



Rockbuster Stealth LLC

Analysis for 2020 business strategy

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Background

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.

Goal and Objectives

Q1	Q2	Q3	Q4	Q5
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?

The **goal** is to use our existing movie licenses to launch an online video rental service in order to stay competitive.

Data Overview

Most rented
genre
Sports

Most rented
rate
\$0,99

Most rented
duration
3 Days

Number of
customers
599

Number of
distinct films
1000

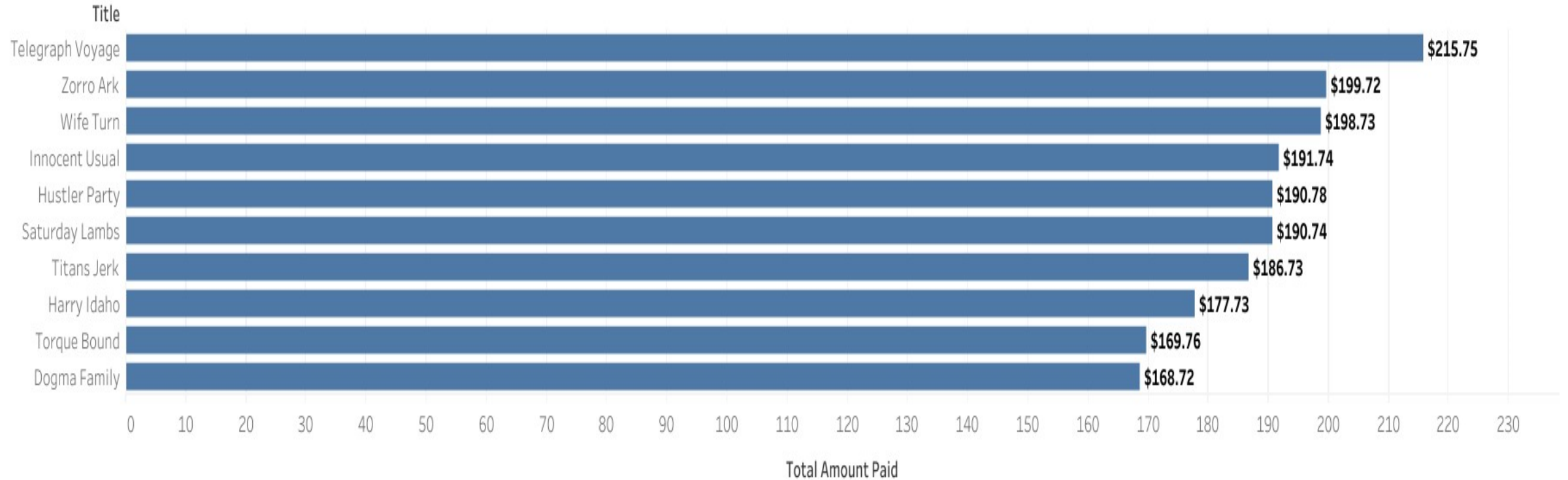
Most rented
rating
PG-13

Release
year(all)
2006



Movies Contribution to revenue

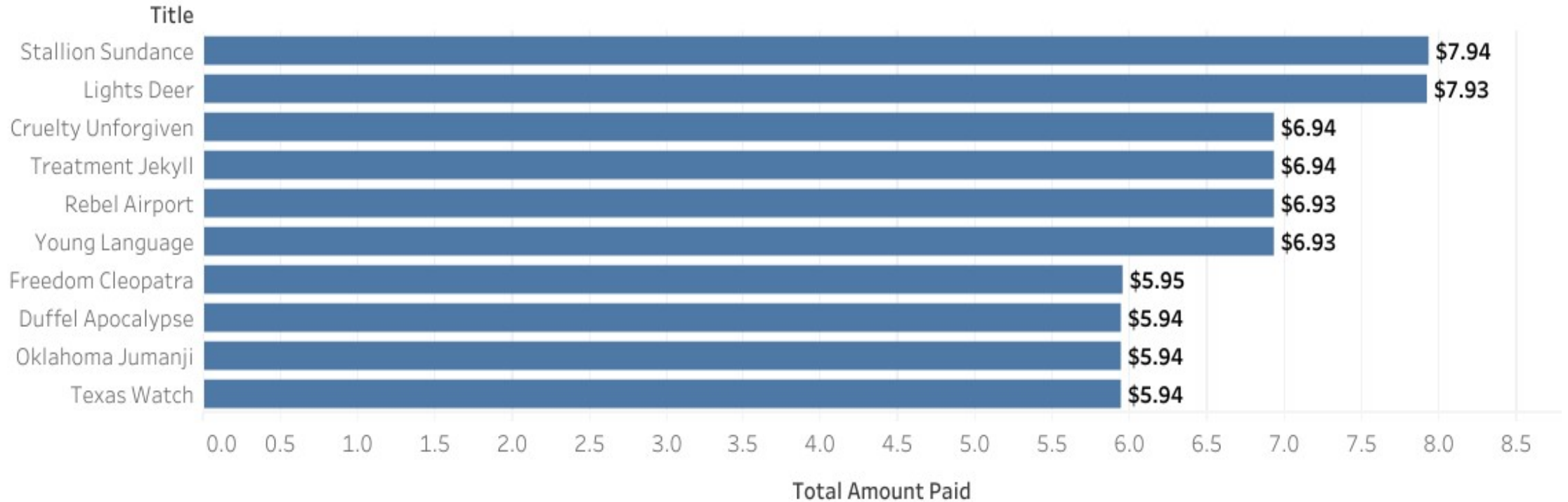
Top 10 movies in terms of revenues



- Most top listed movies have rental rates of **\$4.99**.
- Contributed to **13%** of global revenue.

Movies contribution to revenue

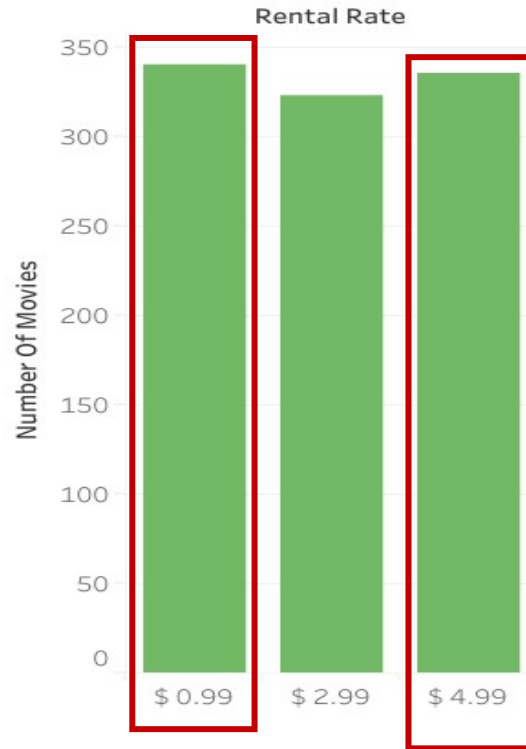
Bottom 10 movies in terms of revenues



- These movies have rental rates of **\$0.99**.
- They contributed to **1%** of global revenue.

