
Rockbuster Stealth LCC

Business strategy for 2020

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Introduction

Rockbuster Stealth LLC is a movie rental company, planning to launch its online video rental service to compete with other rental services like Amazon, Netflix.

Our goal is to derive meaningful insights which will be useful in the new streaming service launch strategy.

OBJECTIVES:

- Which movies contributes the most/ least to the revenue?
 - Which countries are Rockbuster customers based in?
 - DO sales vary between various geographical regions?
 - What is the average rental duration?
 - What are the most popular genres (in terms of rental rate and revenue)
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General information form the Database

Minimal rental duration: 3 days	Maximum rental duration: 3 days	Average rental duration: 4.99 days
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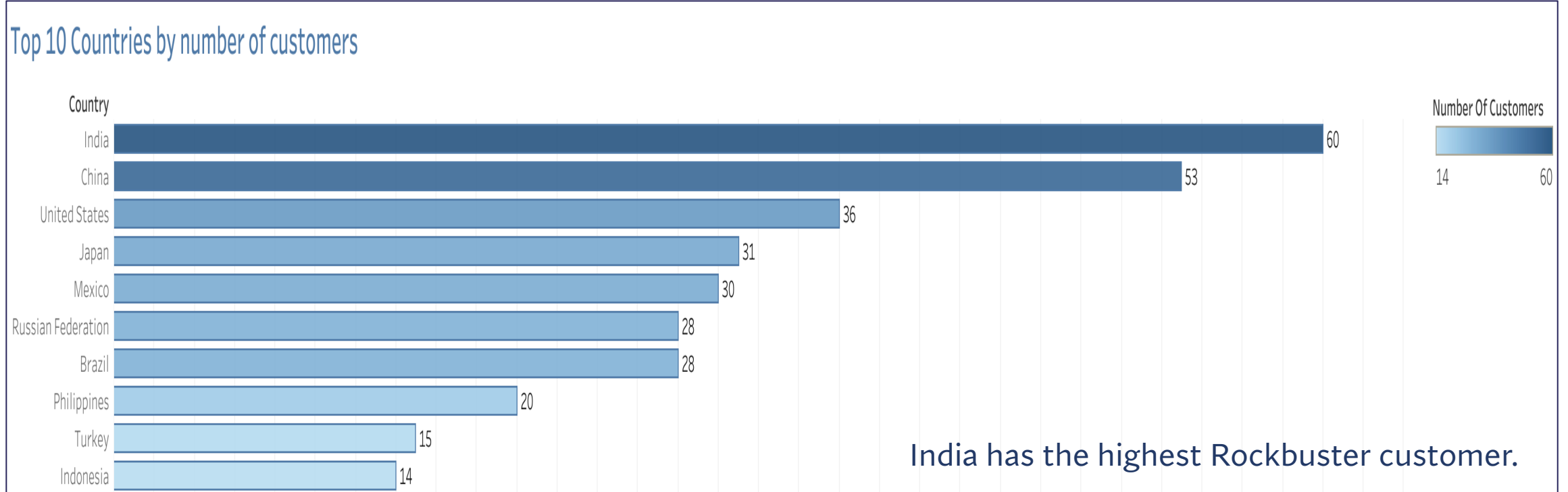
Minimum length of a movie: 46 min.	Maximum length of a movie: 185 min	Average length of a movie: 115.27 min.
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Earliest release year of a movie: 2006	Latest release year of a movie: 2006	Most frequent MPAA rating: PG-13
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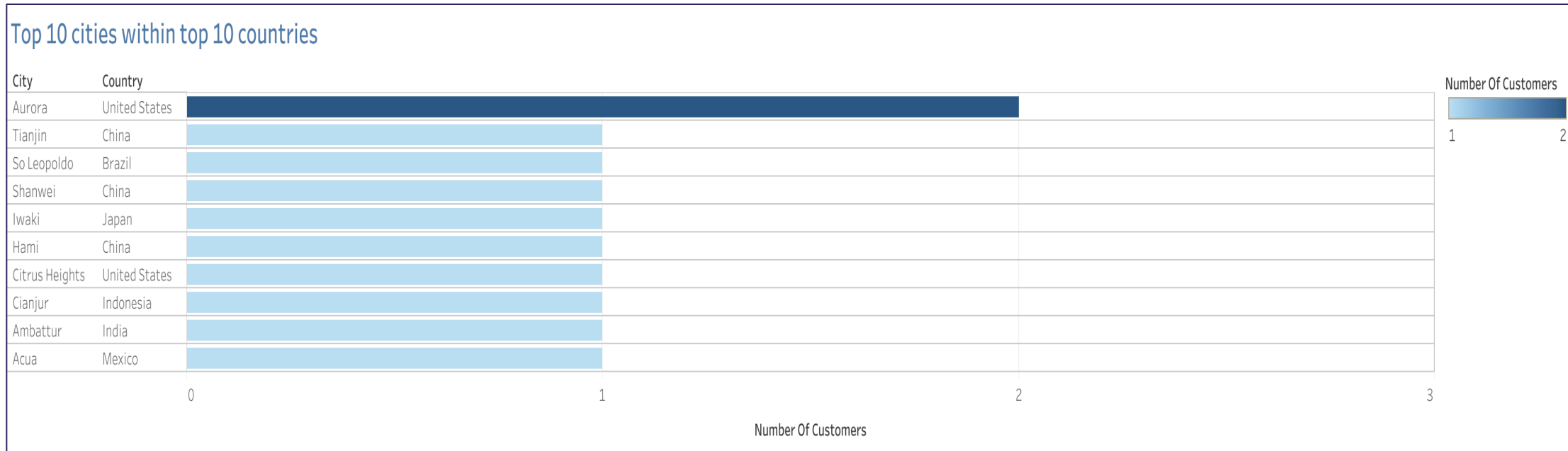
Minimum rental rate: 0.99	Maximum rental rate: 4.99	Average rental rate: 2.98
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Minimum replacement cost of a movie: 9.99	Maximum replacement cost of a movie: 29.99	Average replacement cost of a movie: 19.98
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Top 10 Countries by Number of Customers



