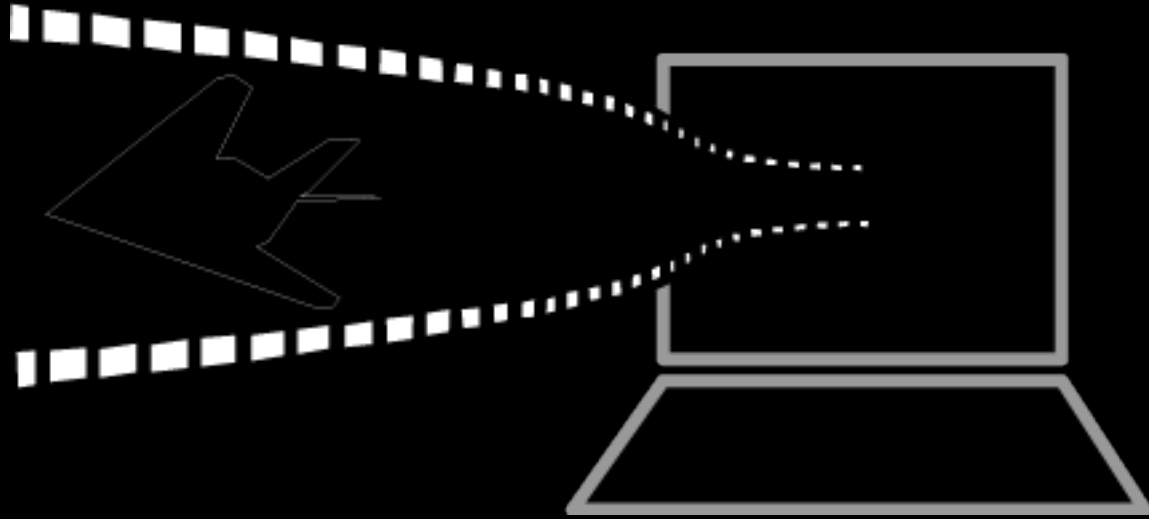


Rockbuster Stealth



Data analysis to support online launch strategy

Tannis McCartney

To support the launch of Rockbuster's new online video service, this analysis addresses five key business questions:

1. What was the average rental duration for all videos?
2. Which countries are Rockbuster customers based in?
3. Where are customers with a high lifetime value based?
4. Do sales figures vary between geographic regions?
5. Which movies contributed the most/least to revenue gain?

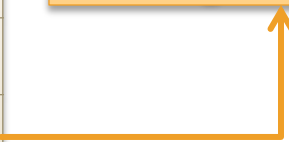
What was the average rental duration for all videos?

Inventory Statistics:

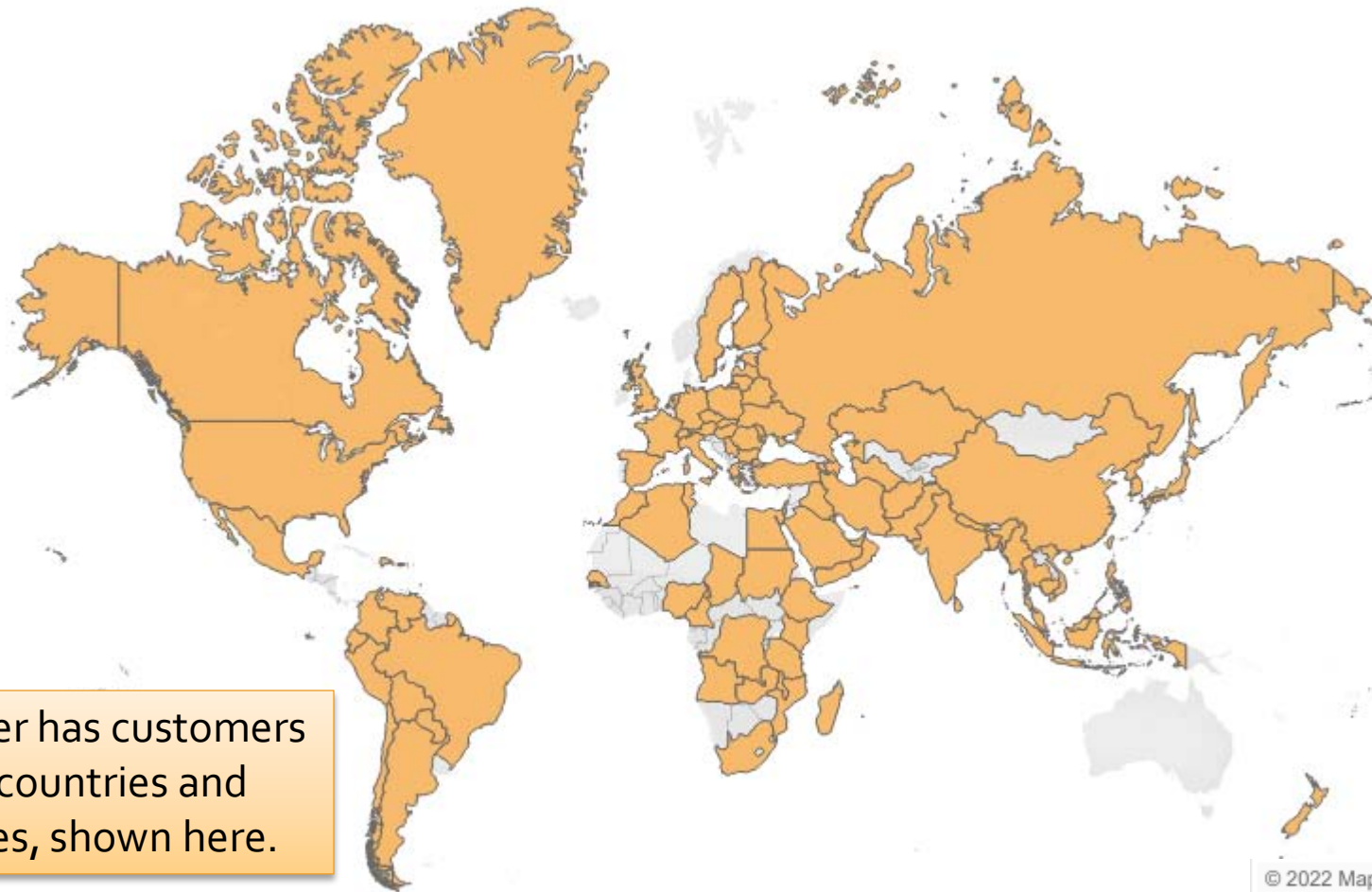
Inventory Size:	1000 films
Film Release Year:	2006
Most common rating:	PG-13

	Range	Average
Rental Rate	\$0.99-\$4.99	\$2.98
Rental Duration	3-7 days	5 days
Film Length	46-185 minutes	115 minutes
Replacement Cost	\$9.99-\$29.99	\$19.98

