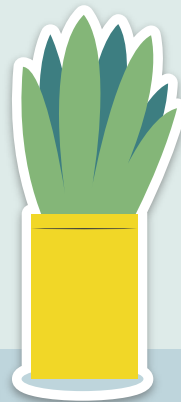


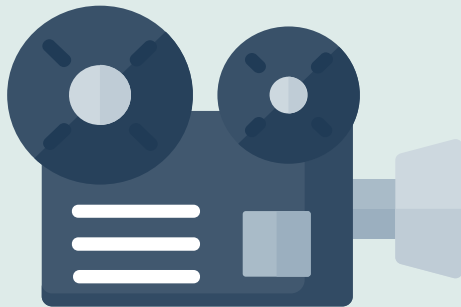
Rockbuster Stealth Analysis

Presented by: Bryan Lim



Who Are We?

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





Key Questions

01

Which movies contributed the most/least to revenue gain?

02

What was the average rental duration for all videos?

03

Which countries are Rockbuster customers based in?

04

Where are customers with a high lifetime value based?

05

Do sales figures vary between geographic regions?

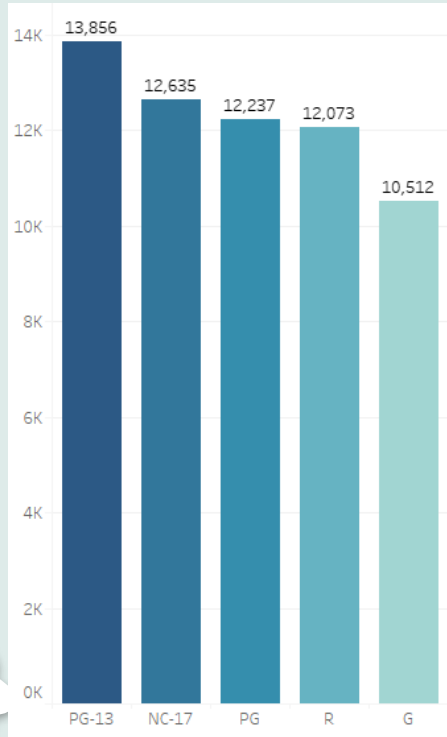


Company Overview

Total # of Customers	599
Total # of Films	1000
Average Rental Duration	5 days
Rental Rate	\$0.99 to \$4.99
Replacement Cost	\$9.99 to \$29.99



Movie Revenue by Rating



- Movies with a PG-13 rating grossed the highest revenue
- Movies with a G rating earned the least amount
- The remaining three ratings were roughly the same

