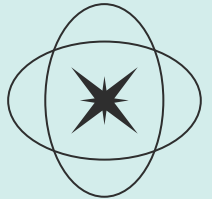


ROCKBUSTER STEALTH LLC

Analysis for New Online Business Strategy

Presented by Erica Henry





AGENDA



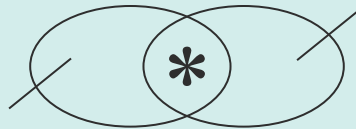
1. Goal and Objective

2. Data Overview

3. Analysis Findings

- Movies that contributed most/ least to revenue gain.
- Customer count and revenue gain globally.
- Top countries and regions by customer count and revenue.
- Top customers by lifetime value.

4. Recommended Actions



GOAL AND OBJECTIVE

Rockbuster Stealth has been facing stiff competition from streaming services such as Netflix and Amazon Prime.

The goal is to launch an online video rental service in order to stay competitive.



KEY QUESTIONS

- 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?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?

DATA OVERVIEW

TOTAL CUSTOMERS

599



AVERAGE RENTAL RATE

2.98

Max 4.99/ Min 0.99

TOTAL FILMS

1,000

All released in 2006
*Exclusively in English

COUNTRIES

106



TOP RATING

PG-13

AVERAGE RENTAL DURATION

4.9 Days

Max 7/ Min 3

TOTAL REVENUE

6,1312.04

AVERAGE REPLACEMENT COST

\$19.98

Max \$29.99/
Min \$9.99



ANALYSIS FINDINGS

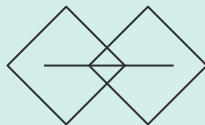
Key insights and findings to reach business goal and objective.



