Rockbuster Stealth

# Market Analysis

October 24, 2023

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Agenda

- Introduction and Key Objectives

- Data Overview

- Movies and Revenue: Genre, Rating, and Movie Popularity

- Top Countries

- Location of Lifetime Value Customers

- Sales Based on Geographic Region

- Summary and Recommendations

- Closing

Introduction

- Rockbuster Stealth is planning to launch an online video rental service. We need to make a company strategy.

- This is being done to stay competitive with other streaming services. We need to make sure we are launching it in a way that is successful.
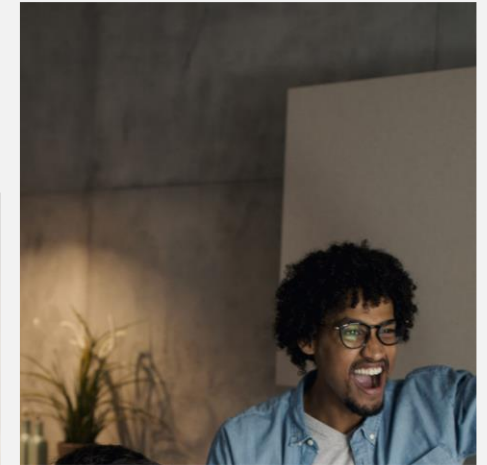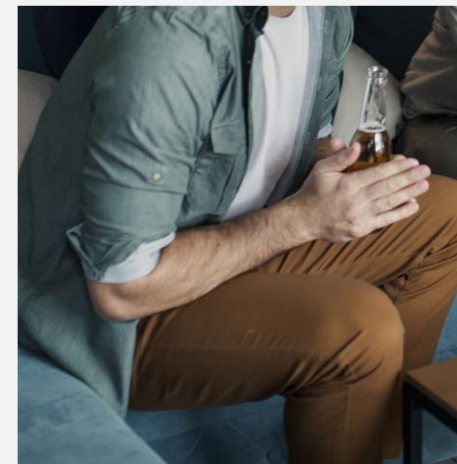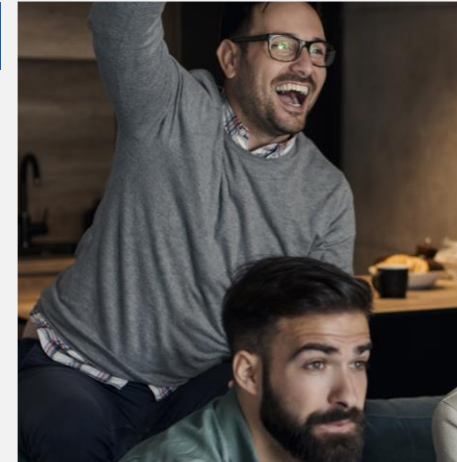
Key Objectives

- What was the average rental duration for all videos?

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

- 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

There are 1000 movies in Rockbuster Stealth's Inventory.

	Average	Minimum	Maximum
Release Year	2006	-	-
Rental Duration	5 days	3 days	7 days
Rental Rate	$2.98	$0.99	$4.99
Length of Movie	115 minutes	46 minutes	185 minutes
Replacement Cost	$19.98	$9.99	$29.99

Rental Price Versus Total Revenue

As the price of movie rentals increases, the total revenue from that movie also increases.

Rental Rate Vs. Total Revenue

The trend of sum of Total Revenue for rental_rate.

