



Rockbuster Stealth

Business Intelligence Presentation



**Business
Intelligence
Insights**



Objective & Background

To present data analysis and insights on Rockbuster's current portfolio

Some key questions that need to be addressed:

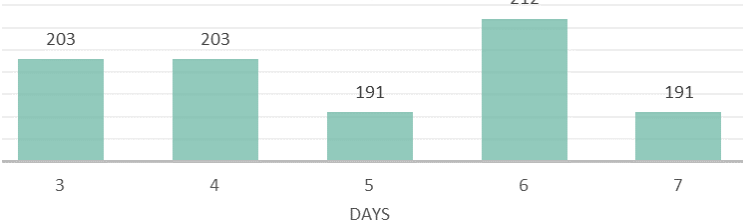
- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?

The findings will serve as an input for the 2020 company strategy.

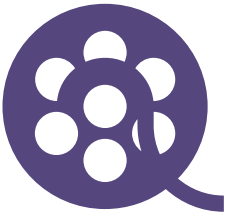
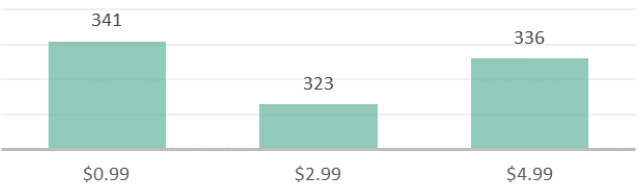
Rockbuster Portfolio Overview

Number of Movies by Rental Duration Category

Average rental duration = 4.9 Days

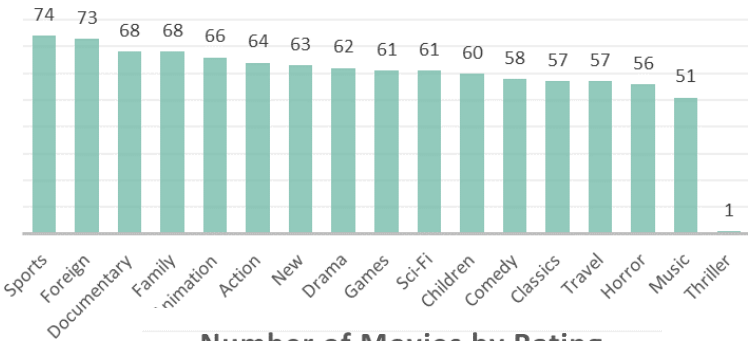


Number of Movies by Rental Rate

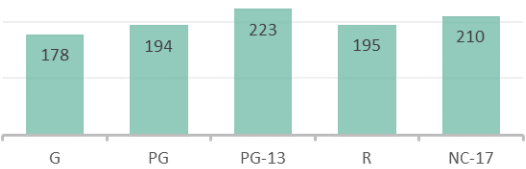


1000 Movies

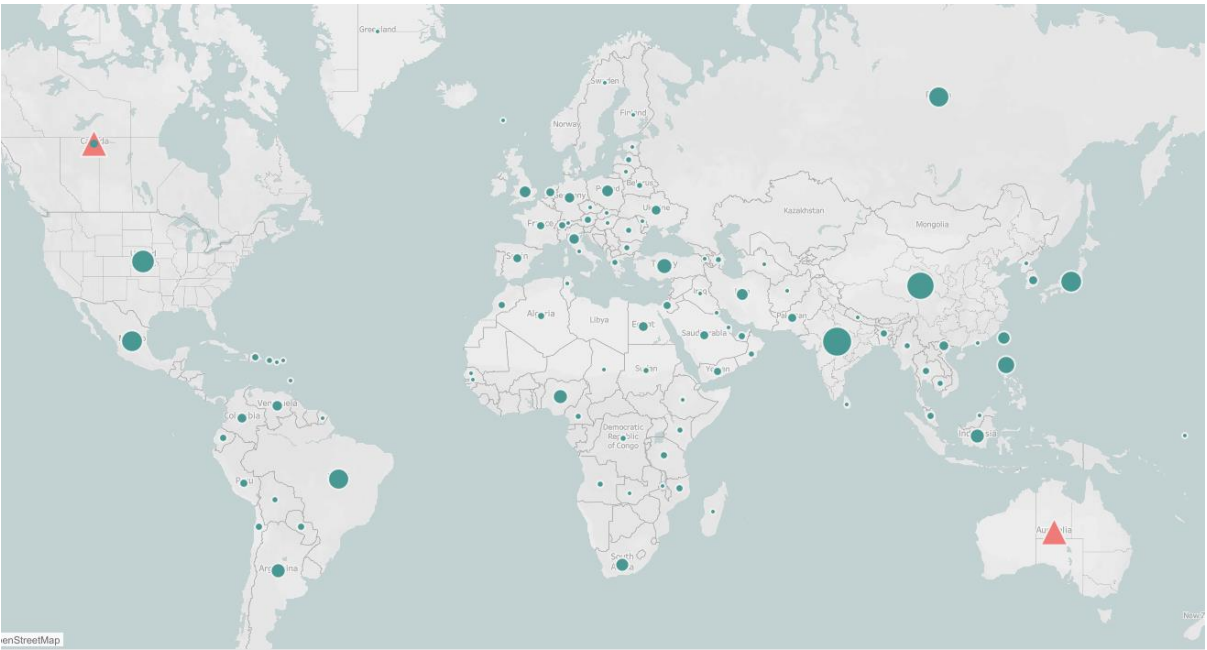
Number of Movies by Category



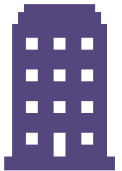
Number of Movies by Rating



599 Customers



2 Staff



2 Stores



Rockbuster Financial Overview

Key Transaction Dates



Total Rental Transactions
16,044

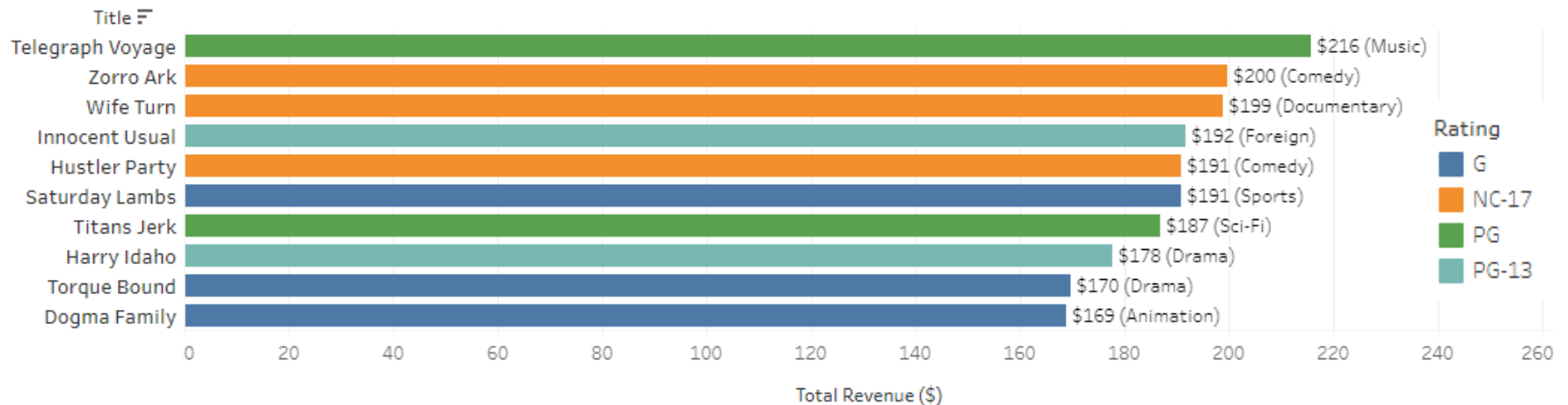


Total Revenue
\$ 61,312



Total Rental Transactions Not Paid
1,476

Top 10 Movies by Rental Revenue

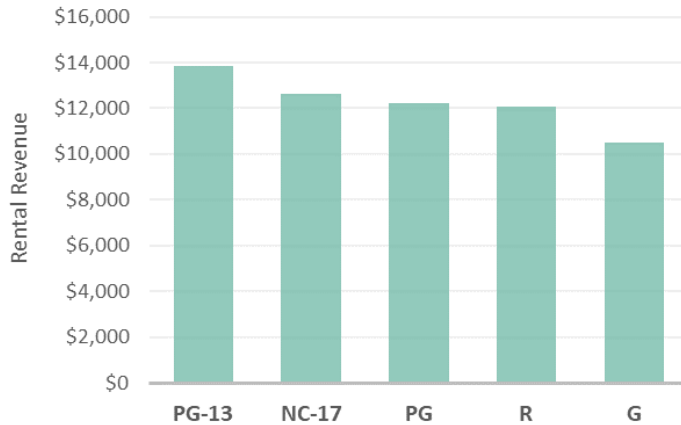


- Payments are occurring at a much later date causes bad cashflow
- There are 1,476 unpaid rental transactions

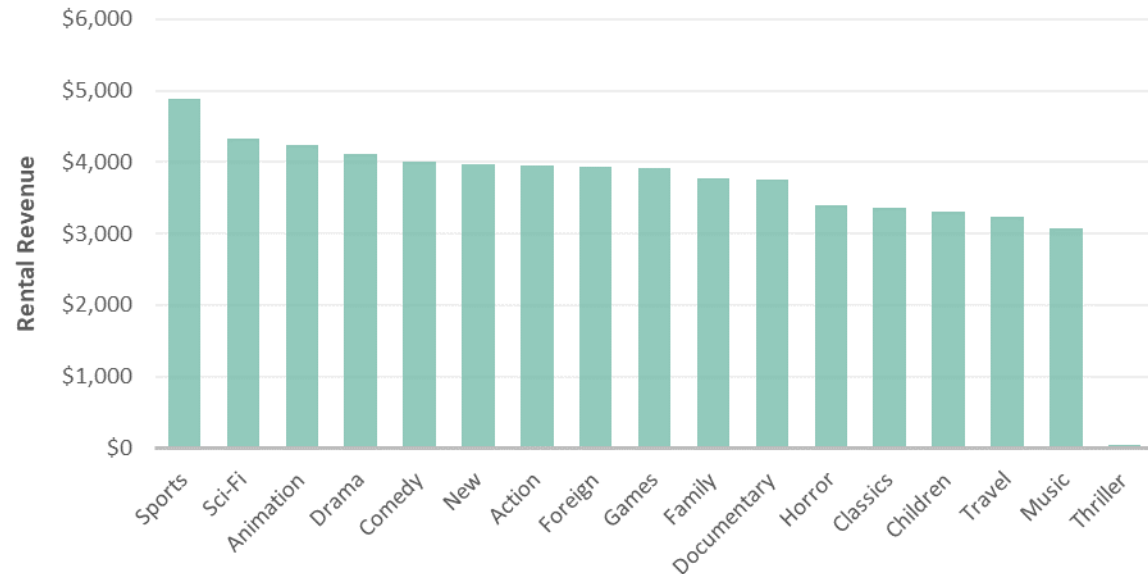
Revenue on Film Types

Understanding what type of film brings in the most revenue and which is the worst

Revenue By Rating

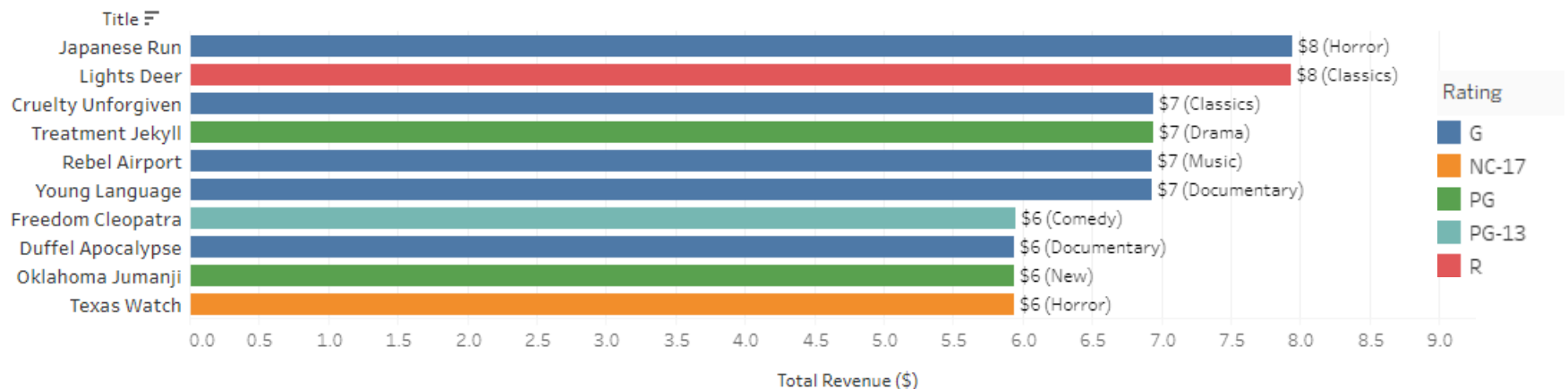


Revenue by Film Category



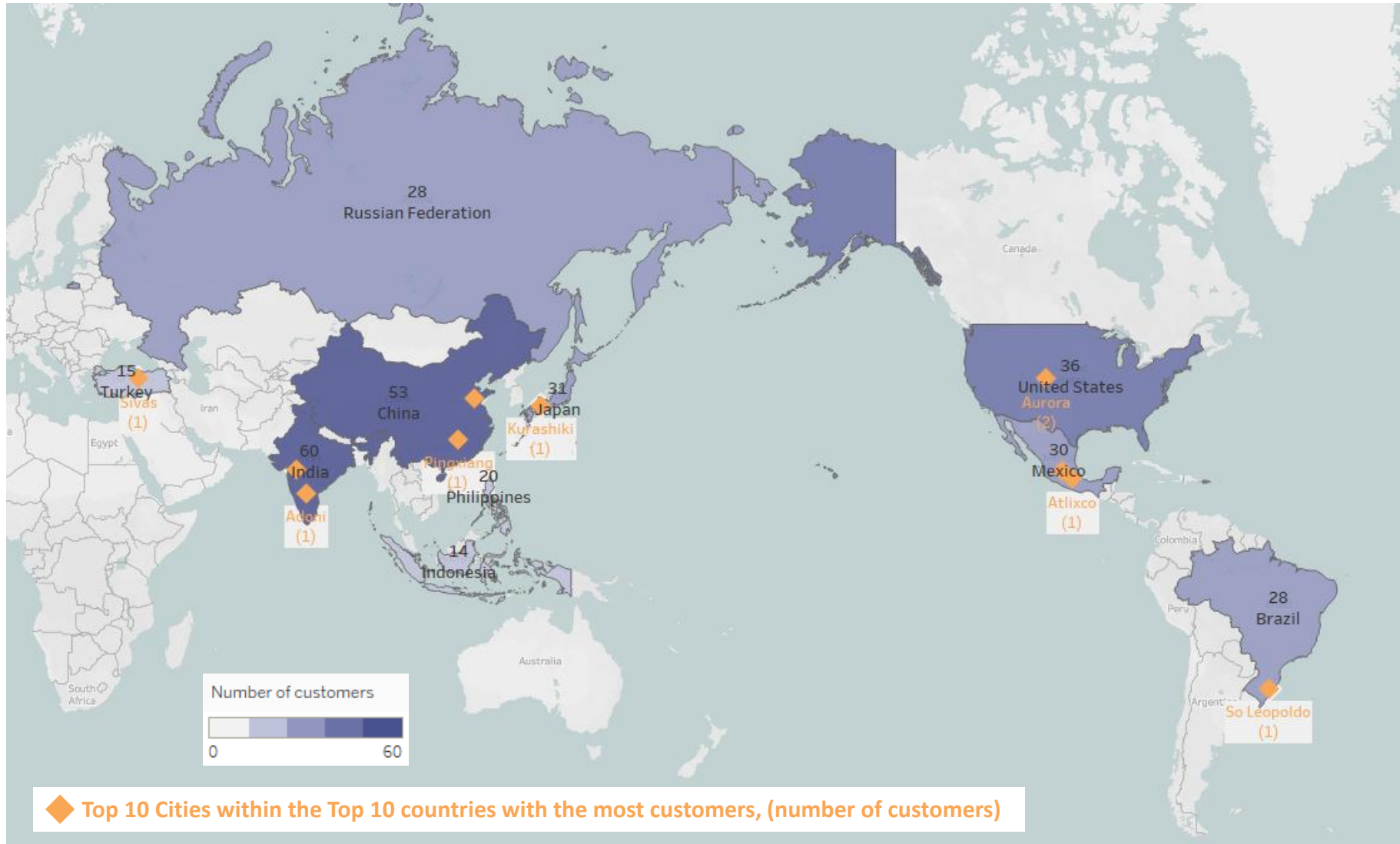
Movies with the least rental revenue

Bottom 10 Movies by Rental Revenue



Where are your Customers

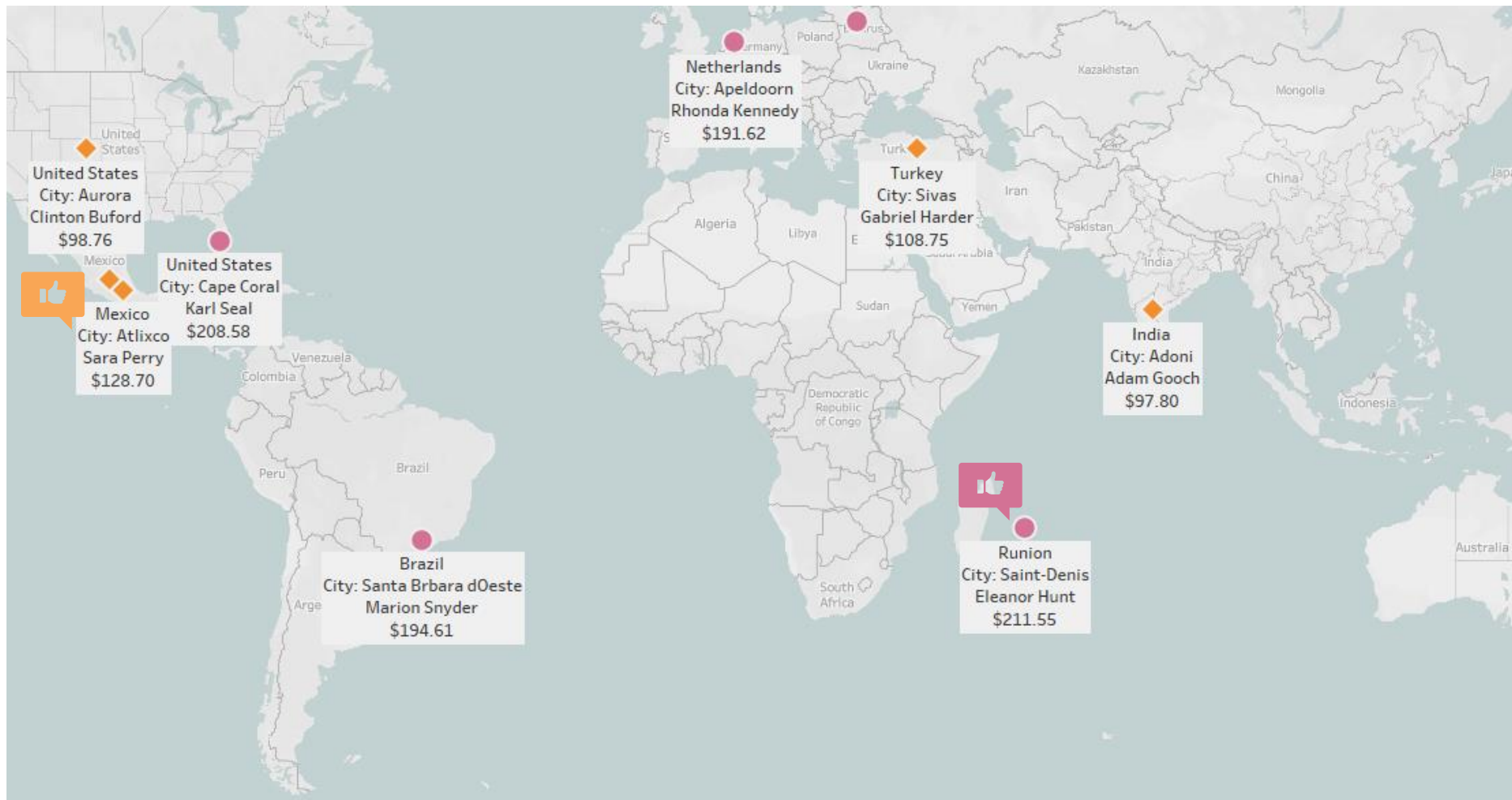
These are the **TOP 10 countries** with the largest customer base



Who are your Customers

These are our top paying customers by payments

- ◆ Top 5 Customers by payments within the Top 10 cities with the most customers
- Top 5 customers by payments overall in the world

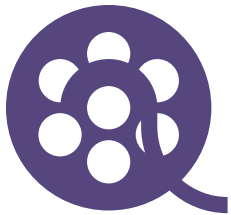


Recommendations



Rockbuster needs to focus on improving cashflow by:

- Getting the payments on time
- Pursue unpaid accounts or transaction



New inventory should be focused on

- PG-13 rating movies
- Sports, Sci-fi and Animation category movies
- Local language titles based on popular target regions

Rockbuster could also look into terminating licenses for non-popular titles to improve finances



- There is a potential to increase customer base in China & India
- To create retention and appreciation program for top paying customers

THANK YOU

QUESTIONS?



[Tableau Visualization](#)