




Rockbuster Stealth LLC – Important Findings

MYRA AHSAN, 10/2/2023

What are we looking for?

Goal: To launch an online video rental service



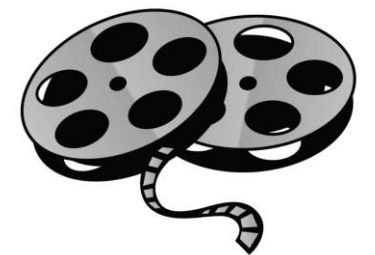
Motivation: most/least revenue gain from movies + average rental duration for all videos + geographical location of Rockbuster customers + sales figures according to location



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

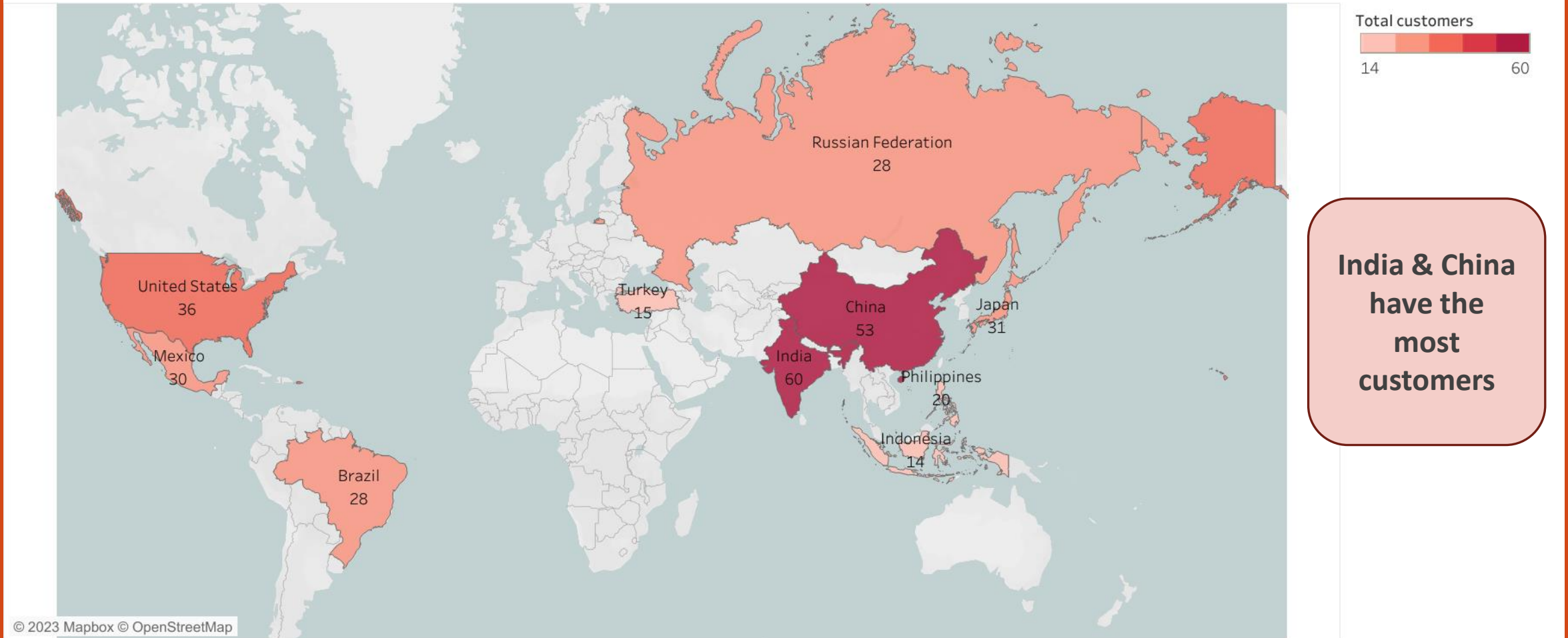
Average rental
duration of all
movies was
around
5 days

