




Rockbuster Stealth Analysis

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Introduction

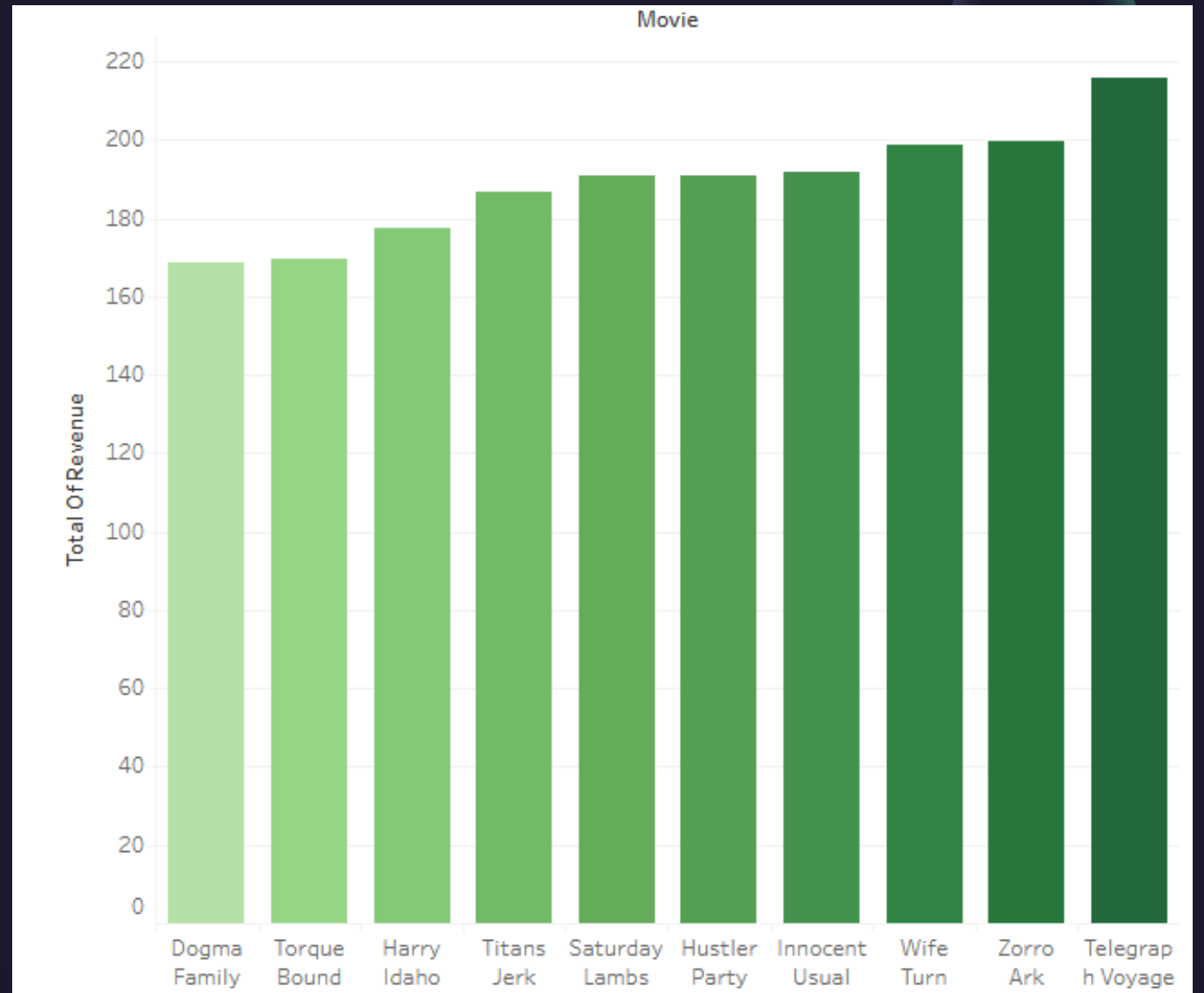
- **Rockbuster Stealth LLC, in the midst of intense competition from streaming services, intends to leverage its current movie licenses in order to introduce an online video rental service as a strategic move to maintain its competitiveness.**
- **This assessment will aid in identifying the specific movies and geographic areas that should be prioritized during the launch of the online platform.**

Questions to be Answered:

- **Which movies, genres, and regions 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?**

