



ROCKBUSTER STEALTH DATA ANALYSIS

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INTRODUCTION

■ **GOAL:** Rockbuster Stealth LLC is a movie rental company that formally had stores around the world. Due to stiff competition from streaming services such as Netflix and Amazon Prime, the management team is *planning to launch an online video rental service to stay competitive*. In order to develop a plan, we need to answer key business questions using insights from the data we currently have.

■ **Tools Used:**

- Relational Database Management System (RDBMS) which allows you to connect data from multiple tables.
- SQL – language used to retrieve the data
- Excel – analyze data, find insights, and create visualizations.
- Tableau – create interactive data visualizations, analyze data and find insights.

QUICK OVERVIEW

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1. Recommend adding movies to the streaming list that are the top grossing genres and ratings.
 2. As Rockbuster customers are located globally; recommendation is to start streaming service in the top three countries where the highest number of customers and revenue are based.
 3. Having a rewards program may be helpful to incentivize individuals to try Rockbusters streaming service and to recommend the streaming service(s).

Key Questions

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

CURRENT SITUATION:

WHAT IS THE AVERAGE RENTAL DURATION FOR ALL VIDEOS?

Movie Count: 1,000

Release Year: 2006

Language: English

	Minimum	Average	Maximum
Rental Amount	\$0.99	\$2.98	\$4.99
Rental Length (Days)	3 days	5 days	7 days
Replacement Cost	\$9.99	\$19.98	\$29.99

Average Rental cost \$2.98 and was rented out for 5 days

PRODUCTS:

WHICH MOVIES CONTRIBUTED THE MOST/LEAST TO REVENUE GAIN?

Top 10 Movies with the Most Revenue

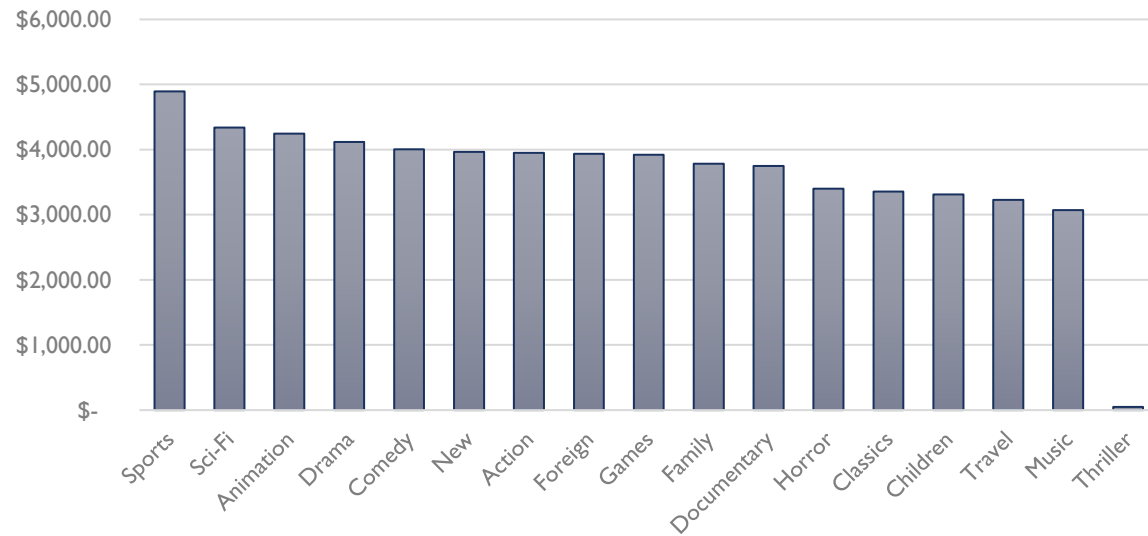
Rank	Movie	Rating	Genre	Revenue
1	Telegraph Voyage	PG	Music	\$215.75
2	Zorro Ark	NC-17	Comedy	\$199.72
3	Wife Turn	NC-17	Documentary	\$198.73
4	Innocent Usual	PG-13	Foreign	\$191.74
5	Hustler Party	NC-17	Comedy	\$190.78
6	Saturday Lambs	G	Sports	\$190.74
7	Titans Jerk	PG	Sci-Fi	\$186.73
8	Harry Idaho	PG-13	Drama	\$177.73
9	Torque Bound	G	Drama	\$169.76
10	Dogma Family	G	Animation	\$168.72

