

ROCKBUSTER STEALTH LLC

INSIGHTS & INFORMATION



INTRODUCTION

ROCKBUSTER STEALTH LLC IS A VIDEO RENTAL COMPANY LOOKING TO BREAK INTO THE STREAMING ASPECT OF THE FILM INDUSTRY. ORIGINALLY A LOCATION-BASED INDUSTRY ROCKBUSTER IS LOOKING TO BECOME A TOP COMPETITIVE BUSINESS ALONGSIDE STREAMING SERVICES SUCH AS NETFLIX, AMAZON, AND HBO TO STAY RELEVANT AND PROSPEROUS IN A TRADITIONALLY CUTTHROAT INDUSTRY.

TABLE OF CONTENTS



General Overview



Key Questions



Film



Customers



Summary



Recommendations

DATA OVERVIEW

General Overview of Rockbuster's Database

Number of
Films
1000

Total Cities Operated in
314

Total revenue
\$61,312.04

Amount of
Customers
599

Countries Operated In
109

of Transactions
14,596



Movie Genres
17

Count of Rentals
4,581

Data recorded
3 Months

Data collected over 3-month span

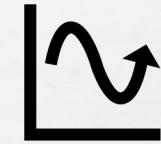
KEY QUESTIONS



What is the average rental duration for all films?



Which movie genre contributed to the highest & lowest revenue?



How do sales differ between regions?



Which countries are Rockbuster customers located in?



Where are the most loyal customers located?

FILM STATS



Sports

Most Popular Genre

Thriller

Least Popular Genre



PG-13

Most Popular Rating

G

Least Popular Rating

5

Ratings Categories
(MPAA)



17

Movie Categories

PROSPEROUS GENRES

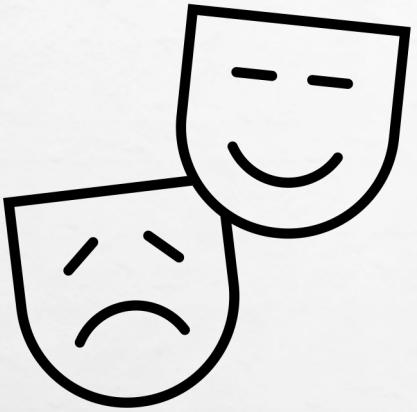
Source:

https://public.tableau.com/views/BreakbusterStealthProject_17091

Web Viewer [Terms](#) | [Privacy & Cookies](#)

Edit

REVENUE STATS



**PG-13
(\$13,855.56)**

Highest Grossing NPAA Rating

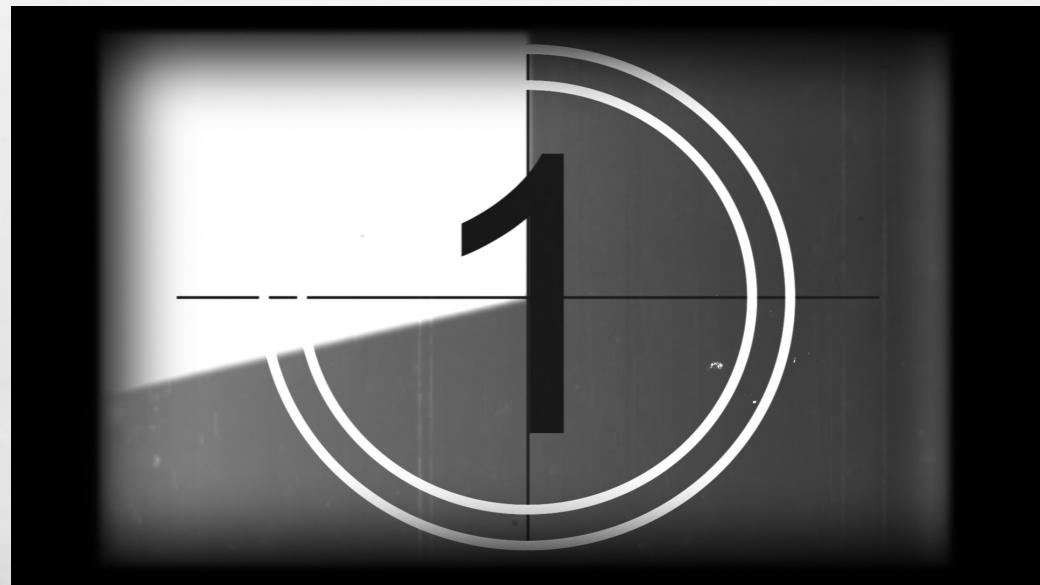
\$2.98
Average Rental Rate

\$4.20
Average Transaction Value

\$211.55
Highest Customer Transaction

\$0.99
Mode of Rental Rate

Asia
Country with most Revenue



CUSTOMERS

- 599 TOTAL CUSTOMERS ACROSS 108 COUNTRIES
- A TOTAL OF \$61,312.04 WAS MADE IN 3 MONTHS
- INDIA, CHINA, AND THE USA ACCOUNT FOR TOP 3 COUNTRIES WITH MOST CUSTOMERS
- ASIA RETAINS MOST CUSTOMERS IN THE REGION

