

ROCKBUSTER STEALTH

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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.

OBJECTIVE

To present the details of my analysis to the Rockbuster Stealth business intelligence department in order to help with the launch strategy for the new online video service.

GENERAL INFORMATION

NUMBER OF MOVIES

➤ 1000

RENTAL DURATION

- MIN.....3 Days
- MAX.....7 Days
- AVG.....5 Days

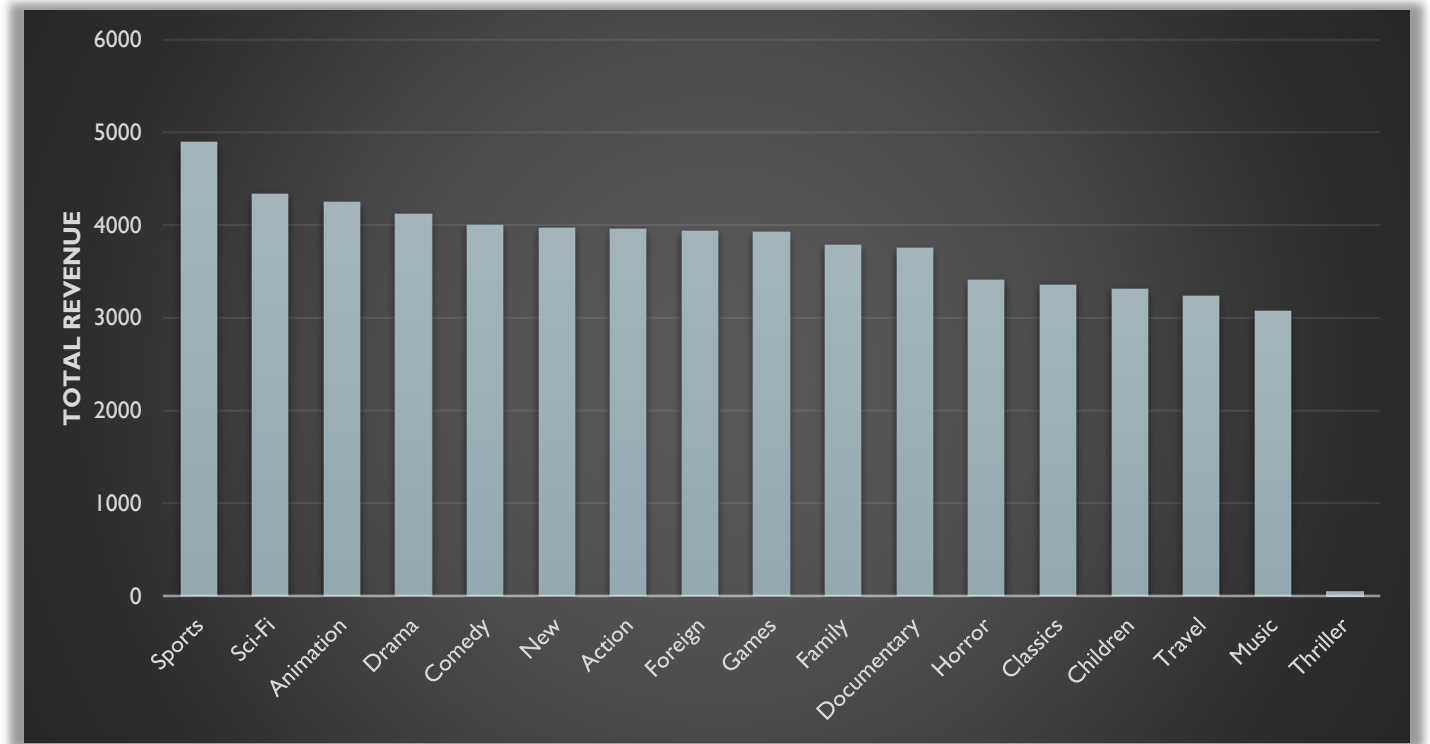
RENTAL RATE

- MIN.....\$0.99
- MAX.....\$4.99
- AVG.....\$2.98

