RockBuster Stealth LLC

Project Data Analysis

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RockBuster Project Analysis Tableau Storyboard

RockBuster Project Summary

Project Overview

RockBuster is a movie rental company planning to launch an online video rental service by its existing movie licenses to face major market competition and pressure from its competitors, such as Netflix and Amazon Prime.

Objective

To assist RockBuster's business intelligence department in the launch strategy for the new online service from inventory to customer insights.

Summary of Statistical Analysis

Movie Rental Duration

- Minimum:

  3 days

- Maximum:

  7 days

- Average:

  4.985 or 5 days

Movie Rental Rate $$

- Minimum:

  $0.99

- Maximum:

  $4.99

- Average:

  $2.98

Movie Replacement Cost $$

- Minimum:

  $9.99

- Maximum:

  $29.99

- Average:

  $19.984

Movie Release Year

- Minimum:

  2006

- Maximum:

  2006

- Average:

  2006

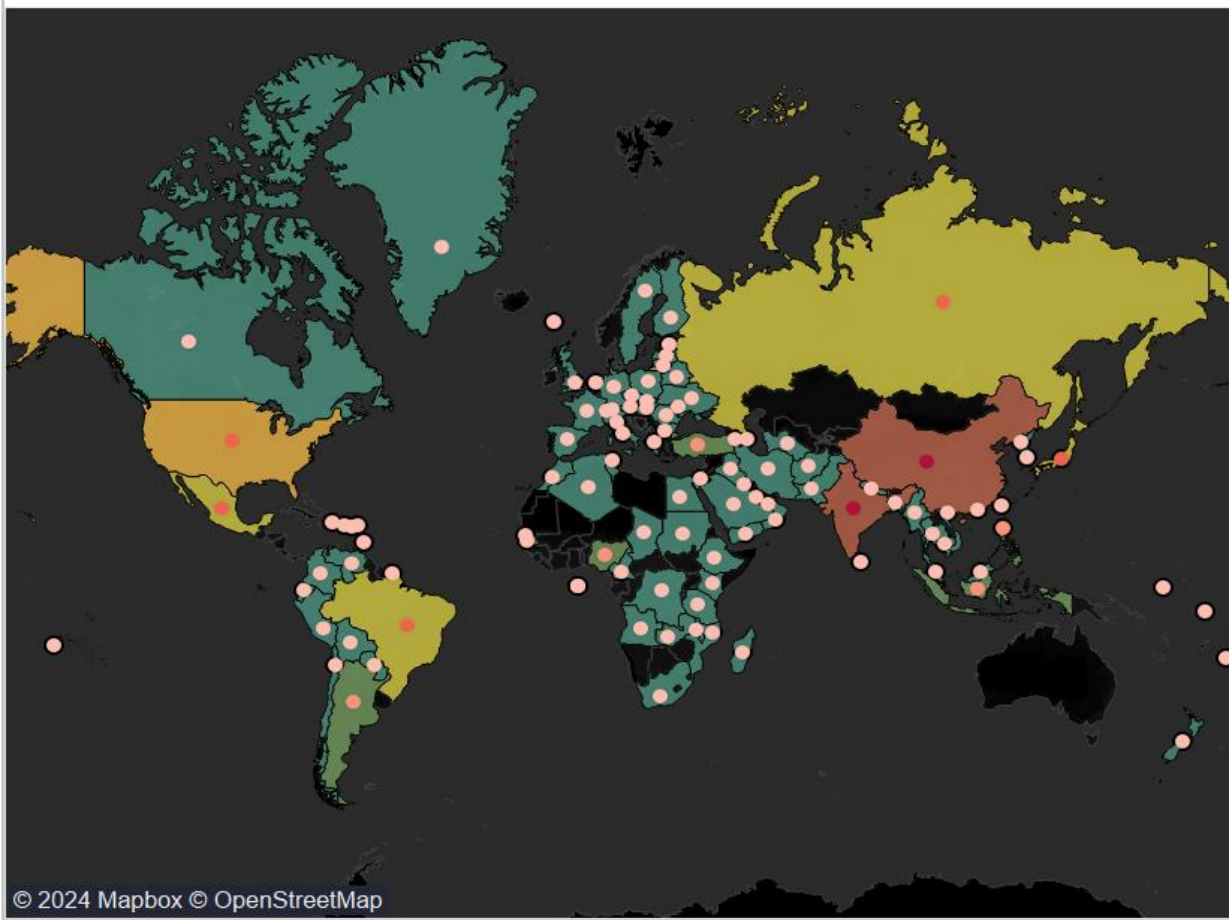## Movie Length (mins)

