

# Rockbuster stealth LLC

**2020 BUSINESS STRATEGY**

Priyanka Mittal

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Leveraging Movie  
Licenses for Online  
Video Rental Service

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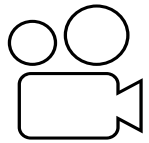
## Conclusion

Summarizing the results  
and recommending the  
next steps

# Business Ask

Facing stiff competition from streaming services to stay competitive Rockbuster Stealth LLC will use its existing film license (from stores around the world) to launch an online video rental service

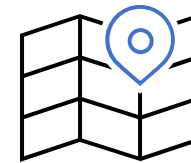
## Critical questions to focus



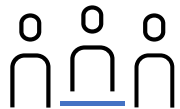
Which movies contributed the most/least to revenue gain?



What was the average rental duration for all videos?



Which countries are Rockbuster's customers based in?



Where are customers with a high lifetime value based?



Do sales figures vary between geographic regions?

# Data Overview

Rockbuster's database contain a large amount of insight full data ranging inventory, actor's information and payment amounts. Below is the data overview of key points from within the film and customer data

Number of films:  
1000

Release year for  
all movies:  
2006

Number of  
Language:1000

Rental duration  
min (days):  
3

Rental duration  
max (days):  
7

Rental Duration  
average (days)  
:4.985

Rental rate  
min : \$0.99

Rental rate  
max:  
\$4.99

Rental rate  
avg:  
\$2.98

Rental length  
min:  
(minutes):46

Rental length  
max  
(minutes): 185

Rental length  
avg  
(minutes):115

Film  
replacement  
cost min :\$ 9.99

Film replacement  
cost max :\$ 29.99

Film  
replacement  
cost avg :\$19.98

Number R  
rates  
films: 195

Number NC - 17  
rated  
films :210

Number G rates  
films: 178

Number PG rated  
films: 194

Number  
PG-13  
rated  
films: 223

Most common special  
features :  
(Trailers,Commentaries)

Number of customer  
profiles active (1):  
584

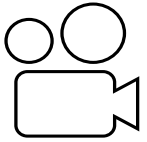
Number of  
customers:  
599

Number of customer  
profile  
created per store:  
#1 :326

Number of  
customer profile  
created per store  
#2 :273

Date when all  
profile were  
created:  
2006.02.14

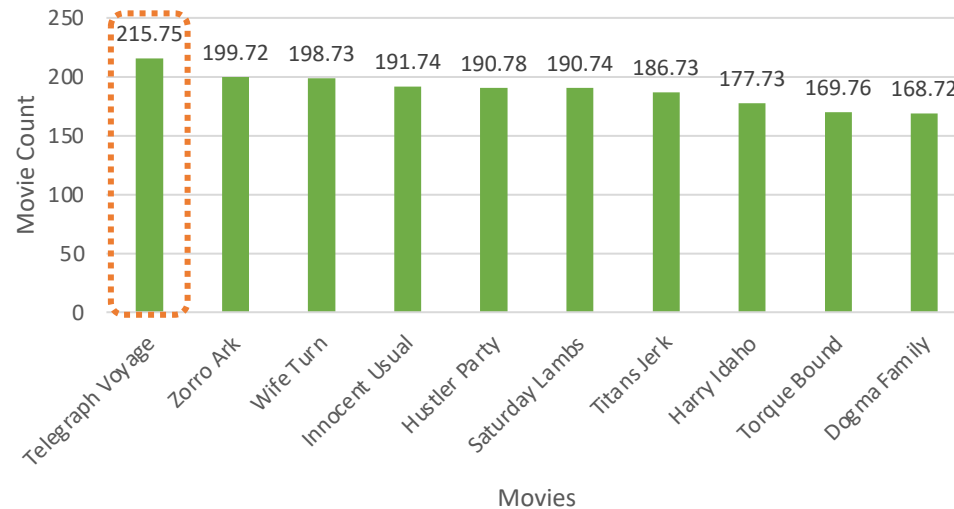
Number of customer  
profiles not active  
(0):  
15



