



# Rockbuster Stealth

A online video and rental service  
strategy

Presented by Rekha Chapagain



# Background



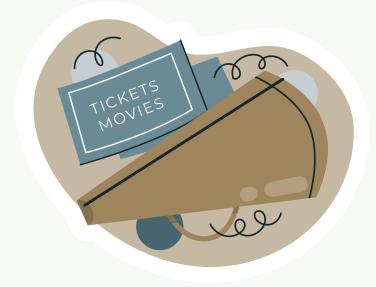
Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

However, it's 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.

In this presentation we will present our analysis we have concluded from the current Rockbuster movie rental data, and strategies to improve the sales and remain competitive.

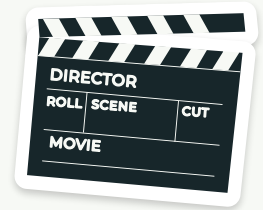
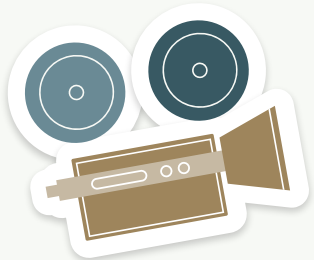


# Objectives



Some main questions we are trying to answer to use for the 2020 company strategy are:

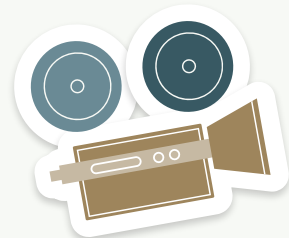
- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?



# Data Overview



- Customers: 599 (584 active)
- Countries: 109
- Films: 1000
- Film language: English
- Year released: 2006
- Store locations: Australia and Canada
- Film Categories: 17



# Film Rental Statistics



	Average	Minimum	Maximum
Rental Rate	\$2.98	\$0.99	\$4.99
Rental Duration	5 days	3 days	7 days
Film Length	115.3 minutes	46 minutes	185 minutes
Replacement Cost	\$19.98	\$9.99	\$29.99



# Highest Sale Vs Lowest Sale

## Top 20 Movies

Telegraph Voyage	215.75
Zorro Ark	199.72
Wife Turn	198.73
Innocent Usual	191.74
Hustler party	190.78
Saturday Lambs	190.74
Titans Jerk	186.73
Harry Idaho	177.73
Torque Bound	169.76
Dogma Family	168.72
Pelican Comforts	165.77
Goodfellas Salute	164.75
Fool Mockingbird	162.79
Apache Divine	160.72
Enemy Odds	159.75
Cat Coneheads	159.73
Scorpion Apollo	158.79
Range Moonwalker	158.77
Scalawag Duck	157.71
Sunrise League	155.78

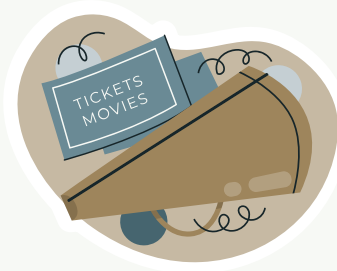
## Lowest 20 Movies

Oklahoma Jumanji	5.94
Texas Watch	5.94
Duffel Apocalypse	5.94
Freedom Cleopatra	5.95
Young Language	6.93
Rebel Airport	6.93
Treatment Jekyll	6.94
Cruelty Unforgiven	6.94
Lights Deer	7.93
Japanese Run	7.94
Stallion Sundance	7.94
Harold French	8.93
Ghostbusters Elf	8.93
Connection Microcosmos	8.95
Ballroom Mockingbird	9.93
Comancheros Enemy	9.94
Jawbreakers Brooklyn	10.91
Towers Hurricane	10.91
Zhivago Core	10.93
Maude Mod	10.93

