Rockbuster Stealth LLC Streaming Launch Analysis

NIKLAS WINTER

MARCH 6, 2023

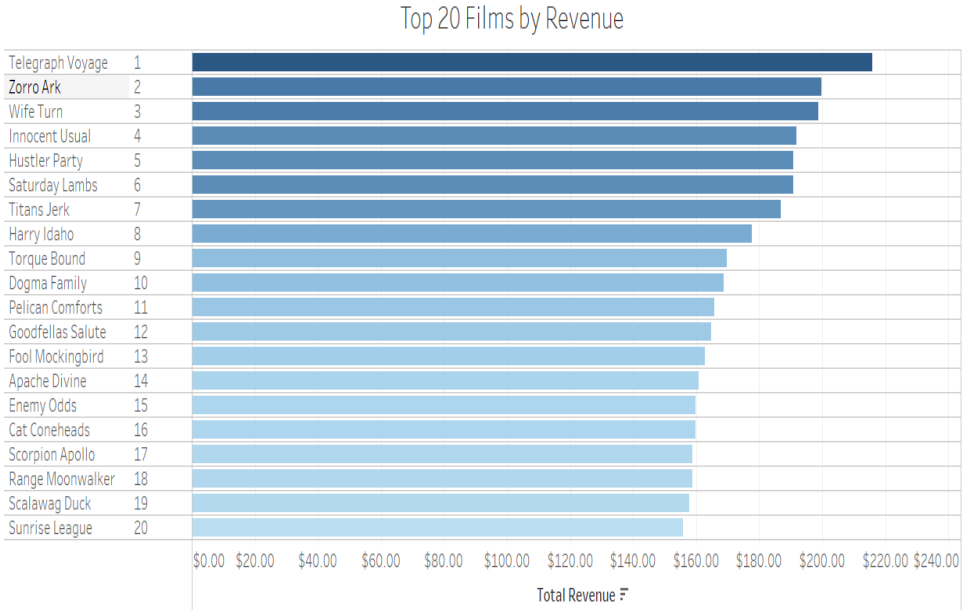
Overview

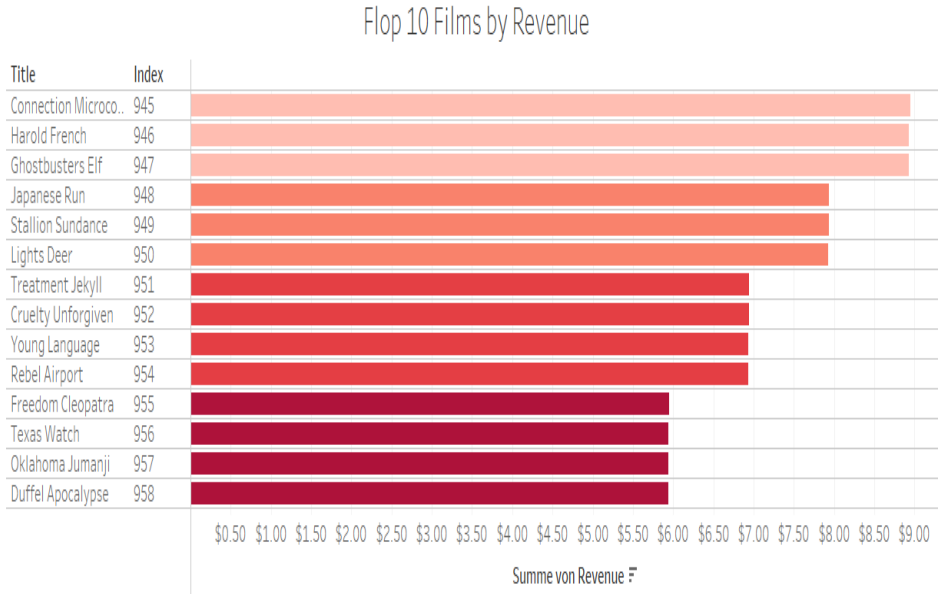
Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service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

