

The background is a dark blue gradient with a subtle pattern of white dots. Overlaid on the left side are several concentric circles and a large circular scale with degree markings from 140 to 260. Some of the circles have arrows indicating a clockwise direction. The title text is centered on the right side of the image.

ROCKBUSTER STEALTH DATA ANALYSIS

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INTRODUCTION

Rockbuster Stealth is a movie rental company that previously had stores around the world. After facing competition from streaming services such as Amazon Prime and Netflix, the management team is planning to use its licenses to launch an online video rental service in order to stay competitive.

KEY QUESTIONS

1. Which movies contributed to the most/least revenue gain?
2. What was the average rental duration for all videos?
3. Which countries are Rockbuster customers based in?
4. Where are customers with a high lifetime value based?
5. Do sales figures vary based on location?

RENTAL INFORMATION

Movie Count	1,000
Release Year	2006
Language	English

	Minimum	Average	Maximum
Rental Duration	3 Days	5 Days	7 Days
Film Length	46 minutes	115 minutes	185 minutes
Rental Rate	\$0.99	\$2.98	\$4.99

WHICH MOVIES HAD THE MOST AND LEAST REVENUE?

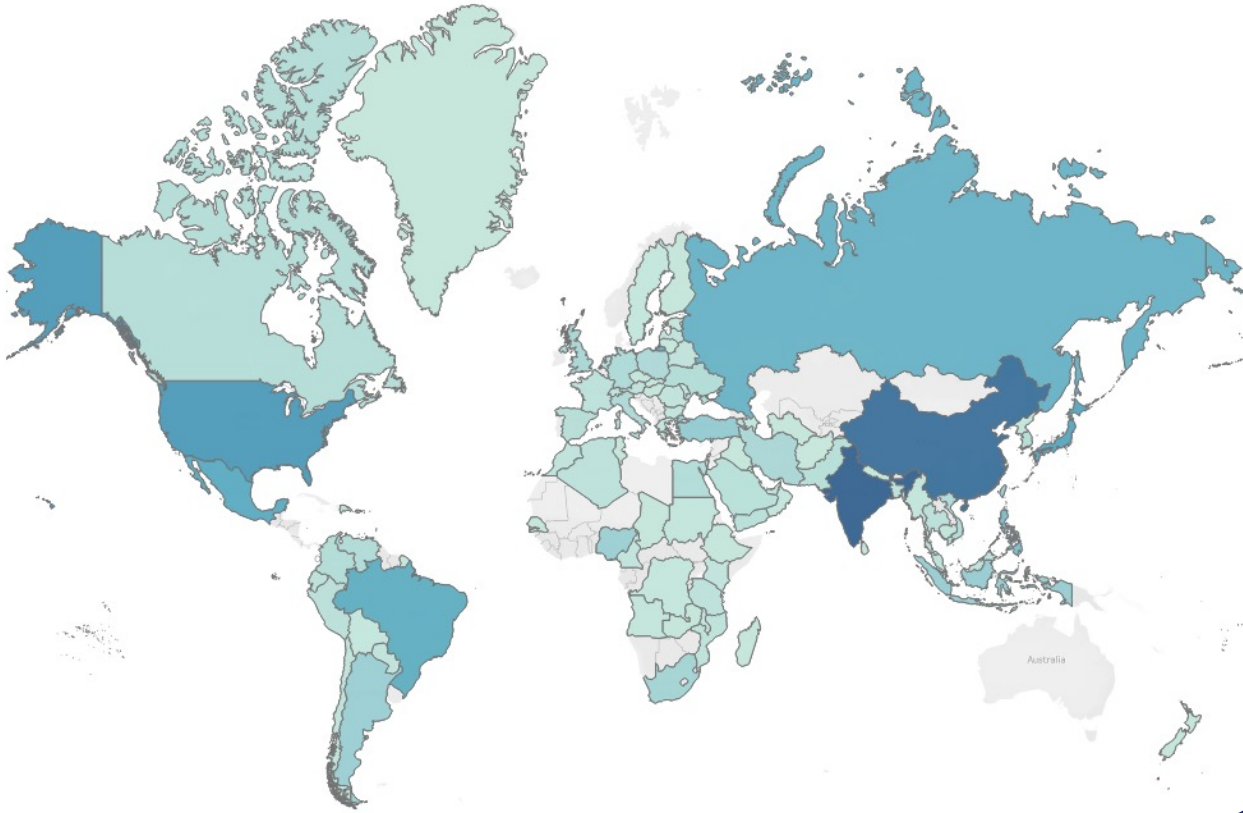
TOP 10 MOVIES WITH MOST REVENUE

RANK	TITLE	RATING	GENRE	REVENUE
1	TELEGRAPH VOYAGE	PG	MUSIC	215.75
2	ZORRO ARK	NC-17	COMEDY	199.72
3	WIFE TURN	NC-17	DOCUMENTARY	198.73
4	INNOCENT USUAL	PF-13	FOREIGN	191.74
5	HUSTLER PARTY	NC-17	COMEDY	190.78
6	SATURDAY LAMBS	G	SPORTS	190.74
7	TITANS JERK	PG	SCI-FI	186.73
8	HARRY IDAHO	PG-13	DRAMA	177.73
9	TORQUE BOUND	G	DRAMA	169.76
10	DOGMA FAMILY	G	ANIMATION	168.72

LOWEST 10 MOVIES WITH LEAST REVENUE

RANK	TITLE	RATING	GENRE	REVENUE
1	DUFFEL APOCALYPSE	G	DOCUMENTARY	5.94
2	OKLAHOMA JUMANJI	PG	NEW	5.94
3	TEXAS WATCH	NC-17	HORROR	5.94
4	FREEDOM CLEOPATRA	PG-13	COMEDY	5.95
5	REBEL AIRPORT	G	MUSIC	6.93
6	YOUNG LANGUAGE	G	DOCUMENTARY	6.93
7	CRUELTY UNFORGIVEN	G	CLASSICS	6.94
8	TREATMENT JEKYLL	PG	DRAMA	6.94
9	LIGHTS DEER	R	CLASSICS	7.93
10	JAPENESE RUN	G	HORROR	7.94

Rockbuster Customers and Revenue



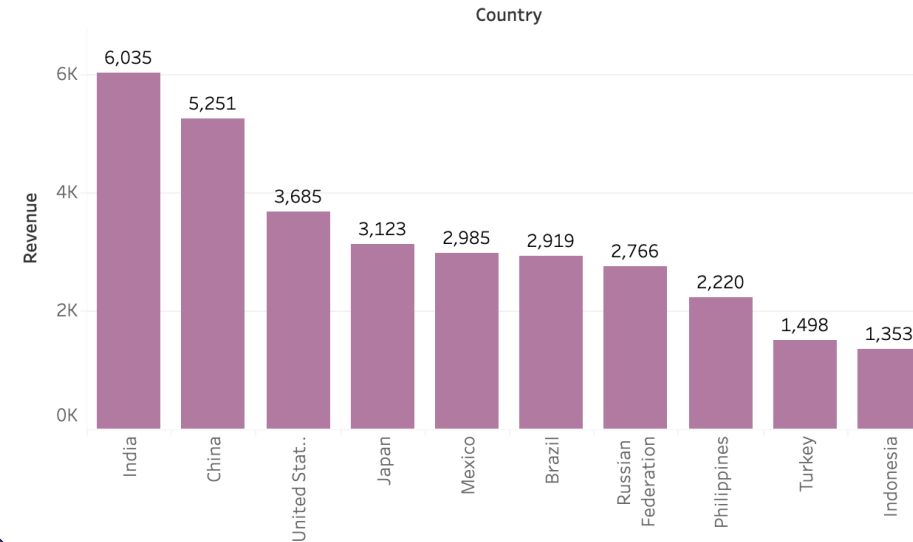
WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS IN?

- Rockbuster is located worldwide.
- Rockbuster's largest customer base is in India, China, and the United States.

