

# ROCKBUSTER STEALTH

DATA ANALYSIS PROJECT

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## **Business Goal for 2020:**

**Launch an online video rental service using existing movie licenses**

## **Goal of the Analysis:**

- 1. Summarize the inventory and revenues**
- 2. Draw insights and recommend next steps**

# Film inventory

**# of movies**

**1000**

**The inventory consists  
of 1000 unique titles**

**language**

**ENGLISH**

**All movies have audio  
version in English**

**last update**

**2013**

**Last update of the film  
inventory was in 2013**

# Film inventory vs. rentals

Not rented movies

4.2%

Out of 1000 movies in the inventory , 42 movies were never rented

Count of rentals per movie:

Min

Max

Avg

4

29

15

Total payments per movie:

Min

Max

Avg

\$5.94

\$215.75

\$64

# Bestsellers

## Bestselling movies:

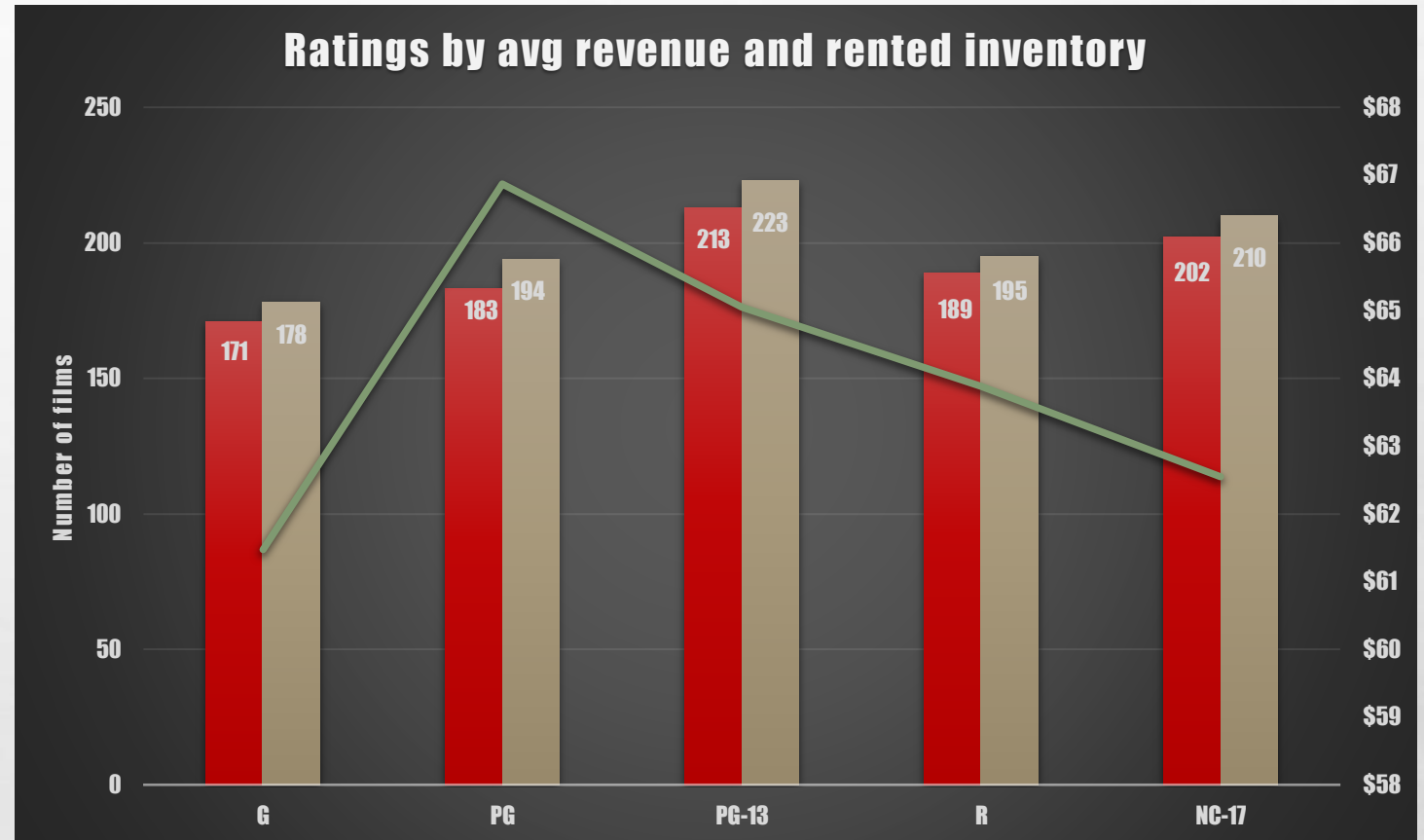
Title	Category	Rating	Rentals	Revenue \$	Avg payment \$
Telegraph Voyage	Music	PG	25	215.75	8.63
Zorro Ark	Comedy	NC-17	28	199.72	7.13
Wife Turn	Documentary	NC-17	27	198.73	7.36

