Rockbuster Stealth LLC

DATA ANALYSIS IN SUPPORT OF 2020 COMPANY STRATEGY

David Griesel

Objective

Provide data-driven insights derived from the existing database to address business questions posed by Management.

Tableau Dashboard

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?

Existing Catalogue

958 Films

16 Categories

5 Ratings

1 Release Year (2006)

1 Language (English)
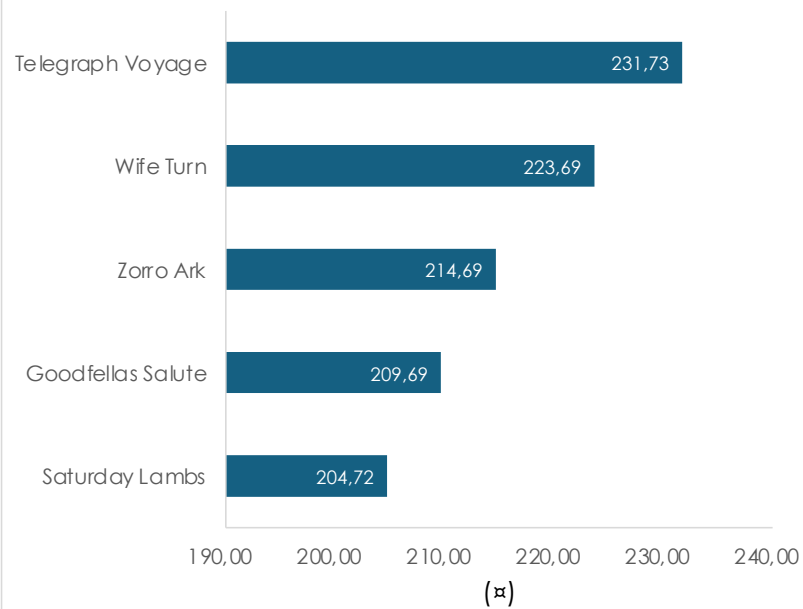
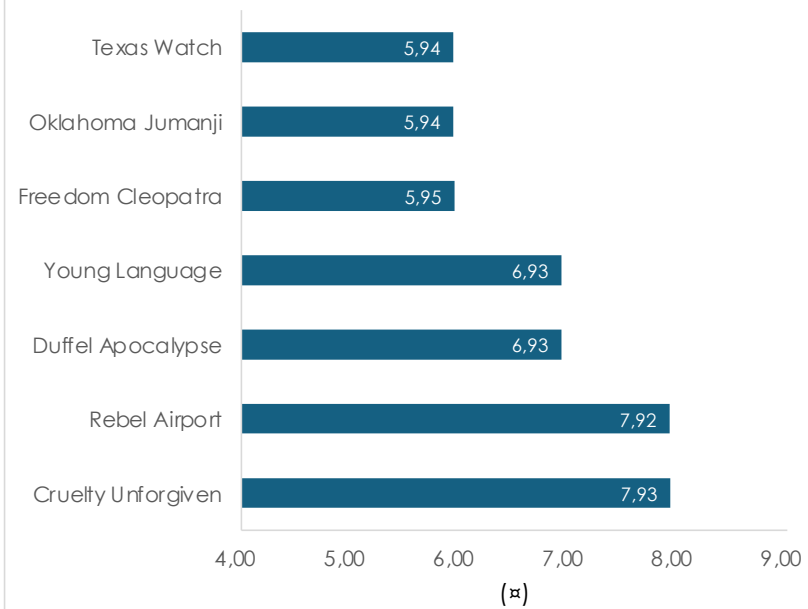# Existing Client Base

599 Customers

108 Countries

597 Cities

The Analysis

Question 1: Which movies contributed the most / least to revenue gain?

