

# ROCKBUSTER STEALTH LLC

## BUSINESS ANALYSIS

### 2020



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# Introduction

- ▶ Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.
- ▶ AT present we are facing a stiff competition from streaming services such as Netflix and Amazon Prime.
- ▶ In order to stay competitive the management is planning to launch online rental services.
- ▶ The analysis is to help to launch the online platform.



# Key Questions And Objectives

- ▶ Which movies contributed the most/least to revenue gain?
- ▶ Where are customers with a high lifetime value based?
- ▶ What was the average rental duration for all videos?
- ▶ Do sales figures vary between geographic regions?
- ▶ Which countries are Rockbuster customers based in?

# Data Overview

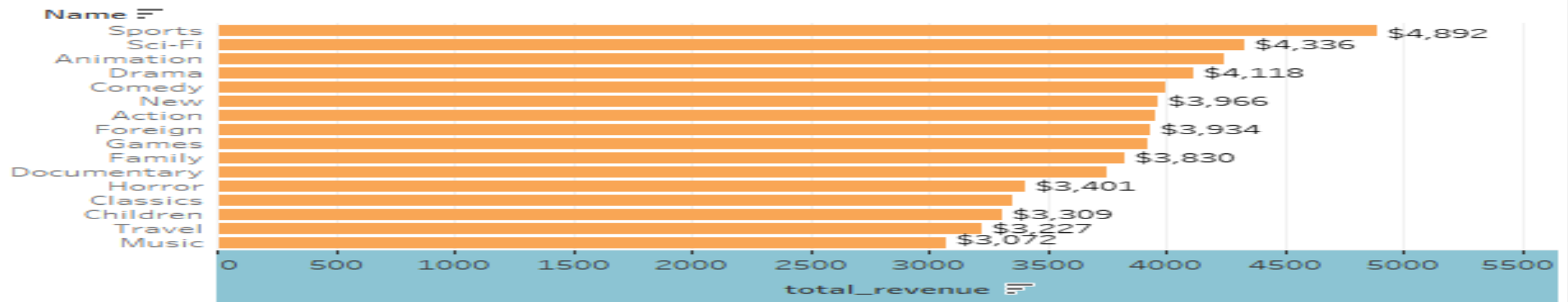
|                                 |                                  |                                     |                                 |                     |
|---------------------------------|----------------------------------|-------------------------------------|---------------------------------|---------------------|
| ❖ Film in database<br>1000      | ❖ Film Occurring Most<br>PG – 13 | ❖ Revenue<br>\$ 61,312.04           | ❖ AVG rental_duration<br>5 days | ❖ Film Year<br>2006 |
| ❖ Customers<br>599              | ❖ Film Language<br>English       | ❖ AVG Replacement cost<br>\$ 19.984 | ❖ AVG film length<br>115.272min |                     |
| ❖ Release Year of Movie<br>2006 | ❖ Country presence<br>109        | ❖ AVG rental rate<br>\$ 2.98        |                                 |                     |



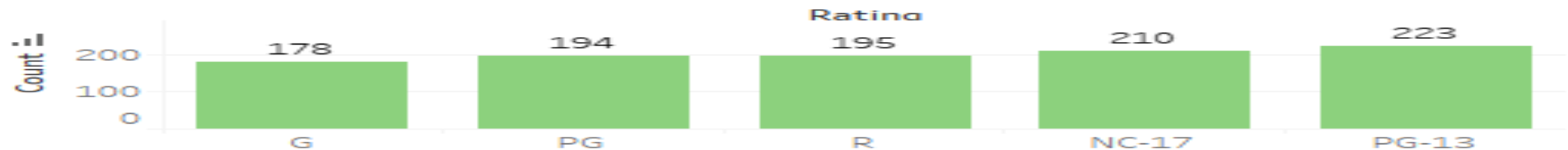
## Business question

Which movies contributed the most/least to revenue gain?

Movie Category



Moving Rating



- A total Revenue of \$ 61,312.04 was generated of which Sport contributed 8%, sci-fi, Animation, Drama, and Comedy contributed 7% each, and New, Action, Foreign, Games, Family, Documentary, and Horror contributed 6% each while Classics, Children, Travel and Music contributed 5% and PG\_13 shows the most watched.

