

# Rockbuster Stealth: Pioneering the Future of Online Movie Rentals

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Tableau Visualization Link - [3.10 Rockbuster Stealth | Tableau Public](#)

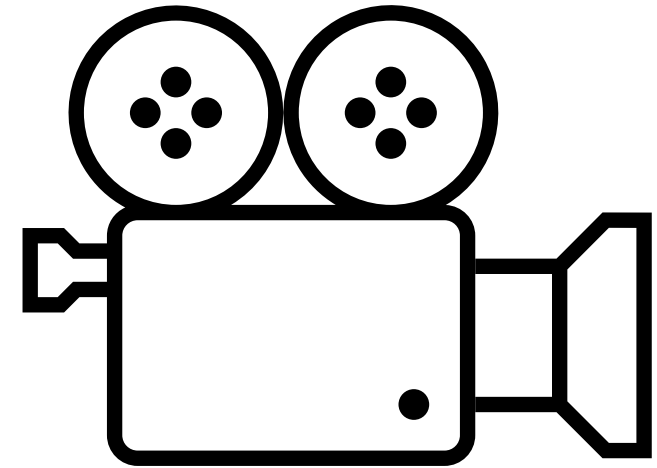


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# The Challenge: Adapting to a New Era

## Why Rockbuster Stealth Needs to Evolve?

- Intense competition from Netflix & Amazon Prime
- Rockbuster's aim is to stay competitive
- Leveraging existing movie licenses
- To launching new online video rental service



# Series of Business 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?



# Movies Contributing the **Most** to Revenue Gain

FILM NAME	REVENUE	TOTAL RENTALS	RENTAL RATE	RATING
Telegraph Voyage	215.75	25	4.99	PG
Zorro Ark	199.72	28	4.99	NC-17
Wife Turn	198.73	27	4.99	NC-17
Innocent Usual	191.74	26	4.99	PG-13
Hustler Party	190.78	22	4.99	NC-17

- Highest revenue-generating movie is Telegraph Voyage which brought in \$215.75 with 25 rentals at a consistent rental rate of \$4.99
- NC-17 rated movies have a strong showing in revenue, indicating potential audience trends

## Movies Contributing the **Least** to Revenue Gain

FILM NAME	REVENUE	TOTAL RENTALS	RENTAL RATE	RATING
Texas Watch	5.94	6	0.99	NC-17
Oklahoma Jumanji	5.94	6	0.99	PG
Duffel Apocalypse	5.94	6	0.99	G
Freedom Cleopatra	5.95	5	0.99	PG-13
Rebel Airport	6.93	7	0.99	G

- Lowest revenue-generating movie is Texas Watch with only 6 rentals at a rate of \$0.99
- Such titles should be removed and focus needs to be on the high-demanding genres or titles

