



Rockbuster Stealth

Colton Kraft

Introduction

- Rockbuster Stealth as an international company has branches all over the world dedicated to bringing their customers all the new video rentals.
- With the emergence of web-based video services, how does Rockbuster Stealth aim to stay competitive?
- The solution to this issue is an online video rental service.
- Data analysis will be key to rolling out this new service and for strategizing how to best serve existing and new Rockbuster customers.

Data Analysis Questions

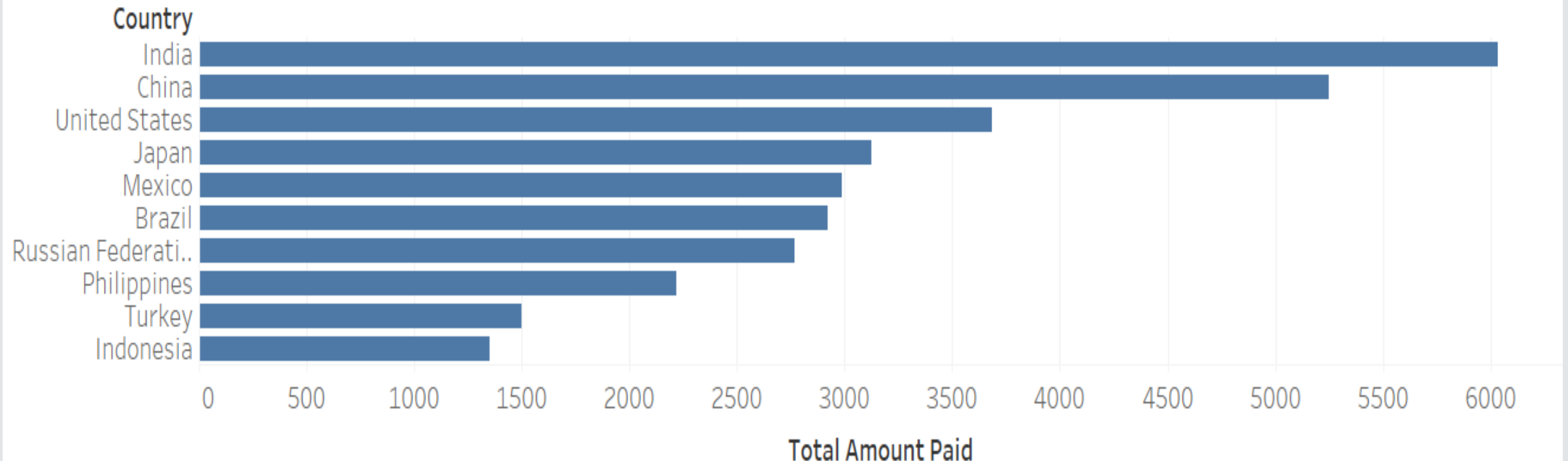
- What countries spend the most on Rockbuster video rentals?
- What countries spend the least on Rockbuster video rentals?
- What cities in the top countries have the most customers?
- Where are the top Rockbuster customers located?
- What is the average amount that a Rockbuster customer spends on video rentals?
- What are the most rented and least rented movies?

Data Overview

- India has the most Rockbuster customers.
- Average rental duration = 4.99 days
- Average film length = 115.27 minutes
- Average rental rate = 2.98
- Average amount a Rockbuster customer spends on video rentals = \$102.34