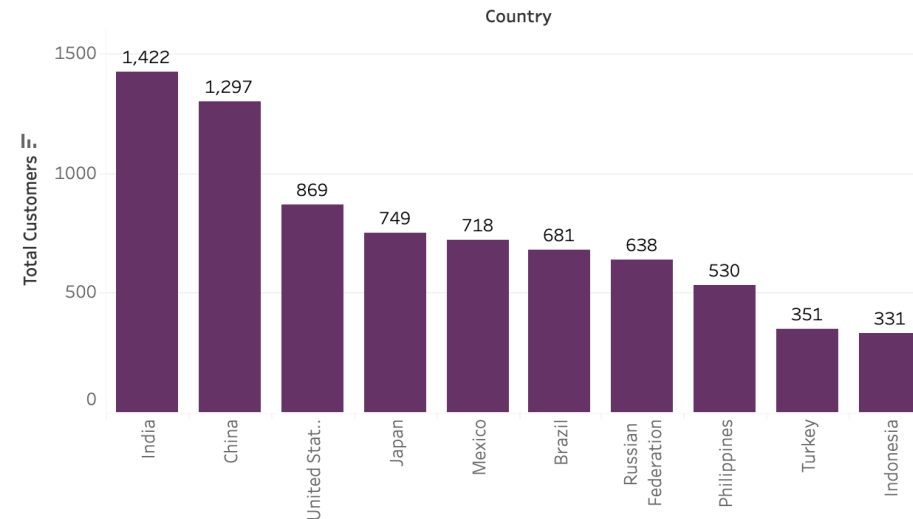
WHICH COUNTRIES IS ROCKBUSTER IN?

- The top ten countries with the highest revenue also are the same countries with the highest number of total customers.

