



Rockbuster Stealth LLC

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Motivations

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

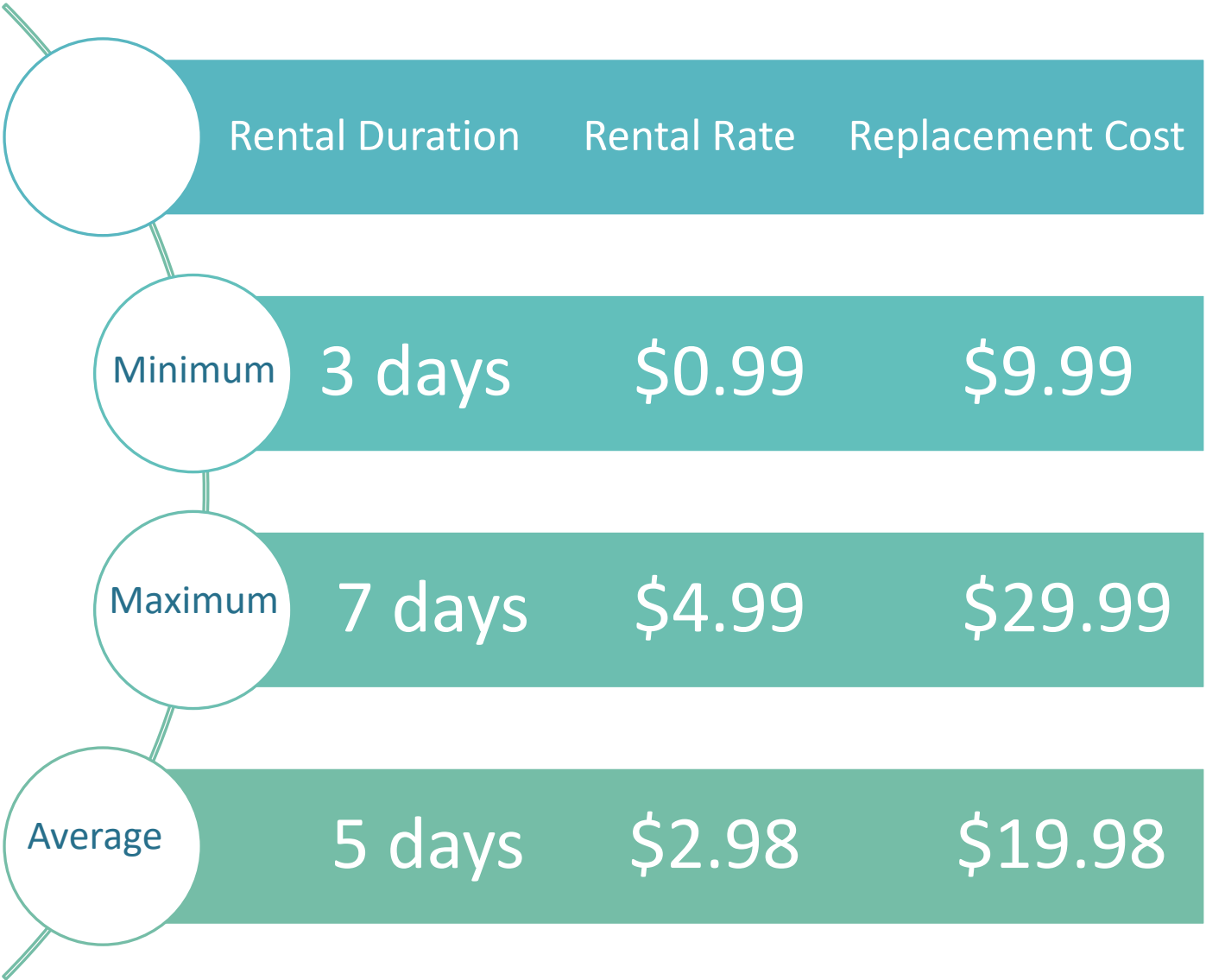
Key Questions

- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?

