Rockbuster Stealth LLC: Data Analysis Project

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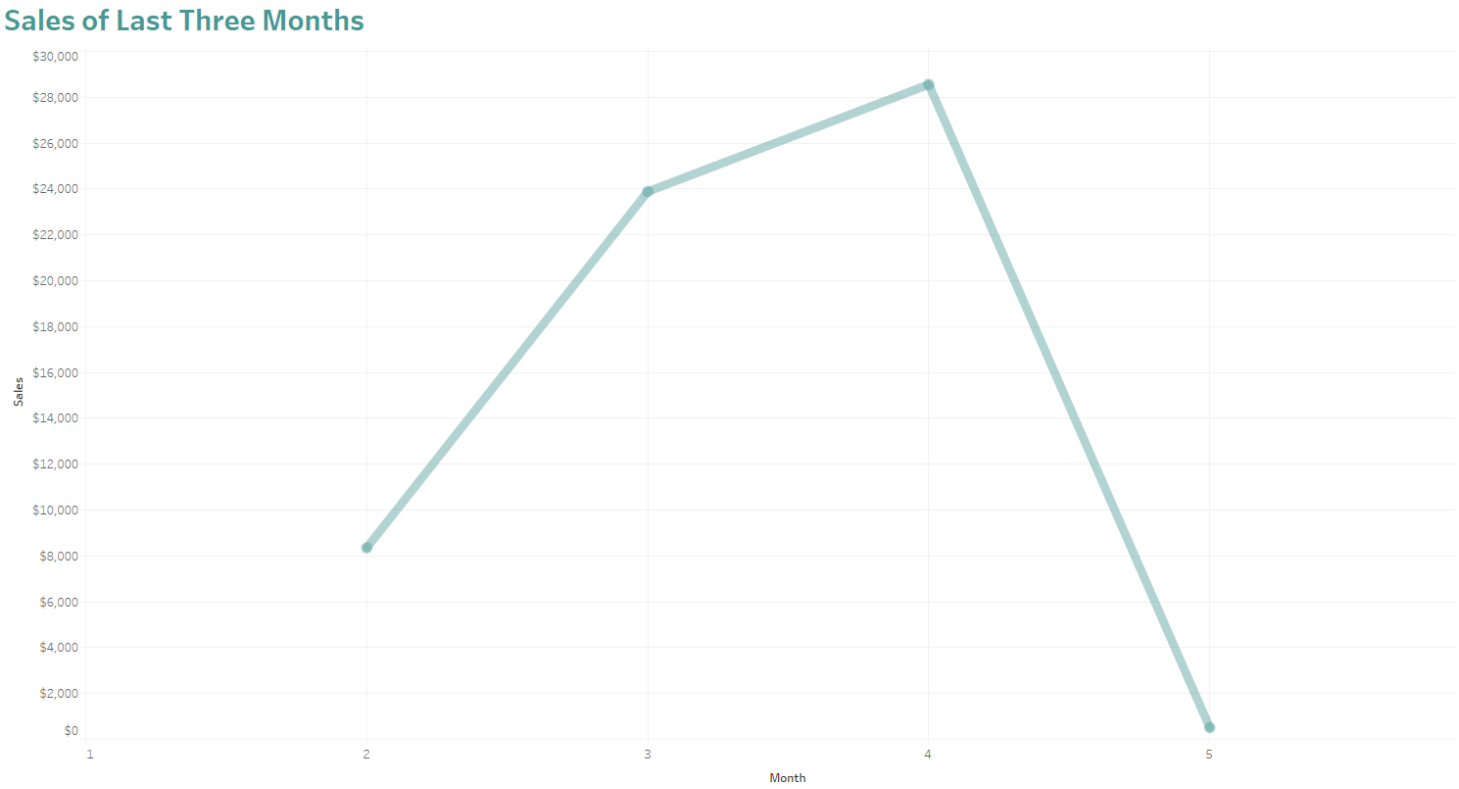
Project Overview

GOAL

Rockbuster Stealth LLC has been a leading movie rental company with extensive movie licenses. In more recent years, with streaming services becoming more commonplace, Rockbuster faces stiff competition in keeping the lead. To stay competitive, Rockbuster will enter the online streaming service with a detailed launch strategy that will maximize this new and exciting shift.

