

Rockbuster Stealth LLC

Business Analysis & Insights

Tableau Link:

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Project Overview

Who: Rockbuster Stealth LLC is a movie rental company with stores around the world.

Motivation: Rockbuster Stealth needs to adapt their current business model to include online streaming services in order to compete with online streaming services (Netflix, Hulu, etc.)

Objective: Share an overall view of Rockbuster Stealth's current business performance and share recommendations for the future.

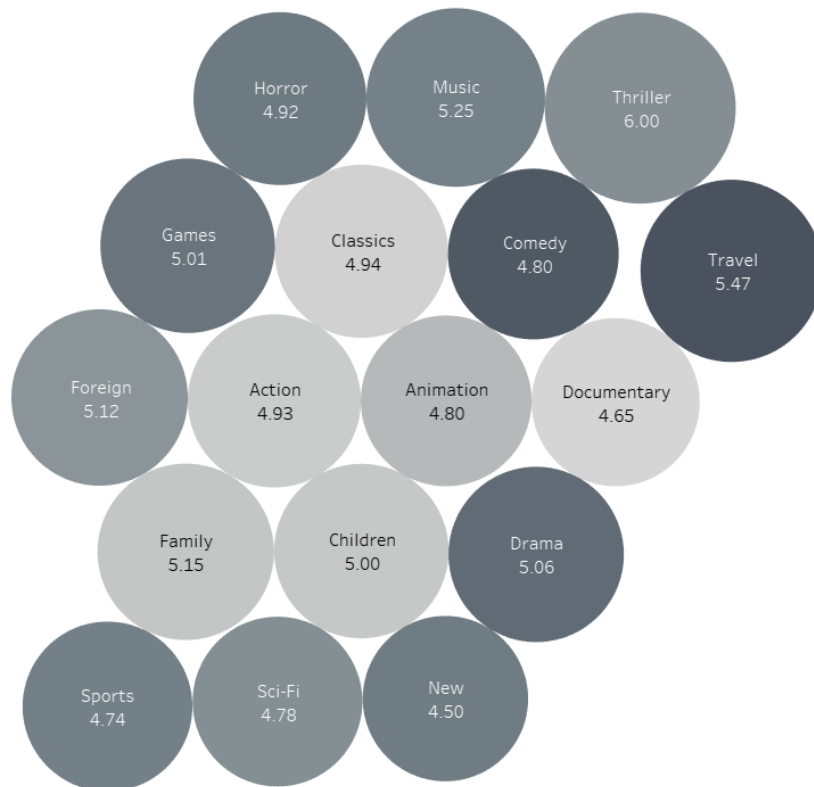
Inventory – 1,000 movies total

	Rental Duration	Rental Rate	Movie Length	Replace-ment Cost
MIN	1	.99	46 mins.	9.99
MAX	7	4.99	185 mins.	29.99
AVG	5	2.98	115 mins.	19.99

