

Rockbuster Stealth LLC

Online Video Rental Service

Barbara Morrison (analyst); 7/5/2024

[Ex 3.10Revenue | Tableau Public](#)

Overview

- Rockbuster Stealth LLC is a movie rental company that provides online video rentals.
- Rockbuster is facing stiff competition from streaming services such as Netflix and Amazon Prime.
- In order to stay competitive, Rockbuster wants to launch an online video rental service.

Objectives

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

Video statistics

Average Rental Duration of All Videos = 5 days

Average rental rate = \$2.98/day

Average length of videos = 115 minutes

Average replacement cost = \$19.98

Most common rating = PG-13

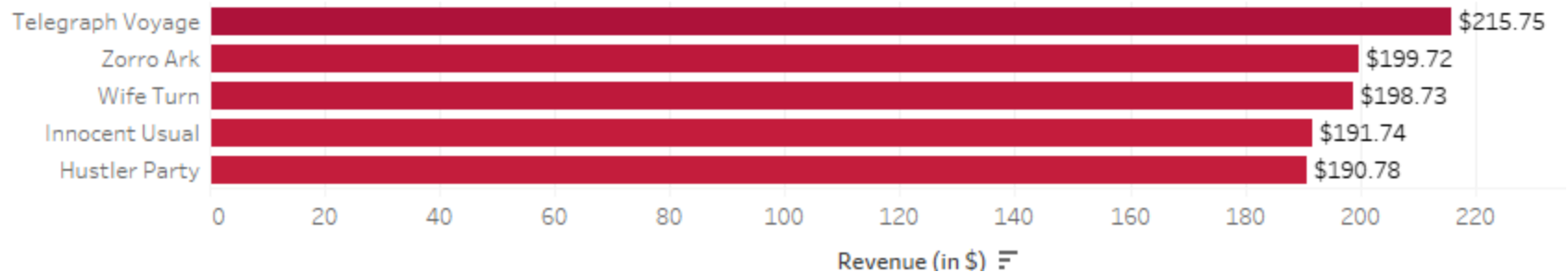
Release Year for all movies = 2006

Total number of videos = 1000

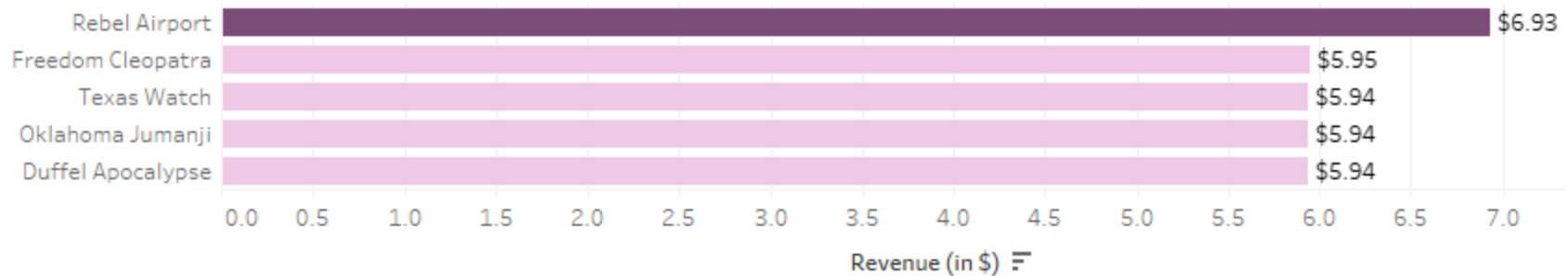
Total number of movie genre = 16

Revenue - Least/Most Popular Movies

Top 5 Revenue Movies in 2006



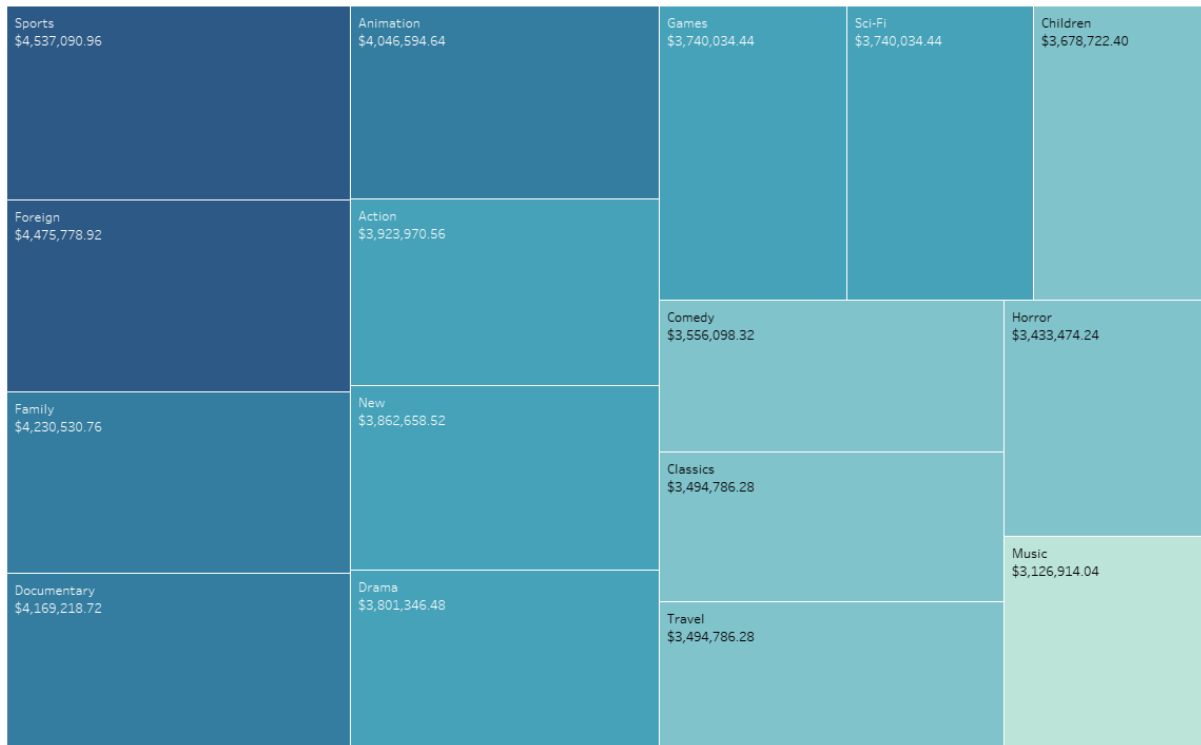
Bottom 5 Revenue Movies in 2006



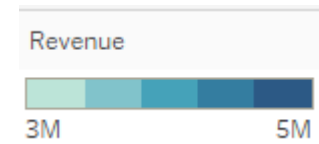
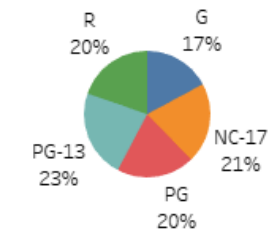
No Revenue:
42 out of 1000 movie titles were
never rented in 2006

