

Rockbuster Stealth LLC

Analysis and insights for the 2020 company strategy



Where we are

- *Motivation:* Due to competition from Netflix and Amazon Prime, Rockbuster Stealth LLC is planning to use the existing movie licenses to launch an online video rental service.
- *Objective:*
 - Display the current performance of the inventory
 - Identify customers and regions for a potential rewards program
 - Answer the questions of the Management Board
 - Give recommendations.

The 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?

The current performance of the inventory

- All films have:
 - Release year 2006
 - English as language
- Averages:
 - Rental Duration: 4,985 days
 - Rental Rate: 2,98 \$
 - Length: 115,272 minutes
 - Replacement Cost: 19,984 \$
 - Most films rated PG-13

Film table	Min.	Max.	Avg.	Mode
Release Year	2006	2006	2006	
Language	1	1	1	
Rental Duration	3	7	4,985	
Rental Rate	0,99	4,99	2,98	
Length	46	185	115,272	
Replacement Cost	9,99	29,99	19,984	
Rating				PG-13

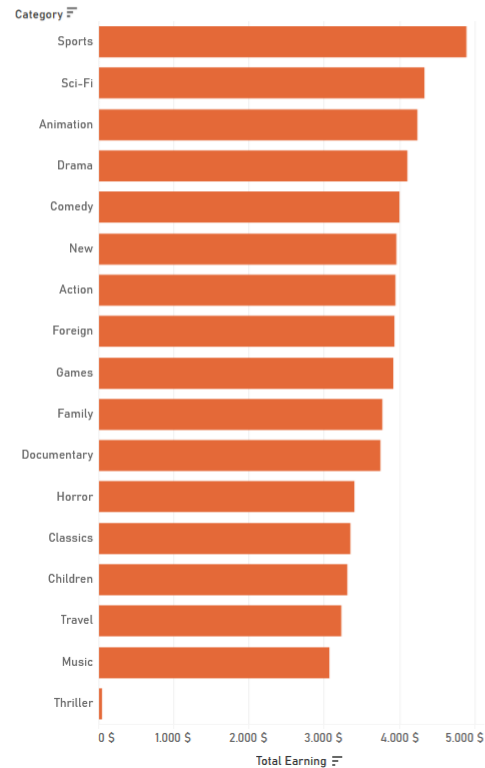
The Presentation

- The whole presentation is available on Tableau as well:
- https://public.tableau.com/app/profile/nb7086/viz/Task3_10_16493498698440/Story1

Rockbuster Stealth LLC

<	Motivation and Objective	Overall Performance (1/2)	Overall Performance (2/2)	Performance of Categories (1/2)	Performance of Categories (2/2)	The Whereabouts of Earnings & Customers	Customers for the Reward program	The Value of our Customers	Additional Information	Recommendations	>
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Total Earnings per Category in \$



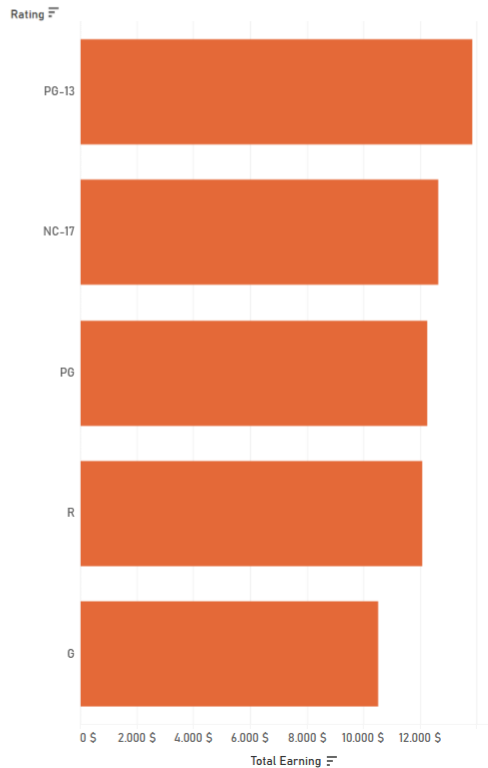
The most Earnings are made with films having the **category**:

- Sports
- Sci-Fi
- Animation
- Drama
- Comedy

And films having the **rating**:
- PG-13
- NC-17

The category *Thriller* has nearly no earnings at all.

