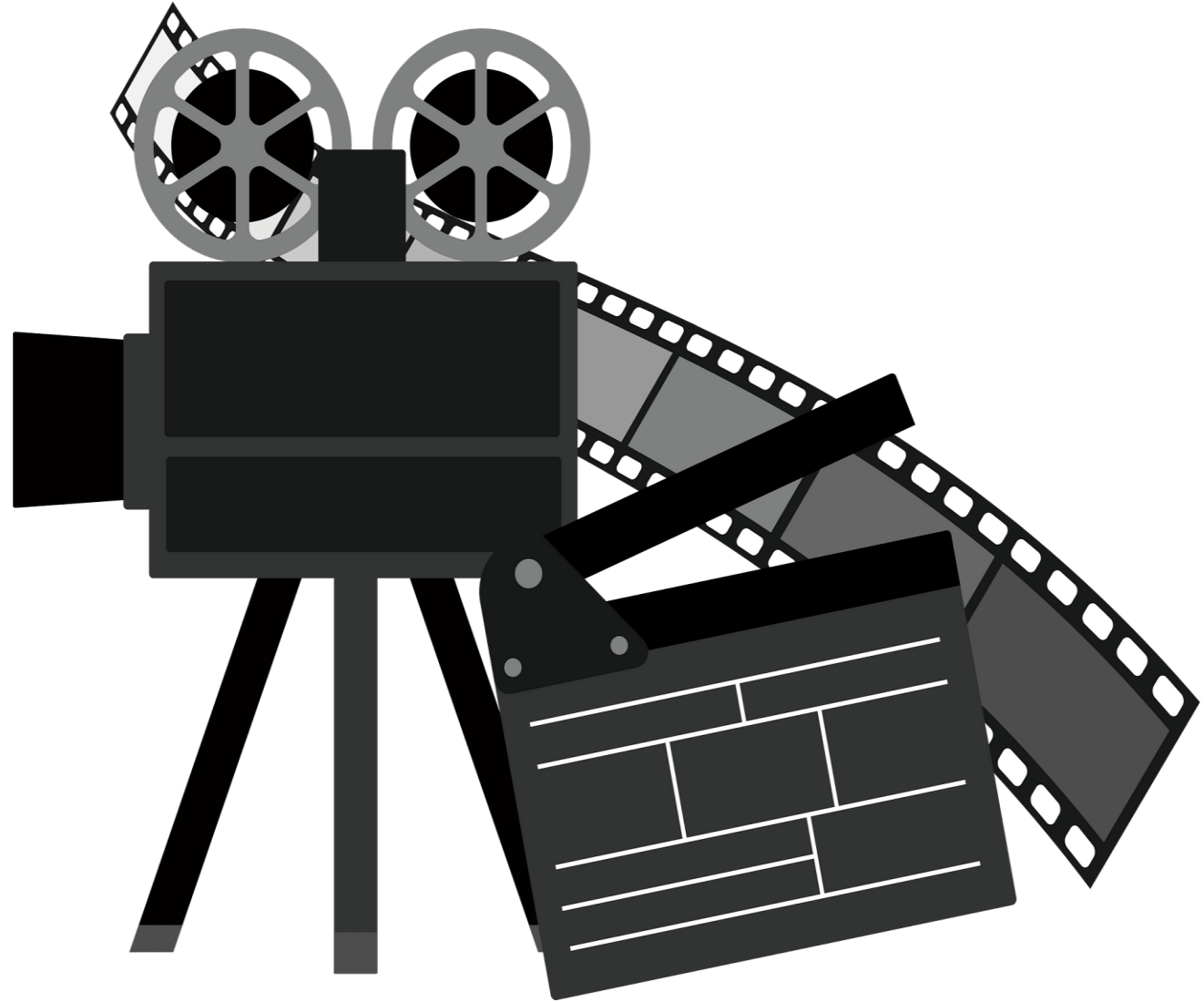


ROCKBUSTER STEALTH

2023

Justin Thompson



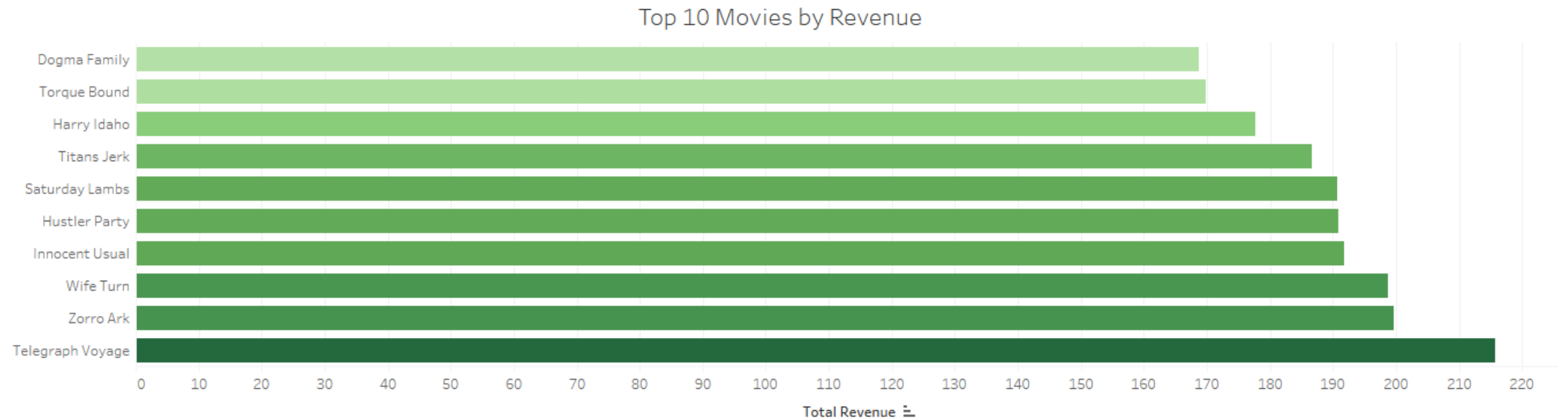
INTRODUCTION

- Rockbuster Stealth LLC is a movie rental company looking to use its existing movie licenses to launch an online video rental service.
- We are looking at insights to help the company plan for the launch of this online video rental service so that they can compete with larger companies such as Amazon and Netflix