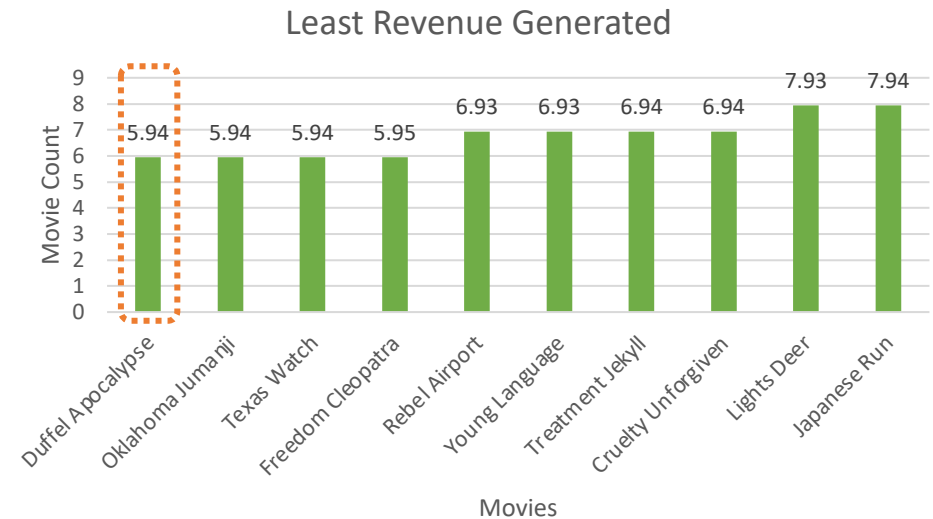
# Data Analysis: Which movies contributed the most/least to revenue gain?

