

Rockbuster Stealth Data Analysis

Nuki Susanti



ABOUT US

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.

OBJECTIVE

This analysis is intended to answer a series of business key questions and derive data-driven answers for company strategy in 2020.



KEY QUESTIONS

MOVIES REVENUE

Which movies contributed the most/least to revenue gain?

HIGH-VALUED CUSTOMERS

Where are customers with a high lifetime value based?

RENTAL DURATION

What was the average rental duration for all videos?

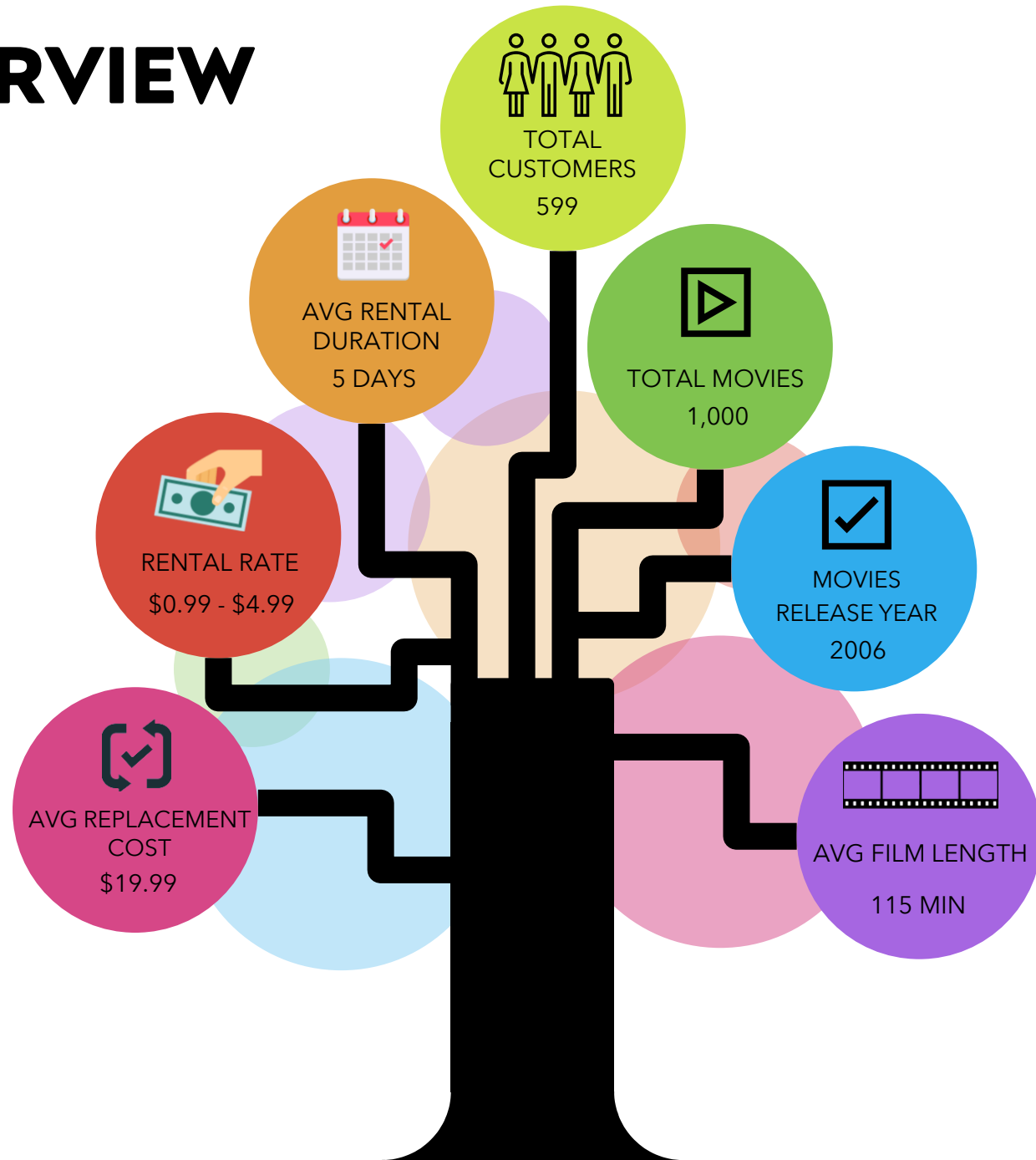
SALES FIGURE

Do sales figures vary between geographic regions?

