

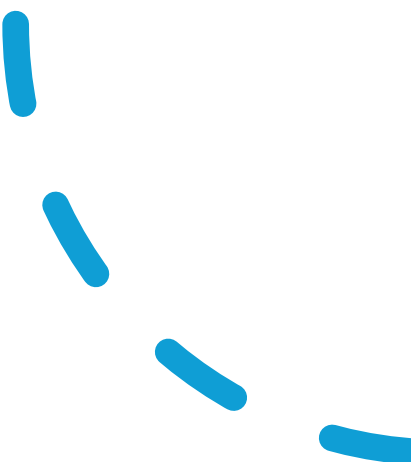


Rockbuster Stealth LLC

Maja Uvalic



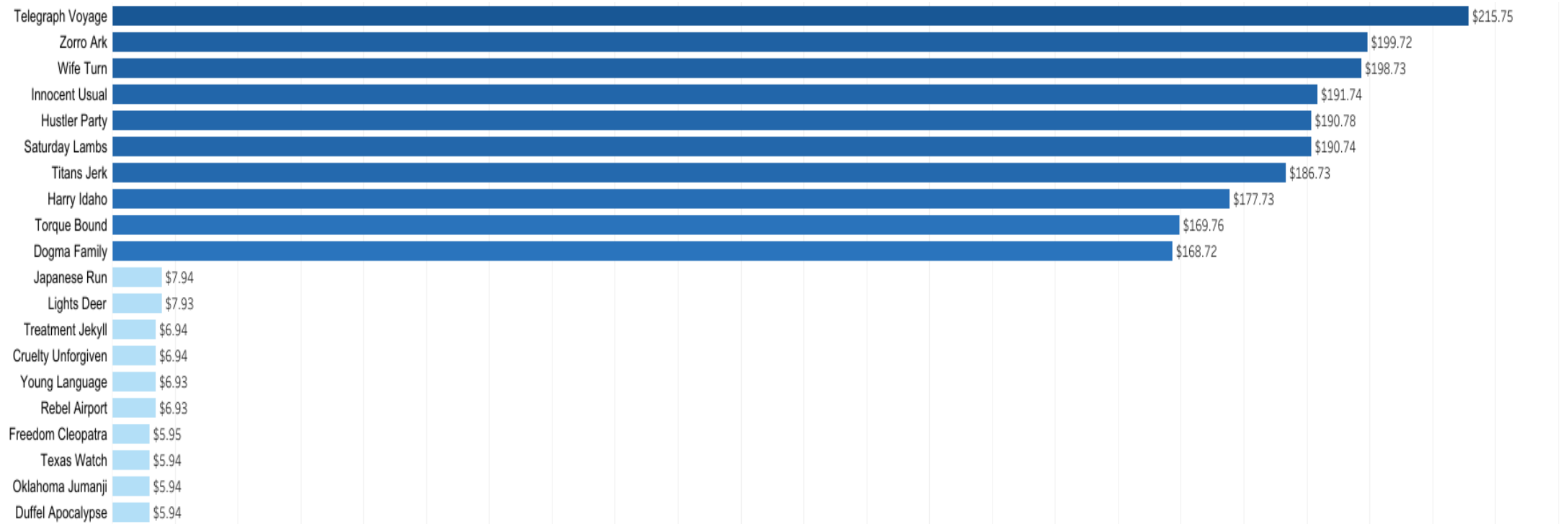
Overview

- Rockbuster Stealth LLC is a company specializing in movie rentals that used to run stores internationally.
 - Challenged by major streaming services including Netflix and Amazon Prime, Rockbuster Stealth's leadership intends to stay relevant by creating an online rental service with the movie rights it already owns.
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KEY QUESTIONS



