Rockbuster Stealth Revenue Analysis

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PURPOSE

Facing stiff competition from streaming services such as Netflix, Rockbuster Stealth LLC is planning to use its existing movie licenses to launch an online movie rental service.

The purpose of this presentation is to present findings on high grossing regions, customers, and movies that will help lead strategy in launching the online rental service. This presentation will address the following questions:

Which countries are Rockbuster customers based in?

Do sales figures vary between geographic regions?

Which movies contributed the most/least to revenue gain?

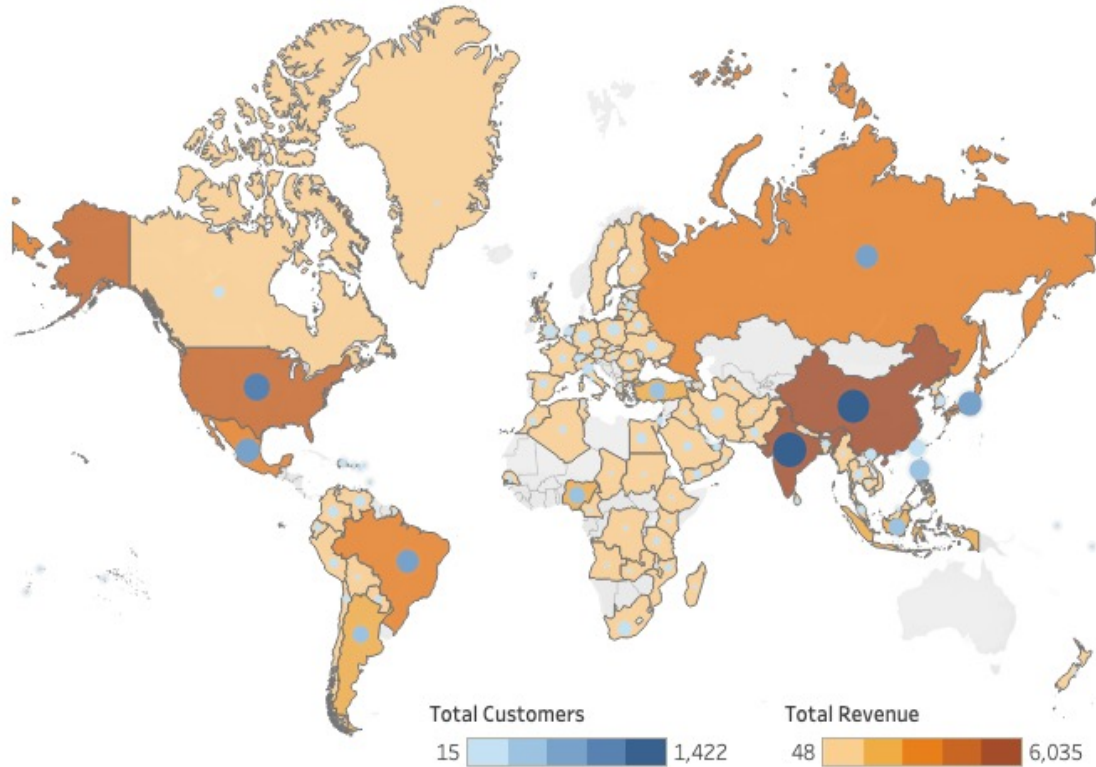What was the average rental duration and rental rate for all movies?

