Rockbuster Rental Success Strategy

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PROJECT OVERVIEW

Rockbuster Stealth LLC, once a global powerhouse in movie rentals, faces the challenge of adapting to the digital era dominated by streaming services like Netflix and Amazon Prime. To pivot successfully, Rockbuster plans to launch an online video rental service, leveraging its existing movie licenses to remain competitive. As a part of the business intelligence (BI) department, the task is to analyze Rockbuster's extensive data to inform the launch strategy of this new online service.

OBJECTIVE

Performance Analysis: Identify top and bottom revenue-generating movies and analyze revenue by genre

Geographic Insights: Determine key customer markets by country and city

Rental Insights: Explore average rental durations, focusing on genres an*d ratings*

Customer Value: Identify regions with high-value customers

Actor Contributions: Assess revenue generated by actors' movies

Content Strategy: Analyze rental fees and durations by genre and rating for content optimization

CUSTOMER ANALYSIS

TOP 10 LIFETIME CUSTOMERS

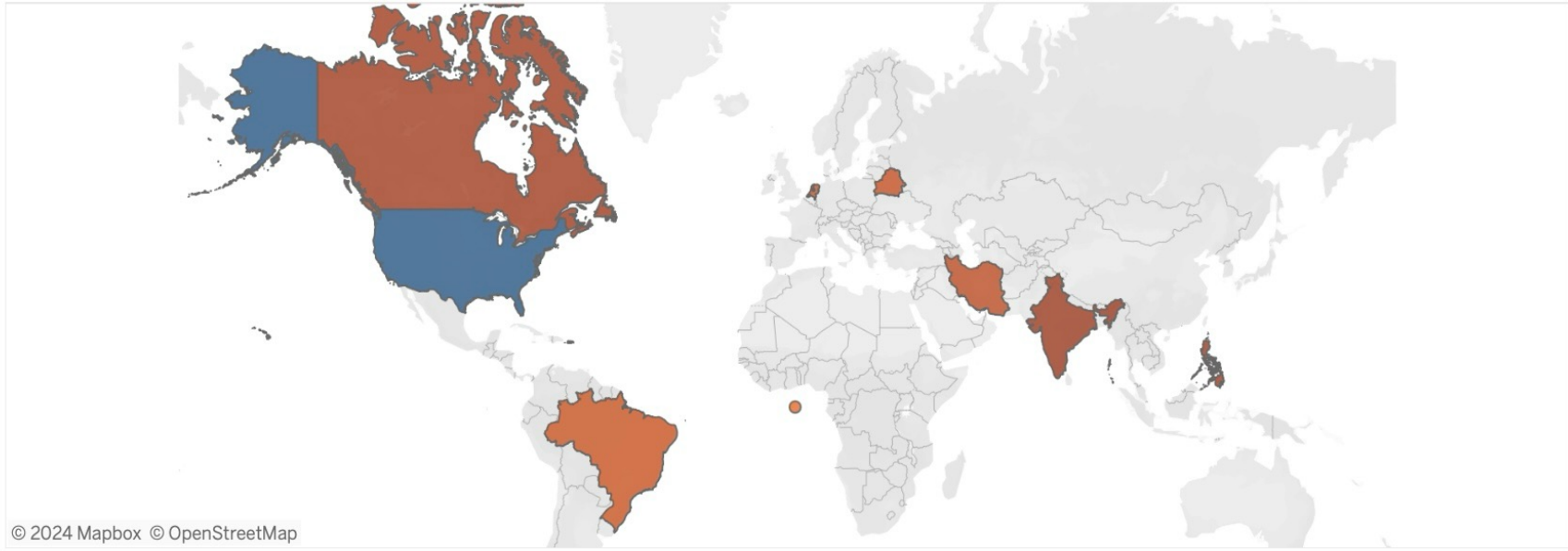
Revenue ($)

Eleanor	Hunt	Runion	211.55
Karl	Seal	United Stat..	208.58
Marion	Snyder	Brazil	194.61
Rhonda	Kennedy	Netherlands	191.62
Clara	Shaw	Belarus	189.60
Tommy	Collazo	Iran	183.63
Ana	Bradley	United Stat..	167.67
Curtis	Irby	Canada	167.62
Marcia	Dean	Philippines	166.61
Mike	Way	India	162.67

