ROCKBUSTER Stealth LLC

Data Analysis

Nguyen Long Vu
https://public.tableau.com/app/profile/long7989
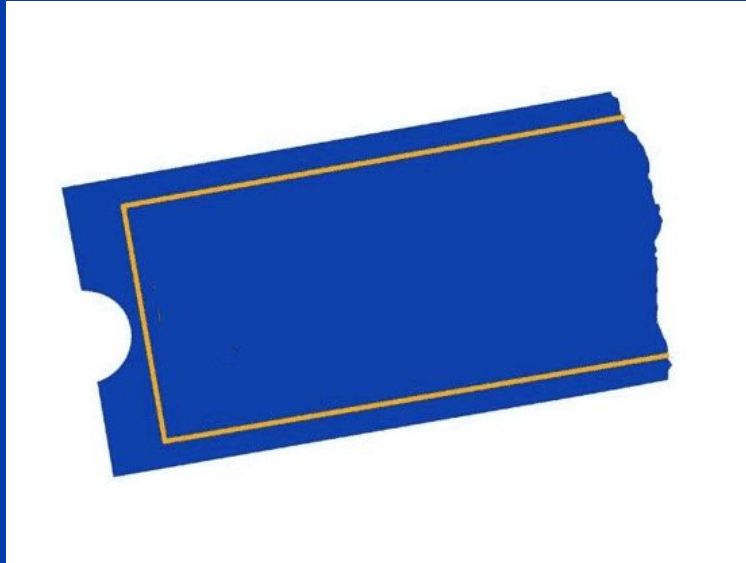
Project Overview

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.

Objective and Key Questions

The Rockbuster Stealth Management Board has asked a series of business questions and they expect data-driven answers that they can use for their 2020 company strategy:

- Which movies contributed the most/least to revenue gain?

- What was the average rental duration for all videos?

- Which countries are Rockbuster customers based in?

- Where are customers with a high lifetime value based?

- Do sales figures vary between geographic regions?

ROCKBUSTER Today

Number of stores: 2

Number of Staff: 2

Number of Active Customers: 599

Average Rental Rate: $2.98

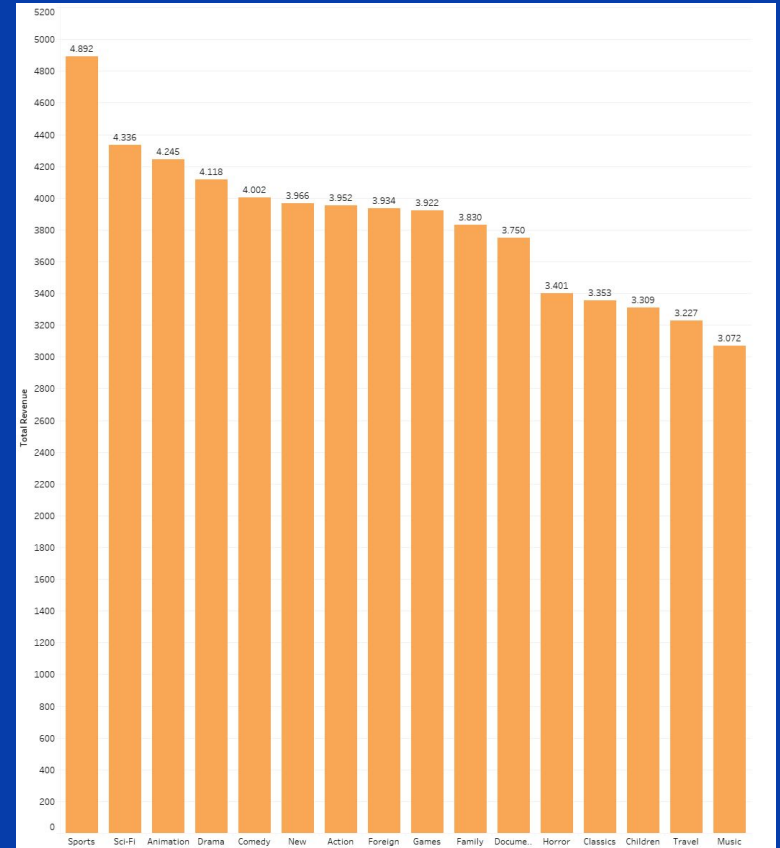**Number of Titles in Catalog: 1000 titles**