Films in the Top 5 Revenue Positions

Film	Value
Telegraph Voyage	231,73
Wife Turn	223,69
Zorro Ark	214,69
Goodfellas Salute	209,69
Saturday Lambs	204,72

(¤)

Films Sharing the Bottom 5 Revenue Positions

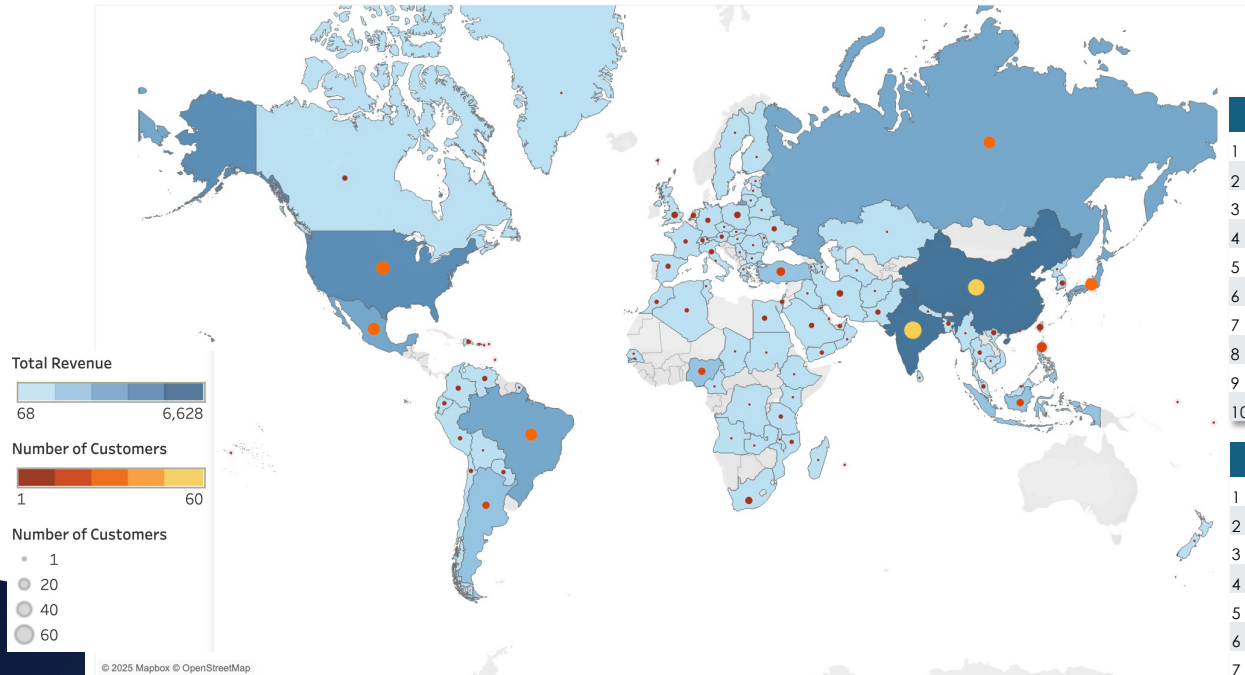| Film	Value
Texas Watch	5,94
Oklahoma Jumanji	5,94
Freedom Cleopatra	5,95
Young Language	6,93
Duffel Apocalypse	6,93
Rebel Airport	7,92
Cruelty Unforgiven	7,93

(¤)

The Analysis

Question 2: What was the average rental duration for all videos?

Rental Duration (days)	Number of Transactions	Min Actual Duration	Max Actual Duration	Average Actual Duration
3	3 366	0	10	5
4	3 213	0	10	5
5	3 132	0	10	5
6	3 352	0	10	5
7	2 798	0	10	5
All	15 861	0	10	5

Customers and Revenue per Country

Total Revenue
68 — 6,628

Number of Customers
1 — 60

Number of Customers
- 1
- 20
- 40
- 60

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Rank	Top 10 Countries	Number of Customers
1	India	60
2	China	53
3	United States	36
4	Japan	31
5	Mexico	30
6	Brazil	28
7	Russian Federation	28
8	Philippines	20
9	Turkey	15
10	Indonesia	14

Rank	Top 10 Countries	Total Revenue (¤)
1	India	6 628
2	China	5 799
3	United States	4 110
4	Japan	3 471
5	Mexico	3 307
6	Brazil	3 201
7	Russian Federation	3 046
8	Philippines	2 381
9	Turkey	1 662
10	Indonesia	1 510