OBJECTIVE

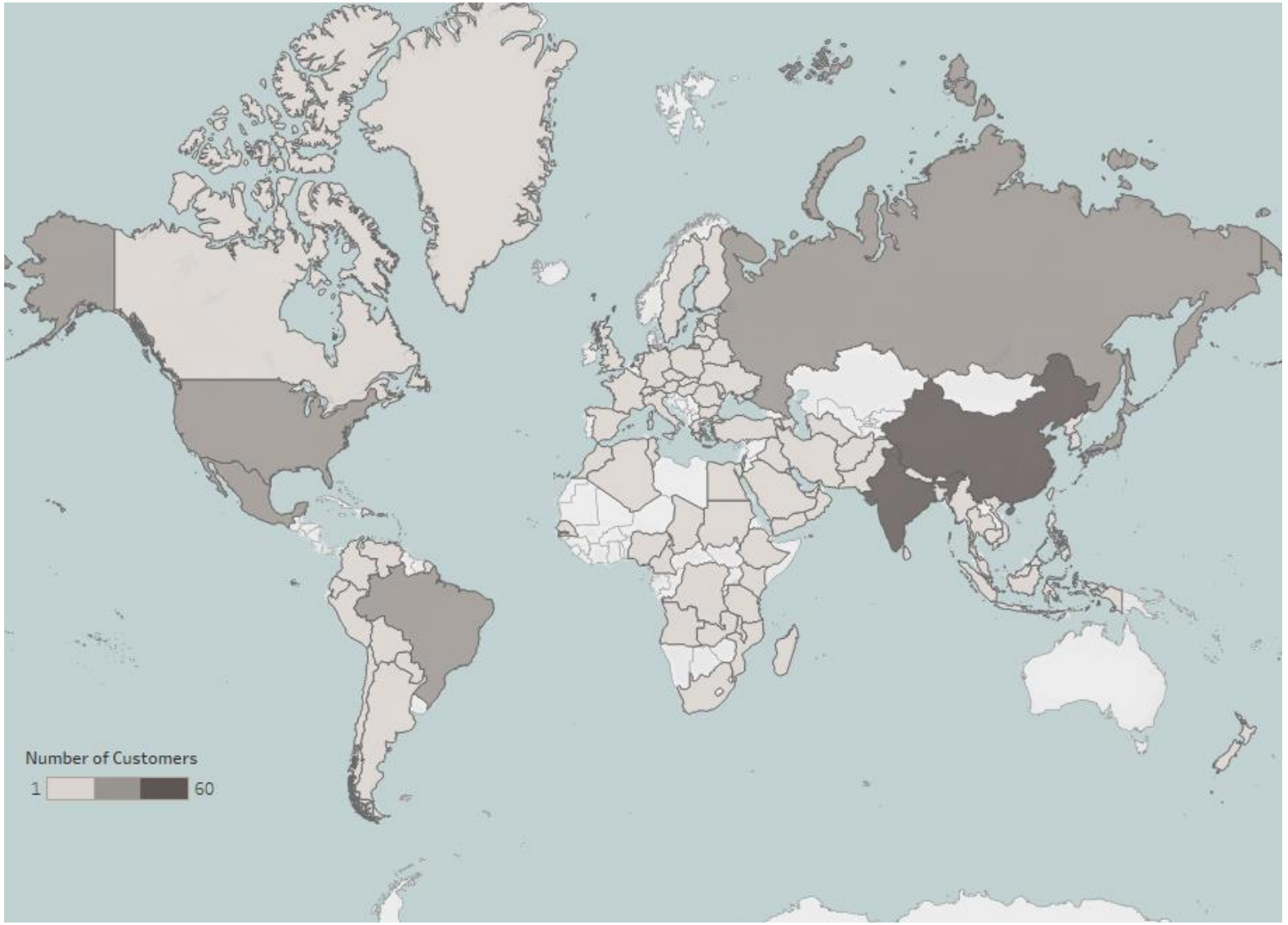
This project will inform the new launch strategy by identifying the following: Which geographic location to prioritize, which types of film are most popular, and who our top customers are to include our new rewards program.



Declining Sales

Total revenue from rentals for the last month has been rapidly declining, no doubt due to competition from other rental companies offering online streaming option. We are confident that Rockbuster will see increase in revenue by launching an online streaming service to our customer base.

Where Are Rockbuster Customers Located?