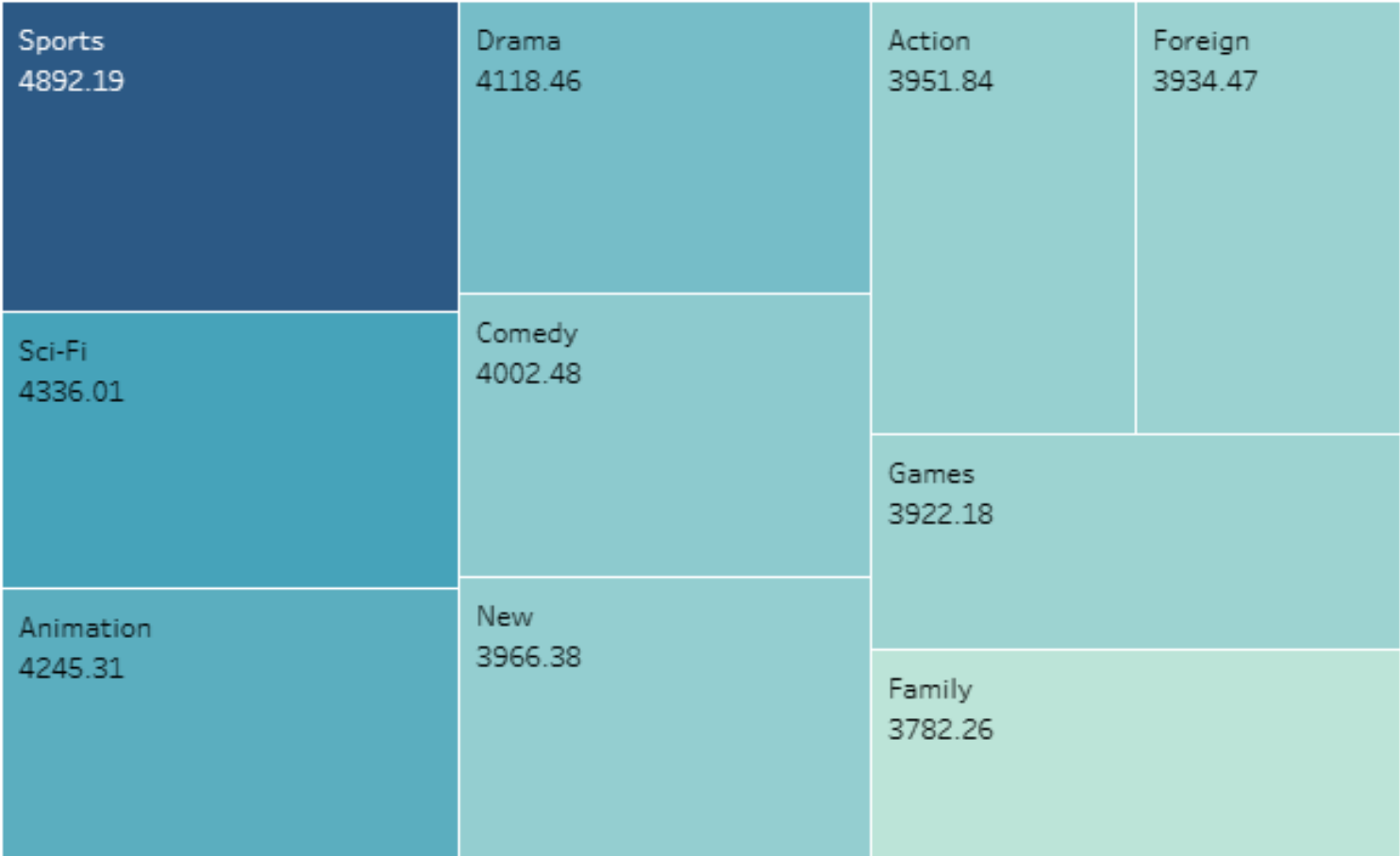
Top 10 Movies Revenue

Telegraph Voyage leads the list of movies with the most revenue generated topping at over 200



