

Rockbuster Stealth, LLC

2020 Business Strategy

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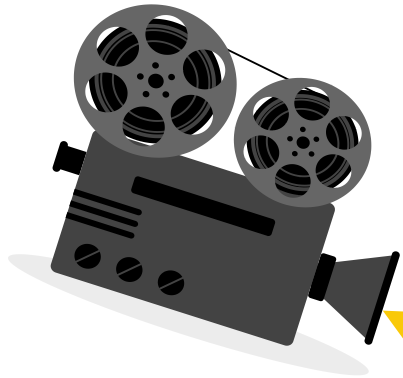
www.leofinley.com

Agenda

- Introduction
- Overview of Films
- Movie Performance
- Top Genres
- Rental Behavior
- Customers Around the World
- Top Countries
- Top Customers
- Key Insights
- Recommendations
- Further Exploration



Introduction



Objective

Objective: Create a launch strategy for the online video rental service based on key data insights. Our goal is to stay competitive against Netflix, Amazon Prime, and other big industry names and streaming services.

Guiding Questions

1. Which movies contributed to the most and least revenue gain?
2. What was the average rental duration for all videos?
3. Which countries are Rockbuster customers based in?
4. Do sales figures vary between geographic regions?
5. Where are customers with a high lifetime value based?

Rockbuster Film License Library

Films

958 films

Language

English

Rental Rate

\$0.99, \$2.99, \$4.99
average: \$2.98

Replacement Cost

\$9.99 - \$29.99
average: \$19.99

Release Year

2006

MPAA Ratings

G, PG, PG-13, R, NC-17
PG-13 most rented

Total Rentals

16,044

Rental Duration

3 to 7 days
average: 5 days

Total Customers

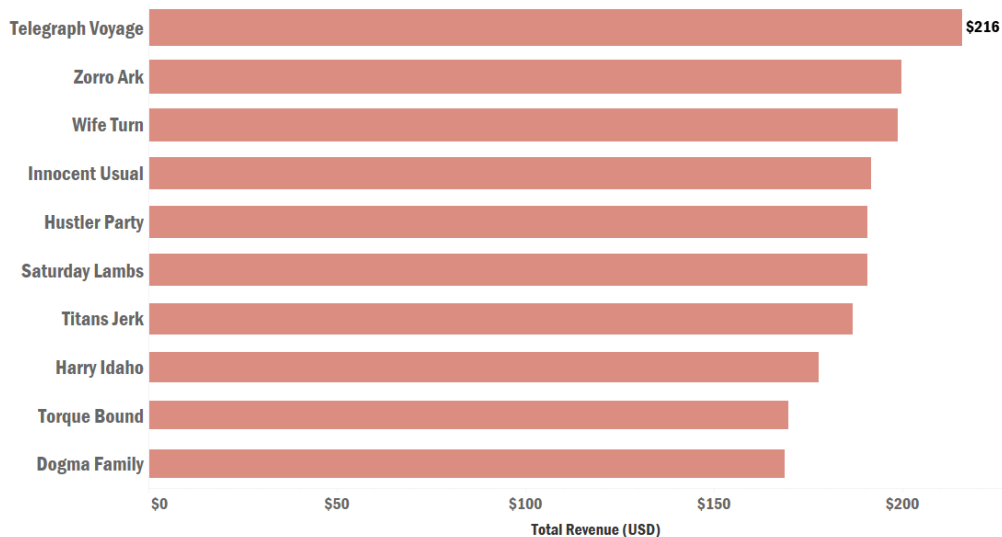
599

Genres (16)

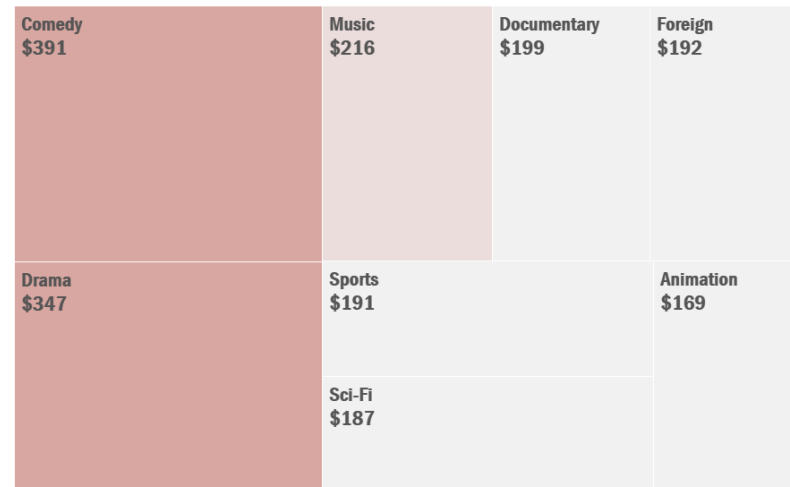
Action, Animation, Children, Classics, Comedy, Crime, Documentary, Drama, Family, Foreign, Games, Horror, Music, New, Romance, Sci-Fi, Sports, Thriller, Travel, War