Top 10 Movies with the Least Revenue

Rank	Movie	Rating	Genre	Revenue
1	Duffel Apocalypse	G	Documentary	\$5.94
2	Oklahoma Jumanji	PG	New	\$5.94
3	Texas Watch	NC-17	Horror	\$5.94
4	Freedom Cleopatra	PG-13	Comedy	\$5.95
5	Rebel Airport	G	Music	\$6.93
6	Young Language	G	Documentary	\$6.93
7	Cruelty Unforgiven	G	Classics	\$6.94
8	Treatment Jekyll	PG	Drama	\$6.94
9	Lights Deer	R	Classics	\$7.93
10	Japanese Run	G	Horror	\$7.94

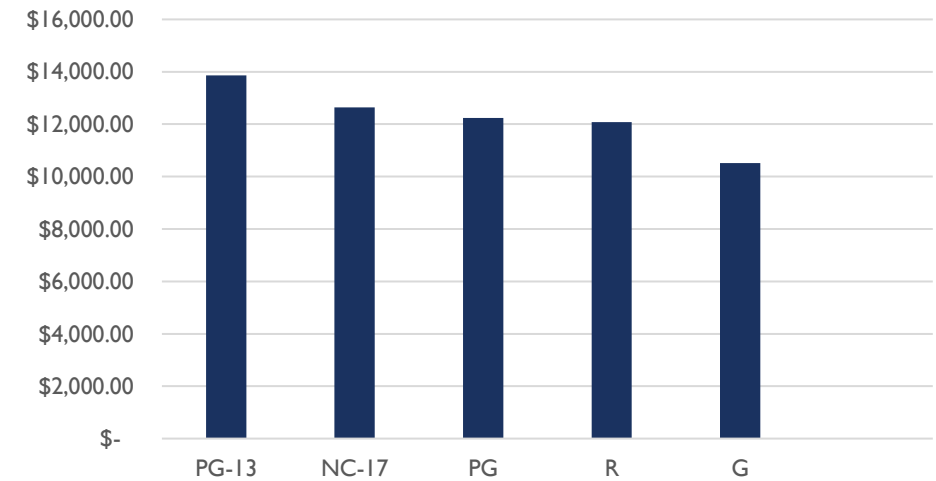
PRODUCTS: REVENUE BY GENRE AND RATING

Revenue by Genre



Highest Genres: Sports, Sci-Fi, Animation
Lowest Genres: Thriller (significantly the lowest) followed by Music