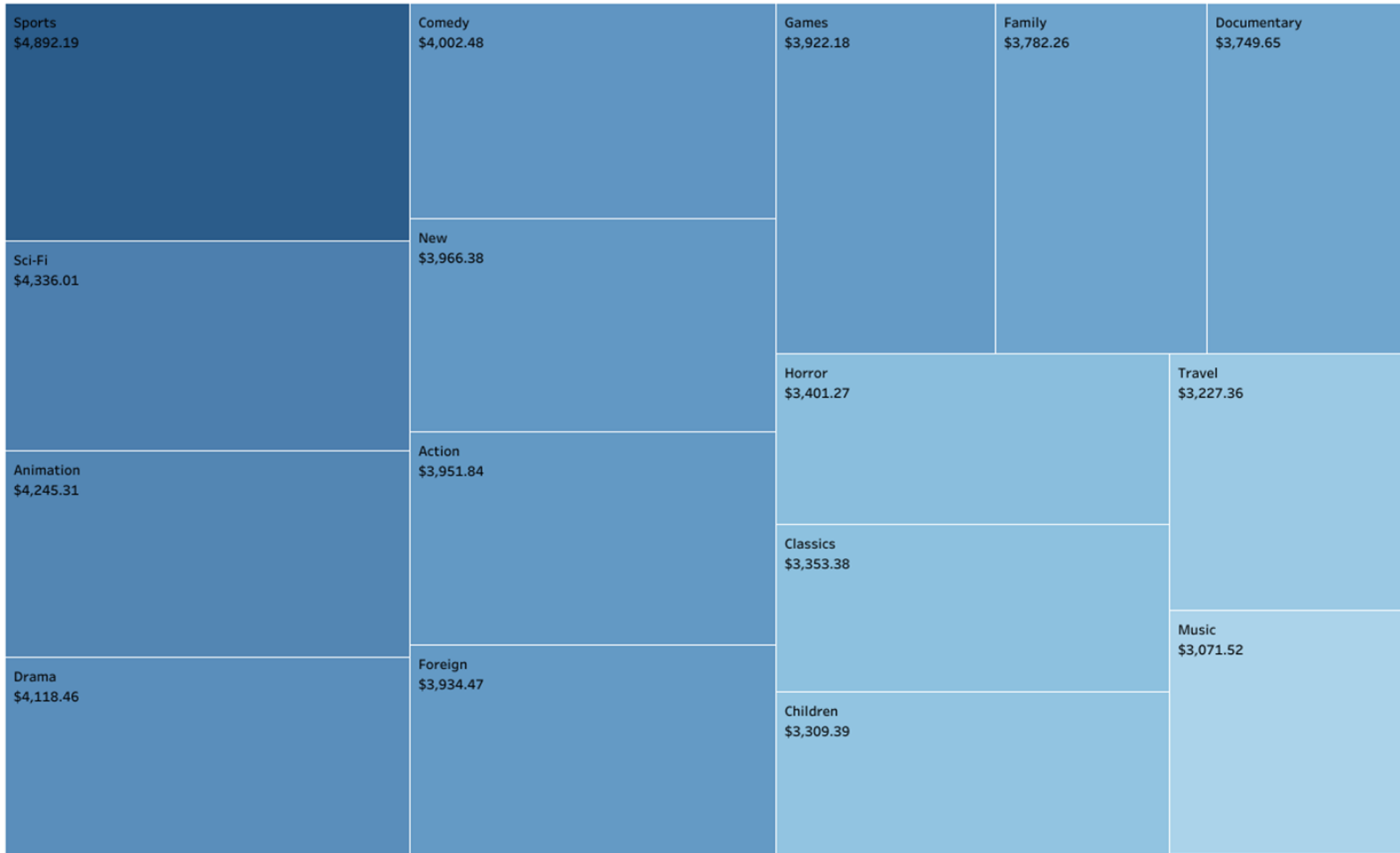
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- 1** Which movies contributed the most/least to revenue gain?
 - 2** What was the average rental duration for all videos?
 - 3** Which countries are Rockbuster customers based in?
 - 4** Where are customers with a high lifetime value based?
 - 5** Do sales figures vary between geographic regions?
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Top 10 and Bottom 10 Movies by Revenue

