



# **ROCKBUSTER STEALTH REVENUE ANALYSIS**

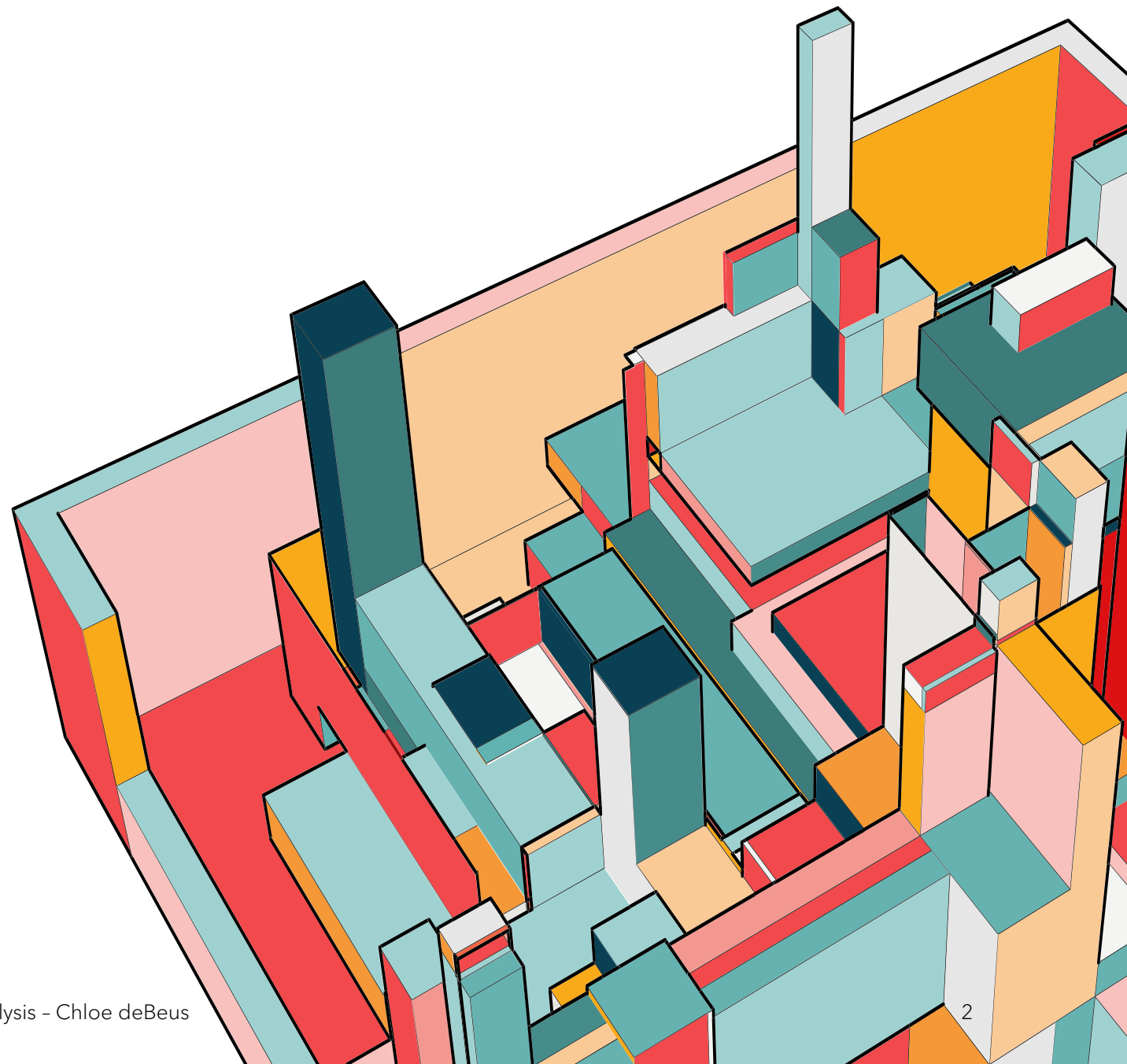
Chloe deBeus

# OBJECTIVES

Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service to stay competitive.

## QUESTIONS

- Which movies contributed the most and 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?
- Do sales figures vary between geographic regions?



