

ROCKBUSTER STEALTH 2020 BUSINESS STRATEGY

BY MEREDITH FLAHAN



PROJECT OBJECTIVES

To stay competitive within the video rental industry, Rockbuster plans to launch a new online video service based on data-driven strategy. Insights from this analysis will support that strategy.

KEY 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?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?



DATA OVERVIEW



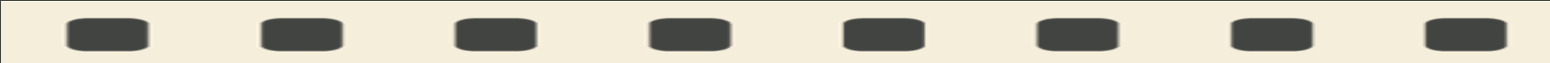
1000 Films

All released in 2006

All English language
films

Rockbuster's two stores
are located in Australia
and Canada

599 total customers live
in 109 different countries



Question 1: Which movies contributed the most/least to revenue gain?



Most Revenue Top 10

Telegraph Voyage	\$215.75
Zorro Ark	\$199.72
Wife Turn	\$198.73
Innocent Usual	\$191.74
Hustler Party	\$190.78
Saturday Lambs	\$190.74
Titans Jerk	\$186.73
Harry Idaho	\$177.73
Torque Bound	\$169.76
Dogma Family	\$168.72

