



ROCKBUSTER DATA REVIEW

JANUARY 2023

CURRENT STATE AND ANALYSIS

Rockbuster Stealth is generating revenue from brick & mortal movie rental stores



Next steps and future investments
- looking to pivot into an online streaming service to compete with Netflix, Amazon Prime, etc.

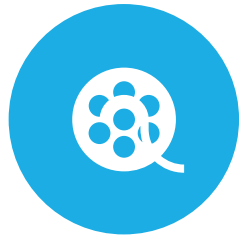
Key Metrics to review:

- Most and least profitable movies
- Average rental duration
- Top 10 countries with Rockbuster customer count & sales
- Top 5 Rockbuster customers

MOVIE METRICS



**HIGHEST EARNING
MOVIE:**
TELEGRAPH VOYAGE
\$215.75



**LOWEST EARNING
MOVIE:**
OKLAHOMA JUMANJI
\$5.94



**TOTAL MOVIE RENTAL
REVENUE:**
\$61,312



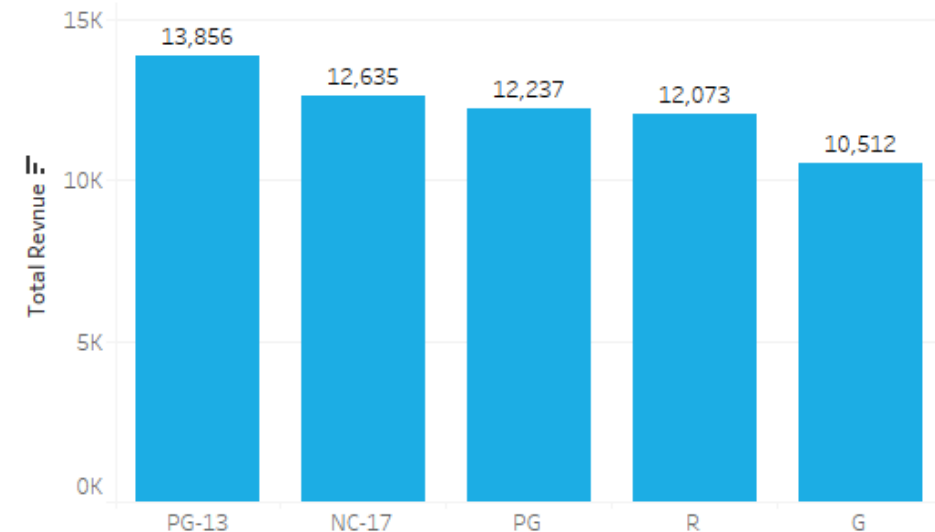
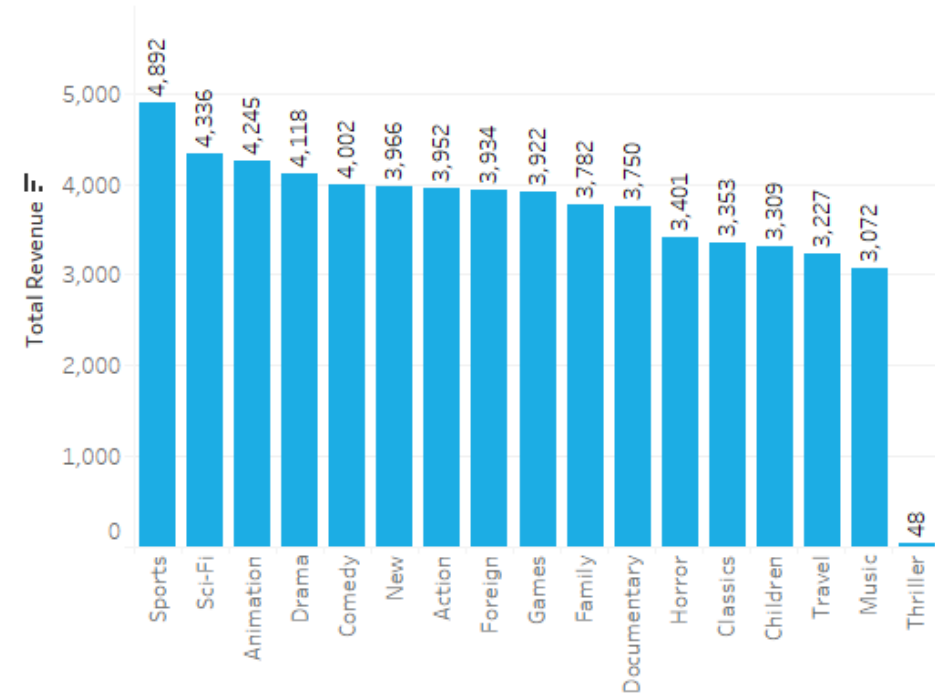
**AVERAGE SPEND ON A
MOVIE RENTAL:**
\$2.99