REPLACEMENT COST

- MIN.....\$9.99
- MAX.....\$29.99
- AVG.....\$19.98

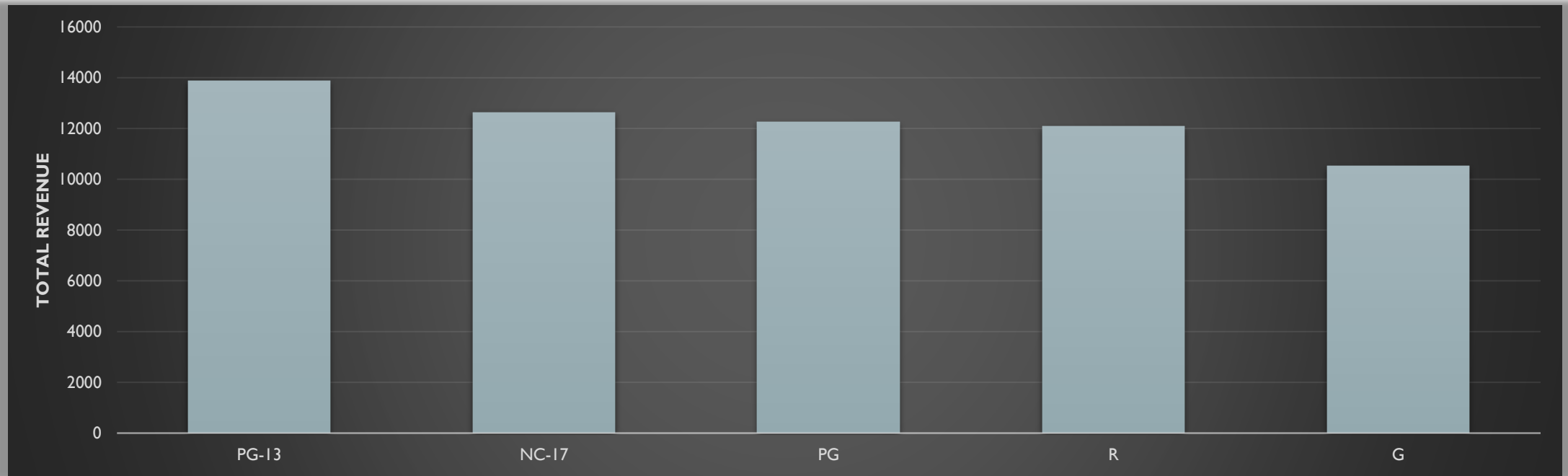
REVENUE BY GENRE



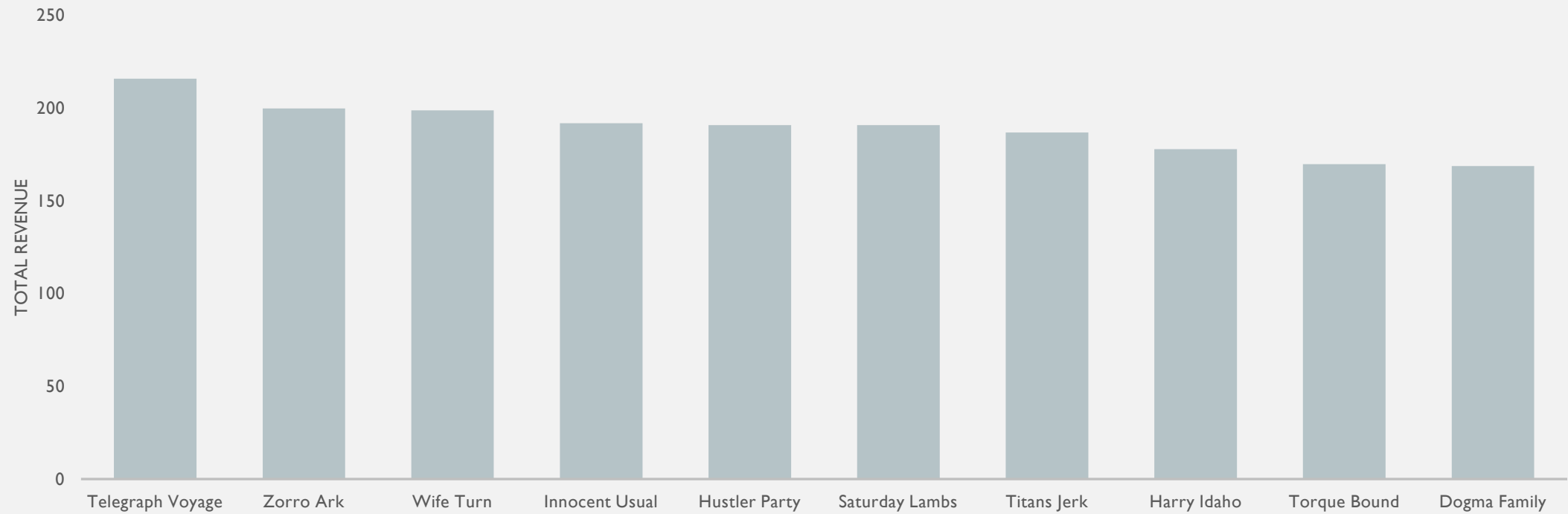
HIGHEST
REVENUE
GENRES

1. Sports
2. Sci-Fi
3. Animation
4. Drama
5. Comedy

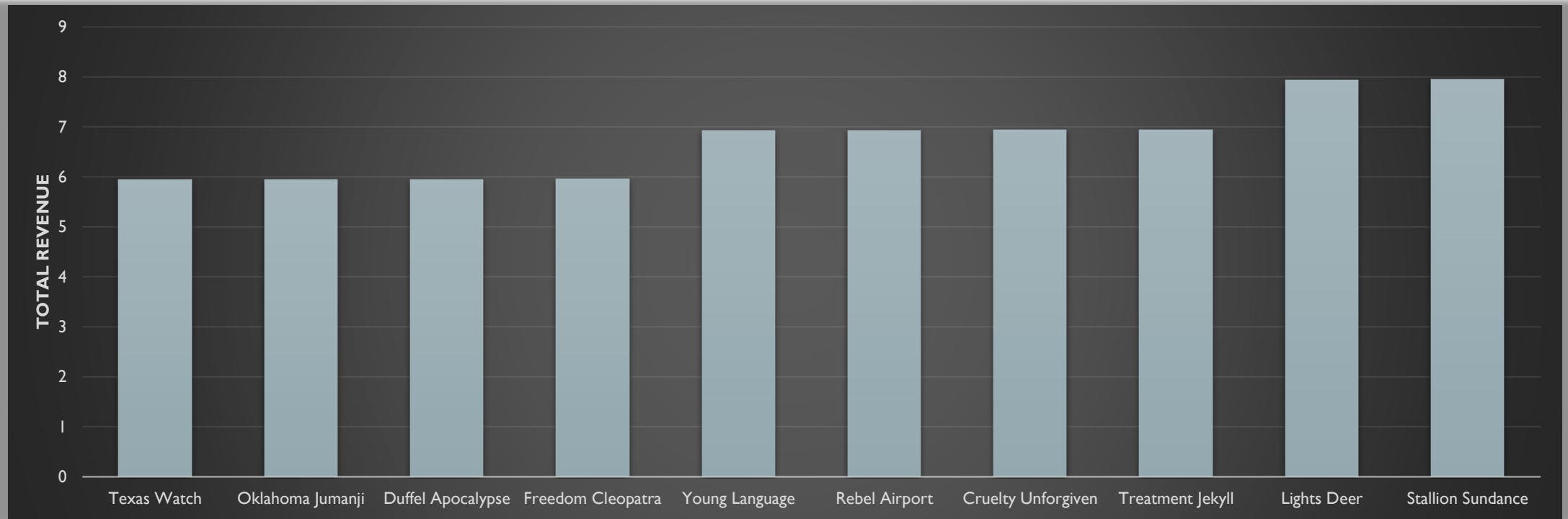
REVENUE BY MPAA RATING



HIGH REVENUE TITLES

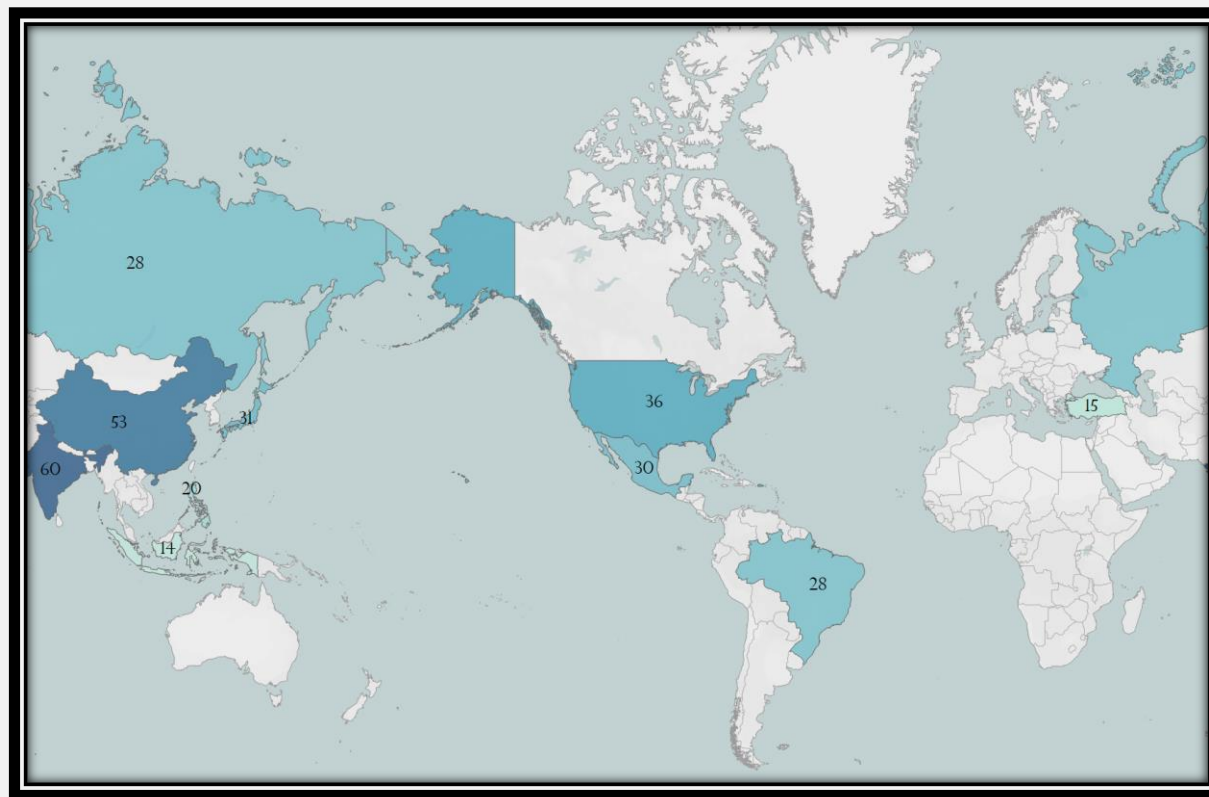


LOW REVENUE TITLES



TOP 10 COUNTRIES

Country	Customer Count	Total Revenue
India	60	6034.78
China	53	5251.03
United States	36	3685.31
Japan	31	3122.51
