



Rockbuster Stealth LLC

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Project Overview

01. Introduction

Examine motivation and objectives for the project.

02. Key Questions

Identify key business questions to dig deeper into the data.

03. Data Overview

An overview of Rockbuster's database and answers to Key Questions.

04. What's Next

Recommendations for Rockbuster moving forward.

05. Closing

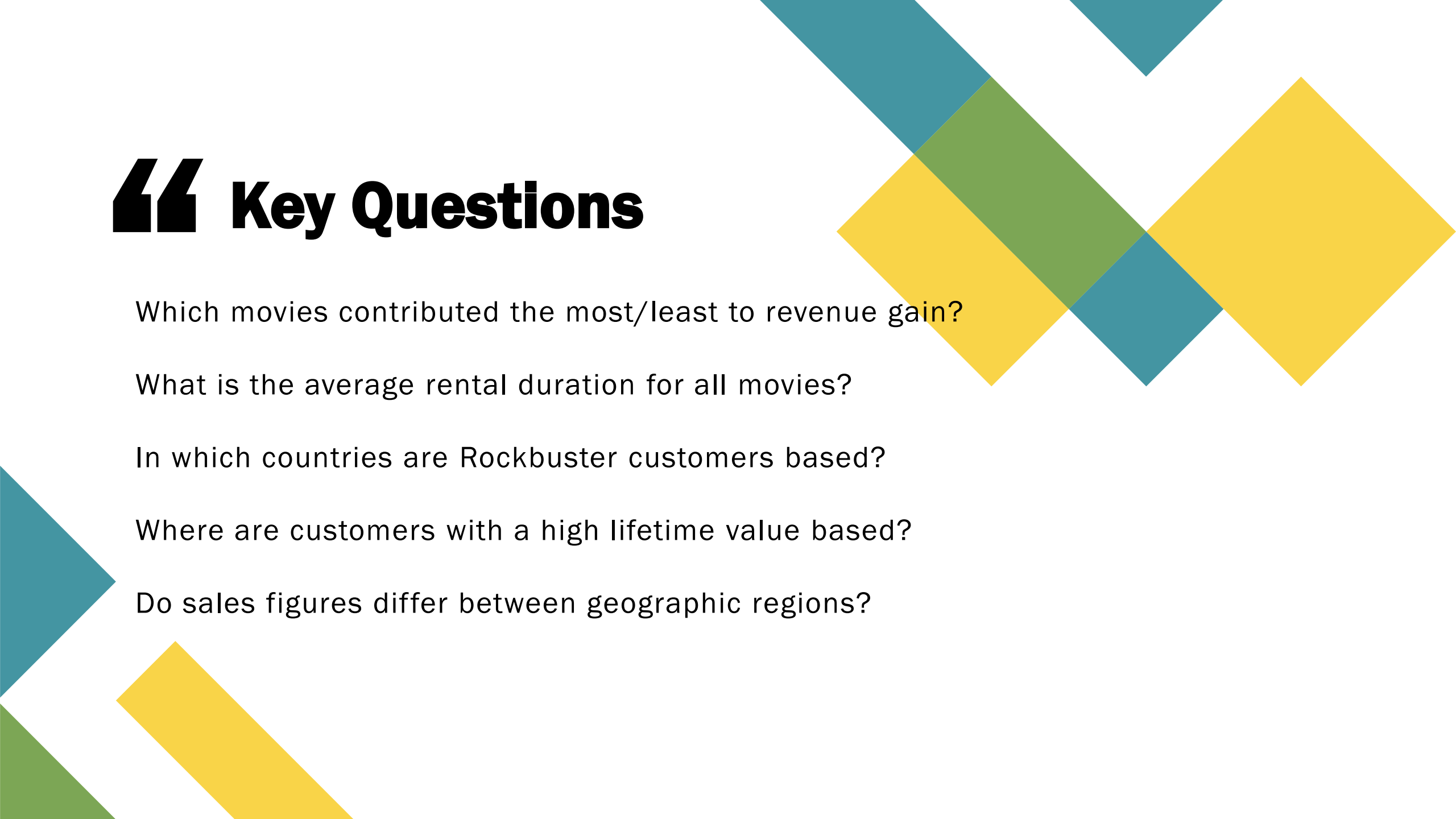
Summary and Tableau link.