## Top rented movies:

Title	Category	Rating	Rentals	Revenue \$	Avg payment \$
Scalawag Duck	Music	NC_17	29	157.71	5.44
Shock Cabin	Foreign	PG-13	29	96.71	3.33
Juggle Hardy	Animation	PG-13	29	86.17	2.99

# Film inventory – ratings

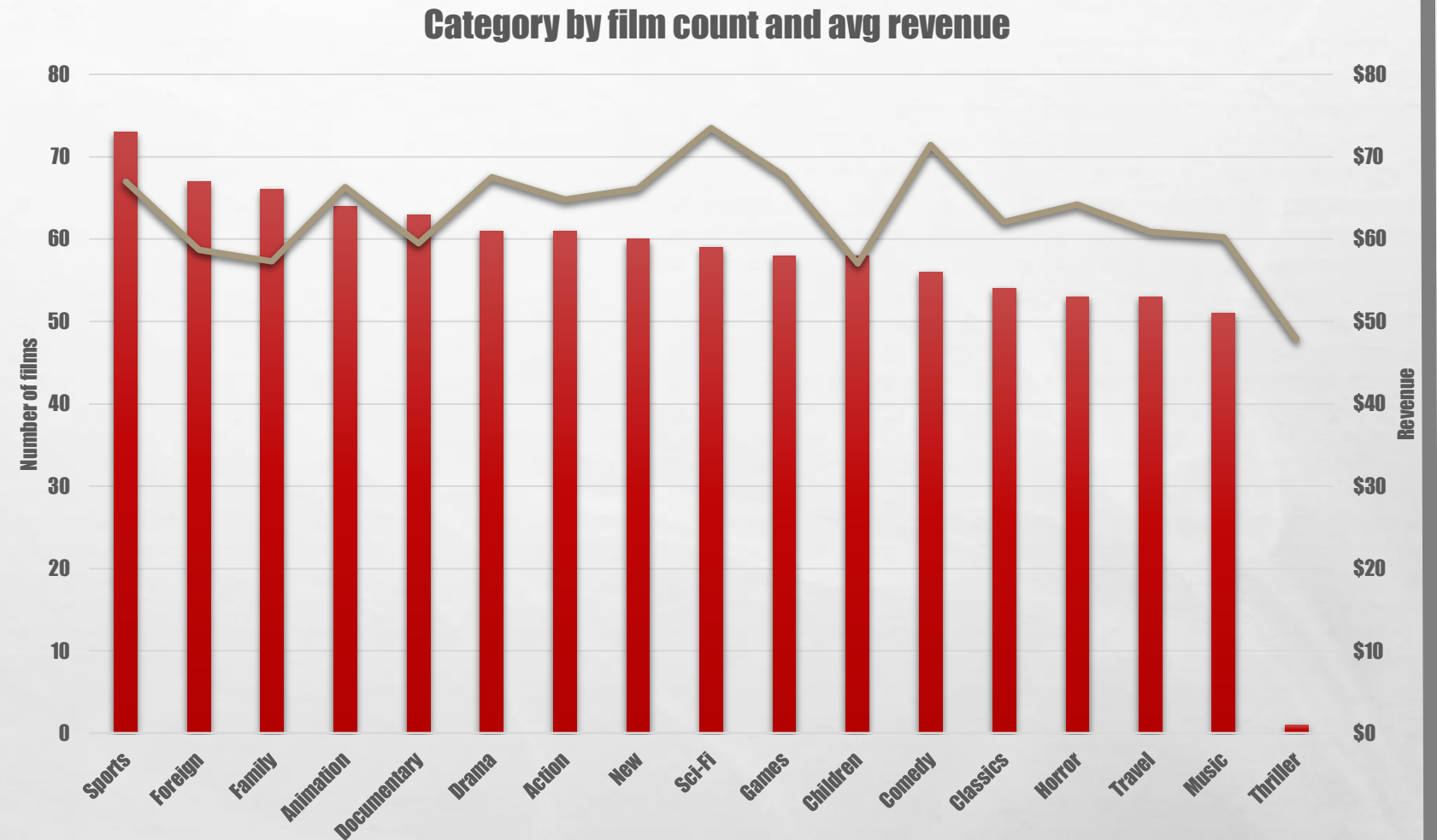
1. Rating **PG-13** has the highest number of films available for rent – 223, but 213 movies were rented
2. PG has the highest **average revenue**
3. With 171, the G rating has the lowest number of rented movies and also the lowest average revenue
4. Movies with NC-17 rating also record low average revenue





