

# ROCKBUSTER STEALTH ANALYSIS

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# INTRODUCTION

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- Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.
- Due to stiff competition from streaming service, such as Netflix and Amazon Prime, Rockbuster Stealth management team is studying to launch an online video rental service in order to stay competitive.
- Thus, the BI department goal with this project is to help the other departments, from inventory to customer insights, with data-related queries, that can support the launch strategy for this new online service.

# BUSINESS QUESTIONS

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## Revenue

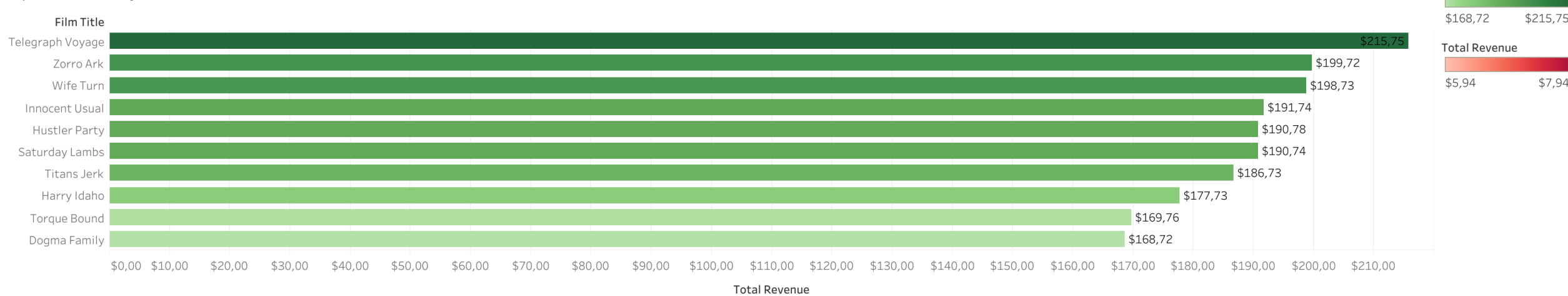
- Which movies titles/categories contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Do sales figures vary between geographic regions?

## Market Presence

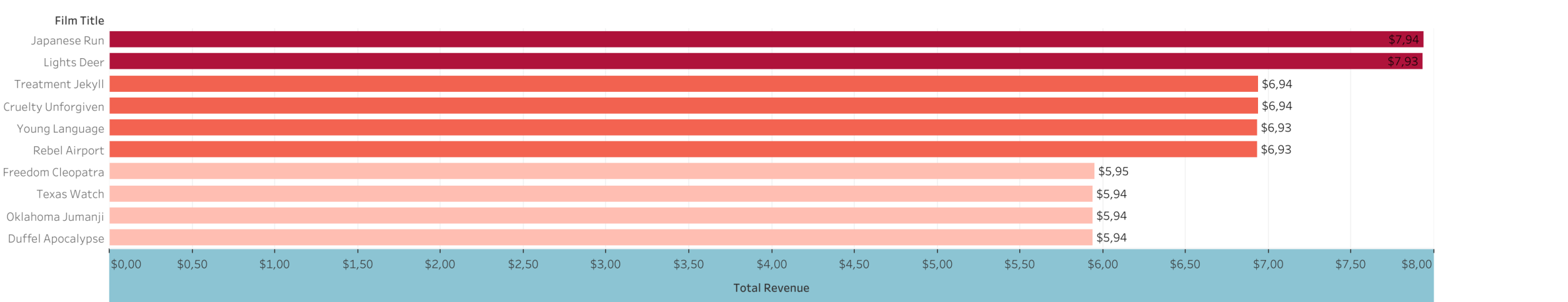
- Which countries are Rockbuster's customers based in?
- Where are customers with a high lifetime value based?