Introduction

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from major streaming services such as Netflix and Amazon Prime, the Rockbuster management team is planning to use its existing movie licenses to launch an online video rental service to stay competitive and relevant in today's market.





“ Key Questions

Which movies contributed the most/least to revenue gain?

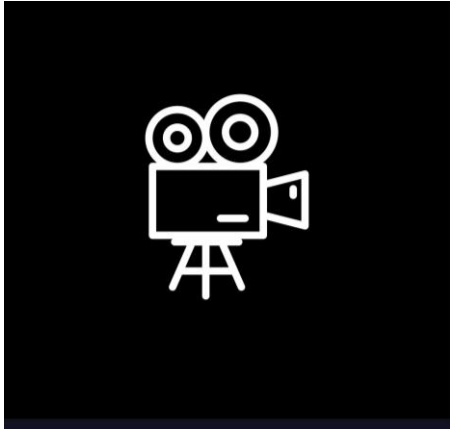
What is the average rental duration for all movies?

In which countries are Rockbuster customers based?

Where are customers with a high lifetime value based?

Do sales figures differ between geographic regions?

Data Overview



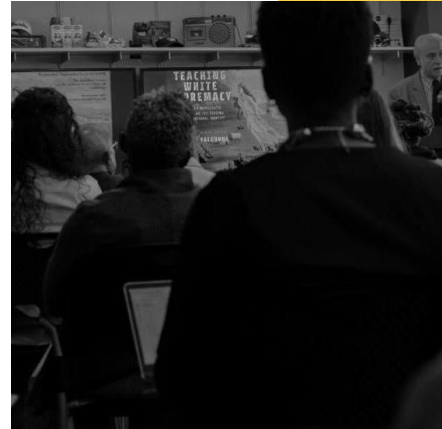
Movies in Database: 1,000

Number of Genres: 21



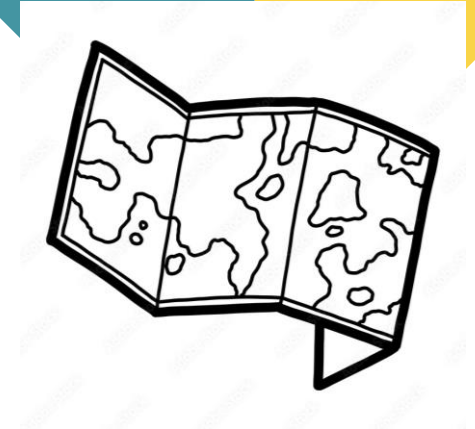
Total Revenue: \$61,312

Films' Release Year: 2006



Customer Count: 599

Rentals: 16,044

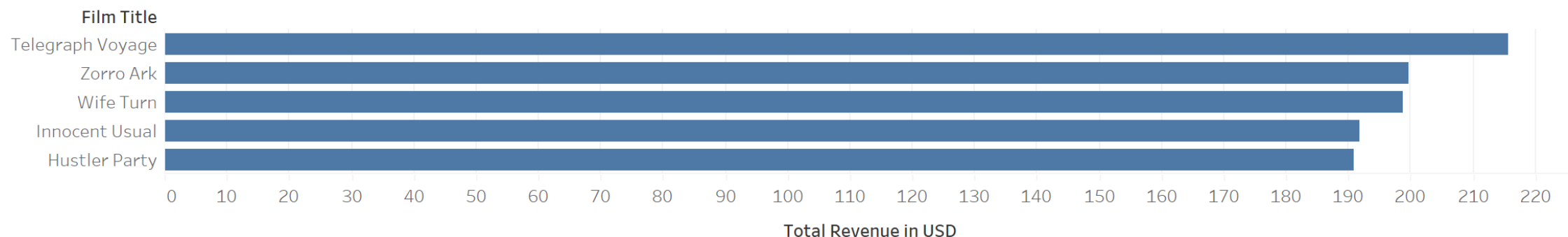


Total Countries: 109

Film Languages: 6

Which movies contributed the most to revenue gain?

