Rockbuster Stealth

Business Analysis

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15/08/23

Introduction

➔ Rockbuster Stealth business model is to rent movies in store.

➔ The number of stores are reducing in number due to the pressure of streaming services.

➔ Rockbuster is analyzing the market to launch an online movie rental service.

Overview

➔ Rockbuster counts with **599 customers** in **109 countries** and **600 cities**.

➔ There are **2 stores** around the world with two members of staff in total.

➔ We've had **16044 rentals** in total out of **1000 films** in **6** different **languages**.

➔ The total **revenue is 61312.04** out of **14596 payments**.

The data analysed has been collected between 05/2005 and 02/2006.

Average rental duration and rates

The average rental rate is $2.98, with a minimum of $0.99 and a maximum of $4.99.

The average rental duration is 4.985 with a minimum of 3 and a maximum of 7.

	MIN	MAX	AVG	COUNT
Rental Rate	0.99	4.99	2.98	1000
Rental duration	3	7	4.985	1000
Length	46	185	115.272	1000
Replacement cost	9.99	29.99	19.984	1000

Categories popularity

- **Sport** represents 8% of the rentals with the **highest revenue** of $4892.

- In the **middle**, between $4336 - $3750 each, we have Sci-Fi, Animation, Drama, Comedy, New, Action, Foreign, Games, Family, and Documentary, representing 65% of the revenue.

- At the **tail**, below $3401 each, we find Horror, Classics, Children, Travel and Music, representing 27% of the revenue.
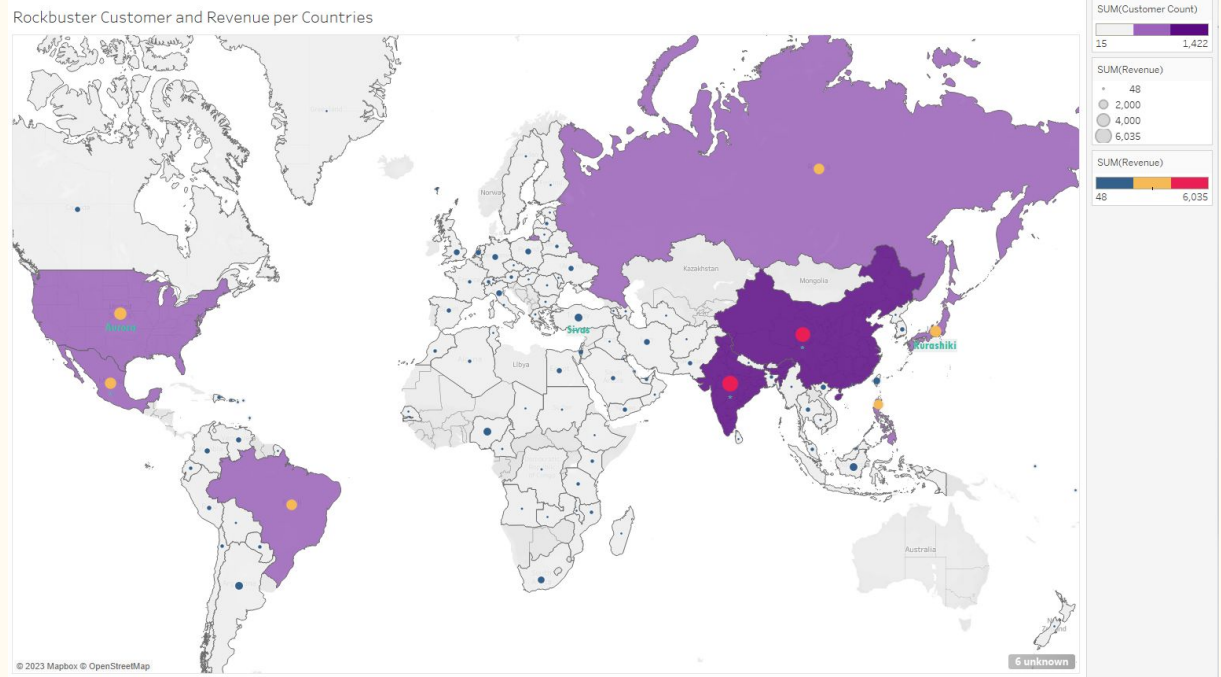
Revenue per category

Category (Categories Revenue.Csv)

Revenue per category at Tableau

Top 10 countries and cities customers are based on

Top 10 countries
% customers over total

- **India, 60 customers, 10%**
- **China, 53 customers, 8%**
- **USA, 36 customers, 6%**
- **Japan, 31 customers, 5%**
- **Mexico, 30 customers, 5%**
- **Brazil, 28 customers, 4%**
- **Russia, 28 customers, 4%**
- **Philippines, 20 customers, 3%**
- **Turkey, 15 customers, 2%**
- **Indonesia, 14 customers, 2%**

**599 Customers
in 109 Countries**

Rockbuster Customer and Revenue per Countries

SUM(Customer Count)
15   1,422

SUM(Revenue)
48
2,000
4,000
6,035

SUM(Revenue)
48   6,035

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6 unknown

Rockbuster Customers and Revenue per Countries at Tableau

Customers with a high lifetime value

Top 5 customers in revenue within the top 10 cities

Customer Name	City	Country
Karl Seal	Cape Coral	United States
Marlon Snyder	Santa Barbara D'Oeste	Brazil
Brandon Huey	Balikesir	Turkey
Angela Hernandez	Shimonoseki	Japan
Carrie Porter	Liacheng	China

These are the customers to be rewarded for their loyalty by the customer team.

Conclusions

- The customers and revenue is spread around the world, which an online service would fit quite nicely.

- The average rental rate is $2.98, with a minimum of $0.99 and a maximum of $4.99.

- The average rental duration is 4.985 with a minimum of 3 and a maximum of 7.

- The top countries in terms of revenue and customers are China and India, representing 18% of the market, with revenues over $5200 each. And the rest of top countries falling below $3000 each.

- Horror, Classics, Children, Travel and Music are the least popular categories.

- We've got loyal customers.

Recommendations

- Seeing how diverse the nationalities of the customers are, it'd be good to extend the languages offer.

- A good rental rate online could be somewhere around the average of $2.98.

- A good rental duration can be 5 days.

- Increase market and national content in the best performing markets, such as India and China.

- Not investing more initially in the least popular categories.

- Have a reward system for loyal customers.

- Collect and measure customer satisfaction along the process.