

Online Video Rental Company Rockbuster Stealth LLC

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PROJECT OVERVIEW

Rockbuster Stealth LLC is a movie rental company with stores all around the globe who want to launch an online movie rental service platform

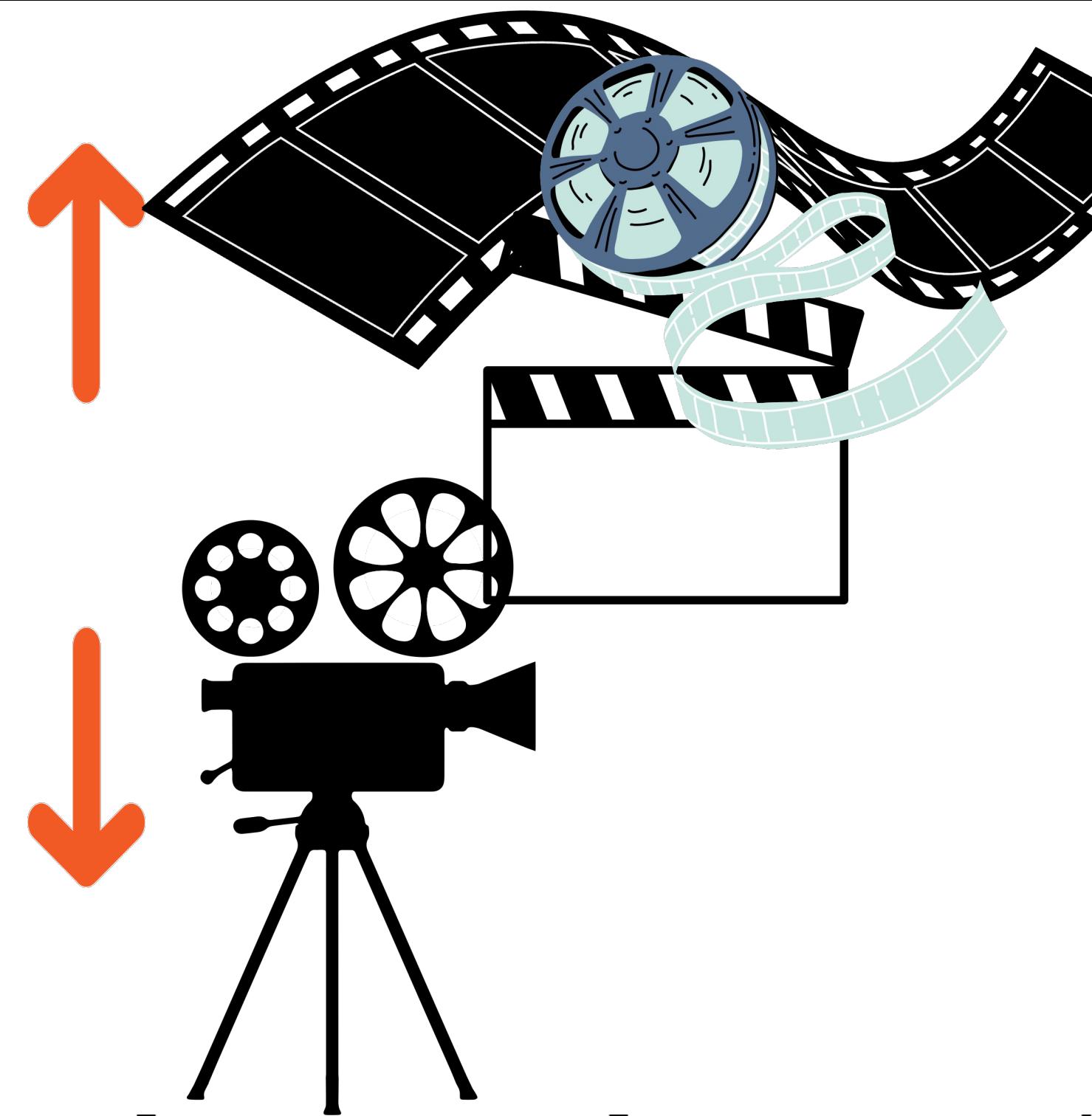
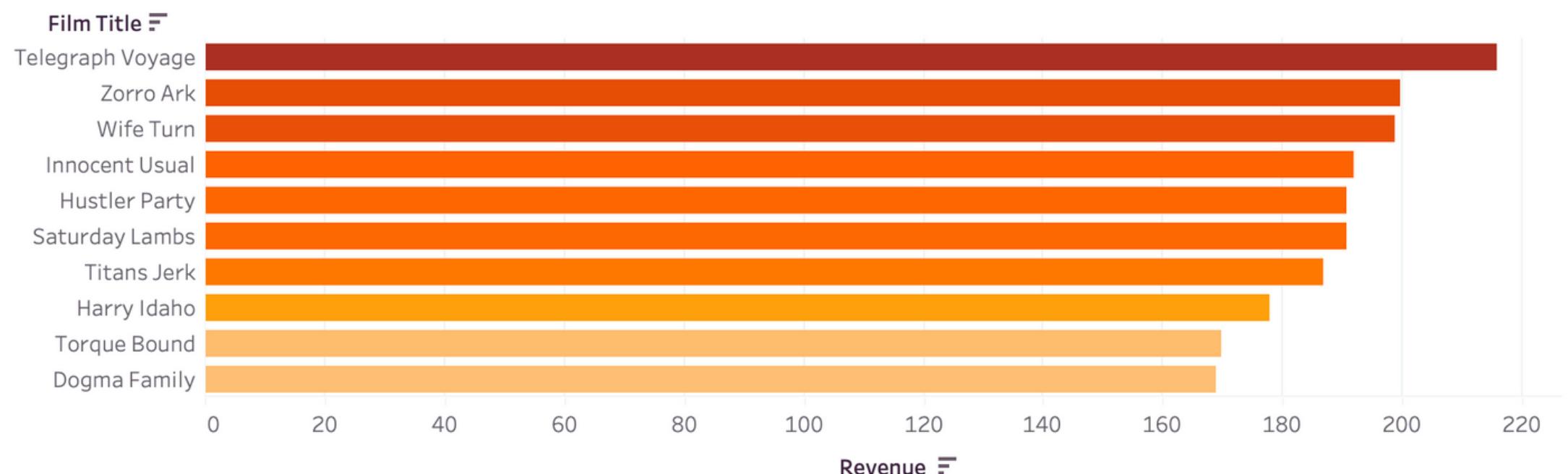
OBJECTIVES