Genre

Genre by Total Revenue and Number of Movies
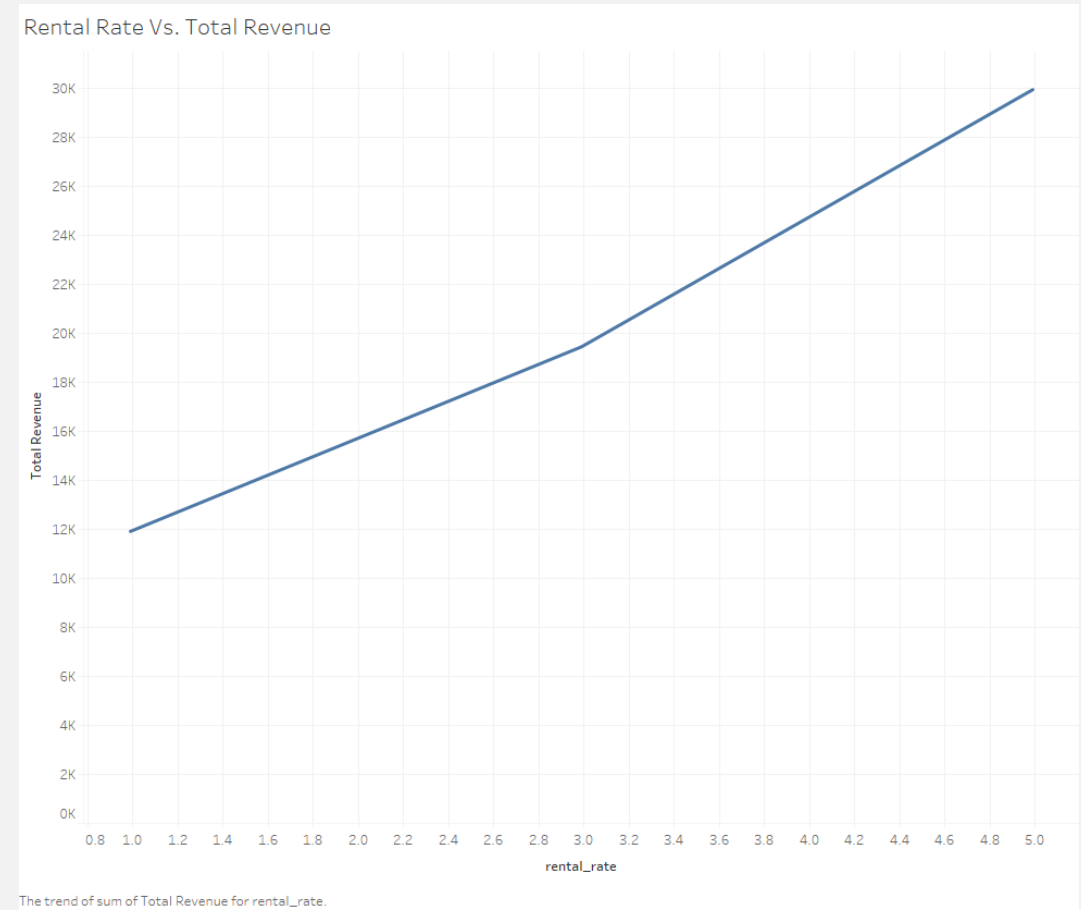