

# ROCKBUSTER STEALTH

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## Objective

Rockbuster management team plans to use existing movie licenses to launch an online movie rental service. A new strategy must be executed to stay competitive among other streaming services.

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# KEY QUESTIONS

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- 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?
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These question will help evaluate and provide insights on the analysis I constructed with visualizations.



# ABOUT ROCKBUSTER STEALTH

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## Total amount of movies

1000 films

## Language of Films

All movies are in English

## Total amount of Customers

599 Customers

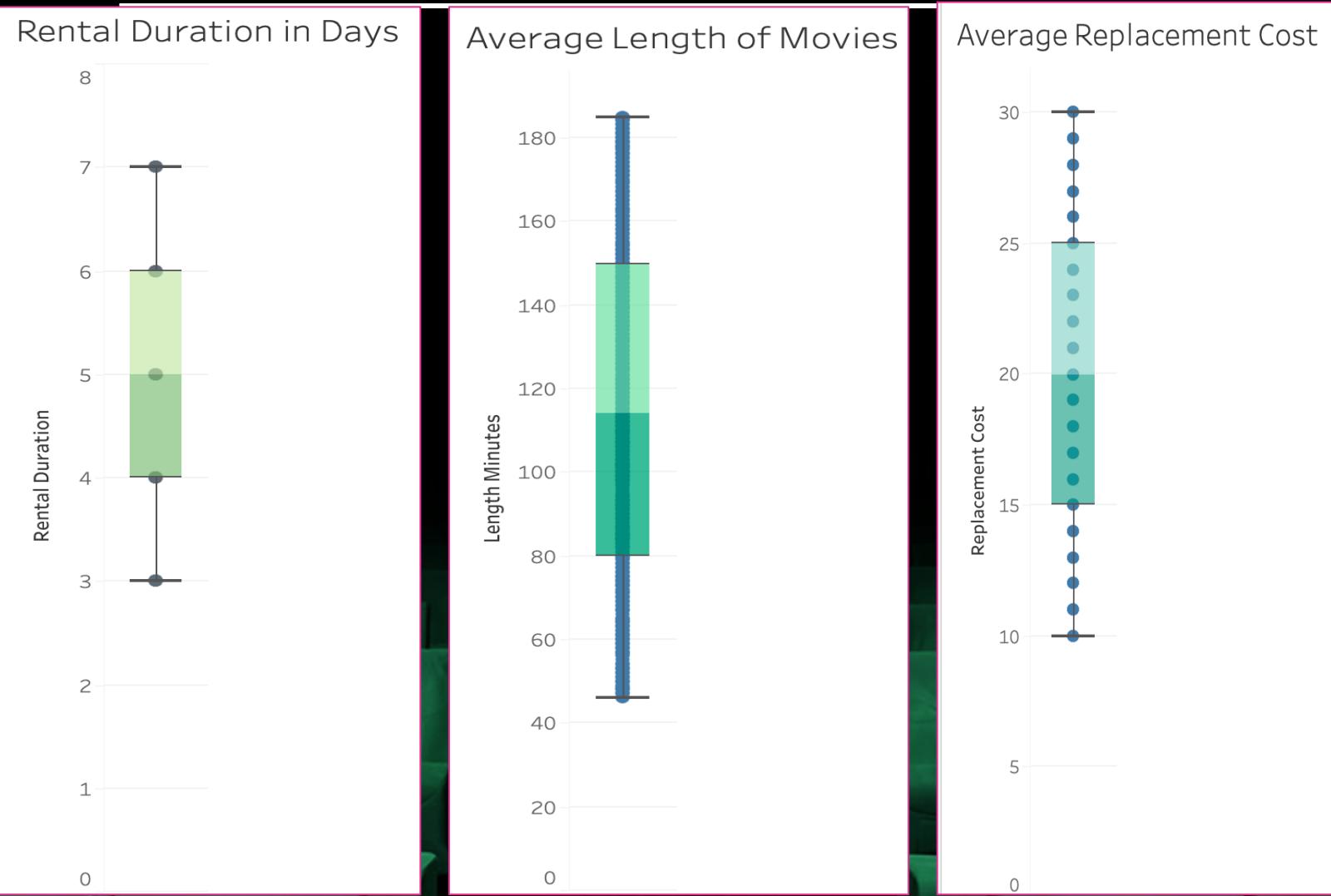
Worldwide  
109 Countries

## Average Amount paid for movie rental

\$4.20

MOVIES

# MIN AVG MAX



- Max rental duration= 7
- Average= 5
- Min rental= 3

- Max length=185
- Average= 115
- Min length= 46

- Max replacement cost= 30
- Average= 20
- Min replacement cost= 10

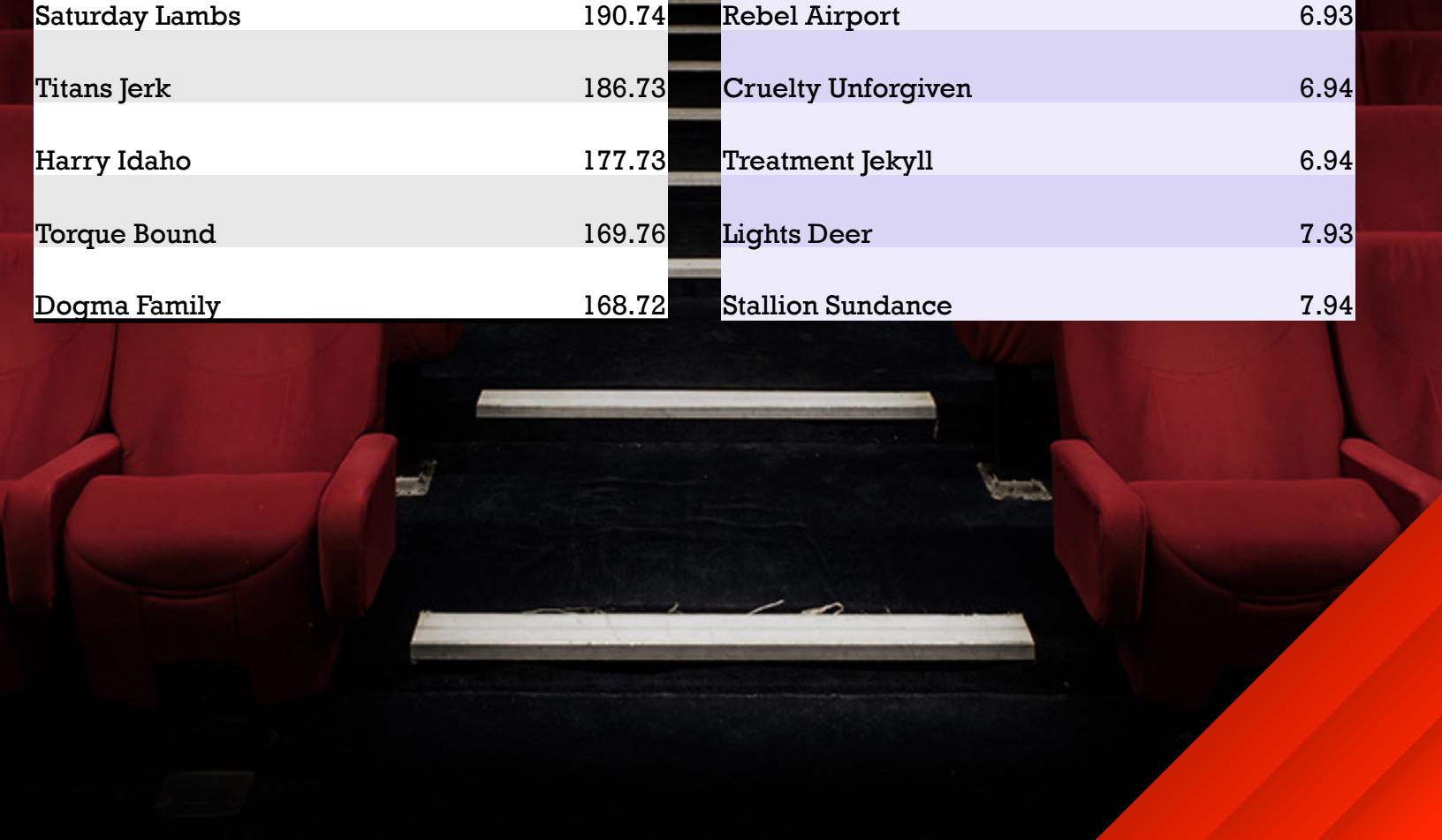
# TOP 10 AND LOWEST 10 MOVIES IN REVENUE

