Rockbuster Stealth Strategic Plan

Liberty Onia, May 2023

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Introduction

Motivation: Streaming has become a competitive market with the rise of popular services, such as, Netflix and Amazon Prime. Rockbuster Stealth LLC plans to use its existing movie licenses to launch an online video rental service to remain competitive.

Objective: Provide data driven insights that answer business related questions from multiple departments of Rockbuster Stealth.
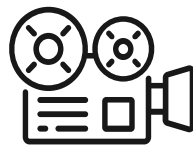
Scope: These insights will be used to plan Rockbuster's 2020 company strategy.
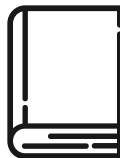
Data Overview
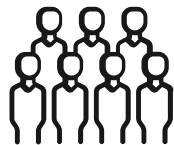
Total Customers: 599

Total Films: 1000

Total Countries: 109

Total Revenue: $61,312

Total Genres: 20

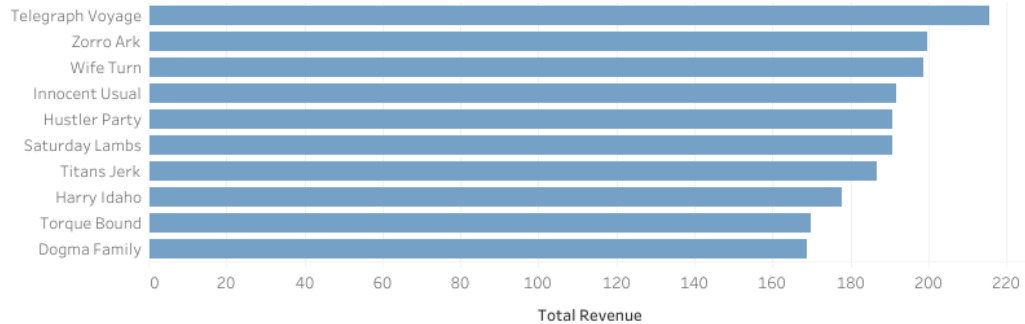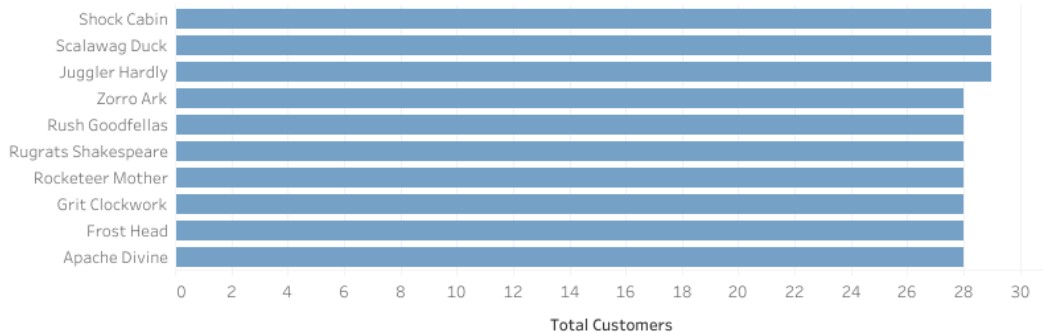**Average Rental Duration:** 4.99 days

Average Rental Rate: $2.98

General Analysis

Most Popular Movies by Revenue and Customer Count

Most Popular Movies by Revenue

Movie	Total Revenue
Telegraph Voyage	~215
Zorro Ark	~200
Wife Turn	~198
Innocent Usual	~190
Hustler Party	~190
Saturday Lambs	~190
Titans Jerk	~186
Harry Idaho	~178
Torque Bound	~170
Dogma Family	~168

Total Revenue

Most Popular Movies by Customer Count

Movie	Total Customers
Shock Cabin	~29
Scalawag Duck	~29
Juggler Hardly	~29
Zorro Ark	~28
Rush Goodfellas	~28
Rugrats Shakespeare	~28
Rocketeer Mother	~28
Grit Clockwork	~28
Frost Head	~28
Apache Divine	~28

