

ROCKBUSTER STEALTH

Movie Rental Report

THE OVERVIEW

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. 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.

KEY QUESTIONS

Which movies contributed the most/least to revenue gain?

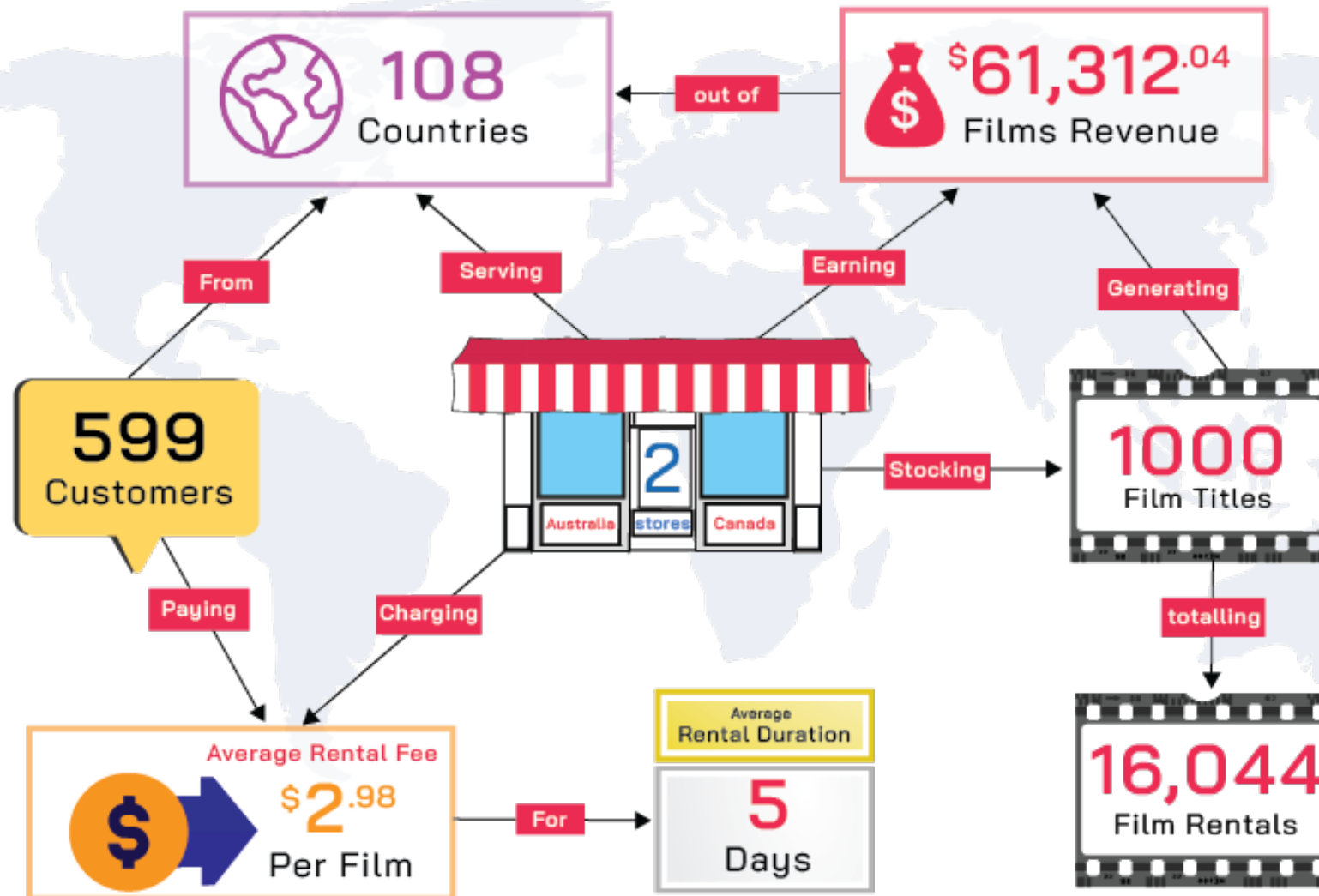
What was the average rental duration for all videos?

Do sales figures vary between geographic regions?

Where are customers with a high lifetime value based?

