ROCKBUSTER STEALTH

BUSINESS INTELLIGENCE INSIGHTS

Data Analysis by Oana Petrutiu

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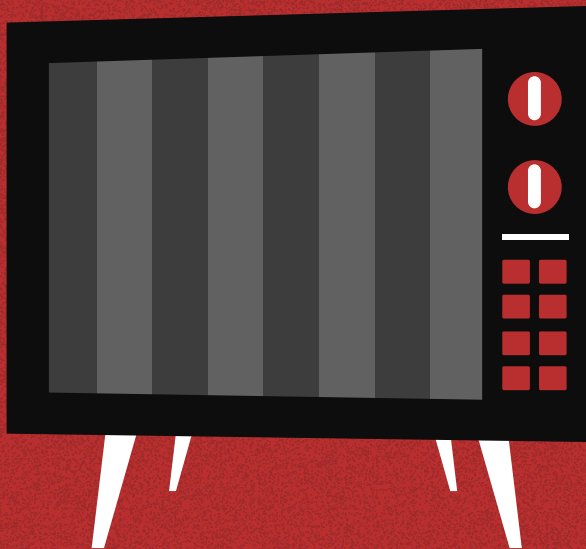### RECOMMENDATIONS
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01

PROJECT OVERVIEW

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

ABOUT THE BUSINESS

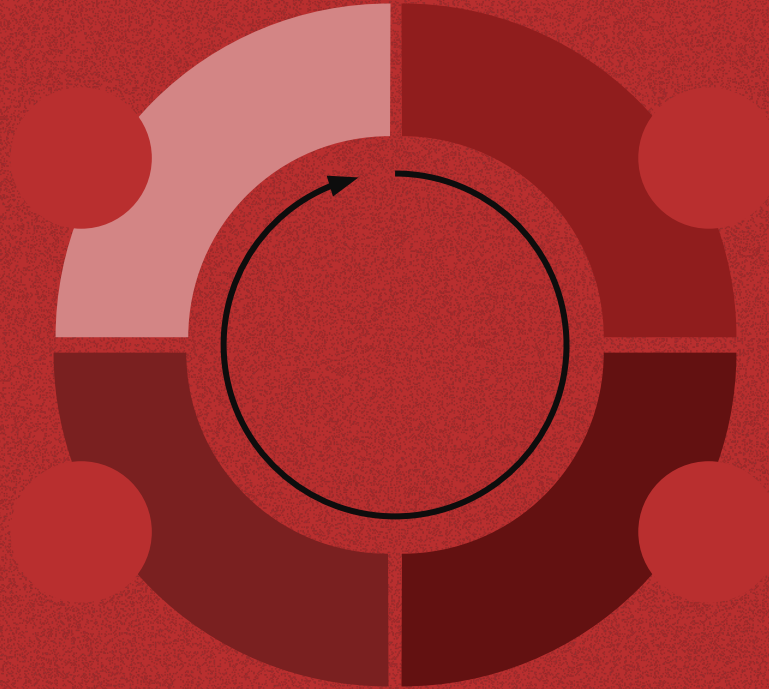**SPORTS** — MOST POPULAR GENRE

PG-13 — MOST SOLD RATING

14,596 — TOTAL TRANSACTIONS

14,596 — # OF RENTALS