- Minimum:

  46 mins

- Maximum:

  185 mins

- Average:

  115.272 mins

Non-Numerical Mode Data:

- Title:

  Academy Dinosaur

- Movie Language

  English

- Movie Rating:

  PG-13

A Global Look At RockBuster Market

Global Map of Rockbuster

Total Payment
48 ▮▮▮▮ 6,035

Customer Count
1 ▮▮▮▮ 60

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-RockBuster sees a presence, small or large, in a majority of the global market.

-The top three countries where the company holds its biggest presence are India, China, and the United States

-The global customer count ranges from 1 to 60 and total payments from customers ranges from $48 to $6,035.

-The largest customer count base is in India with 60 customers with a resulted payment of $6,035.

-The lowest customer count base is in the American Samoa that only has a total payment of only $47.85.

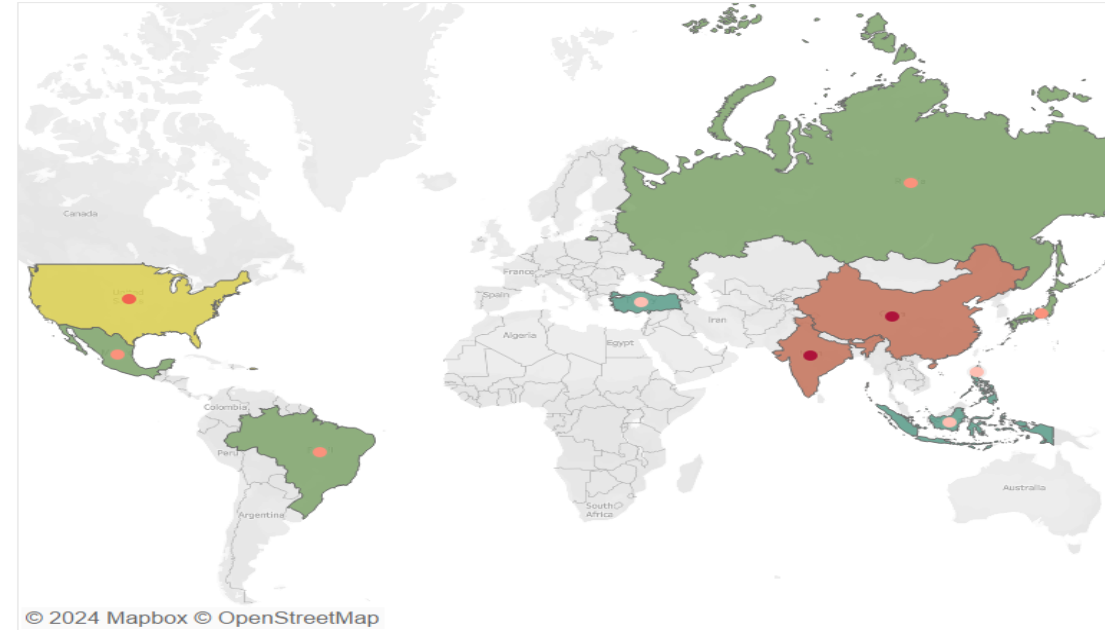| country	customer_	total_payment
Afghanistan	1	67.82
Algeria	3	349.18
American Samoa	1	47.85
Angola	2	187.55
Anguilla	1	99.68
Argentina	13	1298.8
Armenia	1	118.75
Austria	3	284.3
Azerbaijan	2	198.53
Bahrain	1	108.76
Bangladesh	3	353.19

RockBuster's Top 10 Performing Markets

-RockBuster's top performing markets are India, China, the United States, Japan, Mexico, Brazil, Russional Federation, Philippines, Turkey, and Indonesia.

-India and China show to be RockBuster's largest revenue and strongest customer base.

-United States, Japan, Mexico, Brazil, and Russian Federation show a decent presence which RockBuster can capitalize with more tailored marketing strategies and proper movie selections to counteract customer churn rates to increase customer count and revenue.

-Turkey and Indonesia show promise in customer base and could use stronger advertising promotions to draw in new potential customers.

