Rockbuster Stealth

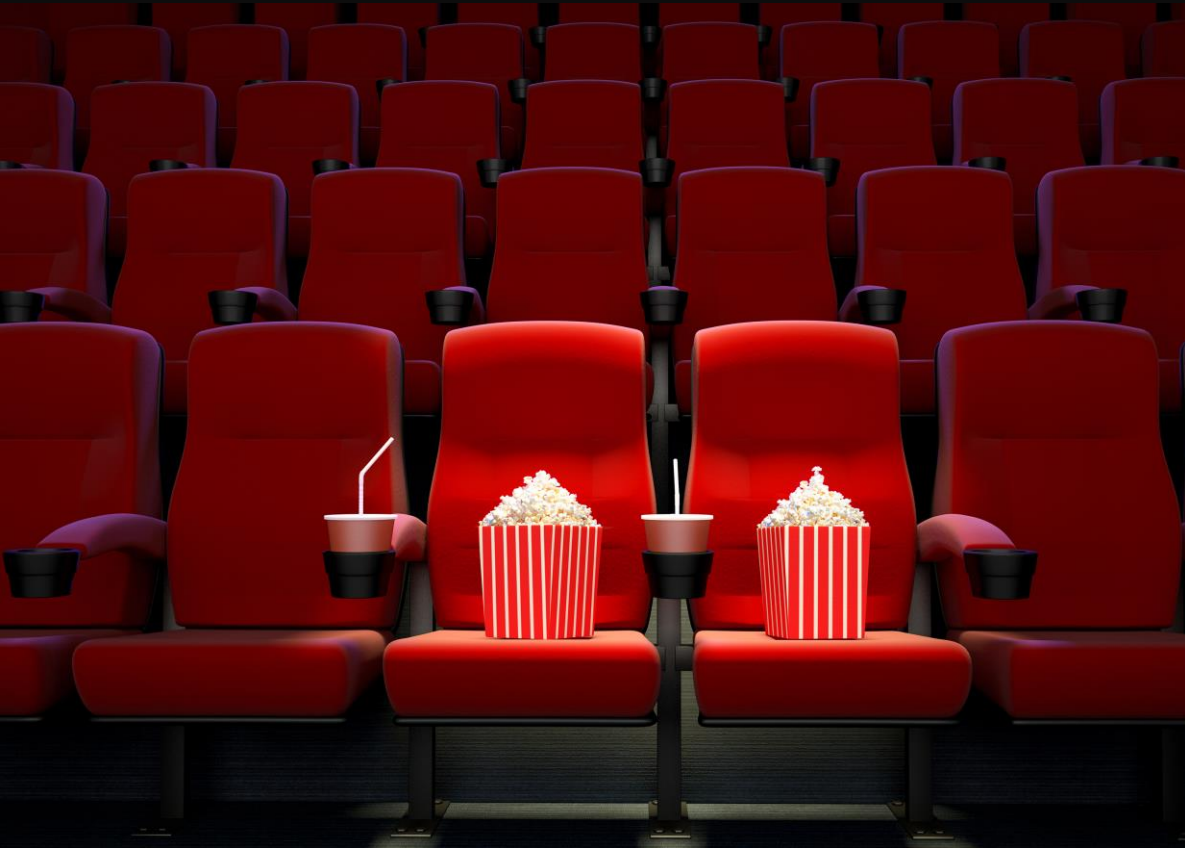## Data Analysis for 2020 Strategy

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Agenda

- Overview
- Analysis
- Summary & Recommendations
- Conclusion

Overview

- Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

- The Rockbuster Stealth management team plans to use its existing movie licenses to launch an online video rental service in order to remain competitive in the face of fierce competition from streaming services like Netflix and Amazon Prime.

- In order to drive their 2020 company strategy, the Rockbuster Stealth Management Board has posed a number of business questions and expects data-driven responses.

Analysis

The following analysis was carried out on a sample of the data provided for this project.

# Which Countries generate the most Revenue?

India and China are the two countries that generate the most revenue.

What are the top countries with the most customers?

- Rockbuster has locations in 109 countries.