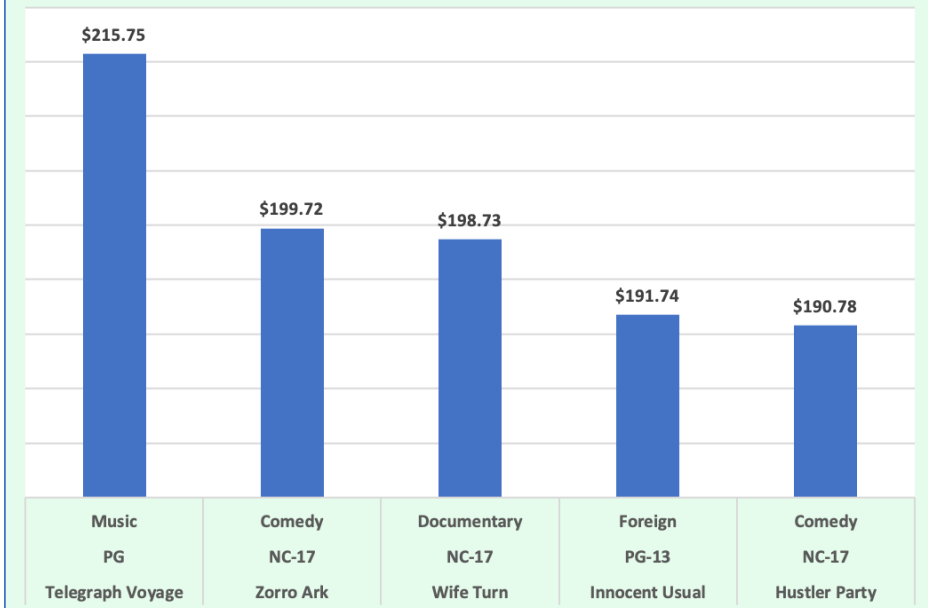
Which countries are Rockbuster customers based in?

