Rockbuster Stealth

Business Analysis

22. August 2023

Olivia Misztal

Introduction

Rockbuster Stealth LLC launch an **online video rental service**

using existing movie licenses to stay competitive **against**

streaming services like **Netflix and Amazon Prime**

Key Questions

- **Which movies** contributed the most 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**?

Data Overview

109 Countries

600 Cities

599 Customers

1000 Movies

21 Movie Genre

6 Languages

*The data has been collected from 05.2005 to 02.2006

Analysis

FILM TABLE	MIN	MAX	AVG
Film_id	1	1000	-
Release_year	2006	2006	2006
Rental_duration	3	7	5 Days
Rental_rate	0.99$	4.99$	2.98$
Length	46 min	185 min	115 min
Replacemnet_cost	9.99$	29.99$	19.98$

Analysis

❖ Most common **age restriction** in all 1000 movies

PG-13 223
Parents Strongly Cautioned

NC-17 210
Adults Only

R 195
Restricted

PG 194
Parental guidance

G 178
General audiences

Top 10 countries in terms of customer numbers

Country	Customer count
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14

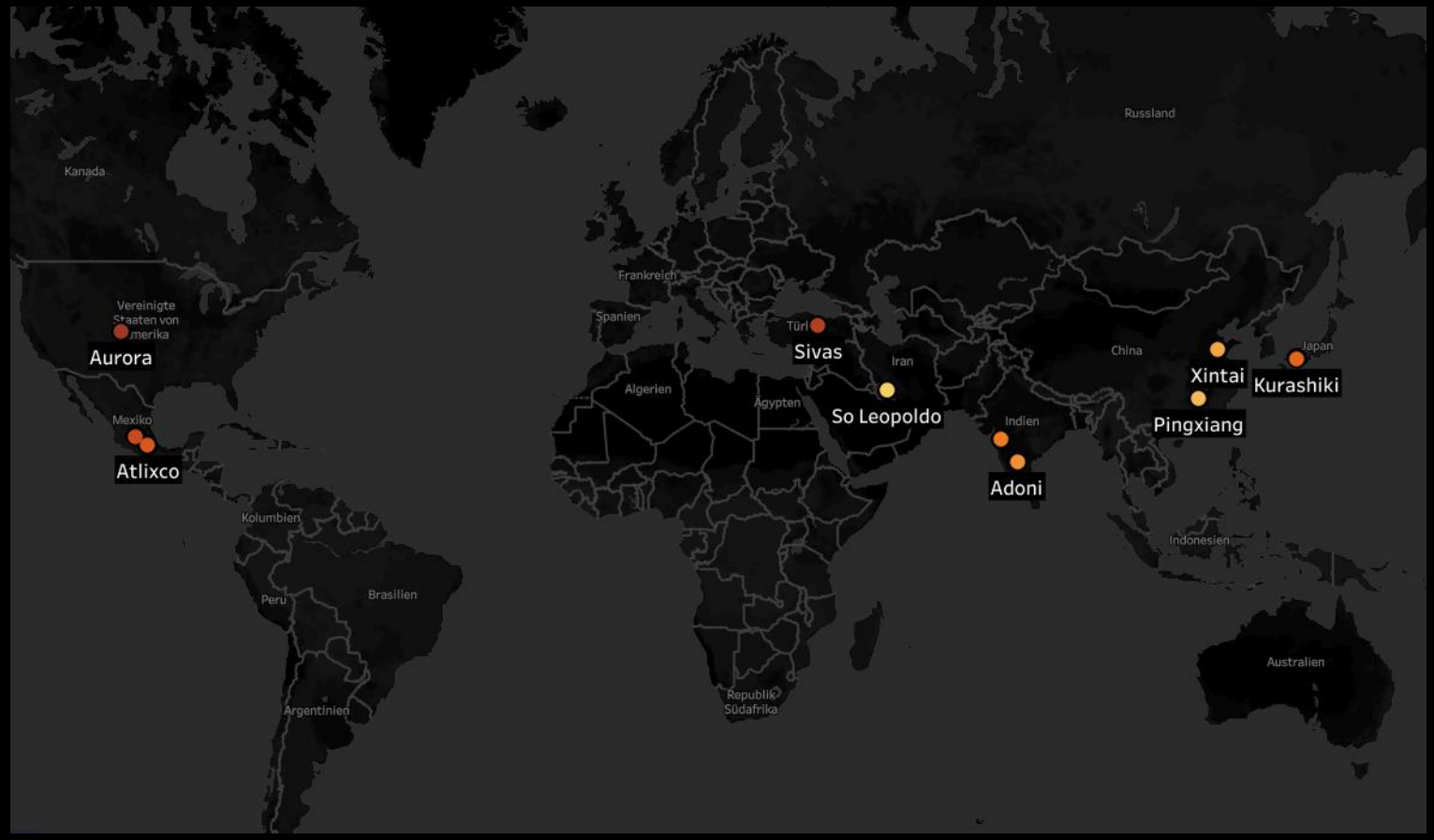
Top 10 most profitable countries

- **India, China** and **United States** bring Rockbuster the most profits
- All rental movies are **in English**, regardless of country

