

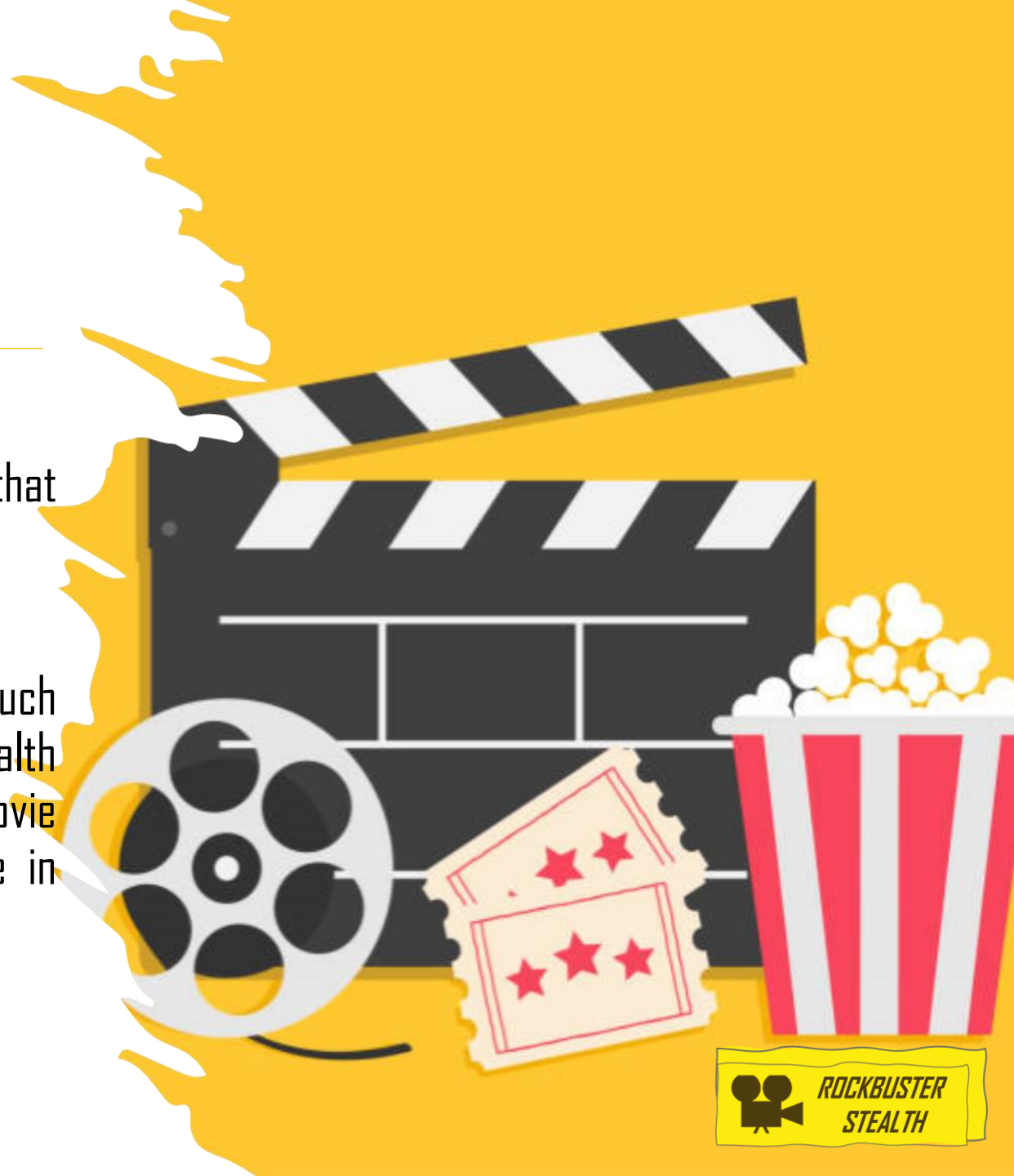


# 2020 BUSINESS STRATEGY

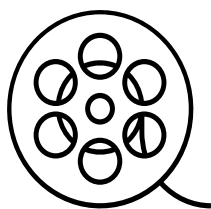
-Ponni Laxmi Rajakumar

# Who is Rockbuster Stealth?

- 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.



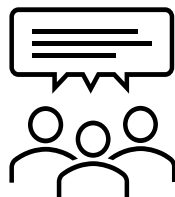
# Rockbuster Portfolio Overview



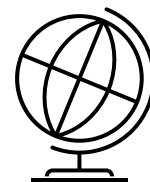
1000 Movies



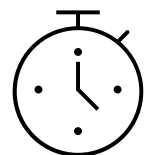
\$3 average rental rate



599 Customers



108 Countries



4.9 days average rental duration

# Key Questions & Objectives

## FILM & GENRE ANALYSIS

Which movies contributed the most/least to revenue gain?

