

A hand is shown pointing at a tablet screen. The screen displays a colorful, abstract map or data visualization with various shades of blue, green, yellow, and red. The background is dark, and the lighting is focused on the tablet and the hand.

# ROCKBUSTER ONLINE VIDEO PLATFORM BUSINESS ANALYSIS

By  
Edward Somgal

# Objective and key business questions?

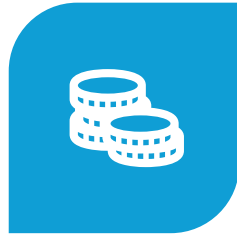
---



WHICH COUNTRY  
CONTRIBUTES THE  
HIGHEST REVENUE?



WHICH IS THE MOST  
RENTED MOVIE?



WHICH IS THE  
HIGHEST REVENUE  
GENERATING GENRE?



WHAT'S THE AVERAGE  
RENTAL DURATION?



WHERE ARE THE  
CUSTOMERS BASED?

# Summary of Rockbuster Business

---



TOTAL REVENUE –  
USD 61,312



599 CUSTOMERS IN  
109 COUNTRIES



HIGHEST REVENUE  
– INDIA



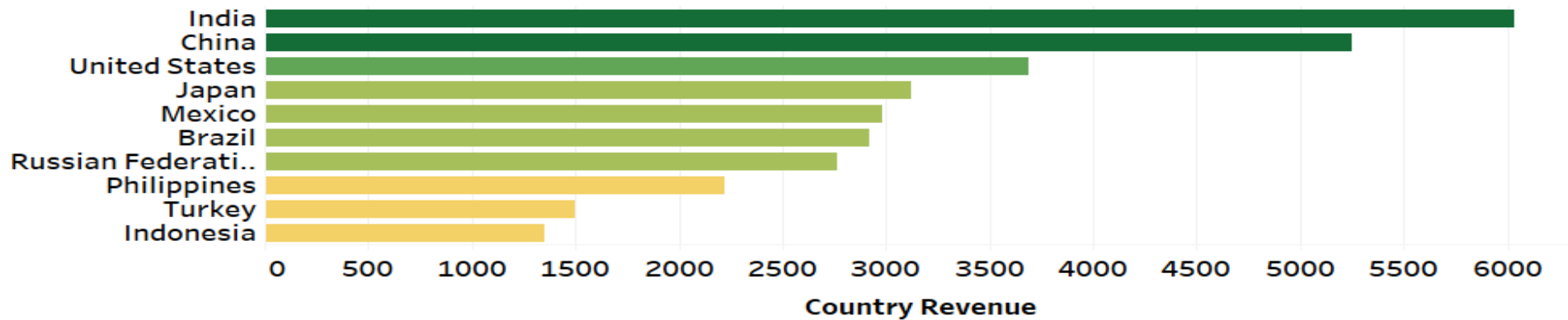
HIGHEST REVENUE  
BY CATEGORY –  
SPORTS



