

Rockbuster Stealth



Research by Klaudia Mazur



“Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.”

motivation

MAIN BUSINESS QUESTIONS:

- 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?

ACTIVE CUSTOMERS: 584

PRESENT IN COUNTRIES: 109

Films in offer: 1000

Average film review: \$4.2

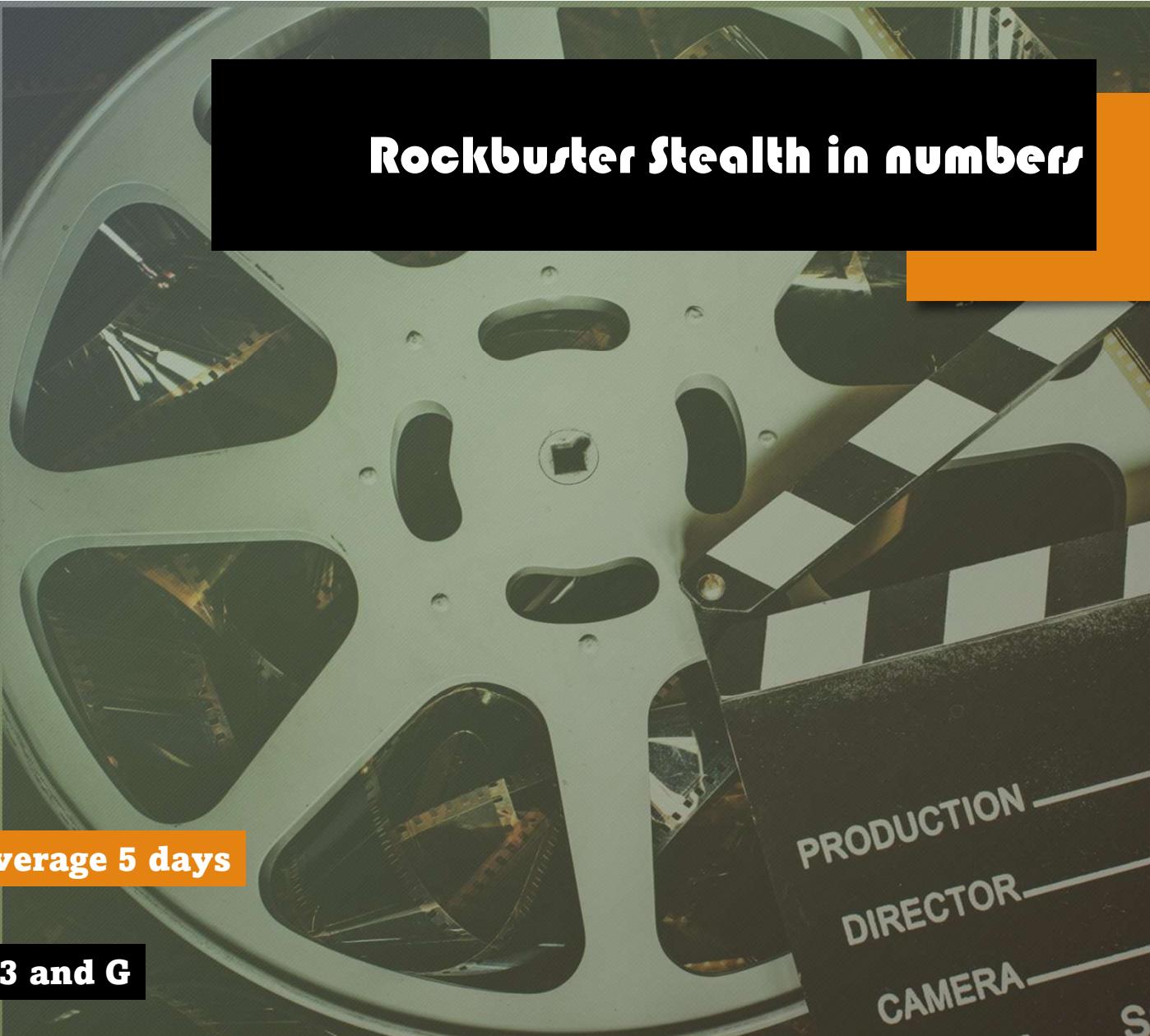
Rental rates: \$0.99 – \$4.99

Available film genres: 20

Rental duration: 3-7 days, on average 5 days

Films rated: PG, R, NC-17, PG-13 and G

Rockbuster Stealth in numbers





