

A decorative graphic on the left side of the slide, consisting of a network of white lines and small circles on a dark blue background, resembling a circuit board or data flow diagram.

ROCKBUSTER STEALTH, LLC DATA ANALYSIS

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PROJECT OVERVIEW

Motivation

- 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

- To help with the launch strategy for the new online video service.

KEY QUESTIONS TO ANSWER

- What was the average rental duration for all video?
- Which movies contributed the most/least to revenue gain?
- Which countries are Rockbuster customer based in?
- Where are customer with a high lifetime value based?
- Do sales figures vary between geographic region?

DATA OVERVIEW

Total Film
1000

Total Customer
599

Rental Duration
Min: 3 Days
Max: 7 Days
Avg: 5 Days

Modal Rating
PG-13

Modal Shop Visited
1

Rental Rate
Min: 0.99
Max: 4.99
Avg: 2.98

Modal Language
English

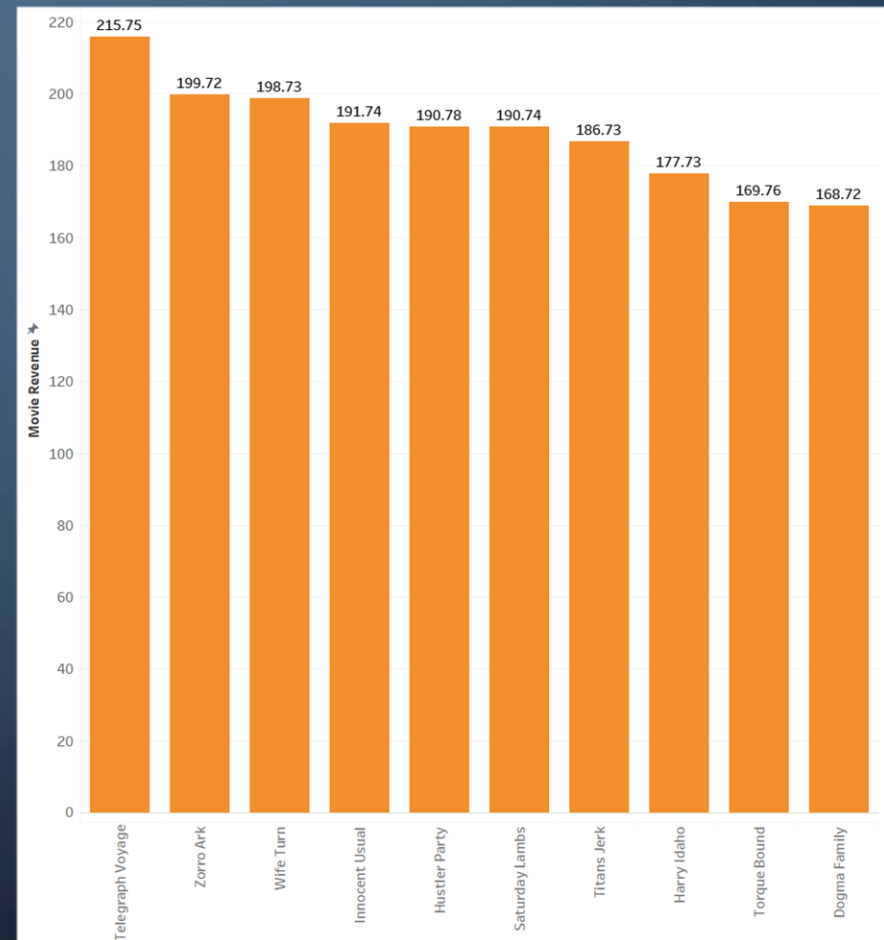
Movie Length
Min: 46 Mins
Max: 185 Mins
Avg: 115 Mins

Replacement Cost
Min: 9.99
Max: 29.99
Avg: 19.98

TOP 10 MOVIES THAT GENERATED THE MOST REVENUE

Movie Title	Rating	Language	Genre	Revenue
Telegraph Voyage	PG	English	Music	215.75
Zorro Ark	NC-17	English	Comedy	199.72
Wife Turn	NC-17	English	Documentary	198.73
Innocent Usual	PG-13	English	Foreign	191.74
Hustler Party	NC-17	English	Comedy	190.78
Saturday Lambs	G	English	Sports	190.74
Titans Jerk	PG	English	Sci-Fi	186.73
Harry Idaho	PG-13	English	Drama	177.73
Torque Bound	G	English	Drama	169.76
Dogma Family	G	English	Animation	168.72