Top 10 Revenue Films



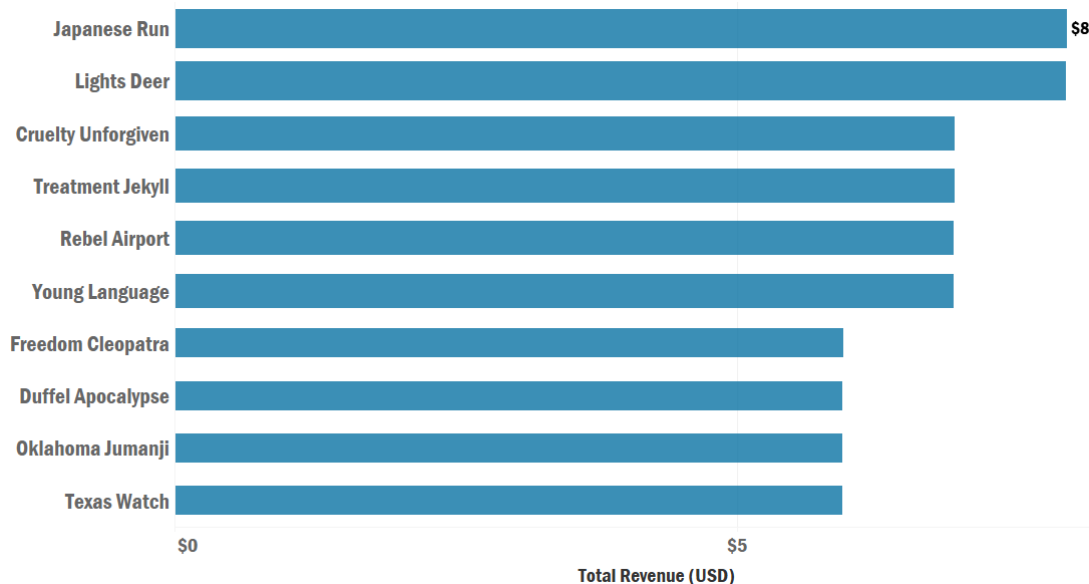
Genres of Top 10 Films



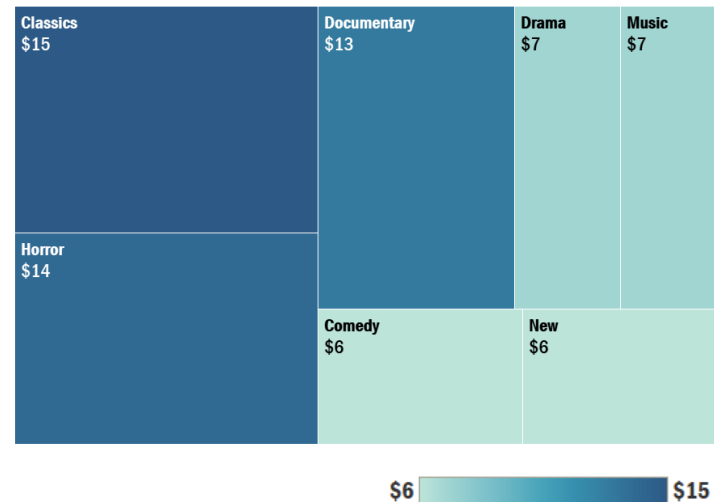
\$169  \$391

Rockbuster made \$61,312.04 in total revenue. Top 10 films are 1.0% of the film library yet made **3.8%** (\$1890.40) of the total revenue and should remain stocked and recommended to users.