# Film inventory – categories

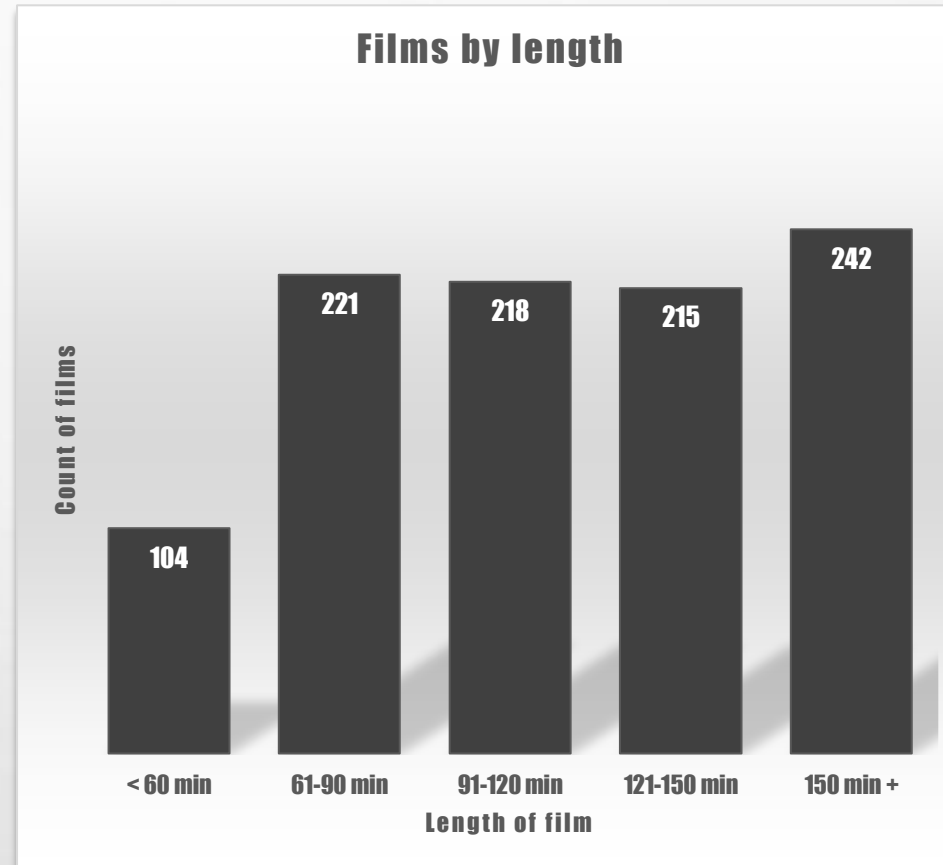
1. Movies are divided into 17 categories
2. **Sports** is the most represented genre and Music is the least one; only 1 movie is in the category Thriller
3. Sci-fi and Comedy movies bring the **highest revenue** per film
4. Foreign, Family, Documentary and Children have the lowest revenue per film



# Film inventory – movie length

1. Surprisingly, most movies are **2,5h+ long**
2. Movies that are 1-1.30h long have the second highest representation
3. Only 104 movies are shorter than 1 hour