OVERVIEW

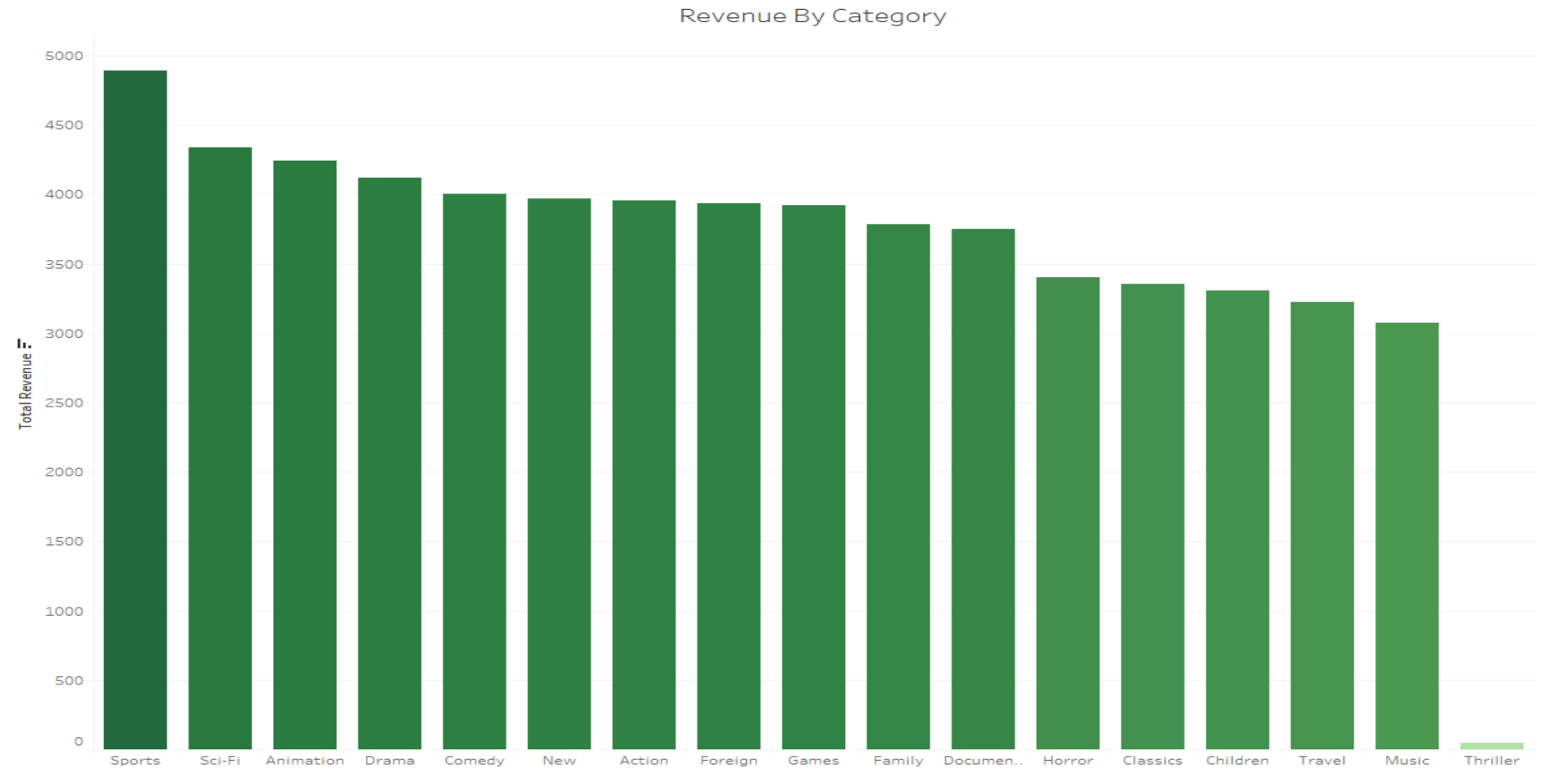
- Rockbuster Stealth has 1000 films
- The cost of the rentals are between \$0.99 and \$4.99 with the average cost being \$2.98
- The films are rented for 3 to 7 days with the average being 4.98 days
- Rockbuster Stealth has 16 different film genres with films in all of the different IMDB ratings. (G, PG, PG-13, R, NC-17)