films

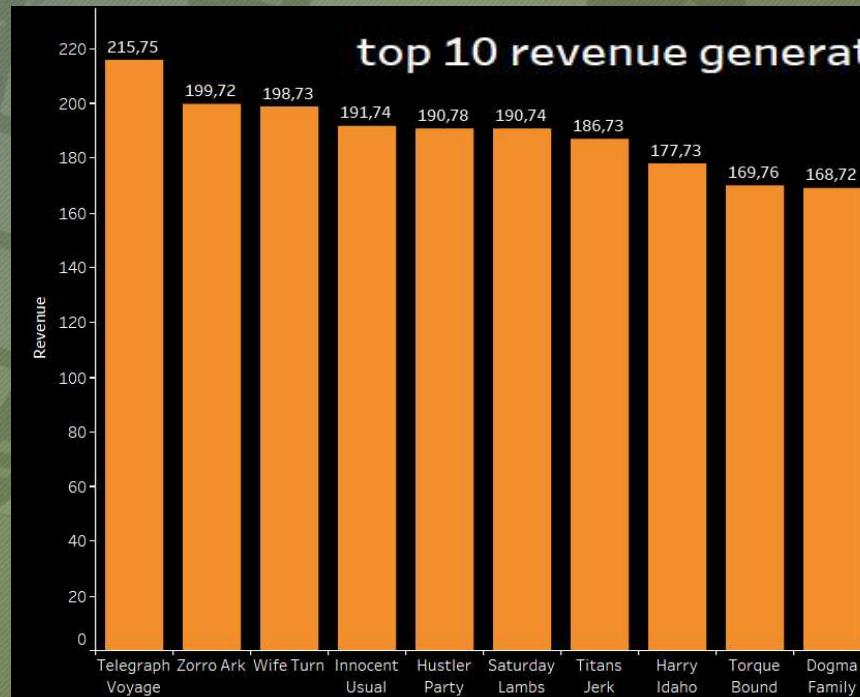
Film revenue

titles

bottom 10 revenue generation titles

film title	revenue
Texas Watch	5.94
Oklahoma Jumanji	5.94
Duffel Apocalypse	5.94
Freedom Cleopatra	5.95
Young Language	6.93
Rebel Airport	6.93
Cruelty Unforgiven	6.94
Treatment Jekyll	6.94
Lights Deer	7.93
Stallion Sundance	7.94

top 10 revenue generating titles



- TELEGRAPH VOYAGE
- ZORRO ARK
- WIFE TURN
- INNOCENT USUAL
- HUSTLER PARTY
- SATURDAY LAMBS
- TITANS JERK
- HARRY IDAHO
- TORQUE BOUND
- DOGMA FAMILY