Bottom 10 Revenue Films

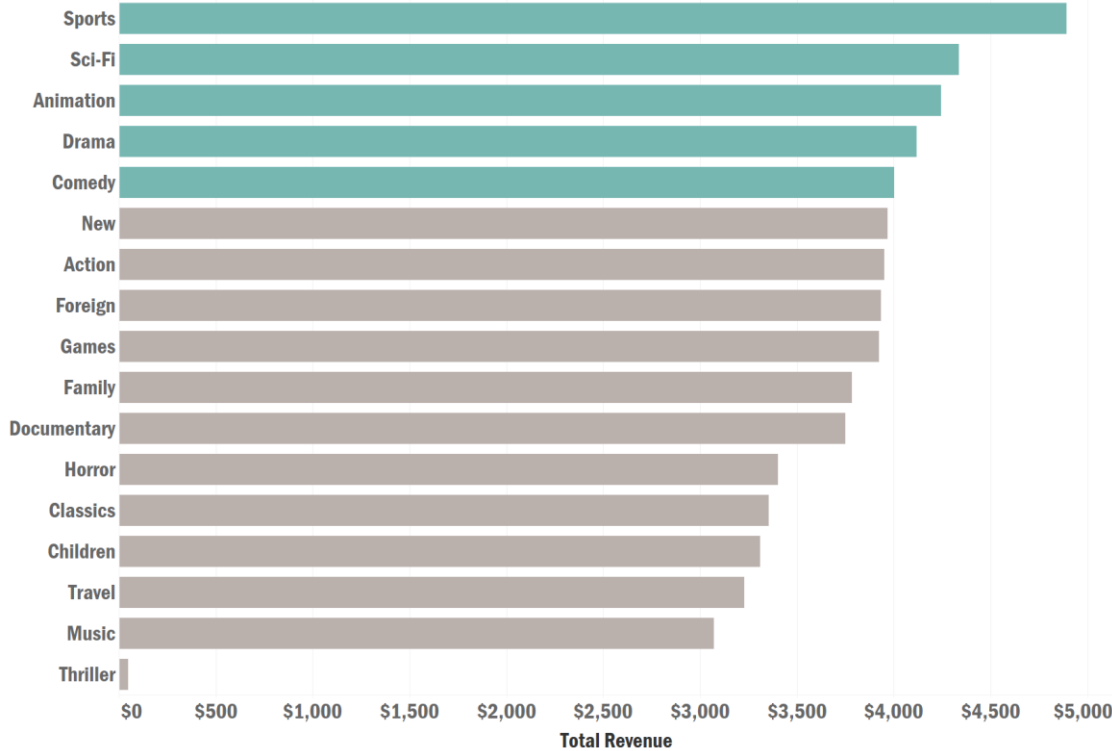


Genres of Bottom 10 Films

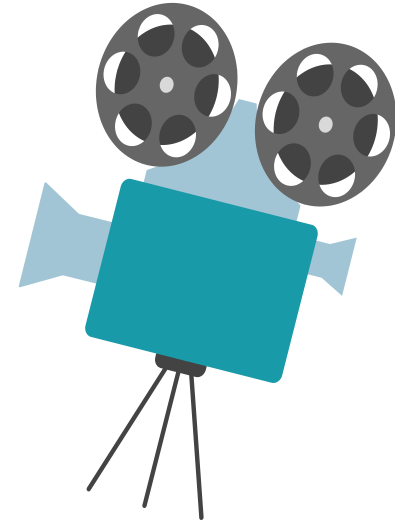


Bottom 10 films only made **1.1%** (\$67.38) of the total revenue and should be discontinued.

Genres Performance

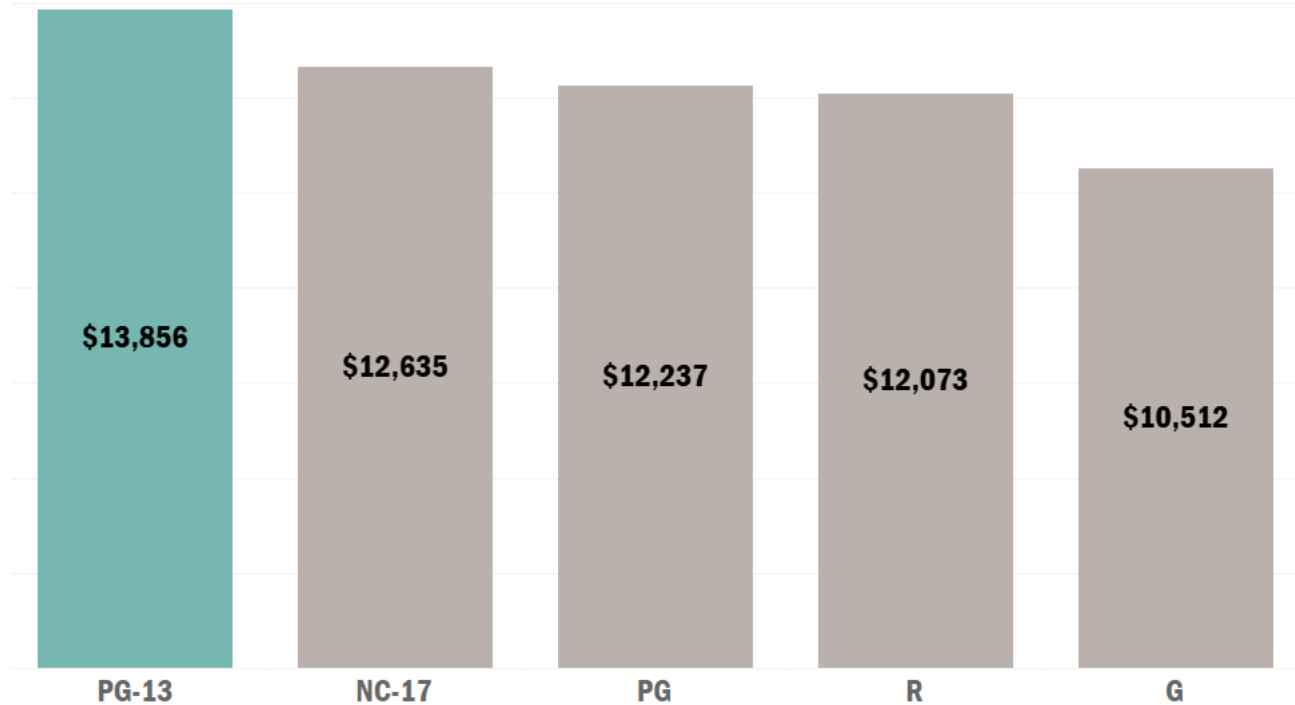


Sports, Sci-Fi, Animation, Drama, and Comedy are the genres that produce the highest overall revenue.



