ROCKBUSTER STEALTH LLC

Launching Online Platform in 2020

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Setting the Scene

Objective:

Preparing Rockbuster Stealth's BI department for planning and launching the company's online video rental platform using the current movie licences

Topics:

- Average rental details: Rental fee, length, rental duration and ...

- Movies that contributed the most/least to revenue gain

- Favourite genres

- Top countries where Rockbuster customers are located (geographic differences?)

Overview of Data

Themes	Values
Total Number of Movies	1000
Average Rental Fee	2,98
Average Rental Duration	4,985
Average length of a Movie	115,272
Total Number of Customers	599
Total Revenue	61312.04

Movies that contributed most to Revenue:

Movie Title	Movie Language	Genre	Rating	Total Revenue
Telegraph Voyage	English	Music	PG	215,75
Zorro Ark	English	Comedy	NC-17	199,72
Wife Turn	English	Documentary	NC-17	198,73
Innocent Usual	English	Foreign	PG-13	191,74
Hustler Party	English	Comedy	NC-17	190,78
Saturday Lambs	English	Sports	G	190,74
Titans Jerk	English	Sci-Fi	PG	186,73
Harry Idaho	English	Drama	PG-13	177,73
Torque Bound	English	Drama	G	169,76
Dogma Family	English	Animation	G	168,72

Movies that contributed Least to Revenue

Movie Title	Movie Language	Genre	Rating	Total Revenue
Texas Watch	English	Horror	NC-17	5,94
Oklahoma Jumanji	English	New	PG	5,94
Duffel Apocalypse	English	Documentary	G	5,94
Freedom Cleopatra	English	Comedy	PG-13	5,95
Young Language	English	Documentary	G	6,93
Rebel Airport	English	Music	G	6,93
Cruelty Unforgiven	English	Classics	G	6,94
Treatment Jekyll	English	Drama	PG	6,94
Lights Deer	English	Classics	R	7,93
Stallion Sundance	English	Sci-Fi	PG-13	7,94