## TOP 10

TITLE	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

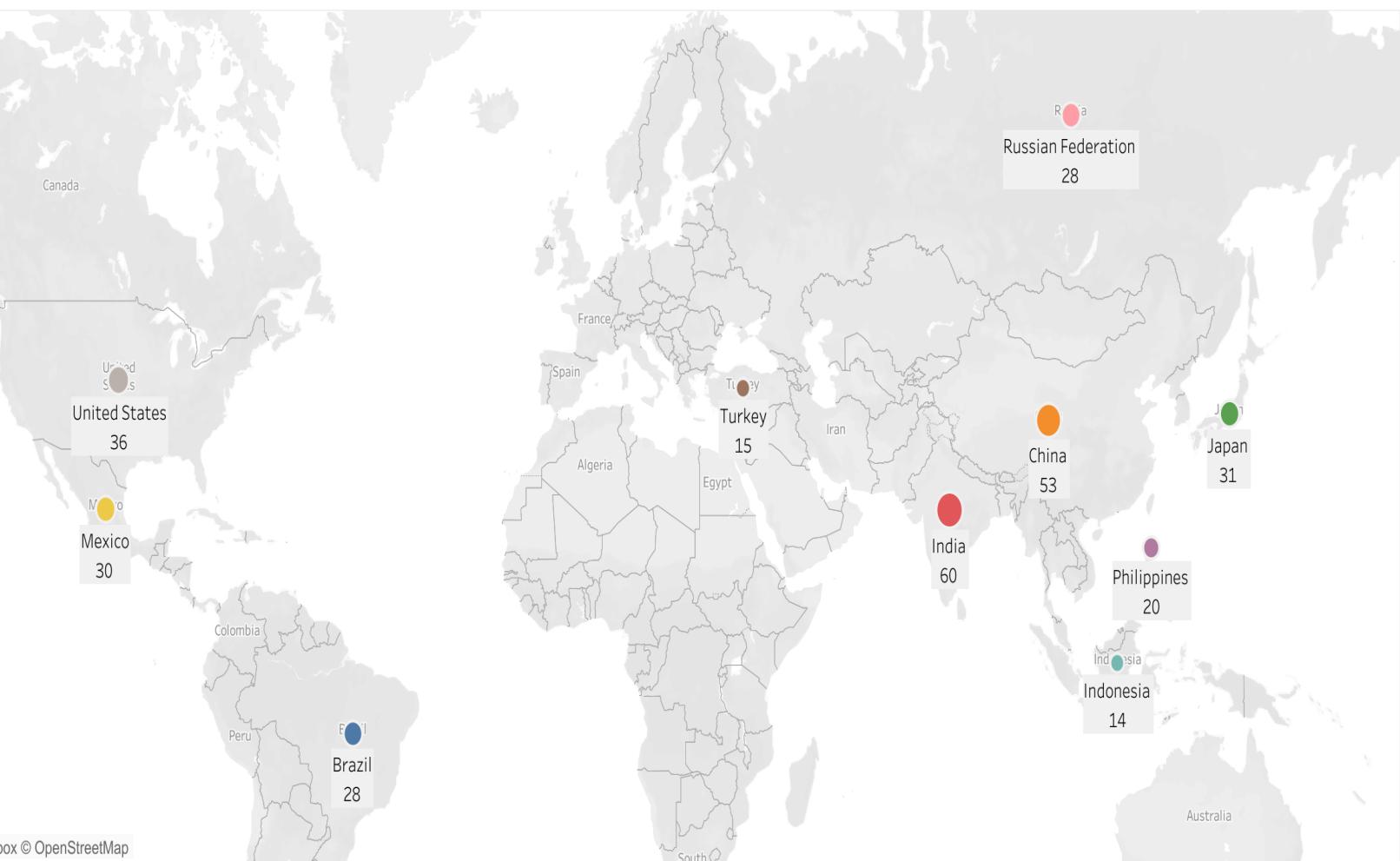
## BOTTOM 10

TITLE	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



# TOP 10 COUNTRIES WITH MOST CUSTOMERS

countries most customers