- **Top 3 -Earning Films:**

- Telegraph Voyage, \$215.75
- Zorro Ark, \$199.72
- Wife Turn, \$198.73



Earnings by Genre

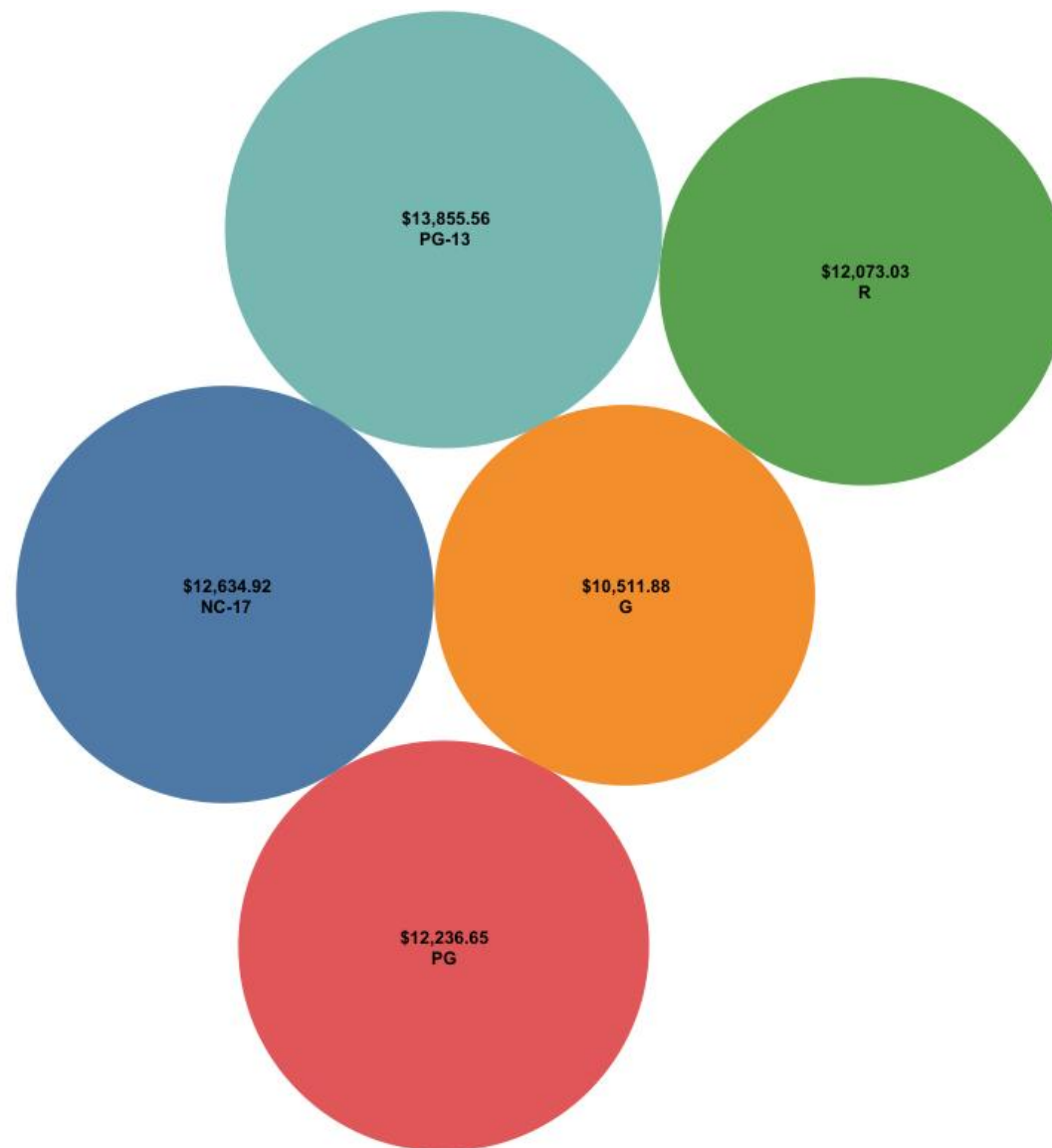
Top 3 genres:

- Sports
- Science-Fiction
- Animation

Revenue by Film Rating

Ratings listed from highest to lowest:

- ☐ PG-13 (Parents Strongly Cautioned)
- ☐ NC-17 (Adults Only)
- ☐ PG (Parental Guidance Suggested)
- ☐ R (Restricted)
- ☐ G (General Audience)



Latest numbers

MINIMUM

Rental duration: 3 days
Rental rate: 0.99\$
Film length: 46 min
Replacement cost: 9.99\$

AVERAGE

Rental duration: 5 days
Rental rate: 2.98\$
Film length: 115.3 min
Replacement cost: 19.99\$