GLOBAL MARKET

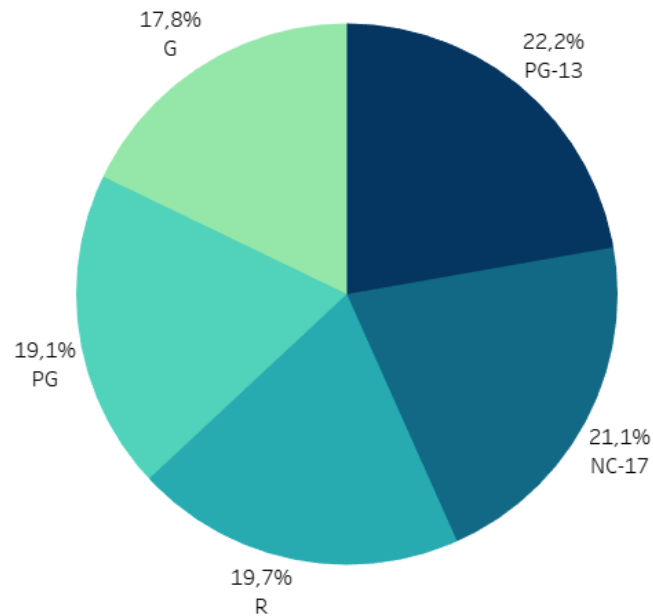
Which countries are Rockbuster customers based in?

