

# ROCKBUSTER

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Data Analysis Project

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# INTRODUCTION

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With increasing competition from major streaming platforms like Netflix and Amazon Prime, Rockbuster Stealth's management is looking to stay ahead by launching an online video rental service using its current movie licenses.

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This report, created by the Business Intelligence (BI) team, provides insights and recommendations to guide the launch strategy for this new service.

# CONTENT

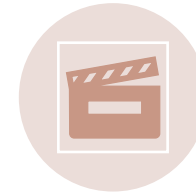
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Statistics of Film Rental



Customer Overview



Top 5 performing movies



Revenue by ratings and genre



Top 10 Countries by Revenue



Top 10 Countries by Customer Numbers



Recommendations

# STATISTICS OF FILM RENTAL

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<u>Average</u>	<u>Minimum</u>	<u>Maximum</u>
Rental Duration: 5 days	Rental Duration: 3 days	Rental Duration: 7 days
Rental Rate: \$2.98	Rental Rate: \$0.99	Rental Rate: \$4.99
Film Length: 115 minutes	Film Length: 46 minutes	Film Length: 185 minutes
Replacement cost: \$19.98	Replacement Cost: \$9.99	Replacement Cost: \$29.99

Rockbuster offers a limited inventory of 1,000 movies, all in English and released in 2006.

The most common movie rating in the collection is PG-13.

# CUSTOMER OVERVIEW

Rockbuster has a modest customer base, with 599 customers worldwide, all of whom were acquired on February 14, 2006. All customers are served by one of the two remaining Rockbuster stores, with store number 1 being the most frequently used store by these customers.

# TOP 5 PERFORMING FILMS

FILM	REVENUE	RENTAL	RENTAL RATE	RATING
Telegraph Voyage	\$215.75	25	\$4.99	PG
Zorro Ark	\$199.72	28	\$4.99	NC-17
Wife Turn	\$198.73	27	\$4.99	NC-17
Innocent Usual	\$191.74	26	\$4.99	PG-13
Hustler Party	\$190.78	22	\$4.99	NC-17

# TOP 5 RATINGS AND GENRE BY REVENUE

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Rating	Revenue
PG-13	\$13.855,56
NC-17	\$12.634,92
PG	\$12.236,65
R	\$12.073,03
G	\$10.511,88

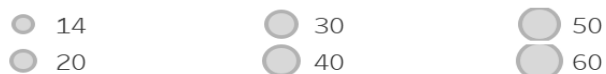
Genre	Revenue
Sports	\$4.892,19
Sci-Fi	\$4.336,01
Animation	\$4.245,31
Drama	\$4.118,46
Comedy	\$4.002,48