01

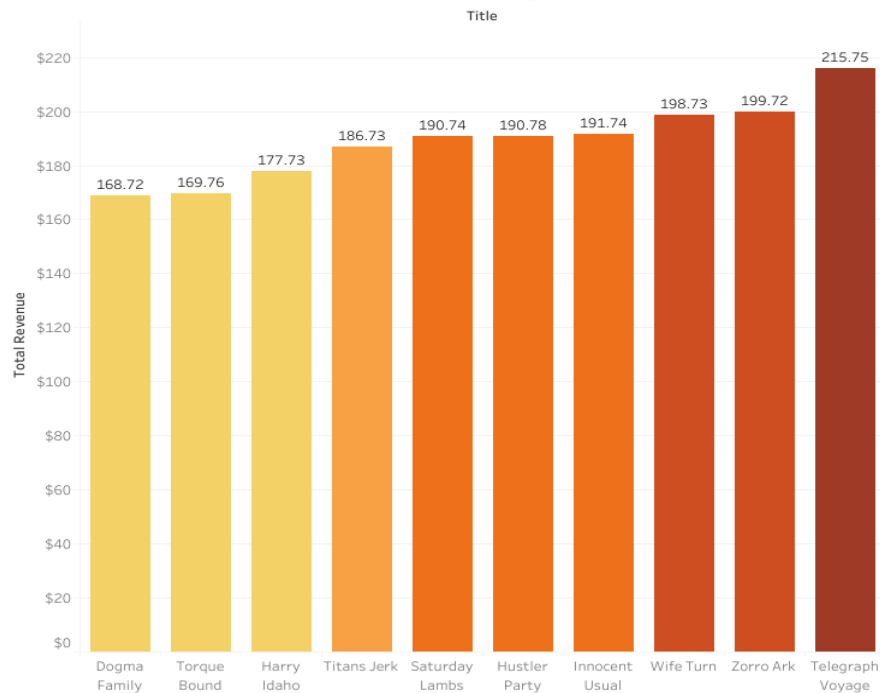


MOVIES THAT CONTRIBUTED MOST/ LEAST TO REVENUE GAIN

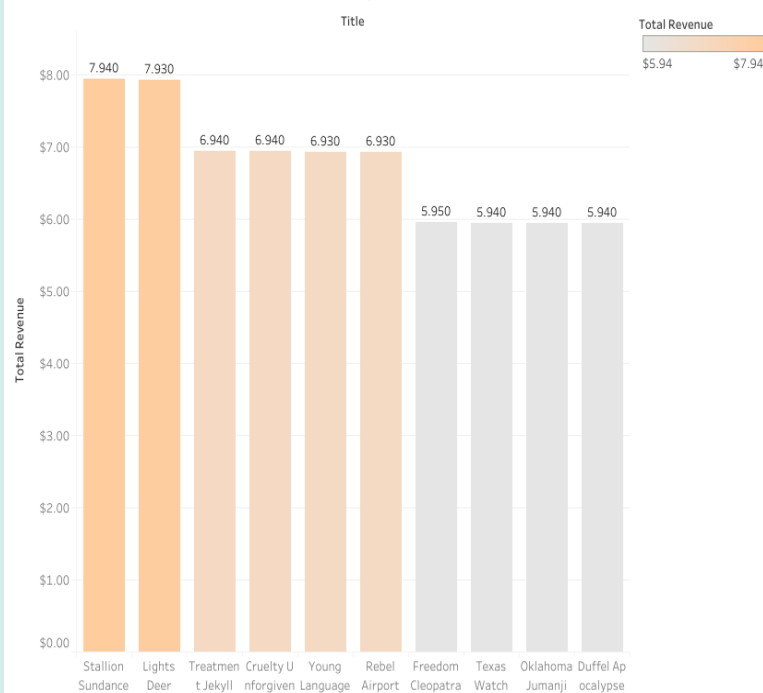


MOVIES THAT CONTRIBUTED MOST AND LEAST TO REVENUE GAIN

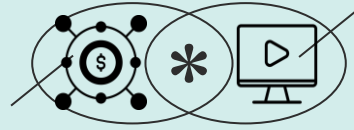
Top 10 Films With The Highest Revenue



Bottom 10 Films by Revenue



FILM



REVENUE

TOP 15 FILMS BY REVENUE

(TOTAL REVENUE)

★	Telegraph Voyage	215.75
	Zorro Ark	199.72
	Wife Turn	198.73
	Innocent Usual	191.74
★	Hustler Party	190.78
	Saturday Lambs	190.74
	Titans Jerk	186.73
★	Harry Idaho	177.73
	Torque Bound	169.76
	Dogma Family	168.72
	Pelican Comforts	165.77
	Goodfellas Salute	164.75
	Fool Mockingbird	162.79
	Apache Divine	160.72
	Enemy Odds	159.75

BOTTOM 15 FILMS BY REVENUE

(TOTAL REVENUE)

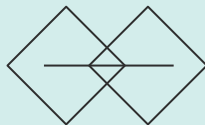
	Texas Watch	5.94	
	Oklahoma Jumanji	5.94	★
	Duffel Apocalypse	5.94	
	Freedom Cleopatra	5.95	
	Young Language	6.93	★
	Rebel Airport	6.93	
	Cruelty Unforgiven	6.94	
	Treatment Jekyll	6.94	★
	Lights Deer	7.93	
	Stallion Sundance	7.94	
	Japanese Run	7.94	
	Ghostbusters Elf	8.93	
	Harold French	8.93	
	Connection Microcosmos	8.95	
	Ballroom Mockingbird	9.93	



02



CUSTOMER COUNTS AND REVENUE GAIN BY LOCATION



CUSTOMERS AND REVENUE GLOBALLY

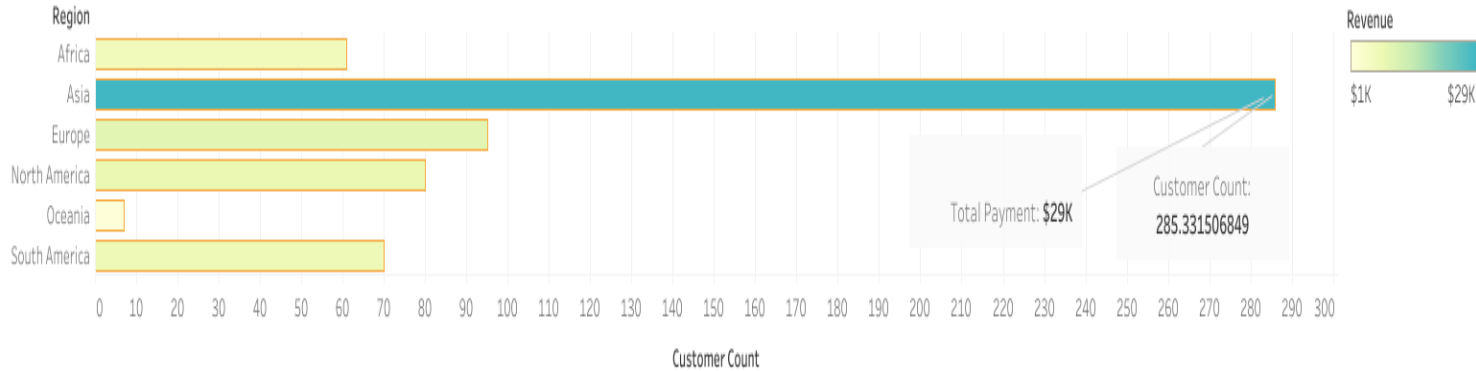


The correlation between the number of customers in a country, and revenue, is strong.

