

Rockbuster Stealth, LLC

2020 Business Strategy

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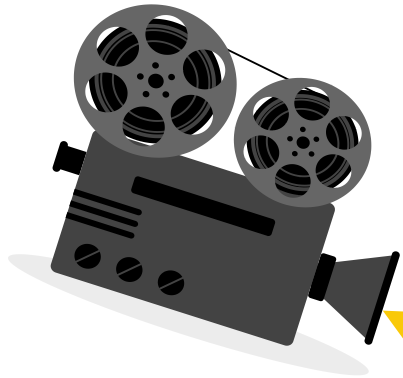
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Agenda

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



Introduction



Guiding Questions

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.

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

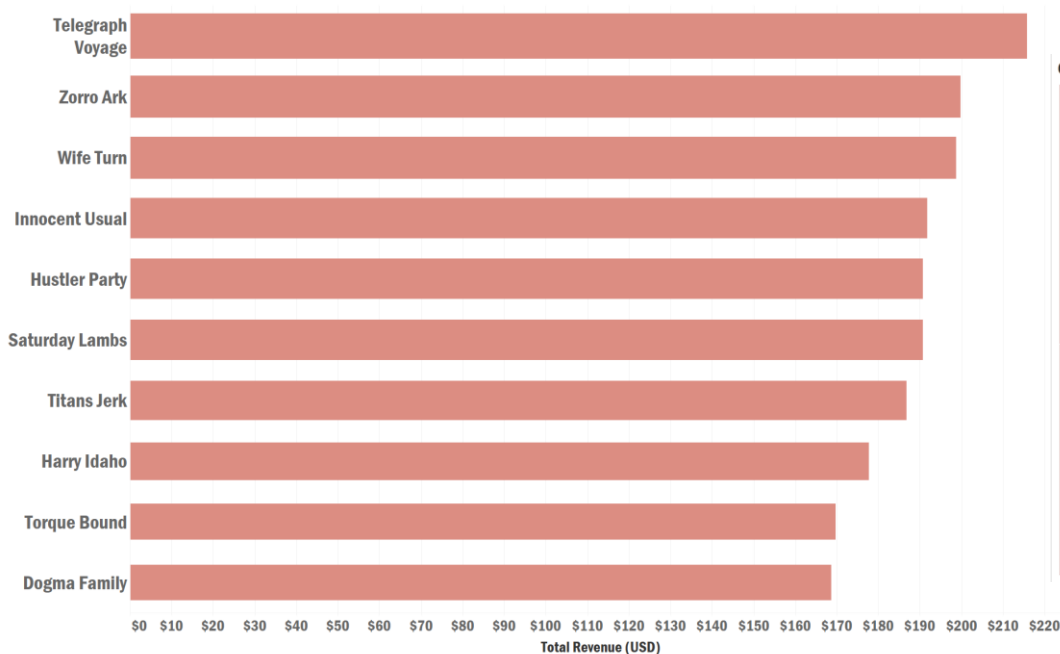
599

Genres (16)

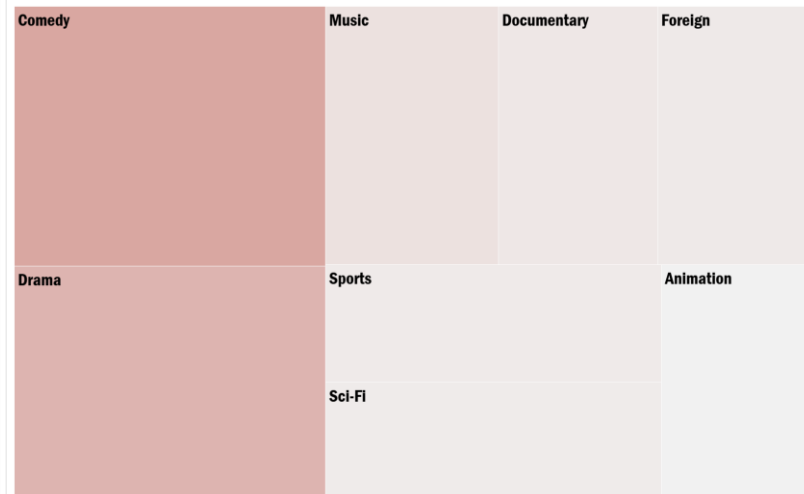
Action, Animation, Children, Classics, Comedy, Crime, Documentary, Drama, Family, Foreign, Games, Horror, Music, New, Romance, Sci-Fi, Sports, Thriller, Travel, War



