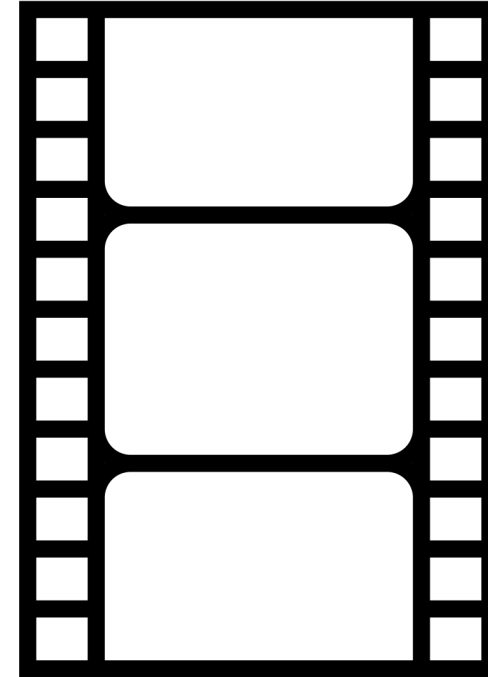# ROCKBUSTER STEALTH
DATABASE ANALYSIS

Gwyn Reniers

Rockbuster Stealth 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 service in order to stay competitive.

PROJECT
OVERVIEW

OBJECTIVES AND ANALYSIS

WHAT is the average rental duration for all videos?

WHICH movies contributed to the most/least to revenue gain?