108 — COUNTRIES

2.98 — AVG RENTAL RATE
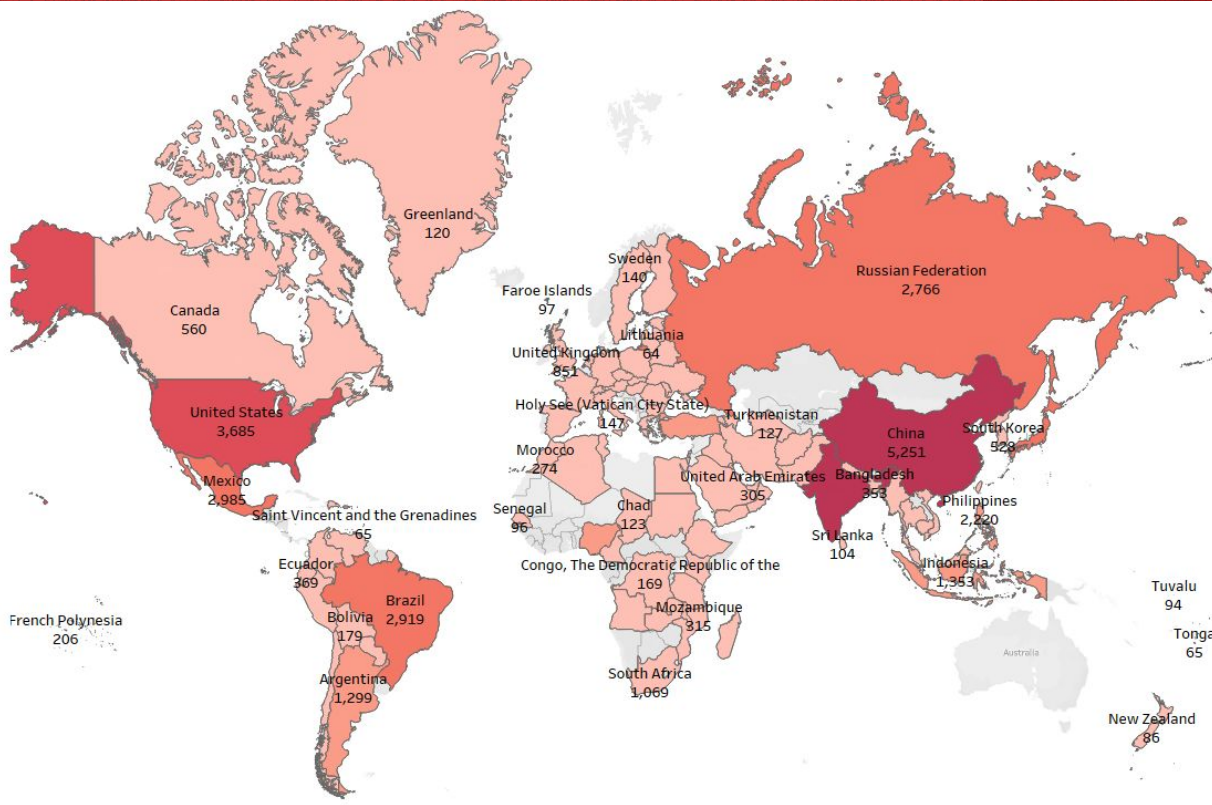
5 DAYS — AVG RENTAL DURATION

KEY QUESTIONS

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

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

3. Which countries are Rockbuster customers based in?

4. Where are customers with a high lifetime value based?
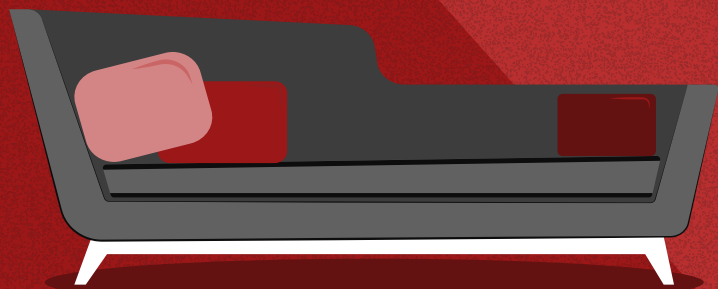
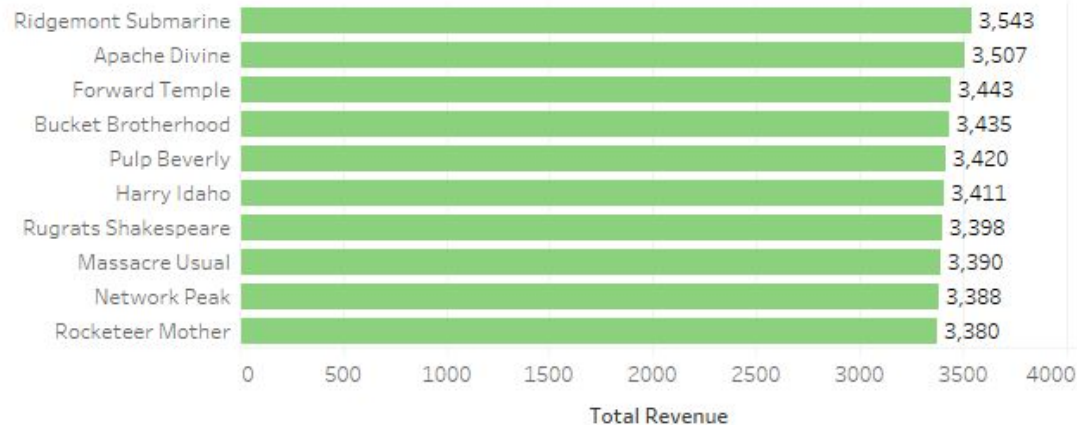5. Do sales figures vary between geographic regions?