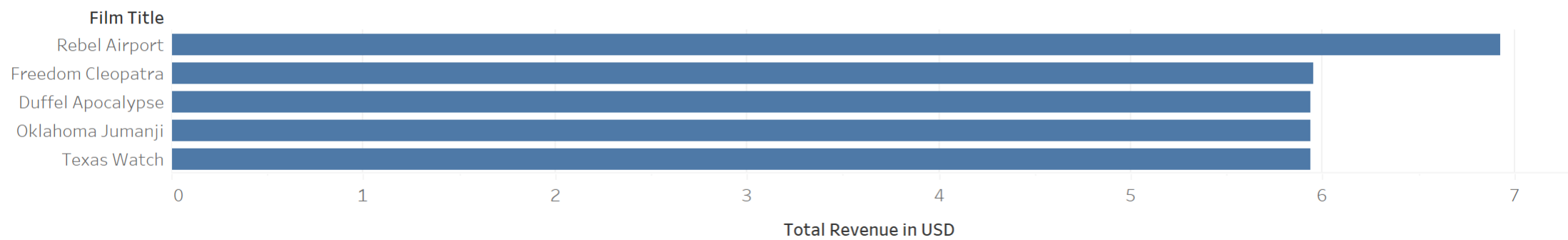
Top 5 Movies



- The highest revenue-producing movie title is Telegraph Voyage with total revenue of \$215.75.
- The top five movie titles' total revenues range from \$190.78 to \$215.75.

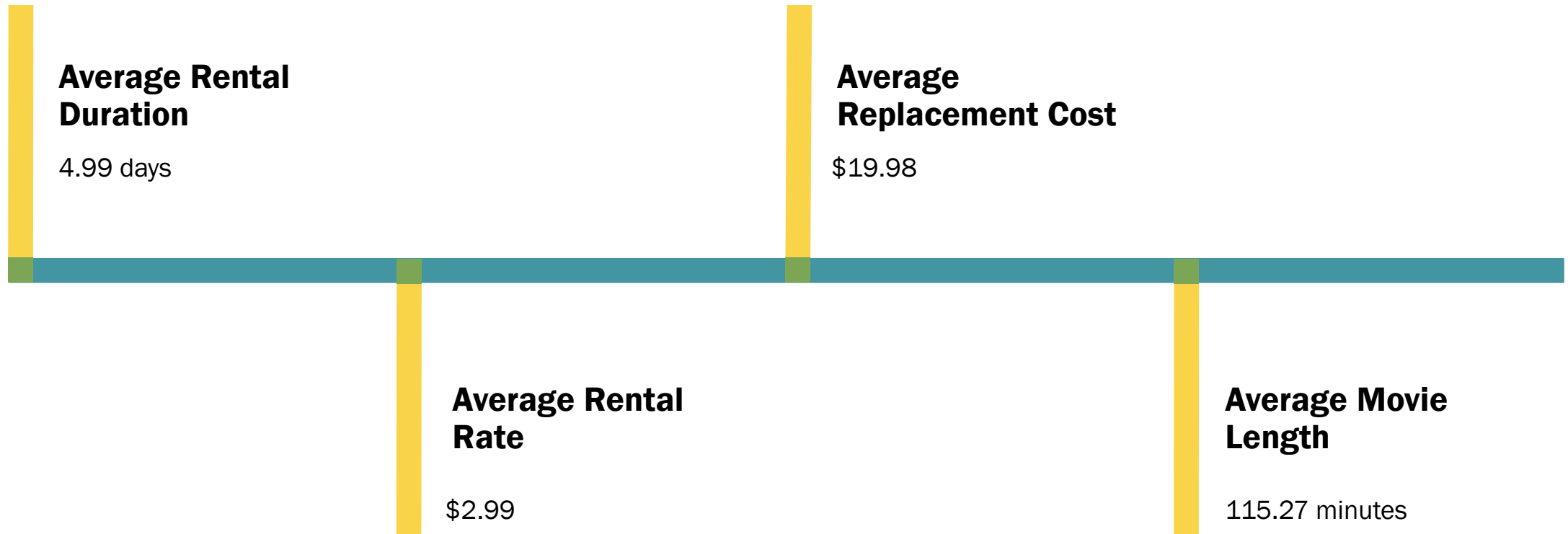
Which movies contributed the least to revenue gain?

