

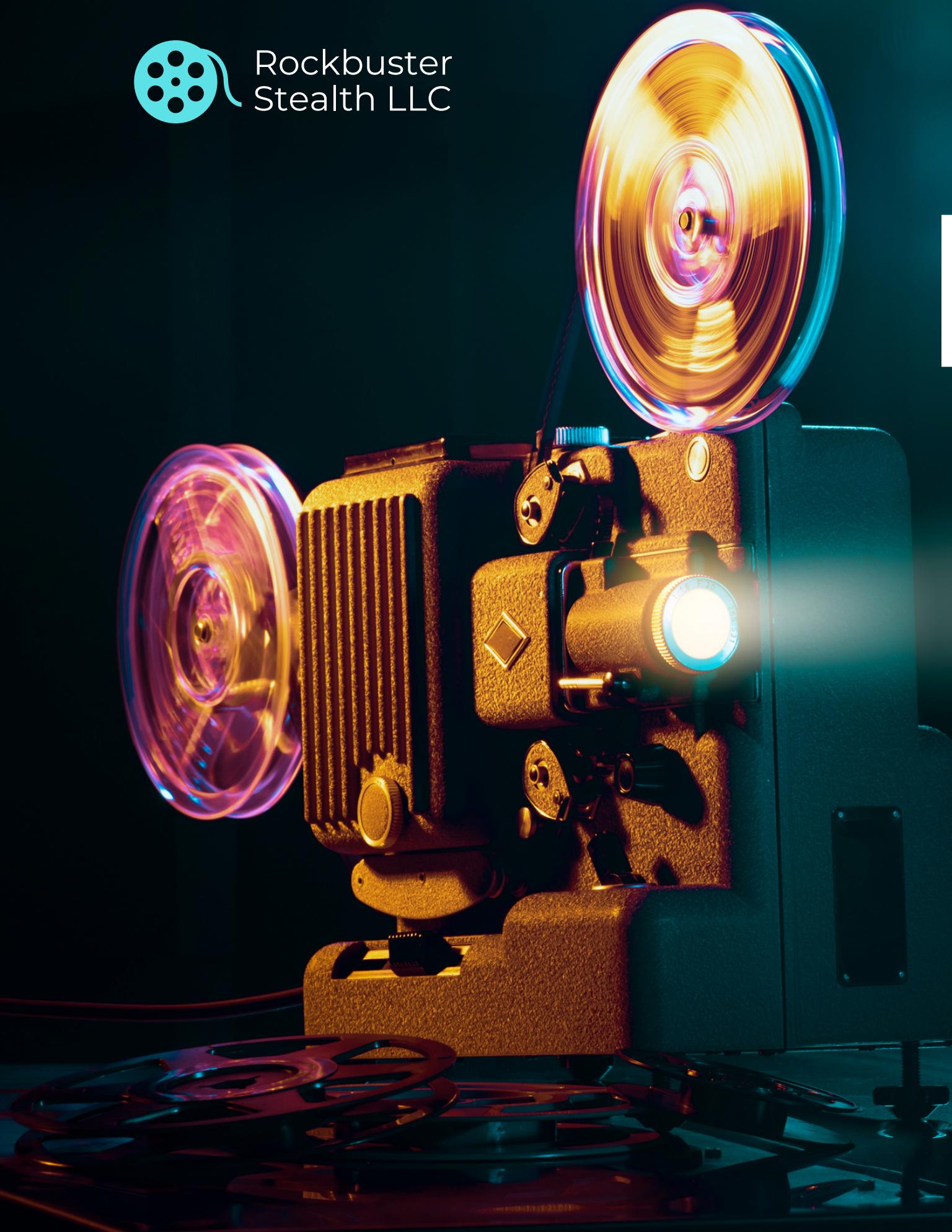


ROCKBUSTER

DATA ANALYSIS

Strategic Planning
2020

