



Rockbuster

Online Video Service Insights

Jack Bartman

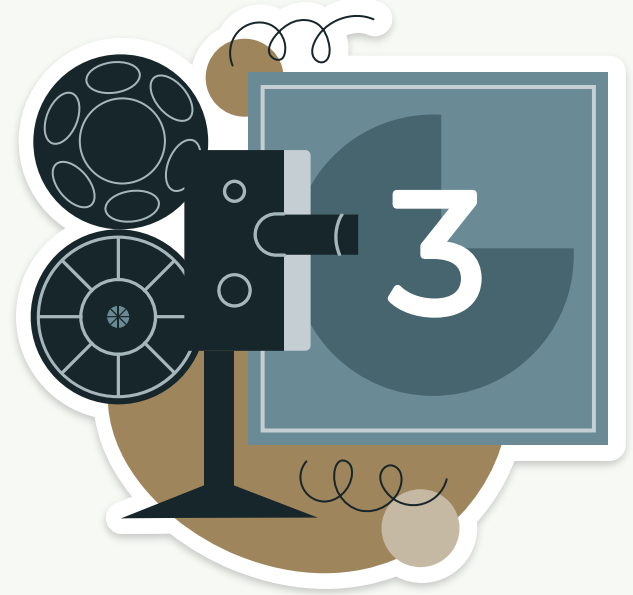


Introduction

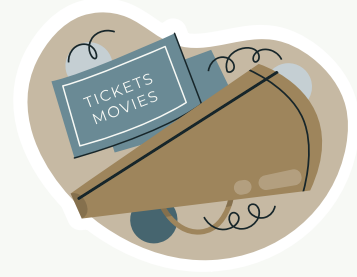
Rockbuster is ready to make to make the move!

The history of brick-and-mortar rental stores has been successful but that is changing, and market share is being lost to streaming services.

Rockbuster is poised to launch a streaming service of its own. Here are some insights on the past sales, customers, and films that can be used to guide the future of the new service!



Key Questions



Films

Which movies contributed the most/least to revenue gain?

Rental Duration

What is the average rental duration for all videos?

Location

What countries are Rockbuster customers based in?

Customers

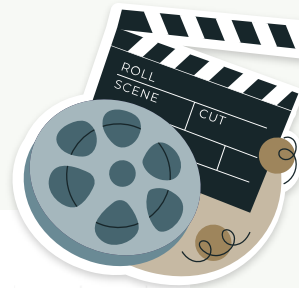
Where are customers with a high lifetime value based?

Sales

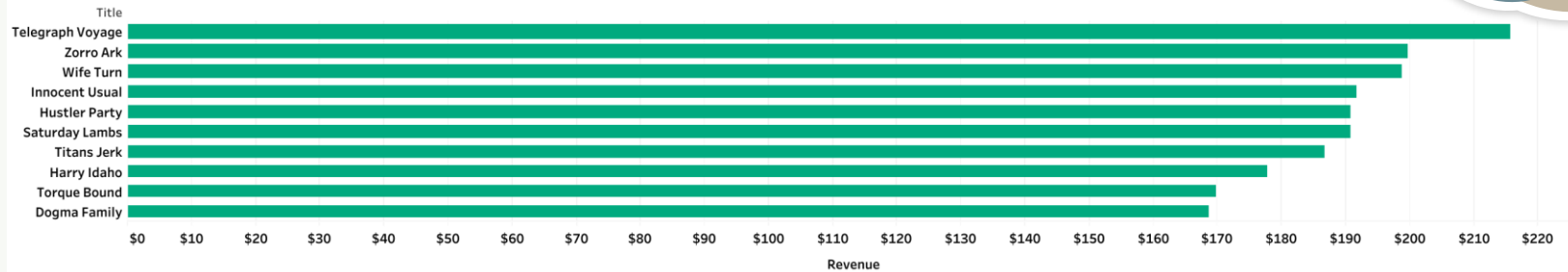
Do sales figures vary between geographic regions?



