

ROCKBUSTER STEALTH

BUSINESS STRATEGY MEETING FOR NEW ONLINE VIDEO SERVICE

ABOUT ROCKBUSTER

Rockbuster Stealth is a movie rental company that has a worldwide market. 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.”

CONTENTS



1 - **MOVIES**: Which movies contributed the most/least to revenue gain?

2 - **DURATION OF RENTALS**: What was the average rental duration for all videos?

3 - **CUSTOMERS**: Which countries have the most customers and which countries have the most lifetime value customers?

4 - **SALES REVENUE**: Do sales figures vary between geographic regions?

RENTAL RATE

\$0.99- \$4.99

RENTAL DURATION

3-7 DAYS

TOTAL NO OF
MOVIES

1000

DATA OVERVIEW

MOVIE RATINGS

G (178), PG
(194), PG - 13
(223), R (195),
NC-17 (210)

NO OF
ACTIVE USERS

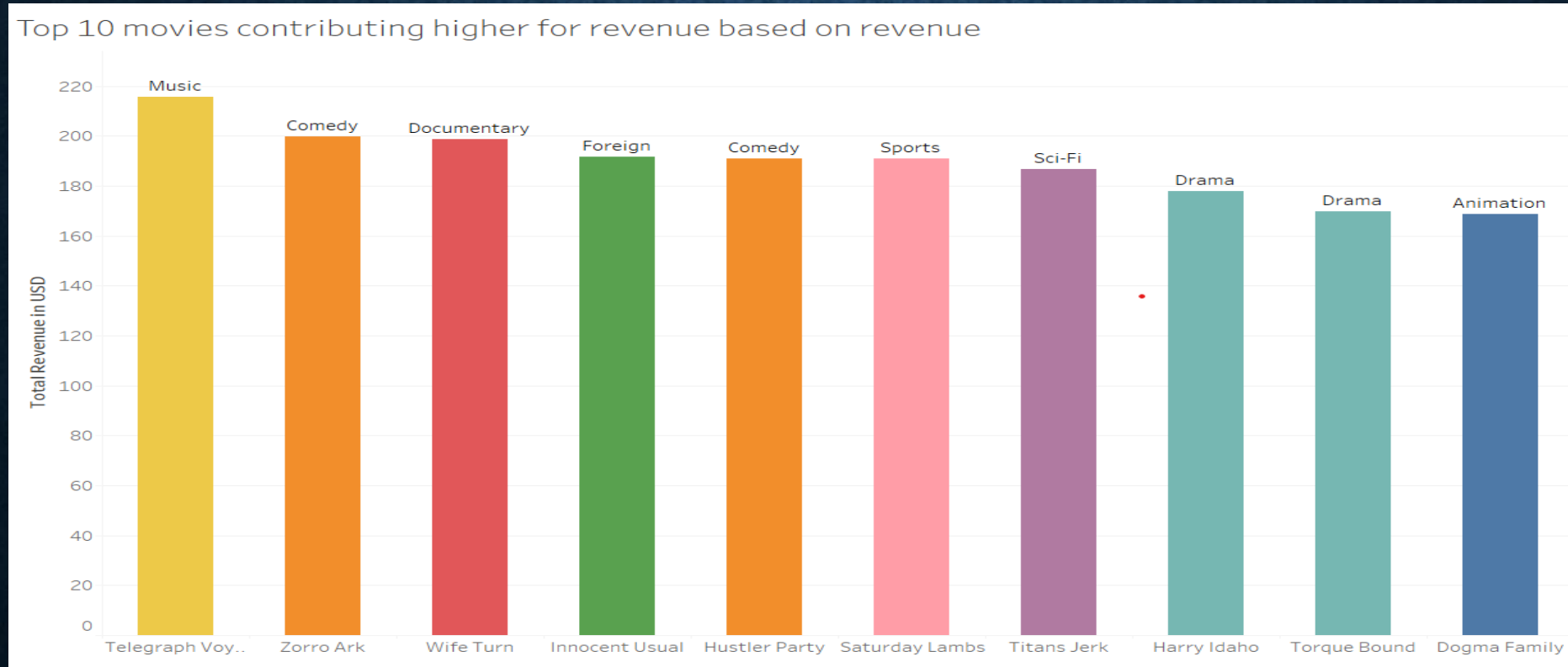
584

AVERAGE FILM
LENGTH

115 MINUTES

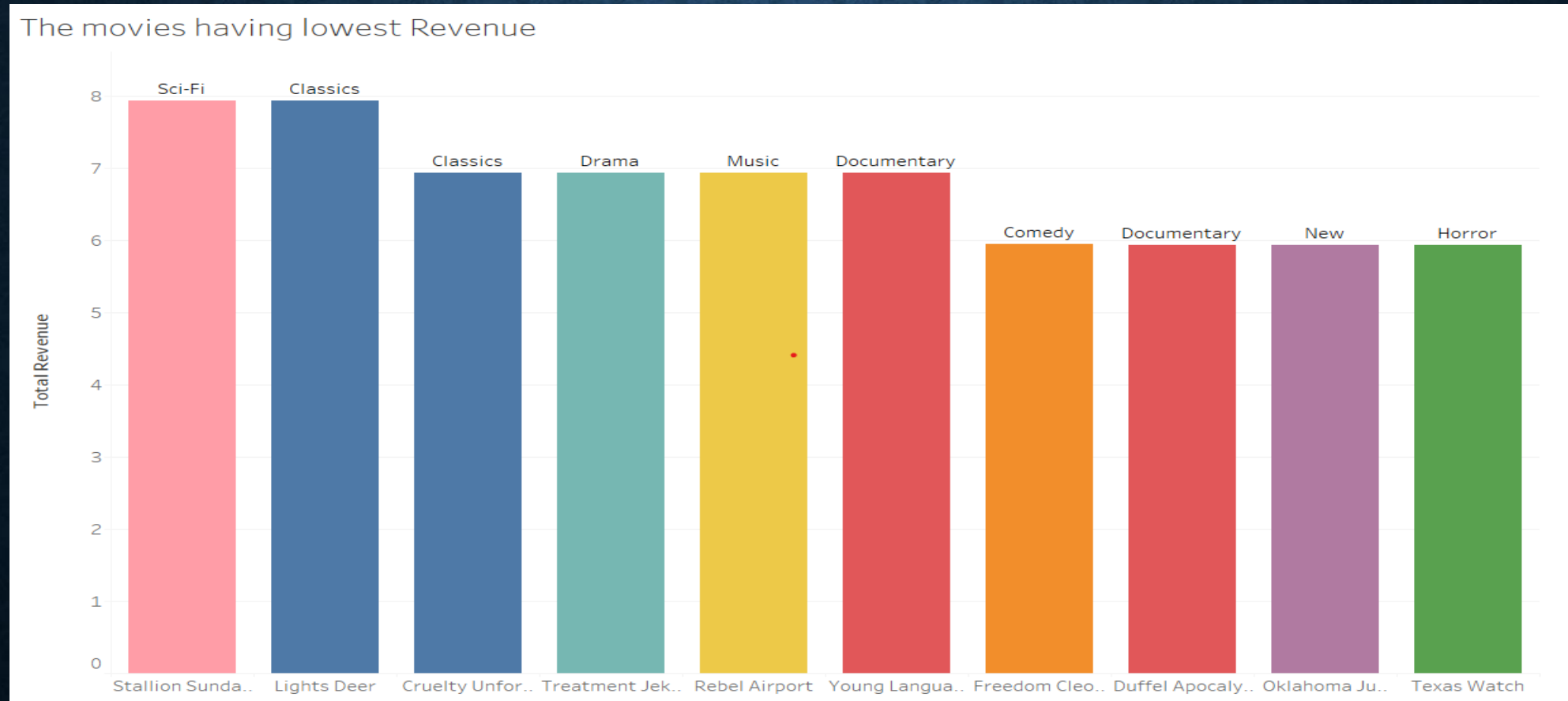
MOVIES & REVENUE

THE TOP 10 MOVIES HAVING HIGH REVENUE



The top movies which contribute the high revenue belong to music, comedy, and documentary genres. The name of the movies is **Telegraphic Voyage, Zorro Ark and wife turn.**