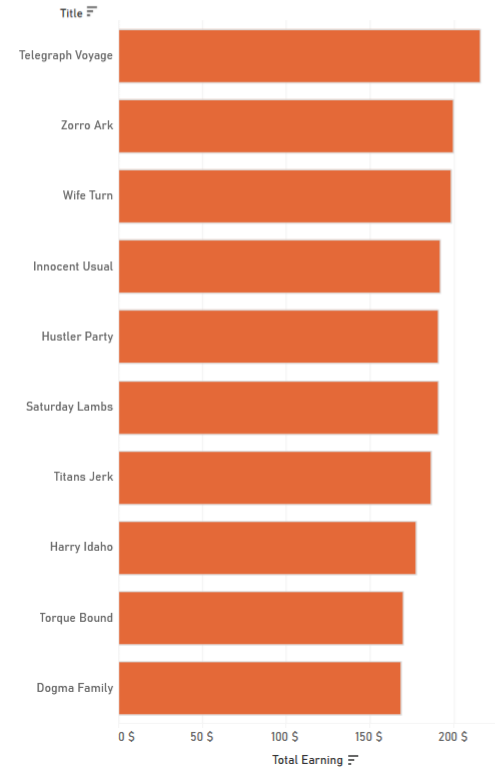
Total Earning per Rating



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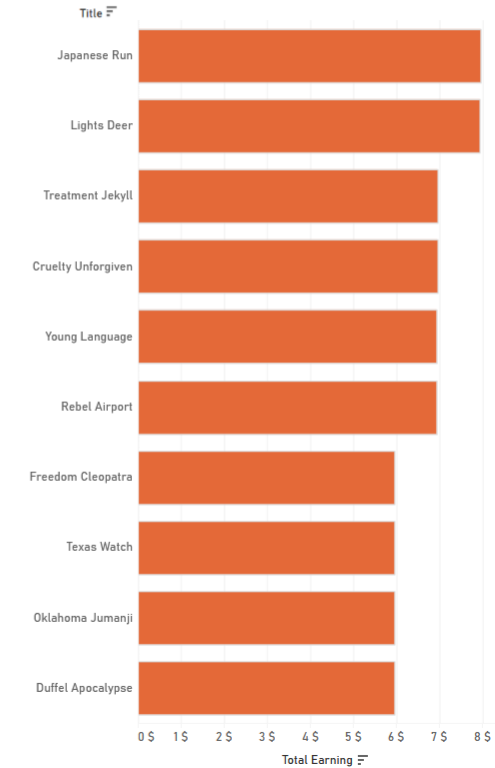
Top 10 Earnings by Film



On the left:
The Top 10 films with the highest earning

On Tableau: use the mouse for further information.

Bot 10 Earnings by Film



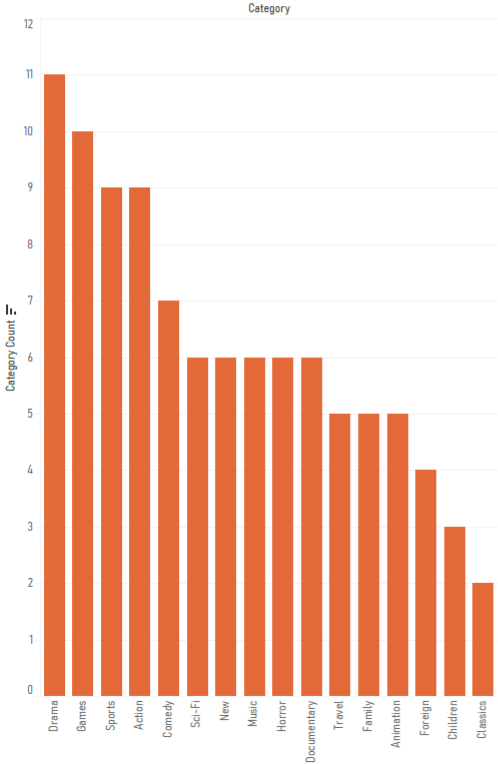
On the right:
The Bot 10 films with the lowest earnings.