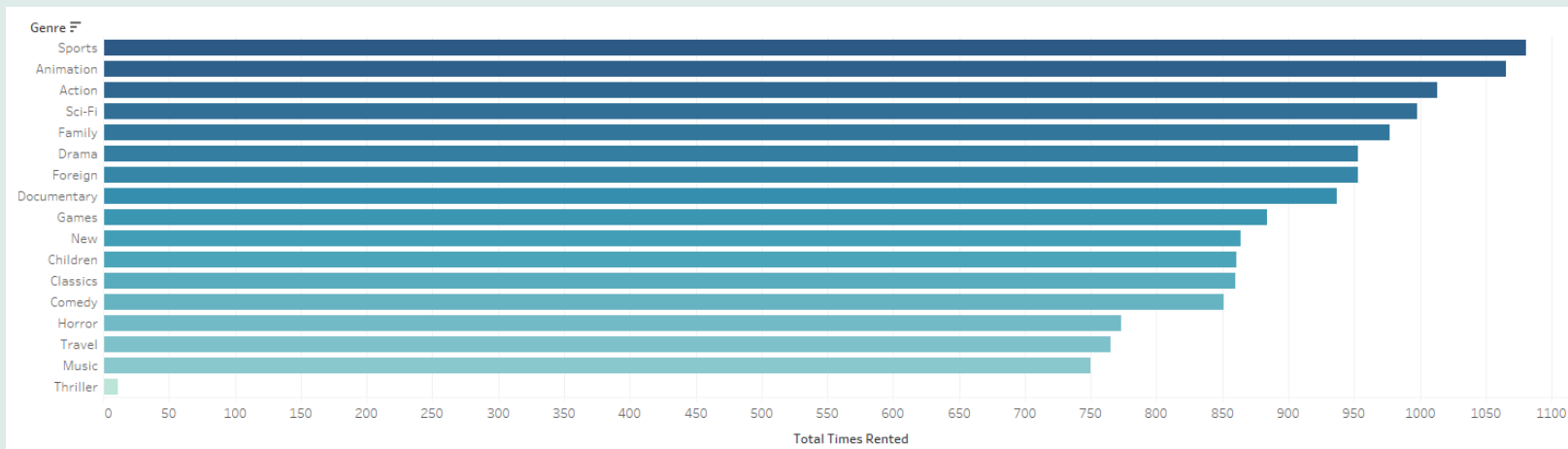


Popular Movie Genres

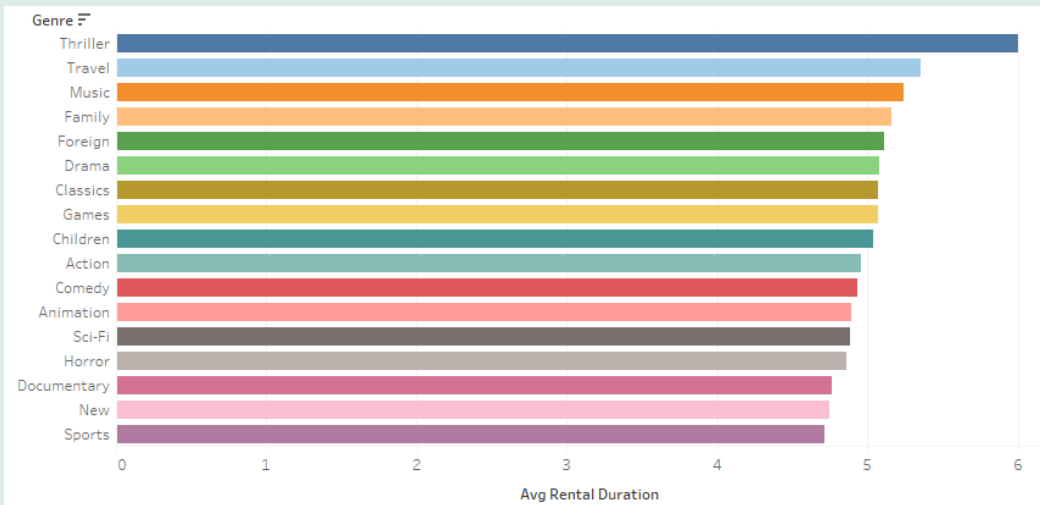


Sports, Animation, and Action are the top three genres in terms of:

- Total times rented
- Total revenue generated



Average Rental Duration by Genre



- On average, customers rent for 5 days
- Fairly consistent amongst all genres

Which Movies Did the Best/Worst?



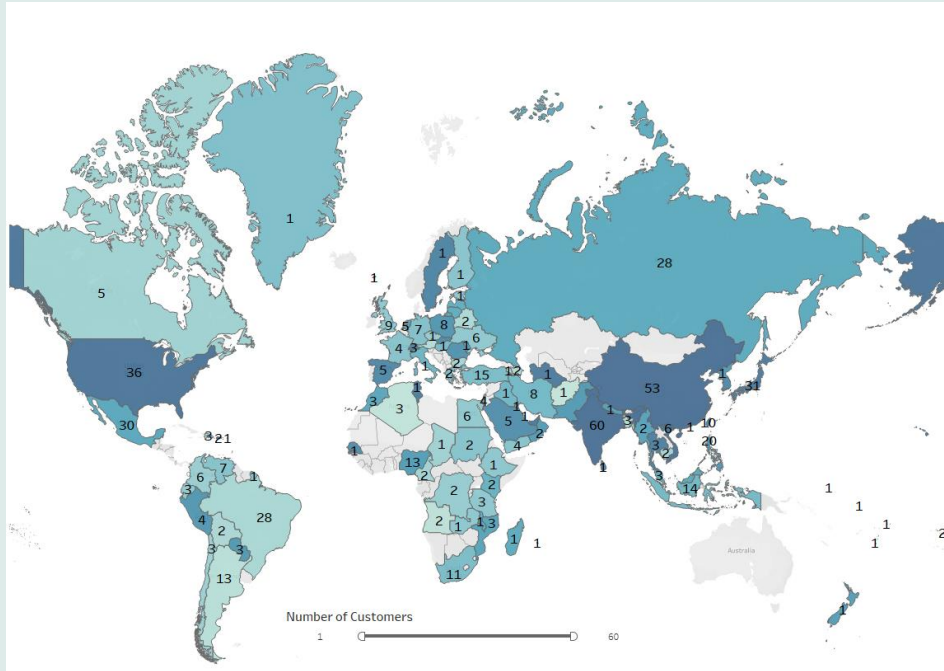
TOP 5 FILMS

Title	Rating	Genre	Revenue
Telegraph Voyage	PG	Music	\$215.75
Zorro Ark	NC-17	Comedy	\$199.72
Wife Turn	NC-17	Documentary	\$198.73
Innocent Usual	PG-13	Foreign	\$191.74
Hustler Party	NC-17	Comedy	\$190.78

WORST 5 FILMS

Title	Rating	Genre	Revenue
Texas Watch	NC-17	Horror	\$5.94
Oklahoma Jumanji	PG	New	\$5.94
Duffel Apocalypse	G	Documentary	\$5.94
Freedom Cleopatra	PG-13	Comedy	\$5.95
Rebel Airport	G	Music	\$6.93

Where Are Our Customers Based?