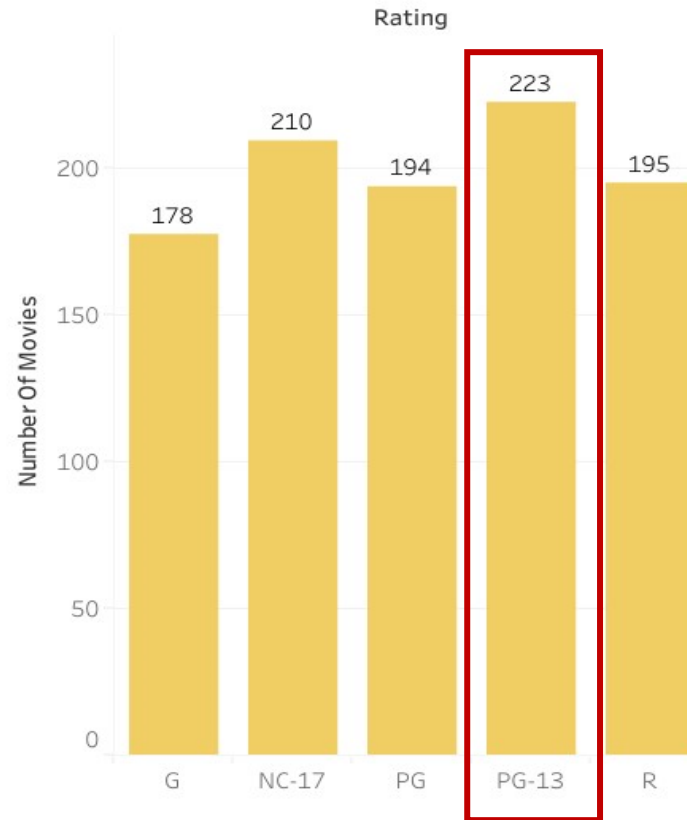
Average Rental duration

Rental rate



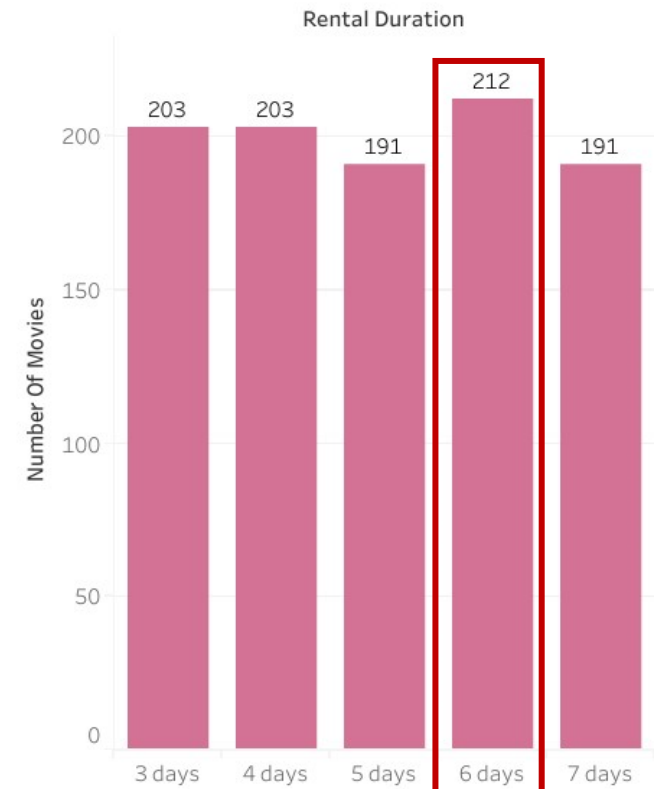
Min: \$0.99
Max: \$4.99

MPAA rating



Most common PG-13

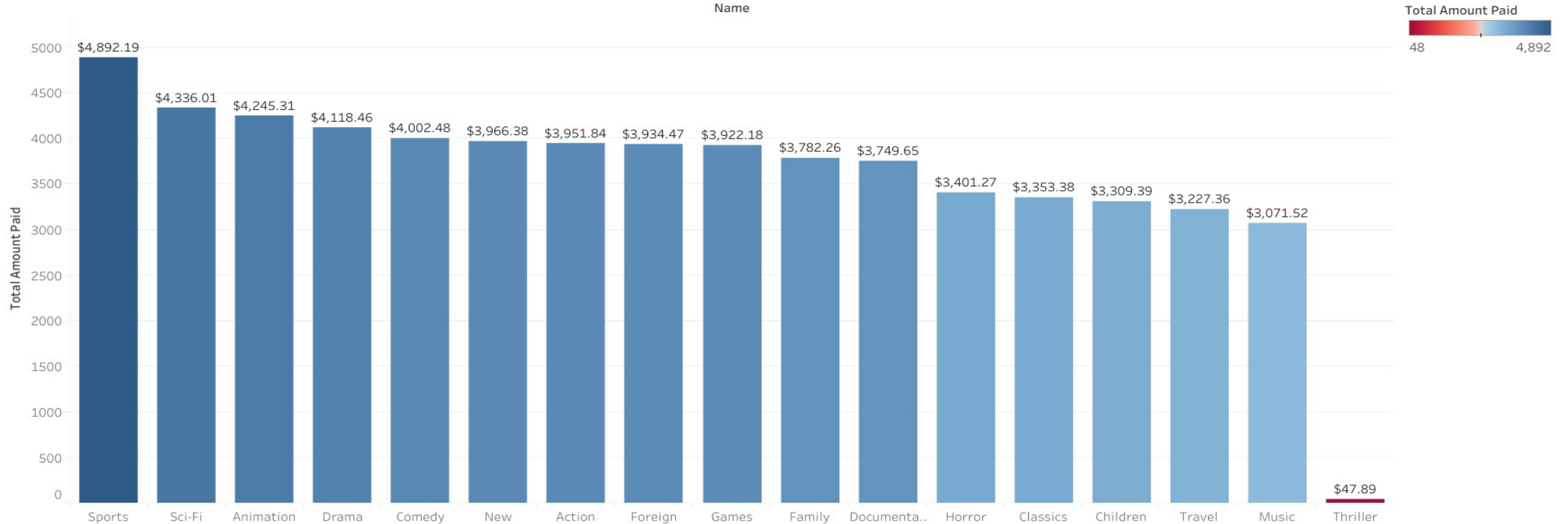
Rental duration for all videos



Average rental
