

ROCKBUSTER STEALTH LLC

ONLINE VIDEO RENTAL SERVICE

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OBJECTIVE

Rockbuster is a movie rental company that used to have stores around the world. Due to stiff competition from streaming services,

Rockbuster wants to launch an online rental service.

Key Questions for launch strategy:

Which movies contributed the most/least to revenue gain?

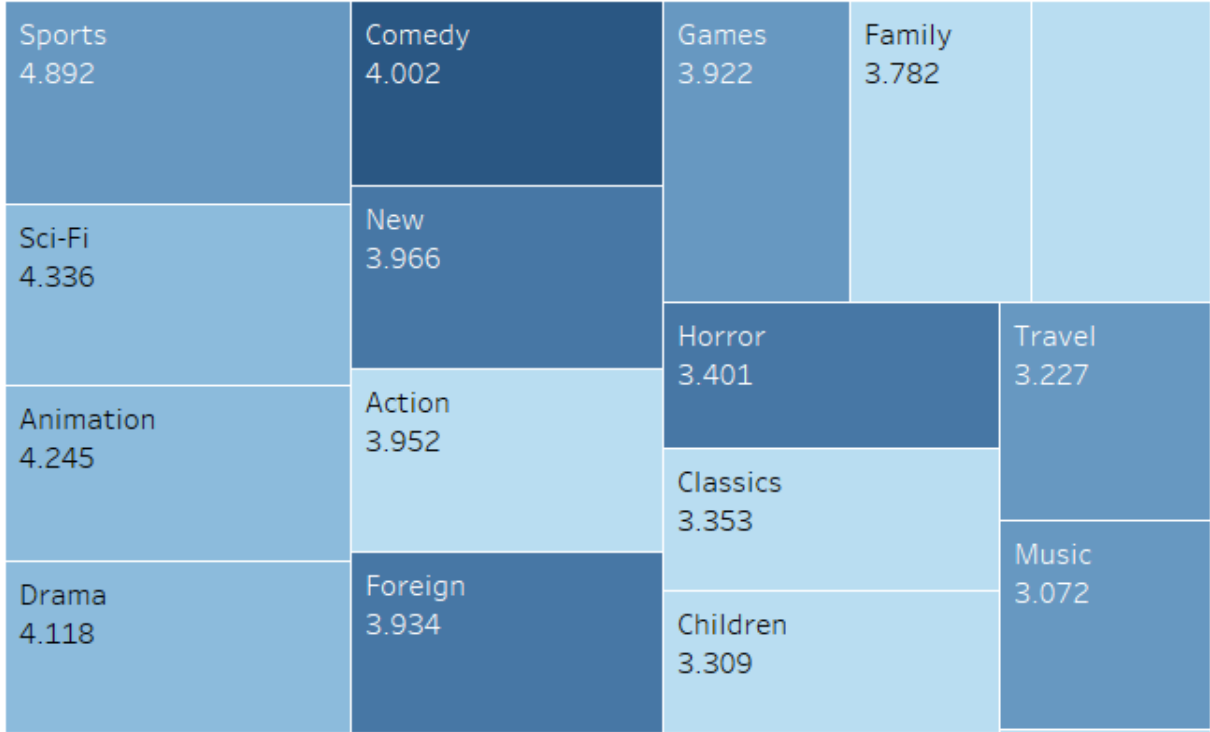
What was the average rental duration for all videos?

Which countries are Rockbuster customers based in?

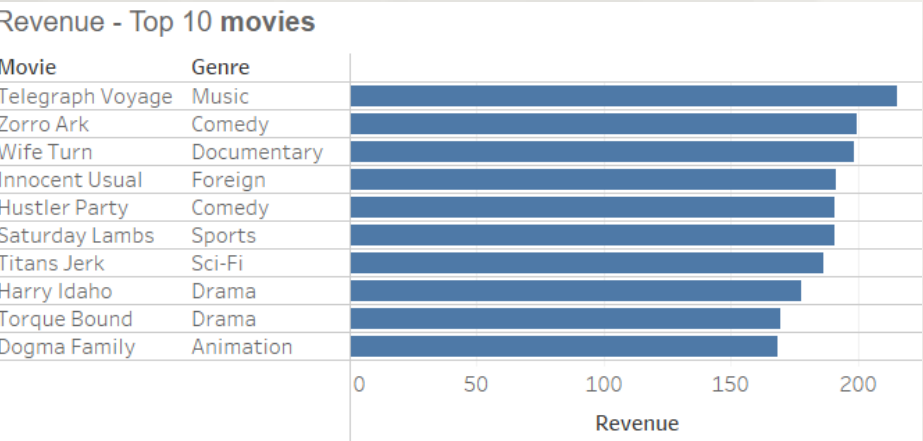
Where are customers with a high lifetime value based?

Do sales figures vary between geographic regions?

Revenues (size) and Return on investment (color) for genres



Sports and Sci-Fi gained most revenues and Thriller and Music least.
Comedy and New are most lucrative, Classic and Action least.