List of films with NO earnings at all

- 'Alice Fantasia', 'Apollo Teen', 'Argonauts Town', 'Ark Ridgemont', 'Arsenic Independence', 'Boondock Ballroom', 'Butch Panther', 'Catch Amistad', 'Chinatown Gladiator', 'Chocolate Duck', 'Commandments Express', 'Crossing Divorce', 'Crowds Telemark', 'Crystal Breaking', 'Dazed Punk', 'Deliverance Mulholland', 'Firehouse Vietnam', 'Floats Garden', 'Frankenstein Stranger', 'Gladiator Westward', 'Gump Date', 'Hate Handicap', 'Hocus Frida', 'Kentuckian Giant', 'Kill Brotherhood', 'Muppet Mile', 'Order Betrayed', 'Pearl Destiny', 'Perdition Fargo', 'Psycho Shrunk', 'Raiders Antitrust', 'Rainbow Shock', 'Roof Champion', 'Sister Freddy', 'Sky Miracle', 'Suicides Silence', 'Tadpole Park', 'Treasure Command', 'Villain Desperate', 'Volume House', 'Wake Jaws', 'Walls Artist'

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Top 100 in Earnings By Category



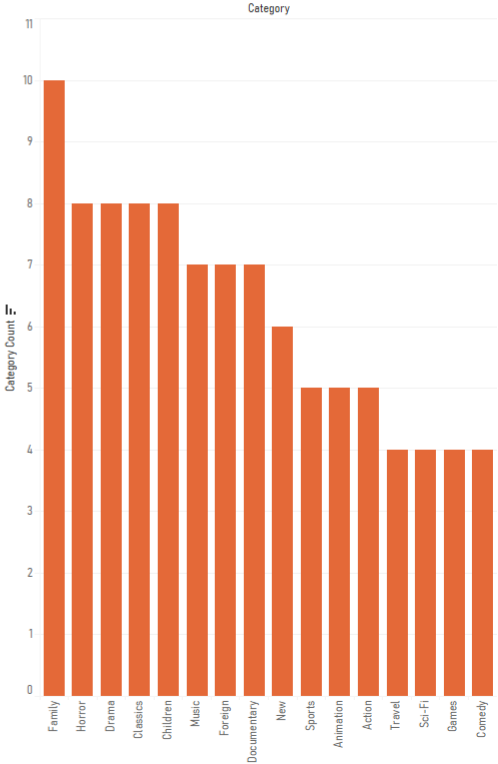
On the right:
The Top 100 Films by Earnings per Category

On the left:
The Bot 100 Films by Earnings per Category

If we subtract the count of the bot 100 categories by earnings off the count of the top 100 categories by earnings, we can differentiate which categories could have a potential to high earnings.

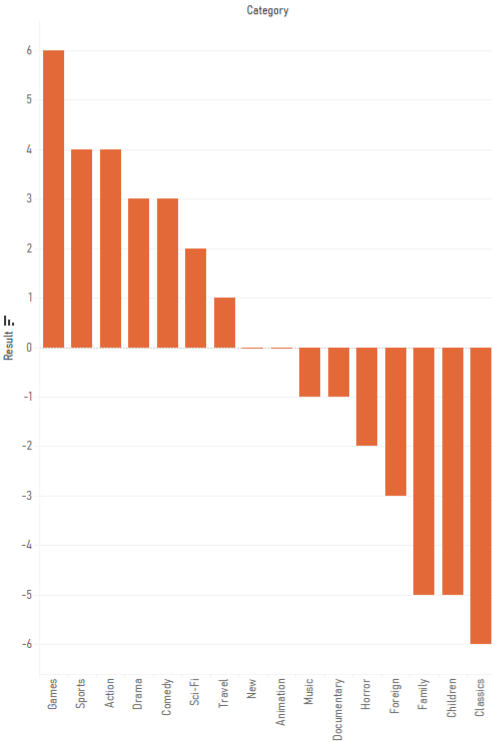
On the next slide this is done with the top/bot 100 and top/bot 250.