TOP 10 MOVIES



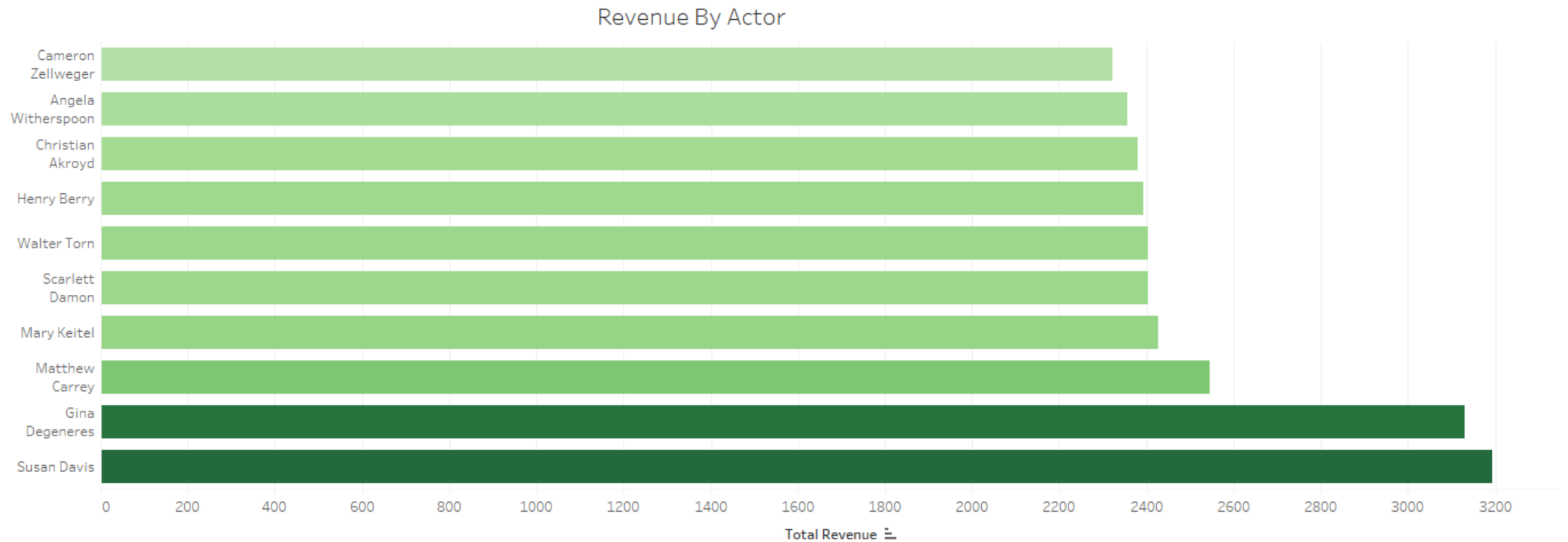
MOST POPULAR GENRES

- Other than Sports being the most popular genre and Thriller being the least popular there is no significant difference between revenue brought in by the different genres.