Map of Top 10 Performing Countries

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Total Payment 1,353 — 6,035

Customer Count 14 — 60

Top 10 Countries' Details

Country	Movie Genre	Customer Count	Total Payment
India	Action	60	$6,034.78
China	Animation	53	$5,251.03
United States	Documentary	36	$3,685.31
Japan	Animation	31	$3,122.51
Mexico	Sports	30	$2,984.82
Brazil	Sci-Fi	28	$2,919.19
Russian Federation	Family	28	$2,765.62
Philippines	Animation	20	$2,219.70
Turkey	Drama	15	$1,498.49
Indonesia	Action	14	$1,352.69

RockBuster's Bottom 10 Performing Markets

Map of Bottom 10 Performing Countries
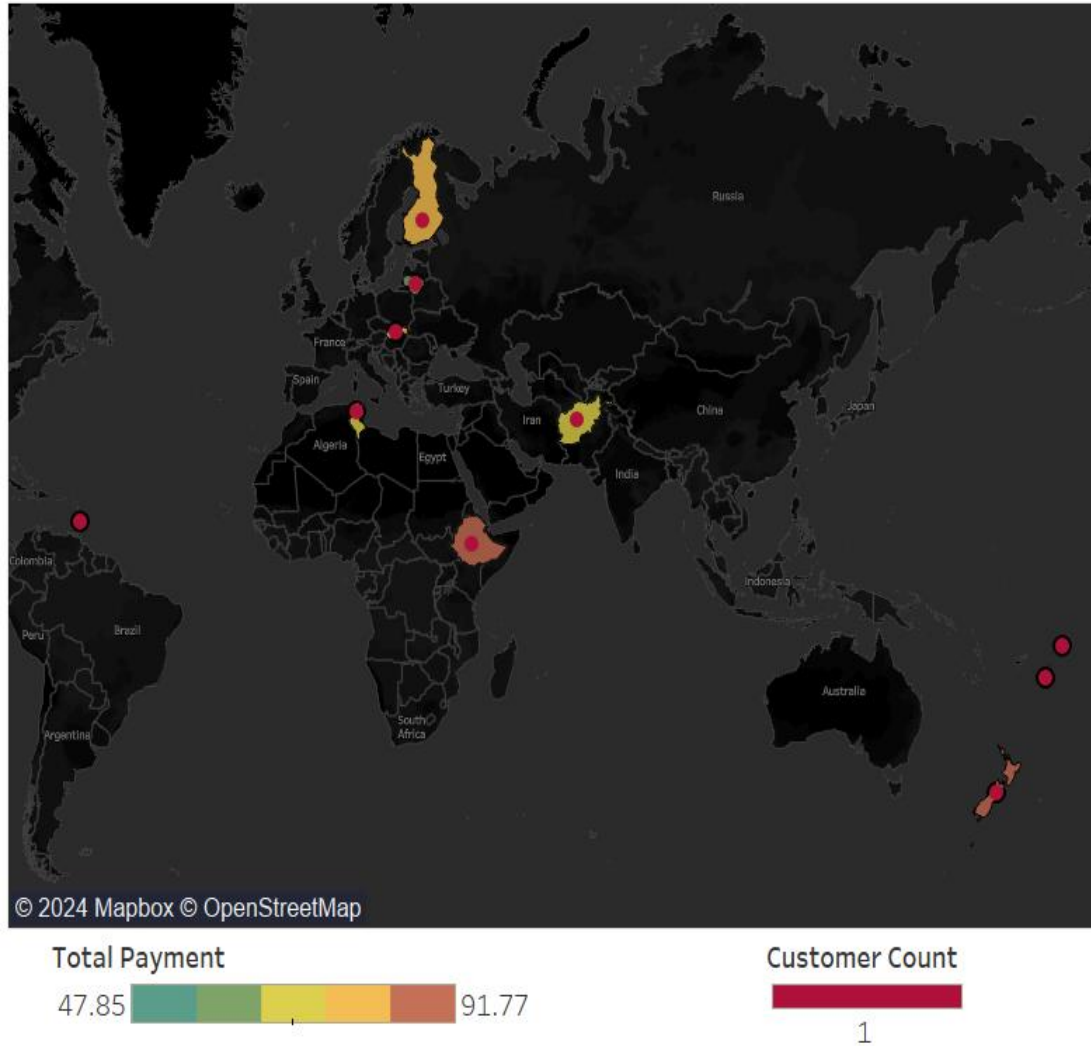
- RockBuster presence in these areas is weakest and is bringing in the least amount of revenue for the company.