Film Rating and Revenue

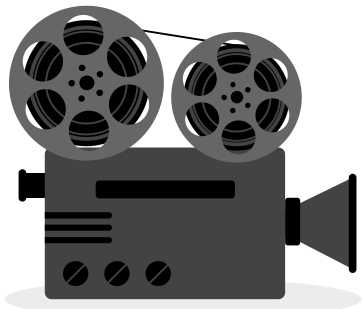
Total Revenue by Rating



PG-13 films had the highest total revenue, but there are no significant differences between different film ratings and rental duration.

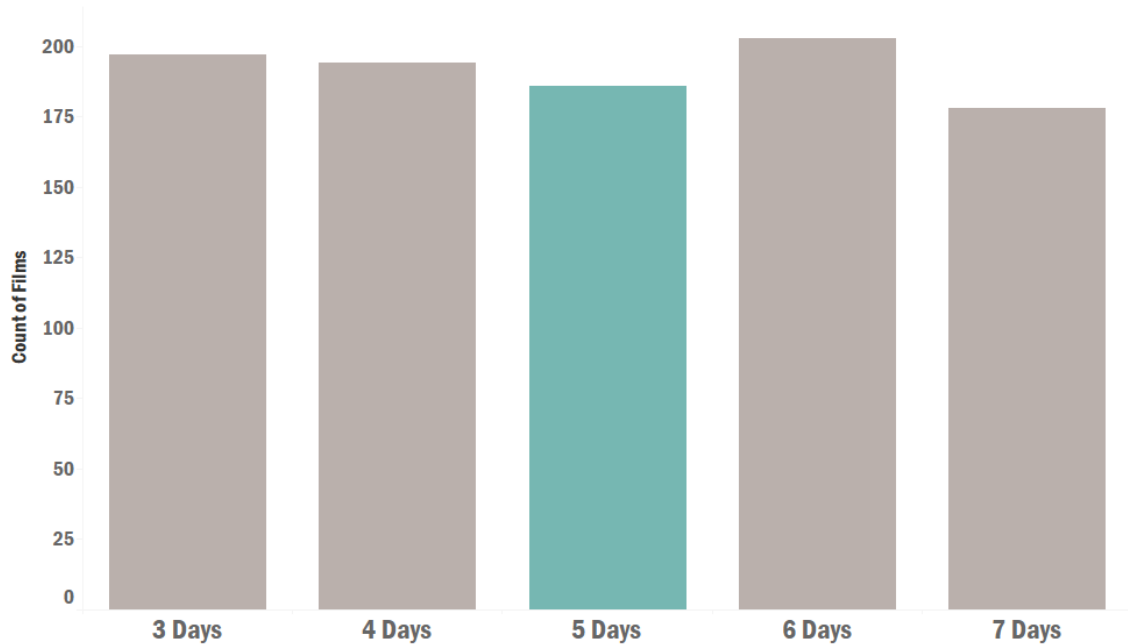
5 days

was the average
rental duration for
all films



Rental Durations

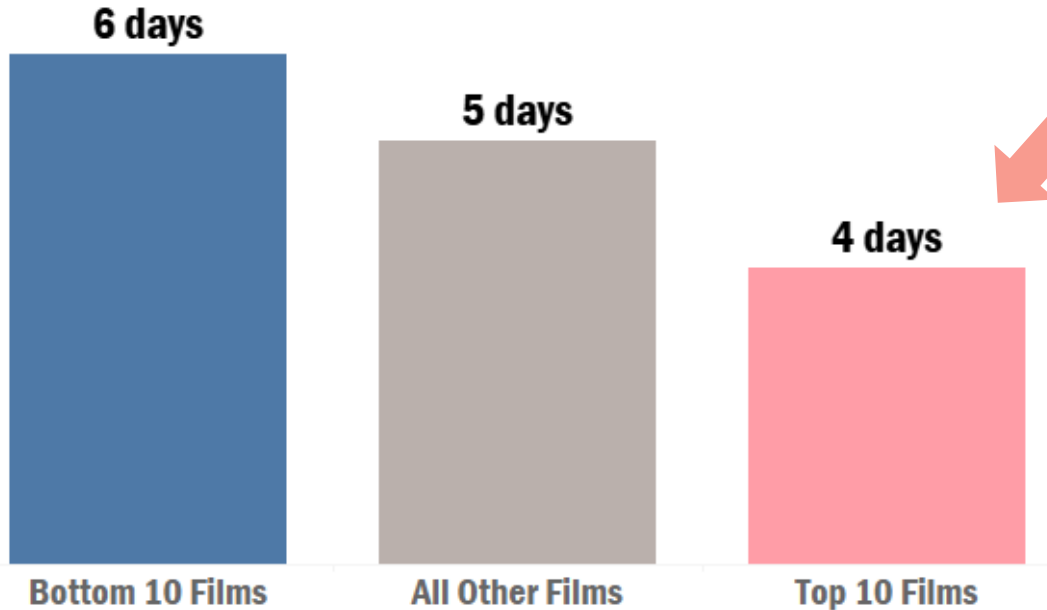
Films Rented by Rental Duration



Films could be rented from 3 to 7 days. There does not appear to be a relationship between the total count of films and the number of days rented. **However, there is variation in the total revenue based on rental duration.**

