ROCKBUSTER STEALTH

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Rockbuster Stealth Data Analysis Project

Provide Business Insights for Company Strategy 2020

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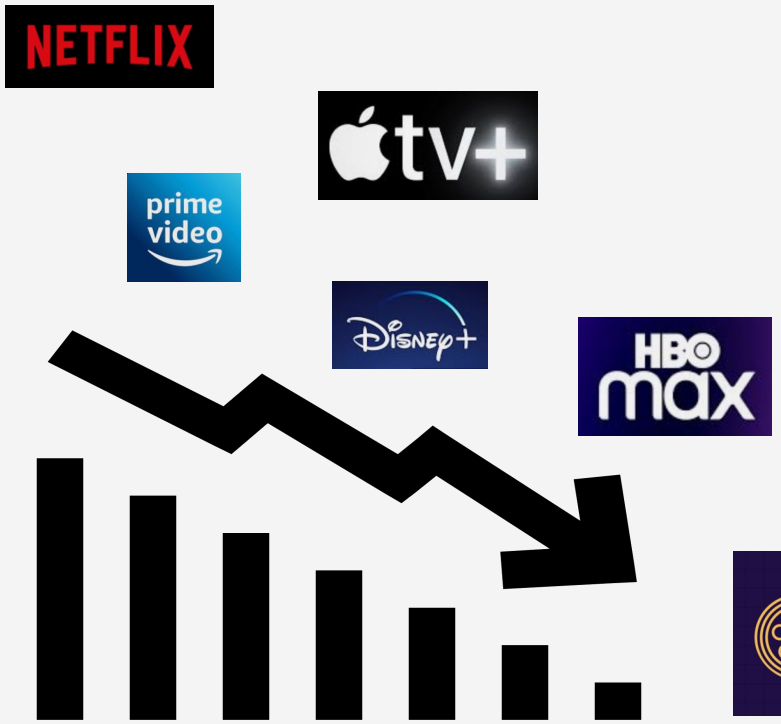
Project Introduction



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

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Objective

Provide the business intelligence (BI) department with insights to help with the launch strategy for the new online video service. Information will be circulated to all relevant departments, from inventory to customer insights. Goal is to analyse the data and answer the key business questions and any other ad-hoc questions from all departments.

Key Questions

- 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?

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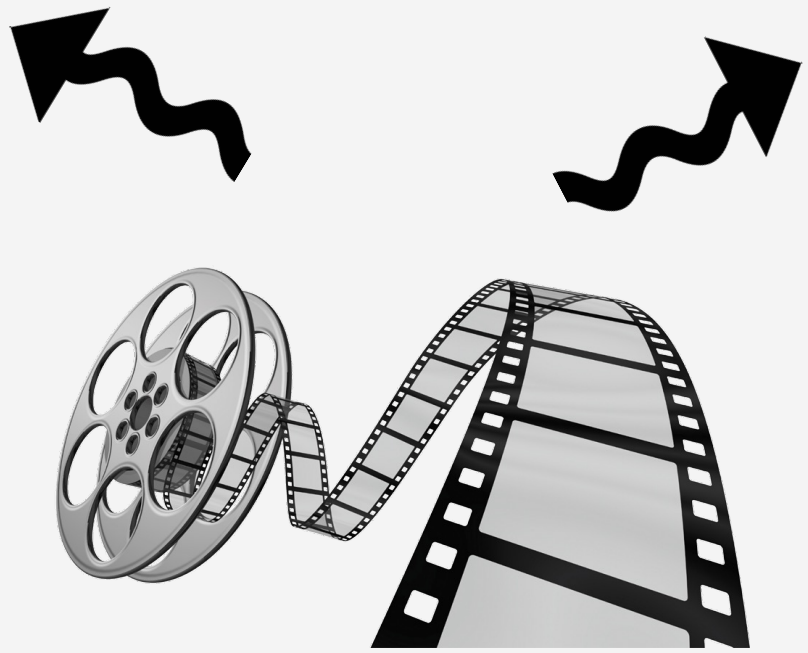
Business Overview

- 2 Rockbuster stores (CA & AU)
- 2 employees
- Total Rentals 16,044
- Total Revenue $61,212



