

# **ROCKBUSTER STEALTH DATA ANALYSIS**

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# **PRESENTATION OVERVIEW AND KEY QUESTIONS**

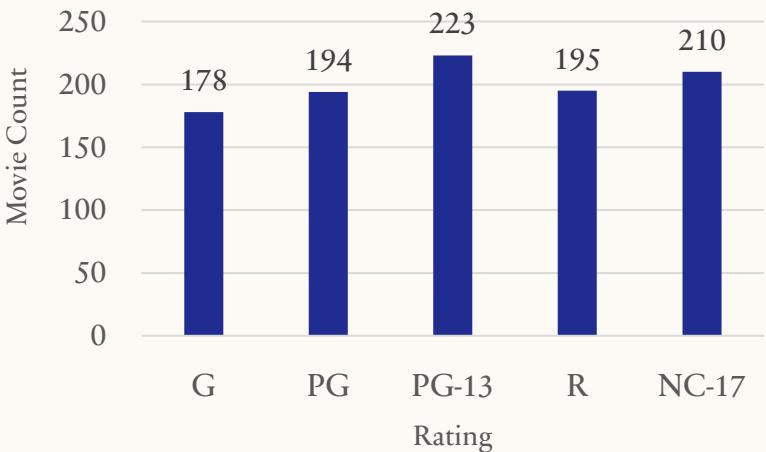
This presentation is aimed to help answer business questions using previously acquired data in order to better inform the Rockbuster Stealth Management Boards 2020 Company Strategy.

## **Key Questions:**

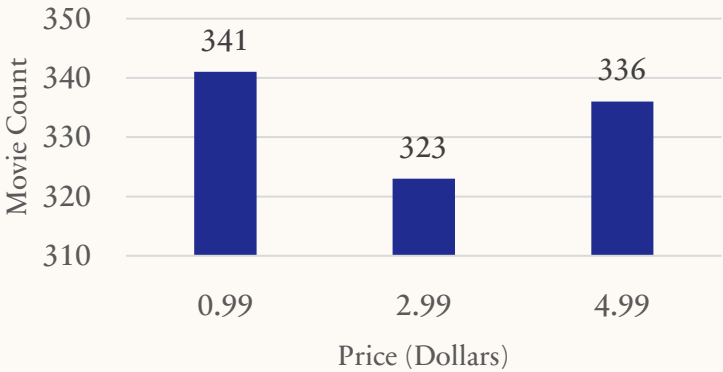
- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?

