

# Rockbuster Stealth Data Analysis

Tableau Storybook <sup>+</sup>



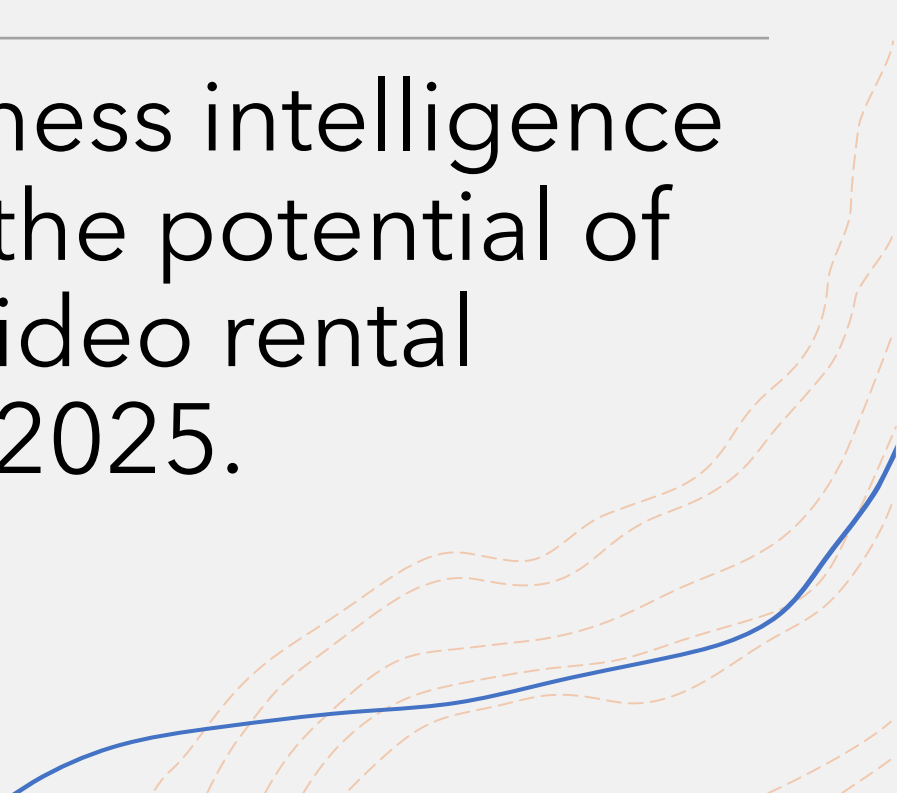
# Background & Business Objectives

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Stiff competition from other streaming services, incl. Netflix and Amazon Prime.

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Using business intelligence to explore the potential of an online video rental service for 2025.



# Guiding Questions

## Movies Analysis

- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?

## Customer Analysis

- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?

# Movie Analysis



What was the average rental duration for all videos?

Average rental duration of a movie is 5 days.



Which movies contributed the most and least revenue?

By movie  
By genre

# Best & Worst Performing Movies

There are genre trends – but genre isn't a consistent predictor for revenue:

**Sports** is the highest revenue genre but only one movie makes it to top 10: **"Saturday Lambs"**.

**Music** is the second worst performing genre – with one exception.

But **"Telegraph Voyage"** has outperformed all other movies with \$215k.

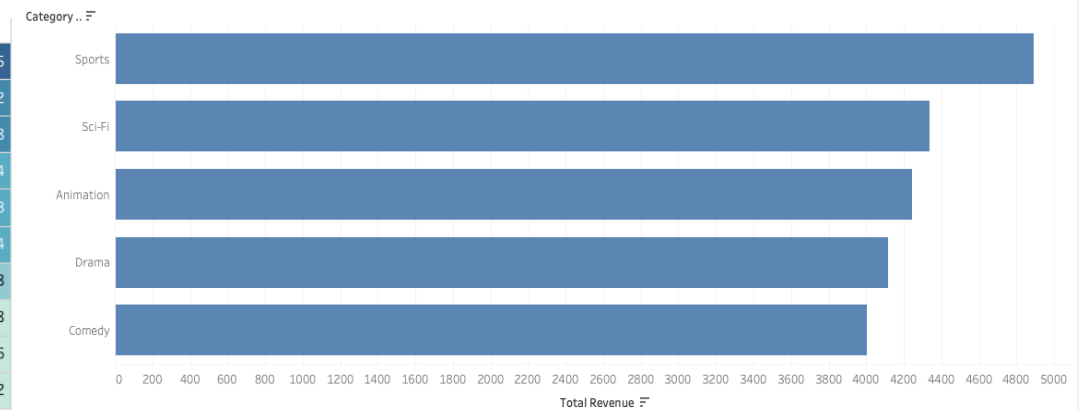
Top 10 Movies

Title	Category Name	
Telegraph Voyage	Music	215.75
Zorro Ark	Comedy	199.72
Wife Turn	Documentary	198.73
Innocent Usual	Foreign	191.74
Hustler Party	Comedy	190.78
Saturday Lambs	Sports	190.74
Titans Jerk	Sci-Fi	186.73
Harry Idaho	Drama	177.73
Torque Bound	Drama	169.76
Dogma Family	Animation	168.72

