

ROCKBUSTER STEALTH LLC

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MOTIVATION AND OBJECTIVES

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. 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.

We will take a look to analyse available data to determine what is needed for a successful launch.



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?



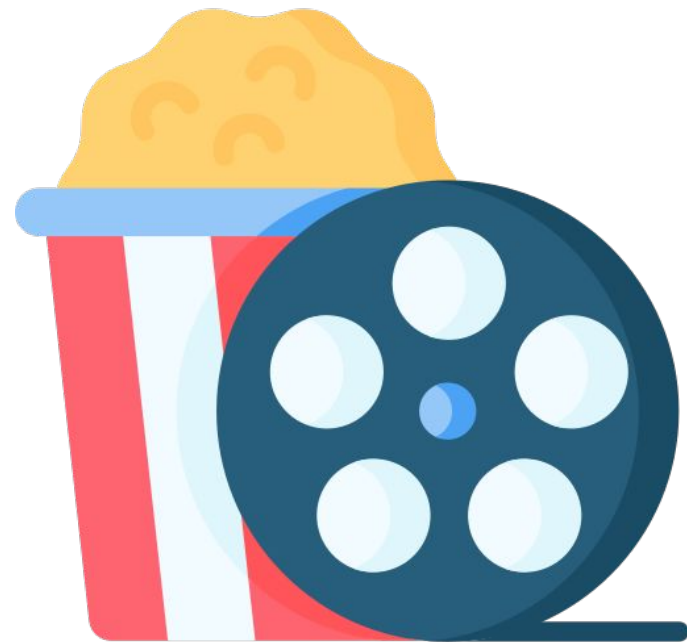
WHAT WE KNOW

Average Rental Duration: 5 days

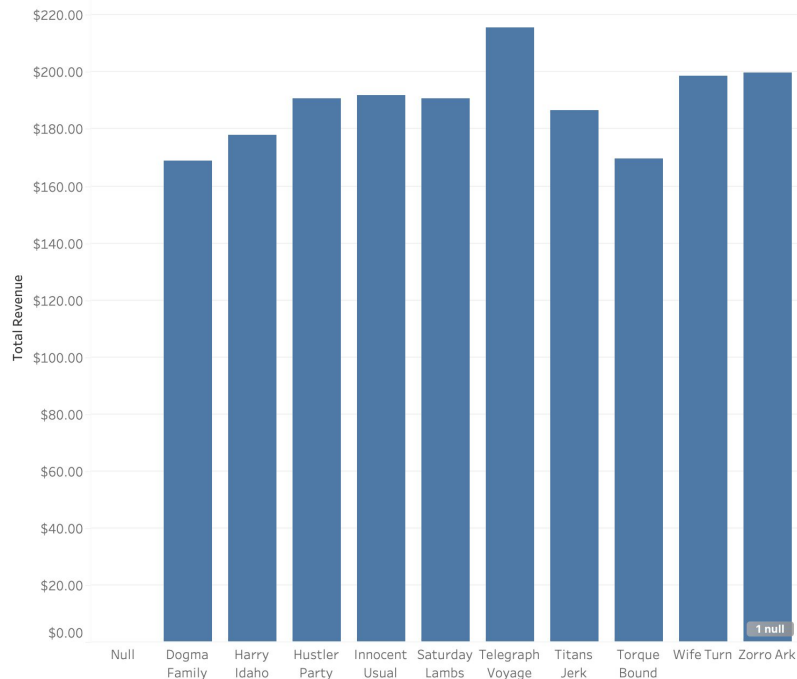