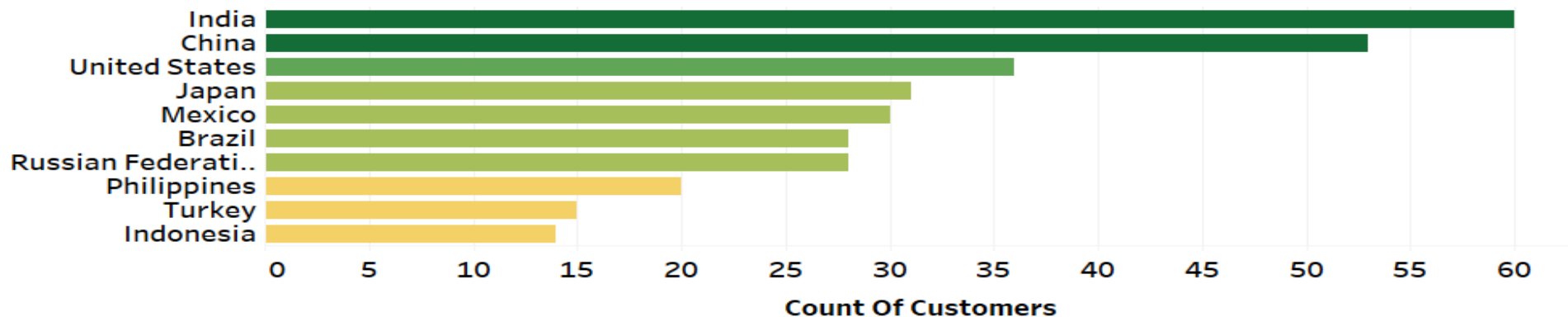
AVERAGE RENTAL  
DURATION – 5 DAYS

# Which countries generate the most and lease Revenue?

Top 10 Countries by Revenue

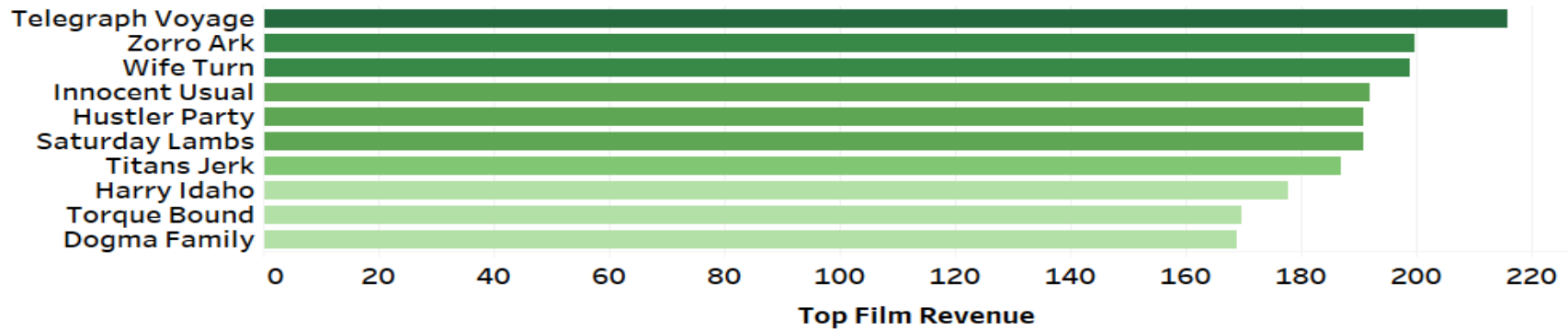


Top 10 Countries by Count of Customers

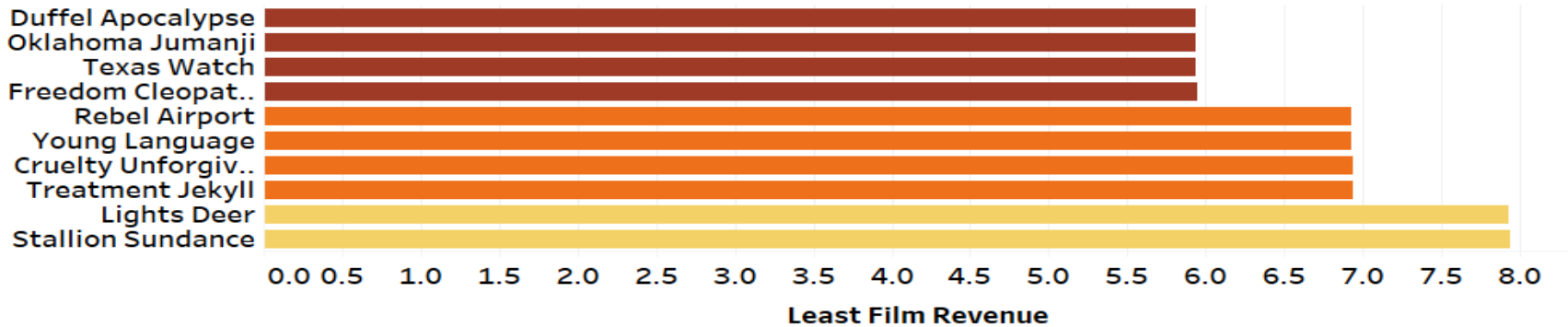


# Which are the most and least ordered movies?

Top 10 Movies by orders



Least ordered movies

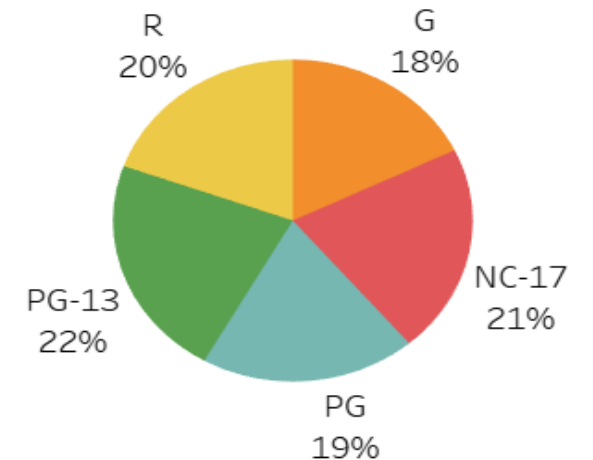


# What are the most popular categories and rating?

Revenue by Genre

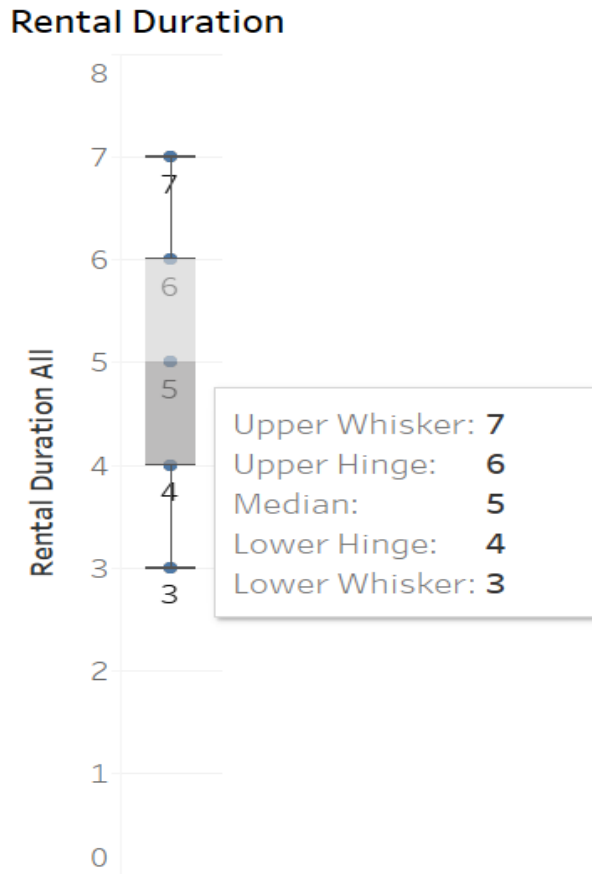
|                         |                       |                        |                        |  |
|-------------------------|-----------------------|------------------------|------------------------|--|
| Sports<br>\$4,892.19    | Comedy<br>\$4,002.48  | Games<br>\$3,922.18    | Thriller<br>\$3,830.15 |  |
| Sci-Fi<br>\$4,336.01    | New<br>\$3,966.38     |                        |                        |  |
| Animation<br>\$4,245.31 | Action<br>\$3,951.84  | Horror<br>\$3,401.27   | Travel<br>\$3,227.36   |  |
| Drama<br>\$4,118.46     | Foreign<br>\$3,934.47 | Classics<br>\$3,353.38 | Music<br>\$3,071.52    |  |
|                         |                       | Children<br>\$3,309.39 |                        |  |

By Rating



Highest revenue generated by Sports category and then followed by Sci-Fi. Five categories of rating have almost equal share.

