Rockbuster Stealth Data Analysis Project
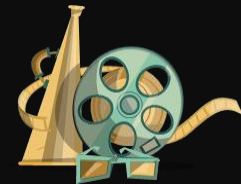
BY TANHA TAHSEEN

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.

Key Questions and Objectives

The Rockbuster Stealth Management Board has asked a series of business questions and they expect data-driven answers that they can use for their 2020 company strategy. Here are the main questions they'd like to answer:

🍿 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?
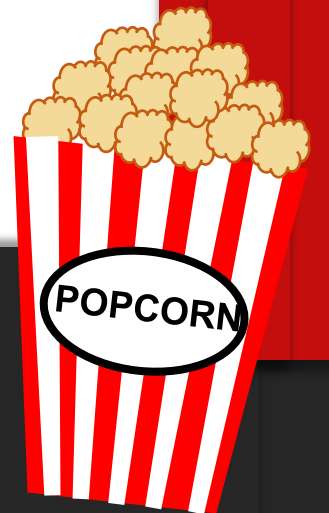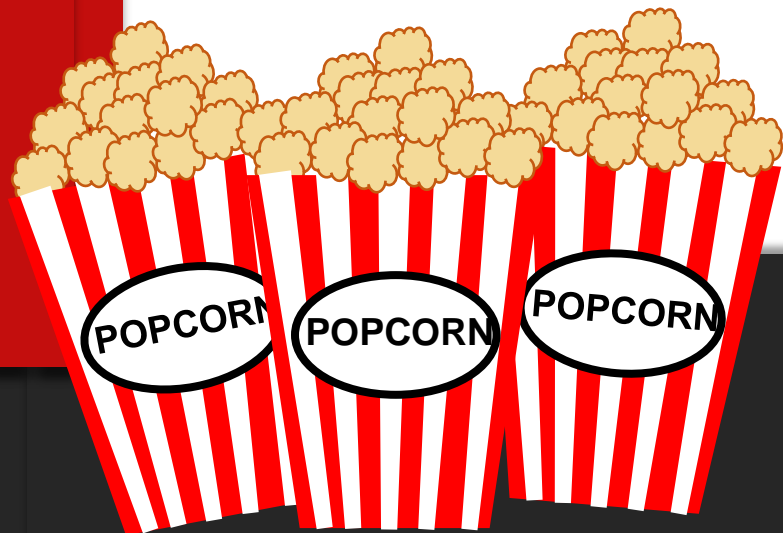
🍿 Do sales figures vary between geographic regions?

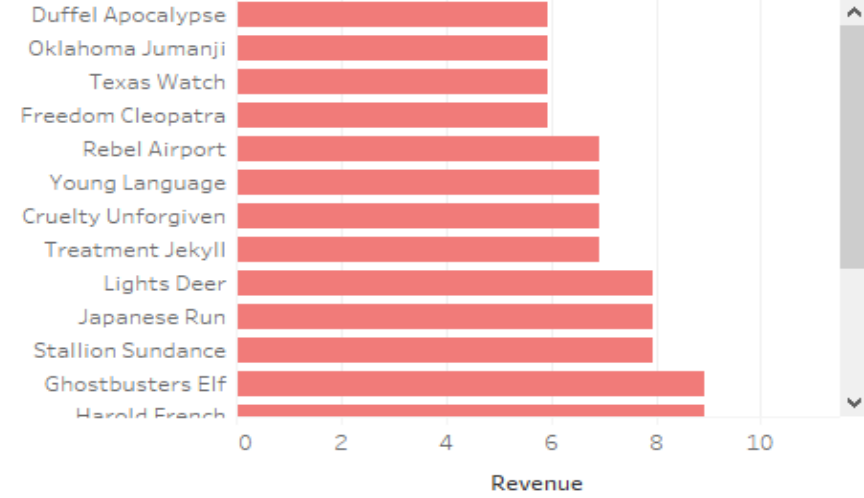🎞️ Average rental duration: 5 days

🎥 Total number of films: 1000

🧑 Total number of customers: 599

Top 20 Movies With The Most Revenues ($)

