

ROCKBUSTER STEALTH LLC

DATA ANALYSIS PRESENTATION



AGENDA

- Motivation
- Key Business Questions
- Visual Representation of Data Analysis
- Summary



CINEMA



MOTIVATION

- Rockbuster Stealth LLC has been in movie rental business with stores around the world.
- It has been facing stiff competition from streaming services such as Netflix and Amazon Prime.
- The management team plans to use its existing movie licenses to launch an online video rental service in order to stay competitive.

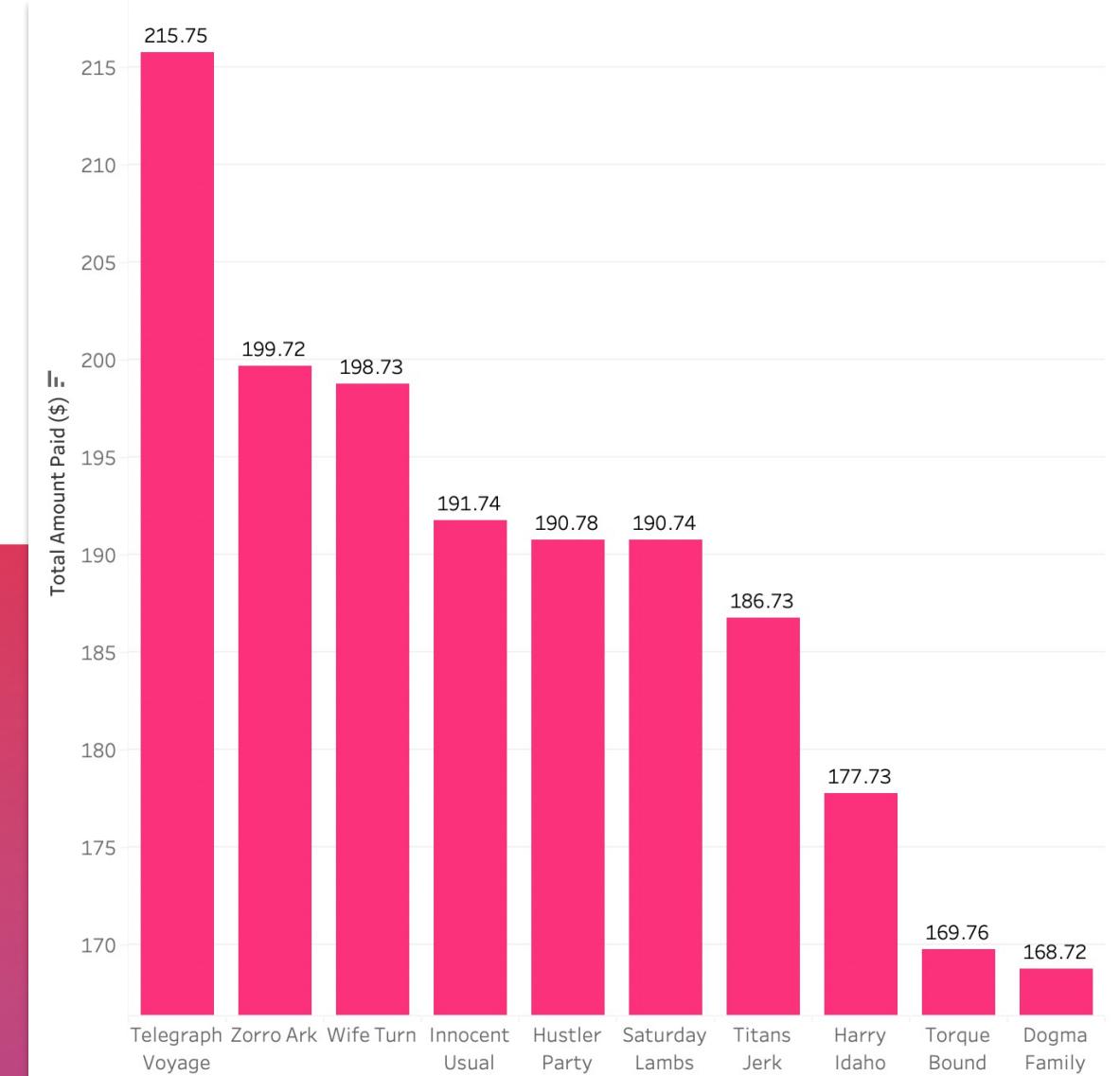
KEY BUSINESS QUESTIONS

- ✓ Which movies contributed the most/least to revenue gain?
- ✓ What was the average rental duration for all videos?
- ✓ Which countries are Rockbuster customers based in?
- ✓ Where are customers with a high lifetime value based?
- ✓ Which regions contributed the most/least to revenue gain?