REPORT OVERVIEW



Movies-Rental Revenue

Top 5 Films Revenue

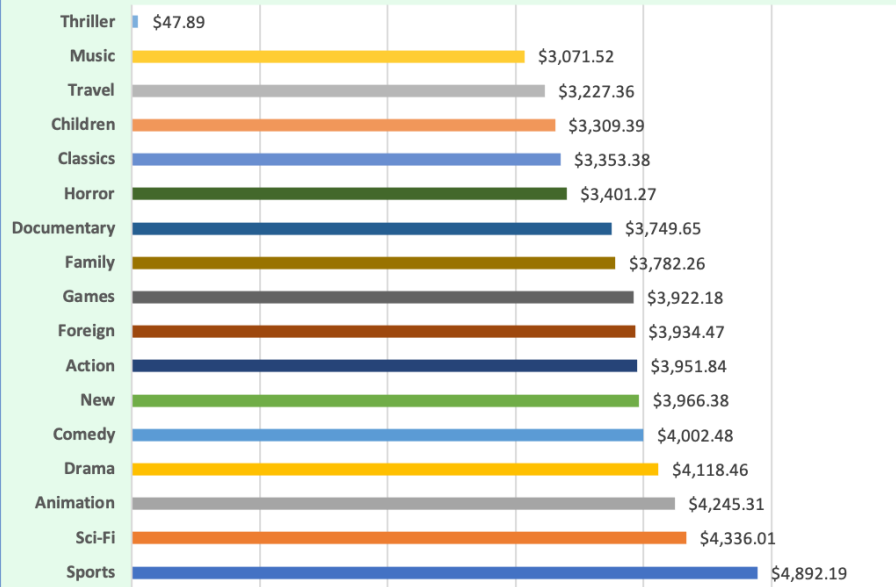


Bottom 5 Films Revenue

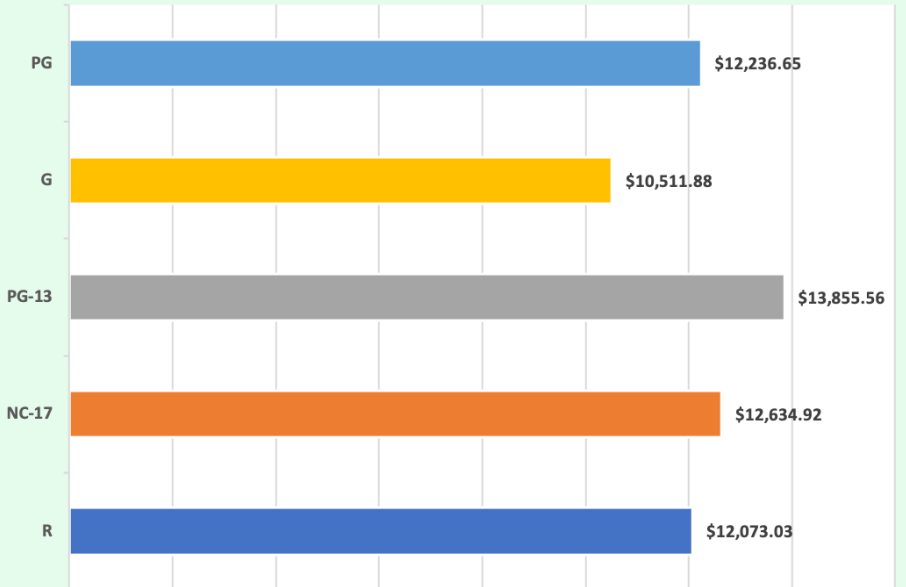


Movies Revenue by Genre

Films Revenue by Genre