ROCKBUSTER

Movies
1000

Countries
109

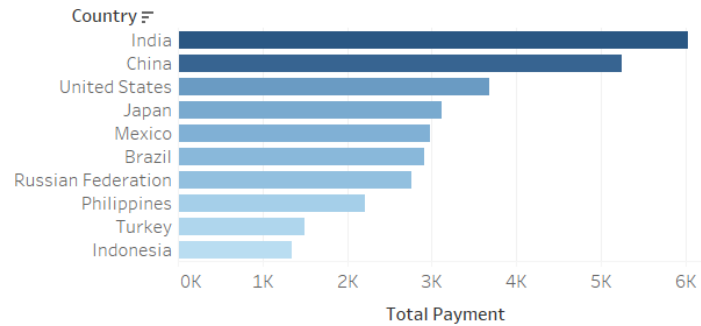
Categories
17

Rental duration
3 days(avg)

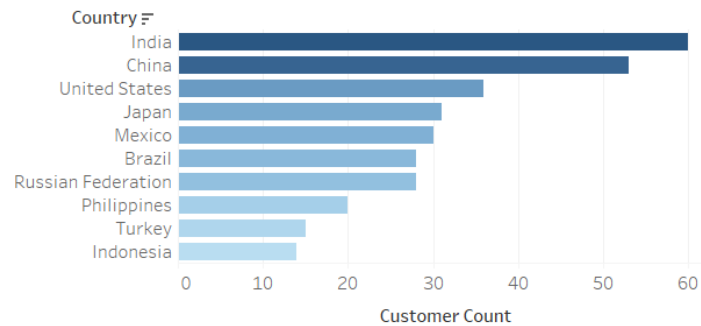
Which movies contributed the most/least to revenue gain?

DO SALES FIGURES VARY BETWEEN GEOGRAPHIC REGIONS? WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?

Sales figures - Top 10 countries

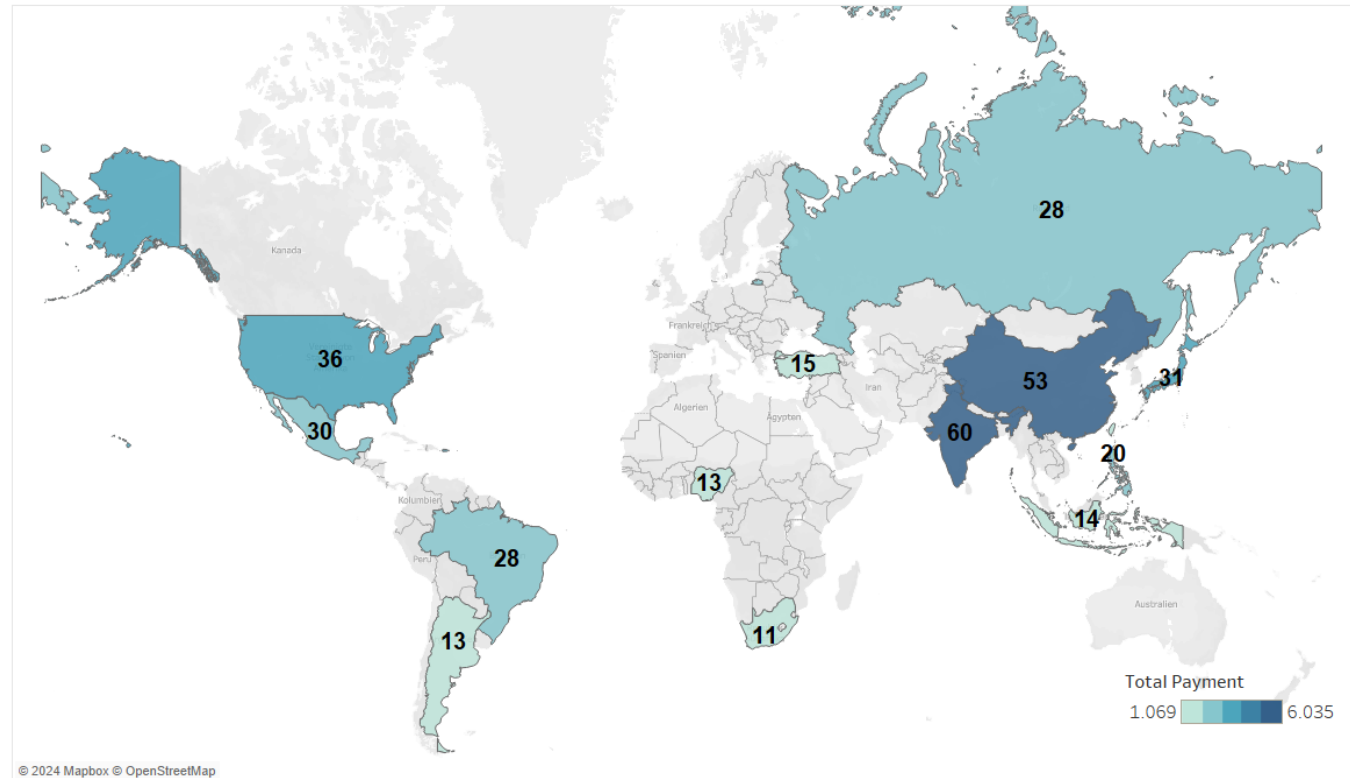


Number of customers - Top 10 countries



Location of customers and sales figures

- Number of customer being represented by big black numbers
- Sales figures by color of the country