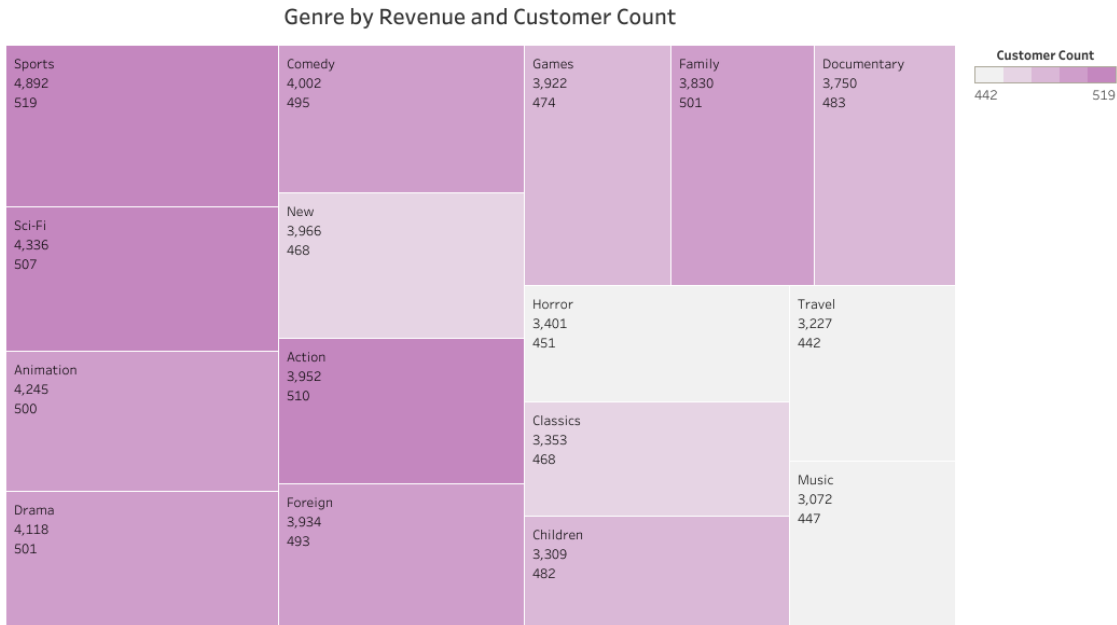Total Customers

- The top 10 movies are different depending on revenue or customer count
- Zorro Ark is the only top film by revenue and customer count

Genre by Revenue and Customer Count

Genre by Revenue and Customer Count

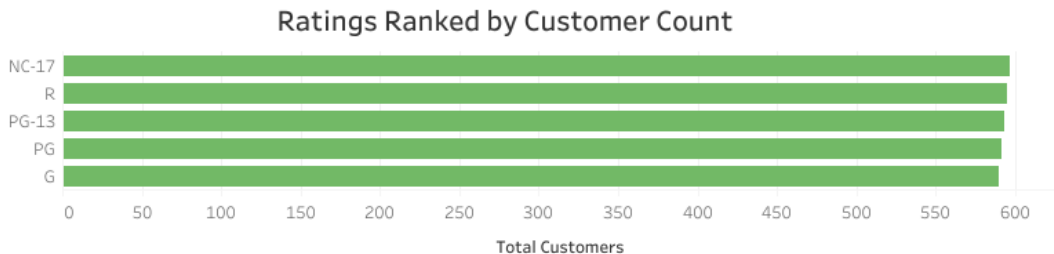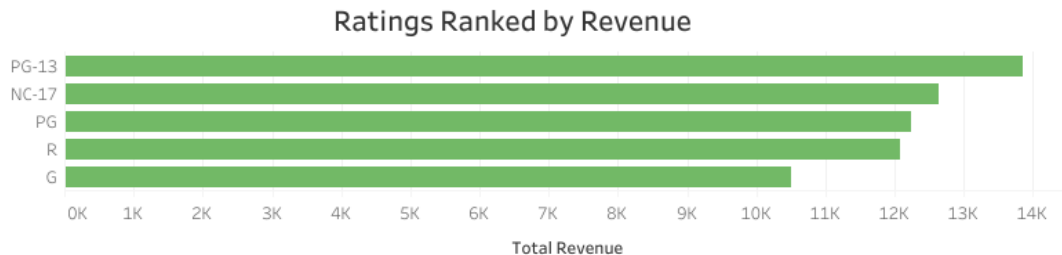| Genre	Revenue	Customer Count
Sports	4,892	519
Sci-Fi	4,336	507
Animation	4,245	500
Drama	4,118	501
Comedy	4,002	495
New	3,966	468
Action	3,952	510
Foreign	3,934	493
Games	3,922	474
Family	3,830	501
Documentary	3,750	483
Horror	3,401	451
Classics	3,353	468
Children	3,309	482
Travel	3,227	442
Music	3,072	447