# INVENTORY

## Customers

599 customers across the world

## Movies

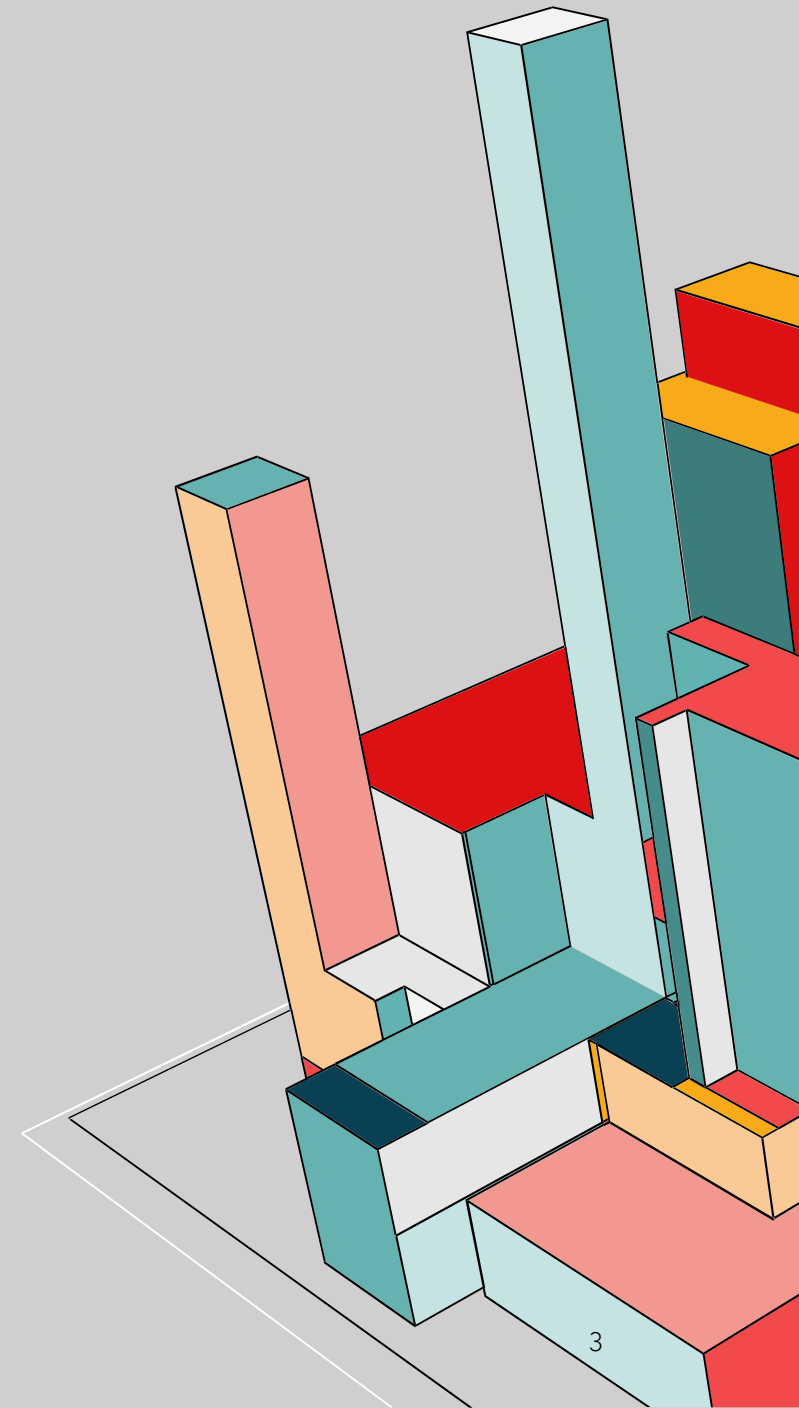
1,000 movies to choose from

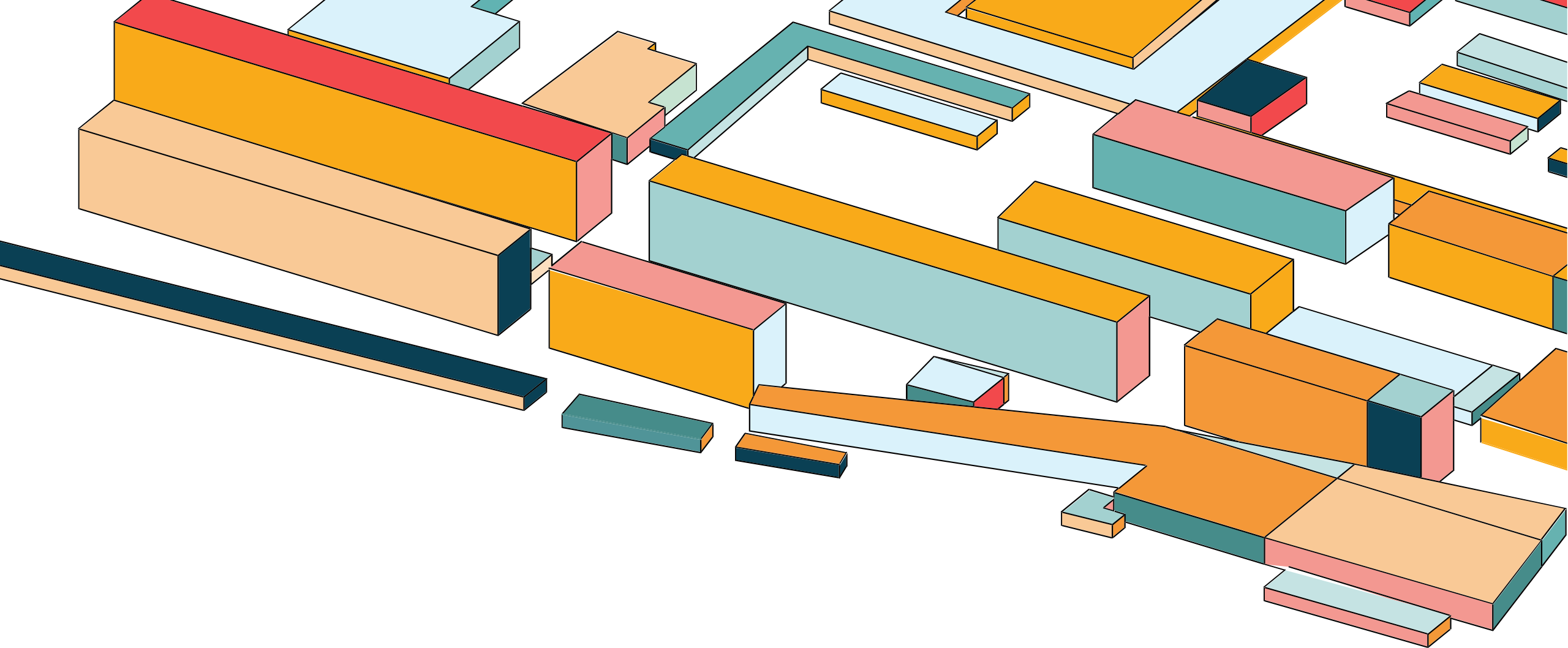