ROCKBUSTER OVERVIEW

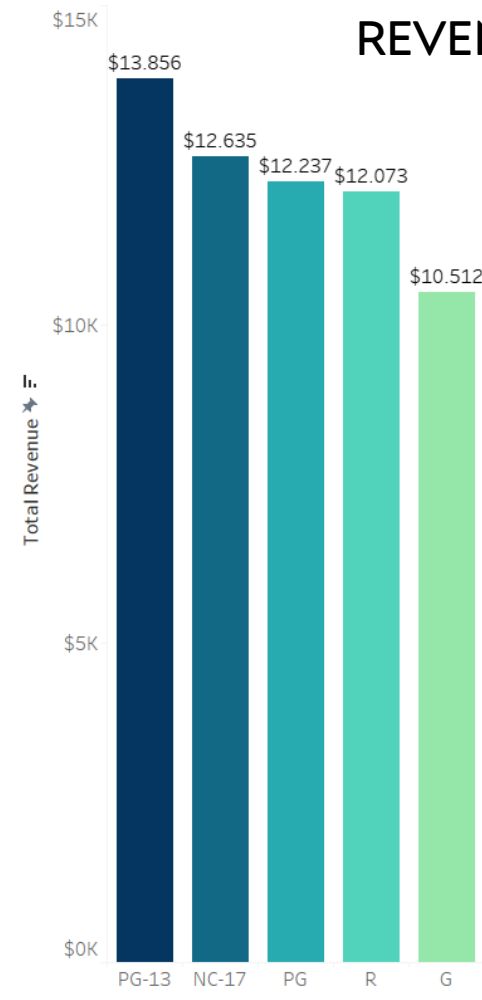


MOVIES AND REVENUE BY RATING

MOVIES BY RATING

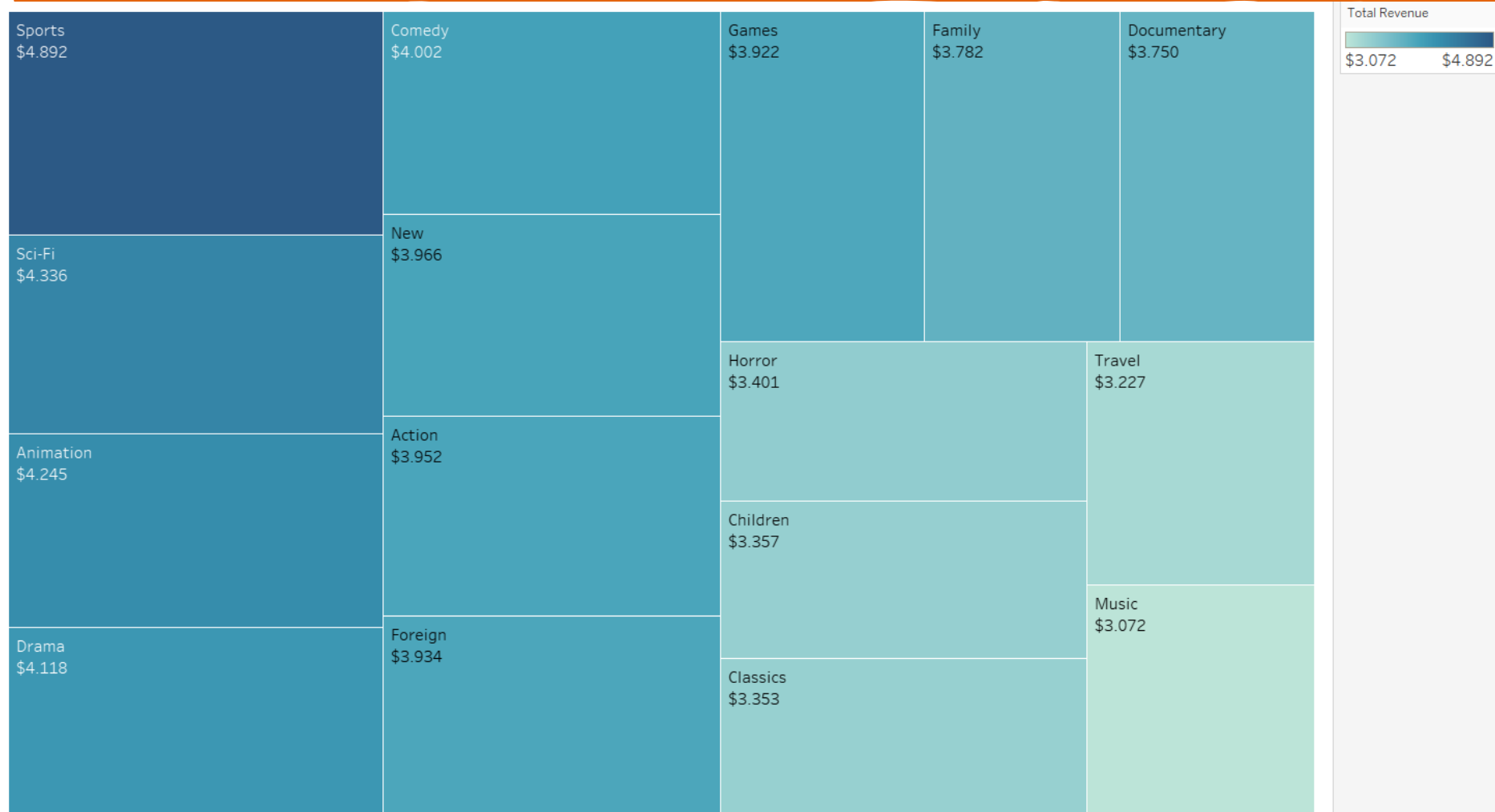


REVENUE BY RATING



- ❑ PG-13 - Parents Strongly Cautioned, Some Material May Be Inappropriate for Children Under 13
- ❑ NC-17 - No One 17 and Under Admitted
- ❑ PG - Parental Guidance Suggested, Some Material May Not Be Suitable for Children
- ❑ R - Restricted, Children Under 17 Require Accompanying Parent or Adult Guardian
- ❑ G - General Audiences, All Ages Admitted

REVENUE BY GENRE



MOVIES REVENUE: Which movies contributed the most/least to revenue gain?