- This map lists the top 10 countries where Rockbuster should focus on promoting its online renting services.

- India should receive the most marketing since it has the largest customer base.

What are the top cities located in the top countries with the most customers?
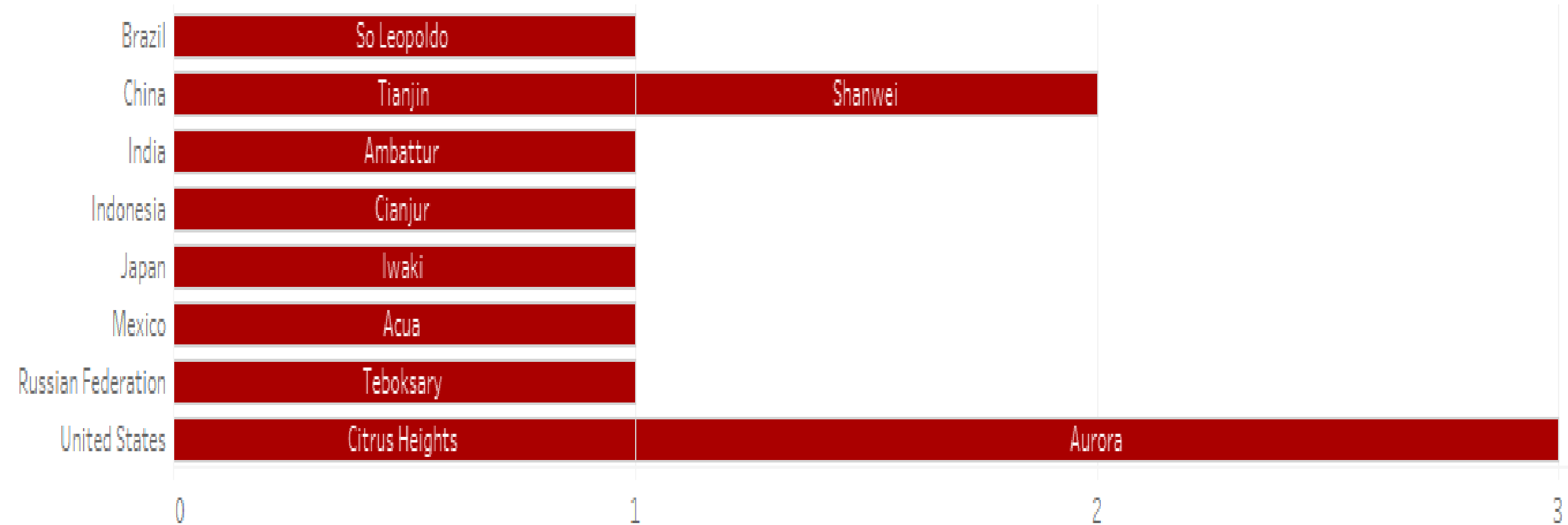
- The city with the most customers is Aurora, which is in the United States.
- Rockbuster should aim its marketing at Aurora.

Where are customers with high lifetime value based?

City	Country	
Saint-Denis	Runion	211.55
Cape Coral	United States	208.58
Santa Brbara dOeste	Brazil	194.61
Apeldoorn	Netherlands	191.62
Molodetno	Belarus	189.60
Qomsheh	Iran	183.63
Memphis	United States	167.67
Richmond Hill	Canada	167.62
Tanza	Philippines	166.61
Valparai	India	162.67
Santa Rosa	Philippines	161.68
Ourense (Orense)	Spain	158.65
Hodeida	Yemen	157.69
Tanauan	Philippines	156.66
Halisahar	India	154.70
Bijapur	India	154.66
Usolje-Sibirskoje	Russian Federation	152.69
Probolinggo	Indonesia	152.68
Sumy	Ukraine	151.73
Zhoushan	China	151.69

- Rockbusters' highest-spending customer resides in Saint-Denis, Réunion
- India and the Philippines have the most customers among the top 20 with three each.