TO IDENTIFY A STRATEGY TO LAUNCH A SUCCESSFUL ONLINE RENTAL PLATFORM BY ANSWERING THE FOLLOWING DATA-BACKED QUESTIONS:

- a. Which movies contributed the highest and lowest to the revenue gain of the company?
- b. What was the average rental duration for the entire set of films?
- c. Where is the customer base located across the globe?
- d. Which cities across different countries are the top-paying customers present?
- e. Does the revenue change across geographic locations based on customer count?
- f. Which genre provides the highest revenue?

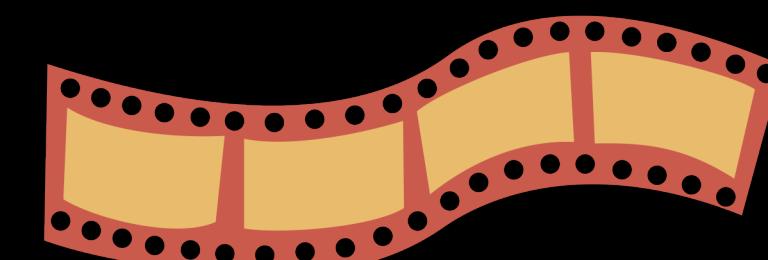
QUESTION 1

a. Which movies contributed the highest and lowest to the revenue gain of the company?

