

Rockbuster Stealth

Data Analysis

June 30, 2022

Juan Ignacio Galvalisi | BI

Introduction

Rockbuster Stealth LLC is facing stiff competition from streaming services such as Netflix and Amazon Prime. Hence, the management team is planning **to launch an online video rental service** in order to stay competitive.

In the following presentation, we will review strategic insights in order to carry out the new online video rental service.

Key Questions

■ REVENUE Which movies contributed the most/least to revenue gain?

■ PRODUCT USAGE What was the average rental duration for all videos?

■ CUSTOMERS Which countries are Rockbuster customers based in?

■ LIFETIME VALUE Where are customers with a high lifetime value based?

■ SALES Do sales figures vary between geographic regions?

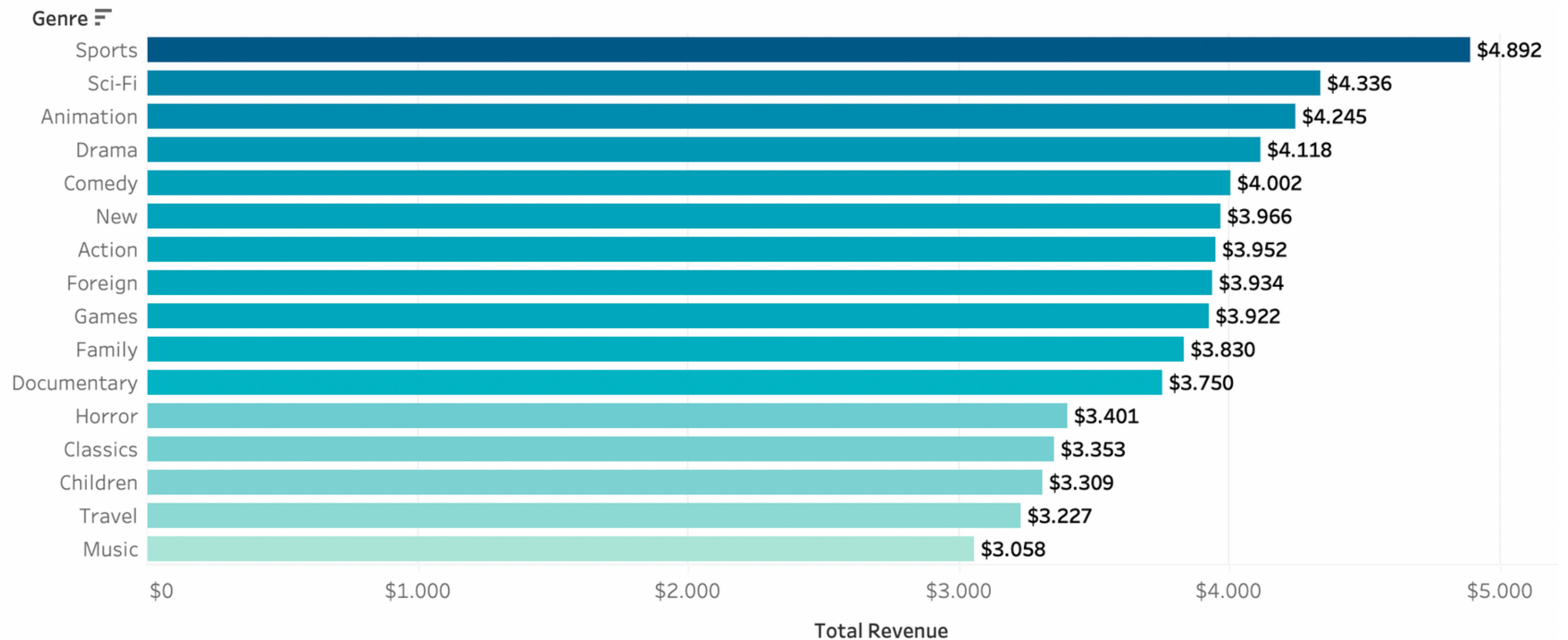
Rental Information

Release Year: 2006	Total Movies: 1.000	Language: English
--------------------	---------------------	-------------------

	Rental Duration	Rental Rate	Replacement Cost	Movie Length
Minimum	3 days	\$0,99	\$9,99	46min
Maximum	7 days	\$4,99	\$29,99	185min
Average	5 days	\$2,98	\$19,98	115min

