

COMPANY OVERVIEW

Rockbuster Stealth LLC is a movie rental company that formally had stores around the world. Because of the stiff competition from streaming services such as Netflix and Amazon Prime, the management team is planning to use our existing movie licenses to launch an online video rental service to stay competitive. In order to produce a plan, we need to answer key business strategy questions using insights from the current data we have.

PROJECT OVERVIEW

Motivation:

- Loss of profits and customers.
- The development of technology that has caused a change in the way of consuming entertainment.

Goal:

 Analyze the data to find answers to better plan for the future of the company.



RENTAL DETAILS

- Rental duration:
 - MAX rental duration: 7 days
 - MIN rental duration: 3 days
 - Average rental duration: 4.985 days

- Rental rate:
 - MAX rental rate: 0.99\$
 - MIN rental rate: 4.99\$
 - Average rental rate: 2.98\$

- Replacement cost:
 - MAX replacement cost: 9.99\$
 - MIN replacement cost: 29.99\$
 - Average replacement cost: 19.984\$

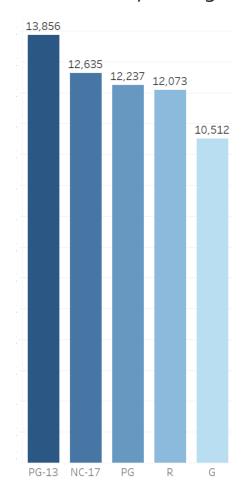
MOVIES WITH THE BIGGER REVENUE

- Genre: among the most viewed we have movies of several different genres. We cannot specify that it is a vital factor.
- Rating: There are also different ratings between the films with a higher revenue. We cannot specify that it is a vital factor.

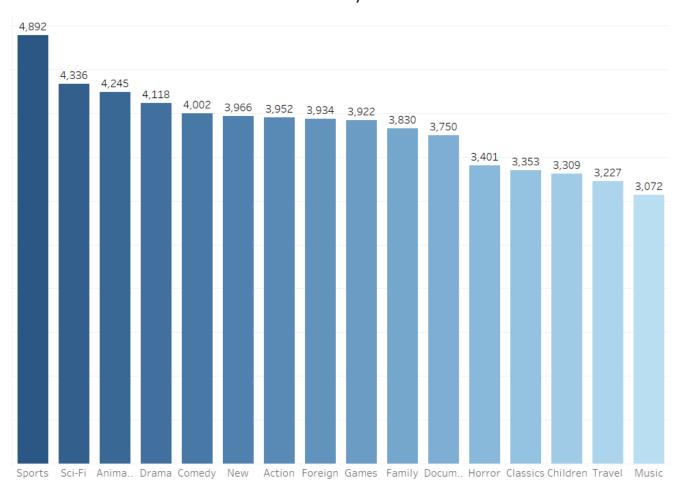
Title	Genre	Rating	
Telegraph Voyage	music	PG	215.75
Zorro Ark	Comedy	NC-17	199.72
Wife Turn	Documentary	NC-17	198.73
Innocent Usual	Foreign	PG-13	191.74
Hustler Party	Comedy	NC-17	190.78
Saturday Lambs	Sports	G	190.74
Titans Jerk	Sci-Fi	PG	186.73
Harry Idaho	Drama	PG-13	177.73
Torque Bound	Drama	G	169.76
Dogma Family	Animation	G	168.72

WHAT TYPE OF MOVIES GENERATE THE MOST REVENUE?

