

ROCKBUSTER STEALTH LLC

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MOTIVATION AND OBJECTIVES

- Rockbuster Stealth LLC has been renting movies to customers around the world, but it's time to make a massive move into the digital landscape
- Let's look at our existing data to figure out what and where we need to focus on to have a successful launch



KEY QUESTIONS



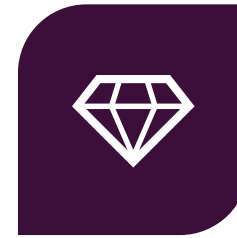
Which movies contributed the most/least to revenue gain?



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?

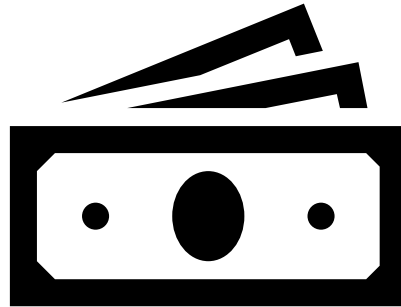


Do sales figures vary between geographic regions?

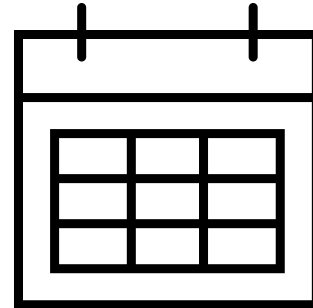
BY THE NUMBERS



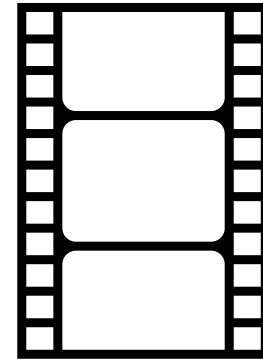
599 Customers
Spanning 108
Countries &
Territories