Revenue Numbers by Genre

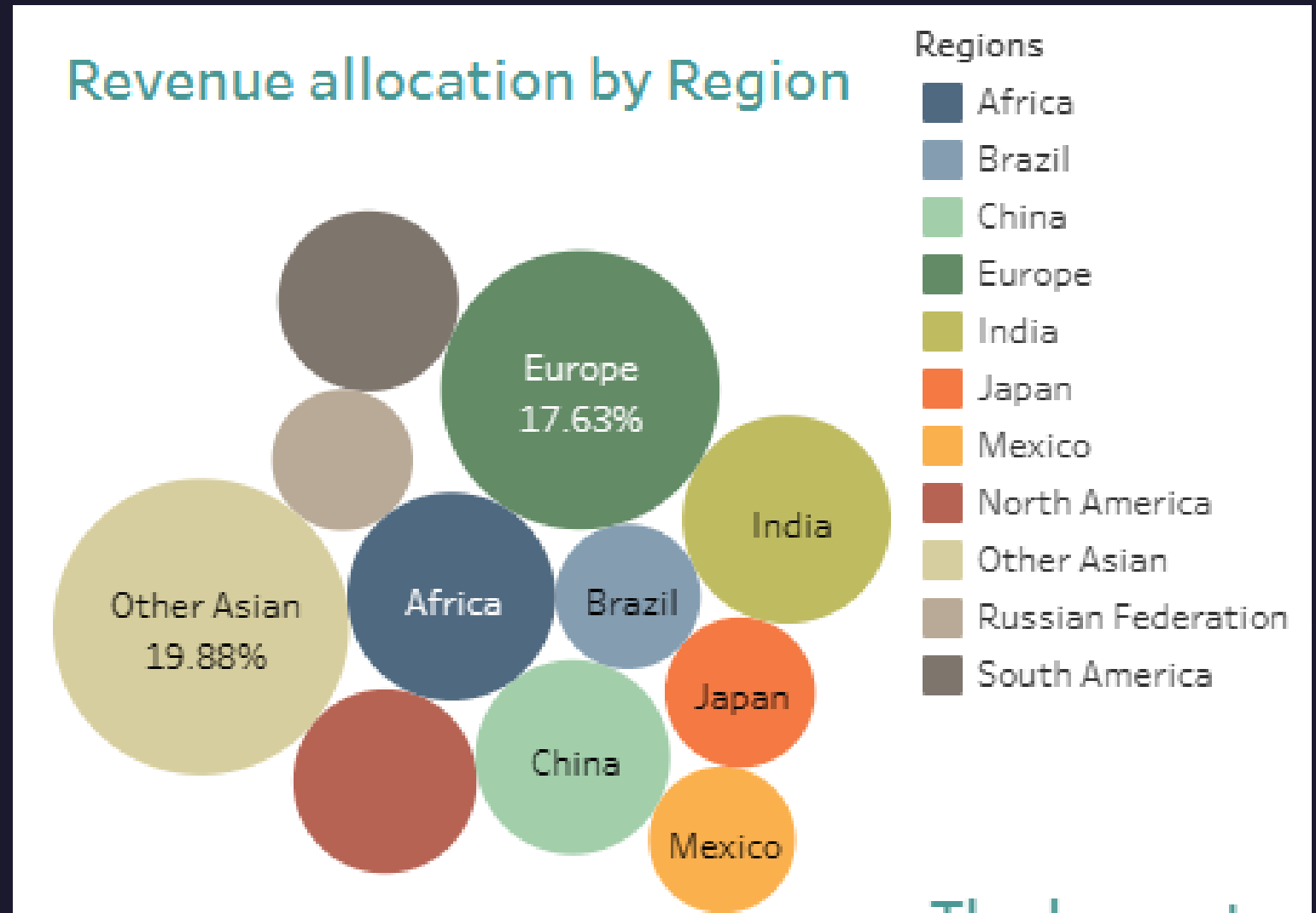
Revenue Based on Genre of Movies Sold



- Movies in the sports category lead in terms of revenue
- Family genre movies generate the least amount of revenue