# ROCKBUSTER OVERVIEW

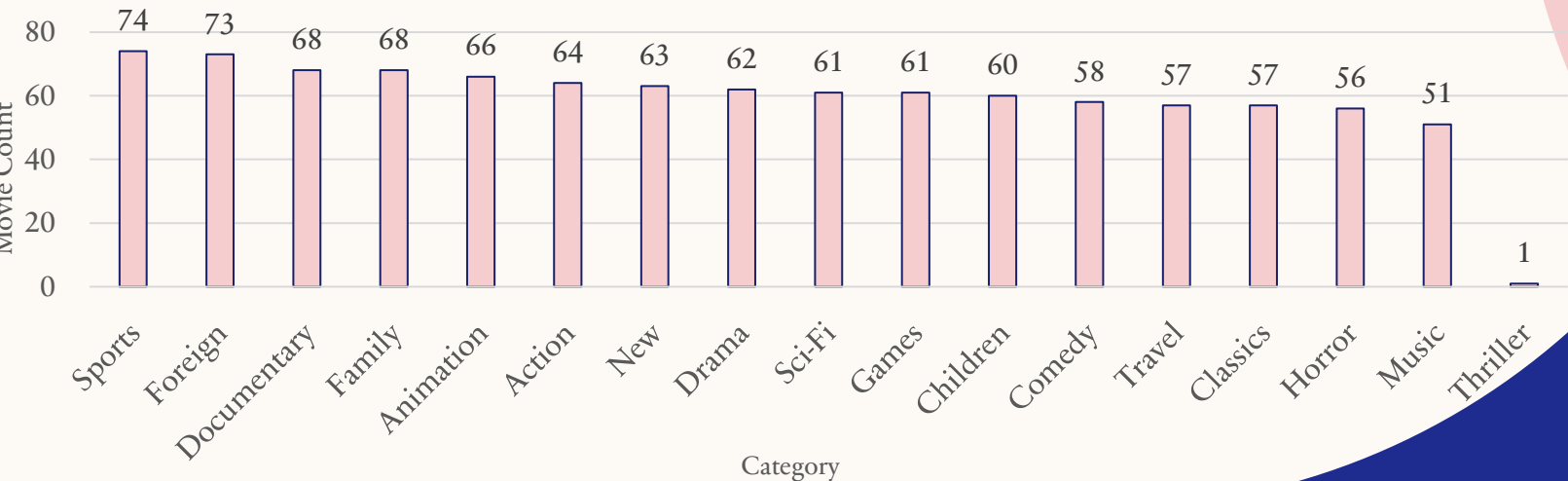
Number of Movies by Rating



Number of Movies by Rental Rate



Number of Movies by Category



Number of Films  
1000

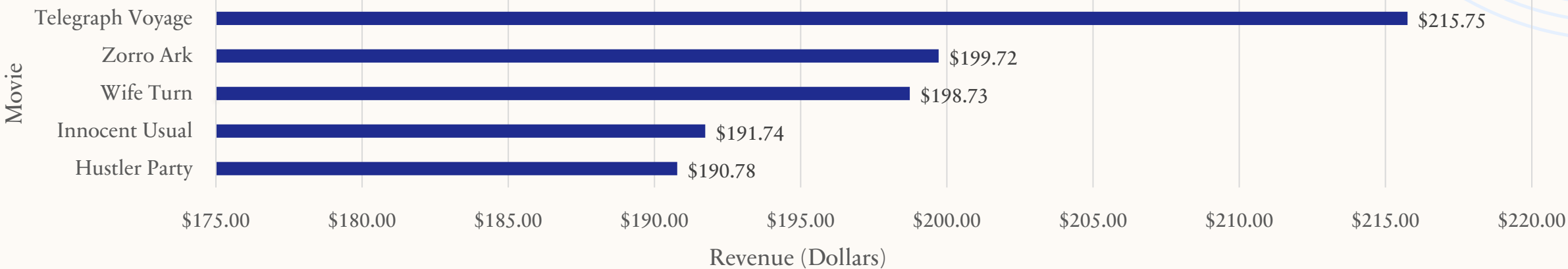
Avg. Movie Rating  
PG-13

Avg. Rental Duration  
4.9 Days

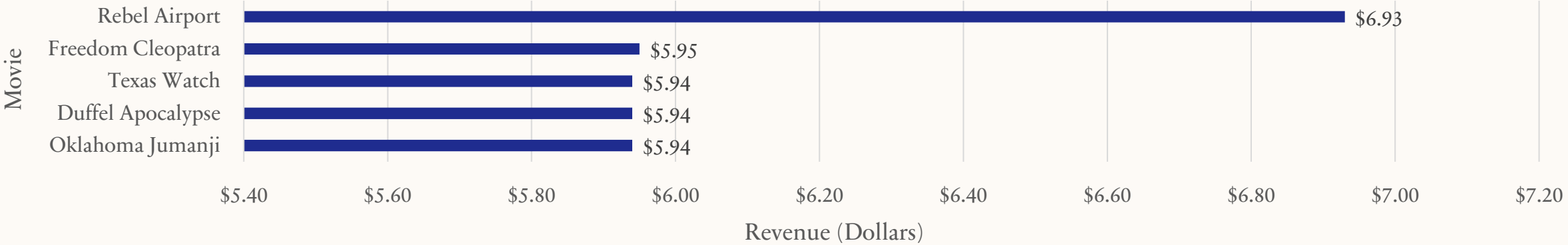
Avg. Rental Rate  
\$2.98

# FILM PERFORMANCE OVERVIEW

Top 5 Performing Movies



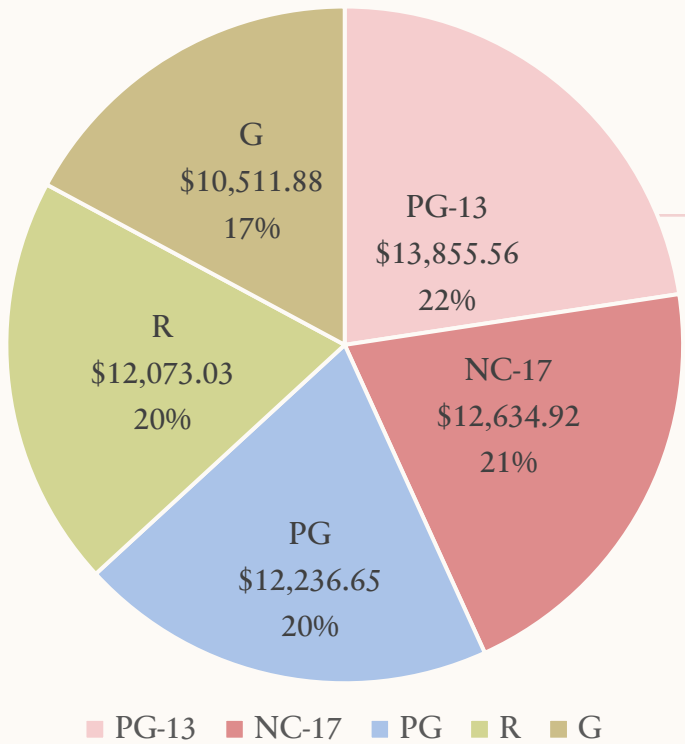
Bottom 5 Performing Movies



# REVENUE OVERVIEW

Total Revenue: \$61,312.04

Movie Revenue by Rating



Movie Revenue by Genre



# CUSTOMER LOCATION OVERVIEW

## Top 5 Countries Profile

### India –

- Customers: 60
