Rock buster stealth

Revenue
Movies and
Geographical analysis

Objective of the analysis

To provide necessary data-related analysis for Rockbuster´s new online streaming/rental strategy
To face and stay ahead of the competition.

The analysis shows various data-related information concerning the geological distribution of Rockbuster's Income, customers, and information related to movies in the database.
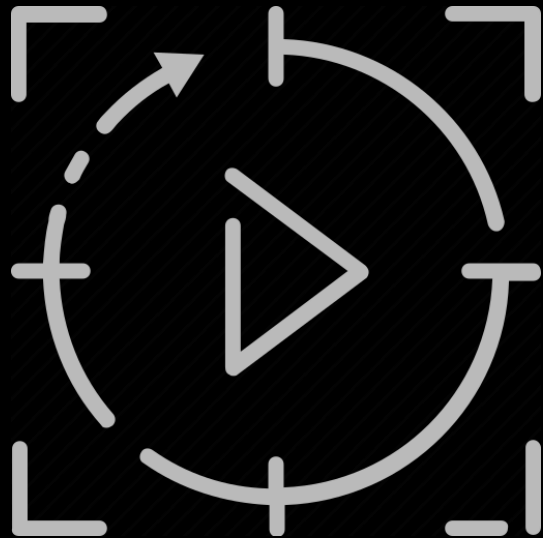
Key focused areas

Rental revenue's geographical distribution

Customer base by country
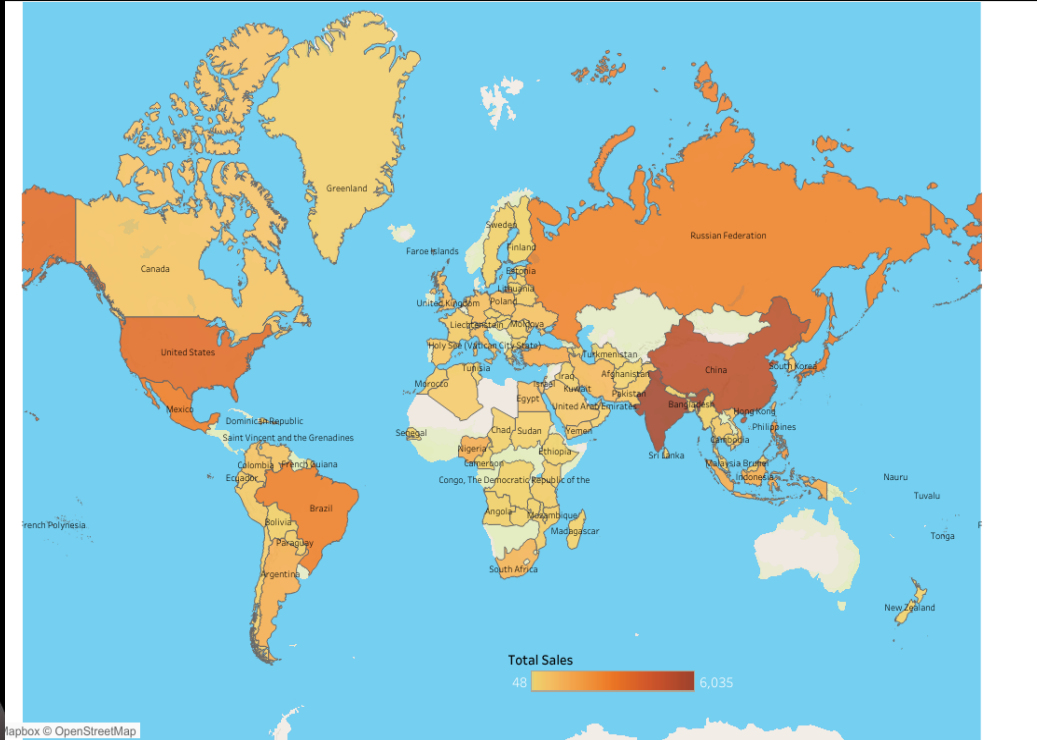
Revenue by Genre and Rating

Movies with the highest and lowest revenue

Rental durations, rates, and replacement costs

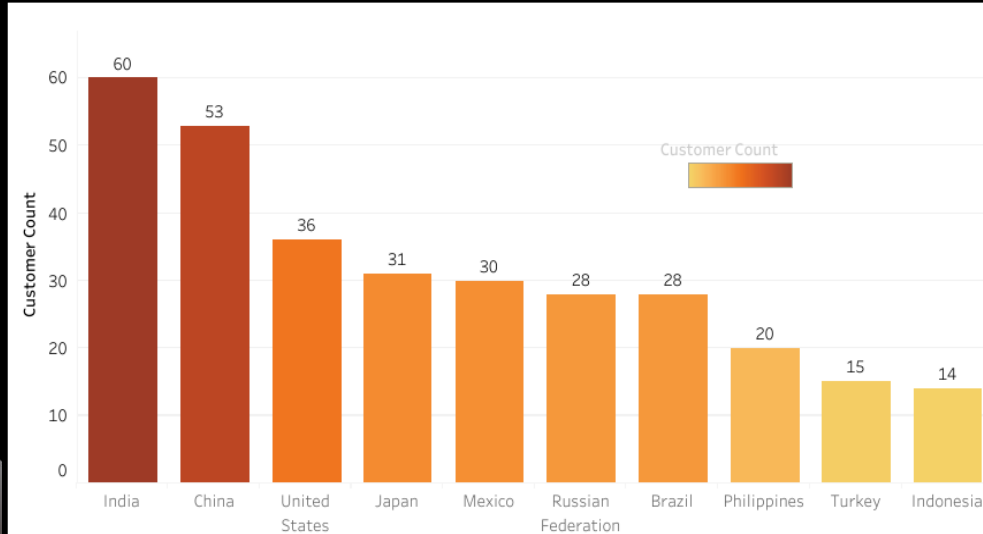# Rental revenue's geographical distribution