Movie	
Telegraph Voyage	
Zorro Ark	
Wife Turn	
Innocent Usual	
Hustler Party	
Saturday Lambs	
Titans Jerk	
Harry Idaho	
Torque Bound	
Dogma Family	
Pelican Comforts	

Revenue: 0, 50, 100, 150, 200

20 Movies With The Least Revenues ($)

Movie	
Duffel Apocalypse	
Oklahoma Jumanji	
Texas Watch	
Freedom Cleopatra	
Rebel Airport	
Young Language	
Cruelty Unforgiven	
Treatment Jekyll	
Lights Deer	
Japanese Run	
Stallion Sundance	
Ghostbusters Elf	
Harold French	

Revenue: 0, 2, 4, 6, 8, 10

🍿 The revenues brought by the top 20 movies range between $155.78 - $215.75.

🍿 The revenues brought by the lowest 20 revenue-generating movies range between $5.78 - $10.930.
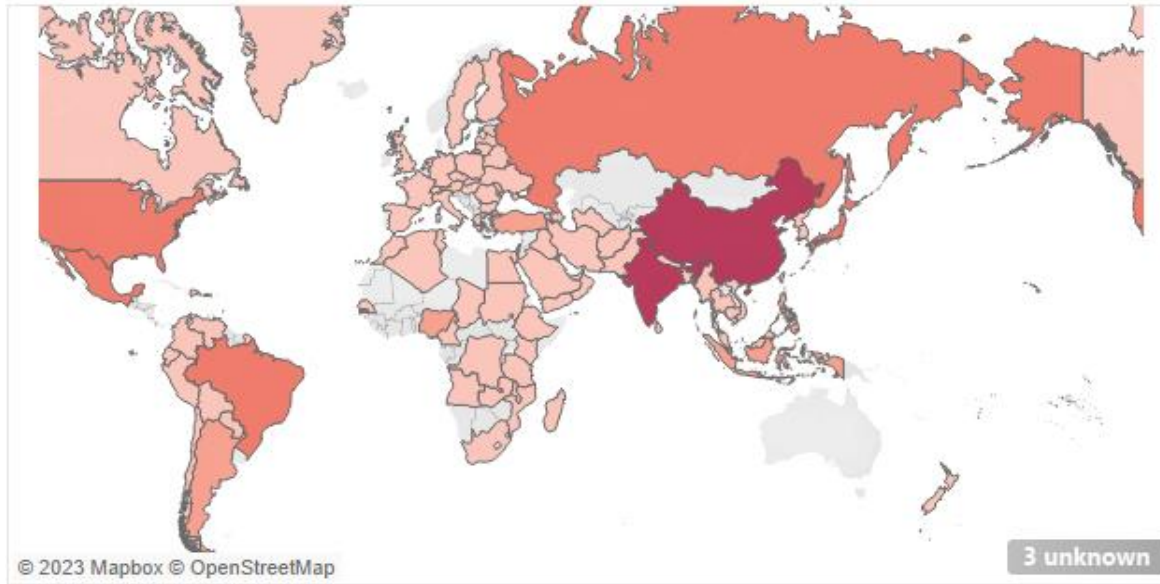
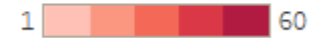🍿 Average rental duration for the 20 highest revenue-generating movies: 4 days

🍿 Average rental duration for the 20 lowest revenue-generating movies: 6 days

Countries by Customer Number

© 2023 Mapbox © OpenStreetMap

3 unknown

Num Customers

1 ▨▨▨▨▨ 60

Countries by Customer Number

India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14
Argentina	13
Nigeria	13