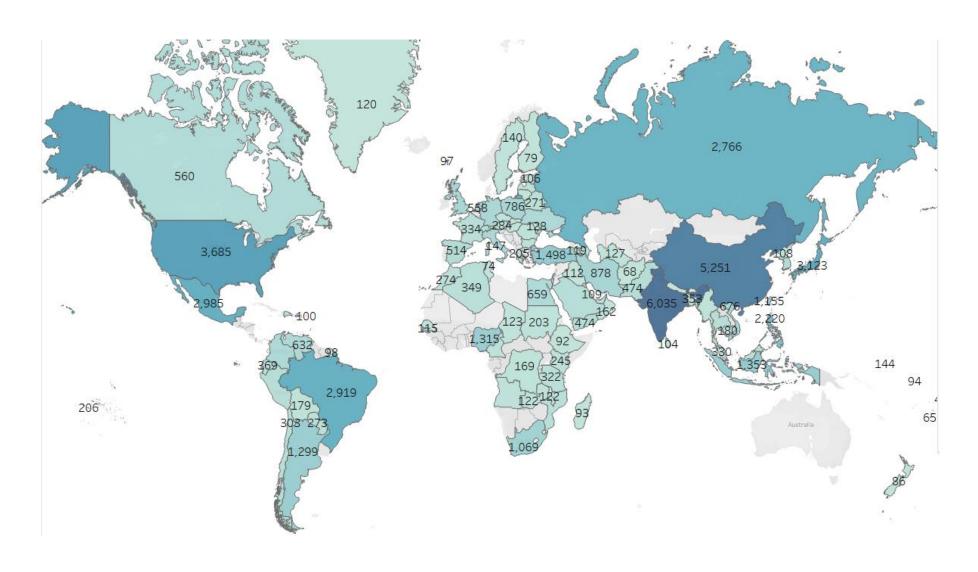
Revenue by Rating



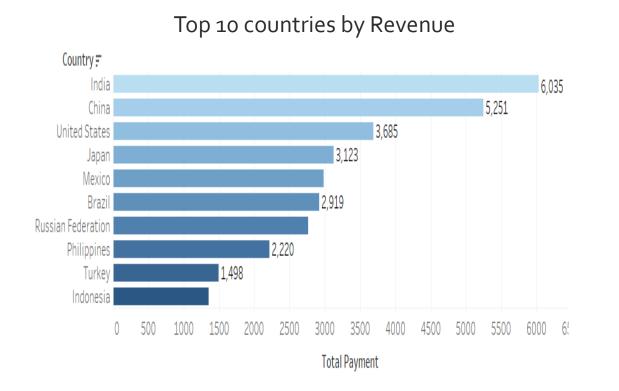
Revenue by Genre

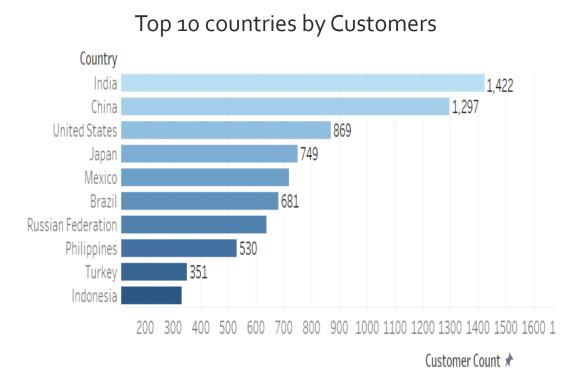


REVENUE BY COUNTRY



IMPACT OF GEOGRAPHY ON REVENUE



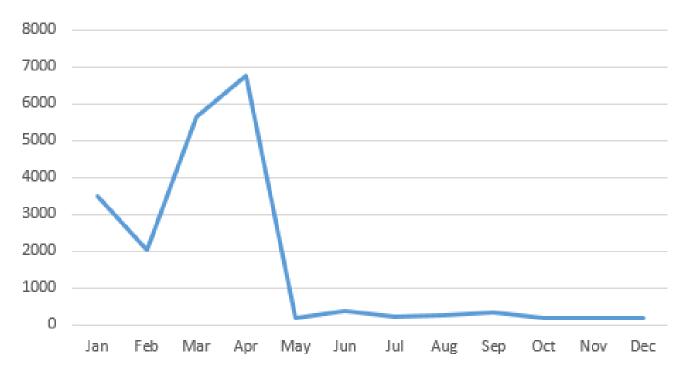


The countries with the most customers are also the countries with the highest revenue

REVENUE 2007

 The launch of streaming platforms and audiovisual content have monopolized the consumption of audiovisual entertainment, having a very negative impact on the company's profits

Rental Revenue 2007



INSIGHTS AND RECOMMENDATIONS

Insights

- Average rental duration: 4.985 days
- PG-13 is the rating that generates more revenue
- Sports is the genre that generates more revenue
- The countries with the most customers are also the ones that generate the most revenue.
- Negative impact of new online streaming companies

Recommendations

- Develop an application or a web page to offer services online and at any time. Today's society consumes entertainment very quickly and as comfortably as possible
- Sell the service with access to all the content instead of selling each product individually
- Invest in advertising to inform about the new online consumption platform, emphasizing the countries that generate the greatest profit



QUESTIONS?



THANKYOU

Tableau visualizations:

https://public.tableau.com/app/profile/fernando2o6o/viz/totalrevenuebycountry/Sheet3?publish=yes