# TOP 5 PAYING CITIES BASED ON CUSTOMER

TOP 5 PAYING CITIES

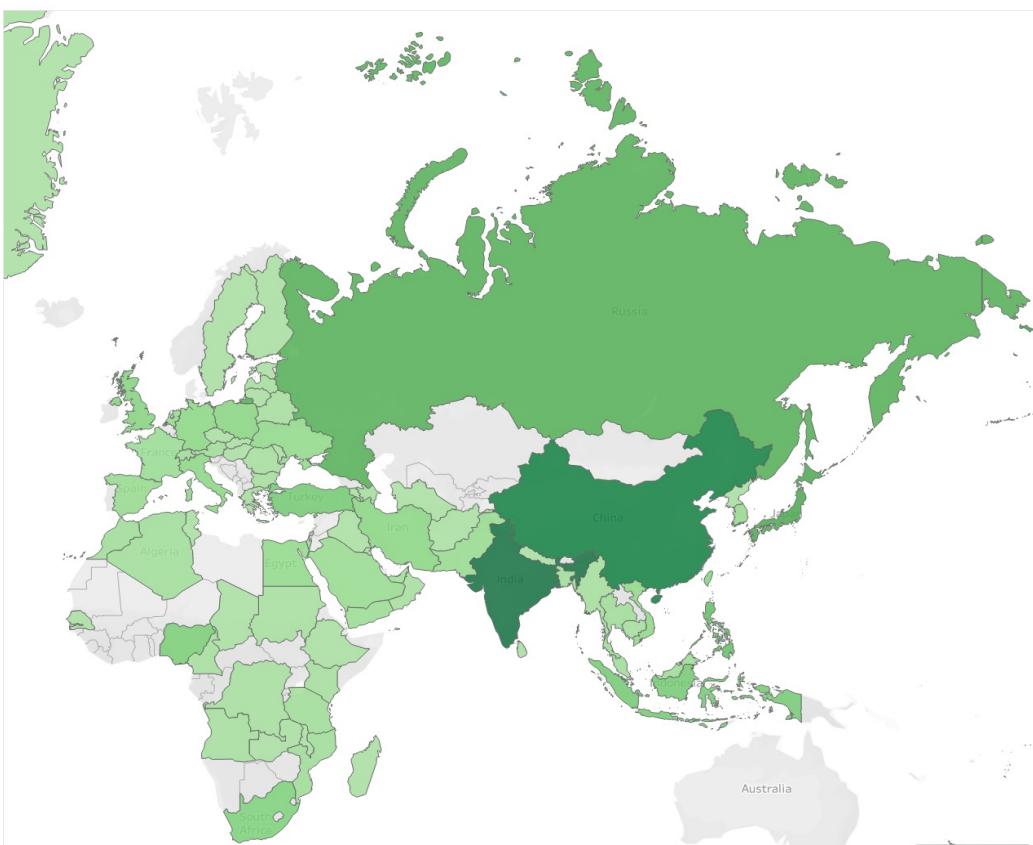


Customers in each  
City

Customers	City
Arlene Harvey	Ambattur
Kyle Spurlock	Shanwei
Marlene Welch	Iwaki
Glen Talbert	Acua
Clinton Buford	Aurora

