

# — Rockbuster Stealth Online Video Platform Launch

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# Overview

Rockbuster Stealth is poised to launch its new Online Video Service. In preparation, we need to first analyze the business and answer some key questions to ensure the launch is successful.



# Objectives:

**01**

Where are Rockbusters customers located geographically?

**02**

Which countries contribute the most to Rockbusters overall revenue?

**03**

Which movie genres and ratings (PG, PG-13, R, etc) generate the most revenue?

**04**

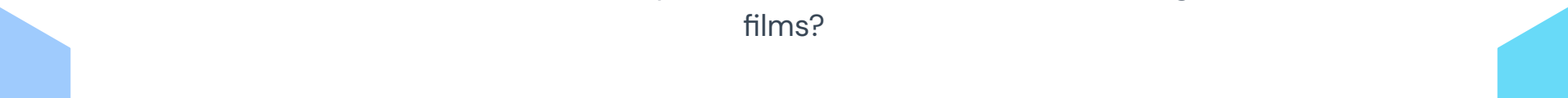
Which films in inventory generate the most and least revenue?

**05**

What are the minimum, maximum and average rental rates and replacement costs for films?

**06**

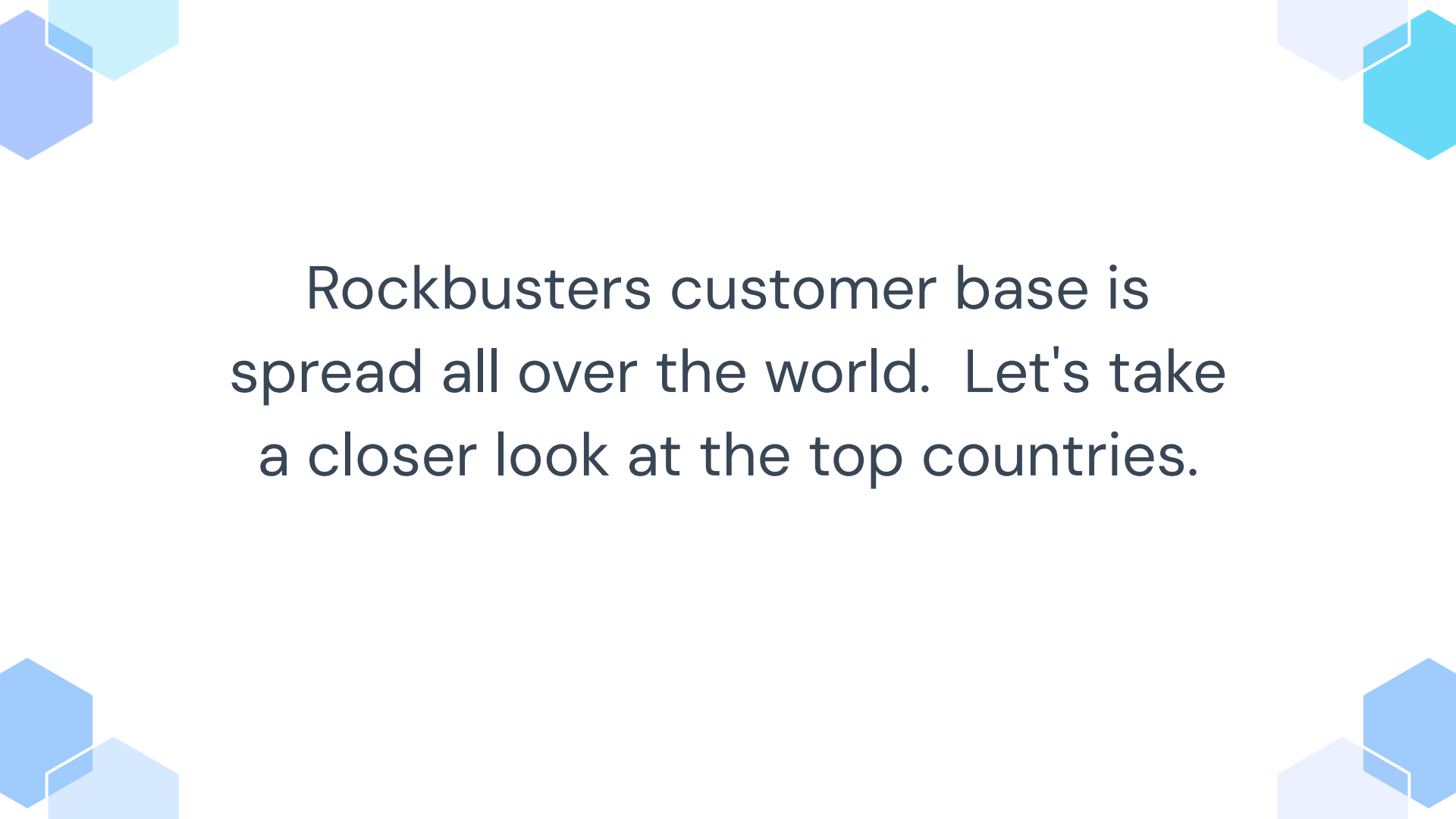
What are the minimum, maximum and average rental durations and lengths of films?