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

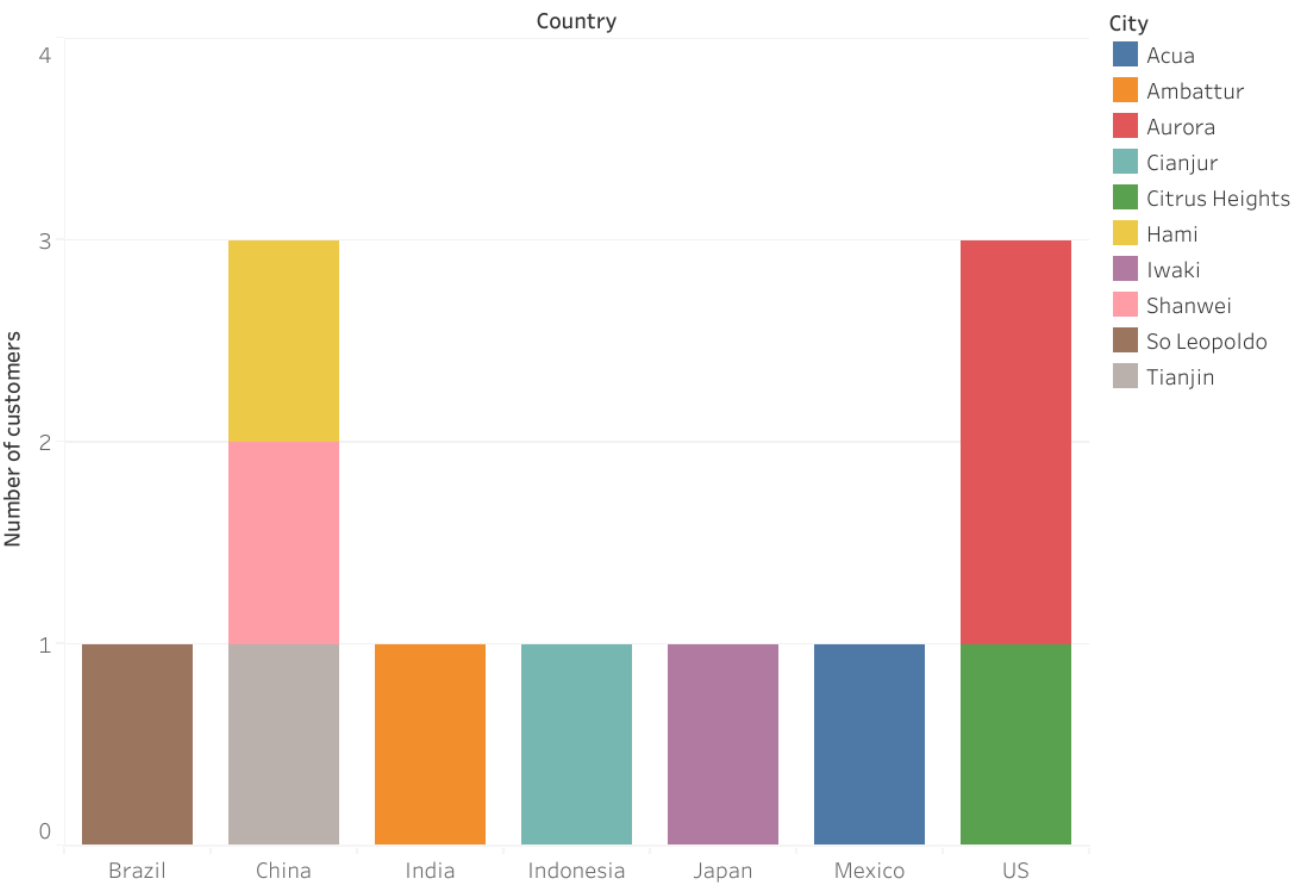
The most popular
movies rating wise
PG-13