Number of Movies in the Inventory: 4581 movies
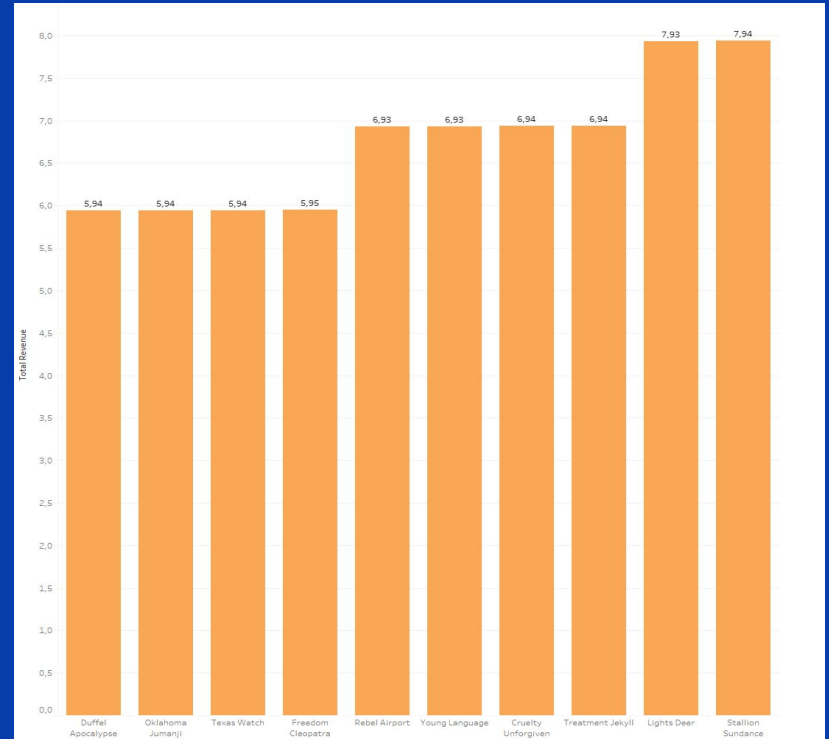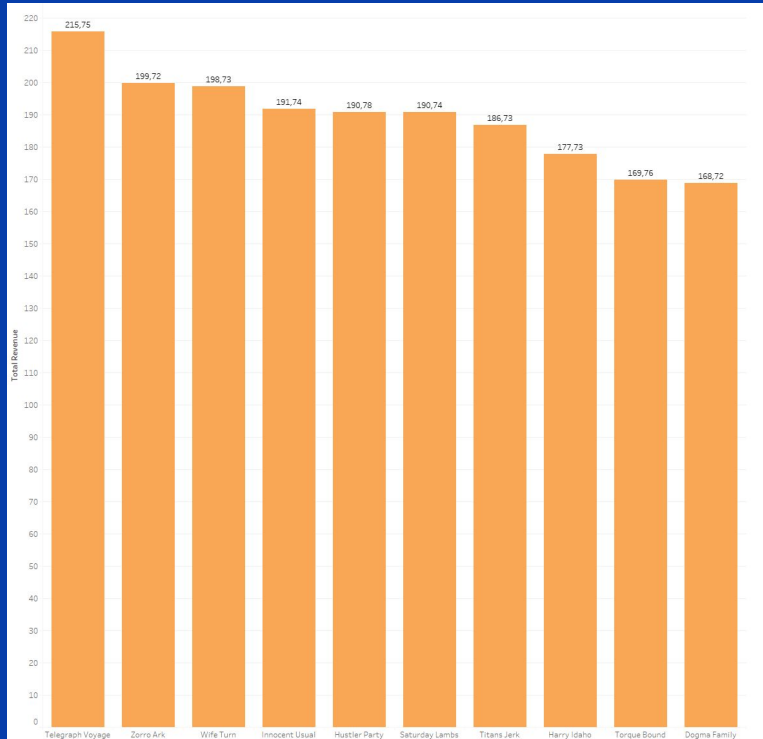
Total Revenue: $ 61.312,04

TOP revenue - genre

TOP earning genre - Sports

Least earning genre - Music

TOP and Bottom 10 in revenue - movie

Left chart — Total Revenue (top 10):

Movie	Total Revenue
Telegraph Voyage	215,75
Zorro Ark	199,72
Wife Turn	199,73
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

Right chart — Total Revenue (bottom 10):

Movie	Total Revenue
Duffel Apocalypse	5,94
Oklahoma Jumanji	5,94
Texas Watch	5,94
Freedom Cleopatra	5,95
Rebel Airport	6,93
Young Language	6,93
Cruelty Unforgiven	6,94
Treatment Jekyll	6,94
Lights Deer	7,93
Stallion Sundance	7,94