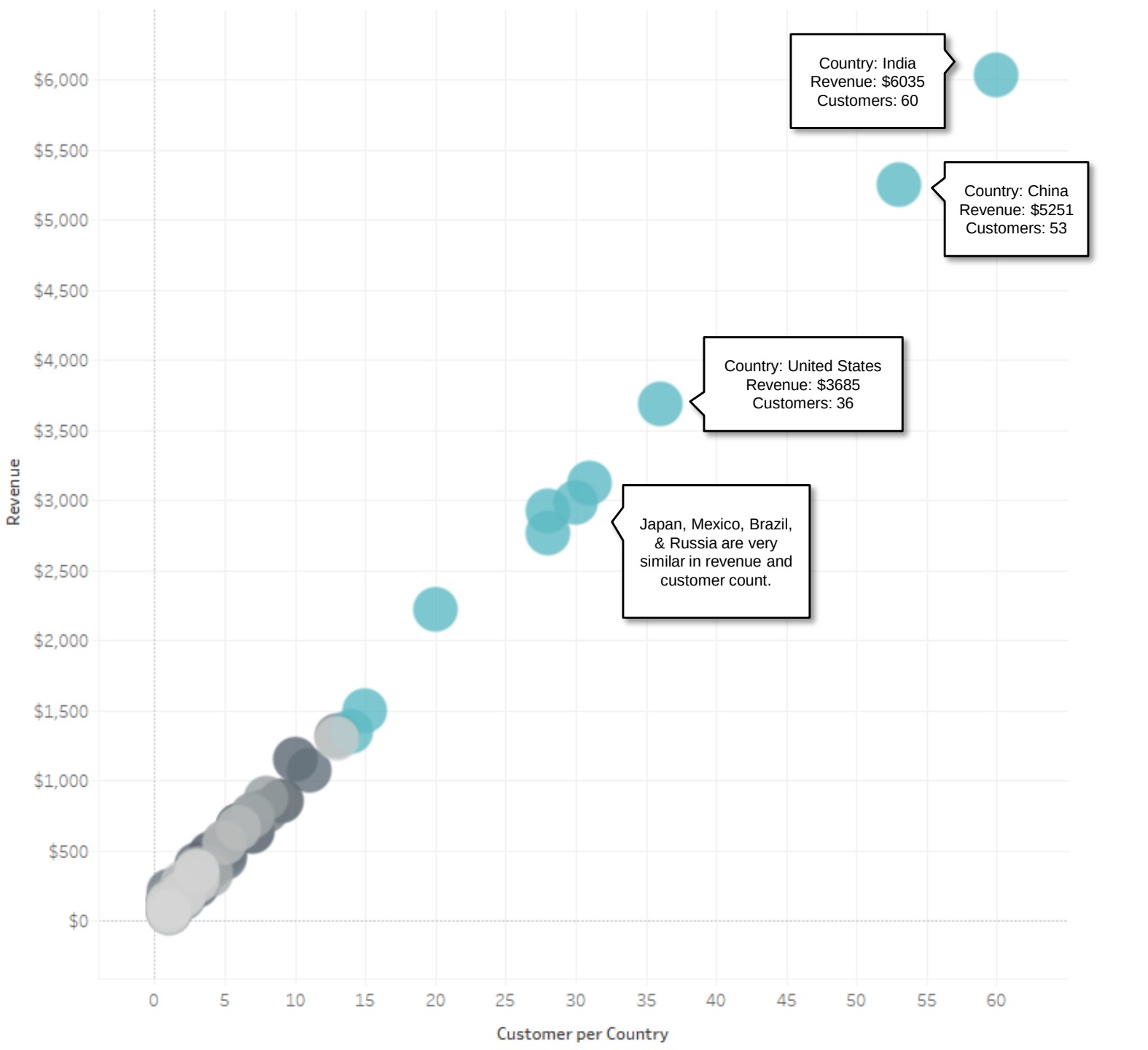


Global Customer Base

Rockbusters LLC currently has customers located throughout the world. However, the areas with higher total count of customers are found within **Asia**, **Americas**, and **Eastern Europe**.