Top 10 Revenue Films



Genres of Top 10 Films



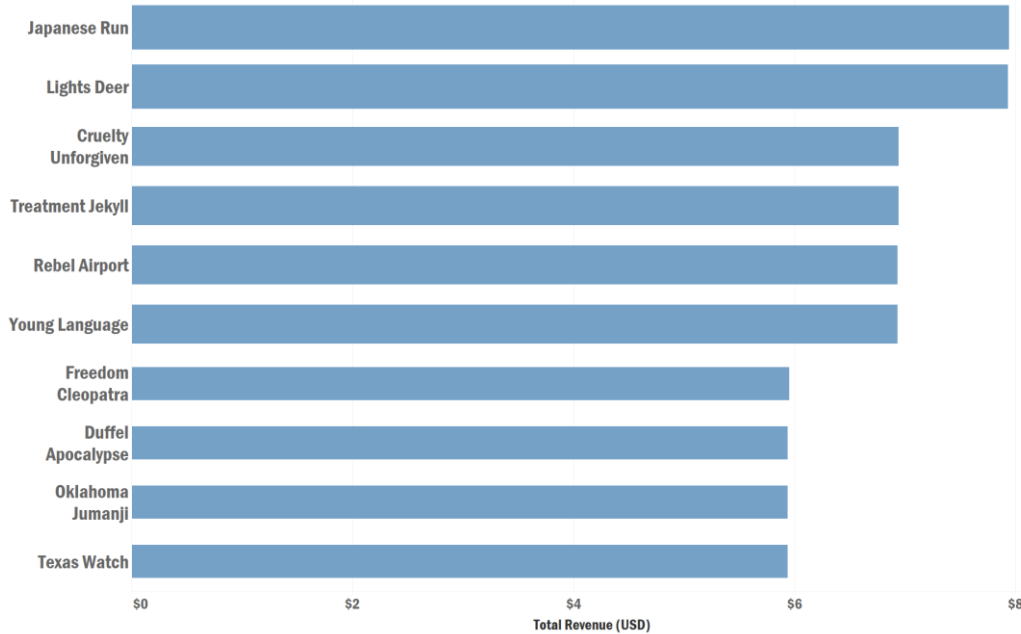
Total Revenue

\$168.72

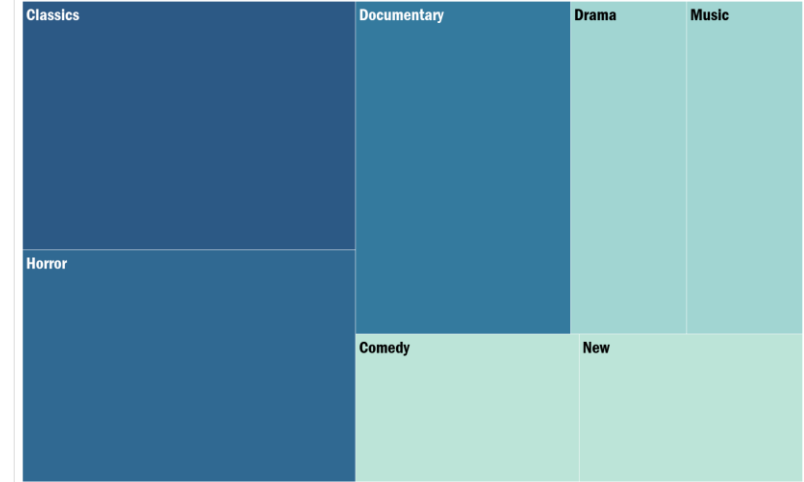
\$390.50

Rockbuster made **\$61312.04** in total revenue. The **Top 10 films** are 1.0% of the library and made **3.08%** (**\$1890.40**) of the total revenue and should remain stocked and recommended to users.

Bottom 10 Revenue Films



Genres of Bottom 10 Films



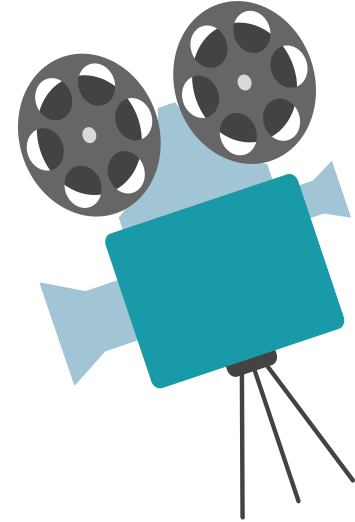
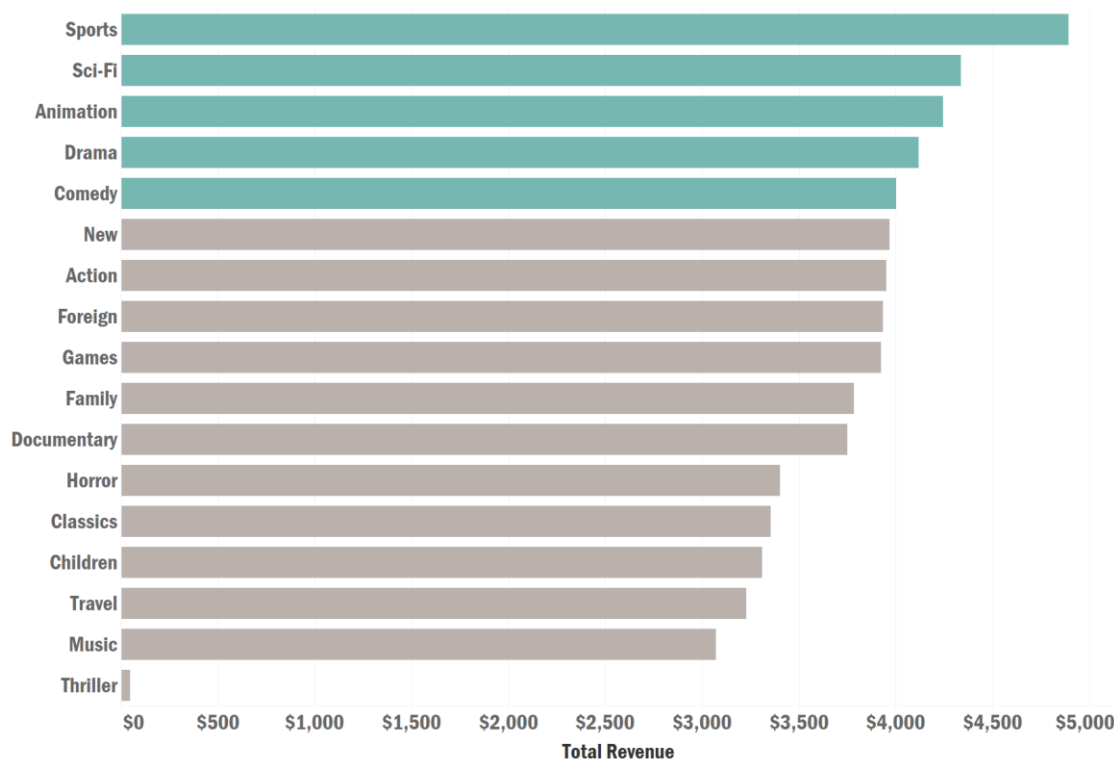
Total Revenue