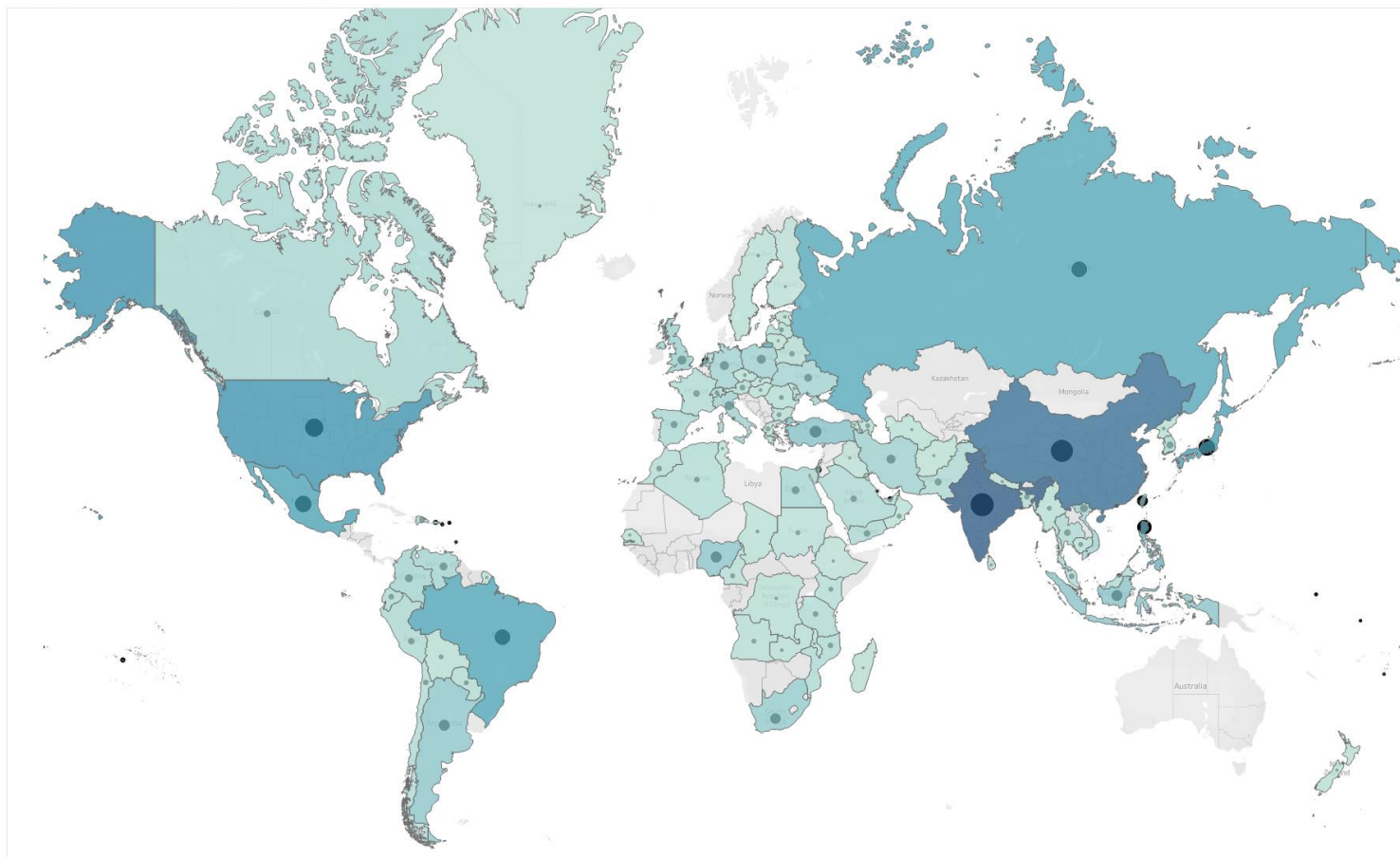
Revenue by Rating



Highest rating: PG-13
Lowest rating : G

MARKETING: WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS IN?