Top 10 cities within top 10 countries



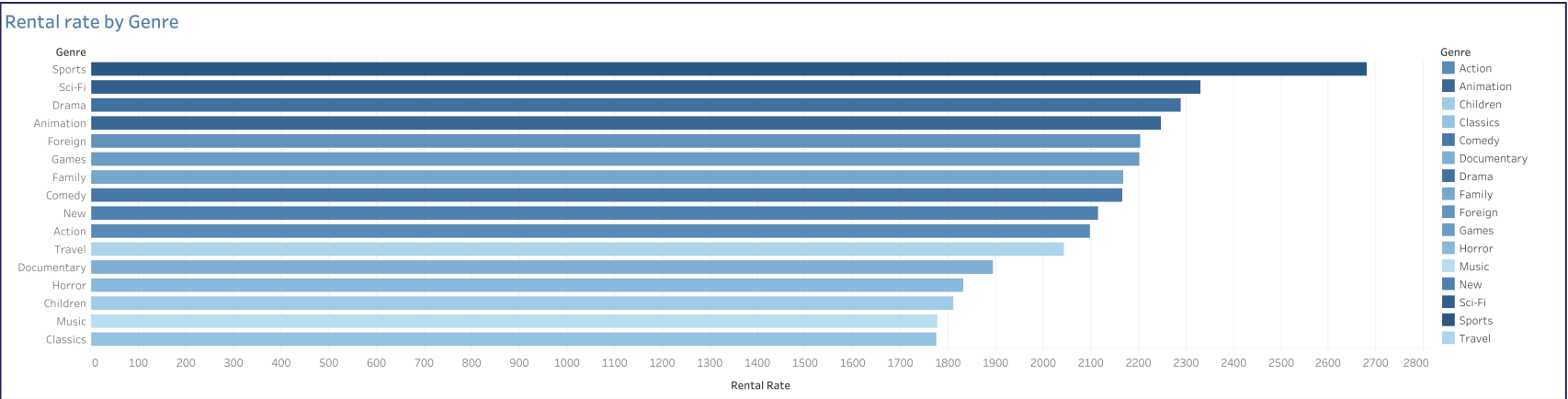
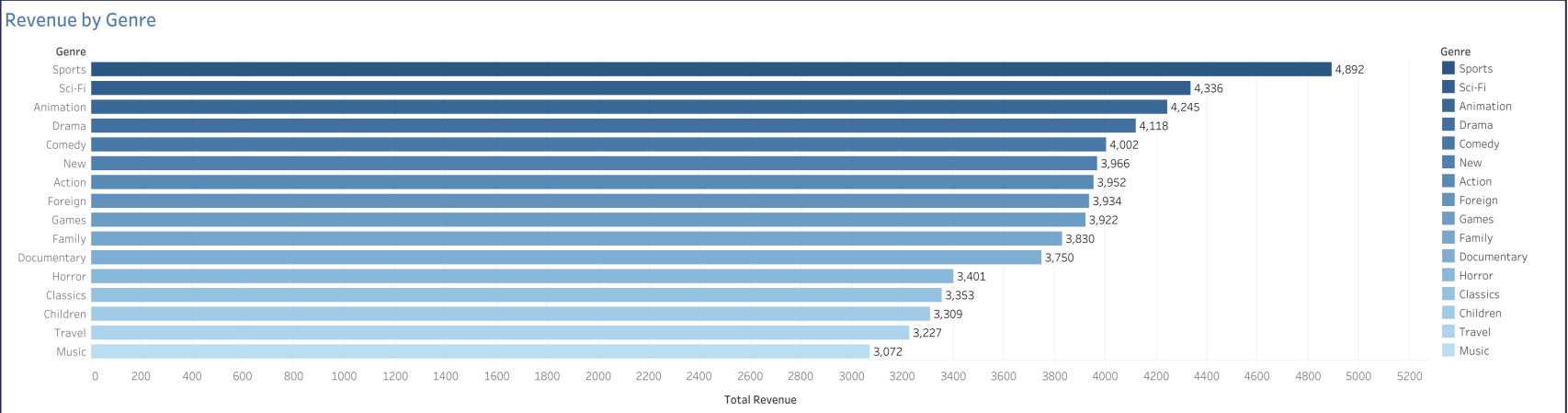
Only Aurora city has 2 customers, rest all the city has one customer.

