

# Rockbuster Stealth - Data Analysis

Sherrilyn Roque, February, 2023





## Project Overview

Rockbuster Stealth, LLC is a movie rental company transitioning their business from physical to an online video service in order to stay competitive in today's market.

The company's Management team would like to analyze prior year's data to determine its strategy in optimizing revenue as the company competes with industry leaders such as Netflix and Amazon.



# Key Questions

1

What was the average rental duration for all videos?

2

What genres and movies generated the most revenue?

3

Where are most of Rockbuster's customers located?

4

Which countries did Rockbuster sold the most?

5

Who are Rockbuster's top-grossing customers?



# Key Data



4,581 films in  
Inventory



1,000 available  
Titles



599  
Customers  
Worldwide



20 Types of  
Genres



2 Physical  
Stores

# Perfomance Metrics

Average Rental  
Duration

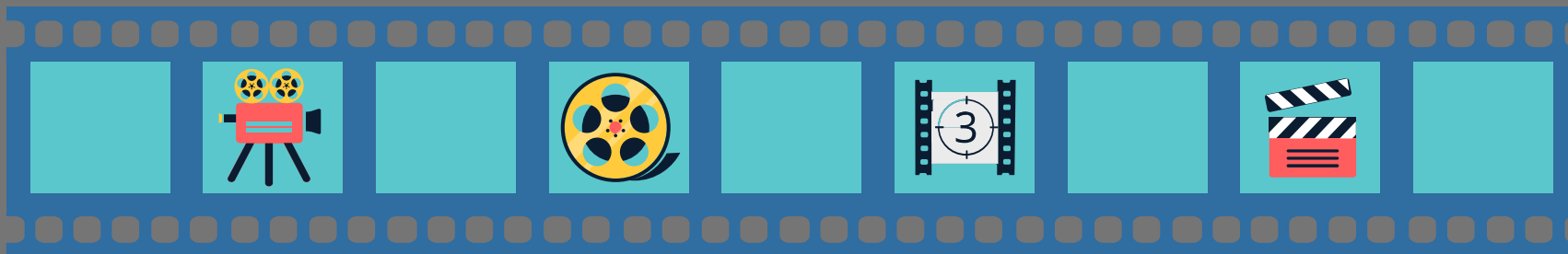
5 Days

2007 Total  
Revenue

\$61,312

Average Rental  
Rate

\$2.98

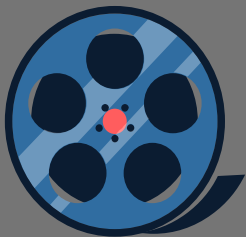


Top Rating

PG-13

Top Genre

Sports



## Additional Data Overview

Rockbuster's database contains a large amount of useful data ranging from sales, rental, customer, film and inventory information. Below is an overview of additional key points from the available data.

|                                     |                                     |                                   |                                   |                                 |   |
|-------------------------------------|-------------------------------------|-----------------------------------|-----------------------------------|---------------------------------|---|
| Release Year for All Films: 2006    | Minimum Rental Duration: 3 Days     | Maximum Rental Duration: 7 Days   | Minimum Rental Rate: \$0.99       | Maximum Rental Rate: \$4.99     | Minimum Movie Length (minutes): 46  |
| Maximum Movie Length (minutes): 185 | Average Movie Length (minutes): 115 | Film Language: 4,581 in English   | Minimum Replacement Cost: \$9.99  | Maximum Replacement Cost: 29.99 | Average Replacement Cost: 19.98   |
| Number of PG Rated Movies: 194      | Number of R Rated Movies: 195       | Number of NC-17 Rated Movies: 210 | Number of PG-13 Rated Movies: 223 | Number of G Rated Movies: 178   | Most Common Special Features: Trailers, Commentaries, "Behind the Scenes" |

### Key Takeaways/Action Items:

- Consider expanding the movie collections to include **international, non-English** movies as wells as titles **released before 2006**.
- PG-13 movie titles make up for 22% of the total collection. Consider adding more PG-13 rated movies to align with the trend.
- Focus on adding movies with under 2 hours of run time to see if this will shorten the average rental duration and turnaround the inventory more.