Rockbuster Global Revenue and Customer Base

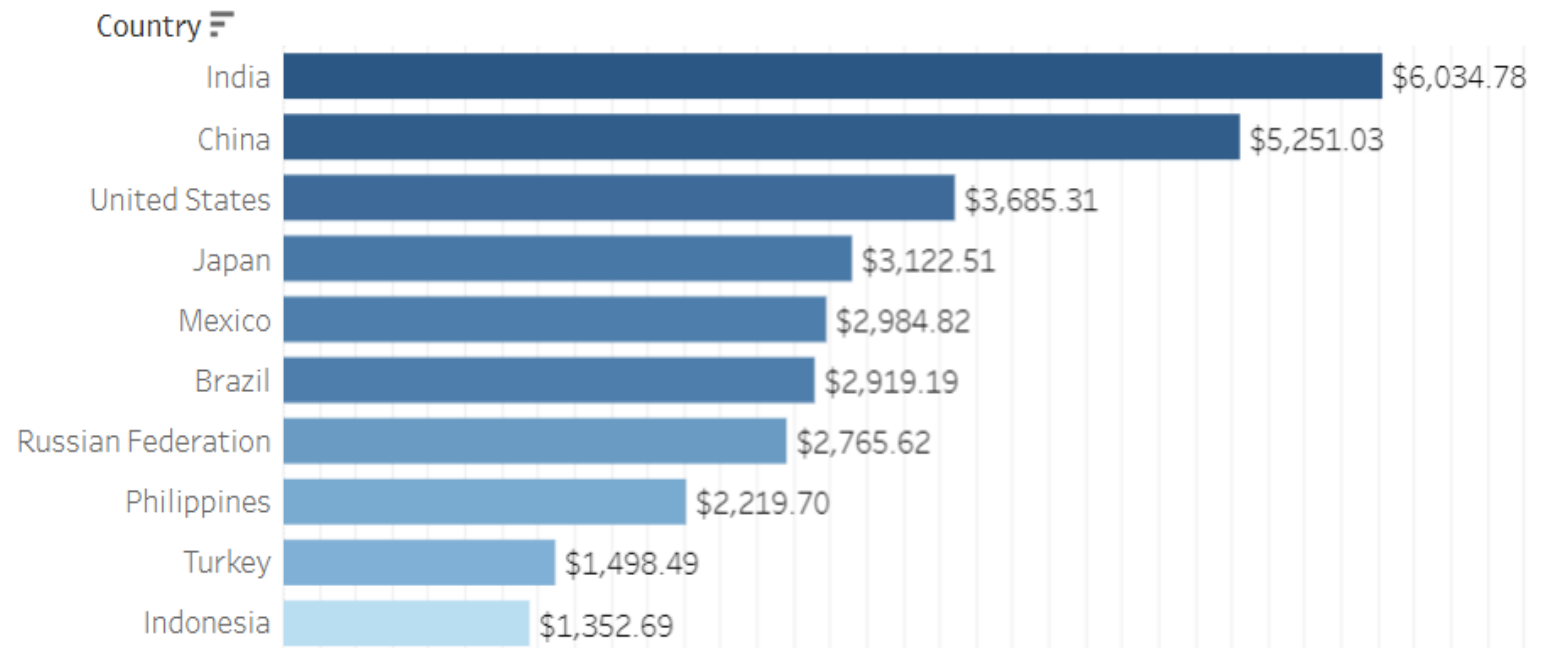


- Customers are worldwide.
- Customers on every continent except Australia and Antarctica!
- Top 3 countries: India, China, and United States.

MARKETING:

WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS IN?

Top 10 Countries and Revenue Amount



Top 10 Countries
by Customer
Count

Country	Customer Count
India	1,422
China	1,297
United States	869
Japan	749
Mexico	718
Brazil	681
Russian Federation	638
Philippines	530
Turkey	351
Indonesia	331

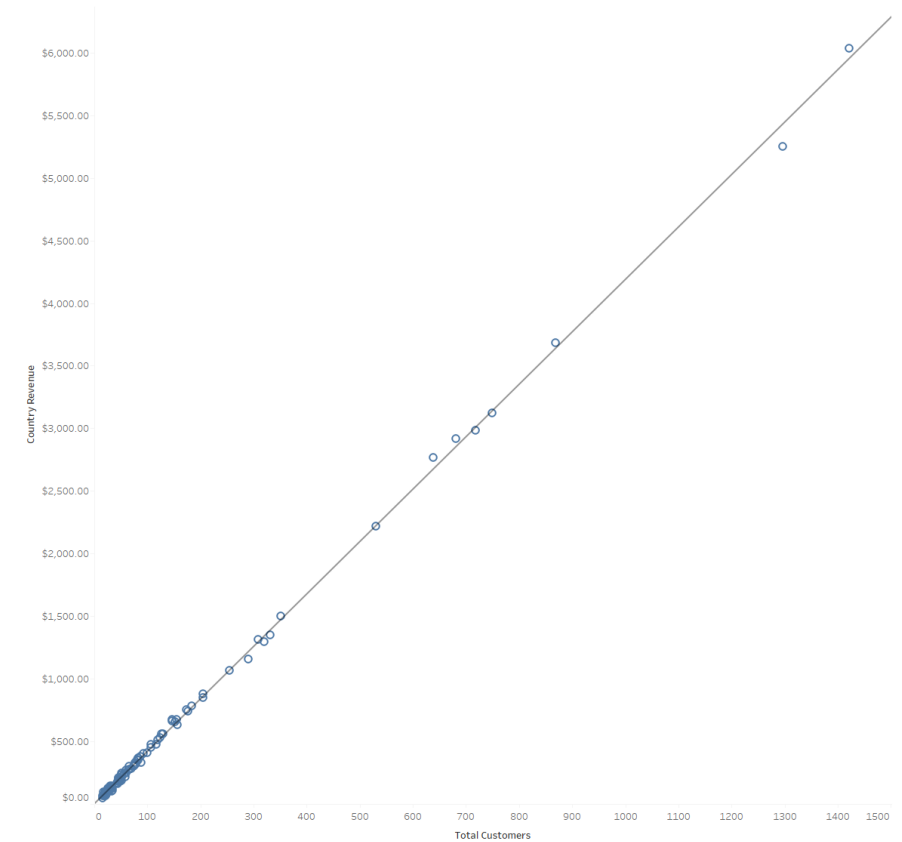
India, China, and the United States have the highest number of customers and the highest revenues.