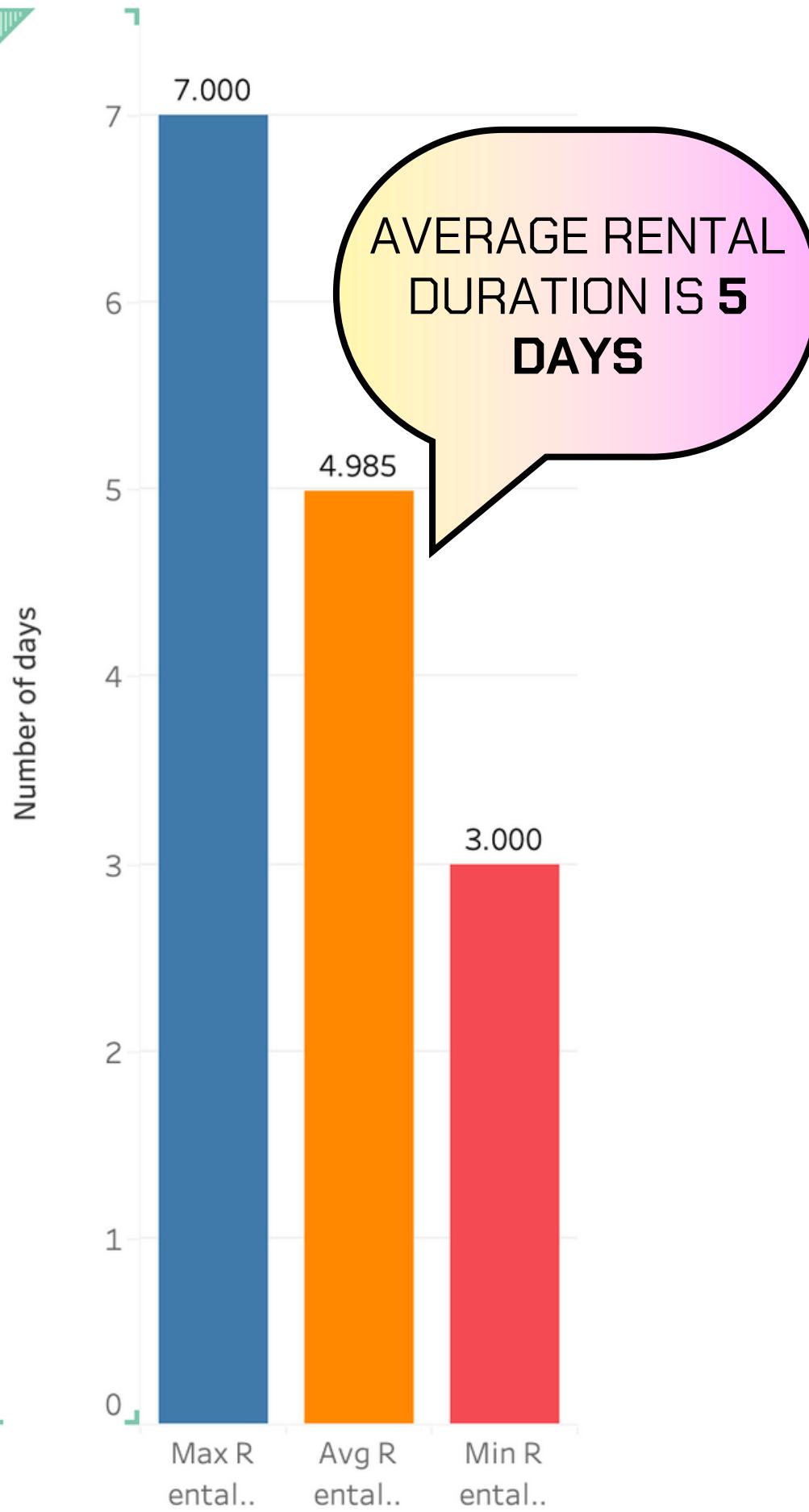


DATA OVERVIEW

ROCKBUSTER STEALTH



QUESTION 2



NUMBER OF FILMS

1000

NUMBER OF GENRES

17

AVG. FILM LENGTH

115 min.

