

# ROCKBUSTER *STEALTH*

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Business Analysis

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# Agenda



Introduction



Key Questions & Objectives



Overview



Rentals & Revenue by Genre



Rentals & Revenue by MPAA Rating



Nations by Revenue & Customer Count



Revenue by Region



High Lifetime Value Customers



Key Insights & Suggestions



# ***Introduction***

Rockbuster Stealth LLC has increasingly faced strong competition from streaming services such as Amazon Prime Video, Hulu and Netflix.



To stay competitive, management will use its existing film licenses to modernize Rockbuster from a traditional store to an online video rental service.



# ***Key Questions & Objectives***

Which movies contributed the most and 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?

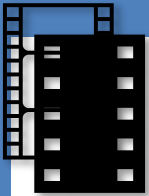
Do sales figures vary between geographic regions?



# Overview

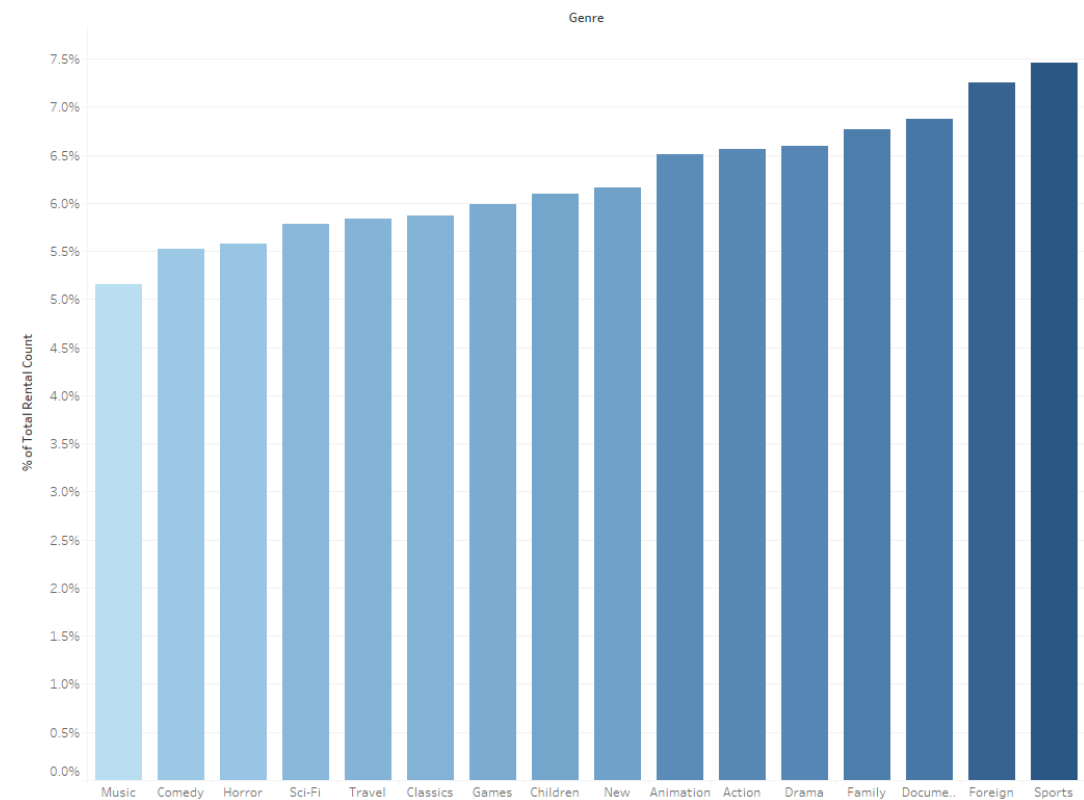
	Minimum	Maximum	Average	Count
Rental Rate (\$)	0.99	4.99	2.98	1000
Replacement Cost (\$)	9.99	29.99	19.984	1000
Rental Duration (Days)	3	7	4.985	1000
Length (Minutes)	46	185	115.272	1000

On average, customers are spending \$2.98 per rental, \$19.98 per replacement cost, rent a film for 4.98 days, and the average movie length is 115.27 minutes.



