ROCKBUSTER STEALTH DATA ANALYSIS

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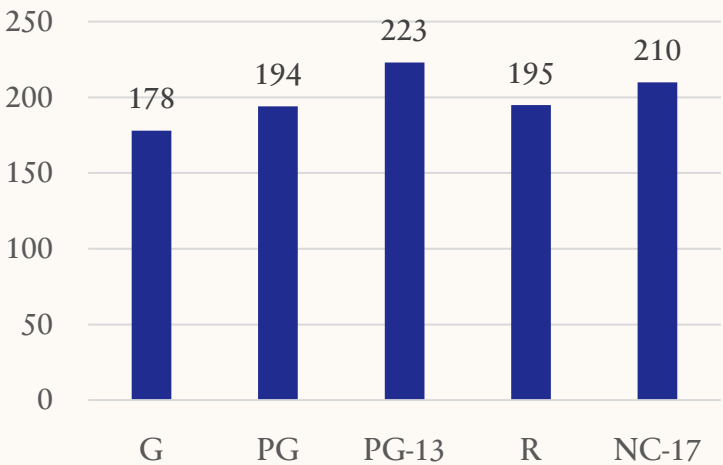# PRESENTATION OVERVIEW AND KEY QUESTIONS

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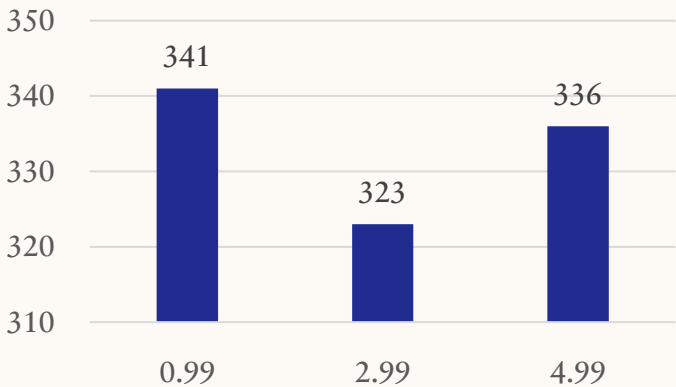
Key Questions:
- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
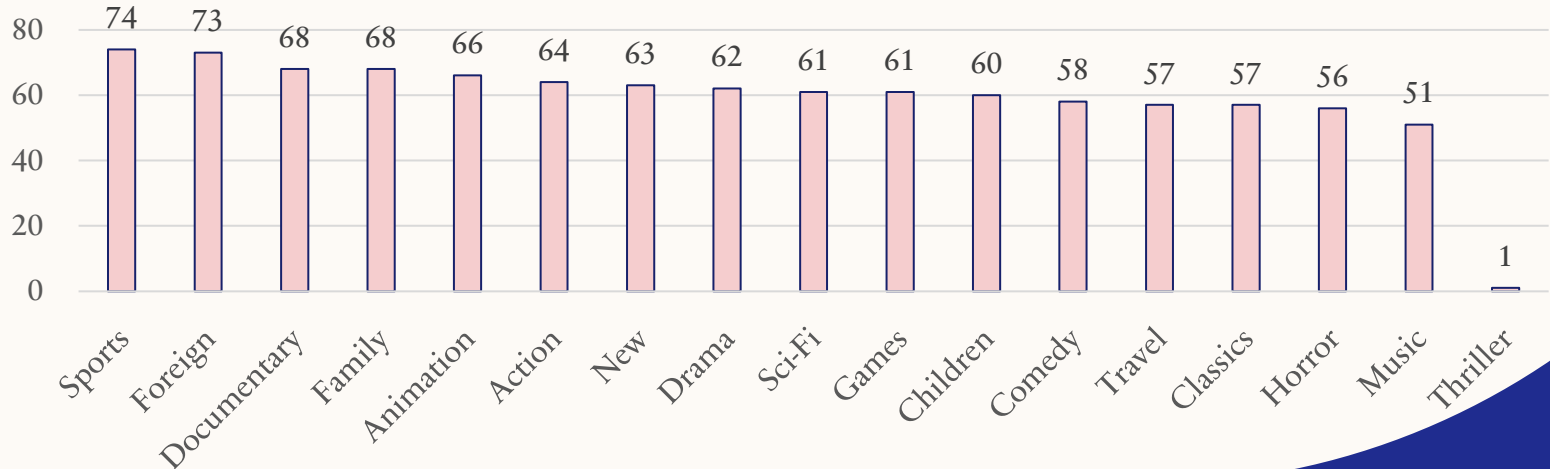- Do sales figures vary between geographic regions?