## Rental duration

On average 5 days

## Average revenue

\$4.20 per customer

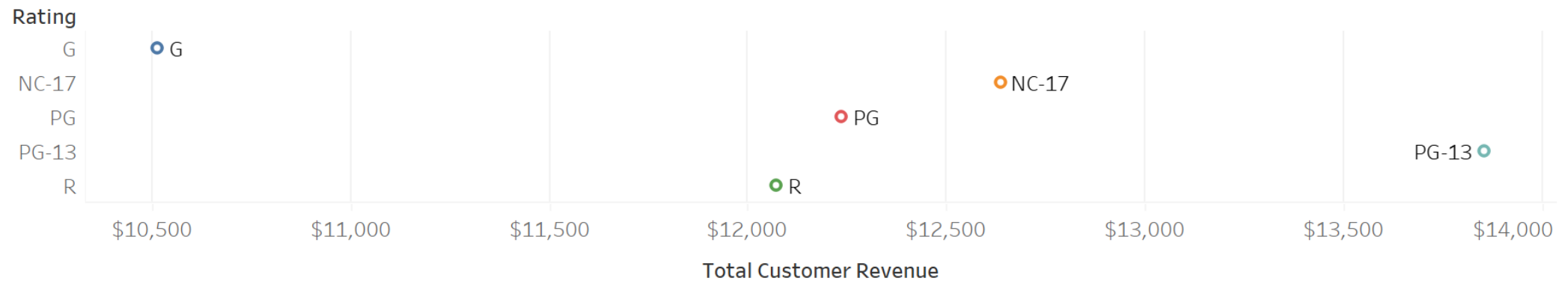




**POPULAR FILMS**

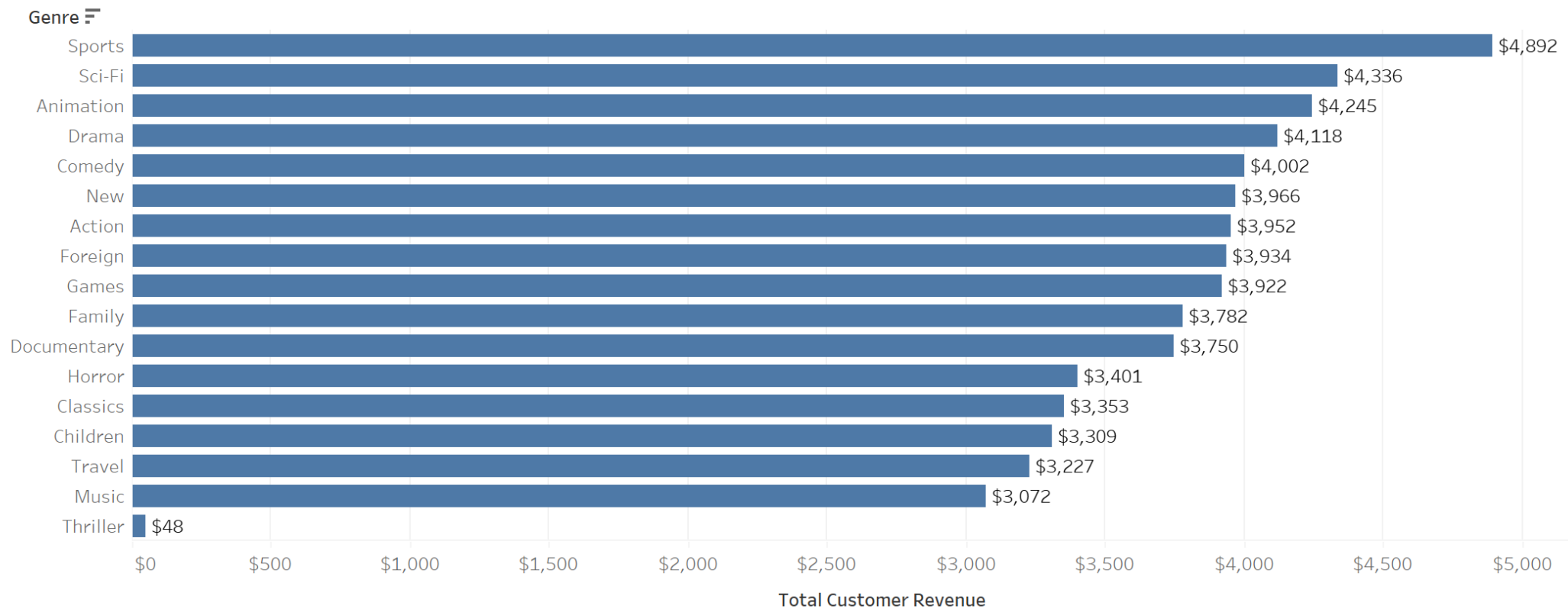