Where are customers with a high lifetime value based?
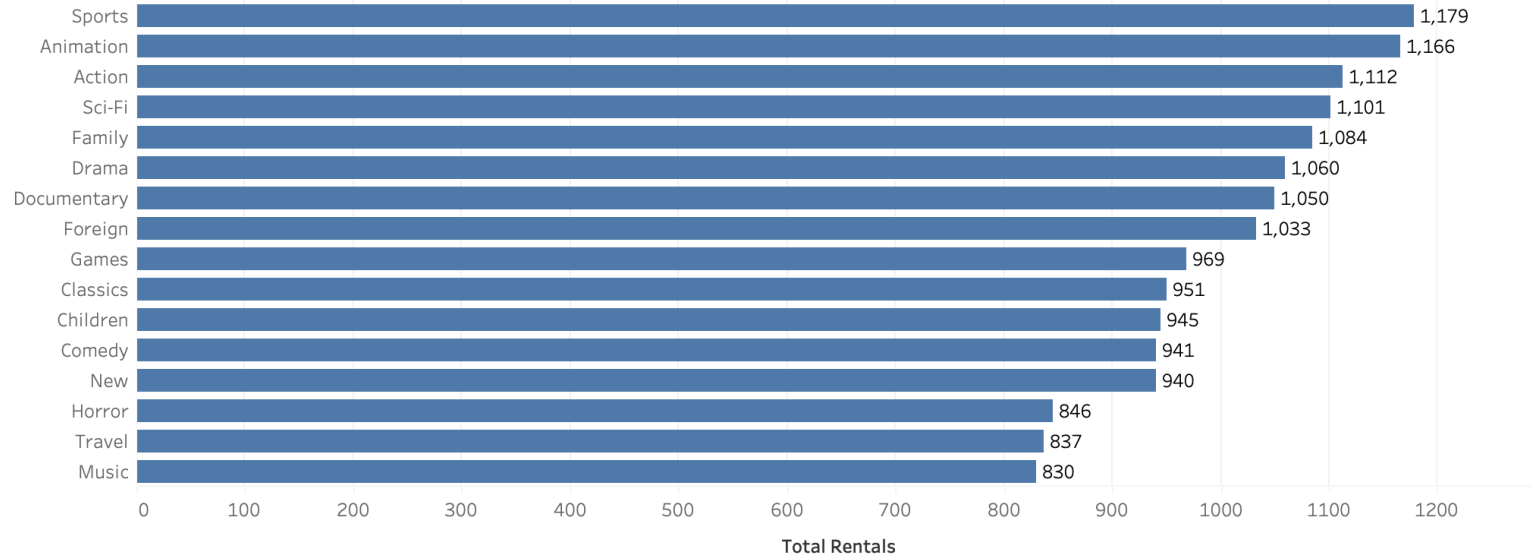
Where are Rockbuster customers?

Rockbuster has customers all over the world. As the number of customers increases in a region, so does revenue.

The top 5 countries with the highest rental revenues are:

1. India: $6035
2. China: $5251
3. United States: $3685
4. Japan: $3123
5. Mexico : $2985

Total Customers 15 — 1,422

Total Revenue 48 — 6,035

What movie categories are rented the most?

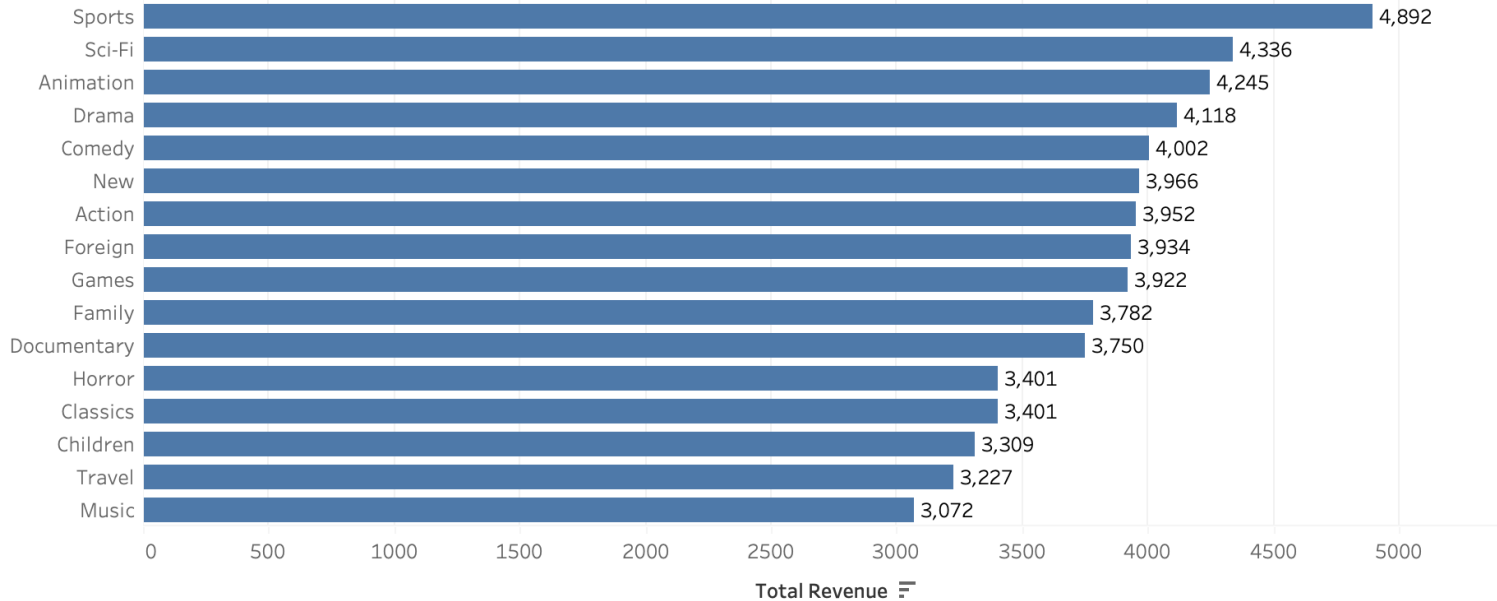| Category	Total Rentals
Sports	1,179
Animation	1,166
Action	1,112
Sci-Fi	1,101
Family	1,084
Drama	1,060
Documentary	1,050
Foreign	1,033
Games	969
Classics	951
Children	945
Comedy	941
New	940
Horror	846
Travel	837
Music	830

