

A clapperboard is positioned diagonally on a bright yellow background. The clapperboard has a black and white checkered top bar. A pile of white popcorn is scattered on the clapperboard and the background. The clapperboard has several lines of text: 'RODUCTION' (part of 'PRODUCTION'), 'DIRECTOR', 'CAMERA PERSON', and 'Roll'.

ROCKBUSTER STEALTH DATA AND MARKET ANALYSIS

BY APEJI
UBANIOMATE

A clapperboard is positioned diagonally on a bright yellow background. The clapperboard has a black and white striped top section and a white bottom section with black text. Popcorn is scattered across the top and middle of the clapperboard. The text on the clapperboard includes 'RODUCTION', 'DIRECTOR', 'CAMERA PERSON', and 'Roll'.

INTRODUCTION AND OBJECTIVES

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

Rockbuster Stealth LLC is facing stiff competition from streaming services and plans to use its existing movie licenses to launch an online video rental service to stay competitive.

DATA OVERVIEW

Amount of
movies

1,000



Number of
customers

599



Most common
movie language

English



Average
rental
duration

5 days



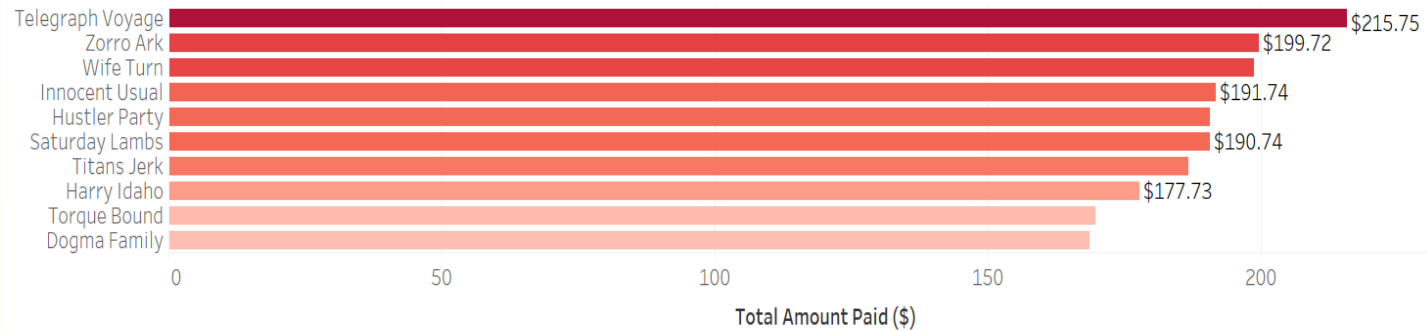
Average
rental rate

\$2.98

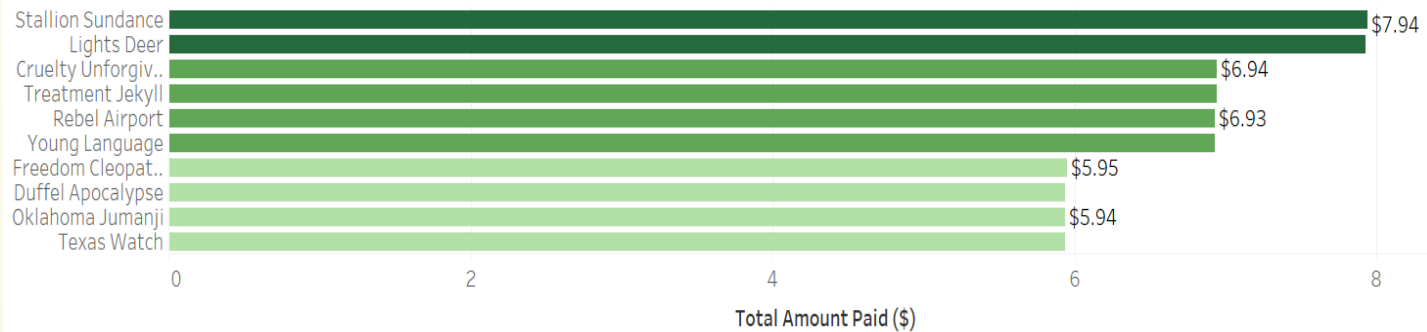


HOW MOVIES CONTRIBUTE TO REVENUE

Top 10 Movies By Revenue



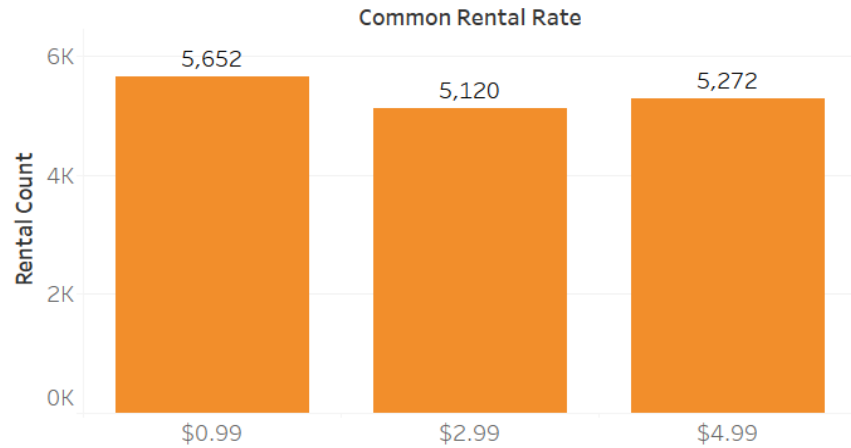
Bottom 10 Movies By Revenue



Telegraph Voyage and Texas Watch are the top and bottom most popular movies in terms of revenue, bringing in \$215.75 and \$5.94 respectively.