Bottom 5 Movies

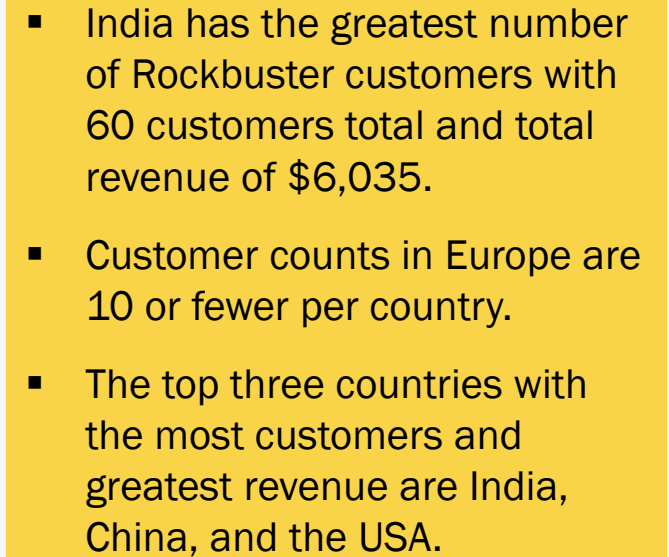


- The lowest-performing movie title is Texas Watch with a total revenue of \$5.94.
- The bottom five movie titles' total revenues range from \$5.94 to \$6.93.

What is the average rental duration for all movies?



Geographical Distribution of Rockbuster Customers & Revenue by Country



Where are customers with a high lifetime value based?

Top 5 Customers' Cities, Countries, and Revenue

- Ambattur, India - \$111.76
- Shanwei, China - \$109.71
- Iwaki, Japan - \$106.77
- Acua, Mexico - \$100.77
- Aurora, United States - \$98.76

Top 10 Countries for Total Customers

- India
- China
- United States
- Japan
- Mexico
- Brazil
- Russian Federation
- Philippines
- Turkey
- Indonesia

Do sales figures differ between geographic regions?

North & South America

- Rockbuster has the broadest customer base across North & South America.
- Most countries in this region have at least one Rockbuster customer.

Europe & Africa

- Rockbuster customers in most countries number less than ten.
- Africa has the smallest customer base with the fewest countries containing at least one customer.

Asia & Australia

- There are currently zero Rockbuster customers in Australia.
- India & China comprise the top three highest revenue-producing countries worldwide.



What's Next

- Focus marketing efforts in Europe and Africa to build broader customer base.
- Reach out to top customers to better understand what keeps them choosing Rockbuster.
- Further research movie popularity by genre.

Summary

Rockbuster has a geographically broad customer base

There are 109 countries total

Average rental duration is short

The average rental duration is just under 5 days

There's room for expansion

Europe, Africa, and Australia have the fewest customers

There's a wide range in rental revenue

Movie rental revenue ranges from \$5.94 to \$215.75

Customers keep coming back

Total revenue from Rockbuster's top 5 customers equals \$527.77



Tableau Workbook

[Rockbuster Stealth LLC Tableau Visualizations](#)