



ROCKBUSTER STEALTH LLC

PERFORMANCE ANALYSIS

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Project Overview

- Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.
- **The company** rental has transitioning to an online video rental service in order to stay competitive.
- Moreover, Rockbuster Stealth management team is planning to take advantage of its current movie licences by launching an in-demand streaming service in reaction to fierce competition from competitors like Netflix and Amazon Prime.

Statistic Summary of the business performance

Total Sales Figure

\$61,312

Average Sales Per
Customerss

102

Number of Customers

599

Number of Countries

108

Length of Film

Minimum - 47 mins

Maximum - 185 mins

Average - 115 mins

Replacement Cost

Minimum - \$10

Maximum - \$30

Most common
film rating - 13PG

Rental Rate \$

Minimum - 0.99

Maximum - 4.99

Average - 3

Rental Duration Per Day

Minimum - 3

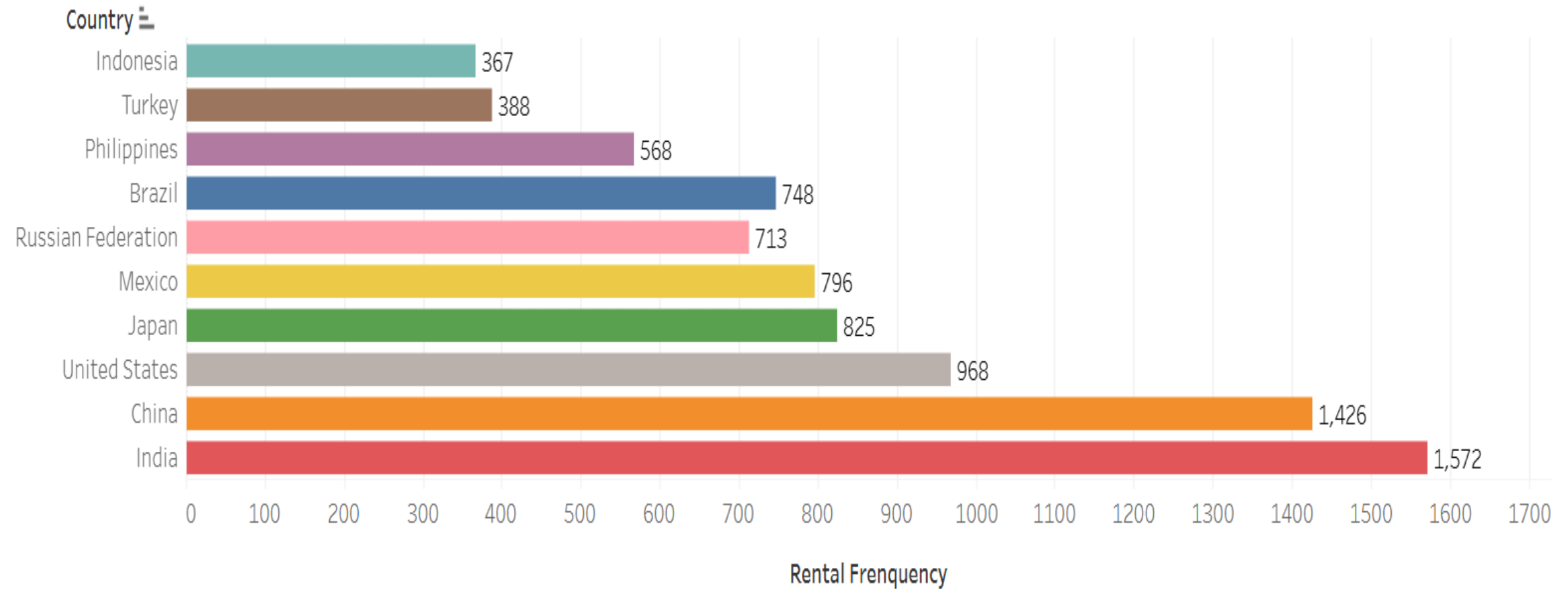
Maximum - 7

Average - 5

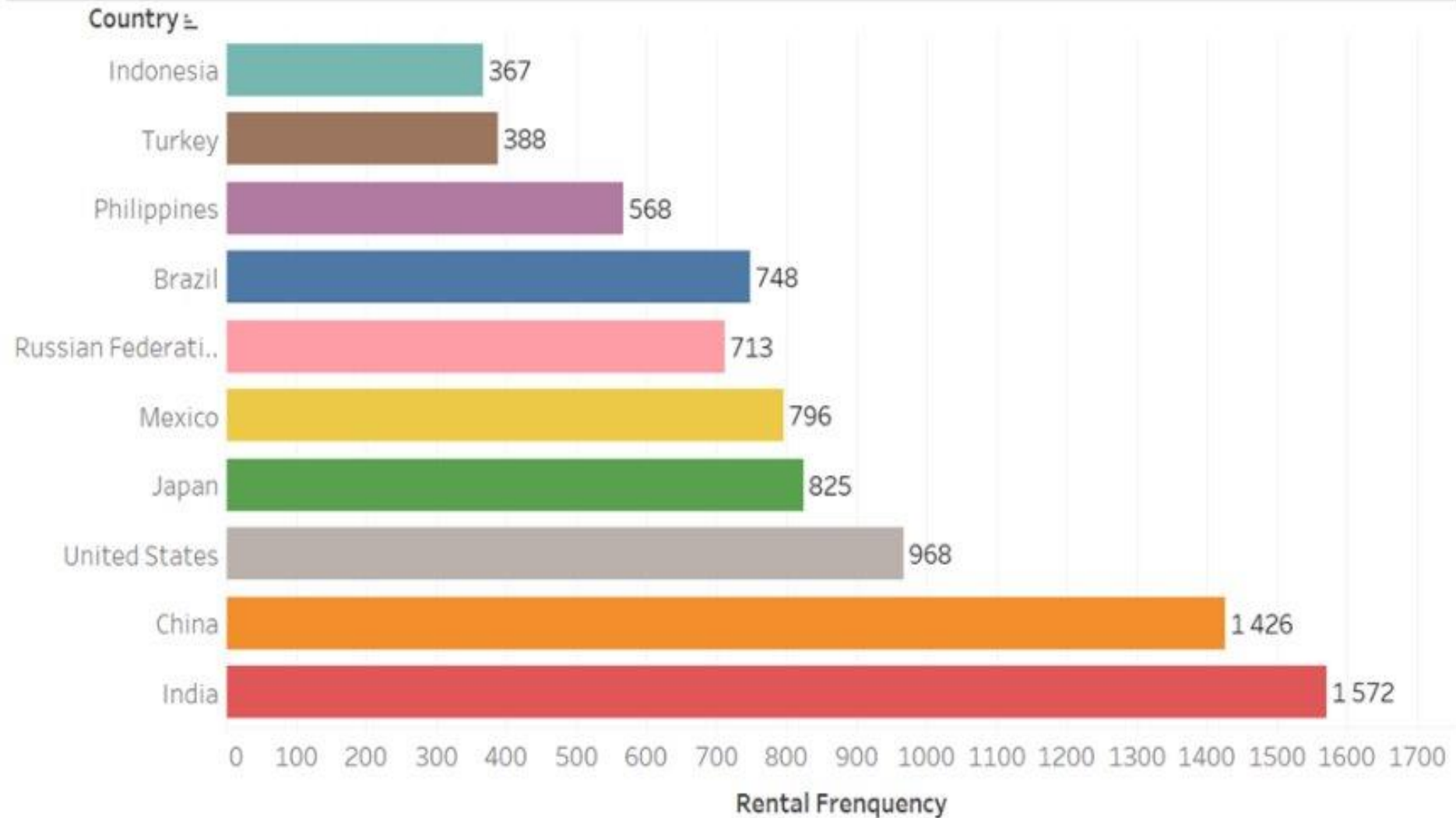
Top Ten Countries with Highest Customers



