



# Rockbuster Stealth Data Insights

By: Billy Zakrzewski

# Purpose



Rockbuster Stealth is competing in a market driven primarily by video streaming services.



We have a global customer base that should be tailored to when launching our new online video delivery service.



Our data has provided us with insights on top grossing films, how long our customers are renting them, and where they are located.



This exploration will demonstrate all of this and provide insights based on a preliminary analysis.

# Film Statistics

- On average, a film is rented for ~\$3, for 5 days, is 115 minutes long, and has a replacement cost of \$19.98.
- Wife Turn is the most profitable film.
  - Profitable films are far exceeding the replacement costs.
- Watership Frontier and Japanese Run are performing poorly.
  - They are costly replacements that would not be recommended.

	Minimum	Maximum	Average
Rental Rate	\$0.99	\$4.99	\$2.98
Rental Duration	3 Days	7 Days	5 Days
Film Length	46 mins	185 mins	115 mins
Replacement Cost	\$9.99	\$29.99	\$19.98

Profitable Titles	Total
Wife Turn	\$133.82
Enemy Odds	\$118.81
Zorro Ark	\$116.83
Pelican Comforts	\$114.84
Roses Treasure	\$107.83

Costly Titles	Total
Watership Frontier	\$0.99
Japanese Run	\$0.99
Freedom Cleopatra	\$1.98
Kane Exorcist	\$1.98
Treatment Jekyll	\$1.98

# Top 10 Countries- Customer Base

Top 10 Rockbuster Stealth Countries

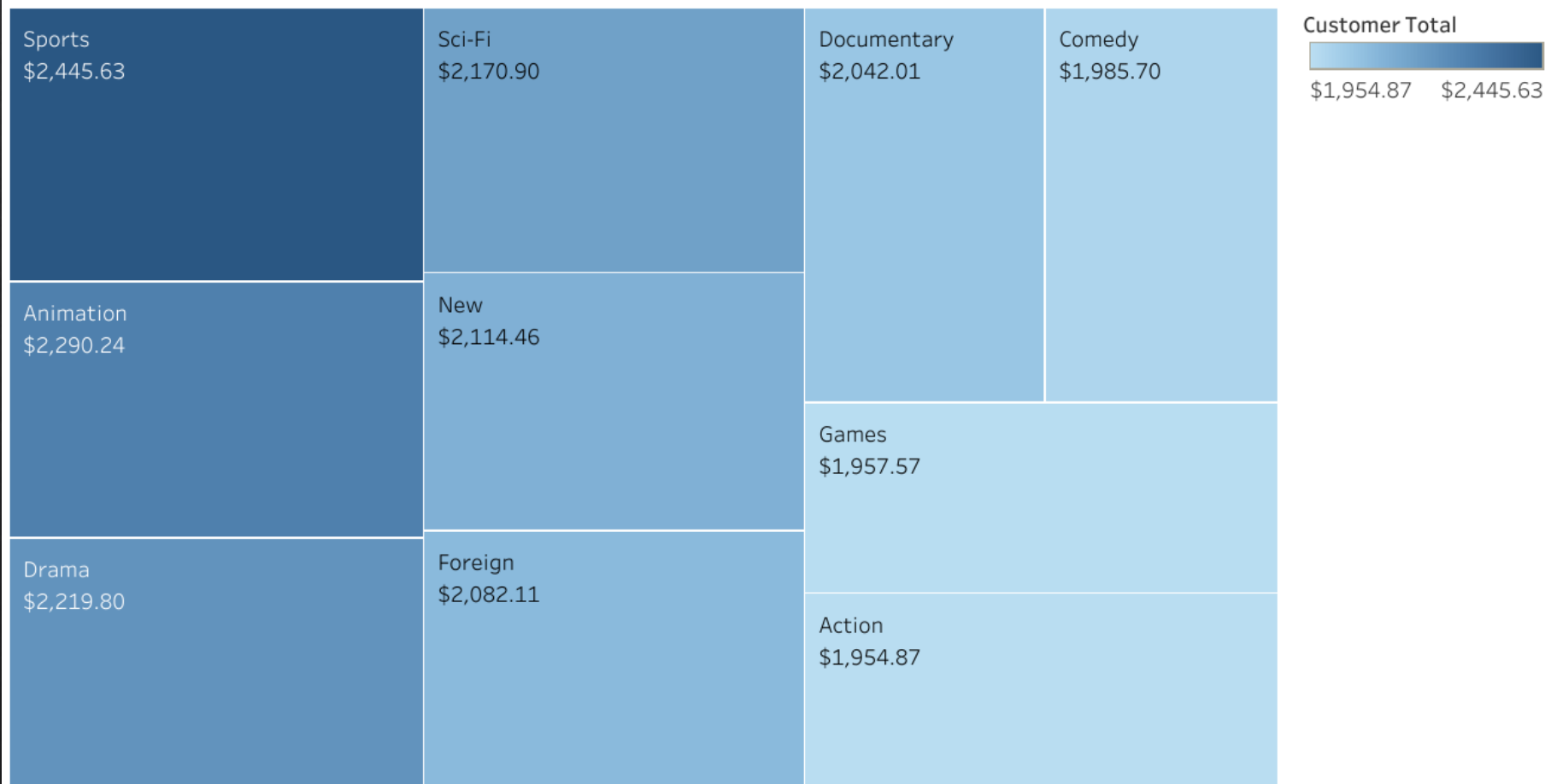


- ◇ India and China are the two leading countries for customers with almost double the customers over other countries in the top 5.
- ◇ These countries in addition to the US, Mexico, and Japan should be our primary focus.