SALES:

DO SALES VARY BETWEEN GEOGRAPHIC REGION?

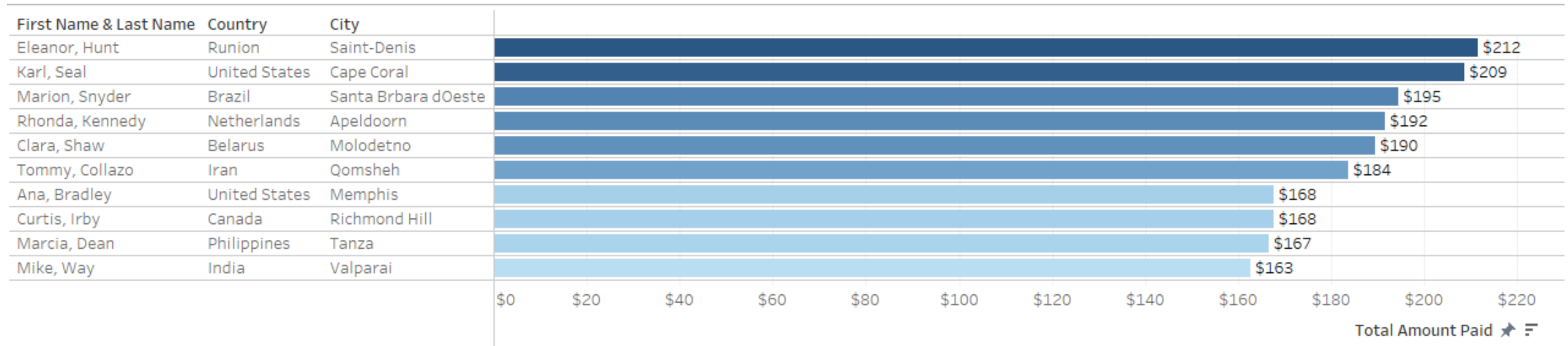
Sales vary by region as there is a strong correlation between # of customers in a region and the revenue amount.

Revenue Vs. Total Customers



CUSTOMERS: WHERE ARE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?