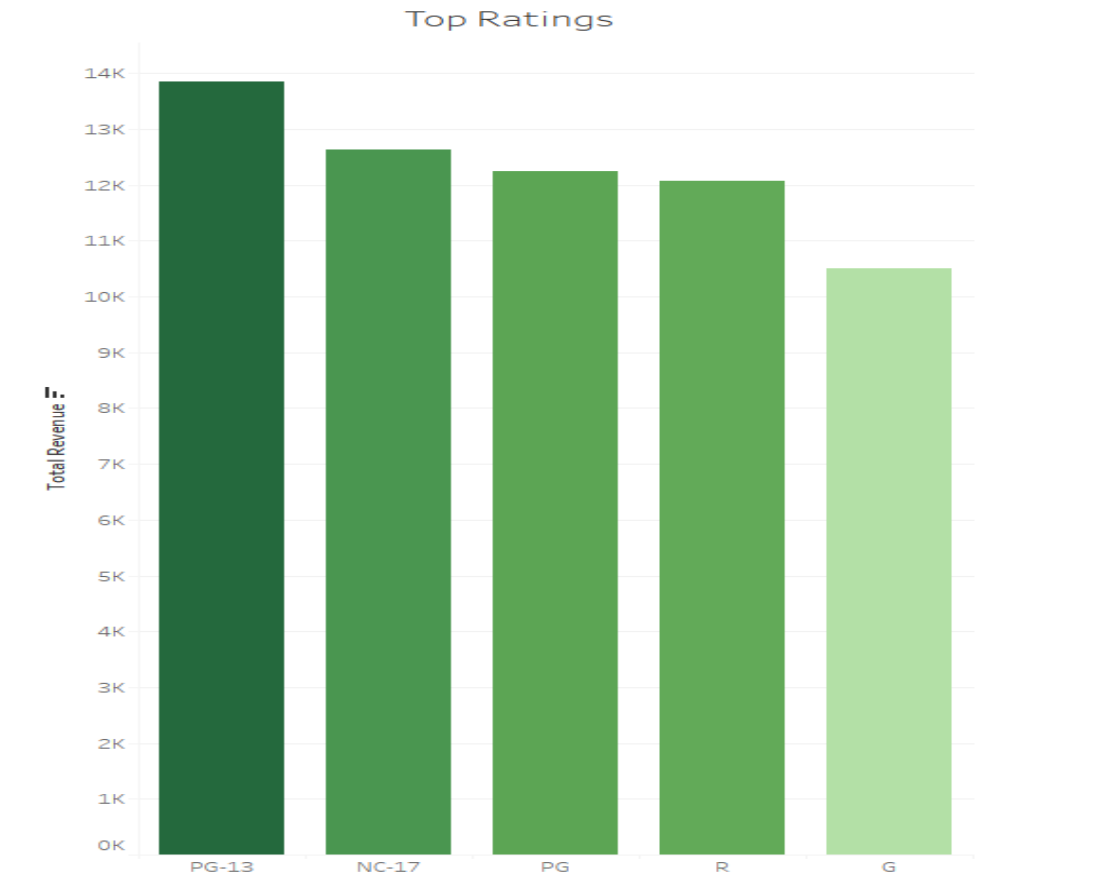
MOST POPULAR ACTORS

- Gina DeGeneres & Susan Davis are the actors that bring in the most revenue



RATINGS

- Movies with a PG-13 rating are the most popular.

