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Business Analysis of Online Movie Rentals 2020

Rockbuster Steath LLC

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Project Overview

01.

Background

Rockbuster Stealth LLC is a movie rental company, transitioning to an online video rental service to stay competitive. Competitors are streaming services such as Netflix and Amazon Prime.

Objective

Performing an analysis on the movie rental company's DVD rental database to answer key business questions to help with the launch strategy for a new online video service with the focus on the movies and customers.

Database Overview

Overview

Movies: **1000**

Movie Genre: **28**

Customers in **108** countries

Total Customer: **599**

Top 3 Countries by Customer

1. India: **60**

2. China: **53**

3. U.S.A: **35**

Rental Revenue

The **Total** Rental **Revenue**

is **$61.312** from total

14.596 rental transactions.

Average Revenue: $4,20

Constrain: The database covers rentals between May 2005 and February 2006; which limits the performances of a temporal analysis.
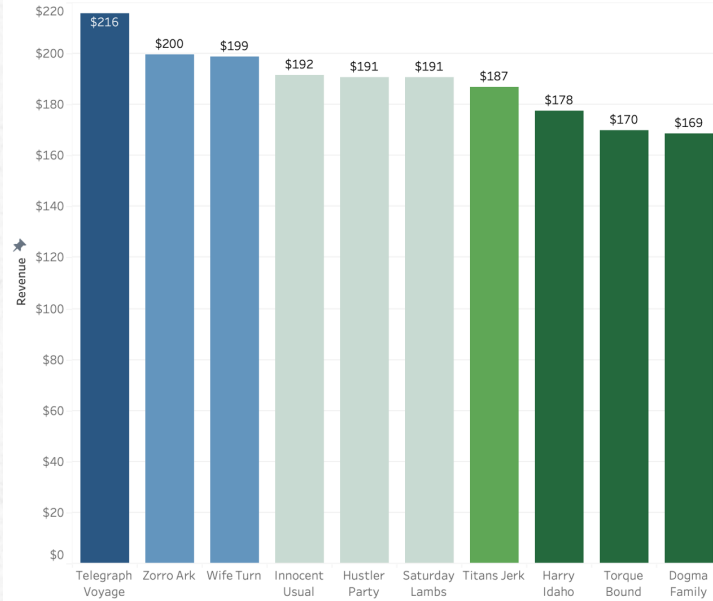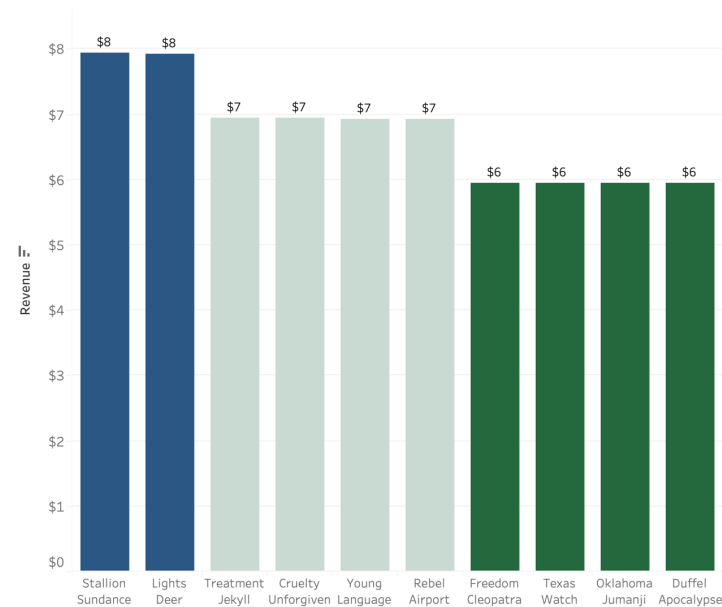
Insights

02.