- Servicing 108 countries
- 599 customers
- 16 film genres
- 1000 movies

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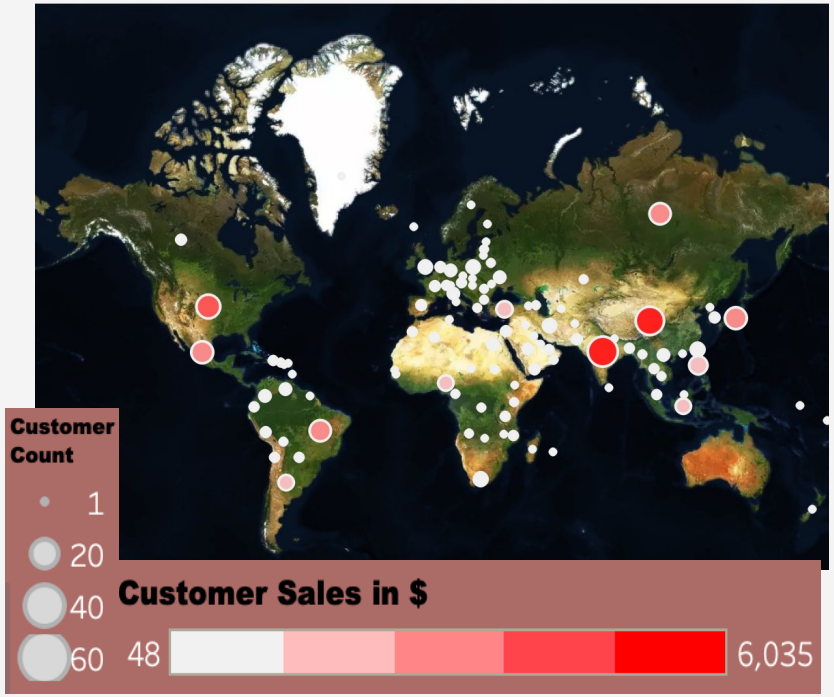
Business Analysis: Customer

Geo-Distribution Customer Spent



Customer is our !

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

Understanding our core customer will help us improve our service and product.

Top 5 Customers in Top 10 Cities with Highest Spent

Customer ID	First Name	Last Name	City	Country	Total Amount Paid
566	Casey	Mena	Tokat	Turkey	130.68
84	Sara	Perry	Atlixco	Mexico	128.70
506	Leslie	Seward	Pontianak	Indonesia	123.72
389	Alan	Kahn	Emeishan	China	119.75
537	Clinton	Buford	Aurora	United States	98.76

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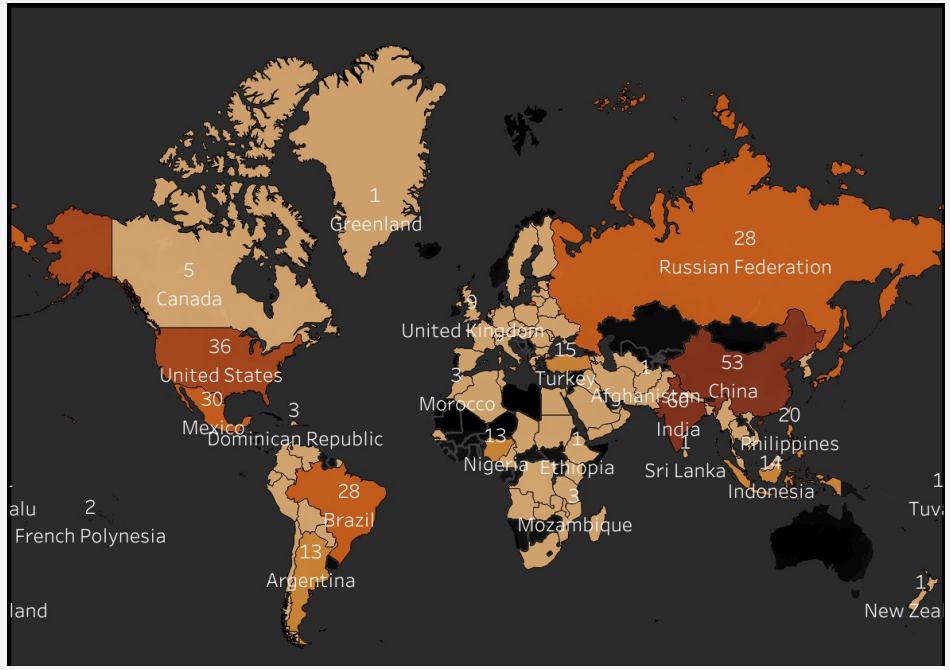
Geo-Distribution Customer Numbers per Country Revenue

country	customer_count	total_revenue
India	60	$ 6,034.78
China	53	$ 5,251.03
United States	36	$ 3,685.31
Japan	31	$ 3,122.51
Mexico	30	$ 2,984.82
Brazil	28	$ 2,919.19
Russian Federation	28	$ 2,765.62
Philippines	20	$ 2,219.70
Turkey	15	$ 1,498.49
Indonesia	14	$ 1,352.69



