

Rockbuster Campaign Strategy

Rockbuster Stealth LLC, which was once widely popular globally, is now encountering strong competition from streaming platforms. To remain competitive, we plan to leverage our existing movie licenses to introduce an online video rental service.

Objective: Deliver data-driven insights to address critical business questions and support the upcoming service launch.

Presented by:

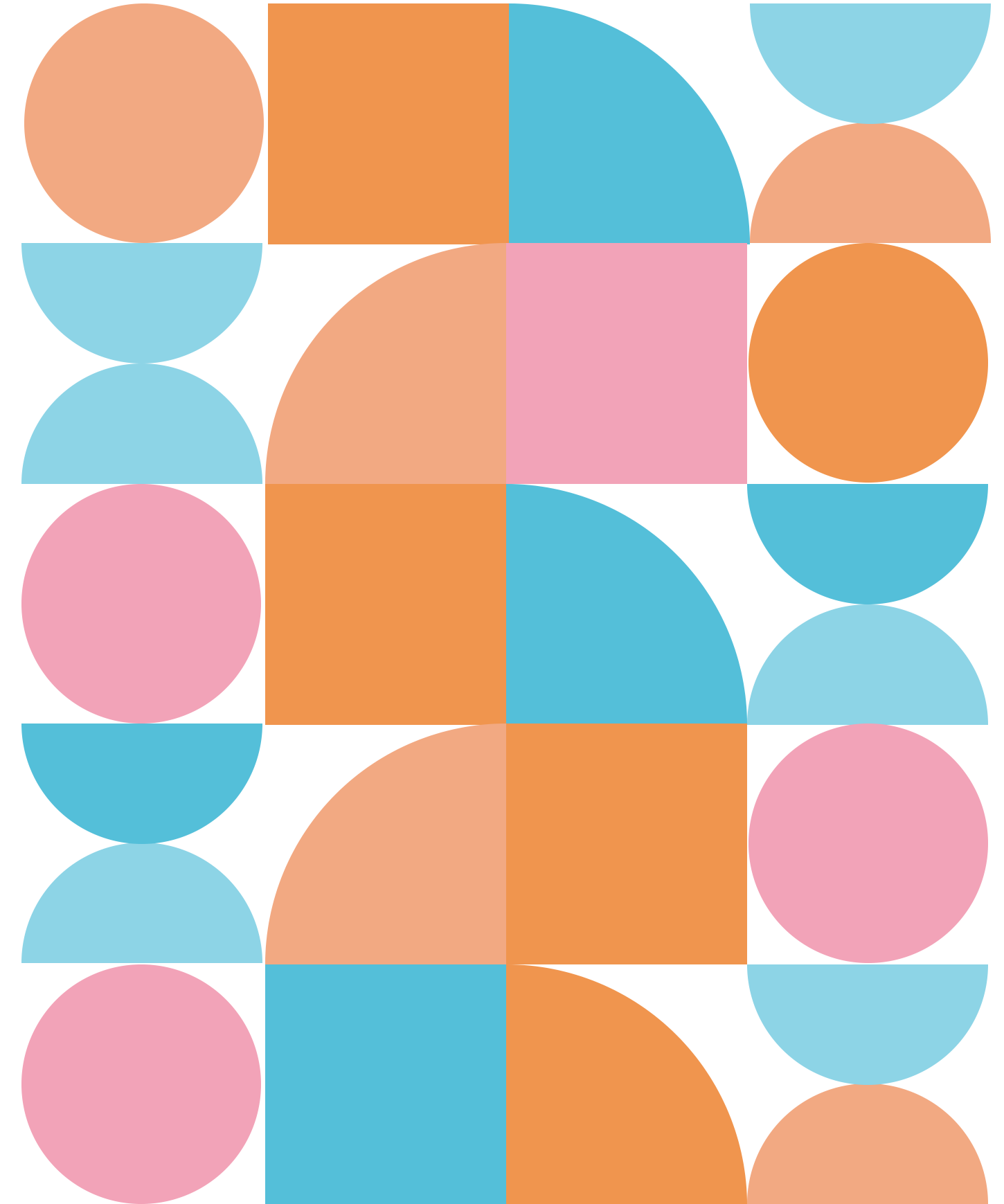
Kristina M. Noriega

Data Analyst

Rockbuster

Key Business Questions

- In which countries are Rockbuster's customers located?
- Where are the customers with the highest lifetime value situated?
- Which movies have generated the greatest and least revenue?
- How do sales figures differ across various geographic regions?



