

Rockbuster Stealth LLC Streaming Launch Analysis

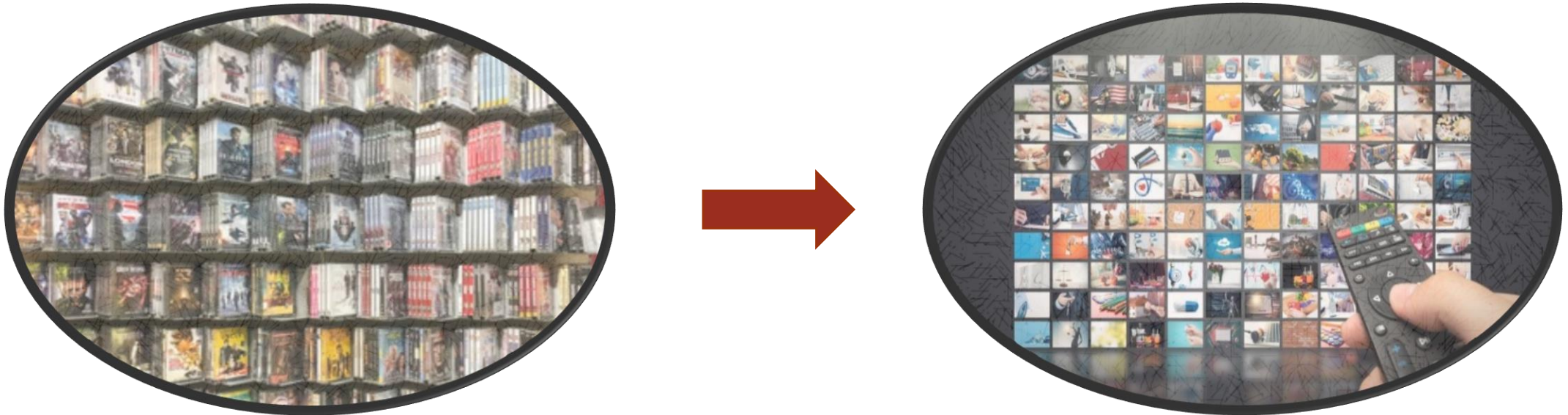
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Overview

Rockbuster Stealth LLC used to have movie rental stores around the world.

Due to increasing competition from streaming services, the Rockbuster management team is planning to use its existing movie licenses to launch an online video rental service.



Key Questions

The business management team has identified the following as key questions to aid in making this transition:

Which movies contributed the most/least to revenue gain?

What was the average rental duration for all videos?

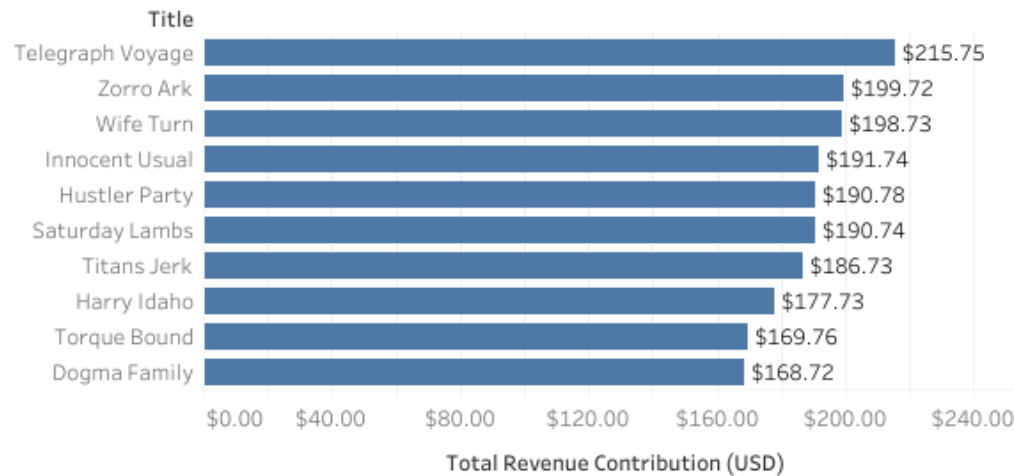
Which countries are Rockbuster customers based in?