Rental Duration, Film Performance, and Revenue

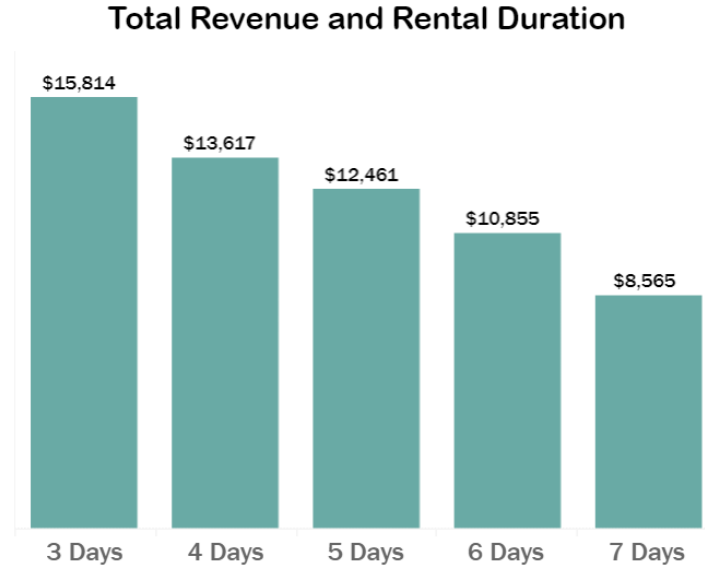
Average Rental Duration by Film Performance



Films with the **highest revenue** have the lowest average rental period of **3.5 days**.

Rental Duration and Revenue

“Thrillers” have the lowest revenue and the highest average rental duration of **6 days**.
“Sports” and “New” movies have high revenue and the lowest rental durations of **4.7 days**.

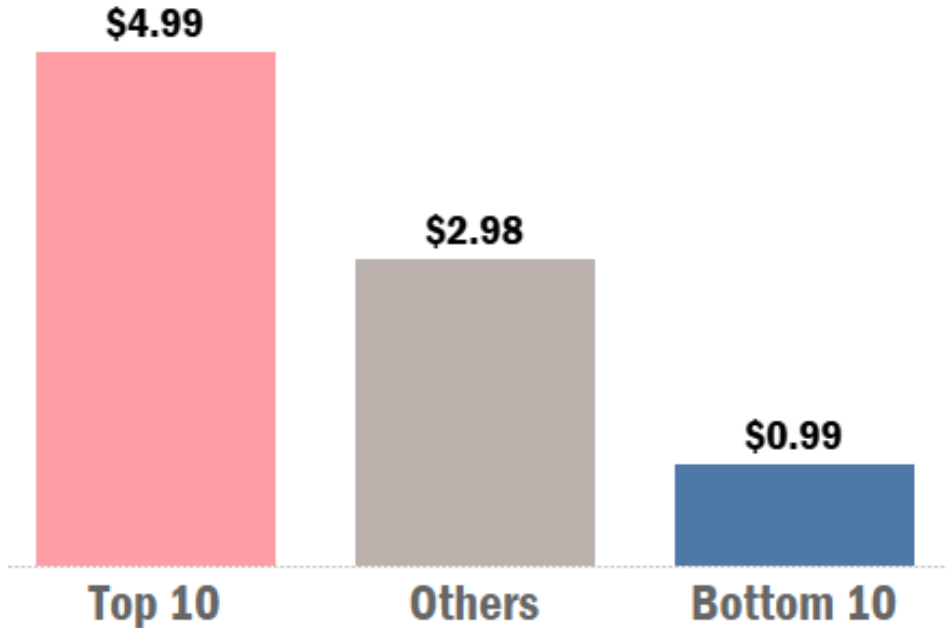


A rental period of **3 days** accounted for the highest total revenue, likely due to the pattern of top films being rented for a shorter duration.