## Rentals by Genre

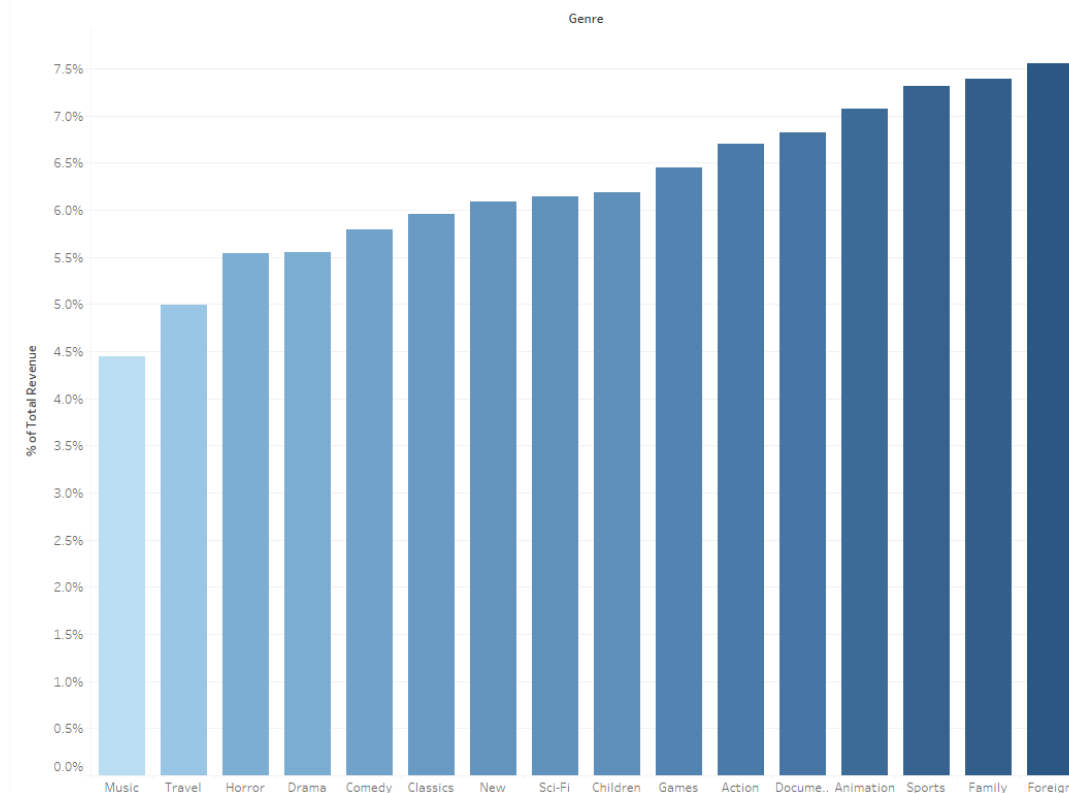
Rental Count by Genre



**Sports** is the top genre by rental counts, followed closely by foreign and documentaries.