# 2007 Revenue by Genre



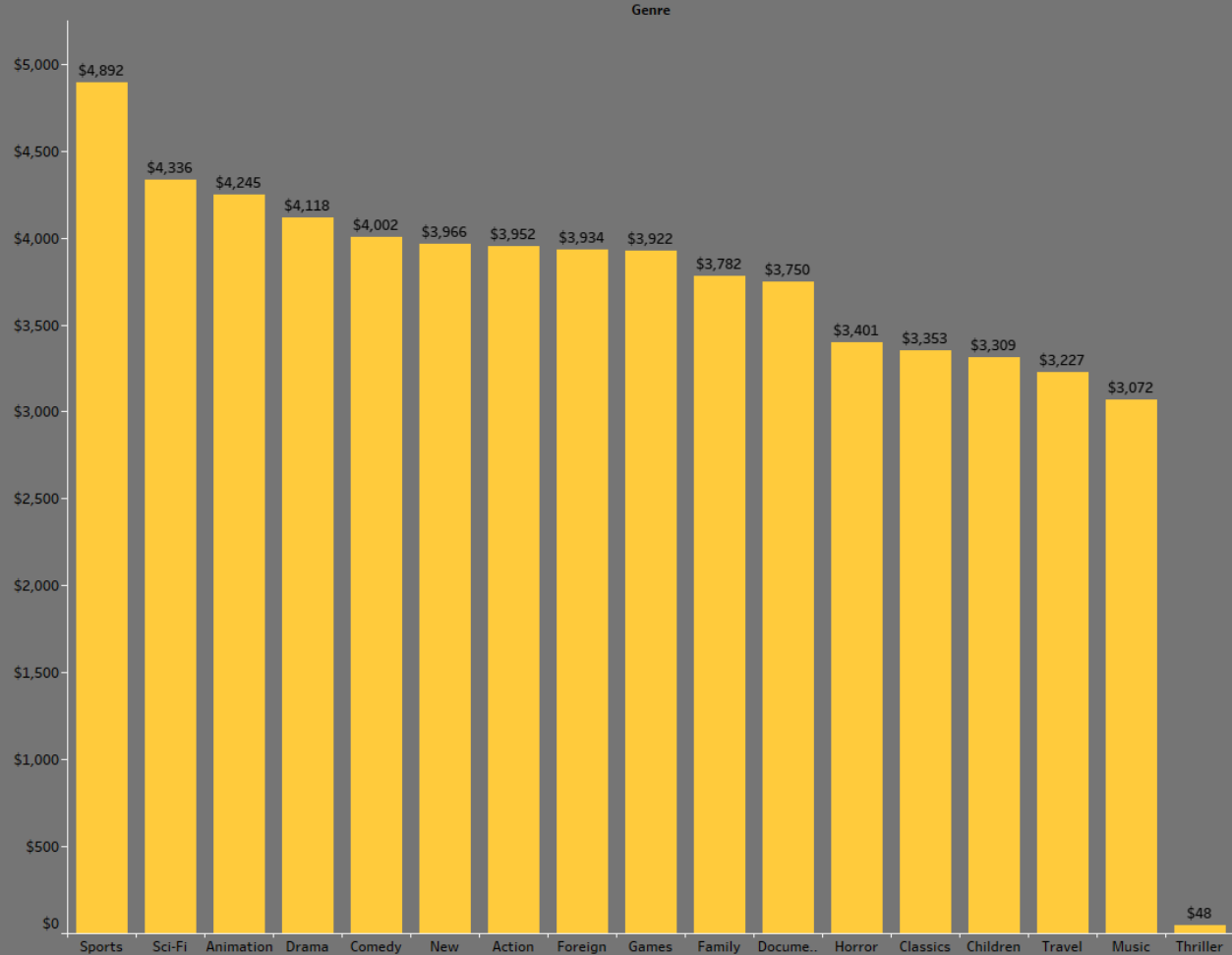
## Top Rented Genre

**Sports** was the #1 most rented genre (8% of total revenue).



## Least Rented Genre

**Thriller** was the least rented genre (\$48 annual revenue)



# 2007 Revenue by Genre by Top 10 Countries

| Country            |  | Action | Animation | Children | Classics | Comedy | Docume.. | Drama | Family | Foreign | Games | Horror | Music | New   | Sci-Fi | Sports | Thriller | Travel |
|--------------------|--|--------|-----------|----------|----------|--------|----------|-------|--------|---------|-------|--------|-------|-------|--------|--------|----------|--------|
| India              |  | \$380  | \$383     | \$432    | \$404    | \$344  | \$440    | \$405 | \$332  | \$446   | \$321 | \$344  | \$294 | \$379 | \$395  | \$460  | \$7      | \$265  |
| China              |  | \$310  | \$415     | \$312    | \$297    | \$333  | \$307    | \$363 | \$379  | \$256   | \$357 | \$281  | \$300 | \$367 | \$311  | \$410  |          | \$246  |
| United States      |  | \$208  | \$252     | \$186    | \$183    | \$258  | \$262    | \$288 | \$217  | \$243   | \$213 | \$250  | \$183 | \$229 | \$247  | \$312  |          | \$160  |
| Japan              |  | \$130  | \$252     | \$175    | \$156    | \$224  | \$211    | \$259 | \$141  | \$160   | \$209 | \$140  | \$109 | \$289 | \$233  | \$227  | \$4      | \$205  |
| Mexico             |  | \$196  | \$174     | \$160    | \$176    | \$143  | \$196    | \$233 | \$152  | \$245   | \$188 | \$153  | \$124 | \$148 | \$251  | \$269  |          | \$179  |