Bot 100 in Earnings by Category



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Subtracting the rank of the Bot 100 Categories by Earnings off the Top 100 Categories by Earnings



On the left:
The result of the equation of the top/bot 100

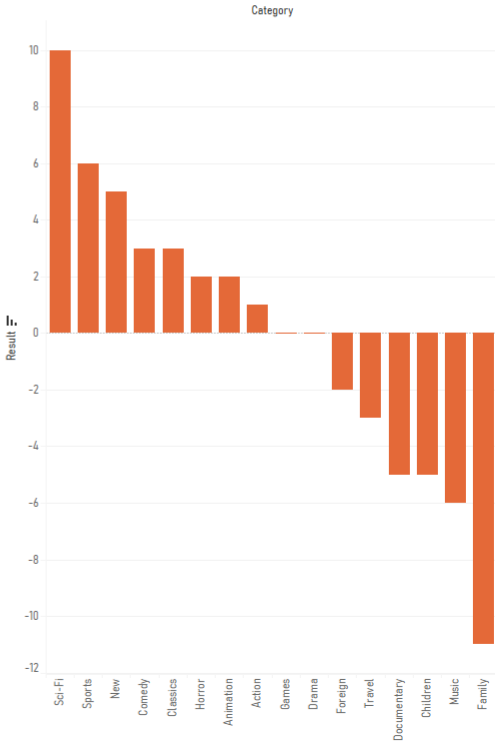
On the right:
The result of the equation of the top/bot 250

To summarize:
The categories: Sci-Fi, Sports, Comedy and Action are popular categories.

The categories: Family, Foreign, Documentary, Music and Children are unpopular categories.

The equation looked at the ranking of the categories based on their earnings. The popular categories have high ranks due to their earnings in both the top 100 and top 250. The unpopular categories are the opposite.

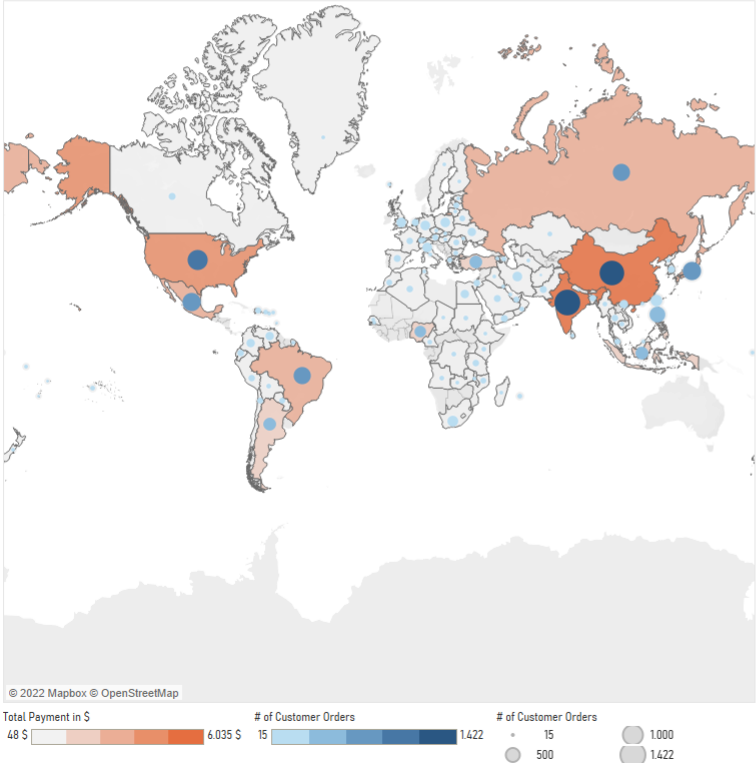
Subtracting the rank of the Bot 250 Categories by Earnings off the Top 250 Categories by Earnings



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Total Payments and Number of Customer Orders per Country



