

A collage of film-related items on a wooden surface. In the top left is a large, dark metal film reel. To its right is a clapperboard with black and white diagonal stripes. Below the reel is a small, coiled film strip. In the bottom left is another coiled film strip. The clapperboard has fields for 'DATE', 'TAKE', 'SCENE', 'DIRECTOR', and 'MAN'.

Rockbuster Stealth LLC

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Project 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 & Objectives

Rating Revenue

Which movies contributed the most/least to revenue gain?

Rental Duration

What was the average rental duration for all videos?

Location Analysis

Which countries are Rockbuster customers based in?

Customer

Where are customers with a high lifetime value based?

Geographical Locations

Do sales figures vary between geographic regions?



Rockbuster Data Overview

599

Total Customers

1,000

Total Movies

5 days

Avg Rental Duration

\$3_{USD}

Avg Rental Cost

Sports

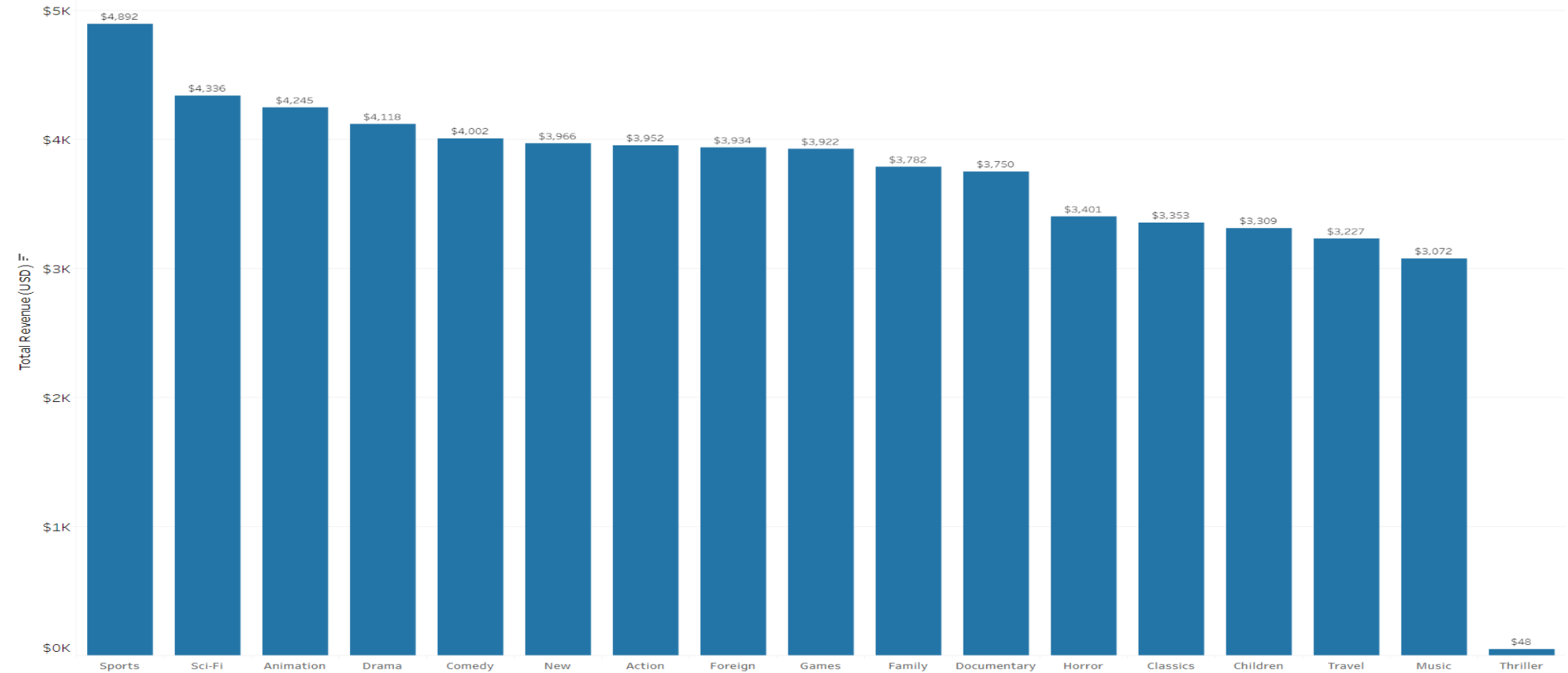
**Most Popular
Genre**

PG-13

Most Popular Rating

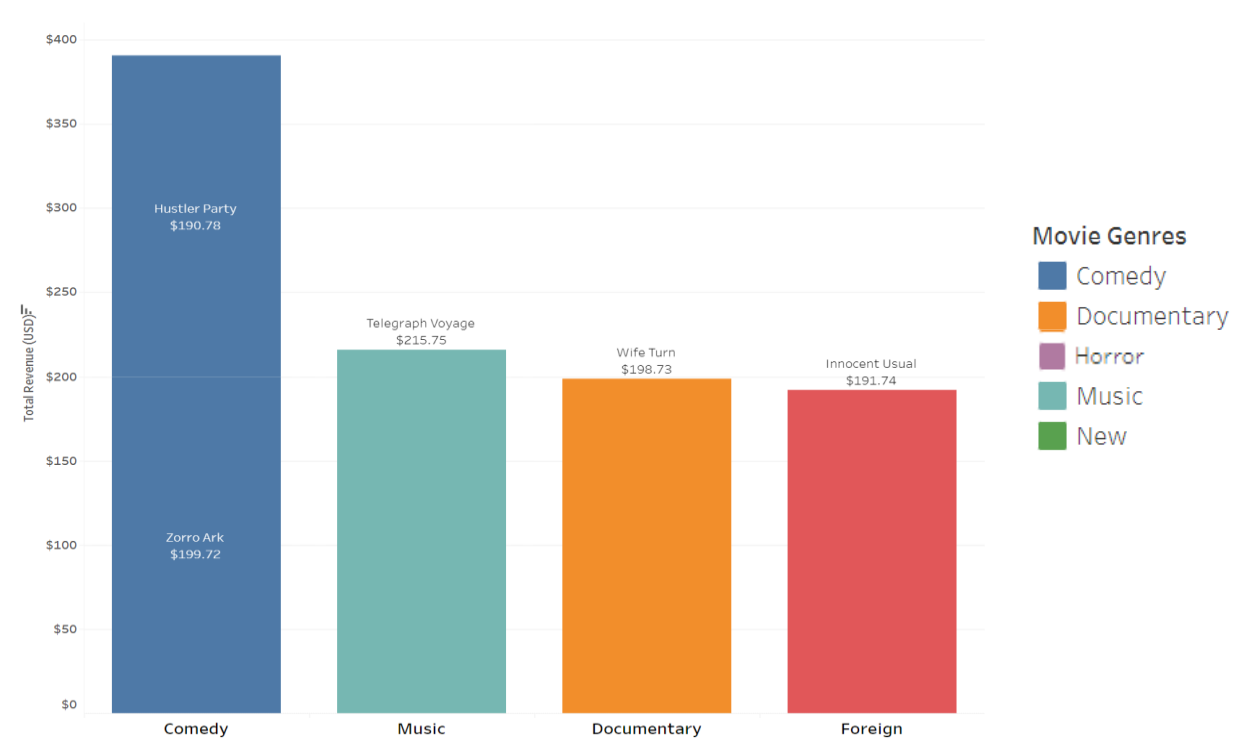


Total Revenue Per Genre

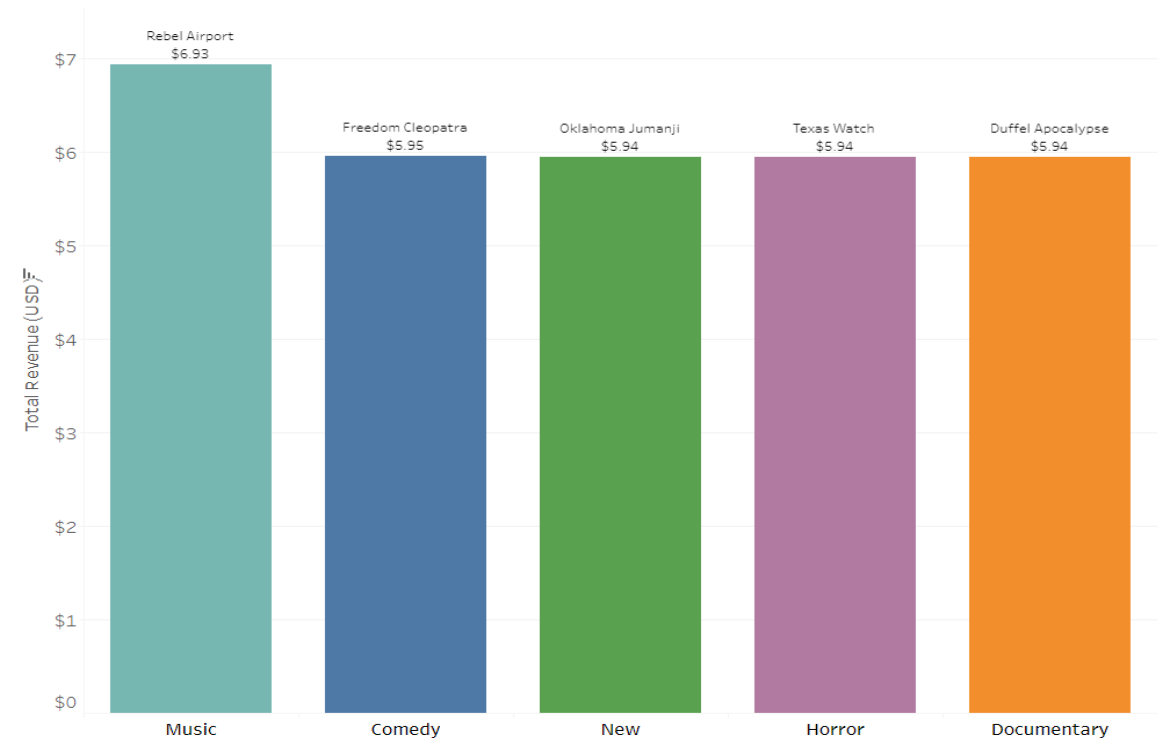


Which movies contributed the most & least to revenue gain?

