

Rockbuster Stealth Project	Table of Contents	Introduction	Data Overview	Bottom 10 Movies by Revenue	Top 10 Movies by Revenue	Revenue By Genre	Rental duration by ..
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# Rockbuster Stealth

Sales Analysis 2023

## Rockbuster Shealth Sales Analysis 2023

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### Table of Contents

- **Data Overview**
  - **Movies :** Which movies contributed the most/least to revenue gain?
  - **Rentals :** What was the average rental duration for all videos?
  - **Customers:** Which countries have the most customers and which countries have the most lifetime value customers?
  - **Finances:** Do sales figures vary between geographic regions?
- **Recommendations**
- **Conclusions**

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## Introduction

- “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 services in order to stay competitive.”
- Objectives: To help the business intelligence department with the launch strategy for the new online video services.

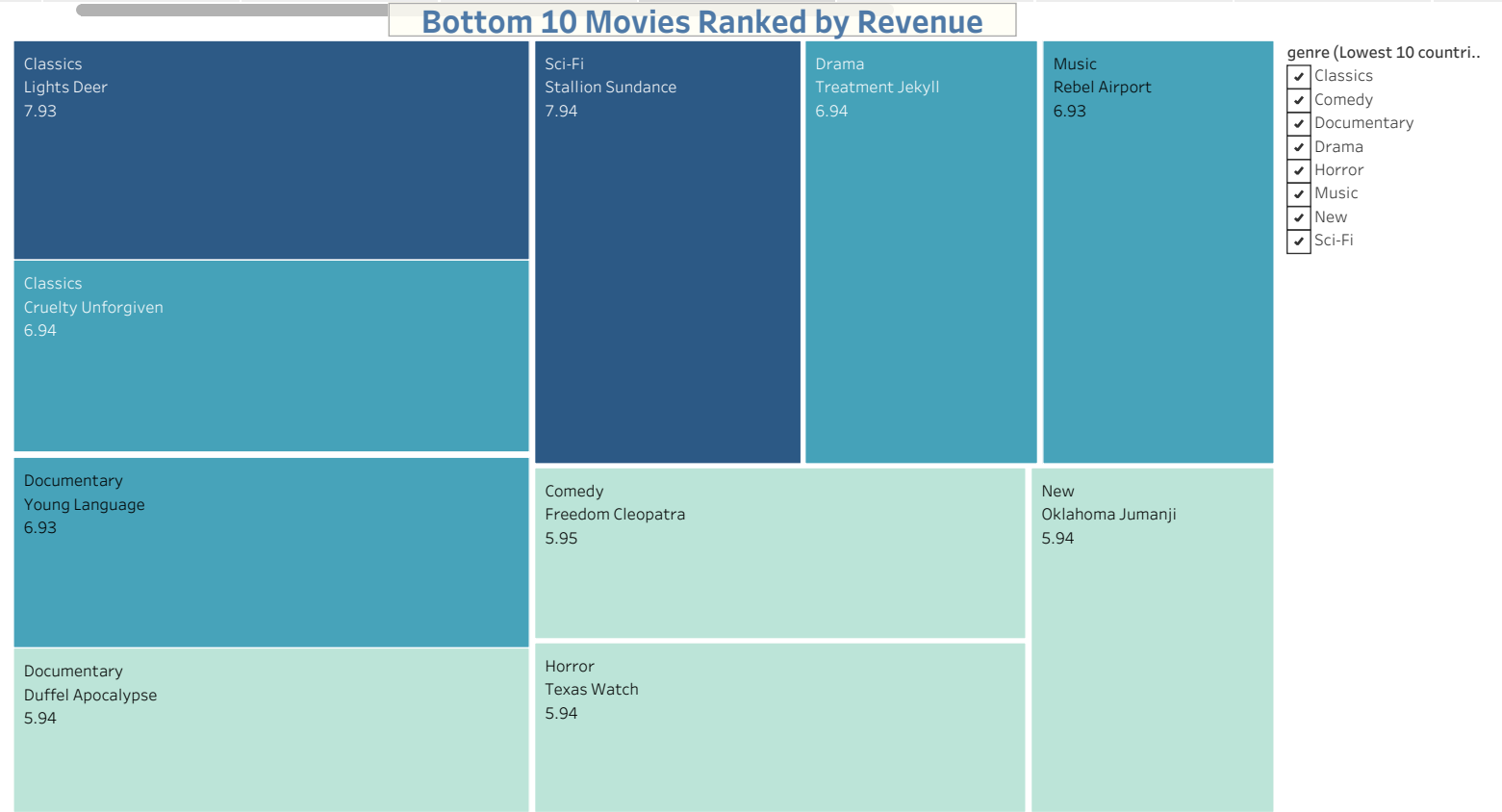
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## Data Overview