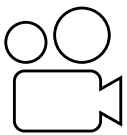
## Highest and lowest Revenue

**Most Revenue: \$215.75 ▲**



**Least Revenue: \$5.94 ▼**

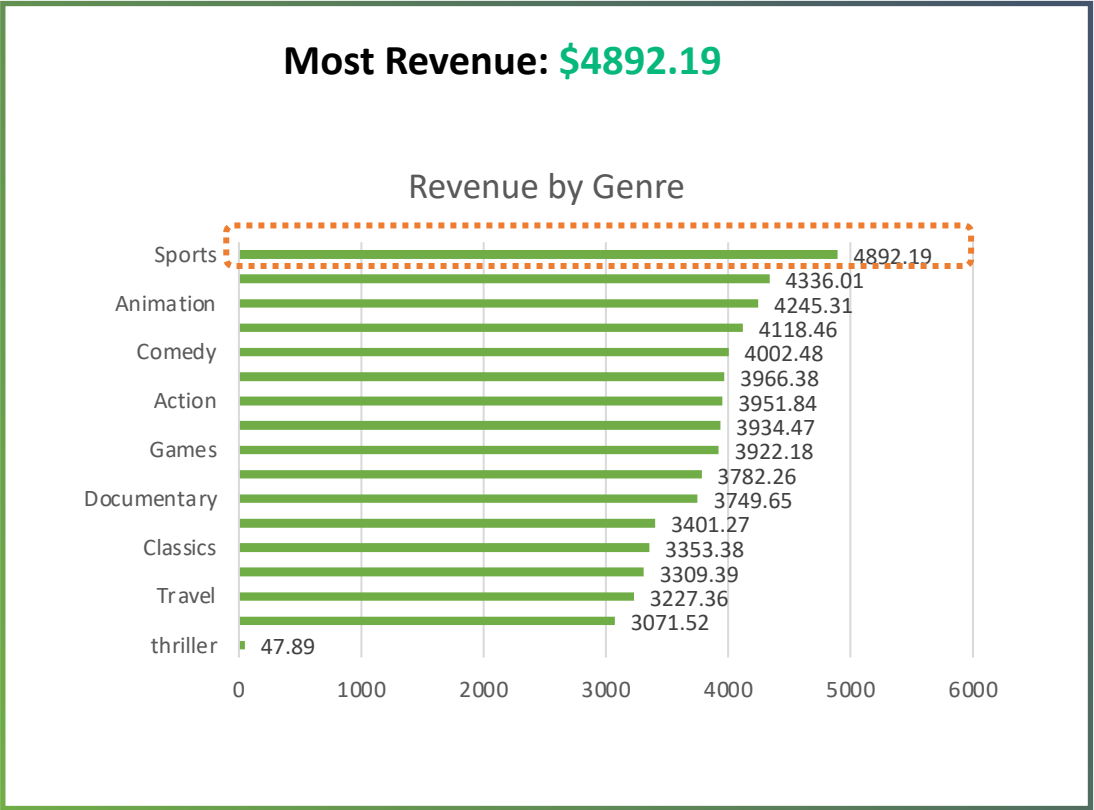
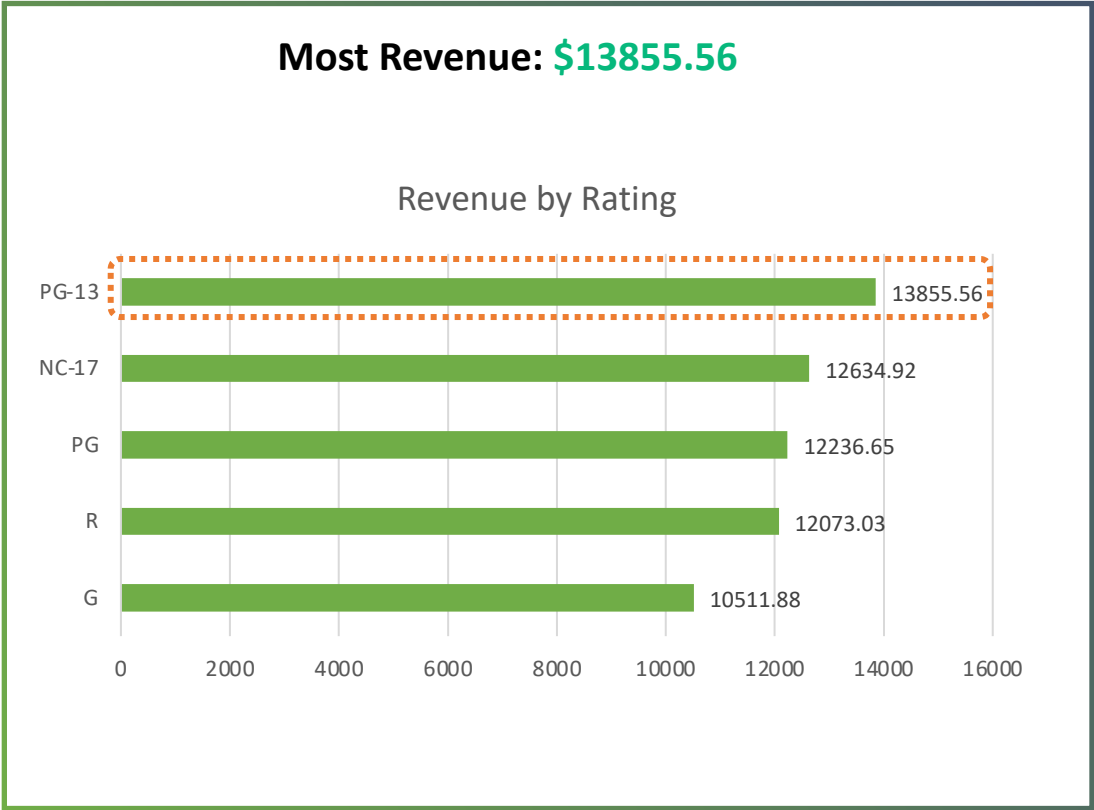




# Data Analysis: Which Genre and Rating contributed the most revenue gain?

Inventory films rated PG-13 had the highest average rental rate and earned the most total revenue. The R rated inventory titles had the highest revenue per inventory title. Inventory films rated G had the lowest average rental rate, the lowest revenue per inventory title and earned the least total revenue. The top 5 genres generate 35% of overall revenue. The Thriller genre does significantly worse over all other genres.