Total Rentals

The most rented movie categories are sports, animation, and action.

What movie categories bring in the most revenue?

Category	Total Revenue
Sports	4,892
Sci-Fi	4,336
Animation	4,245
Drama	4,118
Comedy	4,002
New	3,966
Action	3,952
Foreign	3,934
Games	3,922
Family	3,782
Documentary	3,750
Horror	3,401
Classics	3,401
Children	3,309
Travel	3,227
Music	3,072

Total Revenue

The highest grossing movie categories are sports, sci-fi, and animation.

What movie ratings bring in the most revenue?

	# of Rentals	% of Rentals
PG-13	3585	22.3
NC-17	3293	20.5
PG	3212	20.0
R	3181	19.8
G	2773	17.3

Percent of Revenue by Rating

Rating
- PG-13
- NC-17
- PG
- R
- G

G 17.145%
PG-13 22.598%
NC-17 20.608%
PG 19.958%
R 19.691%
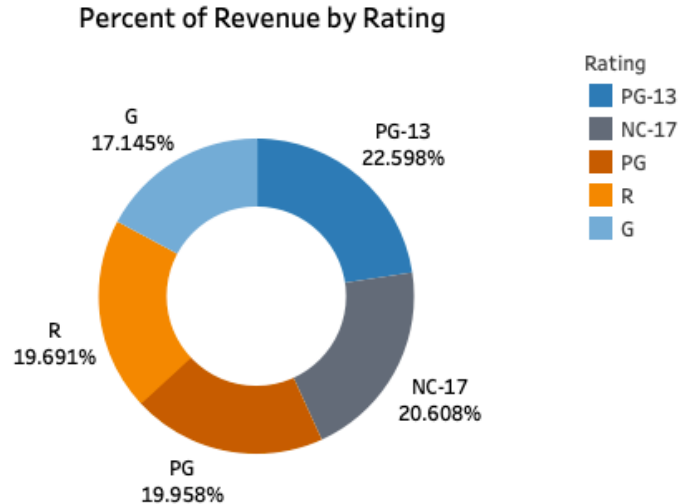
The most rented movie ratings are PG-13 and NC-17, making up 43% of revenue. Rated G movies are rented the least.

What are average rental durations and rates?

	Rental Duration	Rental Rate
Min	3	$0.99
Max	7	$4.99
Average	5	$2.98

Rental Rate	Number of Rentals
$0.99	5652
$2.99	5120
$4.99	5272

The average rental duration is 5 days and the average rental rate is about $3.
Rental rate does not seem to have an apparent affect on rental numbers.

Who are our top customers?

Customer ID	First Name	Last Name	City	Country	Total Spent
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	189.6

Rockbuster's top customers are spread out across the globe.

Recommendations

The launch of the online movie rental service should focus on countries where Rockbuster has the most customers and sees the most revenue: India, China, US, Japan, and Mexico

Rockbuster should focus on marketing and maintaining an inventory of the most popular movie categories and ratings.
    Sports, animation, and action movies have historically had the most rentals.
    PG-13 and NC-17 rated movies are the two most popular.

Conduct further research into how rental rates may affect rental numbers. Increasing the rental rate of more popular movies could help increase company revenue.

Consider starting a customer loyalty program to reward and incentivize returning customers.

Links:
Tableau Visualizations
Rockbuster Data Dictionary
SQL Data Outputs

Have questions?
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