Inventory by Rating	
G	178
PG	194
PG-13	223
R	195
NC-17	210

Rental Duration & Rental Rates

Rental Rates & Duration



Average Rental Rate

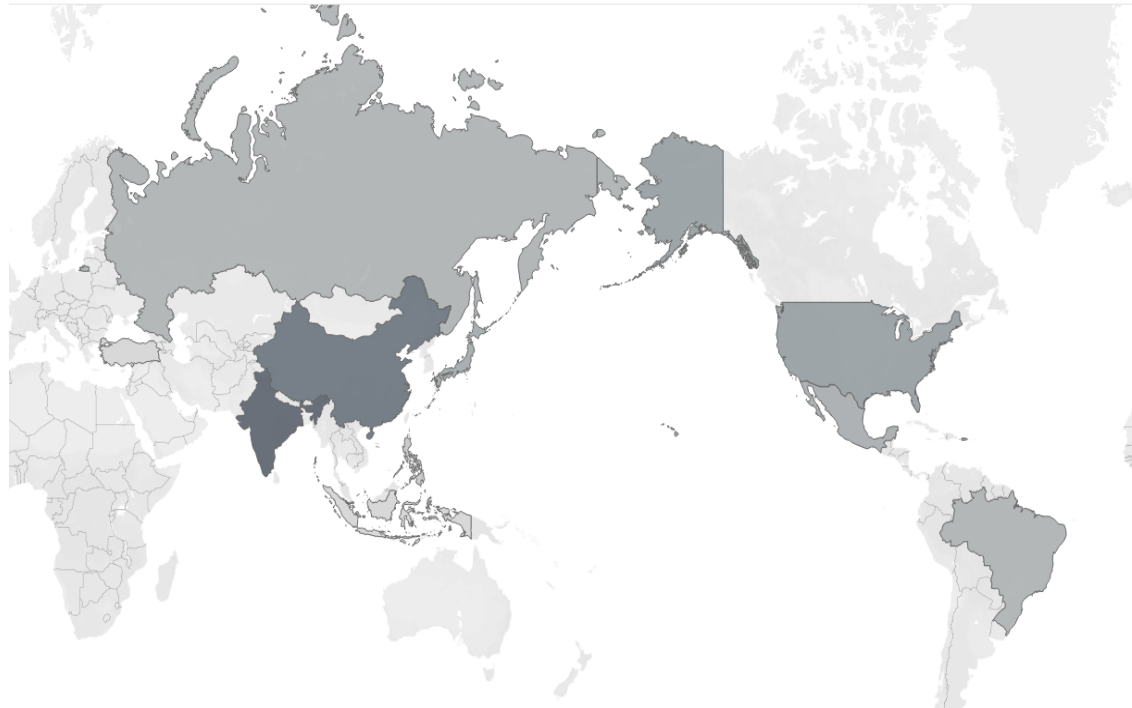
2.6167 3.3174

As you can see, Thriller movies have the highest average rental duration but only an average rental rate of \$2.99

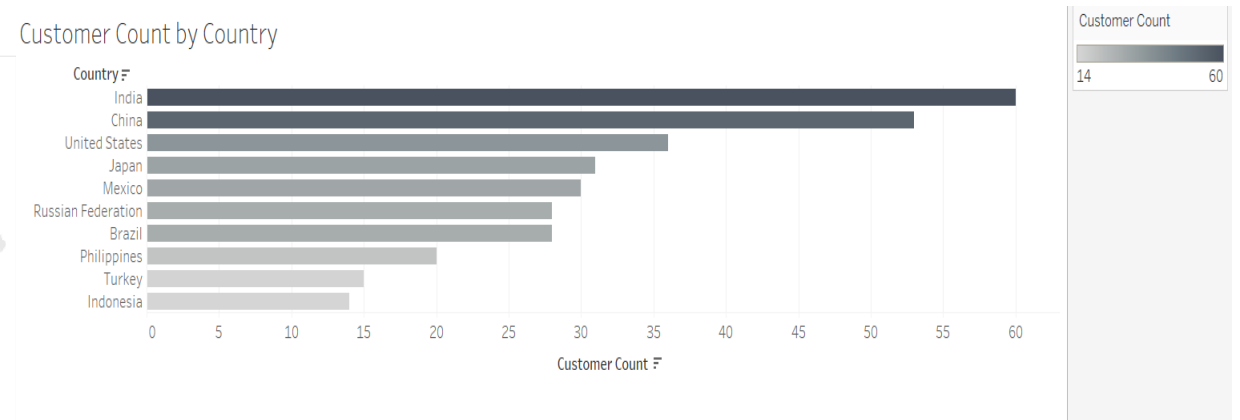
Travel movies have the highest average rental rate and also a rental duration of 3.3 days.

Where are Rockbuster Stealth's customers located?

Customer Count by Country Map



Customer Count by Country



India, China, and the United States have the highest customer count for Rockbuster Stealth. Perhaps focusing on entering these markets with a new streaming service could be beneficial as there is already Rockbuster Stealth customer located in those countries.

