

# ROCKBUSTER STEALTH 360° ANALYSIS



E-Commerce Transition

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# OBJECTIVE

Analyze Product and Sales Data for Customer and Geographical Insight

## ANALYSIS CONTENTS

Operations and Sales Data Discovery

- Customer
- Products

Actionable Insights and Recommendations

- Build Inventory - Thriller Genre, Additional Years
- Customer Reward Program
- Simplify Pricing
- Target Marketing to Asia & North America

# CUSTOMER AND FILM SUMMARY

1  
Language  
in Film  
Inventory

Film Length  
in Minutes  
185 Max  
46 Min  
115 Avg

2  
Number  
of Stores

Days  
Rented  
9 Max  
1 Min

2  
Number of  
Employees

PG-13 Most  
Common  
Rating

Last Time  
Database  
updated  
5/26/13  
2:50 PM

2006  
Year of All  
Films in  
Inventory

3  
Months  
of Sales in  
Database

Film Replace  
Cost  
\$29.99 Max  
\$9.99 Min  
\$19.99 Avg

1000  
Total Film  
Inventory

599  
Active  
Customers

Rental  
Rate  
\$4.99Max  
\$0.99 Min

\$2.98  
AVG Rental  
Rate

# CUSTOMER SALES SUMMARY

\$61,312.0 USD

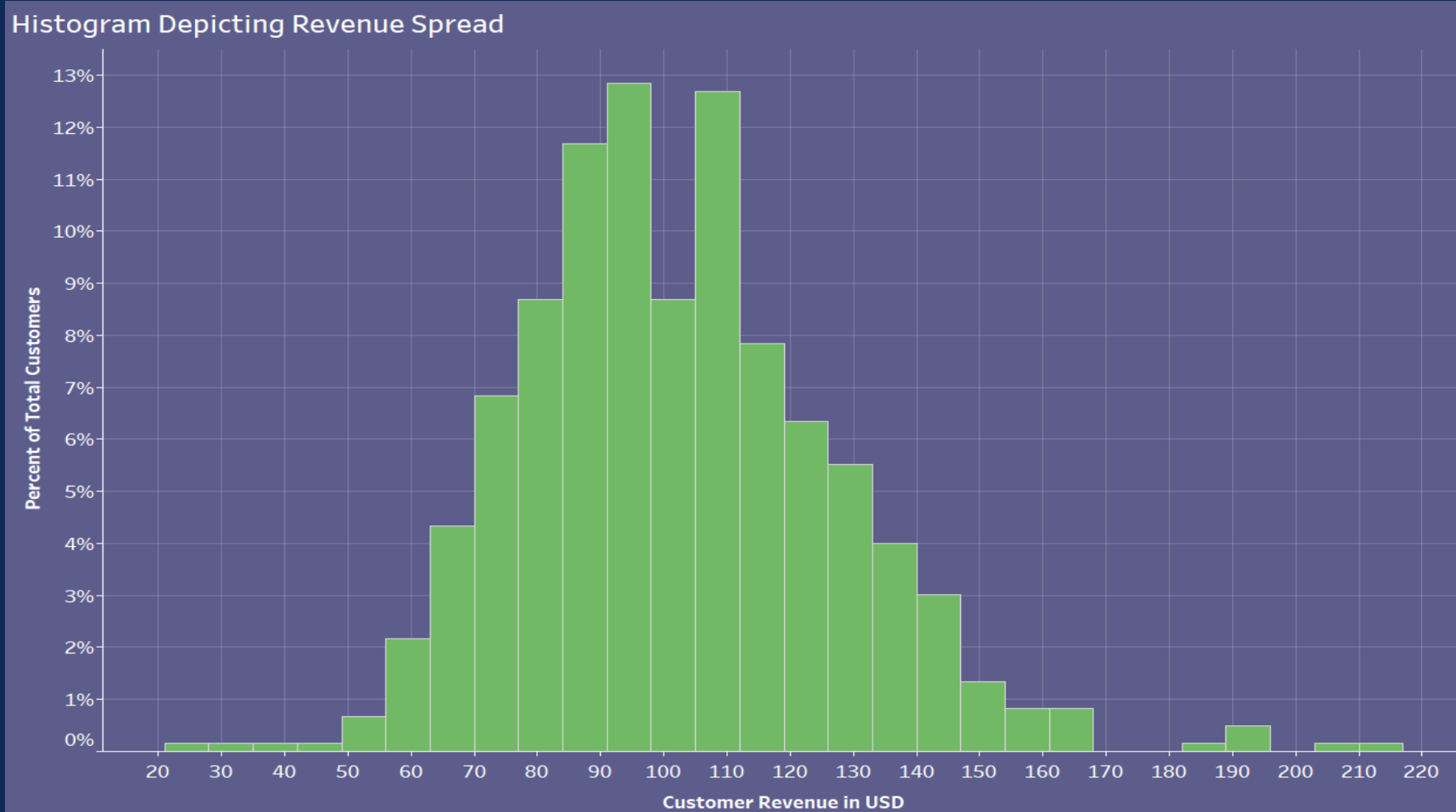
Gross Sales

\$21 - \$212 USD

Range of Customer Value

\$102.35 USD

Average Revenue Per Customer



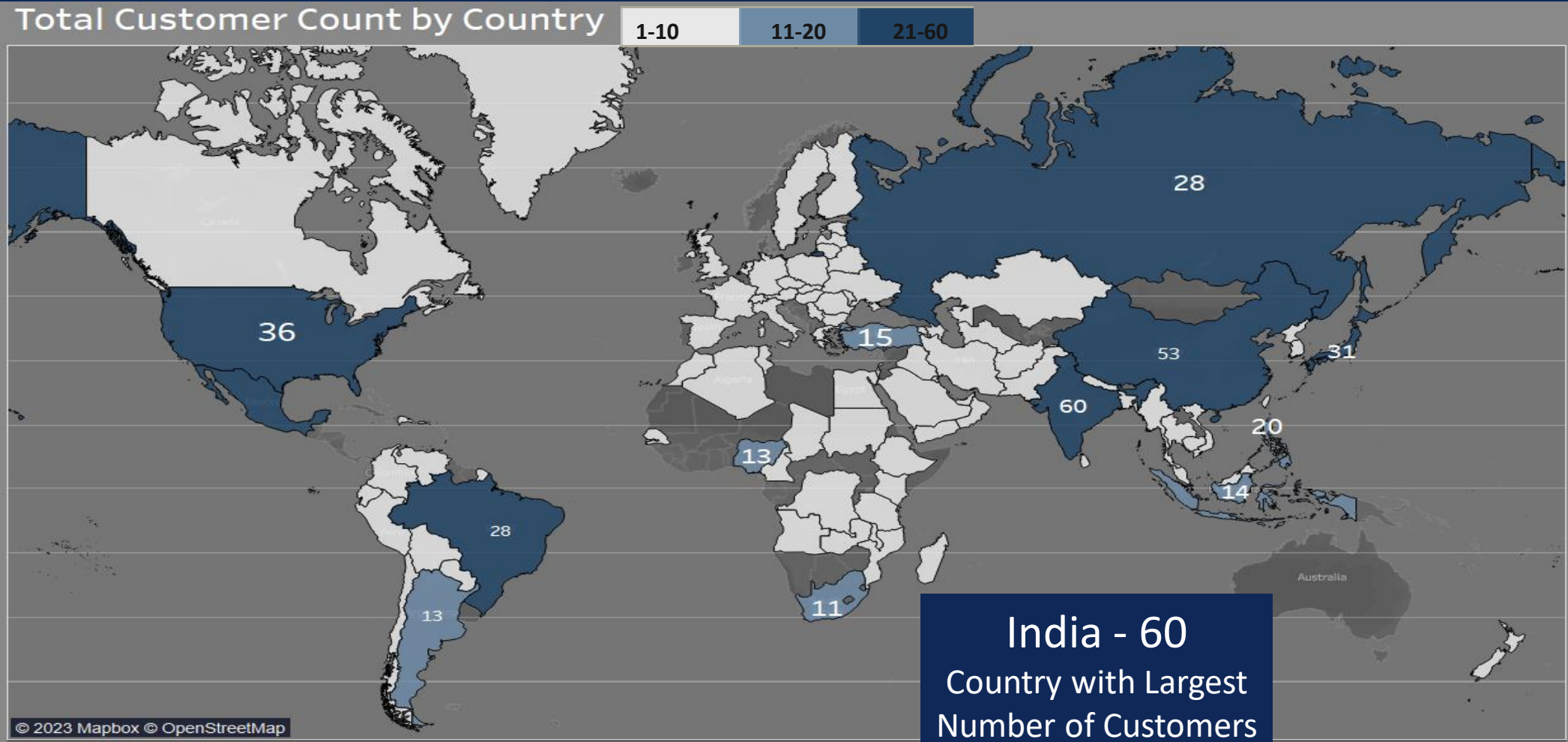