The average
rental duration is
5 days

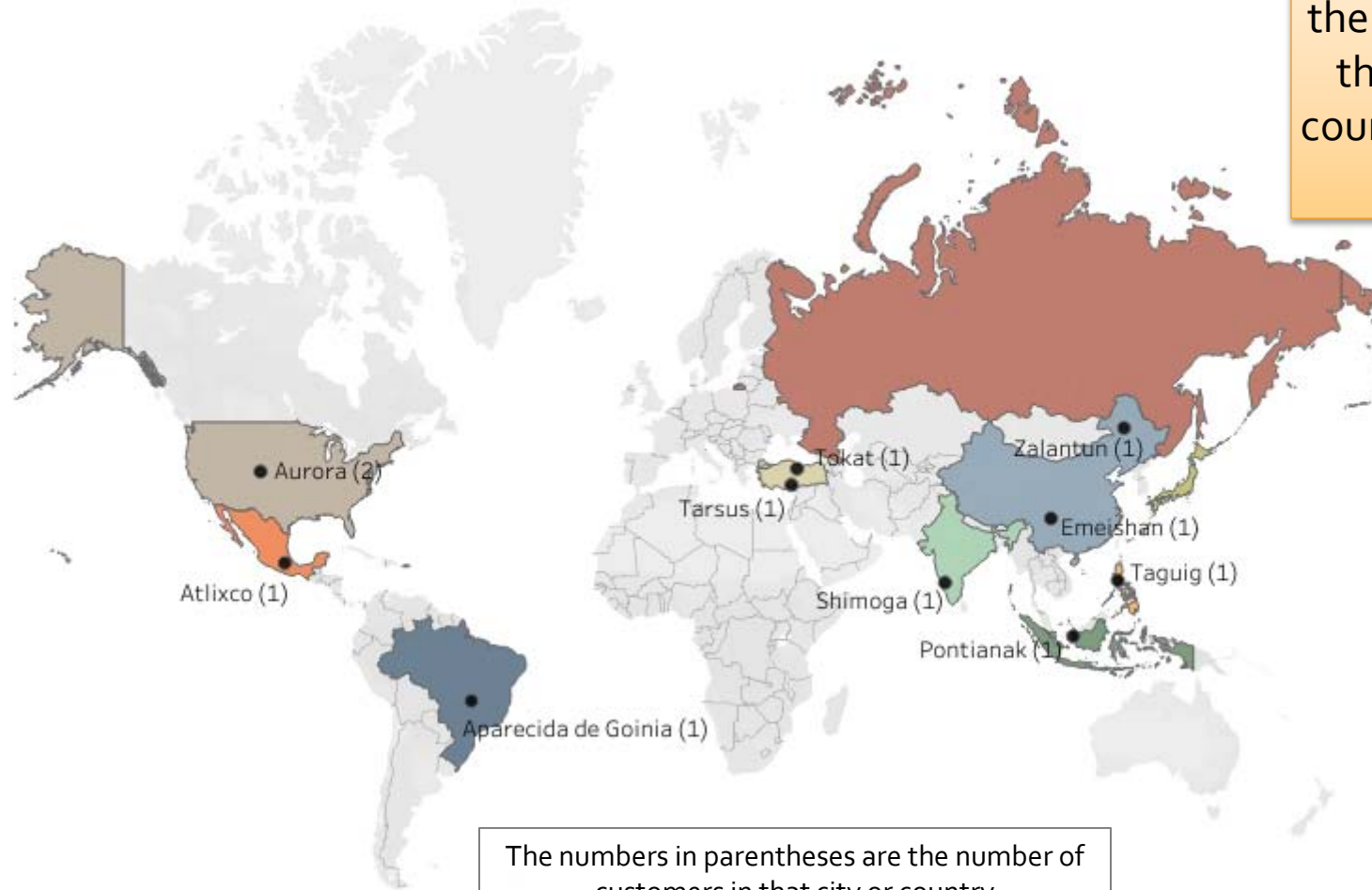


Which countries are Rockbuster customers based in?



Rockbuster has customers in 109 countries and territories, shown here.

The 10 countries with the most customers and the 10 cities (in those countries) with the most customers are:



The numbers in parentheses are the number of customers in that city or country

\$130.68 Tokat, Turkey	\$123.72 Pontianak, Indonesia	\$119.75 Emeishan, China
\$128.70 Atlixco, Mexico	\$98.76 Aurora, United States	

These are the top 5 customers in the top 10 cities of the top 10 countries.

However, this doesn't tell the whole story about where the top customers are.

76 customers in other cities and countries paid more than \$130.68!

Where are customers with a high lifetime value based?

The locations of the 76 customers who paid more than \$130.68.

The exact amounts paid by the top five customers are noted on the map.

Total Paid

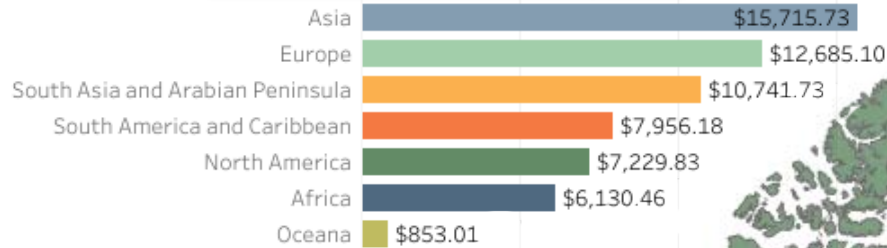


Total Paid



Do sales figures vary between geographic regions?

