



# Rockbuster Stealth LLC – Important Findings


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MYRA AHSAN, 10/2/2023

# What are we looking for?

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Goal: To launch an online video rental service



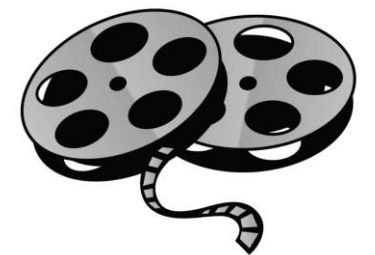
Motivation: most/least revenue gain from movies + average rental duration for all videos + geographical location of Rockbuster customers + sales figures according to location



Objective: Understand the best strategy to launch the Rockbuster rental service



Rockbuster  
has  
**599**  
customers  
from all over  
the world



URL: [Link to Tableau Public](#)

# Highlights from the analysis

The movies have been  
rented **16044** times  
overall

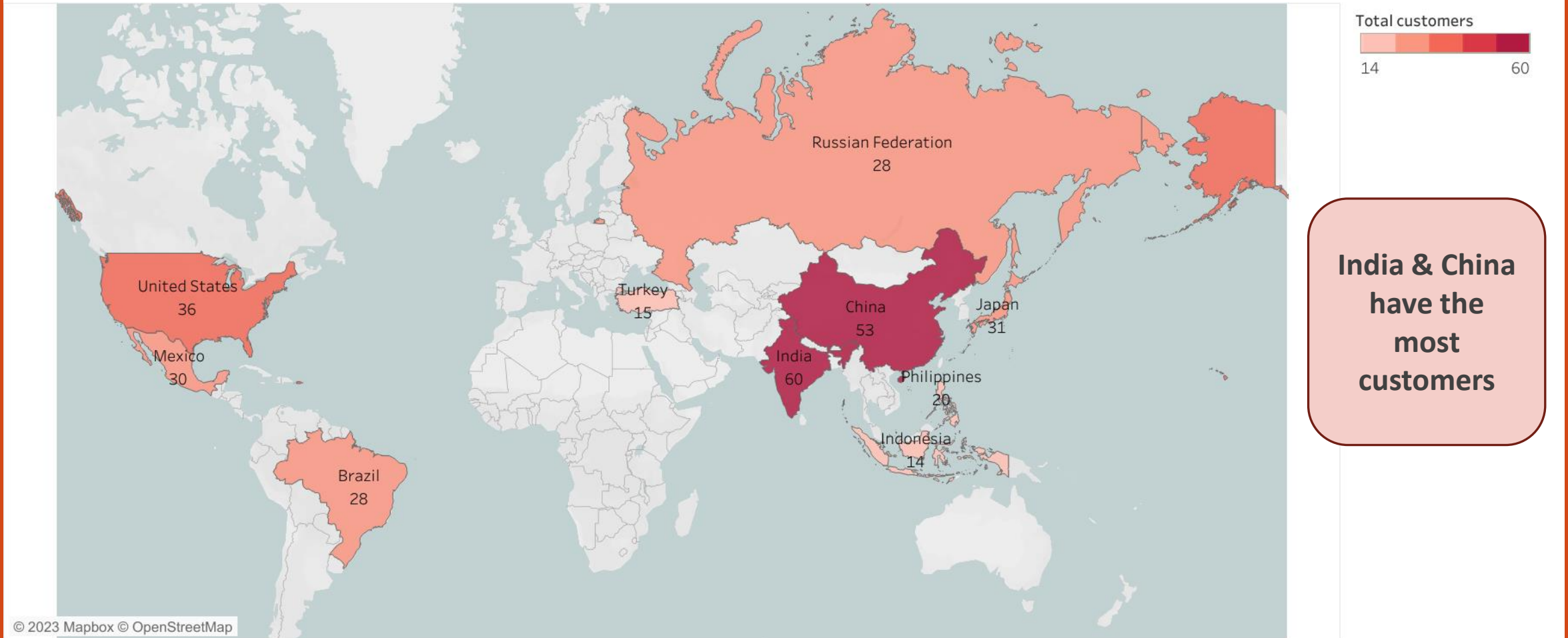
Average rental  
duration of all  
movies was  
around  
**5 days**