Total Revenue min 48 ====→ 6.035

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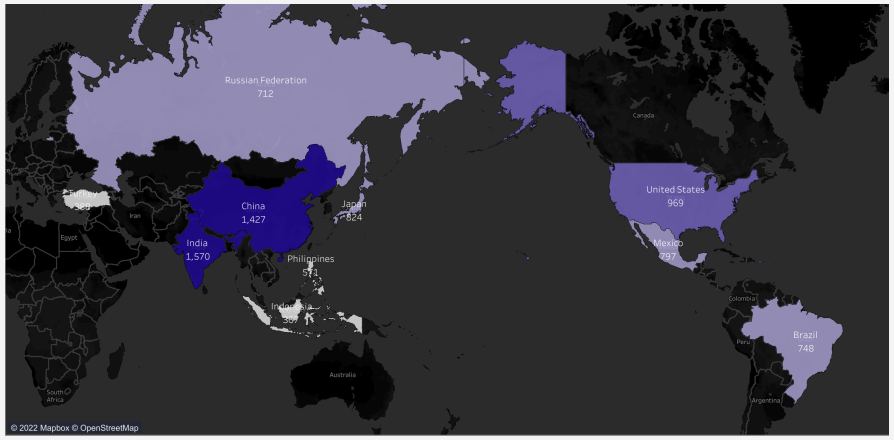
Business Analysis: Categories

Movie Rentals Geo-Distribution



Total Rentals min 367====➔1,570

CHINA

Animation	113
Family	106
Drama	105
Sports	100
Games	92

INDIA

Action	118
Sports	115
Document.	114
Animation	111
Foreign	106

USA

Docum.	74
Sports	73
Drama	69
Animat	68
Family	67

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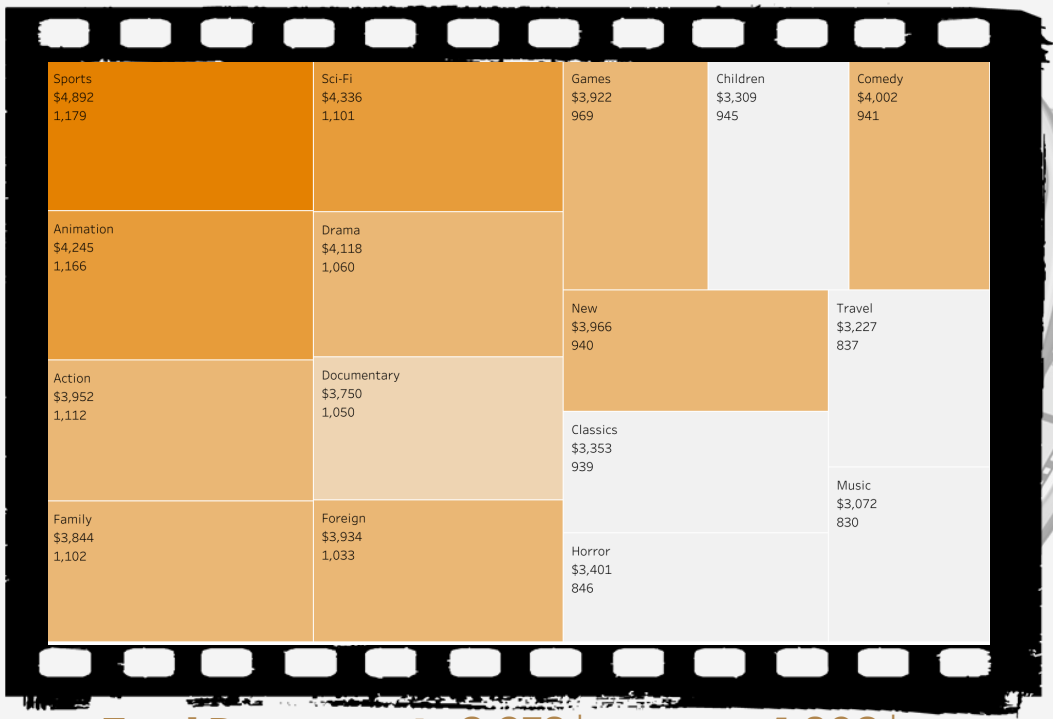
Revenue Analysis: Movies

Do sales figures vary between geographic regions?