Rating and Genre Highest Revenue

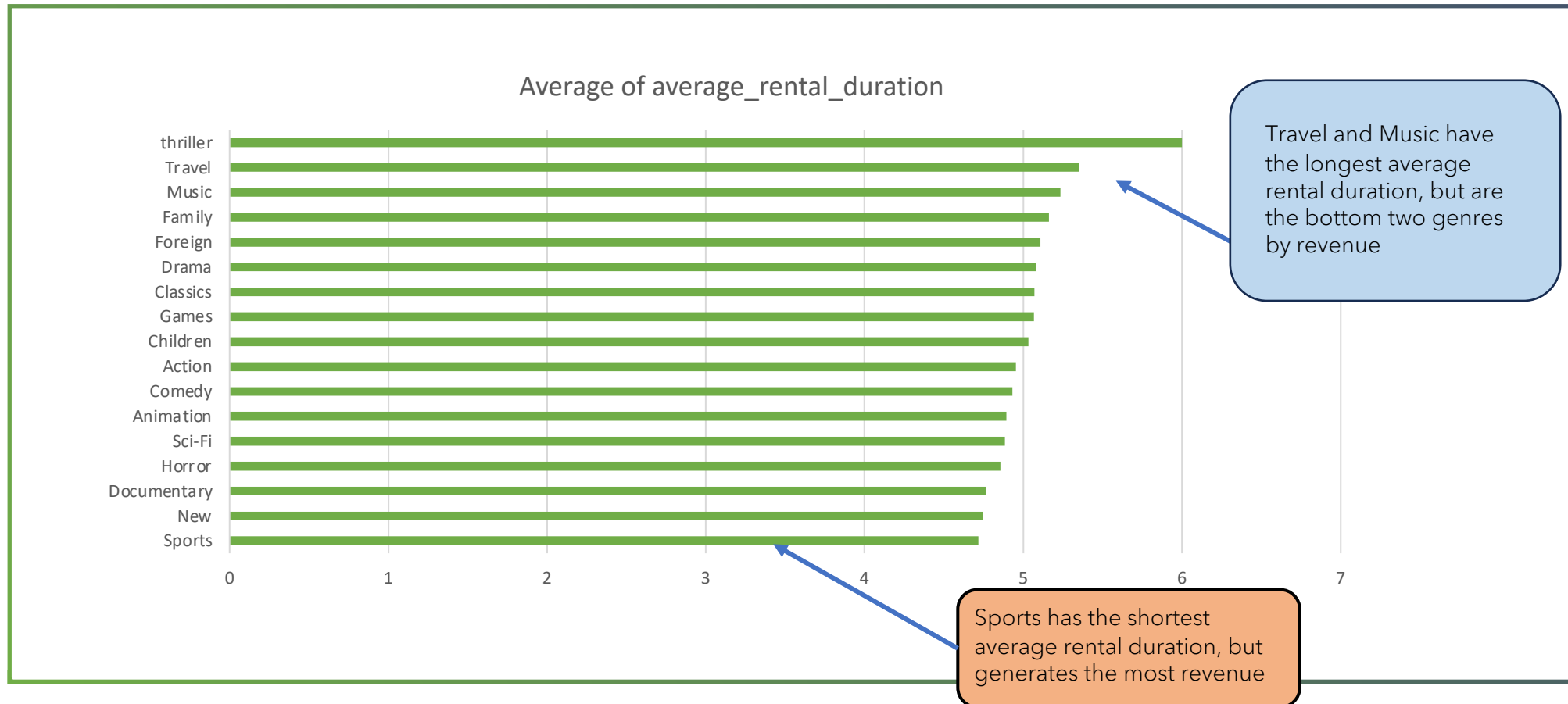


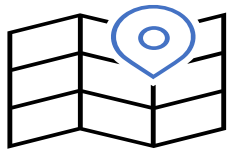
**MPAA Ratings**  
G - General Audiences - All ages admitted  
PG - Parental Guidance Suggested - Some material may not be suitable for children .  
PG - 13 Parents Strongly Cautioned - Some material may be inappropriate for children under 13  
R - Restricted - Under 17 requires accompanying parent or adult guardian .