# PG-13 PERFORMS BEST WHILE OTHERS REACH CONSIDERABLE REVENUE

Customer revenue by film rating

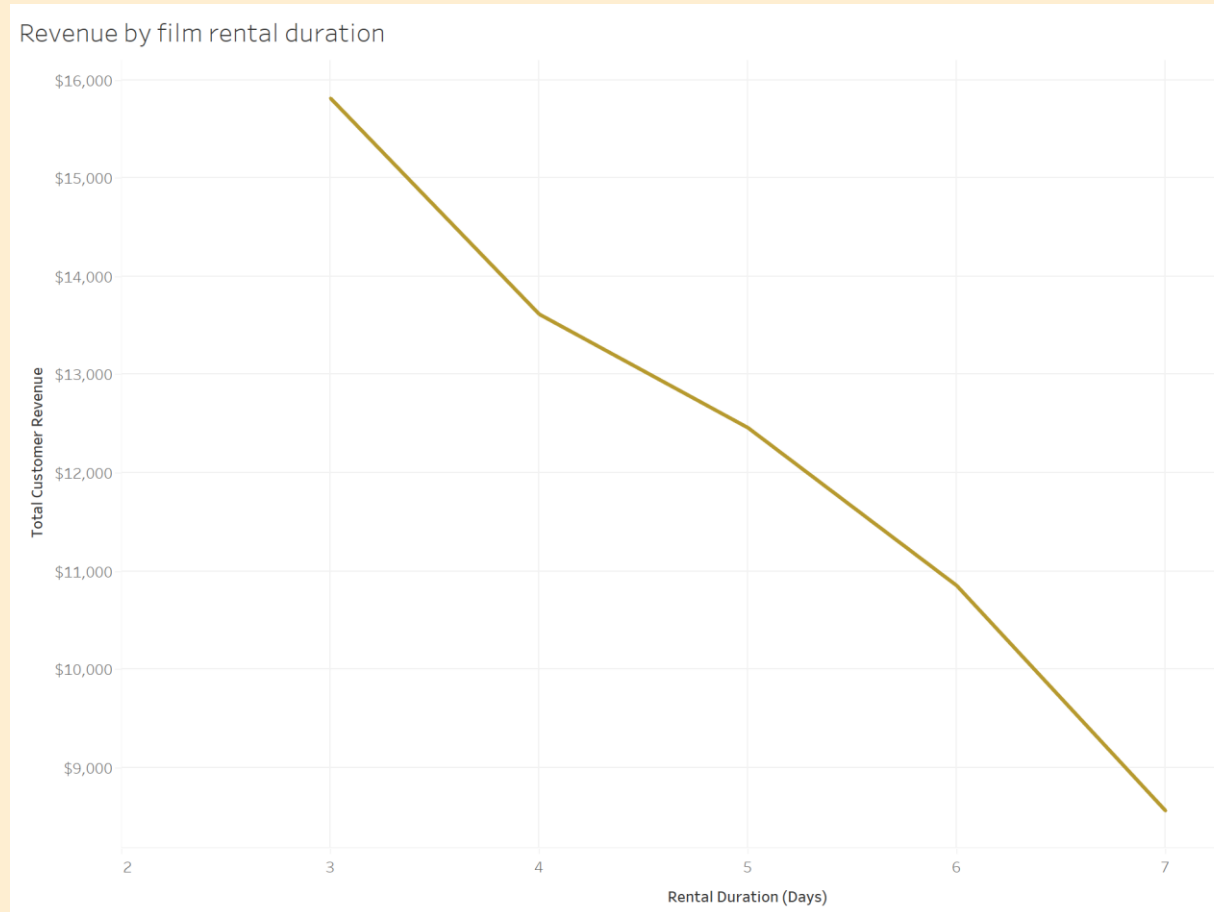


# SPORTS FILMS GAIN THE MOST REVENUE

Revenue by film category