Film Revenue

Highest Crossing

Lowest Crossing


Rockbuster Stealth Revenue Gain by Movie

Rockbuster Stealth Revenue Gain by Movie

Through an analysis of the **highest** and **lowest-grossing films** in the **top 10**, we identified *'Telegraph Voyage'* as the highest-grossing film in our catalog, while four movies were identified as the lowest-grossing.

Customer Demographic

Rockbuster Stealth Top 10 Customer Count & Revenue Gain by Country
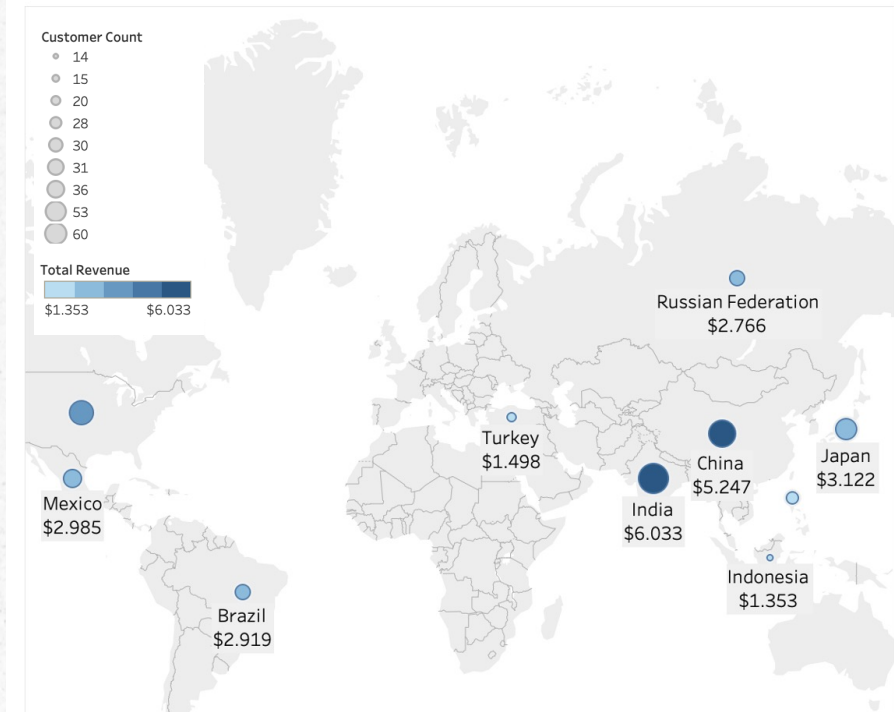
Upon analysing customer demographic based on revenue, the following insights were uncovered:

The **majority** of customers are predominantly situated in **India** and **China.**
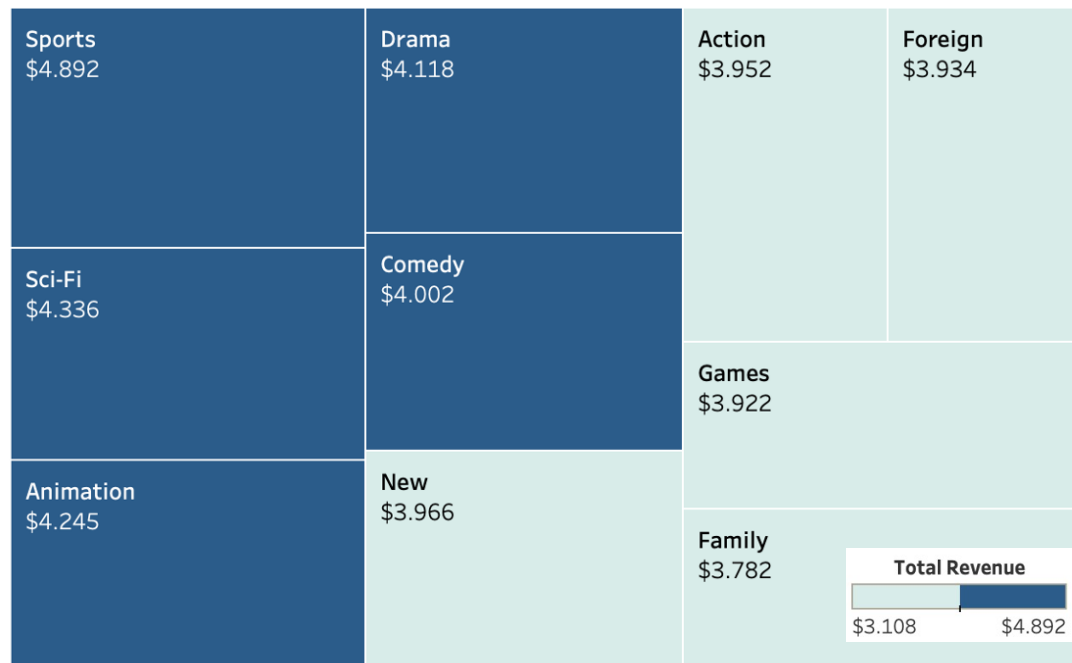
India stands out with the highest **customer count** at **60** and the **highest revenue** of **$6.033**.

