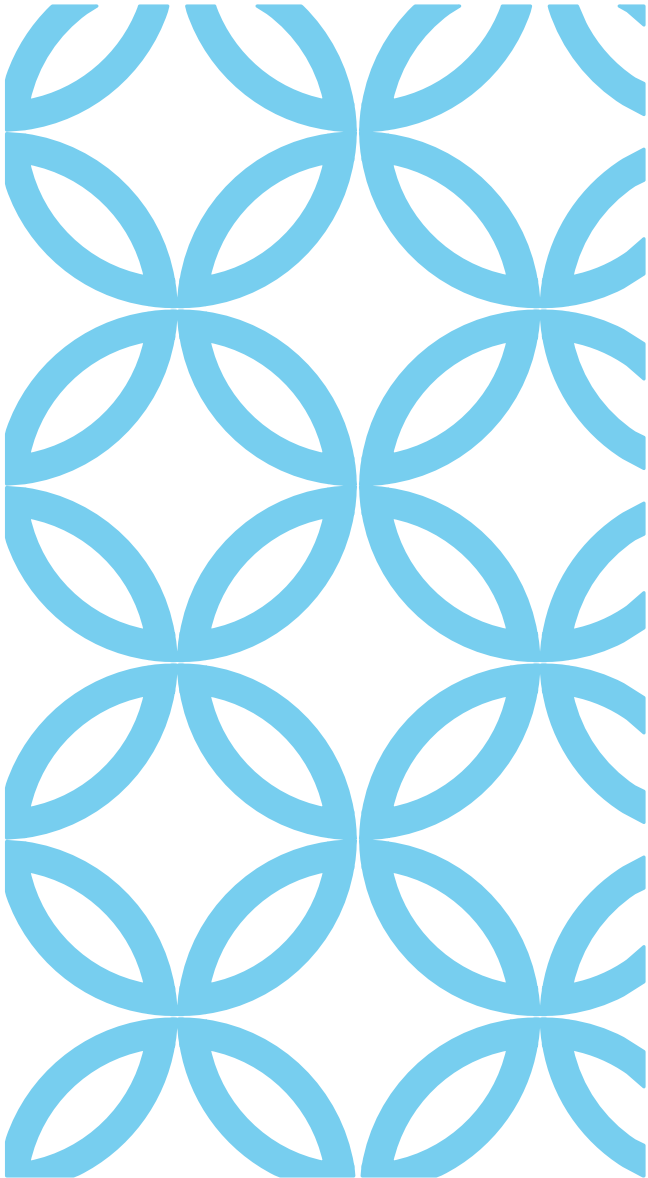




ROCKBUSTER STEALTH LLC

Endalkachew Tedla

[Tableau Public](#)



Rockbuster Stealth LLC is a movie rental company that used to have stores worldwide. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team plans to use its existing movie licenses to launch an online video rental service to stay competitive.

INTRODUCTION

KEY QUESTIONS AND OBJECTIVES

The Rockbuster Stealth Management Board has asked a series of business questions and they expect data-driven answers that they can use for their 2020 company strategy. Here are the main questions they'd like to answer:

- 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?