# CUSTOMER DEMOGRAPHIC SUMMARY

107  
Countries Impacted

2.0  
Median Customers  
per Country

14  
Countries with 10 or  
Greater Customers

2  
Cities with Greater  
Than 1 Customer



# REGIONAL SALES SUMMARY

\$573 USD

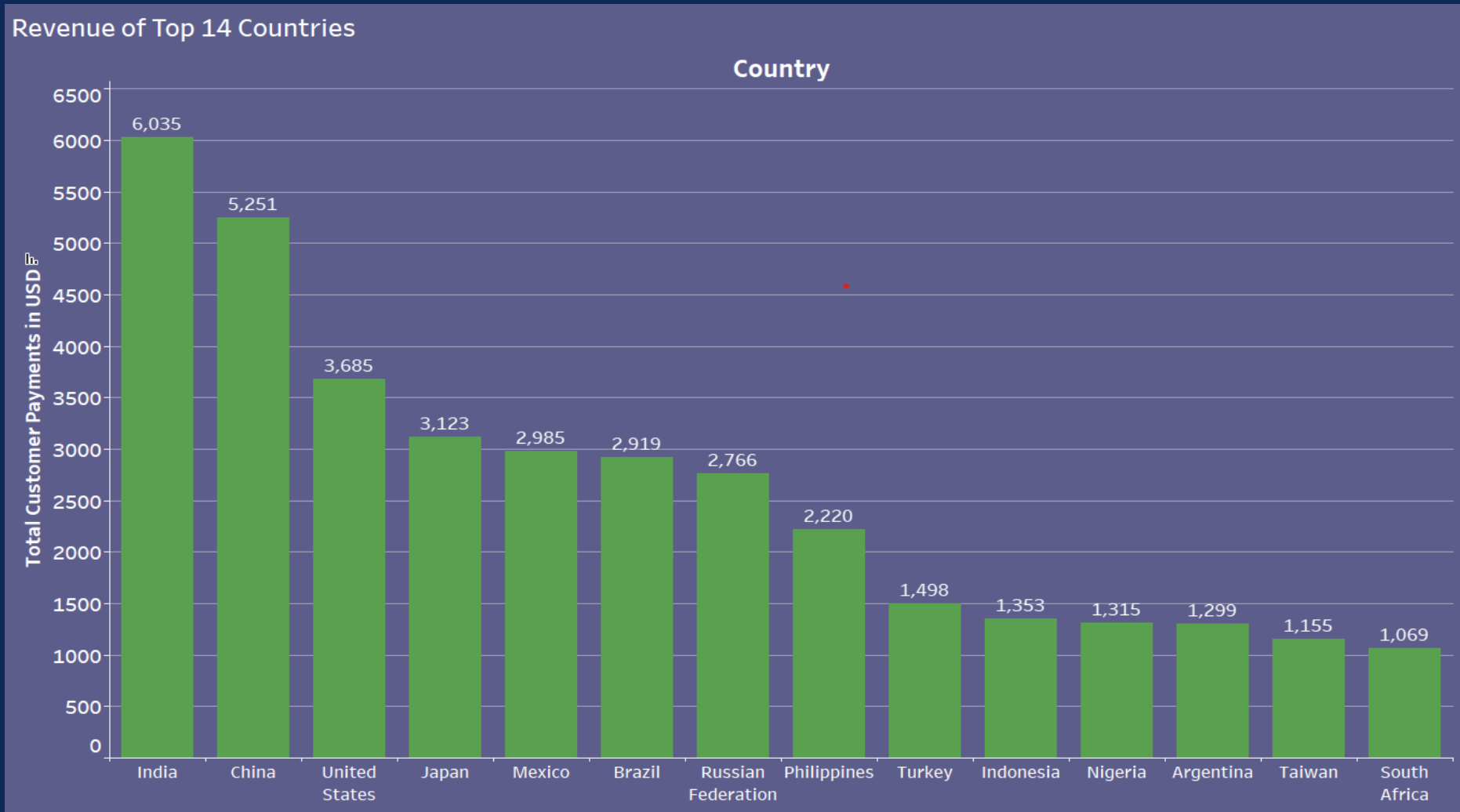
Average Revenue Per Country

Asia

Region with highest sales

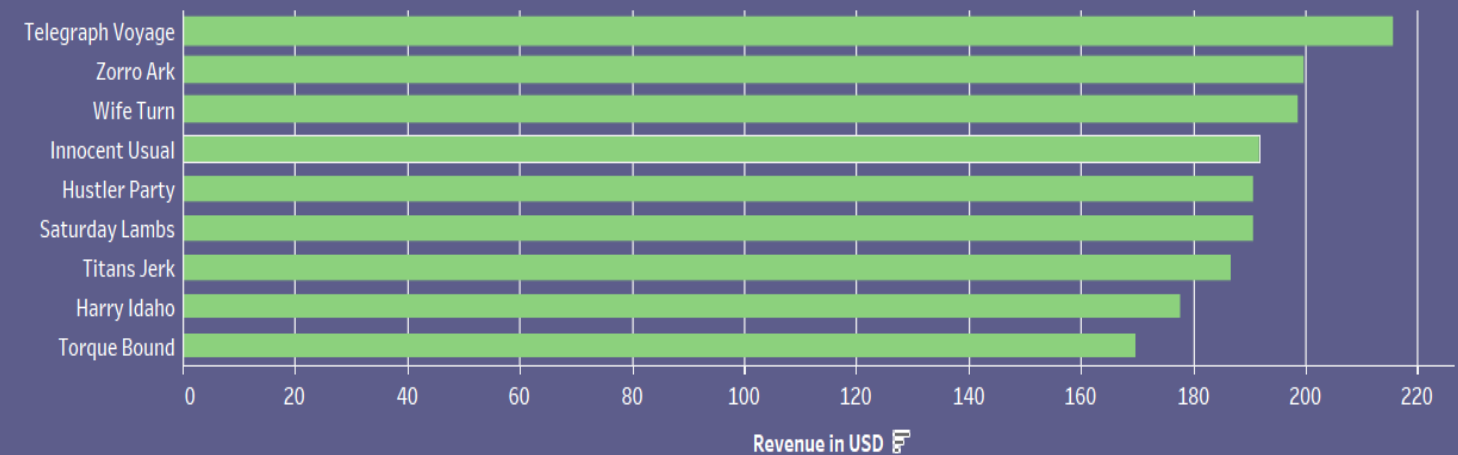
60% of Total Revenue

Top 14 Countries generated \$36,672 USD



