



ROCKBUSTER STEALTH

INVENTORY AND BUSINESS ANALYSIS

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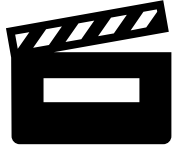
MOTIVATION AND OBJECTIVES

Rockbuster aims to stay competitive in the movie rental industry by launching an online video rental service taking advantage of its existing movie licenses

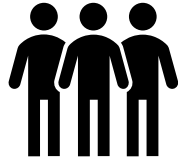
What movies, genres and segments should Rockbuster focus on?

What countries and regions provide the best business opportunities?

OVERVIEW



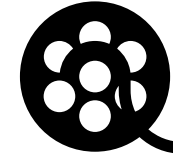
Catalogue of 1000
movies



599 customers



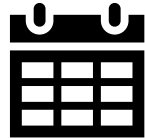
\$4.20 per movie
rented



\$19.98 average
replacement cost



\$102.35 per
customer



Average rental duration:
5 days



Most rented genre:
Sports



Most rented rating:
PG-13

WHICH MOVIES CONTRIBUTED THE MOST/LEAST TO REVENUE GAIN?

MOST PROFITABLE MOVIES



1.Telegraph Voyage
\$215.75

	Title	Revenue
2.	Zorro Ark	\$199.72
3.	Wife Turn	\$198.73

LEAST PROFITABLE MOVIES



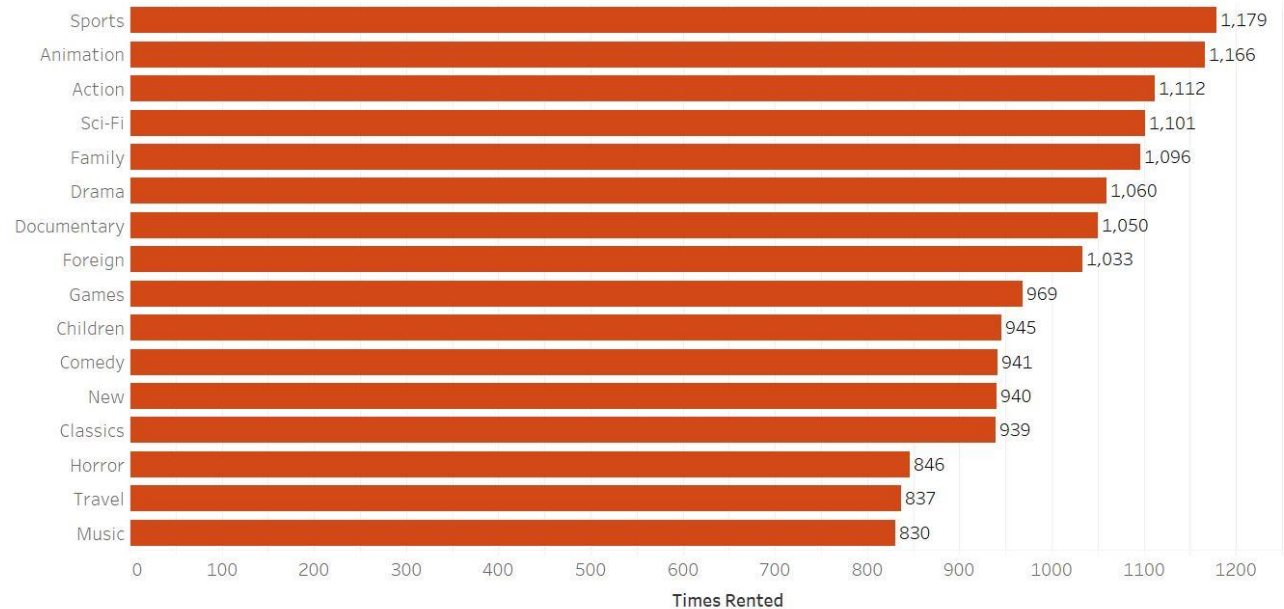
1.Texas Watch
\$5.94

	Title	Revenue
1.(=)	Oklahoma Jumanji	\$5.94
1.(=)	Duffel Apocalypse	\$5.94

MOST POPULAR GENRES

- The three most popular movie genres among Rockbuster clients are Sports, Animation and Action.
- In contrast, Music, Travel and Horror are the least rented genres.