Genre Overview

- Thriller seems to be the least profitable genre by a large margin.
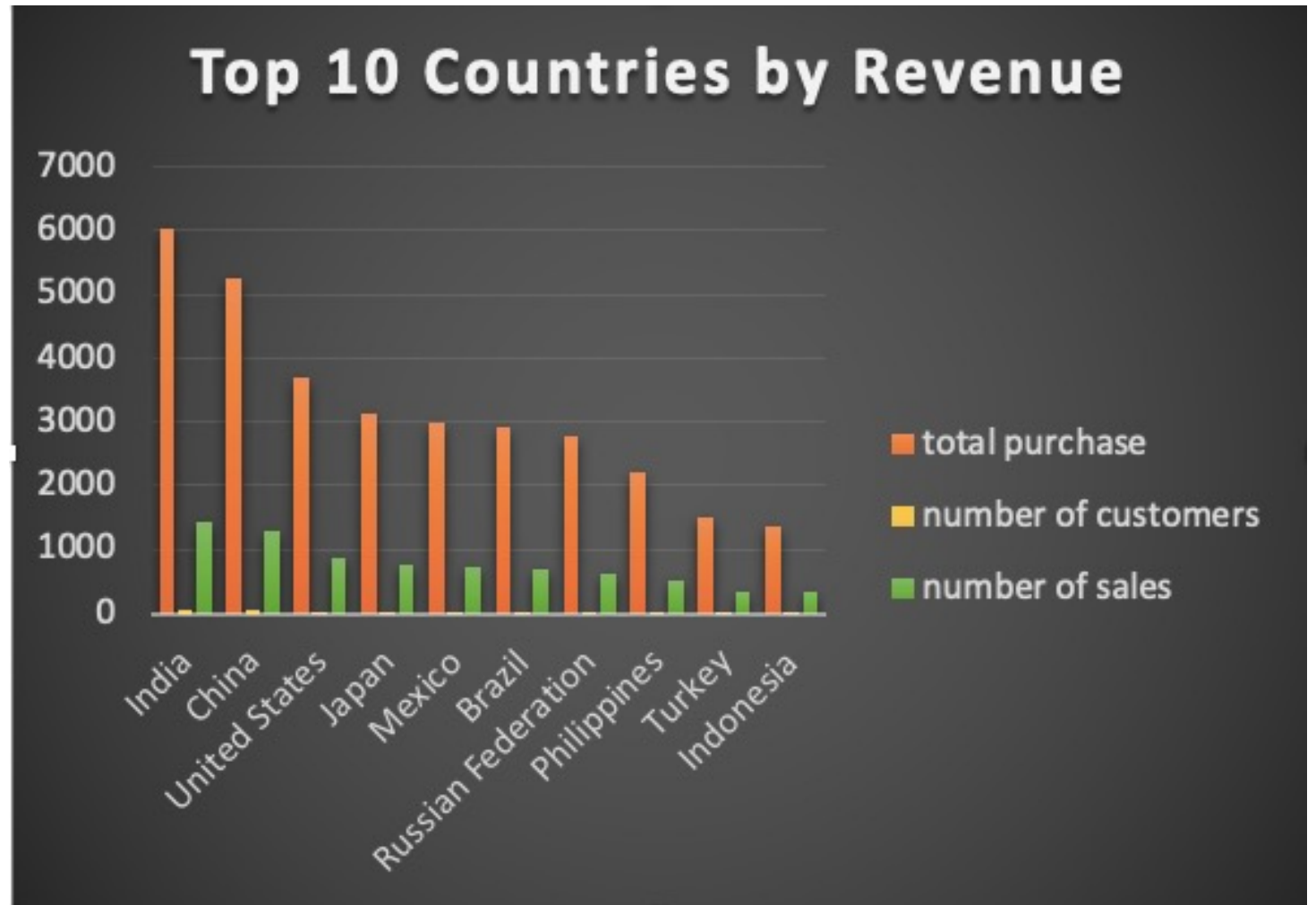- Sports movies on the other hand are most favorable.
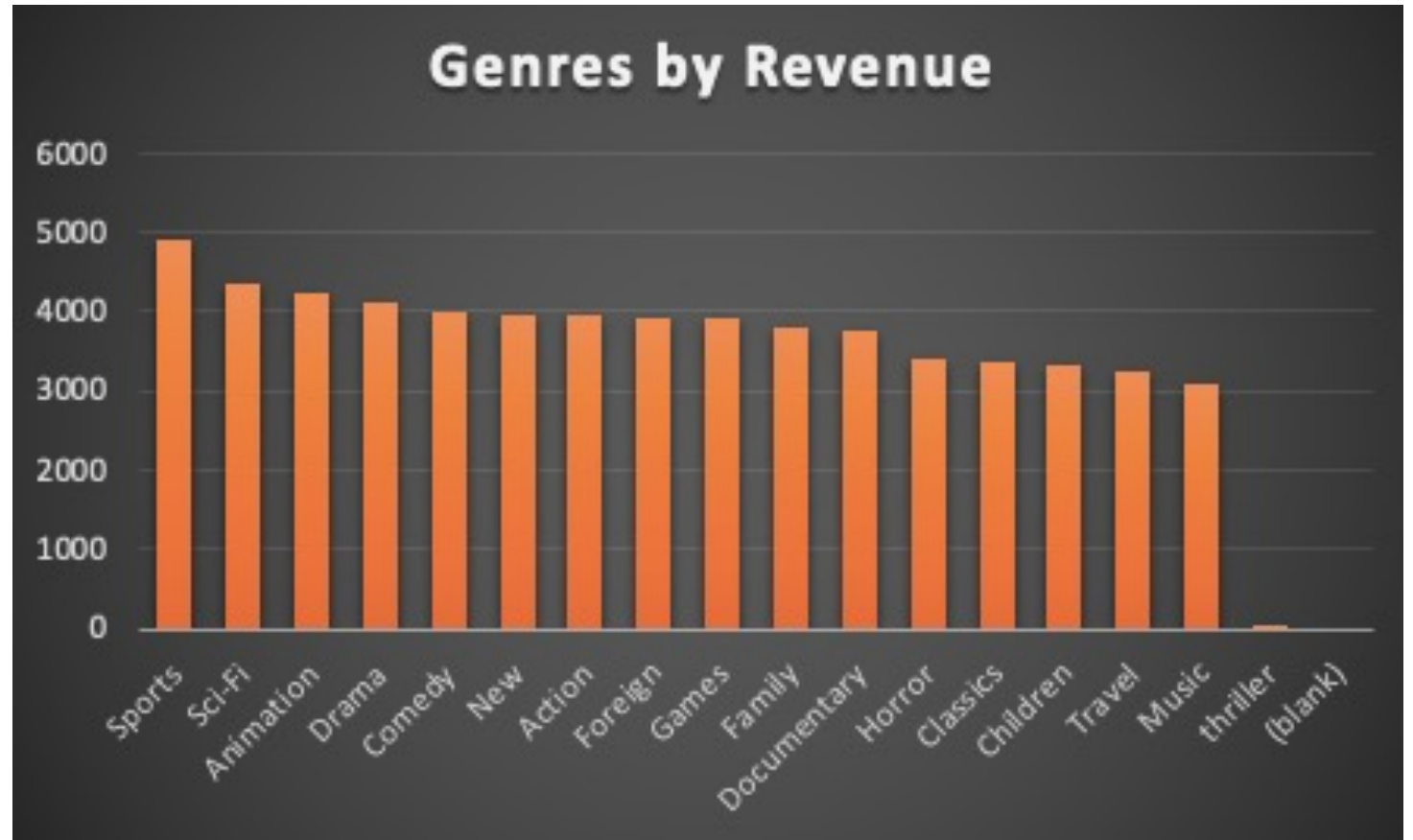
Top 10 Countries that contributed Most to Revenue

- India and China have the highest number of customers and this correlates strongly with the total revenue in these countries.

Top 10 Countries by Revenue

Legend:
- total purchase
- number of customers
- number of sales

Countries: India, China, United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey, Indonesia

Conclusions and Recommendations

Rockbuster's marketing department should not only advertise the online rental platform in countries with established customers, like India and China, but also in countries where the revenues are low.

Investing on thriller movies should not be the priority. Remaining genres including sports seem to be almost equally popular.
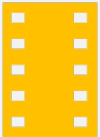
Movies that have contributed very little to the total revenue should be replaced with newer movies.

Active existing customers should get discounts for early subscription fees.

Thank You!

Link to Tableau Map:
https://public.tableau.com/app/profile/parvin.rahimi/viz/RockbusterTotalGlobalRevenue/Sheet1?publish=yes

Note: Th data on top customers was intentionally not included, because I was not sure how this might be valuble in this phase of analysis.