Revenue Numbers by Region

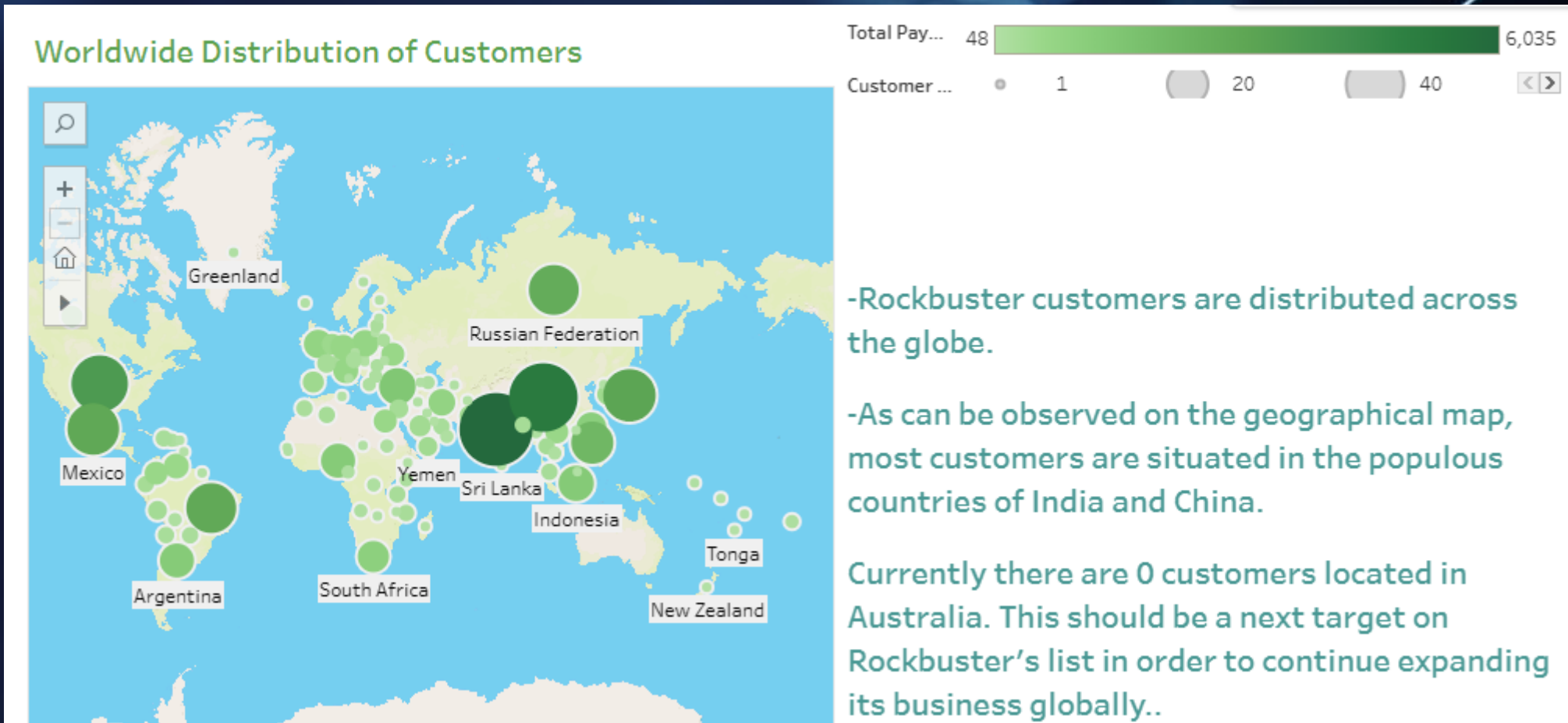
- The largest Market in terms of sales is Asia
- India and China are countries with the main sources of revenue (20%)
- Other Asia countries make up another 20% of revenue
- Europe follows with 18% of total revenue