Average Rental Rate: \$2.98

599 Customers across 108 Countries

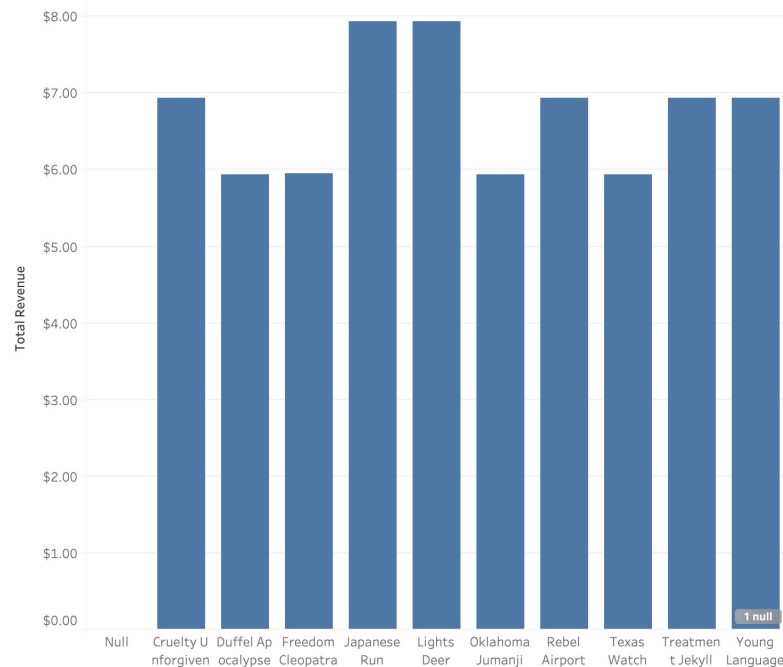
1000 Movie Catalogs across 20 genres



Top 10 Movies by Revenue



Lowest 10 Movies by Revenue



Top 10 Countries by Revenue

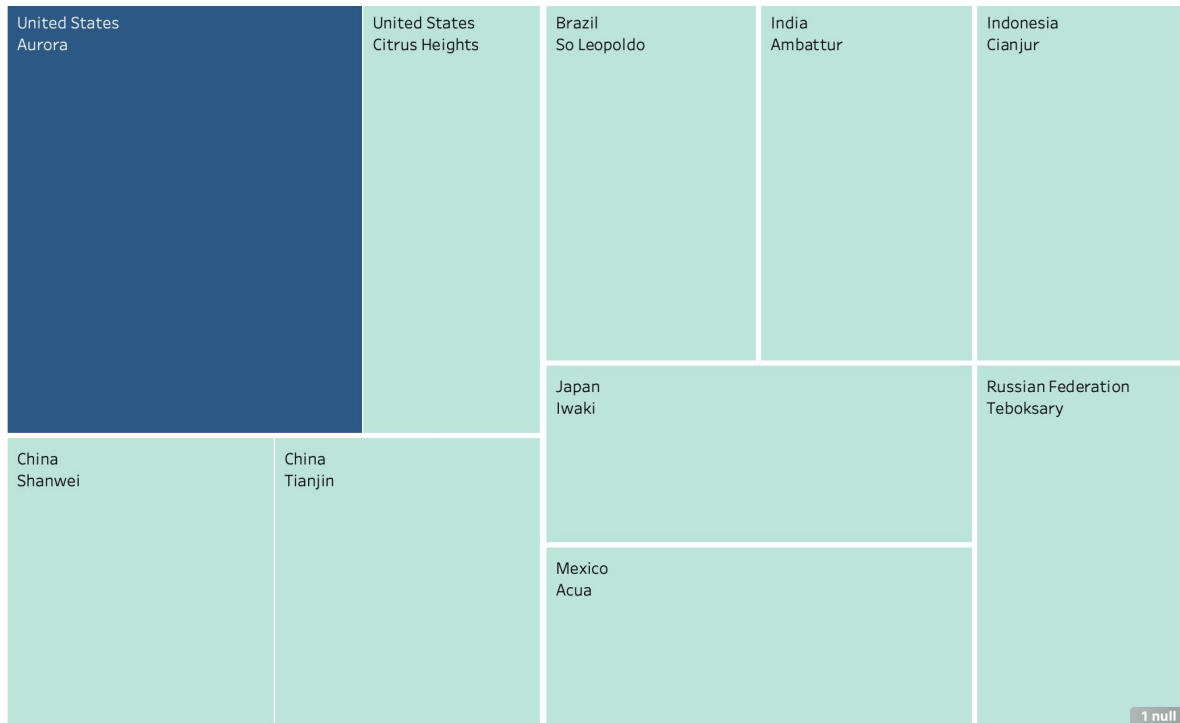
Country	Customers	Revenue
India	60	\$6,032
China	53	\$5,247
United States	36	\$3,694
Japan	31	\$3,121
Mexico	30	\$2,984
Brazil	28	\$2,919
Russian Federation	28	2,765
Philippines	20	2,219
Turkey	15	\$1,498
Indonesia	14	\$1,352