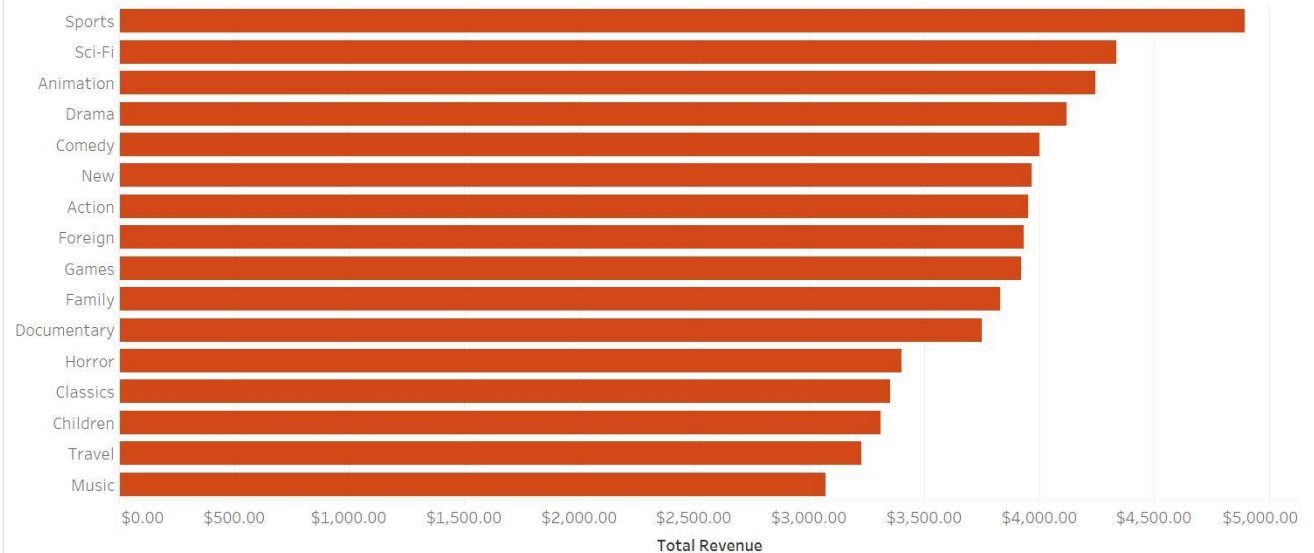
Popularity of Rockbuster Movies Genres



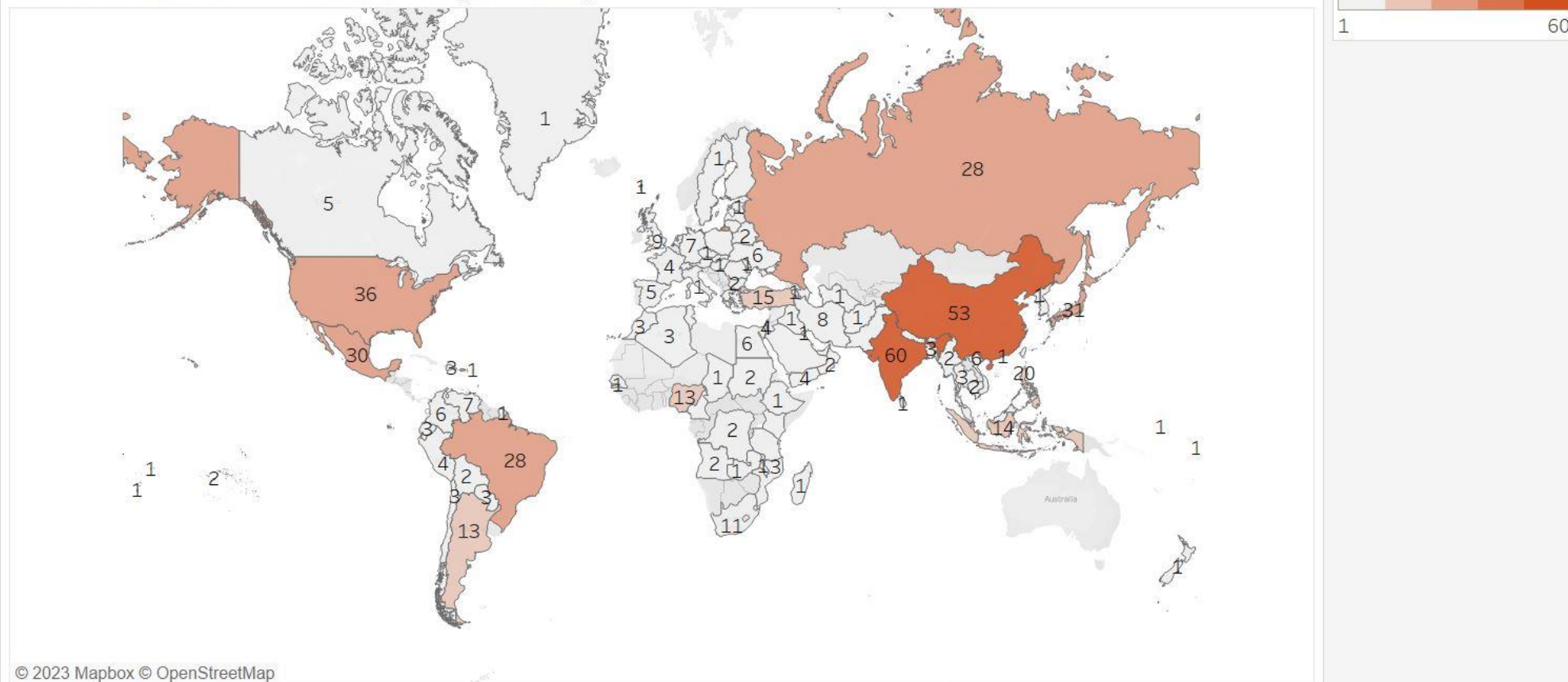
MOST PROFITABLE GENRES

- The three categories that have generated the largest sum for Rockbuster were Sports, Sci-Fi and Animation.
- The lowest revenue came from Music, Travel and Children movies.

Revenue by Genre



Total Rockbuster Customers by Country



TOP COUNTRIES AND CITIES

10 countries with most customers

	Country	#Customers
1	India	60
2	China	53
3	United States	36
4	Japan	31
5	Mexico	30
6 (=)	Brazil	28
6 (=)	Russian Federation	28
7	Philippines	20
8	Turkey	15
9	Indonesia	14

In these 10 countries, top 10 cities with most customers

	Country	City	#Customers
1	United States	Aurora	2
2 (=)	Brazil	São Leopoldo	1
2 (=)	China	Pingxiang	1
2 (=)	China	Xintai	1
2 (=)	India	Adoni	1
2 (=)	India	Dhule (Dhulia)	1
2 (=)	Japan	Kurashiki	1
2 (=)	Mexico	Atlixco	1
2 (=)	Mexico	Celaya	1
2 (=)	Turkey	Sivas	1

WHO ARE THE TOP CUSTOMERS?

- As part of Rockbuster's strategy to foster customer loyalty, we have identified the 5 customers in the selected 10 most popular cities of the 10 countries with the largest number of customers.

1	Sara Perry	Atlixco (Mexico)	\$128.70
2	Gabriel Harder	Sivas (Turkey)	\$108.75
3	Sergio Stanfield	Celaya (Mexico)	\$102.76
4	Clinton Buford	Aurora (USA)	\$98.76
5	Adam Gooch	Adoni (India)	\$97.80

GLOBAL TOP CUSTOMERS

- On a global level, we see customers from the United States and Brazil (countries with the largest number of customers) as the highest spending, but also from Réunion, the Netherlands and Belarus.

1	Eleanor Hunt	Réunion	\$211.55
2	Karl Seal	United States	\$208.58
3	Marion Snyder	Brazil	\$194.61
4	Rhonda Kennedy	Netherlands	\$191.62
5	Clara Shaw	Belarus	\$189.60