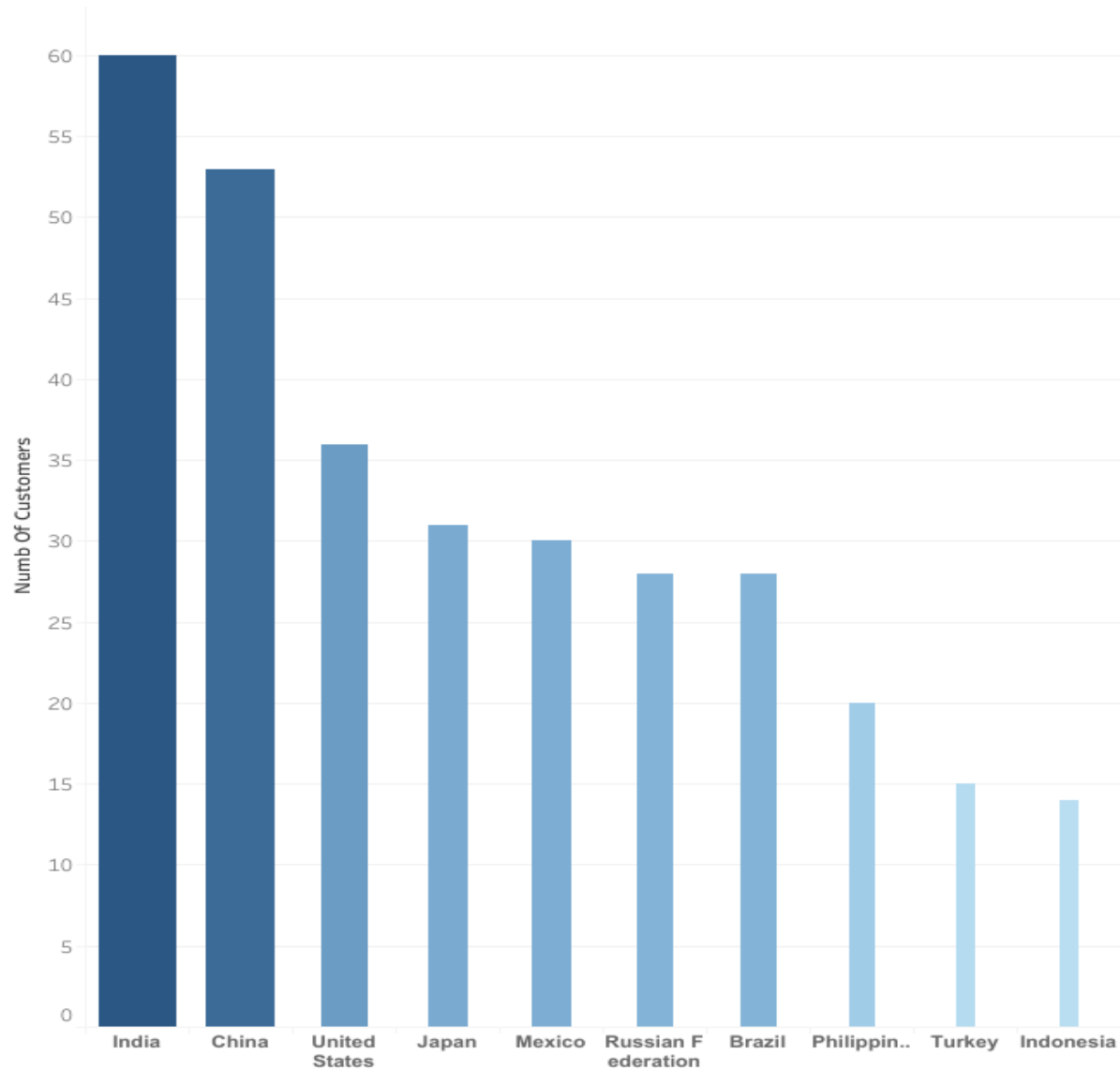
MAXIMUM

Rental duration: 7 days
Rental rate: 4.99\$
Film length: 185 min
Replacement cost: 29.98\$