**AVERAGE MOVIE RENTAL
PERIOD:**
5 DAYS

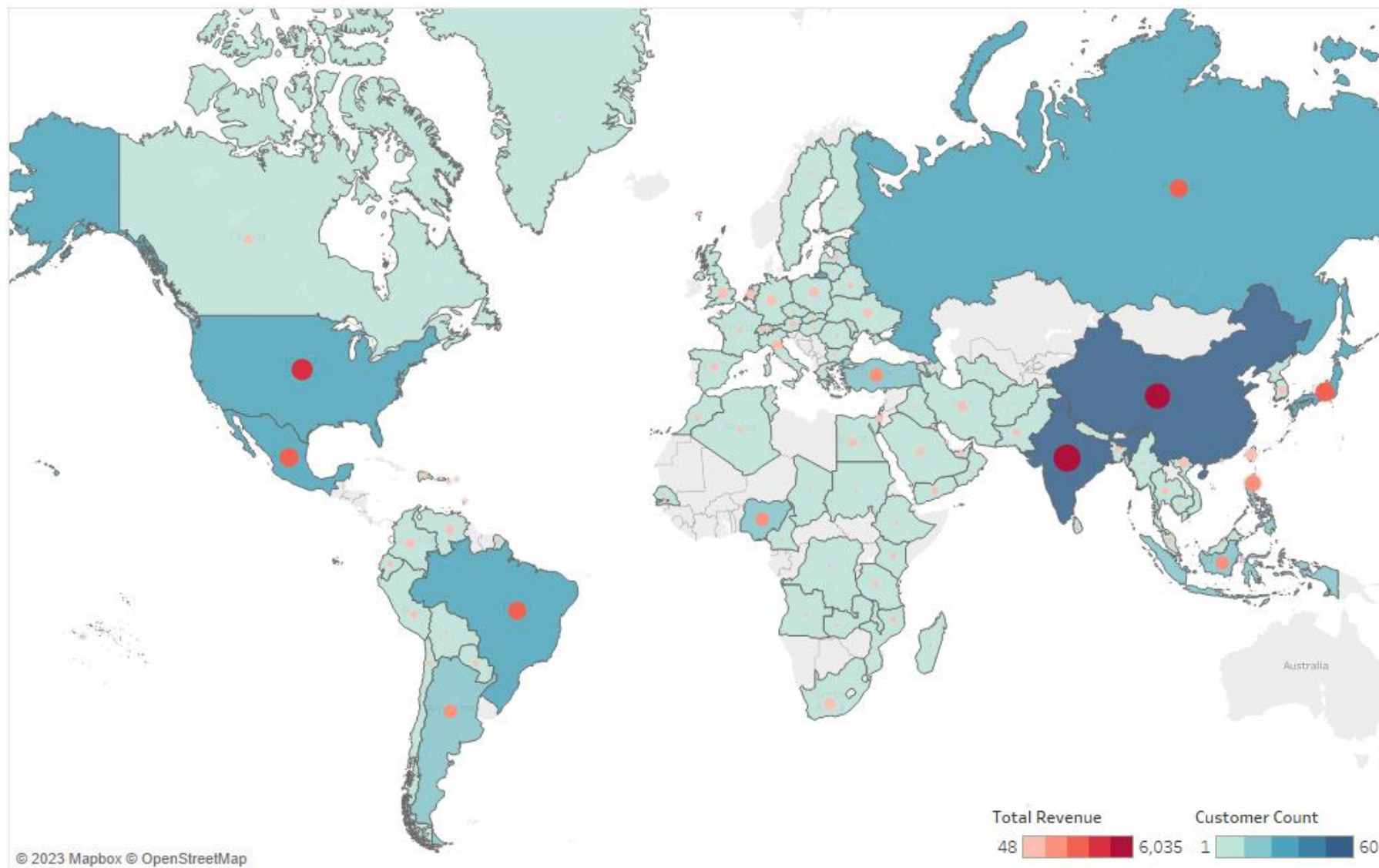
MOVIE REVENUE

- Top performing genre: Sports, Sci-fi and Animation
- Least performing genre: Thriller
- Top performing movie rating: PG-13
- Least performing movie rating: G



TOP PERFORMING COUNTRIES

Country	# Customers	Total Revenue
India	60	6,035
China	53	5,251
United States	36	3,685
Japan	31	3,123
Mexico	30	2,985
Brazil	28	2,919
Russian Federati..	28	2,766
Philippines	20	2,220
Turkey	15	1,498
Indonesia	14	1,353



HIGHEST SPENDING CUSTOMERS

- Customers all over the world are spending money on movies with the top 3 spending over \$100
- Lack of presence in Europe

Top 10 Revenue Generating Customers

First Name	Last Name	Country	City	
Sara	Perry	Mexico	Atlixco	128.70
Gabriel	Harder	Turkey	Sivas	108.75
Sergio	Stanfield	Mexico	Celaya	102.76
Clinton	Buford	United States	Aurora	98.76
Adam	Gooch	India	Adoni	97.80
Francisco	Skidmore	Brazil	So Leopoldo	93.79
Rebecca	Scott	Japan	Kurashiki	89.76
Erica	Matthews	China	Pingxiang	86.80
Bob	Pfeiffer	China	Xintai	82.78
Scott	Shelley	United States	Aurora	60.82

RECOMMENDATIONS

- Focus on the most profitable movie genres and remove 'Thriller' movies as there is no revenue being generating or look to retag the movies under 'Thiller' to see if they can be absorbed under another category
- Focus on increasing customer base in India, China, and USA as they are highly populated countries and could see the most ROI if movies and genres were more catered to their viewing preferences, then later focus on less represented markets like Europe
- Look to create a questionnaire for top revenue generating customers to see what are their drivers in spending so much. This information can then be used to promote additional spending in other customers.

QUESTIONS?

- Please reach out to data@rockbuster.com
- Visualizations stored in Tableau Public [Tableau Visualizations Link](#)