# TOP 10 COUNTRIES BY CUSTOMER NUMBERS

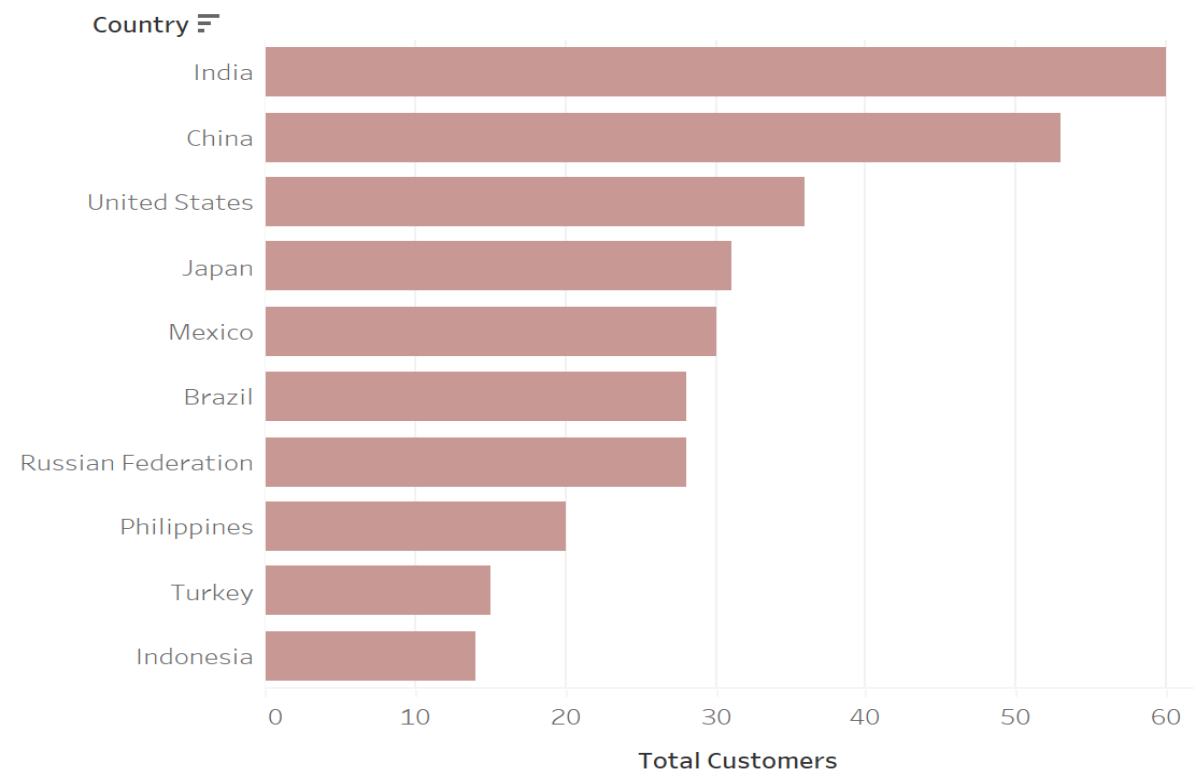
## Customer Distribution by Country



Total Customers



## Top 10 Countries by Customers

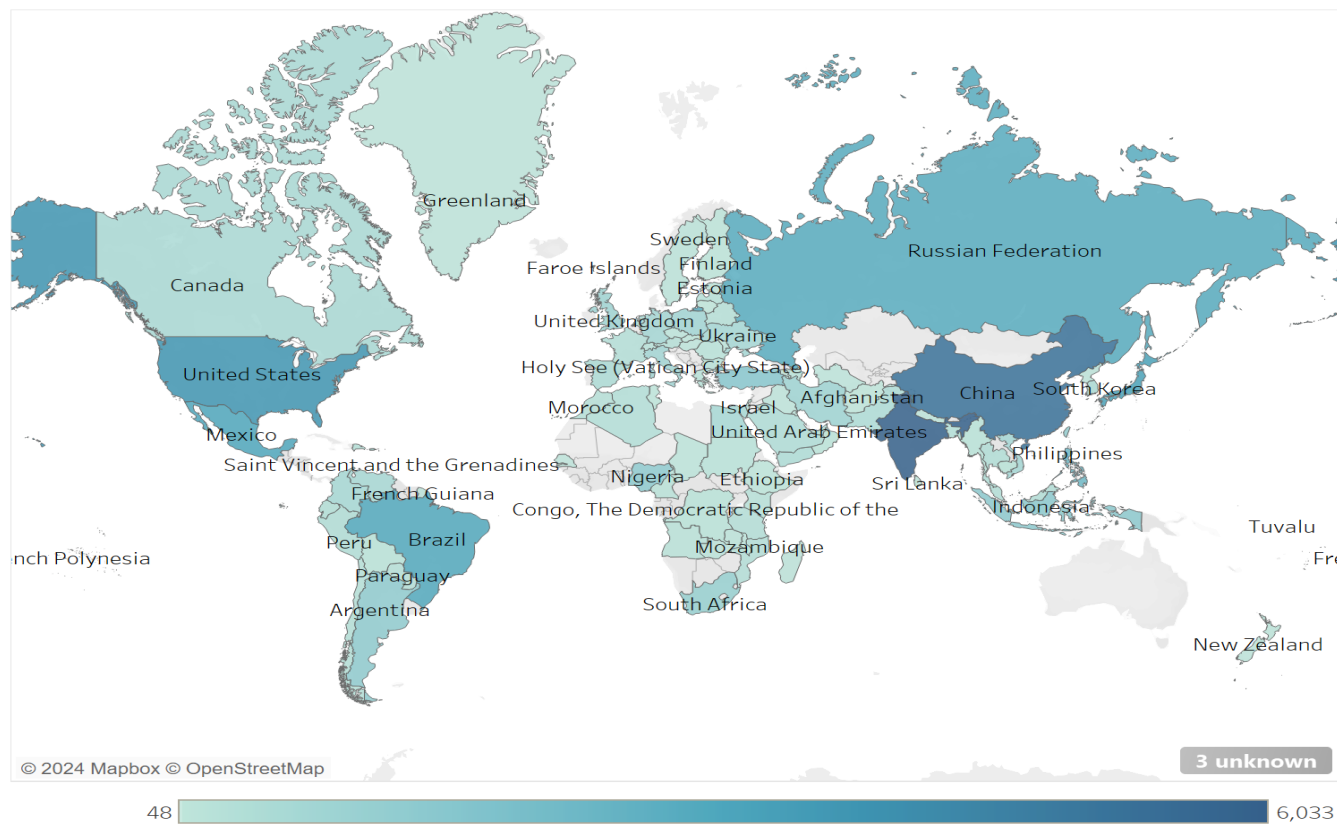


India currently holds the largest customer base for Rockbuster, with 60 customers. It is closely followed by China, with 53 customers, and the United States of America, with 36 customers. Among the top 10 countries, Aurora stands out as the city with the largest customer base, housing 2 customers.