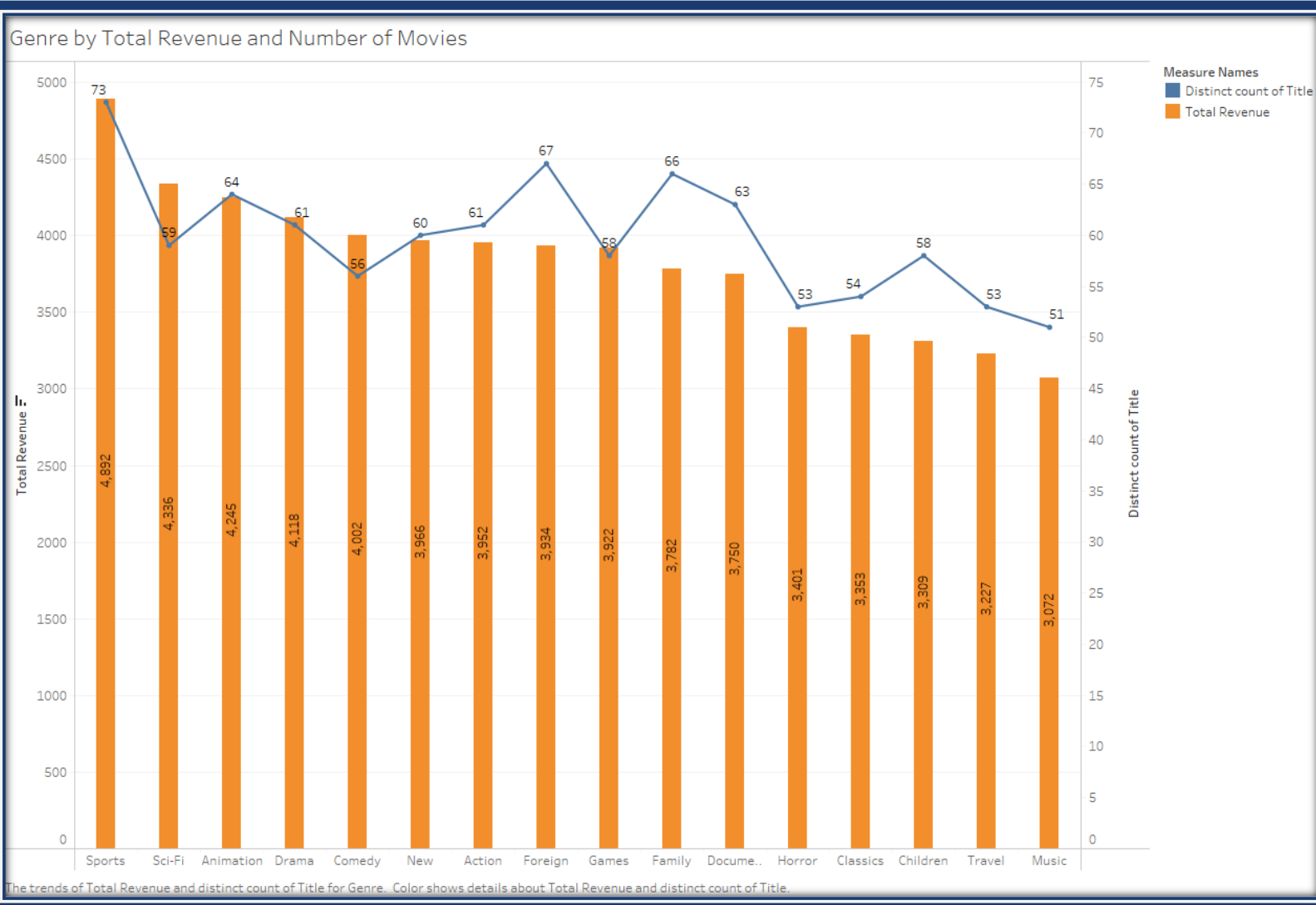
Sports movies create the most revenue at $4,892.