duration is : 6 Days

Most popular movie Genres

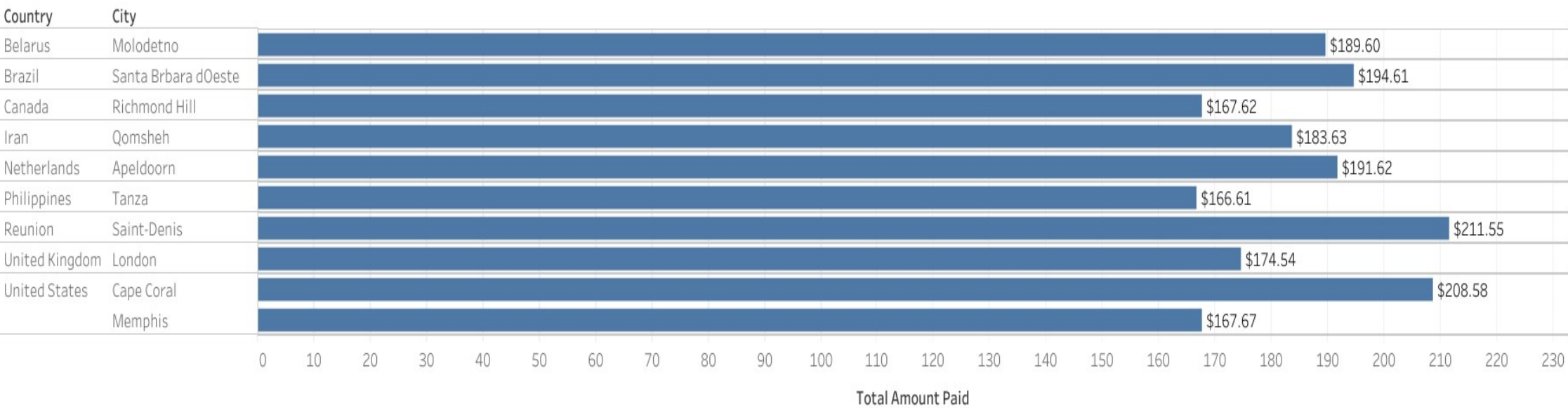
Most popular movie Genres



- Most popular Genres are **Sports, Sci-fi, Animation** .
- Least popular genres are **Children, Travel and Music**.
- There is only one movie from **thriller** genre.