- Total Number of Movies :1000
- Minimum Rental Duration: 3
- Minimum Rental Rate:\$0.99
- Minimum Movie Length:46 Minutes
- Minimum Replacement Cost : \$9.99
- Number of Genre : 20
- Maximum Rental Duration: 7
- Maximum Rental Rate : \$4.99
- Maximum Movie Length : 185 Minutes
- Maximum Replacement Cost : \$29.99

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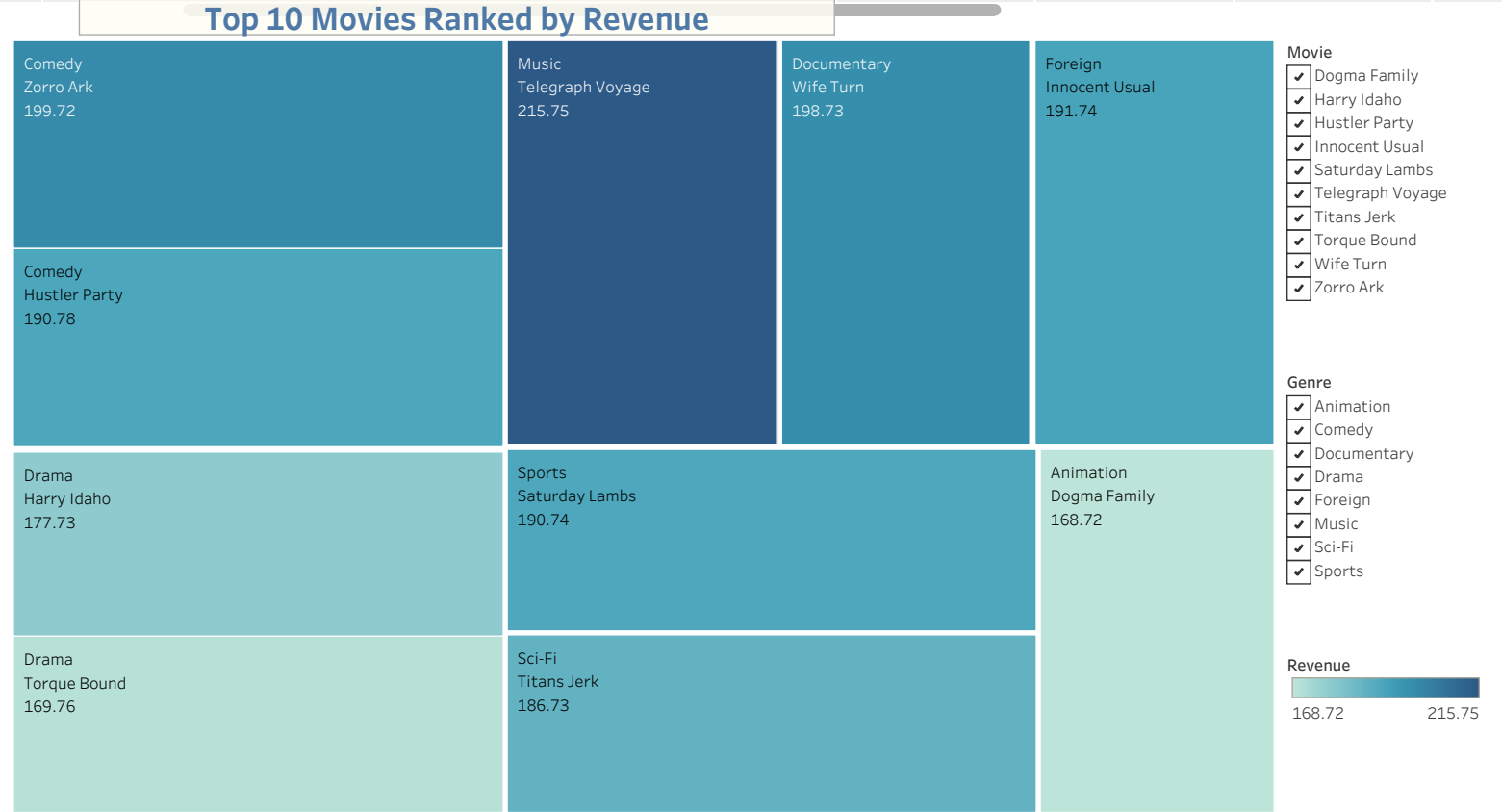