Link: https://public.tableau.com/app/profile/jinal.pandya/viz/Task3_10Top10citieswithintop10countries/Sheet1?publish=yes

Top 5 customers within top 5 cities

customer_id	customer first name	customer last name	country	city	total_amount_paid
424	Kyle	Spurlock	China	Shanwei	109.71
240	Marlene	Welch	Japan	Iwaki	106.77
486	Glen	Talbert	Mexico	Acua	100.77
537	Clinton	Buford	United States	Aurora	98.76
14	Betty	White	United States	Citrus Heights	96.77

Revenue generated by genre

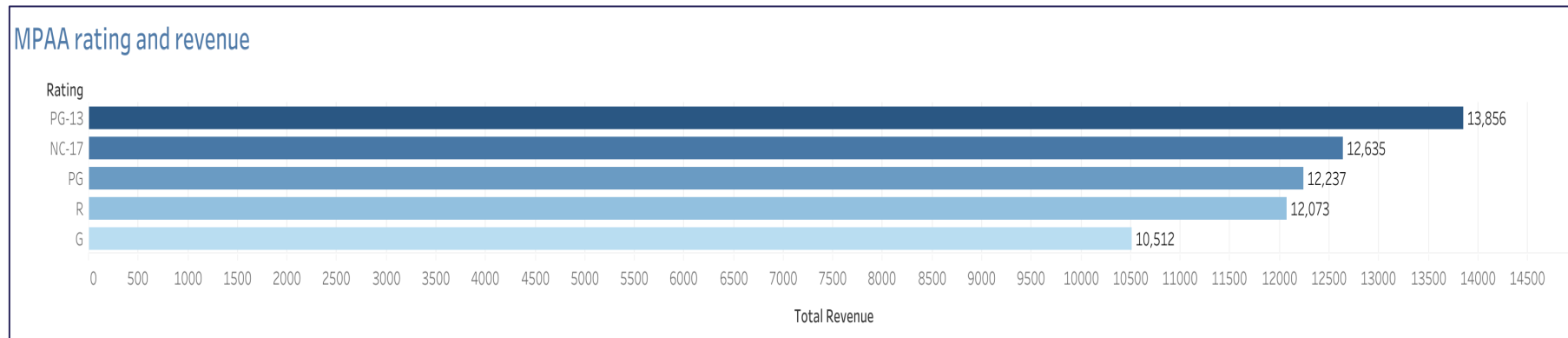


Top Genre giving revenue and has highest rental rate is Sport.

Link: https://public.tableau.com/app/profile/jinal.pandya/viz/Task3_10RevenuebyGenre/Sheet1?publish=yes