Top 10 Countries by Revenue

Country	Customers	Revenue
India	60	$6034.78
China	53	$5251.03
United States	36	$3685.31
Japan	31	$3122.51
Mexico	30	$2984.82
Brazil	28	$2919.19
Russia	28	$2765.62
Philippines	20	$2219.70
Turkey	15	$1498.49
Indonesia	14	$1352.69



Top 10 Cities

Here are the top 10 cities where Rockbusters is most popular:

CITY	COUNTRY
Aurora	United States
Atlixco	Mexico
Xintai	China
Adoni	India
Dhule (Dhulia)	India
Kurashiki	Japan
Pingxiang	China
Sivas	Turkey
Celaya	Mexico
So Leopoldo	Brazil

Customer Rewards Program

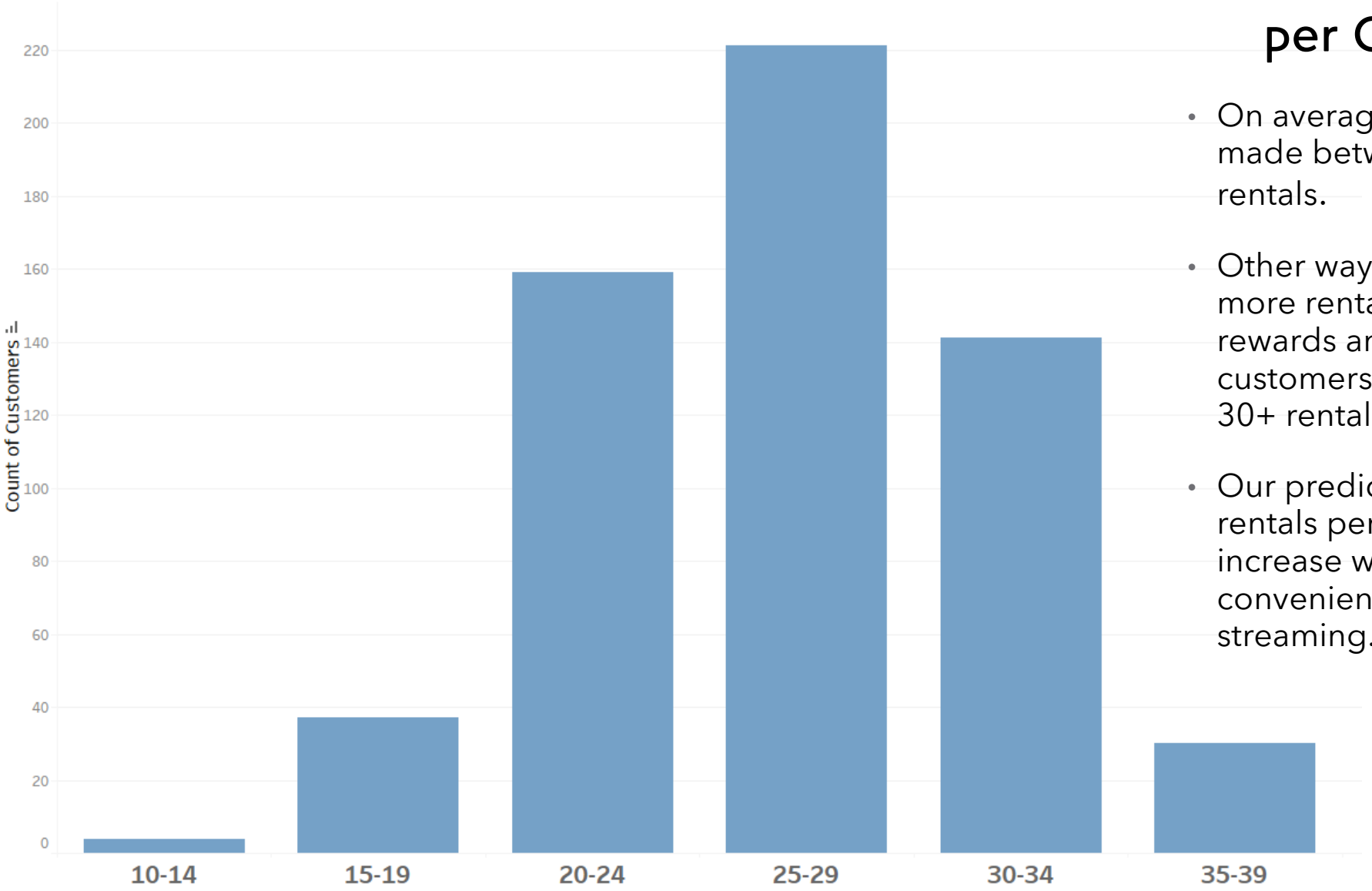
Top 5 customers

To generate buzz around the launch of online streaming, a customer appreciation program will be introduced for our most loyal customers from our top 10 cities:

CUSTOMER NAME	*CITY*	*COUNTRY*	*TOTAL SPENT*
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

Average total spent by our top 5 customers was $107.35.