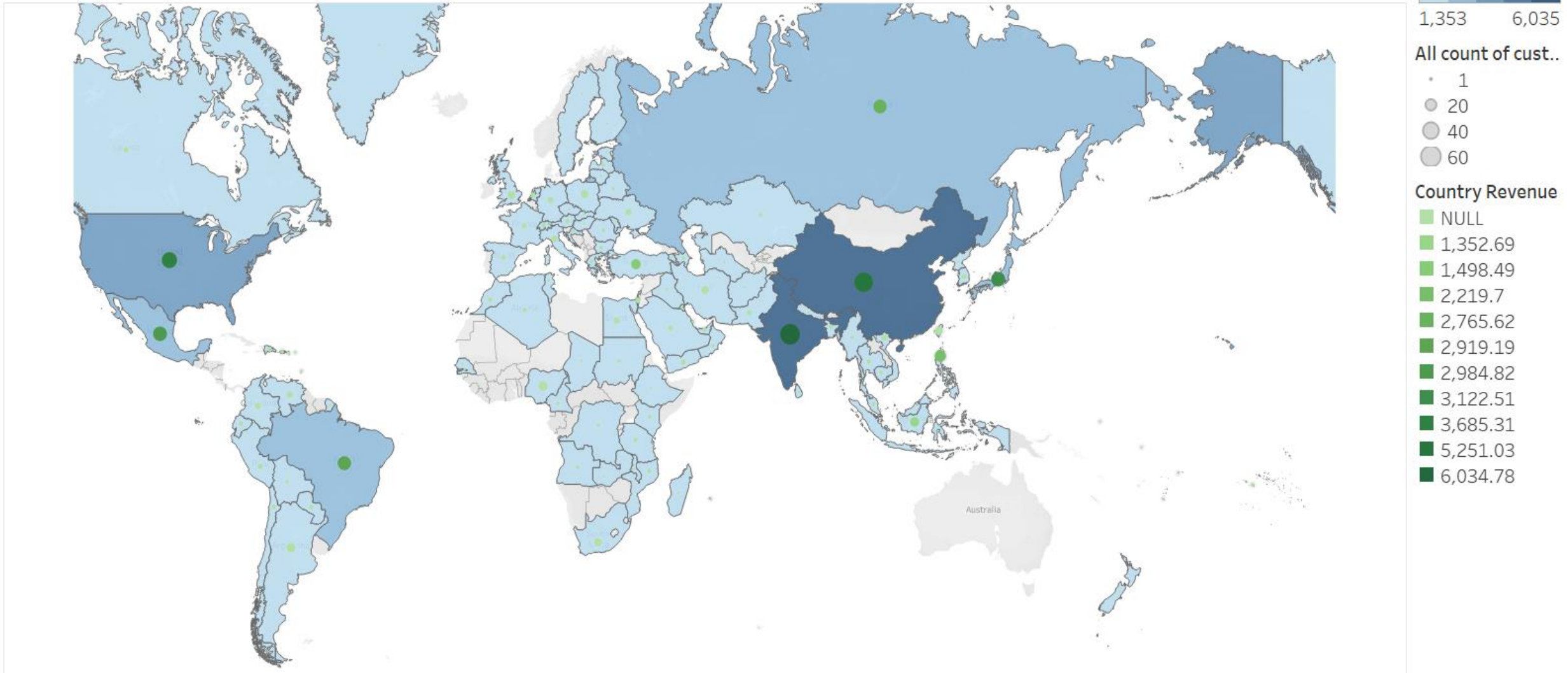
# What's the average Rental Duration?



Median is 5 i.e., the average rental duration across all movie titles are 5 days.

# Where are the customer's based?

Orders and Revenue by Countries





# RECOMMENDATIONS

---

- Marketing efforts could be directed towards top 10 revenue generating countries
- Create a “Most watched movie” section on the Homepage of Rockbuster
- Further analysis of customer demographic to be done to suggest the movie genres and ratings
- Remove least watched movies to cut down on licensing cost
- Provide bundled packages – further research can be done



# Thank You

[Click here for Tableau Storyboarding](#)