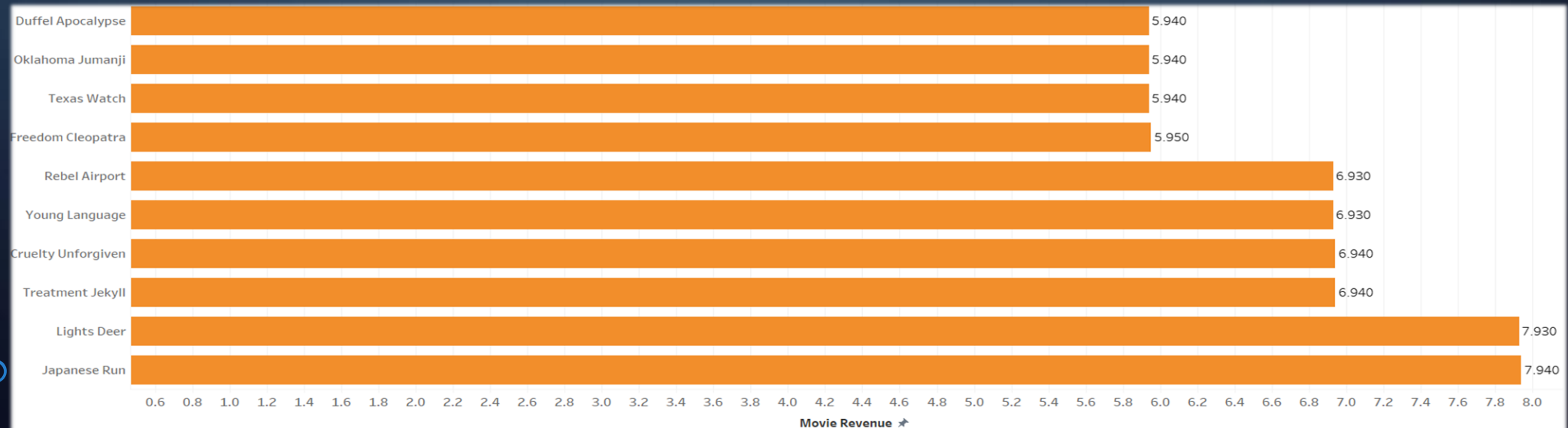
Telegraph Voyage generated the most revenue
with \$215.75