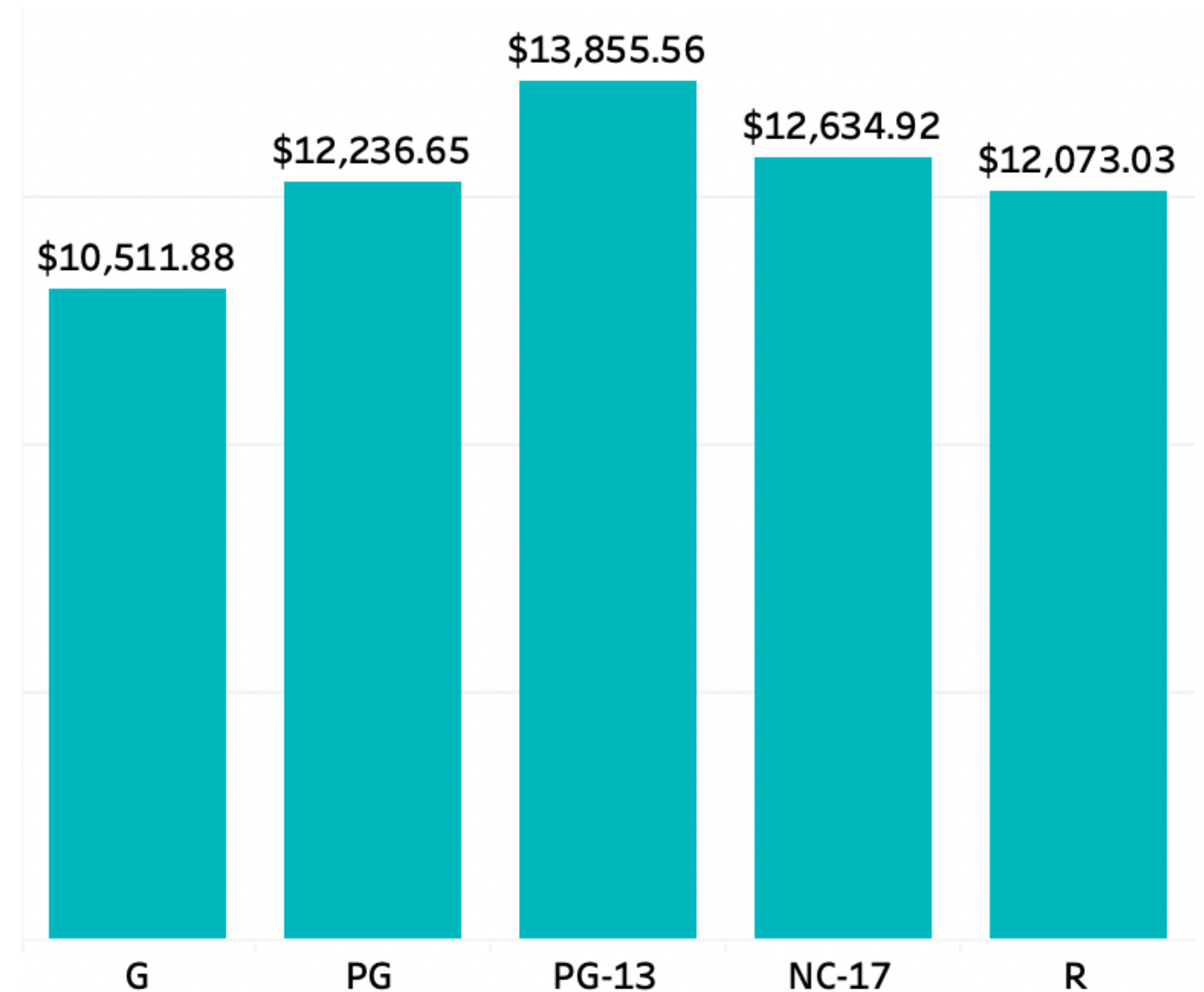
Revenue by Genre

- **Sports** had the best revenue of the year, followed by **Sci-Fi** and **Animation**.
- **Music** had the lowest, followed by **Travel** and **Children**.



Revenue by Rating

- PG-13 rating shows the most revenue.
- G rating had the worst revenue performance.



Which films
performed
best and
worst?