FILM



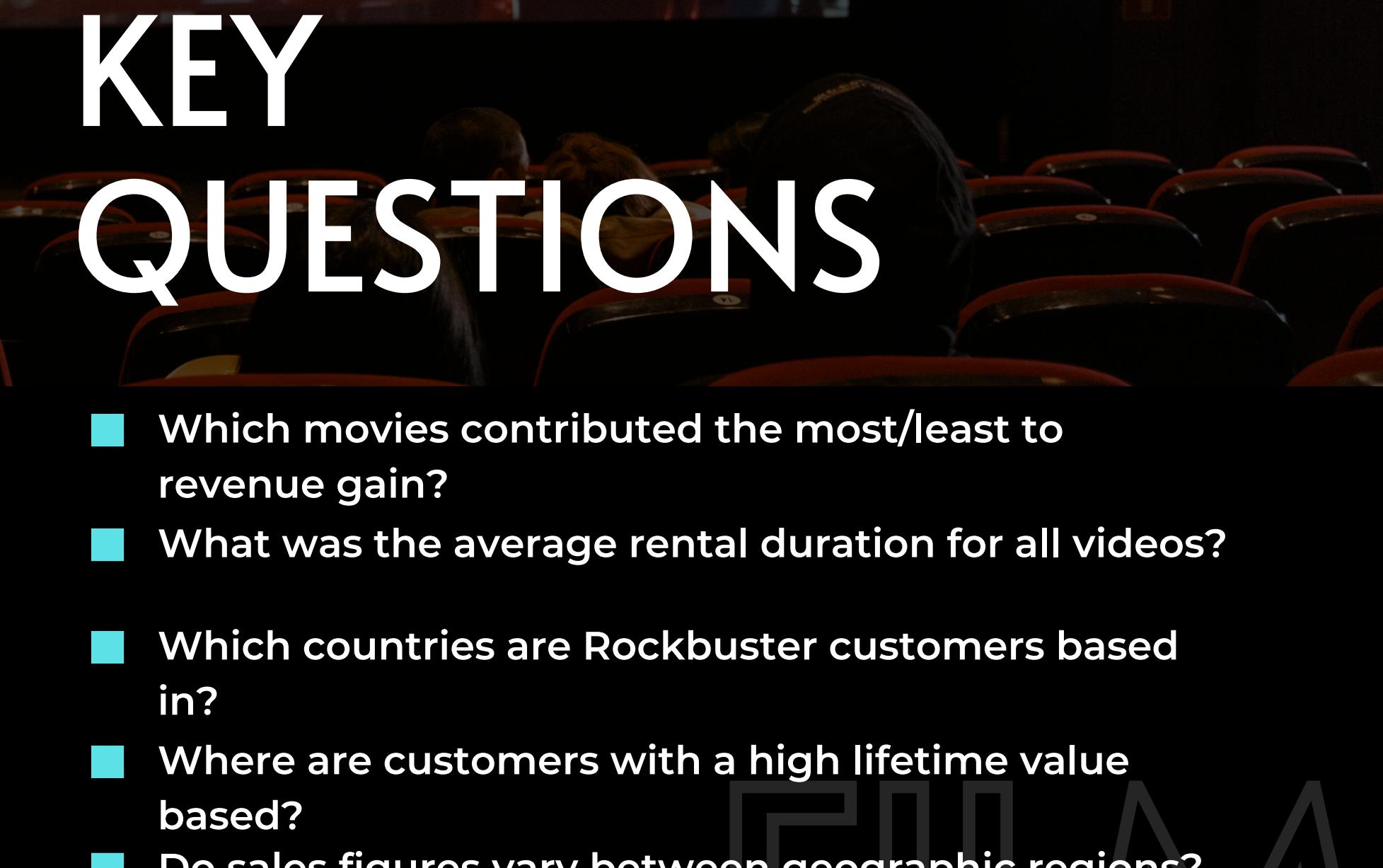
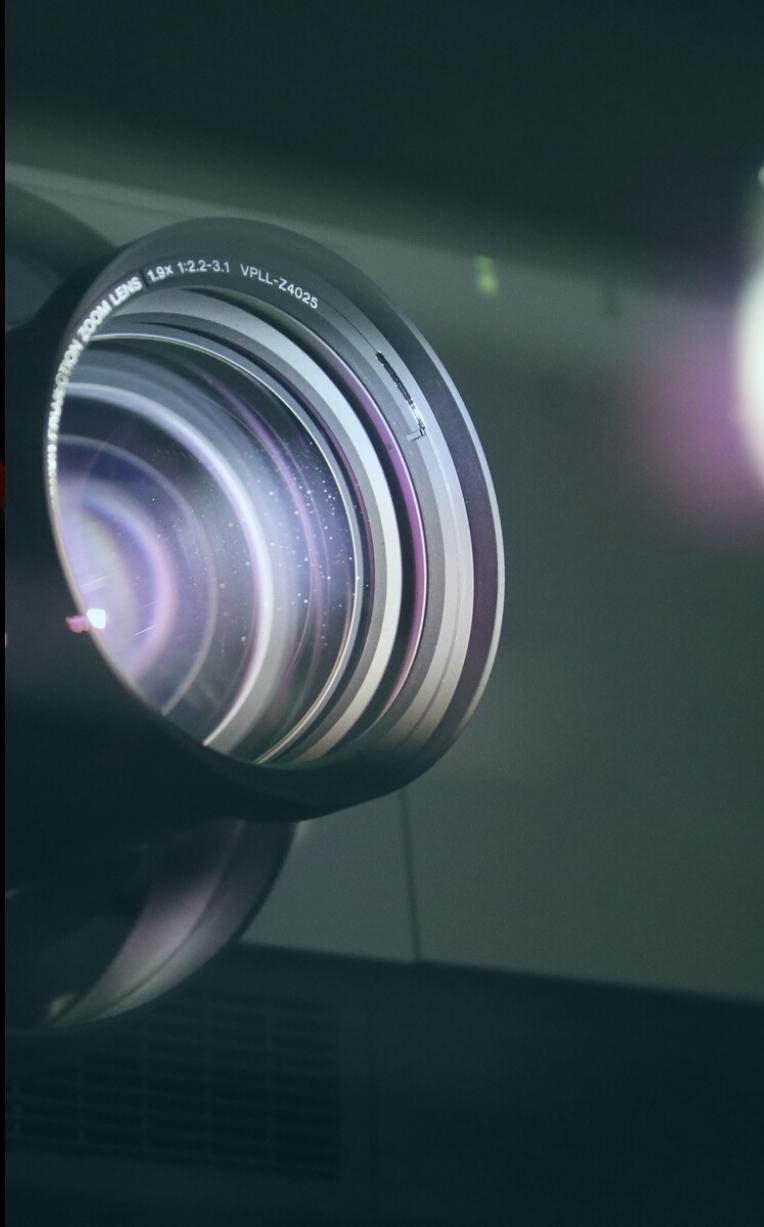