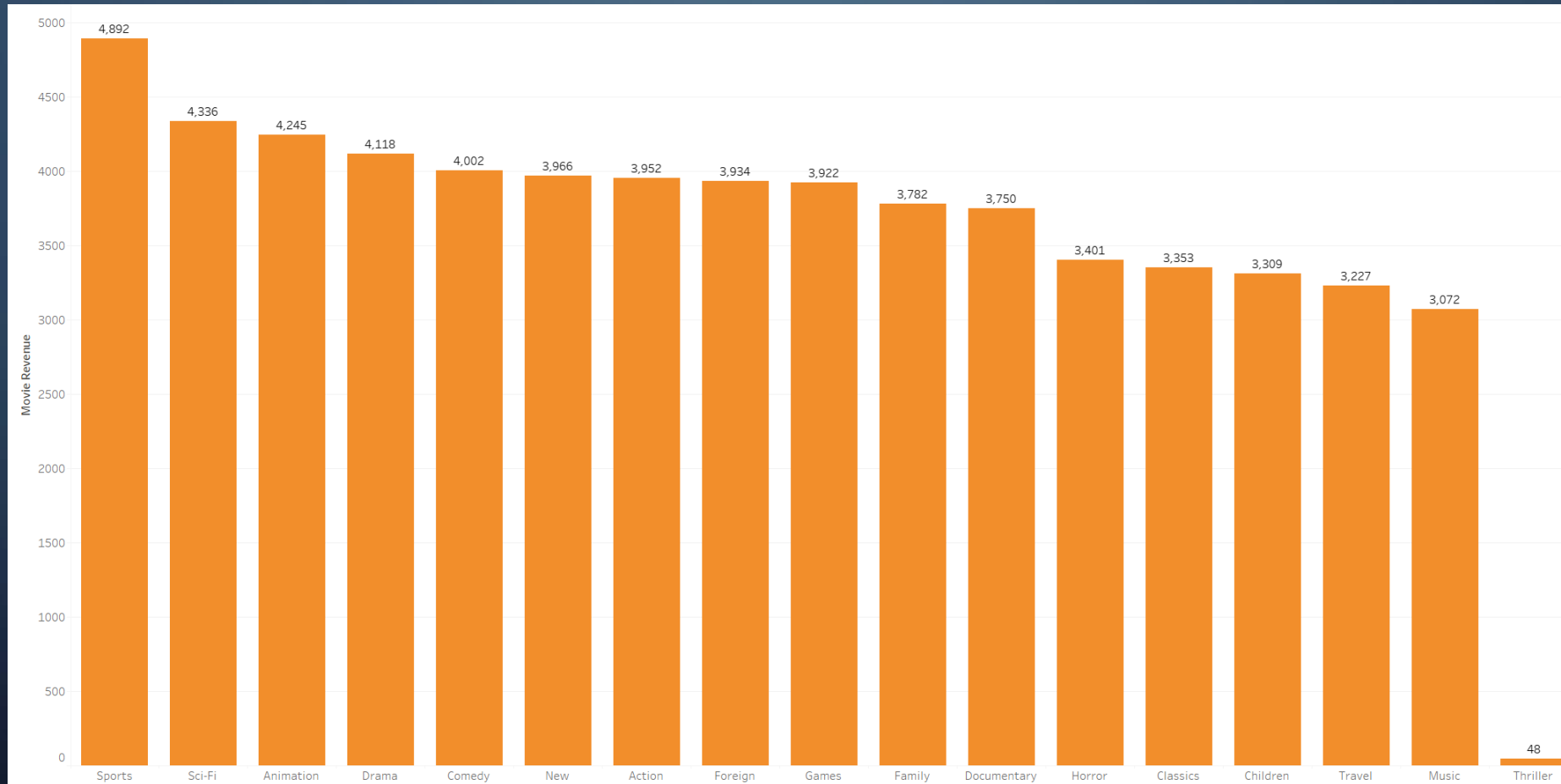
TOP 10 MOVIES THAT GENERATED THE LEAST REVENUE

Movie Title	Rating	Language	Genre	Revenue
Texas Watch	NC-17	English	Horror	5.94
Oklahoma Jumanji	PG	English	New	5.94
Duffel Apocalypse	G	English	Documentary	5.94
Freedom Cleopatra	PG-13	English	Comedy	5.95
Rebel Airport	G	English	Music	6.93
Young Language	G	English	Documentary	6.93
Treatment Jekyll	PG	English	Drama	6.94
Cruelty Unforgiven	G	English	Classics	6.94
Lights Deer	R	English	Classics	7.93
Japanese Run	G	English	Horror	7.94

Texas Watch,
Oklahoma Jumanji,
Duffel Apocalypse
generated the least
revenue with \$5.94