#of rentals

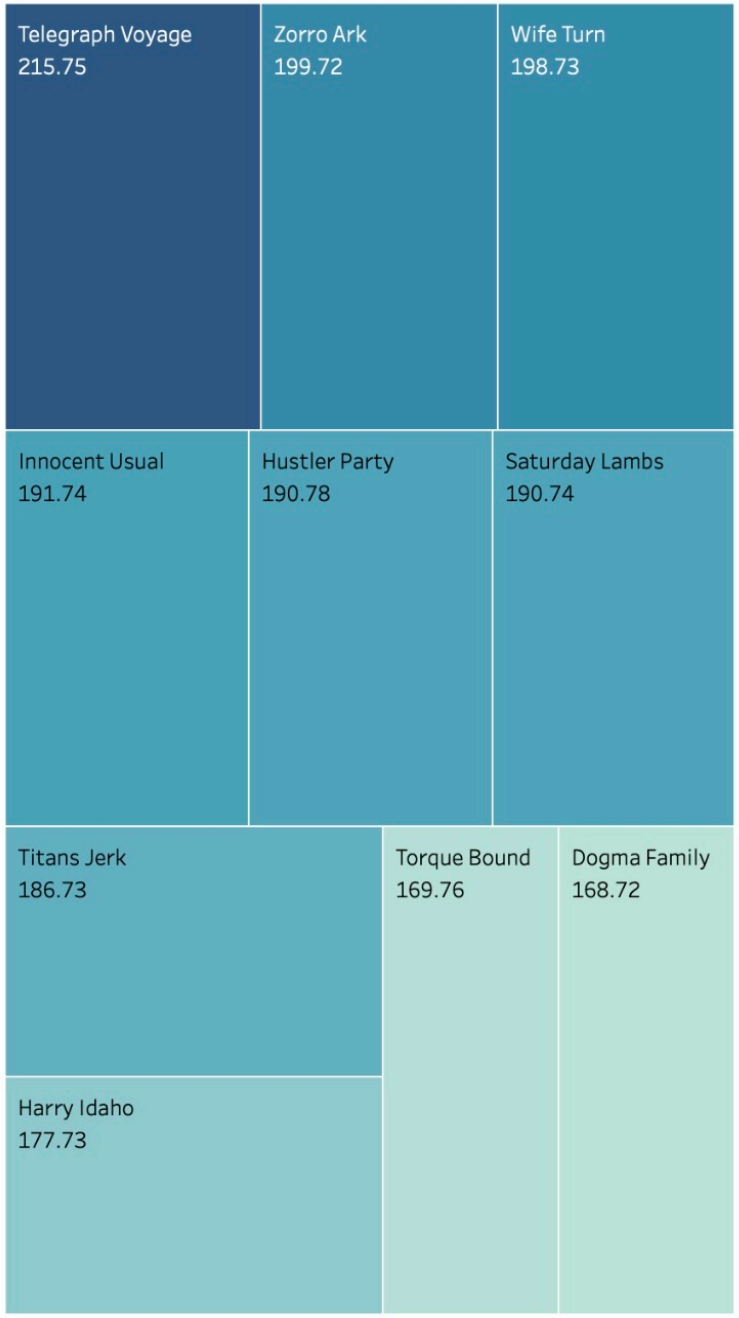
Eleanor	Hunt	45
Karl	Seal	42
Clara	Shaw	40
Marcia	Dean	39
Marion	Snyder	39
Curtis	Irby	38
Rhonda	Kennedy	38
Tommy	Collazo	37
Ana	Bradley	33
Mike	Way	33

