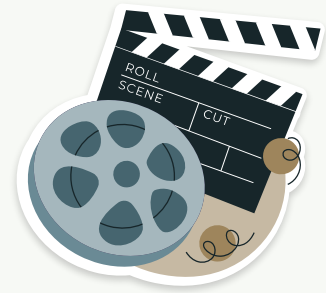# Rockbuster

Maria Nino

Motivation and Objective

Motivation:

Rockbuster is a movie rental company that used to have stores around the world. But due to the stiff competition from streaming services such as Netflix and Amazon Prime the company's revenue has declined.

Objective:

Is to use their existing movie licenses to launch an online video rental service in order to stay competitive.
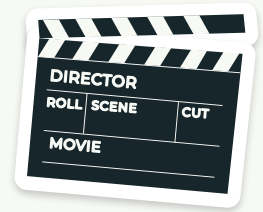
Rental Statistics

$2.98 average rental price

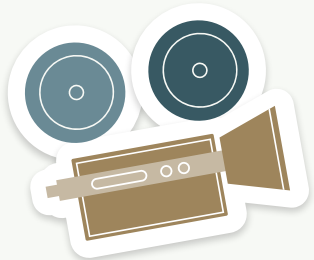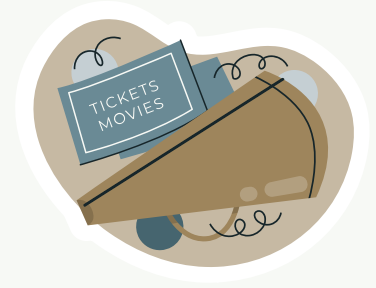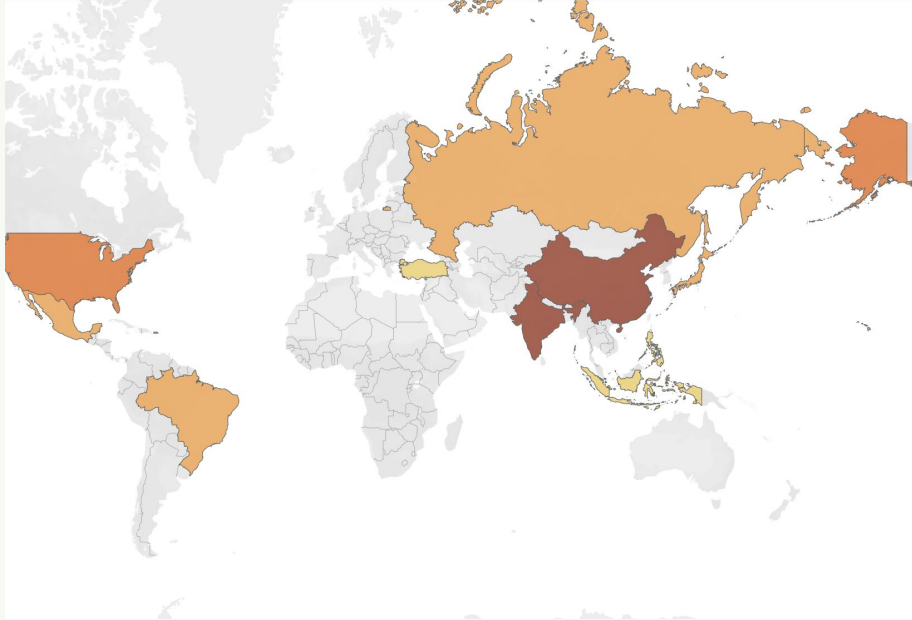599 customers

$19.98 average replacement cost

584 active customers

1,000 films

20 genres

Top Countries Per Customers

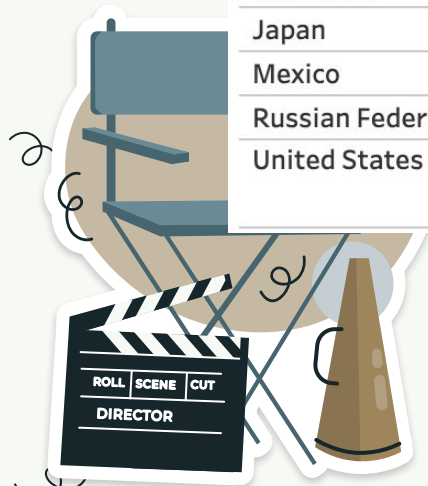India and China have the most customers and have the highest revenue.