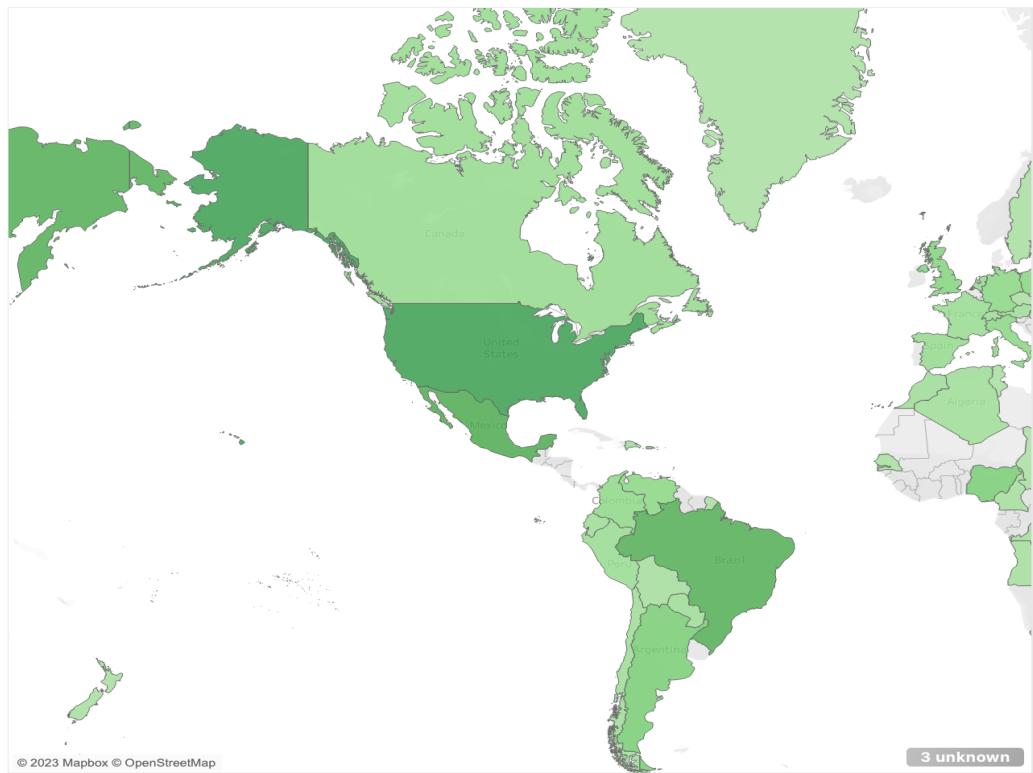
# CUSTOMERS BASED IN COUNTRIES

Customer based in Countries

SUM(Number Custome...  
1 60

Darker Green colors are countries with the most customers.

Customer based in Countries

SUM(Number Custome...  
1 60

# TOTAL REVENUE FOR TOP 10 COUNTRIES

Country	Customer count	Total payment
India	60	6034.78
China	53	5251.03
United States	36	3685.31
Japan	31	3122.51
Mexico	30	2984.82
Brazil	28	2919.19
Russian Federation	28	2765.62
Philippines	20	2219.70
Turkey	15	1498.49
Indonesia	14	1352.69

# RECOMMENDATIONS

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- Customers are in 109 different countries, but our focus would be on the top ten countries with the most customers. United states, turkey Russian federation, Philippines, Mexico, Japan, Indonesia, India, China, Brazil.
- Ambattur, India; Shanwei, China; Iwaki, Japan; Acua, Mexico; Aurora, United States; are the 5 cities with the customers with the highest lifetime value base. Customer like so should be rewarded to retain customers. Example would be discount on next movie rental after 5 rentals.
- Sales figures vary between geographic regions, and it is important to keep notice of the top 10 countries with most revenue. India, China, United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey, Indonesia.



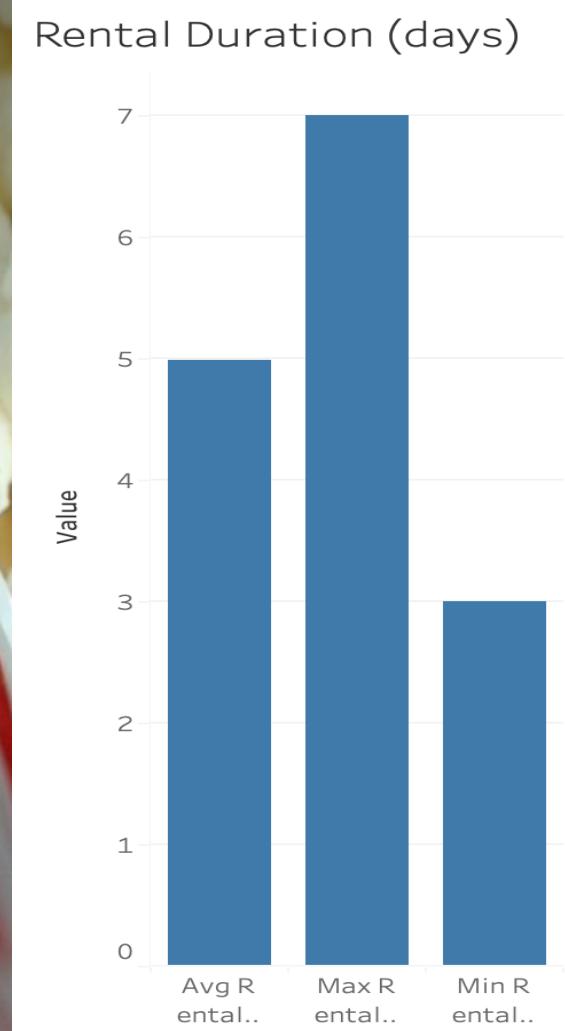
# RECOMMENDATION CON'T

- Telegraph Voyage, Zorro Ark, Wife Turn, Innocent Usual, Hustler Party, Saturday Lambs, Titans Jerk, Harry Idaho, Torque, Bound, Dogma Family are movies that kept the highest revenue would recommend showing like movies.

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# RECOMMENDATION CON'T

- Average rental durations is 5 days, would recommend renting movies roughly 5 days when customer rents a movie.



# THANK YOU

## Question?

Please email.

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## Tableau link

<https://public.tableau.com/app/profile/jazmin.gutierrez/viz/RockbusterProjectTablesandMaps/top10countriesrevenue?public=yes>