PROJECT OVERVIEW

Rockbuster Stealth LLC 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.



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KEY QUESTIONS

- 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?



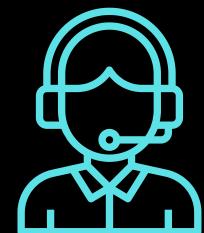
ROCKBUSTER TODAY



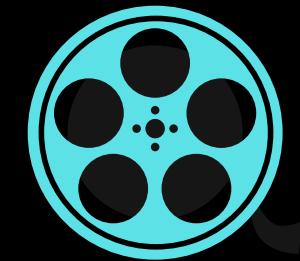
2 Store Fronts



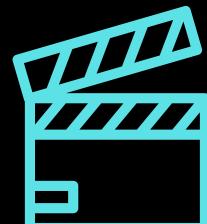
599 Active
Customers



2 Staff Members

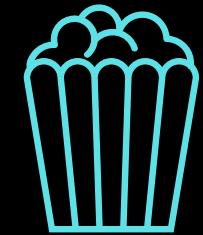


1,000 Films



1,6044 in
Inventory

MOVIE METRICS



5 Days Average
Rental Duration



\$61,312.04

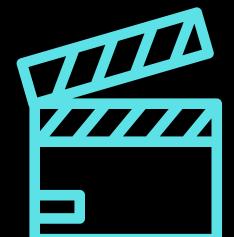
Total Revenue



\$2.98 Average
Rental Rate



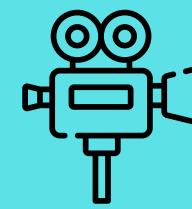
Sports
Top Genre



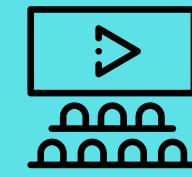
PG-13
Top Rating