The **Bottom 10 films only** made **0.11%** (**\$67.38**) of the total revenue and should be discontinued.

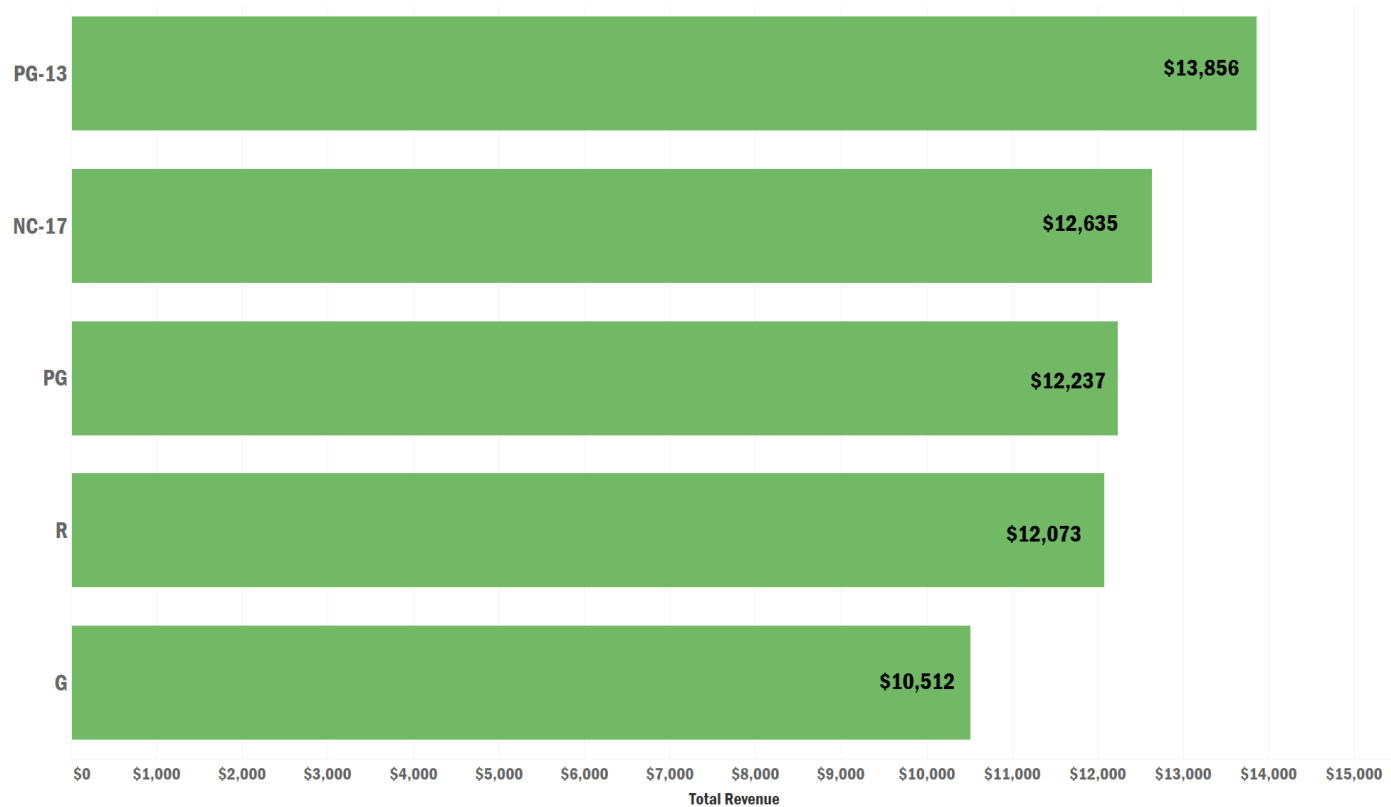
Genres Performance

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



Film Rating and Revenue

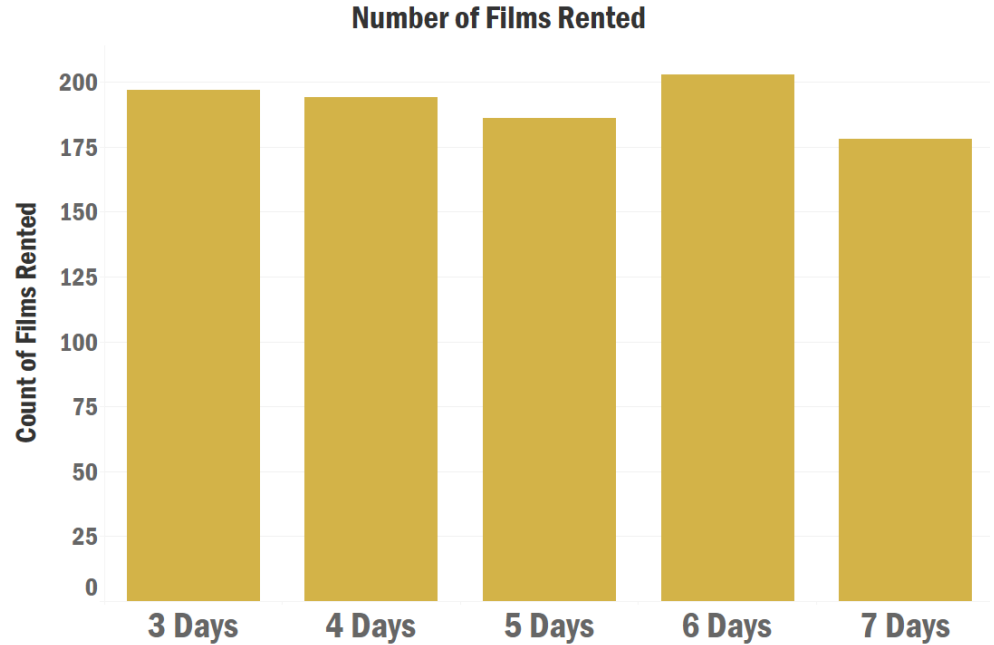
