

Rockbuster Stealth LLC Data Analysis

Katja Gonzales

February 2023



Project Overview

Goal:

Develop a strategic plan for Rockbuster to transition from brick and mortar movie rental stores to an online video rental service in order to stay competitive.

Key Questions:

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

Summary of Key Metrics



* All data is from the year 2006

Answer to key question 3

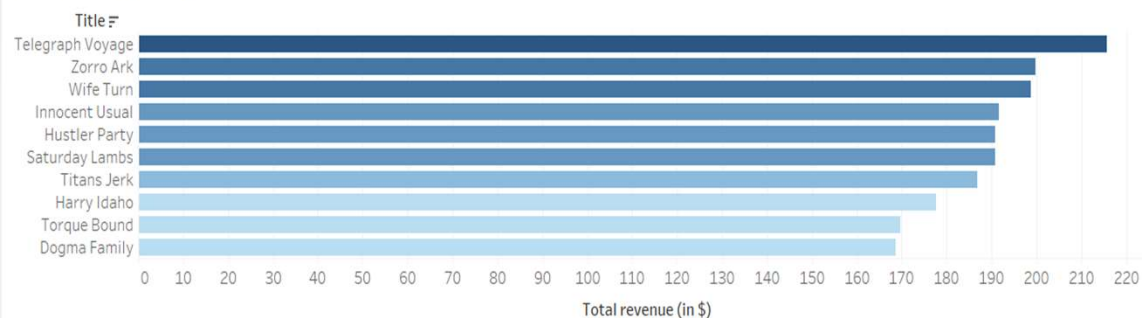
Which movies contributed the most/least to revenue gain?

The Top 3 Movies :

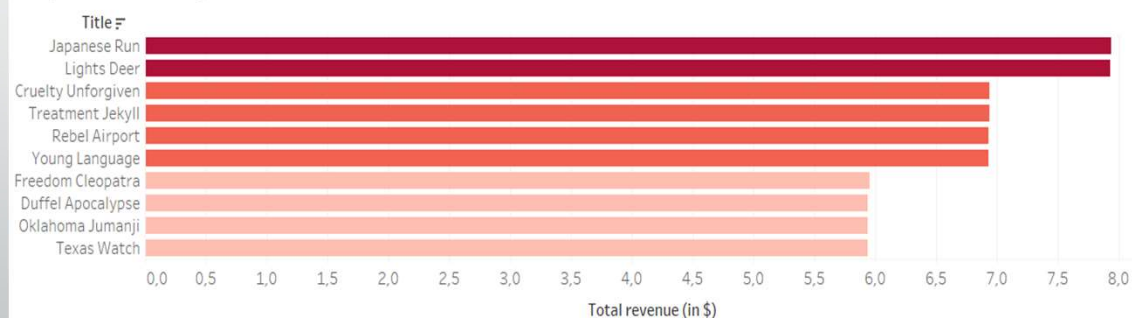
- Telegraph Voyage
- Zorro Ark
- Wife Turn

don't have similarities like rating, genre or length

Top 10 Movies by Revenue



Flop 10 Movies by Revenue



The Flop 3 Movies :

- Duffel Apocalypse
- Oklahoma Jumanji
- Texas Watch

don't have similarities like rating, genre or length

Which genres contributed the most/least to revenue gain?

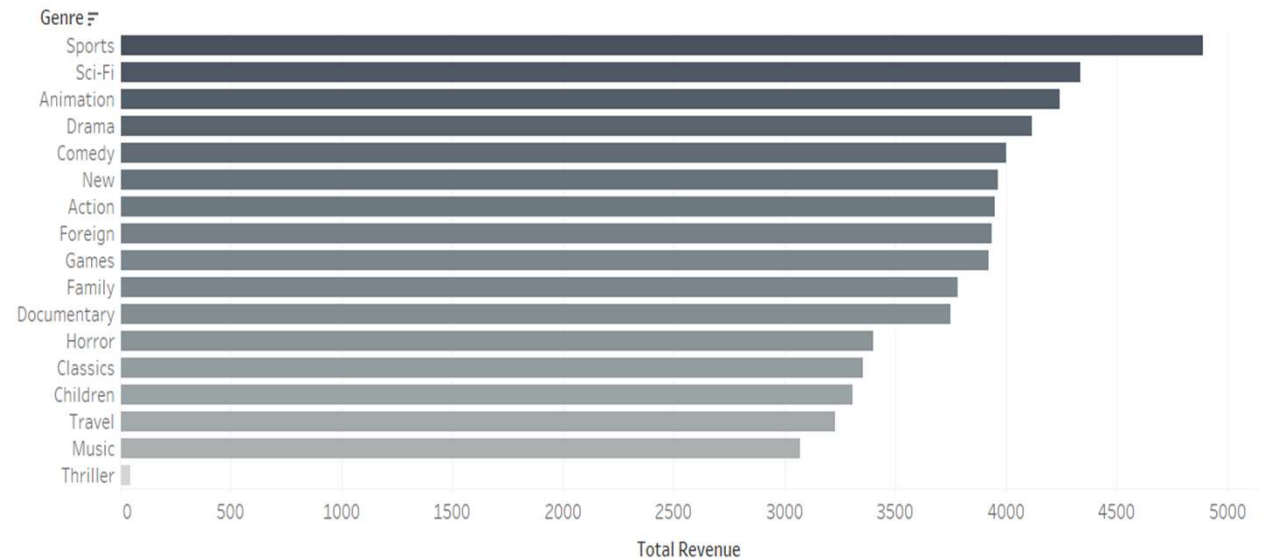
Most profitable genres:

- Sports
- Sci-Fi
- Animation

Least profitable genres:

- Travel
- Music
- Thriller

Movie Genres as per Total Revenue



Which countries are Rockbuster customers based in?

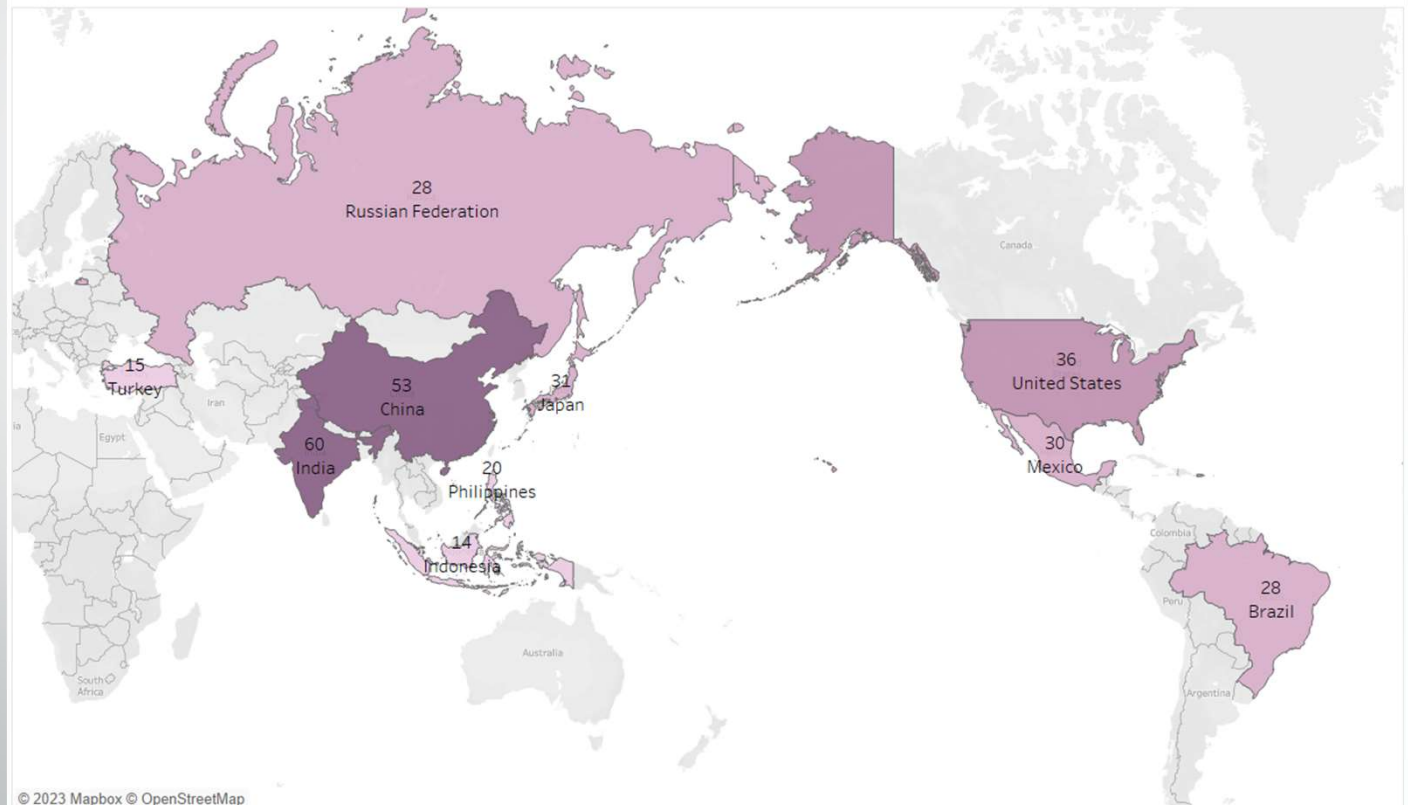
Rockbuster's customers can be found in 108 countries



Most customers in:

- India
- China
- United States

Top 10 countries with the most Rockbuster customers



Where are customers with a high lifetime value based?