Revenue per Category

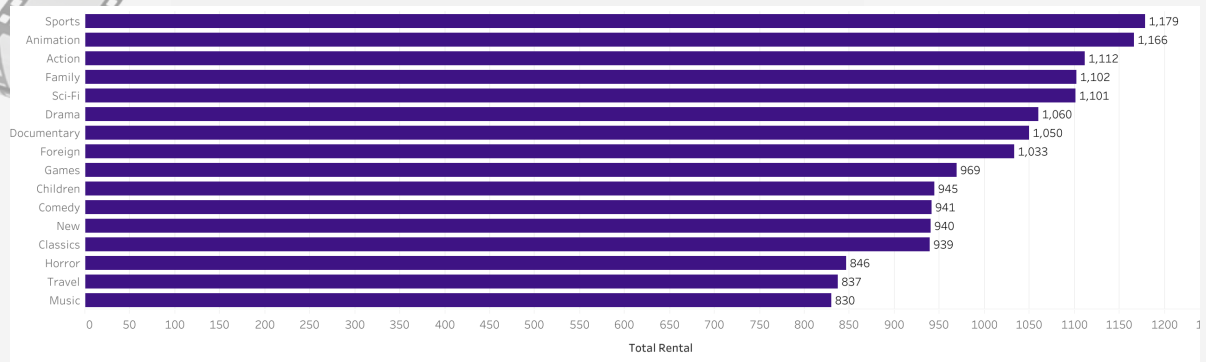


Total Revenue min 3,072$ ====➔ 4,892$

Average Rental Duration

rented for (in days)	number of films
7	191
5	191
4	203
3	203
6	212

Total Rentals per Category



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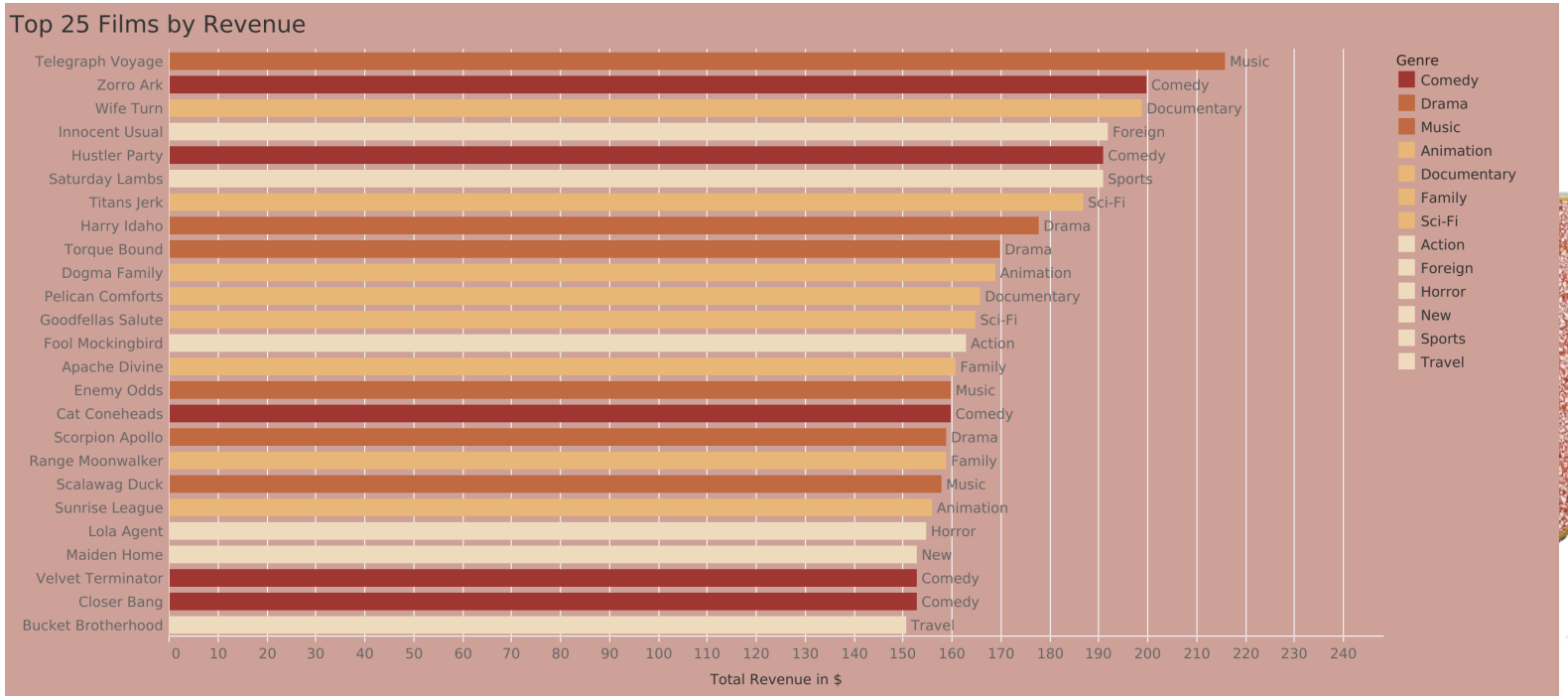
Business Analysis: Best Movies