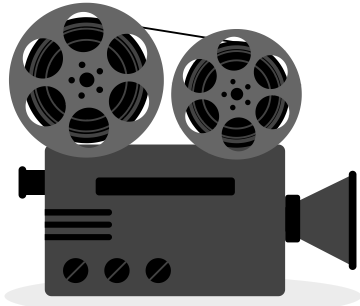
Films rated PG-13 made up the most revenue around the world.



Rental Durations

5 days

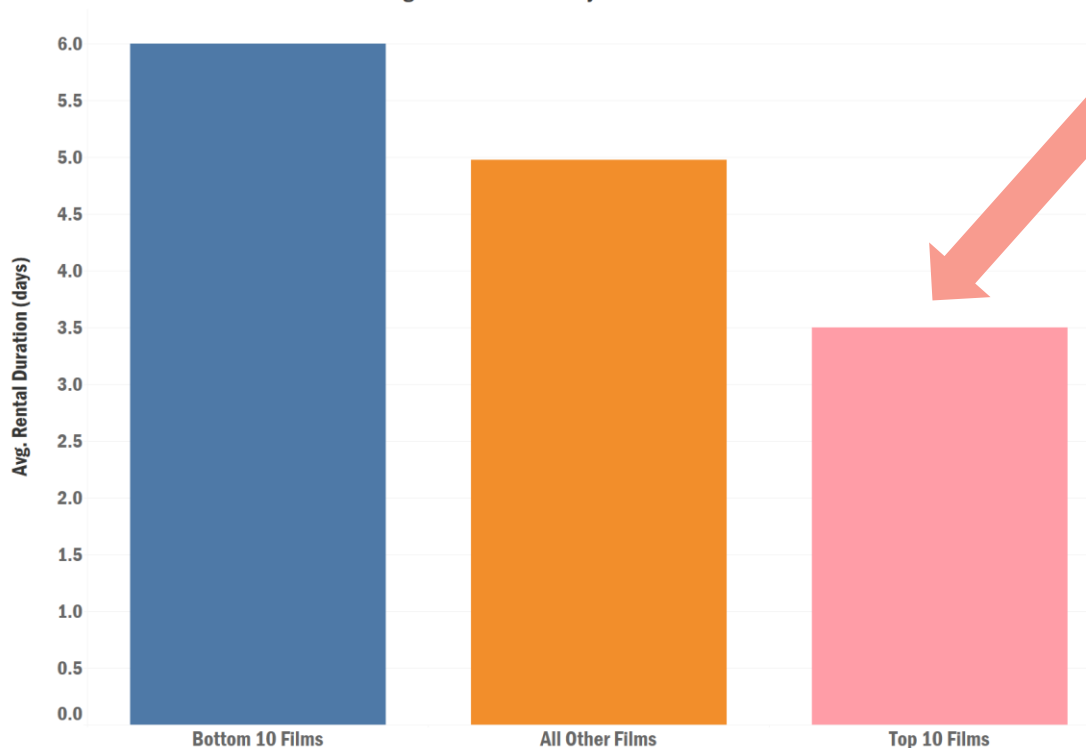
was the average
rental duration for
all films



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.