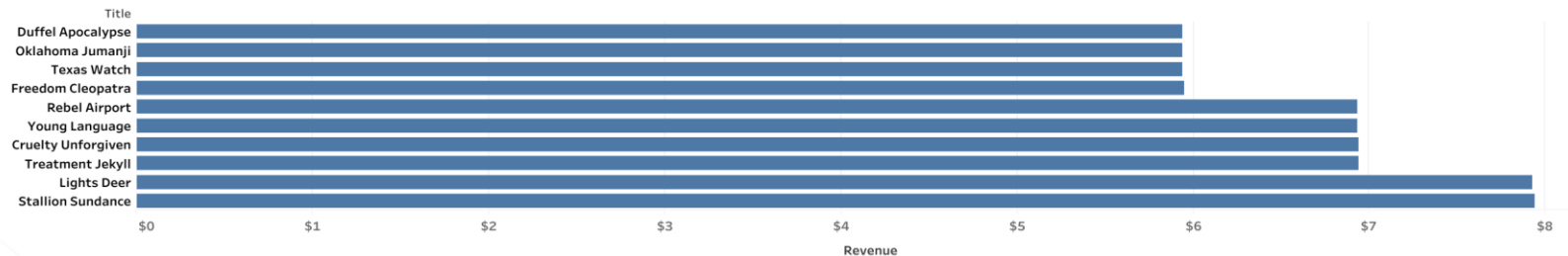
Films - Top and Bottom Films by Revenue



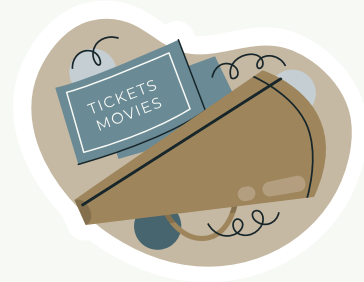
Top Ten Films by Revenue



Bottom Ten Films by Revenue



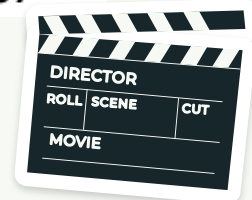
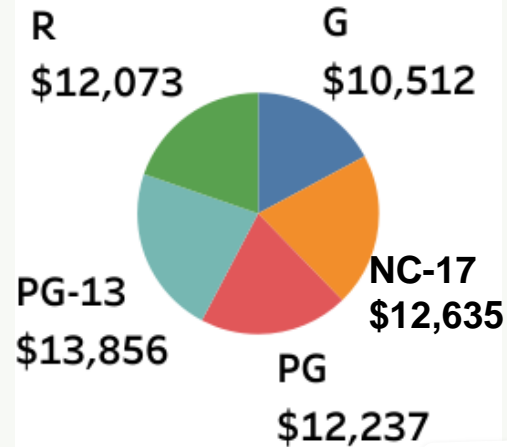
Films - Revenue by Category and Rating

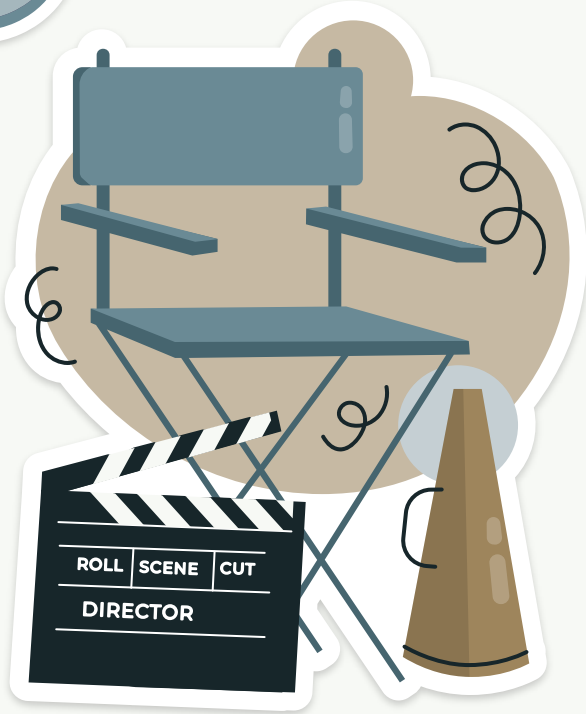


Revenue by Category

Sports \$4,892	Comedy \$4,002	Games \$3,922	Family \$3,782	Documentary \$3,750
Sci-Fi \$4,336	New \$3,966	Horror \$3,401		Travel \$3,227
Animation \$4,245	Action \$3,952			Music \$3,072
Drama \$4,118	Foreign \$3,934	Classics \$3,353	Children \$3,309	