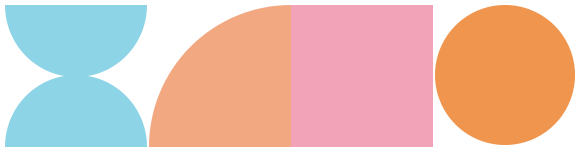
Key Rental Statistics

This overview presents the key metrics of our film library. The average rental duration is approximately 5 days, with rental rates and replacement costs varying within a defined range.



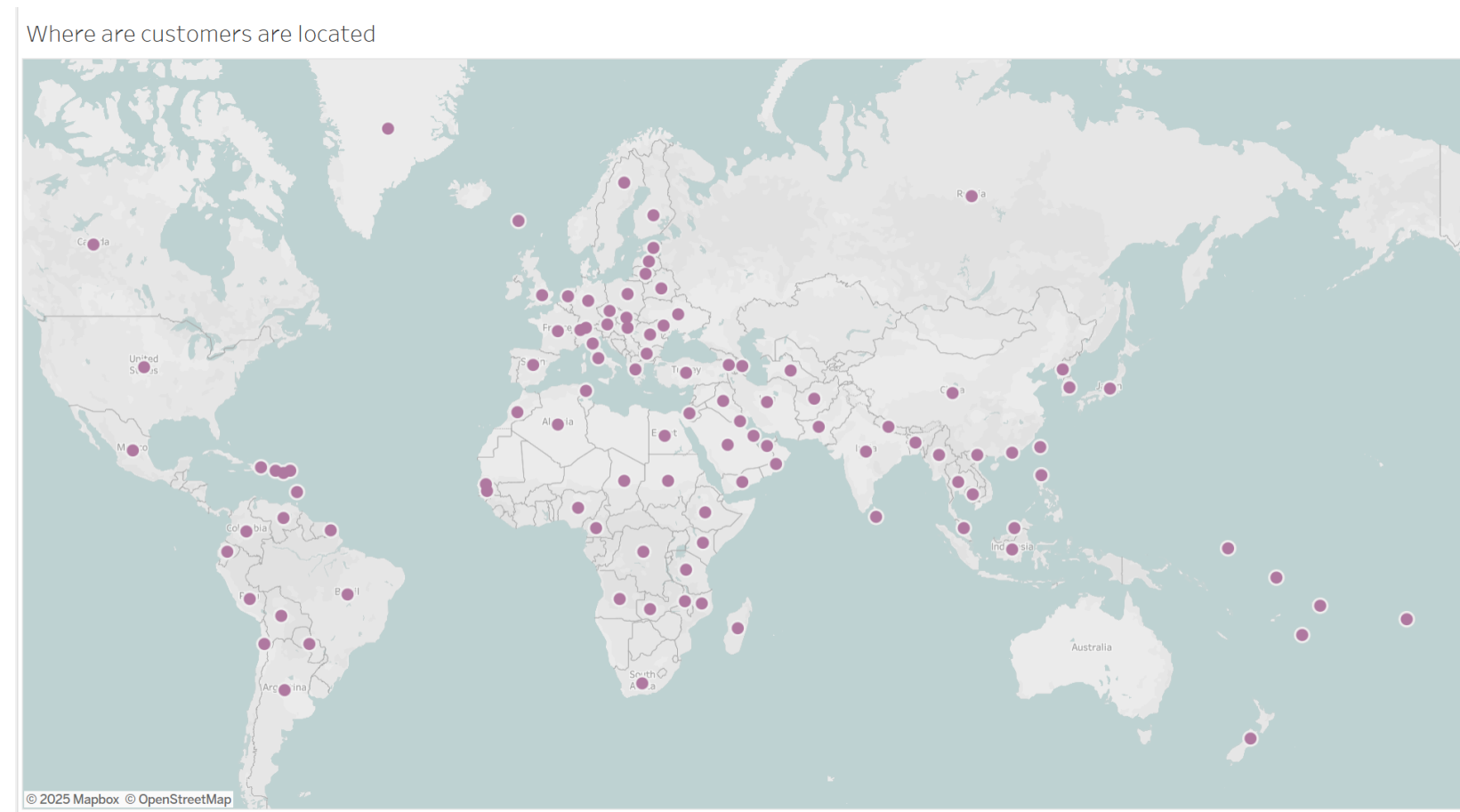
Statistic	Average	Minimum	Maximum
Rental Duration	4.9 days	3 days	7 days
Rental Rate	\$2.98	\$0.99	\$4.99
Replacement Cost	\$19.98	\$9.99	\$29.99
Film Length	115.27 minutes	46 minutes	185 minutes

Rockbuster



In which Countries are Rockbusters Customer Based?