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

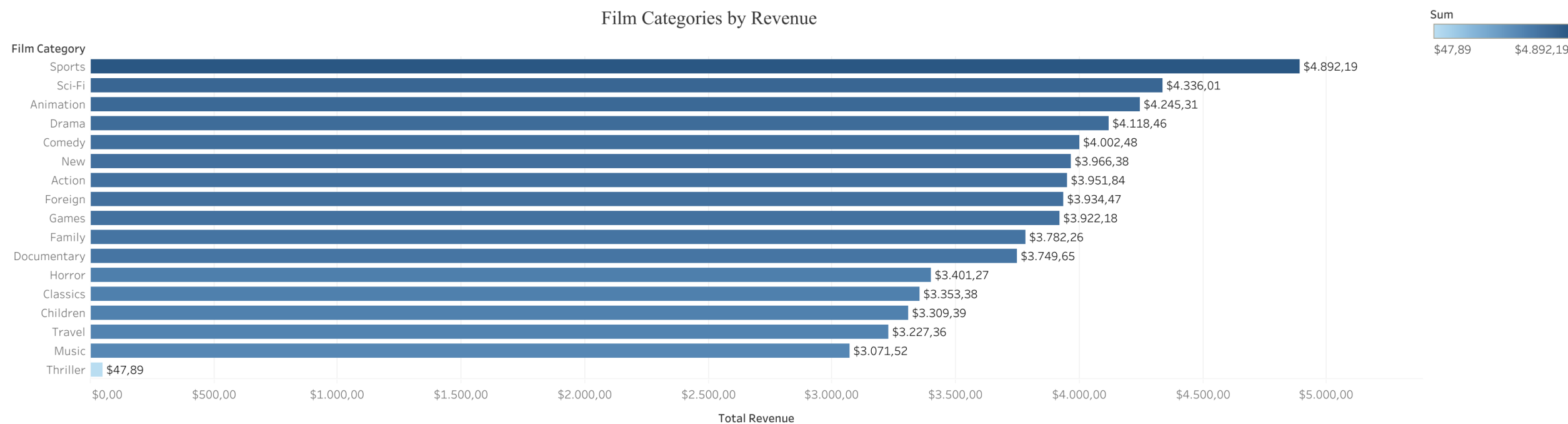
Top 10 Titles by Revenue



Bottom 10 Titles by Revenue

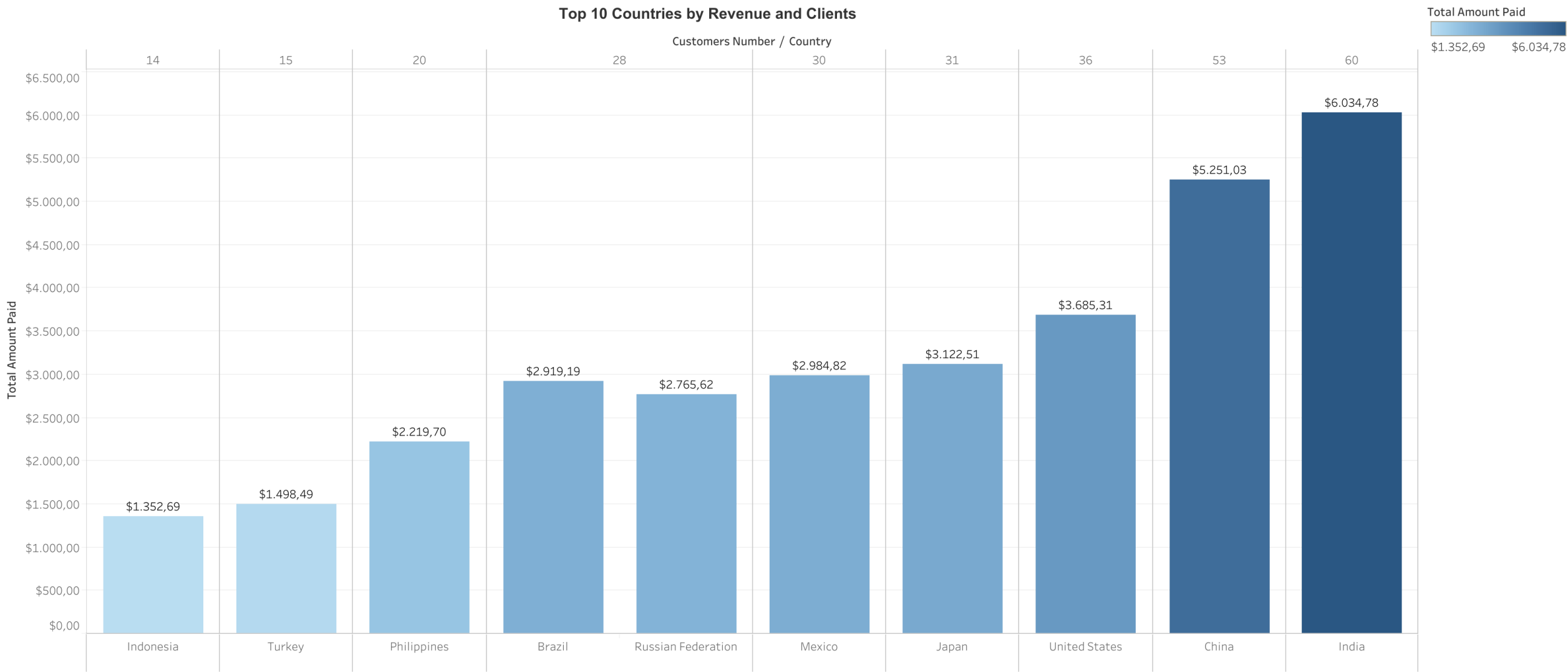


# Which categories contributed the most to revenue gain?



<div>COMPANY OVERVIEW</div>	What was the average rental duration for all videos?		
	Average Rental Duration	Minimum Rental Duration	Maximum Rental Duration
	5 days	Minimum of 3 days	Maximum of 7 days
	<u>Additional Insights</u>		
	Total Titles	Clients Total	Revenue
	1000 Unique Titles	599 Clients Worldwide	Total Revenue - \$61,312.04
	Average Rental Rate	Minimum Rental Rate	Maximum Rental Rate
	2.98 dollars	0.99 dollars	4.99 dollars

# Do sales figures vary between geographic regions?



## Which countries are Rockbuster's customers based in?

## Rockbuster Market Presence

Country

Tudo

Clients Number

• 1

20

40

60

Clients Number

1

60



# Where are customers with a high lifetime value based?

Top 10 Clients by Country, City and Revenue

First Name	Last Name	Country	City	
Eleanor	Hunt	Runion	Saint-Denis	\$211,55
Clara	Shaw	Belarus	Molodetno	\$189,60
Casey	Mena	Turkey	Tokat	\$130,68
Sara	Perry	Mexico	Atlixco	\$128,70
Leslie	Seward	Indonesia	Pontianak	\$123,72
Cecil	Vines	United Kingdom	London	\$115,74
Monica	Hicks	Ukraine	Mukateve	\$112,73
Clinton	Buford	United States	Aurora	\$98,76
Derrick	Bourque	Canada	Gatineau	\$87,80
Roland	South	China	Yingkou	\$80,77

Total Payment



Top 10 Cities by Revenue and Number of Clients

2 United States Aurora \$159,58	1 Turkey Sivas \$108,75	1 India Adoni \$97,80	1 Japan Kurashiki \$89,76	1 India Dhule (Dhulia) \$83,79
1 Mexico Atlixco \$128,70	1 Mexico Celaya \$102,76	1 Brazil So Leopoldo \$93,79	1 China Pingxiang \$86,80	1 China Xintai \$82,78

## Expansion

- Even though Rockbuster is presented in over 100 countries, the top 10 are responsible for over 50% of the revenue.
- Expanding into other markets to diversify your income might be a good option.

## Worldwide Content

- The films registered in the database only have one id, which means they are all in the same language. Considering Rockbuster's global presence, a great option would be to invest in content in other languages, such as Spanish, Portuguese, Hindi, among others.

## Market Assess

- Considering the huge difference in profit between genres such as sport, sci-fi and animation, compared to thriller, music and travel, perhaps market research will help to understand what the market wants, thus, investments in new products can be directed to products that the consumer is actually looking for.

# RECOMMENDATIONS

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# THANK YOU

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