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

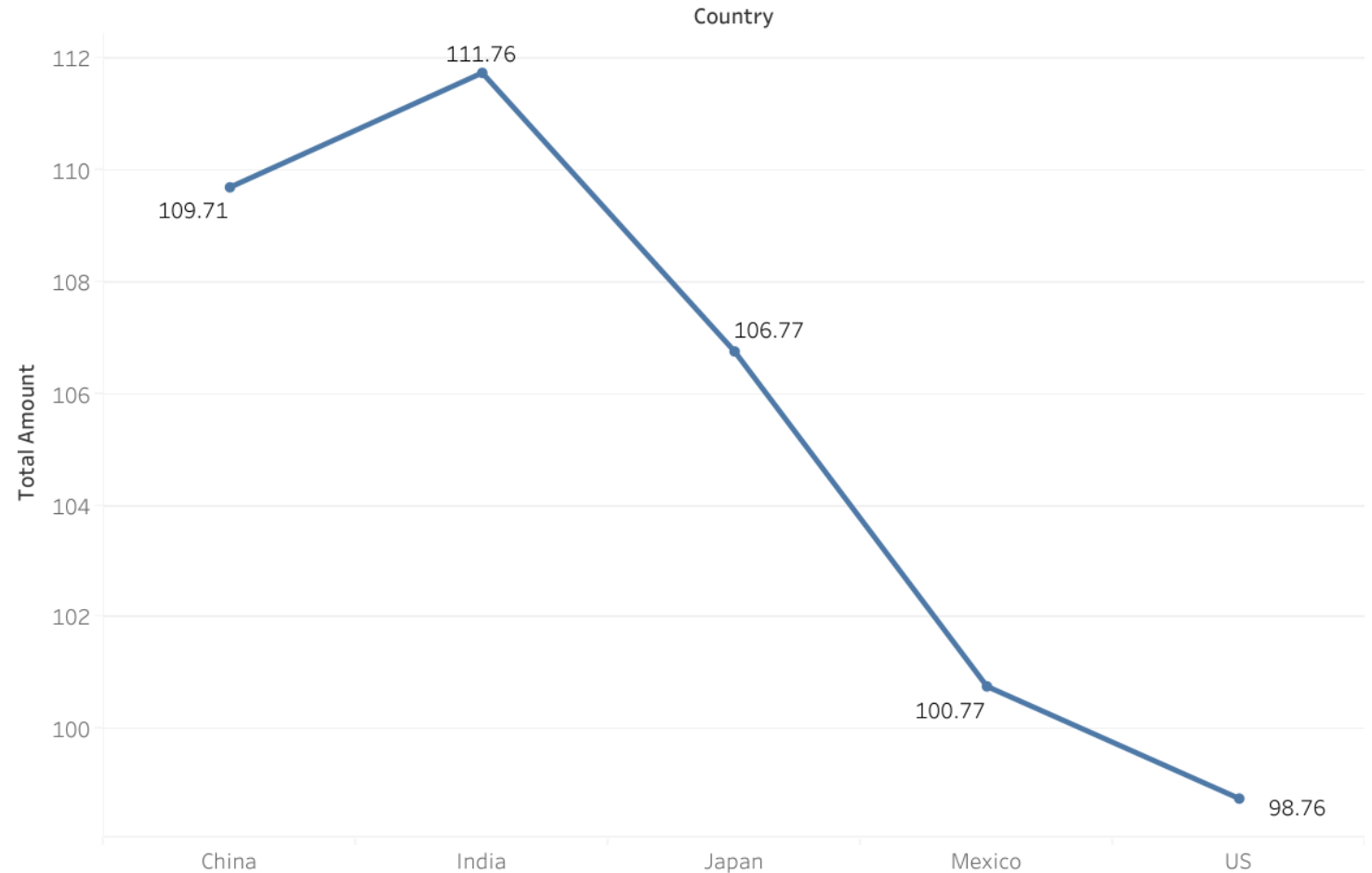
Two customers live in Aurora – a city in the US while one lives in Citrus Heights