Currently have 599 customers located in 108 countries.

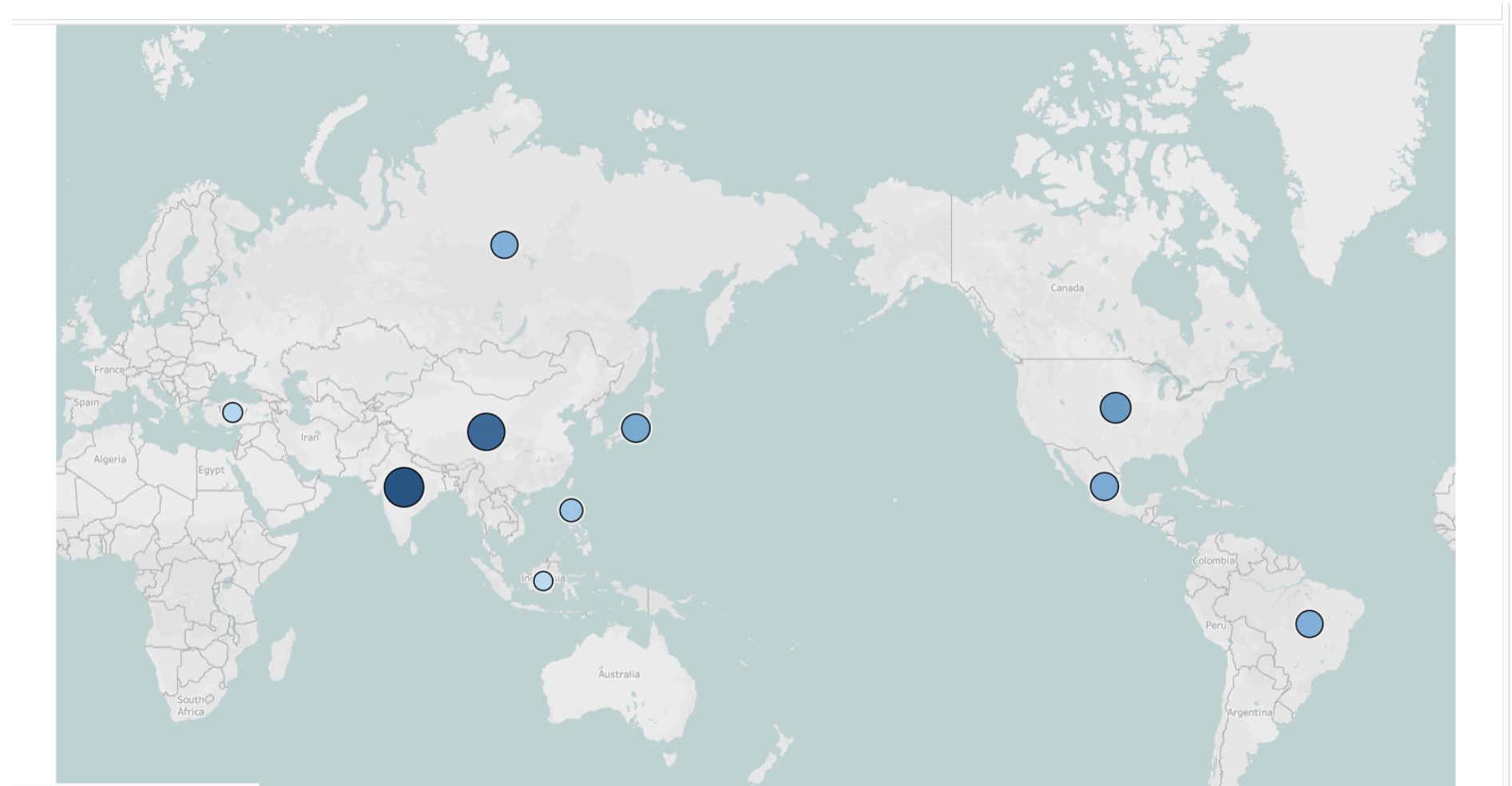


Rockbuster Stealth LLC

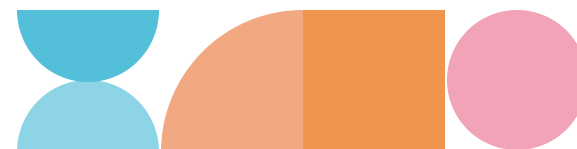


Top Revenue-Generating Countries

Analysis of sales figures across different geographic regions reveals our key markets. India, China, and the United States are the top three highest-grossing countries with a strong and valuable customer base.