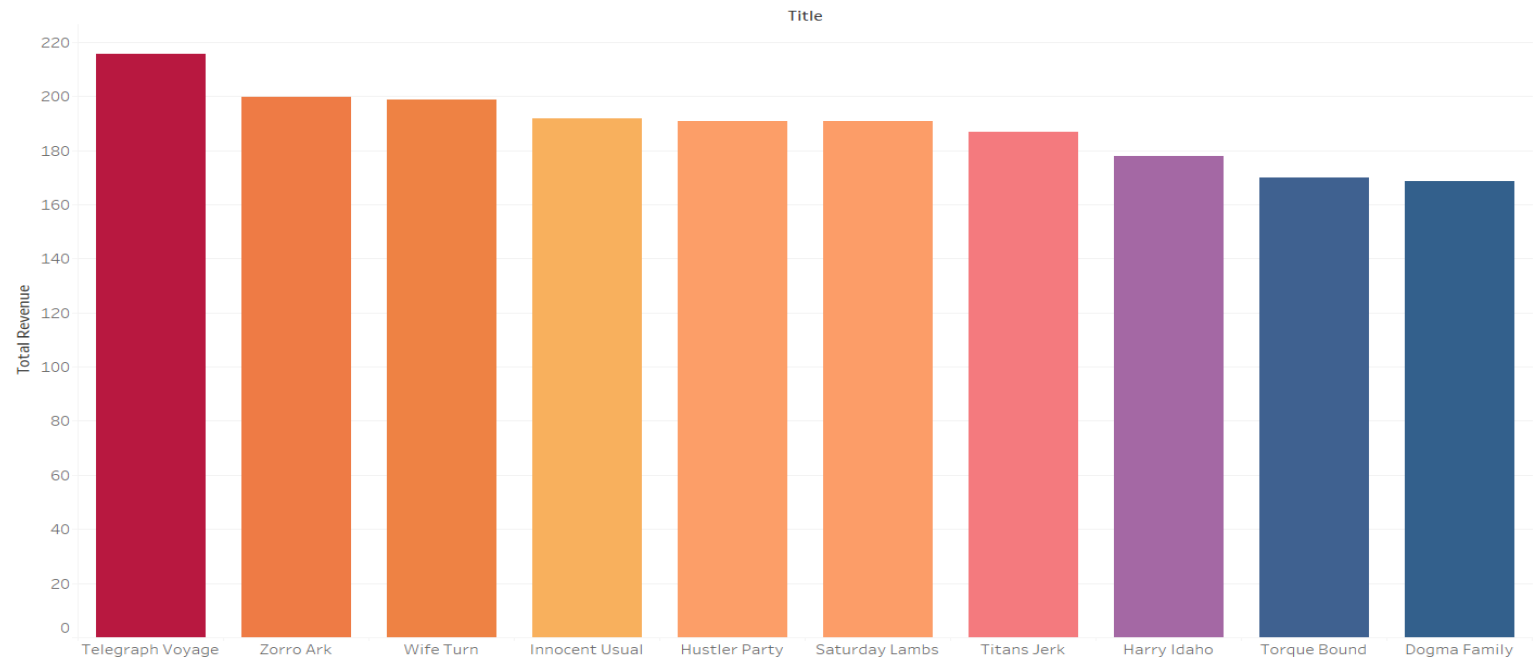
STATISTICS OF FILM RENTAL

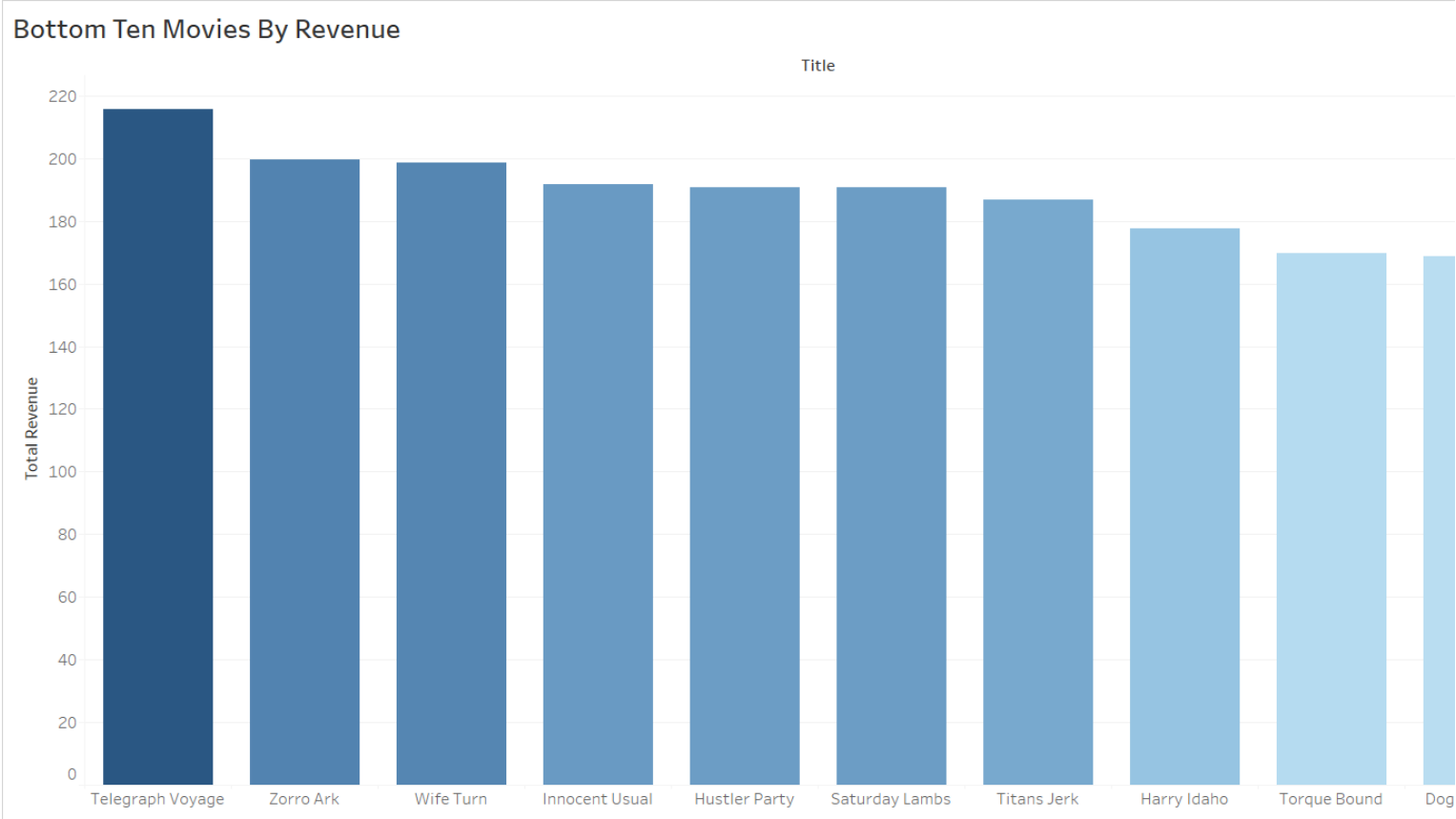
	Minimum	Maximum	Average
Rental Rate	0.99	4.99	2.98
Rental Duration	3	7	4.99
Film Length	46	185	115.27
Replacement Cost	9.99	29.99	19.98

WHICH MOVIES
CONTRIBUTED
THE MOST TO
REVENUE GAIN
(\$)?

Movies	Revenues
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

Top Ten Movies By Revenue





Movies	Revenues
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

WHICH MOVIES CONTRIBUTED THE
LEASE TO REVENUE GAIN (\$)?