RENTAL STATISTICS

Rental Rate

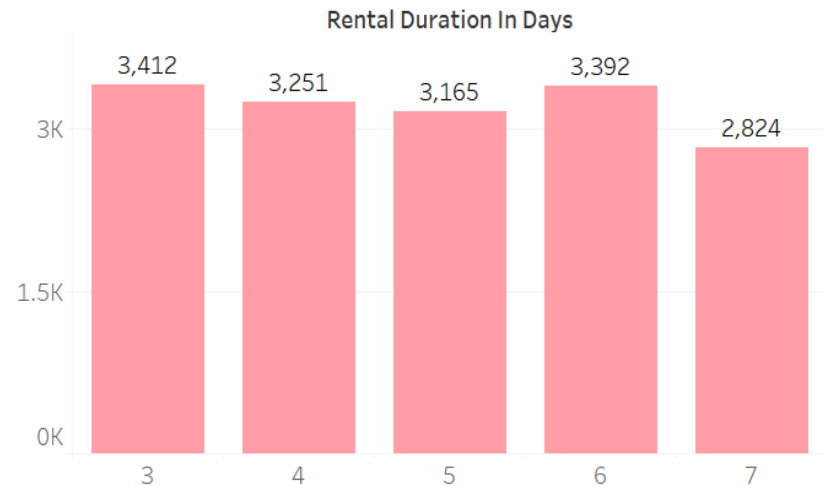


MIN – \$0.99

MAX – \$4.99

AVG – \$2.99

Rental Duration

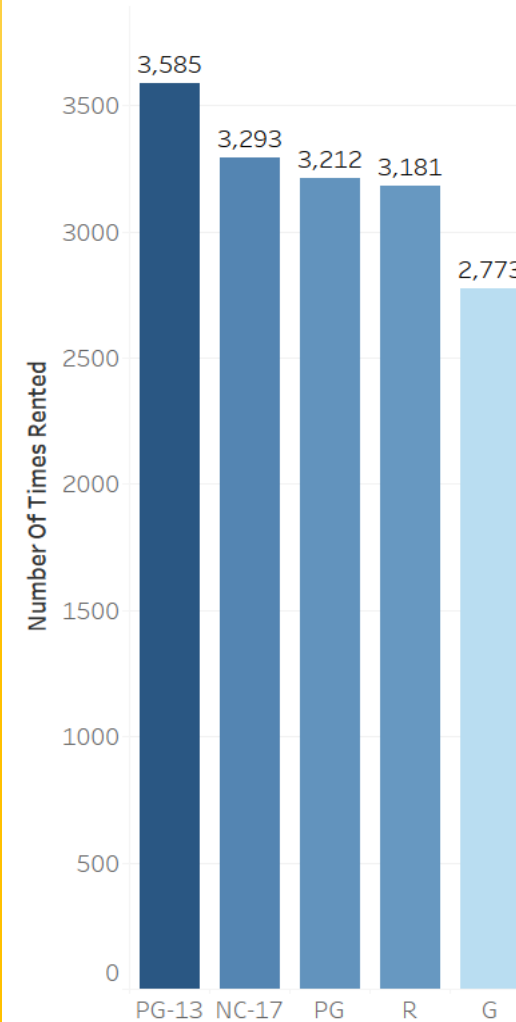


MIN – 3

MAX – 7

AVG – 5

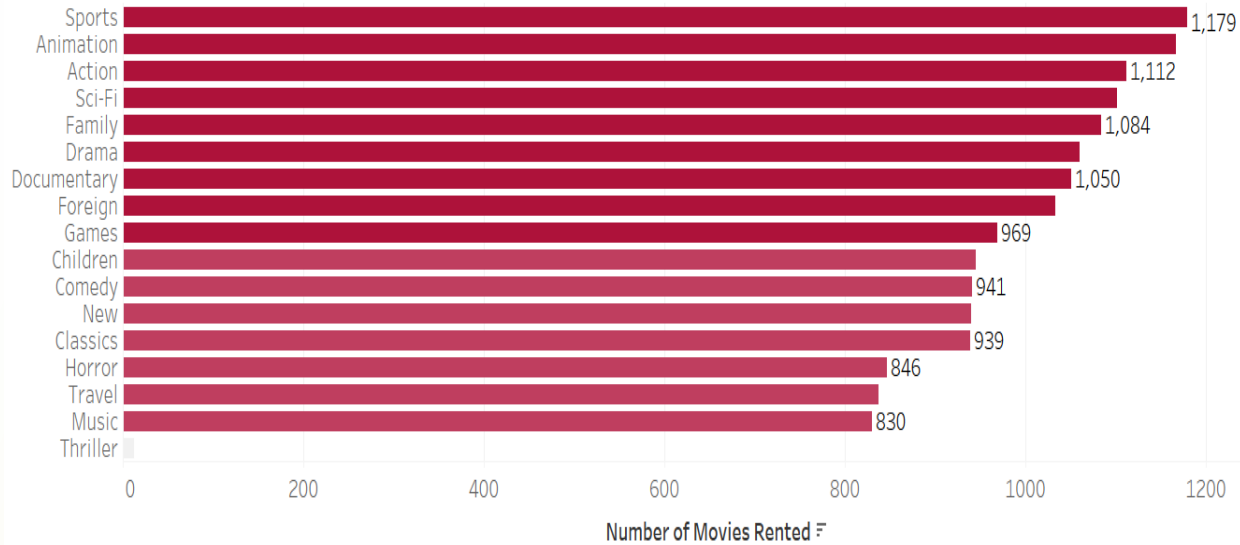