Total Payments by Movie Genre & Rating

Genre	Total Payments (\$)
Sports	4892.19
Sci-Fi	4336.01
Animation	4245.31
Drama	4118.46
Comedy	4002.48
New	3966.38
Action	3951.84
Foreign	3934.47
Games	3922.18
Family	3782.26
Documentary	3749.65
Horror	3401.27
Classics	3353.38
Children	3309.39
Travel	3227.36

Movie Rating	Total Payments
PG-13	13855.56
NC-17	12634.92
PG	12236.65
R	12073.03
G	10511.88

Movies rated PG-13 account for the highest amount of payment.

Sports, Sci-Fi, and Animation movies are the top 3 movie genres for payment amount.

Perhaps adding more PG-13 movies within those genres is something to consider.

Where are loyal Rockbuster Stealth customers located?

Top Customers



Here are Rockbuster Stealth's Top 5 Customers and where they are located.

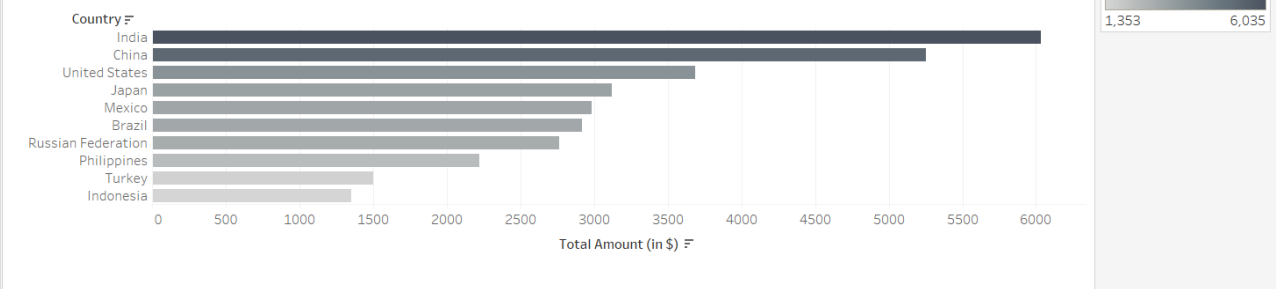
Creating an incentive or loyalty program, especially for a new-launch of a streaming service and targeting these top customers would be a great place to start.

Sales figures by country (top 10)