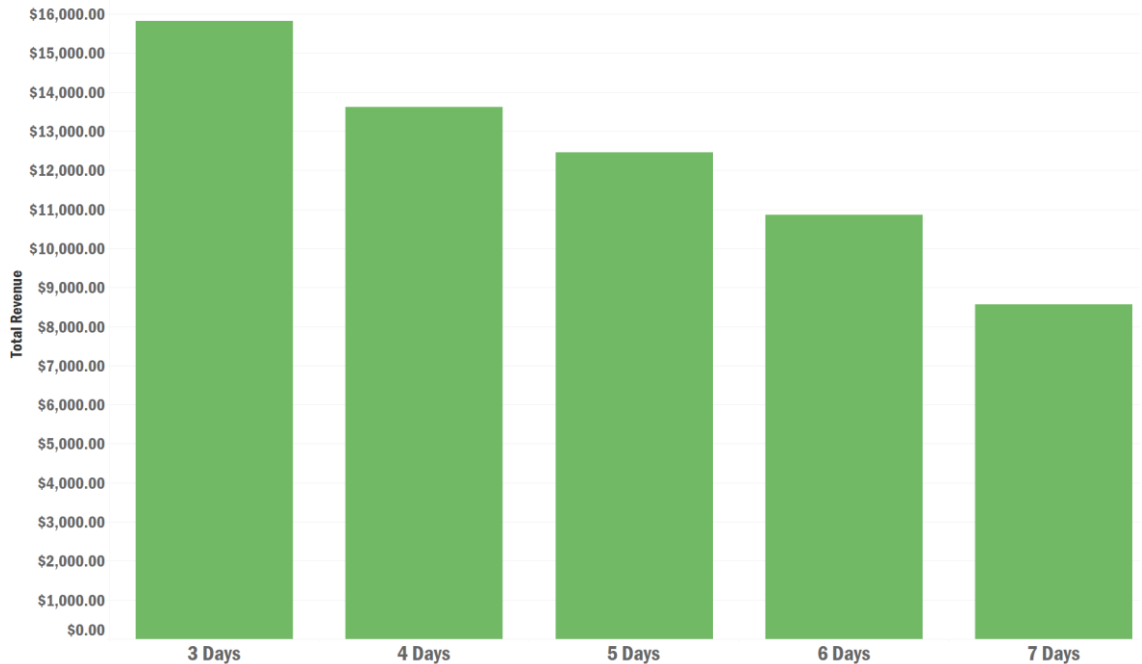
Rental Duration and Revenue

“Thrillers” have the **lowest revenue** and the highest average rental duration:

6 days

“Sports” & “New” movies have **high revenue** and the lowest rental durations:

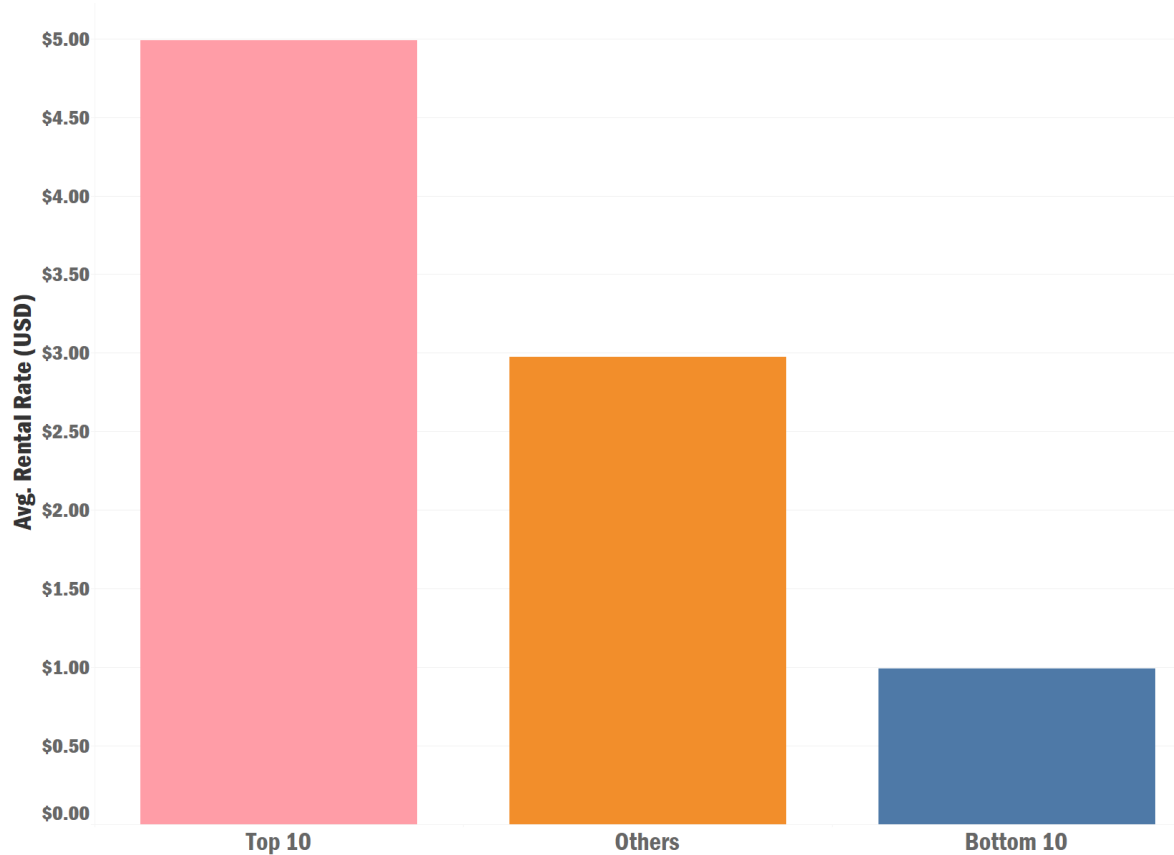
4.7 days



Rental Rates and Movie Performance

Top revenue films have the highest rental rates, while the bottom 10 films have the lowest rental rate. The average rental rate for all films was