## RENTAL ANALYSIS

What was the average rental duration for all videos?

## LOCATION ANALYSIS

Which countries are Rockbuster customers based in?

## REGIONAL SALES ANALYSIS

Do sales figures vary between geographic regions?

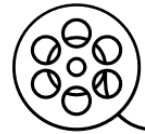
## CUSTOMER ANALYSIS

Where are customers with a high lifetime value based?

# Which movies contributed the most/least to revenue gain?

## TOP 5 MOVIES

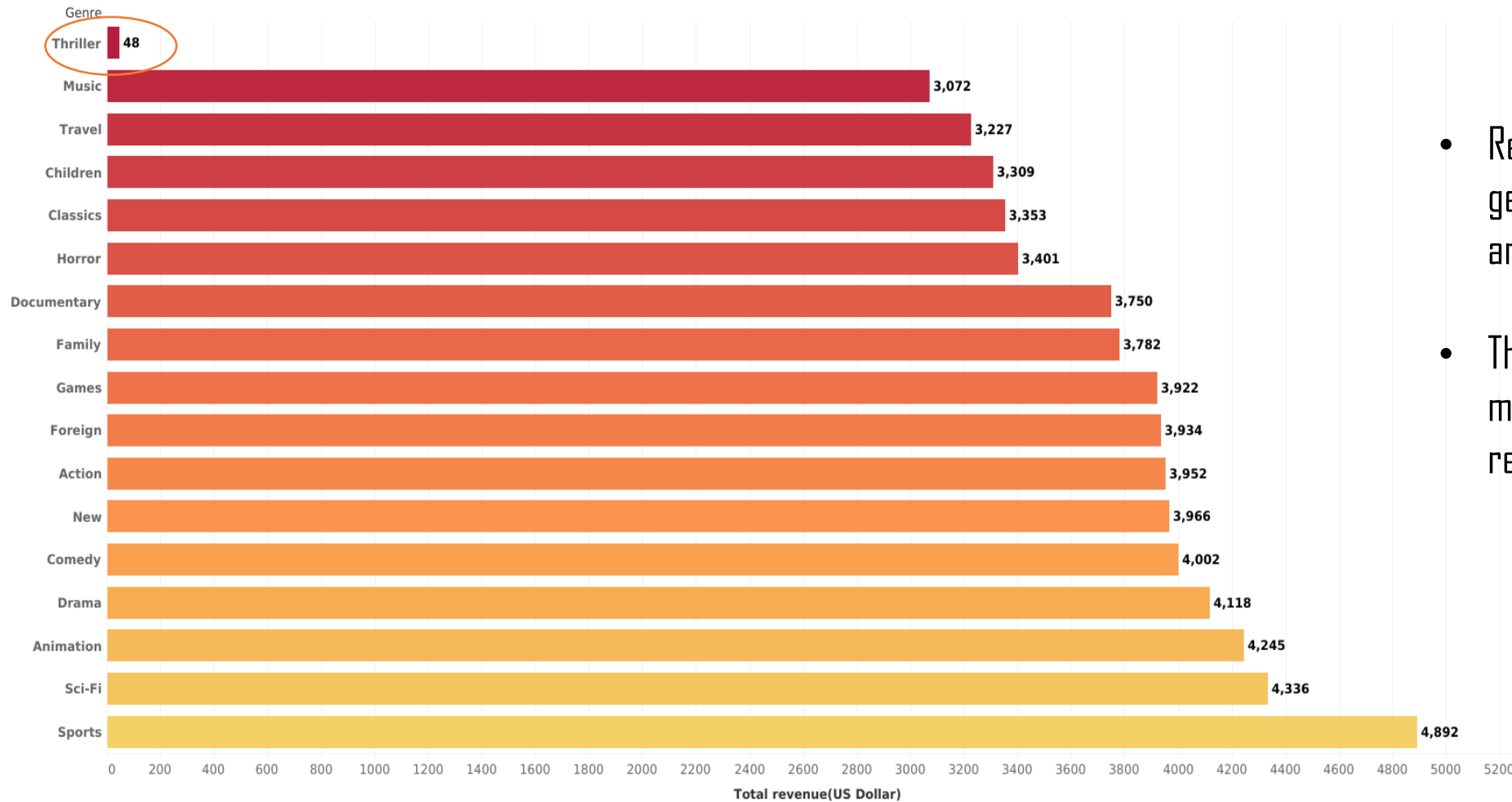
TITLE	GENRE	TOTAL_REVENUE(\$)
Telegraph Voyage	Music	216
Zorro Ark	Comedy	200
Wife Turn	Documentary	199
Innocent Usual	Foreign	192
Hustler Party	Comedy	191