# Which movies contributed the most/least to revenue gain?

| most rented movie with rate |              |             |
|-----------------------------|--------------|-------------|
| title                       | count_rental | rental_rate |
| Scalawag Duck               | 29           | \$4.99      |
| Shock Cabin                 | 29           | \$2.99      |
| Juggler Hardly              | 29           | \$0.99      |
| Dogma Family                | 28           | \$4.99      |
| Apache Divine               | 28           | \$4.99      |
| Zorro Ark                   | 28           | \$4.99      |
| Bucket Brotherhood          | 28           | \$4.99      |
| Rush Goodfellas             | 28           | \$0.99      |
| Grit Clockwork              | 28           | \$0.99      |
| Rocketeer Mother            | 28           | \$0.99      |
| Frost Head                  | 28           | \$0.99      |
| Rugrats Shakespeare         | 28           | \$0.99      |
| Ridgemont Submarine         | 28           | \$0.99      |

| Top 10 movies with highest Revenue and rating |          |        |
|---|----------|--------|
| title   | revenue  | rating |
| Telegraph Voyage                              | \$215.75 | PG     |
| Zorro Ark                                     | \$199.72 | NC-17  |
| Wife Turn                                     | \$198.73 | NC-17  |
| Innocent Usual                                | \$191.74 | PG-13  |
| Hustler Party                                 | \$190.78 | NC-17  |
| Saturday Lambs                                | \$190.74 | G      |
| Titans Jerk                                   | \$186.73 | PG     |
| Harry Idaho                                   | \$177.73 | PG-13  |
| Torque Bound                                  | \$169.76 | G      |
| Dogma Family                                  | \$168.72 | G      |

- We can see from the table that the most rented movie has 29 counts with the highest rental rate of \$4.99. Also, the top ten movie with the highest revenue is Telegraph Voyage, which has \$215.75 with a PG rating.