# PRODUCT SALES SUMMARY

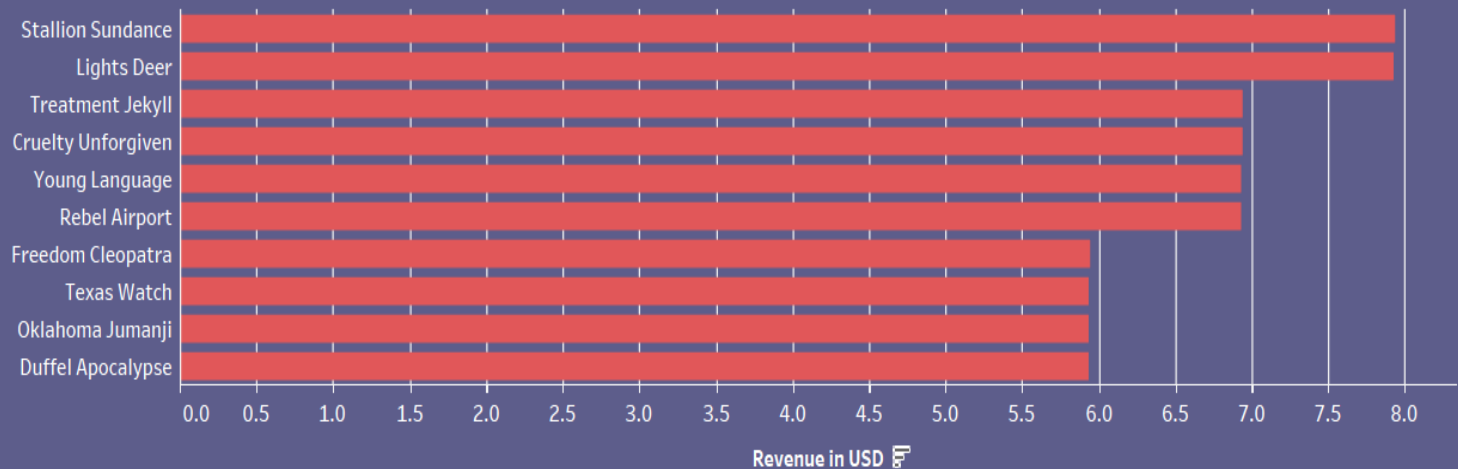
Titles with Highest Total Revenue



**4.65 days**  
Average Rental Duration

**\$3.82 USD**  
Average Rental Payment

Titles with Lowest Total Revenue



**16,044**  
Total Rental Transactions

**7 - 45**  
Range of Transactions  
per Customer

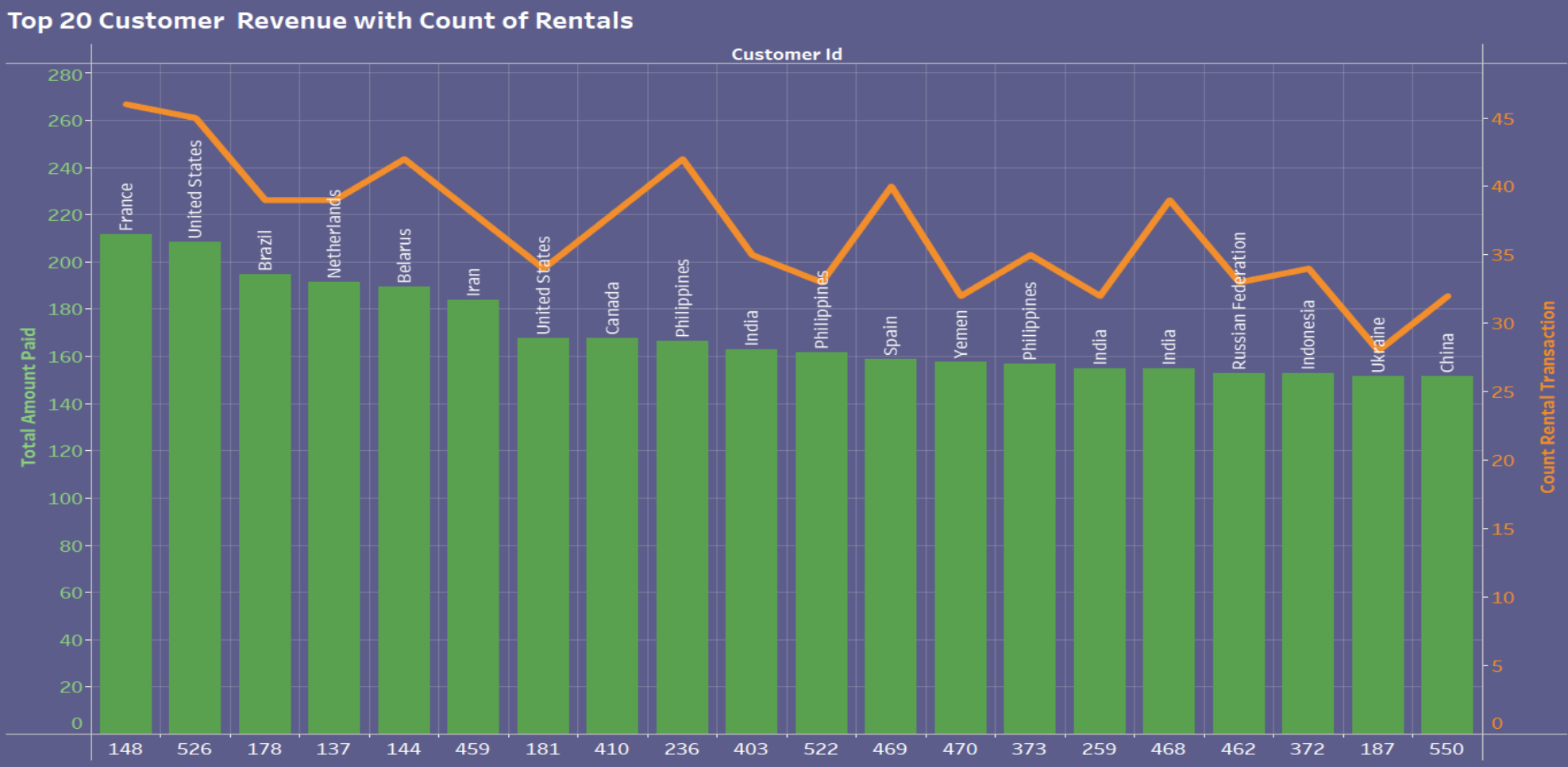
**24**  
Average Rental  
Transactions Per Customer