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

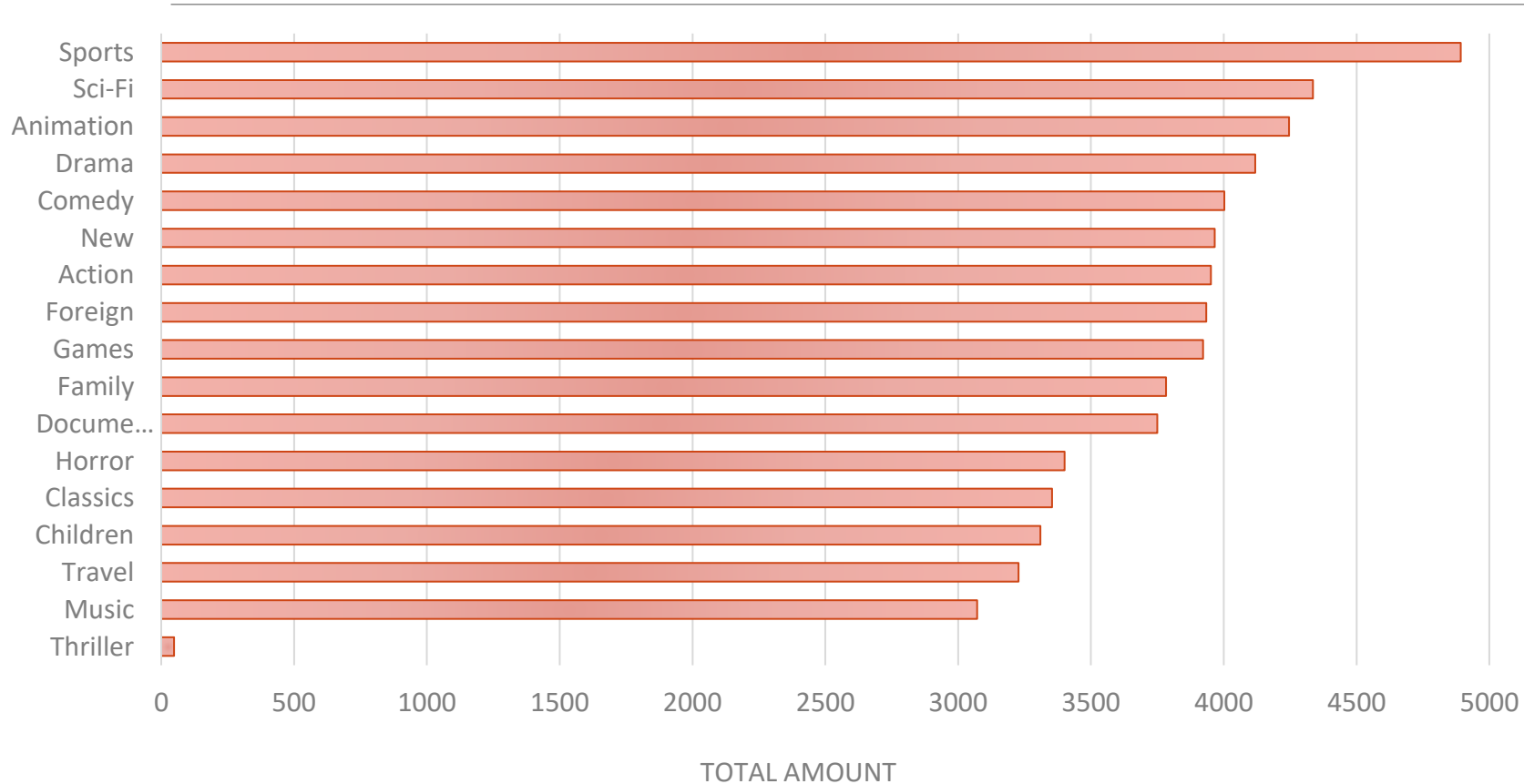
Countries of top five customers who have paid the highest total amounts to Rockbuster



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

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

QUESTIONS?

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