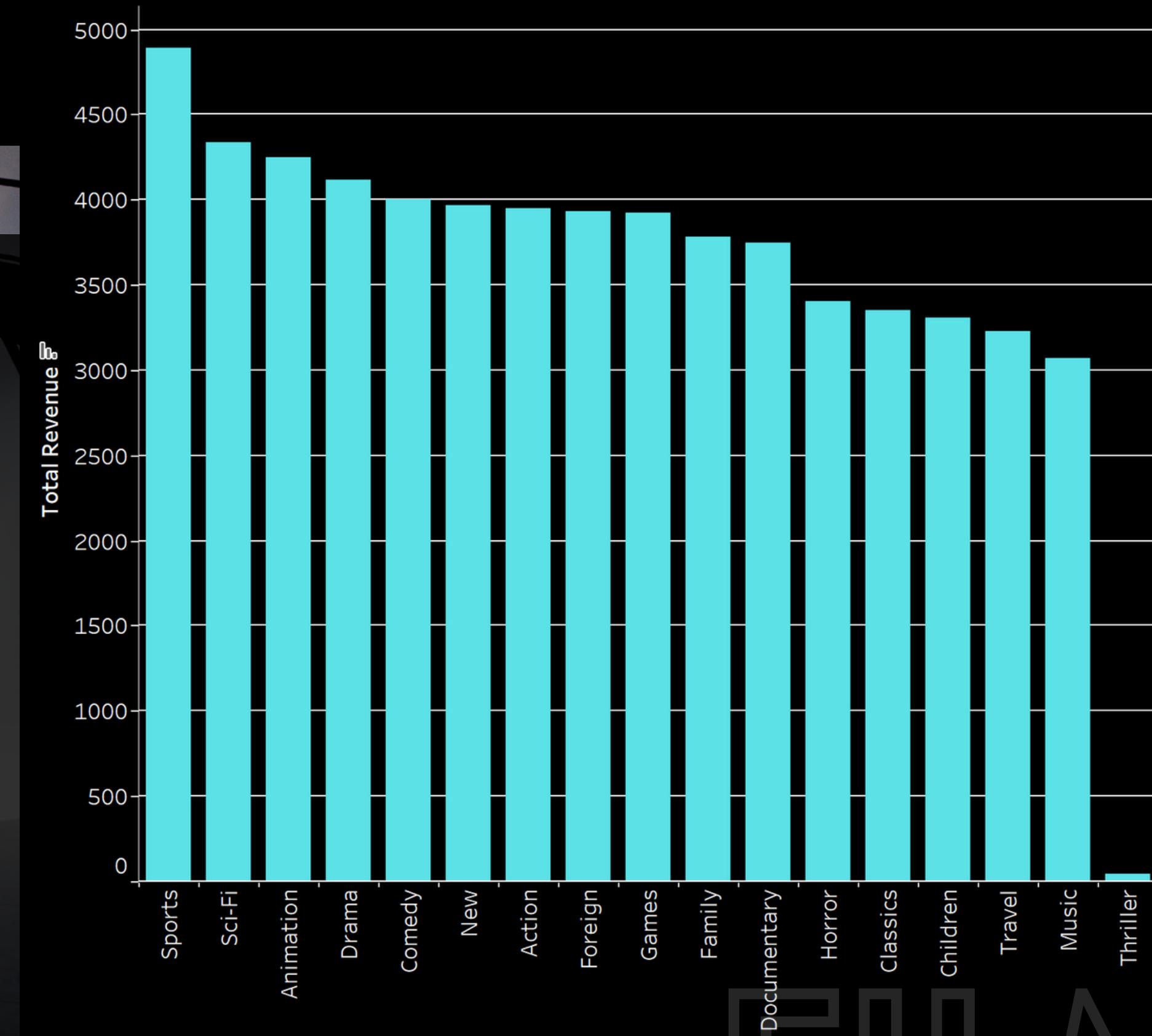
MOVIE REVENUE



Most Revenue
SPORTS
\$4,892.19



Least Revenue
Thriller
\$47.89





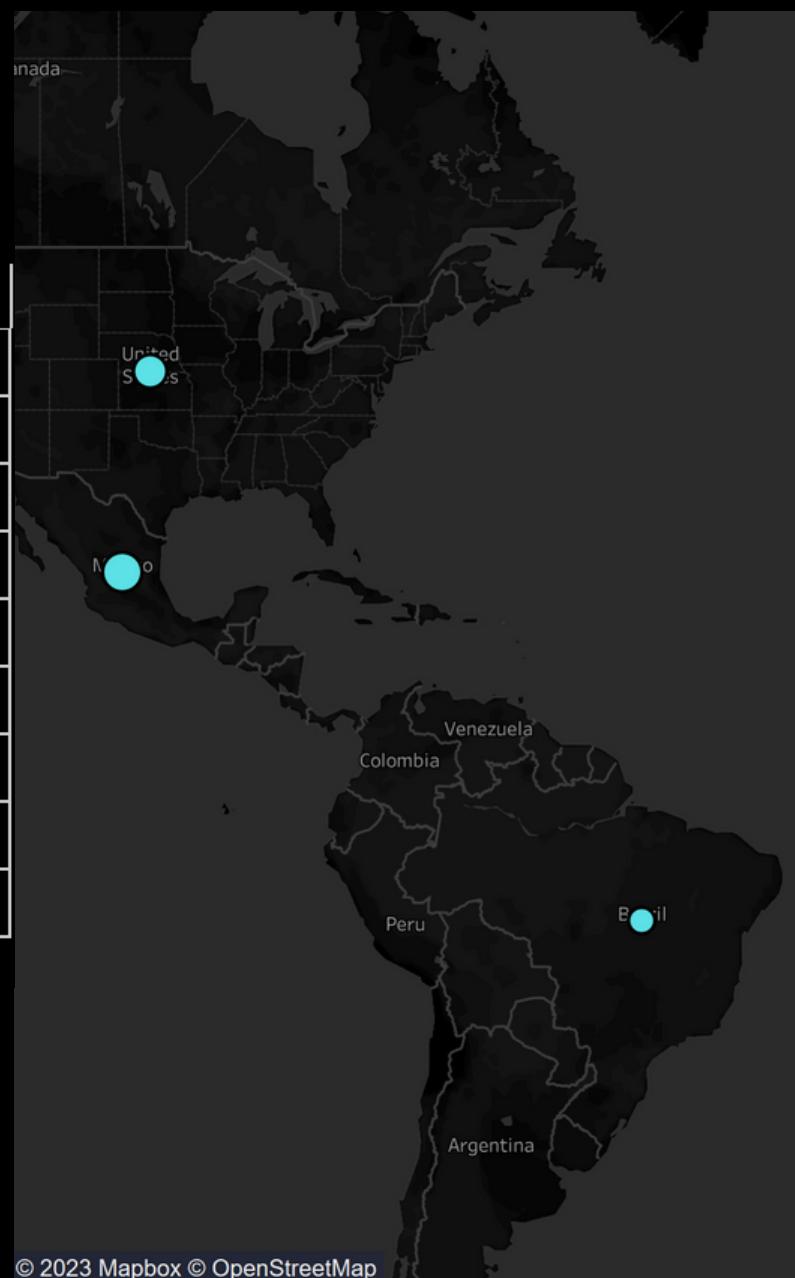
ROCKBUSTER CUSTOMERS

A dense cloud of country names in various colors (blue, green, orange, red, purple, pink, yellow) on a black background. The names are arranged in a roughly circular pattern, with larger, more prominent names in the center and smaller ones fading out towards the edges. The names include: Rockbuster, Stealth, LLC, Zambia, Faroe Islands, Hungary, Madagascar, Sweden, Slovakia, Greece, Chad, Liechtenstein, Belarus, Canada, Turkmenistan, Greenland, Sudan, Oman, Thailand, Malawi, New Zealand, Reunion, Ethiopia, Romania, Colombia, South Korea, Netherlands, Bangladesh, Chile, Spain, Paraguay, Armenia, Tanzania, French Guiana, French Polynesia, Azerbaijan, Bulgaria, Puerto Rico, Congo, The Democratic Republic of the, United Arab Emirates, Israel, Mexico, Indonesia, Nigeria, Poland, India, United Kingdom, France, Germany, Nepal, Nauru, Philippines, Russian Federation, United States, Algeria, Iran, Tonga, Tuvalu, Tunisia, Virgin Islands, U.S., Kenya, North Korea, Gambia, Argentina, Brazil, Japan, South Africa, Venezuela, Yemen, Holy See (Vatican City State), Saudi Arabia, Peru, Dominican Republic, Bolivia, Turkey, Vietnam, Switzerland, Austria, Yugoslavia, Latvia, Mozambique, Myanmar, Bahrain, Saint Vincent and the Grenadines, Ukraine, Kazakstan, Angola, Moldova, Sri Lanka, Estonia, Egypt, Malaysia, Kuwait, Czech Republic, Brunei, Lithuania, Morocco, Cambodia, American Samoa, Finland.