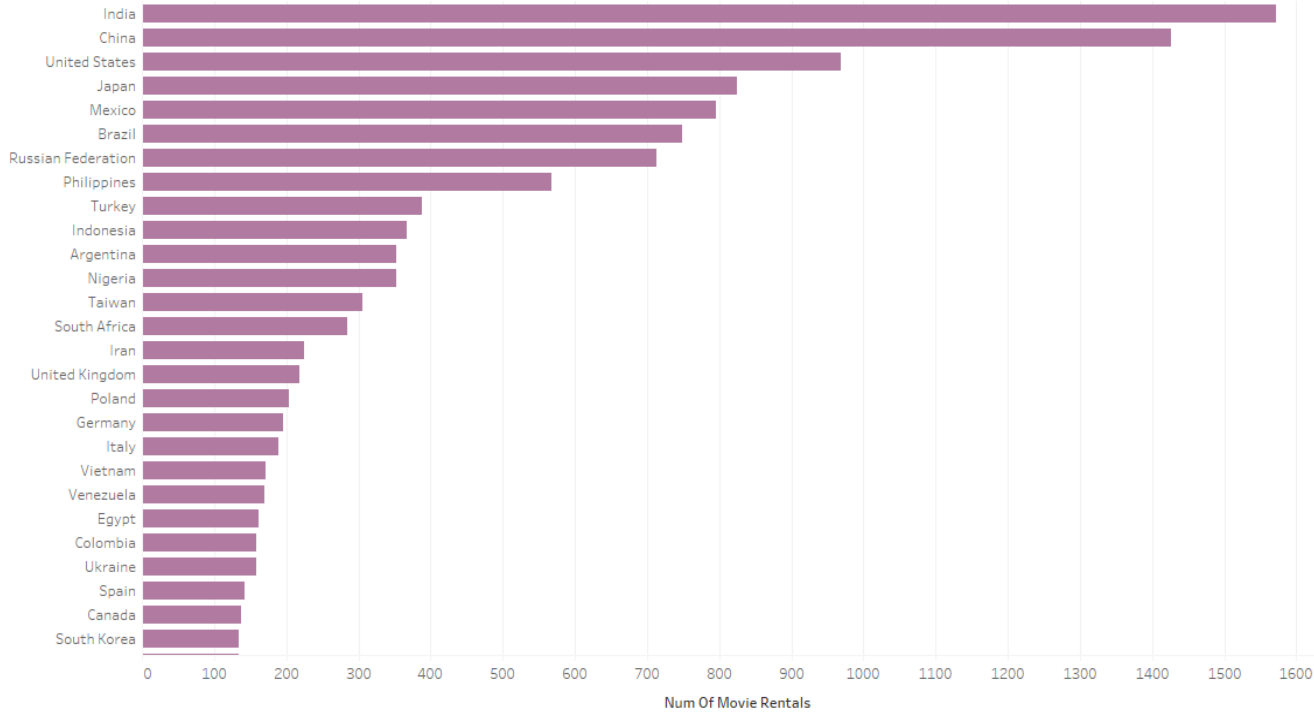Rockbuster LLC has 108 global markets in 108 different countries.

Only 14 countries have customer number above 10. There are 41 countries with only 1 customer. 33 countries have customer number between 2 and 3.

16 countries have customers between 5 and 9.