Repartition

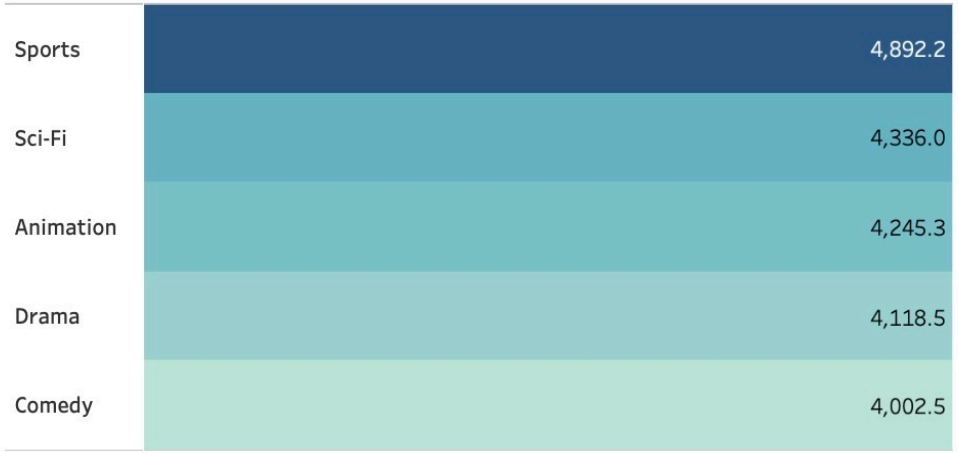


HIGHEST REVENUE ANALYSIS

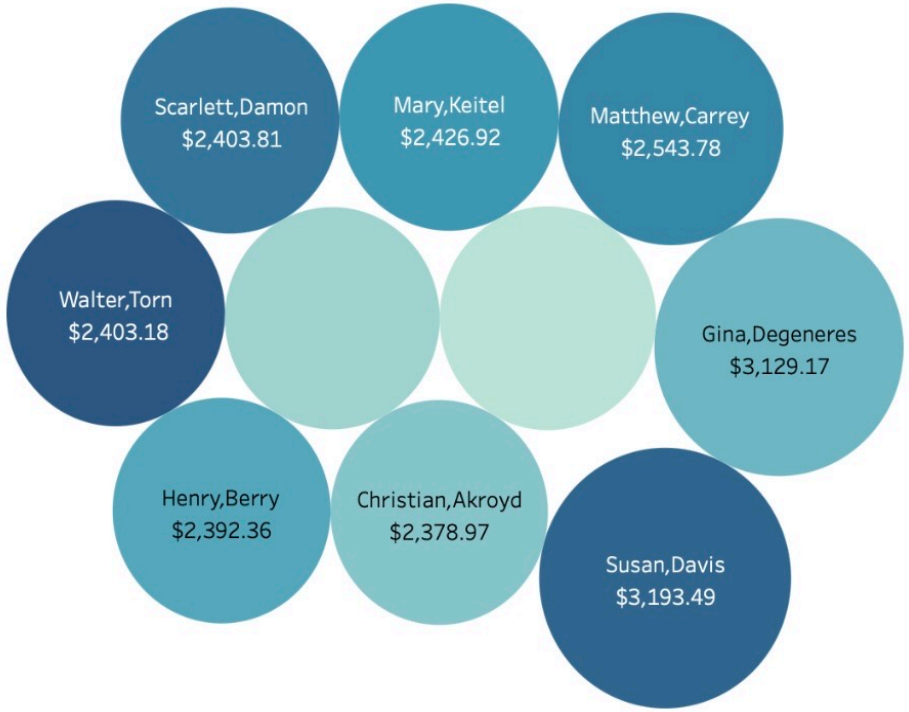
TOP 10 MOVIES



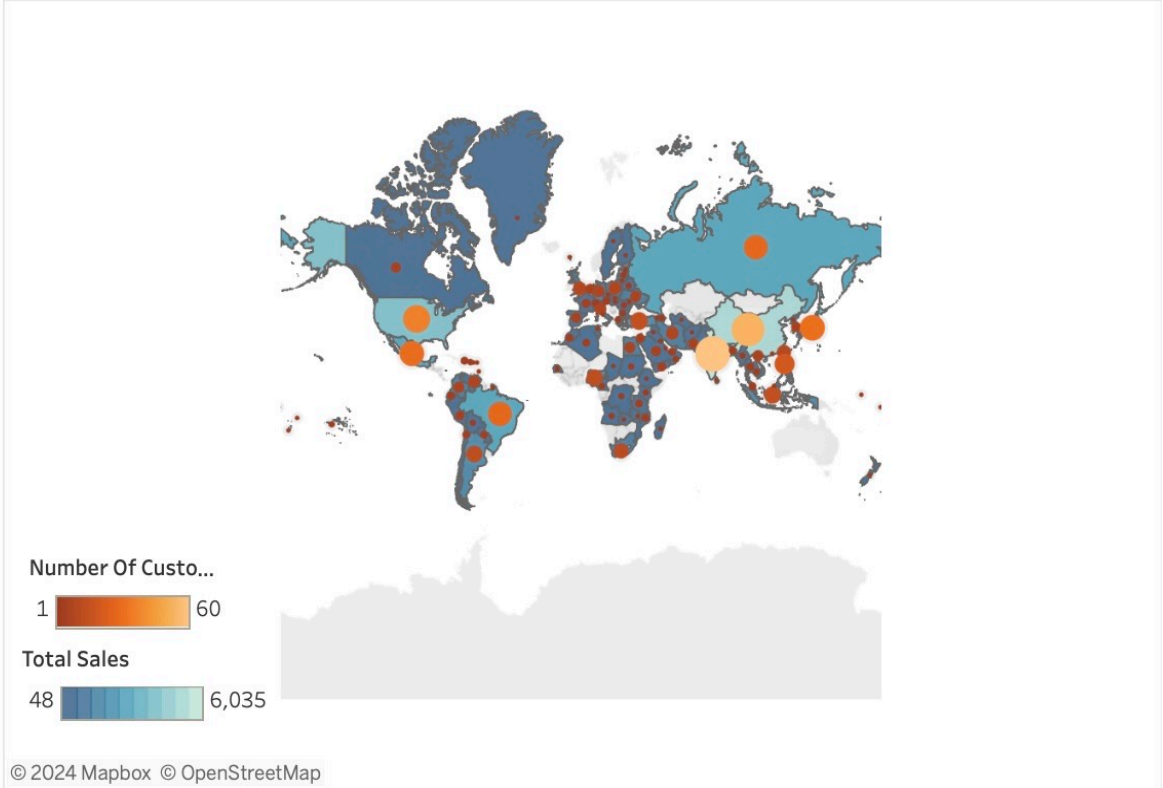
TOP 5 GENRES



TOP 10 ACTORS



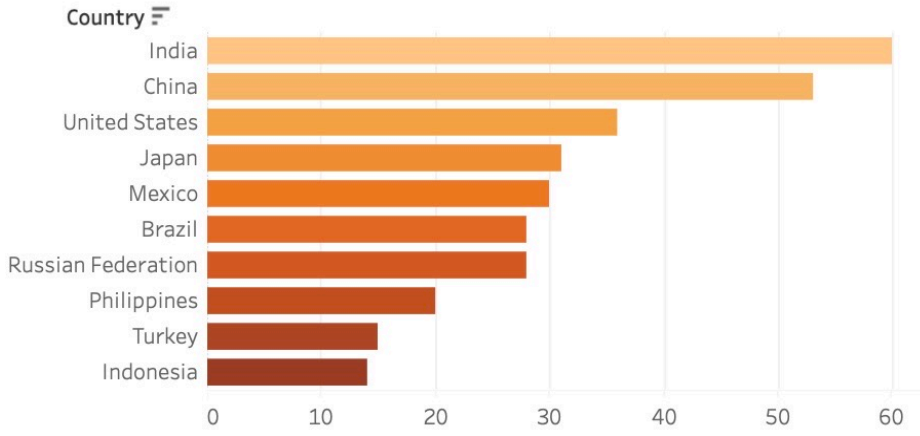
COUNTRY ANALYSIS