The Analysis

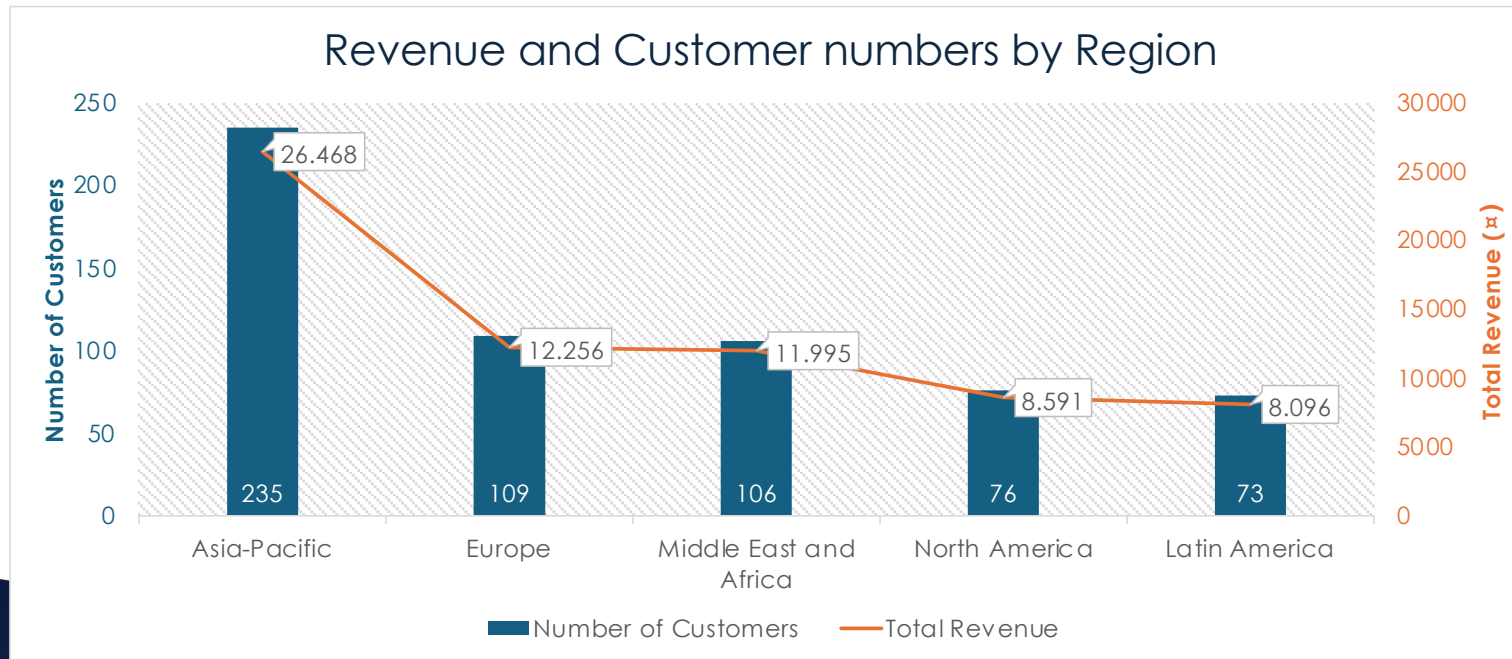**Question 3:** Which countries are Rockbuster customers based in?

Average Customer Lifetime Value per Country

Average Customer Lifetime Value

67.8 — 216.5

Number of Customers

1 — 60

Number of Customers
- 1
- 20
- 40
- 60

Country	Number of Customers	Average CLV
Réunion	1	216.54
Vatican City	1	152.66
Nauru	1	148.69
Sweden	1	144.66
Hong Kong	1	142.70
Thailand	3	139.68
Belarus	2	138.67
Greenland	1	137.66
Turkmenistan	1	136.73
Chad	1	135.68