# Where are Rockbuster's Customers?

Revenue and Customer Count Map



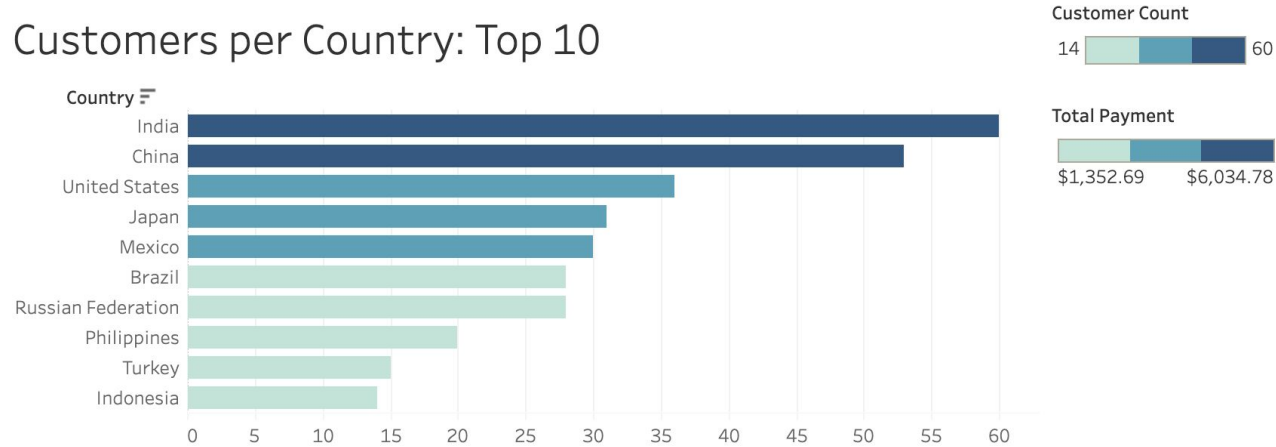
The slide features a white background with decorative hexagonal shapes in the corners. The top-left corner has a light blue hexagon and a medium blue hexagon. The top-right corner has a light blue hexagon and a medium blue hexagon. The bottom-left corner has a medium blue hexagon and a light blue hexagon. The bottom-right corner has a medium blue hexagon and a light blue hexagon.

Rockbusters customer base is  
spread all over the world. Let's take  
a closer look at the top countries.