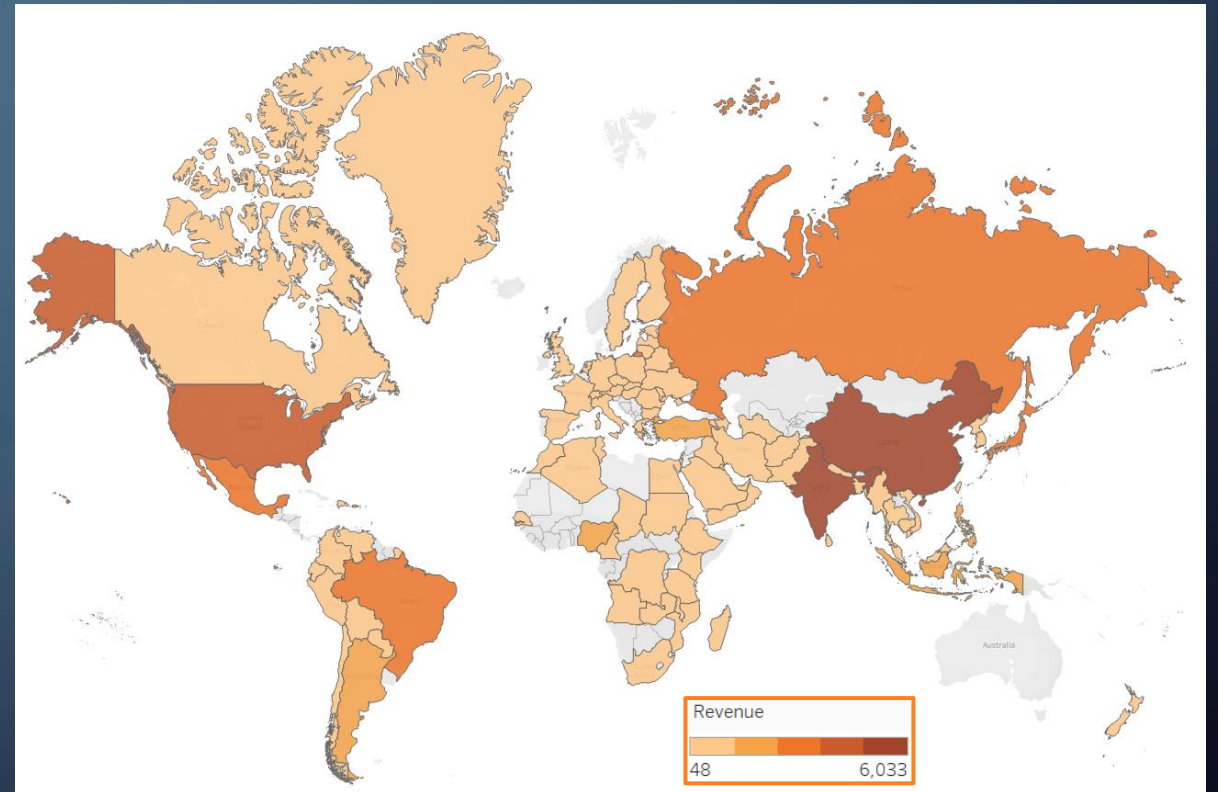
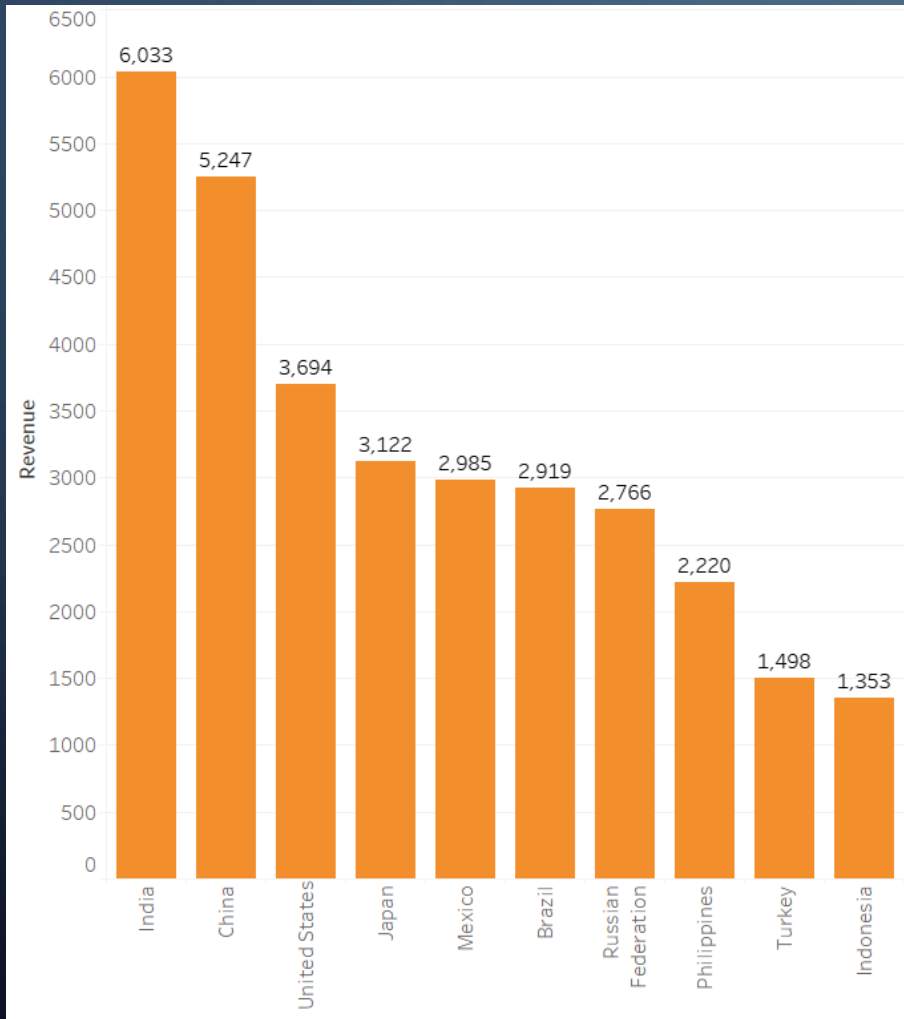