The top 10 movies ranked by revenue gain are across different genres and have a \$ 0.99 rental rate.

The most common genre are Classics and Documentaries but not a significant trend.

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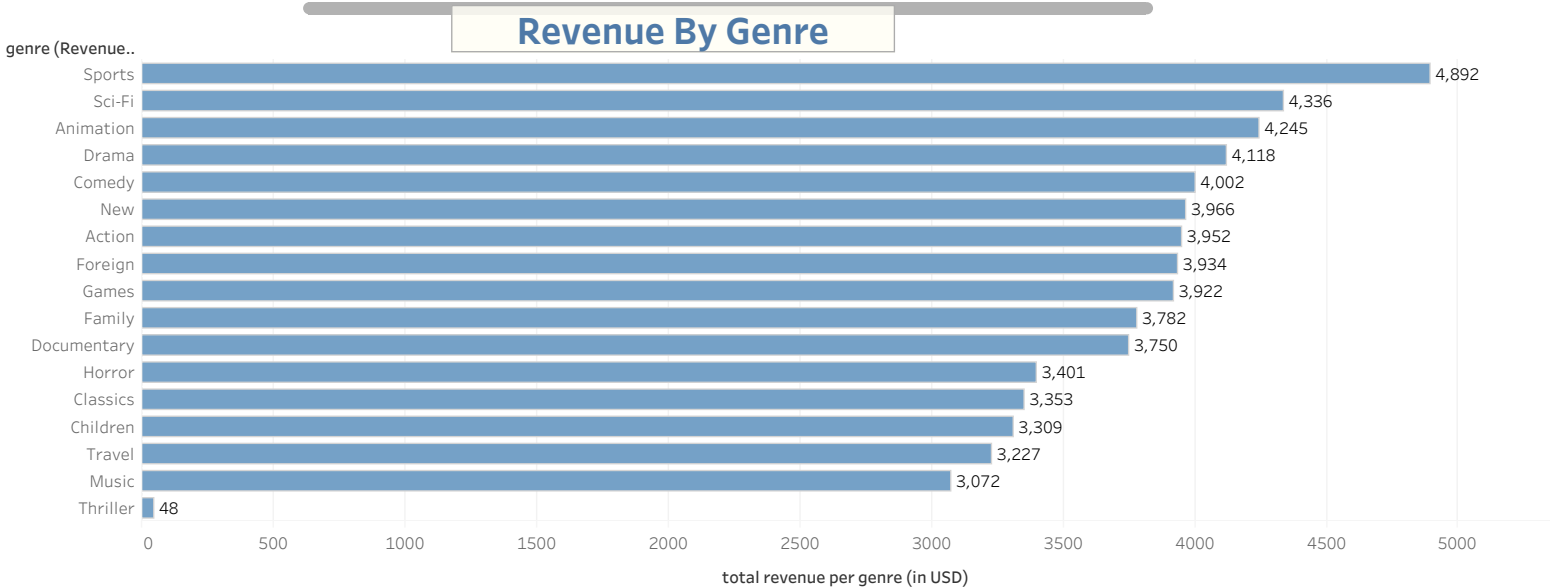