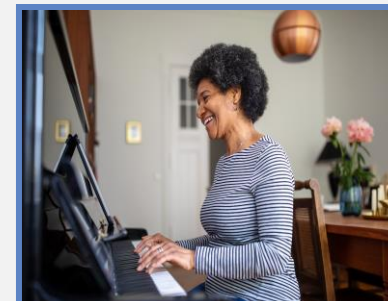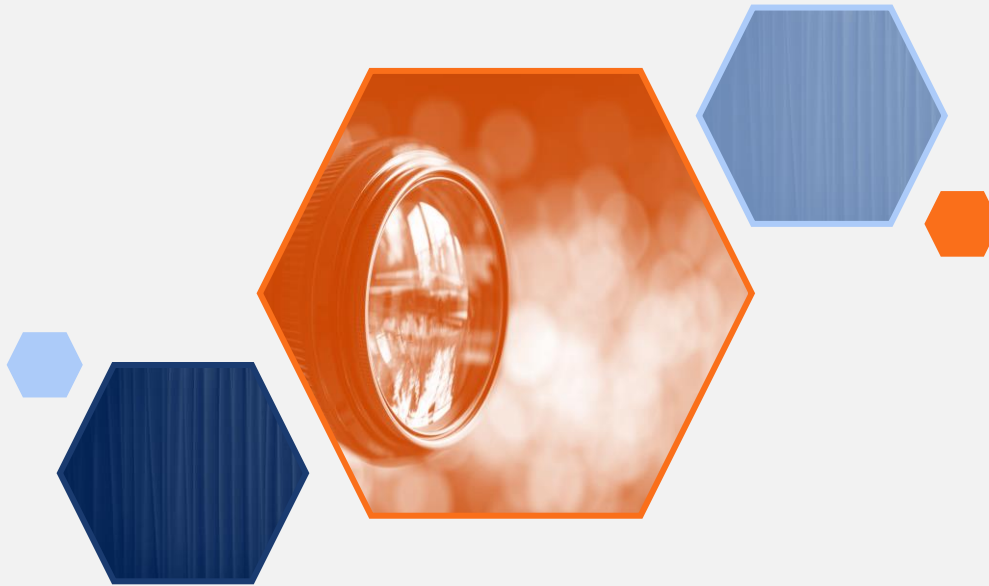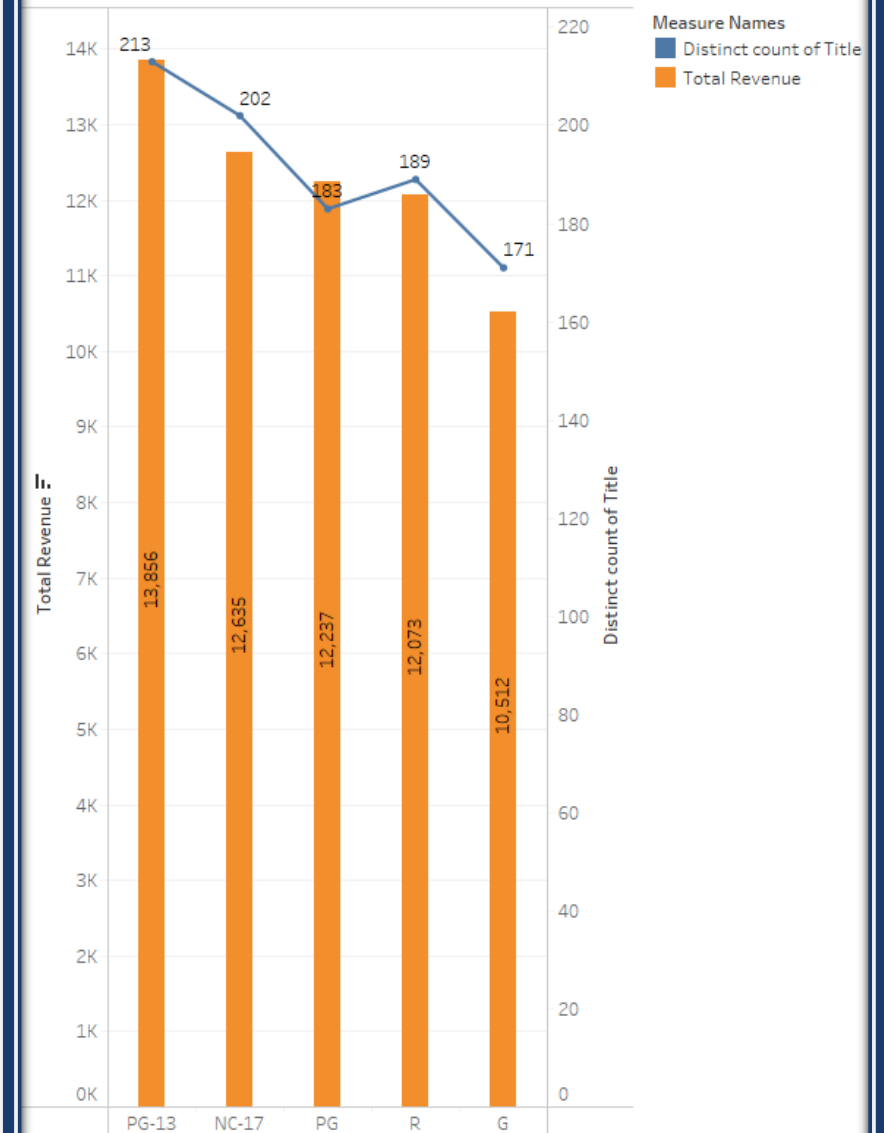Music movies create the least revenue at $3,072.