Top 10 Movies with the Most Revenue

Rank	Film	Rating	Genre	
1	Telegraph Voyage	PG	Music	\$215.75
2	Zorro Ark	NC-17	Comedy	\$199.72
3	Wife Turn	NC-17	Documentary	\$198.73
4	Innocent Usual	PG-13	Foreign	\$191.74
5	Hustler Party	NC-17	Comedy	\$190.78
6	Saturday Lambs	G	Sports	\$190.74
7	Titans Jerk	PG	Sci-Fi	\$186.73
8	Harry Idaho	PG-13	Drama	\$177.73
9	Torque Bound	G	Drama	\$169.76
10	Dogma Family	G	Animation	\$168.72

The most

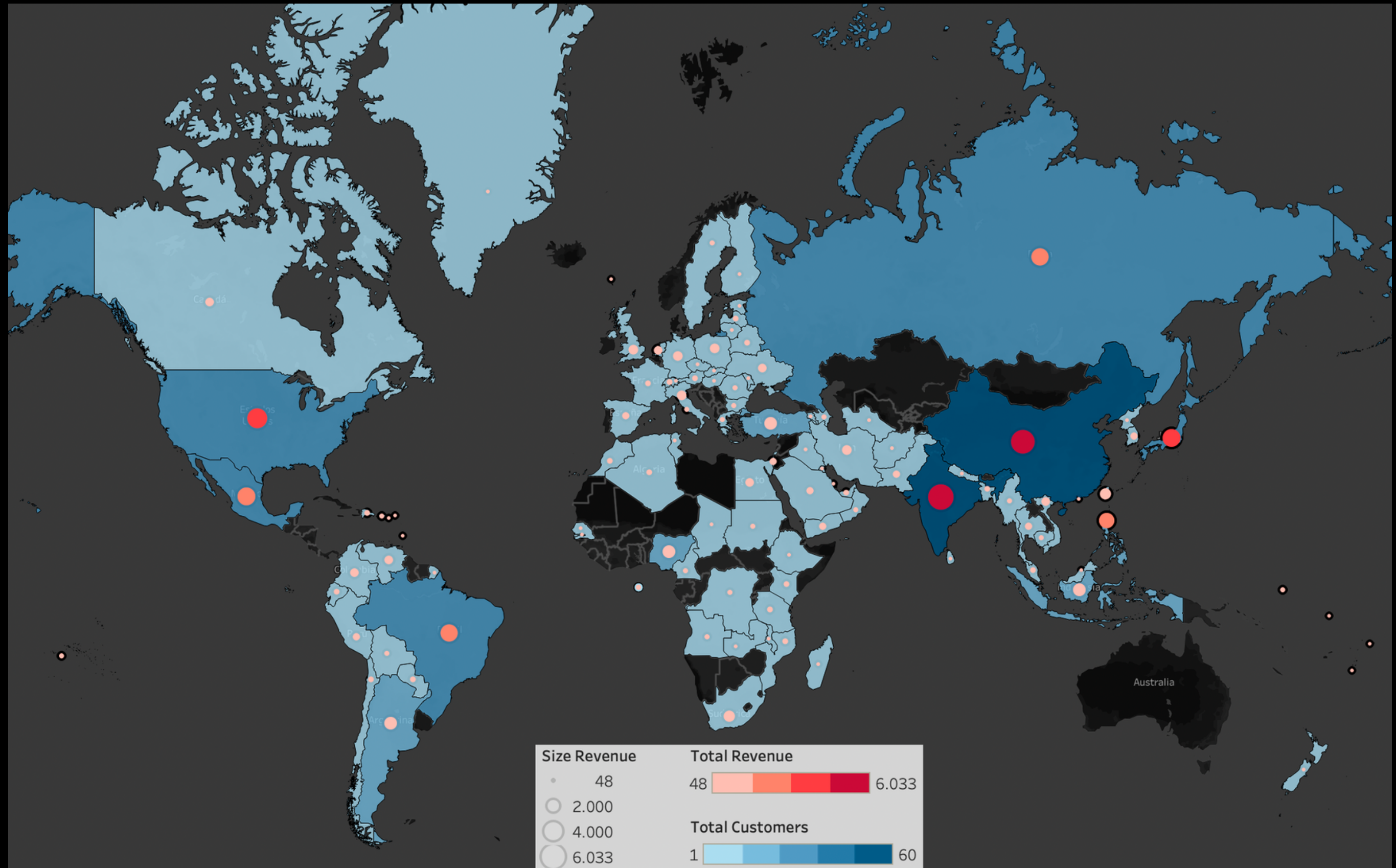
Top 10 Movies with the Least Revenue

Rank	Film	Rating	Genre	
1	Duffel Apocalypse	G	Documentary	\$5.94
2	Oklahoma Jumanji	PG	New	\$5.94
3	Texas Watch	NC-17	Horror	\$5.94
4	Freedom Cleopatra	PG-13	Comedy	\$5.95
5	Rebel Airport	G	Music	\$6.93
6	Young Language	G	Documentary	\$6.93
7	Cruelty Unforgiven	G	Classics	\$6.94
8	Treatment Jekyll	PG	Drama	\$6.94
9	Lights Deer	R	Classics	\$7.93
10	Japanese Run	G	Horror	\$7.94