FILM YEARS

2006

COMMON AGE RATING

PG-13

MAX. CUSTOMERS

599

MAIN LANGUAGE

ENGLISH

AVG. REPLACEMENT COST

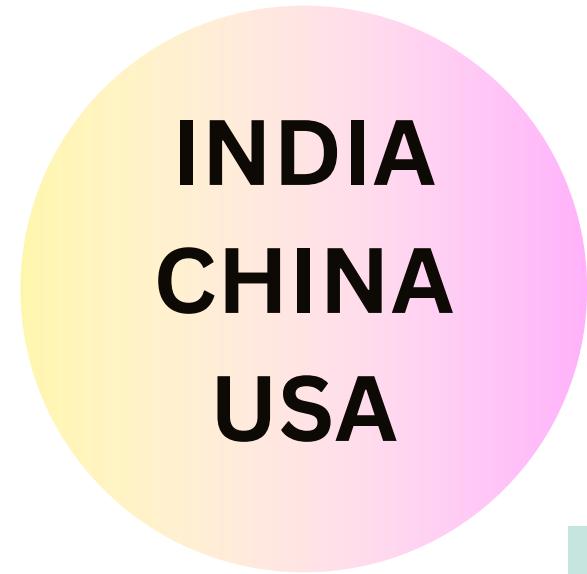
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b. What was the average rental duration for the entire set of films?

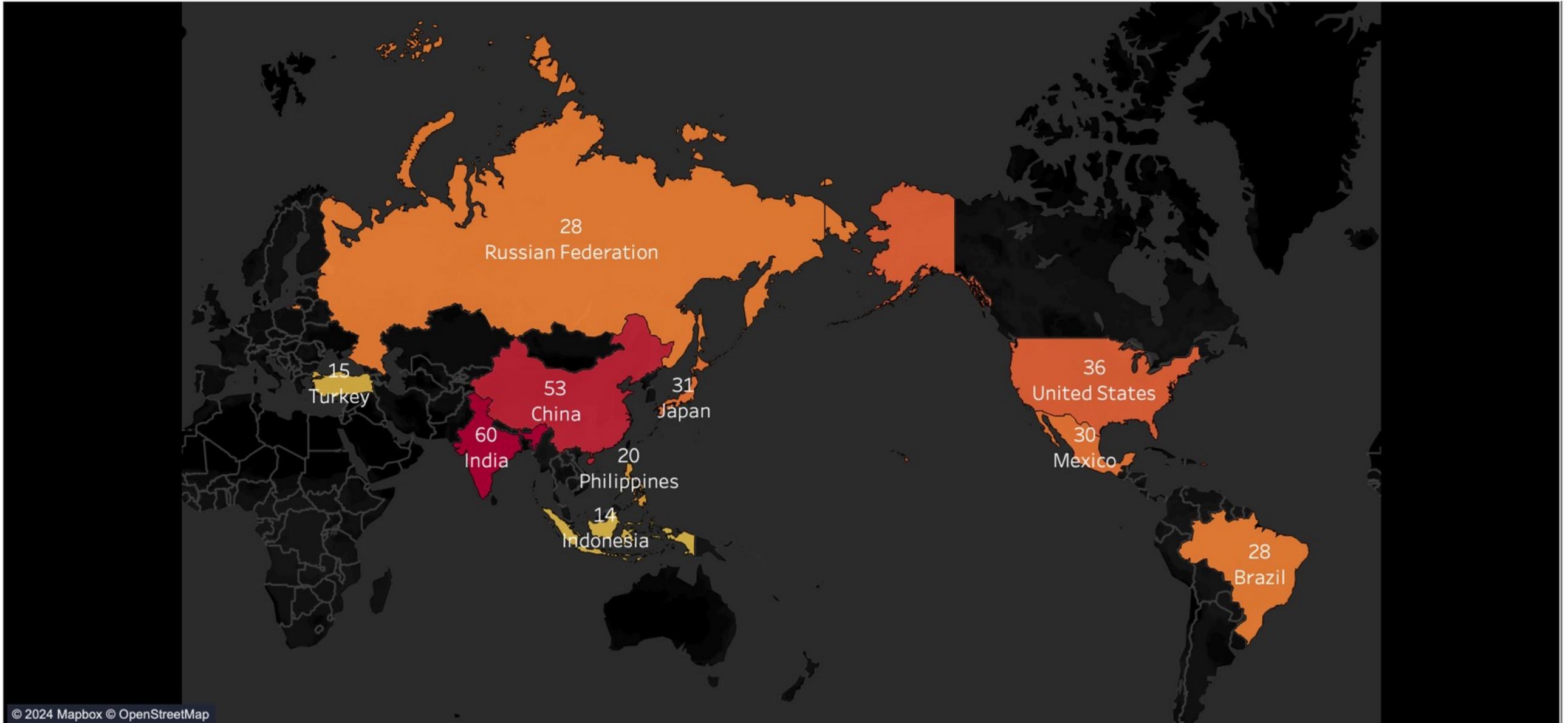
QUESTION 3

c. Where is the customer base located across the globe?