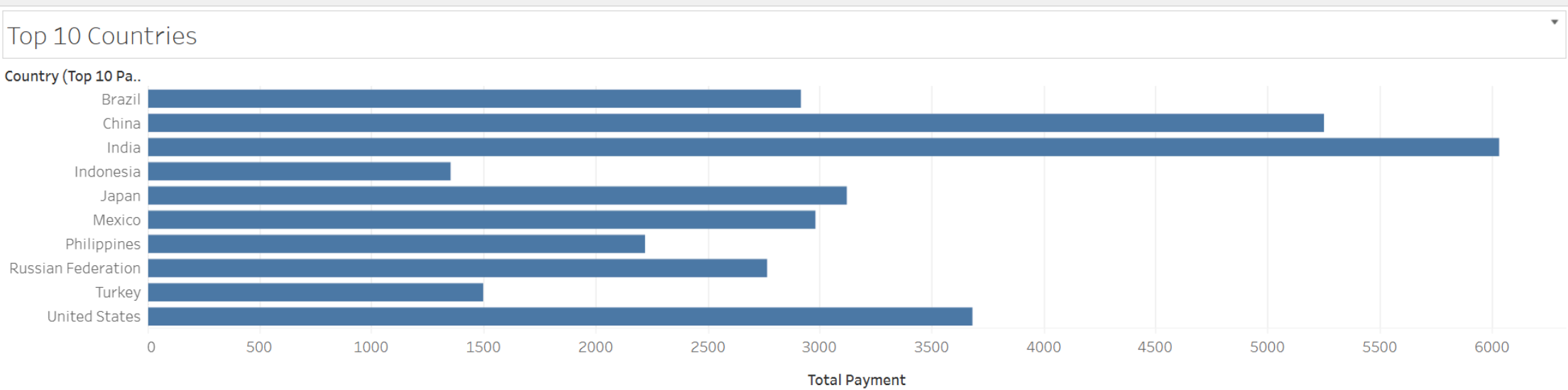


Rockbuster Stealth LLC



Top 3 Revenue-Generating Countries

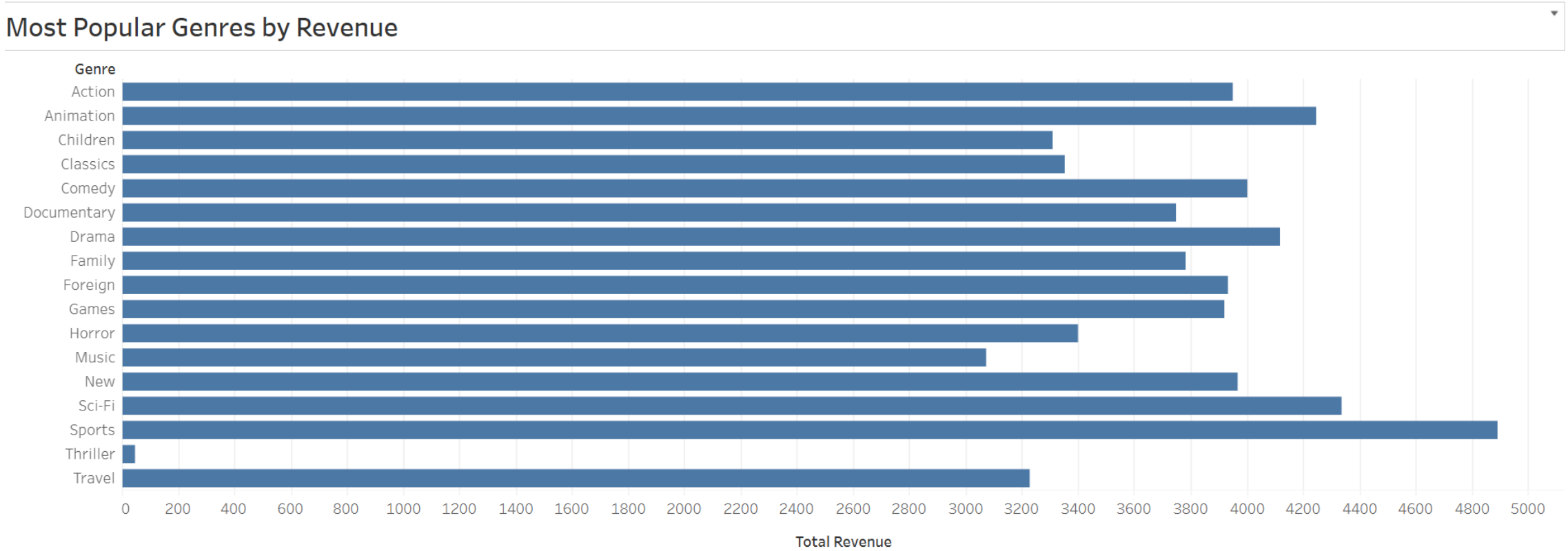
Analysis of sales figures across different geographic regions reveals our key markets. India (\$6035), China (\$5251), and the United States (\$3685) are the top three highest-grossing countries with a strong and valuable customer base.