Total Payments by Country Map



Total Payments by Country

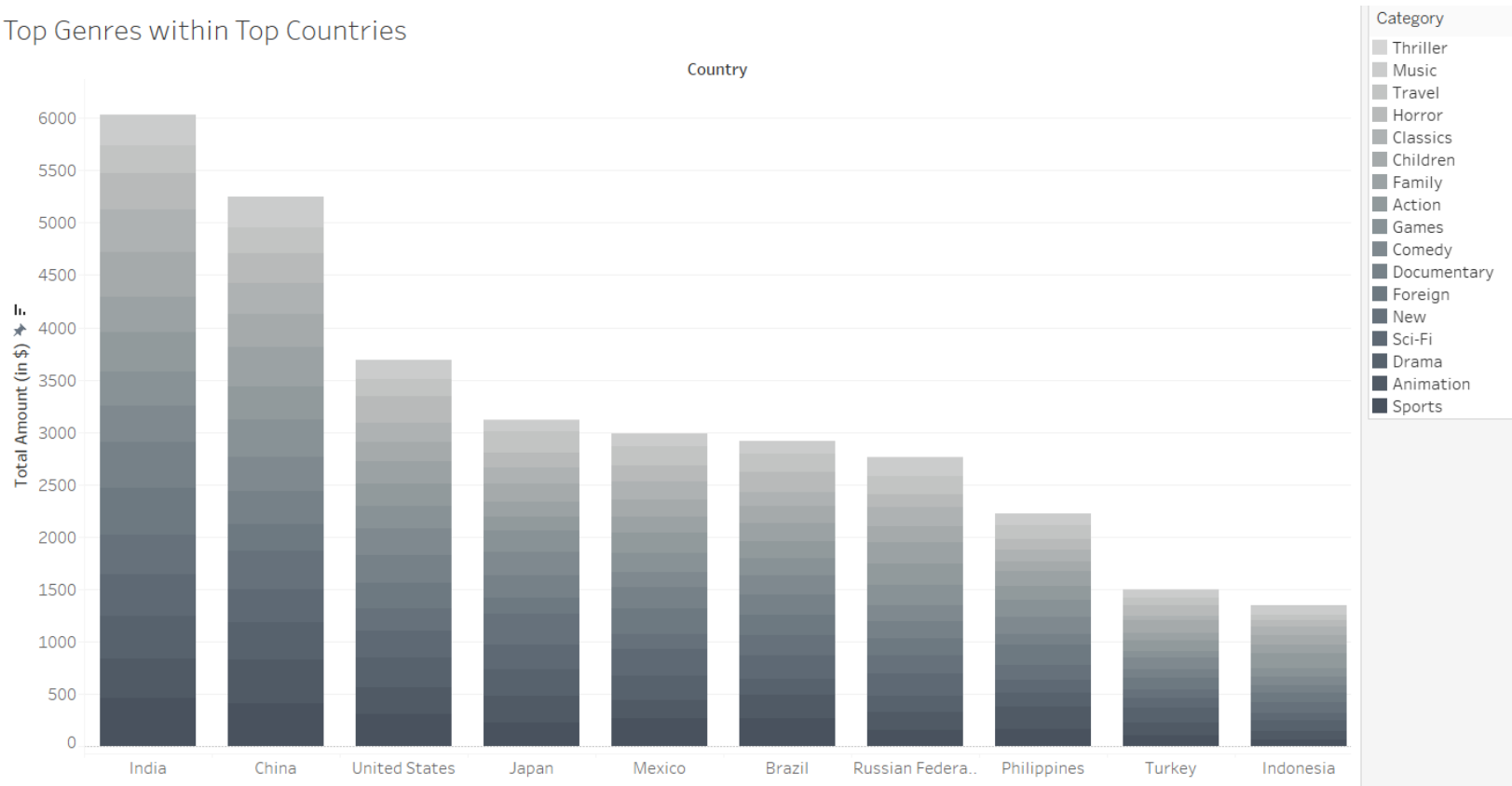


There seems to be a high concentration of Rockbuster Stealth customers within India, China and the United States as they are the top 3 countries for amount of customers and for total payments.

Perhaps focusing on expanding around those geographic regions is something to consider. Also, entering markets that Rockbuster Stealth is not currently in is another idea that could generate higher sales and help with the launch of a streaming service.

Top Genres within Top Countries

Top Genres within Top Countries



Here we have a breakdown of the genres of movies within the top 10 countries.

Sports, Animation and Documentaries all have a higher total amount within the top countries.

Perhaps adding more of those genres of movies within those countries would help increase overall amounts.

Moving Forward

- Travel movies have the highest average rental rate and a rental duration of 3.3 days. – Add more Travel Movies to the inventory
- India, China, and the United States have the highest customer count for Rockbuster Stealth. – Focus on entering these markets with a new streaming service could be beneficial as there is already Rockbuster Stealth customer located in those countries.
- Movies rated PG-13 account for the highest amount of payments. – Add more PG-13 movies to the inventory
- Sports, Sci-Fi, and Animation movies are the top 3 movie genres in regards to payment amount. – Add more Sports, Sci-Fi, and Animation movies to the inventory
- High concentration of Rockbuster Stealth customers within India, China and the United States as they are the top 3 countries for amount of customers and for total payments. – Focus on expanding in those markets since there is already a customer base – Creates word-of mouth advertising
- Consider entering markets that Rockbuster Stealth is not currently in is another idea that could generate higher sales and help with the launch of a streaming service. Perhaps expanding into untapped markets near India, China, and the United States
- Top Customers - Create an incentive or loyalty program, especially for a new-launch of a streaming service and targeting these top customers would be a great place to start.
- Expand inventory to more than just movies that released in 2006

Questions/Comments/Concerns?

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