TOP 3 COUNTRIES



Top 10 countries with highest customer-base



Number Of Customers

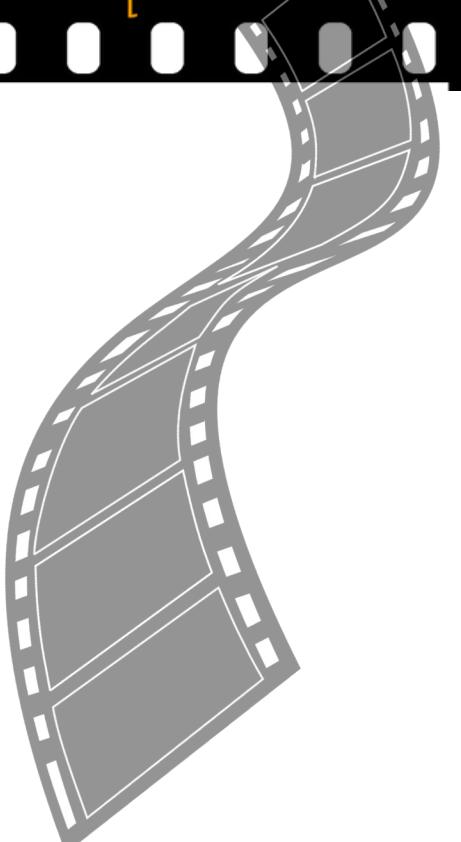
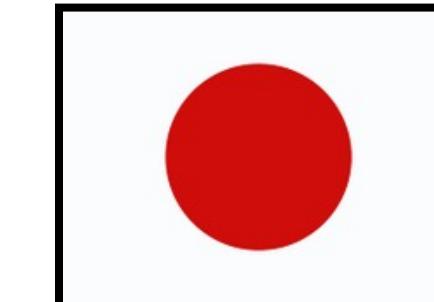
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The company should focus on increasing the brand value in these countries as they can obtain an even higher customer base