# CUSTOMER LIFETIME VALUE SUMMARY

Rental Frequency Trends  
With Total Sales

24  
Average Rental  
Transactions Per Customer

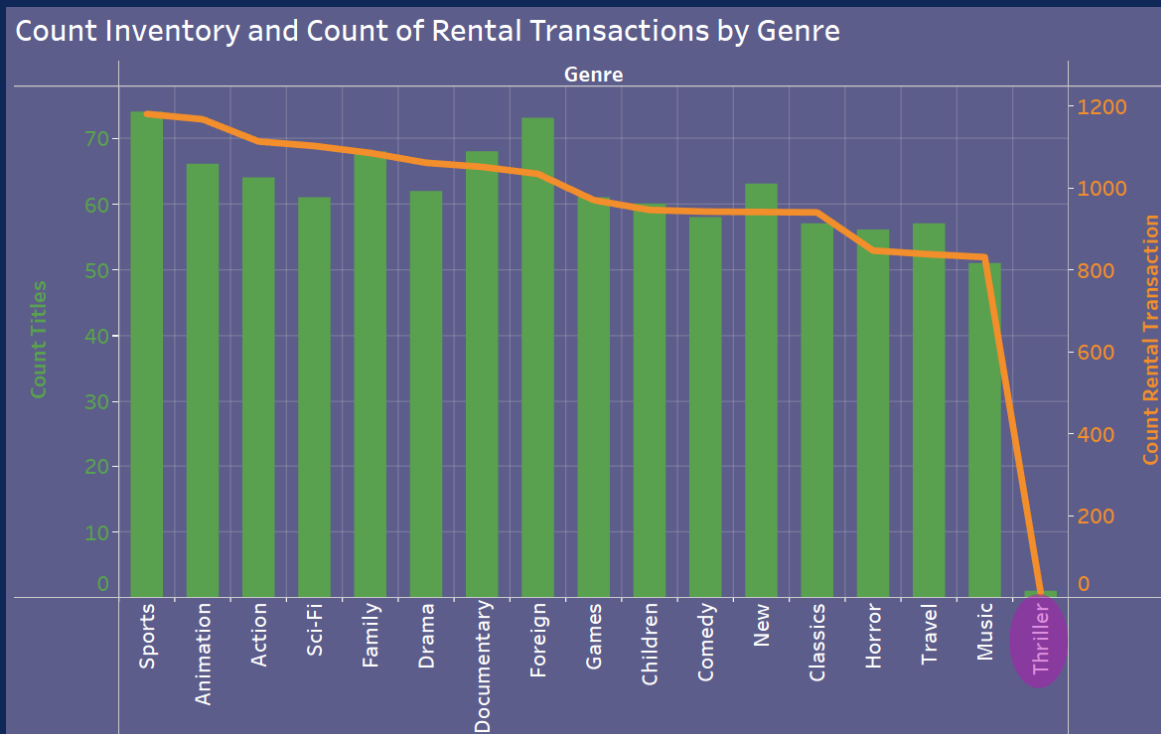
Top 20 Customer  
Frequency: 5 % of Transactions  
Monetary: 6% of Revenue





# ACTIONABLE INSIGHT

## Increase **Thriller** Inventory



Expand Collection to  
include titles beyond 2006

Implement Reward  
Program For Top  
Customers

Incorporate single fee  
subscription services.  
Simplify pricing structure by  
eliminating price per rental.

# RECOMMENDATIONS TO OPTIMIZE MARKETING