Customer Count
442 — 519

- By revenue, the top 5 genres are Sports, Sci-Fi, Animation, Drama, and Comedy
- By customer count, the top 5 genres are Sports, Action, Sci-Fi, Drama, and Family
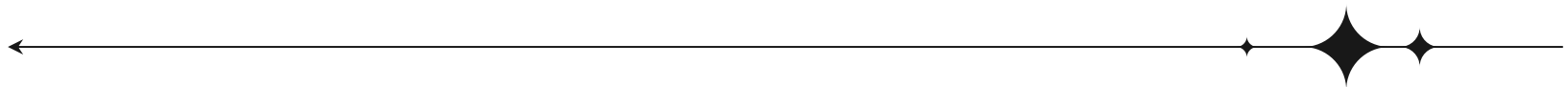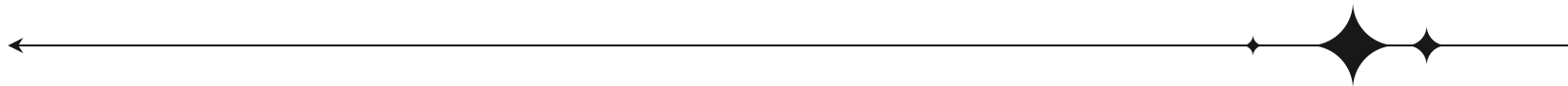
Ratings by Revenue and Customer Count

Ratings Ranked by Revenue

Ratings Ranked by Customer Count

- Ratings have similar customer count
- PG-13 is the most popular rating by revenue
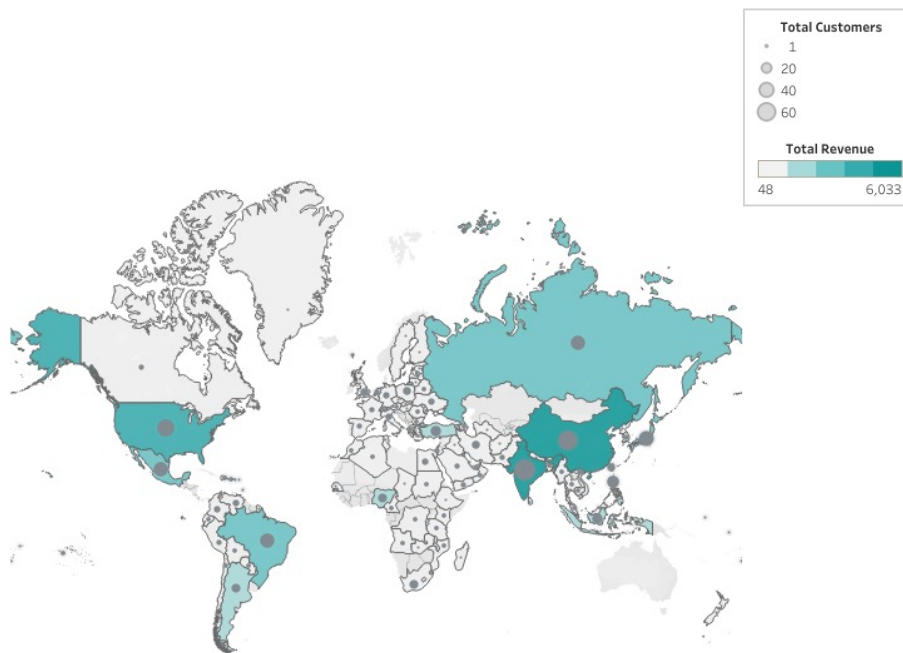- G is the least popular rating by revenue and customer count