# CUSTOMERS PREFER SHORT RENTALS



# FILM REVENUES

## TOP 3

\$215.75 - Telegraph Voyage

\$199.72 - Zorro Ark

\$198.73 - Wife Turn

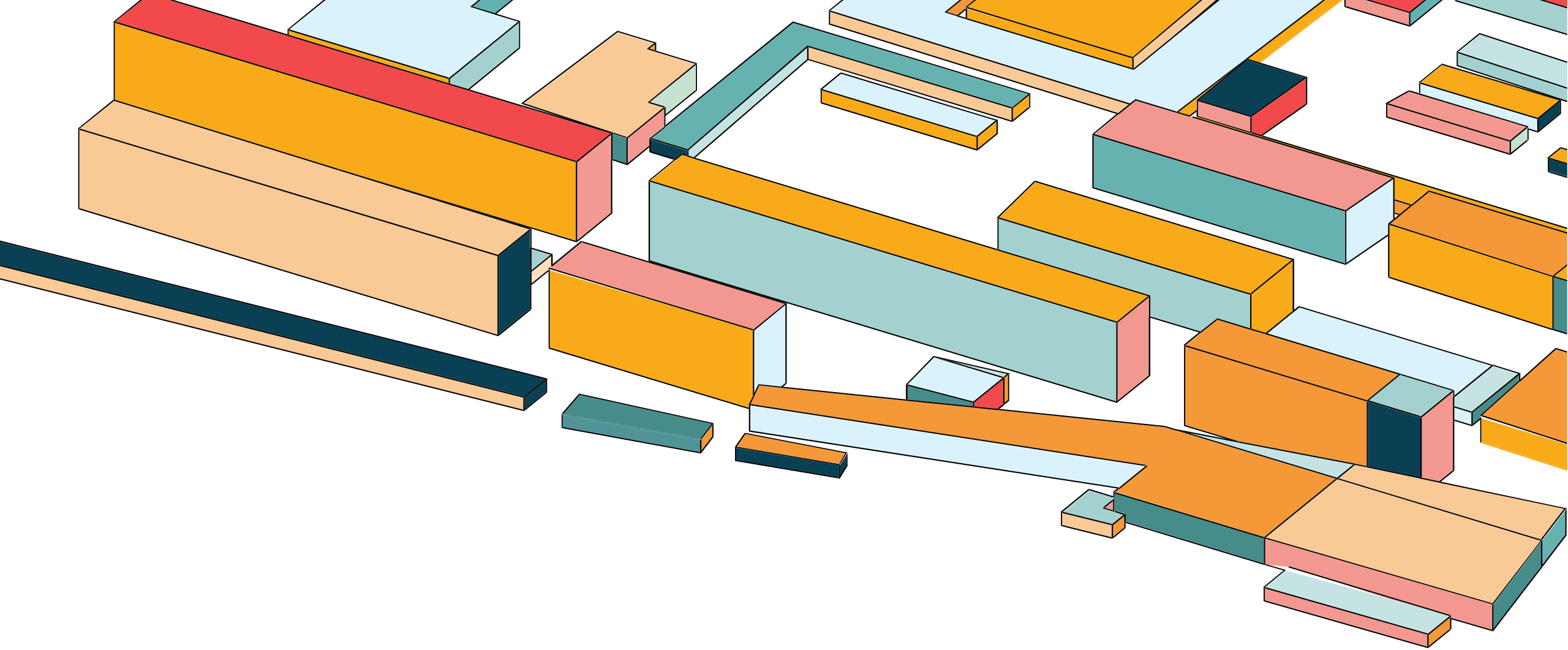