Country	Total revenue
India	603.478
China	525.103
United States	368.531
Japan	312.251
Mexico	298.482
Brazil	291.919
Russian Federation	276.562
Philippines	221.970
Turkey	149.849
Indonesia	135.269

Top 10 cities in terms of customer numbers

City	Country
Aurora	United States
Atlixco	Mexico
Xintai	China
Adoni	India
Dhule (Dhulia)	India
Kurashiki	Japan
Pingxiang	China
Sivas	Turkey
Celaya	Mexico
So Leopoldo	Brazil

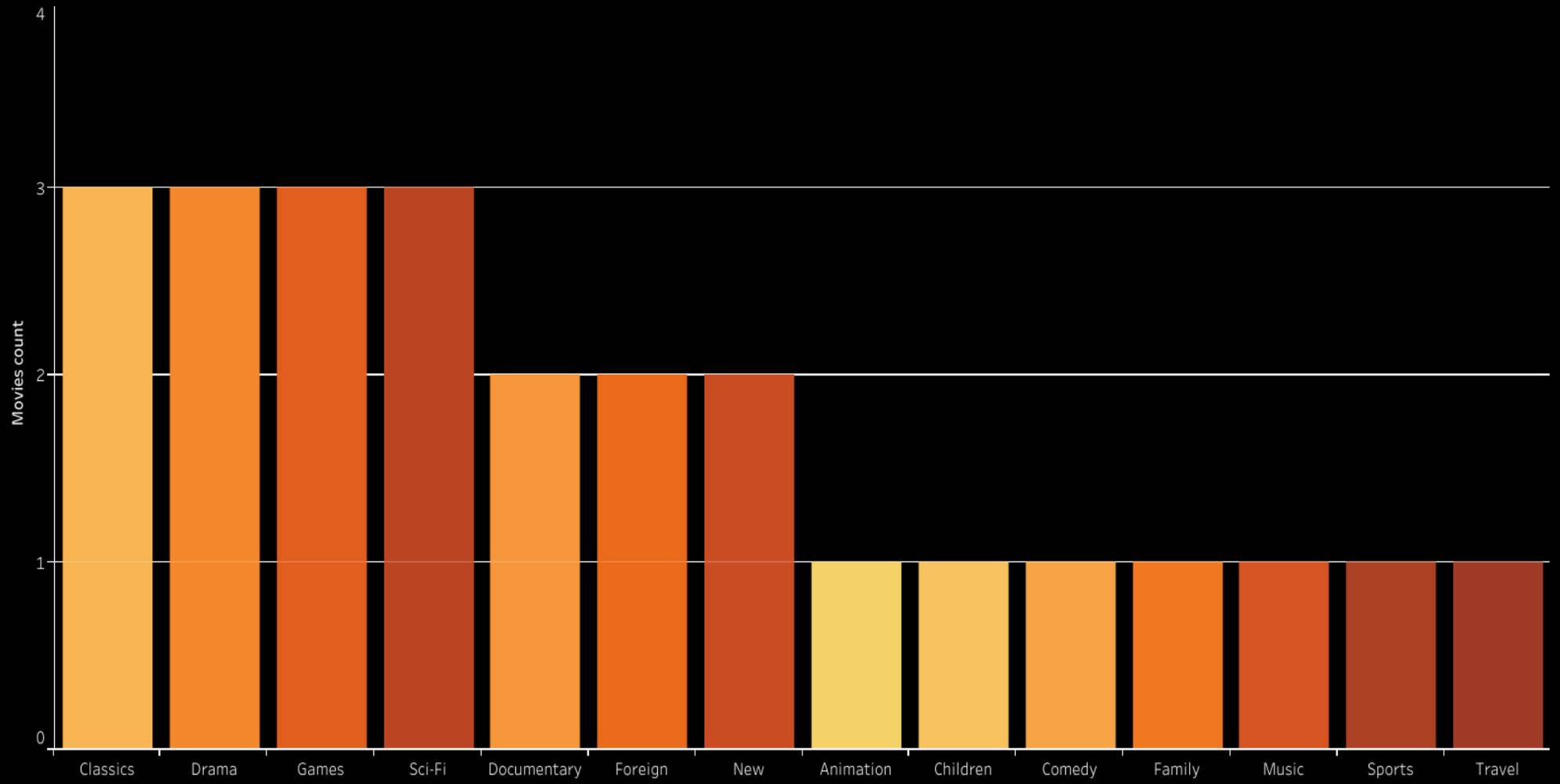


Top 25 movies in each category

	Title	Category	Total amount	Total rent
Nr.1	**Gleaming Jawbreaker**	Sport	12.572$	152 days

