



Rockbuster Stealth Data Analysis

By Satoru Teshima

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Objective

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.

To create a successful launch strategy for the new online video service, the following questions need to be answered.

- 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?



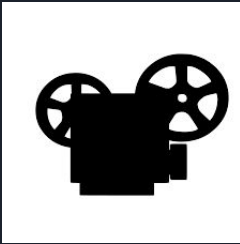
Data Overview

Provided Data Set

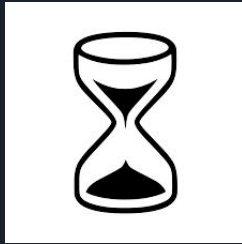
The Rockbuster data set

It contains information about Rockbuster's film inventory, customers, and payments.

General Overview



1000 films



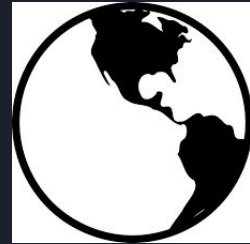
MAX 185 min
MIN 46 min
AVG 115 min



Only
English
Films



599
Registered
Customers



109
Countries



Data Overview

Rental Overview

RENTAL DURATION

MAX: 9 days
MIN: 1 day
AVG: 3 days

RENTAL RATE

MAX: 4.99USD
MIN: 0.99 USD

REPLACEMENT COST

MAX: 29.99 USD
MIN: 9.99 USD
AVG: 29.99 USD

Film Overview

RATING RATIO

G:	18%
PG:	19%
R:	20%
NC-17:	21%
PG-13:	22%

CATEGORY

Most Common:
Sports
Least Common:
Music

SPECIAL FEATURES

Most Common:
{Trailers,Commentaries,"Behind the Scenes"}

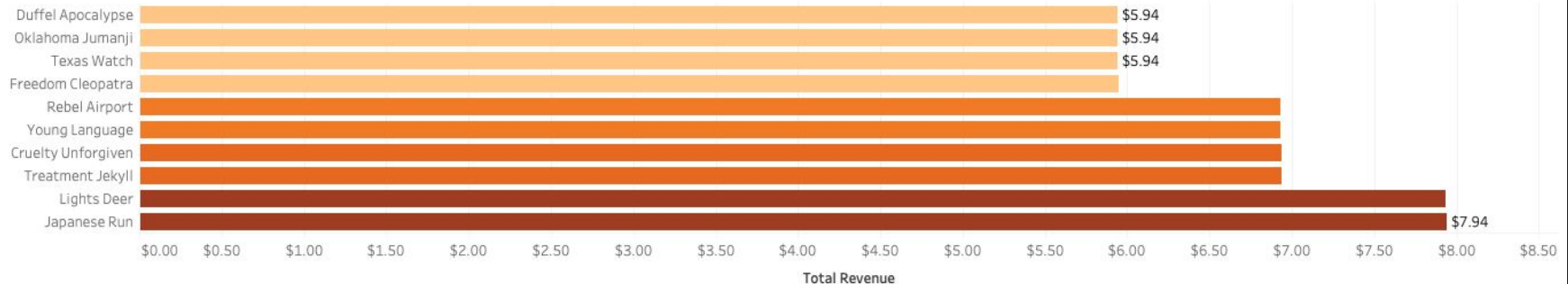
Least Common:
{Trailers,"Deleted Scenes","Behind the Scenes"}

Which movies contributed the most/least to revenue gain?