Average Rental
Rate \$2.98



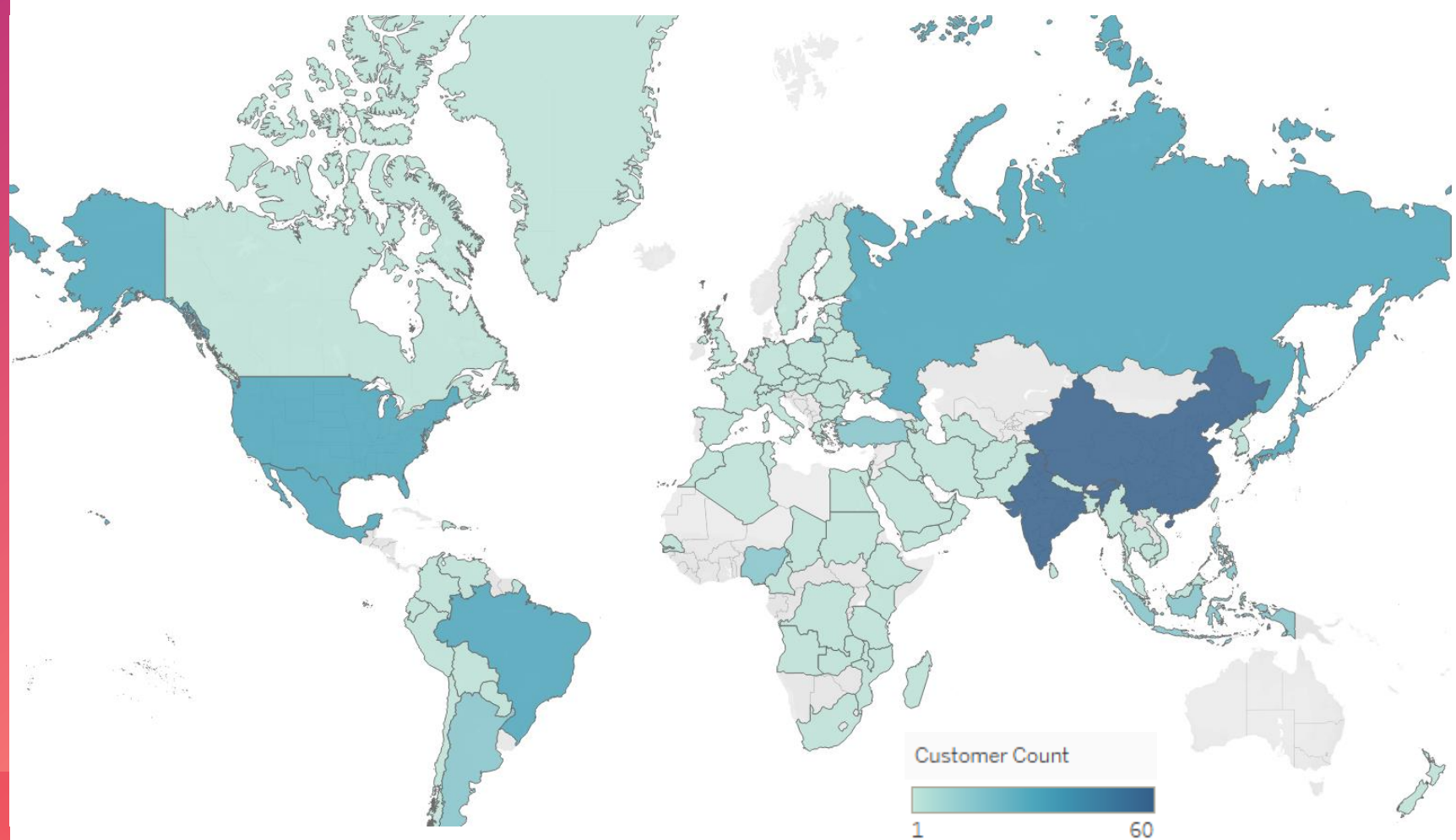
Average Rental
Duration 5 Days



Catalog of
1,000 Movies
Across 20
Genres

Top 10 Countries

Country	Revenue
India	\$6,035
China	\$5,251
United States	\$3,685
Japan	\$3,123
Mexico	\$2,985
Brazil	\$2,919
Russia	\$2,766
Philippines	\$2,220
Turkey	\$1,498
Indonesia	\$1,353

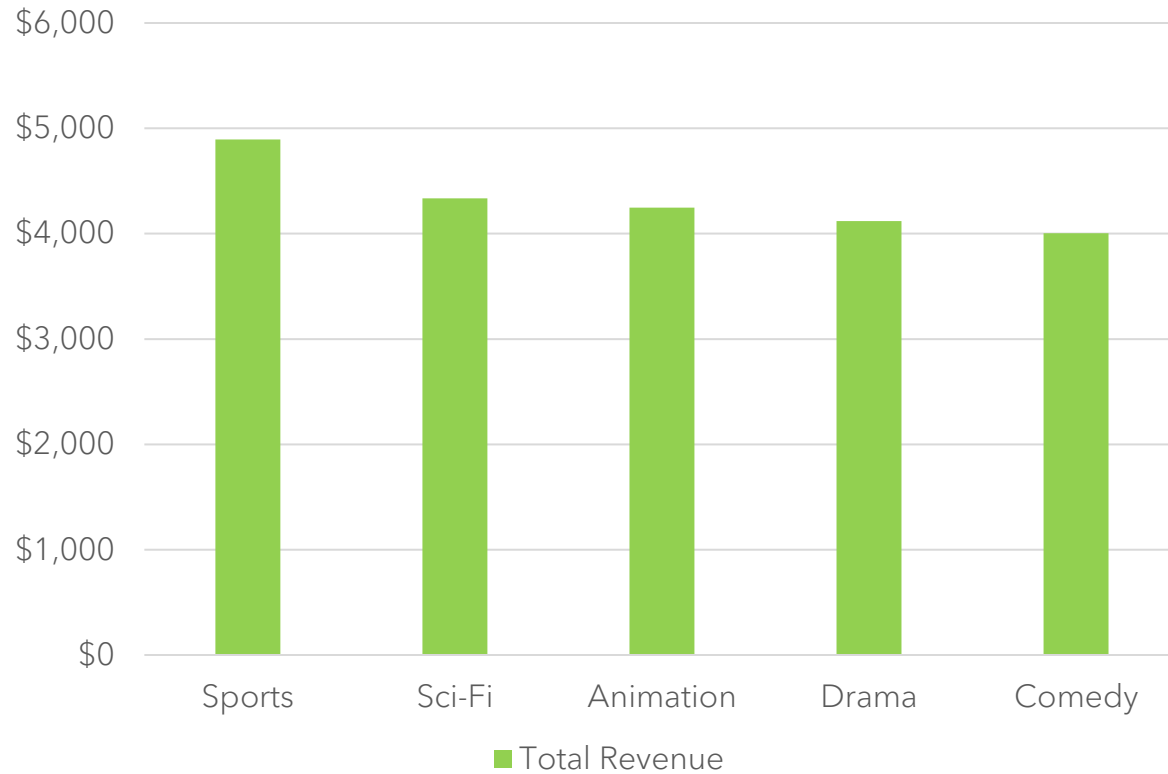


- India and China are our top two markets, with the Asia-Pacific Region making up nearly half of our customer base
- North and South America make up a large chunk of the customer base, while we are lagging in making way in Europe