\$2.98



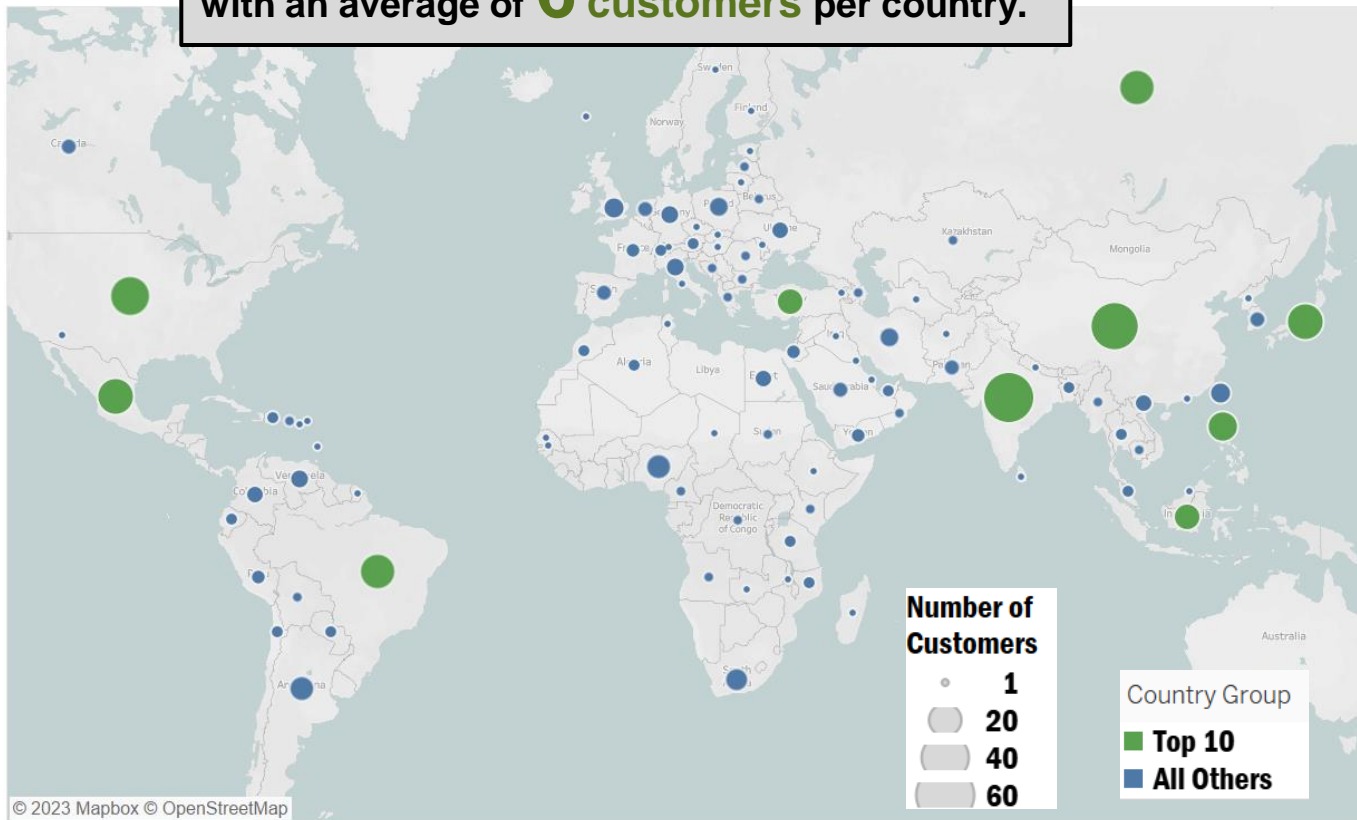
Rockbuster Customers Around the World

Customers are located in **108** different countries. 10 countries stand out as having the most customers.