## BOTTOM 3

\$5.94 - Texas Watch

\$5.94 - Oklahoma Jumanji

\$5.94 - Duffel Apocalypse

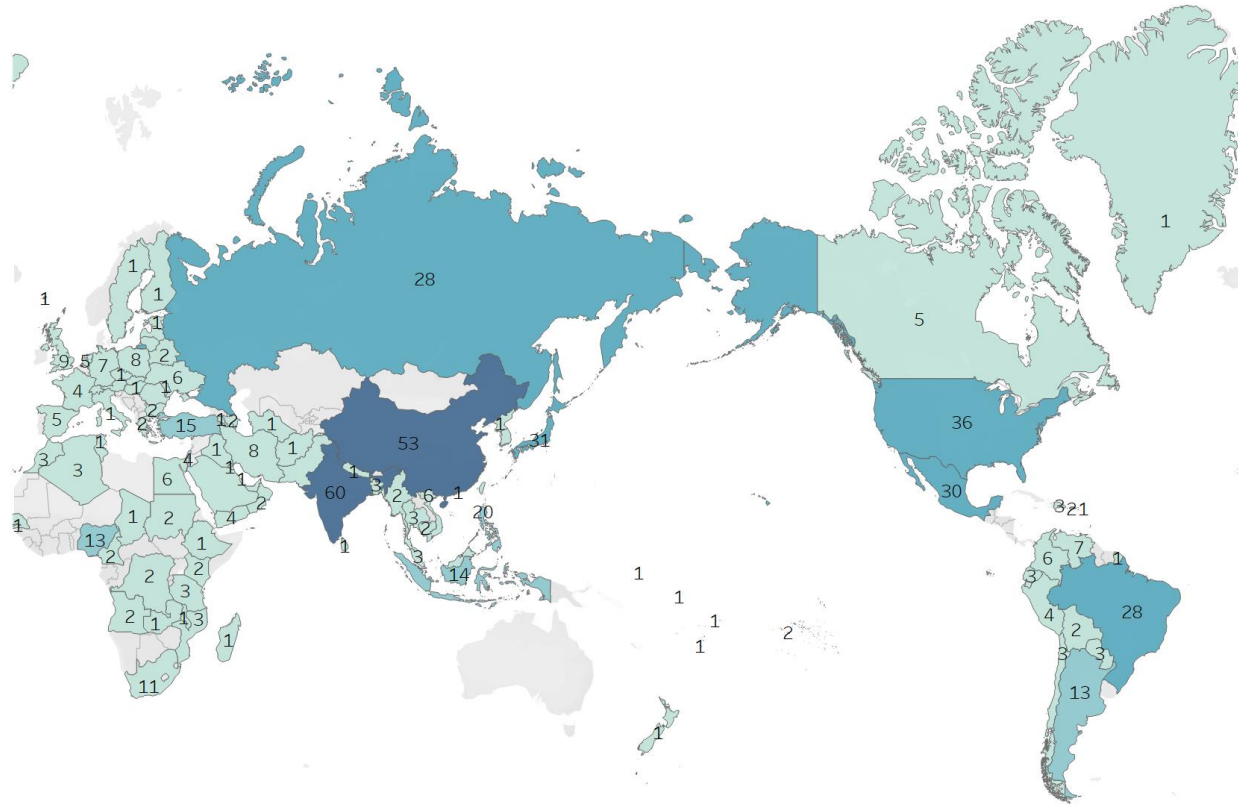
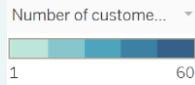