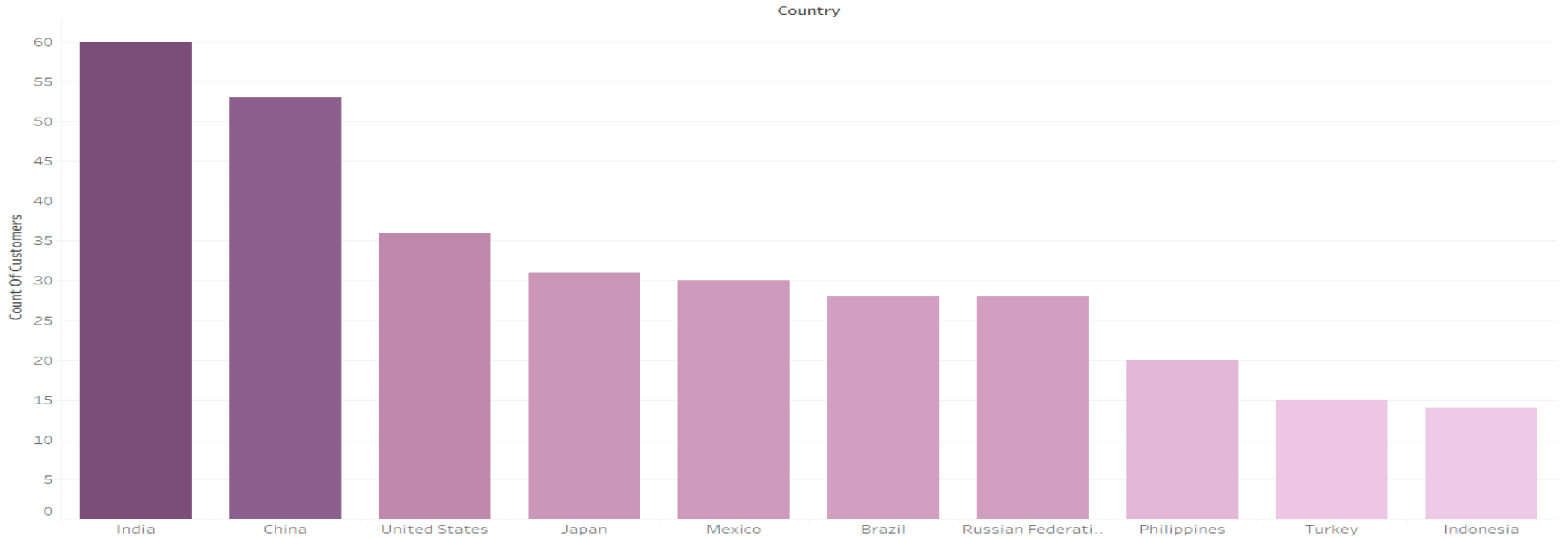
Top Ratings By Revenue



WHICH GENRES AND RATINGS
CONTRIBUTED THE MOST TO REVENUE
GAIN?

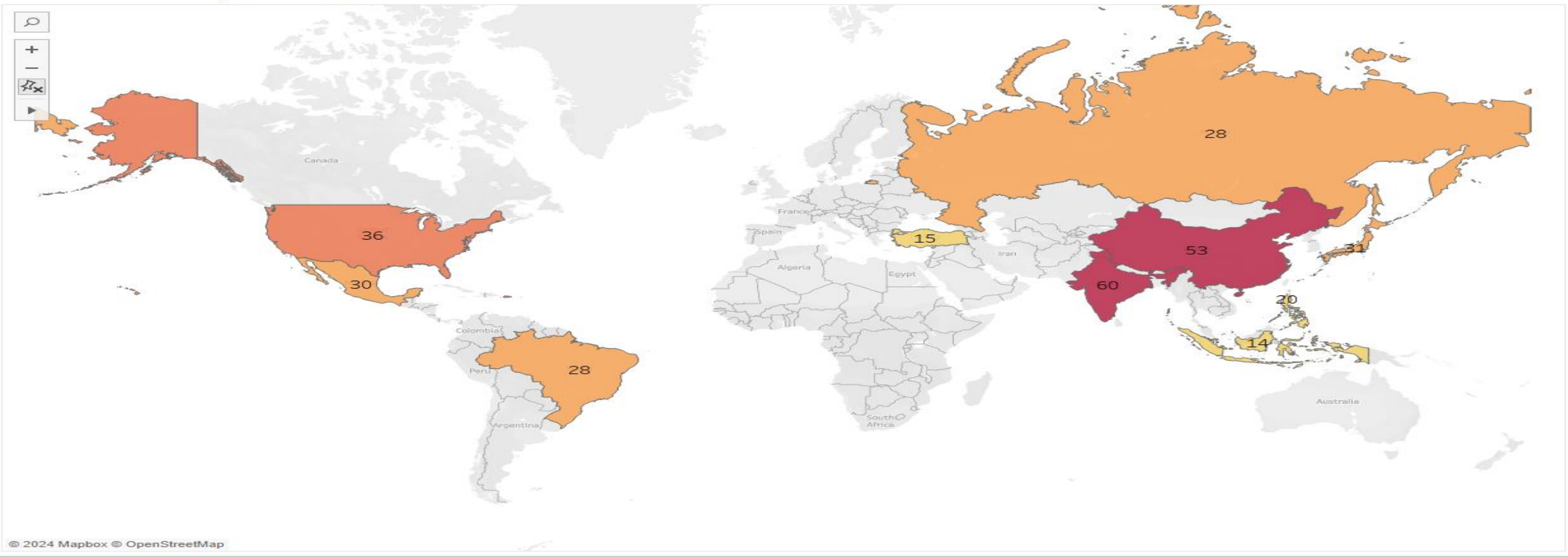
Rating	Revenue
Pg-13	13856
NC-17	12635
PG	12237
R	12073
G	10512