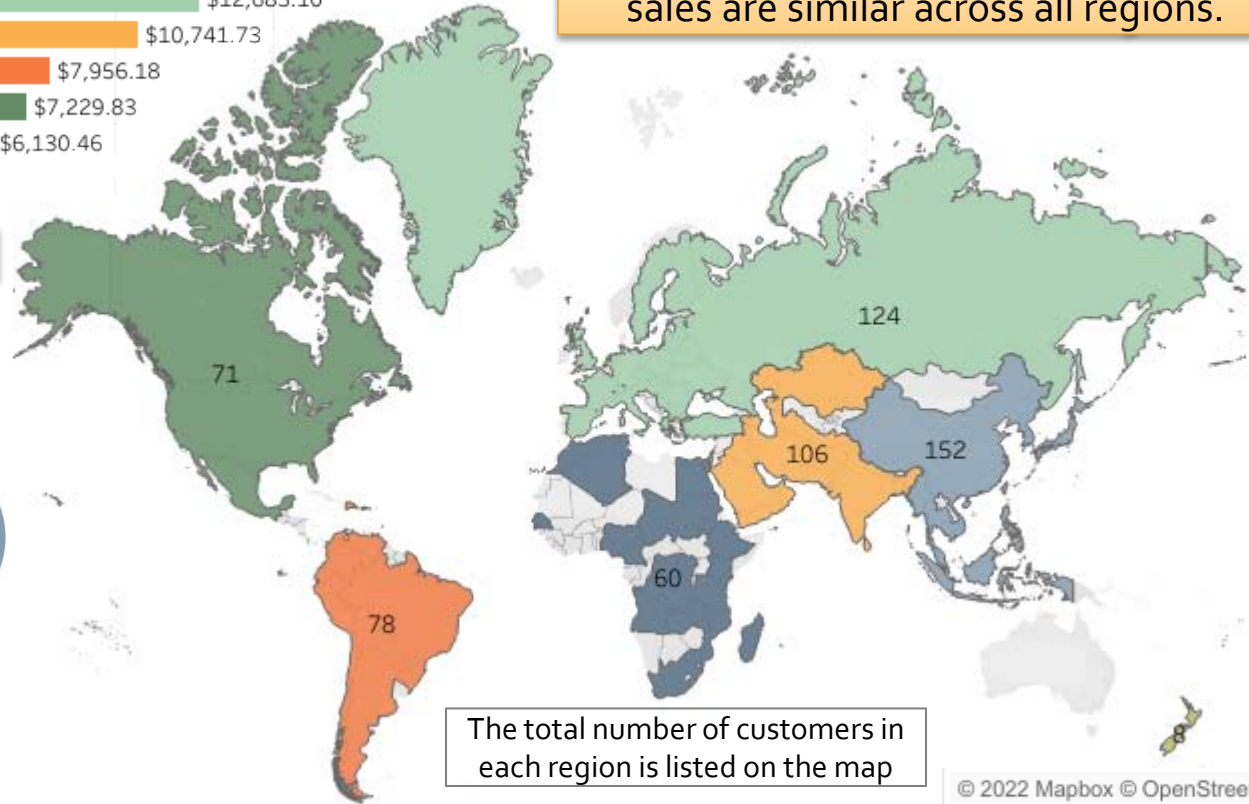
Total paid in each region



Average paid in each region

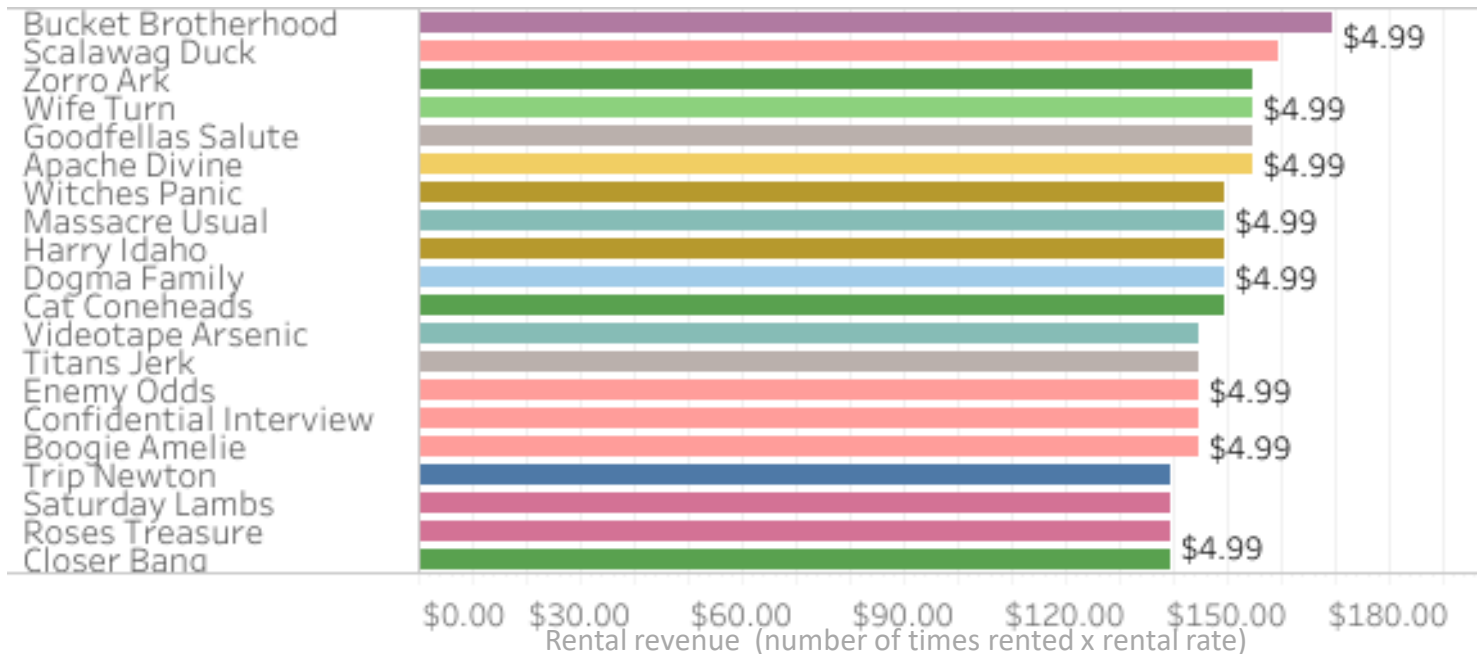


Total sales are highest in the regions that have the most customers, but average sales are similar across all regions.



The total number of customers in each region is listed on the map

What (20) movies contributed the most to revenue gain?