| Brazil             |  | \$157  | \$227     | \$160    | \$134    | \$184  | \$193    | \$151 | \$179  | \$186   | \$171 | \$193  | \$127 | \$198 | \$227  | \$264  |          | \$172  |
| Russian Federation |  | \$201  | \$175     | \$147    | \$192    | \$160  | \$162    | \$146 | \$208  | \$156   | \$192 | \$116  | \$184 | \$179 | \$215  | \$161  | \$5      | \$172  |
| Philippines        |  | \$132  | \$215     | \$97     | \$105    | \$156  | \$111    | \$127 | \$145  | \$189   | \$162 | \$108  | \$111 | \$144 | \$125  | \$168  |          | \$129  |
| Turkey             |  | \$105  | \$120     | \$119    | \$47     | \$109  | \$90     | \$144 | \$66   | \$112   | \$61  | \$103  | \$80  | \$81  | \$91   | \$106  | \$3      | \$65   |
| Indonesia          |  | \$137  | \$77      | \$86     | \$86     | \$76   | \$72     | \$104 | \$88   | \$90    | \$86  | \$59   | \$92  | \$103 | \$75   | \$68   |          | \$57   |



## Top Rented Genre

**Sports** was more popular in India, US, Mexico, and Brazil



## Least Rented Genre

**Thriller** was still consistently ranked the lowest amongst the top 10 countries.

### Key Takeaways/Action Items:

- Prioritize obtaining movie licenses on genres that are more popular in each of the top 10 countries to remain competitive in the market.
- Consider removing Thriller movies from the collection and substitute instead with better performing genres.