## Revenue by Genre

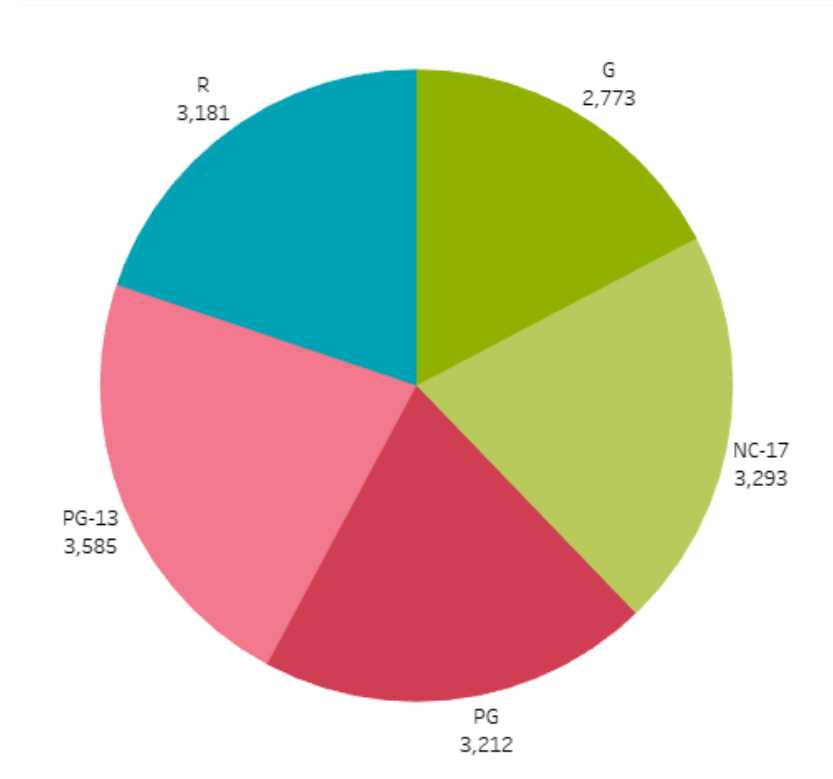
Revenue by Genre



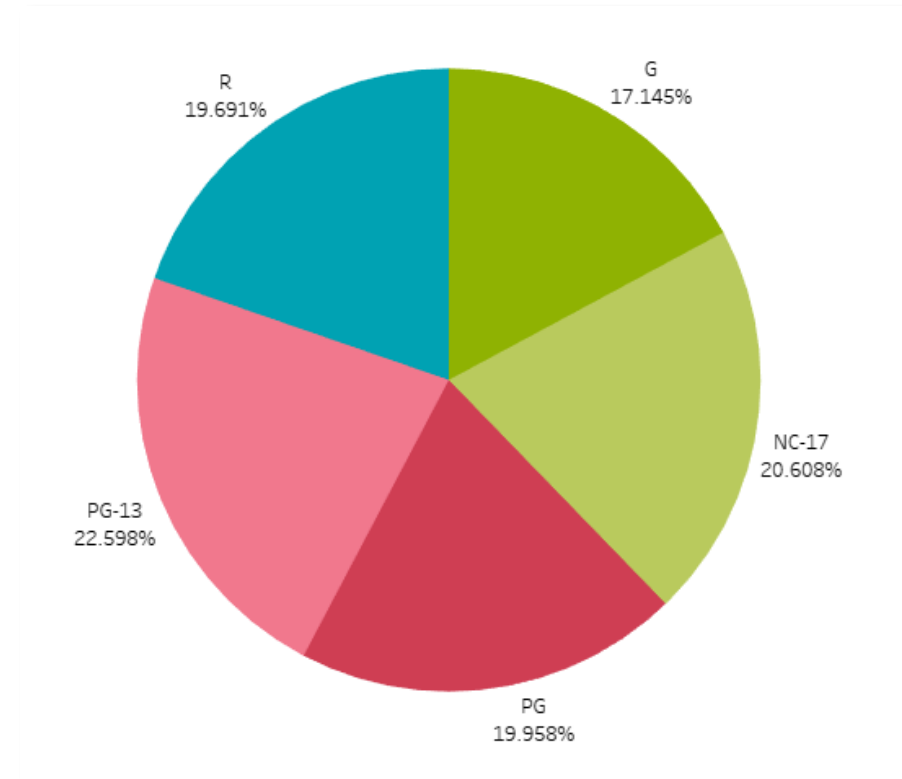
**Foreign** is the top genre by revenue, followed closely by family and sports.