Most Popular Rating



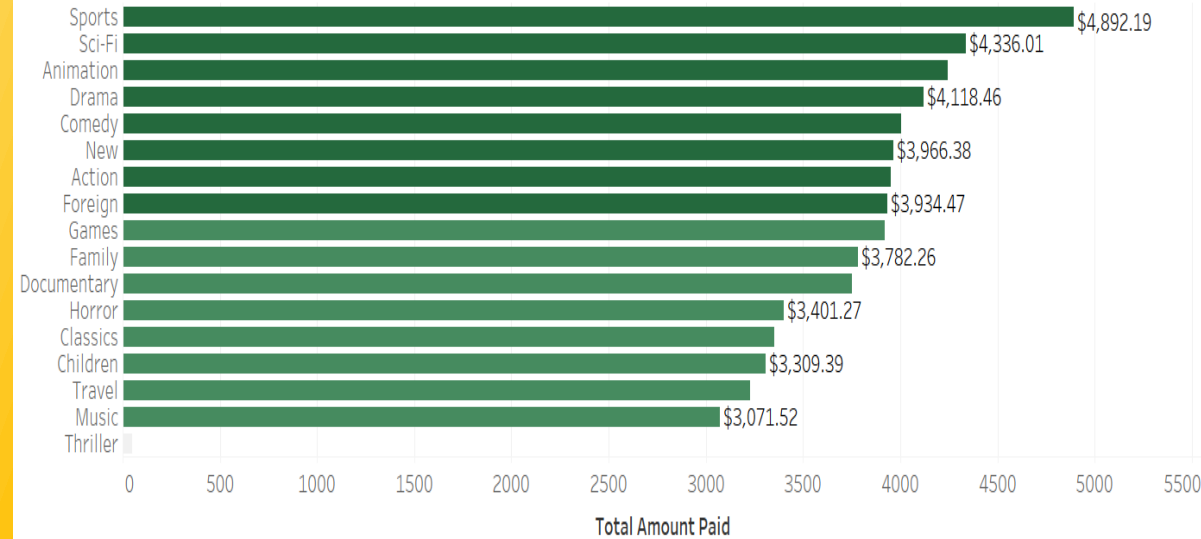
MOST POPULAR:
PG-13

GENRE POPULARITY

Genre Popularity by Number of Rented Movies



Genre Popularity by Revenue Generated



TOP 3

- Sports
- Animation
- Action

BOTTOM 3

- Thriller