Top 10 Countries by Revenue



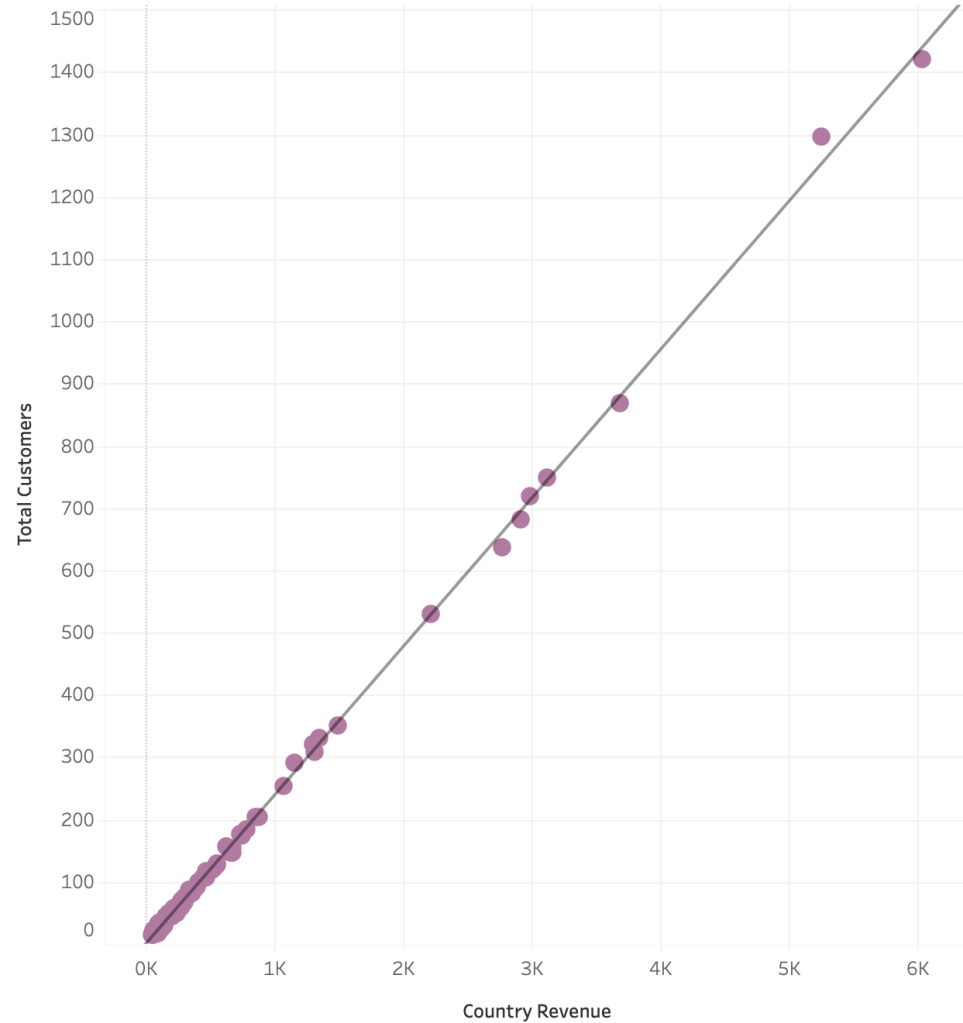
Total Customers per Top 10 Countries



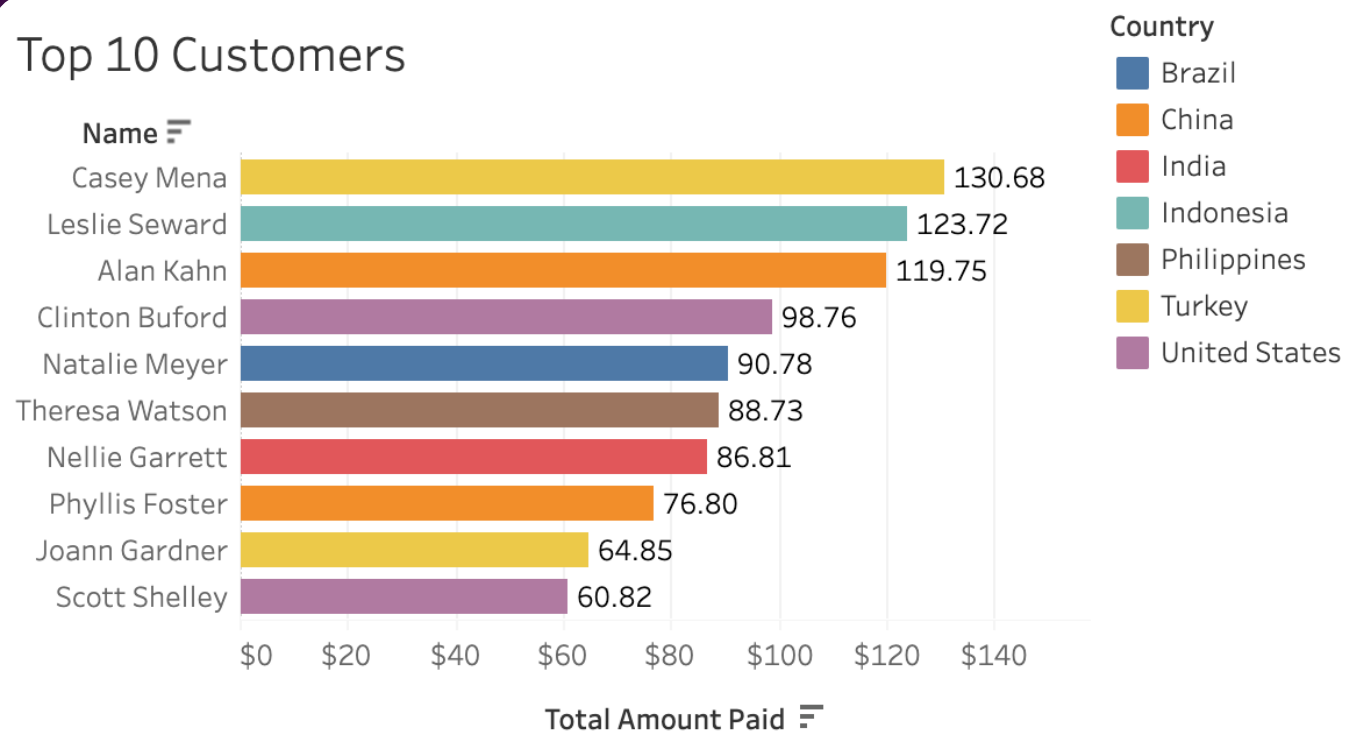
HOW DO NUMBER OF CUSTOMERS RELATE TO TOTAL REVENUE?

- There is a strong, positive correlation between number of customers and total revenue.
- As the number of customers increase, so does revenue.