## Rentals by MPAA Rating



## Revenue by MPAA Rating

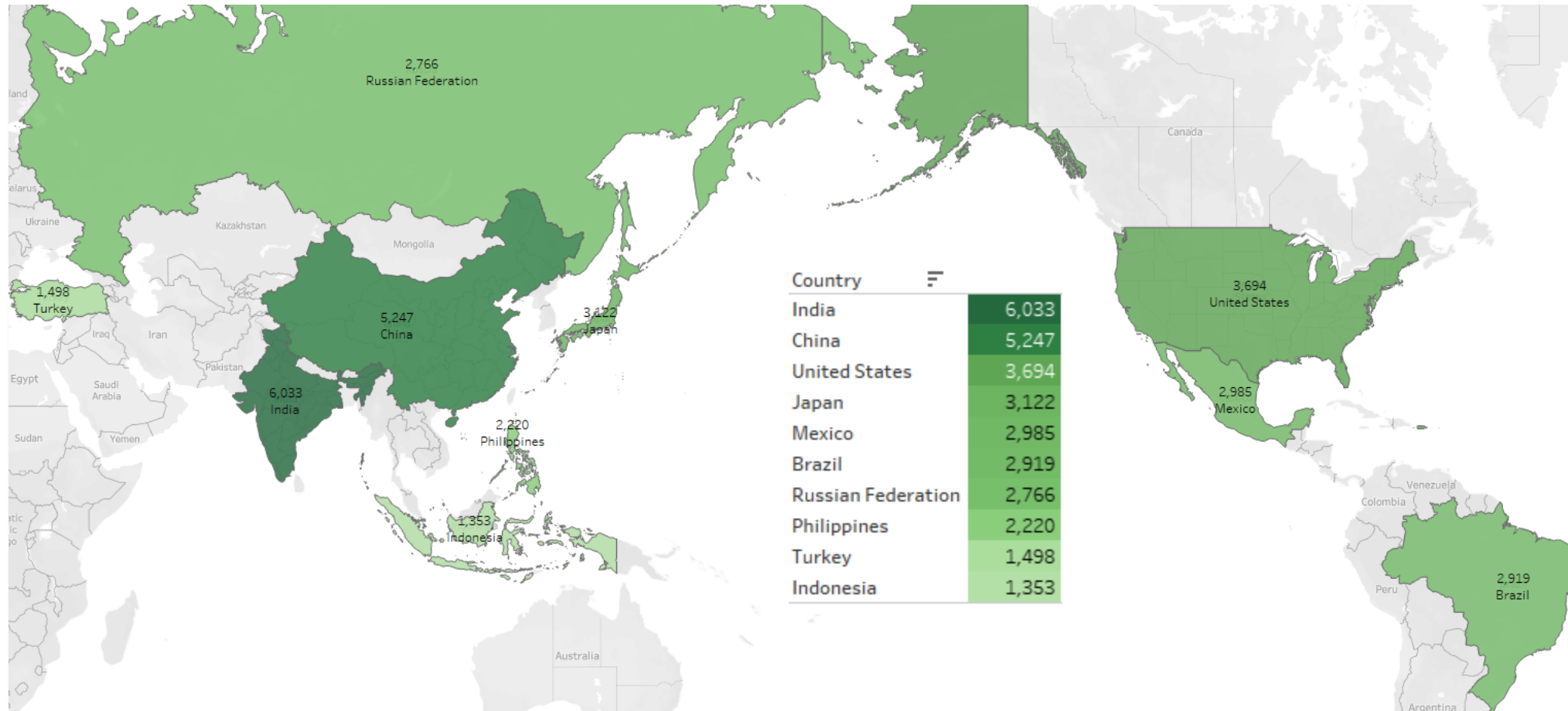


Number of rentals correlates highly with revenue when associated with MPAA ratings.

