

The background is a dark, textured grey. It features several stylized, hand-drawn elements: a red film strip with white frames in the top left; a grey film strip with black frames in the top right; a red film strip with white frames in the bottom left; a large, detailed camera with two red reels on the right side; a red film reel in the bottom right; and a grey camera component with a red lens in the bottom right. The title 'Rockbuster Stealth Data Analysis' is centered in white, bold, sans-serif font. A thin white horizontal line is positioned below the title.

Rockbuster Stealth Data Analysis

Lertkiet Lertchayantee

Table of contents

01 Introduction and objective

Introduce the objective of Rockbuster on this project

02 Key questions

Analyze and answer 5 key questions with charts and numbers

03 Recommendations

Recommendations based on data analysis according to the key questions

04 References

The url(s) of visualizations in Tableau Public



Introduction

Rockbuster Stealth LLC is a movie rental company that is facing stiff competition from streaming services such as Netflix and Amazon Prime.






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.






Objectives

Rockbuster Stealth Management Board has asked a series of business questions and expected data-driven answers that can be used for their 2020 company strategy.





KEY questions

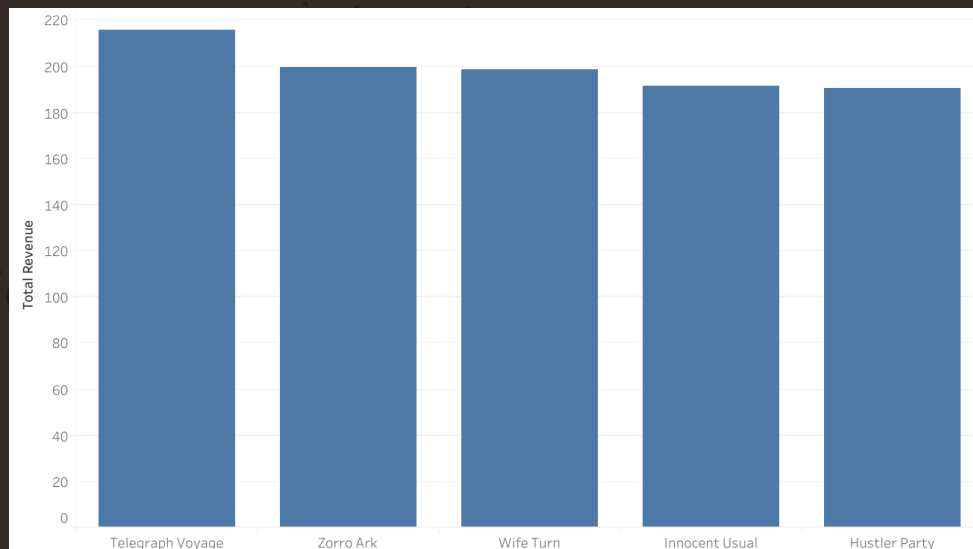
1. Which movies contributed the most/least to revenue gain?
 2. What was the average rental duration for all videos?
 3. Which countries are Rockbuster customers based in?
 4. Where are customers with a high lifetime value based?
 5. Do sales figures vary between geographic regions?
- 

Tools used

- MS Excel
- Tableau
- MS PowerPoint
- SQL



Which movies contributed the most/least to revenue gain?