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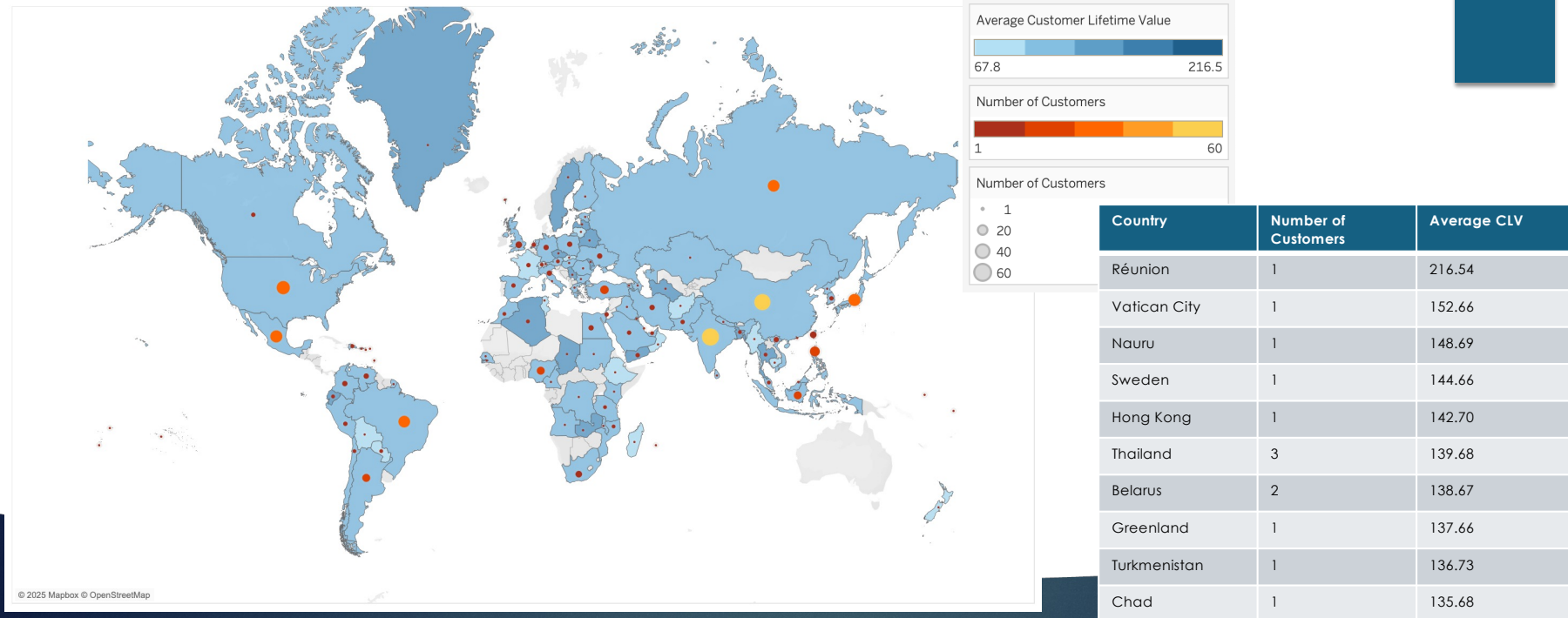
The Analysis
Question 4: Where are customers with a high lifetime value based?

Revenue and Customer numbers by Region

The Analysis
Question 5: Do sales figures vary between geographic regions?

Summary

The catalogue features 958 titles across 16 genres and 5 ratings, all in English and released in 2006.

The customer base comprises 599 customers across 108 countries and 597 cities.

The top 5 revenue-generating films earned between ¤205 and ¤232, while 7 films shared the bottom five positions, generating between ¤6 and ¤8.

Rental durations across all terms ranged from same-day returns to a maximum of 10, with an average duration of 5 days.

Total revenue by country varied from ¤68 to ¤6,628, with customer counts between 1 and 60. India led in both customer numbers and total revenue, followed closely by China, and the United States.

Average customer lifetime value (CLV) varied between ¤68 to ¤217, with Réunion having the highest CLV, followed by Vatican City and Nauru.

The Asia-Pacific region emerged as the clear leader ¤26 468 in sales and 235 customers, while Latin America performed the worst selling ¤8 096 from 73 customers.