Rating

PG-13 movies have the most revenue at $13,856.

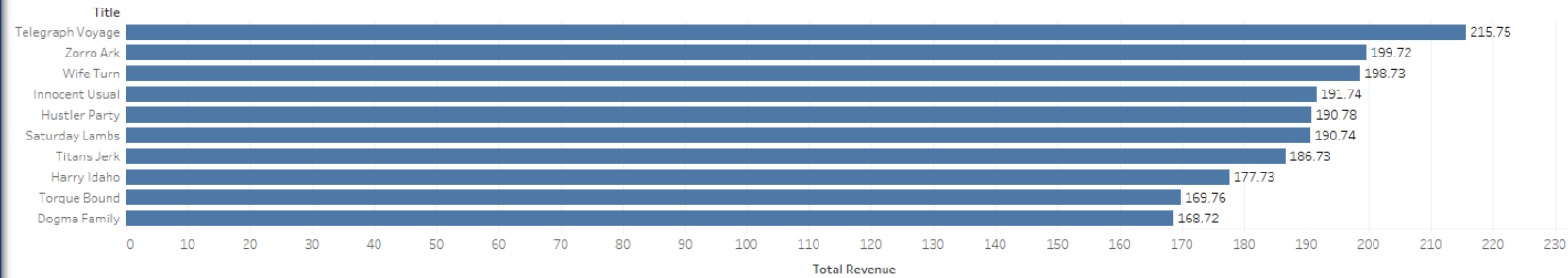G movies have the least revenue at $10,512.

Rating by Total Revenue and Number of Movies

The trends of Total Revenue and distinct count of Title for Rating. Color shows details about Total Revenue and distinct count of Title.

Movie Popularity

Movies with the Most Revenue

Title	Total Revenue
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

Sum of Total Revenue for each Title. The view is filtered on Title, which keeps 10 of 958 members.

The movies that generate the most revenue are between $168.72 - $215.75.

Movies with the Least Revenue

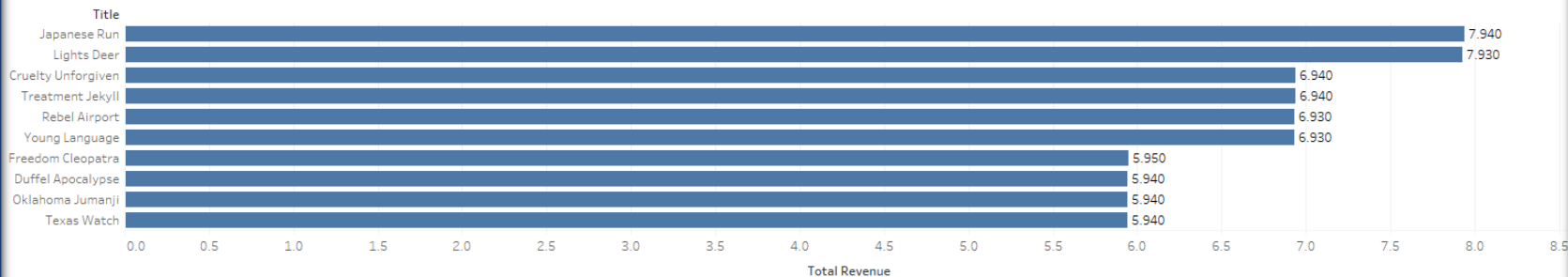| Title	Total Revenue
Japanese Run	7.940
Lights Deer	7.930
Cruelty Unforgiven	6.940
Treatment Jekyll	6.940
Rebel Airport	6.930
Young Language	6.930
Freedom Cleopatra	5.950
Duffel Apocalypse	5.940
Oklahoma Jumanji	5.940
Texas Watch	5.940

