

# Rockbuster Stealth Insights Analysis

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# Company Overview

- Rockbuster LLC plans to use its existing movie rental licenses to launch an online video rental service to stay competitive with streaming services such as Netflix and Amazon Prime
- The Management Board has developed a series of business questions to be used to inform 2022 company strategy
- Data-driven answers to these questions will help Rockbuster transition from brick and mortar to web-based rentals with maximum ease and success

# Key Questions and Objectives

1. Which movies contributed the most/least to revenue gain?
2. What was the average rental duration for all videos?
3. Which countries are Rockbuster customers based in?
4. Where are customers with a high lifetime value based?
5. Do sales figures vary between geographic regions?

# Data Source and Summary

- I am using a company-provided data set that contains information on Rockbuster's film inventory, customers, payments, etc.
- I loaded the data set into the PostgreSQL database and used SQL queries exported into CSVs in Tableau to create this presentation's visualizations

Average Rental Duration	Minimum Rental Duration	Maximum Rental Duration
5 days	3 days	7 days

Average Rental Rate	Minimum Rental Rate	Maximum Rental Rate
\$2.98	\$0.99	\$4.99

Average Rental Length	Minimum Rental Length	Maximum Rental Length
115 minutes	46 minutes	185 minutes

Average Rental Replacement Cost	Minimum Rental Replacement Cost	Maximum Rental Replacement Cost
\$19.98	\$9.99	\$29.99

# Q1: Which movies contributed the most/least to revenue gain?

The top earning film was Telegraph Voyage, while the lowest earning film was a tie between Duffel Apocalypse, Texas Watch, and Oklahoma Jumanji.

Top 10 Films by Sum of Revenue

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



Bottom 10 Films by Sum of Revenue

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



# Q1: Which movies contributed the most/least to revenue gain?

- The top earning genre is Sports and should be prioritized when moving titles to streaming
- Conversely, genres like music and travel should not receive as much priority when migrating titles or planning advertising efforts



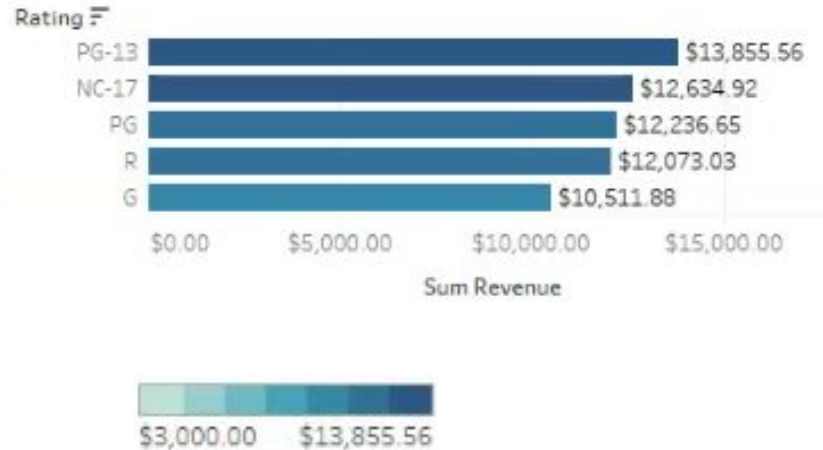
Total Revenue by Genre



# Q1: Which movies contributed the most/least to revenue gain?

- The top earning genre is PG-13
- Surprisingly, the next top earning genre is NC-17
- Furthermore, the modal rating is PG-13 and the modal language is English

Total Revenue by Rating



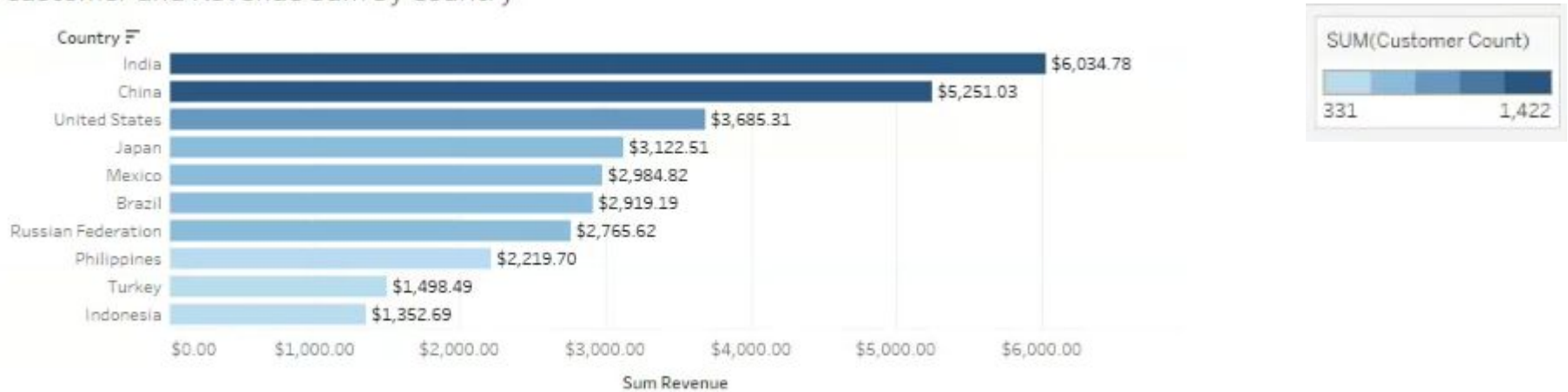
Q2: What was the average rental duration for all videos?

