

# Rockbuster Stealth Data Analysis

Maria Sampogna  
May 24, 2023

# Agenda

- Key Objectives and Questions
  - Data Summary
  - Analysis and Results
  - Conclusions
  - Recommendations
-

# Objectives and Key Questions

---

# Objectives

- Acquire an understanding of Rockbuster's Film, Customer, and Rental data
- Find data-driven answers to key business questions to be used for Rockbuster's 2020 company strategy
- Develop a launch strategy for Rockbuster's new online video rental service

# Key Business Questions

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

# Data Summary

---

# Films

- There are **1,000 films** in the Rockbuster database
- Films are rented for 3–7 days, with an **average rental of 5 days**
- Rental rates range from \$0.99 to \$4.99, with an **average rate of \$2.98**
- Film length ranges from 46 to 185 minutes, with an **average length of 115 minutes**
- The replacement cost for each film ranges from \$9.99 to \$29.99, with an **average replacement cost of \$19.98**
- The majority of films in the database were **released in 2006**
- Most films in the database are **English language** films
- The majority of films are **rated PG-13**

# Customers

- There are **599 customers** in the Rockbuster database
- All customers in the database are currently **Active**
- Customers have rented between 12 and 46 films, with an **average of 27 rentals**
- The total revenue per customer ranges from \$27.93 to \$211.55, with an **average revenue per customer of \$102.36**

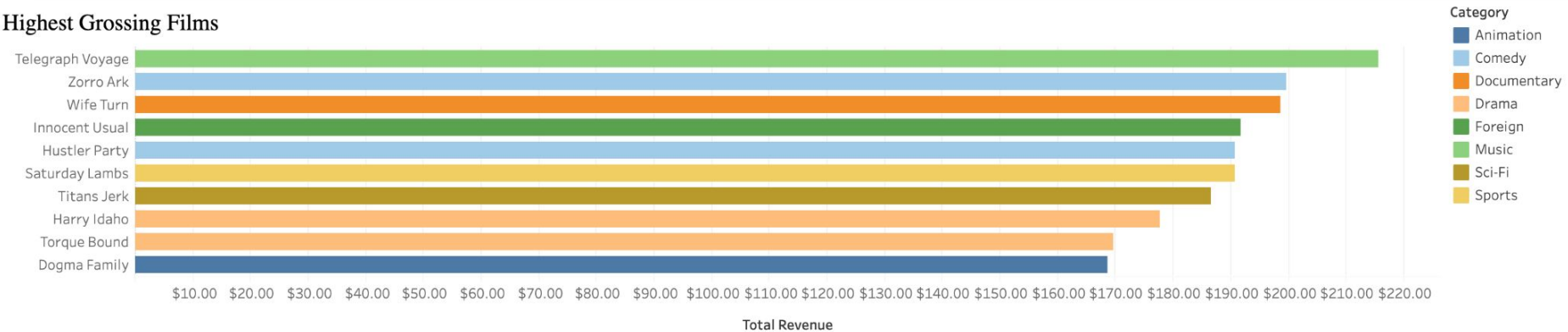


# Analysis and Results

---

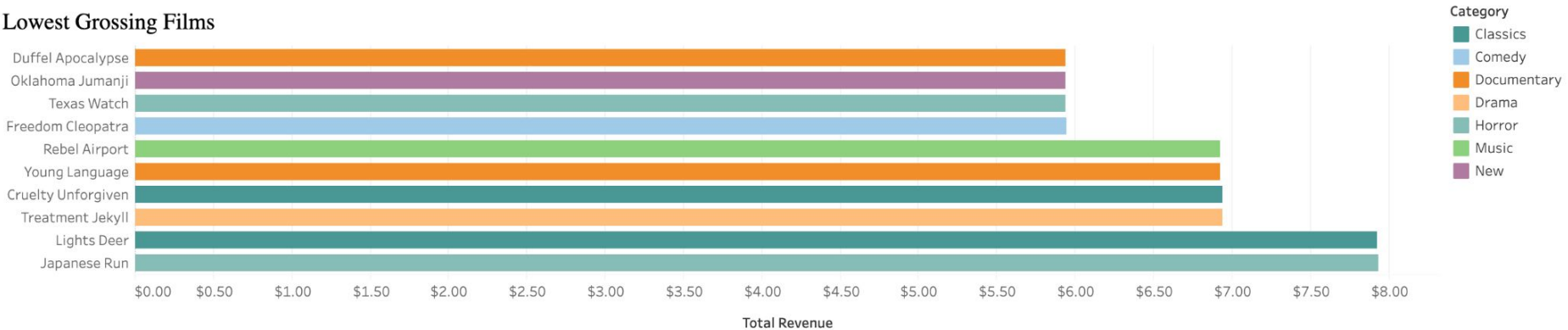
# Film Revenue by Category

## Highest Grossing Films



[Tableau Public - Highest Grossing Films](#)