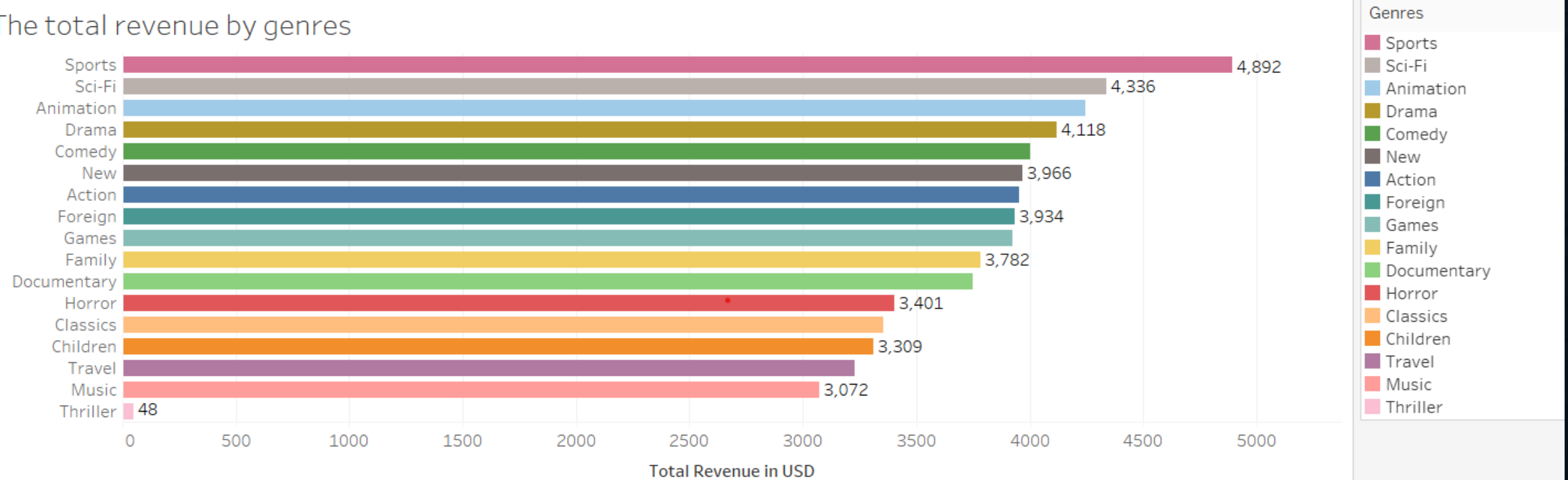
THE MOVIES HAVING THE LOWEST REVENUE



The movies having the lowest revenue belong to the new and horror genres. The name of the movie is **Texas Watch** and **Oklahoma Jumanji**.

THE TOTAL REVENUE WITH GENRES

The total revenue by genres



From the analysis, it's very clear that the **sports genre** movie is the high contributor to the total revenue followed by it is **science fiction, animation, drama and comedy**.