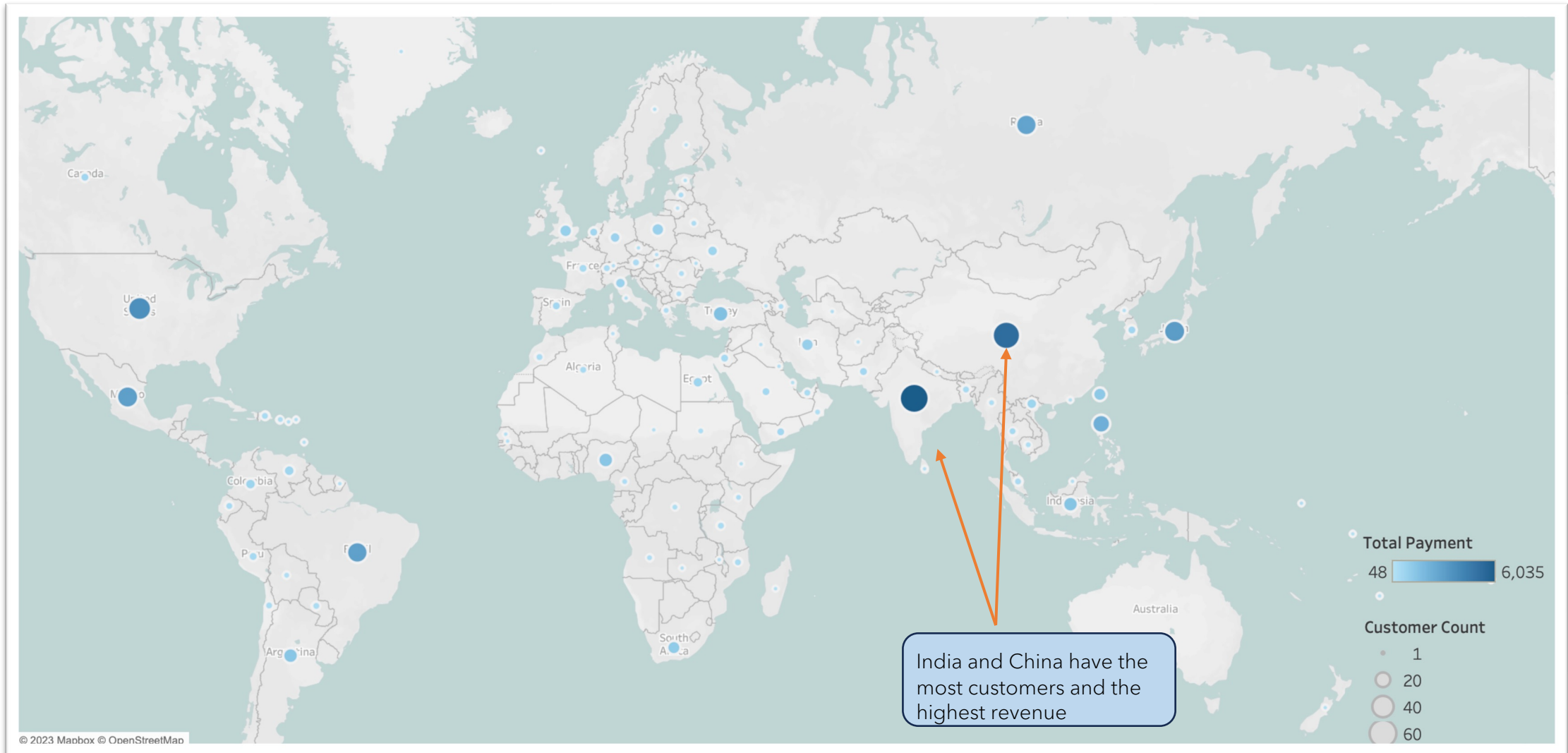
# Data Analysis: What was the average rental duration for all videos (Genre)?