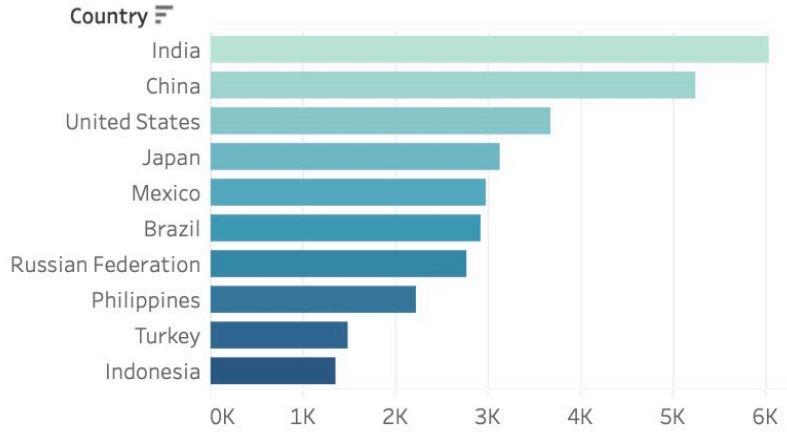
Top 10 cities in Top 10 countries

Aurora	United States	2
Acua	Mexico	1
Ambattur	India	1
Cianjur	Indonesia	1
Citrus Heights	United States	1
Iwaki	Japan	1
Shanwei	China	1
So Leopoldo	Brazil	1
Teboksary	Russian Federation	1
Tianjin	China	1