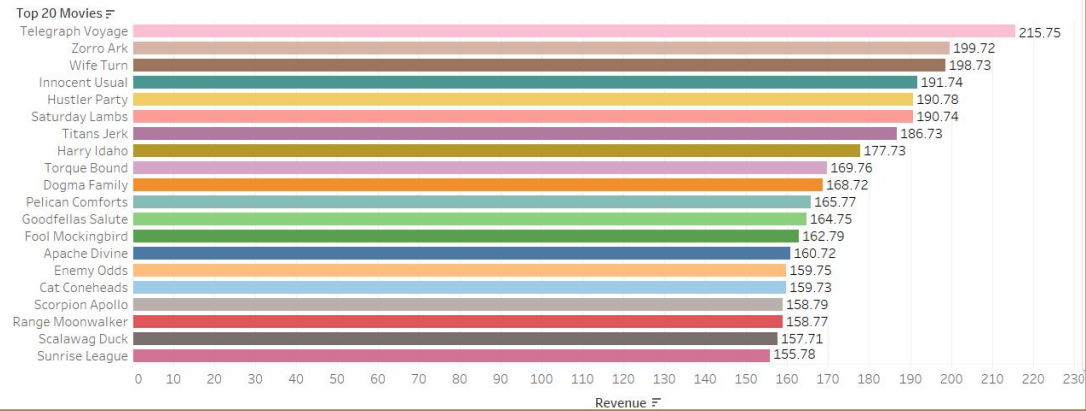




# Highest Vs Lowest Sales



## Top 20 Highest Grossing Movies



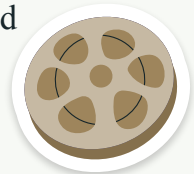
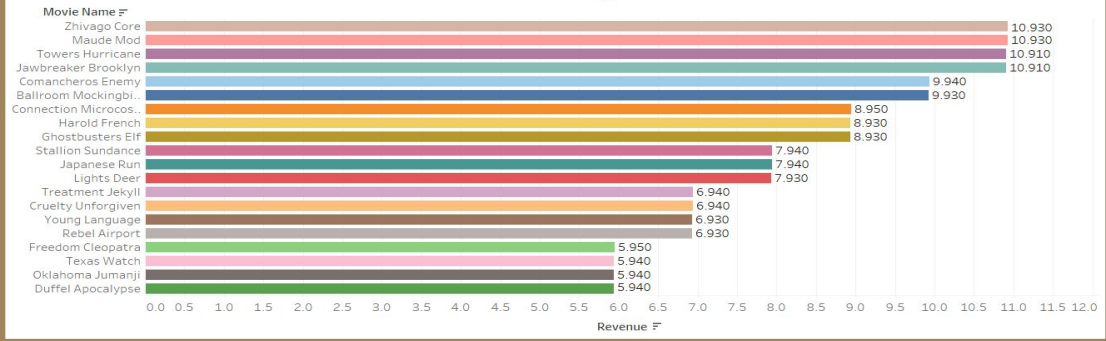
★ Telegraph Voyage was the highest Grossing Film.

★ Duffel Apocalypse was the lowest grossing film

★ There is not much of a big difference in the top 20 movies that had the most revenue