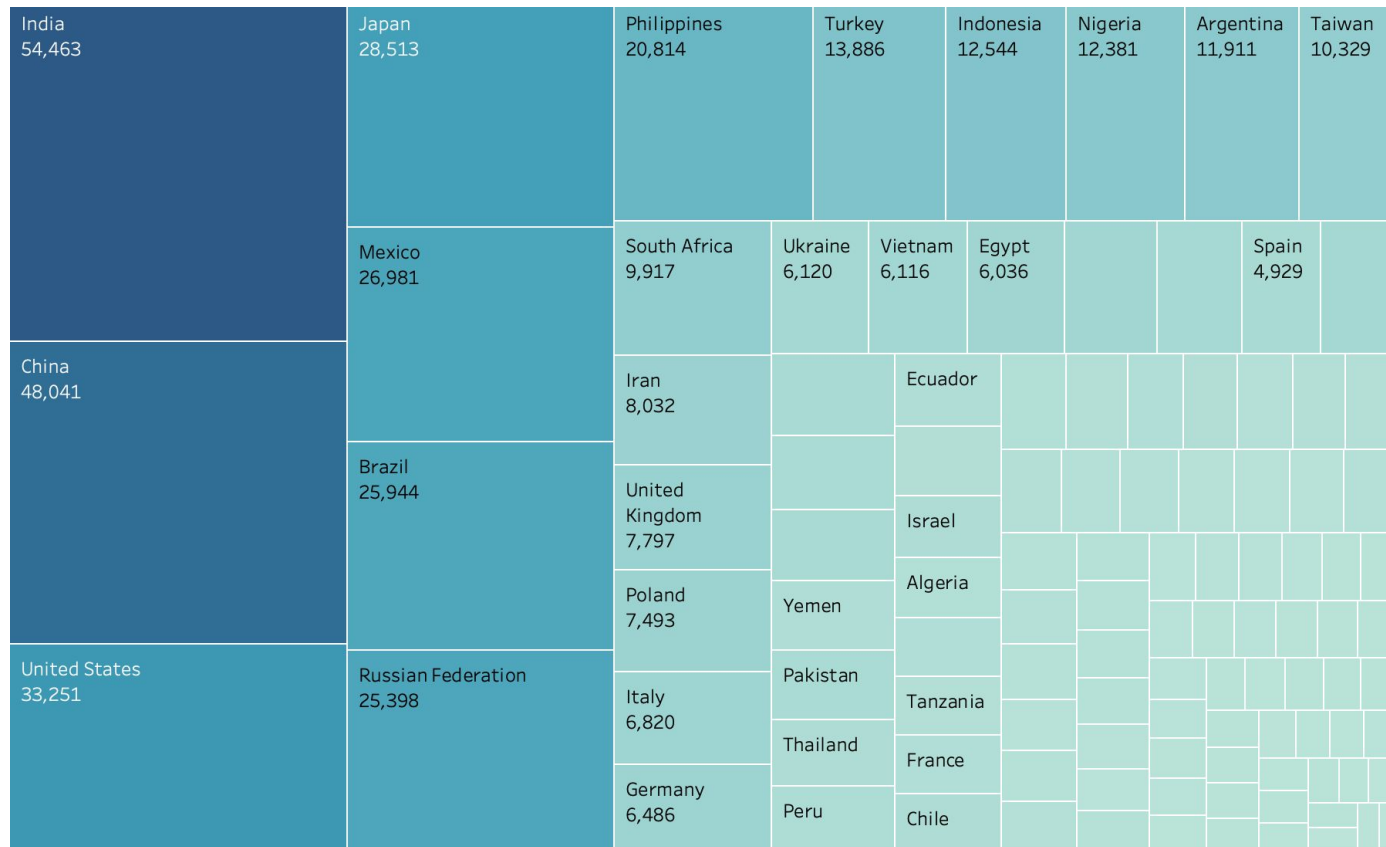
India and China are the top major markets, Asia is leading followed by North and South America with little presence in Europe.