**PG-13** is the highest performing rating, followed by NC-17. **G** rating is the lowest performing MPAA rating.



# Top 10 Nations by Revenue

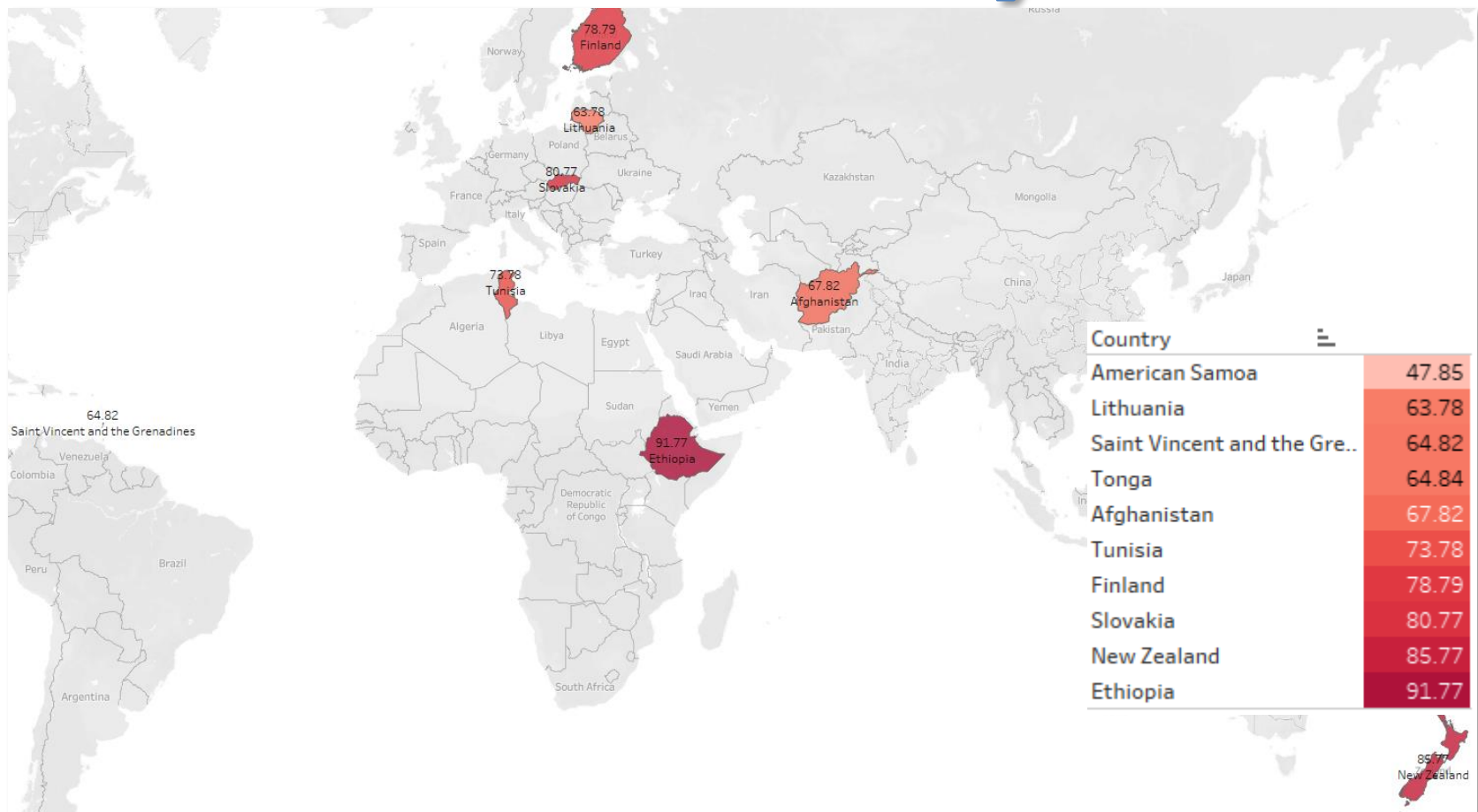


**India** contains the **highest** revenue, followed closely by China and the United States.

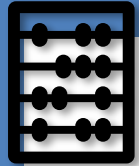




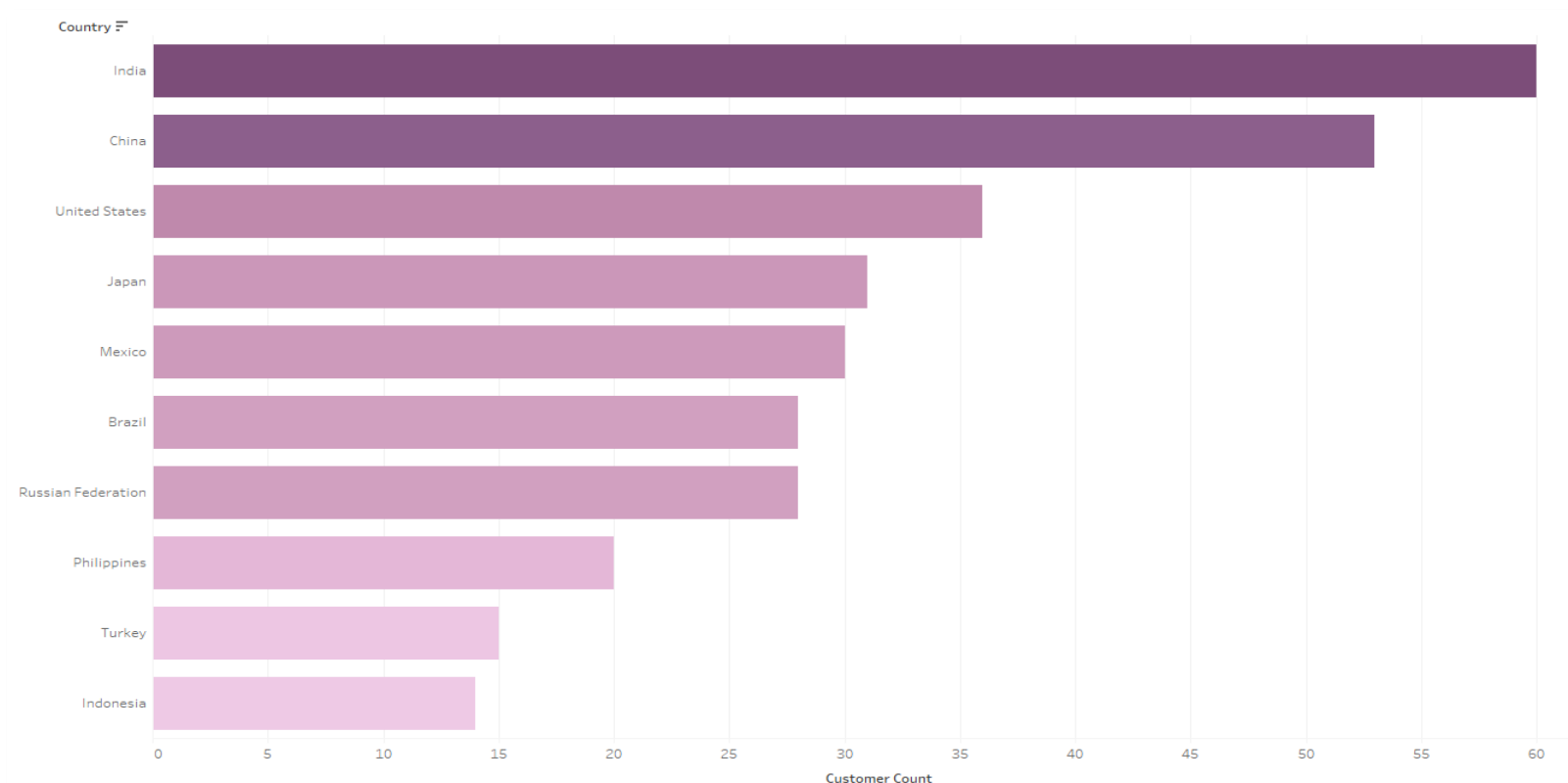
# Bottom 10 Nations by Revenue



**American Samoa** contains the **lowest** revenue, followed closely by Lithuania and Saint Vincent and the Grenadines.



# Customer Count



**India** contains the **highest** customer count base, followed closely by China and the United States.

The top 10 Customer Count correlates exactly with the Top 10 Nations by Revenue.



# Revenue by Region



Asia generates a plurality of the revenue for Rockbuster at 37%.

Central America and the Caribbean and Australia and Oceania generate the lowest revenue.

Rockbuster has customers all around the world, which demonstrates a good prospect for becoming a streaming service.



# High Lifetime Value Customers

Recognize and reward High Lifetime Value Customers.

These are the top 5 customers within the top 10 cities of the top 10 countries who paid the highest amount to Rockbuster.

By recognizing these customers and offering perks, Rockbuster can develop long lasting relationships.

First Name	Last Name	Country	City	Total Amount Paid
Arlene	Harvey	India	Ambattur	\$111.76
Kyle	Spurlock	China	Shanwei	\$109.71
Marlene	Welch	Japan	Iwaki	\$106.77
Glen	Talbert	Mexico	Acua	\$100.77
Clinton	Buford	United States	Aurora	\$98.76

# Key Insights & Suggestions

Focus on obtaining and maintaining Licenses for **Sports, Foreign, Documentary, and Family Genres** as they are the top performing in both **Revenue** and Number of **Rentals**.

Focus on **PG-13** films as it is the highest performing **MPAA Rating**; however, it is wise to not ignore other ratings as they also perform well and it is sensible to have a variety of content.

Focus resources towards **Top 10 Nations by Revenue** and consider shifting resources away from Bottom 10 Nations by Revenue.

Keep a close eye on nations which have a growing **Customer Count**, as this is closely correlated with revenue.

Set **prices** close to the average of **\$3** per rental.

Develop a **Perks or Rewards System** for **High Lifetime Value Customers** as they generate much more revenue than the average customer.