Revenue – By Genre & Ratings

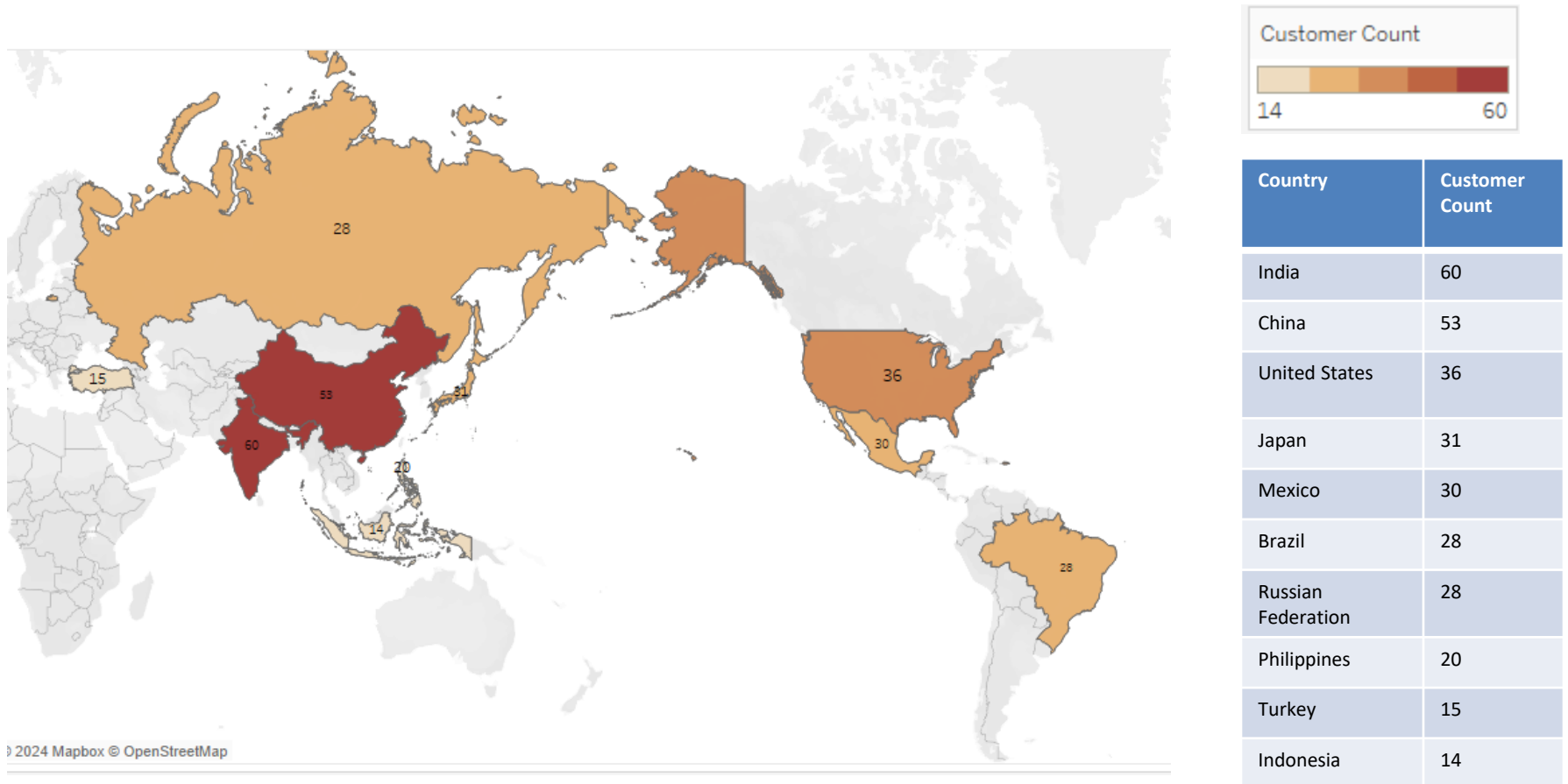
Movie Categories by Revenue



Ratings and their Percentage of Revenue



Where are Rockbuster's customers located?



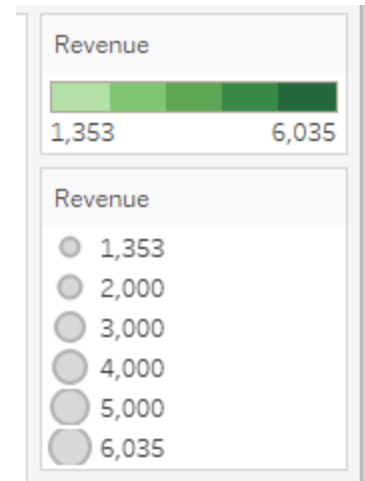
6 of Rockport's top 10 customers are in Asia

Location of Top 5 Customers with High Lifetime Value (in year 2006)

| Customer ID | City | Country | Total Amount Paid |
|-------------|--------|---------------|-------------------|
| 84 | Atlixo | Mexico | \$128.70 |
| 518 | Sivas | Turkey | \$108.75 |
| 587 | Celaya | Mexico | \$102.76 |
| 537 | Aurora | United States | \$98.76 |
| 367 | Adoni | India | \$97.80 |

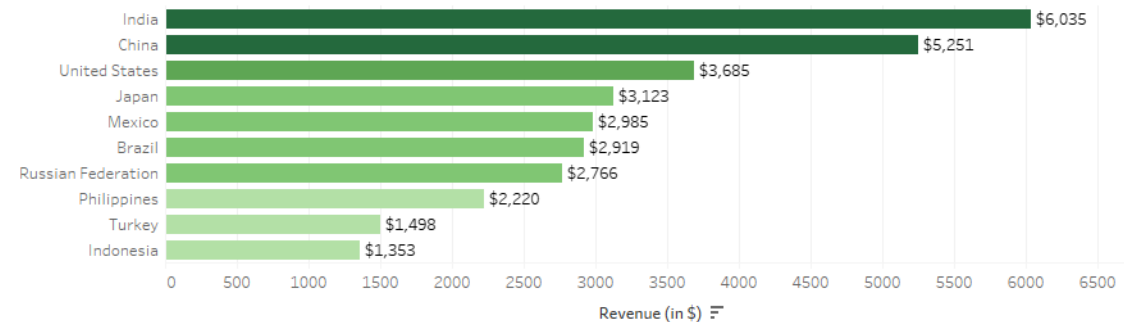
Average amount paid by top 5 customers in 2006 = \$107.35

Sales Figures vary between geographic regions

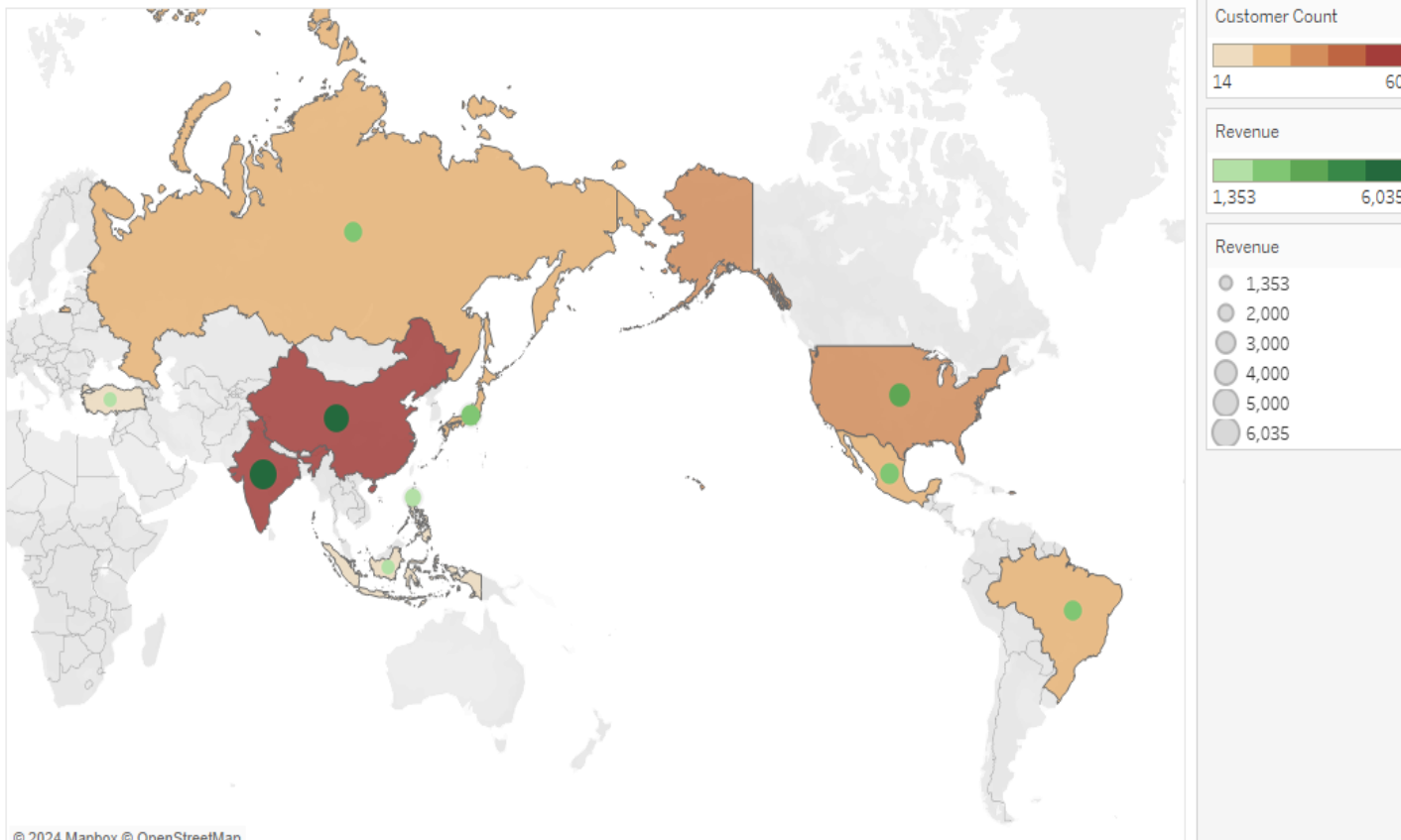


India and China make up 35% of the total revenue from the top 10 countries

Revenue by Country



Conclusion



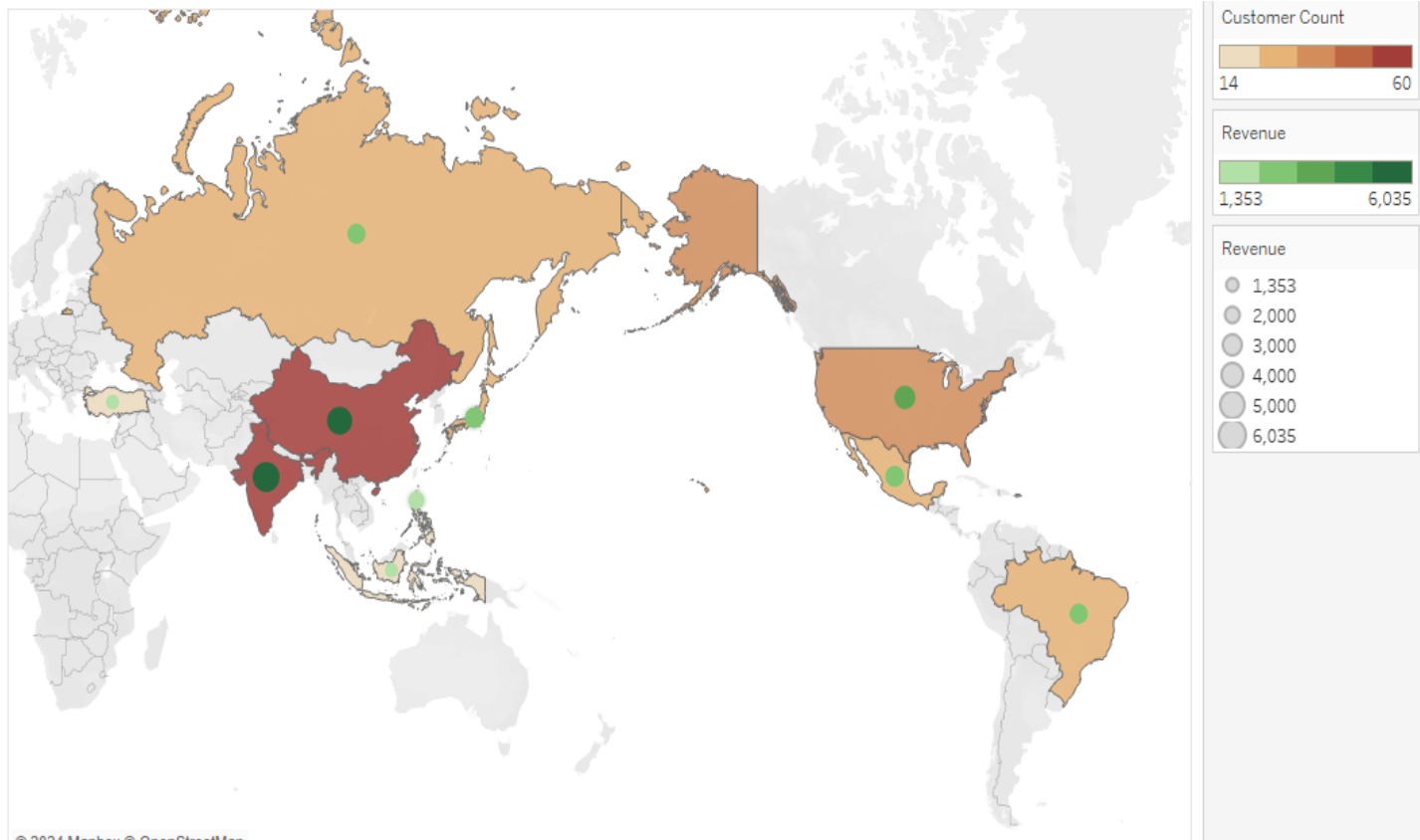
Top 10 countries in terms of both revenue and number of customers

1. India
2. China
3. United States
4. Japan
5. Mexico
6. Brazil
7. Russian Federation
8. Philippines
9. Turkey
10. Indonesia

Conclusion

Top 10 countries in terms of both revenue and number of customers

- | | | |
|------------------|-----------------------|----------------|
| 1. India | 5. Mexico | 8. Philippines |
| 2. China | 6. Brazil | 9. Turkey |
| 3. United States | 7. Russian Federation | 10. Indonesia |
| 4. Japan | | |



Recommendations

- Concentrate marketing on the following:
 - Top 10 countries in revenue and customer number in 2006
 - Top 5 genres that grossed over \$4 million in 2006
- Keep high-value customers by offering them loyalty programs;
Attract new customers by offering them first-time discounts
- Vary cost and rental duration of movie according to demand
 - High-demand movies should cost more and
have less rental duration
- Survey viewers to determine the type of movies that they like
(genre, rating, film length, etc.)

Thank you!

Questions?

Please Contact:

Bmorrison@gmail.com