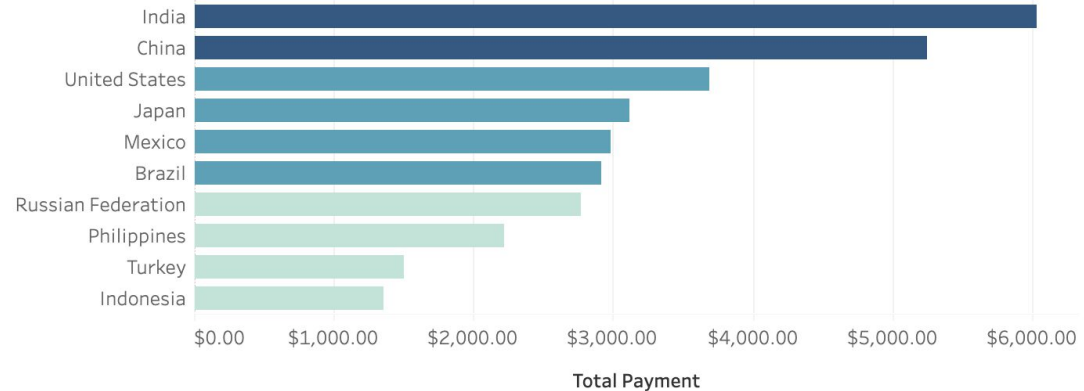
# Which countries have the most customers and Revenue?

The top 10 countries with the most customers are the same 10 countries with the highest revenue.