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

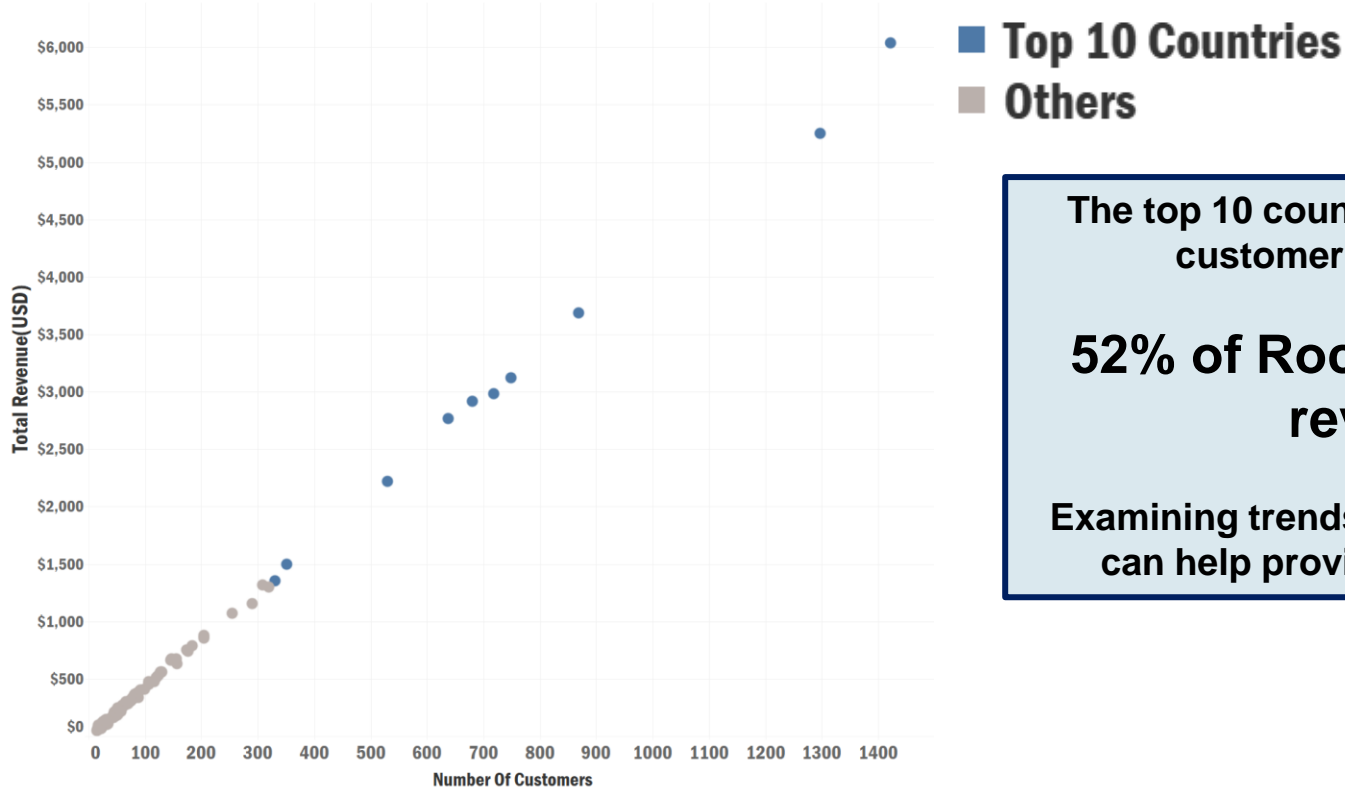
Top 10 Countries

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



Geographical Trends

Number of Customers and Total Revenue



The top 10 countries with the highest customer count make up

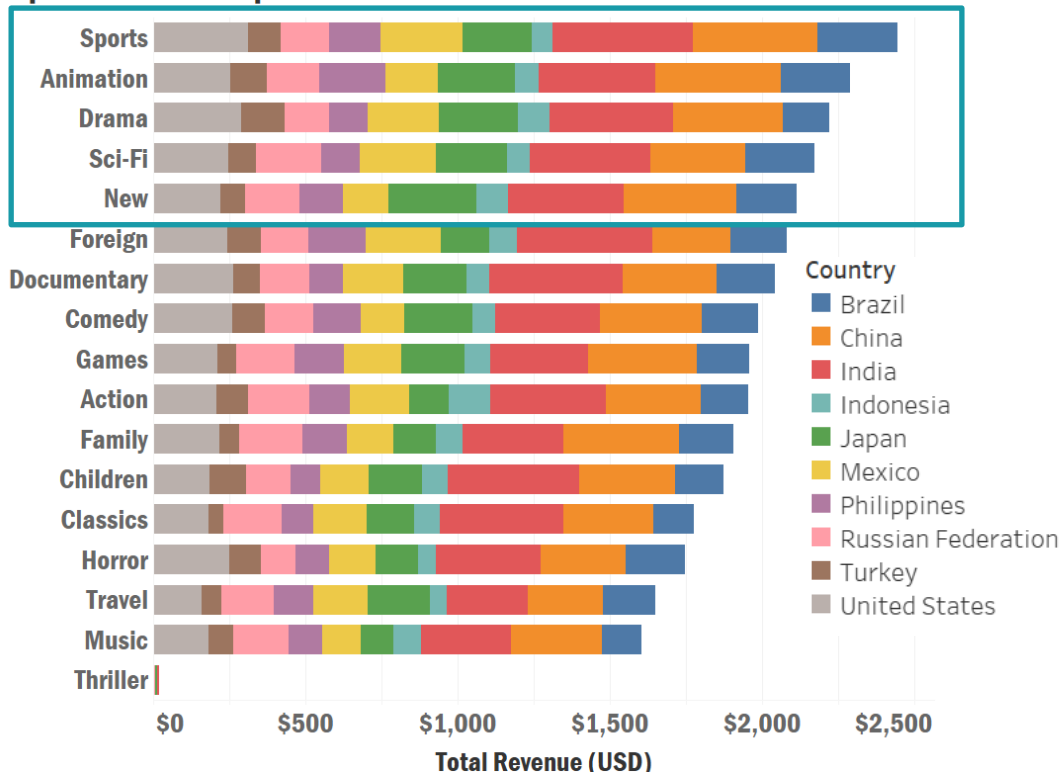
52% of Rockbuster's total revenue.

Examining trends from these countries can help provide further insights.