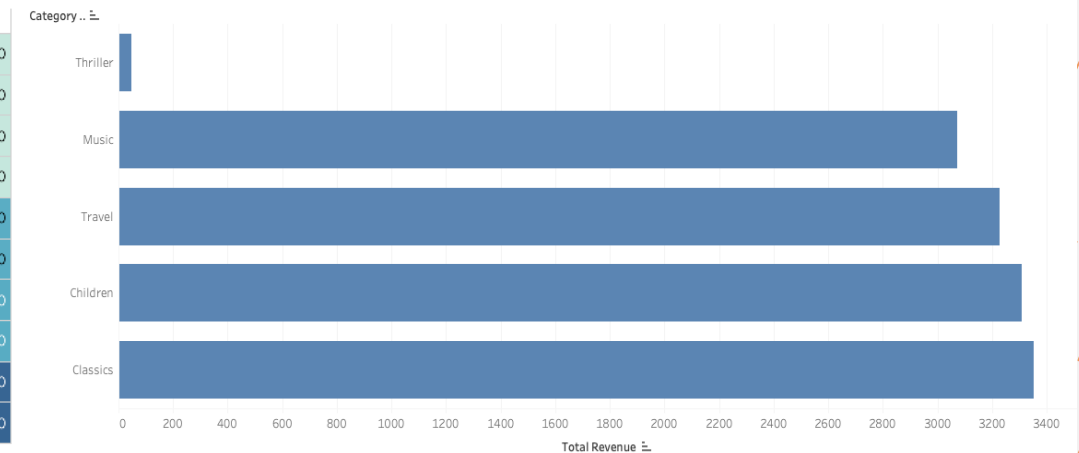
Bottom 10 Movies

Title	Category Name	
Duffel Apocalypse	Documentary	5.940
Oklahoma Jumanji	New	5.940
Texas Watch	Horror	5.940
Freedom Cleopatra	Comedy	5.950
Rebel Airport	Music	6.930
Young Language	Documentary	6.930
Cruelty Unforgiven	Classics	6.940
Treatment Jekyll	Drama	6.940
Lights Deer	Classics	7.930
Japanese Run	Horror	7.940