WHERE are customers with high lifetime value based?

WHICH countries are Rockbuster customers based in?

DO sales figures vary between geographic locations?

COMPANY ANALYSIS

TOTAL CUSTOMERS 599

TOTAL MOVIES 1000

RENTAL LENGTH 3-7 DAYS

RENTAL AMOUT $0.99--$4.99
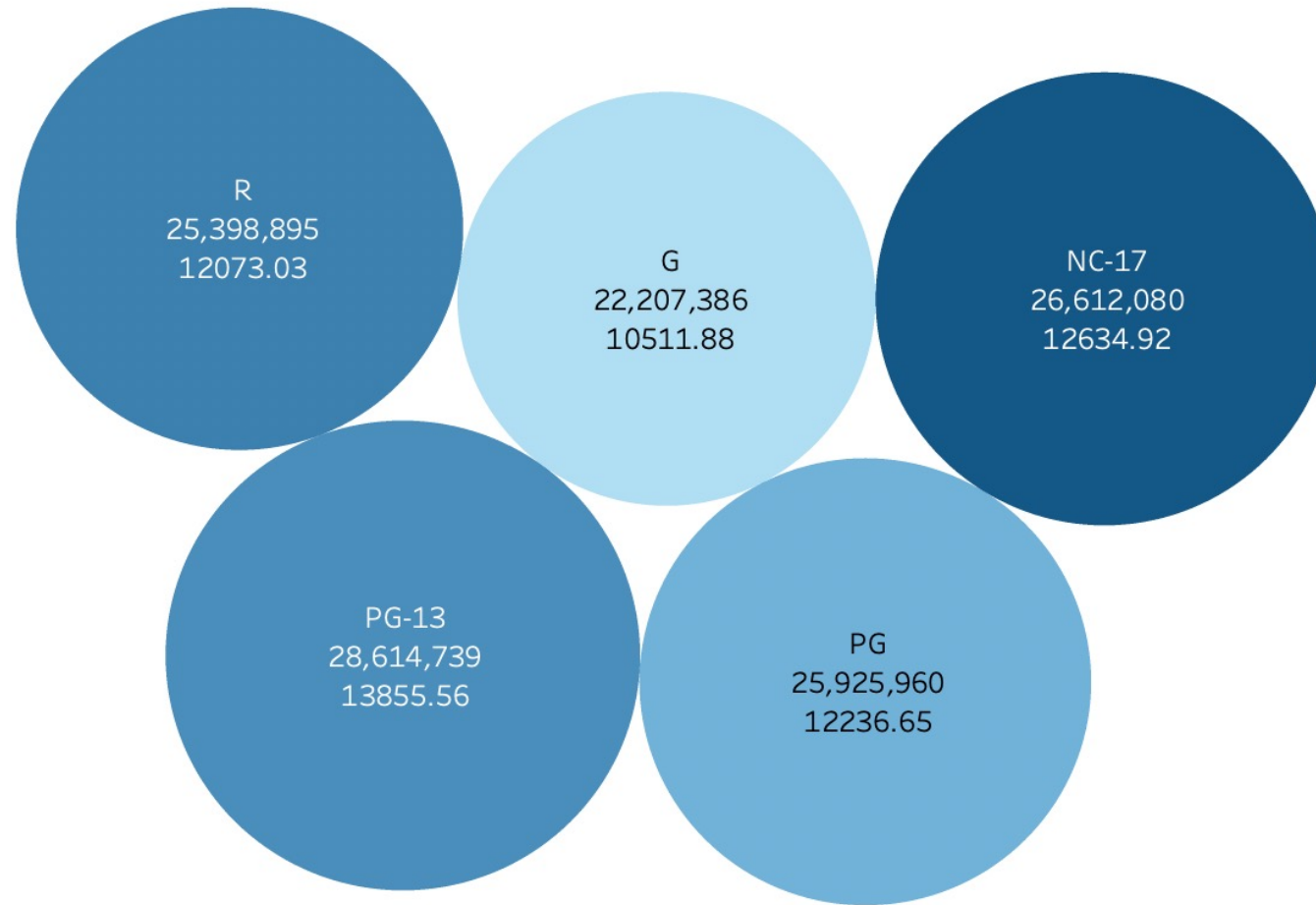
AVG RENTAL RATE 2.98