## BOTTOM 5 MOVIES

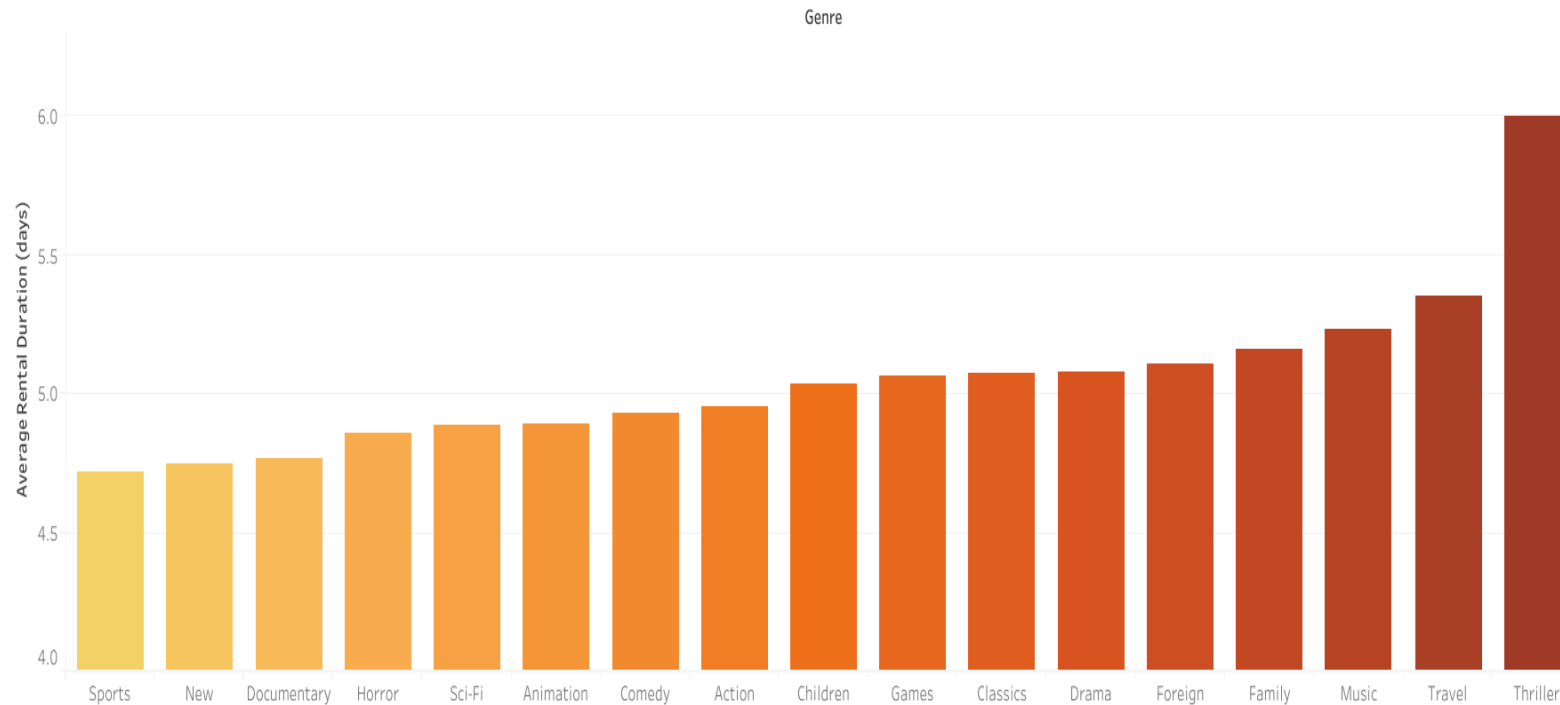
TITLE	GENRE	TOTAL_REVENUE(\$)
Duffel Apocalypse	Documentary	6
Texas Watch	Horror	6
Oklahoma Jumanji	New	6
Freedom Cleopatra	Comedy	6
Rebel Airport	Music	7