Avg movie length	Min movie length	Max movie length
115 min	46 min	185 min

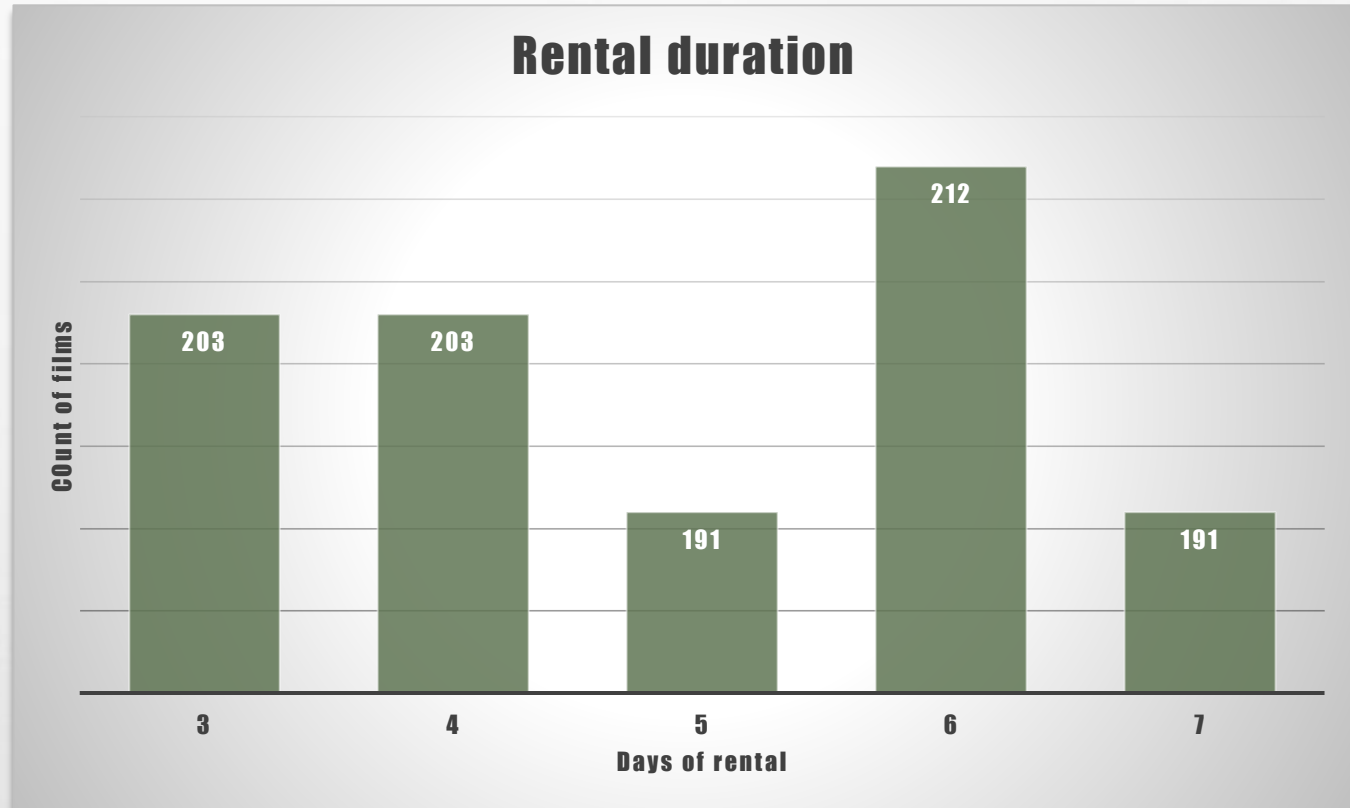




# Film inventory – rental duration

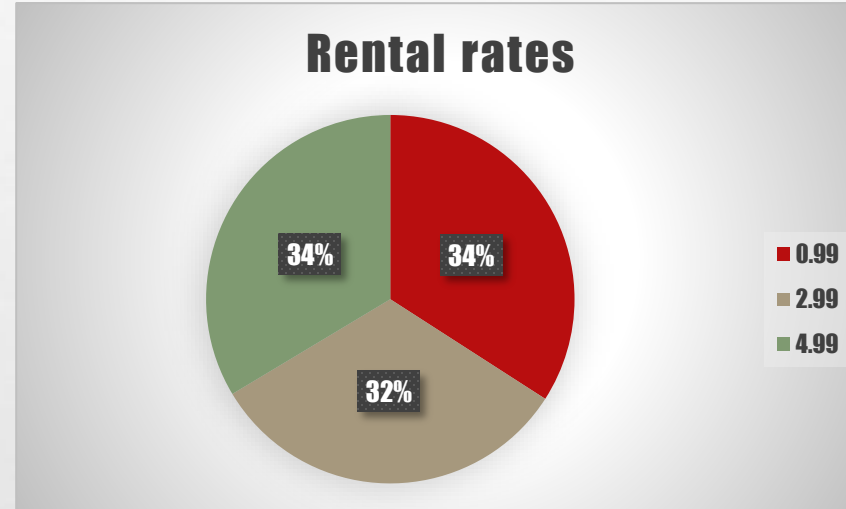
1. Most movies are rented for **6 days**
2. The second most popular rental period is 3 or 4 days
3. The least movies are rented for 5 or 7 days