- Music
- Travel

TOP 3

- Sports
- Sci-Fi
- Animation

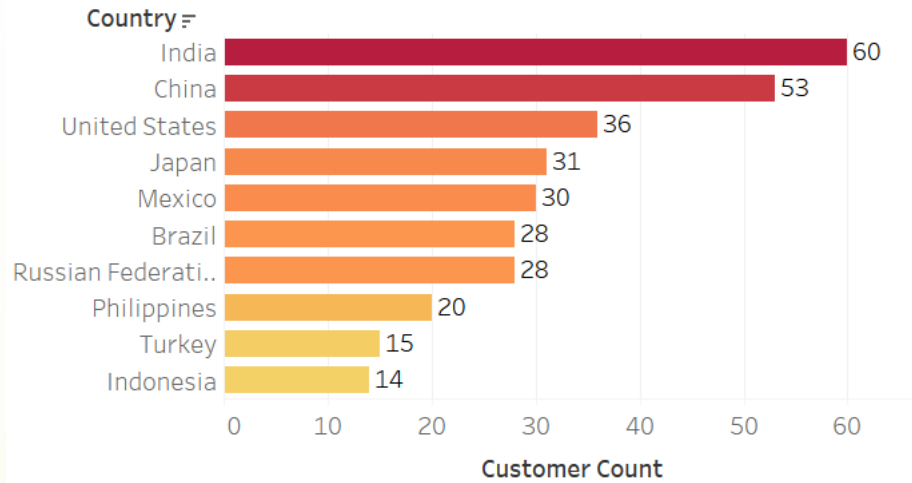
BOTTOM 3

- Thriller
- Music
- Travel

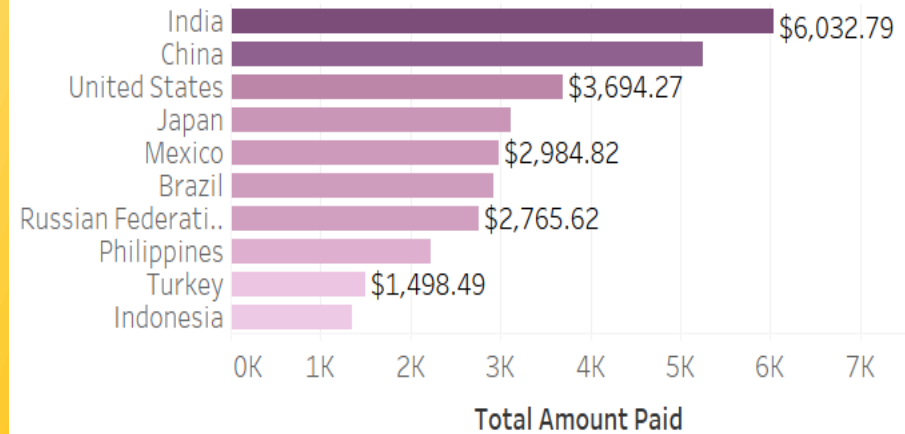
Thriller, music and travel rank bottom for both revenue and volume rented.