CINEMA

DIRECTOR
ROLL SCENE CUT
MOVIE

3
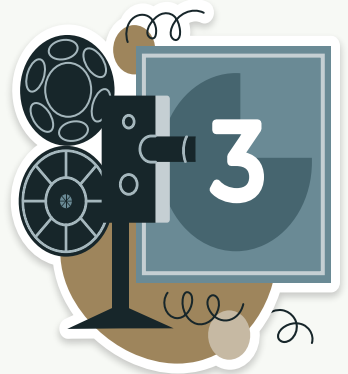
Top Cities in each Country:

Country	City
Brazil	So Leopoldo
China	Shanwei
	Tianjin
India	Ambattur
Indonesia	Cianjur
Japan	Iwaki
Mexico	Acua
Russian Federation	Teboksary
United States	Aurora
	Citrus Heights

Top 5 Customers in Rockbuster

Country	First Name	Last Name
China	Kyle	Spurlock
India	Arlene	Harvey
Japan	Marlene	Welch
Mexico	Glen	Talbert
United States	Clinton	Buford

Top Genres
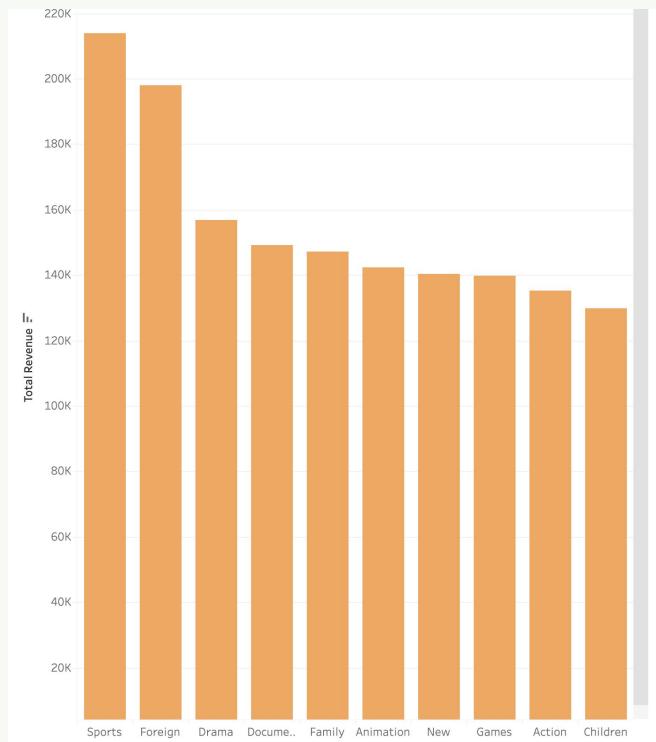
Sports, Foreign and Drama movies bring the most revenue to the company.
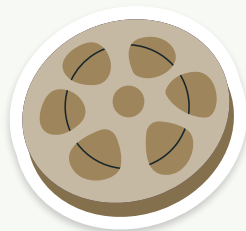
Conclusions

Rockbuster is well-positioned to succeed in the online streaming industry. By using market insights and understanding customer preferences, Rockbuster can plan an effective strategy for a thriving streaming platform.

Countries such as India, China, and the United States emerge as pivotal markets, given their extensive customer base and revenue-generating potential.
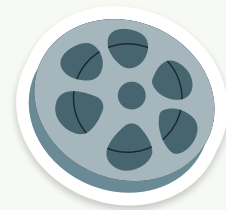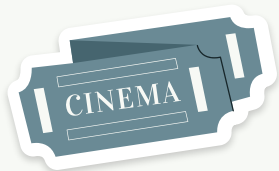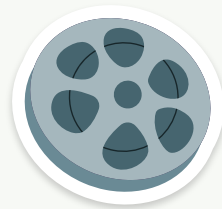
Recommendations

Rockbuster should conduct thorough analyses to grasp the factors behind the popularity of specific films.

The key marketing focus should be on high-performing regions in Asia, particularly India and China.

Focus on the top genres in the platform that bring the highest revenues.

The End

https://public.tableau.com/app/profile/maria.nino/viz/Book1_16984988826110/Story1?publish=yes