Avg rental duration	Min rental duration	Max rental duration
4.985	3	7



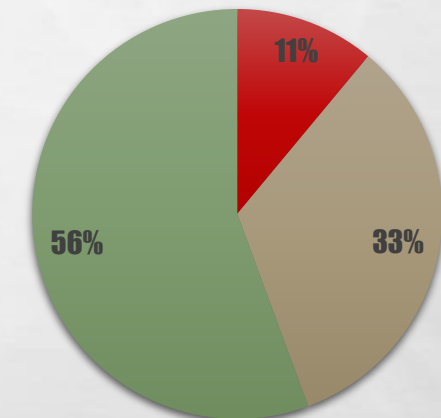
# Film inventory – rental rates

1. Movies are offered at **3** different rates:  
\$0.99 – 341 movies  
\$2.99 – 323 movies  
\$4.99 – 336 movies
2. All three rates are fairly equal distributed throughout inventory



Avg rental rate	Min rental rate	Max rental rate
2.99	0.99	4.99

## Revenue by rental rate

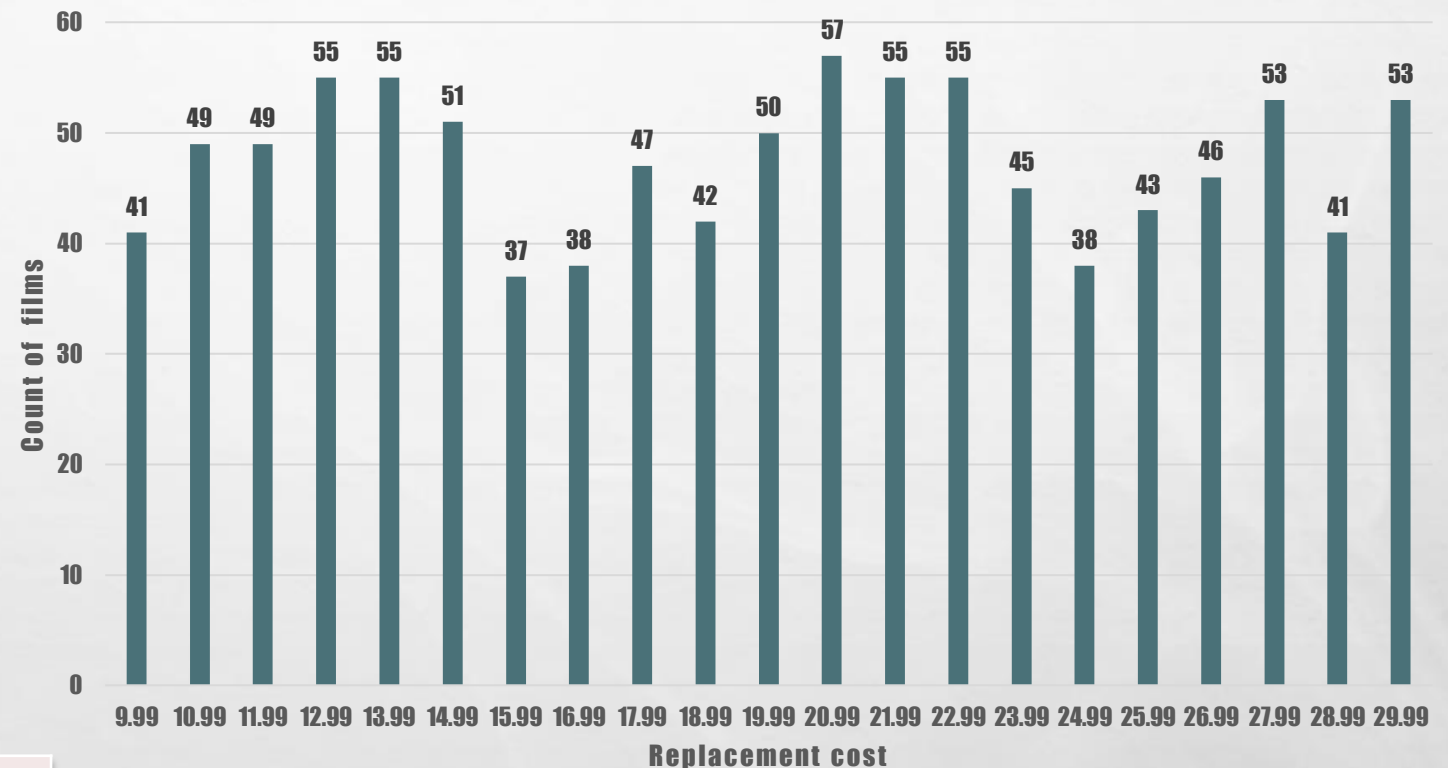


3. Movies priced at the highest rate of \$4.99 bring the **highest share** of revenue

# Film inventory – replacement cost

1. Replacement costs span between \$9.99 – \$29.99
2. The **highest** number of movies has the replacement cost of \$20.99 and the **lowest** – of \$15.99