MOVIES GENRE CONTRIBUTION TO REVENUE GAIN



Sport genre generated the most revenue with \$4,892, while Thriller genre generated only \$48.

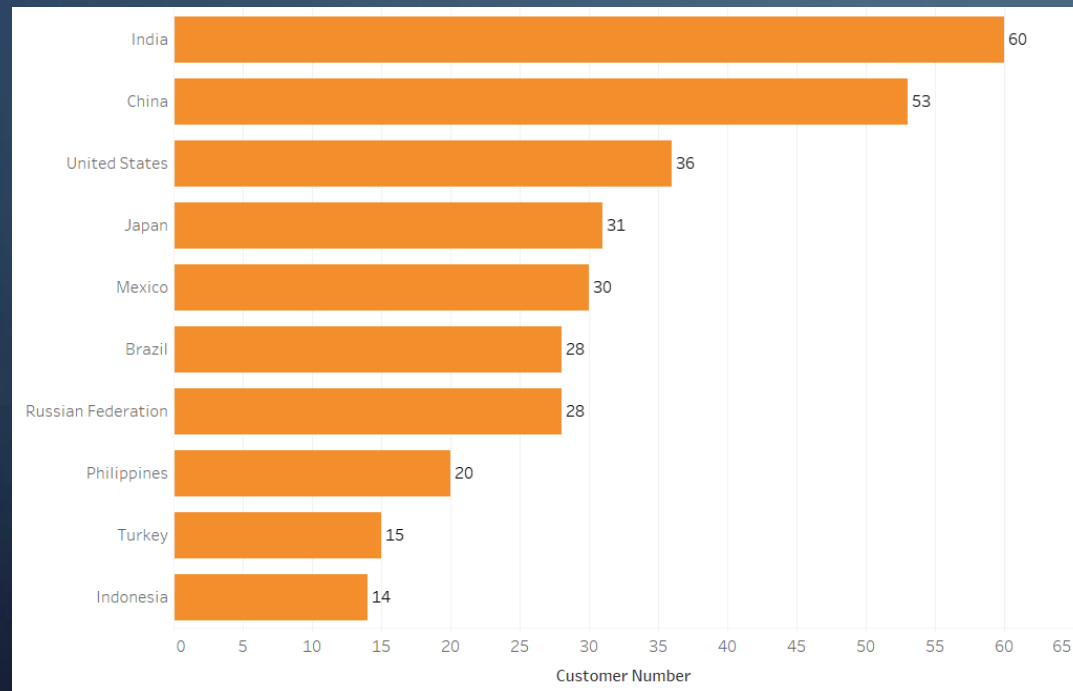
SALES FIGURES BETWEEN GEOGRAPHIC REGION



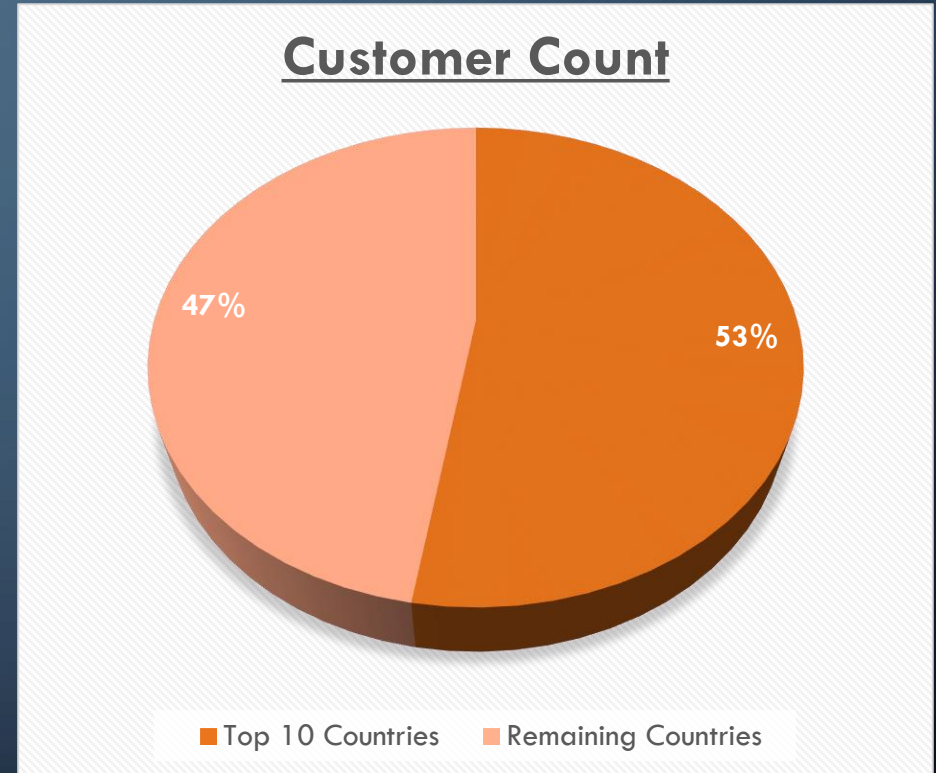
From the top 10 countries, it can be seen that most of Rockbuster revenue comes from rental in Asia countries (India, China, Japan, Philippines, Indonesia).

WHERE ARE ROCKBUSTER CUSTOMER BASED IN?

Top 10 Countries (Customer Count)



Customer Count



The top 10 countries contributed to 53% of Rockbuster customer base.

HIGH LIFETIME VALUE CUSTOMERS

Customer_id	First_name	Last_name	City	Country	Total Spending
526	Karl	Seal	Cape Coral	United States	208.58
178	Marion	Snyder	Santa Brbara dOeste	Brazil	194.61
181	Ana	Bradley	Memphis	United States	167.67
236	Marcia	Dean	Tanza	Philippines	166.61
403	Mike	Way	Valparai	India	162.67

These are the top 5 high lifetime value Rockbusters customers based off their spending on Rockbusters movie rental spending

RECOMMENDATIONS

1. Inventory Update

- Update Rockbuster current inventory to bring in more movies from top movies genre such as Sport, Sci-fi & Animation.
- Phase out Thriller genre movies as they are the genre which generated the least revenue, to cut the cost incurred from the Thriller genre movie license.

2. Marketing Strategy

- Formula marketing strategies that target the top 10 countries based on customer counts and revenue.

3. Expand Content Language

- Bring in movie content with different language specifically Asia language, as it was shown that majority of Rockbuster customers are based in Asia countries.

4. Movie Rental Strategy

- Given that the minimum rental duration is 3 days, we can use a dynamic rental rate charges which starts of at a minimum of 3 days and increases per day.

APPENDIX

Tableau Visualization

- https://public.tableau.com/views/Exercise3_10_Visualization/Top_10_Movie?:language=en-US&publish=yes&:sid=&:display_count=n&:origin=viz_share_link