HIGHEST REVENUE BY REGION AND CUSTOMER COUNT



Total Revenue and Customers by Region



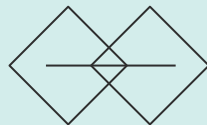
These top regions with the highest revenue would be ideal to target in the initial launch and upcoming marketing efforts.



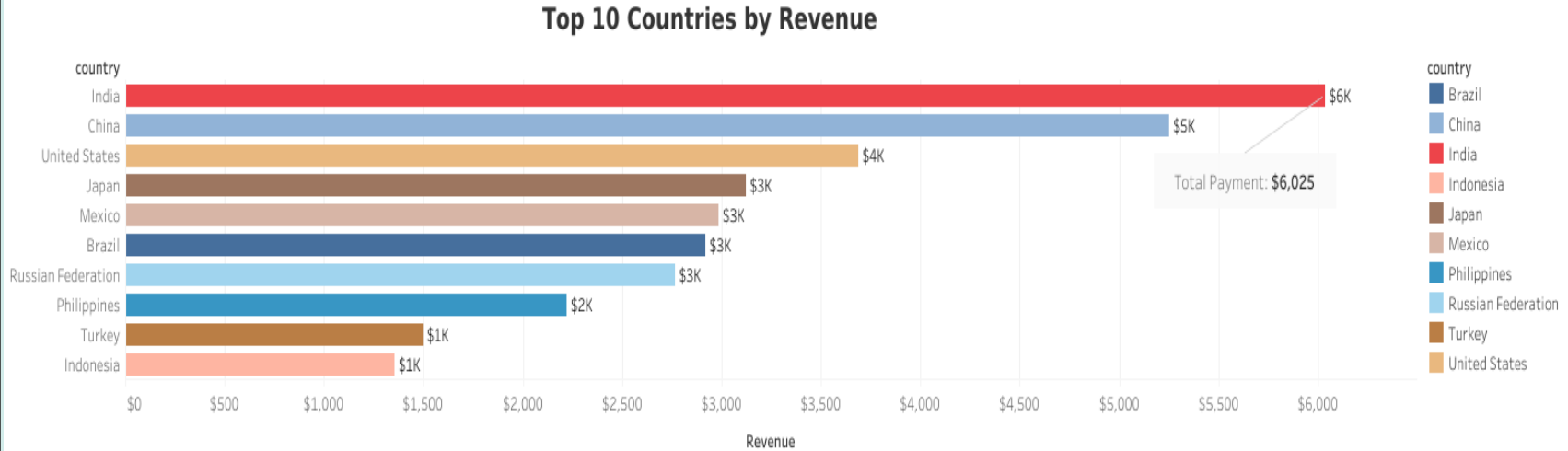
03



TOP COUNTRIES AND REGIONS BY CUSTOMER COUNT AND REVENUE



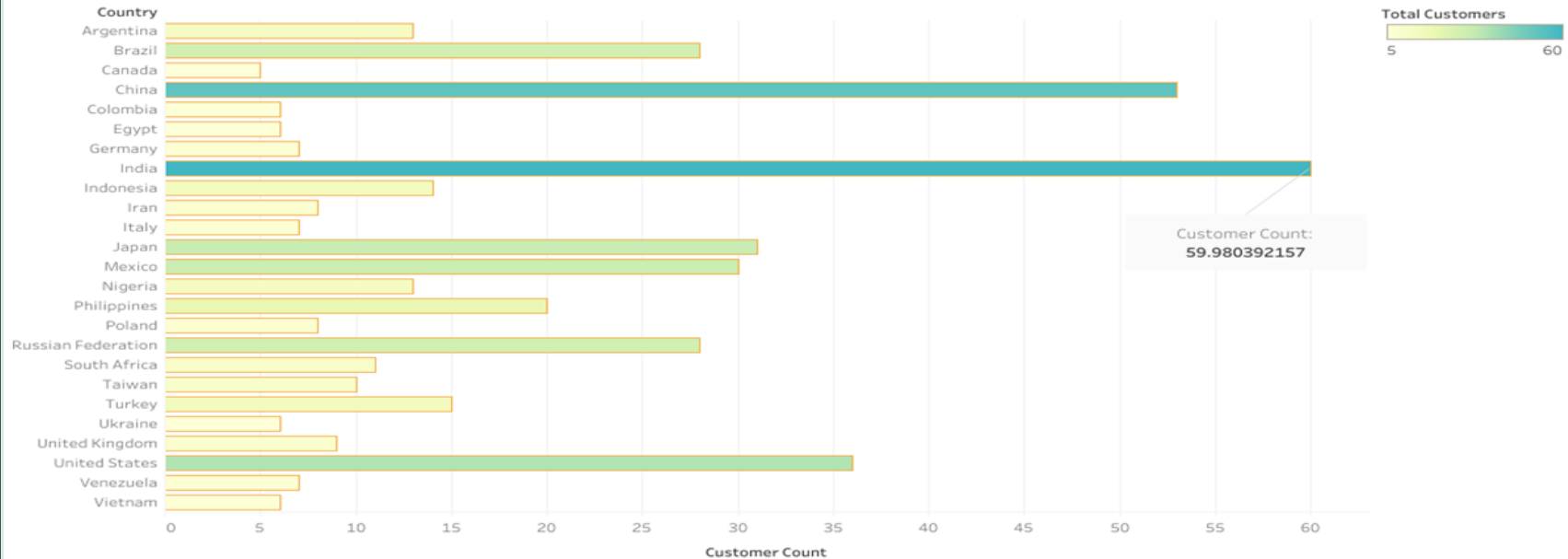
HIGHEST REVENUE BY COUNTRY



Expanding languages movies are available in should be considered, especially in India and China.

WHICH COUNTRIES HAVE THE HIGHEST CUSTOMER COUNTS?

Top 25 Countries by Total Customers

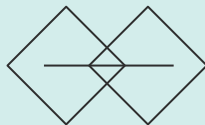


Initial launch, and subsequent marketing efforts to expand, should target these countries with the highest customer counts.

04



TOP CUSTOMERS BY LIFETIME VALUE



TOP 20 CUSTOMERS BY LIFETIME VALUE

<div>✖</div> <div>✖</div> <div>✖</div>	<div>  </div> <div>  </div> <div>  </div>	First Name	Last Name	Lifetime Value	Country
		Lois	Butler	69.86	Brunei
		Roy	Whiting	64.87	Kenya
		Jorge	Olivares	64.87	Indonesia
		Catherine	Campbell	64.87	Russian Federation
		Glenda	Frazier	64.87	China
		Christine	Roberts	59.88	French Polynesia
		Glen	Talbert	59.88	Mexico
		Lewis	Lyman	59.88	Israel
		Sally	Pierce	59.88	India
		Ana	Bradley	59.88	United States
		Barry	Lovelace	59.88	Zambia
		Darlene	Rose	54.89	North Korea