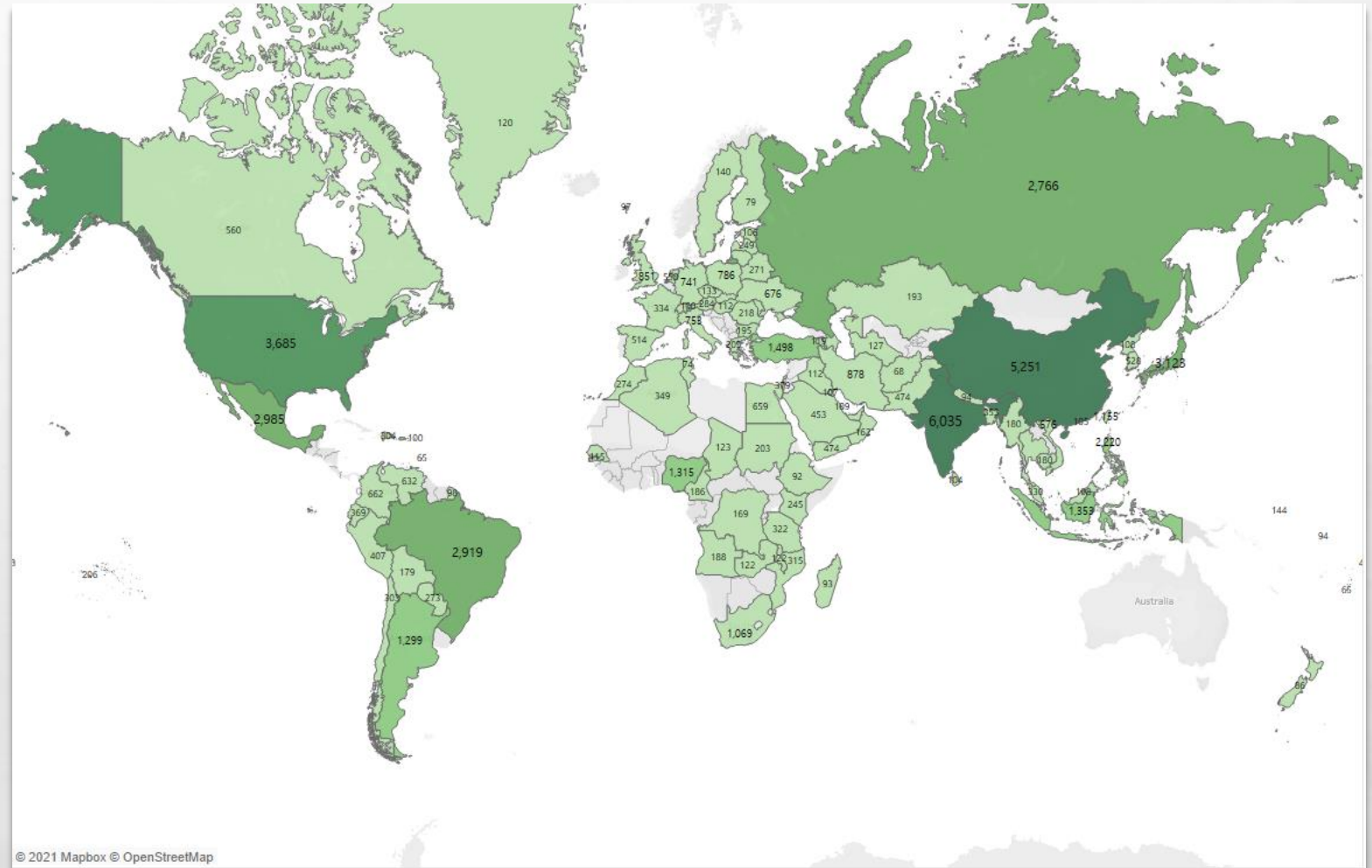
Distribution of films by replacement cost