Only **English language**  
movies are available in  
Rockbuster's movie library

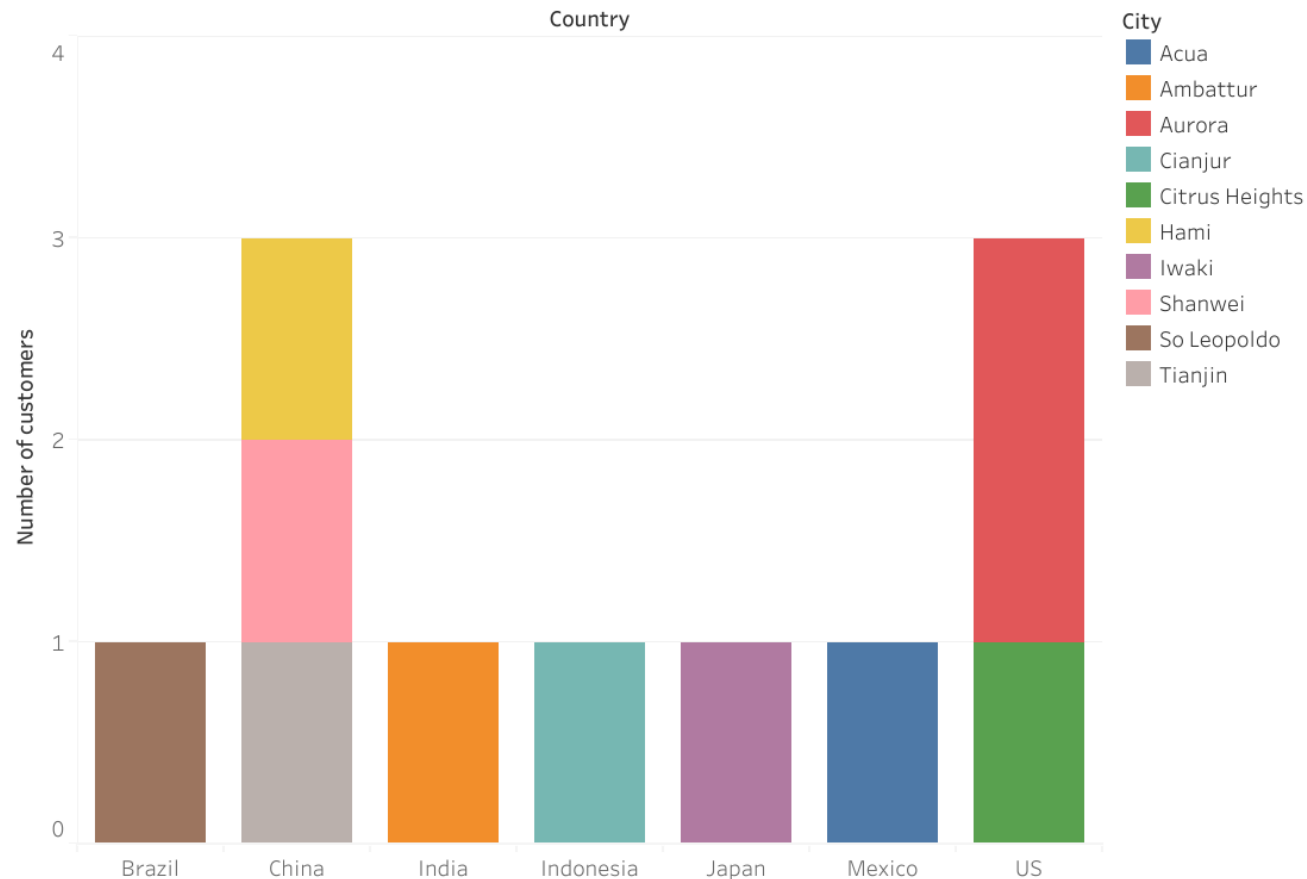
The most popular  
movies rating wise  
**PG-13**

There are a total of  
**1000 movies**  
that can be rented

# Top 10 countries with the highest number of customers



*The stacked bar chart shows the top 10 cities among the top countries where there are the most customers for Rockbuster*



Three customers reside in three separate cities of China

Two customers live in Aurora – a city in the US while one lives in Citrus Heights