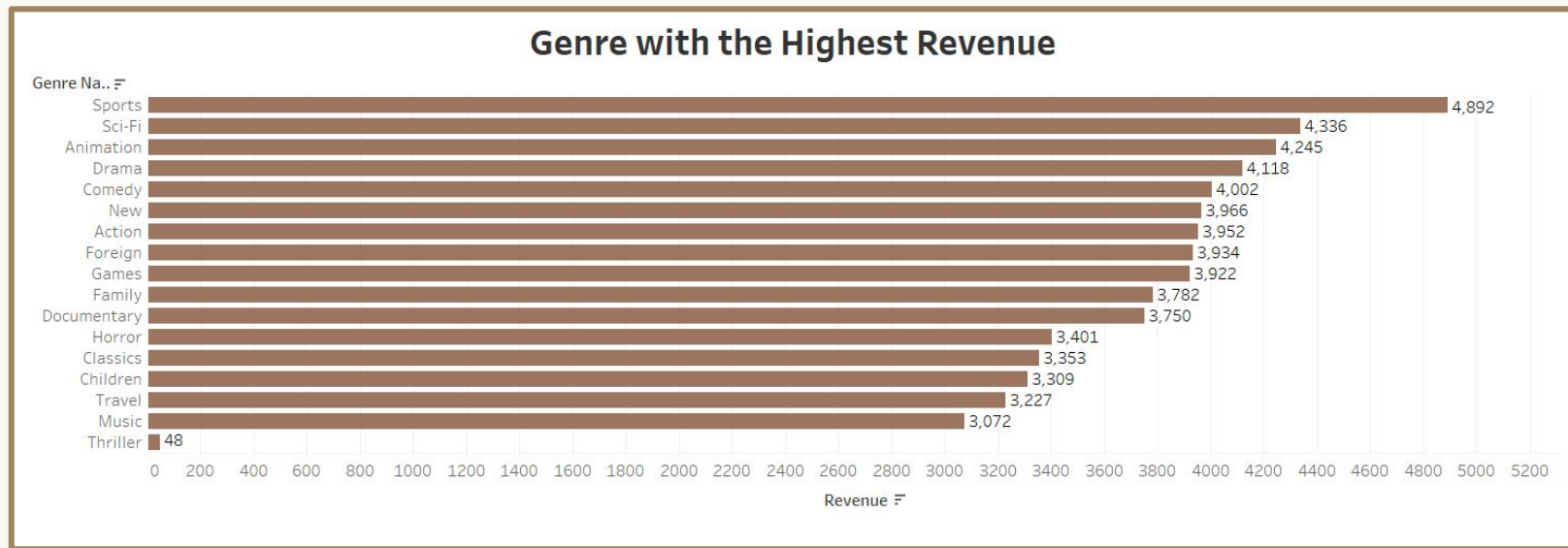
★ Many of the lowest grossing movies had similar revenue

## Lowest Grossing Movies

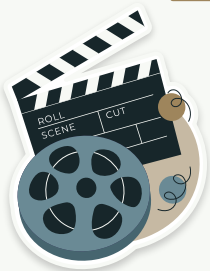




# Popular Genres

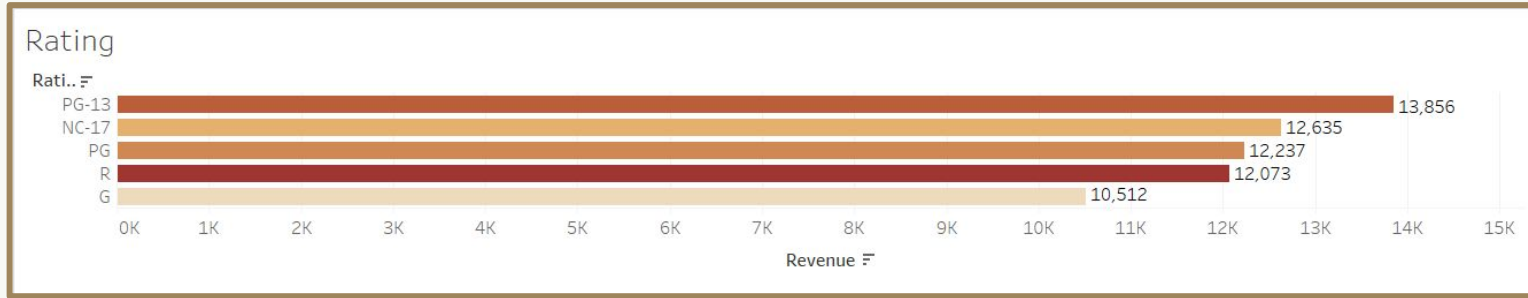


The data show that movies that are related to sports, Sci-Fi, and animation have the highest revenue, whereas movies that fall under the category of Travel, music, and Thriller have the lowest revenue.





# Ratings with the Highest Revenue



The graph shows that movies with a rating of PG - 13 had the highest revenue, they earned an combined revenue of \$13,856. Movies with a rating of G had the lowest revenue, they earned a combined revenue of \$10,512.