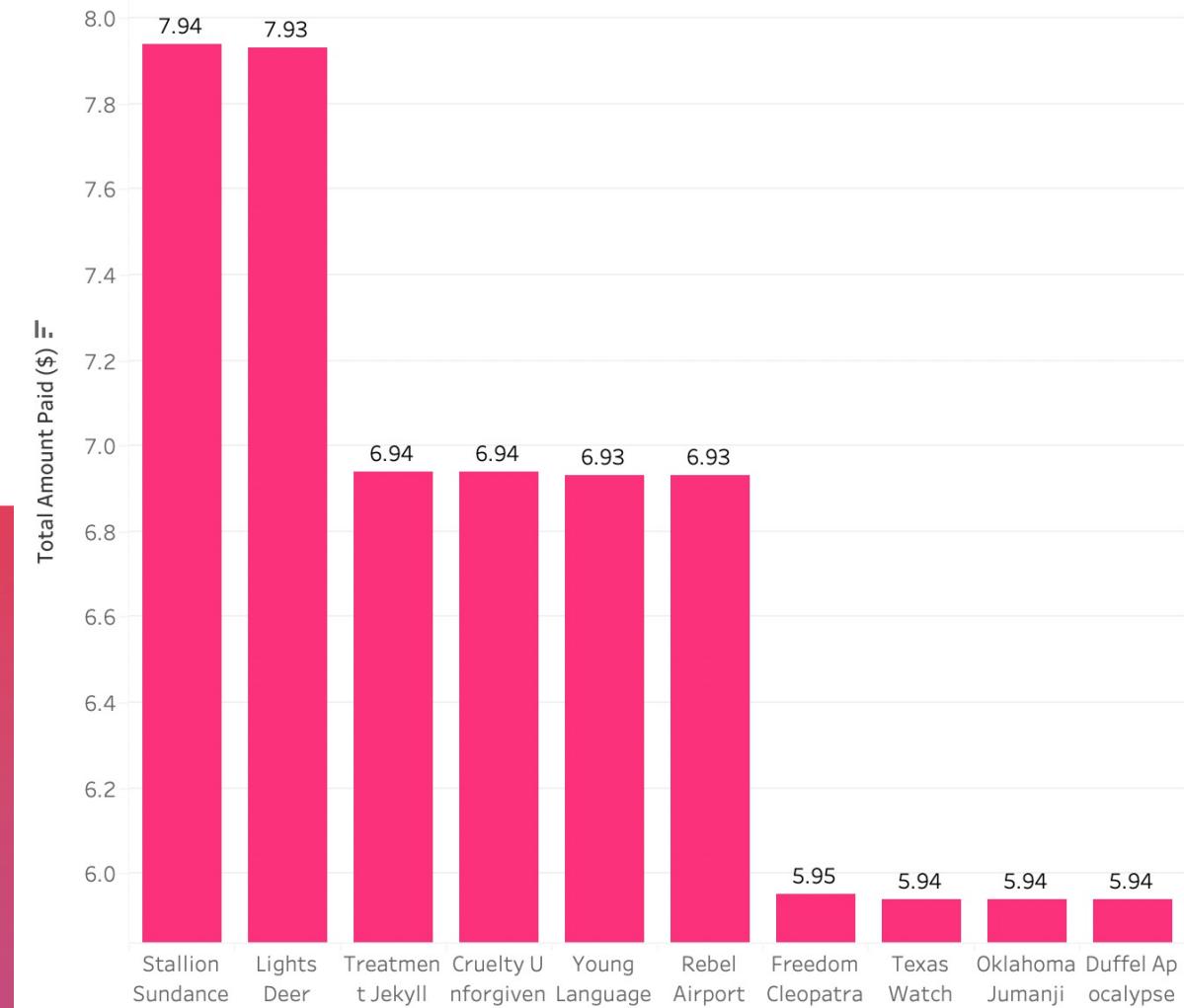


[Link to Tableau](#)