The least

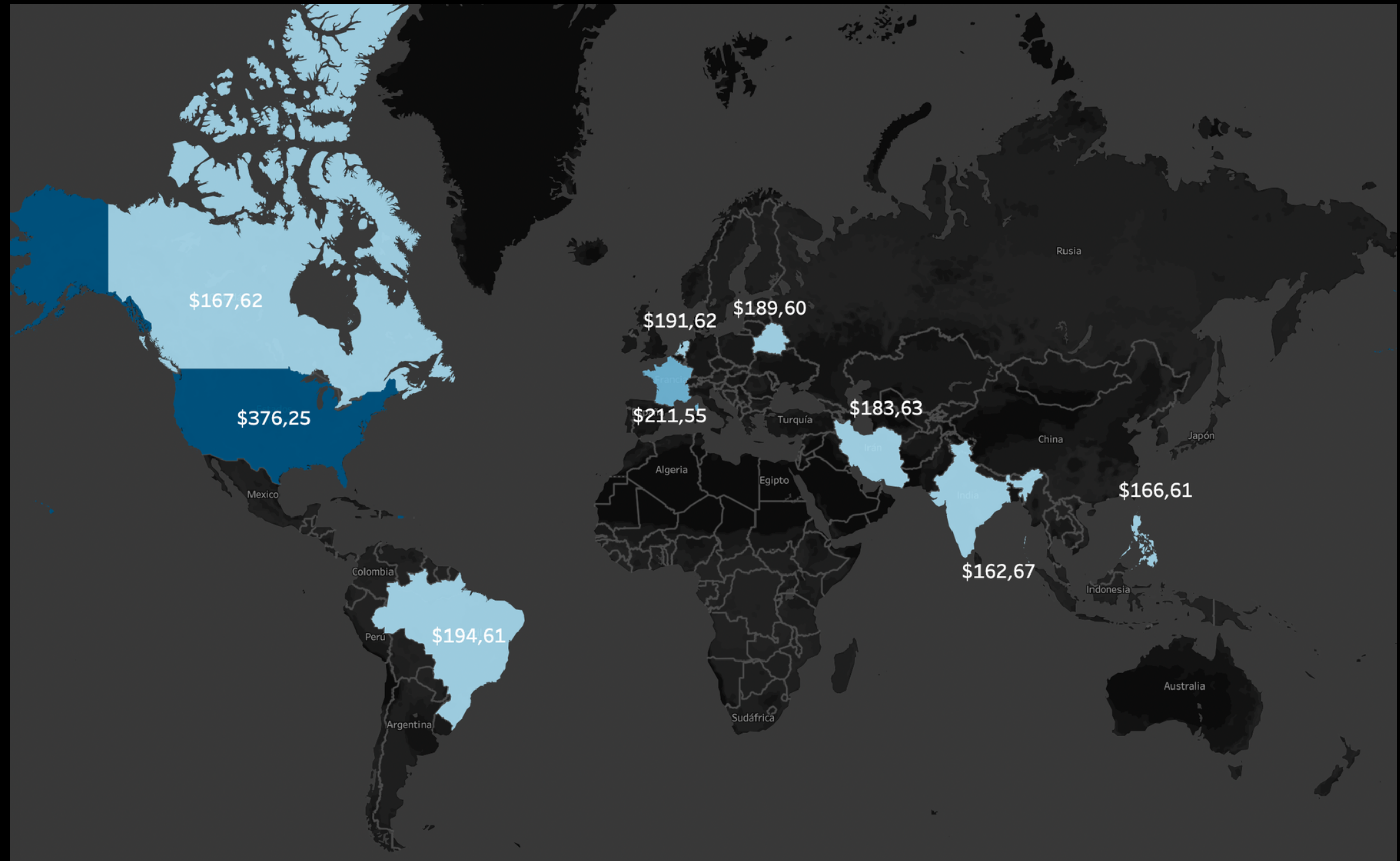
Where are customers based in?