# Genre Sales

Genre Revenue



- ❖ The most popular genre rented was in the Sports category.
- ❖ Animation continues to be a strong contender and Sci-Fi/Drama films are also producing a great deal of profit.
- ❖ New films across all genres is a big draw for movie renters.

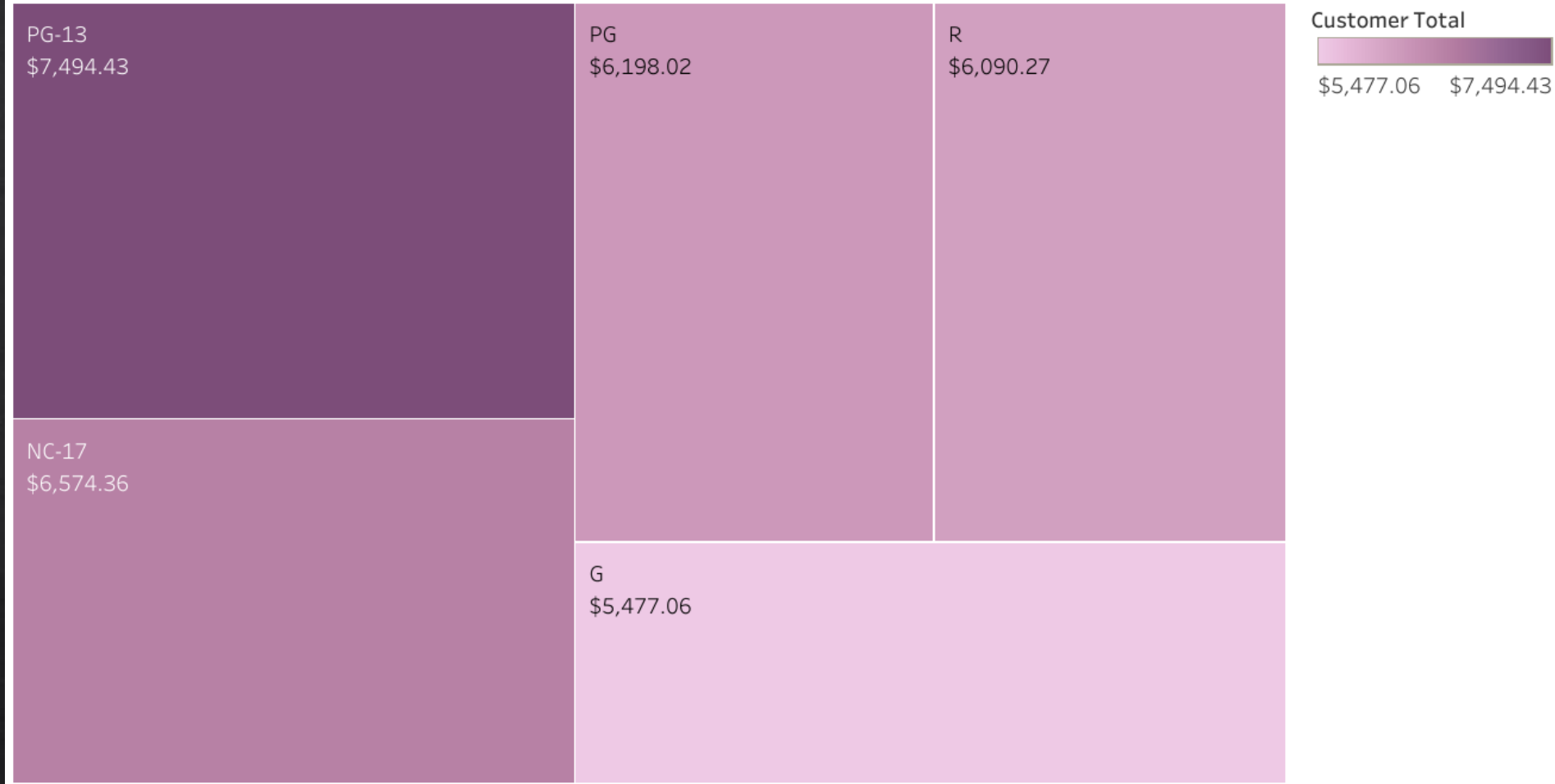
# Ratings

While there is a diverse selection of film ratings, 63% of the films target older audiences (PG13-R).

The rental market is weaker in younger audiences.

PG-13 is the most popular rated film across our data.

Rating Revenue



# Recommendations

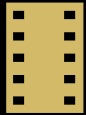
## Insights

- ◆ India and China are the largest consumers of rental media.
- ◆ Popular genres are Sports and Animation.
- ◆ PG-13 movies are the highest revenue earners.
- ◆ The average customer is renting films for 5 days in various locations around the world.

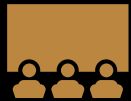
## Actions

- ◆ Improve online rental marketing in India and China.
- ◆ Both China and India consume the top grossing genres of Sports and Animation.
  - ◆ India is flexible based on additional analyses.
- ◆ Films that can be rented for a larger audience are more successful (rating).
- ◆ Offering deals or incentives to rent movies longer could improve revenue.

# Conclusion



There continues to be a market for rented movies throughout the globe.



Focusing on movies that are available for a wider audience range (PG-13) may improve sales.



Survey data from customers could improve our understanding of rental duration, appropriate pricing, and the type of customer who is still using physical media.