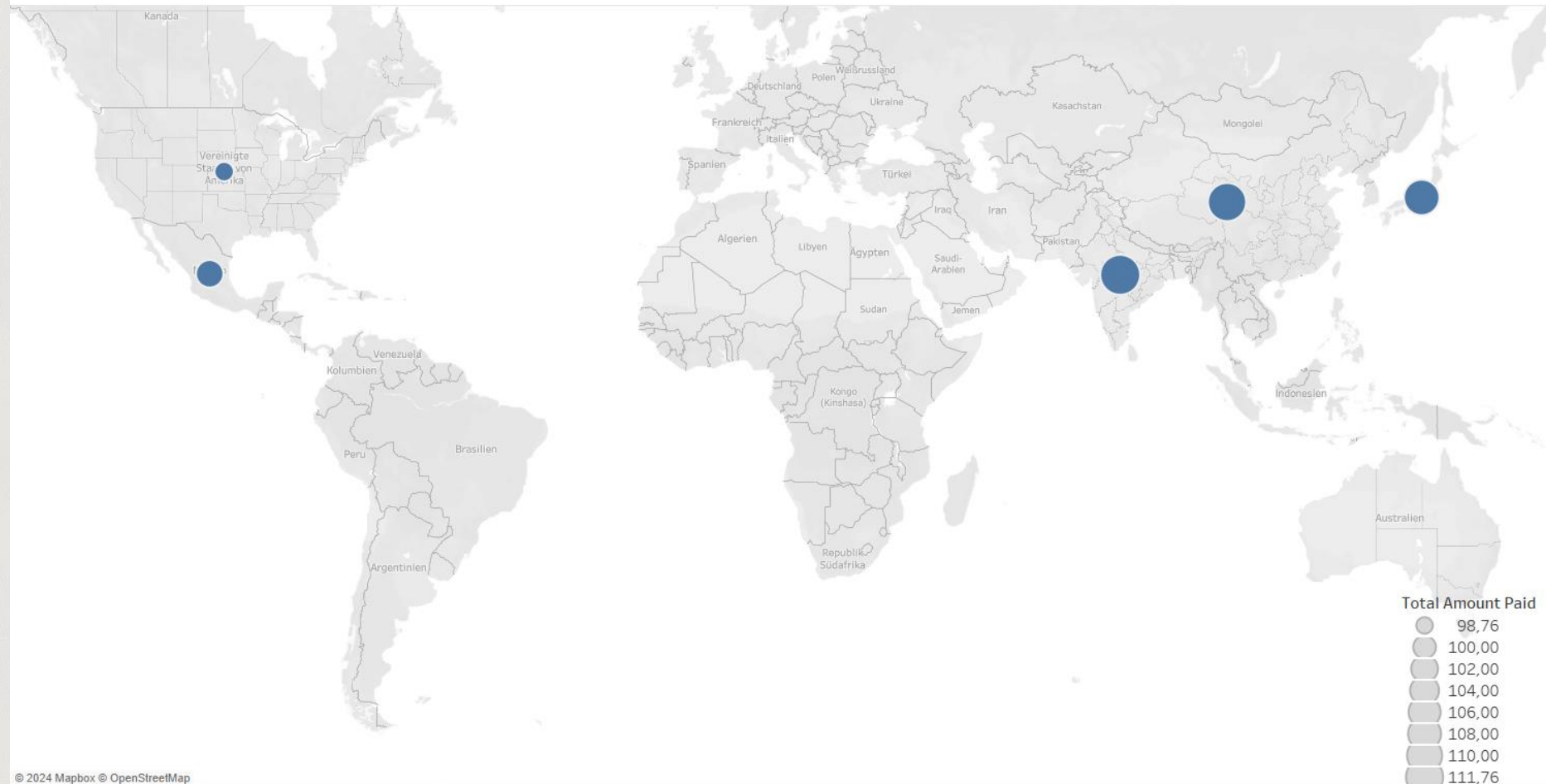


Sales figures strongly depend on the count of customers.

Payments/customers are quite similar, 96-110\$ in average for an customer in the top 10 countries.
Counts of customers vary between geographic regions and therefore sales figures vary

WHERE ARE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?

Lifetime value - Location of Top 5 Rockbuster customers



India and China host the top 2 customers according to the lifetime value

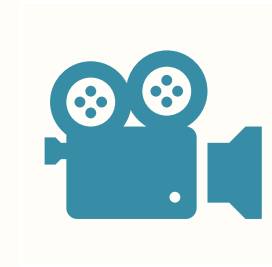
RECOMMENDATIONS



Start in India and China



Focus on lucrative categories
,Comedy' and ,New'



Consider to invest in Indian and
Chinese movies expanding our
library

[Visualizations in Tableau Public](#)