# Genre analysis



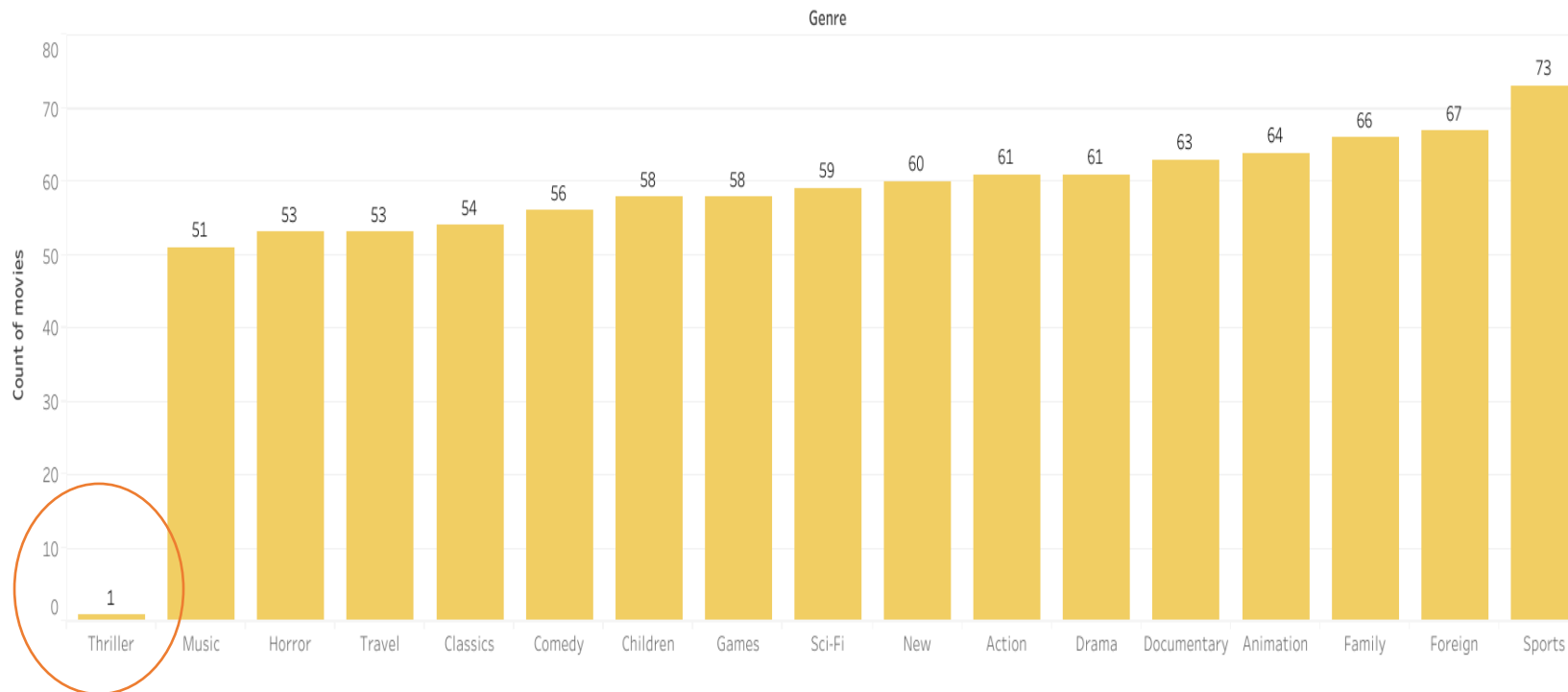
- Revenue for the thriller genre is very less than any other genre.
- The top 5 genres make up more than 32% of total revenue.

# What was the average rental duration for all videos?



- The thriller genre has the highest rental duration of 6 days but the least amount of revenue
- Rental duration is consistent across genres