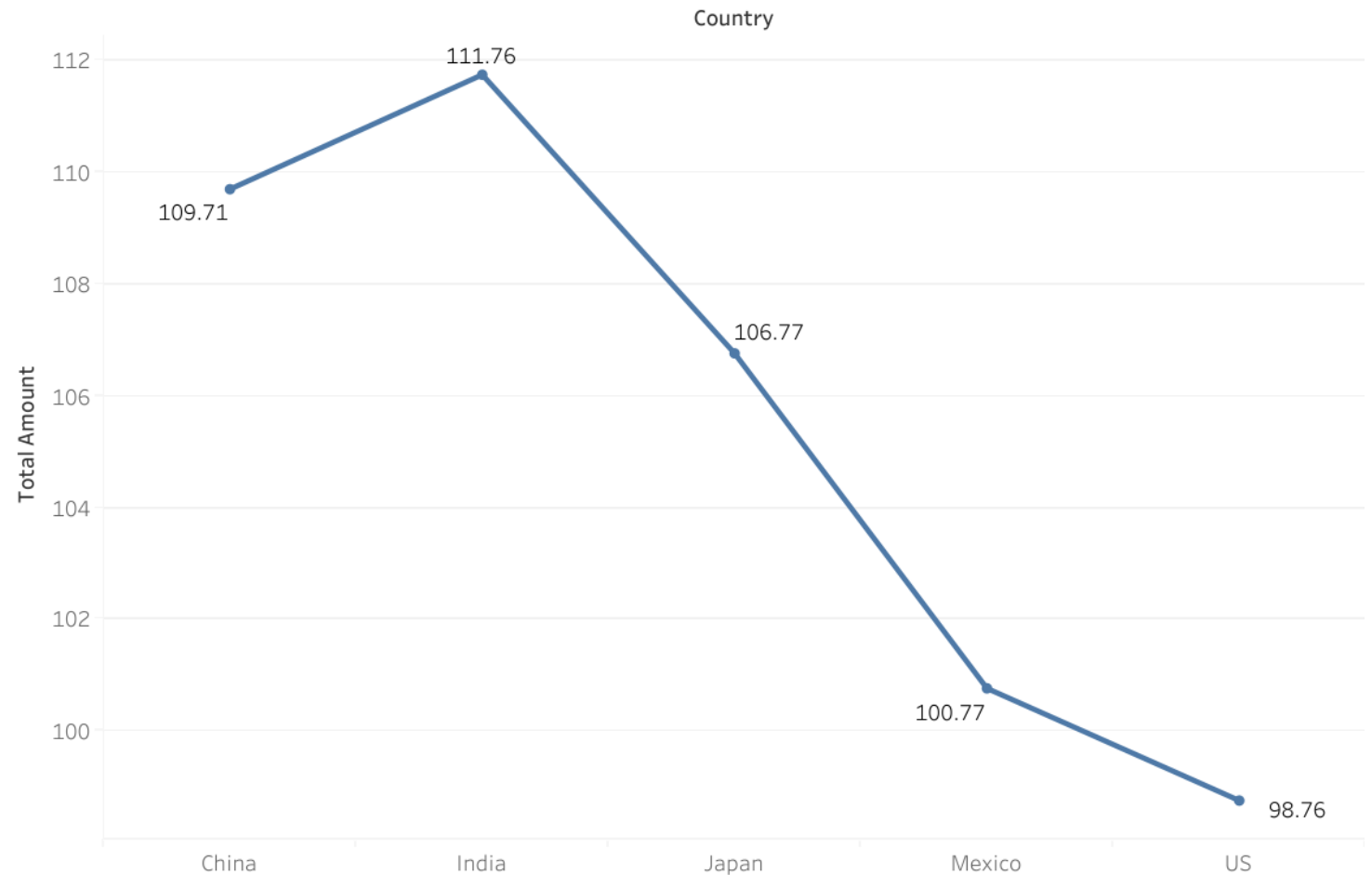
URL: [Link to Tableau Public](#)

The customer who has paid the highest total amount to Rockbuster is from Ambattur, India

For data privacy, names of customers have not been added in the presentation

city character varying (50) 🔒	country character varying (50) 🔒	total_amount numeric 🔒
Ambattur	India	111.76
Shanwei	China	109.71
Iwaki	Japan	106.77
Acua	Mexico	100.77
Aurora	United States	98.76