MOST PROFITABLE MOVIE

Telegraph Voyage

\$215.75

Music / PG

Rented 25 times, 3 days rental duration



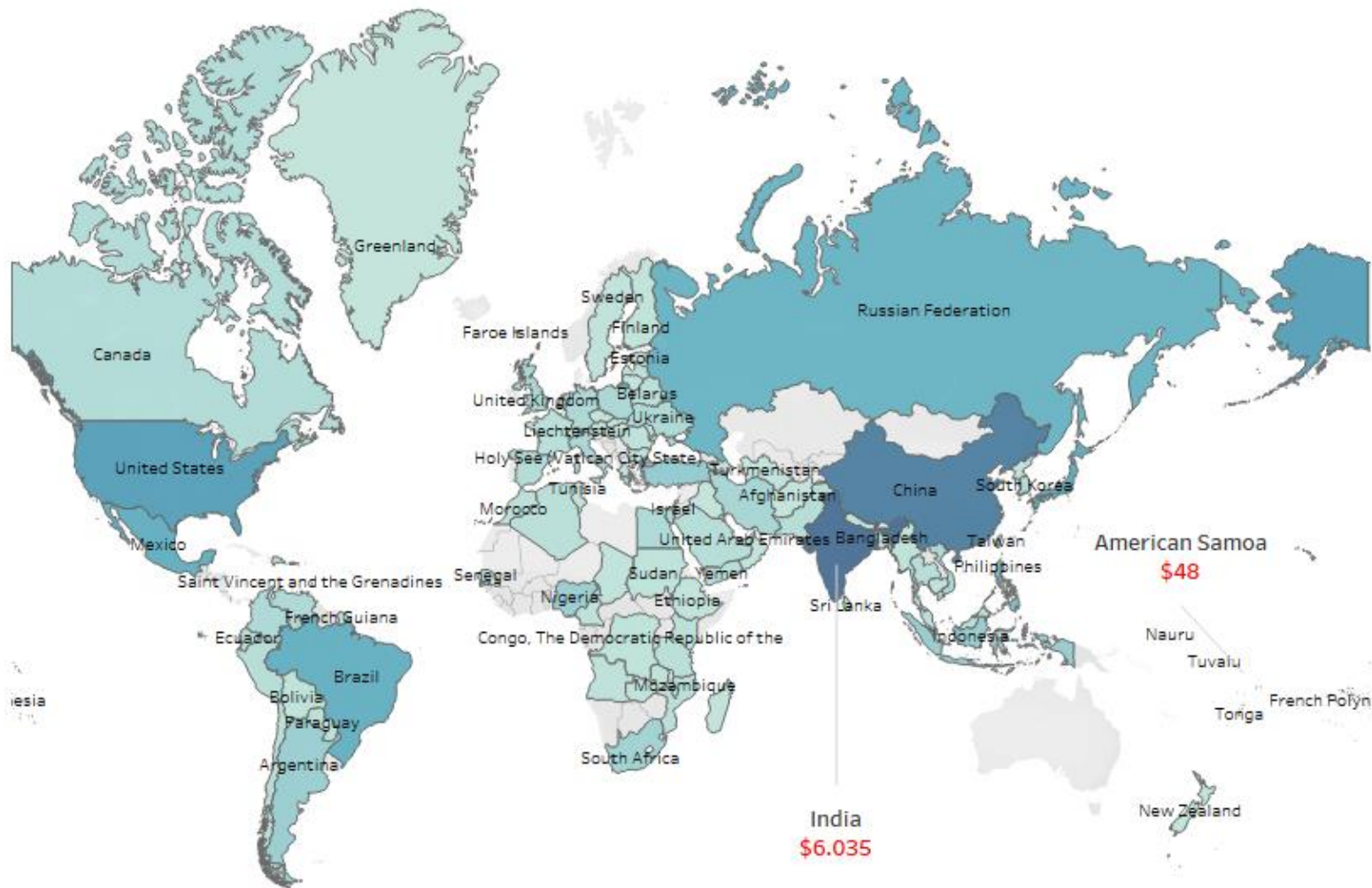
LEAST PROFITABLE MOVIES

- ❑ Duffel Apocalypse I *Documentary / G*
- ❑ Oklahoma Jumanji I *New / PG*
- ❑ Texas Watch I *Horror / NC-17*