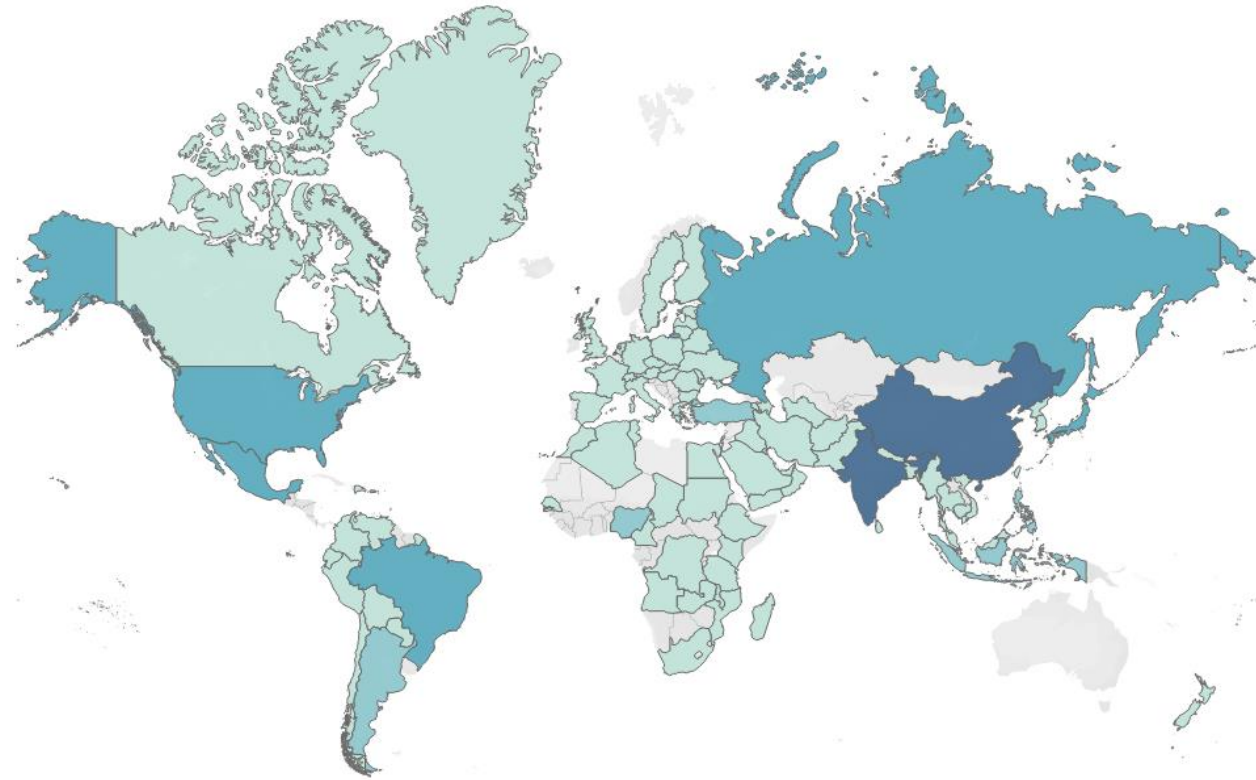
Data Overview

- CUSTOMERS: 599
- COUNTRIES: 109
- FILMS AVAILABLE: 1000

Rental Statistics



Where are Rockbuster's Customers Located?