- Located in 108 countries worldwide
- Most customers in one country is 60

Sales by Regions (Country)



Top 5 countries by revenue

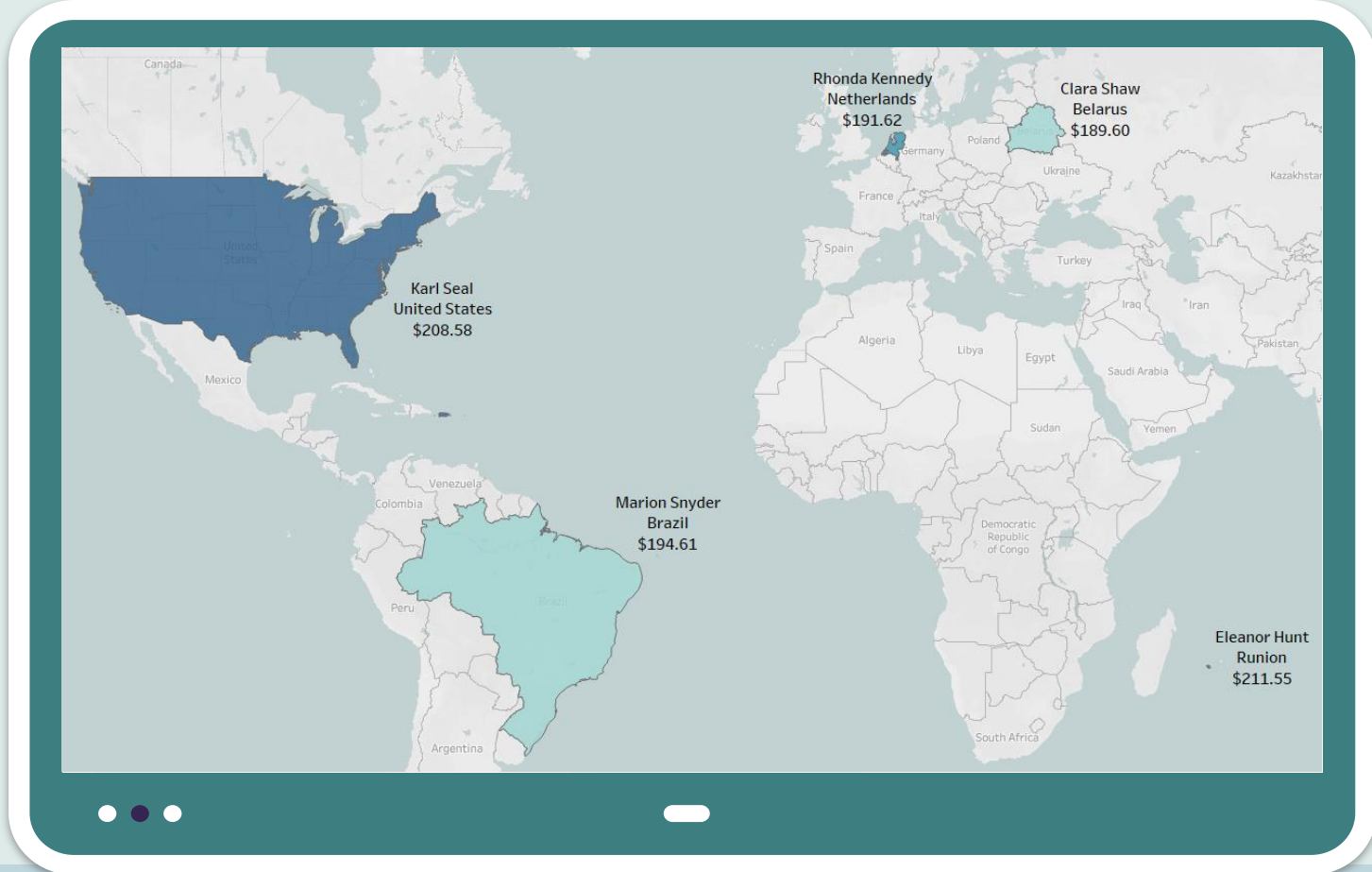
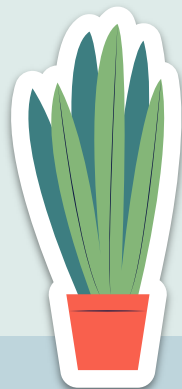
1. India
2. China
3. United States
4. Japan
5. Mexico

Top Customers by Revenue



NAME	COUNTRY	REVENUE
Eleanor Hunt	Réunion	\$211.55
Karl Seal	United States	\$208.58
Marion Snyder	Brazil	\$194.61
Rhonda Kennedy	Netherlands	\$191.62
Clara Shaw	Belarus	\$189.60

The United States is part of the top 5 countries by revenue





Popular Genres

1. Sports
2. Animation
3. Action

Most Popular Rating

PG-13

Biggest Markets

1. India
2. China
3. United States
4. Japan
5. Mexico

How we can improve our services and
make more money?

Recommendations



- Rockbuster can obtain more movies with the popular genres
- Rockbuster should focus on the biggest markets in the top 5 countries
 - They have the most customers
- As the company expands globally, they could consider a rewards program
 - Will attract new customers and keep loyal ones





THANK YOU!

Tableau

Do you have any questions?

Contact me!

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