Analysis by Country
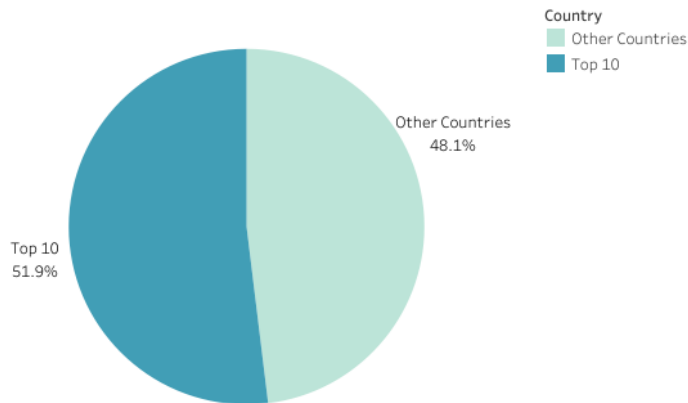
Top 10 Countries by Revenue and Customer Count

Country Revenue and Customer Count

Total Customers
- 1
- 20
- 40
- 60

Total Revenue
48 — 6,033

Top 10 Countries		
Country	**Revenue**	**Total Customers**
India	$6032.79	60
China	$5247.04	53
United States	$3694.27	36
Japan	$3121.52	31
Mexico	$2984.82	30
Brazil	$2919.19	28
Russian Federation	$2765.62	28
Philippines	$2219.7	20
Turkey	$1498.49	15
Indonesia	$1352.69	14

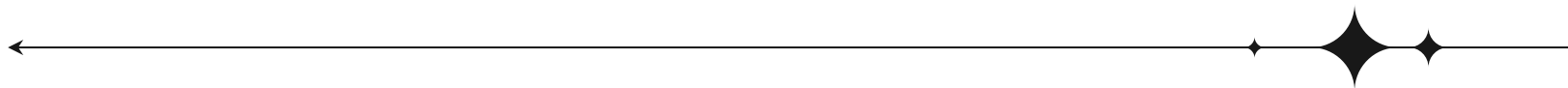# Top 10 Countries Comprise 50% of Revenue and Customer Count