03

Where are our customers based?

Revenue by movie title

Which movies contributed the most revenue?

Movie	Total Revenue
Ridgemont Submarine	3,543
Apache Divine	3,507
Forward Temple	3,443
Bucket Brotherhood	3,435
Pulp Beverly	3,420
Harry Idaho	3,411
Rugrats Shakespeare	3,398
Massacre Usual	3,390
Network Peak	3,388
Rocketeer Mother	3,380

Which movies contributed the least revenue?

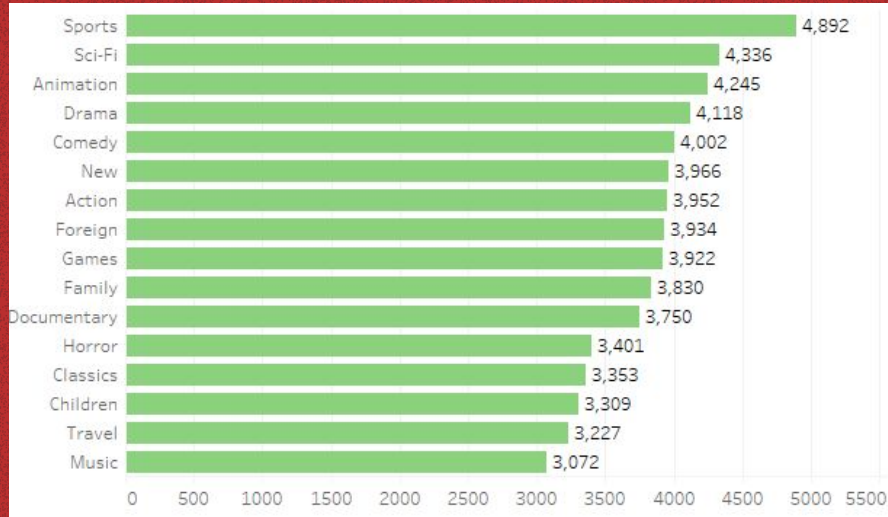| Movie	Total Revenue
Mixed Doors	410.0
Hardly Robbers	424.9
Mannequin Worst	441.9
Fever Empire	471.9
Bunch Minds	476.9
Train Bunch	477.0
Informer Double	492.8
Traffic Hobbit	500.8
Seven Swarm	507.8
Braveheart Human	524.8

HIGH LIFETIME VALUE CUSTOMERS LOCATION

Spanning across 3 continents, the customers with the largest purchases are from:

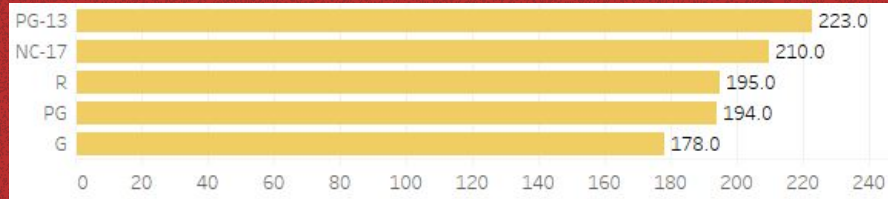**Runion, U.S, Brazil, Netherlands, Belarus, Iran, U.K, Canada and the Philippines**

REVENUE BY MOVIE GENRE

Genre	Revenue
Sports	4,892
Sci-Fi	4,336
Animation	4,245
Drama	4,118
Comedy	4,002
New	3,966
Action	3,952
Foreign	3,934
Games	3,922
Family	3,830
Documentary	3,750
Horror	3,401
Classics	3,353
Children	3,309
Travel	3,227
Music	3,072

REVENUE BY MOVIE RATING

Rating	Revenue
PG-13	223.0
NC-17	210.0
R	195.0
PG	194.0
G	178.0

04 INSIGHTS

❖ We need to ensure customer retention in North America and South East Asia, as these are the regions with the highest number of paying customers.
A loyalty program could be implemented.

❖ Movie genres may vary by region. This could be further researched in the future to predict which movies will perform better in which regions.

05

RECOMMENDATIONS

INVENTORY

In order to increase sales:

- Focus on PG-13 movies.

- Invest in Sports, Sci-Fi, Animation and Drama films.

GEOGRAPHIC REGION

In order to expand business:

- Countries in Africa bring the lowest rental revenue. Focus marketing efforts in this region.

06

THANKS!

Do you have any questions?
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