

# **Rockbuster Stealth LLC**

Data Presentation & Market Analysis

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# Project Overview

*Motivation & Objective* →

*Scope* ↓

- Business Intelligence Department
  - *Customer Insights, Inventory, and Data-Related Queries*
- Global Sales Data & International Market
- Market Analysis & Strategy for upcoming year
  - *Customer Loyalty Program, Policy Updates.*

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

**Key Question**

**1. Which movies contributed the most/least to revenue gain?**

**Key Question**

*2. What was the average rental duration for all videos?*

**Key Question**

**3. Which countries are Rockbuster customers based in?**

**Key Question**

*4. Where are customers with a high lifetime value based?*

**Key Question**

**5. Do sales figures vary between geographic regions?**

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

KQ1

Film categories make a consistent amount of revenue. **SPORTS** and **SCI-FI** films bring in the most money, while **THRILLER** have almost no sales globally.

**ANIMATION** | **\$4,245.31**

**COMEDY** | **\$4,002.48**

**DRAMA** | **\$4,118.46**

**SCI-FI** | **\$4,336.01**

**SPORTS** | **\$4,892.19**

**G** | **\$10,511.88**

**NC-17** | **\$12,634.92**

**PG** | **\$12,236.65**

**PG-13** | **\$13,855.56**

**R** | **\$12,073.03**

Film rating also shows a consistent revenue stream. The five available ratings have a similar revenue, although **PG-13** brought in a meaningful more amount of revenue than the others.

Top 5 Genres

Ratings Revenue

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

KQ1

With such a large selection of movies, finding films similar to these to promote to existing customers could increase revenue as well.

## Top 3 Actors

**\$3,129.17 | GINA DEGENERES**

**\$2,543.78 | MATTHEW CARREY**

**\$3,193.49 | SUSAN DAVIS**

The film, **Telegraph Voyage**, brought in the **most revenue** and the actress, **Susan Davis**, brought in the **most revenue**, followed closely by **Gina Degeneres**.

<b><u>DOGMA FAMILY</u></b>	<b> </b>	<b><i>\$168.72</i></b>
<b><u>HARRY IDAHO</u></b>	<b> </b>	<b><i>\$177.73</i></b>
<b><u>HUSTLER PARTY</u></b>	<b> </b>	<b><i>\$190.78</i></b>
<b><u>INNOCENT USUAL</u></b>	<b> </b>	<b><i>\$191.74</i></b>
<b><u>SATURDAY LAMBS</u></b>	<b> </b>	<b><i>\$190.74</i></b>
<b><u>TELEGRAPH VOYAGE</u></b>	<b> </b>	<b><i>\$215.75</i></b>
<b><u>TITANS JERK</u></b>	<b> </b>	<b><i>\$186.73</i></b>
<b><u>TORQUE BOUND</u></b>	<b> </b>	<b><i>\$169.76</i></b>
<b><u>WIFE TURN</u></b>	<b> </b>	<b><i>\$198.73</i></b>
<b><u>ZORRO ARK</u></b>	<b> </b>	<b><i>\$199.72</i></b>

## Top 10 Films

## Rental Rates

<b>\$0.99</b>	<b>\$2.99</b>	<b>\$4.99</b>
<b><i>\$11,916.58</i></b>	<b><i>\$19,451.27</i></b>	<b><i>\$29,944.19</i></b>

*Higher rental rates are purchased less often, but the increase in price outweighs the loss in number of sales.*

Rental Rates are a key indicator to the amount of revenue generated by films. Higher rates result in **more revenue**, with films at the **\$4.99** rate were responsible for almost **50% of all global sales**.

## What was the average rental duration for all videos?

KQ2

The number of days a film is rented seems to relate to the amount of revenue generated. Regardless of the number of times rented, shorter rental durations resulted in more money for Rockbuster. The shortest rental duration, **3 days**, had almost **double the revenue** than the longest rental duration.

# Rental Duration

*Most Profitable & Most Often:*

**3 Day**

*Average For All Videos:*

**5 Days**

<u><b>3 DAY</b></u>		<b>\$15,813.86</b>		<b>3,107 RENTALS</b>
<u><b>4 DAY</b></u>		<b>\$13,616.50</b>		<b>2,949 RENTALS</b>
<u><b>5 DAY</b></u>		<b>\$12,461.14</b>		<b>2,883 RENTALS</b>
<u><b>6 DAY</b></u>		<b>\$10,855.28</b>		<b>3,071 RENTALS</b>
<u><b>7 DAY</b></u>		<b>\$8,565.26</b>		<b>2,582 RENTALS</b>



## Customers: Location & Revenue

Customers are located around the world, however, the **bulk of customers and revenue** come from the **Americas and Asia**.

The top 5 countries (China, India, USA, Mexico, and Brazil) can be key indicators for performance across other region.



## Customers Top 10

CLARA SHAW	BELARUS
MARION SNYDER	BRAZIL
CURTIS IRBY	CANADA
MIKE WAY	INDIA
TOMMY COLLAZO	IRAN
RHONDA KENNEDY	NETHERLANDS
MARCIA DEAN	PHILIPPINES
ELEANOR HUNT	RUNION
ANA BRADLEY	UNITED STATES
KARL SEAL	UNITED STATES

The most loyal customers are distributed across the world and not limited to the top countries, which means that a **global rewards program** would be most effective.