**CUSTOMER & REVENUE LOCATIONS**

# INDIA AND CHINA COMPETE FOR THE TOP SPOT

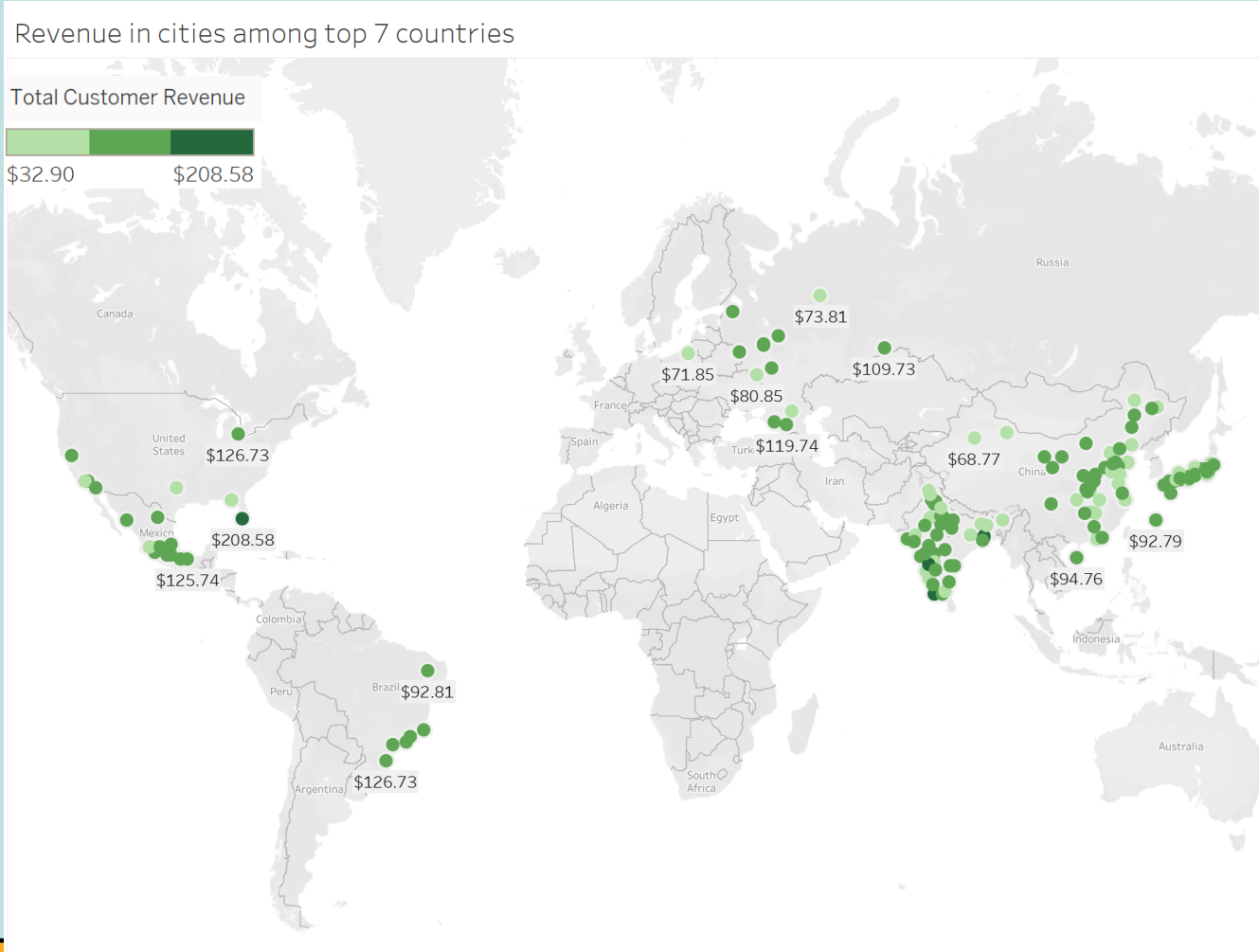
Rockbuster Stealth Customers by Country



While a few others fall shortly behind

- India - 10% of all revenue
- China - 9% of all revenue
- United States - 6% of all revenue
- Japan - 5% of all revenue
- Mexico - 5% of all revenue
- Brazil - 5% of all revenue
- Russian Federation - 5% of all revenue

# EACH TOP COUNTRY DOES WELL IN REVENUE ACROSS CITIES



Top 5 revenues of those that fall in the top 7 countries...