CUSTOMERS AND REVENUE

Top 10 Countries by Customer Count



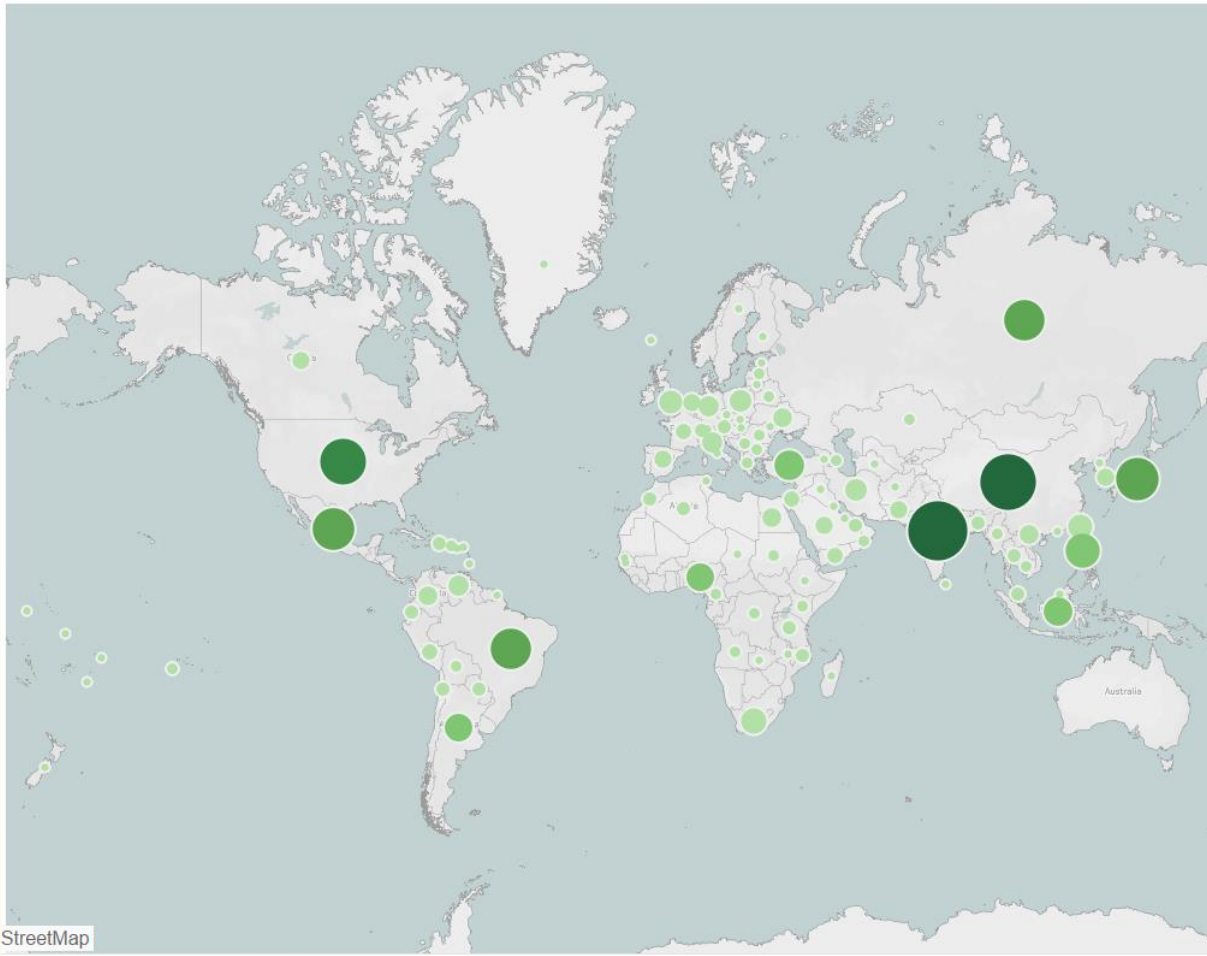
Top 10 Countries by Revenue Generated



Countries with the largest customer base produced majority of revenue also with India leading the pack.

SPATIAL ANALYSIS OF SALES PER COUNTRY

Map of Customers and Revenue



Majority of revenue comes from Asia, North America, and South America.

RECOMMENDATIONS



The bottom revenue generating movies should be discarded and focus placed on the top revenue generating movies.



More effort should be put in to prioritize customers in Asia, North America and South America as they make up the majority of the revenue gained.



High value customers should be rewarded using reward programs and incentives proportional to their contribution to sales and revenue.



Rockbuster should focus marketing efforts into expanding the customer base of the top 10 countries with the highest revenues so as to attract more customers from those regions.

THANK YOU

[Rockbuster Stealth Tableau Visualizations](#)