Rockbuster Stealth LLC

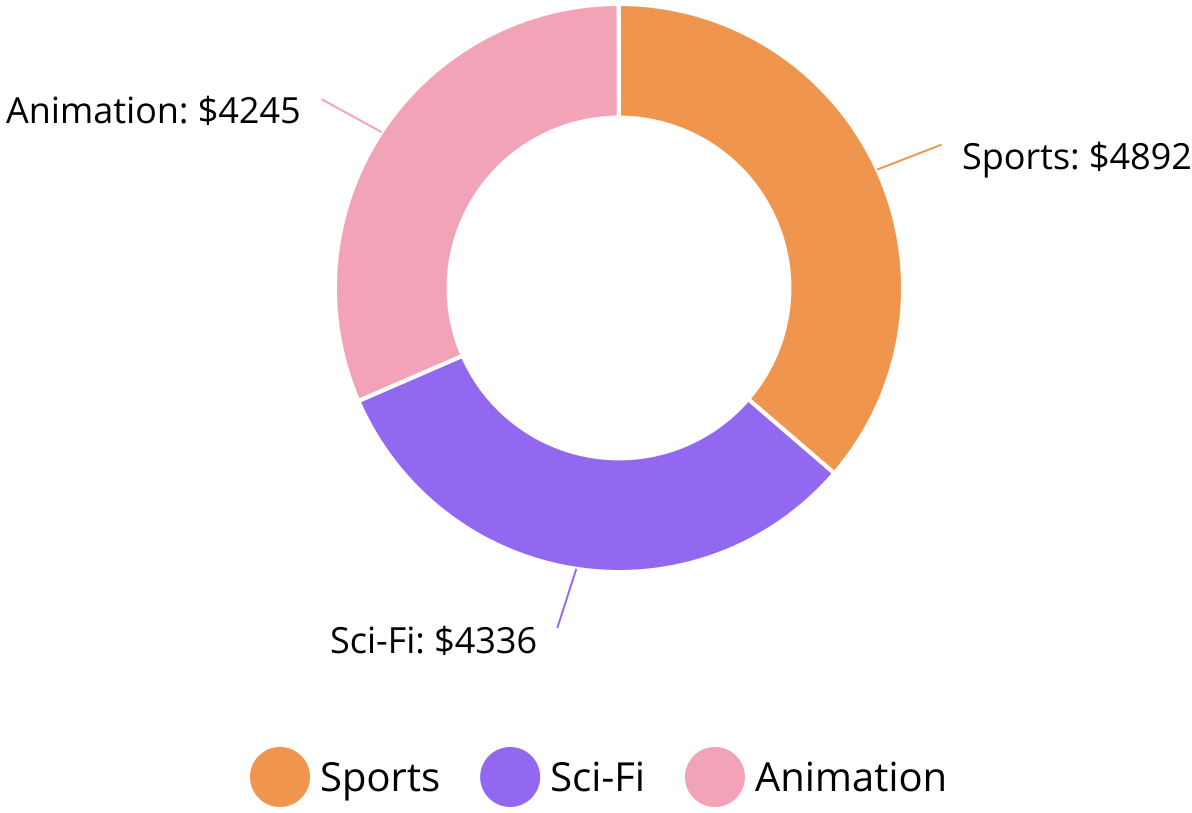
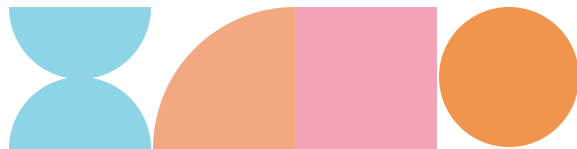