Which of Rockbuster's Genres are most profitable?
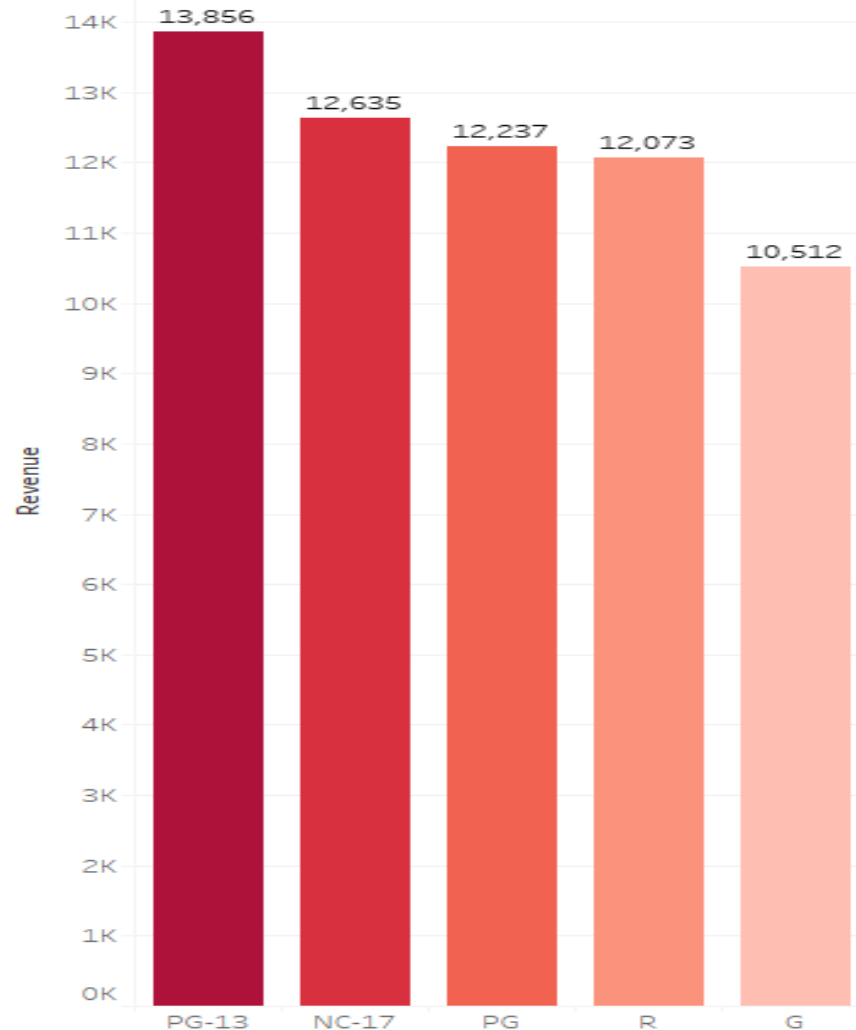