Average Rental  
duration: 5  
days

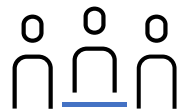




# Data Analysis: Which countries are Rockbuster's customers based in?

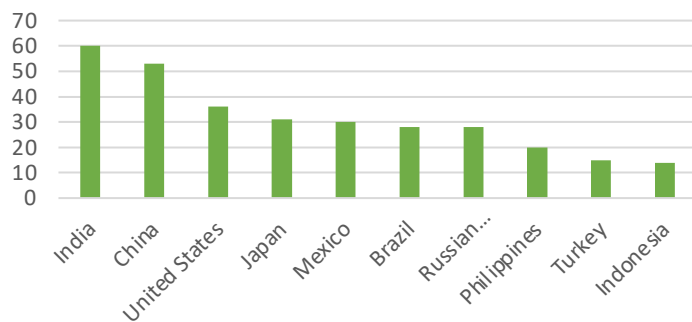




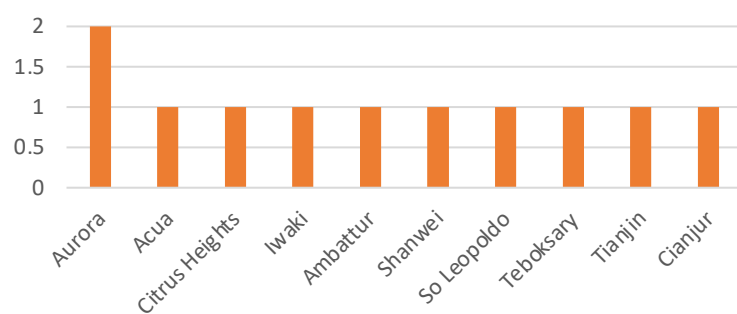


# Data Analysis: Where are customers with a high lifetime value based?

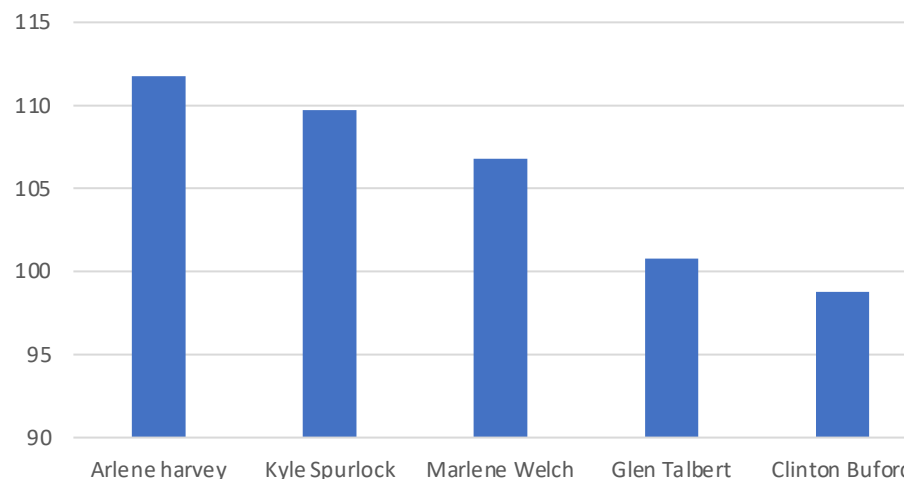
Top 10 countries where customers spend Most