### Asia

221 customers

### The Americas

94 customers

BRAZIL	28 CUSTOMERS
CHINA	53 CUSTOMERS
INDIA	60 CUSTOMERS
INDONESIA	14 CUSTOMERS
JAPAN	31 CUSTOMERS
MEXICO	30 CUSTOMERS
PHILIPPINES	20 CUSTOMERS
RUSSIAN FEDERATION	28 CUSTOMERS
TURKEY	15 CUSTOMERS
UNITED STATES	36 CUSTOMERS

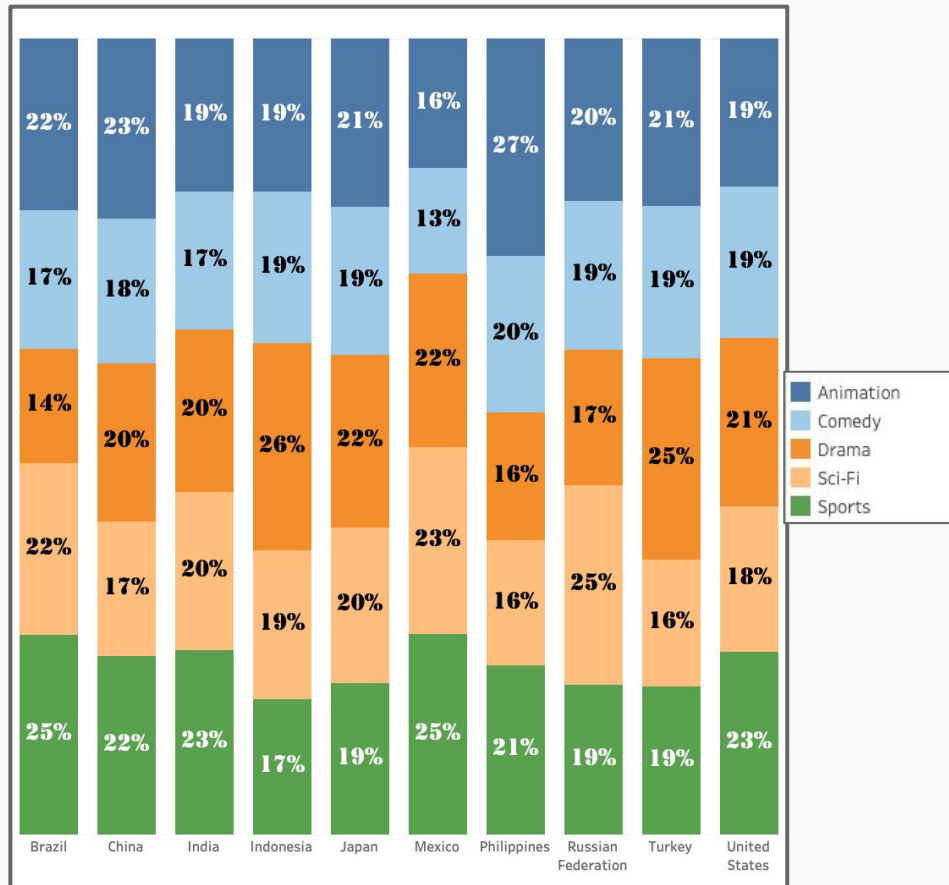
Top 10 Markets are responsible for **more than half of this company's customers**, which also translates into revenue.

## Top 10 Countries

## Country | Genre: Top 10 | Top 5

The Top 10 countries are strong indicators of how sales will go, so searching for trends in genre sales can help generate tailored plans for those markets.

**Market share remains the same across geographic regions.** The Top 5 genres have a similar distribution regardless of country or continent, except with a slight preference for **ANIMATION** in the **Philippines**.



# Conclusions

- 3 Day rentals are **the most profitable** and popular rental duration.
  - **Longer** rental **durations** bring in **less revenue**
- Sports films are the **best genre** at generating overall revenue, but that varies by region.
  - **Thriller** genre produced significantly **less revenue** than all other genres.
- Rental rates of \$4.99 are responsible for almost half of all revenue.
  - **Revenue increases as rental rate increases**

Rockbuster Stealth LLC should:

- 1) **Increase the rental rate on their movies.** *Customers are willing to pay more for films and that's shown by the proportion of revenue coming from higher rental rates.*
- 2) **Shorten rental durations to 3-5 days.** *Revenue is reduced by almost 50% the longer a customer has a title. Bringing durations up increases the opportunity for new rentals.*
- 3) **Continue producing all film genres.** *Regional variation results in all categories being popular and significant to overall revenue.*
  - a) **Discontinue offering Thriller movies,** *as they aren't producing any revenue.*
- 4) **Customer Loyalty program for American & Asian markets.** *53%+ of customers are based in the Top 10 countries and they are ALL on these two continents*

# Recommendations

# Thank You!



Norberto Romero  
CareerFoundry  
Achievement 3

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