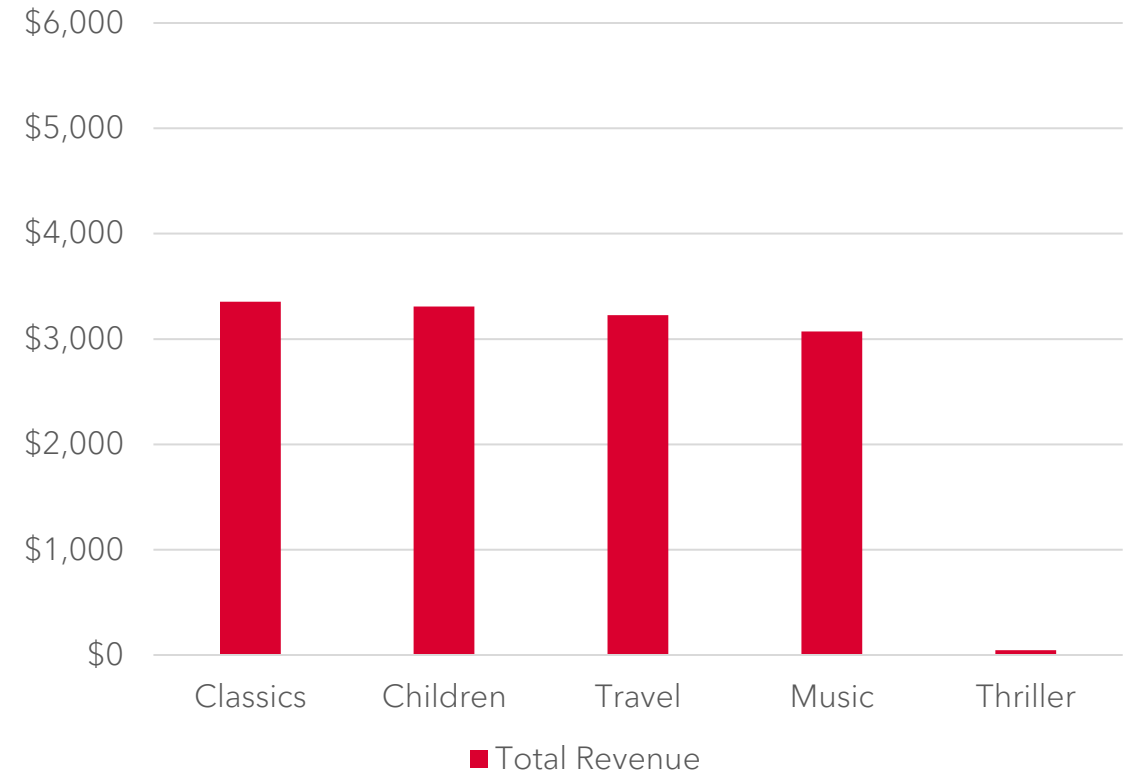
CITIES WITH THE TOP CUSTOMERS

City	Country	Total Spent
Saint-Denis	Réunion (French Territory)	\$211.55
Cape Coral	United States	\$208.58
Santa Bárbara d'Oeste	Brazil	\$194.61
Apeldoorn	Netherlands	\$191.62
Molodechno	Belarus	\$189.60

TOP 5 GENRES



BOTTOM 5 GENRES



- The sports genre is by far our most popular, while revenue from the Thriller genre is almost non-existent

Title	Genre	Rating	Release Year	Total Revenue
Telegraph Voyage	Music	PG	2006	\$215.75
Zorro Ark	Comedy	NC-17	2006	\$199.72
Wife Turn	Documentary	NC-17	2006	\$198.73
Innocent Usual	Foreign	PG-13	2006	\$191.74

Title	Genre	Rating	Release Year	Total Revenue
Oklahoma Jumanji	New	PG	2006	\$5.94
Duffel Apocalypse	Documentary	G	2006	\$5.94
Texas Watch	Horror	NC-17	2006	\$5.94
Freedom Cleopatra	Comedy	PG-13	2006	\$5.95

BEST AND WORST PERFORMING TITLES

TOP PERFORMING ACTORS

Name	Total Revenue	Movie Count	Movie Average
Susan Davis	\$3,193	53	\$60.25
Gina Degeneres	\$3,129	42	\$74.50
Matthew Carrey	\$2,544	37	\$68.75
Mary Keitel	\$2,427	40	\$60.67
Scarlett Damon	\$2,404	35	\$68.68
Walter Torn	\$2,403	39	\$61.62
Henry Berry	\$2,392	35	\$68.35
Christian Akroyd	\$2,379	31	\$76.74
Angela Witherspoon	\$2,357	35	\$67.35
Cameron Zellweger	\$2,323	30	\$77.43

RECOMMENDATIONS

- Focusing our attention on our largest markets
- Emphasizing our most popular titles, genres, and actors
- Reaching out to our top customers to get feedback





THANK YOU

[Tableau Workbook](#)