Average Rental Duration	Minimum Rental Duration	Maximum Rental Duration
5 days	3 days	7 days



# Q3: Which countries are Rockbuster customers based in?

Customer and Revenue Sum by Country



The top 10 countries above are ranked by sum of revenue, and color-coded by total customer count. Evidently there is a relationship between customer count and total revenue that should be accounted for when planning the migration of global Rockbuster titles.

# Q4: Where are customers with a high lifetime value based?

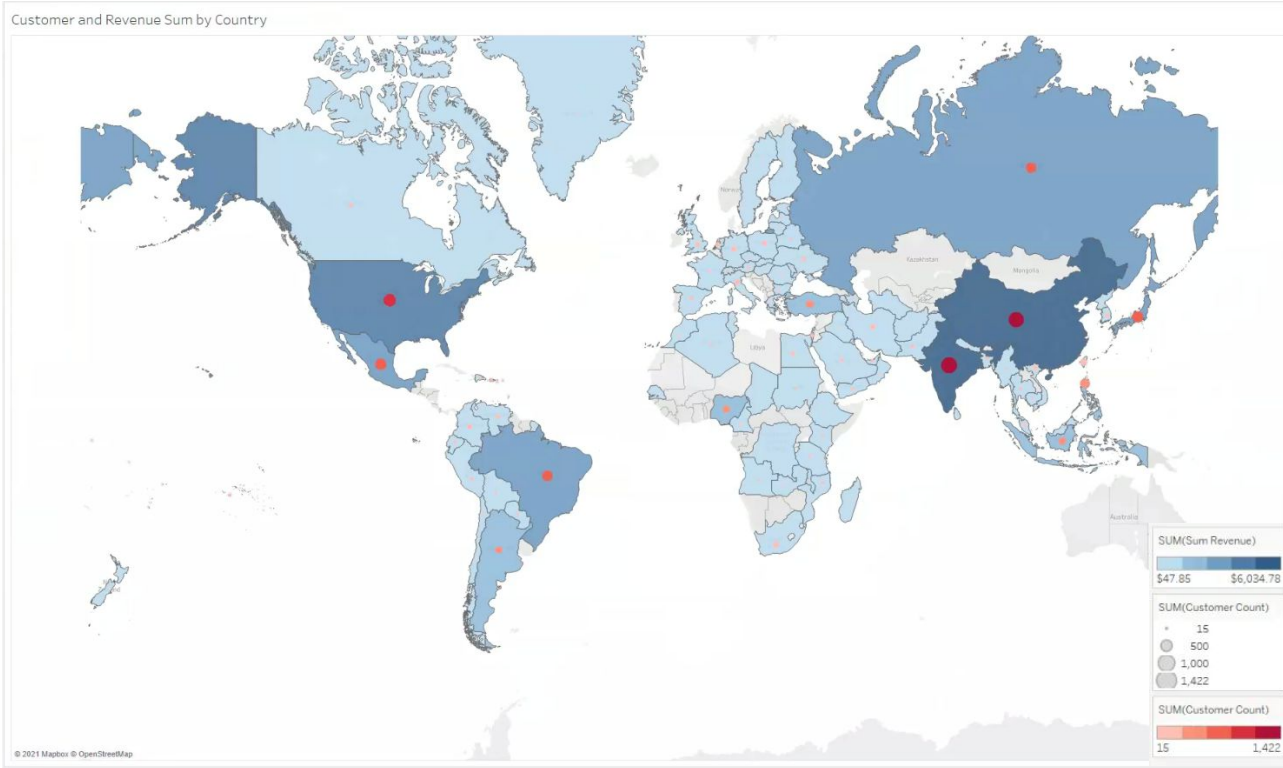
Top Ten Customers by Lifetime Value

Country	City	Customer Id	First Name	Last Name	
United States	Cape Coral	526	Karl	Seal	\$208.58
	Memphis	181	Ana	Bradley	\$167.67
Reunion	Saint-Denis	148	Eleanor	Hunt	\$211.55
Brazil	Santa Brbara dOeste	178	Marion	Snyder	\$194.61
Netherlands	Apeldoorn	137	Rhonda	Kennedy	\$191.62
Belarus	Molodetno	144	Clara	Shaw	\$189.60
Iran	Qomsheh	459	Tommy	Collazo	\$183.63
Canada	Richmond Hill	410	Curtis	Irby	\$167.62
Philippines	Tanza	236	Marcia	Dean	\$166.61
India	Valparai	403	Mike	Way	\$162.67



- The top customers are very spread out by location
- These results should be used for a loyalty program, but the cities & countries of these customers are not necessarily Rockbuster's top markets

# Q5: Do sales figures vary between geographic regions?



- Sales are heaviest in certain hot spots of Asia and North America
- Sales are weakest in Africa and Europe
- Sales are unavailable for certain, noticeably large markets such as Australia
- Rockbuster should focus on North America, China, and India the most when shifting titles to a web-based platform

# Key Takeaways and Next Steps

- **Which movies contributed the most/least to revenue gain?** The top film was Telegraph Voyage. By genre, sports, sci-fi, and animation perform the best while music, travel, and children-gear titles perform the worst with Rockbuster customers. Top genres are PG-13 and NC-17, while G is the lowest performing genre.
- **What was the average rental duration for all videos?** 5 days.
- **Which countries are Rockbuster customers based in?** Primarily India, China, and the United States. These regions should be prioritized across Rockbuster's title migration efforts.
- **Where are customers with a high lifetime value based?** These top customers' locations do not have a clear pattern, they (not their respective cities/countries) should be used to start a customer loyalty program.
- **Do sales figures vary between geographic regions?** Yes, sales are heaviest in Asia and North America.

Q&A