AVG LENGTH 115 MINUTES

AVG REPLACEMENT COST 19.99

MODE RATING PG-13

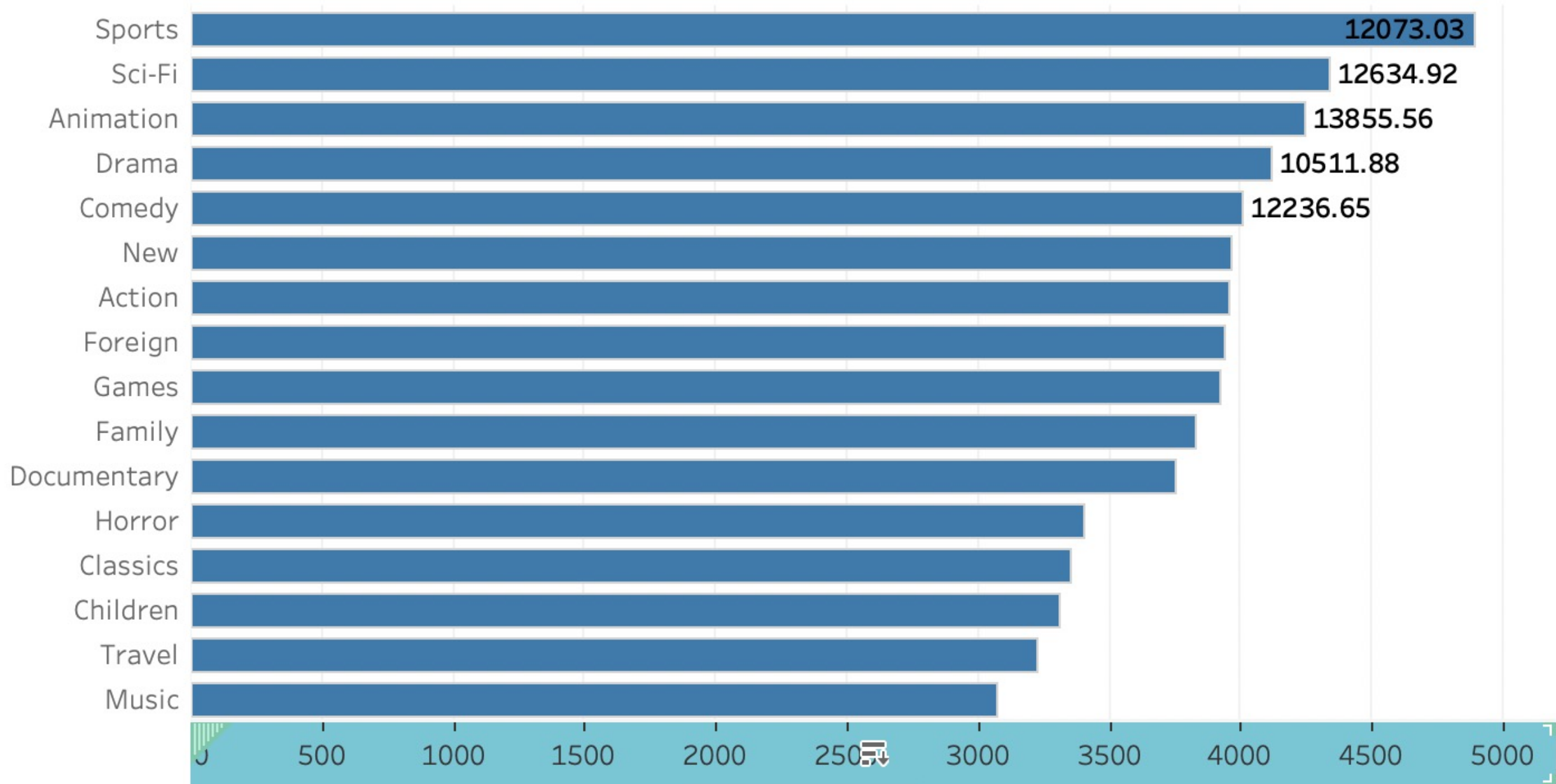REVENUE BY RATING

Units Rented and Total Revenue by Rating
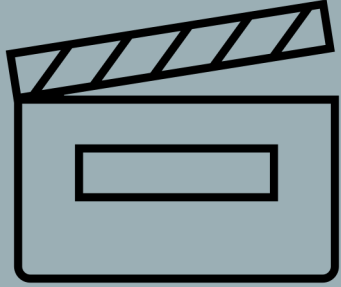
Rating
G
NC-17
PG
PG-13
R

R
25,398,895
12073.03

G
22,207,386
10511.88

NC-17
26,612,080
12634.92

PG-13
28,614,739
13855.56

PG
25,925,960
12236.65

Rental Units per Genre

Genre	Units	Genre	Units	Genre	Units	Genre	Units	Genre	Units
Sports	1,179	Family	1,096	Games	969	Children	945	Comedy	941
Animation	1,166	Drama	1,060	New	940			Travel	837
Action	1,112	Documentary	1,050	Classics	939			Music	830
Sci-Fi	1,101	Foreign	1,033	Horror	846				

RENTAL UNITS
BY GENRE

Total Revenue By Genre

Genre	Revenue
Sports	12073.03
Sci-Fi	12634.92
Animation	13855.56
Drama	10511.88
Comedy	12236.65
New	
Action	
Foreign	
Games	
Family	
Documentary	
Horror	
Classics	
Children	
Travel	
Music	

0   500   1000   1500   2000   2500   3000   3500   4000   4500   5000

TOP PERFORMING FILM: $215.75.