Mexico	30	2984.82
Brazil	28	2919.19
Russian Federation	28	2765.62
Philippines	20	2219.7
Turkey	15	1498.49
Indonesia	14	1352.69



[Tableau Link](#)

Last Name	First Name	Country	City	Total Paid
Harvey	Arlene	India	Ambattur	111.76
Spurlock	Kyle	China	Shanwei	109.71
Welch	Marlene	Japan	Iwaki	106.77
Talbert	Glen	Mexico	Acua	100.77
Buford	Clinton	United States	Aurora	98.76

TOP 5 CUSTOMERS

KEY OBSERVATIONS



HIGHEST REVENUE BY GENRES

SPORTS, SCI-FI, ANIMATION,
DRAMA, & COMEDY



HIGHEST REVENUE BY MPAA RATING

PG-13



HIGHEST REVENUE COUNTRIES

INDIA, CHINA, UNITED STATES, JAPAN, &
MEXICO

RECOMMENDATIONS

- Titles that fall beneath a certain threshold of popularity should not be included on the online platform
- Marketing efforts should focus on the most active geographic regions, particularly India and China
- Offer perks to loyal customers
- Do not include NC-17 titles on the online platform – emphasize PG-13 and PG titles
- Determine whether there are region-specific genre preferences and tailor title suggestions accordingly



THANK YOU