Top 10 Countries with Higher Number of Rental Frequency



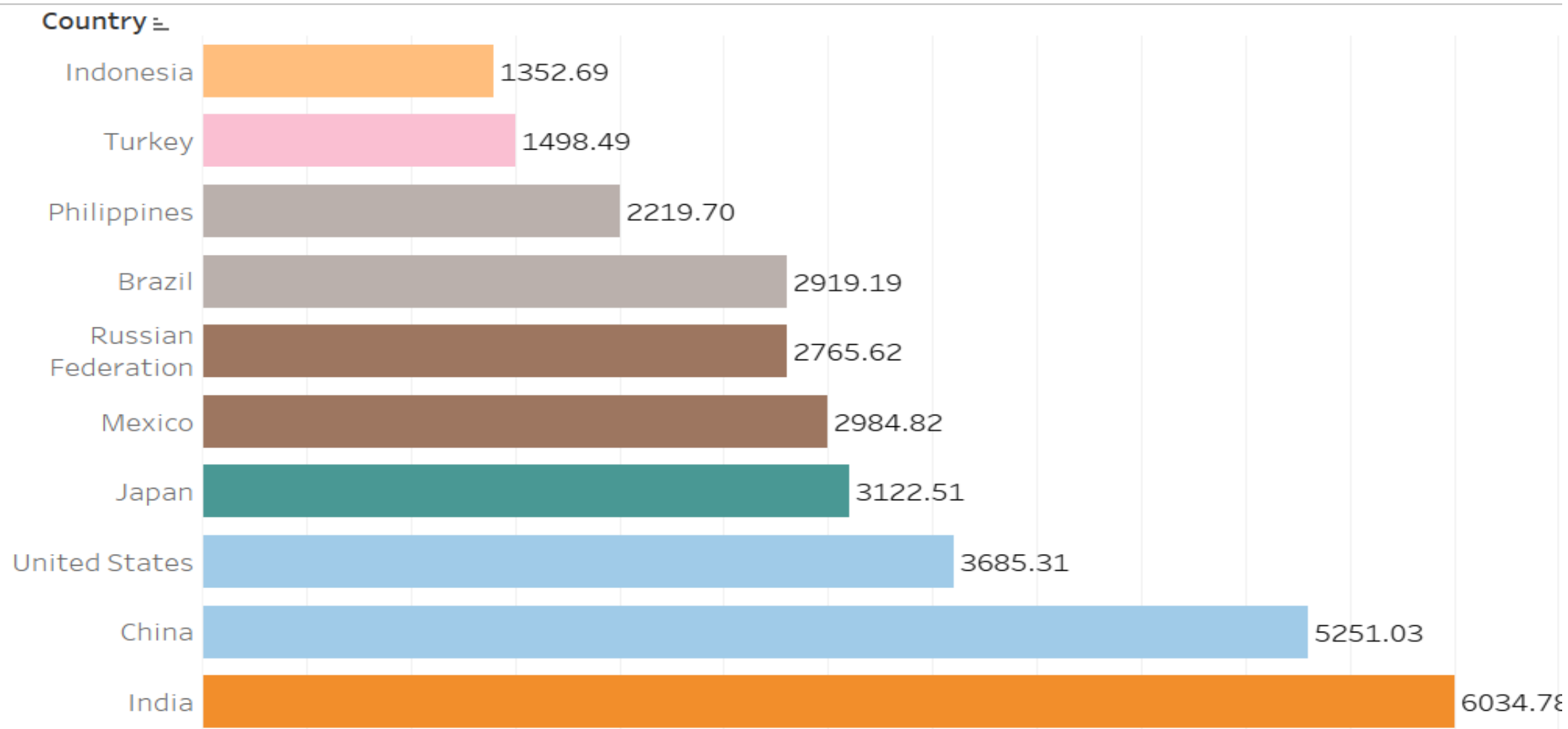
Top 10 Countries with Higher Number of Rental Frequency



Top 10 Countries with Higher Revenue



Top 10 Countries with Higher Revenue



Top Ten Film, Rental Duration and Rental cost

title	rental_duration	name	total_amount_paid
Telegraph Voyage	3	Music	215.75
Zorro Ark	3	Comedy	199.72
Wife Turn	3	Documentary	198.73
Innocent Usual	3	Foreign	191.74
Hustler Party	3	Comedy	190.78
Saturday Lambs	3	Sports	190.74
Titans Jerk	4	Sci-Fi	186.73
Harry Idaho	5	Drama	177.73
Torque Bound	3	Drama	169.76
Dogma Family	5	Animation	168.72

- link:
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- https://public.tableau.com/app/profile/timothy.aluko8434/viz/RockbusterTop10CountrieswithHigherNumberofCustomers_/Sheet4?publish=yes