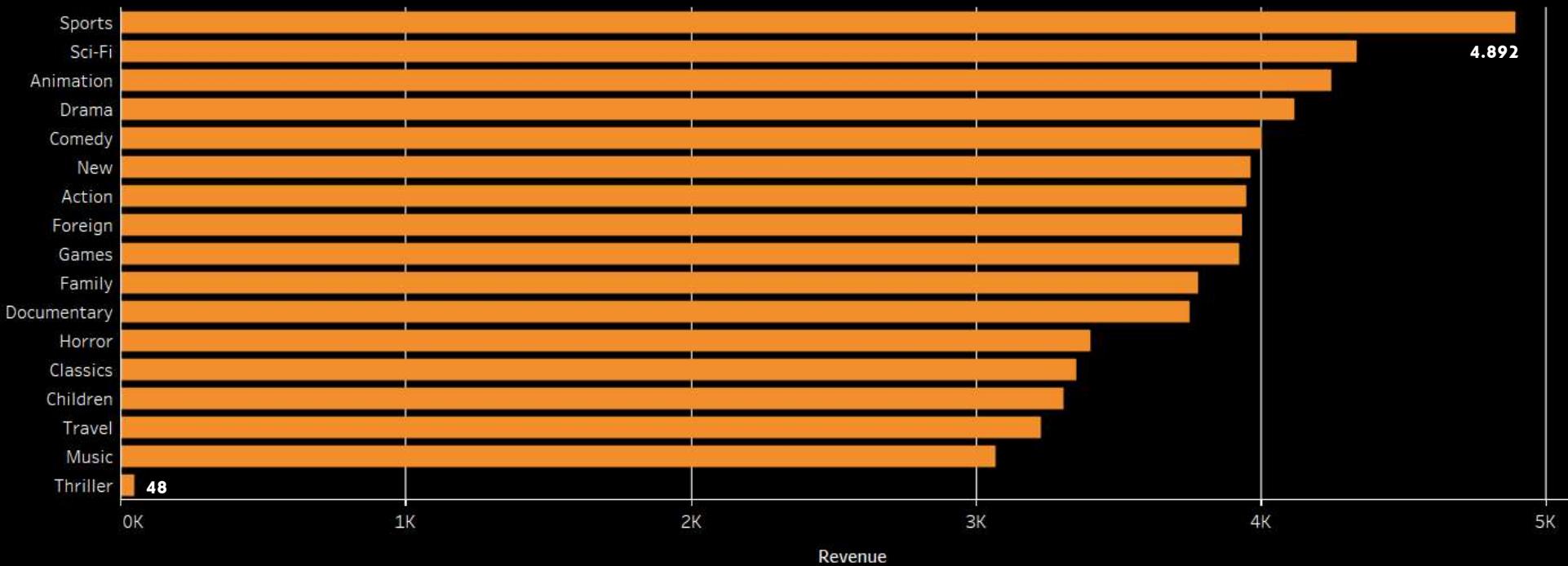
42 TITLES DID NOT GENERATE ANY REVENUE DESPITE BEING RENTED AND RETURNED

THE MOST PROFITABLE GENRE IS SPORTS
THE LEAST PROFITABLE BY FAR IS THRILLER

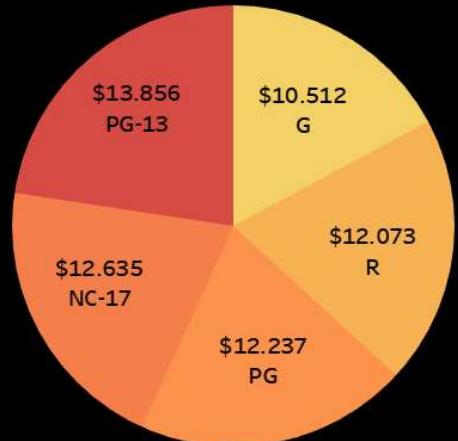