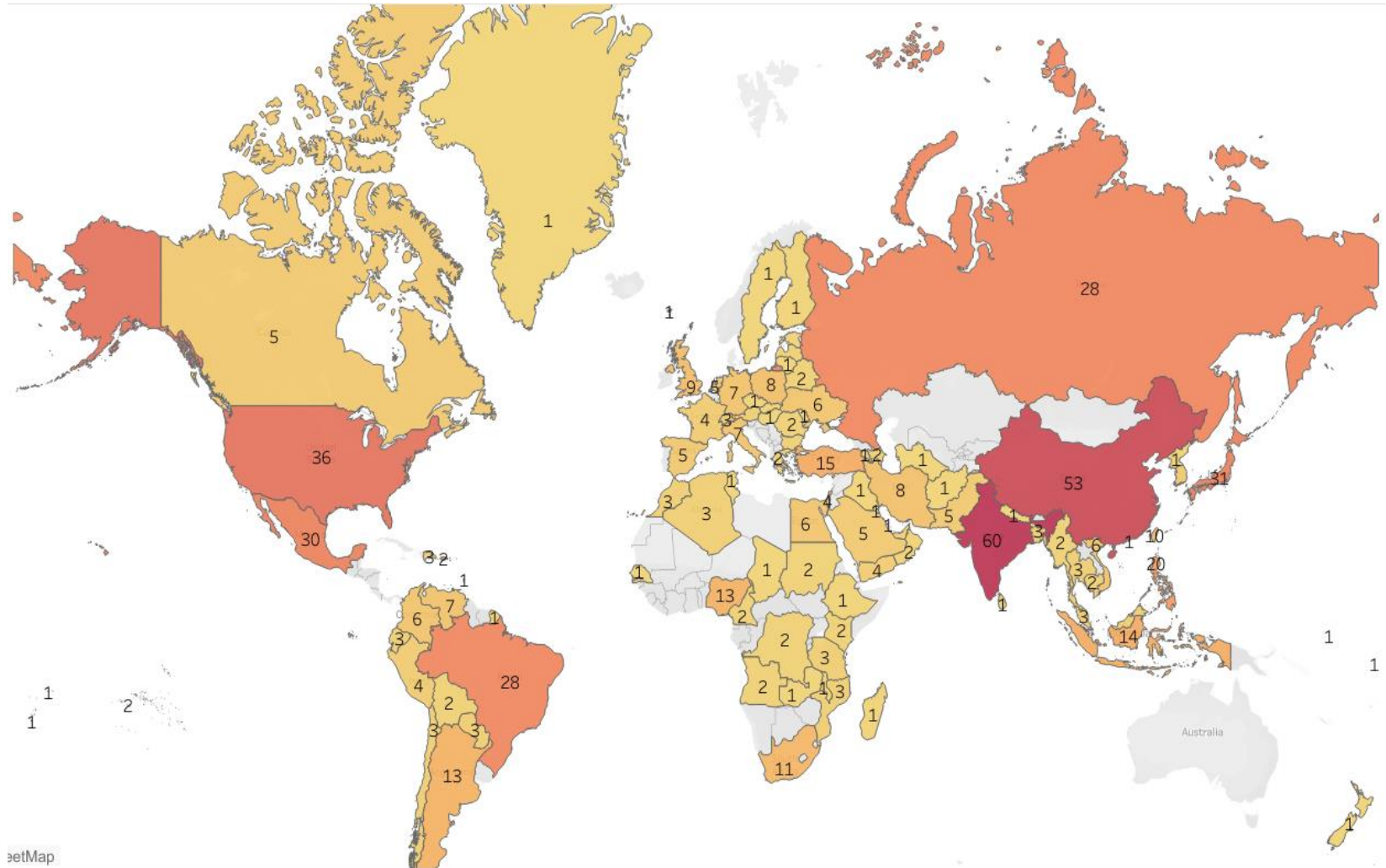
# Why thriller genre has the least revenue but the highest rental duration?