Do sales figures vary between geographic regions?

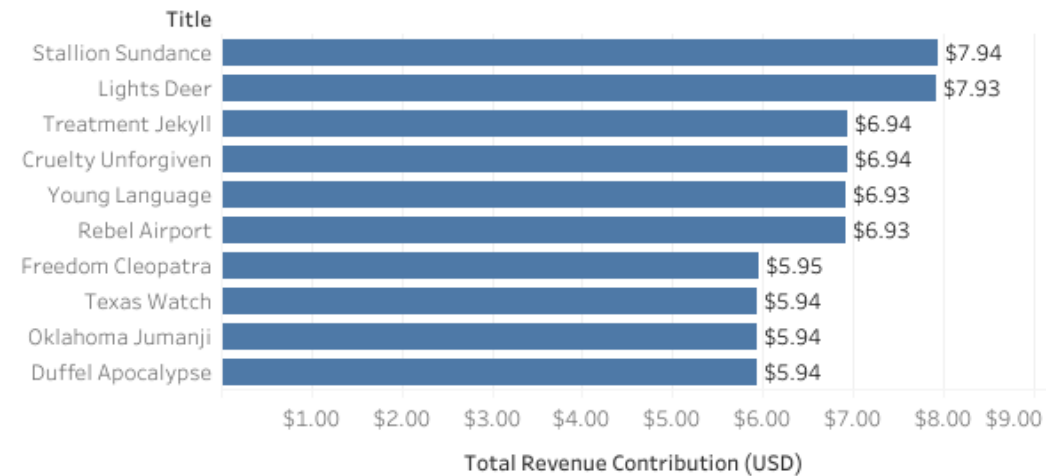
Where are customers with a high lifetime value based?

Which movies contributed most/least to revenue gain?

Top 10 Films by Revenue



Bottom 10 Films by Revenue



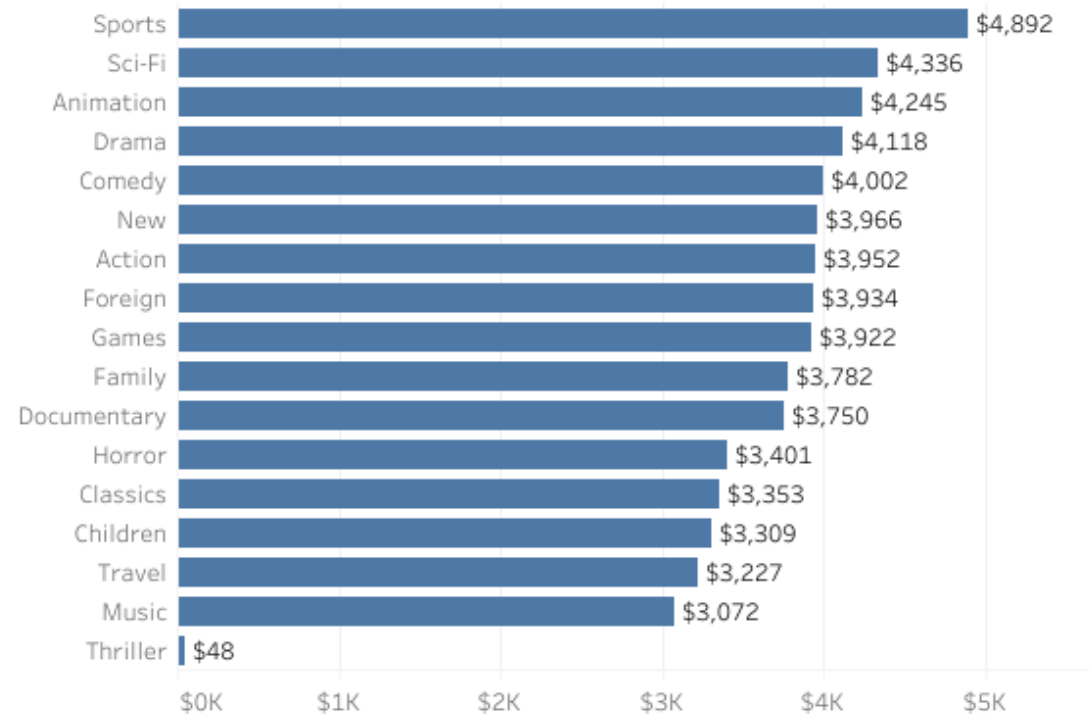
Top Genres

Most film genres made a decent amount of money, except thrillers.