Film revenue

genres

REVENUE PER GENRE



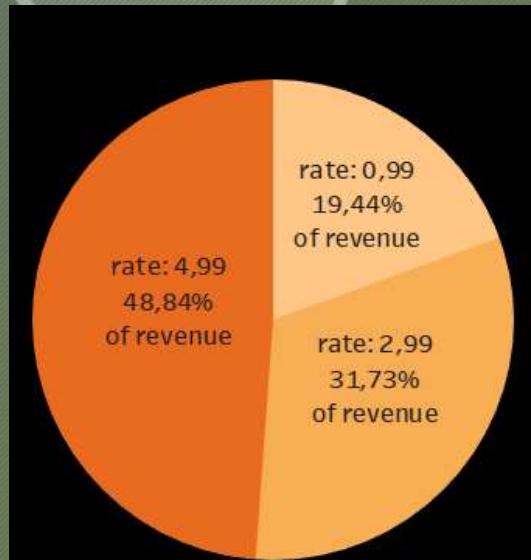
REVENUE PER RATING



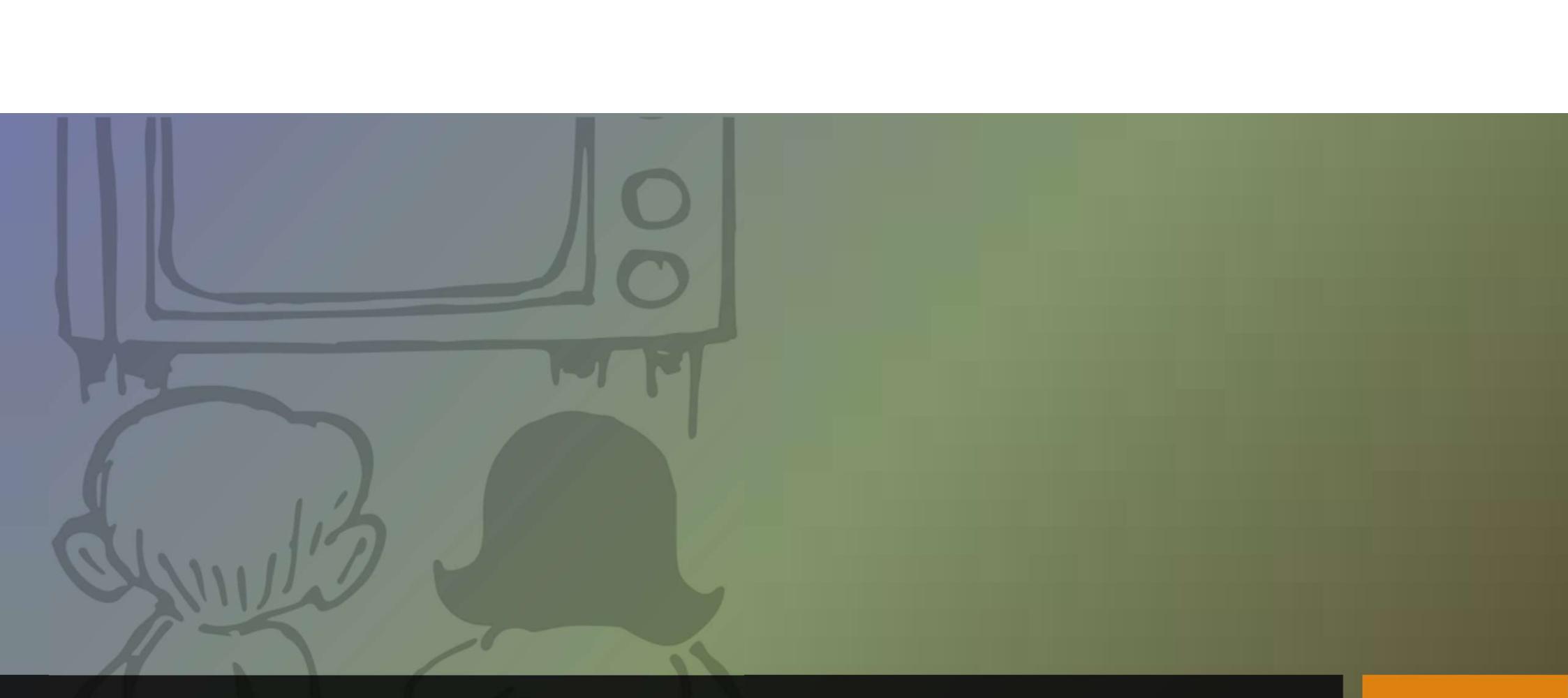
RENTALS OF FILMS RATED **PG-13** BROUGHT THE HIGHEST REVENUE AMONG OTHER RATINGS.