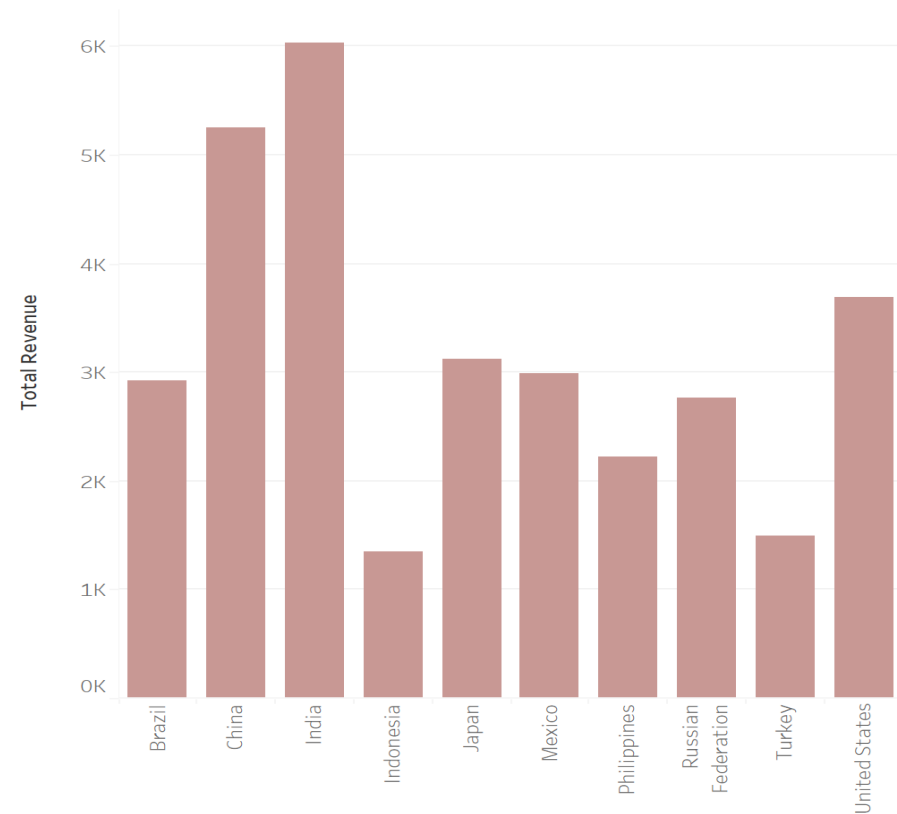


# TOP 10 COUNTRIES BY REVENUE

Revenue distribution by Country



Top 10 Countries by Revenue



India has been the top revenue generator for Rockbuster to date, contributing a total of \$6,034.78. It is followed by China, which has generated \$5,251.03, and the United States of America, with a total revenue of \$3,685.31

# RECOMMENDATIONS

**Expand Targeted Marketing in India:** India has the largest customer base (60 customers) and the highest revenue generation (\$6,034.78). Consider focusing marketing campaigns and promotional efforts in this region to further capitalize on its potential.

**Boost Operations in China and the USA:** With China and the USA being the second and third highest contributors in revenue and customer base, localized promotions and offers tailored to these regions can enhance engagement and revenue growth.

**Improve Inventory Diversity:** Rockbuster's inventory consists of only 1,000 English-language movies released in 2006, which may limit its appeal to global audiences. Expanding the language options and updating the movie selection could attract more diverse customers.

**Optimize Store Performance:** With only two remaining stores, focus on enhancing the efficiency and customer experience in these locations, particularly in store 1, which is most frequently used. Additionally, consider leveraging online platforms to complement physical operations.

**Leverage High-Performing Films:** Identify the top-performing films by revenue and ratings and use them for targeted advertising or bundled promotions to maximize revenue from high-demand titles.

**Focus on PG-13 Films:** Since PG-13 is the most common rating in the collection, it aligns well with customer preferences. Expanding this category and marketing its availability can help retain and attract customers.

**Strengthen Aurora's Customer Base:** Aurora, as the top city with the largest customer base in the top 10 countries, can be nurtured further with specific local promotions to grow its market.

**Enhance Online Presence:** Considering the global distribution of customers and the limited physical presence, investing in a robust online platform for rentals and purchases can significantly expand Rockbuster's reach.