ROCKBUSTER OVERVIEW

Number of Movies by Rating

Rating	Count
G	178
PG	194
PG-13	223
R	195
NC-17	210

Number of Movies by Rental Rate

Rental Rate	Count
0.99	341
2.99	323
4.99	336

Number of Movies by Category

Category	Count
Sports	74
Foreign	73
Documentary	68
Family	68
Animation	66
Action	64
New	63
Drama	62
Sci-Fi	61
Games	61
Children	60
Comedy	58
Travel	57
Classics	57
Horror	56
Music	51
Thriller	1

Number of Films 1000

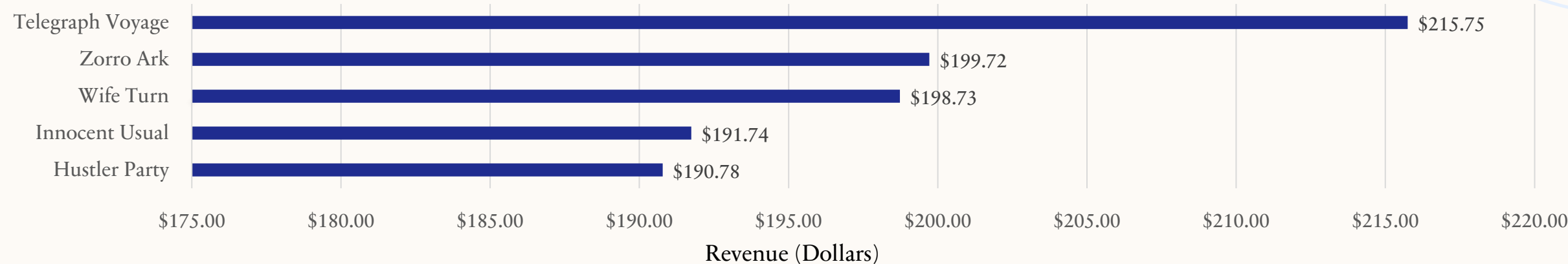**Avg. Movie Rating** PG-13

Avg. Rental Duration 4.9 Days

Avg. Rental Rate $2.98
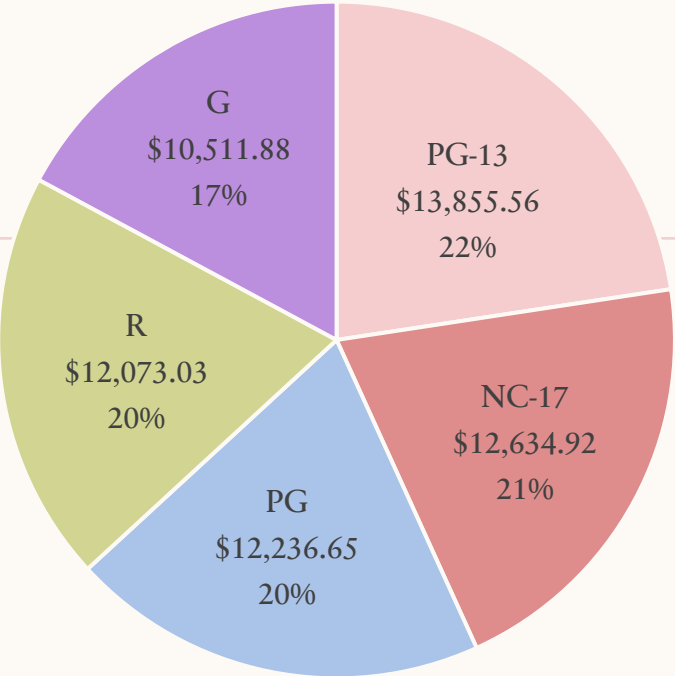
FILM PERFORMANCE OVERVIEW

Top 5 Performing Movies

Movie	Revenue
Telegraph Voyage	$215.75
Zorro Ark	$199.72
Wife Turn	$198.73
Innocent Usual	$191.74
Hustler Party	$190.78

Revenue (Dollars)

Bottom 5 Performing Movies

Movie	Revenue
Rebel Airport	$6.93
Freedom Cleopatra	$5.95
Texas Watch	$5.94
Duffel Apocalypse	$5.94
Oklahoma Jumanji	$5.94

Revenue (Dollars)
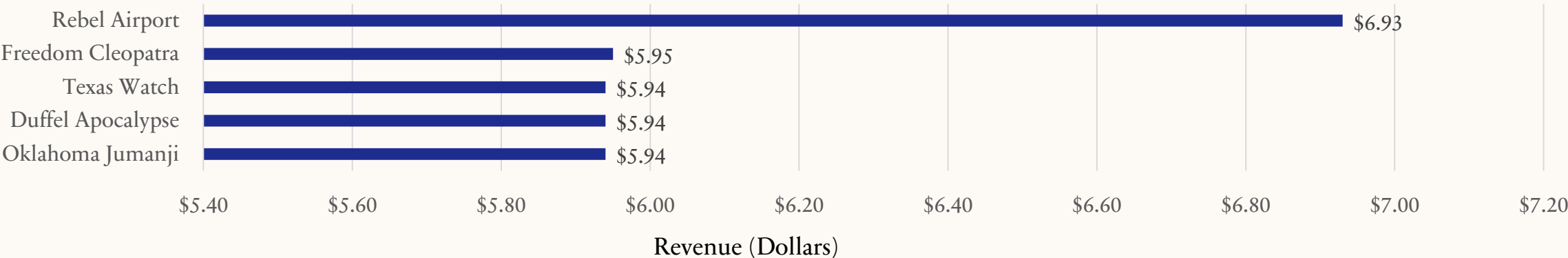
REVENUE OVERVIEW

Total Revenue: $61,312.04

Movie Revenue by Genre

Genre	Revenue
Sports	$4,892.19
Sci-Fi	$4,336.01
Animation	$4,245.31
Drama	$4,118.46
Comedy	$4,002.48
New	$3,966.38
Action	$3,951.84
Foreign	$3,934.47
Games	$3,922.18
Family	$3,782.26
Documentary	$3,749.65
Horror	$3,401.27
Classics	$3,353.38
Children	$3,309.39
Travel	$3,227.36
Music	$3,071.52
Thriller	$47.89

