

ROCKBUSTER STEALTH LLC

ONLINE MOVIE RENTAL STRATEGY ANALYSIS

By Tony Soewignjo
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BACKGROUND

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.

DATA OVERVIEW

Total movie
1000

Total actor
200

Total genre
16

Total customer
599

Total country
109

Total inventory
4581

Total staff
2

Total store
2

Total revenue
\$61,312

DESCRIPTIVE ANALYSIS

Movie Rating

Rating	Movie
G	178
PG	194
R	195
NC-17	210
PG-13	223

Release year: 2006

Rental Rate

Min	Max	Avg
\$0.99	\$4.99	\$2.98

Rental_Length (day):

Min	Max	Avg
3	7	4.98

**Average movie rental
per customer:**

26

Movie Length (min)

Min	Max	Avg
46	185	115.27

Replacement Cost:

Min	Max	Avg
\$9.99	\$29.99	\$19.98

**Average rental cost
per movie:**

\$4.20

country	total_customer	total_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
Russian Federation	28	2765.62
Philippines	20	2219.7
Turkey	15	1498.49
Indonesia	14	1352.69

REGIONAL ANALYSIS

Top five countries based on revenue:

- **India**
- **China**
- **United States**
- **Japan**
- **Mexico**

Note: there is a **strong correlation** between total revenue and total customer.

REGIONAL ANALYSIS

Do sales figures vary between geographic regions? The answer is Yes. The following map shows where Rockbuster customers are, and the number of sales in that area.

[Tableau Link: Rental sales per region](#)



GENRE ANALYSIS

Top 5 movie category based on global revenue:

- **Sports**
- **Sci-Fi**
- **Animation**
- **Drama**
- **Comedy**

Note: there is **a weak correlation** between total revenue and number of movies in each genre.

movie_category	total_revenue	num_movie
Sports	4892.19	73
Sci-Fi	4336.01	59
Animation	4245.31	64
Drama	4118.46	61
Comedy	4002.48	56
Action	3999.73	62
New	3966.38	60
Foreign	3934.47	67
Games	3922.18	58
Family	3782.26	66
Documentary	3749.65	63
Horror	3401.27	53
Classics	3353.38	54
Children	3309.39	58
Travel	3227.36	53
Music	3071.52	51

country_name	movie_category	total_revenue
India	Sports	459.98
India	Foreign	446.01
India	Documentary	439.98
India	Children	432.02
India	Drama	405.12

country_name	movie_category	total_revenue
China	Animation	414.96
China	Sports	410.15
China	Family	379.05
China	New	371.16
China	Drama	363.08

country_name	movie_category	total_revenue
United States	Sports	312.30
United States	Drama	288.38
United States	Documentary	262.37
United States	Comedy	258.47
United States	Animation	252.36

GENRE ANALYSIS IN TOP 3 COUNTRIES

Note:

The data shows that **Genre popularity is unique** in each region, as an indication that it is important to build individualized marketing strategy in each region.

CUSTOMER ANALYSIS

Note:

The top 10 global customers are distributed almost evenly in 9 countries. This shows that **top customer's locations** are spread out randomly and not confined to any regions.

Location of TOP TEN Global Customers

first_name	last_name	city	country	total_payment
Eleanor	Hunt	Saint-Denis	Runion	211.55
Karl	Seal	Cape Coral	United States	208.58
Marion	Snyder	Santa Brbara dOeste	Brazil	194.61
Rhonda	Kennedy	Apeldoorn	Netherlands	191.62
Clara	Shaw	Molodetno	Belarus	189.6
Tommy	Collazo	Qomsheh	Iran	183.63
Ana	Bradley	Memphis	United States	167.67
Curtis	Irby	Richmond Hill	Canada	167.62
Marcia	Dean	Tanza	Philippines	166.61
Mike	Way	Valparai	India	162.67

RATING ANALYSIS

Note:

Across the board, top movie rating is consistently **PG-13**, followed by **NC-17**.

Rating by Global Revenue

rating	num_movie	total_revenue
PG-13	213	13855.56
NC-17	202	12634.92
PG	183	12236.65
R	189	12073.03
G	171	10511.88

Rating by Regional Revenue (China / India / US)

country	rating	num_movie	total_revenue
China	PG-13	155	1210.98
China	NC-17	142	1102.41
China	PG	142	1065.37
China	R	137	1065.32
China	G	114	806.95
India	PG-13	164	1413.83
India	R	141	1244.03
India	NC-17	151	1242.12
India	PG	133	1106.24
India	G	125	1028.56
United States	PG-13	123	819.06
United States	NC-17	120	788.08
United States	PG	110	735.31
United States	R	109	723.27
United States	G	96	619.59

MOVIE ANALYSIS

Top 10 Movies

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

Bottom 10 Movies

title	total_revenue
Texas Watch	5.94
Oklahoma Jumanji	5.94
Duffel Apocalypse	5.94
Freedom	5.94
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

Note:

Top movie title is **"Telegraph Voyage"** with revenue of \$215.75

Bottom movie title is **"Texas Watch"** with revenue of \$5.94

RECOMMENDATION

- Build a **unique marketing strategy** in each region, based on genre popularity in that region.
- Focus on adding new movies with **PG-13 and NC-17 ratings**.
- Focus on renting movies in the top five categories: **Sports, Sci-Fi, Animation Drama, Comedy**.
- Provide movies with languages available in the top five countries: **India, China, United States, Japan, Mexico**.
- Next Step: Further research with movie data beyond 2006.

The image features a solid black background. At the top, there is a decorative border consisting of several overlapping, wavy bands of color. From left to right, these bands transition through shades of yellow, orange, red, and finally into a bright cyan or light blue on the far right. The waves create a sense of movement and depth.

Thank you