Film revenue

ratings
& rates



FILMS RATED 4,99 BUILT UP NEARLY **49%** OF THE REVENUE

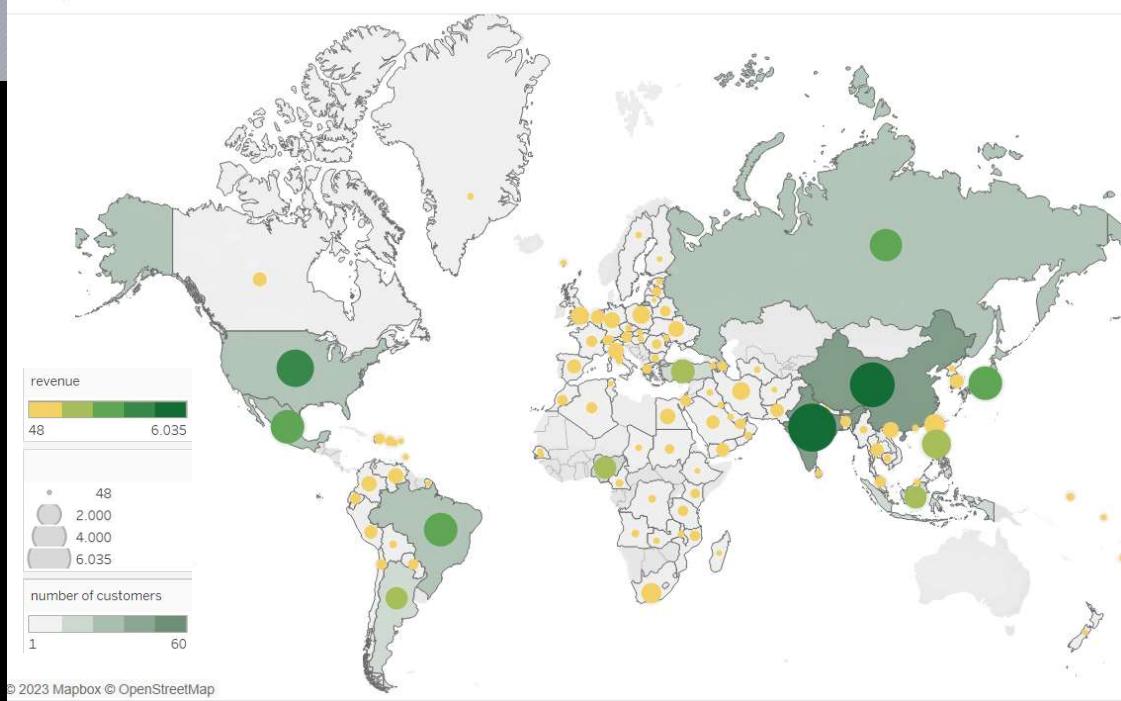


Customers & Distribution

Geografical distribution

Countries with the highest revenue potential are:
India, China, USA, Japan and Mexico

Geografical distribution of cusomers and revenue



country	number of customers	total revenue
India	60	6034.78
China	53	5251.03
United States	36	3685.31
Japan	31	3122.51
Mexico	30	2984.82
Brazil	28	2919.19
Russian Federation	28	2765.62
Philippines	20	2219.7
Turkey	15	1498.49
Indonesia	14	1352.69

Geografical distribution

Geographical distribution of customers with a high lifetime value



Country	Number of high paying customers
Philippines	3
United States	2
India	2

AMONG TOP 15 HIGHEST PAYING CUSTOMERS, 3 COME FROM PHILIPPINES, 2 FROM USA AND 2 FROM INDIA. THE REST OF THE COUNTRIES ARE NOT REPRESENTED BY MORE THAN 1 HIGH PAYING CUSTOMER.

Conclusions & recommendations

conclusions

- GENRES GAINING THE HIGHEST REVENUE ARE: SPORT, SI-FI, ANIMATION, DRAMA AND COMEDY
- GENRE TO BE AVOIDED WHILST LAUNCHING IS: THRILLER
- DESPITE BEING RENTED AND RETURNED, 42 TITLES DID NOT GENERATE ANY REVENUE
- MORE REVENUE IS GENERATED BY THE MOST EXPENSIVE RENTAL RATE OF \$4.99
- RENTALS OF FILMS RATED PG-13 BRING HIGHER REVENUE THAN OTHERS
- COUNTRIES WITH THE HIGHEST REVENUE AND LARGEST NUMBER OF CUSTOMERS ARE:
INDIA, CHINA, USA, JAPAN AND MEXICO
- THE HIGHEST CONCENTRATION OF CUSTOMERS WITH A HIGH LIFETIME VALUE CAN BE OBSERVED IN:
PHILIPPINES, USA AND INDIA

what to focus on?

INDIA AND USA ARE BOTH SHOWING TOP: REVENUE, NUMBER OF CUSTOMERS AND CLV.

IT IS ESPECIALLY RECOMMENDED TO TARGET THOSE 2 MARKETS FIRST.

PHILIPPINES, CHINA, JAPAN AND MEXICO SHALL FOLLOW CLOSELY AFTER.

where to focus?

THE MOST PROFITABLE GENRE – SPORT, IS CLOSELY FOLLOWED BY SI-FI, ANIMATION, DRAMA AND COMEDY.

IT IS RECOMMENDED TO START EXPANSION WITH FOCUS ON TITLES FALLING WITHIN THOSE GENRES.

SINCE THRILLER BRINGS CLOSE TO NO REVENUE, IT IS RECOMMENDED TO AVOID LICENCING FILMS OF THAT TYPE.

IT IS RECOMMENDED TO RUN ADDITIONAL REVIEW OF 42 TITLES THAT DID NOT GENERATE ANY REVENUE DESPITE BEING RENTED AND RETURNED.

recommendations



Thank you.

Visualisations :<https://public.tableau.com/app/profile/klaudia.mazur8266>
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