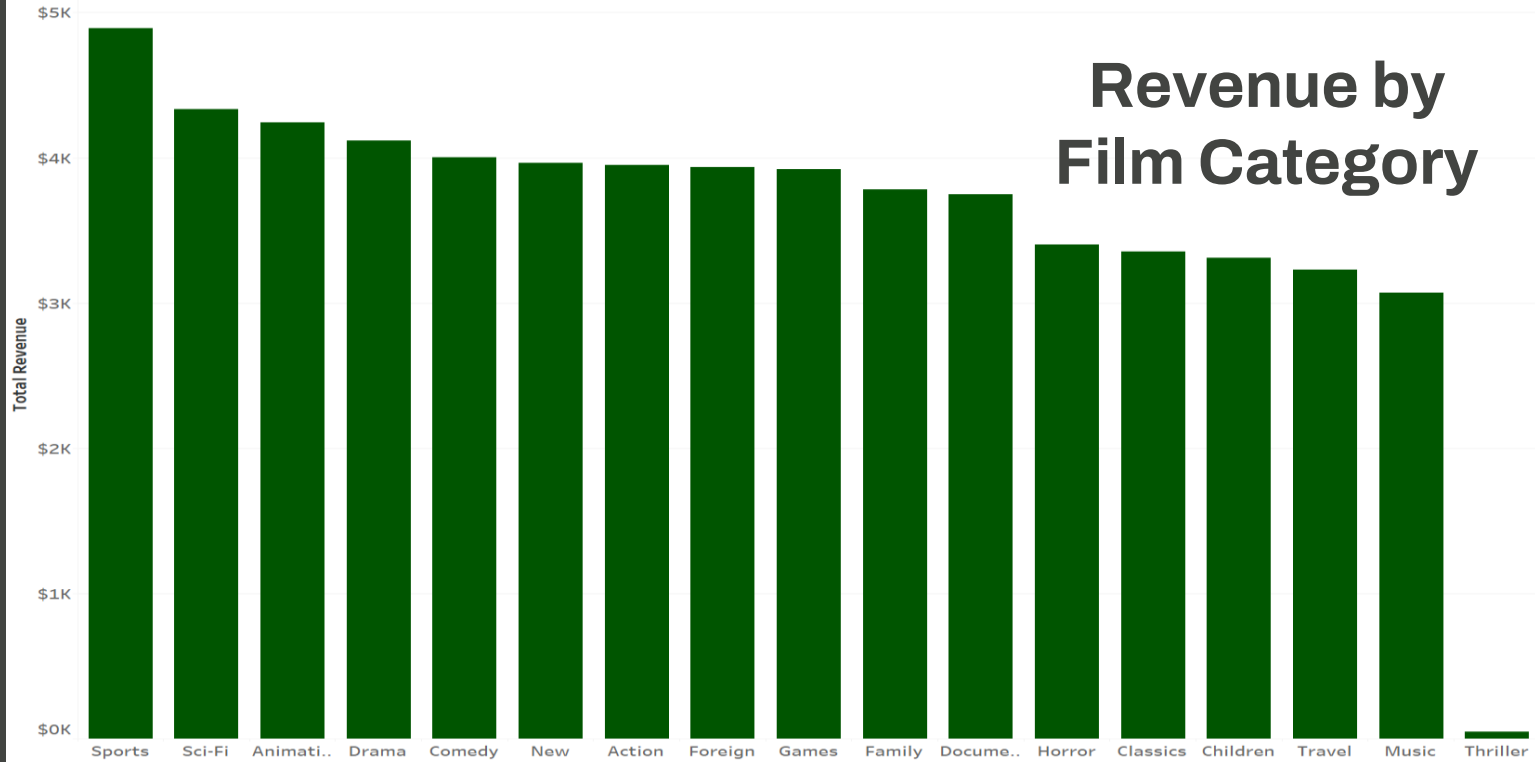
Least Revenue Top 10



Texas Watch	\$5.94
Oklahoma Jumanji	\$5.94
Duffel Apocalypse	\$5.94
Freedom Cleopatra	\$5.95
Young Language	\$6.93
Rebel Airport	\$6.93
Cruelty Unforgiven	\$6.94
Treatment Jekyll	\$6.94
Lights Deer	\$7.93
Stallion Sundance	\$7.94



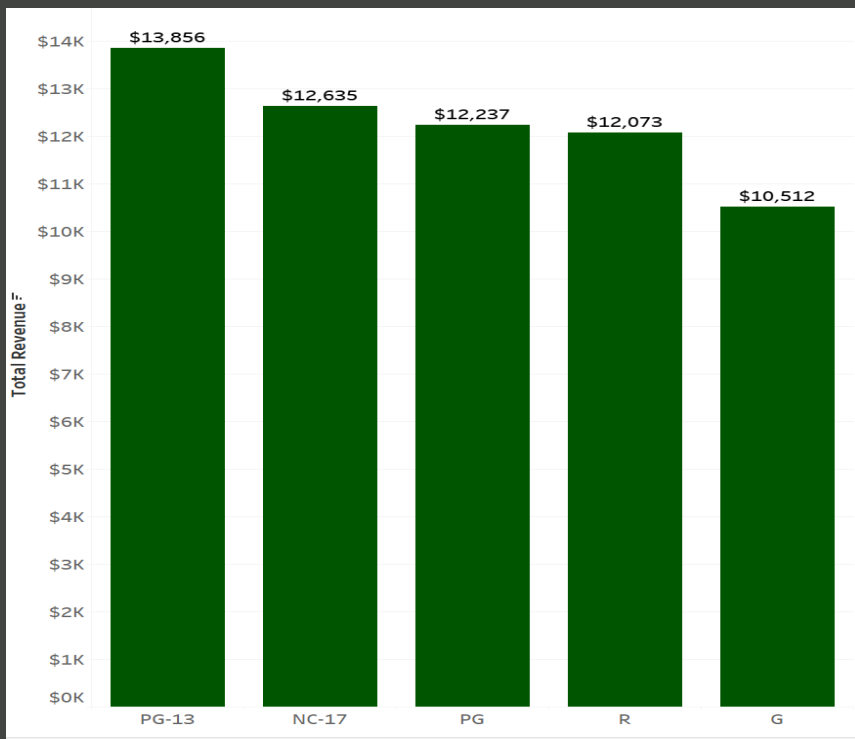
Revenue by Film Category



Sports films bring the most revenue

Thriller films bring in very little

Revenue by Film Rating



Rental Rates

Minimum: \$0.99

Maximum: \$4.99

Average: \$2.98

Replacement Costs

Minimum: \$9.99

Maximum: \$29.99

Average: \$19.98

Question 2: What is the average rental duration?