05	5073.47	JPY	F	+1592.93	+02.39
01	8006.52	JPY	C	+9192.42	+06.83
.57	9072.84	AUD	F	+1437.42	+05.00
.05	8169.19	CHF	H	+3192.07	+04.30
2.61	2591.78	CAD	C	+6205.12	+07.00
7.60	9217.67	EUR	F	+5083.11	+06.00
3.29	7805.51	GBP	S	+8595.32	+06.00
31.86	2244.57	CHF	X	+9547.24	+06.00
		EUR	F	+7210.69	+06.00

Source:

https://public.tableau.com/views/RockbusterStealthProject_1708040836

[Web Viewer Terms](#) | [Privacy & Cookies](#)

Edit

Customer Id	First Name	Last Name	Country	City	Total Amount Paid
148	Eleanor	Hunt	Runion	Saint-Denis	211.55
144	Clara	Shaw	Belarus	Molodetno	189.6
566	Casey	Mena	Turkey	Tokat	130.68
84	Sara	Perry	Mexico	Atlixco	128.7
506	Leslie	Seward	Indonesia	Pontianak	123.72
512	Cecil	Vines	United Kingdom	London	115.74
131	Monica	Hicks	Ukraine	Mukateve	112.73
537	Clinton	Buford	United States	Aurora	98.76
476	Derrick	Bourque	Canada	Gatineau	87.8
521	Roland	South	China	Yingkou	80.77

TOP 10 LOYAL CUSTOMERS



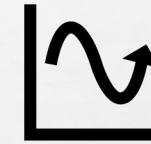
ANSWERS TO KEY QUESTIONS



**Sports outperformed all other categories in revenue.
Music generated the least**



5 Days Average Rental Period



Asia has highest concentration of transactions compared to all others



Spread across 108 different countries in all 6 continents



Loyal customers span across India/Asia more than any other country

WHAT DID WE FIND?

- **India China and the USA account for 1/4th of the customer base**
- **Asia is the region with the largest customer base and sales revenue**
- **There are 599 customers in 108 countries spread across all 6 continents**
- **Customers rent most of their films at the lowest rental rate of \$0.99**
- **Genres of movies rented were evenly spread with Sports, Sci-Fi, and Animation at the top of the list & Thriller, Music and Travel films at the bottom**
- **NPAA Ratings grossed similar returns with a spread of \$3,343.68**
- **Most popular films in accordance with ratings were rated PG-13, NC-17, and PG**

RECOMMENDATIONS

- BEFORE EXPANDING CONSIDER PARTNERING WITH STUDIOS TO **CREATE SURPLUS OF CONTENT**
- **SOFT LAUNCH** PRODUCT IN MOST POPULAR COUNTRIES FIRST (INDIA, CHINA, USA)
- **BOOST POPULARITY WITH ADVERTISING** ACROSS ALL 108 COUNTRIES ROCKBUSTER IS LOCATED IN
- **ADJUST PRICING SCALE** THROUGH SUBSCRIPTIONS OR MEMBERSHIPS TO ENSURE CONSISTENT REVENUE
- **OFFER LOYALTY PROGRAMS** TO TOP SPENDING CUSTOMERS

PRESENTATION BY **EVAN CARR**

INFO AND LINKS:

- DATA COLLECTED OVER PERIOD OF 3 MONTH
- DATA COLLECTED AND ORGANIZED THROUGH PGADMIN4, EXCEL, & TABLEAU
- FOR ANY QUESTIONS EMAIL
EVANCARR92@GMAIL.COM

TABLEAU LINKS

- https://public.tableau.com/views/RockbusterStealthProject_17080408362980/GenreRevenue?:language=en-US&:sid=&:display_count=N&:origin=viz_share_link
- https://public.tableau.com/views/RockbusterStealthProject_17080408362980/PopularityByRating?:language=en-US&:sid=&:display_count=N&:origin=viz_share_link
- https://public.tableau.com/views/RockbusterStealthProject_17080408362980/Customer_Country?:language=en-US&:sid=&:display_count=N&:origin=viz_share_link