300
4	United States	3685.31	6.01074438234317435900
5	Japan	3122.51	5.09281700625195312400
6	Mexico	2984.82	4.86824447531023270500
7	Brazil	2919.19	4.76120187813029871500
8	Russian Federation	2765.62	4.51072905093355236600
9	Philippines	2219.70	3.62033297212097330300
10	Turkey	1498.49	2.44403872387870310600

Recommendations

- Rockbuster should constantly monitor customer preferences and trends in the film industry, allowing them to adapt their inventory and pricing strategies accordingly. It would be best to focus on the top 10 countries with the highest revenues.
- Rockbuster could also introduce a tiered pricing system for its movie rental service, offering premium content at a higher price point while maintaining a selection of budget options.
- To increase customer loyalty and repeat business, Rockbuster could implement a rewards program that not only lets valuable customers know they are there, but also encourages them to interact more with the platform.

Q&A Session

If you have any questions, please send me an email: katebekk.lisenko@gmail.com

Thank you!