- Thriller has only one movie
- All other genre has movies more than 50

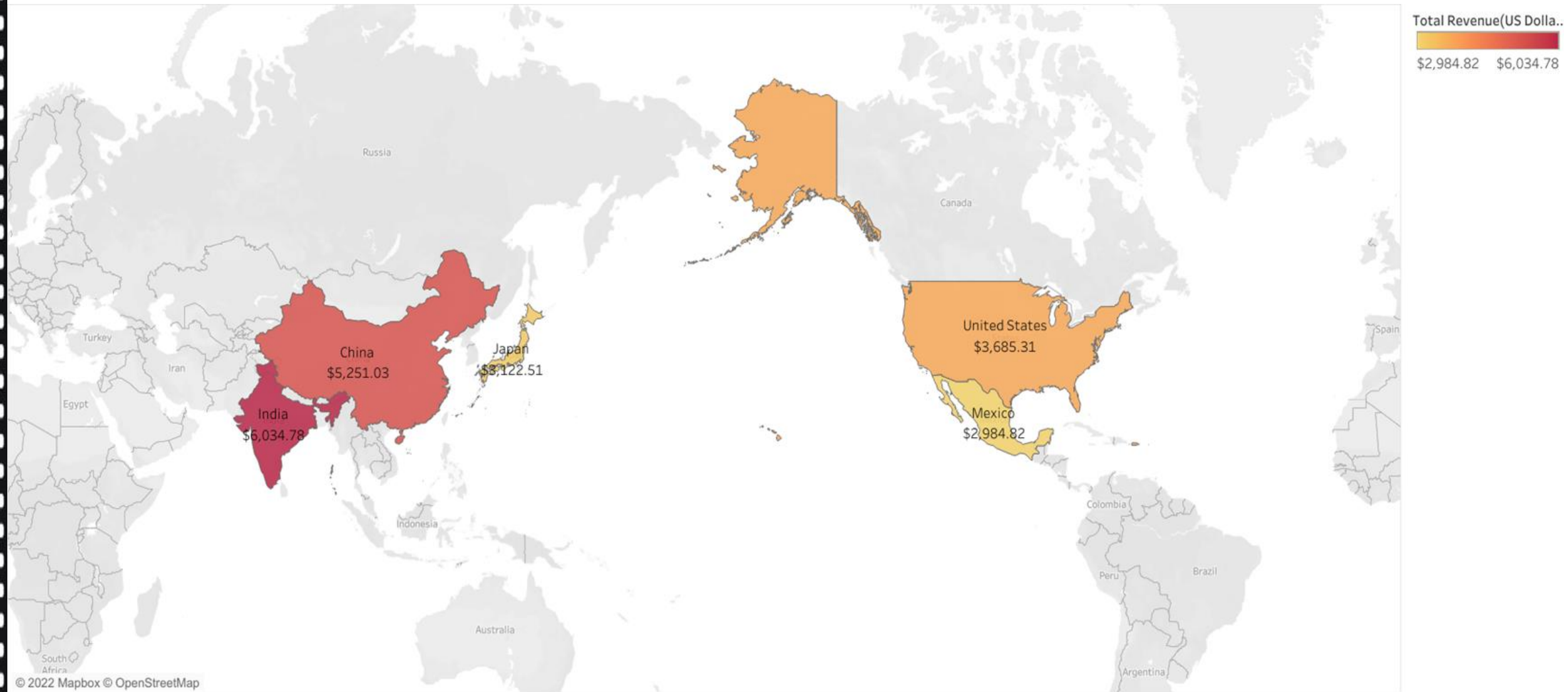


# Which countries are Rockbuster customers based in?



- India has the highest customers(60 customers)
- Followed by, China (53 customers) and USA (36 customers)

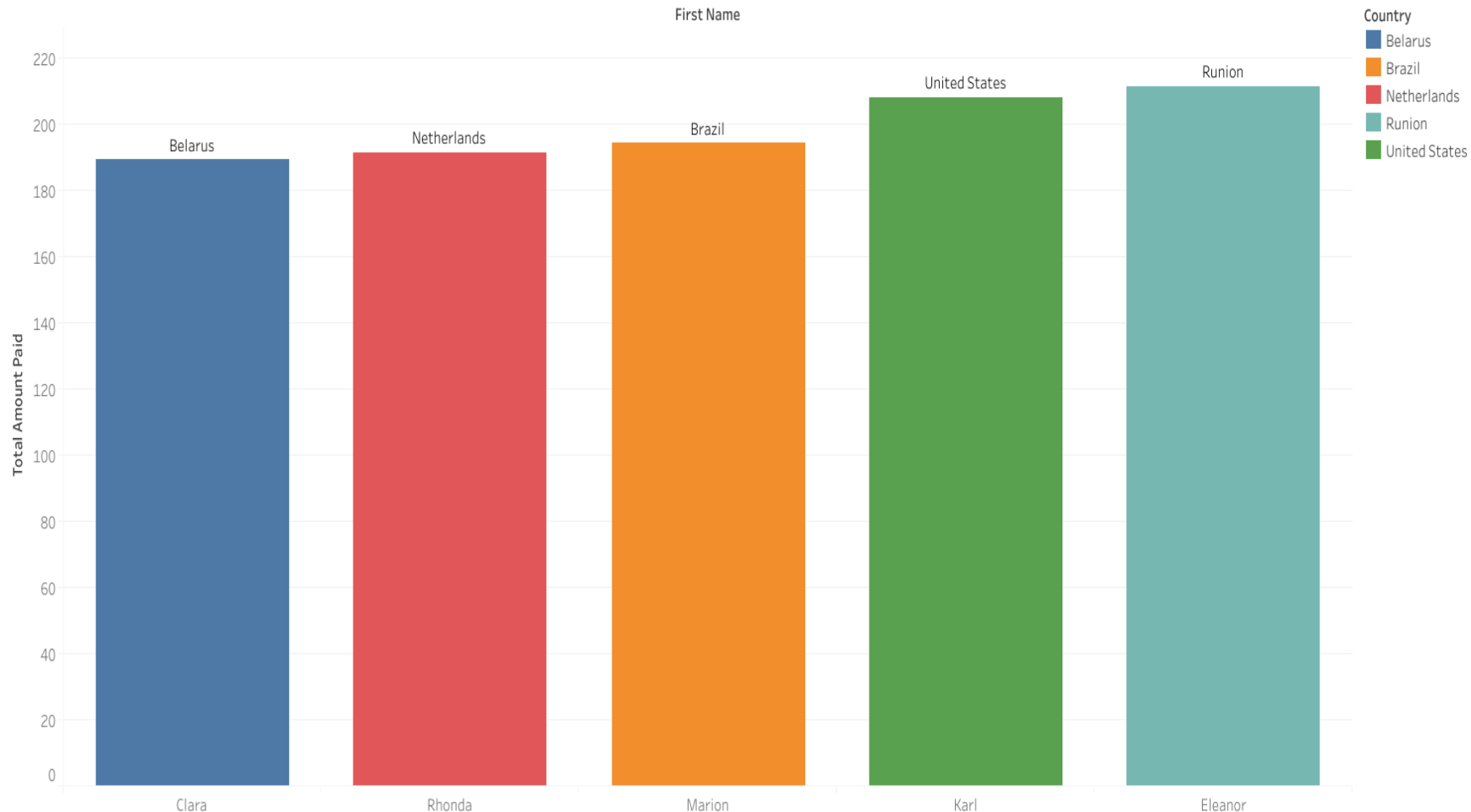
# Do sales figures vary between geographic regions?