Top 10 Titles



Worst 10 Titles

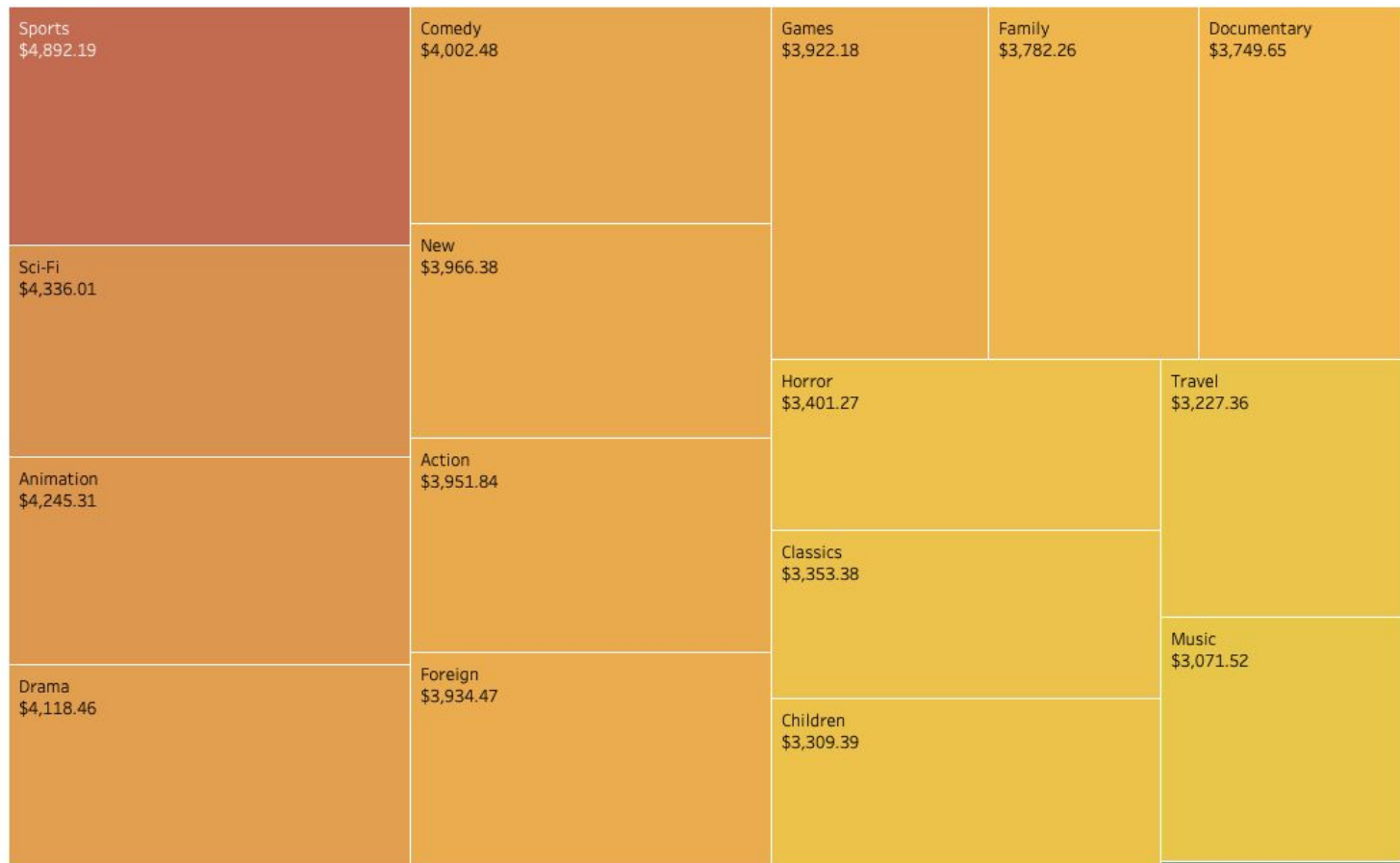




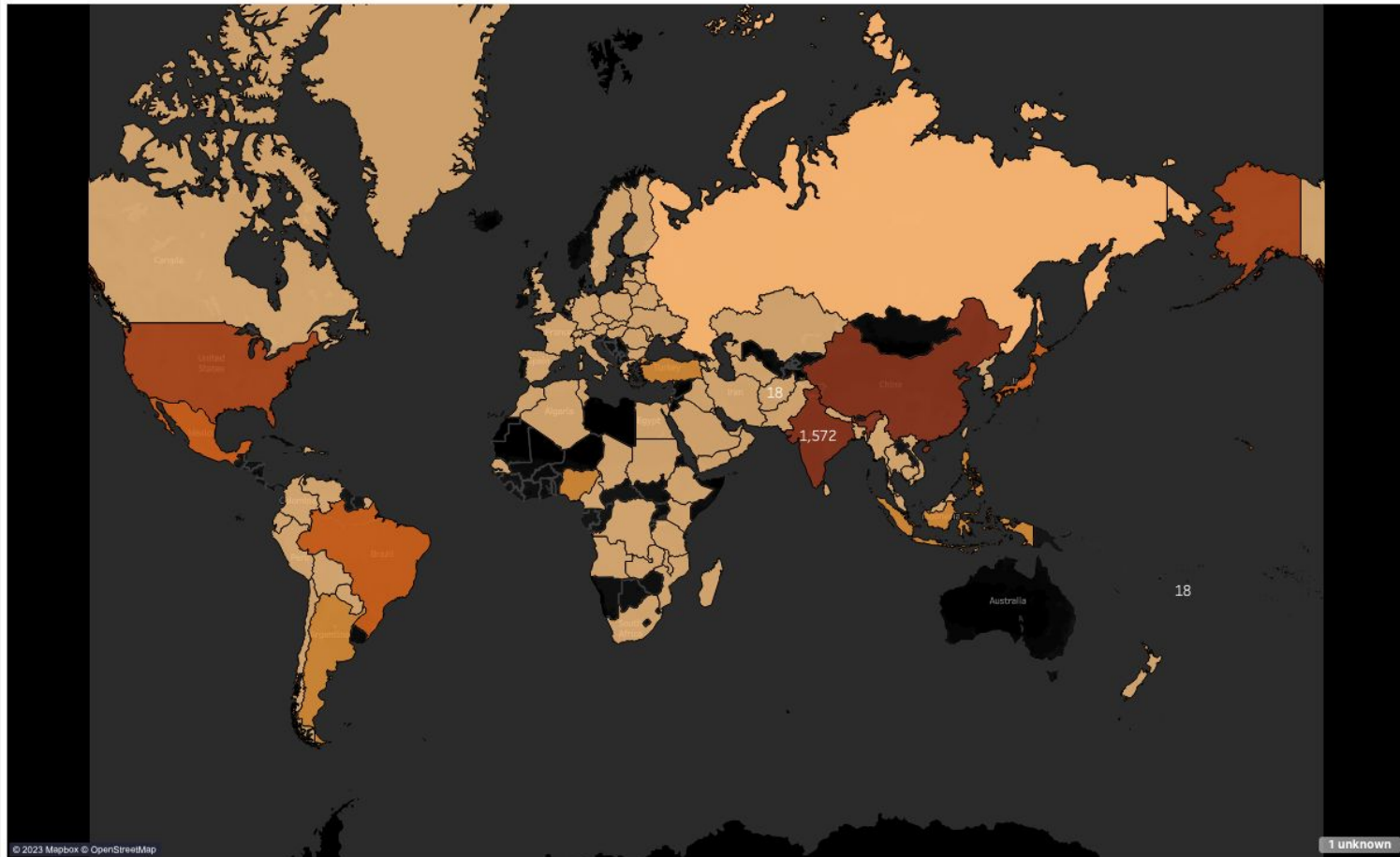
Which genre of films are most likely to generate high revenues?

Sports, followed by Sci-Fi, Animation, Drama and Comedy.

Revenue Generating Genres



customers around the world



Which countries are Rockbuster customers based in?