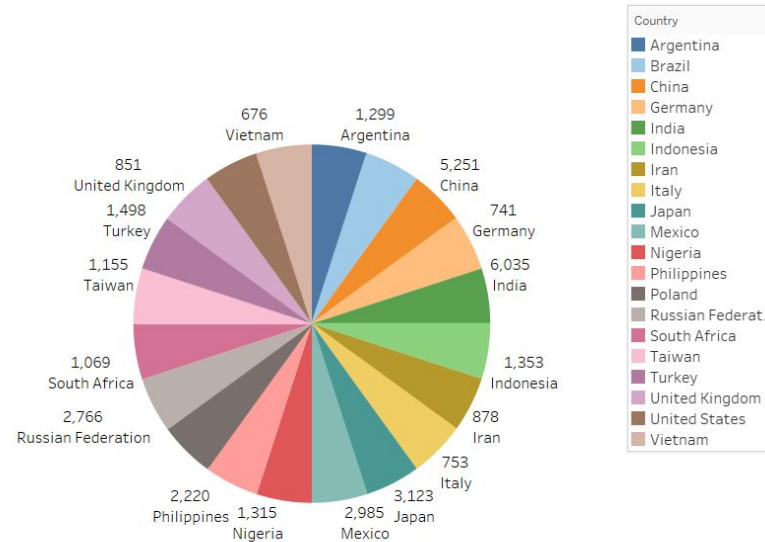


# Top 20 Highest Selling Countries



India	6034.78
China	5251.03
United States	3685.31
Japan	3122.51
Mexico	2984.82
Brazil	2919.19
Russian Federation	2765.62
Philippines	2219.70
Turkey	1498.49
Indonesia	1352.69
Nigeria	1314.92
Argentina	1298.80
Taiwan	1155.10
South Africa	1069.46
Iran	877.96
United Kingdom	850.96
Poland	786.16
Italy	753.26
Germany	741.24
Vietnam	676.45

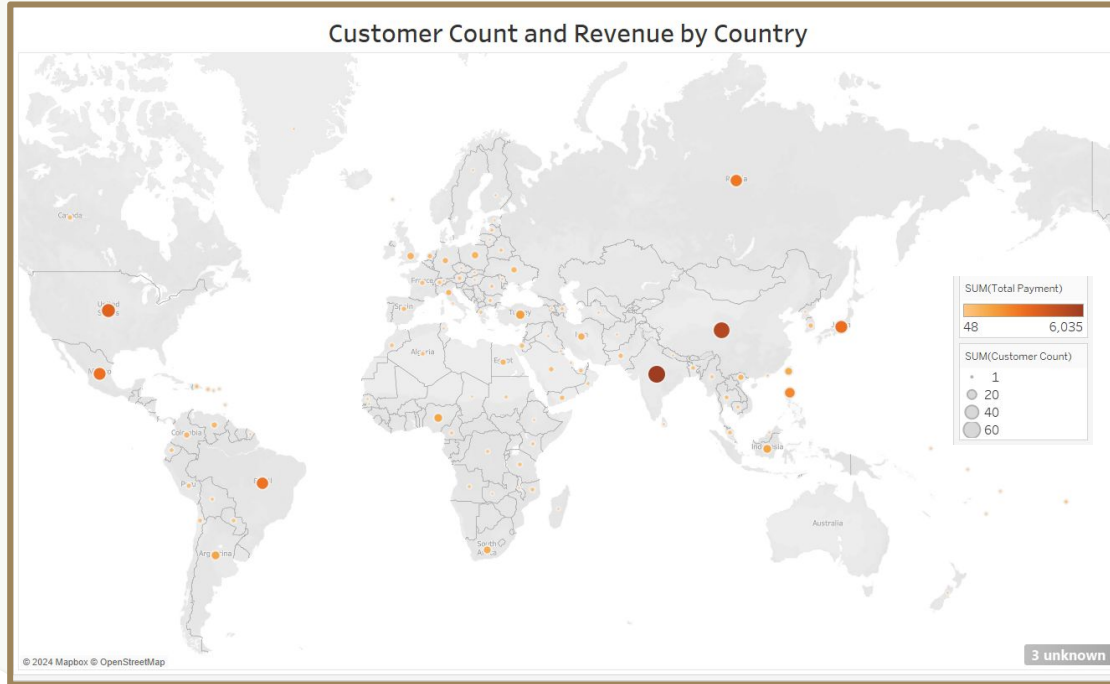
Top 20 Highest Selling Countries



The data shows that India had the most highest revenue, they earned a total of \$6034.78