Top 5 the most revenue

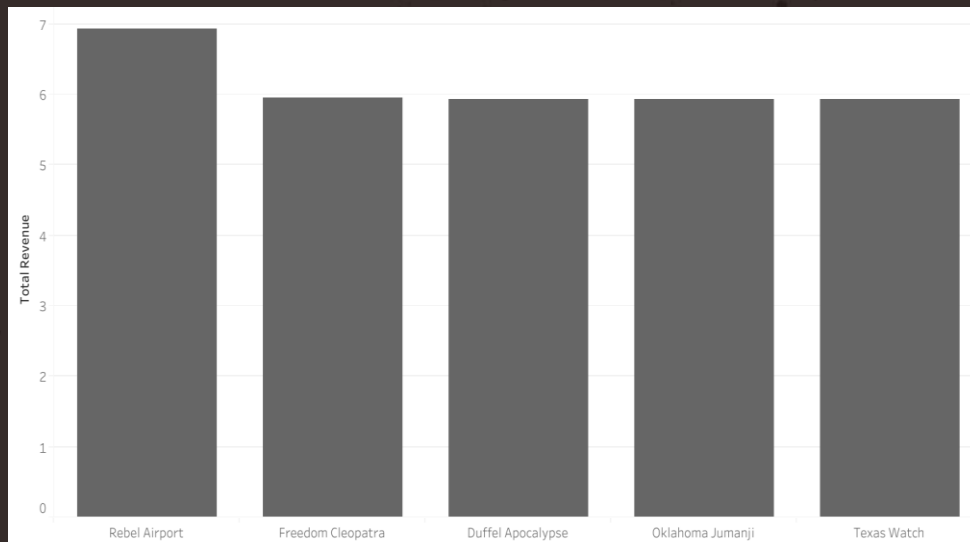
1. Telegraph Voyage
2. Zorro Ark
3. Wife Turn
4. Innocent Usual
5. Hustler Party

Revenue range

\$190.78 - \$215.75

Movies contributed the most to revenue gain

Which movies contributed the most/least to revenue gain?



Top 5 the least revenue

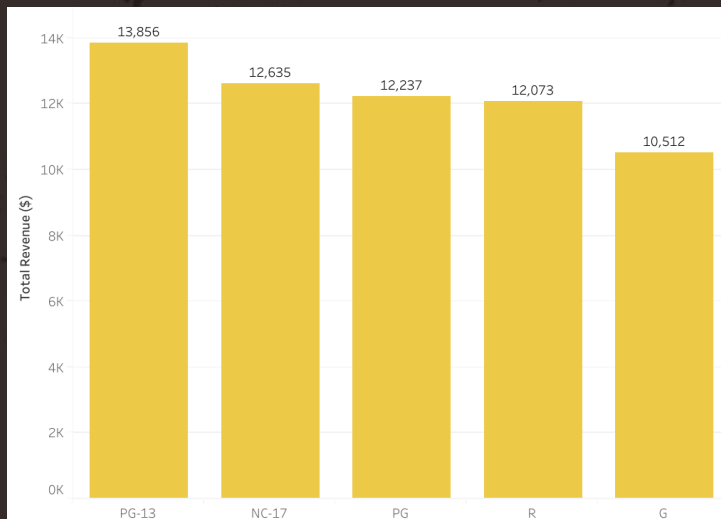
1. Rebel Airport
2. Freedom Cleopatra
3. Duffel Apocalypse
4. Oklahoma Jumanji
5. Texas Watch

Revenue range

\$5.94 - \$6.93

Movies contributed the least to revenue gain

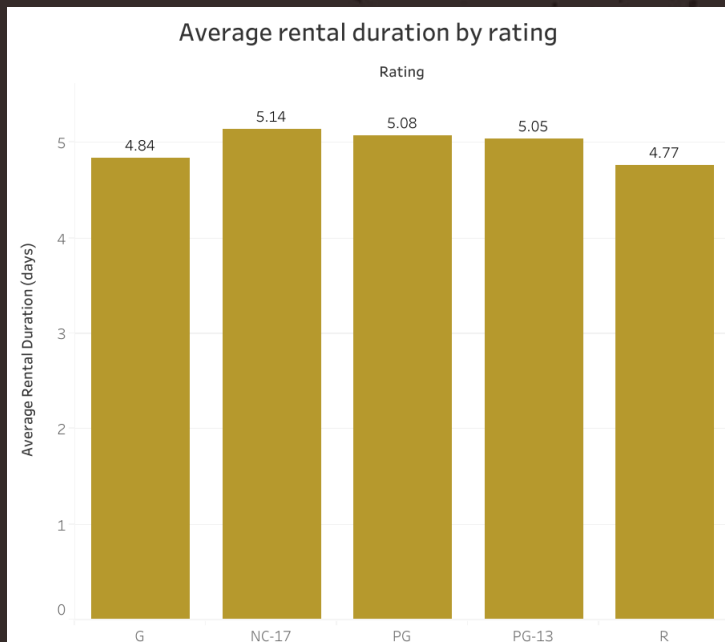
Revenue insight



Top revenue by rating

PG-13 rating has the highest total revenue. It has 9.66% in total revenue higher than the second one (NC-17).