# Overview of Movie Rental Service



## RENTAL DURATION

Average: 5 days

Minimum: 3 days

Maximum: 7 days



## RENTAL RATE

Average: \$2.98

Minimum: \$0.99

Maximum: \$4.99

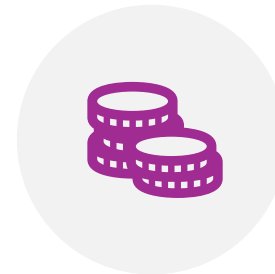


## FILM LENGTH

Average: 115.3 min

Minimum: 46 min

Maximum: 185 min



## REPLACEMENT COST

Average: \$19.98

Minimum: \$9.99

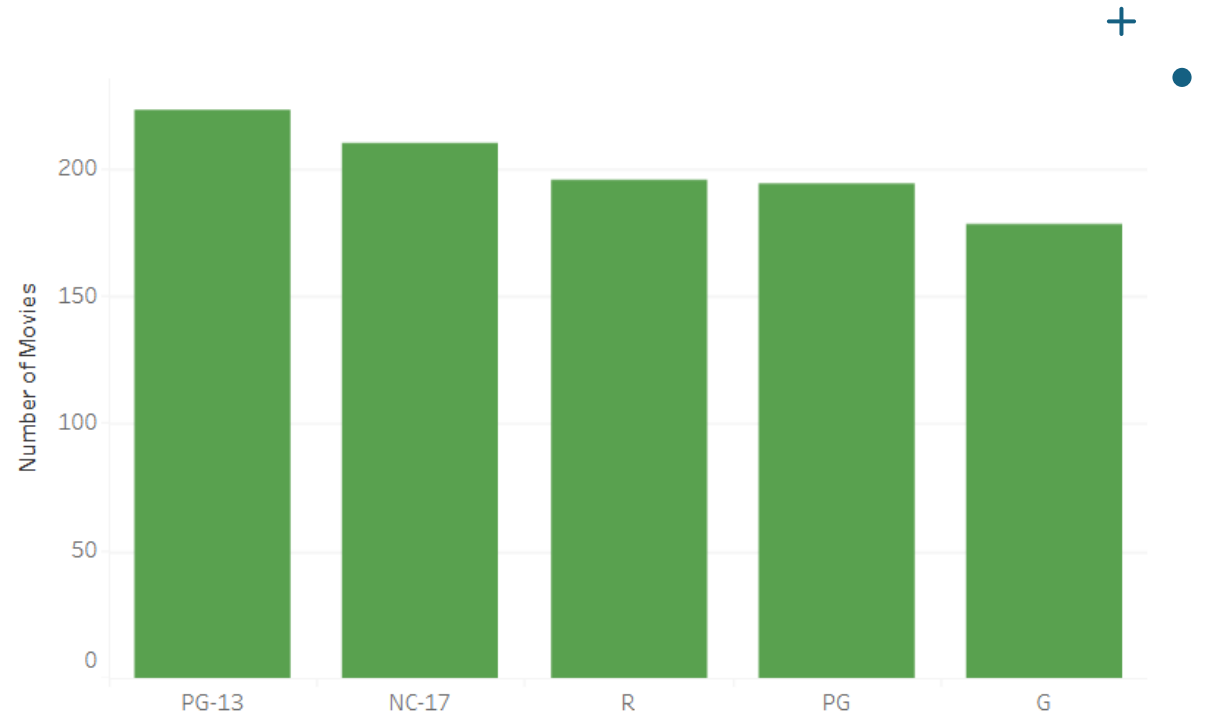
Maximum: \$29.99



Currently, Rockbuster has 1000 films exclusively in English language, across 17 different categories in 109 countries and highest number of movies are rated PG-13. Also, there are 599 customers in total and 2 stores.

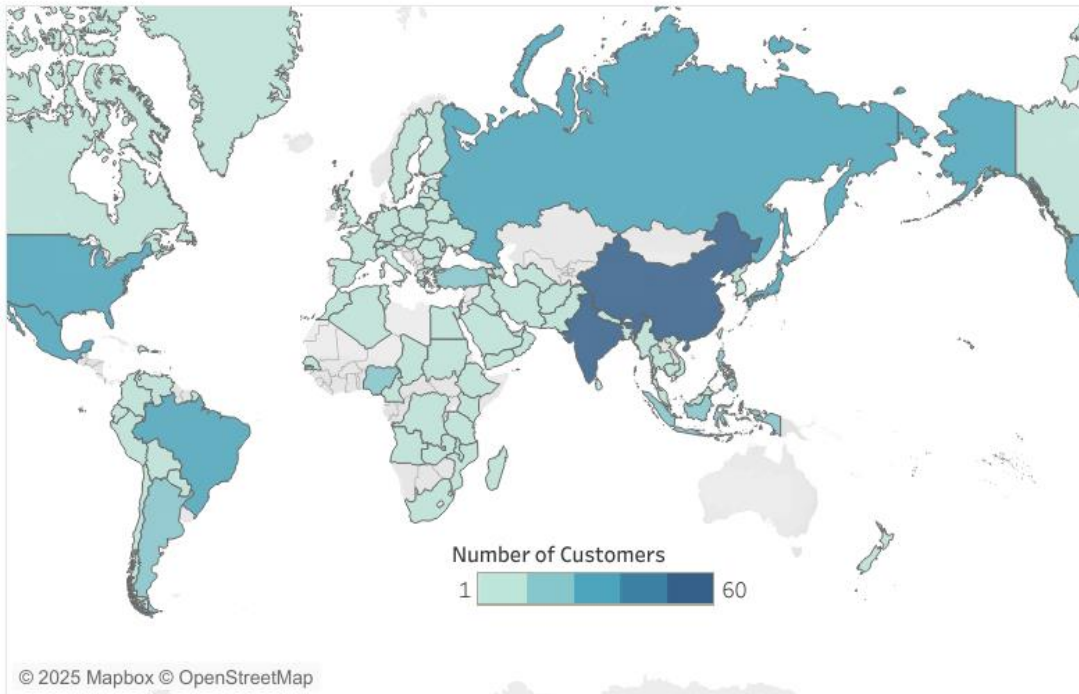
# Movie Count by Rating

- PG-13 leads with the highest number of movies
- Followed by NC-17
- R-rated and PG-rated movies have similar count
- G-rated movies have the lowest count

