



Initial Analysis Results

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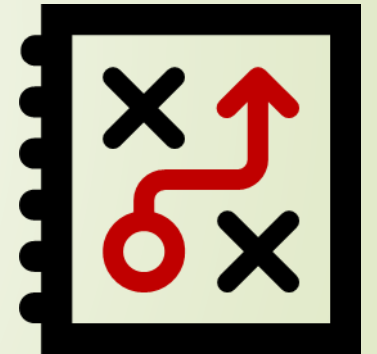
Outline



- Background and Project Goal
- Business Questions
- Next Steps

Our Existing Stage

- To develop a **competitive online platform**, we need are first understanding our past performance.
- Business Questions (BQ):
 - BQ1 - Which movies contributed the most/least to revenue gain?
 - BQ2 - What was the average rental duration for all videos?
 - BQ3 - Which countries are Rockbuster customers based in?
 - BQ4 - Where are customers with a high lifetime value based?
 - BQ5 - Do sales figures vary between geographic regions?
- Goal to conduct preliminary analysis of our current situation based on BQ.



Most Popular/Least Popular Films

BQ1

Most Popular

Title	Rating	Revenue
Telegraph Voyage	PG	\$ 215.75
Zorro Ark	NC-17	\$ 199.72
Wife Turn	NC-17	\$ 198.73
Innocent Usual	PG-13	\$ 191.74
Hustler Party	NC-17	\$ 190.78
Saturday Lambs	G	\$ 190.74
Titans Jerk	PG	\$ 186.73
Harry Idaho	PG-13	\$ 177.73
Torque Bound	G	\$ 169.76
Dogma Family	G	\$ 168.72

Least Popular

Title	Rating	Revenue
Oklahoma Jumanji	PG	\$ 5.94
Duffel Apocalypse	G	\$ 5.94
Texas Watch	NC-17	\$ 5.94
Freedom Cleopatra	PG-13	\$ 5.95
Young Language	G	\$ 6.93
Rebel Airport	G	\$ 6.93
Treatment Jekyll	PG	\$ 6.94
Cruelty Unforgiven	G	\$ 6.94
Lights Deer	R	\$ 7.93
Japanese Run	G	\$ 7.94
Oklahoma Jumanji	PG	\$ 5.94

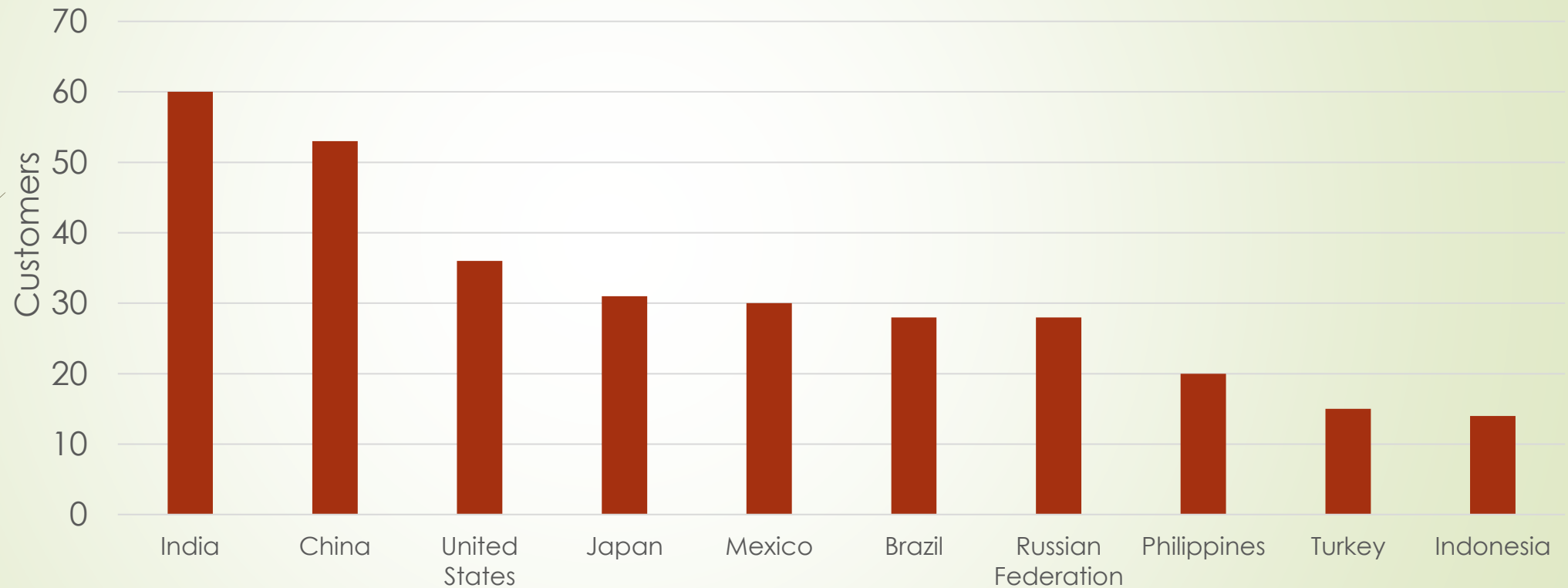
Characteristics of Films

BQ2

Variables	Average Value	Lowest Value	Highest Value
Rental Duration (minutes)	5	3	7
Film Length (minutes)	115	46	185
Rental Rate (USD)	2.98	0.99	4.99
Replacement Cost (USD)	19.98	9.99	29.99