Percentage of Revenue from Top 10 Countries and All Other Countries

Percentage of Total Customers from Top 10 Countries and All Other Countries
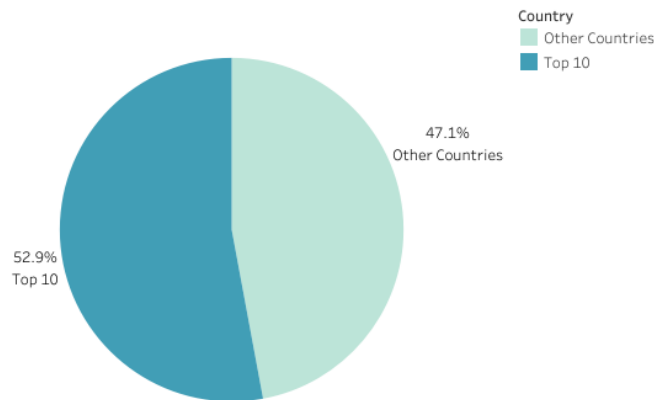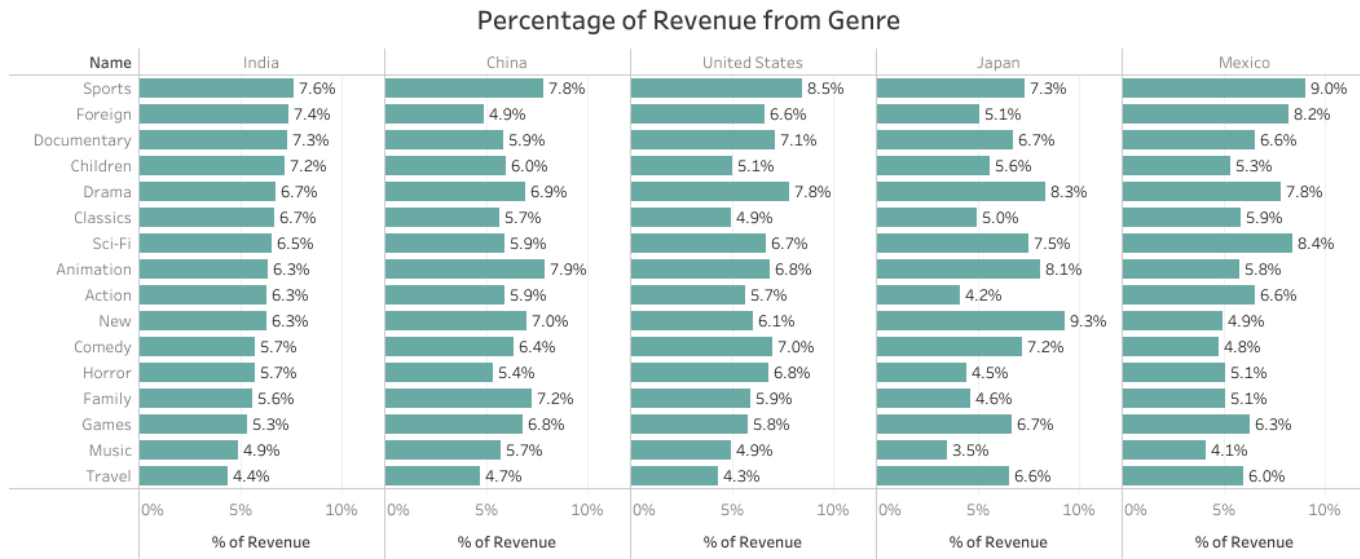
- The top 10 countries by revenue make up over 50% of total revenue
- The top 10 countries by customer count make up over 50% of total customer count

Genre Preferences of Top 5 Countries

Percentage of Revenue from Genre

Name	India	China	United States	Japan	Mexico
Sports	7.6%	7.8%	8.5%	7.3%	9.0%
Foreign	7.4%	4.9%	6.6%	5.1%	8.2%
Documentary	7.3%	5.9%	7.1%	6.7%	6.6%
Children	7.2%	6.0%	5.1%	5.6%	5.3%
Drama	6.7%	6.9%	7.8%	8.3%	7.8%
Classics	6.7%	5.7%	4.9%	5.0%	5.9%
Sci-Fi	6.5%	5.9%	6.7%	7.5%	8.4%
Animation	6.3%	7.9%	6.8%	8.1%	5.8%
Action	6.3%	5.9%	5.7%	4.2%	6.6%
New	6.3%	7.0%	6.1%	9.3%	4.9%
Comedy	5.7%	6.4%	7.0%	7.2%	4.8%
Horror	5.7%	5.4%	6.8%	4.5%	5.1%
Family	5.6%	7.2%	5.9%	4.6%	5.1%
Games	5.3%	6.8%	5.8%	6.7%	6.3%
Music	4.9%	5.7%	4.9%	3.5%	4.1%
Travel	4.4%	4.7%	4.3%	6.6%	6.0%

% of Revenue

- The top 5 countries have mostly different genre preferences
- All top 5 countries enjoy sports movies
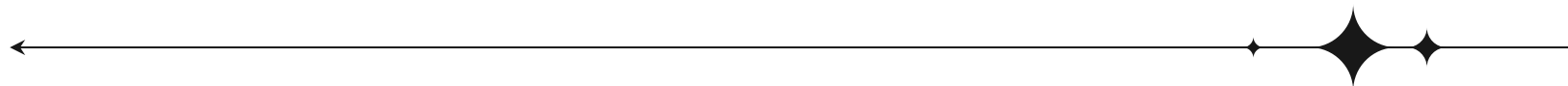
Lifetime Customers