Revenue by Movie Genre

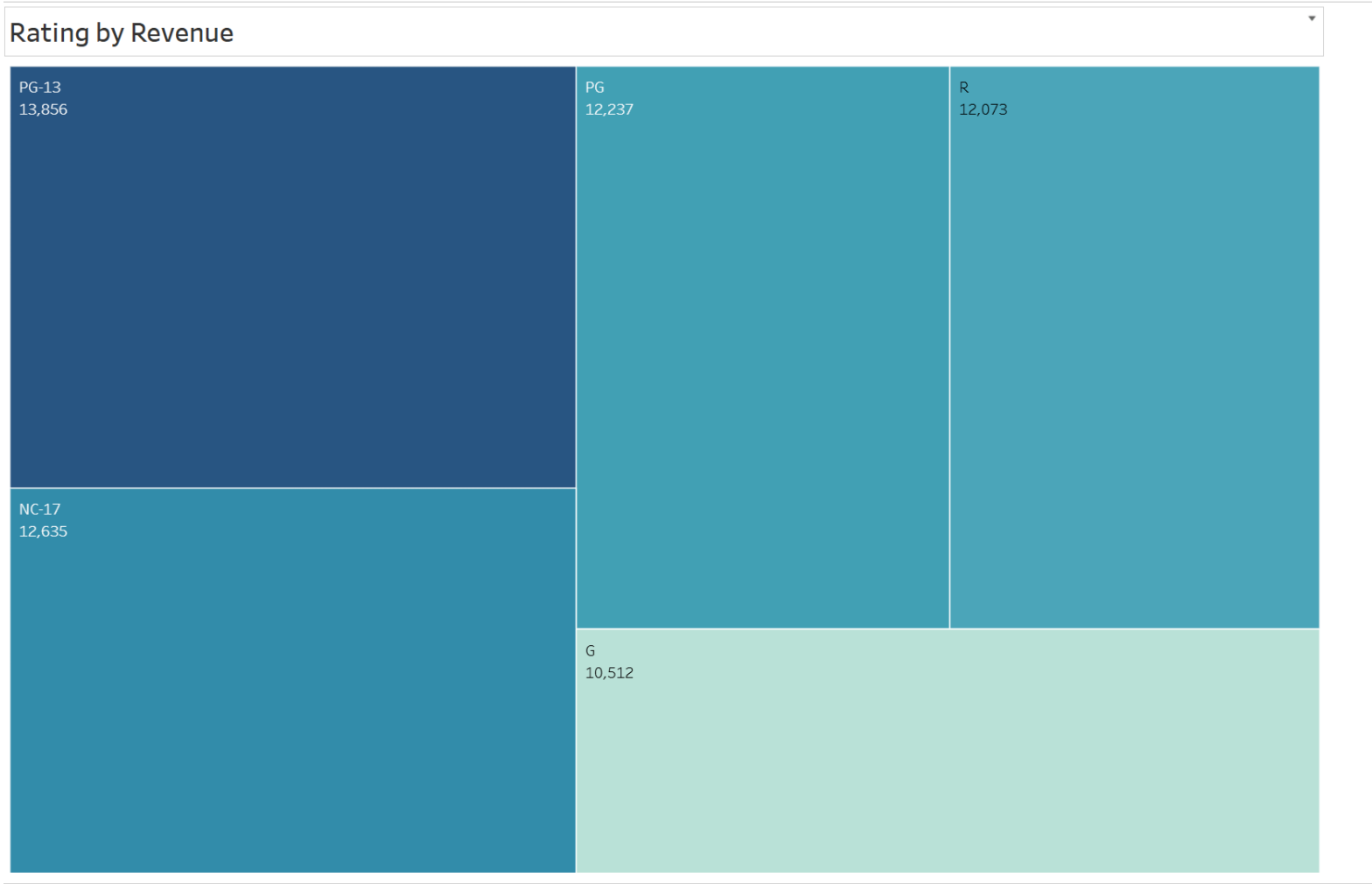


Sports (\$4892), Sci-fi (\$4336), and Animation (\$4245) emerge as the top three revenue-generating genres. This data suggests a strong market preference for these categories, while genres like Thriller (\$48) show lower profitability.