- The most frequently rented movies are between **127 and 152 days**
- The 25 movies brings a total profit of **$290,642**
- The most popular **movies categories** in this list are:
  - Classic, Drama, Games, Sci-Fi

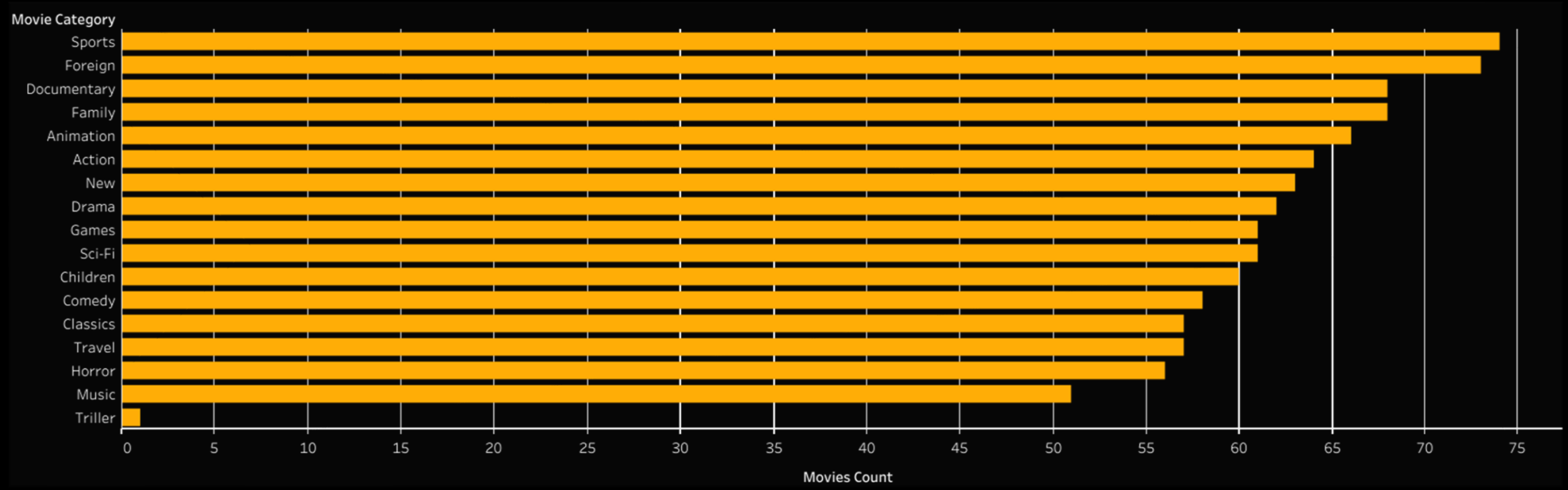
Top 25 movies in each category



Movies

Gleaming Jawbreaker
Telegraph Voyage
Ridgemont Submarine
Butterfly Chocolat
Juggler Hardly
Frost Head
Grit Clockwork
Rocketeer Mother
Network Peak
Timberland Sky
Hobbit Alien
Bingo Talented
Westward Seabiscuit
Dancing Fever
Shock Cabin
English Bulworth
Massacre Usual
Bucket Brotherhood
Titans Jerk
Hustler Party
Forward Temple
Witches Panic
Brotherhood Blanket
Harry Idaho
Sweethearts Suspects

Movies Category



* The most frequently used movie categories in the Rockbuster library of 1000 units.

Top 5 customers

First Name	Last Name	Country	City	Payments
Arlene	Harvey	India	Ambattur	11.176$
Kyle	Spurlock	China	Shanwei	10.971$
Marlene	Welch	Japan	Iwaki	10.677$
Glen	Talbert	Mexico	Acua	10.077$
Clinton	Buford	United States	Aurora	9.876$

Rockbuster vs.

others

26,300+ Movies by Amazon prime video

3,600+ Movies by Netflix

1,000 Movies by Rockbusters

* Universally available Information from 24.08.2023

Recommendations

- **Reward system** for loyal customers
- Using the **average rental rate** of 2.98$
- Create an **average rental,** always for **5 days**
- Purchase **more movie licenses** to complete your library
- Make more **languages** available
- Create **marketing** for **Europe and Africa**
- Introduce **satisfaction surveys** and **expectations** from customers

Thank you

For questions, contact me

Tel: 01** ** *** *05
Mail: o********@gmail.com