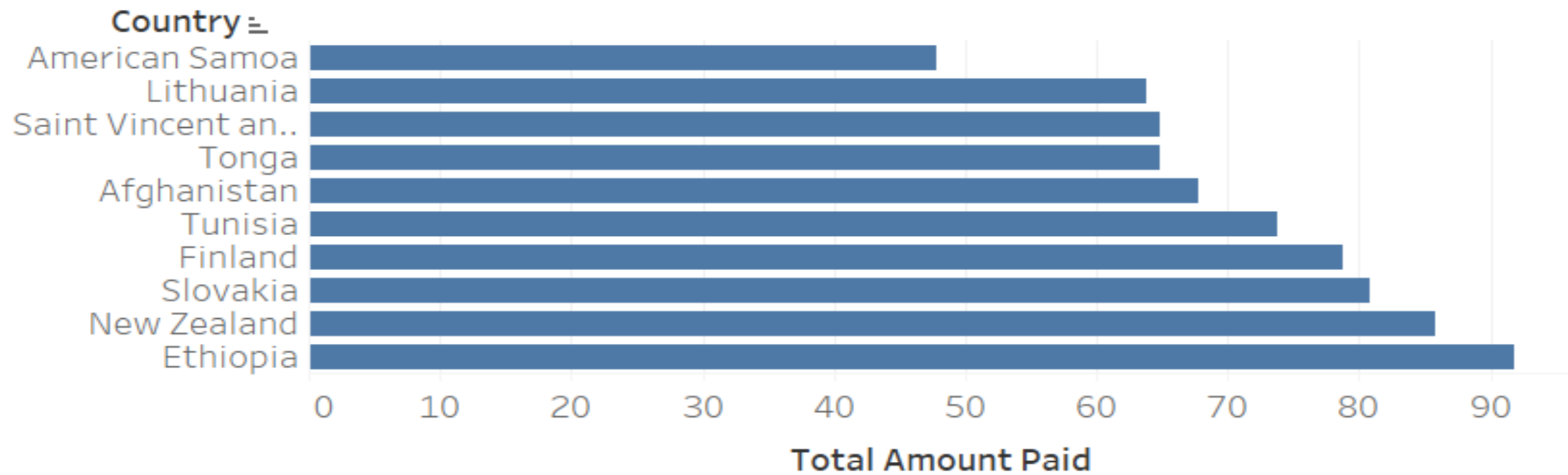
Largest Markets by Country

Rockbuster Revenue: Top 10 Countries



Smallest Markets by Country

Rockbuster Revenue: Bottom 10 Countries



Cities With The Most Rockbuster Customers (Within Top 10 Countries)

- Aurora, US - 2 customers
- Pingxiang, China - 1 customer
- Sivas, Turkey - 1 customer
- Dhule (Dhulia), India- 1 customer
- Kurashiki, Japan- 1 customer
- Xintai, China- 1 customer
- Adoni, India- 1 customer
- Celaya, Mexico- 1 customer
- Nezahualcyotl, Mexico- 1 customer
- Atlixco, Mexico- 1 Customer

Top 5 Customers Across the World



Most Popular Movie Rentals

1. Bucket Brotherhood - 34 rentals
2. Rocketeer Mother - 33 rentals
3. Juggler Hardly (5-way tie) - 32 rentals
4. Ridgemont Submarine - 32 rentals
5. Scalawag Duck - 32 rentals
6. Grit Clockwork - 32 rentals
7. Forward Temple - 32 rentals

Least Popular Movie Rentals

1. Train Bunch - 4 rentals
2. Mixed Doors - 4 rentals
3. Hardly Robbers - 4 rentals
4. Conspiracy Spirit - 5 rentals (14-way tie)
5. Mussolini Spoilers - 5 rentals
6. Fever Empire - 5 rentals
7. Private Drop - 5 rentals

Recommendations

- Starting an online video rental service will help Rockbuster to stay relevant in the digital age.
- Increased advertising and the introduction of a referral program to our core markets in China, India, and the US will help expand Rockbuster's in this market. Most cities only have 1 customer, but a referral program could provide additional customers in these cities.
- Europe, South America, and Africa remain markets that Rockbuster has yet to truly break into. Pushing an advertising campaign could bolster sales in these continents.
- Looking at the smallest 10 markets by countries provides areas where Rockbuster could capitalize on increasing sales. Rockbuster could increase advertising here for more sales or reduce the advertising budget here to save money in markets that do not provide much revenue. Smallest markets by country - American Samoa, Lithuania, Saint Vincent and the Grenadines, Tonga, Afghanistan, Tunisia, Finland, Slovakia, New Zealand, and Ethiopia.

Tableau Links

- Top 10 Markets by Country -
https://public.tableau.com/views/RockbusterRevenueTop10Countries/Sheet1?:language=en-US&:display_count=n&:origin=viz_share_link
- Bottom 10 Markets by Country -
https://public.tableau.com/views/RockbusterRevenueBottom10Countries/Bottom10CountriesRockbusterRevenue?:language=en-US&:display_count=n&:origin=viz_share_link
- Top 5 Customers Map -
https://public.tableau.com/views/Top5RockbusterCustomersAcrossTheWorld/Sheet1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link