Avg replacement cost	Min replacement cost	Max replacement cost
19.98	9.99	29.99

# Film revenue – by country

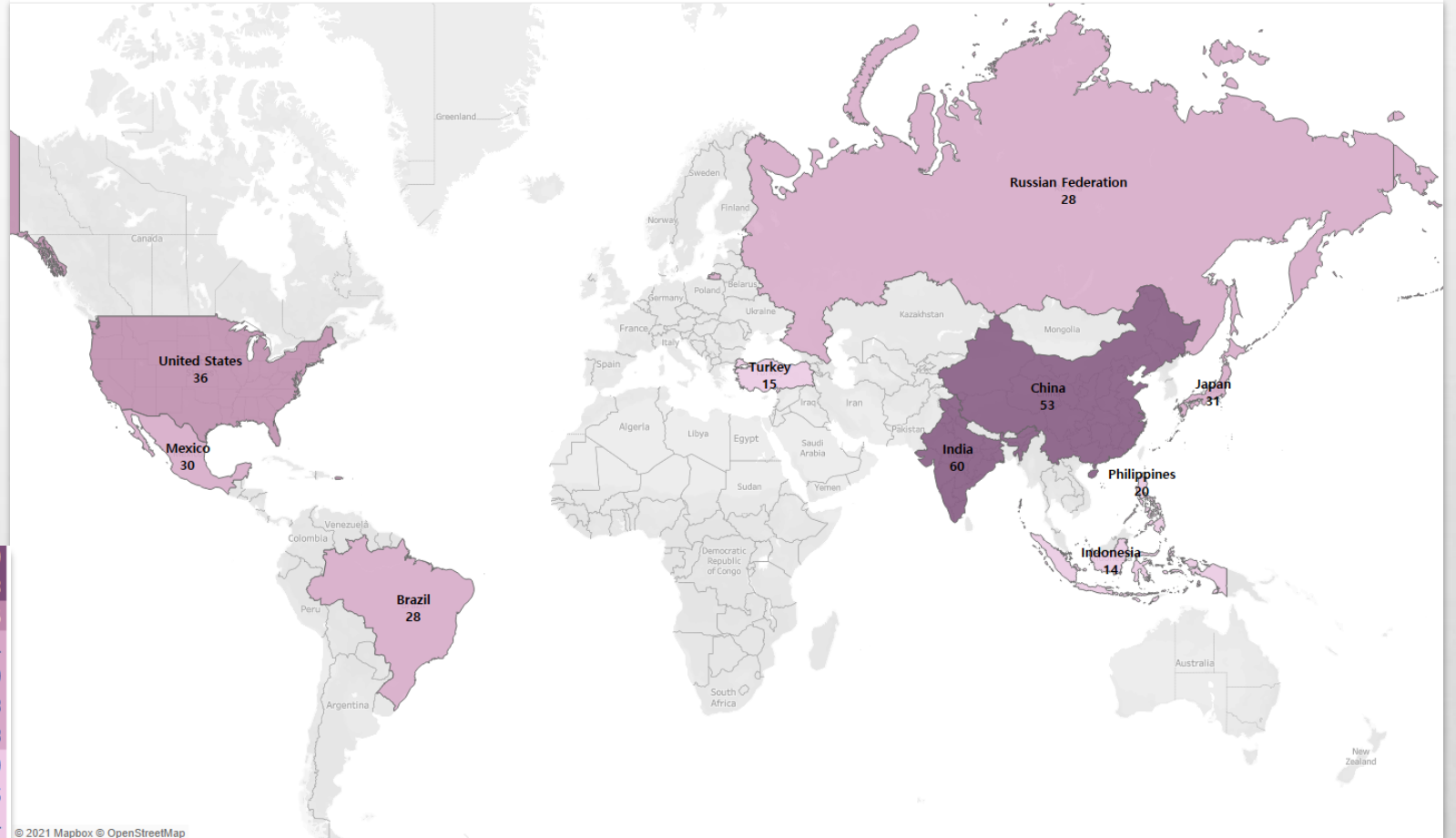
1. Movies offered by Rockbuster can be purchased in **most countries of the world**, except for Australia, as well as some parts of Africa and Central America
2. The leaders are India with over \$6K and China with over \$5.2K
3. **USA** brings the third highest revenue with almost \$3.7K, followed by Brazil and the Russian Federation



# Customers – top 10 countries

1. Client base consists of **599** unique clients
2. Again, India and China are the leaders, followed by the USA, Japan and Mexico:

India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14





# Customers – top 10 cities

1. Within the top 10 countries, top 10 cities by customer numbers have been identified
2. Only one city, **Aurora, CL** in the USA, have more than 1 customer:

Brazil	Sao Leopoldo	1
China	Shanwei	1
	Tianjin	1
India	Ambattur	1
Indonesia	Cianjur	1
Japan	Iwaki	1
Mexico	Acuna	1
Russian Federation	Cheboksary	1
United States	Aurora	2
	Citrus Heights	1