# What was the average rental duration for all videos?

The movies length, rate, replacement cost and duration breakdown

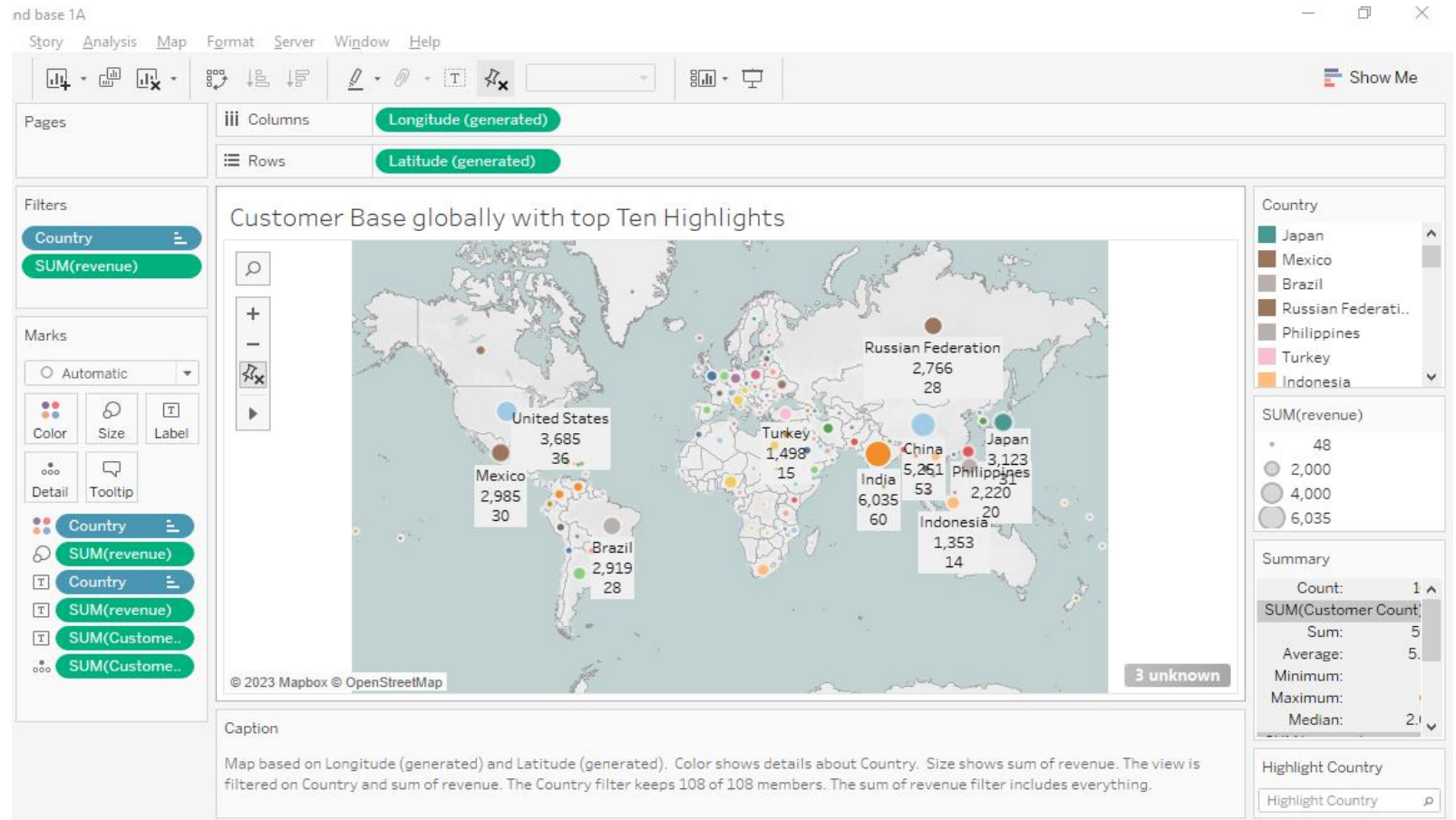
| Description                 | MIN  | MAX   | AVG     | COUNT | ROW  |
|-----------------------------|------|-------|---------|-------|------|
| rental duration in days     | 3    | 7     | 4.985   | 1000  | 1000 |
| rental rate in Dollars      | 0.99 | 4.99  | 2.98    | 1000  | 1000 |
| Length in Minutes           | 46   | 185   | 115.272 | 1000  | 1000 |
| replacement cost in Dollars | 9.99 | 29.99 | 19.984  | 1000  | 1000 |