Total Rentals Made per Customer



- On average, most customers made between 25 to 29 rentals.
- Other ways to incentivize more rentals is to offer rewards and discounts to customers who reache the 30+ rentals mark.
- Our predictions expect total rentals per customer will increase with the added convenience of online streaming.

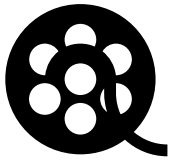
Rentals Overview

What were Rockbusters most popular films?

Rental Analysis

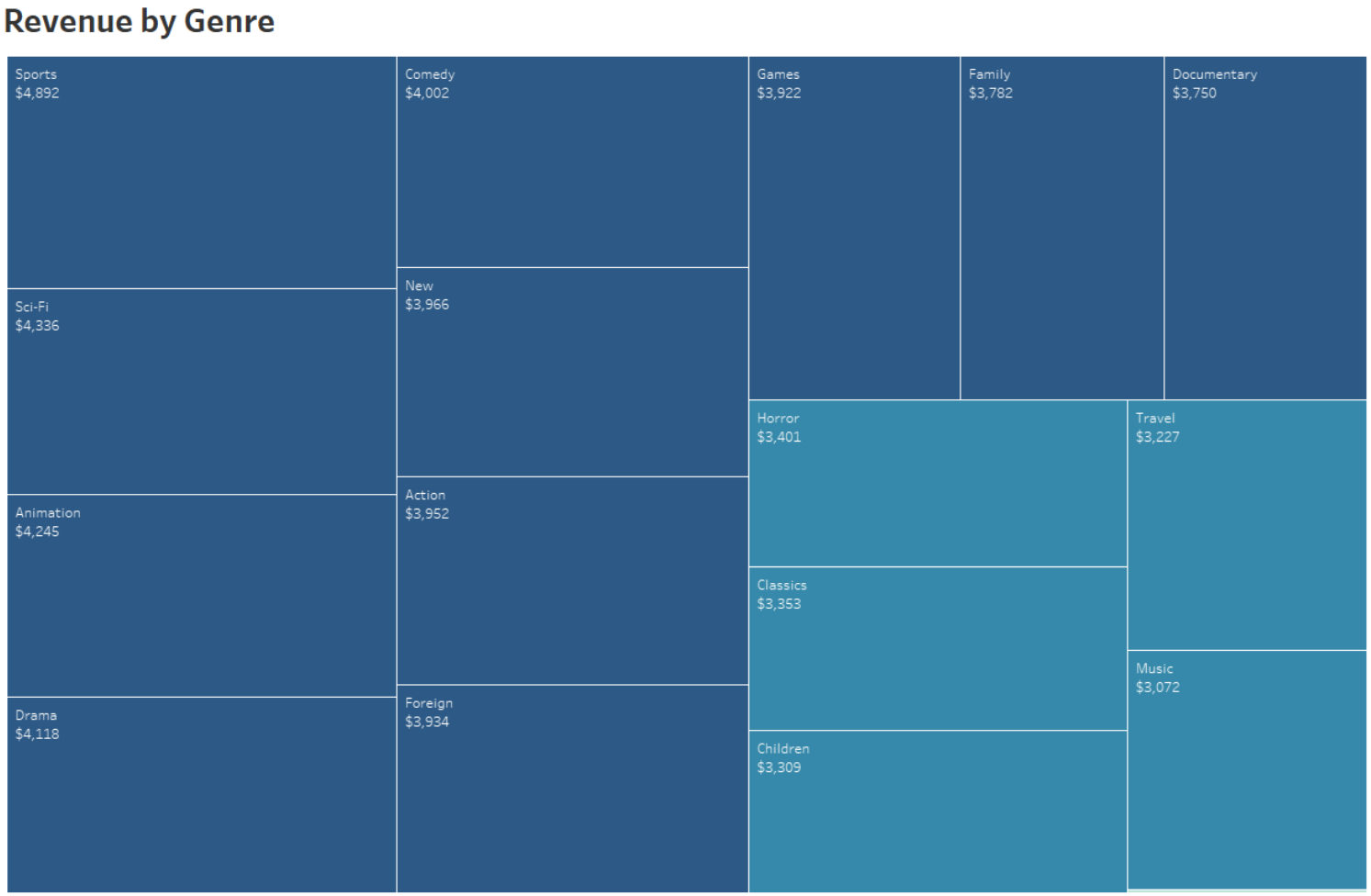
Rental Rate
Average: $2.98
Maximum: $4.99
Minimum: $0.99

Rental Duration
Average: 4.9 days
Maximum: 7 days
Minimum: 3 days



Film Length
Average: 115.3 minutes
Maximum: 185 minutes
Minimum: 46 minutes

Which Genre Was Most Popular?