The top 10 movies ranked by revenue gain are across different genres and have a \$ 4.99 rental rate.

The most common genre are Comedy and Drama but not a significant trend.

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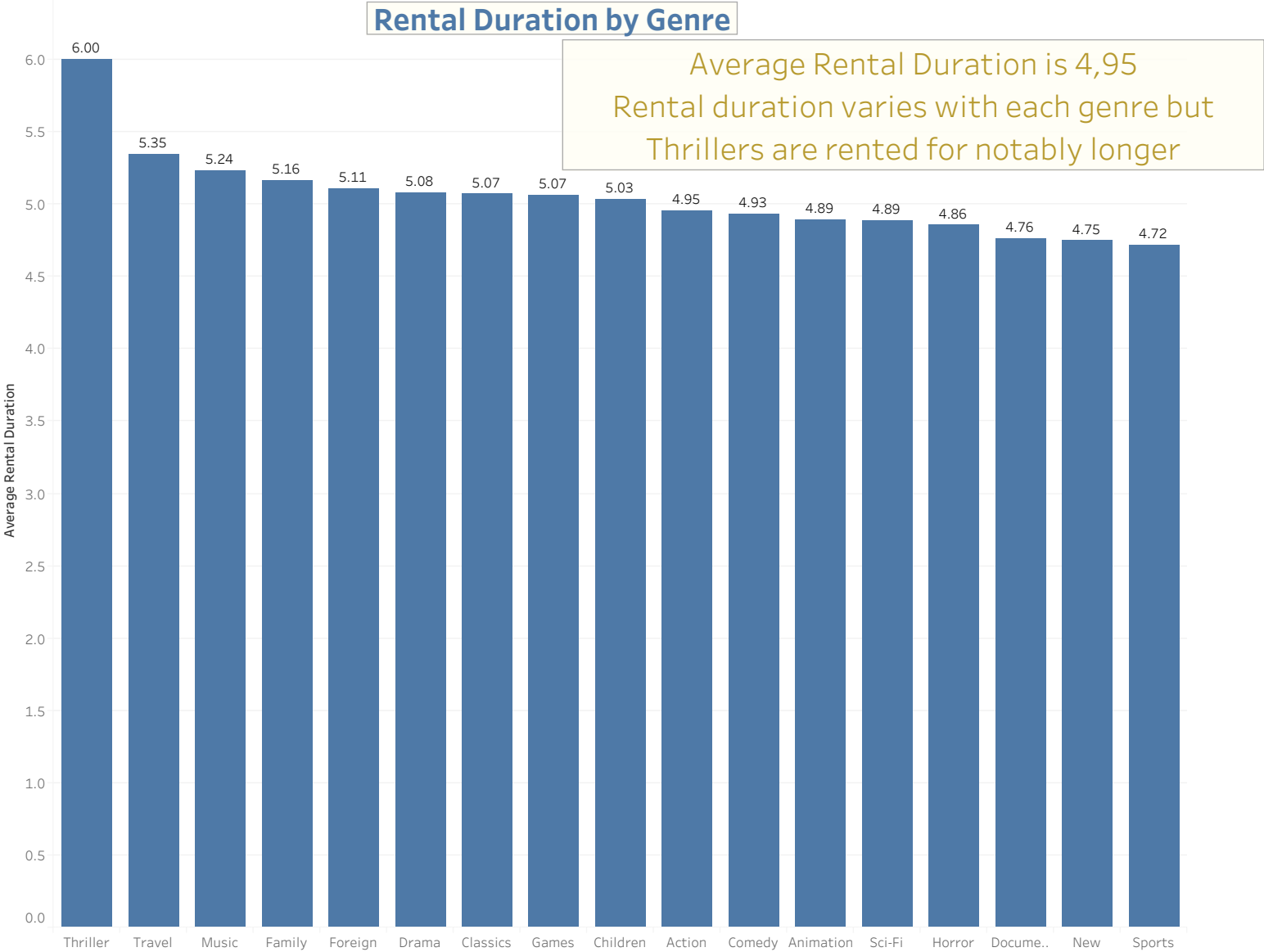
Intr od..	Data Overview	Bottom 10 Movies by Revenue	Top 10 Movies by Revenue	Revenue By Genre	Rental duration by Genre	Top 10 Countries	Top 5 high lifetime value customer by city	Total Sales ..
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Sports, Sci-Fi, Animation, Drama and Comedy are the top 5 genres