Top 10 cities where customers spend Most



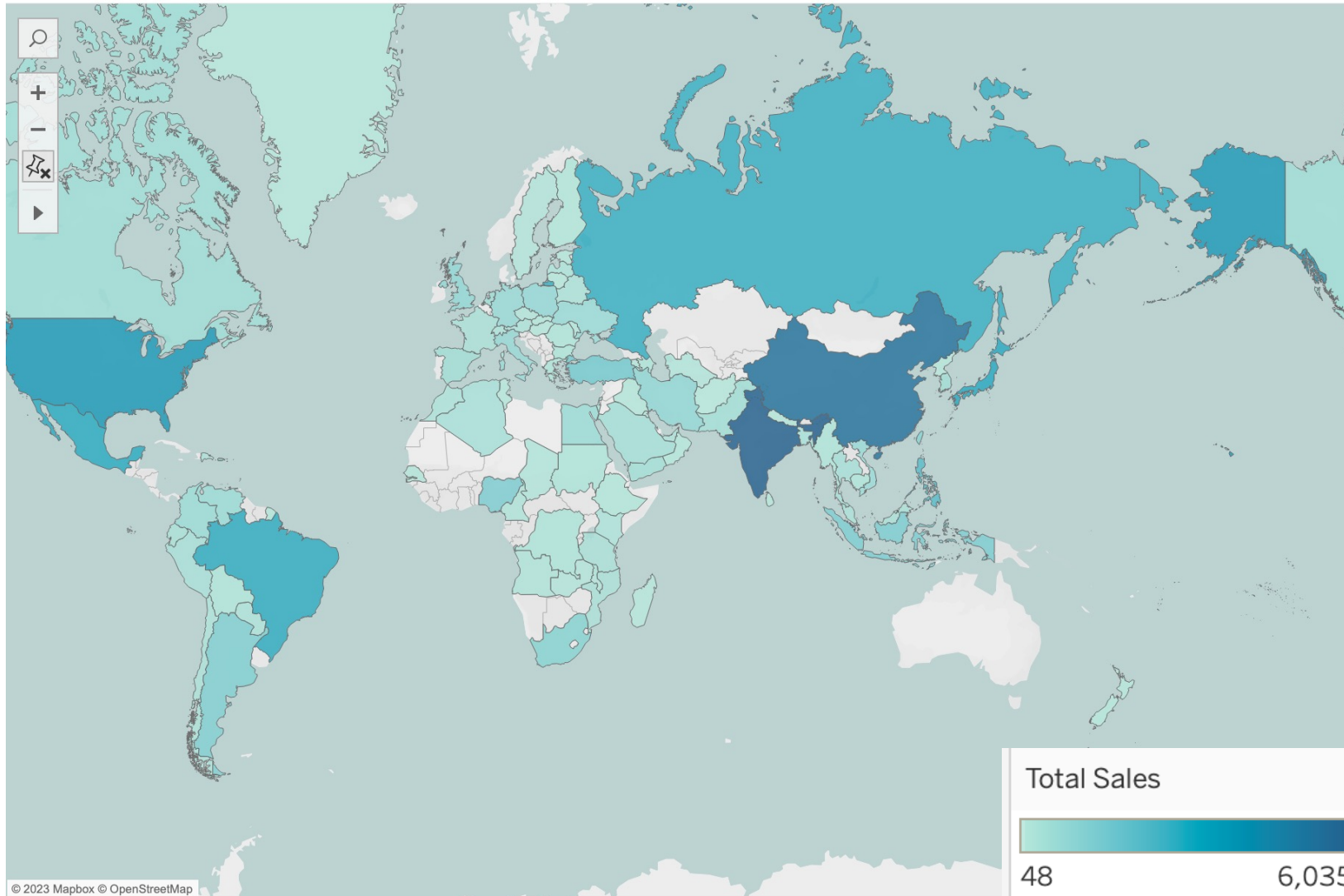
Top 5 customer with highest revenue



Top ten countries where Rockbuster customers are based are also the countries with highest revenue. Within the top 10 cities there is only one city with more than one customer (Aurora in USA) and other cities are therefore chosen based on the order they were inserted in the database.



## Data Analysis: Do sales figures vary between geographic regions?



Top Countries	Revenue
India	\$6,035
China	\$5,251
United States	\$3,685
Japan	\$3,123
Mexico	\$2,985

# Conclusion

1

**The average duration** of a video rental is **5 days**. By limiting Rockbuster customers to a rental period of 5 days, Rockbuster can expect to generate more revenue by freeing up inventory.

2

Rockbusters' largest markets, both in terms of customers and revenue, are **India, China, Japan, Mexico, and the United States**.

3

**The Sports genre** is the best-selling film genre and it also benefits from having the largest number of films.

4

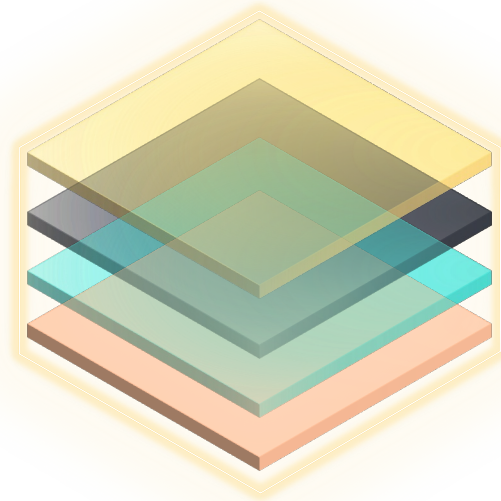
Resource films rated **PG-13** had the highest **total gross**

# Recommendation/Next Steps

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**#1** **Expand our selection of movies.** For example by offering a wider choice of languages and movies with various release dates. We currently only offer movies in English and from 2006.

**#3** **Offload movies generating low revenue.** And use freed up budget to acquire more movies instead, as per recommendation 1, particularly in Asian languages (e.g.: Hindi, Mandarin).



**#2** **Focus our marketing strategy & budget on Asia.** Particularly in India, China and Japan where we already have large pools of customers and high spenders.

**#4** **Reward our most valuable customers.** Word of mouth is our best asset, encourage highly engaged customers to talk about us with invite codes, special offers and discounts.

# Thank you

Priyanka Mittal

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