# Customer Population and Revenue

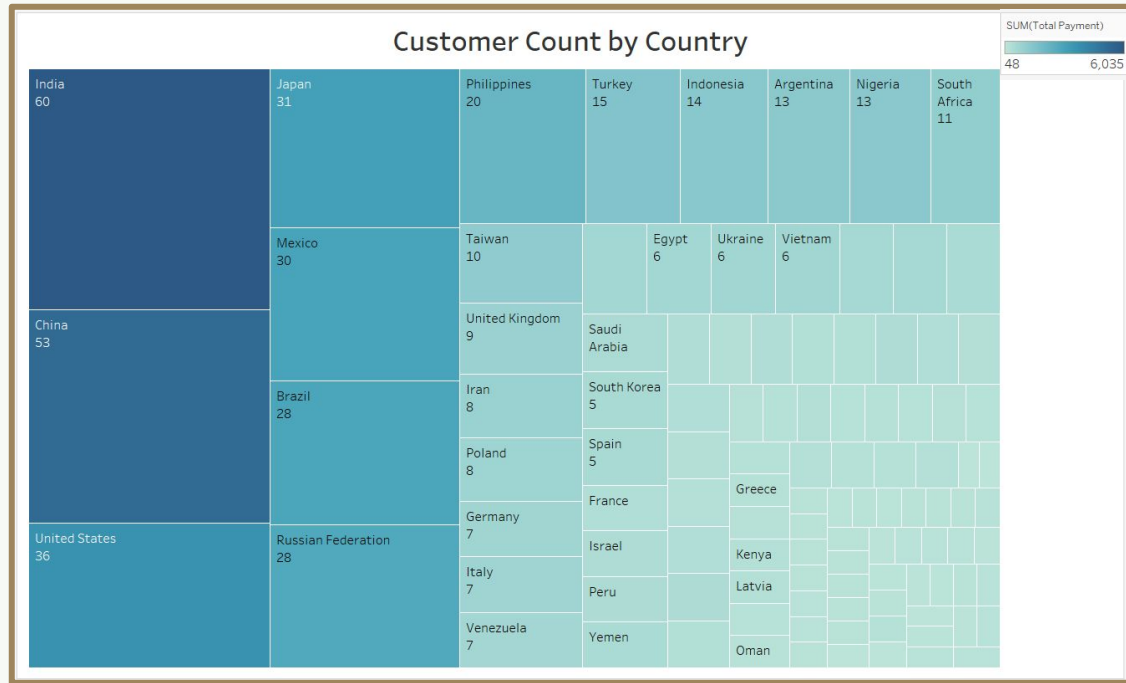
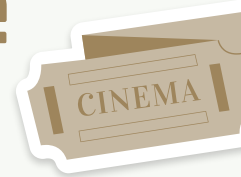


This graph also shows that India has the highest revenue, but we can also see it compared to other countries. India, China, Japan, Mexico, and the United States stand out greatly. The data also shows that many countries in Europe and Africa do not have many sales.