The average rental duration for all videos is 5days



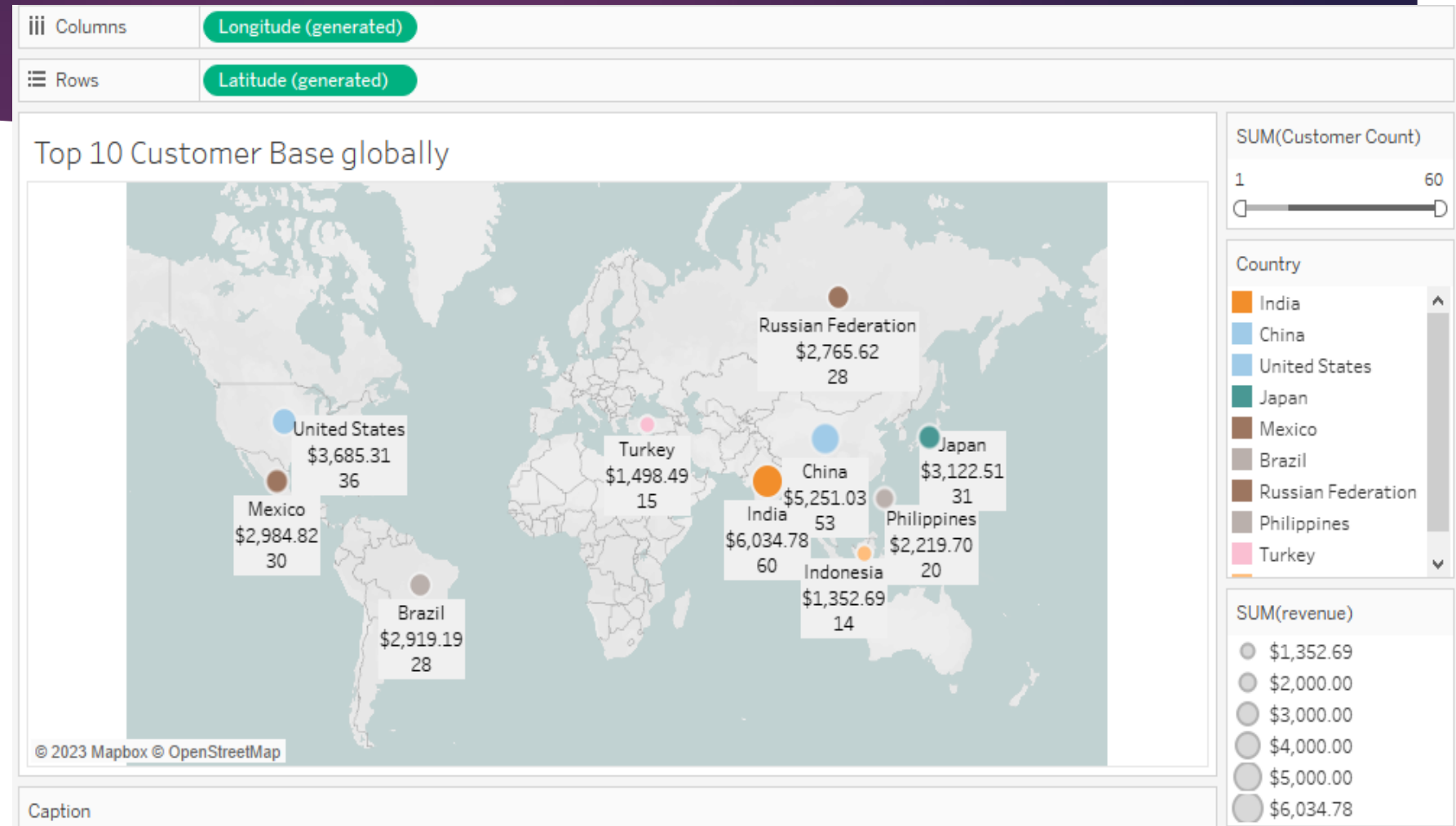
# Which countries are Rockbuster customers based in?

- ▶ Rock buster customers are base in 109 countries spread around the continents with 599 customer base.



# 10 Top Countries, Customers, and Their Base

- ▶ top 10 countries' contributed 52% revenue with 53% customer base,
- ▶ India revenue 10%
- ▶ China revenue 9%
- ▶ United States 6%
- ▶ Japan revenue 5%
- ▶ Mexico revenue 5%
- ▶ Brazil revenue 5%
- ▶ Russian Federation 5%
- ▶ Philippines revenue 4%
- ▶ Turkey revenue 2%
- ▶ Indonesia revenue 2%