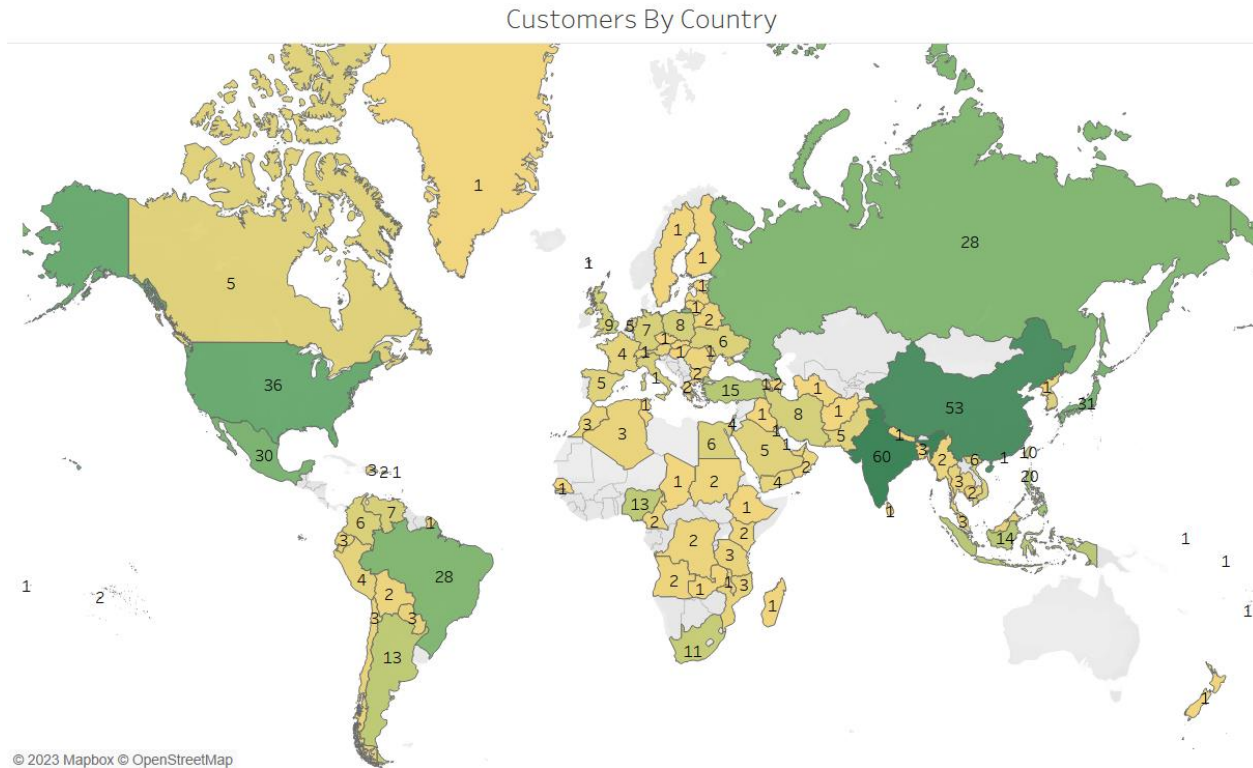


CUSTOMERS

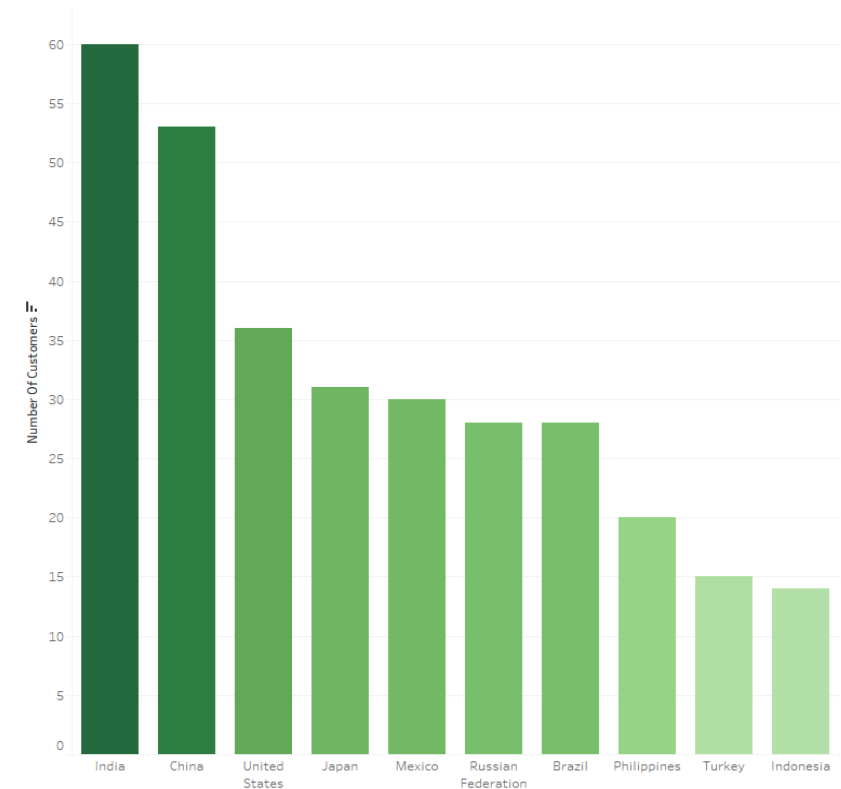
- Rockbuster has customers located in 109 countries, and 600 different cities.
- Together Rockbuster customers have rented 16,044 films creating a total of \$61,312.04 in revenue.

CUSTOMERS BY COUNTRY

- India, China, The United States, Japan & Mexico have the highest number of customers

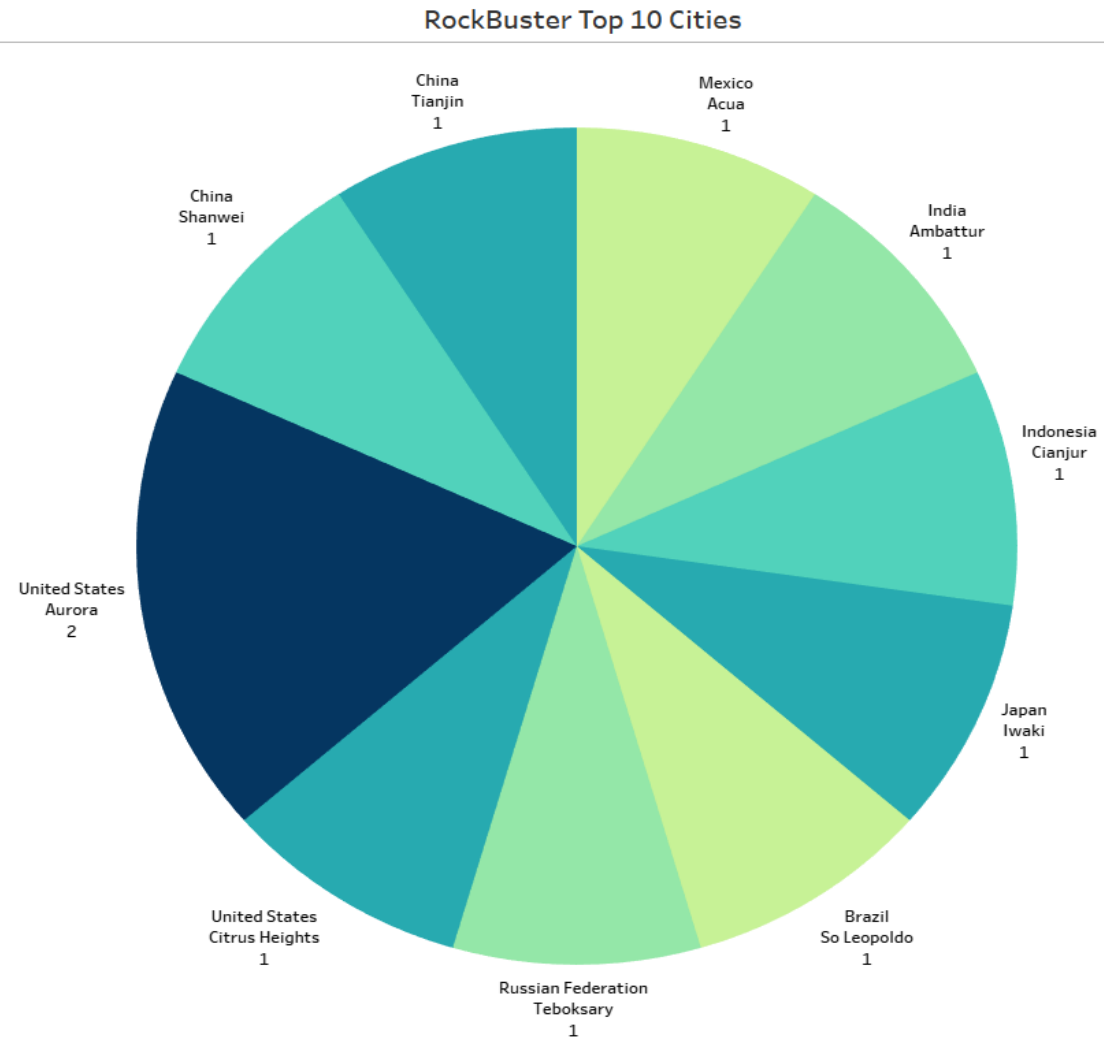


Rockbuster Top 10 Countries



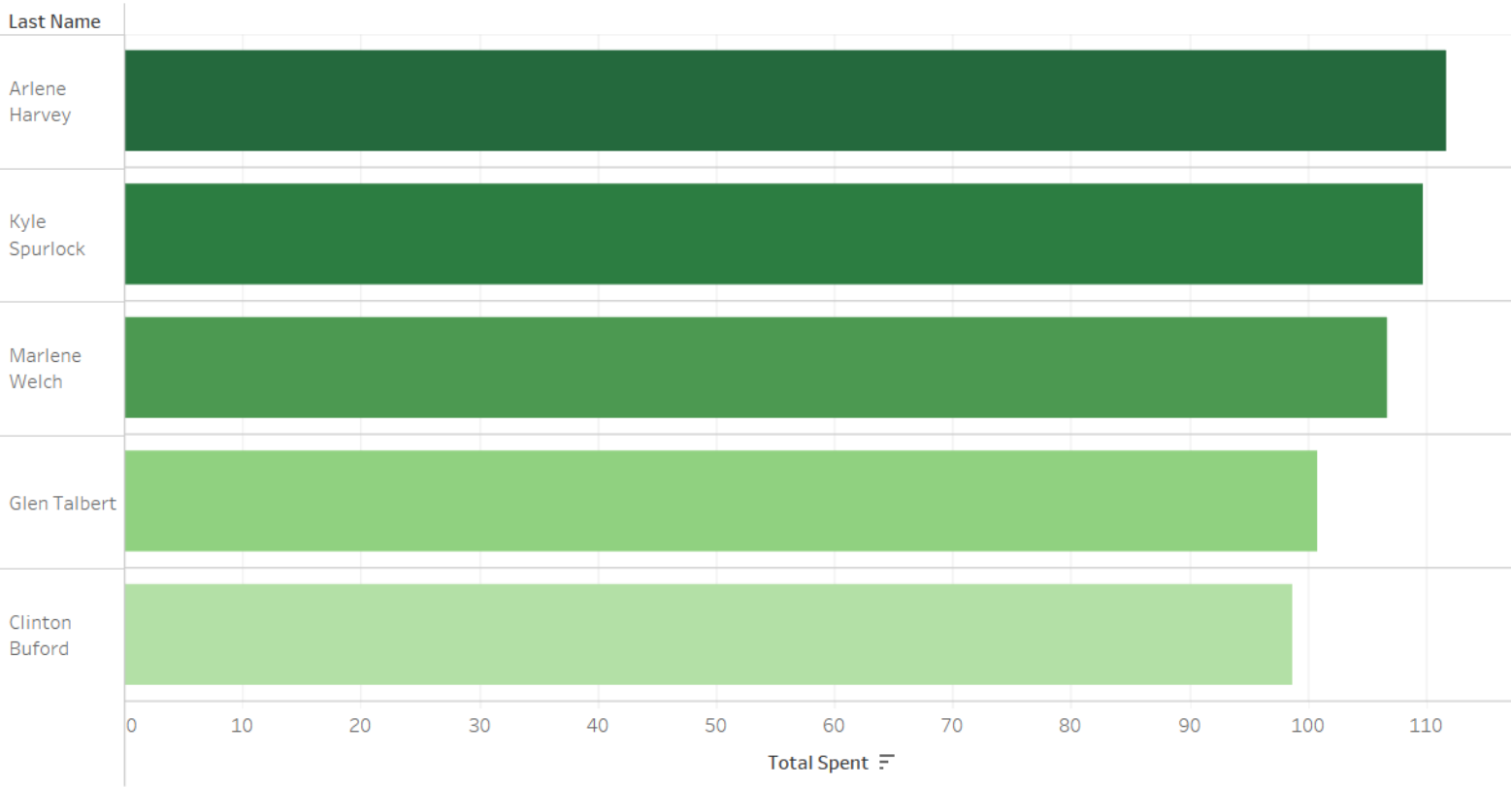
TOP 10 CITIES

- The city of Aurora located in The United States has a customer base of 2 making it the top ranked city with the highest number of customers.



TOP 5 CUSTOMERS

Rockbuster Top 5 Custmers & Total Spent



KEY FINDINGS

- India, China, The United States, Japan, and Mexico have the highest customer base in comparison to the other countries
- Based on customer spending the Sports genre is the most popular and the Thriller genre is the least popular the other genres have no significant difference in popularity.
- PG-13 rated movies are the most popular based on customer demand
- Films with Gina DeGeneres and Susan Davis have a higher customer rental demand, based on revenue.

RECOMMENDATIONS

- Focus on including films with the language being English, Spanish, Mandarin, Japanese, & Hindi as those are the languages spoken in the countries with the highest customer base.
- Include films with Gina DeGeneres & Susan Davis as those are the top actors who bring in the most revenue.
- The sports genre is the most popular, add films that are sports related.
- Add films rated PG-13 as they are the most popular films when looking at ratings.
- Add new movies as the movies currently in inventory were all released in 2006

THANK YOU

Justin Thompson

Tableau Link - [Rockbuster Visualizations](#)