Key Questions

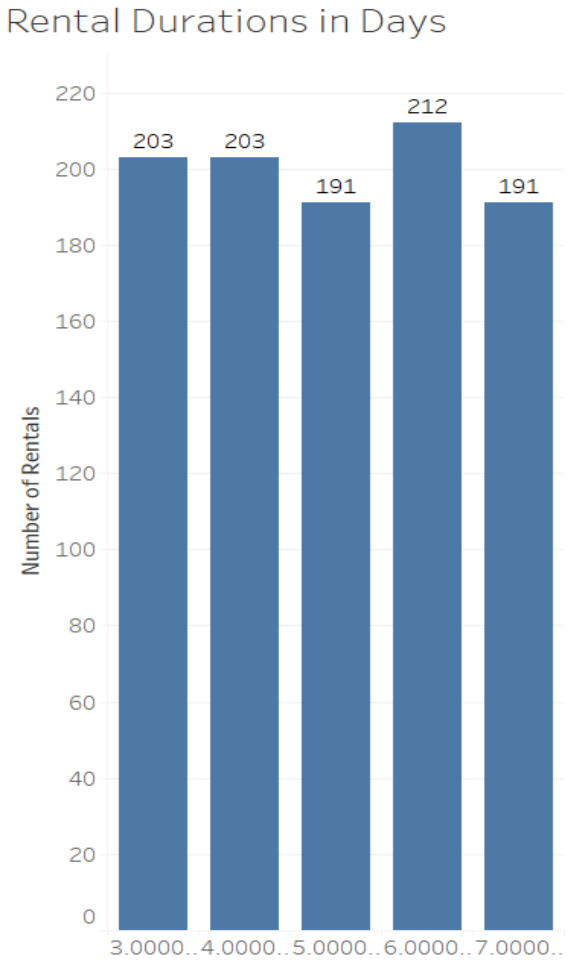
1. Which movies contributed the most/least to revenue gain?
2. What was the average rental duration for all videos?
3. Which countries are Rockbuster customers based in?
4. Where are customers with a high lifetime value based?
5. Do sales figures vary between geographic regions?

Which movies contributed most/least to revenue gain?





What was the average rental duration for all videos?