Top 5 Genres



Bottom 5 Genres

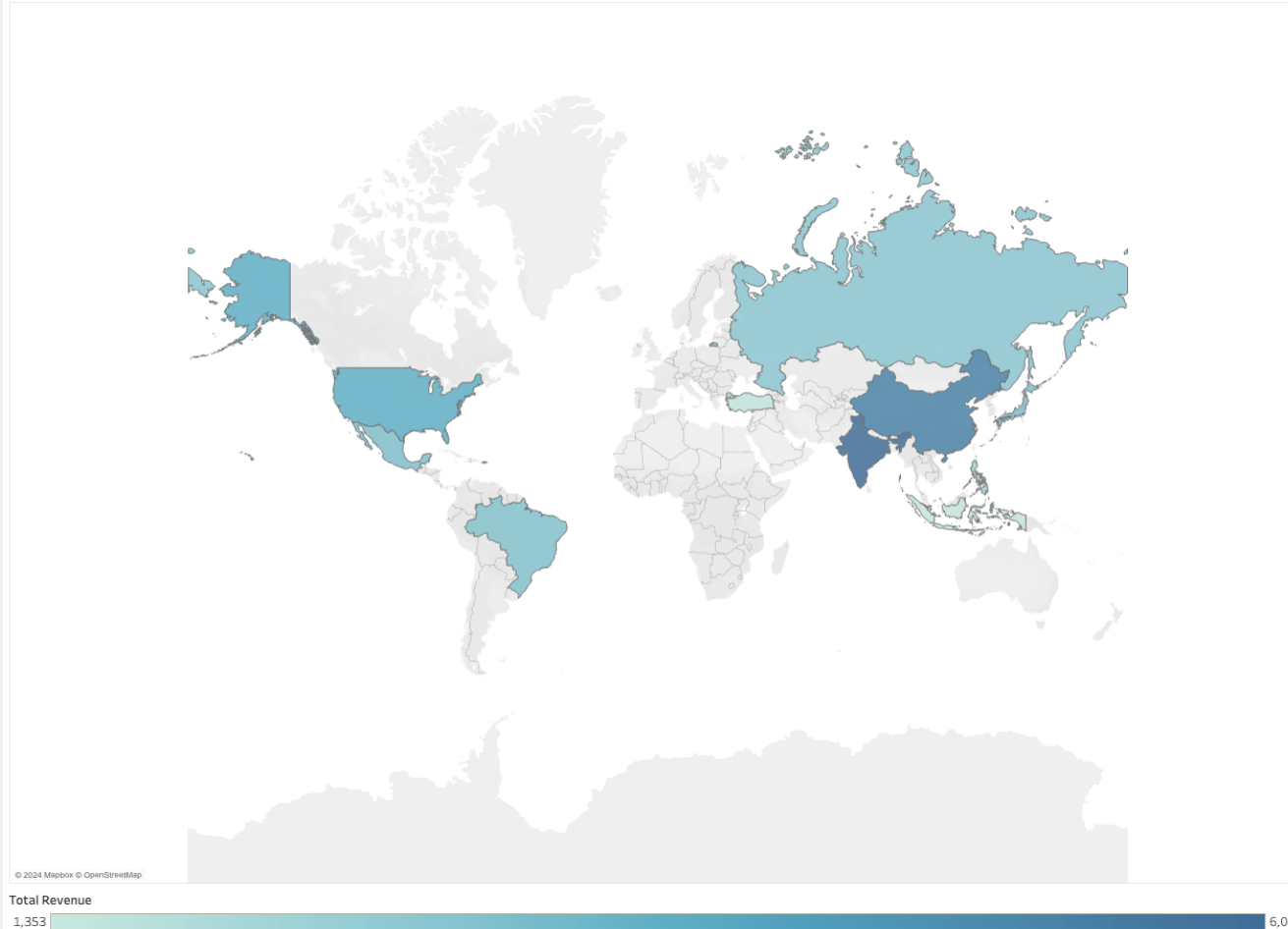


# Top Countries by Customer Revenue

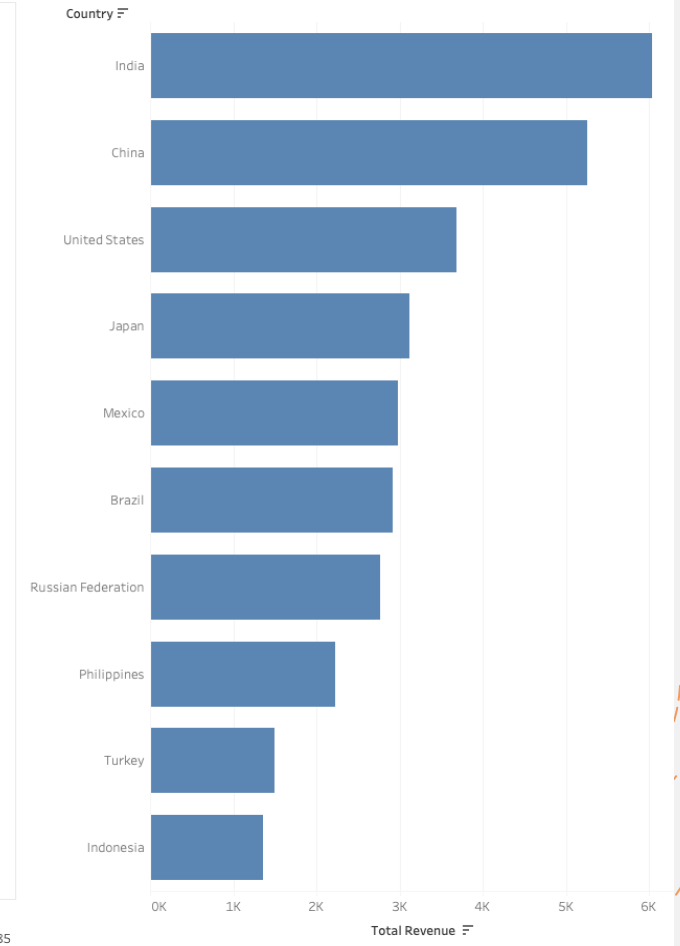
Revenue is synchronous to customer numbers:

Besides the US, Japan and emerging markets region (India, China, Mexico, Brazil) have highest number of customers and revenue.

Top 10 Countries by Revenue & Customers



Top 10 Countries by Revenue & Customer Count



# Recommendations & Next Steps for Online Rentals

## Movies

Some preferences for genres exist but with significant performance outliers.

### Next steps

- + Start with a small **movie selection** of most popular movies. Sports, Sci-Fi, Animation, Drama, Comedy have performed best. Add movies from low performing genres (Thriller, Music, Travel, Children, Classics) only if a specific movie is a high-performer.
- + Set **rental duration** to approx. 5 days. This suffices for the the average customer.

## Customer Markets

Aside from US, strongest markets are Emerging Markets (India, China, Mexico, Brazil) and Japan.

### Next steps

Build **market expert teams** for Japan and EMEA working on:

- + **Language offerings** to markets.
- + **Regional preferences** for genre and movies (separate analysis needed).