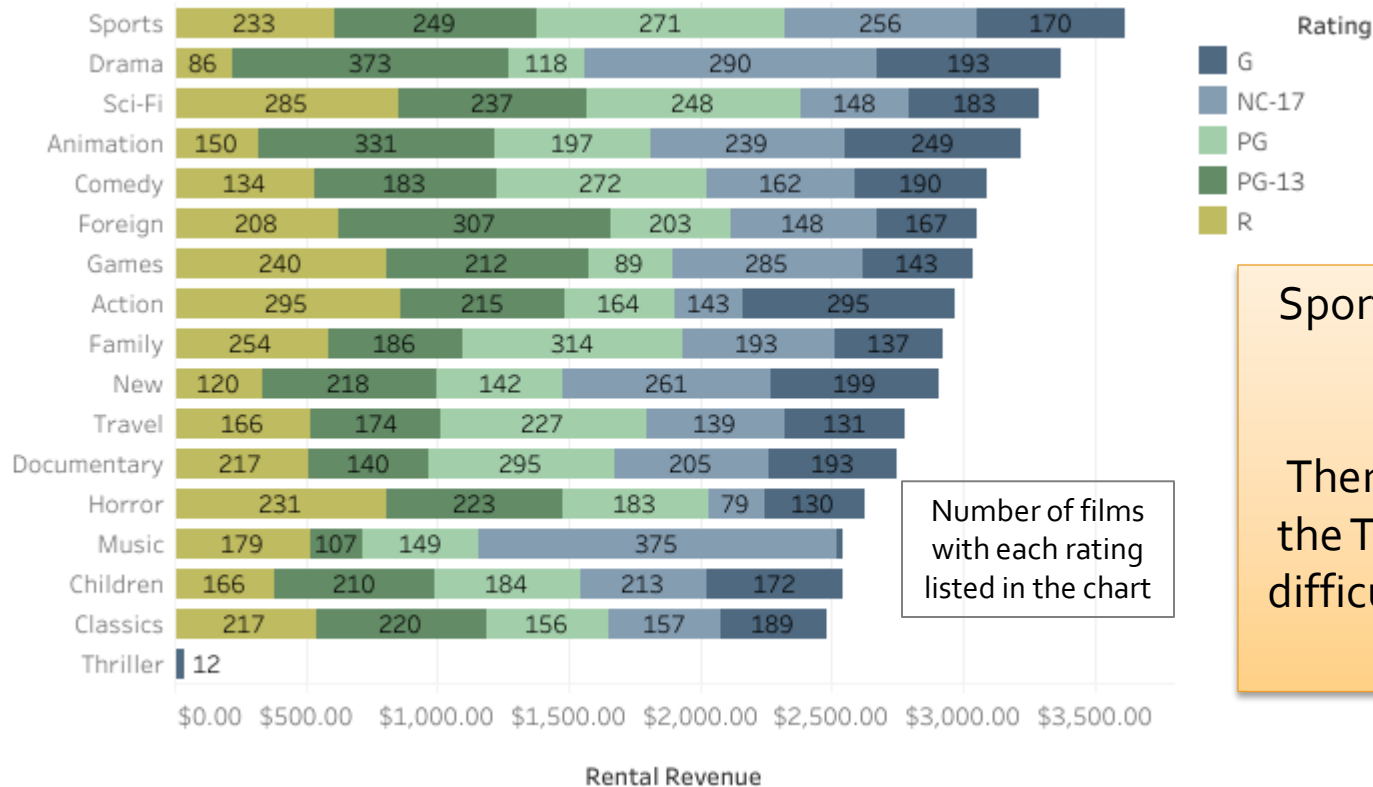


Genre

- Action
- Animation
- Children
- Classics
- Comedy
- Documentary
- Drama
- Family
- Foreign
- Games
- Horror
- Music
- New
- Sci-Fi
- Sports
- Thriller
- Travel

What (20) movies contributed the least to revenue gain?





Sports films are the most popular rentals.

There are so few films in the Thriller genre that it's difficult to compare to the other genres.

Next Steps

The next questions to be addressed, in support of developing a marketing strategy and pricing system for the online video launch, are:

1. How frequently do customers rent movies? Does this vary regionally?
2. How many movies do customers rent at a time? Does this vary regionally?
3. What is the rental rate of the most frequently rented movies? Does this vary regionally?
4. Does the popularity of genres vary regionally?

Recommendations

There are no significant variations in the average paid in each geographic region, however there are significant differences in the total paid, which is related to the number of customers.

In order to determine whether to focus on converting existing customers in strong markets (Asia, South Asia and Arabian Peninsula, Europe) to our new streaming service or focus on expanding into our smaller markets (North America, South America, and Africa), we must consider:

- What regional markets are our competitors strongest in?
- Are there regions where internet services do not make online streaming feasible?

To explore these findings in more detail, follow the link to interactive Tableau visualizations:

https://public.tableau.com/shared/XXJXBRRRP?:display_count=n&:origin=viz_share_link