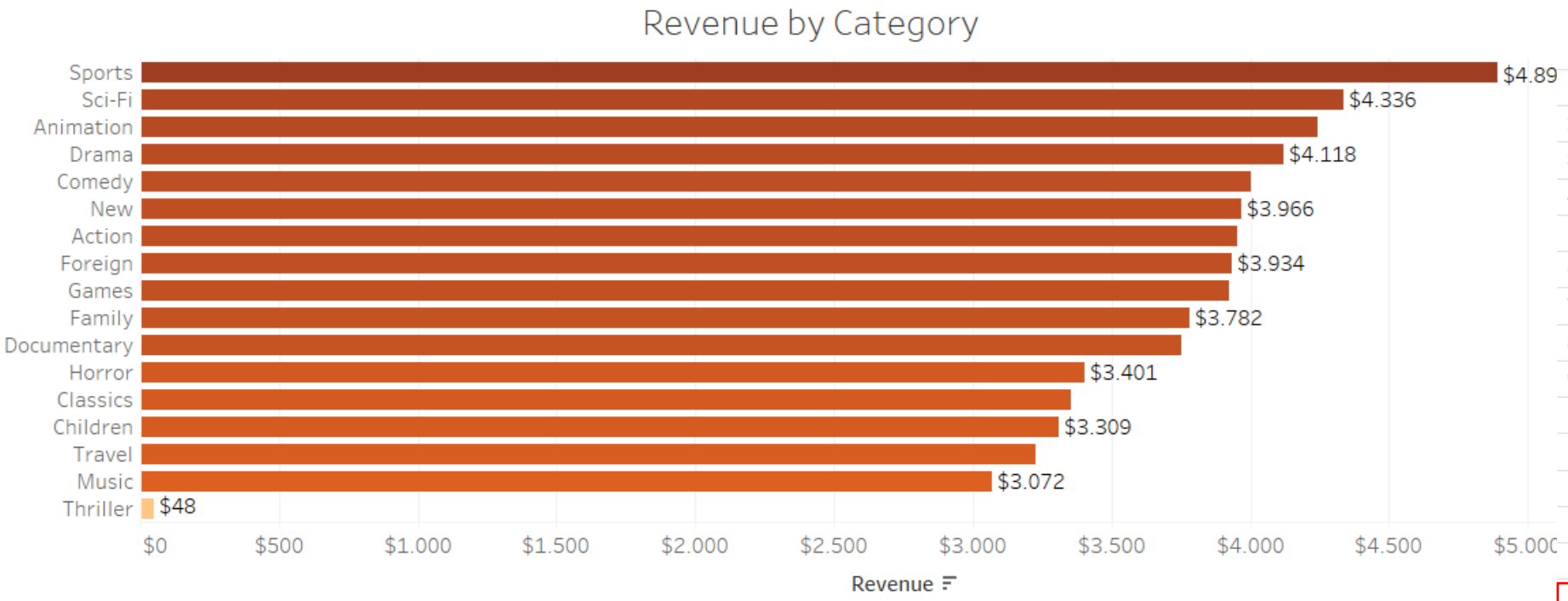


All rentals had a duration between 3 and 7 days.

The most common duration was 6 days.

The average rental duration was 4.985 days.

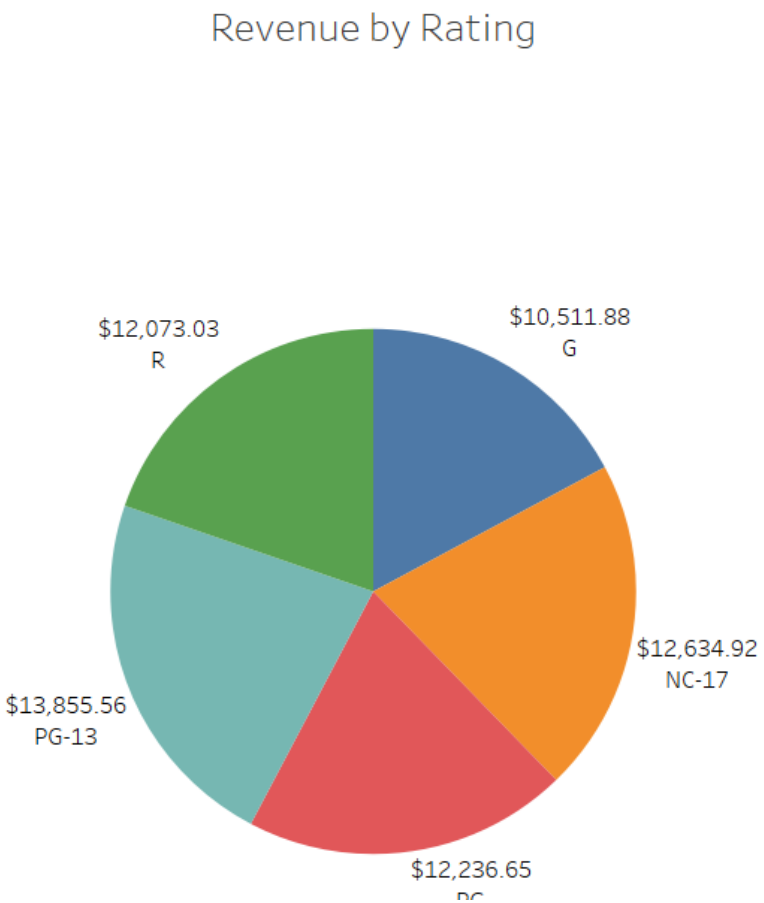
Top Genres by Revenue



	name character varying (25)	movies_per_category bigint
1	Family	68
2	Games	61
3	Animation	66
4	Classics	57
5	Documentary	68
6	New	63
7	Sports	74
8	Children	60
9	Music	51
10	Travel	57
11	Foreign	73
12	Drama	62
13	Horror	56
14	Action	64
15	Thriller	1
16	Sci-Fi	61
17	Comedy	58

All genres, except Thriller (due to the inventory), performe quite solid. The genre Sports generates the highest revenues.

Top Rating by Revenue



	rating mpaa_rating	count_ratings bigint
1	R	195
2	PG	194
3	NC-17	210
4	PG-13	223
5	G	178

PG-13 generated the highest revenue, while G-rated movies generated the lowest revenue.