- Countries are bringing in less than $100 and only have one customer.

- Countries do not see much growth potential and would maybe be best given lowest priority or phased out of RockBuster's cost of operations.

Bottom 10 Performing Market Details

Country	Customer Count	Total Payme..
Ethiopia	1	$91.77
New Zealand	1	$85.77
Slovakia	1	$80.77
Finland	1	$78.79
Tunisia	1	$73.78
Afghanistan	1	$67.82
Tonga	1	$64.84
Saint Vincent and the Grenadines	1	$64.82
Lithuania	1	$63.78
American Samoa	1	$47.85

RockBuster's Top 5 Loyal Customers

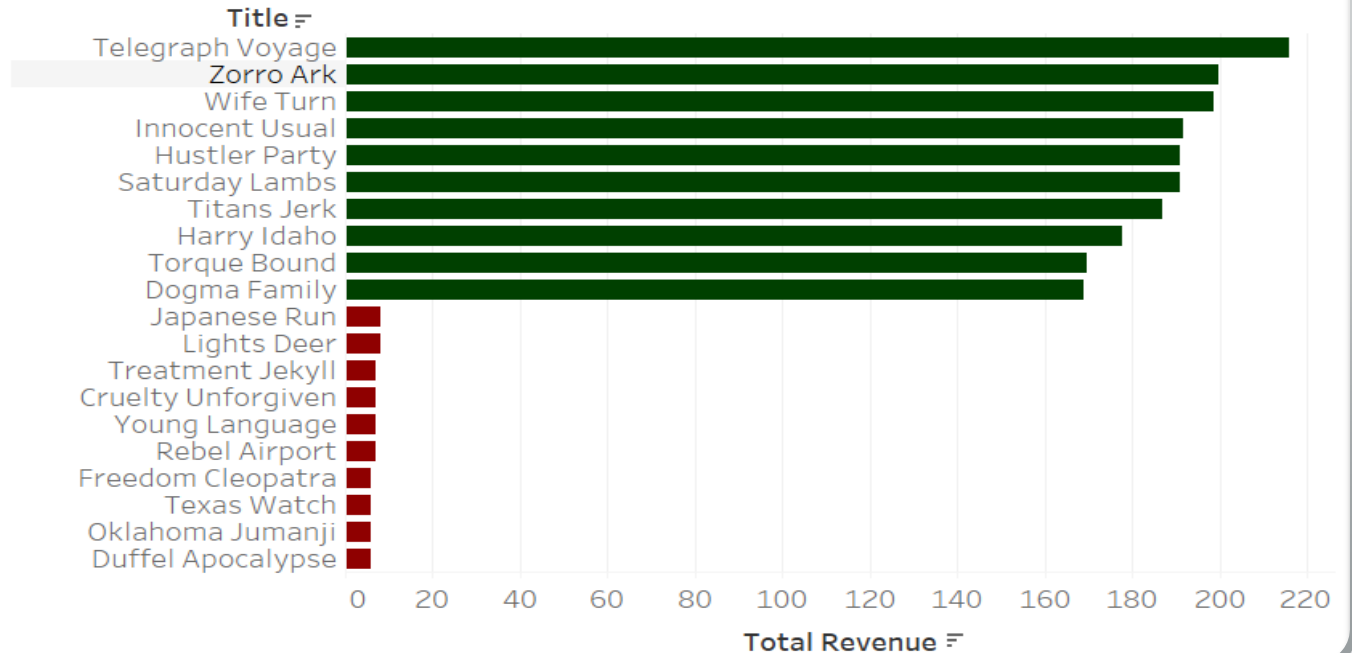## RockBuster's Top Loyal Customers

Arlene Harvey India Ambattur $111.76	Marlene Welch Japan Iwaki $106.77	Glen Talbert Mexico Acua $100.77
Kyle Spurlock China Shanwei $109.71	Clinton Buford United States Aurora $98.76	

- -Table shows RockBuster's top loyal customers.

- These customers have spent more than any of the worst performing markets mentioned earlier.

- To reward their loyalty and help drive further business, RockBust may consider offering these individuals several coupons for free rentals as a thanks for their loyal support.

  - This will hopefully build further trust and aid with word of mouth to drive more potential customers.

- -RockBuster may also consider using these customers to implement new strategies, such as a loyalty points for time spent with the company that can be used towards free rentals or cheapen online subscription costs.