Top 10 Customers

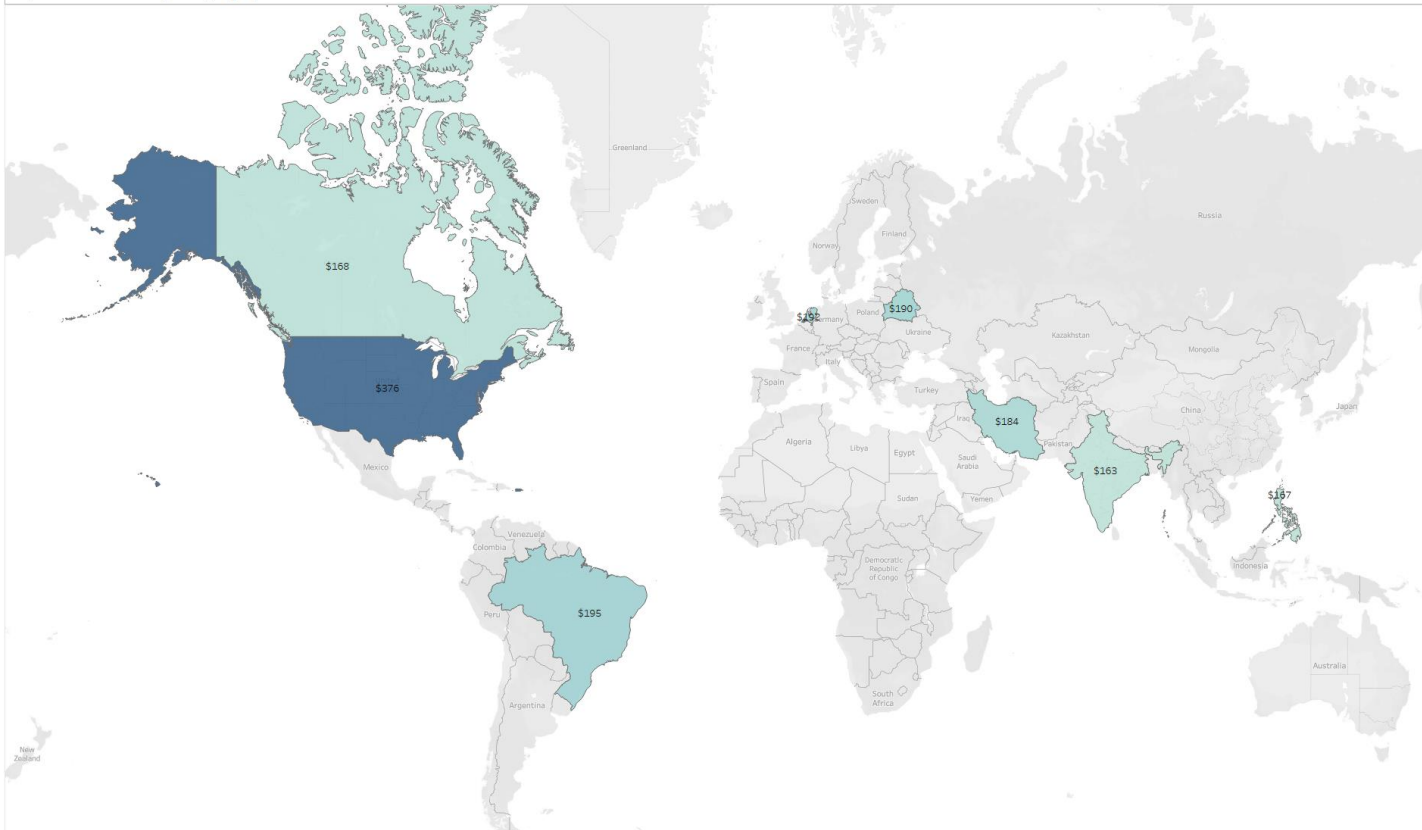


Our top customers are spread all over; however, United States is the only country to have more than one customer in the Top 10.

SALES:

DO SALES VARY BETWEEN GEOGRAPHIC REGION?

Top 10 Customers by Geography



Revenue listing location of Top 10 Customers. Sum amounts are grouped by continent:

1. North America: \$544
2. Asia: \$514
3. Europe \$382
4. South America: \$195

Sales vary by geographic region

CONCLUSION:

Insights:

Current Situation: Average movie rental cost is \$2.98 and rented for 5 days.

Products:

Highest: Sports Genre and PG-13 ratings
Lowest: Thriller, then Music for Genre's and G ratings

Marketing: Customers are global
Customers on every continent except Australia and Antarctica

Sales:

Top 3 countries are India, China and United States
Revenue of top 10 Customers Globally

- North America: \$544
- Asia: \$514
- Europe \$382
- South America: 195

Customers: United States is the only country to have more than one customer in the top 10 sales.

Recommendations:

Movie Rentals: Charge movie streams \$2.98 each and lend out for 5 days.

Products:

Focus on adding movies to inventory which generated the most revenue, and avoid genres that generated the least revenue like Thrillers:

- Highest Revenue for Ratings were PG-13 & NC-17;
- Highest Revenue for Genres - Sports, Scifi and Animation.

Marketing: Customers are global; therefore, it is recommended to start the streaming service in the top three countries (India, China, and U.S.) where the highest number of customers and revenue are based. Further research may be needed to see about marketing in Australia. Countries with the highest number of customers generate the most sales. It is anticipated that if customer count goes up, revenue will increase as well.

Sales: There is not a high degree of variability for how much money a film generates based on its genre or rating. However, certain genres produce more revenue per film such Comedy, New and Sports, and ratings such as PG-13 and NC-17. Focusing on these higher generating genres/ratings could be beneficial.

CONCLUSION:

Recommendations continued:

Customers: Having a rewards program may be helpful to incentivize individuals to try Rockbusters streaming service and to recommend the streaming service(s).

Promotion period is suggested for 6 months:

- first 2 transactions receive 20% off
- refer a friend and receive 20% off coupon.
- If rewards program is a success, it is recommended to create a customer loyalty program where the top customers can obtain Tango gift cards to promote loyalty.



Thank You!

Data Dictionary, Queries, and Query Outputs available upon request

Link to interactive [Tableau Visualizations](#)