Revenue By Genre
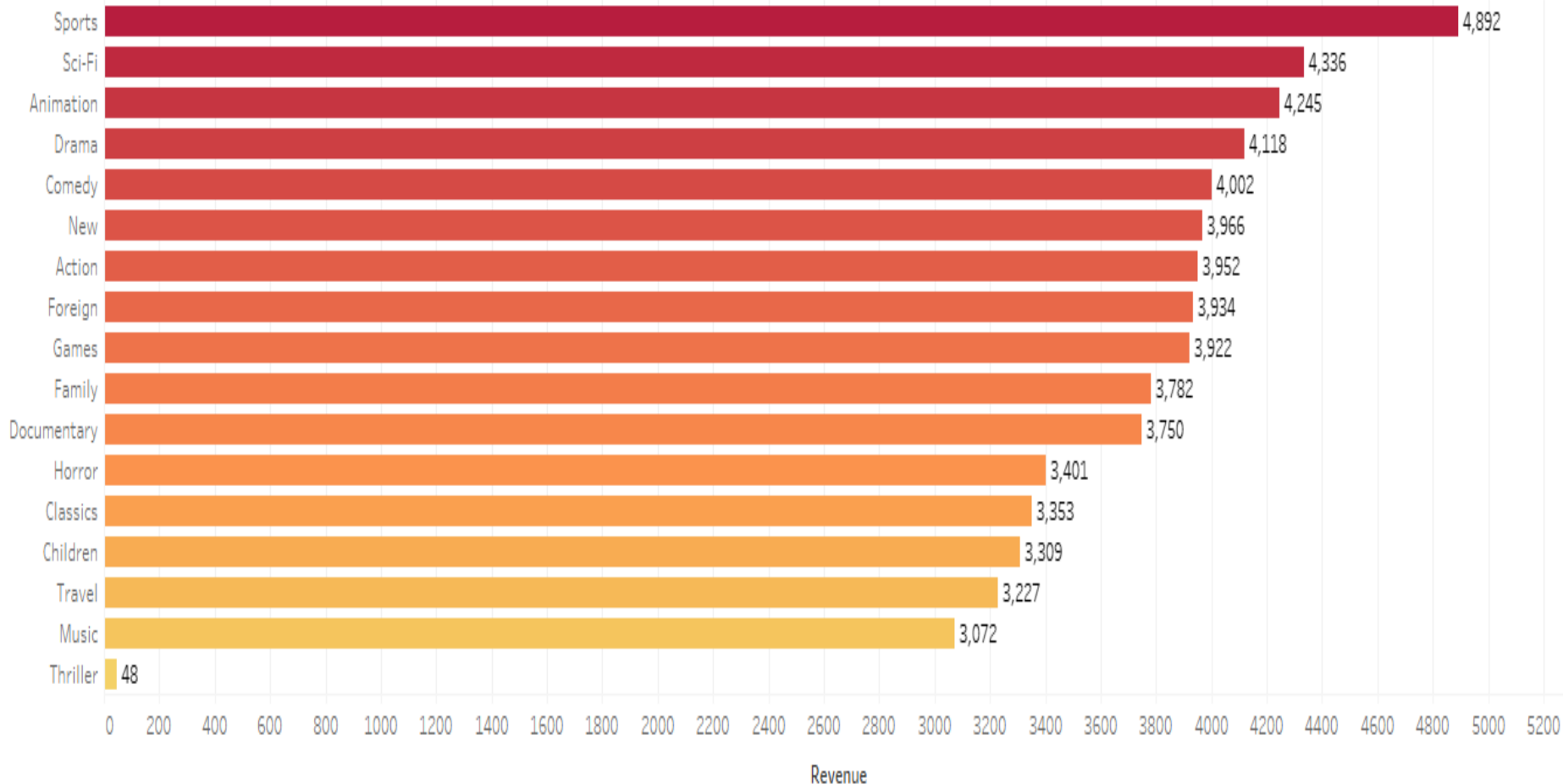
- Sports is the category with the highest revenue at $4,892.

- The least popular category, thriller, brought in $48.

Which of Rockbuster's Ratings are most profitable?

- The most profitable classification for Rockbuster is PG-13, which also has the highest revenue of all the ratings

Revenue by Rating

- The least profitable rating is G. This might be an indication that kids' movies aren't as popular as others, based on other ratings.

Top 50 movies by Revenue

Movie	Revenue
Telegraph Voyage	215.75
Zorro Ark	199.72
Wife Turn	198.73
Innocent Usual	191.74
Hustler Party	190.78
Saturday Lambs	190.74
Titans Jerk	186.73
Harry Idaho	177.73
Torque Bound	169.76
Dogma Family	168.72
Pelican Comforts	165.77
Goodfellas Salute	164.75
Fool Mockingbird	162.79
Apache Divine	160.72
Enemy Odds	159.75
Cat Coneheads	159.73
Scorpion Apollo	158.79
Range Moonwalker	158.77
Scalawag Duck	157.71
Sunrise League	155.78
Lola Agent	154.77
Maiden Home	152.78
Velvet Terminator	152.77
Closer Bang	152.76
Bucket Brotherhood	150.72
Sting Personal	149.80
Titanic Boondock	149.78
Massacre Usual	149.75
Nightmare Chill	148.79
Videotape Arsenic	148.76
American Circus	146.81
Witches Panic	146.75
Show Lord	145.78
Minds Truman	144.81
Working Microcosmos	144.78
Head Stranger	142.79
Wonderland Christmas	142.79
Whisperer Giant	141.80
Boogie Amelie	140.74
Secrets Paradise	139.82
Mine Titans	138.83
Forrester Comancheros	141.74
Backlash Undefeated	140.84
Dorado Notting	140.78
Pity Bound	138.77
Streetcar Intentions	137.77
Fellowship Autumn	137.76
Stagecoach Armageddon	138.77
Roses Treasure	137.77
Steel Santa	136.78