TOP TEN MOVIES IN TERMS OF REVENUE



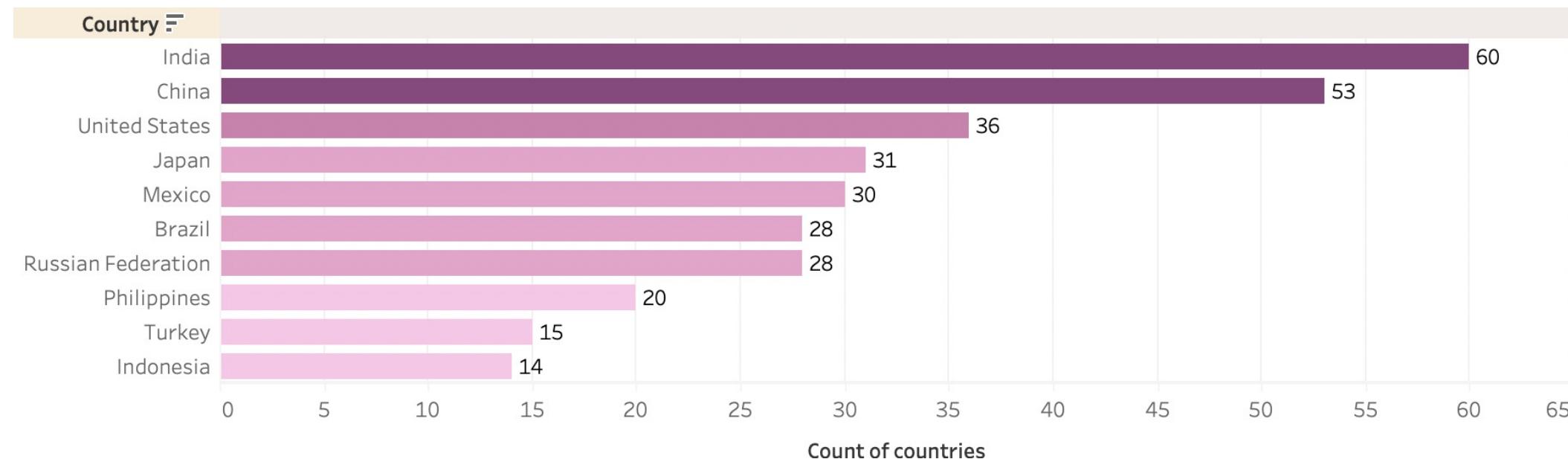
BOTTOM TEN MOVIES IN TERMS OF REVENUE



FILM RENTAL STATISTICS

	Minimum	Maximum	Average
Rental rate (\$)	0.99	4.99	2.99
Rental duration (mins)	3	7	5
Replacement cost (\$)	9.99	29.99	19.99
Length (mins)	46	185	115

WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?

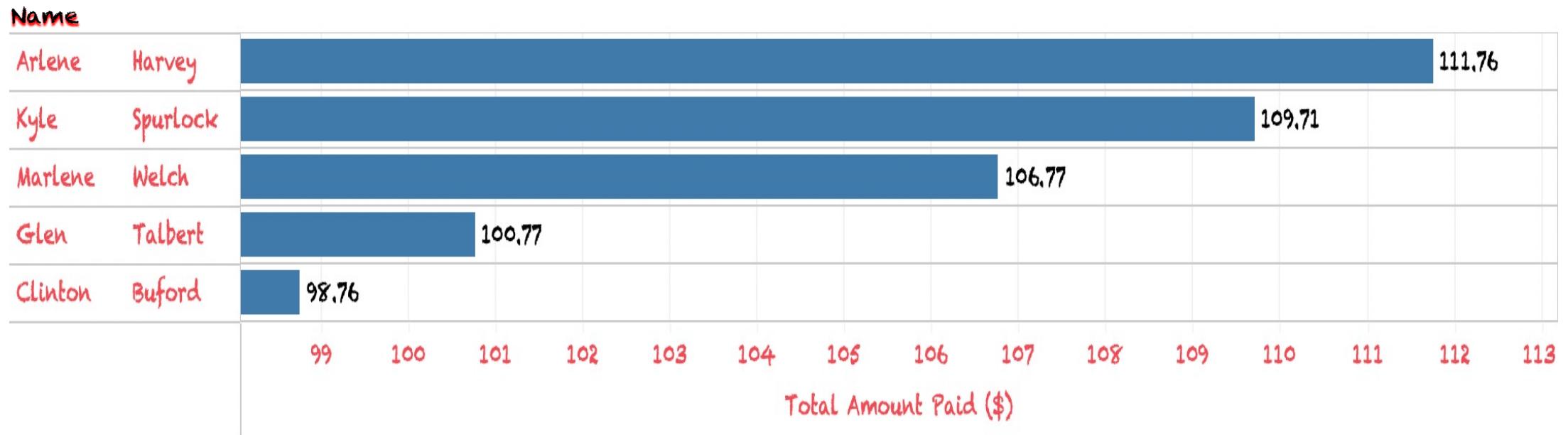


[Link to Tableau](#)

TOP 10 CITIES WITHIN TOP 10 COUNTRIES

Country	City	Count
United States	Aurora	2
Mexico	Acua	1
United States	Citrus Heights	1
Japan	Iwaki	1
India	Ambattur	1
China	Shanwei	1
Brazil	So Leopoldo	1
Russian Federation	Teboksary	1
China	Tianjin	1
Indonesia	Cianjur	1

TOP 5 CUSTOMERS WITH A HIGH LIFETIME VALUE WITHIN TOP 10 CITIES





**THE WAY TO GET STARTED IS TO
QUIT TALKING AND BEGIN DOING.**

Walt Disney

SUMMARY



In order to launch a successful online video rental service Rockbuster Stealth should focus on the following:

- Top three revenue grossing movies
 - Telegraph Voyage
 - Zorro Ark
 - Wife Turn
- Top three countries in which Rockbuster customers are based
 - India
 - China
 - United States
- Top three cities in which Rockbuster customers are based
 - Aurora
 - Acua
 - Citrus Heights

A photograph showing a DJ's hands on a turntable. The scene is lit with vibrant purple and red stage lights, creating a dynamic and energetic atmosphere typical of a night club. The DJ's hands are positioned on the turntable's platter and crossfader, suggesting they are in the middle of a performance.

**THANK
YOU**