\$5.94

Rented 6 times, 5-7 days rental duration

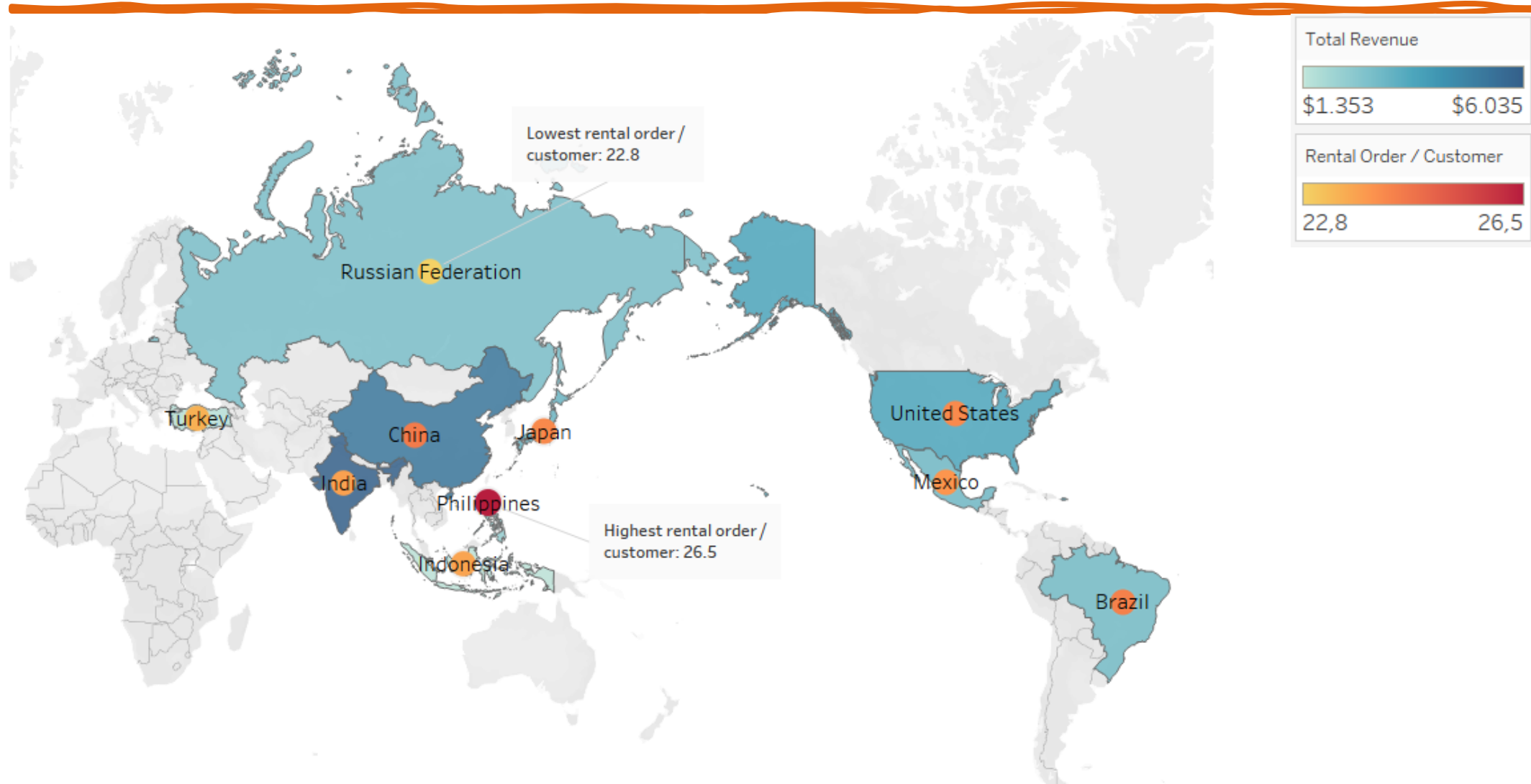




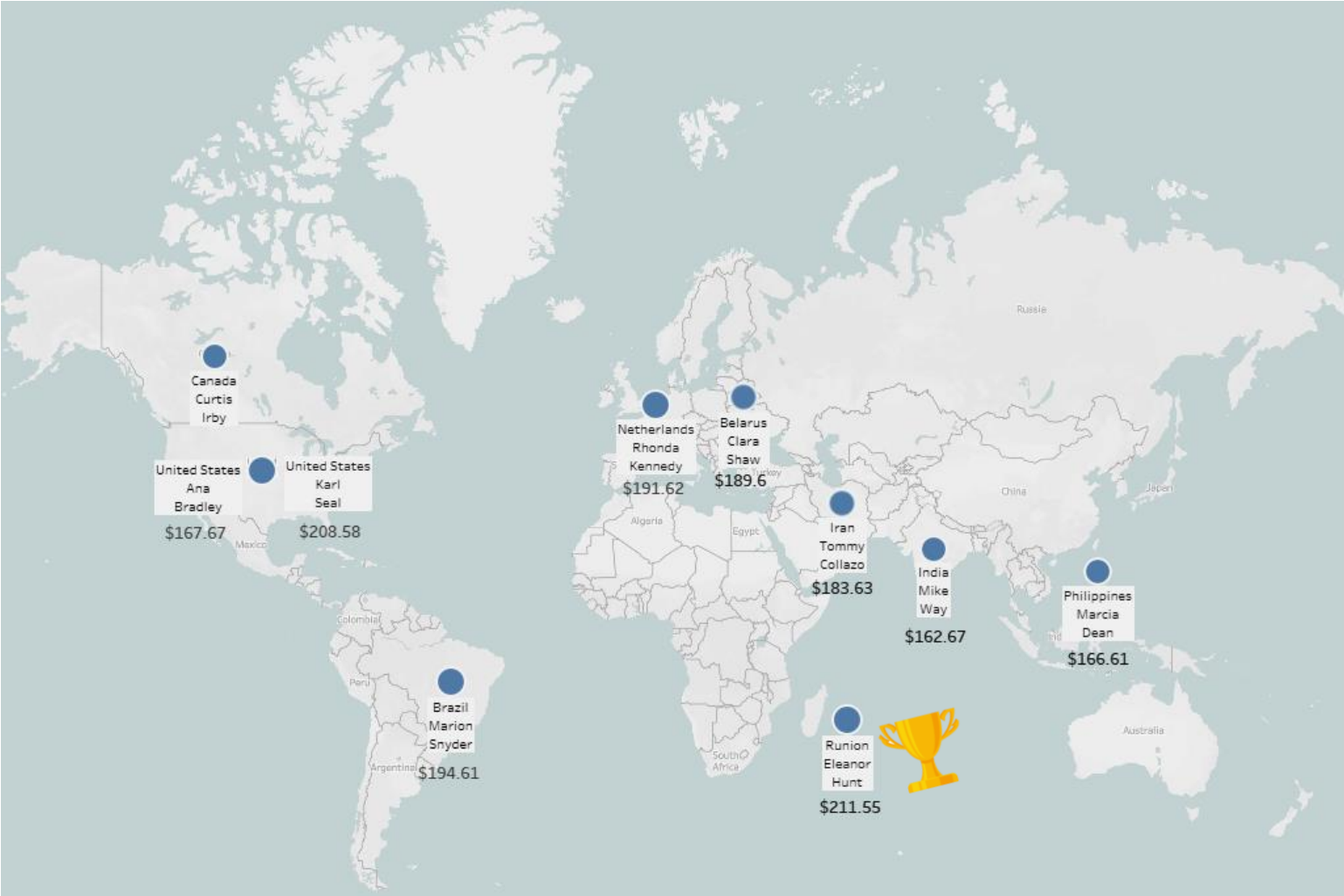
GLOBAL MARKET

Which countries are Rockbuster customers based in?

SALES FIGURES – TOP 10 COUNTRIES



SALES FIGURES – TOP 10 CUSTOMERS



TOP 10 Global Customers
Eleanor Hunt
Karl Seal
Marion Snyder
Rhonda Kennedy
Charla Shaw
Tommy Collazo
Ana Bradley
Curtis Irby
Marcia Dean
Mike Way

CONCLUSIONS



Popularity

- Sports, Sci-Fi, Animation, Drama and Comedy are top 5 popular genres.
- PG-13 rating is the most popular movie segment.



Global Market & Sales Figure

- India, China and US are the biggest market.
- Philippines has the highest rental order / customer, while Russia has the lowest.



Movies Revenue

Fast-moving rented movies (short-rental duration) are more profitable.

RECOMMENDATIONS

- Top 5 movies by genre having revenue above \$4,000: Sports, Sci-Fi, Animation, Drama and Comedy. Rockbuster should indeed invest more in those genres. However, these genres don't seem to relate to each other, thus, market (customer rental preference) by age groups shall be captured to specifically fulfill each group preferences.
- Movies having PG-13 rating are indeed the most profitable one. However, market for NC-17, PG and R movies seem to be promising as they share similar revenue of around \$12,000, which indeed could be further exploited.
- Consider to take a closer look on the fast-moving rented movies (ex: 3 days but rented very often).
- Consider to add movies time variability and stay up to date as all movies are from the year of 2006.
- India, China and US are the biggest market. Those are dense populated countries, which can be commercially exploited. Rockbuster shall invest in the marketing campaign in the big population countries. The age groups data mentioned previously could help identify the market target in each respective country.
- Large population is indeed beneficial. However, repeated order from the same customer should be taken into account such as the case with Philippines, regardless its less population, it has the highest rental order / customer compared to others. For this purpose, such loyalty program for the top 10 customer shall be considered.

Thank you



Nuki Susanti
-Data Analyst-



nukisusanti@gmail.com



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