



ROCKBUSTER STEALTH LLC

A study on movie rental company


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Company 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.

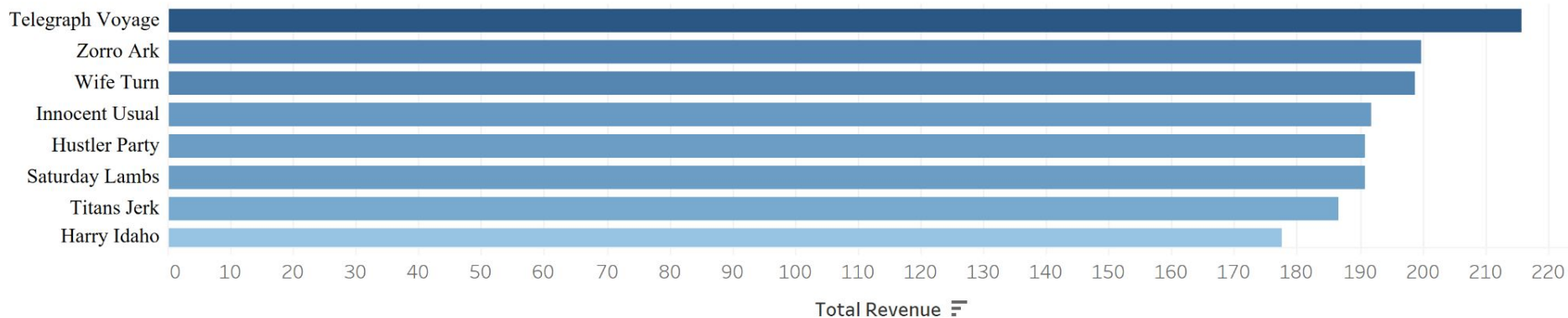
Objectives

 Key business questions the Rockbuster Stealth Management Board has asked and they expect data-driven answers that they can use for their 2020 company strategy are:

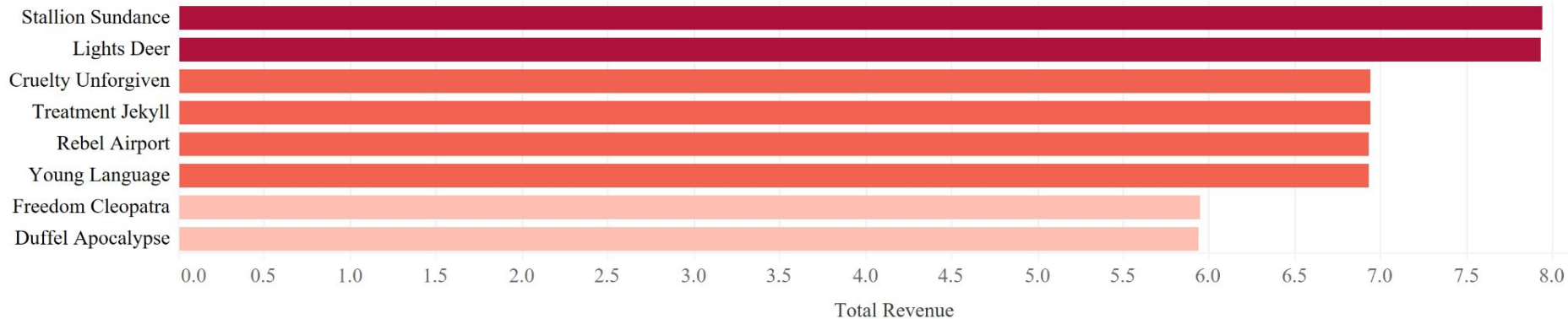
- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?