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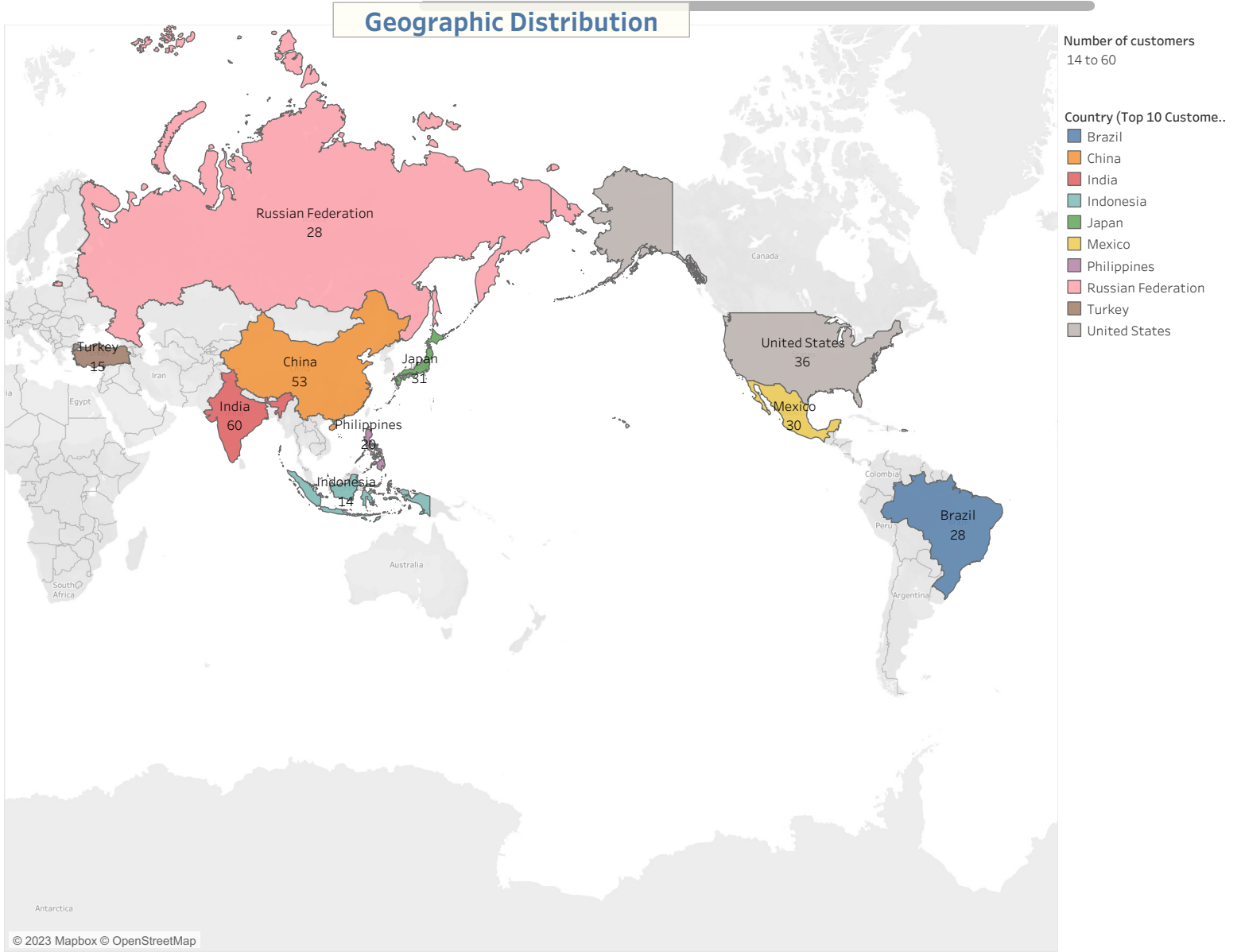
Dat a O..	Bottom 10 Movies by Revenue	Top 10 Movies by Revenue	Revenue By Genre	Rental duration by Genre	Top 10 Countries	Top 5 high lifetime value customer by city	Total Sales Across Geographic Regions	Recom mend..
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Bottom..	Top 10 Movies by Revenue	Revenue By Genre	Rental duration by Genre	Top 10 Countries	Top 5 high lifetime value customer by city	Total Sales Across Geographic Regions	Recommendations	Conclusions
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# Rockbuster Shealth Sales Analysis 2023