RockBuster's Top and Worst Selling Titles

- The graph presents RockBuster's top ten selling titles in green and the worst selling 10 titles in red with the details table presenting their genre and rating.

- To best capitalize on these top selling movies, RockBuster should add more in inventory based on those regions that correspond with their best-selling genres.

  - For example, adding more inventory of Dogma Family in Japan locations as animation was the most popular genre of that region.

- The worse performing titles should have their inventory lessened or removed to make room for better selling and more preferred genre movies for RockBuster to maximize revenue.

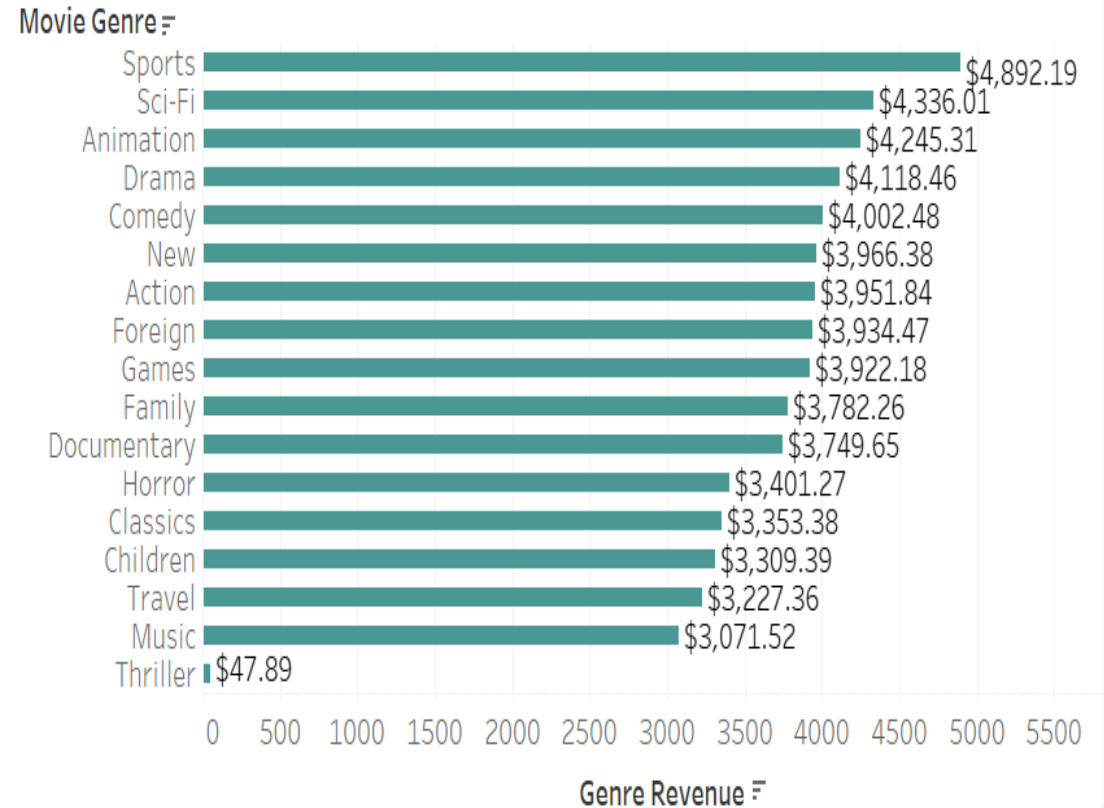## Top and Worst 10 Performing Titles

Title

Telegraph Voyage
Zorro Ark
Wife Turn
Innocent Usual
Hustler Party
Saturday Lambs
Titans Jerk
Harry Idaho
Torque Bound
Dogma Family
Japanese Run
Lights Deer
Treatment Jekyll
Cruelty Unforgiven
Young Language
Rebel Airport
Freedom Cleopatra
Texas Watch
Oklahoma Jumanji
Duffel Apocalypse