## Customers per Country: Top 10

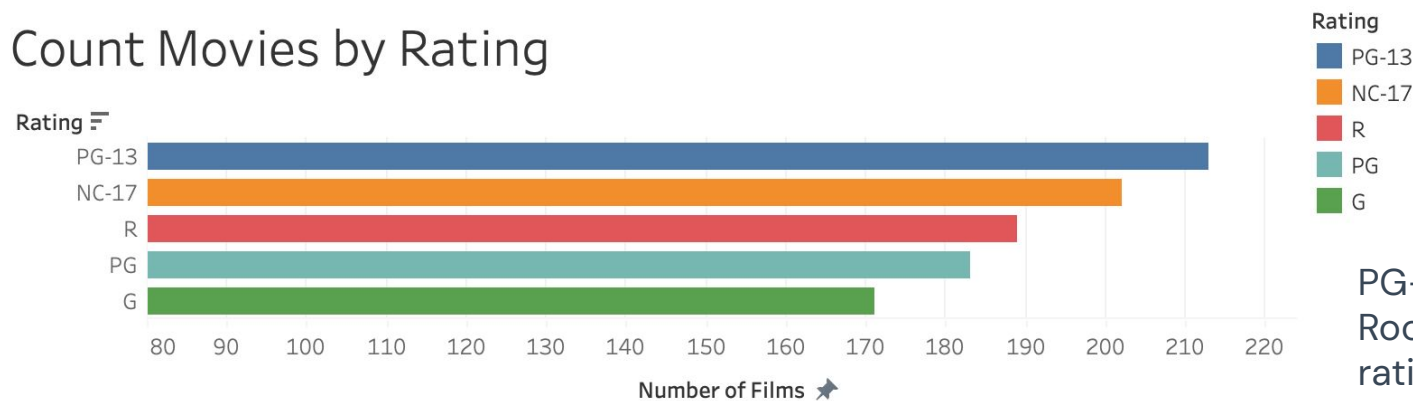


## Revenue per Country: Top 10

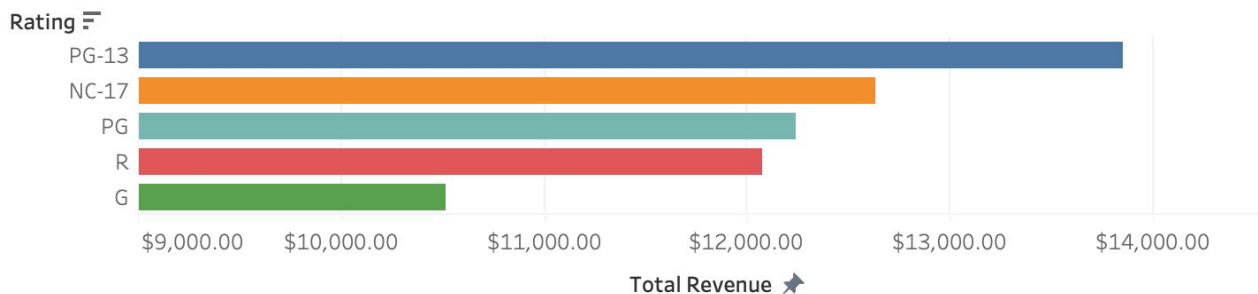


# Which movie ratings generate the most revenue?

## Count Movies by Rating



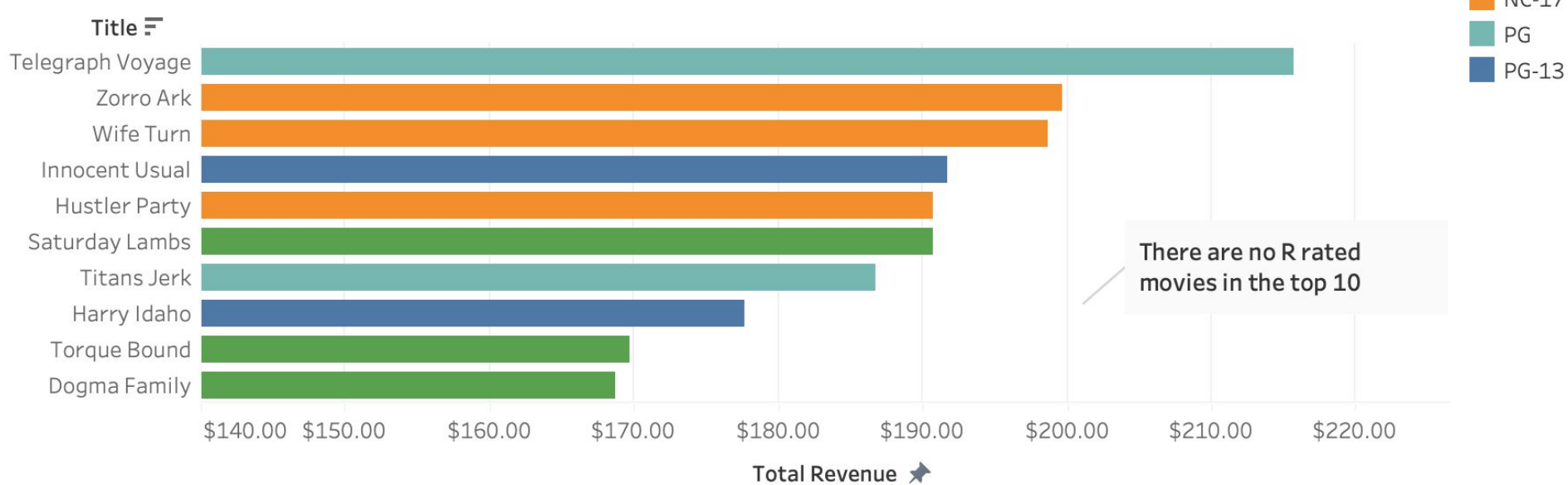
## Revenue by Rating



PG-13 Movies are Rockbusters biggest rating category in inventory and also the highest revenue generating rating. G rated movies are the smallest rating in inventory, and are by far the lowest revenue generator.

# What movies generated the highest revenue?

## Top Grossing Movies (by Rating)





# What movies generated the least revenue?

## Least Grossing Movies Bar (by Rating)



# Rental Rates and Replacement Costs of Films

	Rental Rate	Replacement Cost
Average	\$2.98	\$19.98
Minimum	\$0.99	\$9.99
Maximum	\$4.99	\$29.99

# Rental Duration and Length of Films

	Rental Duration	Length
Average	4.99 days	115.27 minutes
Minimum	3 days	46 minutes
Maximum	7 days	185 minutes

# Recommendations

1. Push marketing efforts in the top 10 countries to build customer base.
2. Add and promote films that generate more revenue by focusing on PG-13, NC-17, and R rated movies.
3. Remove the least rented movies from inventory to save on licensing costs. Promote top 10 movies in a "Most Viewed" section.
4. Focus on adding or creating more content for the most popular genres of movies: 1. Sports, 2. Sci-Fi, 3. Animation, 4. Drama, 5. Comedy.

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# Thanks!

[Click here for the Tableau Story](#)

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