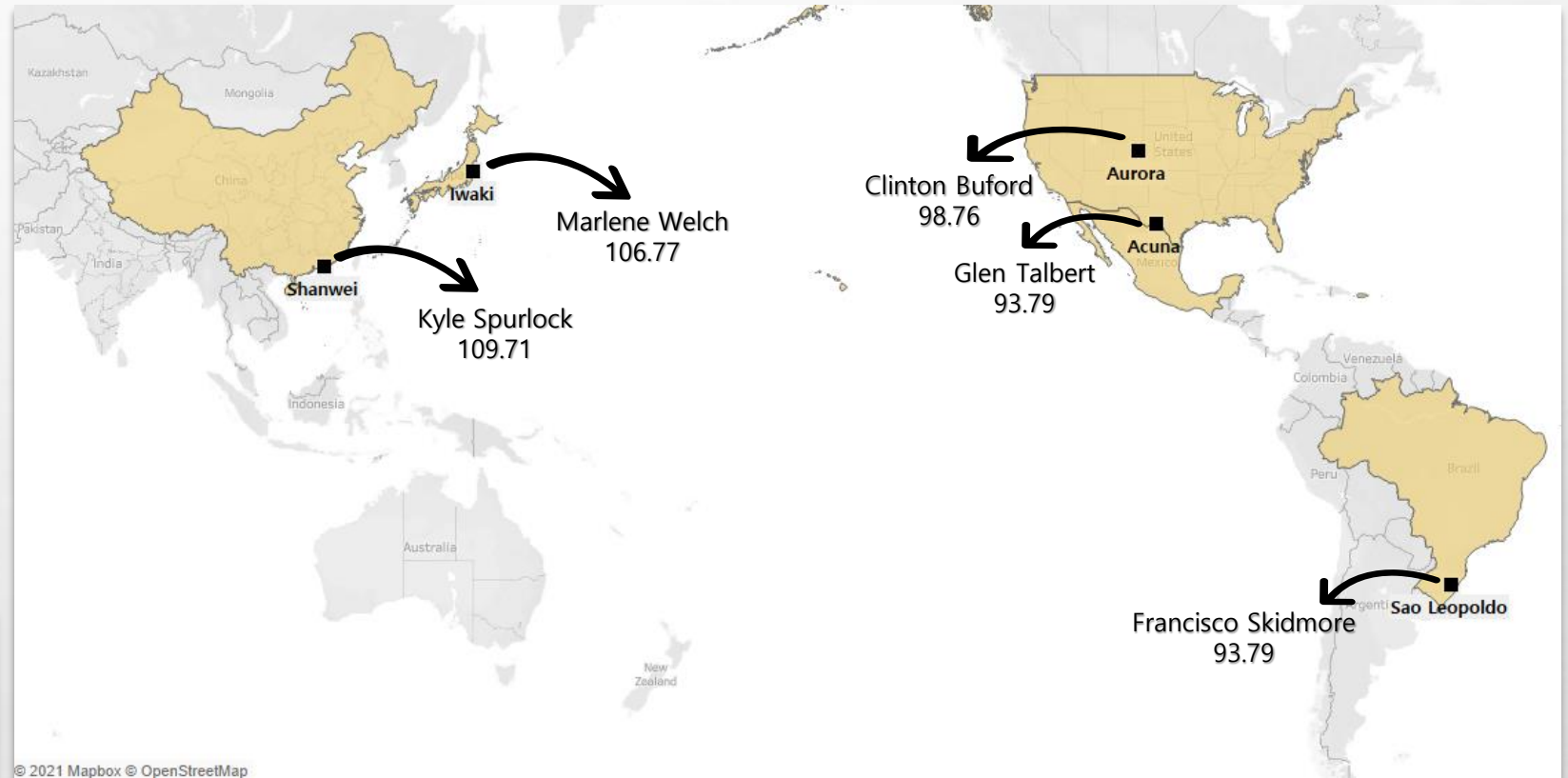




# Customers – top 5 customers

The customer team wants to reward  
their 5 top customers who have paid  
the highest total amounts to  
Rockbuster:

Rank	Country	City	First Name	Last Name	
1	China	Shanwei	Kyle	Spurlock	109.71
2	Japan	Iwaki	Marlene	Welch	106.77
3	Mexico	Acuna	Glen	Talbert	100.77
4	United States	Aurora	Clinton	Buford	98.76
5	Brazil	Sao Leopoldo	Francisco	Skidmore	93.79



## Insights and Next Steps:

INSIGHTS	NEXT STEPS
4.2% of movie were never rented	Identifying the movies and looking for reasons
Movies rated G and NC-17 have the lowest average revenue	Checking out the reasons that may cause this underperformance
Categories like Foreign, Family, Documentary and Children have the lowest average revenues	Revising the customer database and targeting new client groups
Movies at the highest rate of \$4.99 have the biggest revenue share of 56%	It seems that movie rental business is not very price sensitive within offered price range and pricing policy should be revised