Rental Durations & Descriptive Statistics

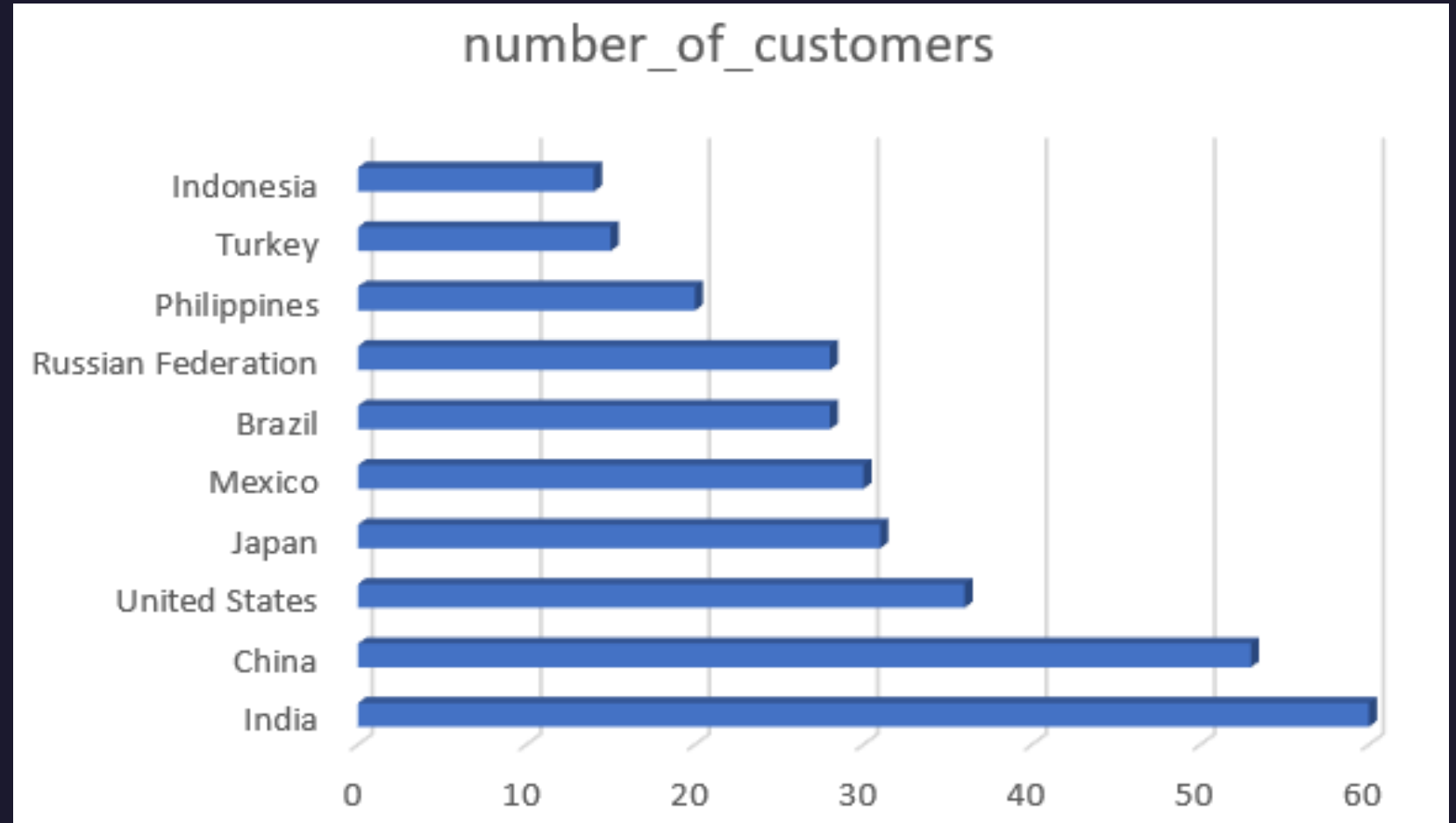
rating ▼	average_rental_rate ▼	max_rental_duration ▼	min_rental_duration ▼
PG	3.05185567	7	3
R	2.938717949	7	3
NC-17	2.970952381	7	3
PG-13	3.034843049	7	3
G	2.888876404	7	3
min_rental_rate ▼	max_rental_rate ▼	avg_rental_rate ▼	
0.99	4.99	2.98	
min_rental_duration ▼	max_rental_duration ▼	avg_rental_duration ▼	
3	7	4.985	
min_replacement_cost ▼		max_replacement_cost ▼	
9.99		29.99	
min_length ▼		max_length ▼	
46		185	

Customer Distribution



Top 10 Countries by Customers

India is the country with the most customers followed closely by China



Top 5 Customers

customer_first_name▼	customer_last_name▼	customer_id▼	country▼	city▼	total_amount_paid▼
Arlene	Harvey	225	India	Ambattur	111.76
Kyle	Spurlock	424	China	Shanwei	109.71
Marlene	Welch	240	Japan	Iwaki	106.77
Glen	Talbert	486	Mexico	Acua	100.77
Clinton	Buford	537	USA	Aurora	98.76

- The top 5 customers are located In India, China, Japan, Mexico and the United States.
- Arlene Harvey from India is the top customer with 111.76 paid





United States,Aurora-2

United States, Citrus Heights-1

India,Ambattur- 1

Brazil, So Leopoldo- 1

China,Tianjin-1

Mexico, Acua-1

Japan, Iwaki- 1

China, Shanwei- 1

Russian Federation,Teboksary- 1

Indonesia,Cianjur- 1

Top 10 cities within top 10 countries

Aurora in USA is the city with most customers and only city in world to have 2 customers.



Summary

- India and China combined contribute to 20% of the total revenue generated from global sales.
- The Asian market makes up to 40% of all revenue and establishes itself as the principal source of revenue from all Rockbuster sales. Continuation of marketing efforts can still potentially increase the sales numbers in the region.
- Expansion of marketing campaigns into countries without registered countries such as Australia, can generate more sources of revenue

Thank You

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[Tableau Link](#)