Sum of Total Revenue for each Title. The view is filtered on Title, which keeps 10 of 958 members.

The movies that generate the least revenue are under $10.

Top Countries

Rockbuster is currently selling movies in 108 countries.

The sales and number of customers in the top 10 countries are over double what is in the rest of the countries combined.

The countries with the most customers also have the most sales.
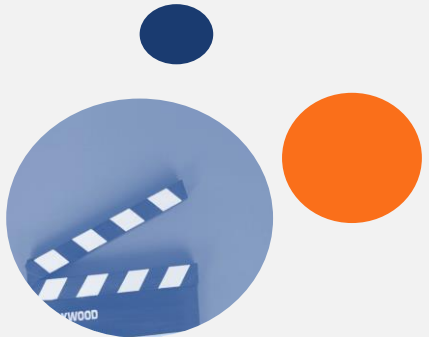
Top 10 Countries
India
China
United States
Japan
Mexico
Brazil
Russian Federation
Philippines
Turkey
Indonesia

Total Payment Versus Number of Customers in Countries

Location of Lifetime Value Customers

ID	Country	City	Total Spent
225	India	Ambattur	$111.76
424	China	Shanwei	$109.71
240	Japan	Iwaki	$106.77
486	Mexico	Acua	$100.77
537	United States	Aurora	$98.76

The customers who spend the most money with Rockbuster are all located in one of the ten countries that has the most sales and customers.

Sales Based on Geographic Region

Asia has the most customers and sales. North America and South America also have a significant number of sales and customers.

Rockbuster does not have as much popularity in Europe, Africa, and Australia.