Countries with the Biggest Earnings

- India
- China
- United States
- Japan
- Mexico

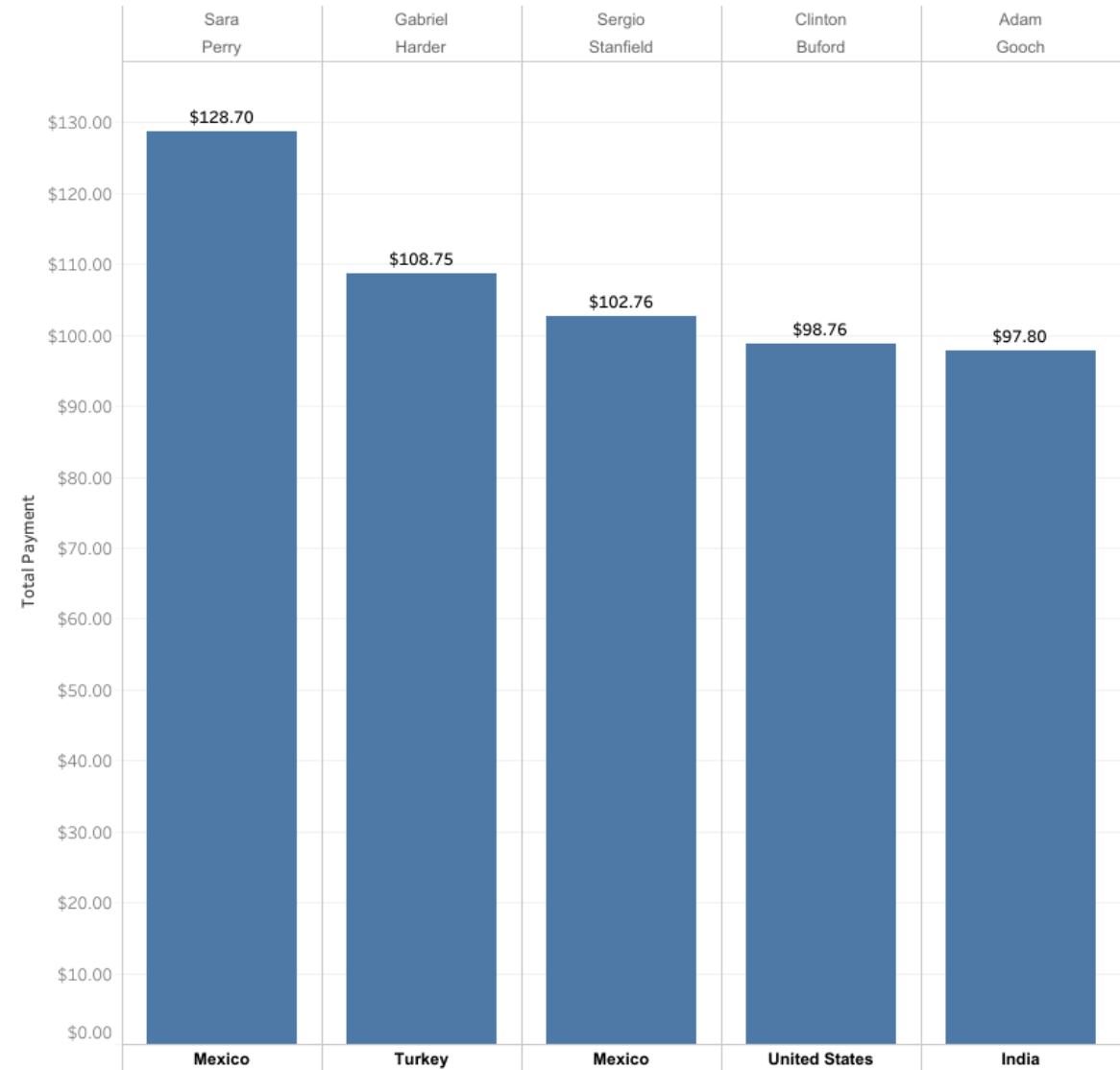


Where are the top customers based?

As illustrated in the graph, the largest customer bases are in **India, China, and the United States.**

Top 5 Customers

- ❑ These are top 5 customers by revenue within the top 10 countries.
- ❑ The customer who spends the most is Sarah Perry from Mexico.
- ❑ She spent a total of 128.70\$.



Summary

- ❑ Rockbuster customers most enjoyed *Telgraph Voyage*, *Zorro Ark*, and *Wife Turn*.
- ❑ Most popular films are rated **PG-13**. Leading genres include **Sports, Science-Fiction, and Animation**.
- ❑ The average rental period is **5 days**.
- ❑ India, China, United States, Japan, and Mexico generate the highest film revenues.
- ❑ The most valuable customers are located in **Mexico, Turkey, the United States, and India**.

Recommendations

- ❑ Focus on Sports, Sci-Fi and Animations Films. Promote these genres to maximize engagement and rentals.
- ❑ Implement marketing strategies specifically for India, China, the US, Japan, and Mexico to drive further growth.
- ❑ Implement loyalty programs or personalized offers for customers in Mexico, Turkey, US, and India to retain high-value clients.

Thank you



Interactive dashboard in Tableau:

https://public.tableau.com/app/profile/maja.u/viz/Rockbuster_17560633568750/Story1?publish=yes

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