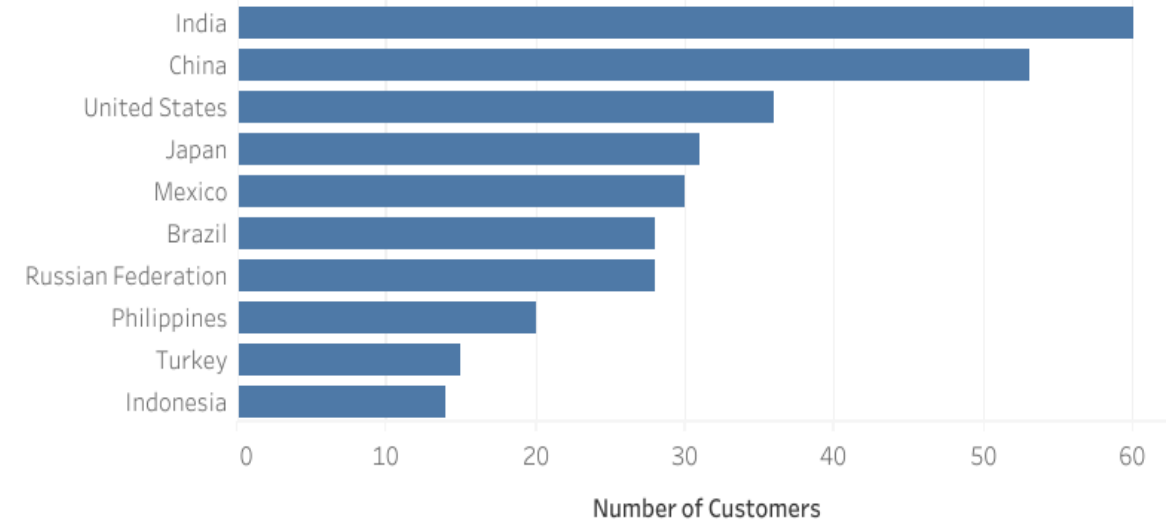


# Customers around the World

Customer Density



Top 10 Countries



- Darker background indicates higher customer concentration
- Top three countries with the highest customer numbers are India, China and the United States
- Strong growth potential due to a large population and increasing digital adoption
- Localization of content could further enhance engagement



## Customers with a High Lifetime Value (Revenue>175)

CUSTOMER ID	NAME	COUNTRY	TOTAL REVENUE	TOTAL RENTALS
148	Eleanor Hunt	Runion	211.55	45
526	Karl Seal	United States	208.58	42
178	Marion Snyder	Brazil	194.61	39
137	Rhonda Kennedy	Netherlands	191.62	38
144	Clara Shaw	Belarus	189.6	40
459	Tommy Collazo	Iran	183.6	37

- List of top loyal customers who generate significant revenue over time
- Higher frequency of rentals
- Retaining high-LTV customers is more cost-effective than acquiring new ones

# Sales Figures across the Globe

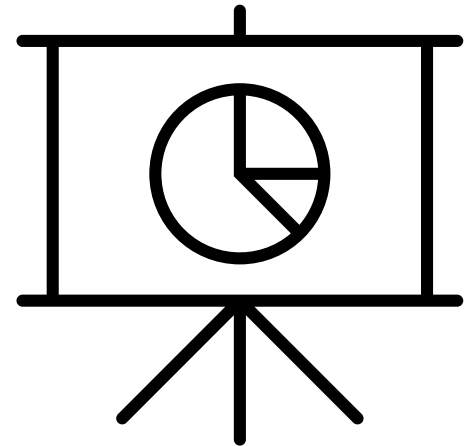
- Map highlights sales revenue (blue color intensity) and rental numbers (red circle sizes)
- Darker green indicates higher revenue
- Larger circles represent more rentals
- Countries like India, China and the United States generate both high revenue and significant rental volumes



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# Recommendations

- **Top-performing markets:** Focus on maintaining and growing customer engagement
- **Emerging markets:** Invest in marketing and localized strategies
- **Potential markets:** Identify and address challenges
- **High rental regions:** Analyze customer preferences
- **Higher rated genres or titles:** Invest into such genres & titles



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# Thank You



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