Locations of customers with a high customer lifetime value (CLV): Mexico, Turkey, USA & India

Top spending customers in the Top 10 cities:

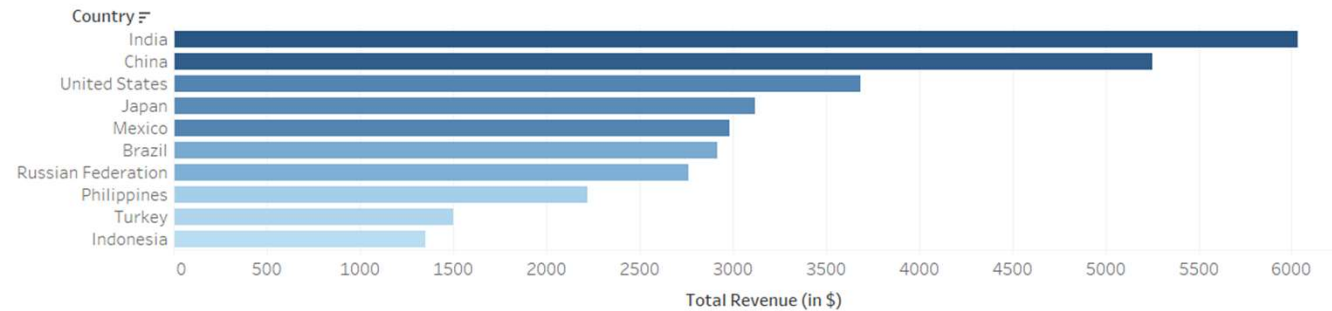
First name	Last name	Country	City	Total Payments (in \$)
Sara	Perry	Atlixco	Mexico	128,7
Gabriel	Harder	Sivas	Turkey	108,75
Sergio	Stanfield	Celaya	Mexico	102,76
Clinton	Buford	Aurora	United States	98,76
Adam	Gooch	Adoni	India	97,8
Francisco	Skidmore	So Leopoldo	Brazil	93,79
Rebecca	Scott	Kurashiki	Japan	89,76
Bob	Pfeiffer	Xintai	China	82,78
Scott	Shelley	Aurora	United States	60,82

Do sales figures vary between geographic regions?

Most revenue made in countries with a large population:

- India
- China
- United States

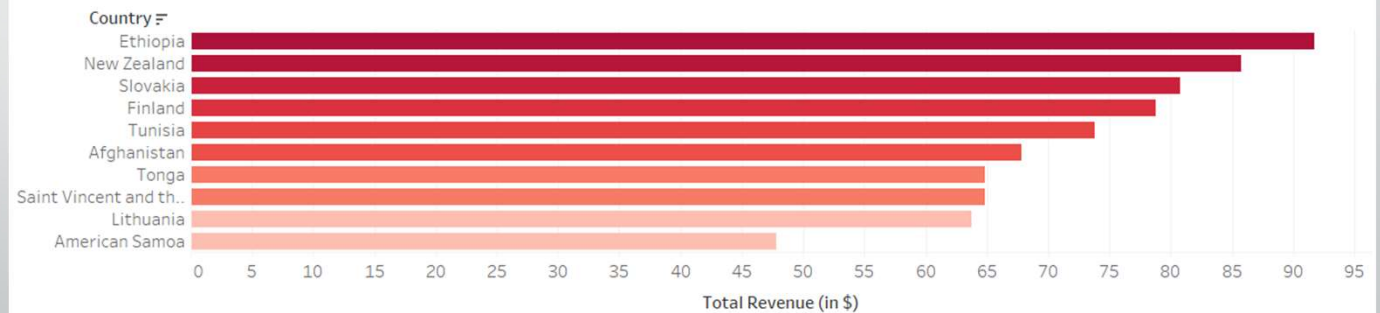
Top 10 Spending Countries



Least revenue made in countries with a small population:

- Lithuania
- American Samoa

Bottom 10 Spending Countries



Recommendations

- Invest in the top 5 markets by number of customers and revenue: India, China, United States, Japan & Mexico
- A marketing campaign targeting countries with a small population like American Samoa & Lithuania could help to increase revenue in these countries.
- Promote the brand with the most popular movies like Telegraphic Voyage, Zorro Ark & Wife Turn
- Offer a variety of the most popular genres: Sports, Sci-Fi and Animation
- Give the most valuable customers some kind of reward for their loyalty, e.g. a free month of streaming



Questions?

Contact: analytics@rockbuster.com

Visualizations: <https://public.tableau.com/app/profile/katja.gonzales>