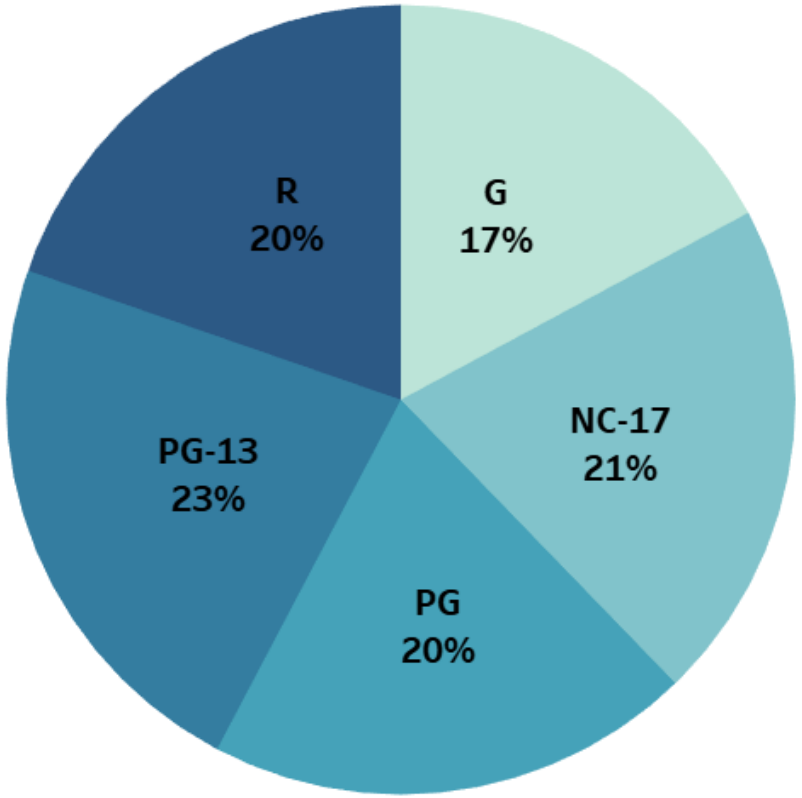


- Most popular genres were Sports, Sci-Fi, Animation, Drama, and Comedy; all of them generating a total revenue over $4,000 each.
- The least popular genre was Thriller, only generating a total revenue of $47.

The genre Thriller is this slice here at the bottom.

Which Rating Was Most Popular?

Rating	Total Rentals	Total Revenue	Avg. Rental Rate
PG-13	3,245	$13,855	$3.03
NC-17	3,008	$12,635	$2.97
PG	2,938	$12,237	$3.05
R	2,897	$12,073	$2.94
G	2,508	$10,512	$2.89



Films rated PG-13 were rented most frequently and brought in the most revenue.

Which Film Titles Were Most / Least Popular?

TOP 10 FILMS

Film Title	Total 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

Average Revenue: $189.04
Average Length: 130 minutes

BOTTOM 10 FILMS

Film Title	Total Revenue
Texas Watch	$5.94
Oklahoma Jumanji	$5.94
Duffel Apocalypse	$5.94
Freedom Cleopatra	$5.95
Young Language	$6.93
Rebel Airport	$6.93
Cruelty Unforgiven	$6.94
Treatment Jekyll	$6.94
Lights Deer	$7.93
Stallion Sundance	$7.94

Average Revenue: $6.74
Average Length: 126 minutes

Conclusions

Insights and Recommendations

- As Rockbusters enter the realms of online streaming, prioritize marketing in geographical locations with already a robust customer base.
- Since average rental duration was 4.9 days, let all online streaming rentals last up to 5 days.
- Encourage customer loyalty and rental frequency by offering rewards program for customers who make 30+ rentals.
- Top 10 Films generated on average a revenue of $189.04, whereas Bottom 10 Films generated $6.74; consider eliminating any films with total revenue less than $20.00 to make space for more popular titles.

End of Presentation

Thank you for your attention