0 20 40 60 80 100 120 140 160 180 200 220

Total Revenue

Top and Worst Titles Details

Title	Genre	Rating	
Telegraph Voyage	Music	PG	215.8
Zorro Ark	Comedy	NC-17	199.7
Wife Turn	Documentary	NC-17	198.7
Innocent Usual	Foreign	PG-13	191.7
Hustler Party	Comedy	NC-17	190.8
Saturday Lambs	Sports	G	190.7
Titans Jerk	Sci-Fi	PG	186.7
Harry Idaho	Drama	PG-13	177.7
Torque Bound	Drama	G	169.8
Dogma Family	Animation	G	168.7
Japanese Run	Horror	G	7.9
Lights Deer	Classics	R	7.9
Cruelty Unforgiv..	Classics	G	6.9
Treatment Jekyll	Drama	PG	6.9
Rebel Airport	Music	G	6.9
Young Language	Documentary	G	6.9
Freedom Cleopat..	Comedy	PG-13	6.0
Duffel Apocalypse	Documentary	G	5.9
Oklahoma Juma..	New	PG	5.9
Texas Watch	Horror	NC-17	5.9

RockBuster Genre Sales

- RockBuster's top selling genres are sports, Sci-Fi, Animation, Drama, and comedy with each bring the company a revenue over $4000.

- RockBuster should increase the movie inventory on those top genres less than 1000 movies in inventory to maximize revenue from top selling genres.

- Comedy genre needs to be prioritized as its inventory is less than 900 movies.

- New, action, games, and family genres should be monitored as these are trailing close to the top five genres and show to be of interest to consumers and hold potential to overtake comedy genre.

Genre Revenue

Movie Genre ᷇

Movie Genre	Genre Revenue
Sports	$4,892.19
Sci-Fi	$4,336.01
Animation	$4,245.31
Drama	$4,118.46
Comedy	$4,002.48
New	$3,966.38
Action	$3,951.84
Foreign	$3,934.47
Games	$3,922.18
Family	$3,782.26
Documentary	$3,749.65
Horror	$3,401.27
Classics	$3,353.38
Children	$3,309.39
Travel	$3,227.36
Music	$3,071.52
Thriller	$47.89

Genre Revenue ᷇

Top 5 Genres Detailed Look

Mo.. ᷇	Genre Revenue ᷇	Movie Count	Average Rental Duration
Sports	4,892	1,081	5
Sci-Fi	4,336	998	5
Animat..	4,245	1,065	5
Drama	4,118	953	5
Comedy	4,002	851	5

RockBuster's Movie Ratings Analysis

- Based on the shown graph, PG-13 and NC-17 rated movies have yielded the most revenue for RockBuster and are comprised of the most movies in the Rockbuster inventory.

- It appears that G rated movies are not bringing in similar revenue as R, NC-17, PG-13, and PG rated movies.

- Based on rating revenue, we can theorize that the customer base may be around 13 years of age and up and RockBuster should be tailoring inventory selections more towards these age groups rather than the G rating age groups.

- RockBuster should increase more inventory stock on PG and R rated movies as PG-13 and NC-17 show be to over 200+ movies while PG and R are under 200.

  - Having more inventory of best-selling ratings can help increase RockBuster revenue and better satisfy customer preferences.

Movie Ratings Revenue and Inventory Counts

R
$12,073.03
189

G
$10,511.88
171

PG-13
$13,855.56
213

NC-17
$12,634.92
202

PG
$12,236.65
183
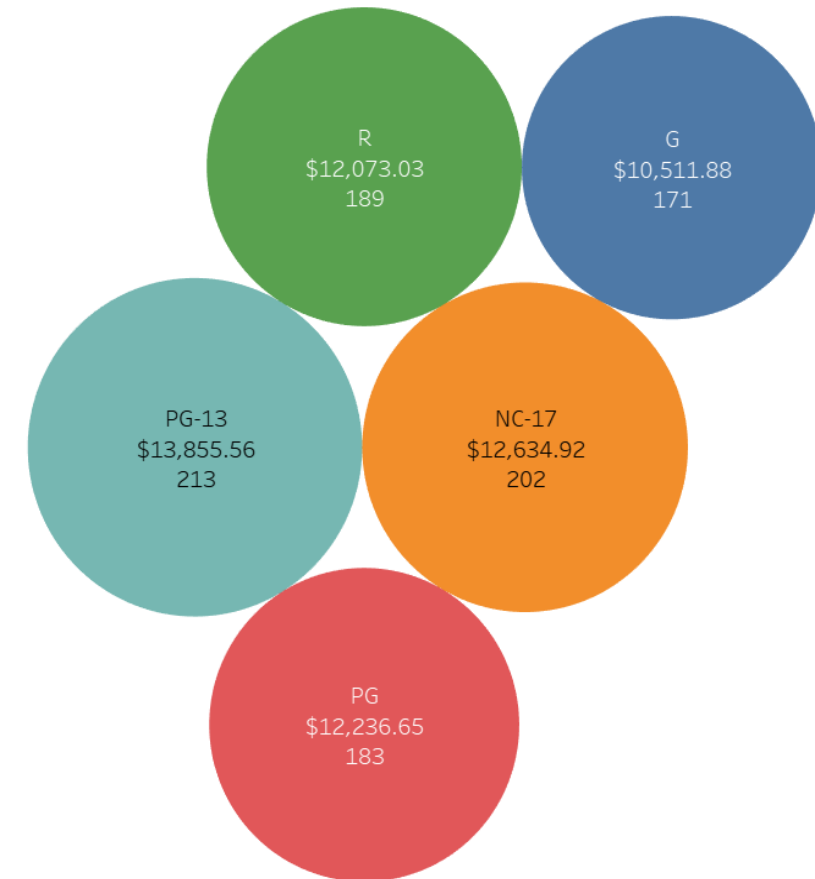
Conclusion: Key Points