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 Genres from Top 10 Countries



The following genres stand out as uniquely popular in each top country:

Brazil-Horror
 India-Documentary
 China-Family
 Indonesia-Action
 Japan-Sci-Fi
 Mexico-Foreign
 Philippines-Games
 Russian Federation-Classics
 Turkey-Animation
 United States-Children
 India, Brazil, & Mexico-Sports

Top 100 Customers Locations

These countries have the most high-spending customers:

China 8

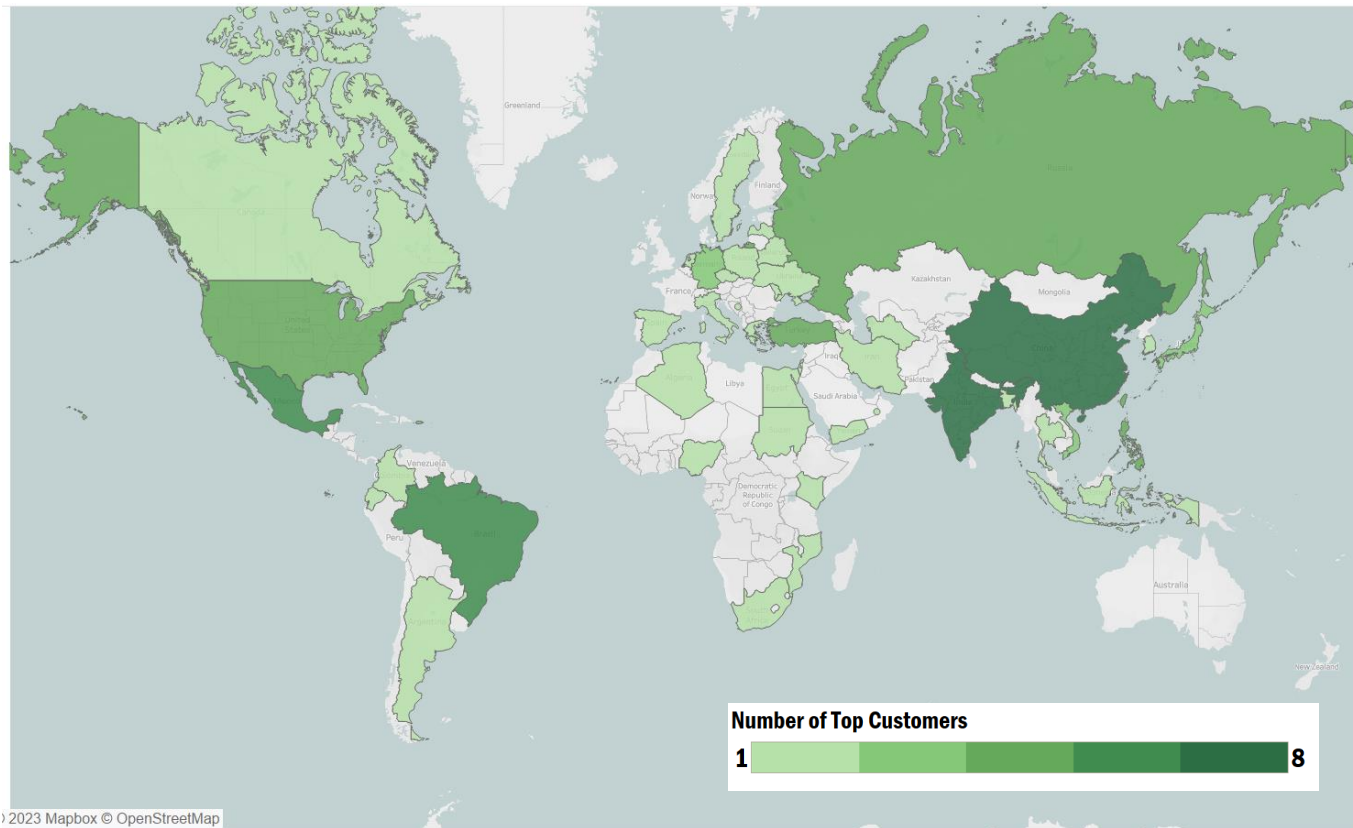
India 8

Brazil 6

Mexico 6

United States 5

Turkey 5



Top 10 Customers' Rentals and Spending

All customers average **\$102.36** total amount paid and **25** total rentals.

The **Top 10** customers have spent an average of **\$184.42** and average **39** total rentals.

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



Key Insights

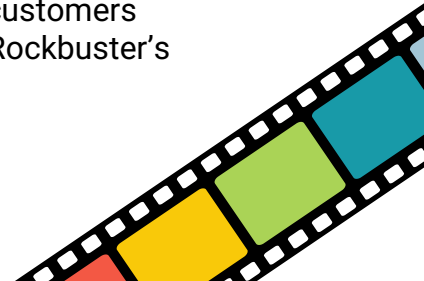
Top Movies and Genres

- ✓ 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.

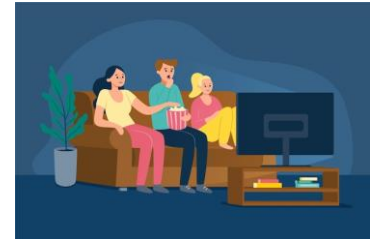
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Recommendations

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 and Top 100 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.
- Conduct analysis on 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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