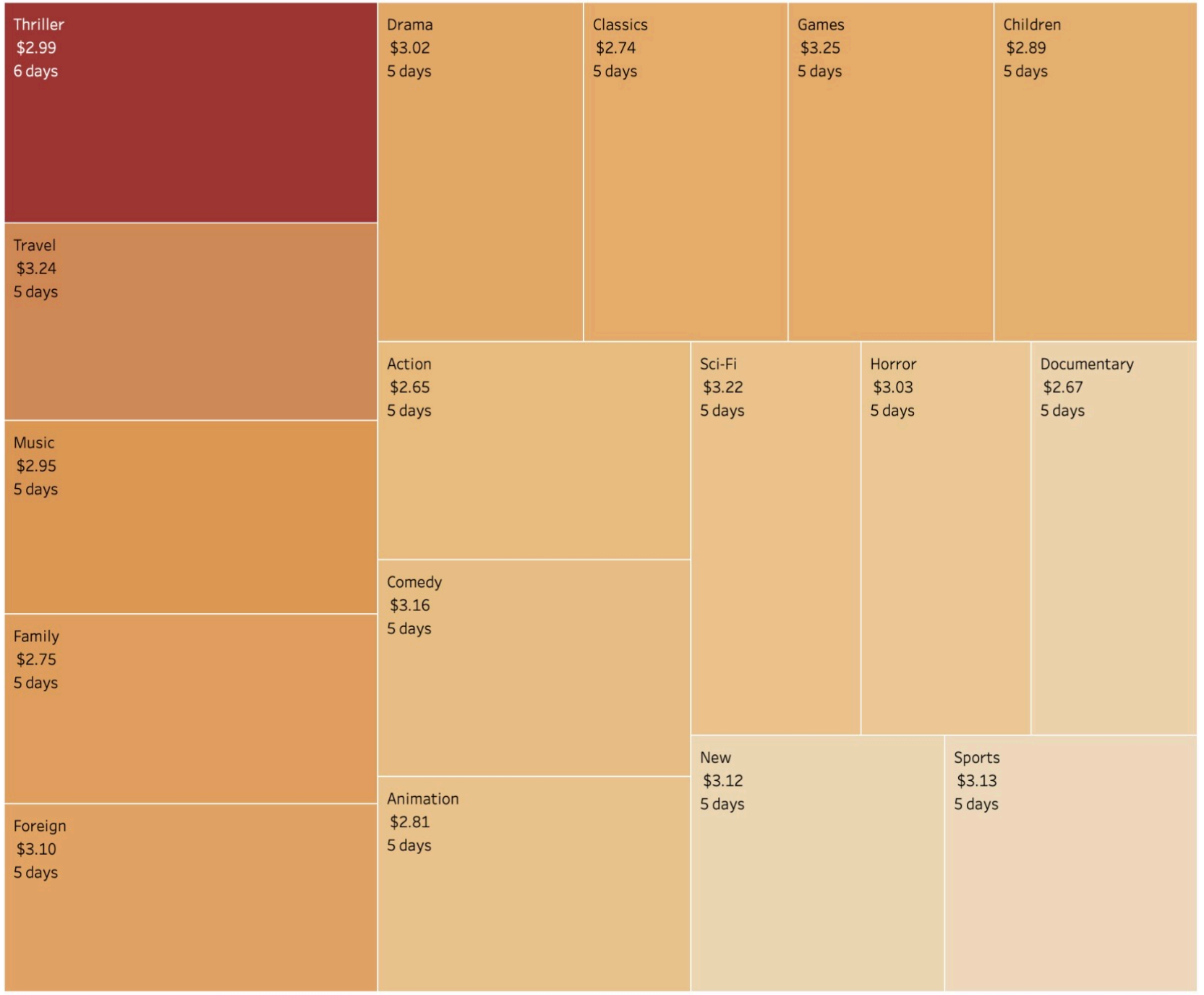
Customers



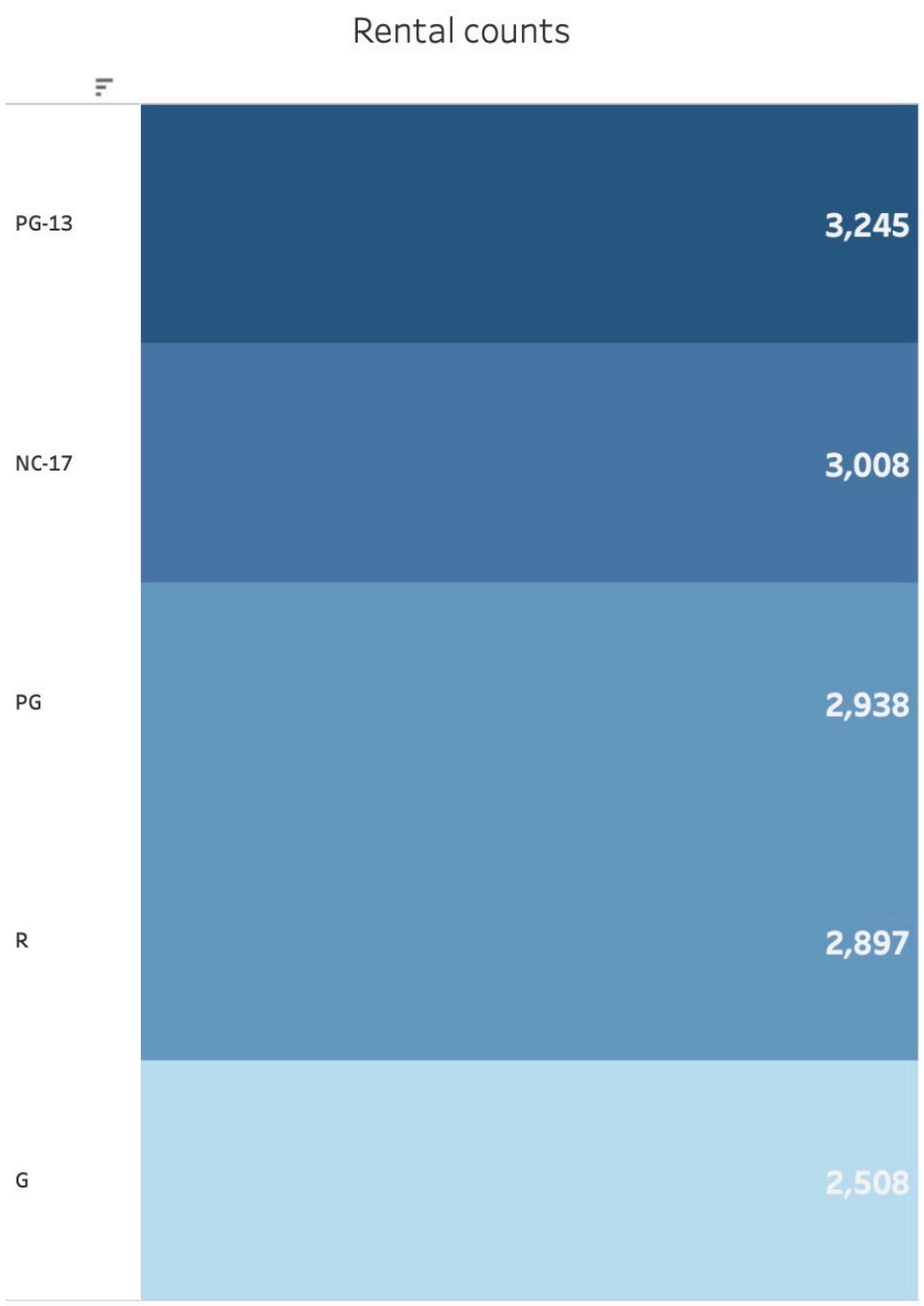
Revenue

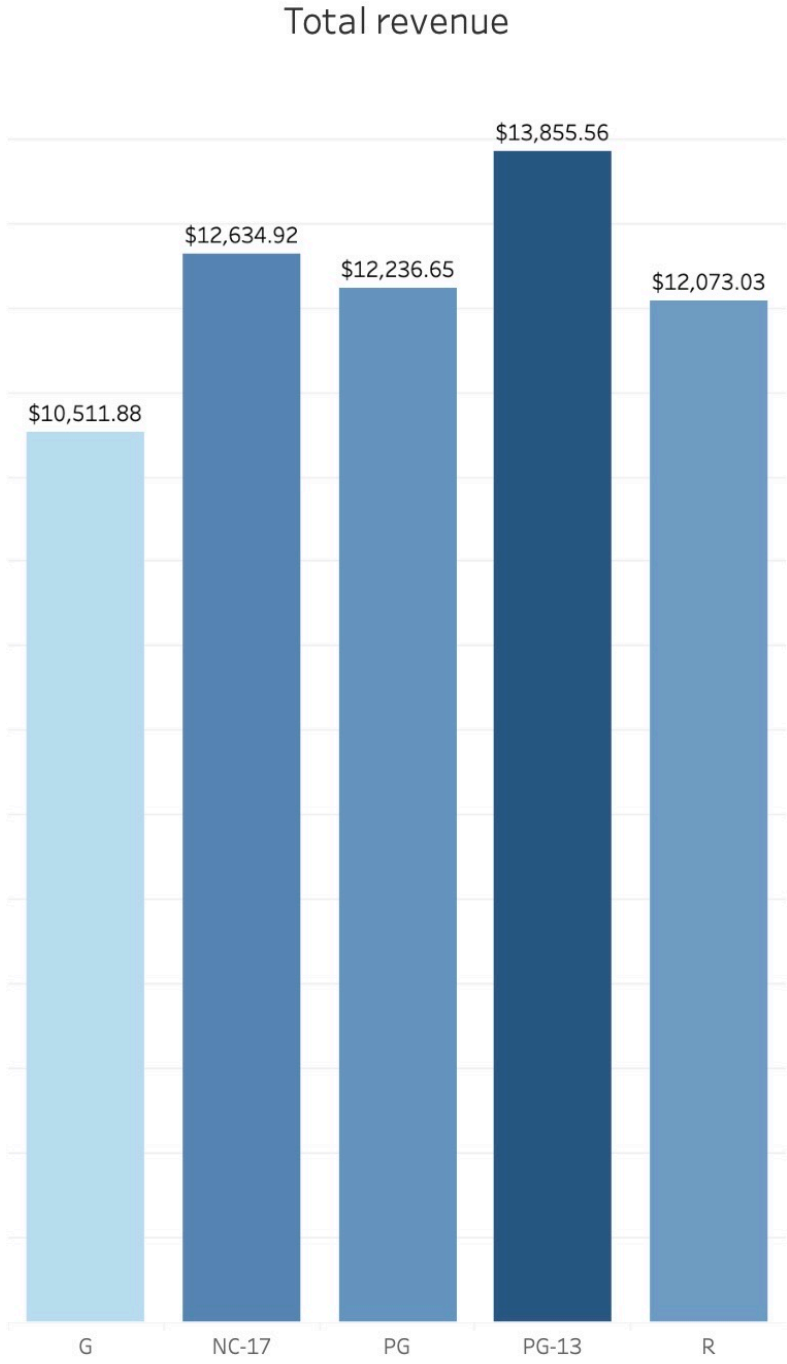


RENTAL INSIGHTS BASED ON GENRE



RATING ANALYSIS



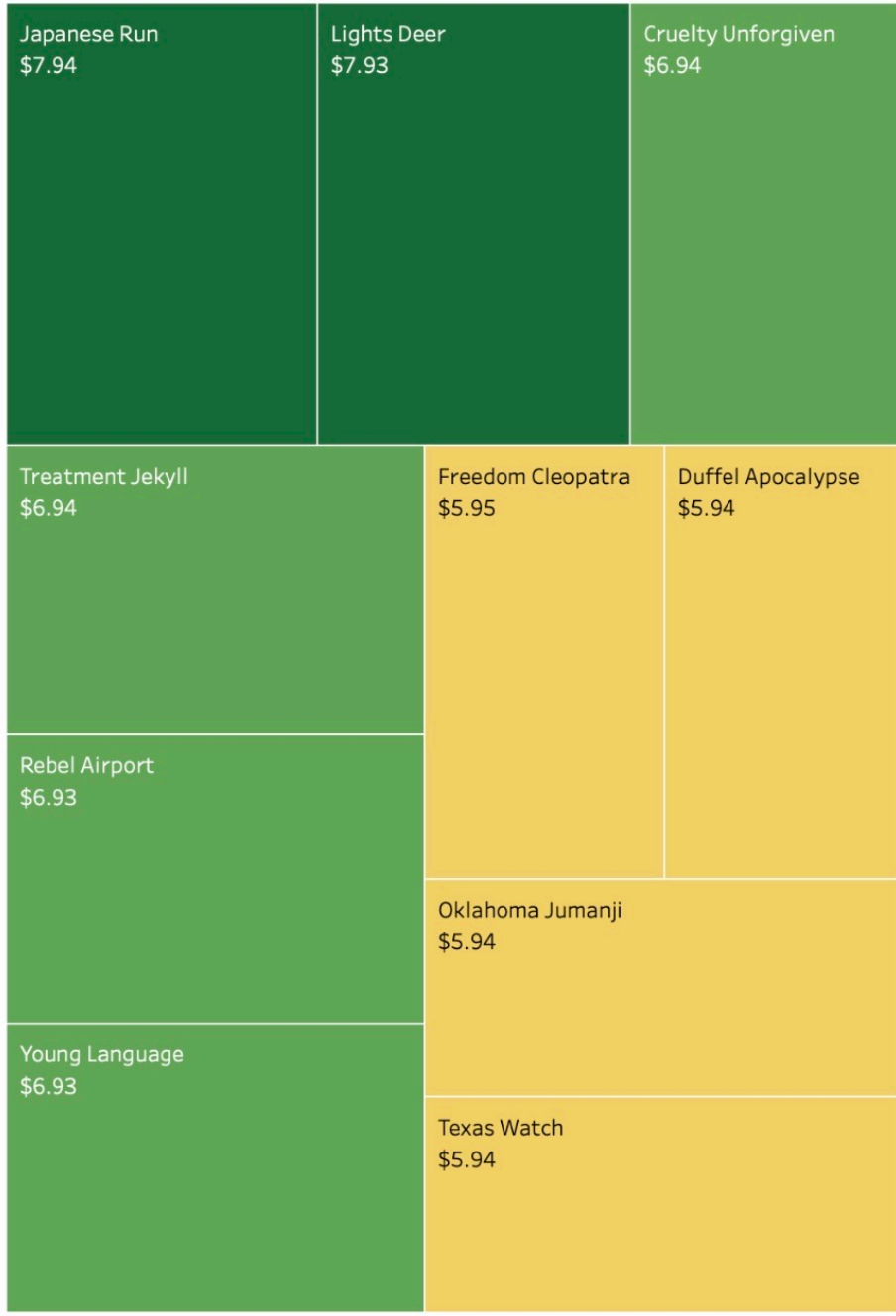


LOWEST REVENUE ANALYSIS

BOTTOM 5 GENRE

BOTTOM 10 ACTORS

BOTTOM 10 MOVIES



SUMMARY

- India, China, and the USA are the top markets for Rockbuster, with India leading in customer count and sales.

- Eleanor Hunt and Karl Seal are top customers with lifetime values of $211.55 and $208.58.

- PG-13 movies are the highest revenue-generating category among five genres.

- Sports genre tops in revenue across major markets; Horror ranks lowest in contribution.

- High revenue genres may not have the highest rental rates.

- Susan Davis & Gina Degeneres are the leading revenue contributors, with $31393.49 and $3129.17.

- Action and Animation have a steady 5-day rental period with rates at $2.65 and $2.81, showing consistent demand. Children's and Classics also maintain a 5-day rental average, priced at $2.89 and $2.74

RECOMMENDATIONS

Maximize India, China, USA Markets: Concentrate resources on these countries for targeted marketing and inventory enhancement.

Loyalty Programs for Top Customers: Implement rewards for frequent customers to boost retention.

Increase PG-13 Movies: Stock more PG-13 films to align with demand and increase sales.

Promote Sports Genre: Feature sports movies in marketing campaigns due to their high revenue generation.

Rental Rate Review: Adjust rental rates and periods based on genre popularity and demand to optimize profit

CONCLUSION

Rockbuster's path to success lies in strategic market targeting, inventory optimization focused on popular genres like sports and PG-13 movies, and revising rental rates and periods. Data insights are the key to customer retention and market growth.