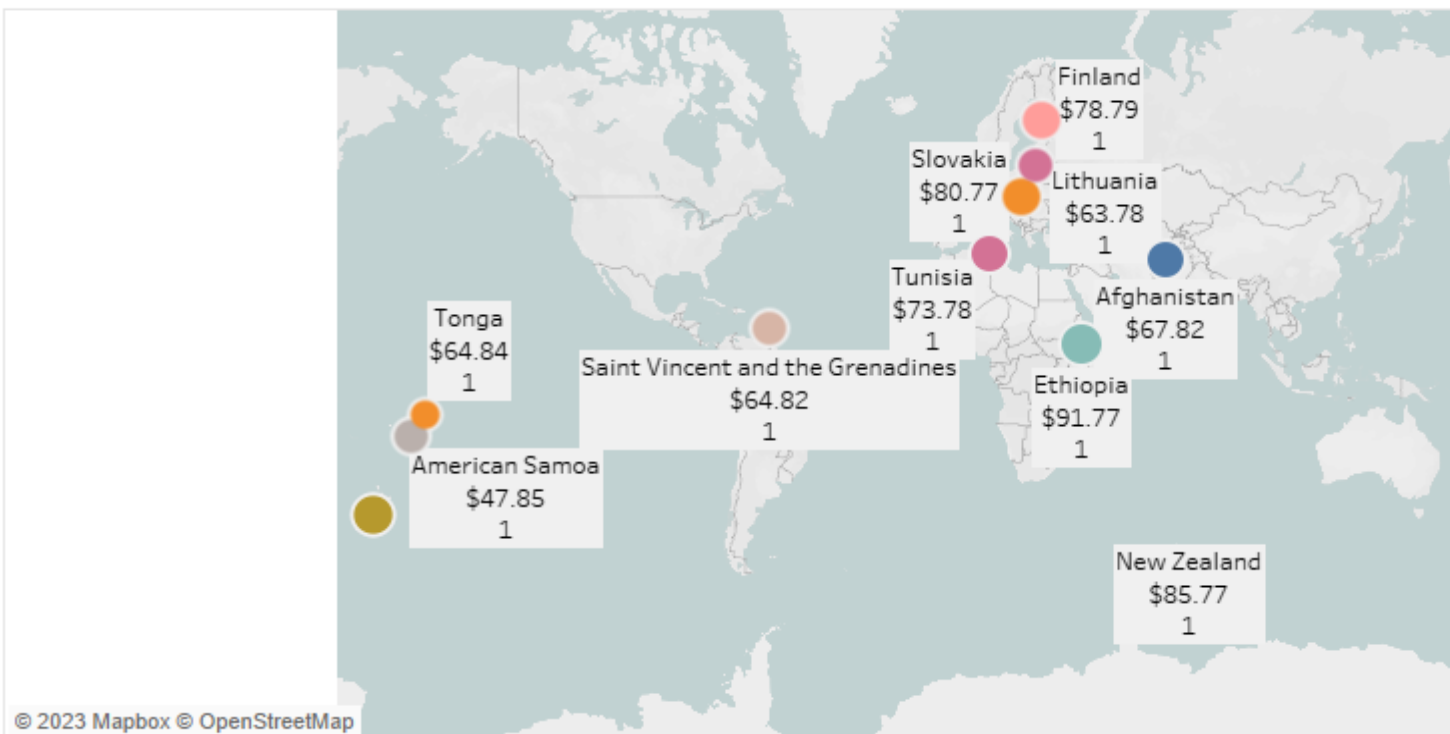


Link [Top 10 customer revenue and base A | Tableau Public](#)

# 10 Least Countries, Customers, and Their Base



Least 10 Customer Base globally



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Caption

- 10 Least country with least revenue and a single count of customer.

[Link](#) [Top 10 customer revenue and base A](#) | Tableau Public

# Where are customers with a high lifetime value based?

customers with a high lifetime value based in the top ten countries with customer count and revenue

| customer_id | first_name | last_name | city           | country            | Total Amount Paid |
|-------------|------------|-----------|----------------|--------------------|-------------------|
| 225         | Arlene     | Harvey    | Ambattur       | India              | \$ 111.76         |
| 424         | Kyle       | Spurlock  | Shanwei        | China              | \$ 109.71         |
| 240         | Marlene    | Welch     | Iwaki          | Japan              | \$ 106.77         |
| 486         | Glen       | Talbert   | Acua           | Mexico             | \$ 100.77         |
| 537         | Clinton    | Buford    | Aurora         | United States      | \$ 98.76          |
| 14          | Betty      | White     | Citrus Heights | United States      | \$ 96.77          |
| 443         | Francisco  | Skidmore  | So Leopoldo    | Brazil             | \$ 93.79          |
| 249         | Dora       | Medina    | Tianjin        | China              | \$ 88.81          |
| 411         | Norman     | Currier   | Cianjur        | Indonesia          | \$ 73.76          |
| 350         | Juan       | Fraley    | Teboksary      | Russian Federation | \$ 63.79          |

- Base on the 10 top countries the individual customers that top the customer revenues is still from India and china.

# customers with a high lifetime value globally

- Globally some customers are highlife but are not based in the top ten countries.

