



DATA DRIVEN INSIGHTS FOR THE ROCKBUSTER TRANSITION TO ONLINE

Tableau link:

[https://public.tableau.com/app/profile/nicholas.martinez8501/viz/Rockbuster_17339982869560/Countries
byCustomers?publish=yes](https://public.tableau.com/app/profile/nicholas.martinez8501/viz/Rockbuster_17339982869560/Countries%20by%20Customers?publish=yes)

INTRODUCTION

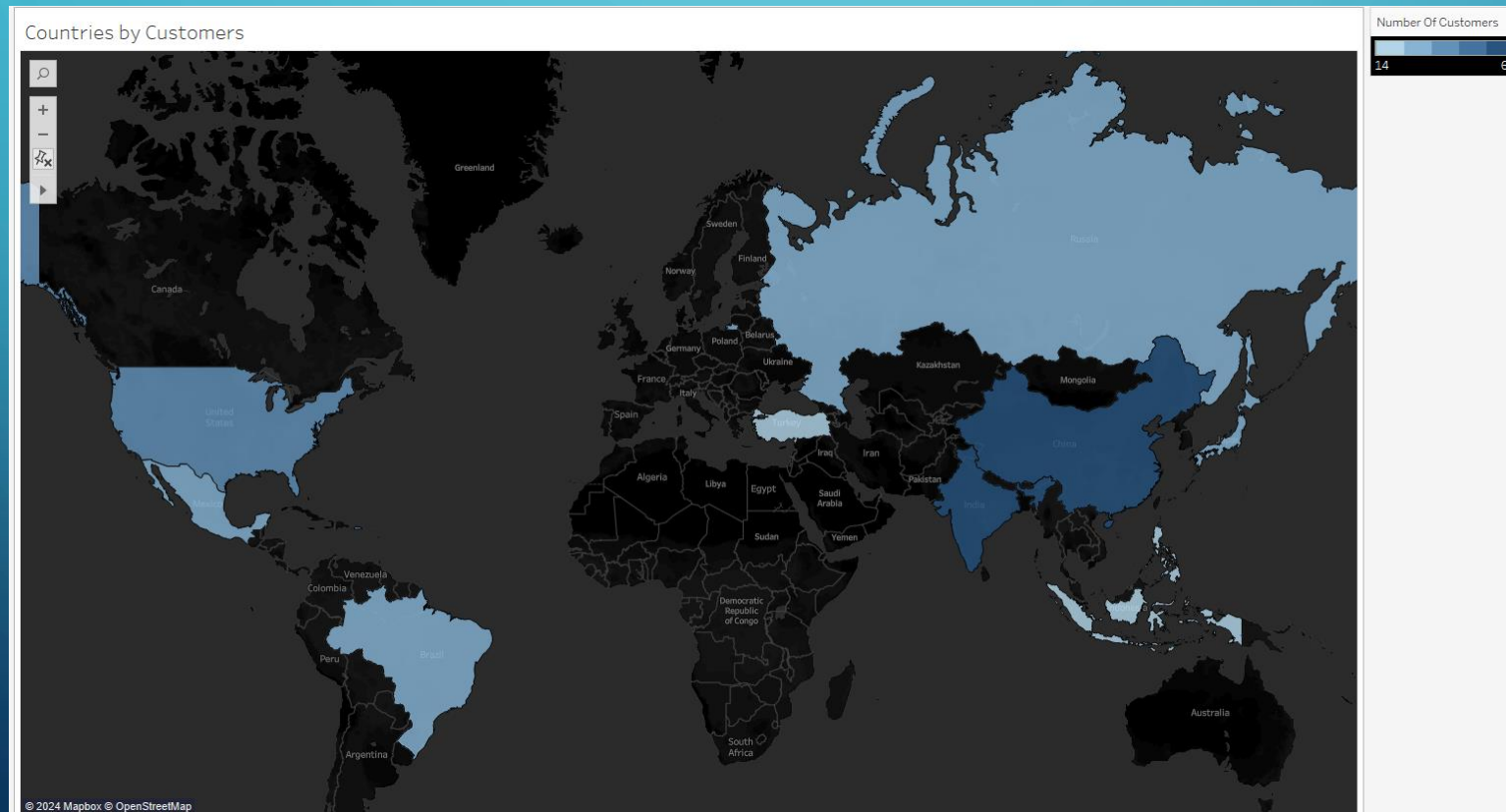
- Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

A QUICK LOOK AT THE BUSINESS

- The average rental lasts 5 days with a rate of \$2.98 per day
- The our most common movie is rated PG-13 and lasts around 115 minutes
- We currently offer 1000 English language movies in 109 countries