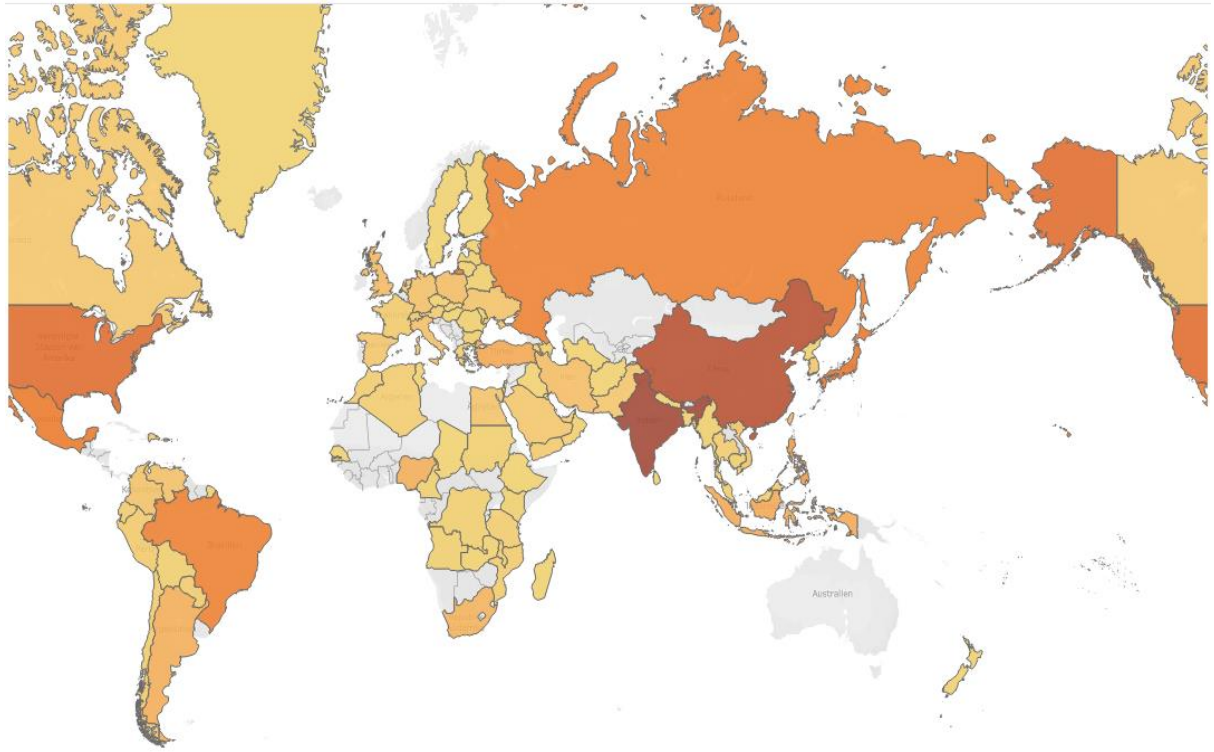
Considered the Inventory, these results are ot surprising.

Which countries are Rockbuster customers based in?

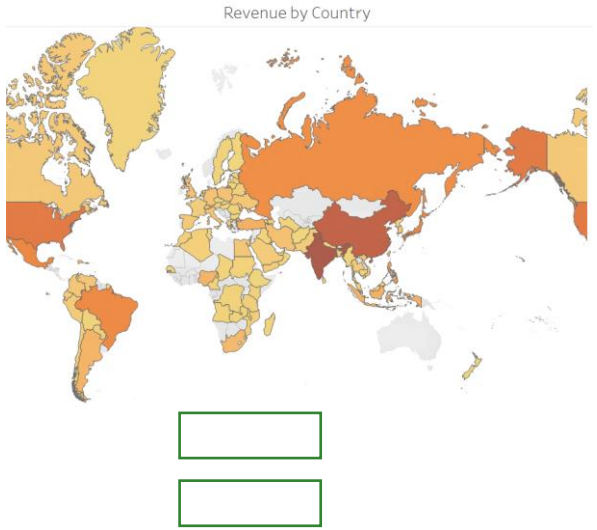
The darker the color of the country, the more Rockbuster customers are based in it.