Sales Figure By Geography

🍿 Our analysis revealed that the top 10 countries which have contributed to the highest sales, are also the same 10 countries who have the highest number of customers, in the same order.
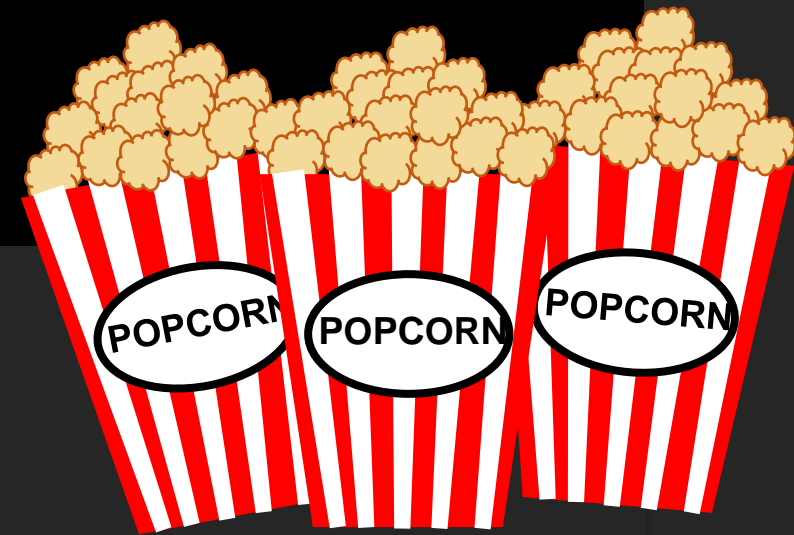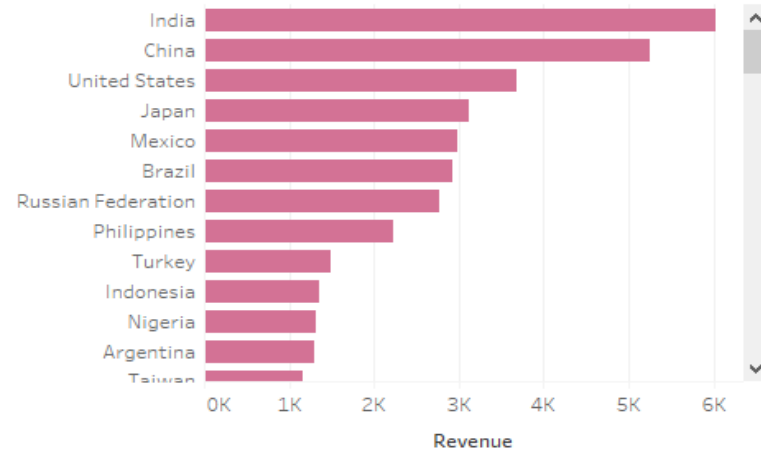
🍿 Our further analysis deduced that the top 10 countries which have contributed to the highest sales, are also the same 10 countries who have brought the most revenue to Rockbuster, in the same order.
(Reference: Slide 8,
Figure: Revenue by Geography)

Revenue by Geography

Country	Revenue
India	(bar ~6K)
China	(bar ~5.3K)
United States	(bar ~3.7K)
Japan	(bar ~3.1K)
Mexico	(bar ~3K)
Brazil	(bar ~2.7K)
Russian Federation	(bar ~2.7K)
Philippines	(bar ~2.3K)
Turkey	(bar ~1.6K)
Indonesia	(bar ~1.5K)
Nigeria	(bar ~1.4K)
Argentina	(bar ~1.4K)
Taiwan	(bar ~1.2K)

Revenue axis: 0K 1K 2K 3K 4K 5K 6K

Popular Genres by Geography

Genre	India	China	United S..	Japan	Mexico	Brazil	Russian ..	Philippin..	Turkey	Indon..
Action	118	87	62	43	56	51	53	31	33	
Animation	111	113	68	68	48	55	55	58	26	
Children	106	89	56	50	52	43	43	32	27	
Classics	104	88	54	52	46	42	46	29	18	
Comedy	88	88	59	50	36	38	40	38	25	
Documenta..	114	87	74	60	58	52	46	29	25	
Drama	97	105	69	63	63	54	39	33	34	
Family	102	105	66	46	51	44	60	42	24	
Foreign	106	84	64	44	57	46	39	49	23	
Games	78	92	60	50	49	37	49	35	14	
Horror	88	74	62	39	34	42	36	30	29	
Music	77	79	51	34	36	36	41	31	21	
New	89	90	55	59	34	45	41	31	21	
Sci-Fi	106	82	62	64	62	64	44	31	27	
Sports	115	100	73	54	69	57	40	39	23	