Revenue Contribution

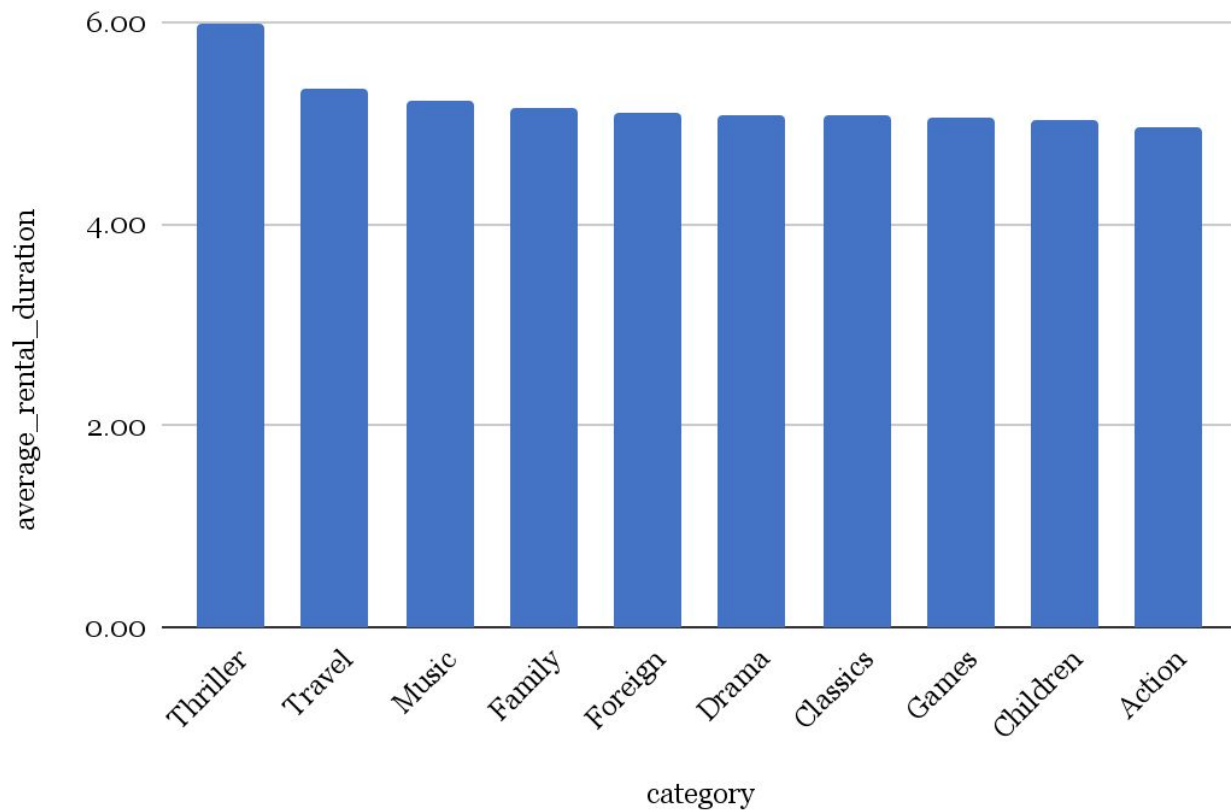
Movies with the highest revenue contribution



Movies with the least revenue contributions



Average Rental Duration



Thriller movies have the highest average rental duration.