TELEGRAPH VOYAGE

CATEGORY   MUSIC / RATING PG

WORST PERFORMING FILMS (TIE): $5.94
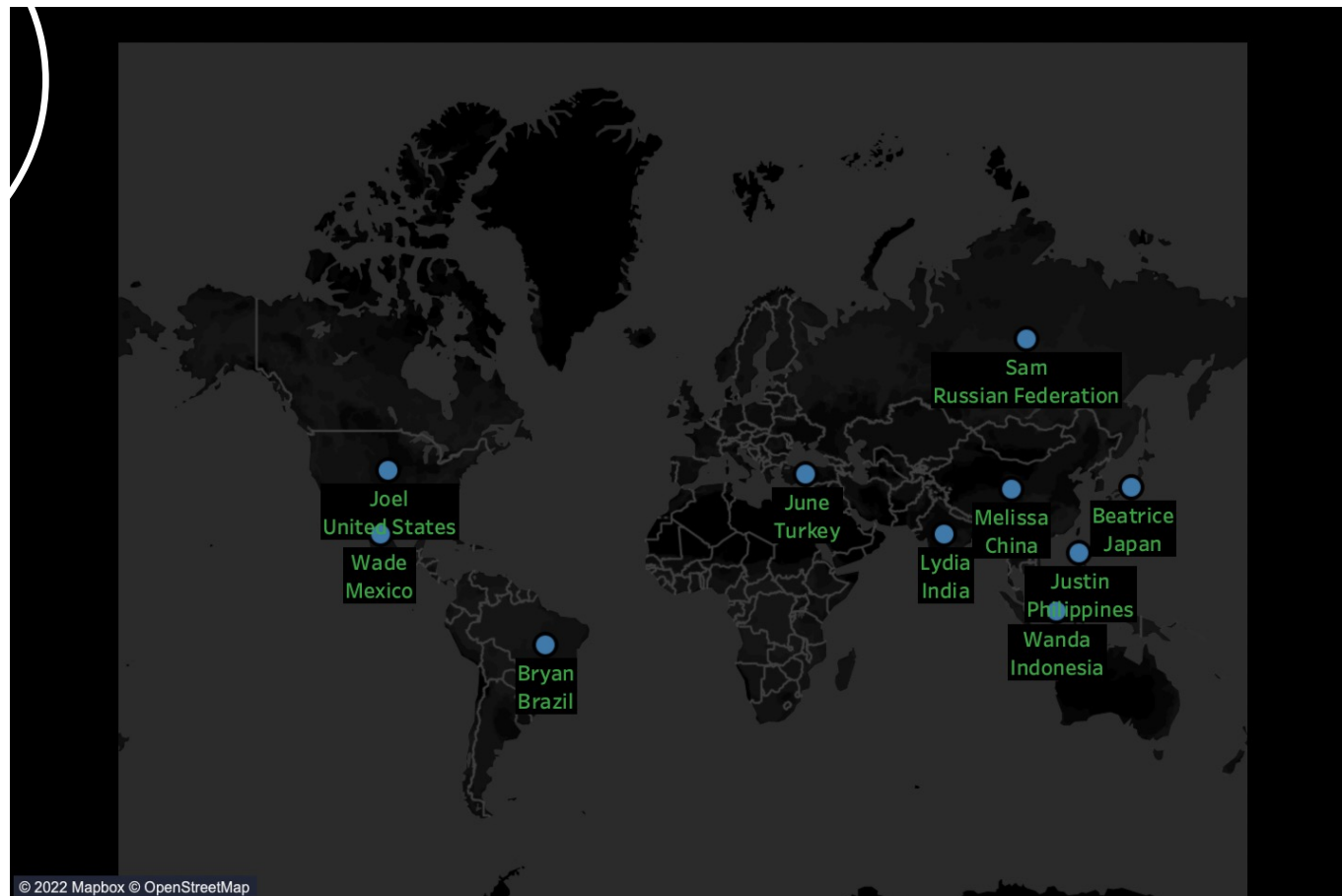
DUFFLE APOCALYPSE   *CATEGORY DOCUMENTRY / RATING G*