🍿 We now want to explore the most popular genres across the largest global markets, by analyzing the number of sales for each genre in each country.
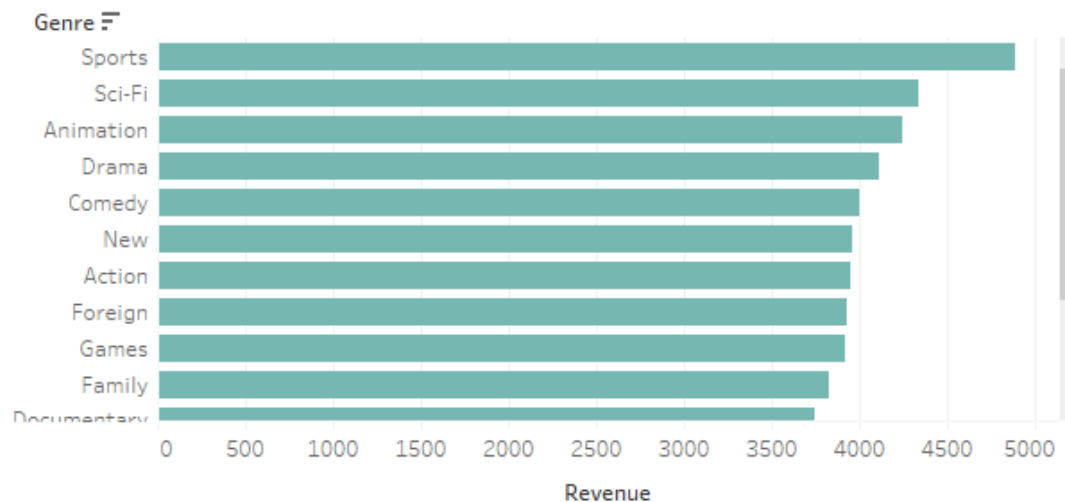
🥤 This chart would be useful in Rockbuster's upcoming selective and targeted marketing strategy, where the business would promote the most popular genres in their respective regions.
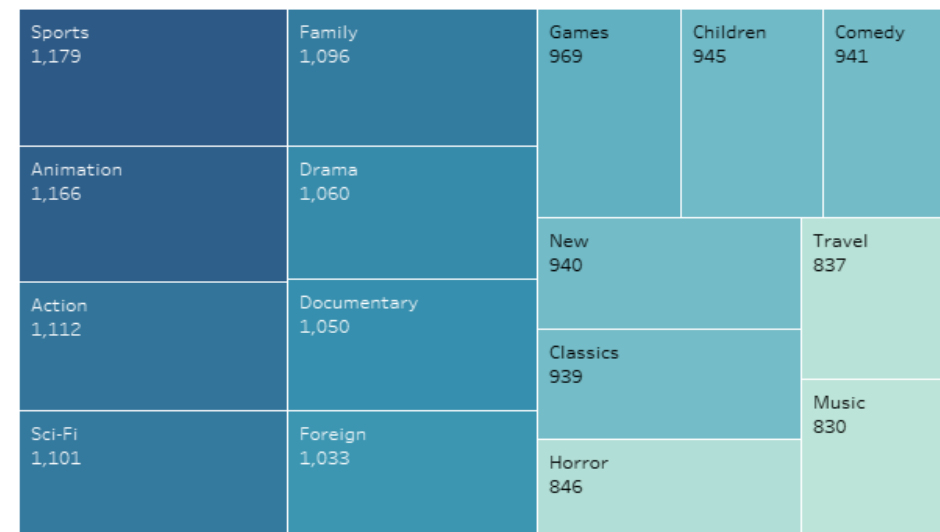
Note: The unit for Revenue is USD($)

Revenue by Genre

Genre ⇂

Genre	Revenue
Sports	
Sci-Fi	
Animation	
Drama	
Comedy	
New	
Action	
Foreign	
Games	
Family	
Documentary	

Revenue scale: 0, 500, 1000, 1500, 2000, 2500, 3000, 3500, 4000, 4500, 5000

Revenue

Sales by Genre

Sports 1,179	Family 1,096	Games 969	Children 945	Comedy 941
Animation 1,166	Drama 1,060			
Action 1,112	Documentary 1,050	New 940		Travel 837
		Classics 939		Music 830
Sci-Fi 1,101	Foreign 1,033	Horror 846		

🥤 Drama and Comedy movies are usually more expensive.