The distribution of the **top 10 customers** by revenue showcases a **diverse global spread**.

The **top 5 customers of Rockbuster** come from **India, China, Japan, Mexico,** and the **United States**.

Since 2008 there is decreasing global trend in overall sales.

Genre Revenue

Rockbuster Stealth Top 10 Revenue by Genre

Sports $4.892	**Drama** $4.118	**Action** $3.952	**Foreign** $3.934
Sci-Fi $4.336	**Comedy** $4.002	**Games** $3.922	
Animation $4.245	**New** $3.966	**Family** $3.782	

Total Revenue

$3.108 $4.892

Examining the top 10 revenue based on movie genres revealed that **Sports**, **Sci-Fi, Animation**, **Drama** and **Comedy** stood out as the most lucrative genres.

Country Revenue Worldwide

Rockbuster Stealth Customer Count & Revenue Gain by Country

Examining the **geographical distribution** of the **599** total **customer** worldwide, the majority of customers are from **Asia** and **Southeast Asia**, contributing to 57% of the customer base in the top 10 countries.

These regions also **constitutes 57% of rentals** and **56% of rental revenue** for the top 10 countries in their respective categories.

Other regions are low in overall customer count and revenue.

What Insights can we draw?

- The analysis indicates that the majority of customers predomintly are located in **India** and **China,** yet the **customer base extends globally**, encompassing 108 countries in total.

- Examining the **geographical distribution**, the majority of customers hail from **Asia and Southeast Asia**, contributing to 57% of the customer base in the top 10 countries. This region also **constitutes 57% of rentals** and **56% of rental revenue** for the top 10 countries in their respective categories.

- When considering the **Top 10 customers**, their distribution reveals a **diverse global** spreading.

- The **genre revenue** analysis points to specific movie genres, including **Sports, Sci-Fi, Animation, Drama,** and **Comedy**, as the **primary** drivers of **revenue.**

Recommendations

03.

Recommended Action: short term

1. Based on the insights, we suggest strategically allocating and prioritizing marketing resources in key regions such as India, China, the United States, Japan, and Mexico.

2. Considering the findings, it is advisable to expand the catalogue with a focus on foreign language movies, particularly those originating from China and India.

3. To optimize marketing resource allocation, we propose taking into consideration genre preferences, emphasizing genres such as Sports, Sci-Fi, Animation, Drama, and Comedy.

4. Implementing a customer loyalty program geared towards rewarding our top customers is recommended to enhance customer retention and engagement.

Further Considerations: long term

We suggest conducting a more in-depth analysis to uncover the underlying reasons behind user behavior. Collecting data over an extended period will enable us to perform a temporal analysis, providing Rockbuster with a comprehensive understanding of customer behavior.

Tableau link:

https://public.tableau.com/views/RockbusterStealthVisualization_17028932711190/RockusterStealthVisualitzation?:language=en-GB&publish=yes&:display_count=n&:origin=viz_share_link

Thank You!