## Lowest Grossing Films

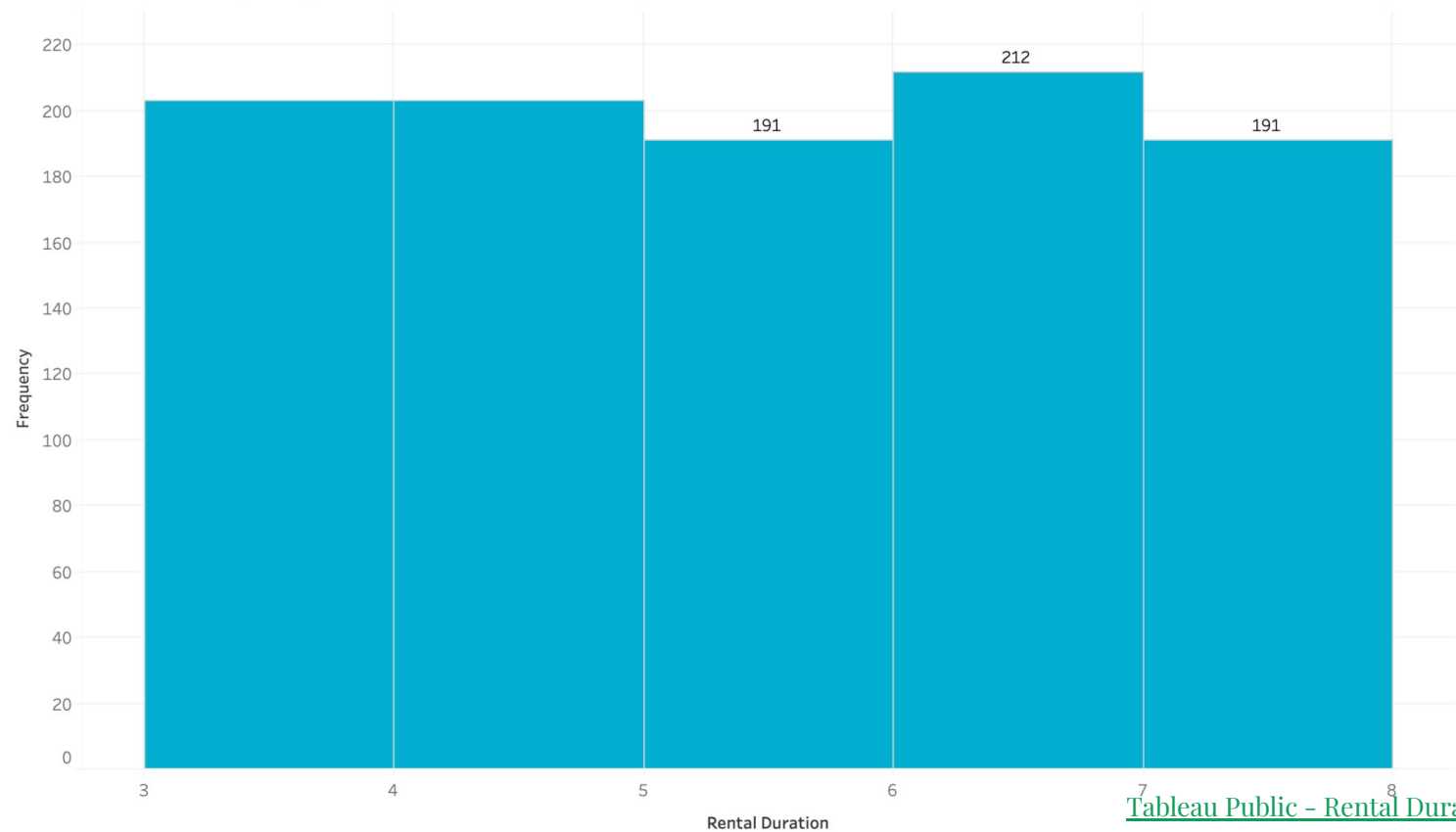


[Tableau Public - Lowest Grossing Films](#)

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

- **Telegraph Voyage**, a **Music** film, is the **highest grossing film** for Rockbuster
- **Duffel Apocalypse**, a **Documentary** is the **lowest grossing film** for Rockbuster
- The most common categories for the 10 **highest grossing** films are **Comedy and Drama**
- The most common categories for the 10 **lowest grossing** films are **Classics, Documentary, and Horror**