Top 5 Customers in Top 5 Cities

First Name	Last Name	City	Country	Total Payment Amount
Arlene	Harvey	Ambattur	India	$111.76
Kyle	Spurlock	Shanwei	China	$109.71
Marlene	Welch	Iwaki	Japan	$106.77
Glen	Talbert	Acua	Mexico	$100.77
Clinton	Buford	Aurora	United States	$98.76

Top 10 Customers by Total Payment

| First Name	Last Name	City	Country	Total Payment Amount
Eleanor	Hunt	Saint-Denis	Runion	$211.55
Karl	Seal	Cape Coral	United States	$208.58
Marion	Snyder	Santa Brbara dOeste	Brazil	$194.61
Rhonda	Kennedy	Apeldoorn	Netherlands	$191.62
Clara	Shaw	Molodetno	Belarus	$189.6
Tommy	Collazo	Qomsheh	Iran	$183.63
Ana	Bradley	Memphis	United States	$167.67
Curtis	Irby	Richmond Hill	Canada	$167.62
Marcia	Dean	Tanza	Philippines	$166.61
Mike	Way	Valparai	India	$162.67

Conclusion

Conclusion

- The top 10 movies are different depending on revenue or customer count
- By revenue, the top 5 genres are Sports, Sci-Fi, Animation, Drama, and Comedy
- By customer count, the top 5 genres are Sports, Action, Sci-Fi, Drama, and Family
- PG-13 is the most popular rating by revenue
- The top 10 countries are India, China, United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey, and Indonesia
- The top 10 countries comprise over 50% of revenue and customer count
- The top 5 countries have mostly different genre preferences
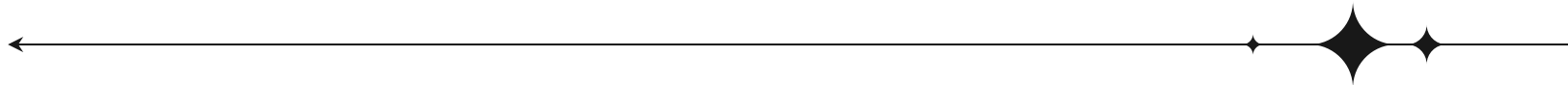
Recommendations

- Include the top movies (according to revenue and customer count) in the new streaming service
- Focus on movies in the top genres
  - Sports, Sci-Fi, Animation, Drama, Comedy, Action, and Family
- Make streaming services available to the top 10 countries
  - India, China, United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey, and Indonesia
  - Provide genre preferences for all top countries
- Incentivize top customers for loyalty with rewards
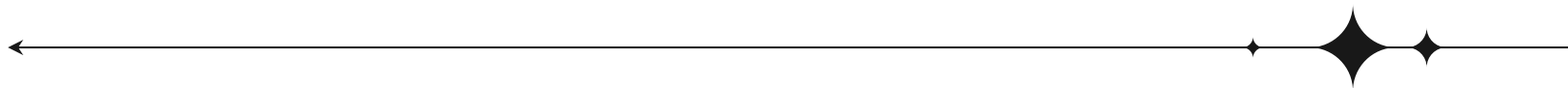
Future Directions

- Utilize data from social media and search engines to better understand movie trends
    - What movies are popular?
    - Are there new movies worth streaming after release?
- Analyze data from competitors (e.g. Netflix, HBO Max, Prime TV, Hulu)
    - What makes these companies successful?
    - What movies do they stream?
- Analyze data after one year from Rockbuster Streaming release
    - Was the release a success?
    - What can be improved?
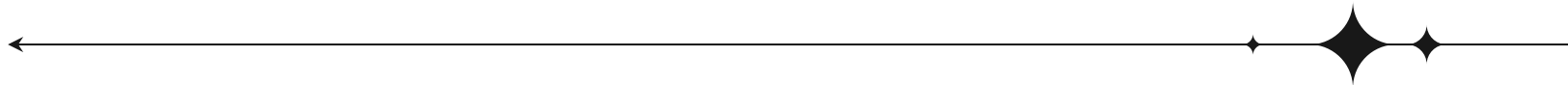
Links to Visualizations

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