Where are Rockbuster customers from?
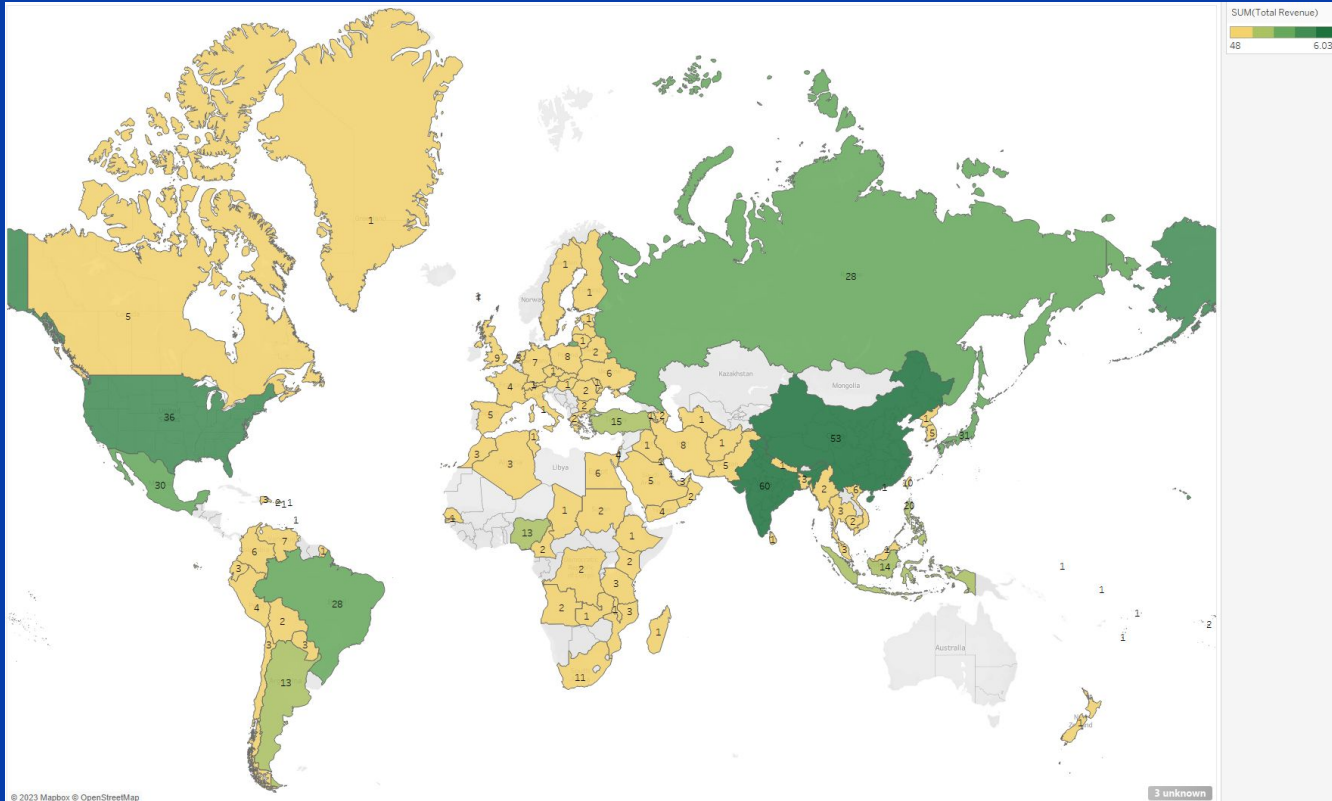
Country	Number..	Tota..
India	60	6.035
China	53	5.251
United States	36	3.685
Japan	31	3.123
Mexico	30	2.985
Brazil	28	2.919
Russian Federation	28	2.766
Philippines	20	2.220
Turkey	15	1.498
Indonesia	14	1.353
Nigeria	13	1.315
Argentina	13	1.299
Taiwan	10	1.155
South Africa	11	1.069
Iran	8	878
United Kingdom	9	851
Poland	8	786
Italy	7	753
Germany	7	741
Vietnam	6	676

Most valued customers

Last Name	First Name	Country	Total Amount Paid
Hunt	Eleanor	Runion	211,55
Seal	Karl	United States	208,58
Snyder	Marion	Brazil	194,61
Kennedy	Rhonda	Netherlands	191,62
Shaw	Clara	Belarus	189,6
Collazo	Tommy	Iran	183,63
Bradley	Ana	United States	167,67
Irby	Curtis	Canada	167,62
Dean	Marcia	Philippines	166,61
Way	Mike	India	162,67
Havens	Arnold	Philippines	161,68
Bull	Wesley	Spain	158,65
Allard	Gordon	Yemen	157,69
Leone	Louis	Philippines	156,66
Jensen	Lena	India	154,7
Cary	Tim	India	154,66
Sherrod	Warren	Russian Federation	152,69
Mackenzie	Steve	Indonesia	152,68
Riley	Brittany	Ukraine	151,73
Brownlee	Guy	China	151,69

MIN rental duration:3 days
MAX rental duration:7 days
Average rental duration:5 days

Summary

- Most popular genre is Sports
- Least popular genre is Music

- Rockbuster has catalog of 1000 movies
- Average Rental Duration is 5 days
- Average Rental Rate is $2.98

- Rockbuster customer base spreads across 108 countries
- TOP 5 countries include: India, China, USA, Japan and Mexico

- Highest paying customers are mainly from Asia and North America

- Sales figures do differ from region to region
- Highest revenue comes from Asia and North America

Recommendations

- Add more titles in the inventory based on the most popular genres such as Sports, Sci-fi, Animation, Drama and Comedy
- Incentivise loyal customers by creating a loyalty reward program
- Incentivise the customers to recommend the service to friends and family
- Construct a plan to promote the Rockbuster streaming services in Europe and Africa

THANK YOU FOR YOUR ATTENTION!