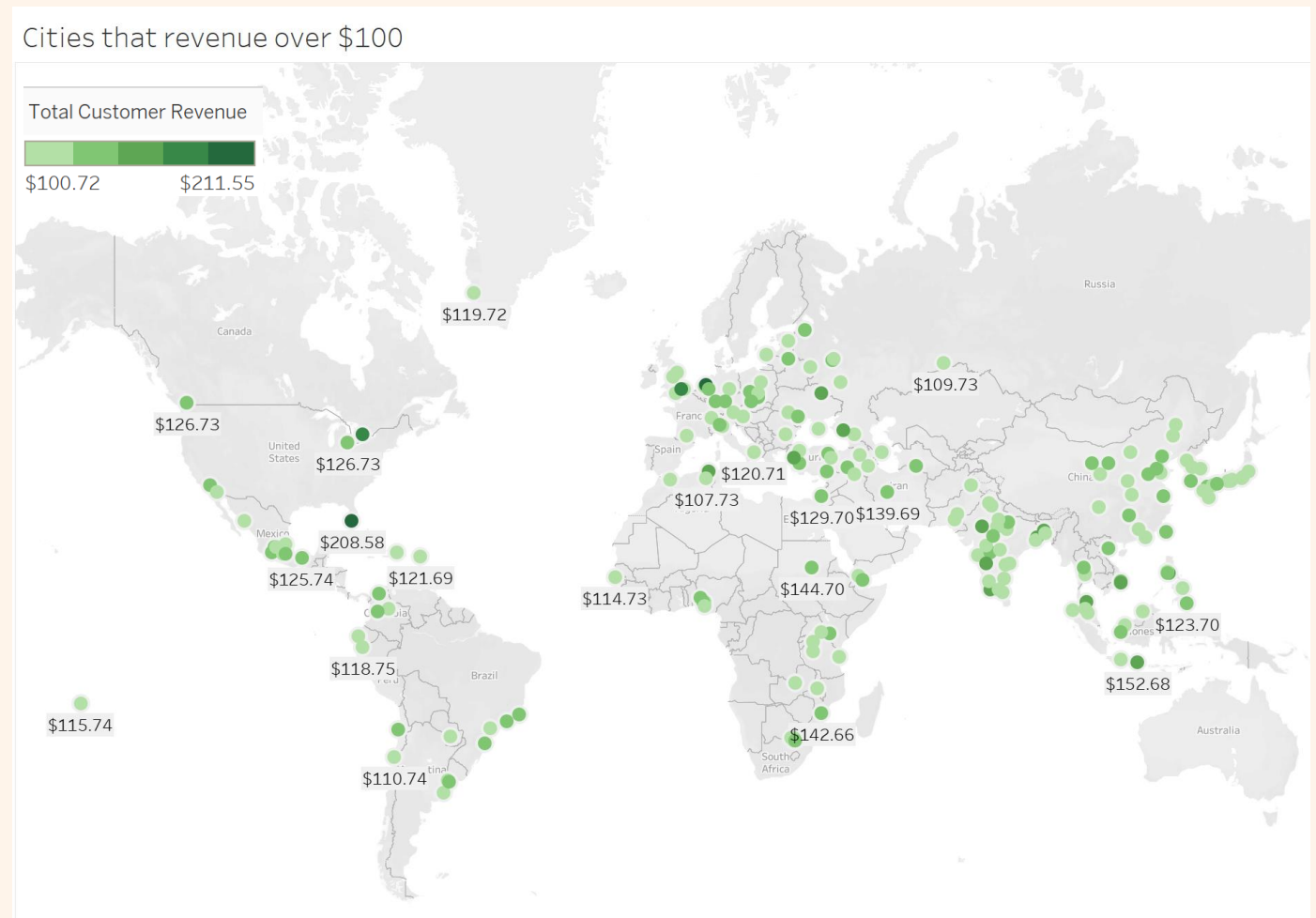
- \$208.58 - Cape Coral, United States
- \$194.61 - Santa Barbara d'Oeste, Brazil
- \$167.67 - Memphis, United States
- \$162.67 - Valapara, India
- \$159.58 - Aurora, United States

# REGARDLESS OF COUNTRY, REVENUE REACHES CITIES ACROSS THE WORLD

MANY CITIES PRODUCE OVER \$100 IN REVENUE

## Top 5 cities (without regard to country)

- Saint-Denis, Reunion
- Cape Coral, United States
- Santa Barbara d'Oeste, Brazil
- Apeldoorn, Netherlands
- Molodetno, Belarus





# SOLUTIONS

## FOCUS ON CUSTOMERS GLOBALLY

While China and India have the highest customers, there is revenue in cities worldwide, and the opportunity to expand.

## RENTAL DURATION PROVES ONLINE CAPABILITY

Rockbuster Stealth customers are focusing on short term rentals

## BRING IN SPORTS FANS

Sports performs the best, and it offers a strong growing point online

## LOOK INTO PREFERENCE OF ADULT MOVIES

Since 'G' rating does the worst among ratings, investigate if those without kids are better targets.

## CONSIDER THE CUSTOMER TO TARGET

Focusing on certain genres and ratings will bring in a certain customer. Ensure this is who you intend to market to.

# THANK YOU

Chloe deBeus

Tableau Dashboard:

[https://public.tableau.com/app/profile/chloe.debeus/viz/RockbusterStealthRevenueAnalysis\\_deBeus/Story1?publish=yes](https://public.tableau.com/app/profile/chloe.debeus/viz/RockbusterStealthRevenueAnalysis_deBeus/Story1?publish=yes)