- Total Revenue: \$6,034.78

### China –

- Customers: 53
- Total Revenue: \$5251.03

### United States –

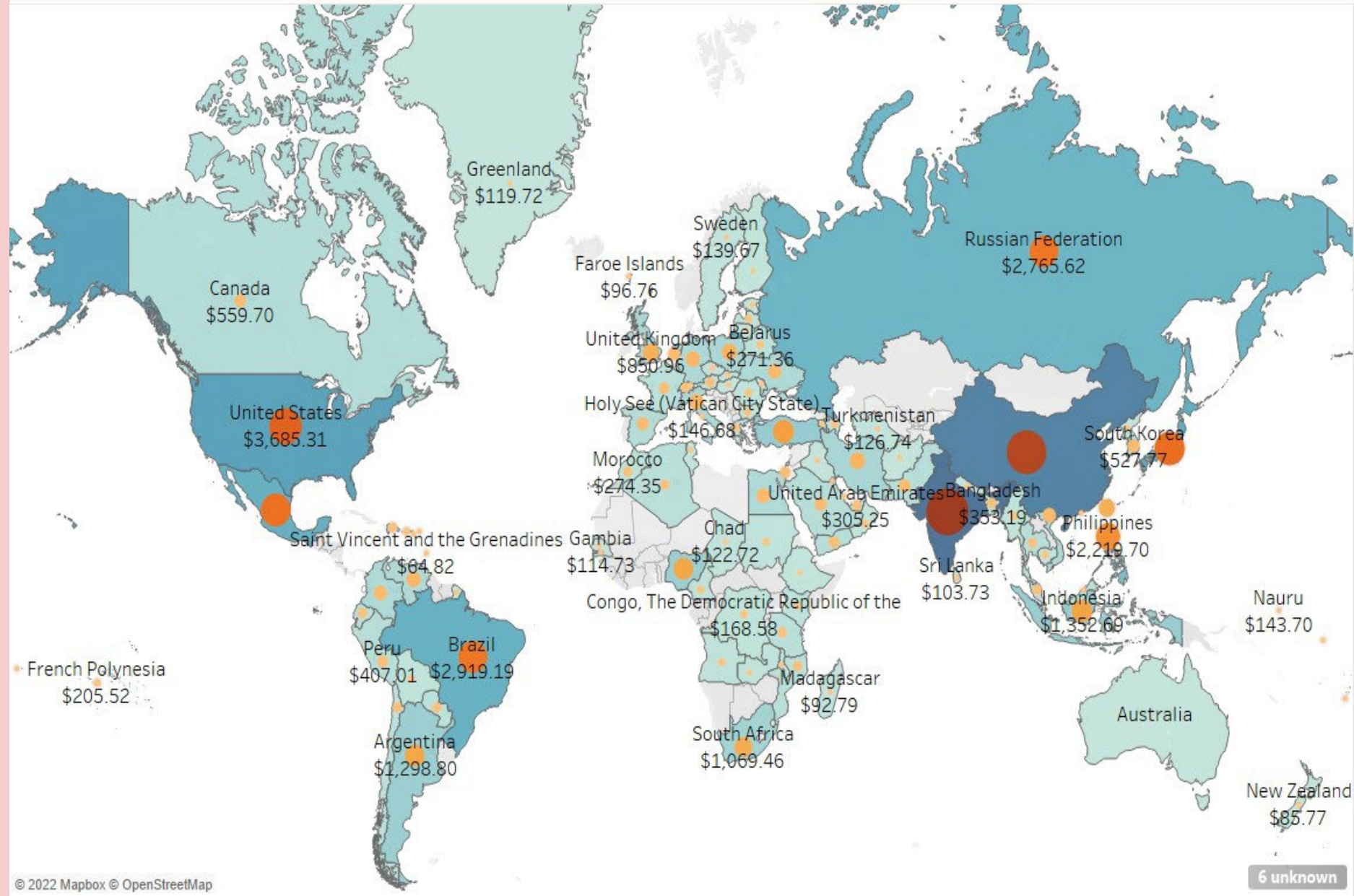
- Customers: 36
- Total Revenue: \$3685.31

### Japan –

- Customers: 31
- Total Revenue: \$3122.51

### Mexico –

- Customers: 30
- Total Revenue: \$2984.82





# TOP 5 CUSTOMERS PROFILE

Customer Name	City	Country	Number of Rentals	Total Revenue (dollars)
Eleanor Hunt	Saint-Denis	Reunion	46	\$211.55
Karl Seal	Cape Coral	United States	45	\$208.58
Marion Snyder	Santa Barbara d'Oeste	Brazil	42	\$194.61
Rhonda Kennedy	Apeldoorn	Netherlands	42	\$191.62
Clara Shaw	Molodechno	Belarus	41	\$189.60



# RECOMMENDATIONS



## REVAMP INVENTORY

Focus on acquiring movies that are more likely to be rented out more frequently and for longer durations.

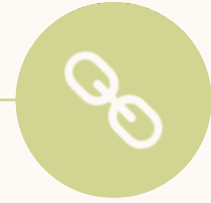
- Sports
- Science Fiction
- Animation
- Drama
- Comedy



## CUSTOMER RELATIONS

Increase customer engagement and attract new customers.

- Introducing rewards programs
- Identifying cities with the greatest number of customers and rolling out referral bonuses
- Utilize social media to engage customer base



## TARGETED MARKETING

Hone in on location based research to expand sales within the top 5 performing countries

- India
- China
- United States
- Japan
- Mexico



# THANK YOU

## QUESTIONS?

[Tableau Visualization](#)