- Avg Rental Rate 4.99$
- Avg Total Rent 24 days
- Total Revenue 4,259$
- Avg Rental duration 4 days

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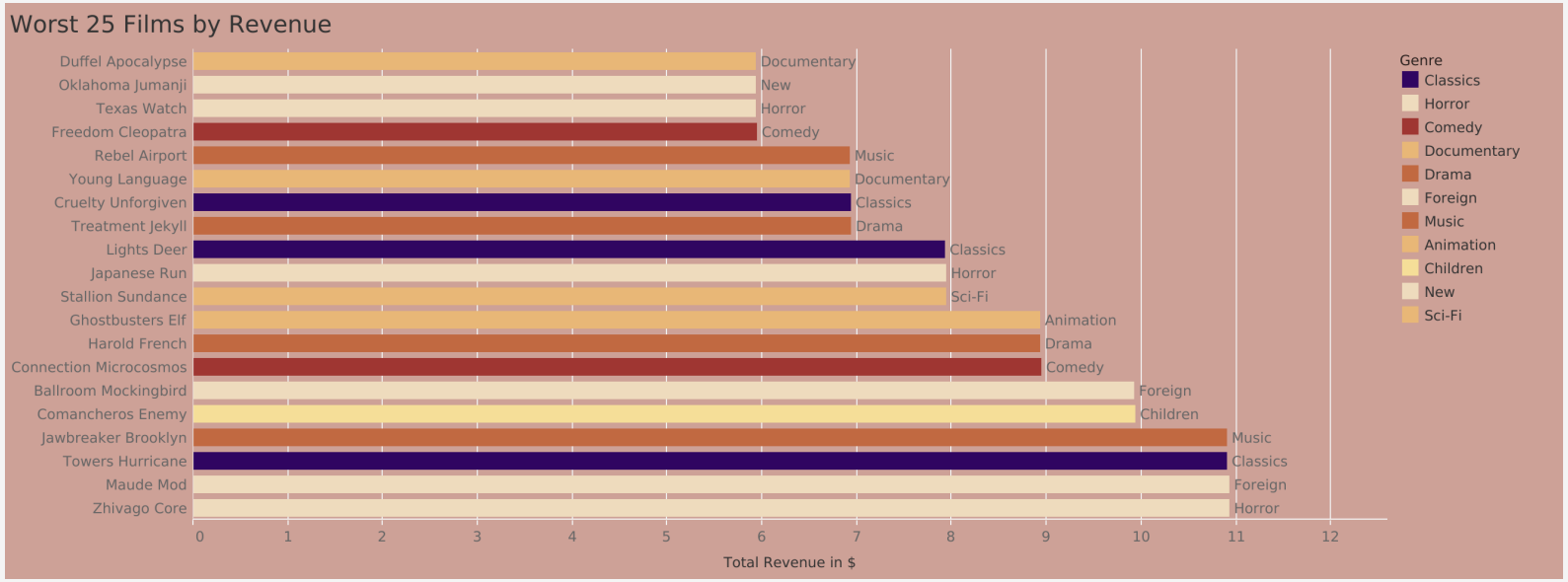
Business Analysis: Worst Movies



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Conclusions

- Avg Rental Duration: 5 days
- Avg rental Rate: 2.98$
- Avg Movie Length 115min
- Avg Replacement Cost 19.98$
- Top 3 Rental Categories(: Sports, Animation & Action
- Top 3 Revenue Categories: Sports, Sci-fi & Animation
- Top 3 Countries: China, India & USA
- Top 3 Best Clients Located in: Mexico, Turkey & Indonesia

Recommendations

- Analyse further best performing territories (Asia, America)
- Investigate possibility of relocating Australian store to Asia for faster and better service
- Analyse further top clients, understand background and lifestyle. Perhaps perform customer survey to get feedback on new service offering from Rockbuster
- Renew outdated inventory and adjust based on current findings on best performing categories

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Thank you!

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