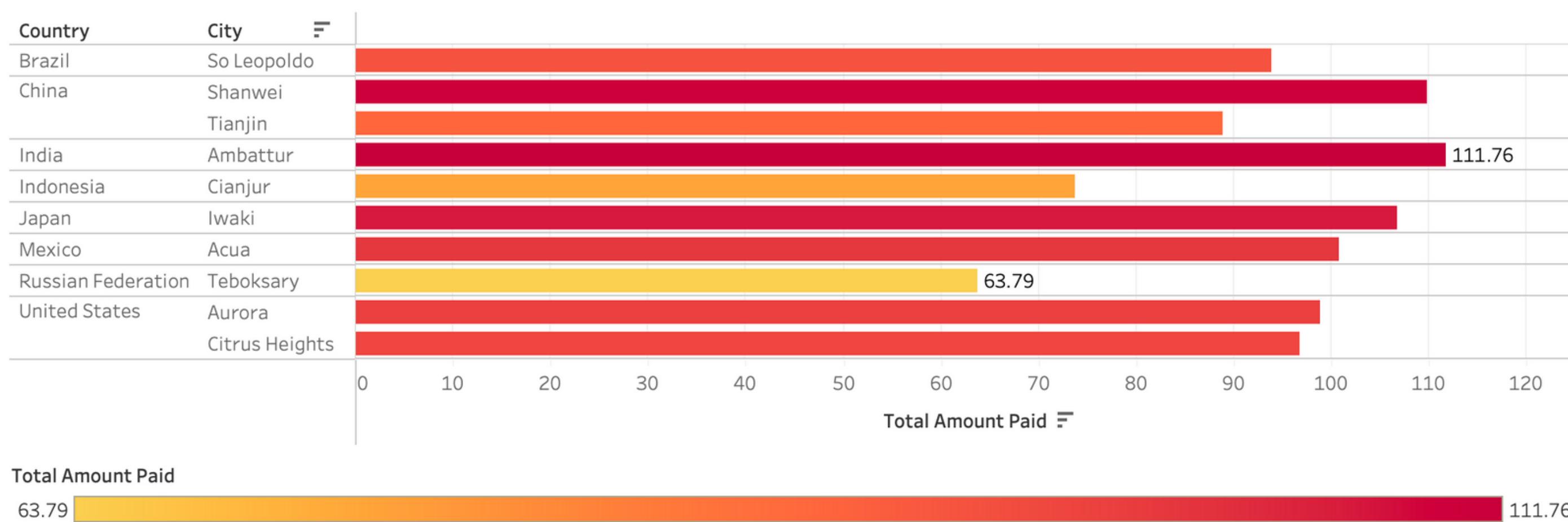
QUESTION 4

e. Which cities across different countries are the top-paying customers present?

COUNTRY	CITY	TOTAL AMOUNT
India	Ambattur	111.76
China	Shanwei	109.71
Japan	Iwaki	106.77
Mexico	Acua	100.77



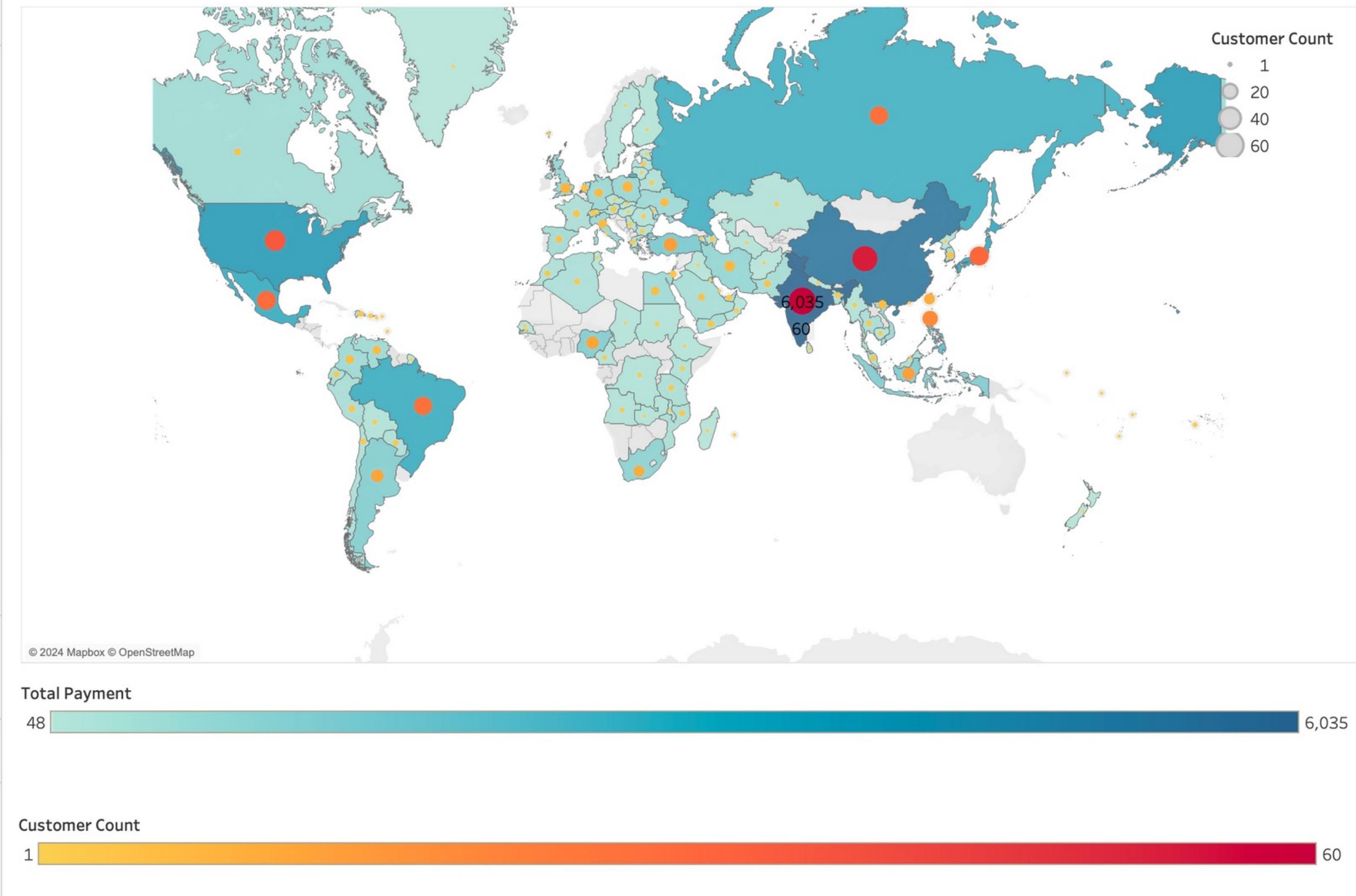
Target countries for establishing more markets