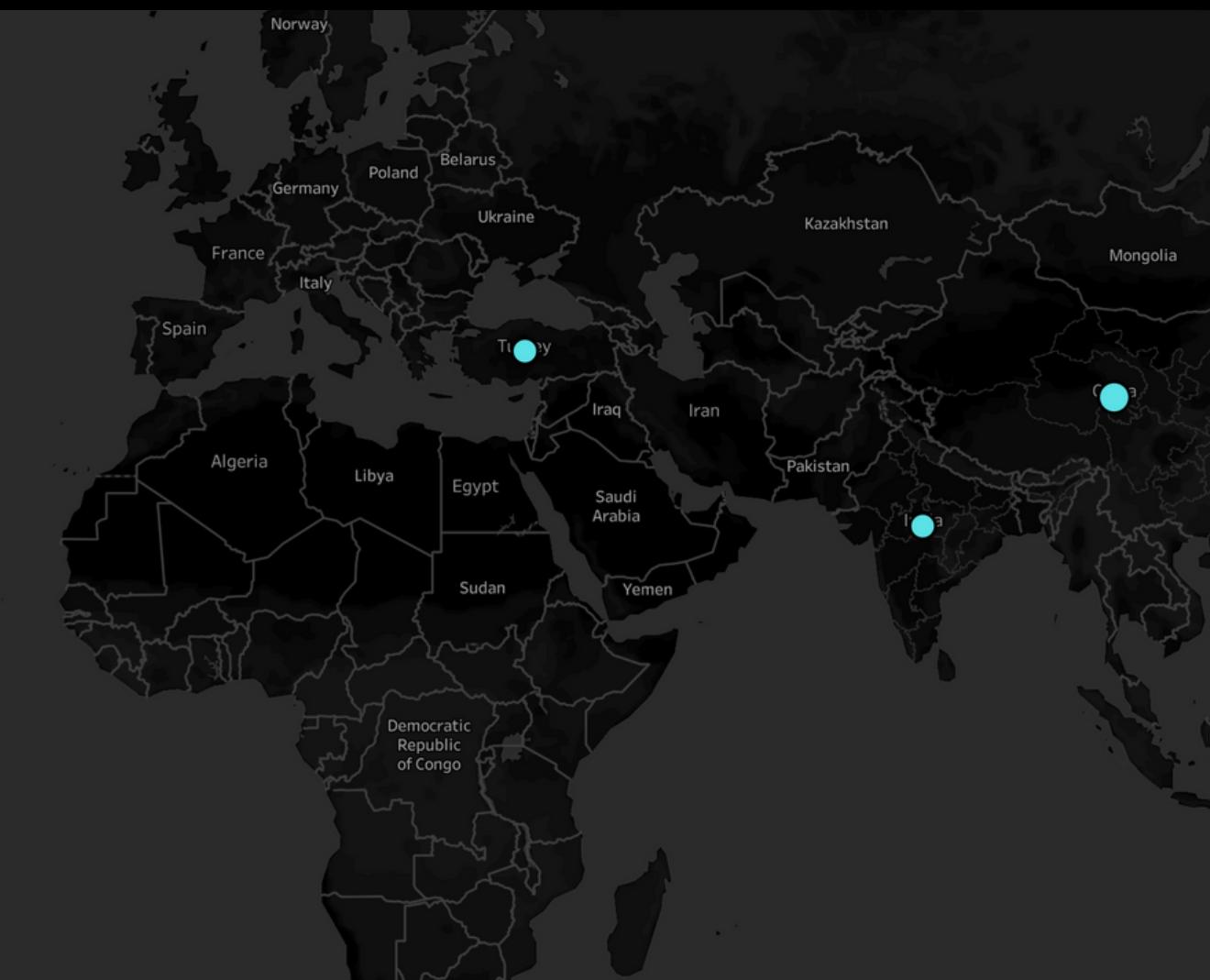


TOP 10 REVENUE CUSTOMERS

First Name	Last Name	Country	Revenue
Sara	Perry	Mexico	128.70
Gabriel	Harder	Turkey	108.75
Sergio	Stanfield	Mexico	102.76
Clinton	Buford	United States	98.76
Adam	Gooch	India	97.80
Francisco	Skidmore	Brazil	93.79
Erica	Matthews	China	86.80
Bob	Pfeiffer	China	82.78
Scott	Shelley	United States	60.82



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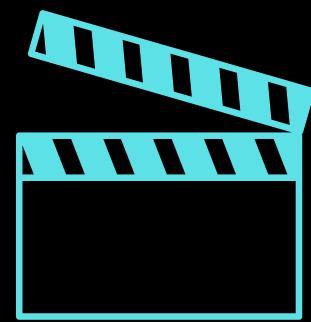
Rockbuster
Stealth LLC

REVENUE BY REGION

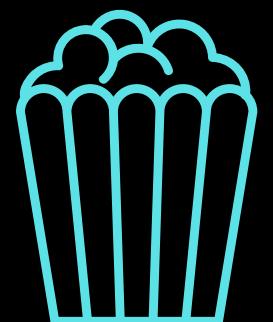
Country	Revenue
India	6,035
China	5,251
United States	3,685
Japan	3,123
Mexico	2,985
Brazil	2,919
Russian Federation	2,766
Philippines	2,220
Turkey	1,498
Indonesia	1,353
Nigeria	1,315
Argentina	1,299
Taiwan	1,155
South Africa	1,069
Iran	878

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SUMMARY



Sports movies contributed the most revenue with \$4,892.19, whereas Thriller movies contributed the least revenue with \$47.89.



The average rental duration for all videos is 5 days.



Rockbuster customers are largely based in India, China, United States, Japan and Mexico.



Rockbuster customers with a high lifetime value are based in Mexico, Turkey, United States and India.



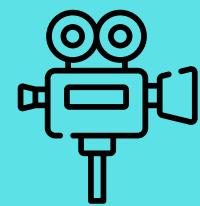
Sales figures vary by geographic region with the highest revenue coming from India, China and United States.

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RECOMMENDATIONS



Get to know top revenue customers better by conducting survey to find out what drives them to rent more movies and get insights on how to get other customers and new customers to do the same.



Add more titles in your inventory to the top revenue genres such as Sports, Sci-Fi, Animation, Drama and Comedy so that customers will rent more movies that are more interesting to them.



Providing online video service means anyone from anywhere will have access to your inventory so this is the best time to expand to other regions such as such as in Europe, Africa and Australia.

THANK YOU FOR WATCHING

Tableau Visualization Links:

- [Rockbuster Revenue by Genre](#)
- [Rockbuster Customer Base by Country](#)
- [Rockbuster Top Revenue Customers by Country](#)
- [Rockbuster Top Revenue Customers List](#)
- [Rockbuster Revenue by Country](#)
- [Rockbuster Revenue by Country List](#)