- Data is based on 2006 film releases
- All films are available in English
- Movies with PG-13 rating are the largest in the Rockbuster Inventory

Top Ten Countries BQ3



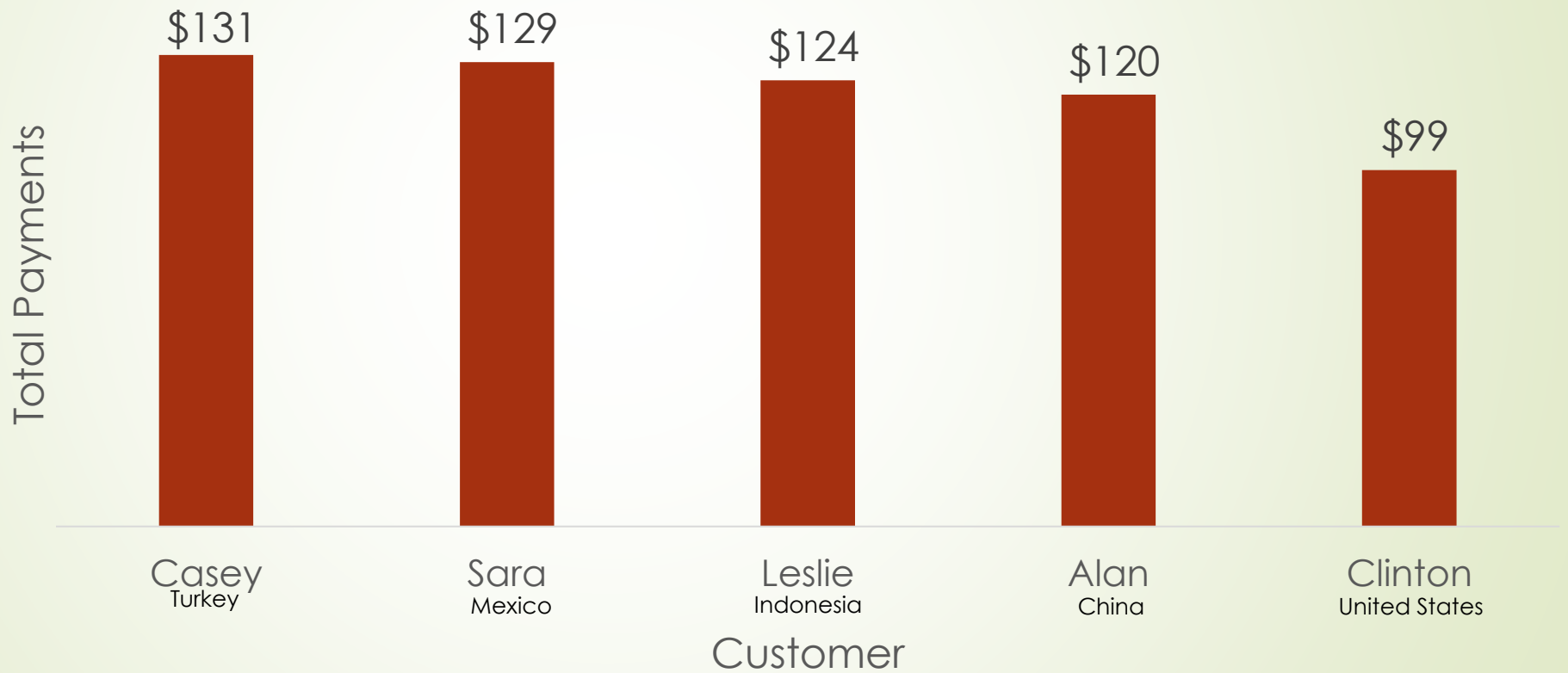
Ten Cities

BQ3

City	Country	Customer Count
Aurora	United States	2
Atlixco	Mexico	1
Xintai	China	1
Adoni	India	1
Dhule (Dhulia)	India	1
Kurashiki	Japan	1
Pingxiang	China	1
Sivas	Turkey	1
Celaya	Mexico	1
So Leopoldo	Brazil	1

Excluding Aurora (#1), each city has **only 1 customer**, thus the ordering should not be considered.

Top 5 Paying customers BQ4



Sales Variations by Region

BQ5

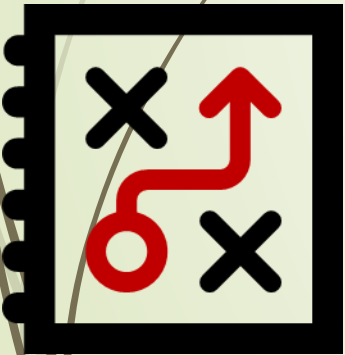


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Recommendations for Next Steps (1)

- Data related
 - Acquire more data about customer's repeated rentals
 - Acquire more data about customer demographics and spending patterns to segment customers during future analysis
 - Investigate the current feasibility of current database capacity for online services



Recommendations for Next Steps (2)

- Data related (continued)
 - Since online streaming of movies depend heavily on the infrastructure (e.g., internet speeds, device access etc.) in each country, additional data about the internet availability in each region, especially Asia and the Americas.
- Research related
 - Streaming services are still relatively new. Research into social media sentiments of current competitors' customers can provide qualitative support for the Rockbuster platform and their data requirements before launching the service.