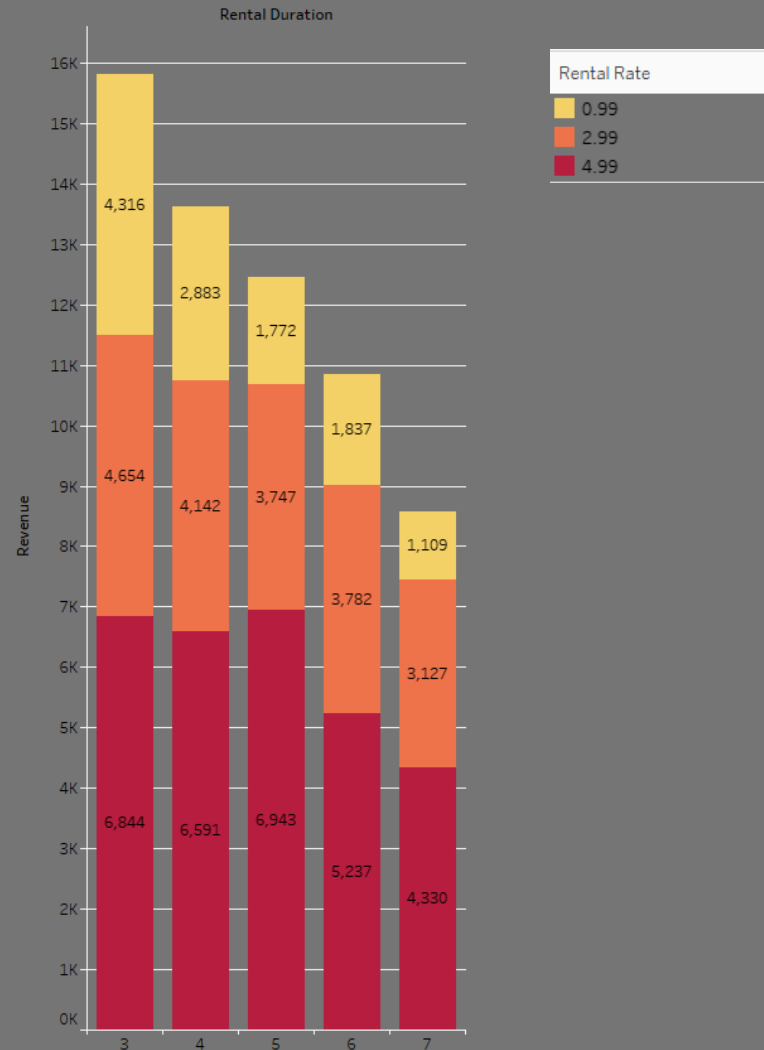


# 2007 Revenue by Rental Rate and Duration



## Key Takeaways/Action Items:

- Movies priced at \$4.99 rental rate and rented for the least number of days (3) generated the most revenue for Rockbuster. As the company moves on to a subscription-based model, these factors may no longer be significant revenue drivers.
- Focus will now move to obtaining licenses for movie titles that are considered popular and keeping up to date on trends.



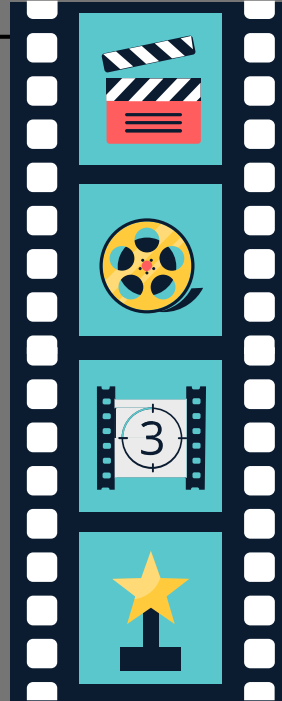
# Performance by Movie Titles

## Top Rented Movies

| Title            | Genre       | Rating | Revenue |
|------------------|-------------|--------|---------|
| Telegraph Voyage | Music       | PG     | 215.75  |
| Zorro Ark        | Comedy      | NC-17  | 199.72  |
| Wife Turn        | Documentary | NC-17  | 198.73  |
| Innocent Usual   | Foreign     | PG-13  | 191.74  |
| Hustler Party    | Comedy      | NC-17  | 190.78  |
| Saturday Lambs   | Sports      | G      | 190.74  |
| Titans Jerk      | Sci-Fi      | PG     | 186.73  |
| Harry Idaho      | Drama       | PG-13  | 177.73  |
| Torque Bound     | Drama       | G      | 169.76  |
| Dogma Family     | Animation   | G      | 168.72  |

### Key Takeaway/Action Item:

- The company should prioritize obtaining the licenses for these top rented movies first.