What was the average rental duration for all videos?



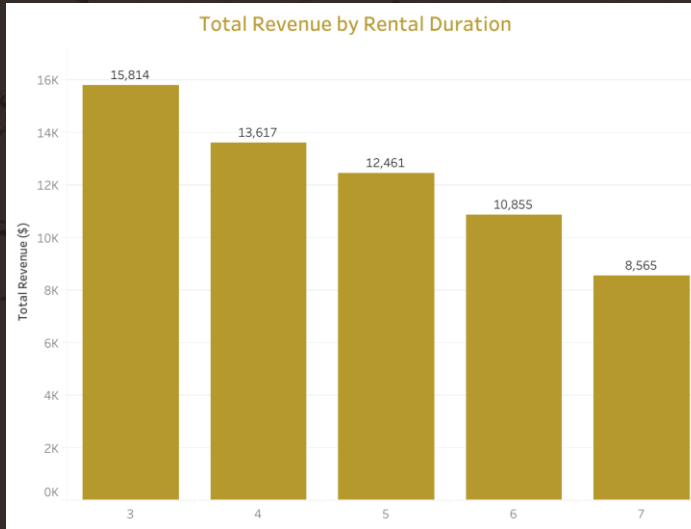
Average rental duration for all videos

4.98 days

Average rental duration by rating

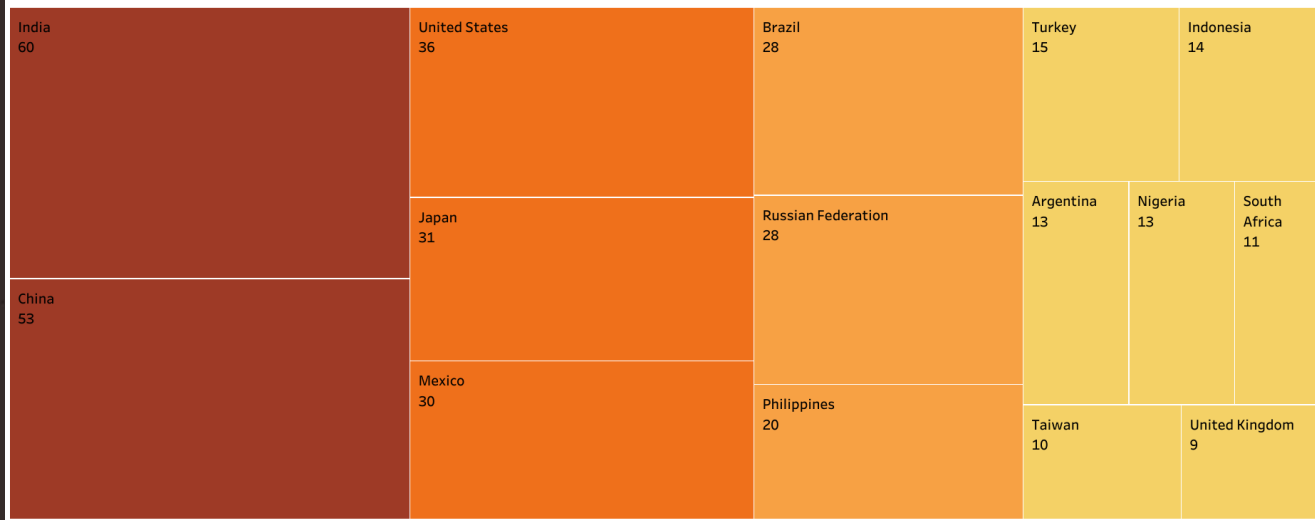
1. NC-17 rating has the most average rental duration.
2. All rating have similar average with range of 4.77 – 5.24 days.

Rental duration insight



The shorter the rental duration, the more total revenue it is.

Which countries are Rockbuster customers based in?