Top 3 Countries

1. India
2. China
3. United States

Bottom 3 Countries

1. Tonga
2. Afganistan
3. American Samoa

of Customers

18

1,572

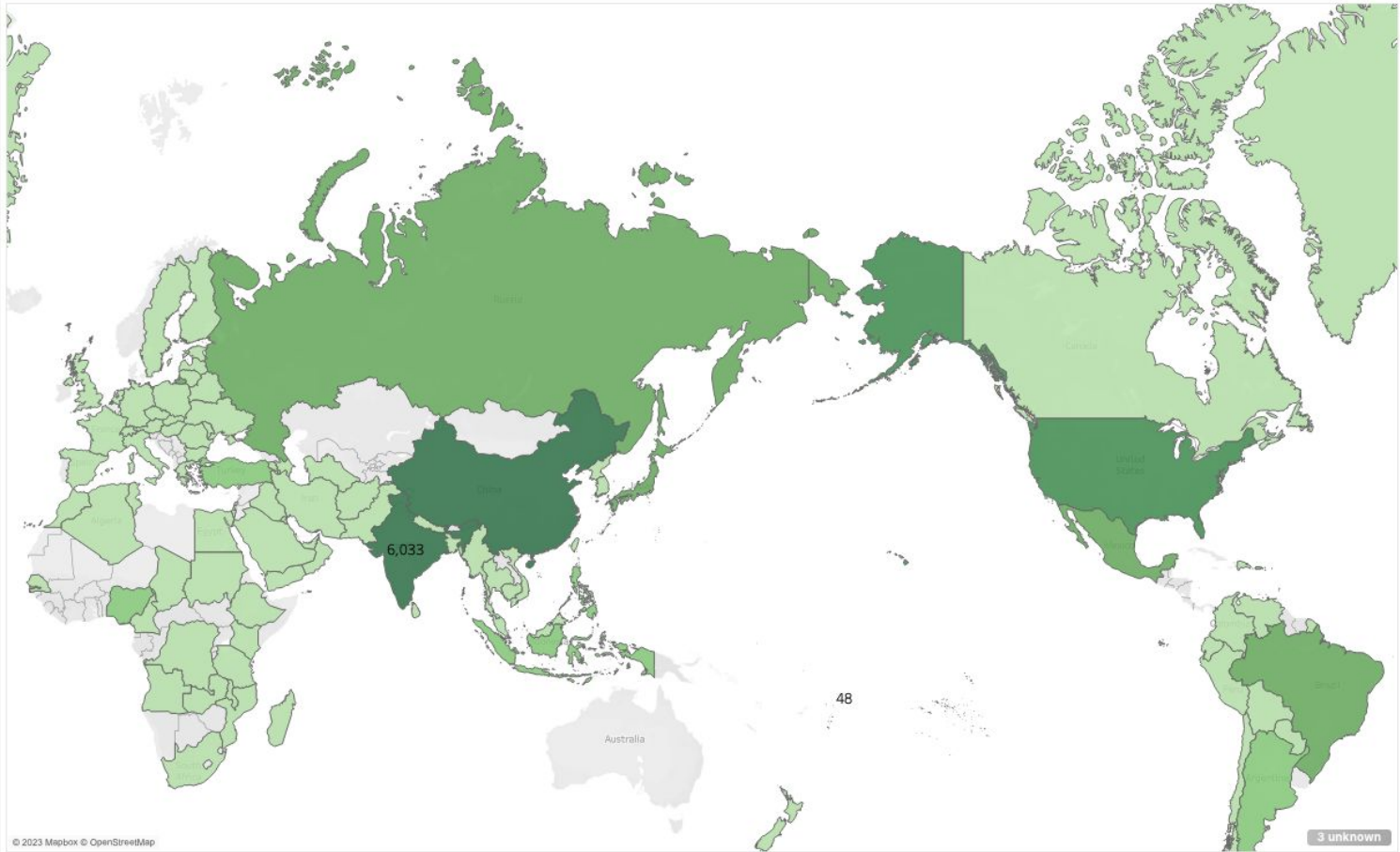


Do sales figures vary between geographic regions?

- Countries in Asia, especially Japan, China and India have top revenues.

- Countries in North America and South America, especially U.S., Mexico, and Brazil gain revenue significantly.

Sales By Region



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SUM(Total Revenue) 48

3 unknown

6,033



Key Takeaways & Next Steps

Key Takeaways

- North America and Asia are contributing the most to revenue gain.
- India has the largest number of customers followed by China and United States.
- The average rental duration is 3 days.
- Sports, Sci-Fi, Animation, Drama and Comedy generate high revenue.

Next Steps

- Focusing the promotions on countries with high revenue is recommended.
 - India, China, Japan, U.S., Mexico, Brazil
- Prepare the streaming licenses for Sports, Sci-Fi, Animation, Drama and Comedy films as they are most likely to generate high revenue.



Questions?

contact : satoru.teshima@gmail.com for a follow-up questions.

Find tableau public link here