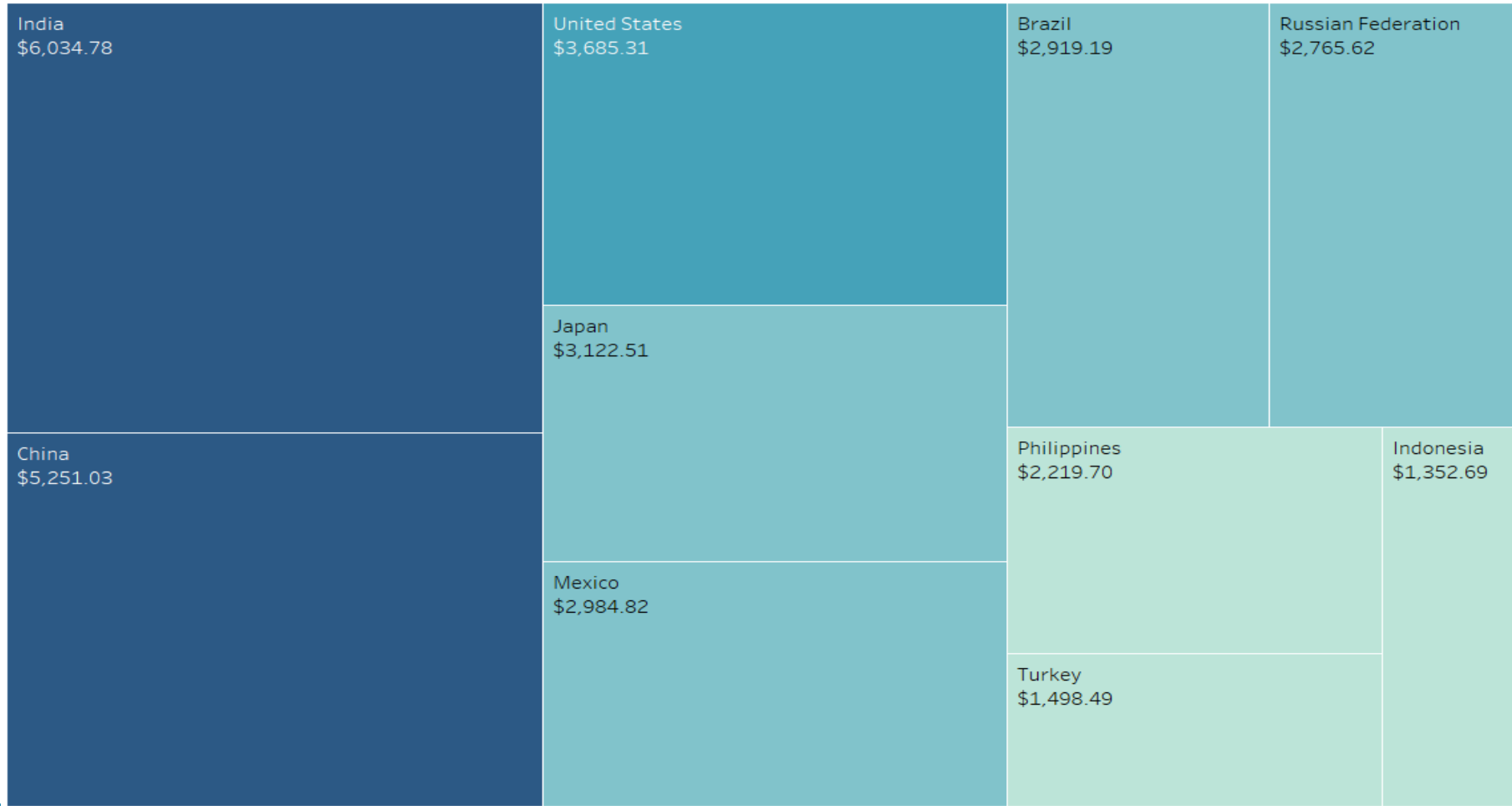


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Top 10 Countries Based on Revenue



Top 10 Grossing Movies

Title	Sales
Telegraph Voyage	\$215.75
Zorro Ark	\$199.72
Wife Turn	\$198.73
Innocent Usual	\$191.74
Hustler Party	\$190.78
Saturday Lambs	\$190.74
Titans Jerk	\$186.73
Harry Idaho	\$177.73
Torque Bound	\$169.76
Dogma Family	\$168.72