Rockbuster

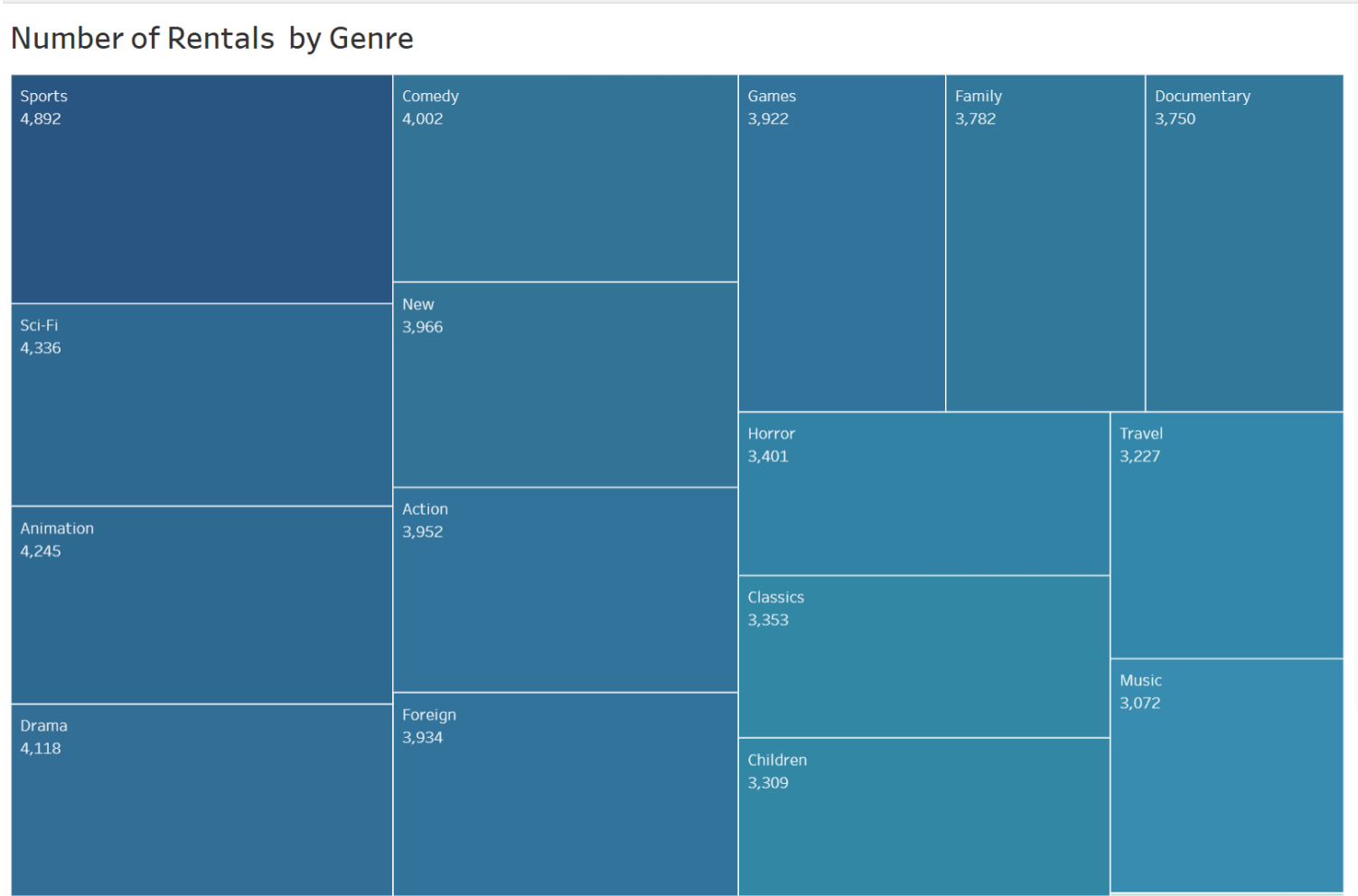


Which Movies Conributed to the Most and Least Revenue Gain?



Films rated PG-13 created the most revenue among all the ratings. NC-17 and PG rated films closely followed.