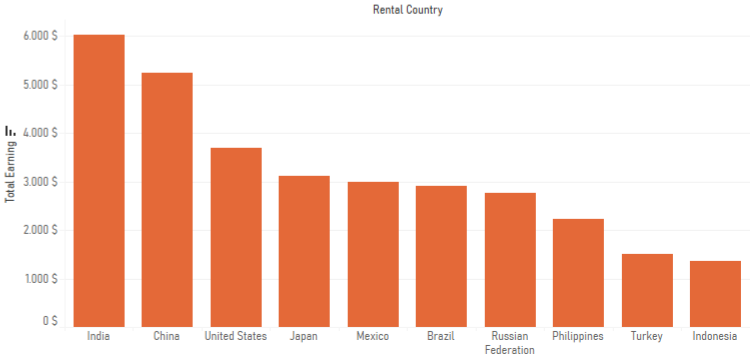
Here we can see that the most earnings are accomplished within the following countries:
India, China, United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey, Indonesia

The most earnings are based within **Asia, America and Oceania**.

Few earnings are based within **Europa and Africa**.

Australia brought no earnings at all.

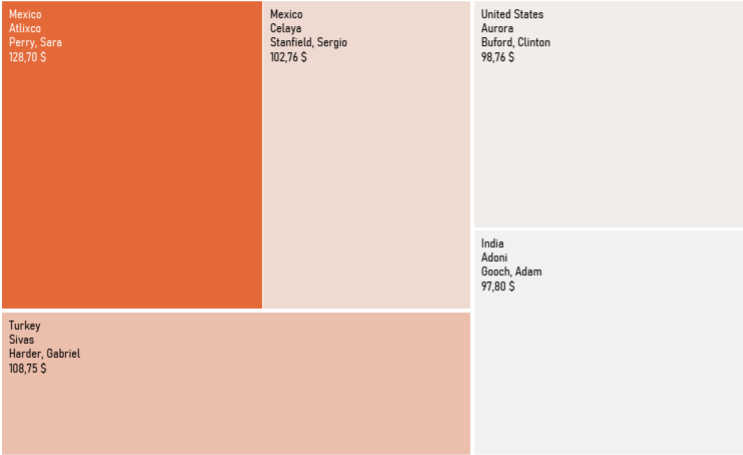
Total Earnings of the Top 10 Countries



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Top 5 Customers of the Top 10 Cities of the Top 10 Countries



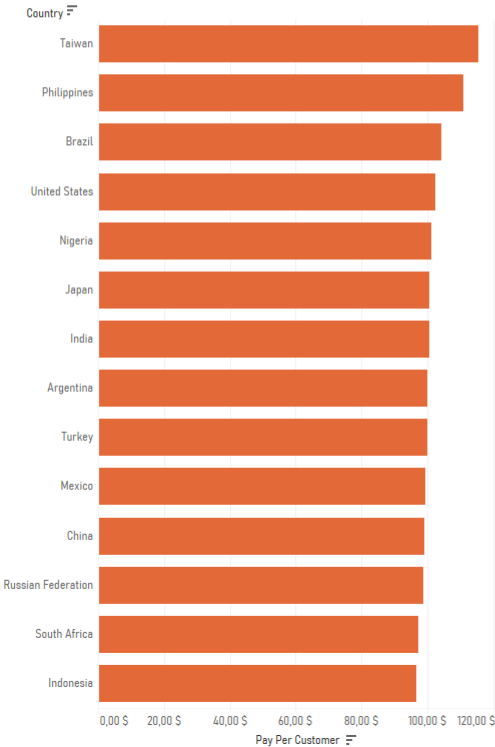
Within the most successful countries we looked for the most successful cities in which we found the most successful customers for a potential rewards program as requested.
The potential customers are:

- Sara Perry from Atlixco in Mexico,
- Gabriel Harder from Sivas in Turkey,
- Sergio Stanfield from Celaya in Mexico,
- Clinton Budford from Aurora in the United States,
- Adam Gooch from Adoni in India



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Countries with at least 10 Customers having the highest Earnings per Customer