Number of Customers vs Revenue



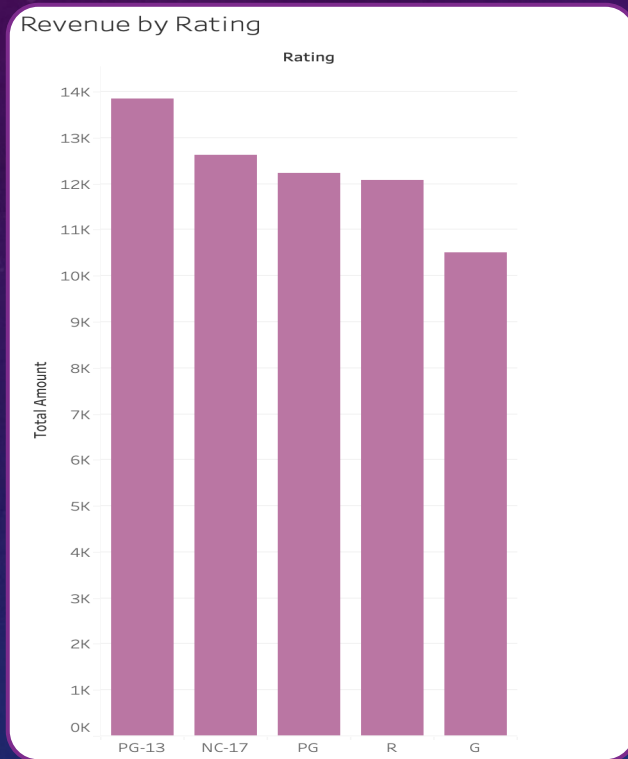
Top 10 Customers



WHERE ARE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?

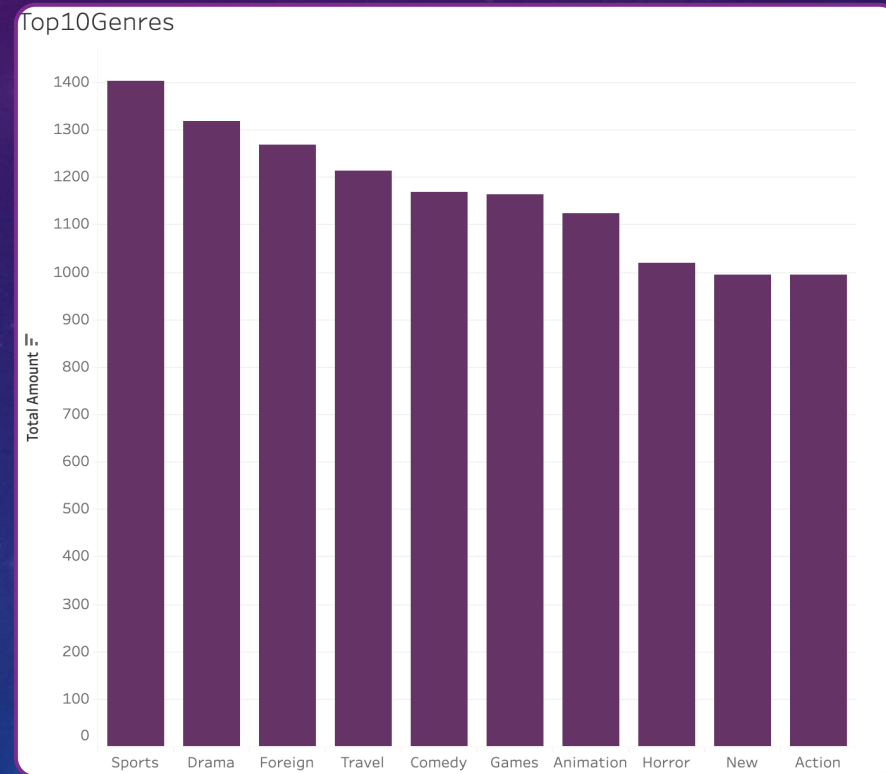
- Three of the top five customers are located within the top three countries with the highest revenue and customer base.
- The United States is the only country with two customers within the top ten.

REVENUE BY RATING AND GENRE



Highest rating: PG-13

Lowest rating: G



Top Three Genres: Sports,
Drama, Foreign

SUMMARY

- Rockbuster customers are all over the globe.
- The average rental time is 5 days at a rental rate of \$2.98.
- The top three highest rated genres are sports, drama, and foreign movies.
- The top movie rating is PG-13.
- India, China, and the United States are the top three countries with the highest customer base and total revenue.
- The United States is the only country to have more than one customer in the top ten sales.

RECOMMENDATIONS

- Focus product on the highest rated inventory: sports, drama, foreign movies, and movies rated PG-13.
- Start in the top three countries with the highest customer base: India, China, and the United States. It is proven that a higher customer count increases revenue.
- Decide how to transfer completely to online streaming. Should this be a subscription service or a pay-per-view type stream?

[Link to interactive Tableau visualizations](#)