THE AVERAGE RENTAL DURATION

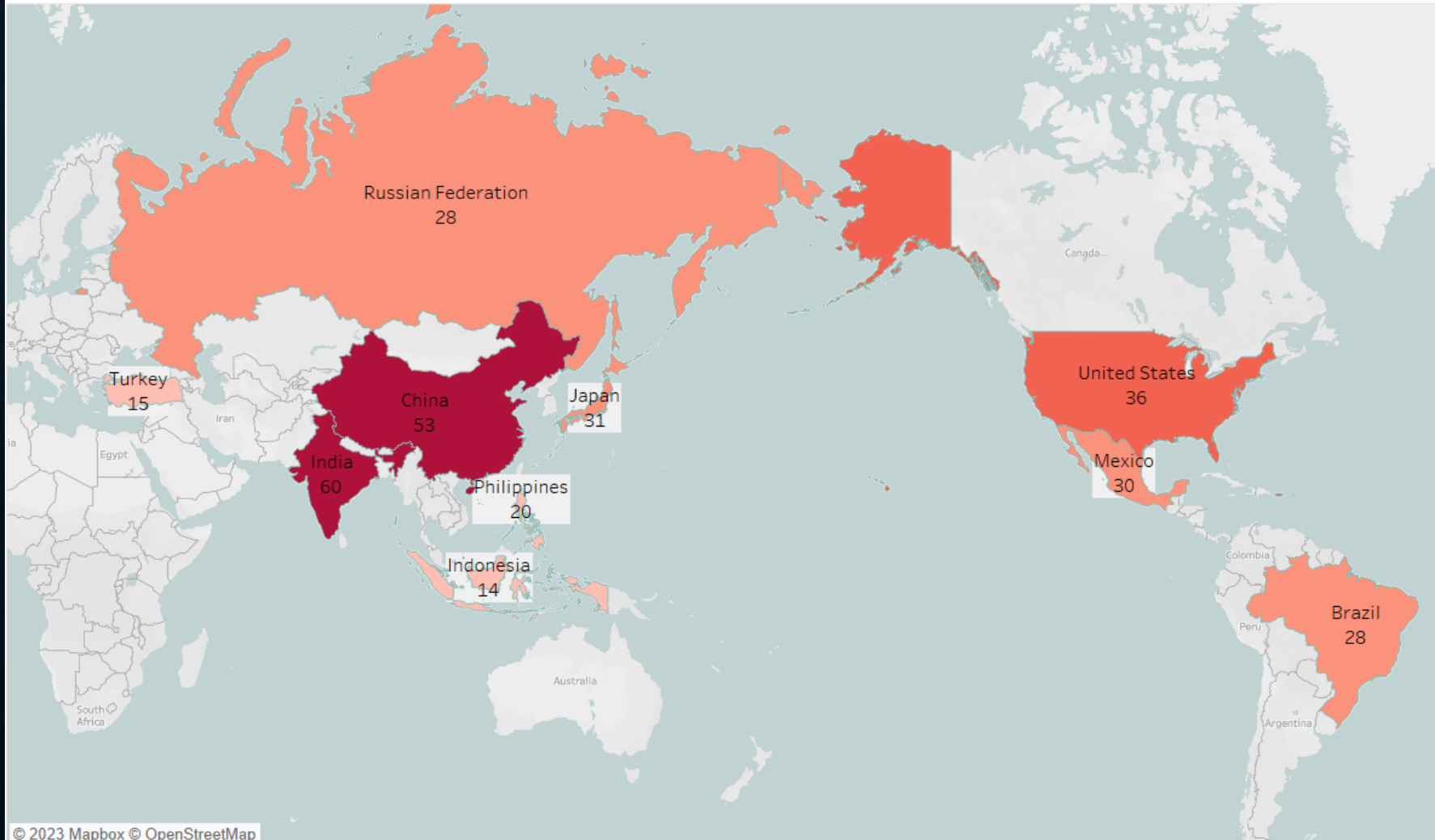
- The rental duration is explained here with a packed bubble chart.
- By analyzing the average rental duration among different genres it is approx. 5.03 days and it is very clear that the **Thriller genre** has been rented longer.
- It's surprising to know, that despite having only one film, the thriller genre has the highest rental duration.

Genres	Minimum Rental Duration	Maximum rental duration	Average Rental Duration
Thriller	6.000	6.000	6.000
Travel	3.000	7.000	5.351
Music	3.000	7.000	5.235
Family	3.000	7.000	5.162
Foreign	3.000	7.000	5.110
Drama	3.000	7.000	5.081
Classics	3.000	7.000	5.070
Games	3.000	7.000	5.066
Children	3.000	7.000	5.033
Action	3.000	7.000	4.953
Comedy	3.000	7.000	4.931
Animation	3.000	7.000	4.894
Sci-Fi	3.000	7.000	4.885
Horror	3.000	7.000	4.857
Documentary	3.000	7.000	4.765
New	3.000	7.000	4.746
Sports	3.000	7.000	4.716