# Rental Duration Frequency

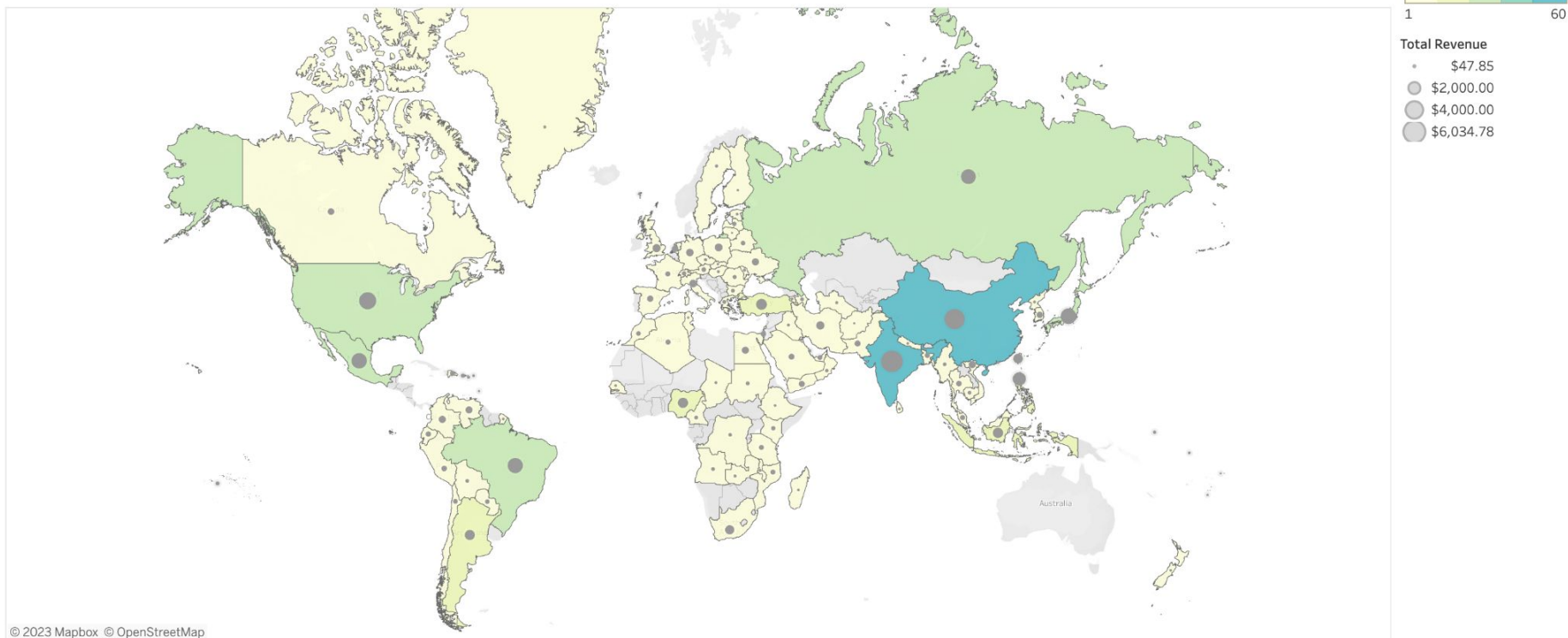


# 5 days

Average Rental Duration for All Videos

# Customer Count and Total Revenue by Country

Customer Count and Total Revenue by Country



# Which countries are Rockbuster customers based in?

- Rockbuster customers are based in **108 countries** across North America, South America, Africa, Europe, and Asia
- The **top ten countries** with the most customers are:
  - India (60)
  - China (53)
  - United States (36)
  - Japan (31)
  - Mexico (30)
  - Brazil (28)
  - Russian Federation (28)
  - Philippines (20)
  - Turkey (15)
  - Indonesia (14)
- **50% of Rockbuster's customers** are based in these top ten countries

# Do sales figures vary between geographic regions?

- The countries with the most Rockbuster customers also have the **highest total revenue**
- The **top ten countries** with the highest revenue are:
  - India (\$6,034.78)
  - China (\$5,251.03)
  - United States (\$3,685.31)
  - Japan (\$3,122.51)
  - Mexico (\$2,984.82)
  - Brazil (\$2,919.19)
  - Russian Federation (\$2,765.62)
  - Philippines (\$2,219.7)
  - Turkey (\$1,498.49)
  - Indonesia (\$1,352.69)
- **52% of Rockbuster's total revenue** comes from these ten countries



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

Top 5 Customers	Location	Total Lifetime Value
Eleanor Hunt	Saint-Denis, Réunion (France)	\$211.55
Karl Seal	Cape Coral, FL, United States	\$208.58
Marion Snyder	Santa Bárbara d'Oeste, Brazil	\$194.61
Rhonda Kennedy	Apeldoorn, Netherlands	\$191.62
Clara Shaw	Maladzyechna, Belarus	\$189.60

# Conclusions

---

# Data Analysis Conclusions

- The highest grossing films are most commonly Comedy and Drama films, while the lowest grossing are most commonly Classics, Documentary, and Horror films
- Films are rented for an average of 5 days
- Rockbuster customers are based all over the world, however, the countries with the highest revenue are in Asia and North America – India, China, United States, Japan, Mexico
- Customers with the highest lifetime value are based in Europe, North America, and South America – France, United States, Brazil, Netherlands, and Belarus

# Recommendations

---

# Recommendations for Launch Strategy

- Rockbuster should focus on Comedy and Drama films for its online video rental library
- The rental duration for online video rentals should be 5 days
- Rockbuster should focus marketing efforts for the launch in North America and Asia

Thank you!