Rental Rates and Movie Performance

Average Rental Rate by Performance

The **Top 10 Films** have the highest rental rate, averaging **\$4.99**. The average rental rate for all films was **\$2.98**

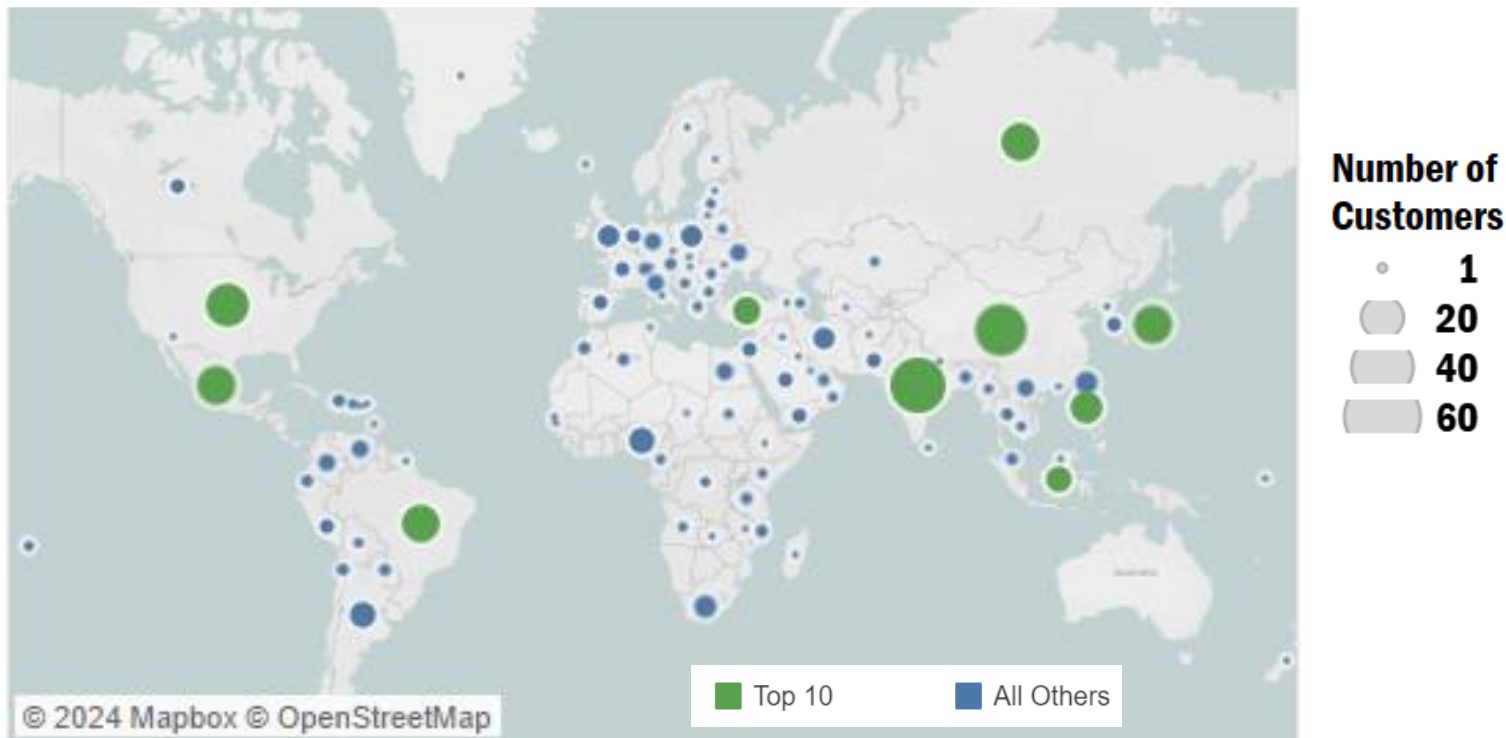


Rockbuster Customers Around the World

Customers are located in **108** different countries.

Countries have between 0 and 60 customers, with an average of **6** customers each.

10 countries stand out as having the most customers.