Customer base by country

Customer base analysis of Rockbusters

Total Amount Paid
96.77 — 109.71

Rockbusters best 5 customers by city

$109.71
Kyle Spurlock
China
Shanwei

$100.77
Glen Talbert
Mexico
Acua

$98.76
Clinton Buford
United States
Aurora

$106.77
Marlene Welch
Japan
Iwaki

$96.77
Betty White
United States
Citrus Heights

Customer Count

Country	Customer Count
India	60
China	53
United States	36
Japan	31
Mexico	30
Russian Federation	28
Brazil	28
Philippines	20
Turkey	15
Indonesia	14
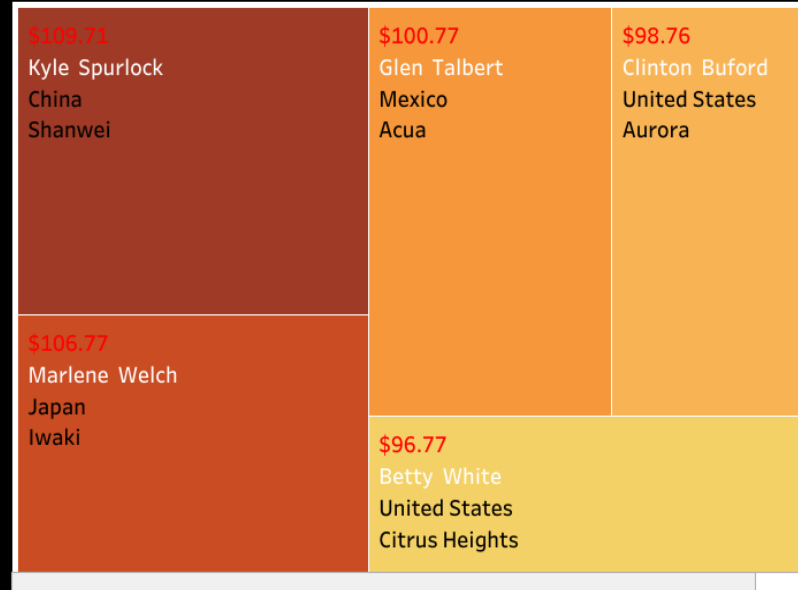
Movies with the highest and lowest revenue

BEST 10

Stallion Sundance	7.940
Lights Deer	7.930
Treatment Jekyll	6.940
Cruelty Unforgiven	6.940
Young Language	6.930
Rebel Airport	6.930
Freedom Cleopatra	5.950
Texas Watch	5.940
Oklahoma Jumanji	5.940
Duffel Apocalypse	5.940

VS

WORST 10

Dogma Family	168.72
Torque Bound	169.76
Harry Idaho	177.73
Titans Jerk	186.73
Saturday Lambs	190.74
Hustler Party	190.78
Innocent Usual	191.74
Wife Turn	198.73
Zorro Ark	199.72
Telegraph Voyage	215.75

Rental durations, rates, and replacement costs

Rental duration		Rental Rate		Replacement Cost	
Min	3 days	Min	$0.99	Min	$09.99
Max	7 days	Max	$4.99	Max	$29.99
Average	4.98days	Average	$2.98	Average	$19.84

Recommendations on Key Findings.

🎞 Asia and Central America represent the highest revenue share for Rockbusters, hence it is recommended To focus the sales and marketing strategy in the region and further look into which genres are popular in These regions are for future licensing. This is proven by both revenue and customer counts as well as From most loyal customers.

🎞 Sports, Animations, Sci fic , Drama and Comedy are the highest revenue genres and it is recommended to Focus on investing in these genres more and think about the thriller genre and whether to re-brand or leave.

🎞 Though PG 13 rating has the highest sales all other ratings are also having close sales except for G (General audience). Need to either invest or leave it behind when setting short mid and long-term strategies.

🎞 Need to look at the licensing cost , replacement cost, and rental rate of movies which has the lowest sales and if they are high Remove them from data base.

🎞 Check on the rental duration of movies which has the highest revenue and if they are long then increase the Traffic.

Thanks for your time and feel free to request any further information required for decision-making processes.

A copy of technical data has been attached for your reference with the email.

For visual references and tables please refer :
https://public.tableau.com/views/Rockbusterfinal/Story1?:language=en-US&:display_count=n&:origin=viz_share_link