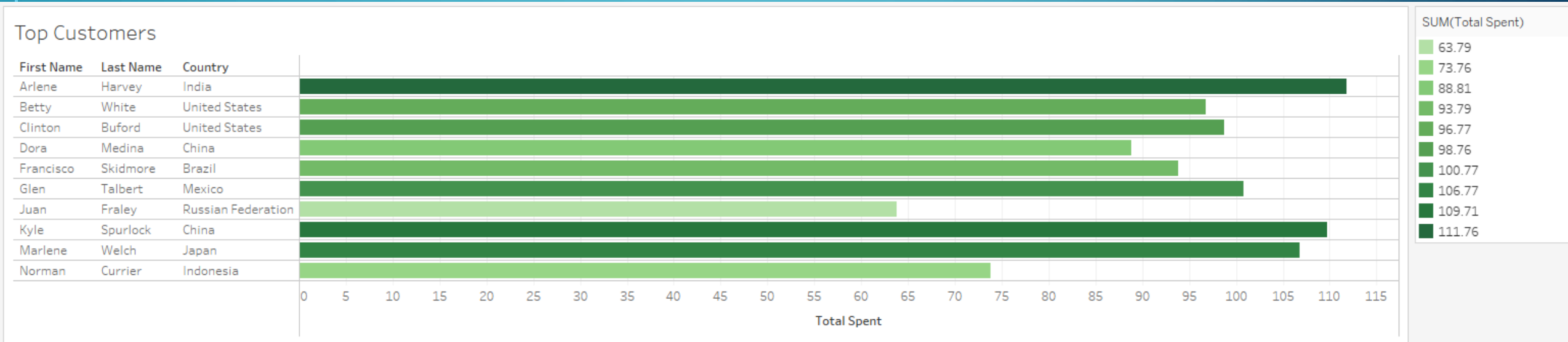
MOST IMPORTANT REGIONS

- The top ten countries by customers are: India , China, United states, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey and Indonesia
- The top three are India with 60 customers, followed by China's 53 and United States' 36



TOP CUSTOMERS

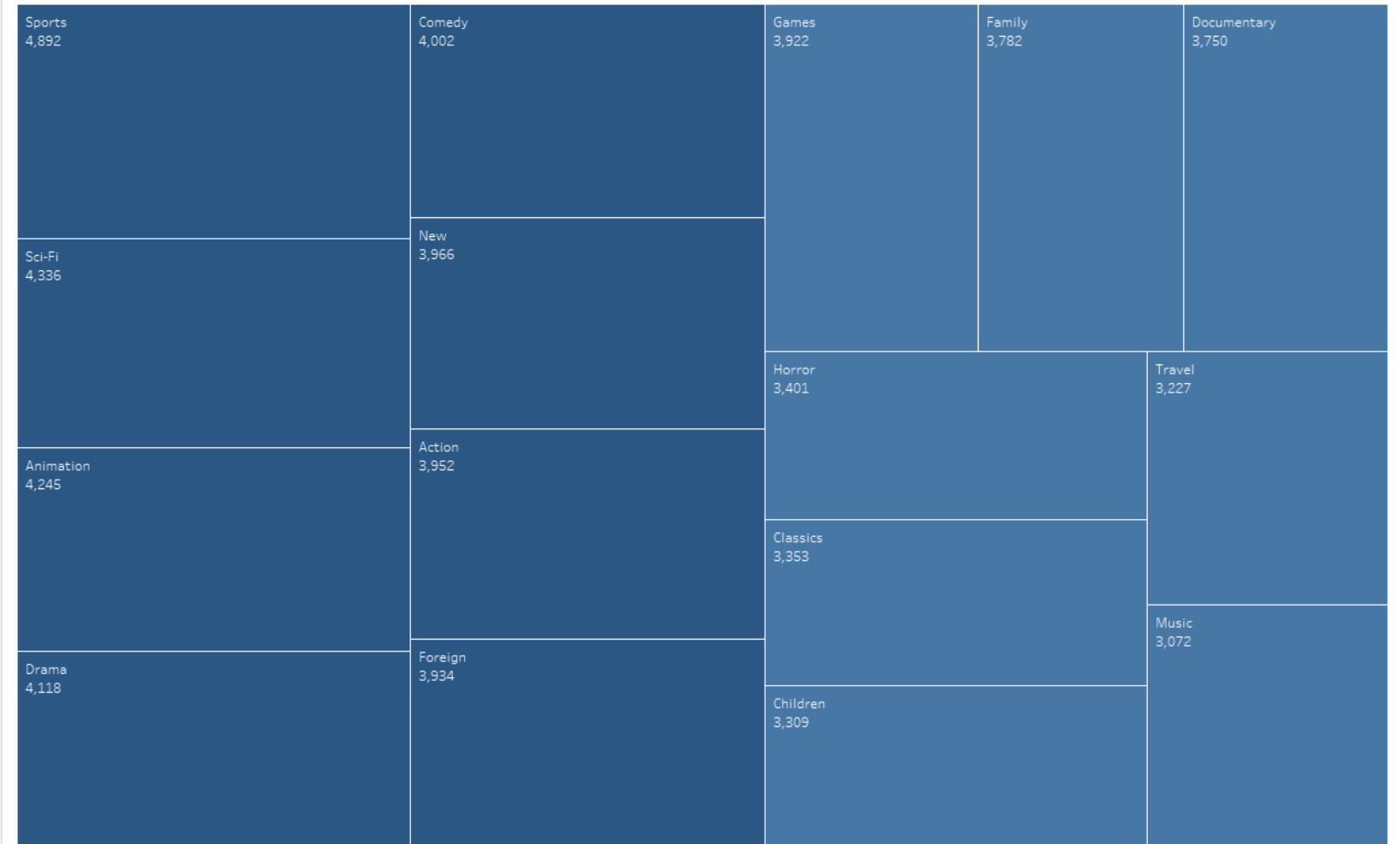
- The all the highest value customers are in the previously mentioned regions.
- The best performing region for top customers is the United States with two of the top ten customers