Rental Duration

Days

Minimum

3

Average

4.98

Maximum

7

Videos are
rented for
about 5 days
on average.



Question 3: Which countries are Rockbuster customers based in?



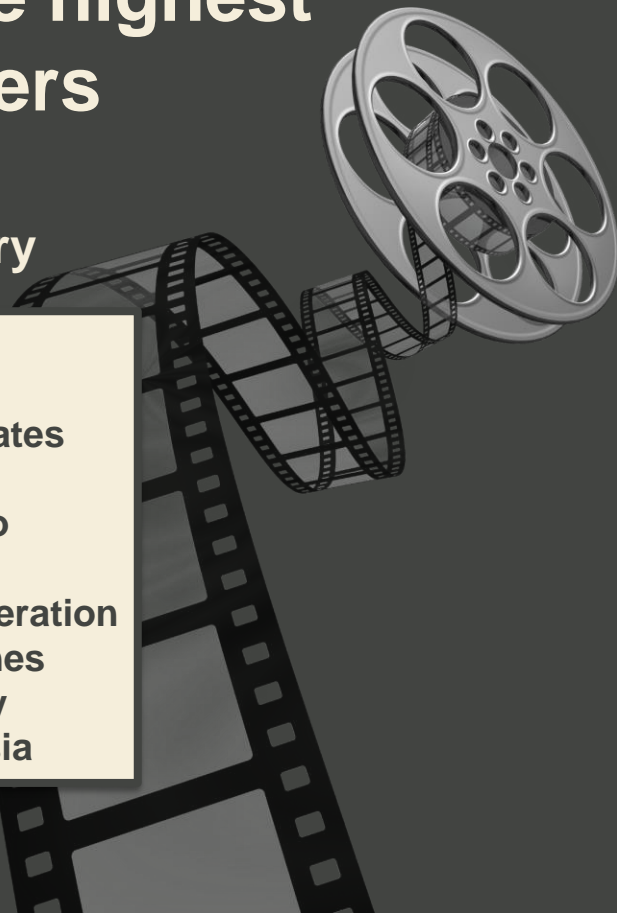
Top 10 countries with the highest number of customers

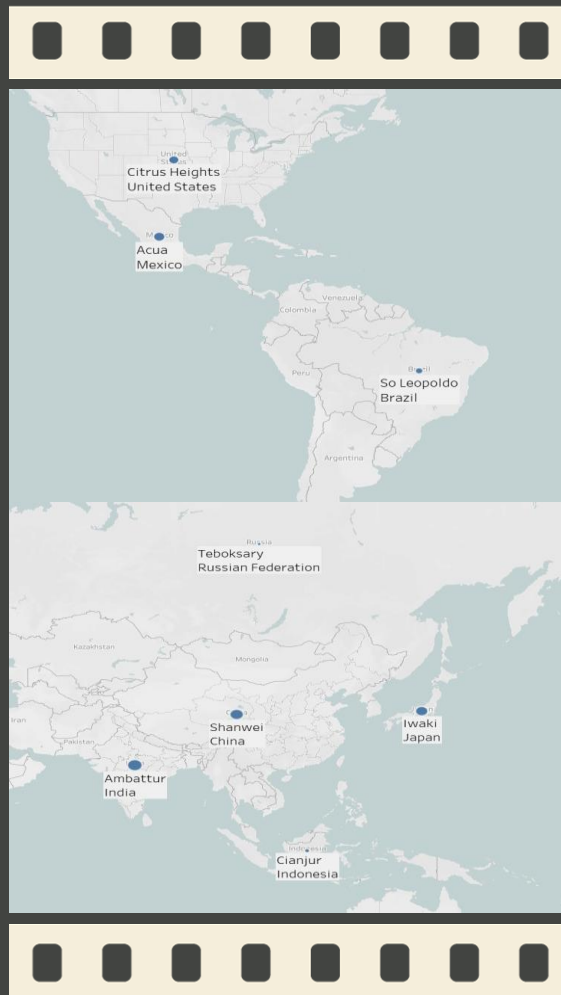
Customers

60
53
36
31
30
28
28
20
15
14

Country

India
China
United States
Japan
Mexico
Brazil
Russian Federation
Philippines
Turkey
Indonesia