- Top 10 markets are India, China, the United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey, and Indonesia.

- Bottom 10 markets are Ethiopia, New Zealand, Slovakia, Finland, Tunisia, Afghanistan, Tonga, Saint Vincent and the Grenadines, Lithuania, and American Samoa, each with only a single customer bringing in less than $100 and do not see much growth potential.

- RockBuster has 5 major loyal customers note: Arlene Harvey of India, Kyle Spurlock of China, Marlene Welch of Japan, Glen Talbert of Mexico, and Clinton Buford of the United States who each have a total paid amount of around $100 or more.

- RockBuster's top 10 titles are Telegraph Voyage, Zorro Ark, Wife Turn, Innocent Usual, Hustler Party, Saturday Lambs, Titans Jerk, Harry Idaho, Torque Bound, Dogma Family with each bringing in around $170+ in revenue.

- RockBuster's bottom 10 titles are Japanese Run, Lights Deer, Treatment Jekyll, Cruelty Unforgiven, Young Language, Rebel Airport, Freedom Cleopatra, Texas Watch, Oklahoma Jumanji, and Duffel Apocalypse with each bringing in revenue less than $10.

- RockBuster's top 5 genres are sports, Sci-Fi, animation, drama, and comedy with each bringing over $4,000 in revenue and an average rental duration of 5 days.

- Movie inventory for comedy genre is only at 851, Sci-Fi is 998, and drama is 953. Sports and animation are over a 1000.

- PG-13 and NC-17 are the most revenue generating movie ratings and comprise the majority of movie inventory stock.

- G rated movies comprise of the least revenue generation by around $2000 and have the least amount of movie inventory.

- Based on sales figures, potentially able to identify RockBuster's customer base to be around the ages of 13+.

Conclusion: Recommendations

- Add movies noted to countries' preferred genres to increase customer count and potential revenue in the top 10 countries. Especially in mentioned potential markets Turkey for drama and Indonesia for action genres.

- To help bring new customers, advertise based on genres matching country preference.

  - When developing advertisements, match countries with similar genre preferences, such as China, Japan, and the Philippines all favor animation which could help in marketing and advertising costs.

- Countries of the United States, Japan, Mexico, Brazil, Russian Federation, and the Philippines hold a decent presence but may suffer from churn rate, tailoring inventory to preferred genres can help lessen customer churn rates.

- RockBuster can stop efforts in bottom performing areas and focus on more cost potential areas.

- Reward RockBuster's top loyal customers with points or coupons for free rentals as a show of appreciation for their support to build greater relationships and possible better word of mouth.

- Develop new loyalty program to offer points for time spent with company that can be used towards free rental or cheapen online subscription costs.

- RockBuster should add more inventory of its top selling titles to best capitalize of the revenue these movies bring in, especially in those countries that prefer their types of genres.

- RockBuster should remove those poorly selling titles from inventory and replace with better sellers or newer movies to increase revenue potential.

- RockBuster needs to increase its movie inventory of sci-fi, drama, and comedy as they are lower than other top performing genres move inventory counts.

- Focus movies on PG-13, NC-17, PG, and R rated movies as it can be believed RockBuster customer base is 13+ years of age.

- Obtain more movie titles with R and PG ratings to be more in line with PG-13 and PG movie options.