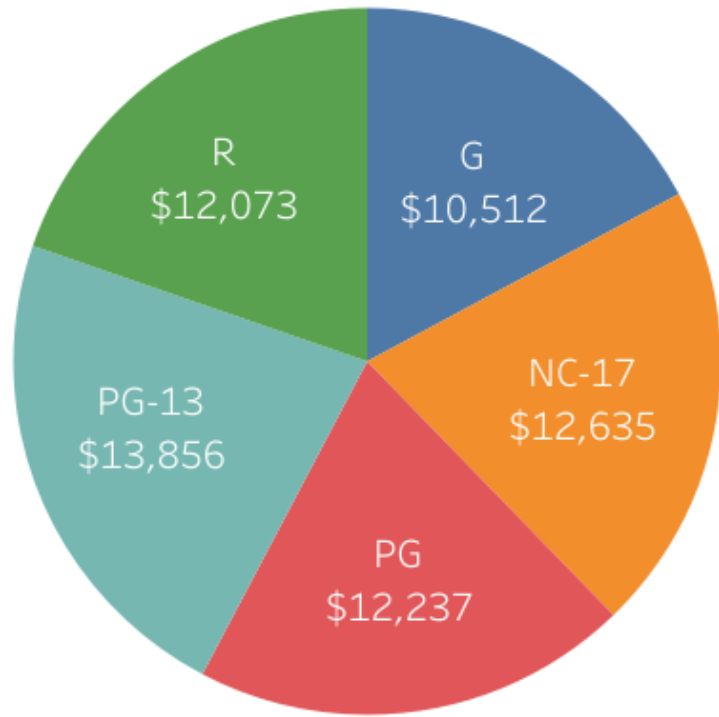
Sports films were the largest revenue generators by a fairly wide margin.

This trend should be taken with a grain of salt given the low inventory of thrillers and high inventory of sports films.

Revenue by Genre



Genre	Number of Films
Thriller	1
Music	51
Horror	56
Classics	57
Travel	57
Comedy	58
Children	60
Games	61
Sci-Fi	61
Drama	62
New	63
Action	64
Animation	66
Family	68
Documentary	68
Foreign	73
Sports	74



Rating	Number of Films
G	178
PG	194
R	195
NC-17	210
PG-13	223

Revenue by Rating

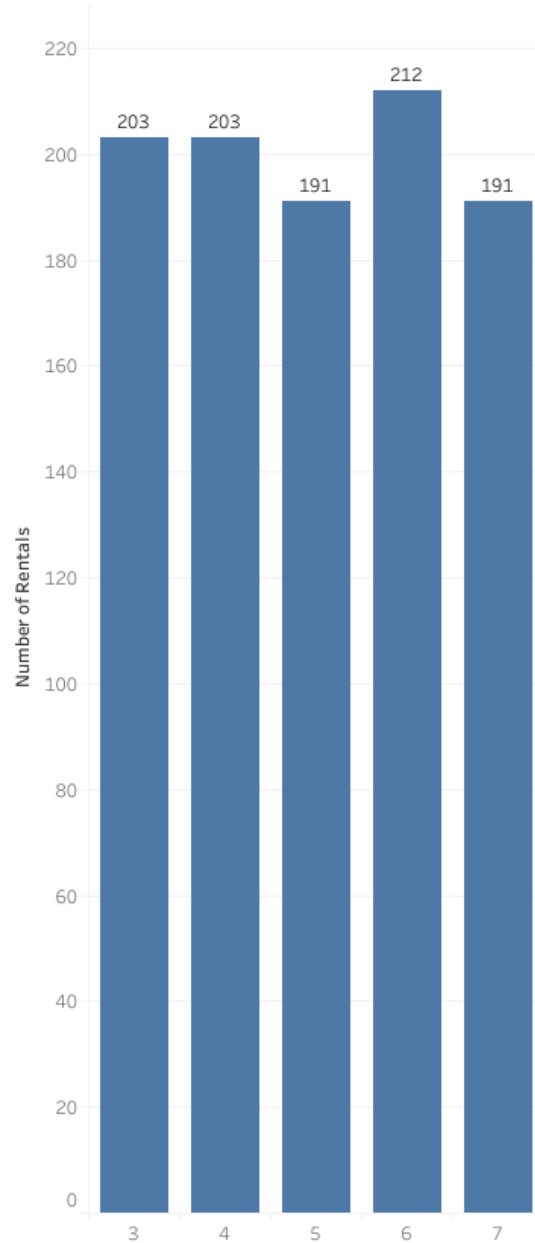
Films at all rating levels generated a similar amount of revenue.