Top 10 ..	Revenue By Genre	Rental duration by Genre	Top 10 Countries	Top 5 high lifetime value customer by city	Total Sales Across Geographic Regions	Recommendations	Conclusions	Thank you
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City	Country	Customer Fi..	Customer L..	Total Amou..	
Ambattur	India	Arlene	Harvey	111.76	111.76
Shanwei	China	Kyle	Spurlock	109.71	109.71
Iwaki	Japan	Marlene	Welch	106.77	106.77
Acua	Mexico	Glen	Talbert	100.77	100.77
Aurora	United States	Clinton	Buford	98.76	98.76

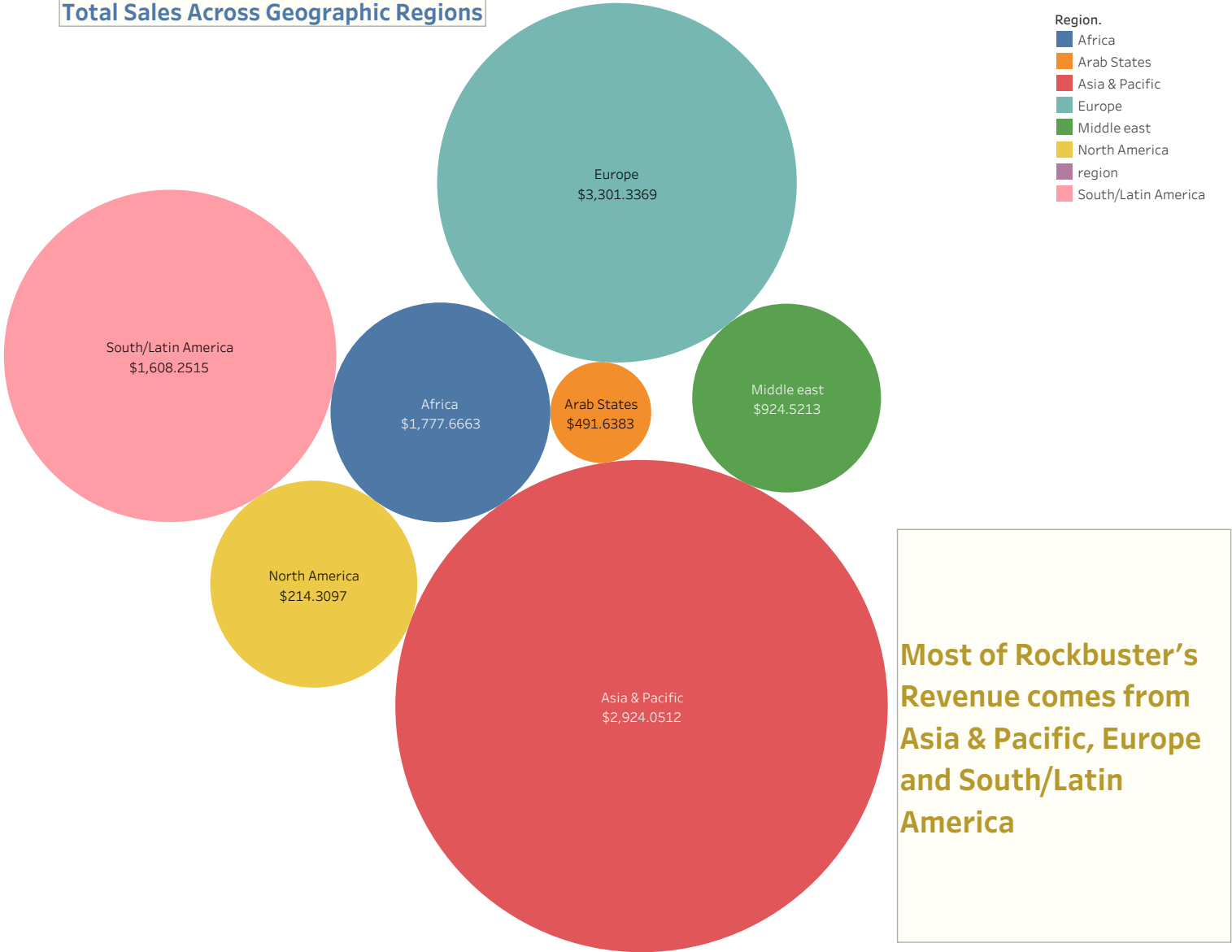
Total Amount Paid	
98.76	
100.77	
106.77	
109.71	
111.76	

The top 5 Loyal Customers in the top cities who have paid the highest amount to Rockbuster

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Total Sales Across Geographic Regions



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Recommendations

- Targeting market with the high revenue genres such as Sports, Sci-fi, Animation,Drama, and Comedy.
- India, China and Japan are the main countries to focus on
- For our existing major market in Asia & Pacific, Europe and South/Latin America services should be tailored to better connect with these customers such as offering more language subtitle options and localized content.
- Awarding the most loyal customers will help retain customers.
- Expanding loyalty programs or other personalized offers for Rockbuster’s lifetime value customers.