THE CUSTOMERS

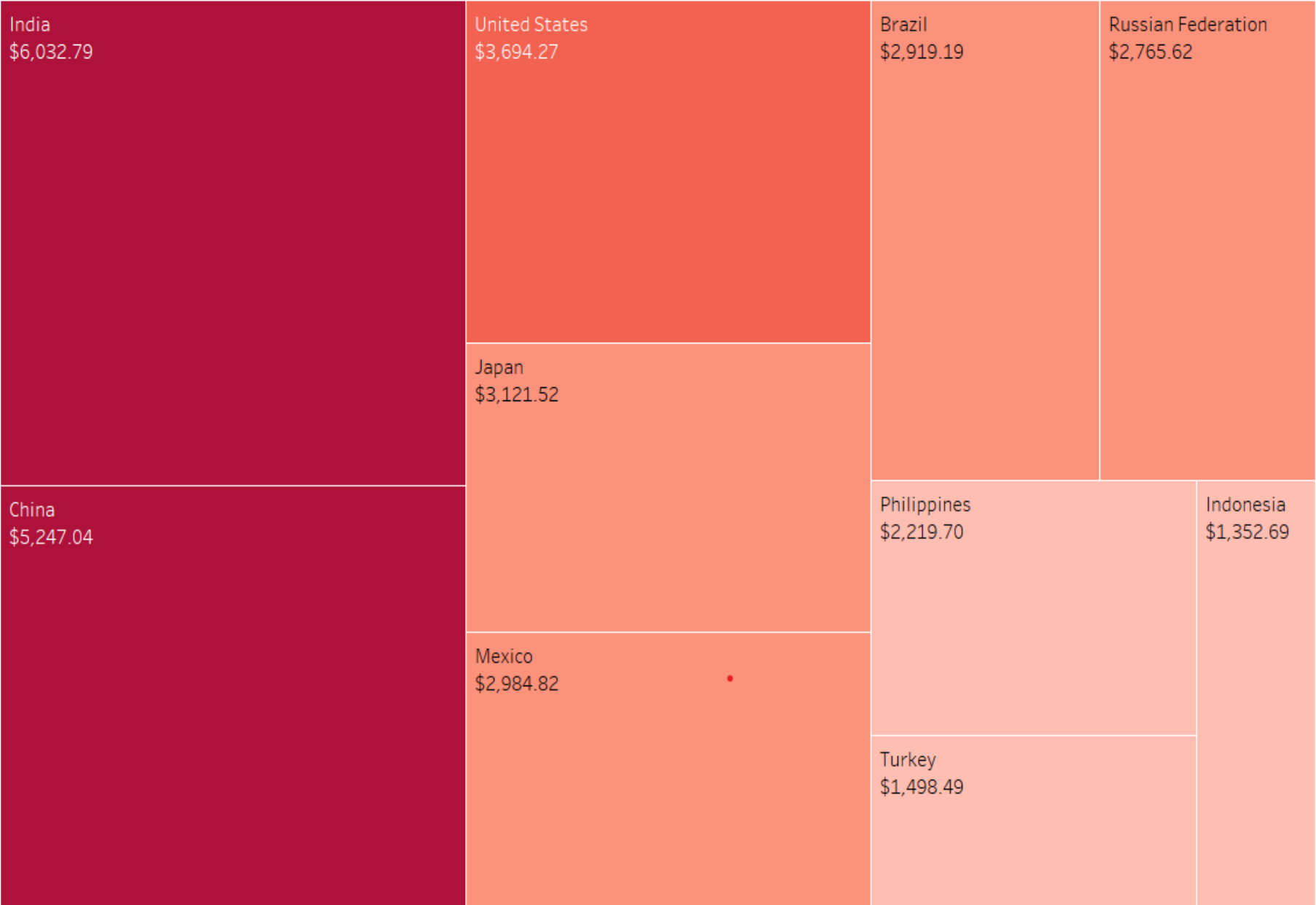
GEOGRAPHIC DISTRIBUTION AMONG COUNTRIES

Top 10 countries with high customers



Countries	
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14

The top 10 countries with high revenue



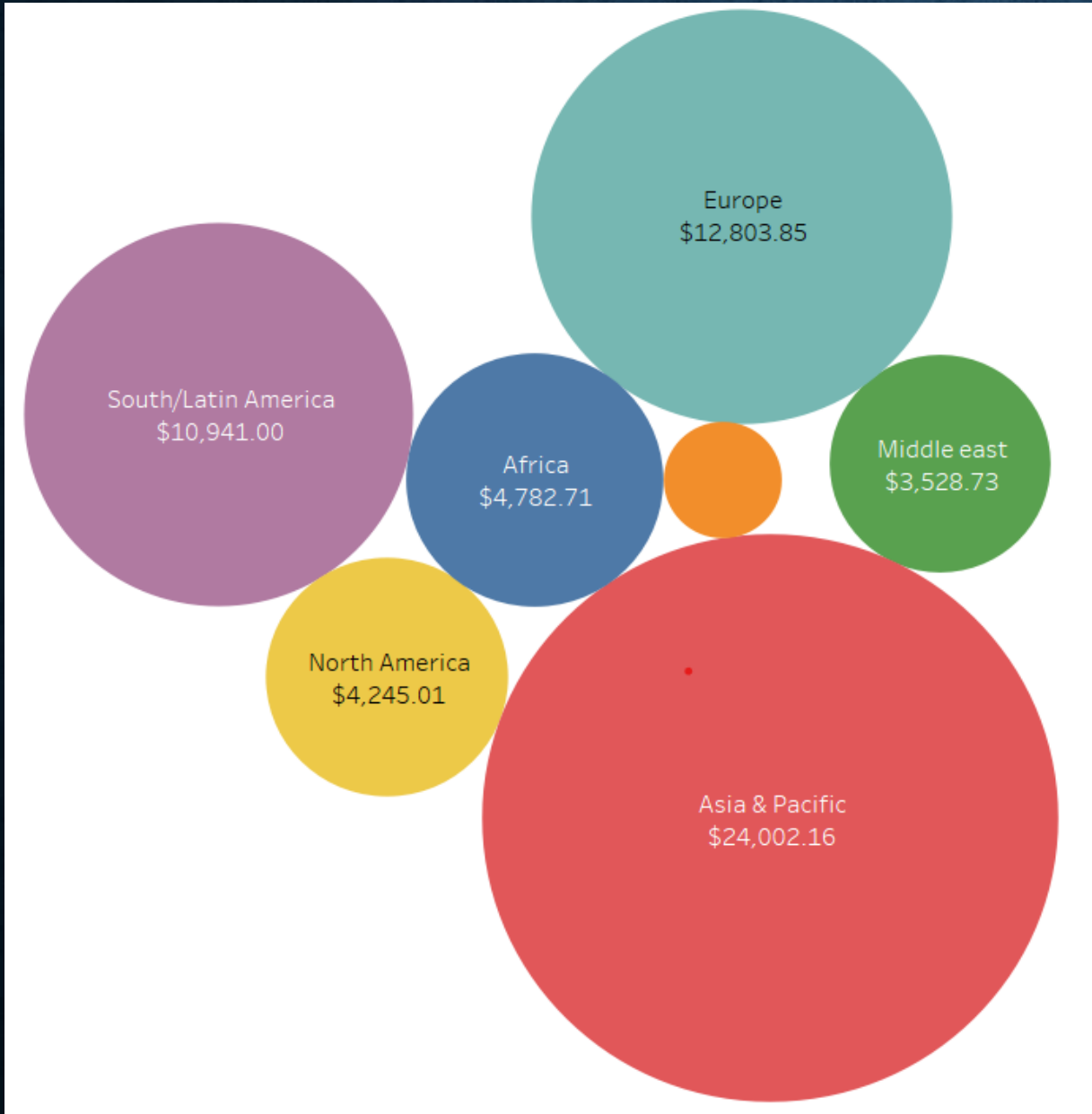
The top 10 cities with the highest number of customers within the top 10 countries

Coun..	City	
United States	Aurora	2
	Citrus Heights	1
Mexico	Acua	1
Japan	Iwaki	1
Indonesia	Cianjur	1
India	Ambattur	1
China	Shanwei	1
	Tianjin	1
	Hami	1
Brazil	So Leopoldo	1

The top 5 customers from that top cities, who have paid the highest amount

Country	City	
India	Ambattur	111.76
China	Shanwei	109.71
Japan	Iwaki	106.77
Mexico	Acua	100.77
United States	Aurora	98.76

SALES BY GEOGRAPHIC REGIONS



Most of Rockbuster's total revenue comes from **Asia & Pacific, Europe, and South/Latin America.**

CONCLUSIONS

- The top genres that contribute to high sales are science fiction, animation, drama, and comedy.
- Telegraph Voyage, Zorro Ark, and Wife Turn movies contribute to the most revenue gain.
- The movies Texas Watch and Oklahoma Jumanji contribute the least revenue.
- The Average rental duration of the movies is 5.03 days and the Thriller genre has been rented longer for almost 6 days when compared to others.
- The top 10 countries having higher customer count is India, China, the United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey, and Indonesia.
- The top 5 customers from the top cities, who have paid the highest amount are from Ambattur, Shanwei, Iwaki, Acua, and Aurora.
- The highest total revenue of Rockbuster comes from Asia & Pacific, Europe, and South/Latin America.

RECOMMENDATIONS

- ✓ A special focus has to be given to certain movies that generate higher revenue rather than going on certain genres, it's also better to remove a few movies which have the least revenue.
- ✓ Special offers can be introduced to people who hire the movies for more than 5 days which could lead to a significant increase in rental duration days.
- ✓ Should increase the marketing strategies to our major markets Asia & pacific, Europe, and South/Latin America. Marketing promotions should be done in other regions also to increase sales.
- ✓ The top 5 countries should be taken to count and we can introduce more movies in their preferable language which can create more interest among people and will improvise our sales.
- ✓ The High paid customers should be rewarded for their loyalty and we should also include the referral codes system which helps in increasing the customer numbers.

THANK YOU!

https://public.tableau.com/app/profile/padmasini.venugopal/viz/Task3_10-Rockbusterpresentation/Salesbygeographicregions

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