# Where are customers with a high lifetime value based?



## 1. Top 5 customers around the world

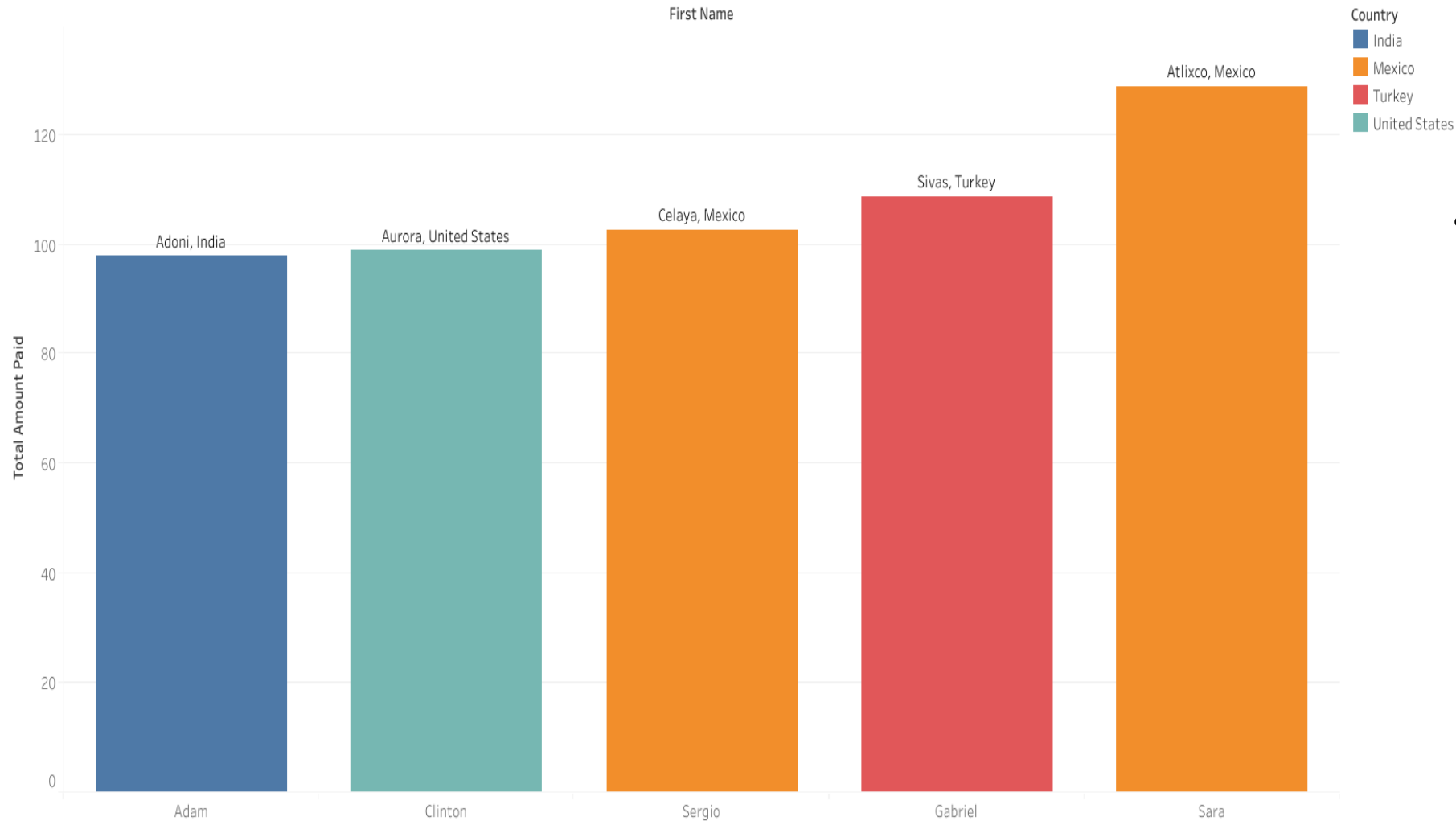


- Eleanor from Runion, is not located in one of the top 5 countries
- Only 1 of the top 5 countries for revenue is also a location for top 5 customers.





## 2. Top 5 customers in top 10 cities

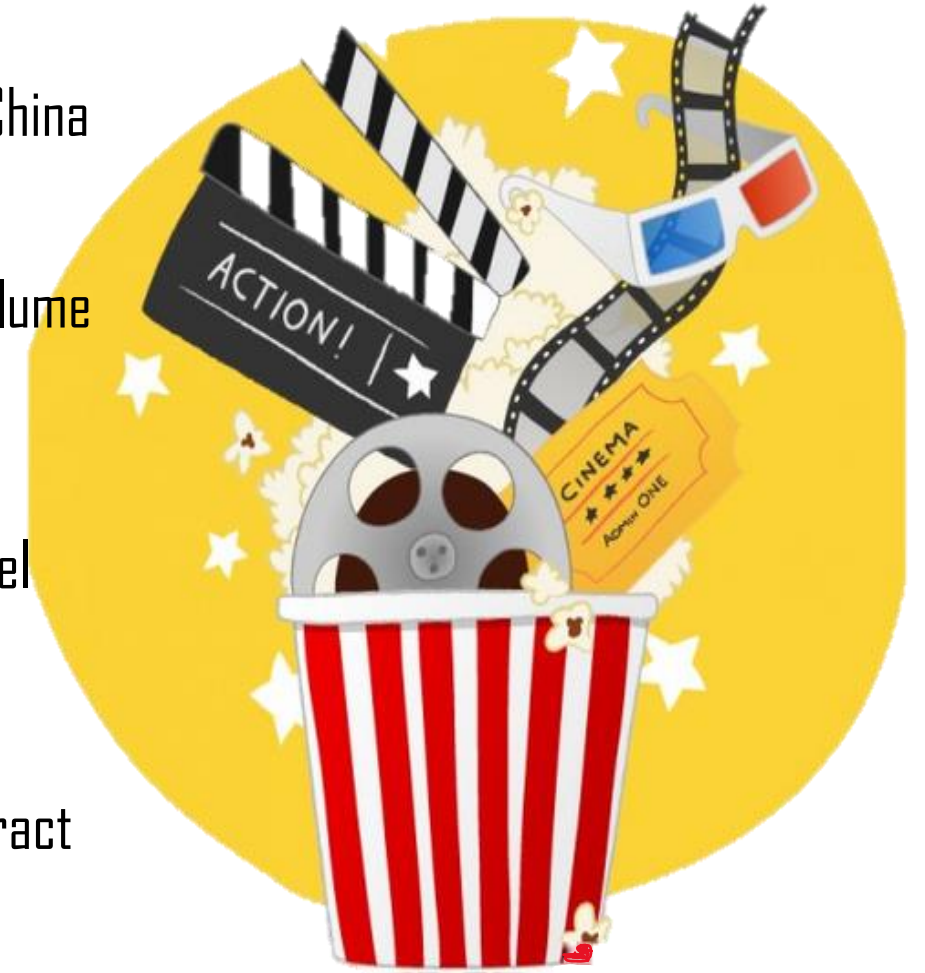


- Top 5 customers by payments within the top 10 cities with the most customers

# Recommendations

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1. There is potential to increase the customer base in India & China
2. Create a reward program for customers with high rental volume and long-term paying accounts
3. Investing in the movie collections for the genre thriller, travel will increase the customer base.
4. Creating Social media platforms where customers can interact with Rockbuster to win prizes and discounts.





# QUESTIONS ?



**ROCKBUSTER  
STEALTH**





# THANK YOU



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[Task 3.10 | Tableau Public](#)