QUESTION 5

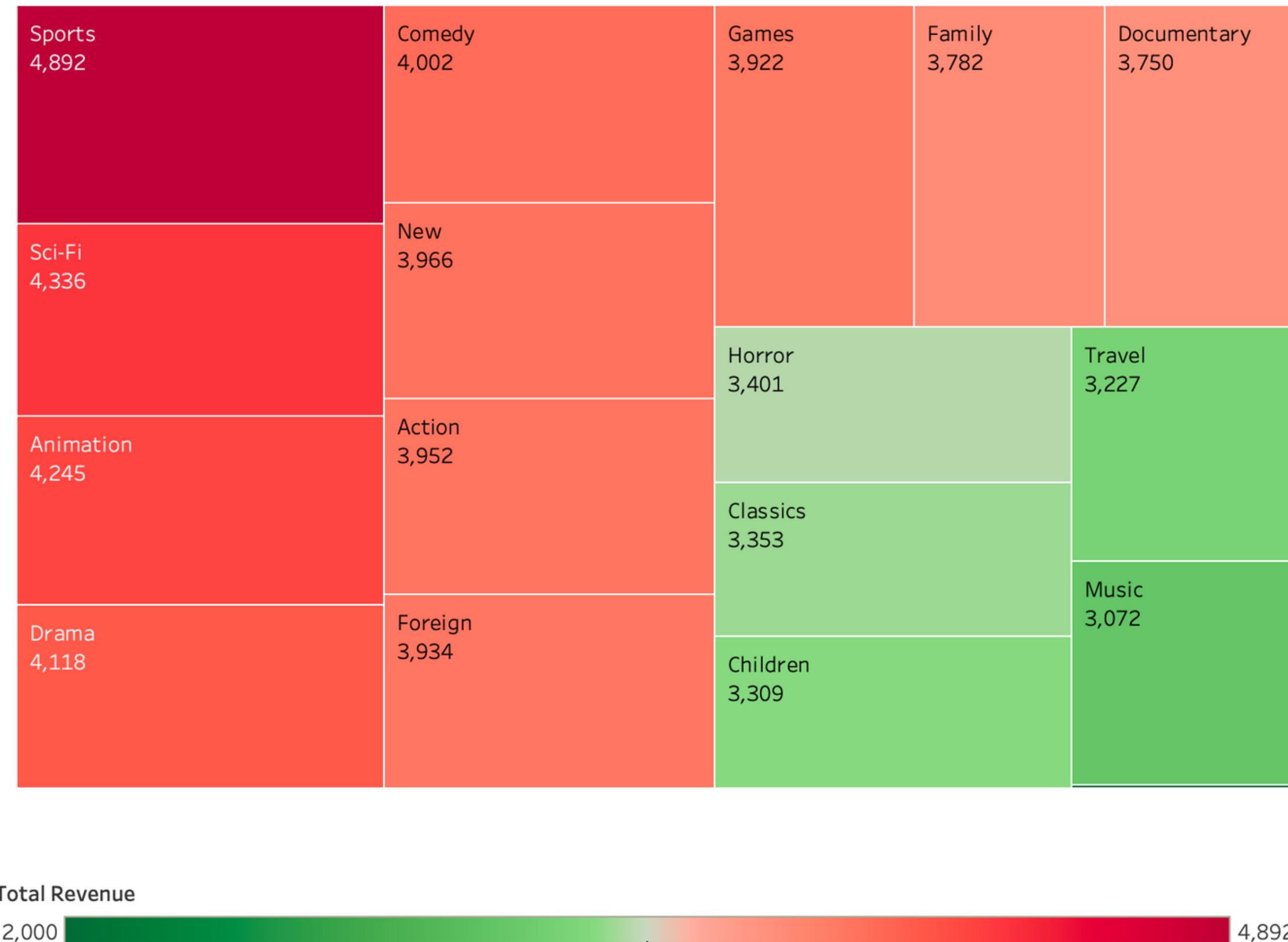
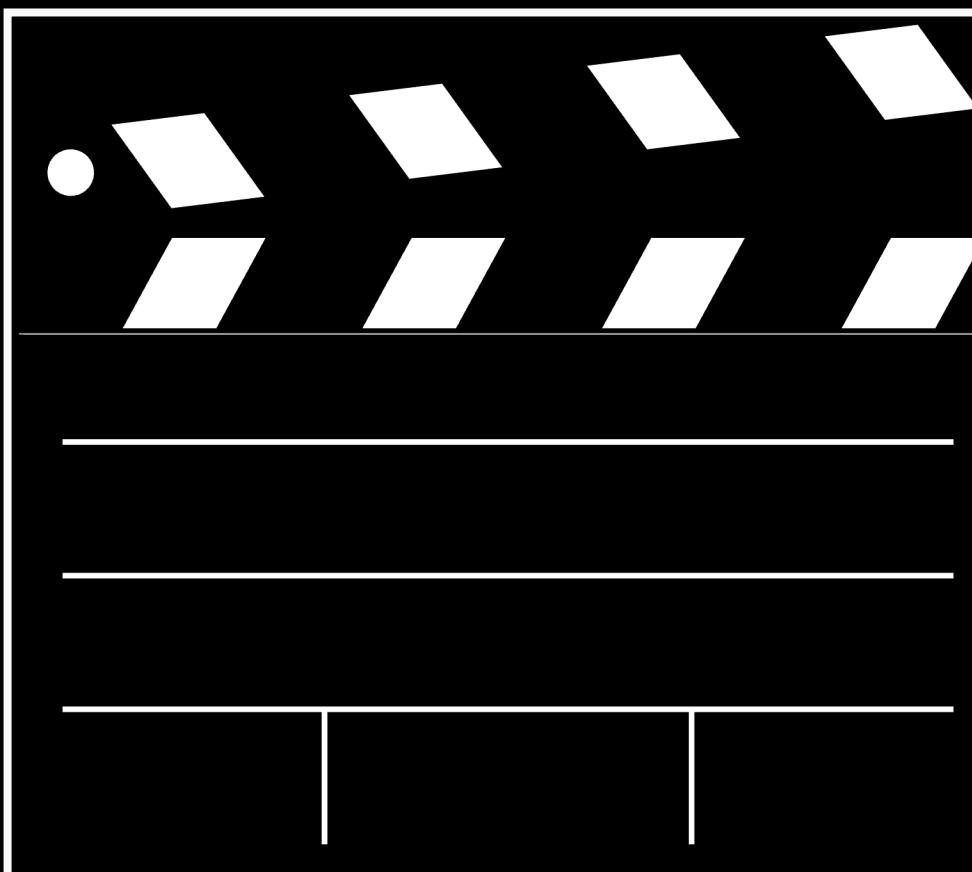
e. Does the revenue change across geographic locations based on customer count?

Revenue variation according to geography and customer count



QUESTION 6

f. Which genre provides the highest revenue?





CONCLUSIONS

LANGUAGE AND GEOGRAPHY

Based on the geographic locations of the customers, since a majority are located in non-English speaking countries, films from other languages must be brought into the sales market

ADVERTISING STRATEGIES

Since, most of the customers are located in INDIA, CHINA and the USA, more advertising must be done in these locations to increase the customer base

GENRE BASED REVENUE

The most bought genre of movies are SPORTS, SCI-FI and ANIMATION, thereby focusing on bringing more films in these genres would increase the revenue

RENTAL DURATION

The average rental duration for a film is about 5 DAYS and an increase in the rental duration may increase the customer interest



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[Tableau LINK](#)