		Kathy	James	54.89	Philippines
		Lee	Hawks	54.89	India
		Eleanor	Hunt	54.89	Runion
		Marcia	Dean	54.89	Philippines
		Beverly	Brooks	54.89	Taiwan
		Curtis	Irby	54.89	Canada
		Morris	Mccarter	54.89	Taiwan
		Gordon	Allard	54.89	Yemen

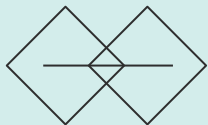




✕ ✕ ✕

ANALYSIS RECOMMENDATIONS

✕ ✕ ✕



RECOMMENDATIONS

✕ ✕ ✕	<ul style="list-style-type: none">● Expanding languages movies are available in should be considered, especially in relation to India and China.● The top 20 customers globally reside in the top 10 countries, further supporting the targeting of marketing efforts in the top countries.● A special customer rewards program should be offered to loyal customers, as well as referral codes to help strengthen initial launch efforts.	<ul style="list-style-type: none">● Bottom revenue grossing films should be scrubbed from inventory ahead of the launch.● The correlation between the number of customers in a country, and revenue, is strong.● The top countries and regions with the highest customer counts and revenue would be ideal to target in the initial launch and upcoming marketing efforts.	✕ ✕ ✕
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THANKS!



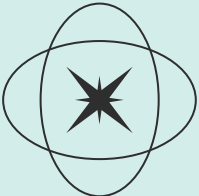
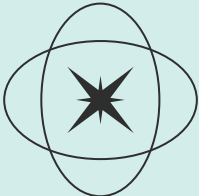
Erica Henry

January 2024

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