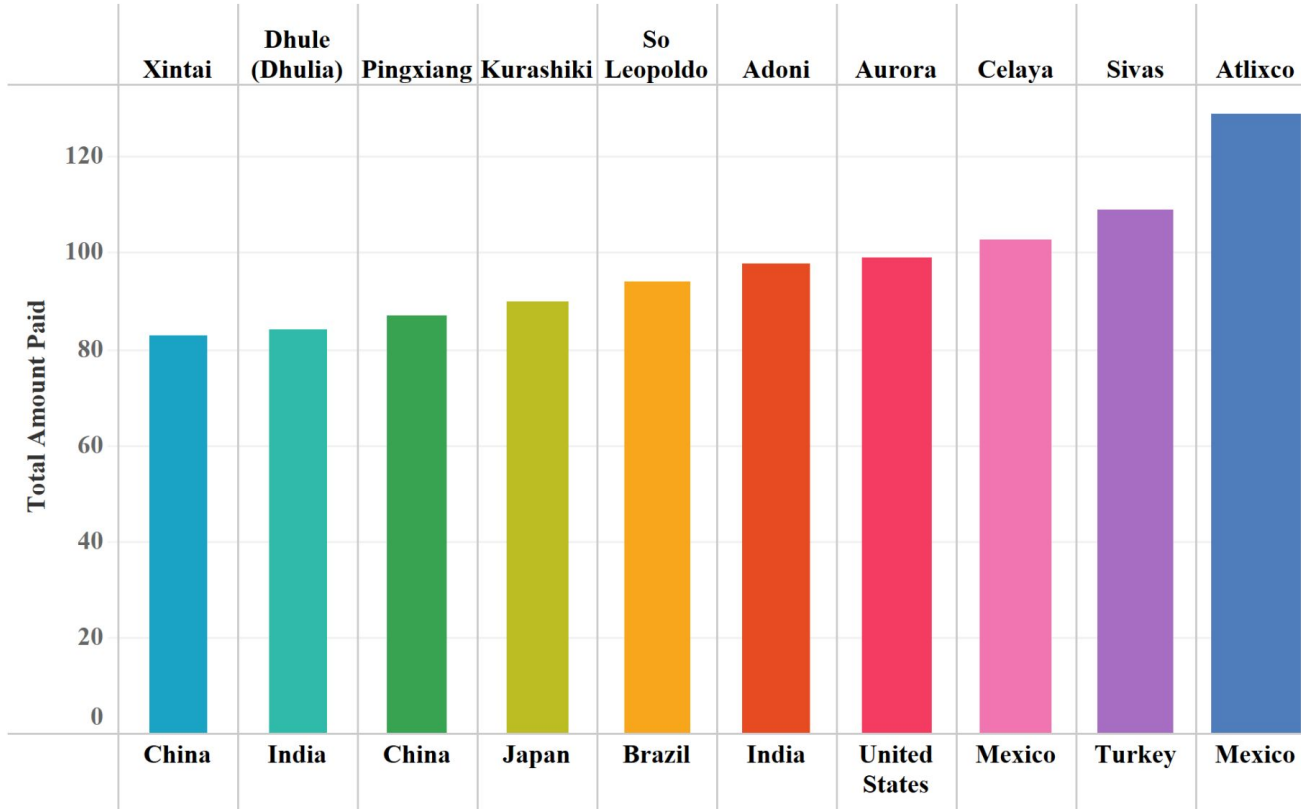
Customers by Geography



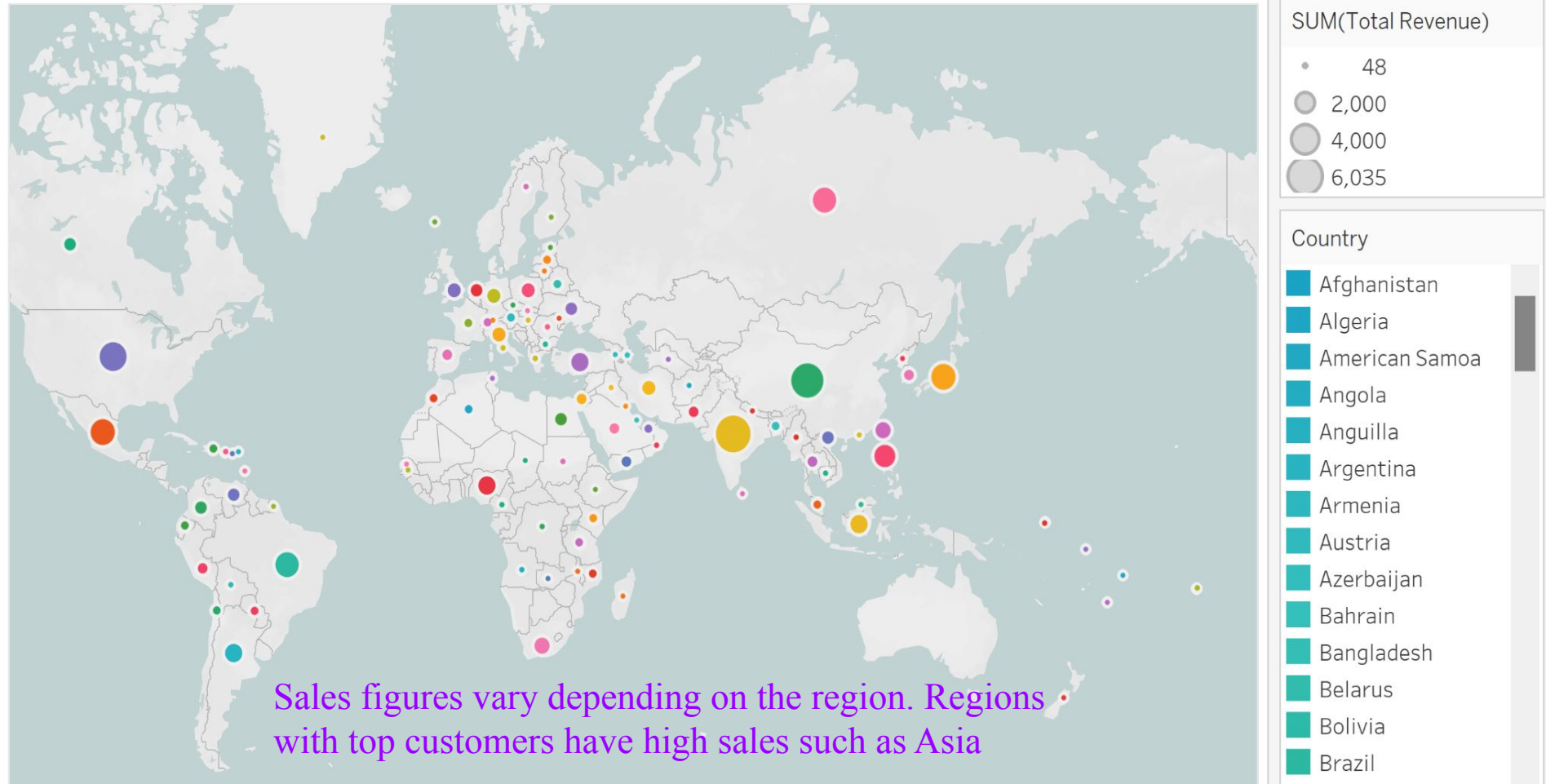
Rockbuster customers are all over the world but the countries with the most customers are India, China, United States, Japan, Mexico in order

High lifetime value customers

Cities with top 10 customers



Geographical Sales Figures



Conclusion and Recommendations

- The average rental cost is \$2.98, and the average rental duration is 5 days
- The most profitable region was found to be Asia with China having the highest spending followed by India.
- Some films bring as little revenue, it is recommended to drop these.
- Accounts for the top customers can be opened and used to rent where the customers can pay monthly instead of per rental.
- Tableau LINK: [Rockbuster Stealth LLC](#)