OKLAHOMA JUMANJI   *CATEGORY NEW / RATING PG*

TEXAS WATCH   *CATEGORY HORROR   RATING NC-17*
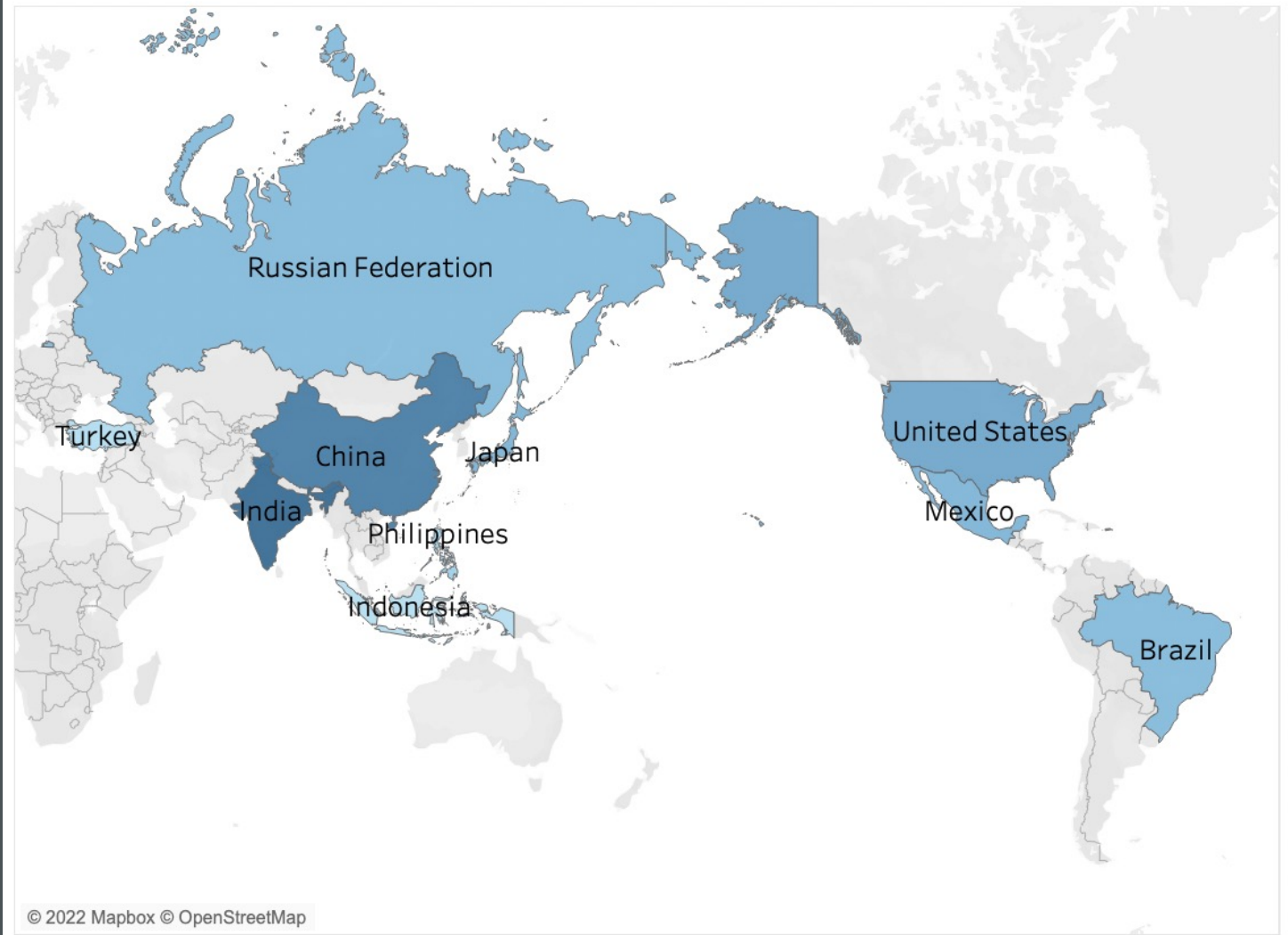
ROCKBUSTER
TOP 10
CUSTOMERS

Sam
Russian Federation

Joel
United States

June
Turkey

Melissa
China

Beatrice
Japan

Wade
Mexico

Lydia
India

Justin
Philippines

Bryan
Brazil

Wanda
Indonesia

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TOP 10 RENTAL COUNTRIES

- INDIA $6033
- CHINA $5247
- UNITED STATES $3694
- JAPAN. $3122
- MEXICO $2985
- BRAZIL $2919
- RUSSIAN FEDERATION $2766
- PHILIPPINES $2220
- TURKEY $1498

Top 10 Rental Countries

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SUGGESTIONS/RECOMMENDATIONS

REVEUNE BY RATING-Target audience ratings through movie promotions of specific ratings. Be country specific- identify cultural boundaries and use respect for this as campaign.

REVENUE increase by promotion and availability of most popular genres and ratings.

Target movie genre by country. Create top Country Customer rewards

Streaming customer rewards program.

Local vs. big business

Just say NO to Netflix campaign

Thanks for your Attention

By Gwyn Reniers, Rockbuster Data Analyst

Tableau Link

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