Top 10 Cities

Country	City
United States	Aurora
Mexico	Acua
United States	Citrus Heights
Japan	Iwaki
India	Ambattur
China	Shanwei
Brazil	So leopoldo
Russian Federation	Teboksary
China	Tianjin
Indonesia	Cianjur

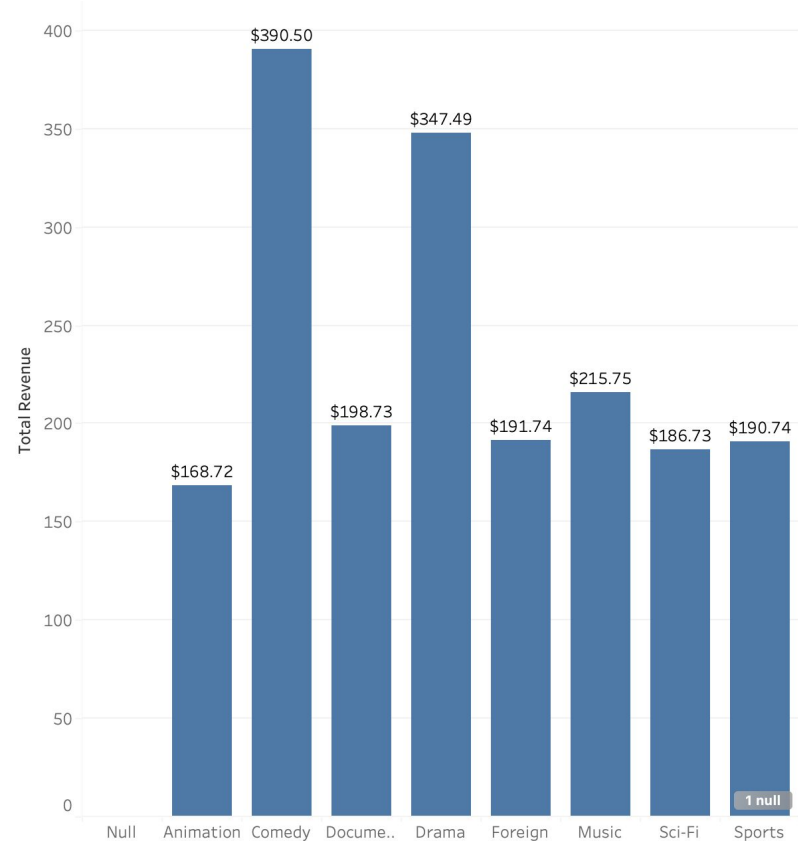


CUSTOMERS OF HIGH LIFETIME VALUE



TOTAL REVENUE BY GENRES

The Comedy and Drama Genres is the most popular with the highest Revenue earnings.



TOP 5 CUSTOMERS

Customer_id	First Name	Last Name	Country	City	Amount Paid
225	Arlene	Harvey	India	Ambattur	\$111
424	Kyle	Spurlock	China	Shanwei	\$109
240	Marlene	Welch	Japan	Iwaki	\$106
537	Clinton	Buford	United States	Aurora	\$98
14	Betty	White	United States	Citrus Heights	\$96




INSIGHTS AND RECOMMENDATIONS

We need to focus on the major markets (Asia ,North and South America) and try to expand by studying different customers habits and preferences in order to perform proper marketing and provisions of the right movie choices through customers movie preferences and history.

The Comedy and Drama genres are the most popular so there is need for more focus and provision of movies in this genre category in order to maximise sales.

There should be incentives to attract new customers and structured discount for old customers to increase their rentals.

We need to conduct a feedback survey to understand customer preferences and ways to improve services.





THANK YOU

https://public.tableau.com/app/profile/stanley.james/viz/TaskTableau3_10/Sheet1?publish=yes