🥤 The New genre seems to be Rockbuster's collection of new movies, which are selling good despite the relatively high price.

🥤 People seem to be very much fond of the Sci-Fi genre, which have had a good sell despite the high price. This genre has brought the second most revenue to Rockbuster.

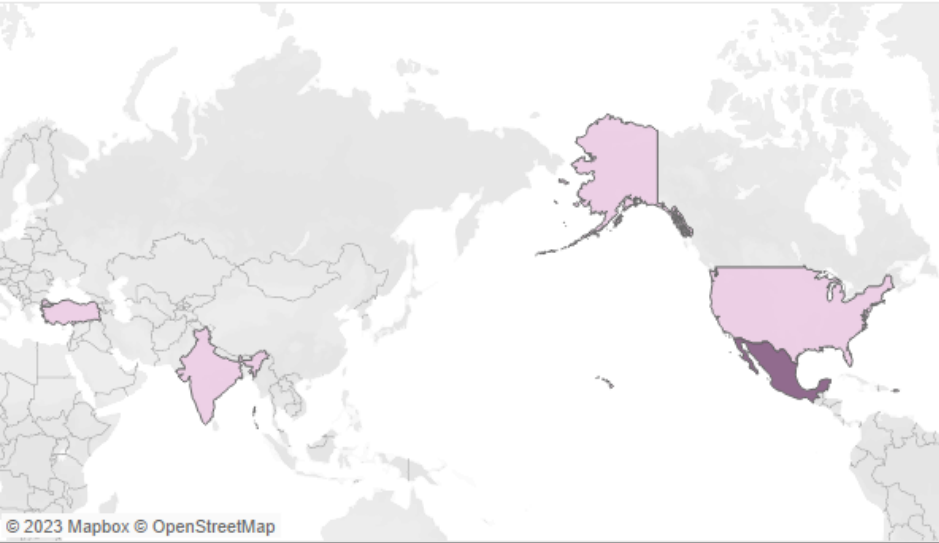🥤 Sports movies are the best-selling ones, bringing in the most revenue.

🥤 Action and Animation are quite prospective genres for Rockbuster.

Note: The unit for Revenue is USD($)

Customers With High Lifetime Value Location


© 2023 Mapbox © OpenStreetMap

🍿 Big and successful companies never hold back to reward their loyal customers. If our top high-spending customers get rewarded for their loyalty, this will draw more people towards increasing their renting frequency from Rockbuster.

🍿 We can start by rewarding Rockbuster's 5 top-spending customers. As the customer base increases and the profit margin levels up, we can go on rewarding the top 10-20 customers. This may exponentially grow the business.

Customers With High Lifetime Value Details

First Name	Last Name	City	Country	
Sara	Perry	Atlixco	Mexico	128.70
Gabriel	Harder	Sivas	Turkey	108.75
Sergio	Stanfield	Celaya	Mexico	102.76
Clinton	Buford	Aurora	United States	98.76
Adam	Gooch	Adoni	India	97.80
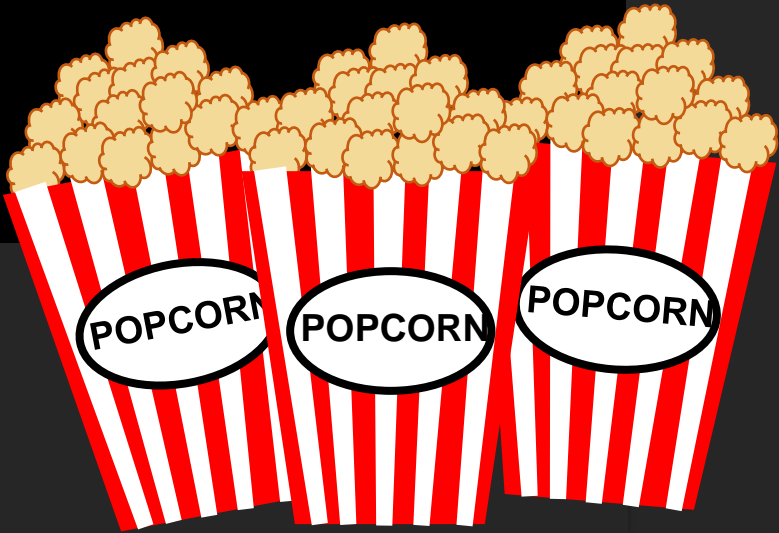
Conclusion and Recommndation(s):