Revenue by Rating





Films



Films with the highest revenue:

Telegraph Voyage, Zorro Ark, Wife Turn, Innocent Usual, Hustler Party, Saturday Lambs, Titans Jerk, Harry Idaho, Torque Bound, Dogma Family.

Films with the lowest revenue:

Duffel Apocalypse, Texas Watch, Oklahoma Jumanji, Freedom Cleopatra, Rebel Airport, Young Language, Cruelty Unforgiven, Treatment Jekyll, Lights Dear, Stallion Sundance.

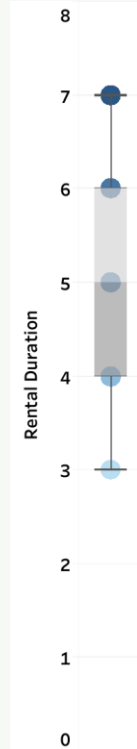
Film Categories with Highest Revenue:

Sports, Comedy, Sci-Fi, New, Animation, Action, & Drama.

Film Ratings with Highest Revenue

R, NC-17, PG-13, PG, & G have Similar Market Share.

Rental Duration

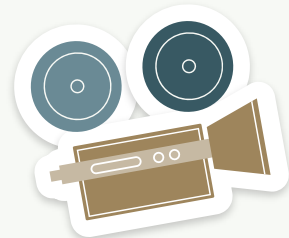


Average = 5 days

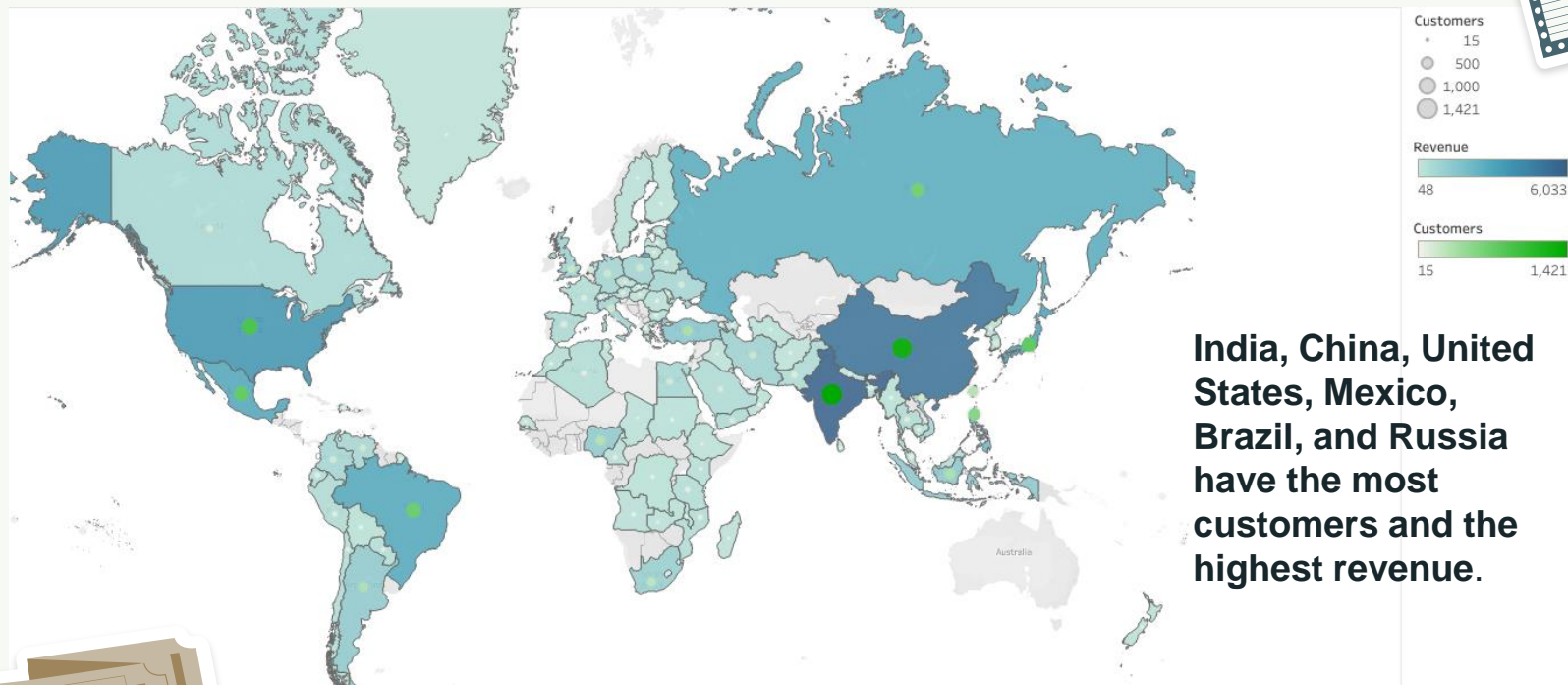
Median = 5 days

Maximum = 7 days

Minimum = 3 days



Location & Sales

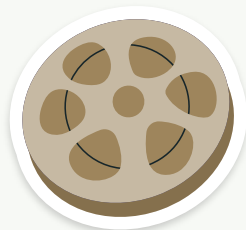