Films Revenue By Rating



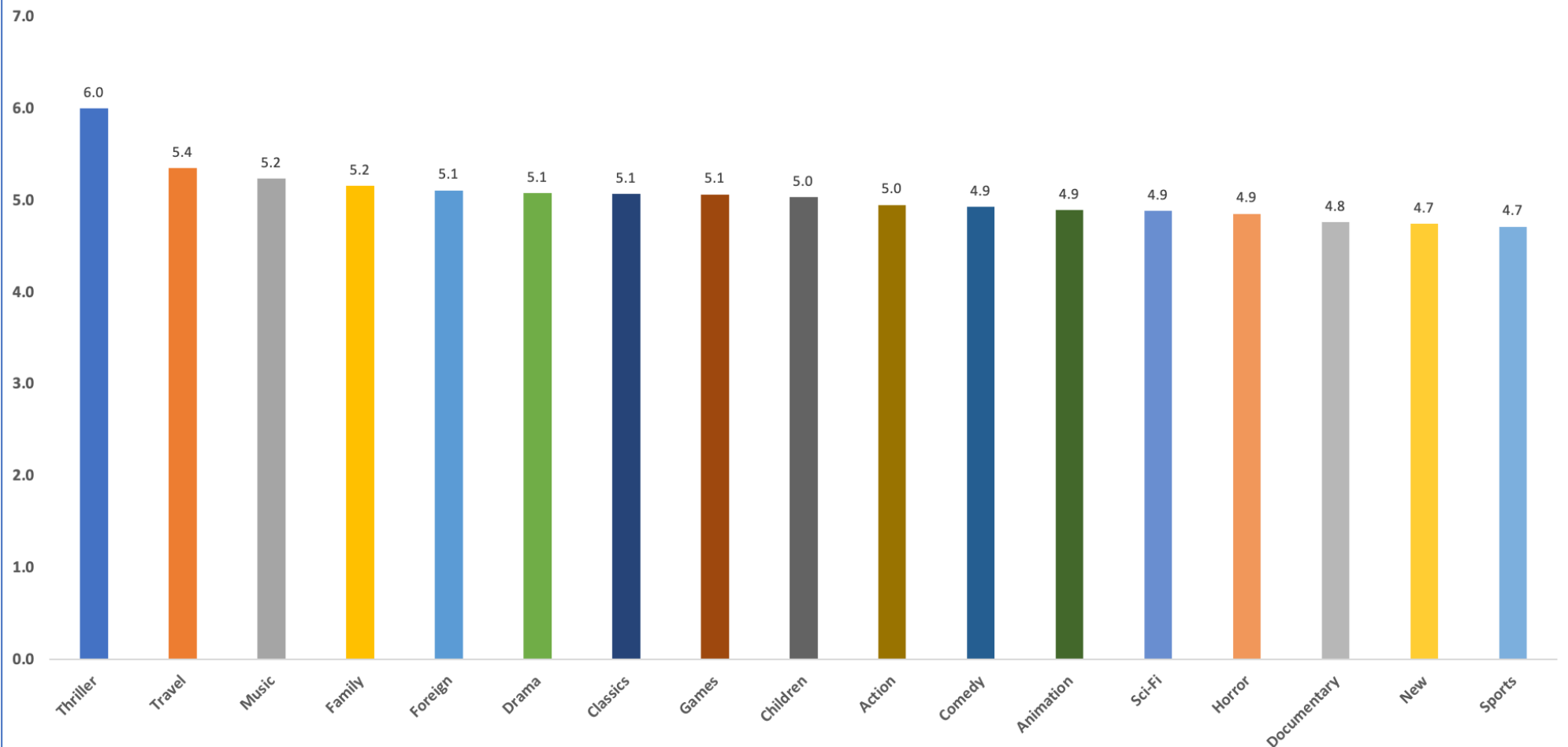
Movies Rental Patterns

Minimum
Rental Duration
3

Average
Rental Duration
5

Maximum
Rental Duration
7

Average Rental Duration by Genre