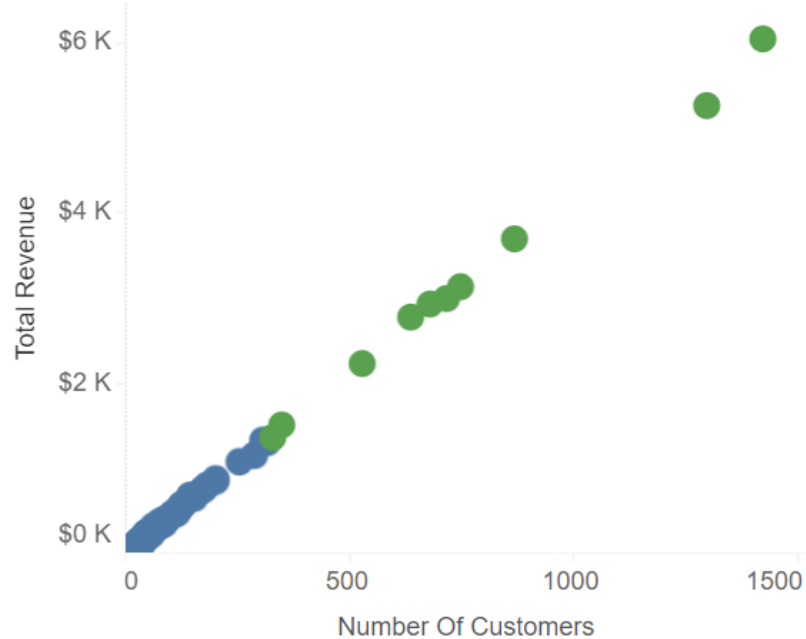


Geographical Trends

The top 10 countries with the highest customer count make up **52% of Rockbuster's total revenue**. Looking at trends for these countries can help provide further insights.

Top 10 Highest Customer Base Countries

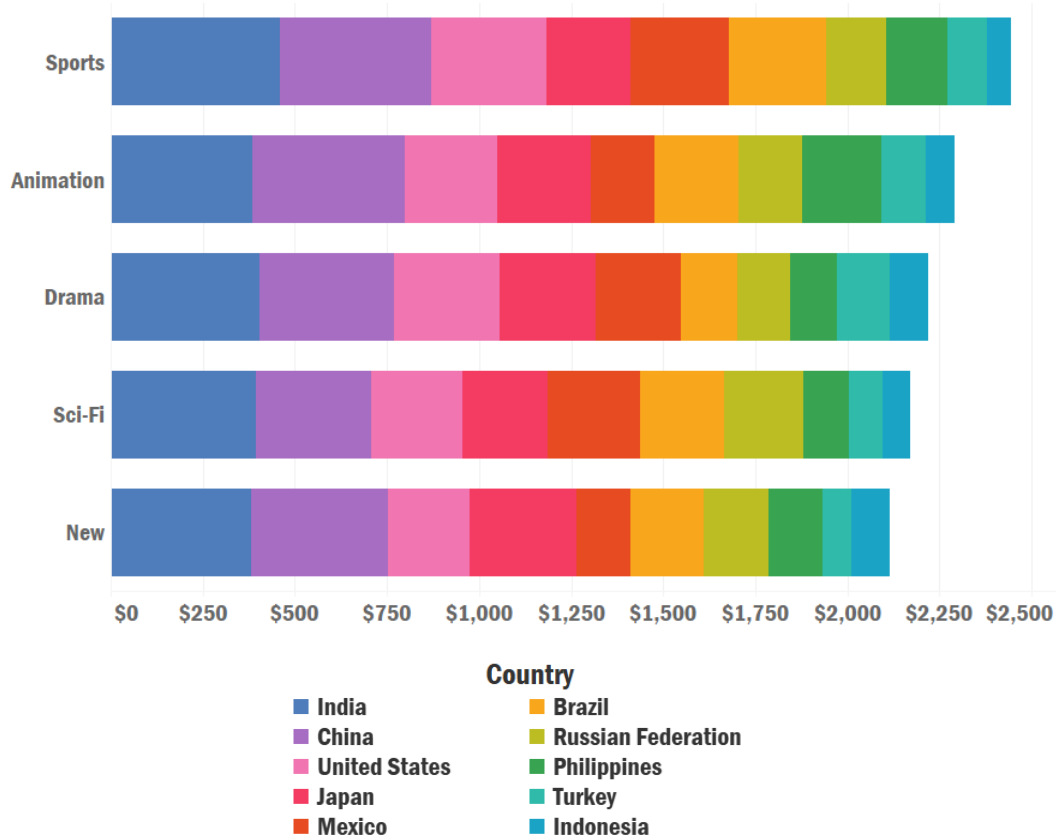
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14



There is a strong correlation between a country's number of customers and total revenue. Focusing on increasing the number of new customers will add to revenue.

Top 10 Country Trends

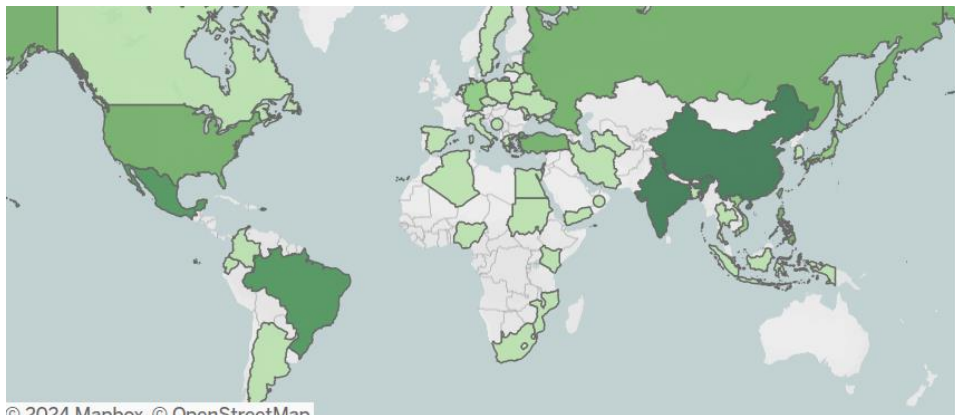
Top 5 Genres Revenue from Top 10 Countries



Each of the Top 10 customer base countries has its own stand out genres, which can help direct efforts to boost revenue.