- Our consumers are spread all over the world.
- India, China, and USA are the top 3.
- The top 10 in revenue are the same top 10 in number of customers.



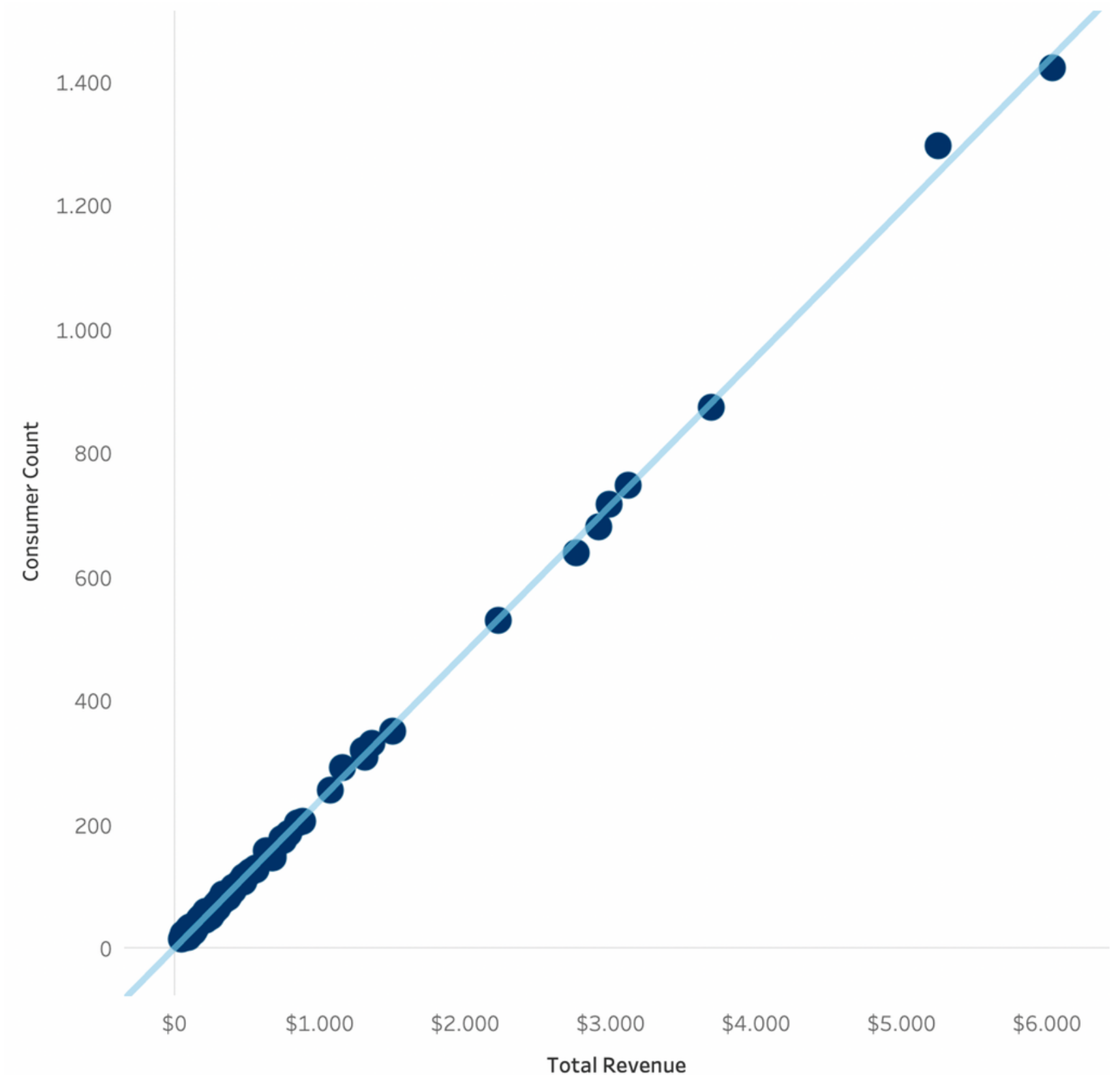
Where are our best customers?

- Top 10 best customers are worldwide.
- USA is the only country with two top 10 consumers.
- There are consumers residing outside the top 10 countries.



Do sales figures vary between geographic regions?

Revenue varies by region since there is a strong correlation between the number of customers in a region and the total accomplished profit.



Insights & Recommendations



Thanks!

Link to [Tableau Visualizations](#)
jgalvalisi@rockbusterstealthllc.com