Which movies contributed the most to revenue gain?

- The most popular film, earning $215.75, was Telegraph Voyage.

Least 50 Movies by Revenue

Movie	Revenue
Hardly Robbers	15.96
Mussolini Spoilers	15.95
Wild Apollo	15.94
Lawrence Love	15.87
Silence Kane	15.85
Glory Tracy	14.95
Sling Luke	14.94
Vanished Garden	14.94
Runner Madigan	14.92
Crow Grease	14.89
Bedazzled Married	14.88
Sassy Packer	14.88
Smoochy Control	14.88
Greedy Roots	14.87
Spirit Flintstones	14.86
Dumbo Lust	13.94
Watership Frontier	13.94
Kane Exorcist	13.88
Hollywood Anonymous	13.87
Hawk Chill	12.94
Legend Jedi	12.92
Notting Speakeasy	12.91
Victory Academy	12.91
Valentine Vanishing	12.90
Vision Torque	11.94
Runaway Tenenbaums	11.93
Soup Wisdom	11.93
Sunset Racer	11.93
Montezuma Command	11.91
Clockwork Paradise	11.90
Maude Mod	10.93
Zhivago Core	10.93
Jawbreaker Brooklyn	10.91
Towers Hurricane	10.91
Comancheros Enemy	9.94
Ballroom Mockingbird	9.93
Connection Microcosmos	8.95
Ghostbusters Elf	8.93
Harold French	8.93
Japanese Run	7.94
Stallion Sundance	7.94
Lights Deer	7.93
Cruelty Unforgiven	6.94
Treatment Jekyll	6.94
Young Language	6.93
Rebel Airport	6.93
Oklahoma Jumanji	5.94
Duffel	
Texas Watch	5.94

Which movies contributed the least to revenue gain?

- Texas Watch, which earned $5.94, was the movie with the lowest revenue.

what was the average rental duration for all videos?

Average Rental Duration by Genre

Genre	Duration
Thriller	6.000
Travel	5.351
Music	5.235
Family	5.162
Foreign	5.110
Drama	5.081
Classics	5.070
Games	5.066
Children	5.033
Action	4.953
Comedy	4.931
Animation	4.894
Sci-Fi	4.885
Horror	4.857
Documentary	4.765
New	4.746
Sports	4.716

Average rental duration by rating

Rating	Duration
NC-17	5.1429
PG	5.0825
PG-13	5.0538
G	4.8371
R	4.7744

The average duration of a Rockbuster rental is 4-6 days, with Thriller (genre) and NC-17 (rating) having the highest averages.

Summary & Recommendations

- The majority of Rockbuster's customers are from Asia, with India and China having the greatest numbers of customers. Therefore, these regions should be the focus of marketing activities.

- Additionally, Rockbuster needs to focus its customized marketing and promotions in regions with high customer lifetime value.

- Movies about sports, sci-fi, and animation have the largest revenue shares, followed by dramas and comedies. This data can be used to guide Rockbuster's decision regarding which movies to provide on their new online video service.

- All videos have an average rental period of five days, which can be used to determine customer pricing and rental period preferences.

Conclusion

According to the analysis, Rockbuster Stealth should focus on promoting profitable movie titles and direct marketing campaigns toward the regions with the highest customer numbers and lifetime values, primarily Asia with content focused on sports, sci-fi, and animation films.

THANK YOU

Visualization link: Rockbuster stealth-data analysis | Tableau Public