India-Sports
China-Animation & Sports
United States-Sports
Japan-Sci-Fi
Mexico-Sports & Sci-Fi
Brazil-Sports
Russian Federation-Sci-Fi
Philippines-Animation
Turkey-Drama
Indonesia-Drama & New

Top 100 Customers Locations



Number of Top Customers



China, India, Brazil, Mexico, the United States, and Turkey have the most "high-spending" customers.

All customers averaged **\$102.36** total amount paid and **25** total rentals, while the **Top 10 customers** have spent an average of **\$184.42** and averaged **39** total rentals.

Customer Id	Total Spent	Rentals	City	Country
148	\$212	45	Saint-Denis	Runion
526	\$209	42	Cape Coral	United States
178	\$195	39	Santa Brbara dOe..	Brazil
137	\$192	38	Apeldoorn	Netherlands
144	\$190	40	Molodetno	Belarus
459	\$184	37	Qomsheh	Iran
181	\$168	33	Memphis	United States
410	\$168	38	Richmond Hill	Canada
236	\$167	39	Tanza	Philippines
403	\$163	33	Valparai	India



Key Insights

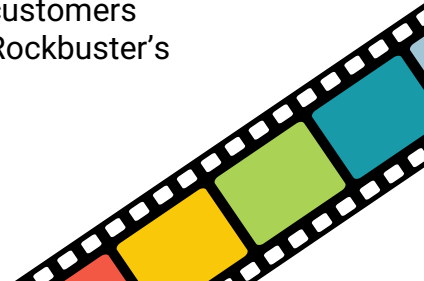
Top Movies and Genres

- ✓ The Top 10 films made up 3.08% of total revenue.
- ✓ The most popular films are PG-13 and include these genres: Sports, Sci-Fi, Animation, Drama, and Comedy

Rental Behavior

- ✓ Top revenue films and genres have the highest rental rates and lowest rental duration.
- ✓ 3 days was the rental period that produced the most revenue.

Locations and Customers

- ✓ Customers are located around the world, with an average of 6 customers each. The top customers are dispersed throughout global regions. The Top 10 earning countries make up 52% of Rockbuster's revenue.
- 

Stock Inventory

- ✓ Focus on the highest-earning films, genres, and ratings for deciding the Rockbuster streaming film library and consider cutting the lowest revenue films.
- ✓ Include the Top 5 genres in a “Suggested films” homepage of the streaming service: Sports, Sci-Fi, Animation, Drama, Comedy
- ✓ Increase inventory of films that previously had the \$4.99 rate and that also had high rental counts.
- ✓ Shorten rental durations to 4 days.
- ✓ Increase rental rates to a minimum of \$2.99.

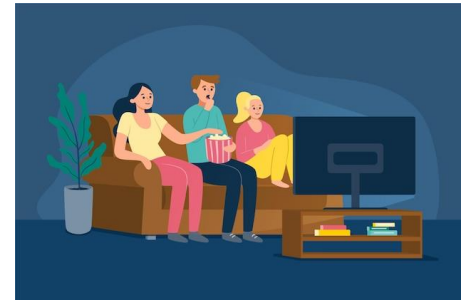
1

Recommendations

Target Countries

- ✓ Focus marketing and tailor films, ratings, and genres to each of the Top 10 countries:
India, China, United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey, and Indonesia
- ✓ Utilize stand-out genres for each country. Add films that are in the languages of and that are culturally relevant to each of the Top 10 Countries.

2



Value Customers

- ✓ Provide incentives and rewards for the Top 10 customers (at different tiers), to maintain their brand loyalty.

3

Further Explorations



- Explore algorithms to recommend movies related to the Top 10 most popular films, both by overall revenue and geographical location.
- Analyze customer patterns where the Top 10 customers live, specifically for the customers who live outside of the Top 10 revenue countries. There could be a potential for future growth in those areas.
- Analyze movie preferences from other databases and sources for people living within the Top 10 countries and consider adding their popular films to the Rockbuster library.
- Explore adding films from years outside of just 2006 by analyzing film trends from 2006 to 2019 to prepare for the 2020 launch.



Deliverables

[LINK](#) to Tableau Storyboard

[LINK](#) to Excel Technical

[LINK](#) to GitHub Repository

[LINK](#) to Data Dictionary

Questions?

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