Rockbuster Locations with Highest Revenue (Absolute and per Customer)



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COUNTRIES WITH HIGHEST REVENUE

	Country	Total Revenue
1	India	\$6034.78
2	China	\$5251.03
3	United States	\$3685.31
4	Japan	\$3122.51
5	Mexico	\$2984.82

	Country	Revenue/Customer
1	Nepal	\$5.52
2	French Guiana	\$4.89
3	Turkmenistan	\$4.87
4	Kenya	\$4.81
5	Nauru	\$4.79

INSIGHTS

- The Sports and Animation genres are both popular with customers and generate the largest revenue.
- India, China and the United States are both the countries with the largest number of customers and the largest revenue.
- Some countries with a smaller number of customers such as Nepal, French Guiana and Turkmenistan have the highest revenue per customer.

RECOMMENDATIONS

- The total number of customers should be increased to ensure the viability of an online platform, with a focus on the most profitable markets, namely India, China, the United States, Japan and Mexico.
- Considering the popularity and profitability of Sports and Animation movies, these genres should be highlighted on the online platform.
- Further analysis should be conducted on the motivation behind the popularity of certain movies over others.
- Rockbuster should consider a loyalty reward program that particularly targets the largest customer-bases, especially when keeping in mind these are not currently the markets with the largest revenue per customer.

DOCUMENTATION

- Tableau visualisations:
 - https://public.tableau.com/views/CF_3_10/map_revenue?:language=en-GB&publish=yes&:display_count=n&:origin=viz_share_link
 - https://public.tableau.com/views/CF_3_10_b/revenuegenre?:language=en-GB&:display_count=n&:origin=viz_share_link
- Data set:
 - <http://www.postgresqltutorial.com/wp-content/uploads/2019/05/dvdrental.zip>