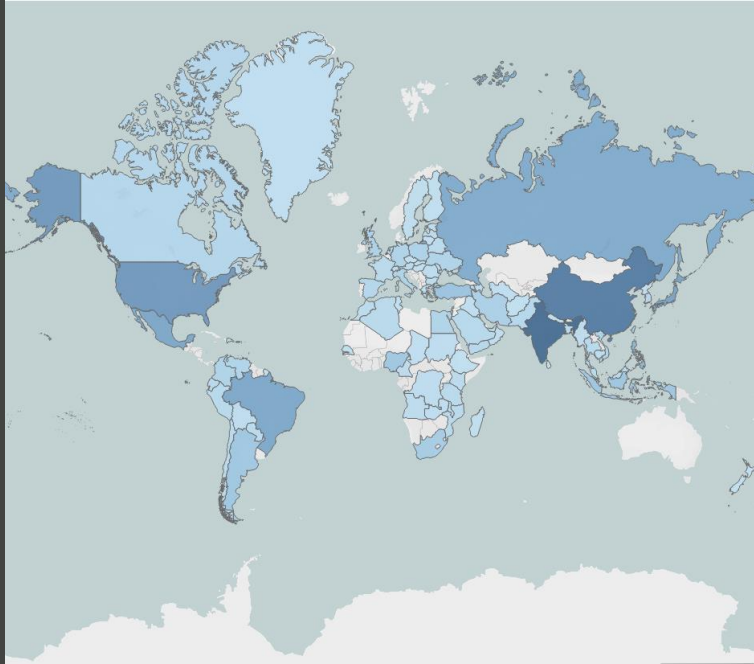


Question 4: Where are customers with a high lifetime value based?

Top 10 Customers

<u>City</u>	<u>Country</u>	<u>Total Amount</u>
Ambattur	India	\$111.76
Shanwei	China	\$109.71
Iwaki	Japan	\$106.77
Acua	Mexico	\$100.77
Aurora	United States	\$98.76
Citrus Heights	United States	\$96.77
So Leopoldo	Brazil	\$93.79
Tianjin	China	\$88.81
Cianjur	Indonesia	\$73.76
Teboksary	Russian Federation	\$63.79

Question 5: Do sales figures vary between geographic regions?



<u>Country</u>	<u>Total Sales</u>
India	\$6034.78
China	\$5251.03
United States	\$3685.31
Japan	\$3122.51
Mexico	\$2984.82
Brazil	\$2919.19
Russian Federation	\$2765.62
Philippines	\$2219.70
Turkey	\$1498.49
Indonesia	\$1352.69

Top
geographical
regions include
Asia, North
America, and
South America



RECOMMENDATIONS

Business strategy for a new online platform should focus on historical trends that have lead to the most revenue, which are highlighted below. In addition, marketing efforts should be focused on high-value customers to promote increased interest in the new service.

Top Revenue Producers

Rental Averages

Customer Locations

Highest Sales

Top categories:

Sports, Sci-Fi, Animation,
Drama, Comedy

Top film ratings:

PG-13, NC-17, PG, R

Rental duration:

5 days

Rental rate:

\$2.98

Replacement cost:

\$19.98

Top 10 countries:

India, China, United States,
Japan, Mexico, Brazil,
Russian Federation,
Philippines, Turkey, Indonesia

Top regions:

Asia,
North America,
South America



THANK YOU!

Questions? Contact Meredith Flahan
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All visualizations are available to review here:

https://public.tableau.com/views/RockbusterPresentation_17025108669700/Totalsales?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