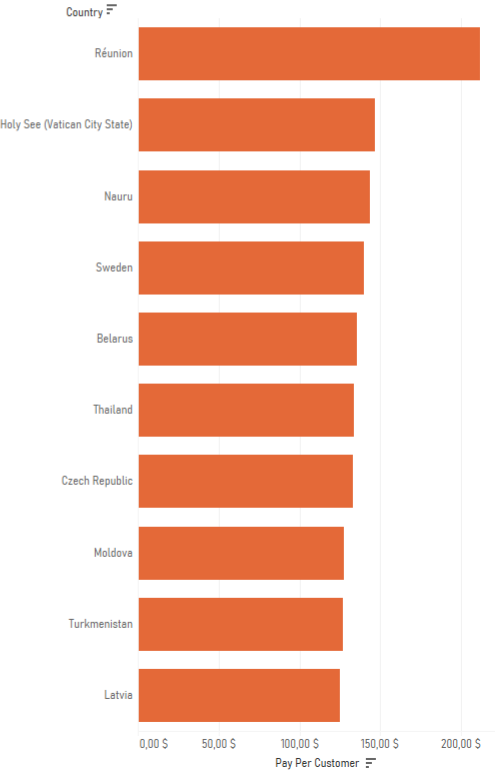
On the left:
The Countries with at least 10 Customers having the highest Earnings per Customer

On the right:
The Countries having the highest Earnings per Customer regardless of the amount of Customers

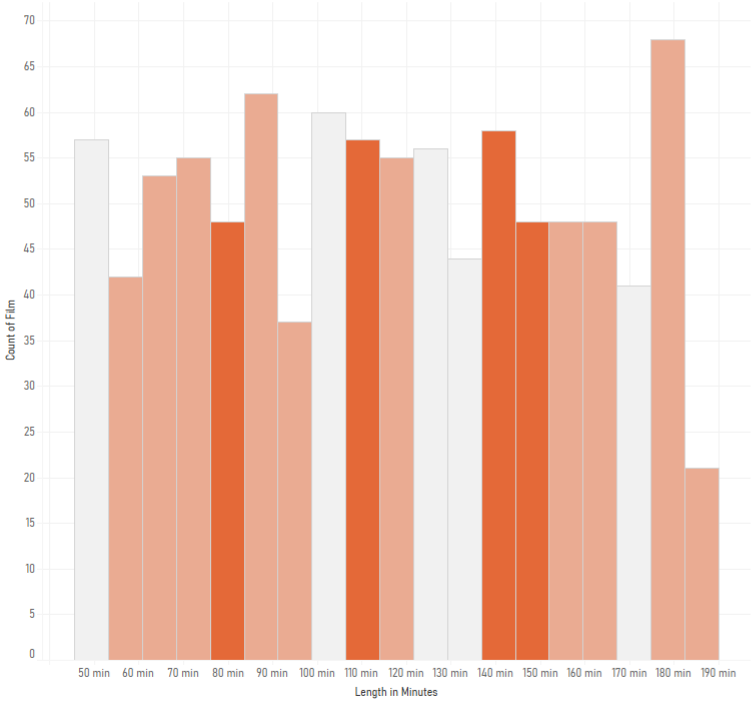
Although India has the most earnings, the earnings per customer isn't as high as in other Countries. For example, In Taiwan, Philippines and Brazil the average Customer has a higher spending volume.

Looking at the highest Earnings per Customer overall, we can see, that in specific countries a single customer has a much higher spending volume as in the top 10 Countries.

Countries having the highest Earnings per Customer



Length Histogram with Earnings per Count of Movie ('Count of Length')



As additional Information:

This chart shows a histogram regarding the length of all films, coloring films with higher earnings.

As we can see, although the number of films with around 180 minutes is generally high, the most earnings are accomplished with movies of around 80 minutes, around 110 minutes and around 140-150 minutes.



Recommendations & Next Steps

- Focus on popular categories: Sci-Fi, Sports, Comedy and Action
 - Fewer films of the categories: Family, Foreign, Documentary, Music and Children
 - Release films with no earnings out of the inventory
- Countries like: Taiwan, Nigeria, Argentina and South Africa have high earnings per customer and have potential for higher increase in the future -> increase marketing budget
- Further research into the length of the movie and its success could lead to a better understanding which films should be bought for the future

Further questions?

- Ask now!
- Contact per mail: nb@fictiveanalysismailweb.com

• All data stems from a fictional scenario and describes data sets that were established in 2006 and last updated in 2013. Rockbuster Stealth LLC is a fictional company. The Rockbuster Logo is a work of the creator and analyst of this presentation, as well as the layout used in this presentation.