## Least Rented Movies

| Title              | Genre       | Rating | Revenue |
|--------------------|-------------|--------|---------|
| Texas Watch        | Horror      | NC-17  | 5.94    |
| Oklahoma Jumanji   | New         | PG     | 5.94    |
| Duffel Apocalypse  | Documentary | G      | 5.94    |
| Freedom Cleopatra  | Comedy      | PG-13  | 5.95    |
| Young Language     | Documentary | G      | 6.93    |
| Rebel Airport      | Music       | G      | 6.93    |
| Cruelty Unforgiven | Classics    | G      | 6.94    |
| Treatment Jekyll   | Drama       | PG     | 6.94    |
| Lights Deer        | Classics    | R      | 7.93    |
| Stallion Sundance  | Sci-Fi      | PG-13  | 7.94    |

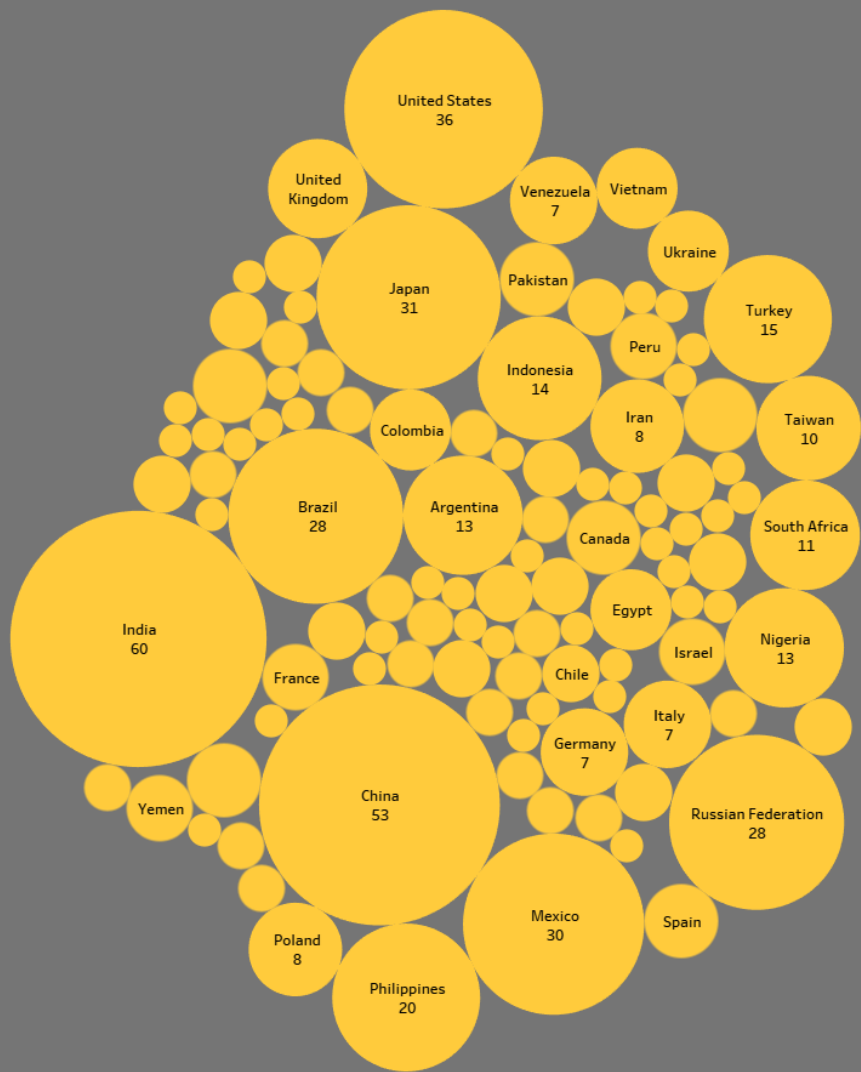
# Customer Locations by Country



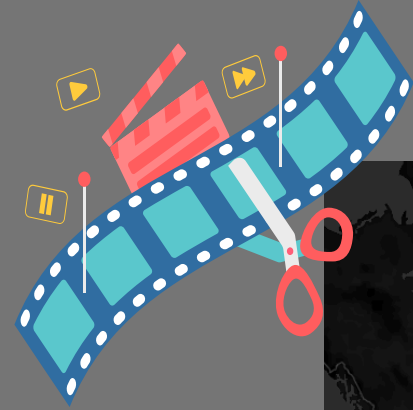
5 out of the top 10 countries where customers are located are in **Asia**.



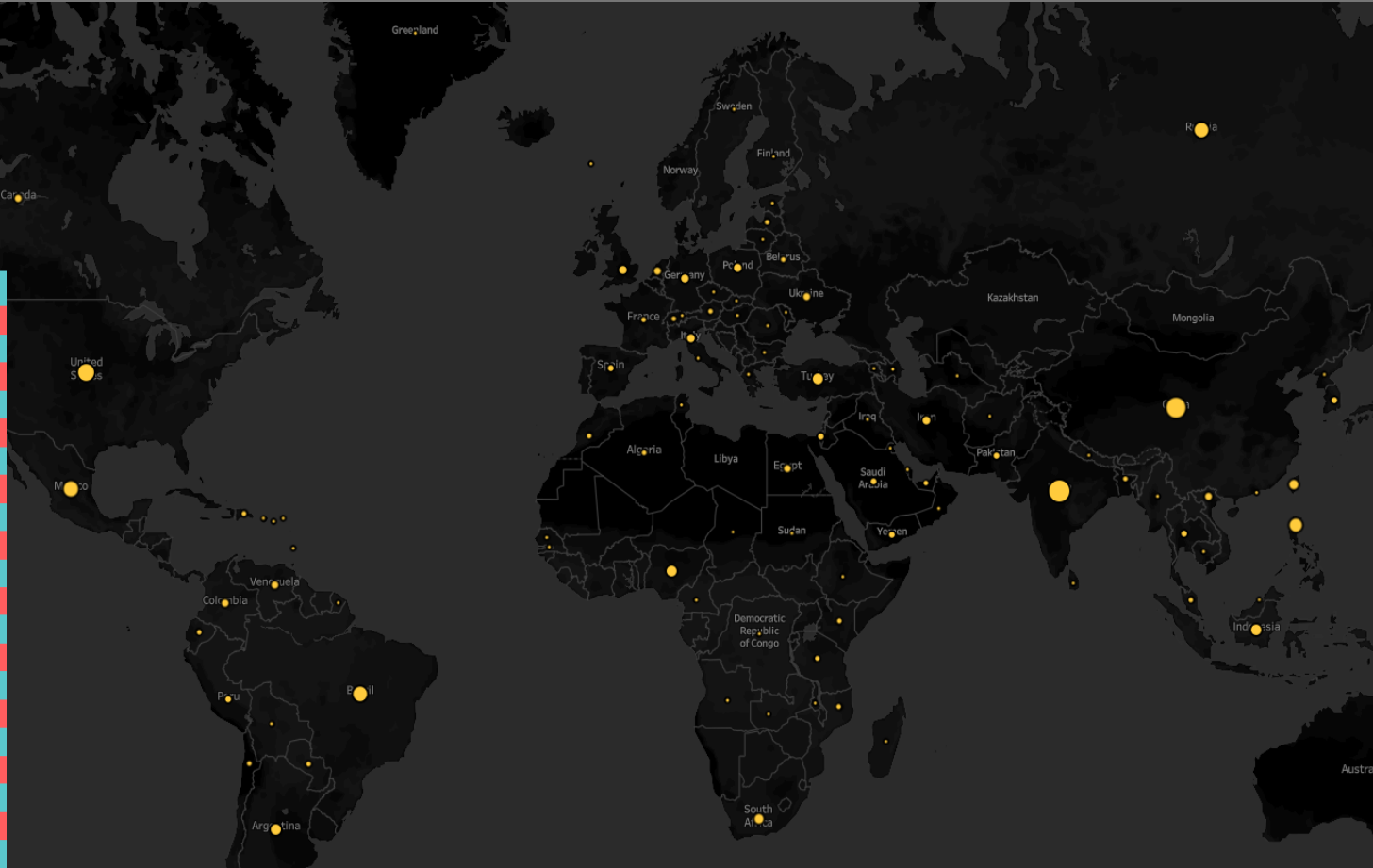
Most of Rockbuster's customers are in **India**; which also tops overall in revenue.