MOST POPULAR GENRE

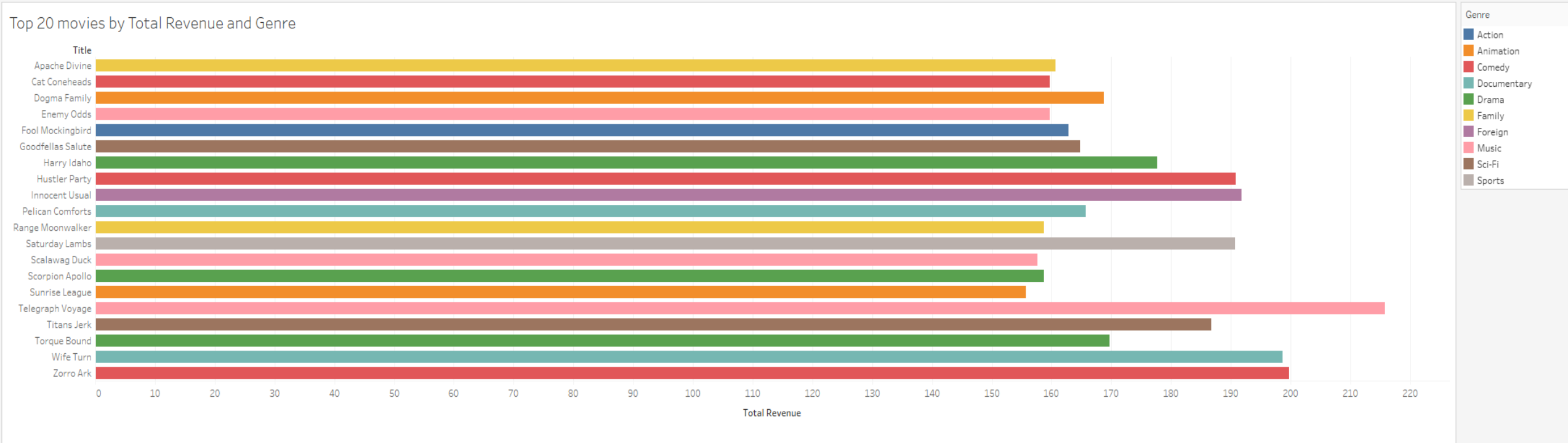
- The most three most popular genres are Sports, Sci-fi and Animation
- These genres are frequently PG-13, or family friendly.

Top Grossing Genres



MOST POPULAR FILMS

- The highest grossing film is a musical called Telegraph Voyage
- Music, Comedy, and Drama appear the most in the top twenty, each having three entries



RECOMMENDATIONS

- China and India are the largest markets we should acquire movies in these native languages.
- With PG-13 and Sports, Sci-fi and Animation being the top sellers, new license acquisitions should focus on family friendly movies
- There is a niche in the music, comedy and drama categories. Using the new website to generate user feedback will allow us to acquire the most sought-after movies in these genres resulting in higher than average return.