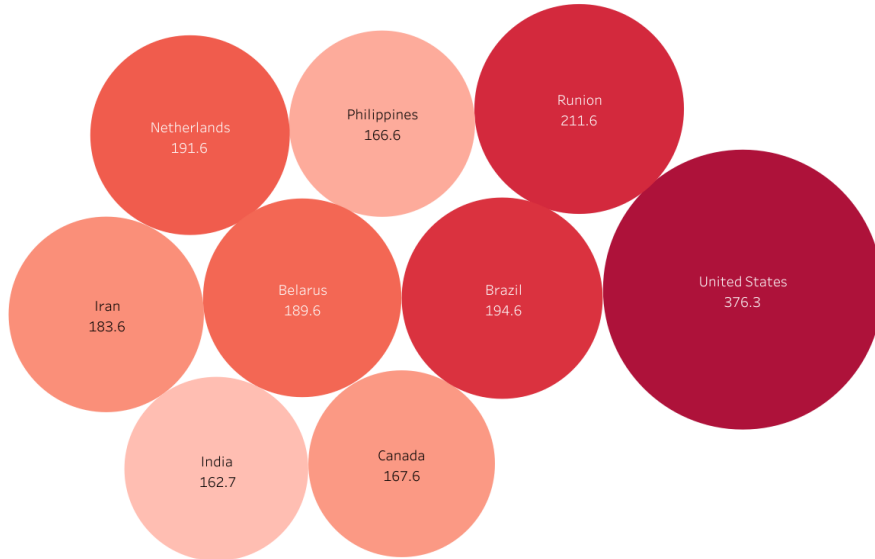


Top 5 countries with the most customers

India, China, USA, Japan and Mexico with the range of 30 – 60 customers

Where are customers with a high lifetime value based?

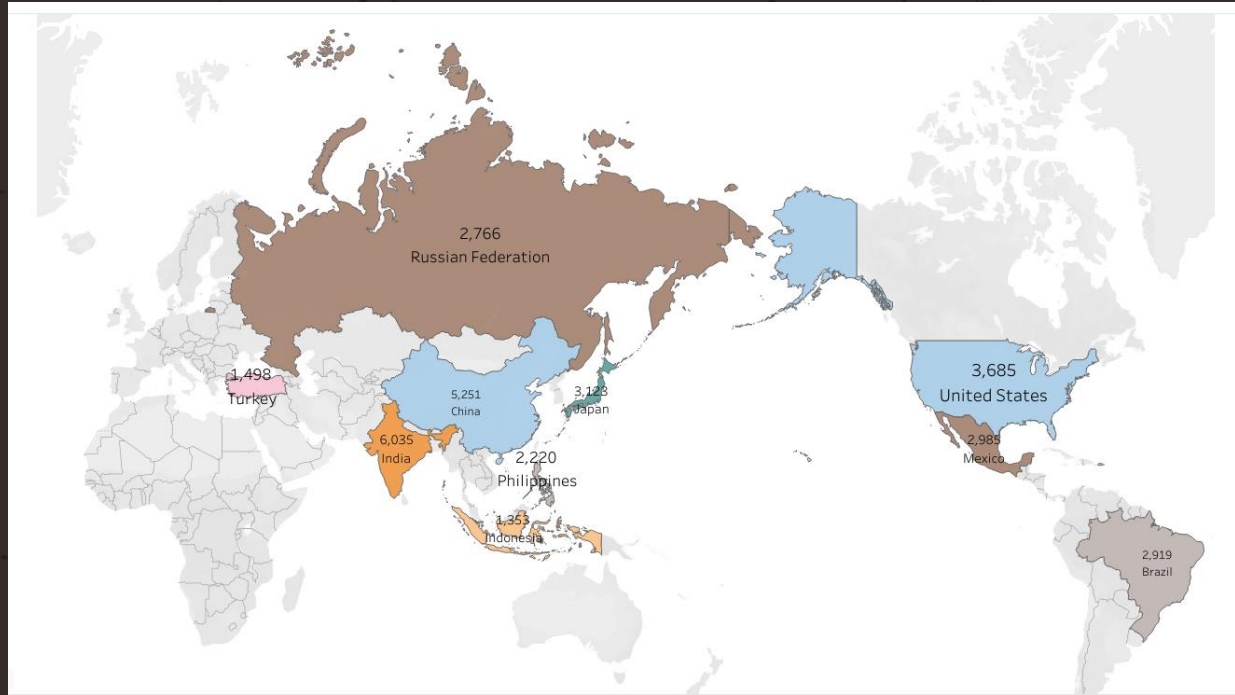
Top 10 countries where the highest lifetime value customers are based