Revenue (dollars)

Movie Revenue by Rating

Rating	Revenue	Percent
PG-13	$13,855.56	22%
NC-17	$12,634.92	21%
PG	$12,236.65	20%
R	$12,073.03	20%
G	$10,511.88	17%

Legend: PG-13 · NC-17 · PG · R · G
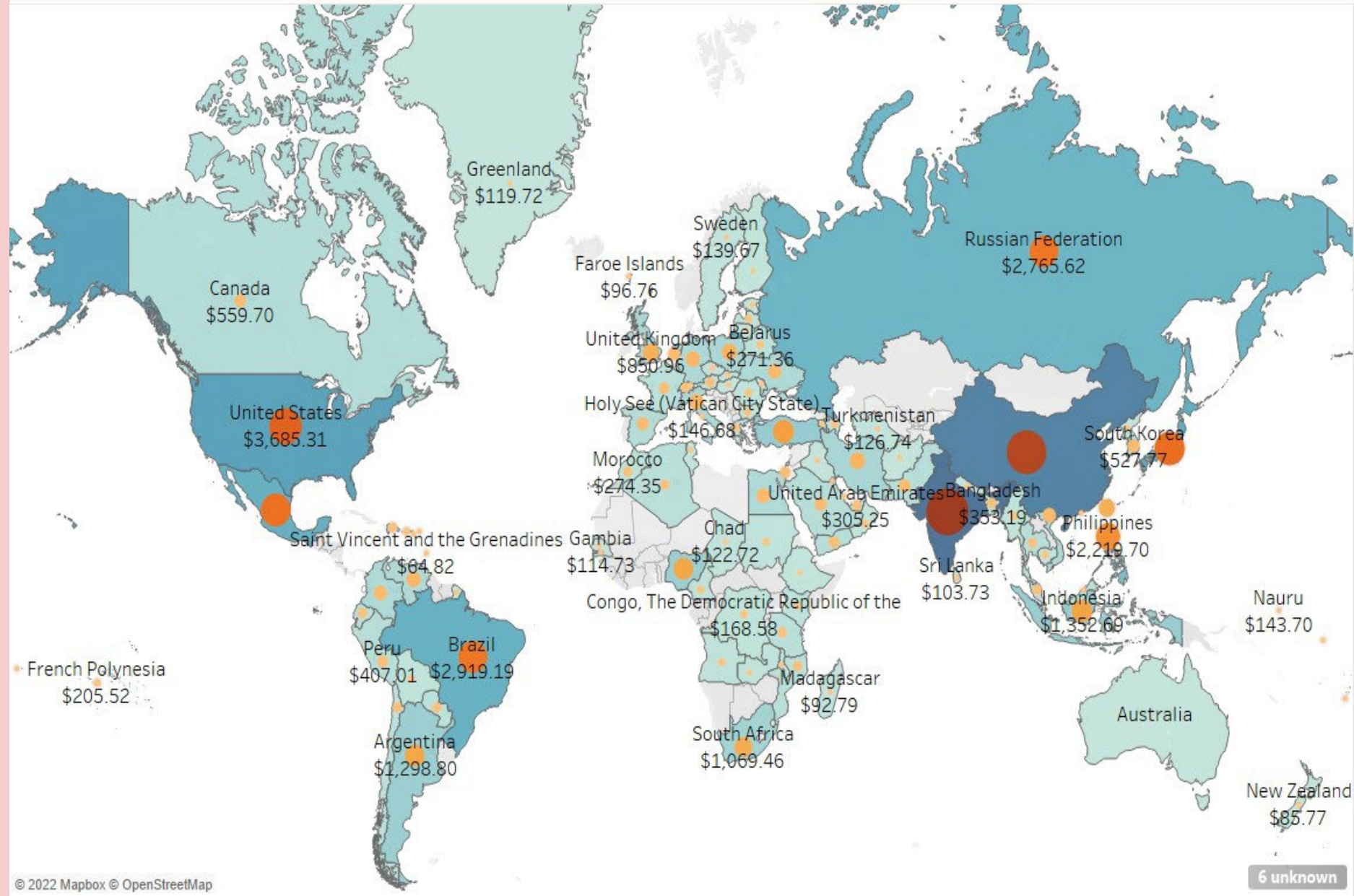
TOP 5 CUSTOMERS PROFILE

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.
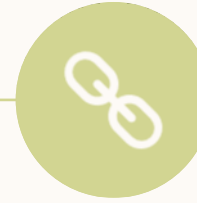
- Sports
- Science Fiction
- Animation
- Drama
- Comedy

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