To grow their business, Rockbuster Stealth LLC can adopt the following measures:

- Reward their top 5 loyal customers to initiate the business growth

- Add more movies to the genres most popular in Rockbuster's 10 largest global markets

- There are some genres which are likely to bring in heavy revenue: Sports, Sci-Fi, Animation, Action, Drama and Comedy. Action movies are relatively cheaper than the others with high sales. On the contrary, Drama and Comedy have relatively lower sales and they are comparatively expensive. Some expensive Action, Sports and Sci-Fi movies might be added to Rockbuster's inventory.

- The top 20 movies generating the most revenue have an average rental duration of 4 days, whilst the 20 movies generating the least revenue have an average rental duration of 6 days. To use this trend in their favour, Rockbuster can promote the sales of movies with shorter rental durations by means of advertisement, seasonal discounts etc.
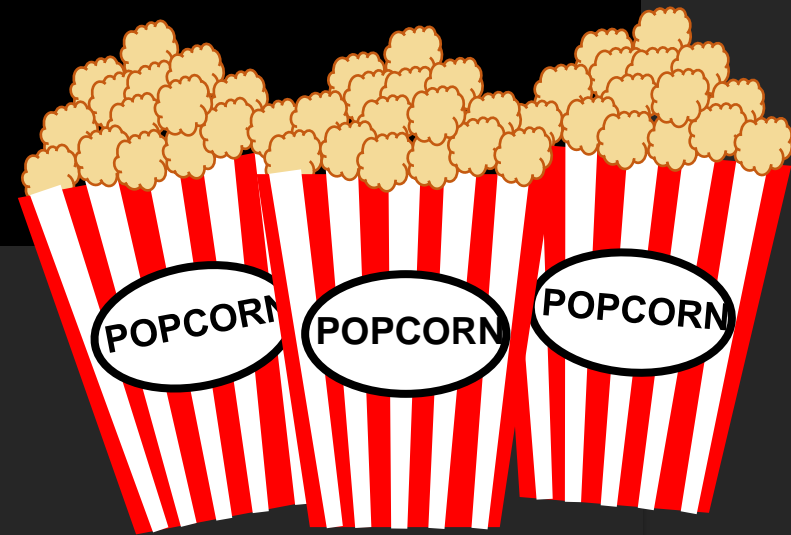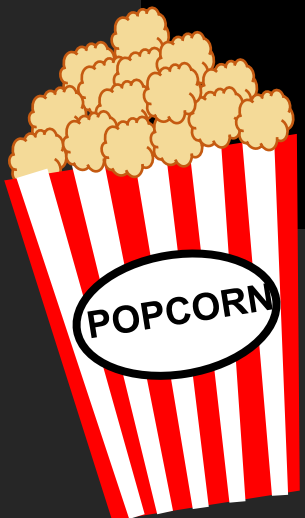
All the visualizations provided in the above slides can be further explored in the dashboards below:

Rockbuster's KPIs:
https://public.tableau.com/views/Rockbuster_Dashboard_2/RockbustersKPI?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Analysis by Geography:
https://public.tableau.com/views/Rockbuster_Dashboard_2/AnalysisbyGeography?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Analysis by Genre:
https://public.tableau.com/views/Rockbuster_Dashboard_2/AnalysisbyGenre?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Conclusion and Recommendation (s):
https://public.tableau.com/views/Rockbuster_Dashboard_2/ConclusionandRecommendation?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link