# Customer Population and Revenue

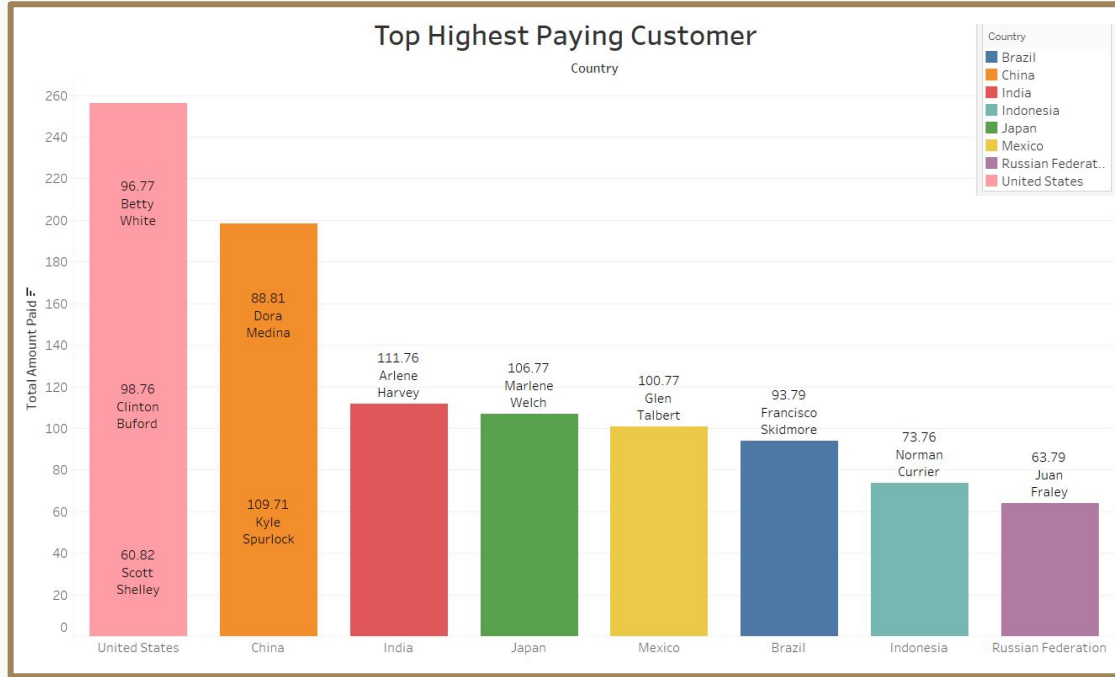
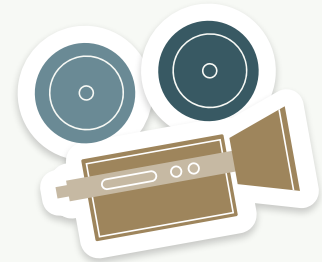


This tree map shows the countries with the highest revenue and their customers.

Looking at this graph we can see that there is a trend. The more customers a country has, the higher the revenue from that country.



# High Paying Customers



This graph shows the highest paying customers from the countries with the highest revenue. This graph shows that the United States have the highest paying customers. This shows a contrast to what the previous data has shown. Although India has the most customers and revenue, the customers from the United States spend the most.





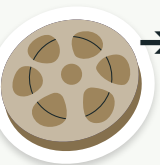
# Top 5 Highest Paying Customers in Top Cities

Customer ID	First Name	Last Name	City	Country	Total Amount Paid
225	Arlene	Harvey	Ambattur	India	\$111.76
424	Kyle	Spurlock	Shawnwei	China	\$109.71
240	Marlene	Welch	Iwaki	Japan	\$106.77
486	Glen	Talbert	Acua	Mexico	\$100.77
537	Clinton	Buford	Aurora	United States	\$98.76

# Recommendations



- Since many of the top countries with the highest revenues were from Asia and the Americas, the company should offer a more diverse range of language for these continents(ex. More movies offered in Mandarin, Spanish, Hindi)
- Advertising more in Europe and Africa would be beneficial, because Europe and Africa have some of the lowest revenues. Targeting and advertising more to these continents would make the company more well known and could attract more customers.
- Creating a customer loyalty program to give back to loyal customers. Data shows that more customers from the United States have a high loyalty, the company should advertise a loyalty program to countries with high customer populations such as China and India. This creates better customer retention, attracts new customers, and boosts revenue and customer lifetime value.
- When adding more movies, the company should look into adding more top ranked film genres such as sports, sci-fi, and animation. The approach attracts a larger audience and have a higher rental demand.
- Leverage the currently popular movies to market and advertise the company more.

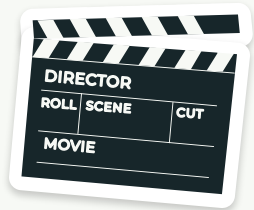




Thanks  
You!







# Appendix

[Link To Tableau Public](#)