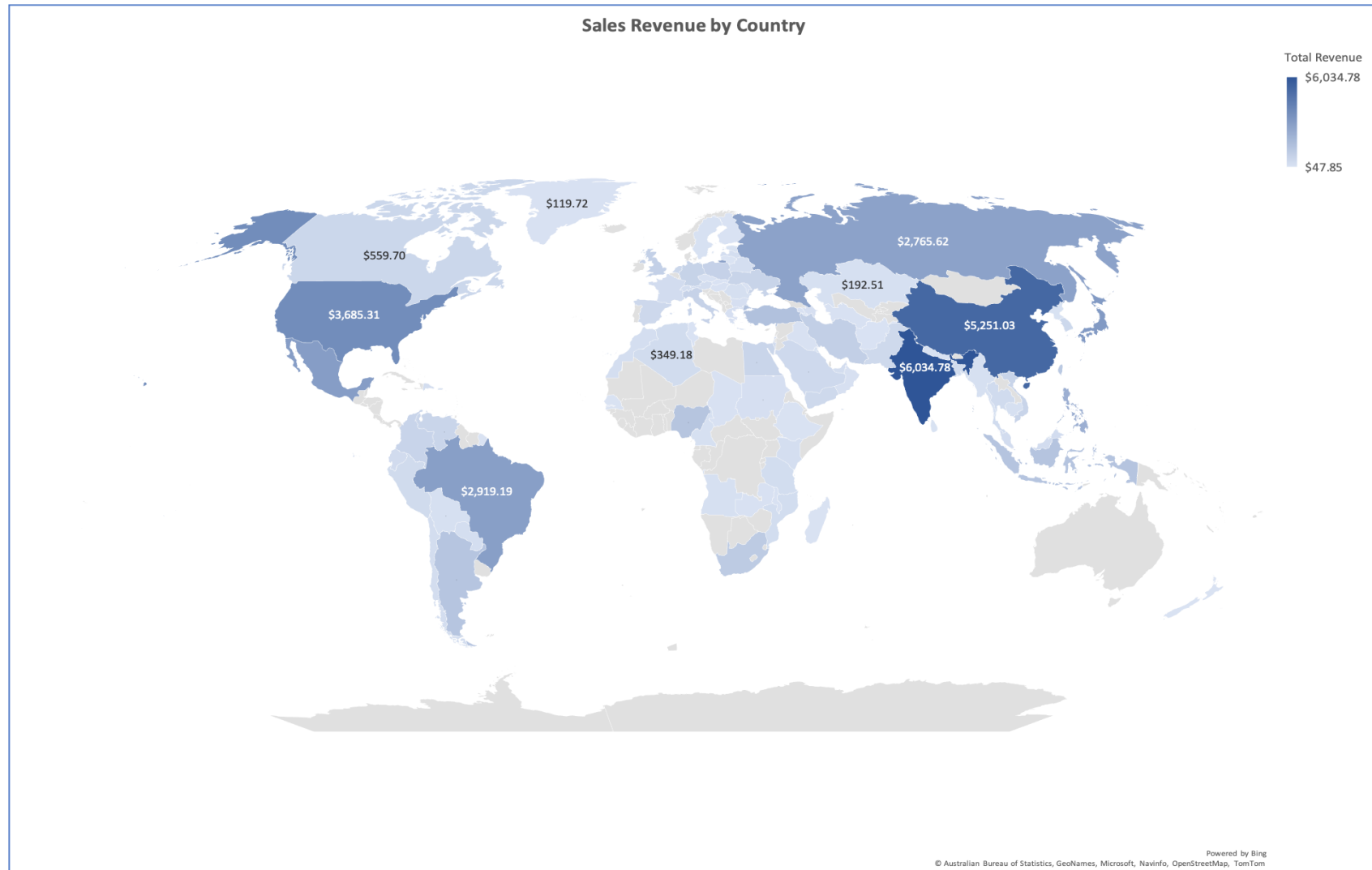


Sales Revenue by Country

China
\$5,251.03

India
\$6,034.78

United States
\$3,685.31



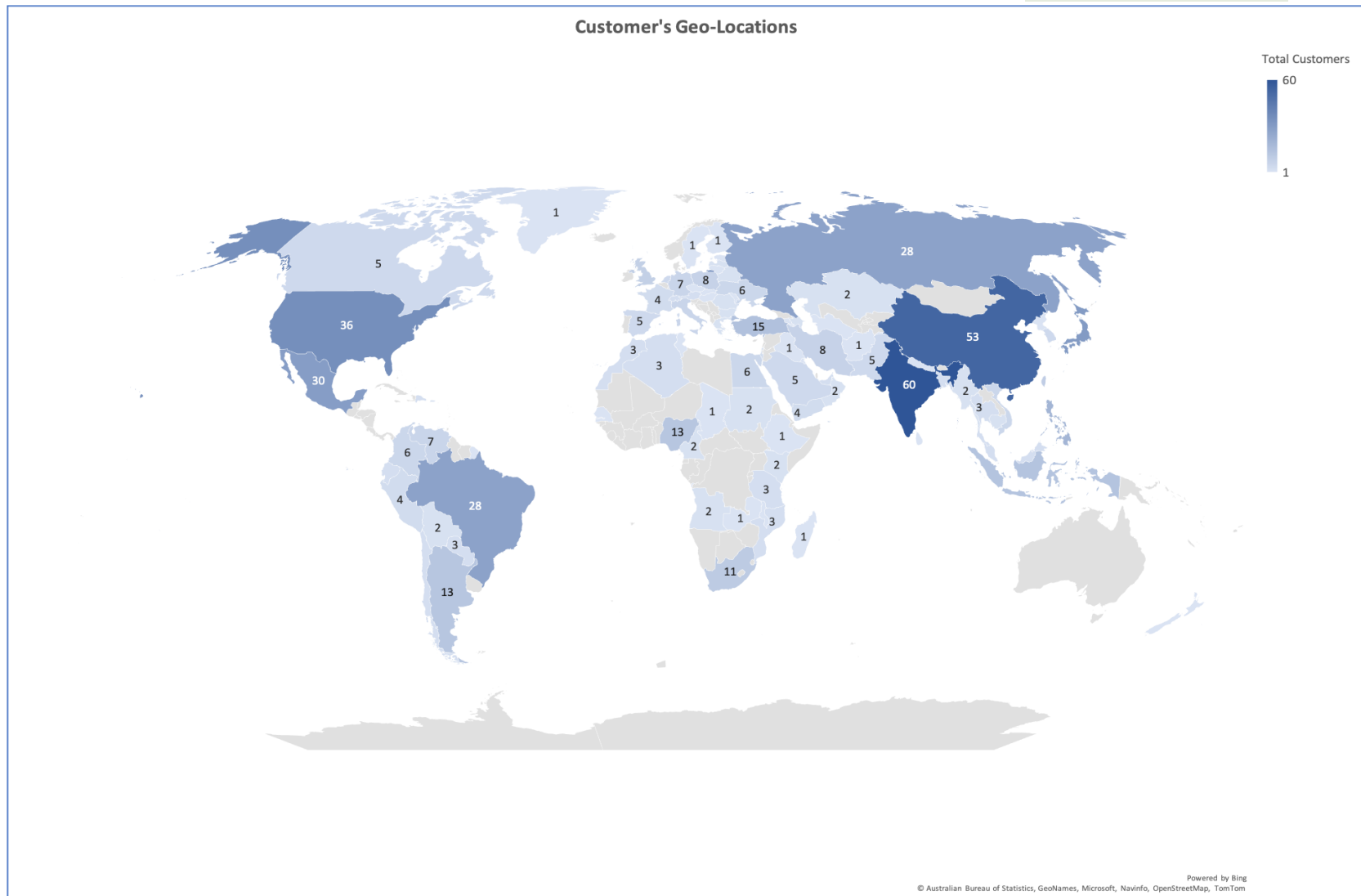
Where are Rockbuster Customer?