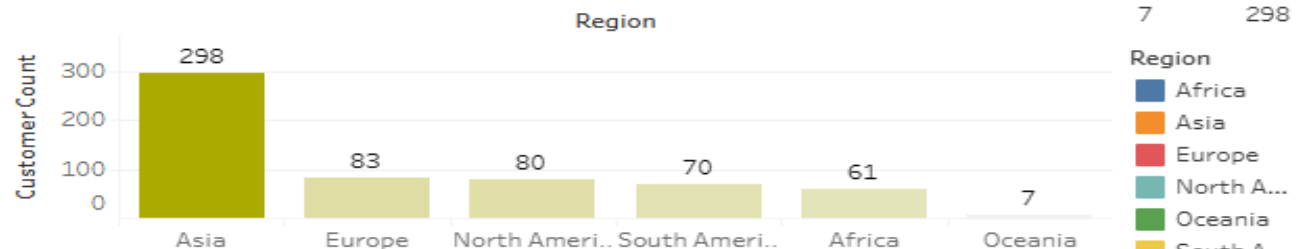
| customer_id | first_name | last_name | city                | country       | Total Amount Paid |
|-------------|------------|-----------|---------------------|---------------|-------------------|
| 148         | Eleanor    | Hunt      | Saint-Denis         | Runion        | \$ 211.55         |
| 526         | Karl       | Seal      | Cape Coral          | United States | \$ 208.58         |
| 178         | Marion     | Snyder    | Santa Brbara dOeste | Brazil        | \$ 194.61         |
| 137         | Rhonda     | Kennedy   | Apeldoorn           | Netherlands   | \$ 191.62         |
| 144         | Clara      | Shaw      | Molodetno           | Belarus       | \$ 189.60         |
| 459         | Tommy      | Collazo   | Qomsheh             | Iran          | \$ 183.63         |
| 181         | Ana        | Bradley   | Memphis             | United States | \$ 167.67         |
| 410         | Curtis     | Irby      | Richmond Hill       | Canada        | \$ 167.62         |
| 236         | Marcia     | Dean      | Tanza               | Philippines   | \$ 166.61         |
| 403         | Mike       | Way       | Valparai            | India         | \$ 162.67         |

# Do sales figures vary between geographic regions?

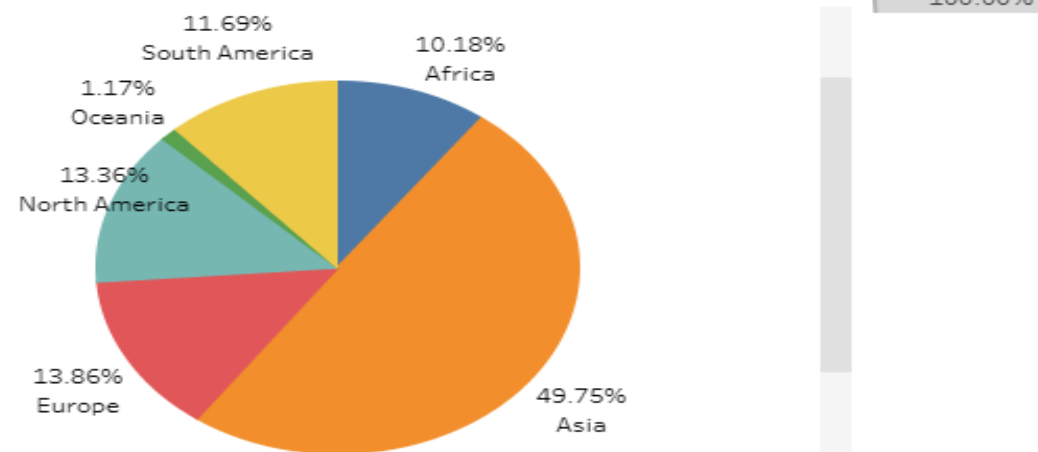
- ▶ Asia Top both the regional customer count and revenue by 49.75%. Followed by Europe and North America 13.86% and 13.36% respectively.

[Link Regional Overview | Tableau Public](#)

Region overview Customer Count



Region overview by Revenue



# Recommendation

- ▶ Rockbuster stealth llc should invest more on movies category like sport, Sci-fi, Drama and Animation.
- ▶ They should also increase their market share in other region where the have few dominance like Africa, Oceania, South America.
- ▶ A good loyalty rewarding package should be encourage for there customers in Asia, Europe and North American.
- ▶ The should also invest more in movie variety and introduce new more movies into the market such as biopics 'and western movie genre.
- ▶ Film subtitle with other languages aside English should be introduce for more acceptance
- ▶ Lastly Rockbuster should develop European, American and African Market for prospective customer acquisition.