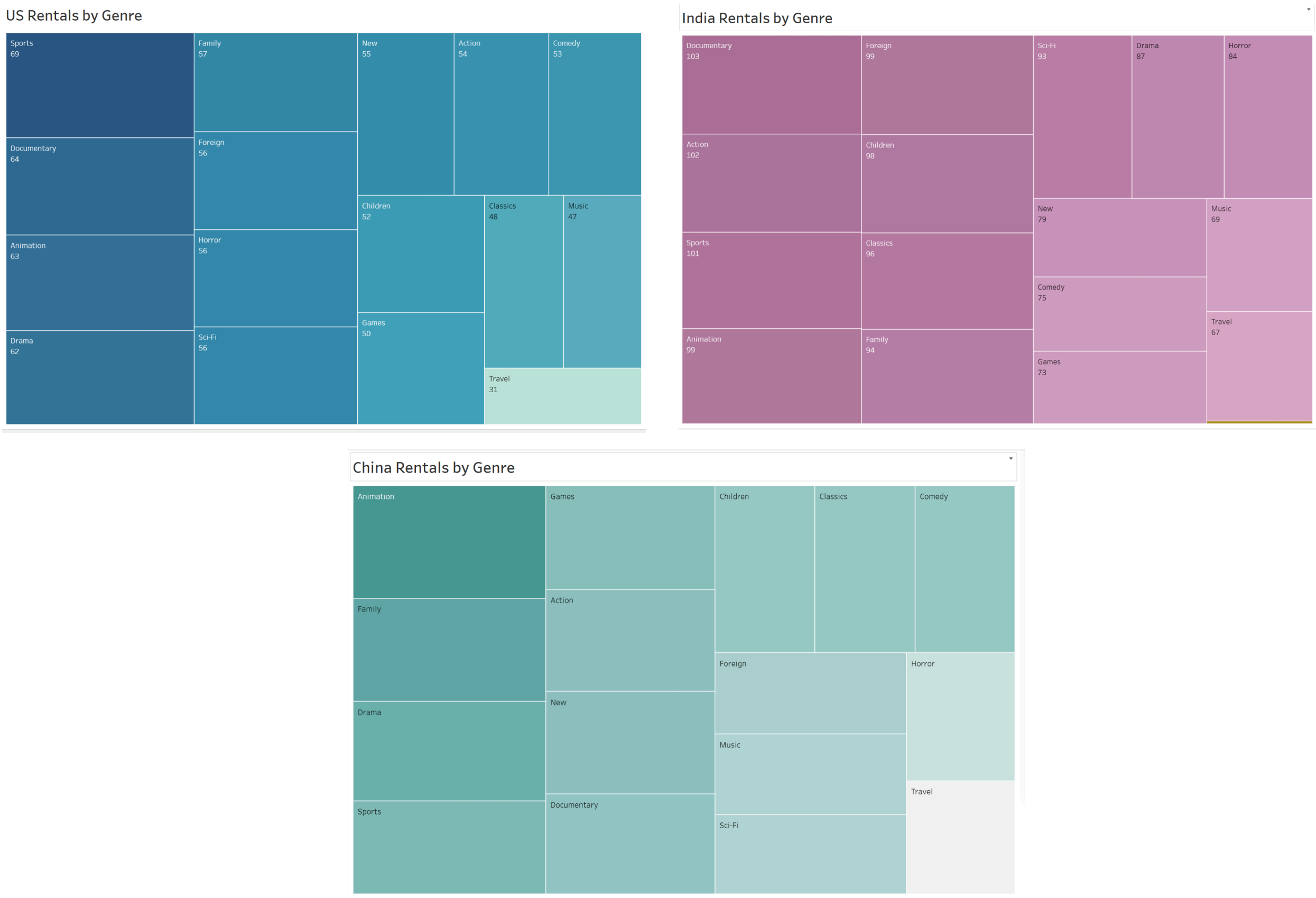
Rockbuster



Sports, Animation, Sci-Fi were the most rented genres.

Where to Invest in the Top 3 Countries

- The most rented genres in China are Animation and Family films.
- Sports films are popular in the U.S.
- Action and Documentary films were among the most rented in India.
- Documentaries are popular in both the U.S. and India.



Recommendations & Tableau Links

Based on the data, we recommend focusing marketing on popular genres (Sports, Sci-Fi) and PG-13 films. We should increase investment in top markets like the U.S., India, and China, while investigating underperforming genres and exploring expansion into Australia.



Tableau Links:

Part 1:



https://public.tableau.com/views/Part1Noriega3_10/CustomersLocation?:language=en-US&sid=8:redirect=auth&display_count=n&origin=viz_share_link



Part 2:

https://public.tableau.com/views/Part2Noriega3_10/ChinaRentalsbyGenre?:language=en-US&sid=8:redirect=auth&display_count=n&origin=viz_share_link