G-rated films generated the least revenue.

PG-13-rated films generated the most revenue.

Once again, these results are not surprising, given the inventory.

Rental Durations



What was the average rental duration for all videos?

All films rentals lasted between 3 and 7 days.

The most common rental duration was 6 days.

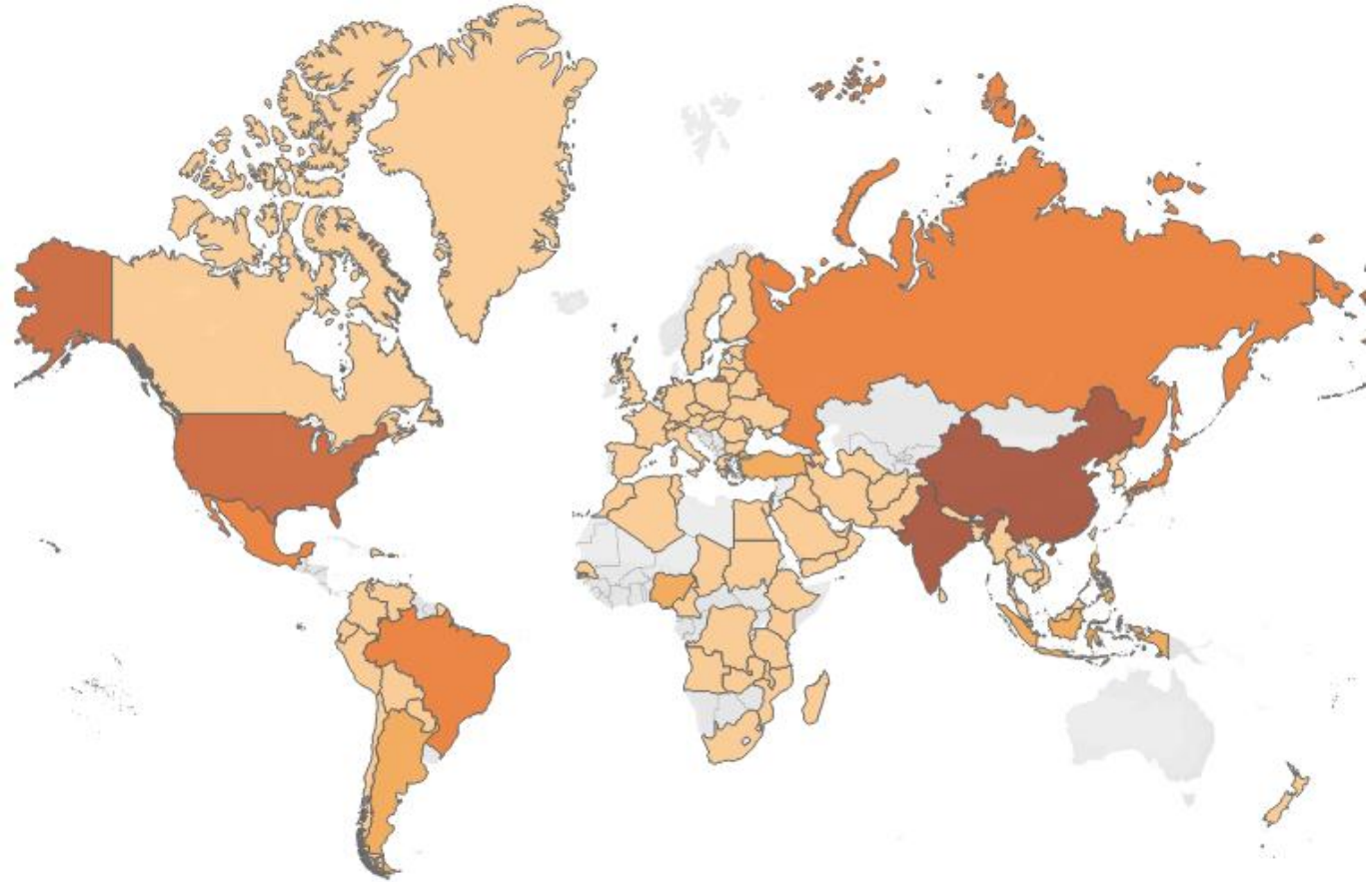
The average rental duration was 4.985 days.