China
53

India
60

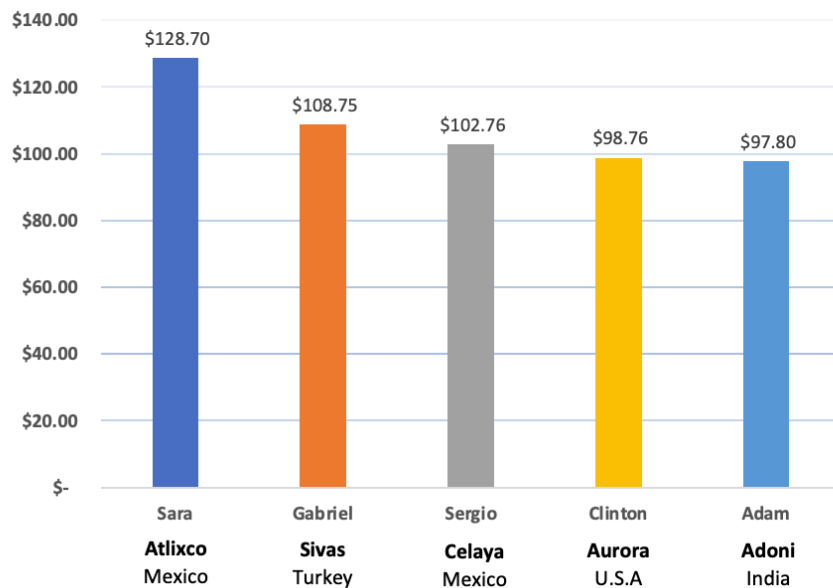
United States
36

Customer's Geo-Locations

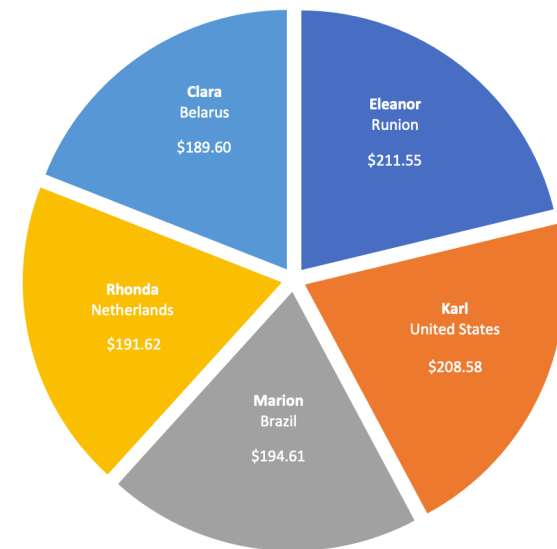


High Lifetime-Value Rockbuster Customers

Top 5 Highest Paying Customers in Top 10 Cities



Top 5 Paying Customers Worldwide



RECOMMENDATIONS

Film Collection

- Focus should be placed on well-performing titles.
- Different titles should be tried out to see if the least performing genres will peak up.

Revenue Generation

- Swap under-performing film titles with new titles to analyze outcome.
- Pour more investments on well-performing genres by means of adding new film titles
- Start subscription-based online accounts to encourage digital renting saving customers on per-film rating costs.

THANK YOU

Ibra Lisso

QUESTIONS OR CRITIQUE WELCOMED

Tableau Report Link: