



Rockbuster Stealth

  We're moving online!!  

Rockbuster Stealth has an existing customer base in every country around the world.

We need to leverage our experience with our multi-national customers and their preferences when planning our online store.

Where should we focus our marketing budget?

Key Questions:

- what are the highest- and lowest-earning movies?
- who are the top-selling actors?
- where are our average vs high-value customers based?
- do sales vary between geographic regions?



Data Overview



We have 15 tables of data on our movies, customers, staff, stores, and rentals:

of movies:
1000

of customers:
558

rental rates range from:
\$0.99 to \$4.99
with an average of:
\$2.98

rental durations range from:
1 to 7 days
with an average of:
3 days

our movie categories are:

category	# of films	
Action	64	
Animation	66	
Children	60	
Classics	57	
Comedy	58	
Documentary	68	
Drama	62	
Family	68	
Foreign	73	
Games	61	
Horror	56	
Music	51	
New	63	
Sci-Fi	61	
Sports	74	MAX
Thriller	1	MIN
Travel	57	
Average	59	

our rental rates are:
0.99, 2.99, and 4.99

of stores:
2

our movie ratings are:

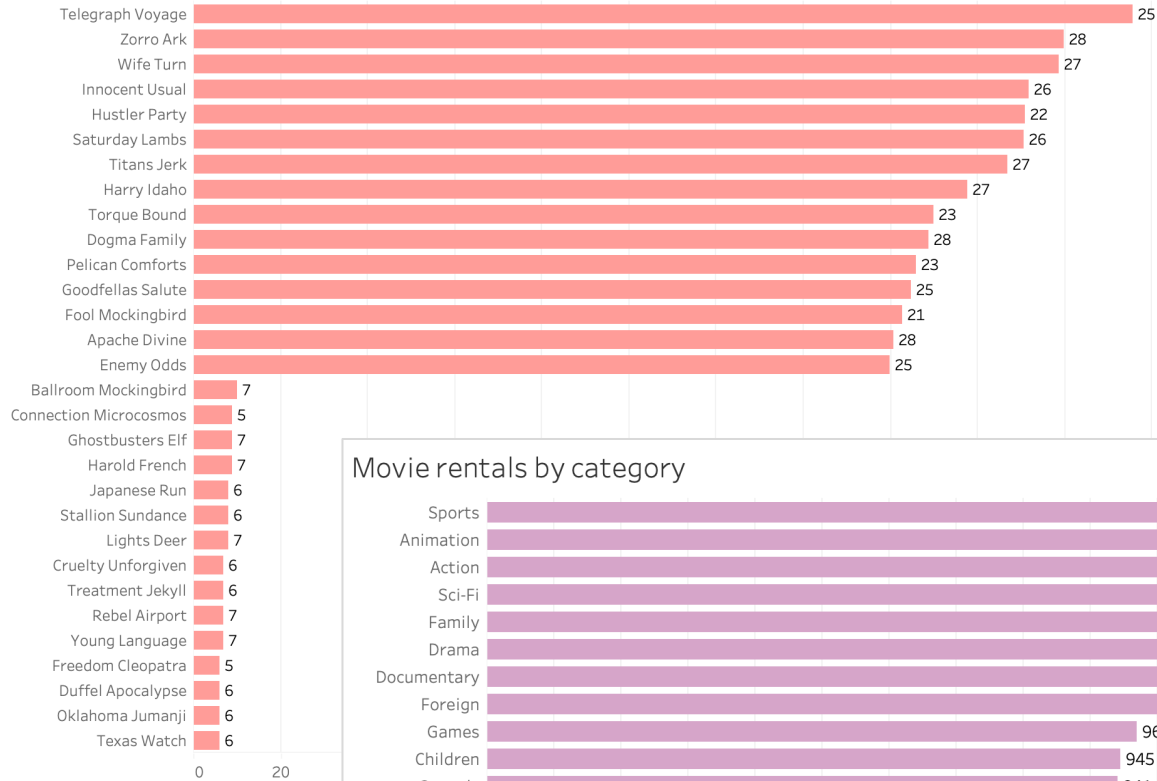
rating	# of films	
G	178	MIN
PG	194	
PG-13	223	MAX
R	195	
NC-17	210	
Average	200	



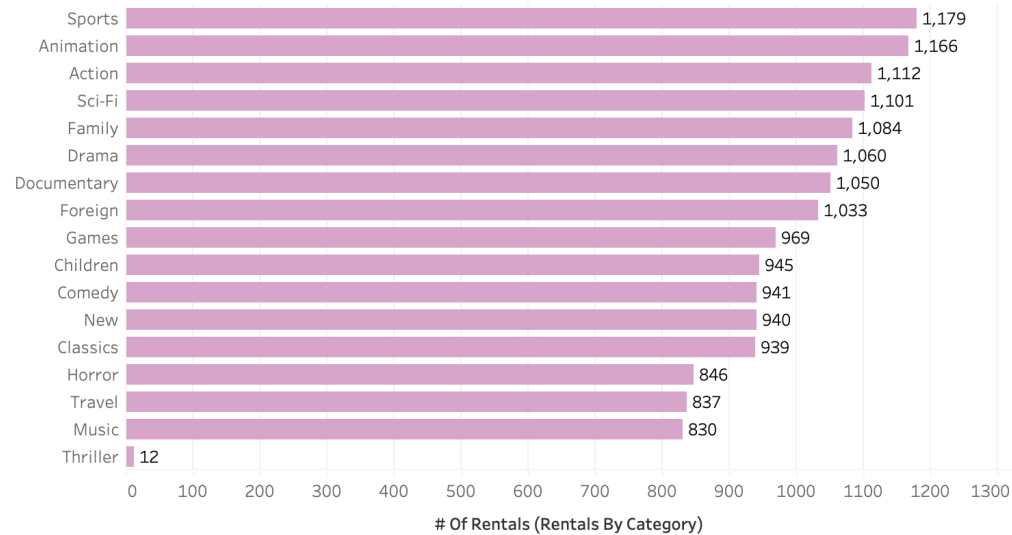
Top and bottom performing movies:



Top 15 movies compared to bottom 15 movies by revenue
(bar label: number of rentals)



Movie rentals by category



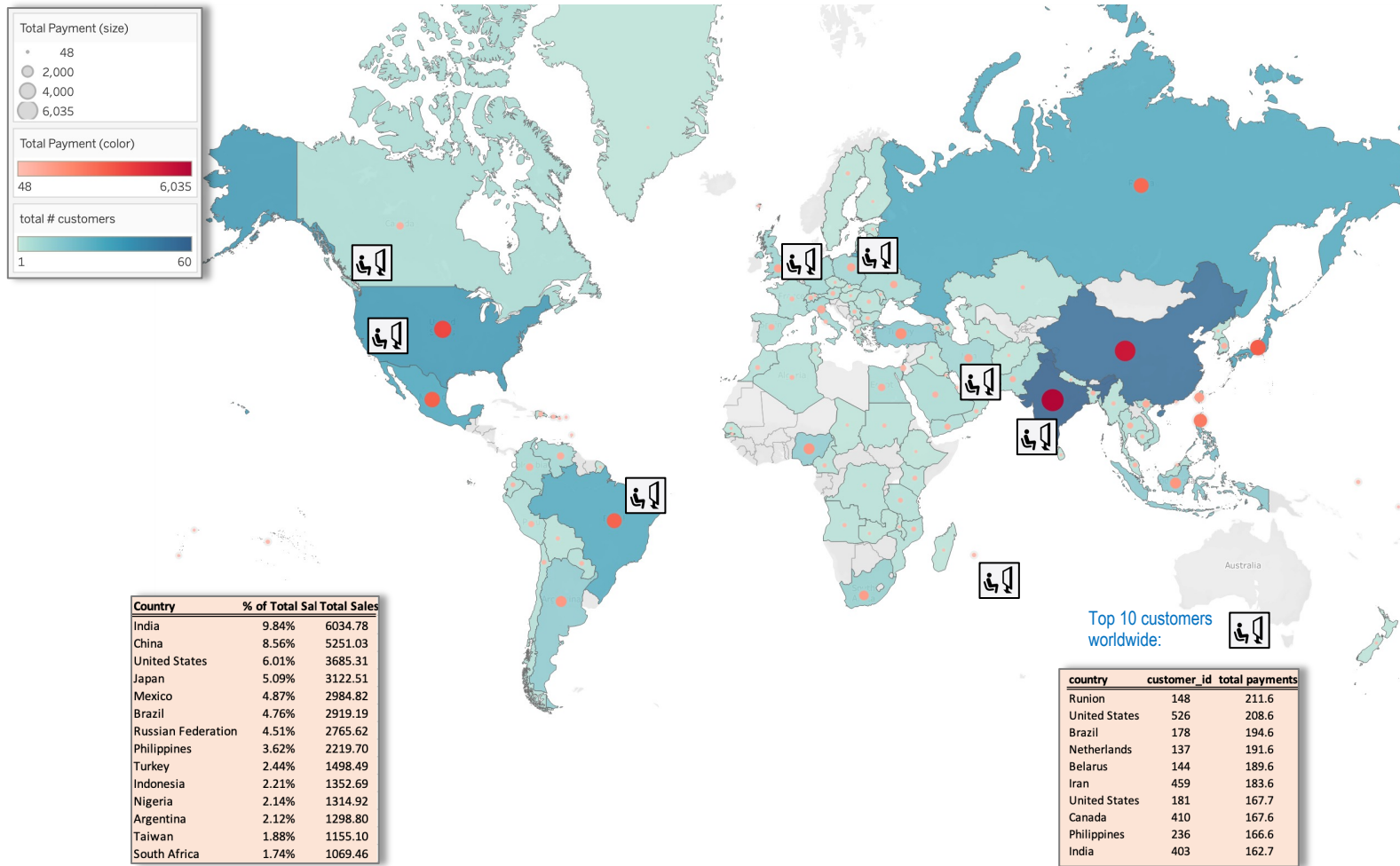
Actor popularity:



All actors by # of rentals



Countries by customer numbers and revenue:



Top 15 countries = 60% of total revenue →
How to increase sales in the other 90 countries??

Top 10 customers not all located
in our top 10 countries!!

Conclusions and recommendations:



Although sports movies are our most popular category worldwide, thriller movies are very popular and we should strongly increase our inventory of them.

The popularity of actors seems to be region-specific, therefore, we should identify our top actors by region and increase our buy of movies with those actors in our regional inventories.

A mere 15 countries account for 60% of our sales: we should drive expansion in the other 90 countries where we have lower sales by increasing our presence through marketing and sales.

Our top customers don't always correlate with our top countries: we have to determine why. Analyzing these key customers could provide valuable insights into how to expand in their countries.

Links to Tableau viz:

https://public.tableau.com/app/profile/kerry.tedford/viz/Exercise3_10-Map/Sheet1?publish=yes



+ • Thank you for watching + •



Questions welcome at: k.tedford@rockbuster.com