Rockbuster Top 10 Countries



WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS
BASED IN?

Rockbuster Top 10 Countries



WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS
BASED IN (GEOGRAPHICALLY)?

RECOMMENDATIONS

As we can see, the top-selling genres were Sports, Sci-fi, and Animation, while PG-13 was the most popular film rating.



Hence, we should focus on marketing towards these genres in addition to the Pg-13 rating.



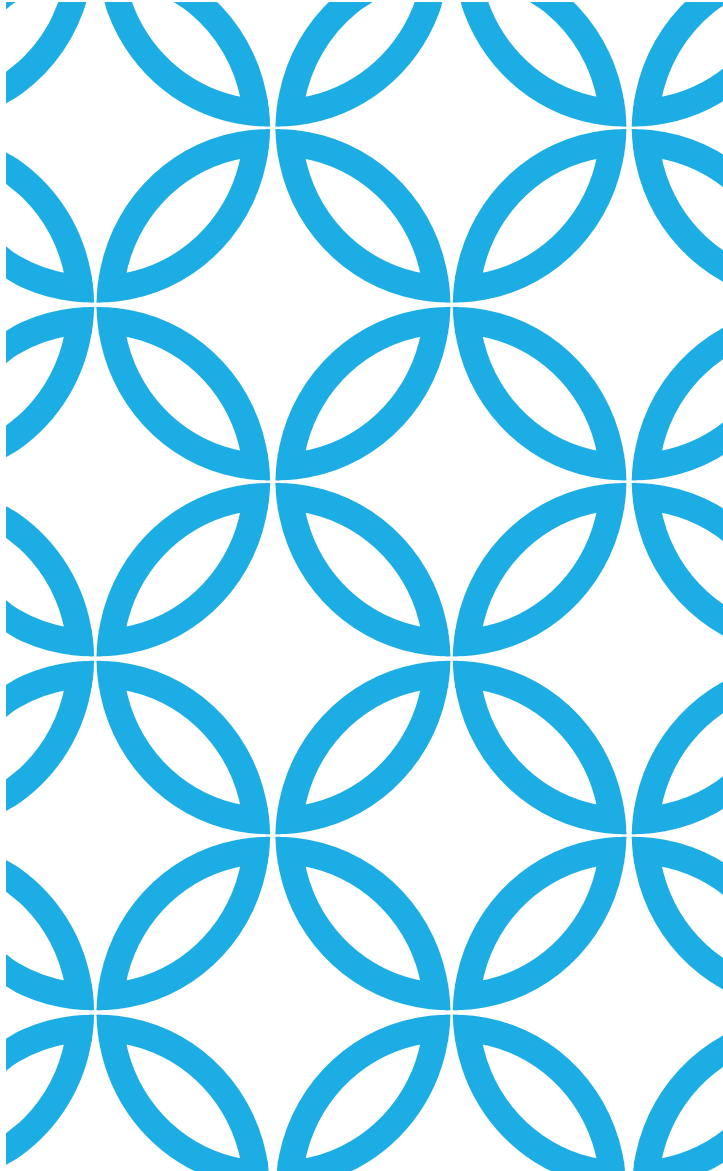
A large amount of our customers came from Asia and the Americas.



Strong contributions were seen in China and India.



We should continue to spend more resources in Asia and the Americas to see further growth in the future.



THANK YOU