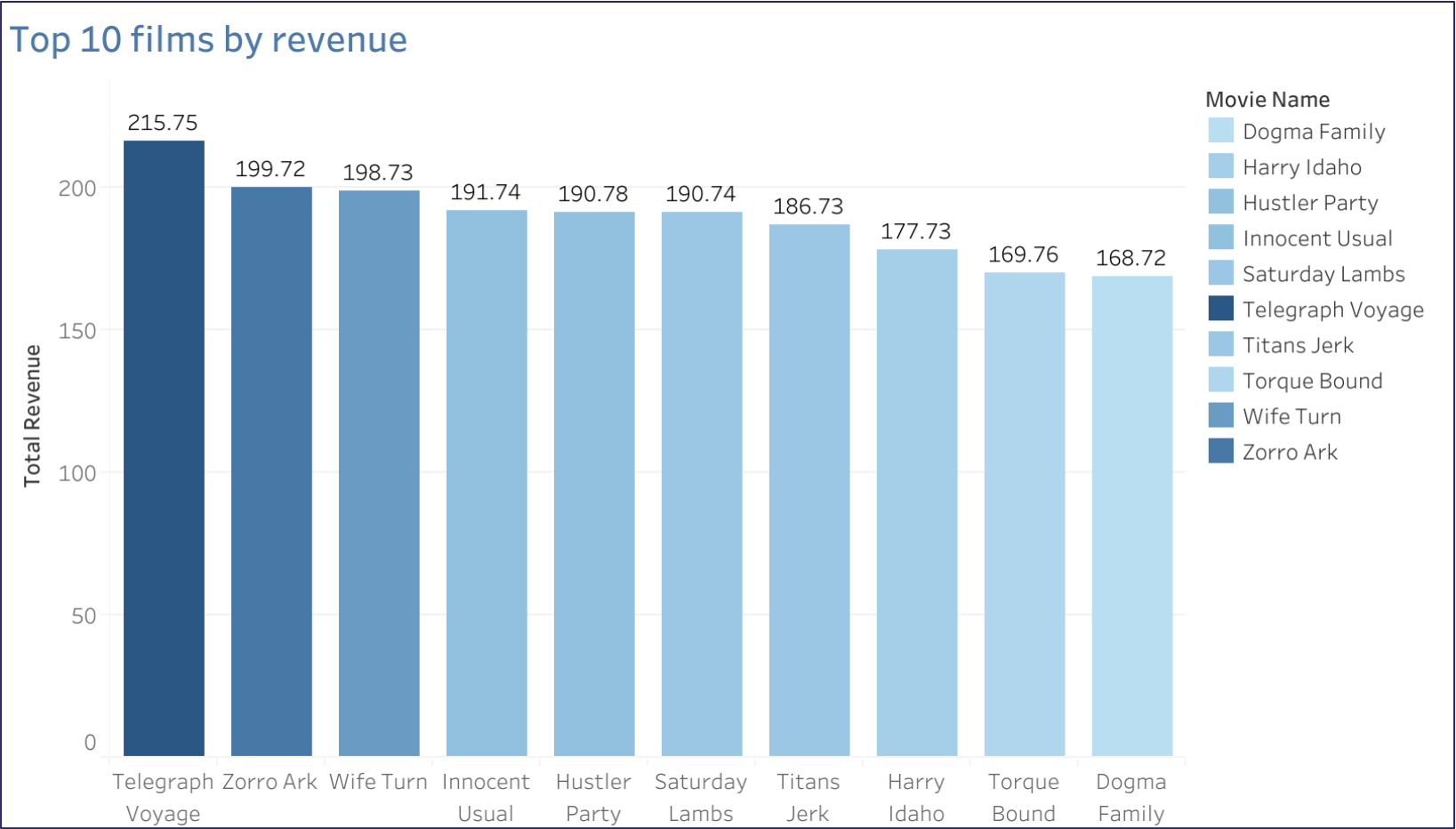
https://public.tableau.com/app/profile/jinal.pandya/viz/Task3_10RentalratebyGenre/Sheet1?publish=yes

MPAA rating and revenue



PG-13 rating generates the most revenue. However , the difference in each rating regarding revenue is not much

Top 10 film by revenue



Link: https://public.tableau.com/app/profile/jinal.pandya/viz/Task3_10Top10filmbyrevenue/Sheet1?publish=yes

Conclusion and recommendations

- ❖ Rockbuster Stealth LCC has customers base all over the world.
 - ❖ The top 5 revenue making customers are: Arlene Harvey, Kyle Spurlock, Marlene Welch, Glen Talbert, Clinton Buford.
 - ❖ The leading genres for India, United States and Mexico are “Sports”. Whereas in China it’s “Animation”, and in Japan it’s “New”.
 - ❖ The most rented films have PG-13 MPAA rating.
 - ❖ Average length of the rented movies is 113 to 116 minutes therefore, it is good to provide more such movies with the similar length.
 - ❖ All movies are in English and was released in 2006. It is also good to provide the movies in the native language of the country it has been released.
 - ❖ To get noticed advertise the upcoming new launch of online video rental service in various platform depending on its popularity in particular country.
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Thank You