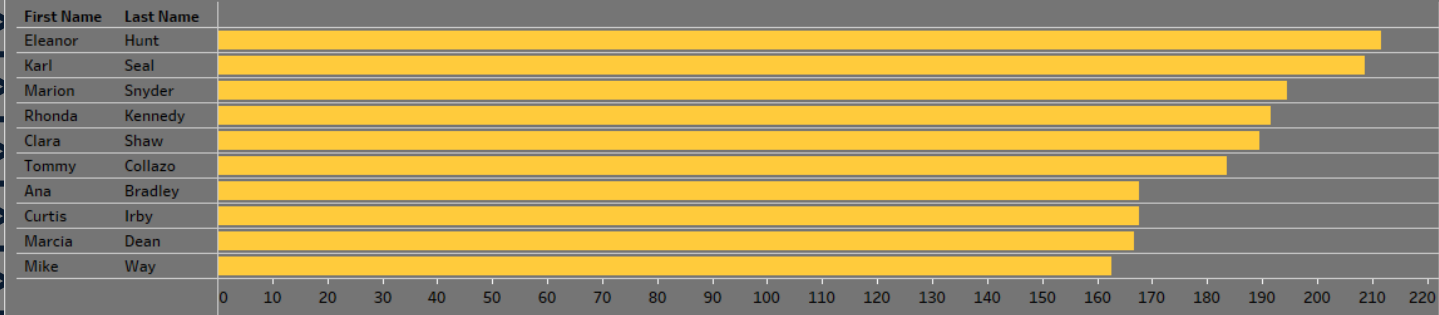
# 2007 Top 20 Countries by Revenue



| Rank | Country            | Total Revenue |
|------|--------------------|---------------|
| 1    | India              | 6,034.78      |
| 2    | China              | 5,251.03      |
| 3    | United States      | 3,685.31      |
| 4    | Japan              | 3,122.51      |
| 5    | Mexico             | 2,984.82      |
| 6    | Brazil             | 2,919.19      |
| 7    | Russian Federation | 2,765.62      |
| 8    | Philippines        | 2,219.70      |
| 9    | Turkey             | 1,498.49      |
| 10   | Indonesia          | 1,352.69      |
| 11   | Nigeria            | 1,314.92      |
| 12   | Argentina          | 1,298.80      |
| 13   | Taiwan             | 1,155.10      |
| 14   | South Africa       | 1,069.46      |
| 15   | Iran               | 877.96        |
| 16   | United Kingdom     | 850.96        |
| 17   | Poland             | 786.16        |
| 18   | Italy              | 753.26        |
| 19   | Germany            | 741.24        |
| 20   | Vietnam            | 676.45        |



# Top 10 Customers by Gross Revenue



## Key Takeaways/Action Items:

- Ensure that these top customer accounts are migrated seamlessly to the online platform.
- Notify these customers in advance of the new digital business model.