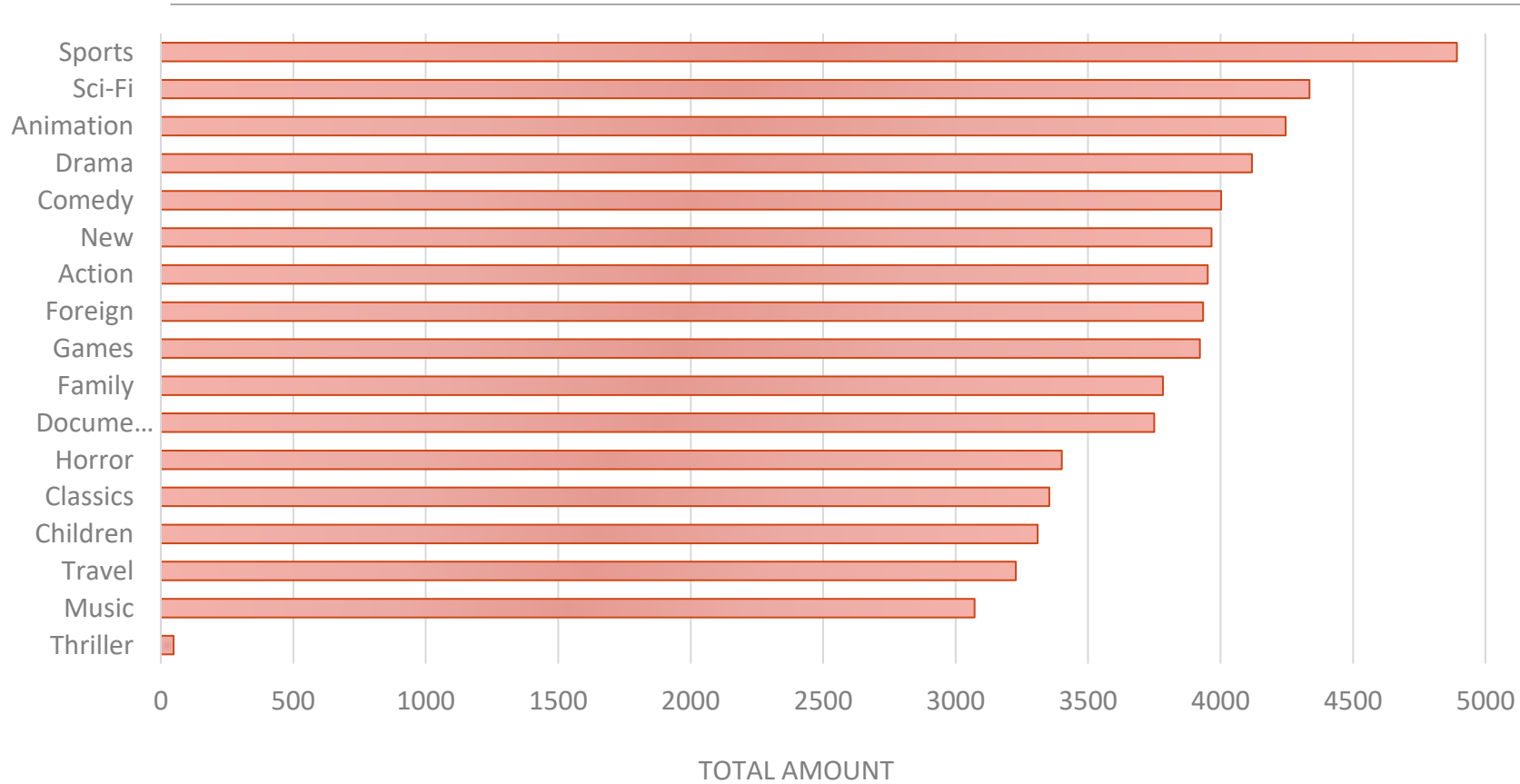
Countries of top five customers who have paid the highest total amounts to Rockbuster



URL: [Link to Tableau Public](#)

# Most popular category of movies

Movie categories



Sports, Sci-Fi, Animation & Drama are the most popular categories of movies that were rented

\$47.89 was collected from **Thriller movies**, which was the least popular



# Recommendations

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Invest more in India, China and the US – the countries with the most customers

Introduce movies in other languages for non-English speaking audiences

Introduce more PG-13 movies, since that was the most popular rated movies

Further analysis need to be done to reflect and understand why Thriller movies are barely in demand

The top five customers of Rockbuster should be given a reward to ensure those customers keep using the service e.g. discount coupons, loyalty card scheme etc

More investment needs to be made for marketing campaigns in countries where the demand for Rockbuster's services are the lowest

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# QUESTIONS?

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