Which countries are Rockbuster customers based in?

In the chart to the left, the darker the country, the more customers Rockbuster has there.

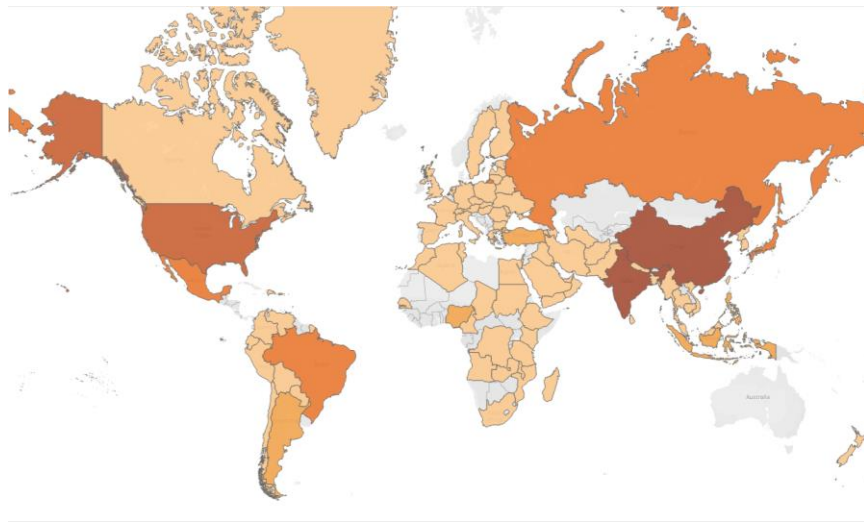
The top 5 countries are:

1. India
2. China
3. United States
4. Japan
5. Mexico



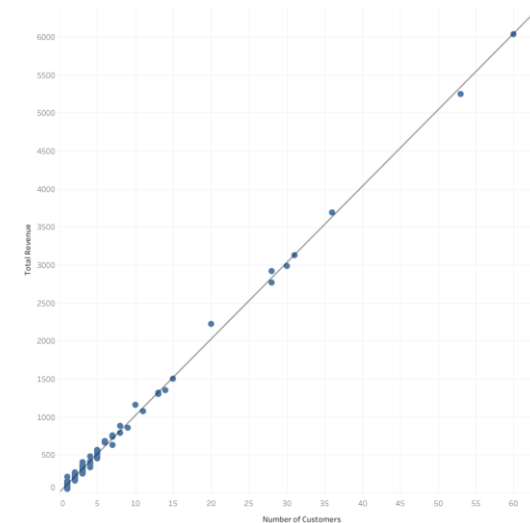
Do sales figures vary between geographic regions?

Sales figures do indeed vary between countries (darker countries indicate higher sales figures):



Again, India, China, United States, Japan, and Mexico top the list.