# Data Limitations

```
graph TD; A[Data Limitations] --- B[The historical sales data used for this analysis was limited only to 1 year.]; A --- C[Movie collections in this analysis were limited to 2006 release dates only. Does the company have a more extensive catalog preceding 2006?]; A --- D[Only 2 physical stores were included in the data. Does the company have more than 2 stores?]; B <--> E[Having additional data can generate different results and conclusions.]; C <--> E; D <--> E;
```

The historical sales data used for this analysis was limited only to 1 year.

Movie collections in this analysis were limited to 2006 release dates only. Does the company have a more extensive catalog preceding 2006?

Only 2 physical stores were included in the data. Does the company have more than 2 stores?

**Having additional data can generate different results and conclusions.**

# Recommendations

Prioritize building the digital collection of the top rented genres and movie titles first to ensure that revenue stream remains strong.

## Strategy

Consider investing in market research to determine how competitors are achieving market share to boost movie collections and sales.

## Market Research

Prioritize rolling out the digital platform to the top-selling countries such as India, China, United States, Japan, and Mexico.

## Website

Provide promotional discounts to the top customers to ease their transition and retention purposes.

## Engagement





## References

### Tableau Visualizations:

- [https://public.tableau.com/views/Rockbuster\\_16766061773790/RevenuebyGenre?:language=en-US&display\\_count=n&origin=viz\\_share\\_link](https://public.tableau.com/views/Rockbuster_16766061773790/RevenuebyGenre?:language=en-US&display_count=n&origin=viz_share_link)
- [https://public.tableau.com/views/Rockbuster\\_16766061773790/Top10Customers?:language=en-US&display\\_count=n&origin=viz\\_share\\_link](https://public.tableau.com/views/Rockbuster_16766061773790/Top10Customers?:language=en-US&display_count=n&origin=viz_share_link)
- [https://public.tableau.com/views/Rockbuster\\_16766061773790/TopCountriesbyRevenue?:language=en-US&display\\_count=n&origin=viz\\_share\\_link](https://public.tableau.com/views/Rockbuster_16766061773790/TopCountriesbyRevenue?:language=en-US&display_count=n&origin=viz_share_link)
- [https://public.tableau.com/views/Rockbuster\\_16766061773790/Top20CountriesRanked?:language=en-US&display\\_count=n&origin=viz\\_share\\_link](https://public.tableau.com/views/Rockbuster_16766061773790/Top20CountriesRanked?:language=en-US&display_count=n&origin=viz_share_link)
- [https://public.tableau.com/views/Rockbuster\\_16766061773790/CustomerLocationbyCountry?:language=en-US&display\\_count=n&origin=viz\\_share\\_link](https://public.tableau.com/views/Rockbuster_16766061773790/CustomerLocationbyCountry?:language=en-US&display_count=n&origin=viz_share_link)
- [https://public.tableau.com/views/Rockbuster\\_16766061773790/RevenuebyRentalRateandDuration?:language=en-US&publish=yes&display\\_count=n&origin=viz\\_share\\_link](https://public.tableau.com/views/Rockbuster_16766061773790/RevenuebyRentalRateandDuration?:language=en-US&publish=yes&display_count=n&origin=viz_share_link)
- [https://public.tableau.com/views/Rockbuster\\_16766061773790/RevenuebyGenrebyCountry?:language=en-US&publish=yes&display\\_count=n&origin=viz\\_share\\_link](https://public.tableau.com/views/Rockbuster_16766061773790/RevenuebyGenrebyCountry?:language=en-US&publish=yes&display_count=n&origin=viz_share_link)

### Data Source:

- Rockbuster Stealth's Internal Relational Database

## Questions?

Please send your  
comments or concern  
to:

Sherrilyn Roque  
shyroque@gmail.com