Top 5 Movies Producing Highest Revenue

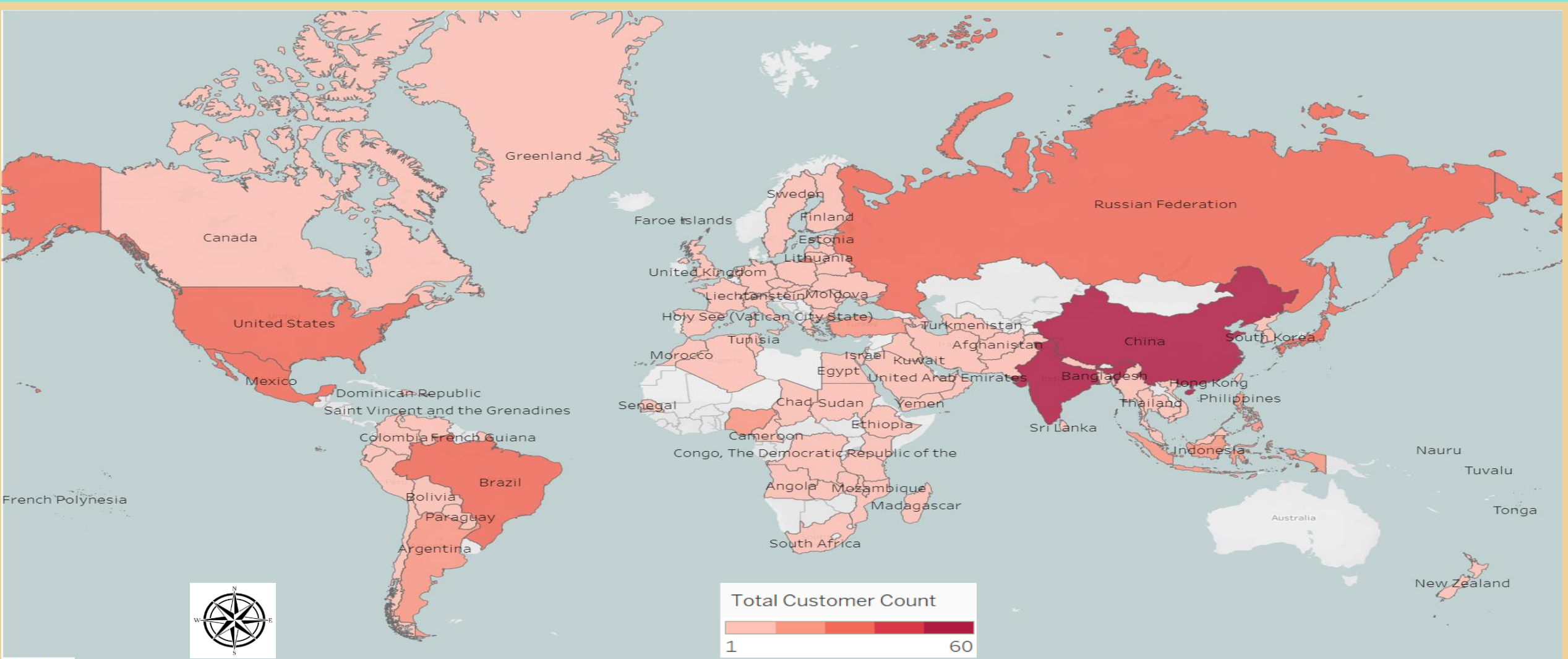


Top 5 Movies Producing Lowest Revenue

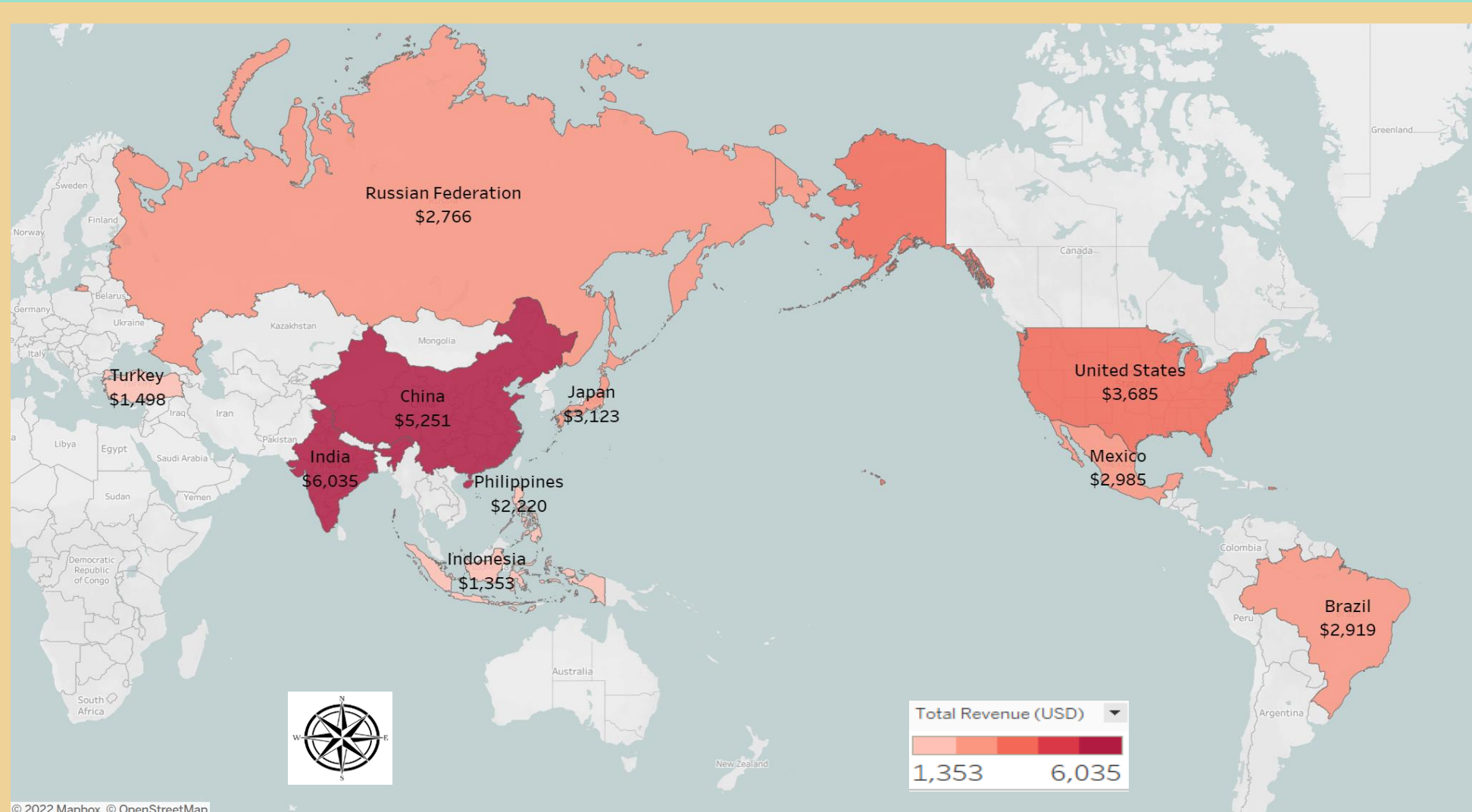


Geographical Location of Rockbuster Stealth's Customers

Total Countries = 108

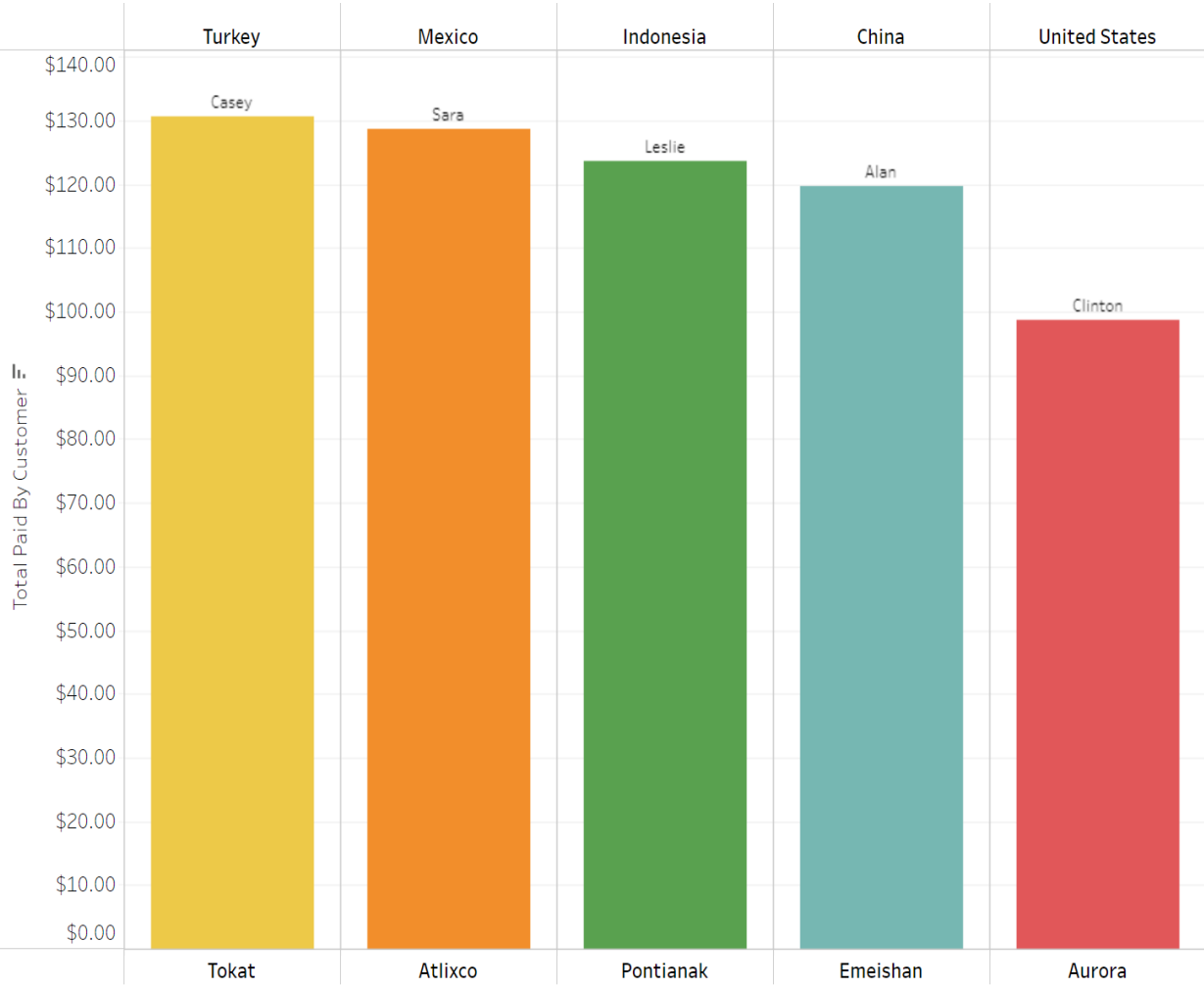


Top 10 Countries With Highest Revenue



Total Revenue

1. India = **\$6,035**
2. China = **\$5,251**
3. United States = **\$3,685**
4. Japan = **\$3,123**
5. Mexico = **\$2,985**
6. Brazil = **\$2,919**
7. Russian Federation = **\$2,766**
8. Philippines = **\$2,220**
9. Turkey = **\$1,498**
10. Indonesia = **\$1,353**



Top 5 Customers With a High Lifetime Value

Top 5 Customer Names

- ☒ Alan
- ☒ Casey
- ☒ Clinton
- ☒ Leslie
- ☒ Sara

- City
- ☒ Atlixco
 - ☒ Aurora
 - ☒ Emeishan
 - ☒ Pontianak
 - ☒ Tokat



Recommendations

Launch Strategy

Launch the online streaming service in the top 5 countries (India, China, U.S., Mexico, Brazil). Then strategize to launch in the other top 5 countries.

Genre

Within the top 5 countries focus on launching the genres that produced the highest revenue (Sports, Sci-Fi, Animation, Drama, Comedy).

Marketing Strategy

Focus marketing strategies for the online streaming platform in Top 5 countries/cities with highest customer count and revenue.

Social Media

Utilize social media platforms to advertise the launch of the online streaming service advertising the top 5 movies that generated highest revenue.



Further Insights

Population

An analysis on Rockbuster's age range among their customers would give insight into who their main audience is.

Genre

Are certain genres more popular among certain age groups?

Parental Controls

Are parents still heavily involved in deciding what their kids watch now that streaming platforms are so accessible?

What effect will this have on Rockbuster's launch of their streaming service?

Thank You

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[Tableau Visualizations](#)