Top 10 countries where the highest value customer are based in

Among top 10 countries, USA has the highest total revenue from 2 customer id(s).

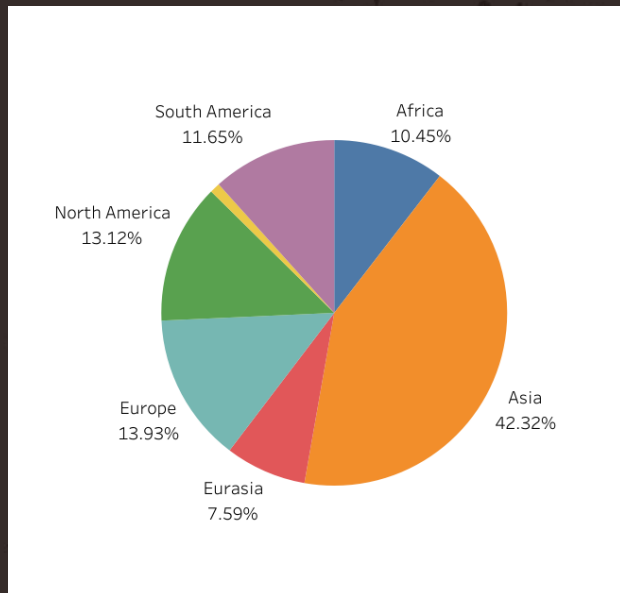
Do sales figures vary between geographic regions?



1. India
2. China
3. USA
4. Japan
5. Mexico
6. Brazil
7. Russia
8. Philippines
9. Turkey
10. Indonesia

Top 10 countries with the highest total sales figures

Geographic regions insight



Total Sales Figures by Continents

Asia has the most sales figures which is over 40%.

Oceania has the least sales figures at 0.94%.

Recommendations



Geographic Market Expansion

- Asia's total revenue took over 40%. Consider to invest in maintaining customer engagement in this region such as loyalty program.
- Create some strategies to boost up the revenues from Oceania and South Africa.

Targeted Marketing by Rating

- PG-13 and NC-17 ratings have the highest revenues. Rockbuster should focus on marketing efforts on promoting movies with these ratings
- Find out the root cause why G rating has the lowest revenue even though it is allowed for all ages. At the mean time, create some promotions to generate more sales on this rating



Recommendations



Add more inventory of high revenue movies

- Analyze top 5 least revenue movies if Rockbuster should keep them in stock. Would it be better to have more stocks of higher revenue movies with more demands instead of keeping no demand movies in stock?

Long rental duration optimization

- The data shown that movies with shorter rental duration have more revenue. Find solutions to add more revenues on long rental duration movies while maintaining customer satisfaction such as adjust the prices, add more rentals into inventory on those movies.



References

[Achievement 3: 1.1 Top 5 the most revenue movies | Tableau Public](#)

[Achievement 3: 1.2 Top 5 the least revenue movies | Tableau Public](#)

[Achievement 3: 1.3 Top revenue by rating | Tableau Public](#)

[Achievement 3: 2.1 Average rental duration by rating | Tableau Public](#)

[Achievement 3: 2.2 Total revenue by rental duration | Tableau Public](#)

[Achievement 3: 3. Top countries where Rockbuster customers are based in | Tableau Public](#)

[Achievement 3: 4. Top 10 countries where the highest lifetime value customers based in | Tableau Public](#)

[Achievement 3: 5.1 Top 10 countries with the highest total sales figures | Tableau Public](#)

[Achievement 3: 5.2 Sales figures by continent | Tableau Public](#)



THANK YOU