- Also by expanding advertisements with some offersto reach other regions.

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## Conclusions

- °Telegraph Voyage, Zorro Ark, Wife Turn, Innocent Usual, Hustler Party contribute to the most revenue gain
- °Stallion Sundance, Light Deer, Treatment Jekyll, Cruelty Unforgiven and Rebel Airport contribute to the least.
- ° The top 10 movies by revenue vary across different genre and are priced at a higher rental rate of \$4.99.
- °The bottom 10 movies by revenue also vary across different genre and are priced at a lower rental rate of \$0.99.
- °The average rental duration over all genre is 5 days,while thriller has the highest rental duration of 6 days.
- °The top 5 countroies with the majority of customers are India, China, the United States, Japan and Mexico.
- °Revenue for Rockbuster primarily comes from Asia & Pacific, Europe, and South/ Latin America

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Thank you for your time!!!

Tableau Visualization Link :

[https://public.tableau.com/app/profile/sonali6094/viz/RockbusterStealthPresentation\\_16837554394120/Story1?publish=yes](https://public.tableau.com/app/profile/sonali6094/viz/RockbusterStealthPresentation_16837554394120/Story1?publish=yes)

Any additional questions or concerns can be sent to [sonalipratapp@gmail.com](mailto:sonalipratapp@gmail.com)