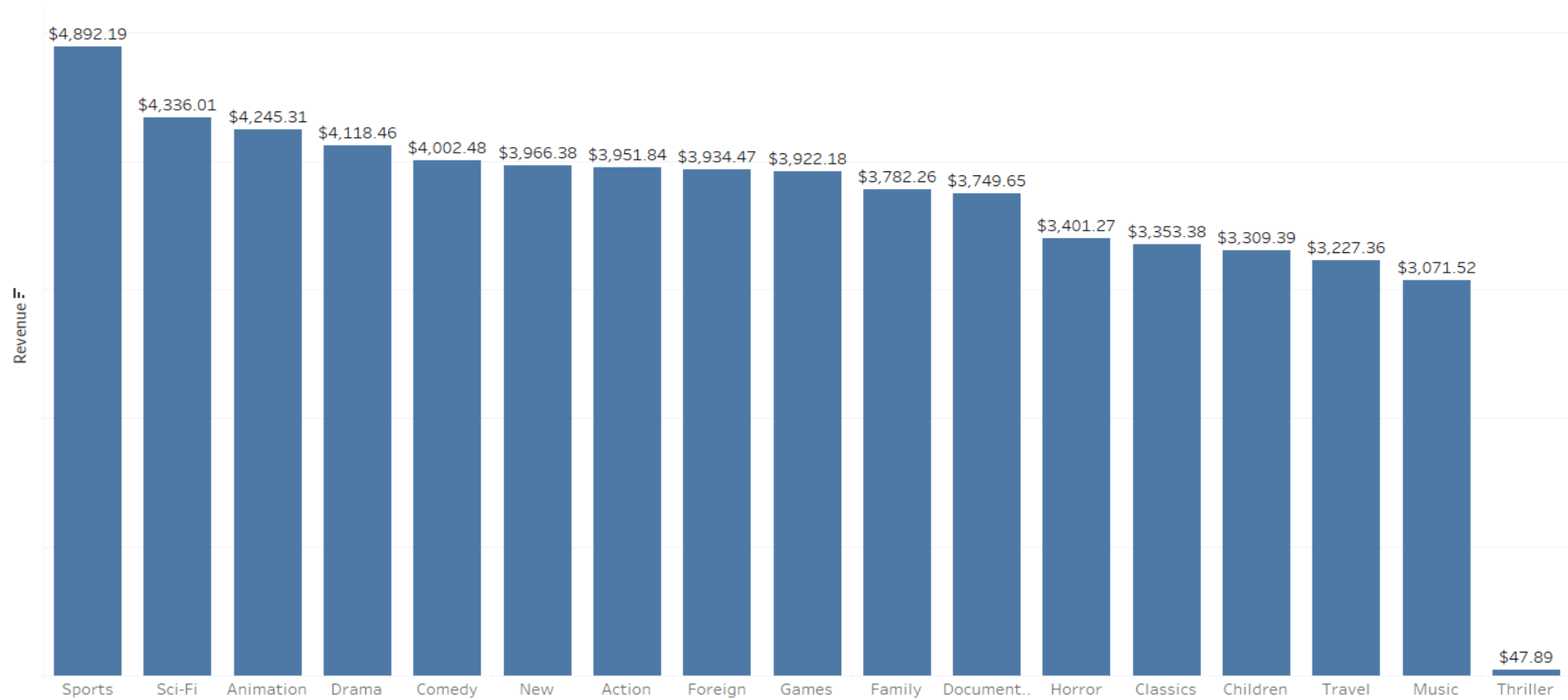
Lowest Grossing Movies

Title	Sales
Texas Watch	\$5.94
Oklahoma Jumanji	\$5.94
Duffel Apocalypse	\$5.94
Freedom Cleopatra	\$5.95
Young Language	\$6.93
Rebel Airport	\$6.93
Cruelty Unforgiven	\$6.94
Treatment Jekyll	\$6.94
Lights Deer	\$7.93
Stallion Sundance	\$7.94

Loyalty Rewards: Top 5 customers from the top 10 cities

First Name	Last Name	City	Country	Total Amount Paid
Arlene	Harvey	Ambattur	India	\$111.76
Kyle	Spurlock	Shanwei	China	\$109.71
Marlene	Welch	Iwaki	Japan	\$106.77
Glen	Talbert	Acua	Mexico	\$100.77
Clinton	Buford	Aurora	United States	\$98.76

Genre Rankings



Insights and Recommendations

Insights

- The highest revenue comes from Asia and North America
- The top selling genres are Sports, Sci-fi, and Animation
- The most loyal customers reside in Asia and North America

Recommendations

- Focus marketing resources in Asia and North America
- Allocate more resources towards having access to films in the top genres, along with early releases and personalized recommendations for customers
- Introduce promotions for loyal customers

Thank You

For a detailed view of our data analysis and more insights, please visit our [Tableau Public Page](#) .