Location of Lifetime value customers

Top 10 locations with customers high life time value

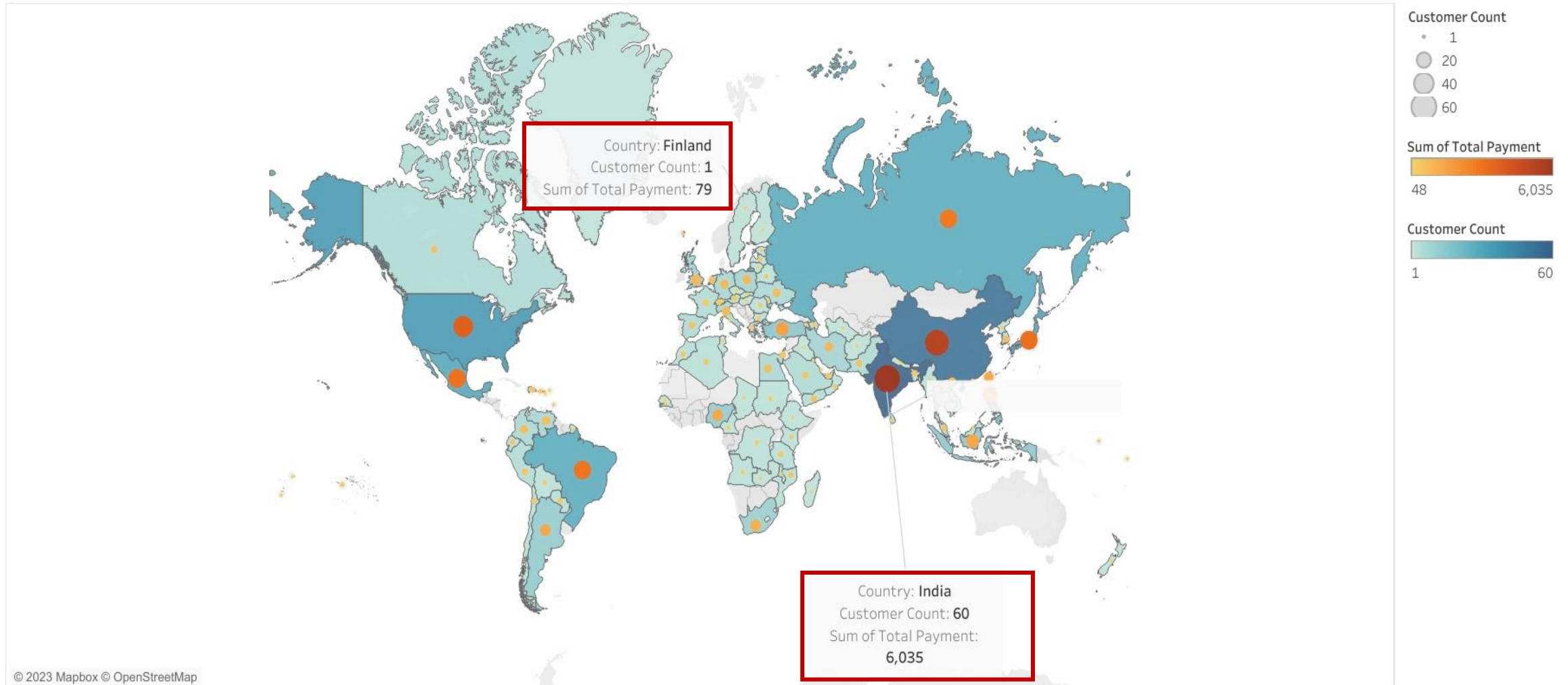


	Customer Id	Customer Name	Country	City	Total Amount Sp.. ₺
	148	Eleanor Hunt	Runion	Saint-Denis	\$211.55
→	526	Karl Seal	United States	Cape Coral	\$208.58
→	178	Marion Snyder	Brazil	Santa Brbara dOeste	\$194.61
	137	Rhonda Kennedy	Netherlands	Apeldoorn	\$191.62
	144	Clara Shaw	Belarus	Molodetno	\$189.60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

- Top countries includes Belarus, Brazil, Canada, Iran, Netherlands, Philippines, Reunion, UK, and US.
- Only 5 customers come from these countries.

Sales by regions

Geographical distribution of customers and number of sales



Recommendations

- They should focus on top revenue generated genres and countries and invest more on marketing in these regions.
- Introduce a reward programme for high value customers to attract more customers.
- Movie inventory should be updated regularly and exclude movies that don't generate high revenue and also compare each movie's licensing costs against the revenue it brings in.

Questions?

Link for Tableau Public:
[Rockbuster | Tableau Public](#)

THANK YOU!



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