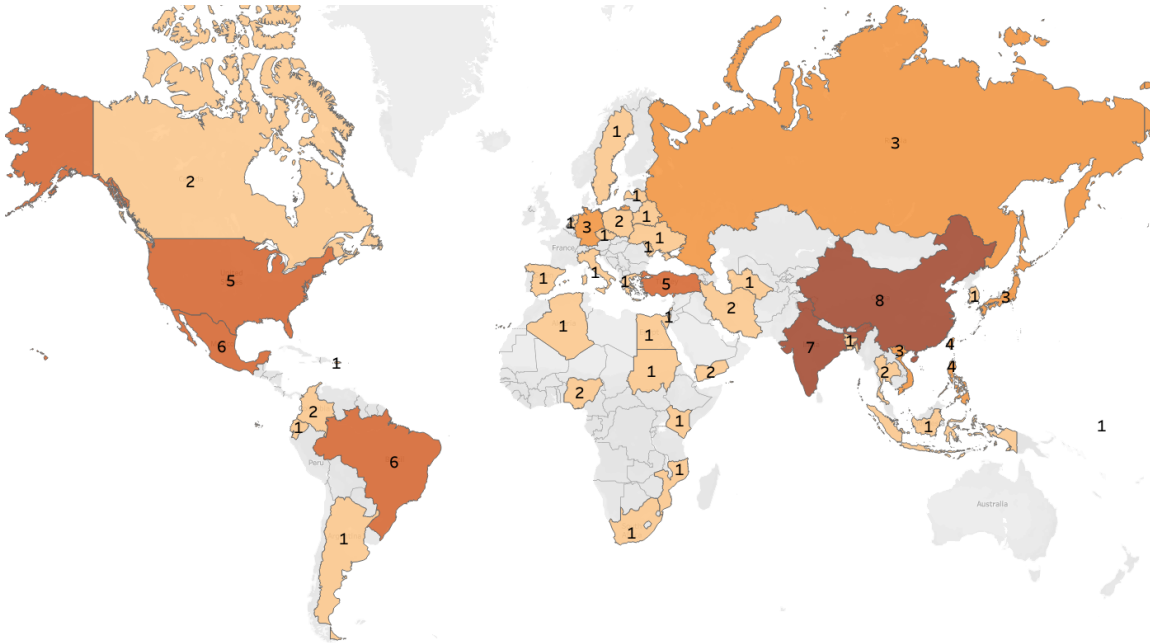
However, when we compare sales to number of customers per country, we see that higher sales correlate with larger customer bases:



We should be careful not to rule out markets that have not been thoroughly engaged.

Where are customers with a high lifetime value based?

Distribution of top 100 customers by Country



Recommendations

Increase our video library across all genres.

- All genres, including thrillers, performed equally well, relative to the number of titles available at Rockbuster stores.

Increase our video library across all ratings.

- Again, all ratings performed equally well, relative to the number of titles available at Rockbuster stores.

Focus advertising for the new streaming service in India, China, United States, Japan, and Mexico.

- This is where we have most of our established customers.

For any further questions or comments, contact
David at david@rockbuster.com

Thank You!

Questions/Comments

Tableau Links

Top 10 Films by Revenue: https://public.tableau.com/views/Top10FilmsbyRevenue/Sheet1?:language=en-US&:display_count=n&:origin=viz_share_link

Bottom 10 Films by Revenue: https://public.tableau.com/views/Bottom10FilmsbyRevenue/Sheet1?:language=en-US&:display_count=n&:origin=viz_share_link

Revenue by Genre: https://public.tableau.com/views/RevenuebyGenre_16777999844630/Sheet1?:language=en-US&:display_count=n&:origin=viz_share_link

Revenue by Rating: https://public.tableau.com/views/RevenuebyRating/Sheet1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Rental Durations: https://public.tableau.com/views/RentalDurations_16778080713660/Sheet1?:language=en-US&:display_count=n&:origin=viz_share_link

Customers by Country: https://public.tableau.com/views/RockbusterBubble/Sheet1?:language=en-US&:display_count=n&:origin=viz_share_link

Sales by Country: https://public.tableau.com/shared/3C39S66T8?:display_count=n&:origin=viz_share_link

Total Sales v Number of Customers: https://public.tableau.com/views/TotalSalesvNumberofCustomers/RevenuevCustomers?:language=en-US&:display_count=n&:origin=viz_share_link

Top 100 Customers by Country: https://public.tableau.com/shared/YHCNM9ZG4?:display_count=n&:origin=viz_share_link

Top 10 Cities by Sales: https://public.tableau.com/views/Top10citiesbySales/Sheet2?:language=en-US&:display_count=n&:origin=viz_share_link