India, China, United States, Mexico, Brazil, and Russia have the most customers and the highest revenue.



Customers - Top Ten by Revenue

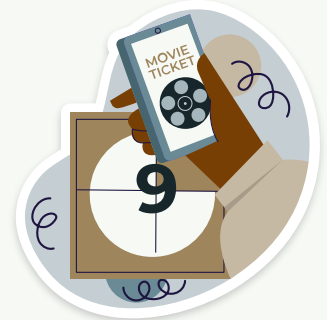
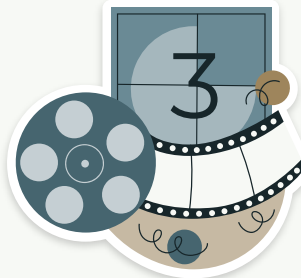
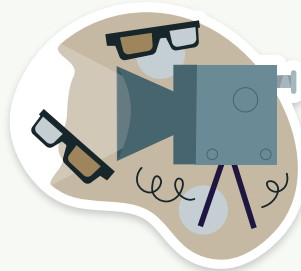
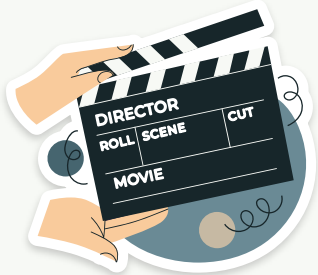
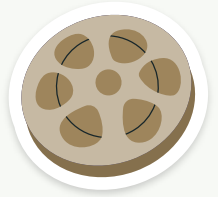
First Name	Last name	City	Country	Revenue
Eleanor	Hunt	Saint-Denis	France	\$ 211.55
Karl	Seal	Cape Coral	United States	\$ 208.58
Marion	Snyder	Santa Brbara dOeste	Brazil	\$ 194.61
Rhonda	Kennedy	Apeldoorn	Netherlands	\$ 191.62
Clara	Shaw	Molodetno	Belarus	\$ 189.60
Tommy	Collazo	Qomsheh	Iran	\$ 183.63
Ana	Bradley	Memphis	United States	\$ 167.67
Curtis	Irby	Richmond Hill	Canada	\$ 167.62
Marcia	Dean	Tanza	Philippines	\$ 166.61
Mike	Way	Valparai	India	\$ 162.67



Thanks!

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[Tableau information is here](#)





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