Regions with the Most Sales and Customers

United States
Customer Count: **36**
Total Payment: **3,685**

China
Customer Count: **53**
Total Payment: **5,251**

India
Customer Count: **60**
Total Payment: **6,035**

Australia

Customer Count
1 — 60

Total Payment
48
2,000
4,000
6,035

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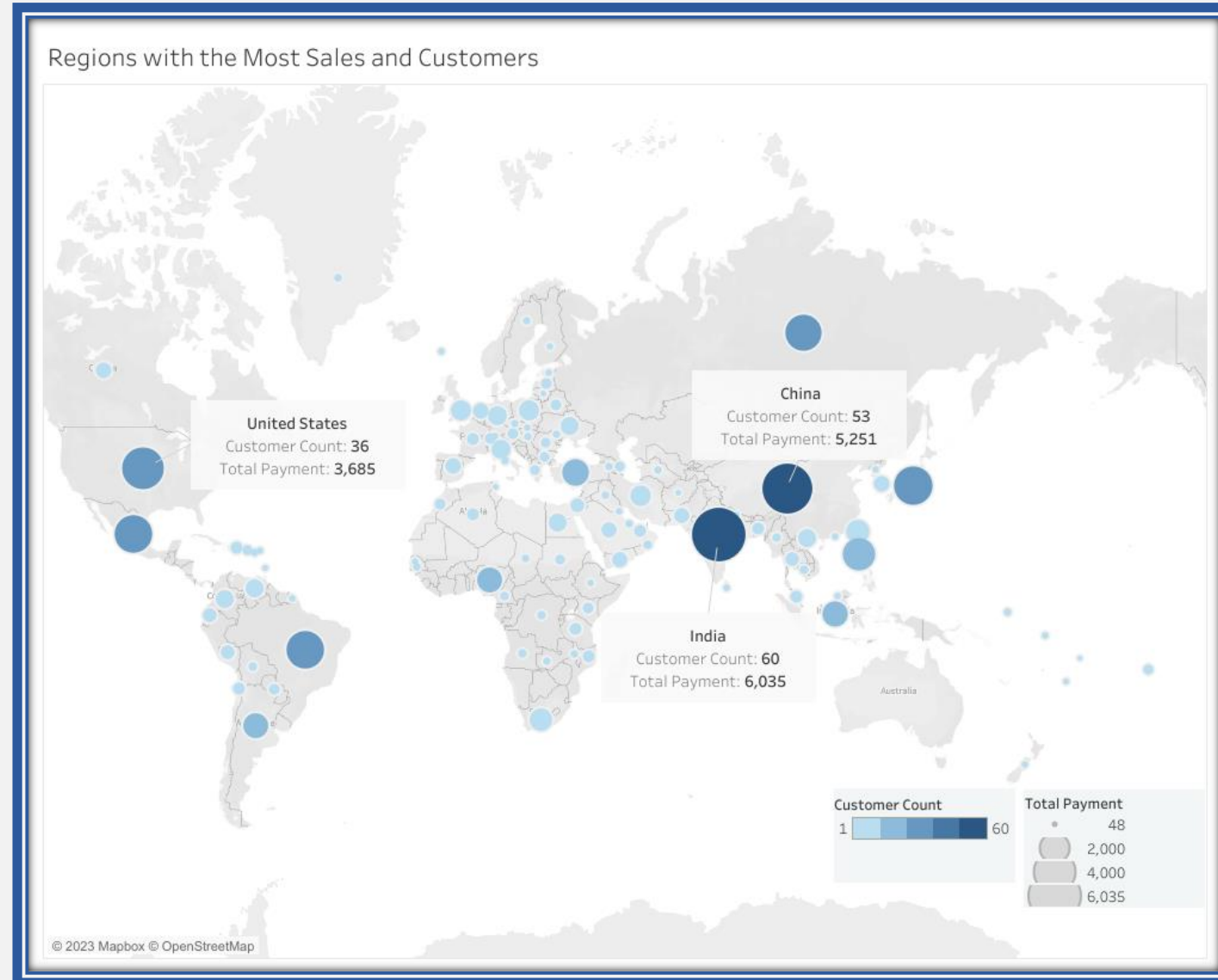
Summary

Average Rental Duration

5 days

Genre/Rating Popularity

Sports movies have the highest revenue and music movies have the least revenue.

PG-13 movies have the most revenue and G movies have the least revenue.

Movie Popularity

The most popular movie titles make $168+

The least popular movie titles make under $10.

Regional Sales

The most sales occur in Asia, North America, and South America.

Sales by Country

The most sales occur in India, China, United States, Japan, Mexico, Brazil, Russia, Philippines, Turkey, and Indonesia.

Lifetime Customers

The customers who spend the most money live in the top 10 countries listed above.

Recommendations

Price of Rentals

- Consider raising the price of movies, especially the ones that are most popular. If movies make less than a set minimum amount, drop them.

- More research is needed into whether a subscription fee or a price per movie would be more successful.

Movie Focus

- Popular Genres and Movie Titles should be highlighted on the streaming service.

- More research is needed into what makes a movie popular and more likely to be streamed.

Country Focus

- Trial the streaming service in the countries that have the most customers and sales first.

- Since there is a strong relationship between number of customers and sales, there needs to be a priority on expanding customer base across the globe.

Conclusion

For questions, please contact:

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For More Information:

1. Rockbuster Stealth Project Brief
2. Rockbuster Data Dictionary
3. Data Outputs and SQL Queries
4. Geographic Graphs and Visuals
5. Movie Information Graphs and Visuals