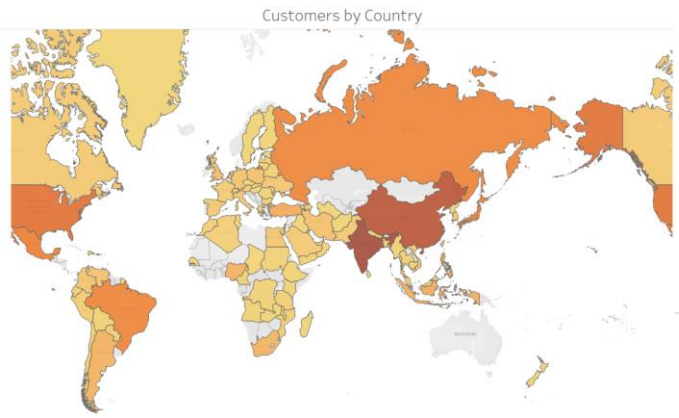
The Top 5 Countries are:

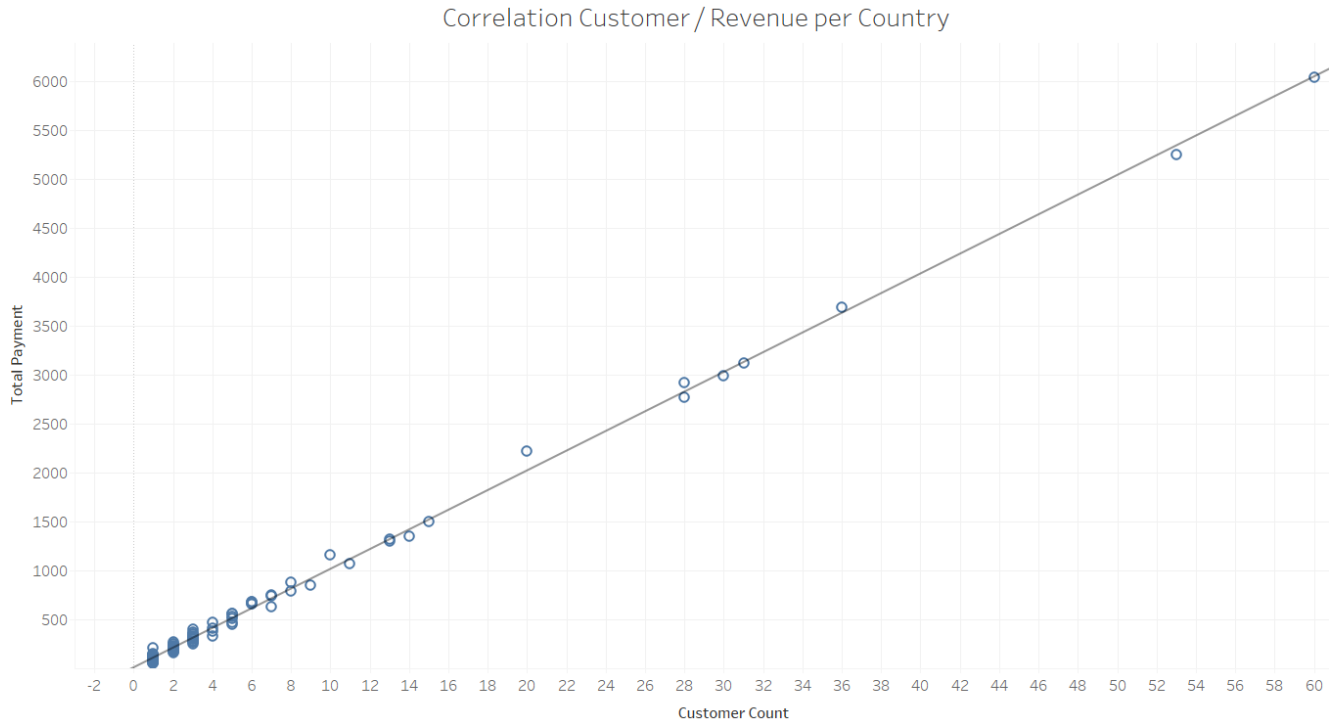
1. India
2. China
3. United States
4. Japan
5. Mexico



Do sales figures vary between geographic regions?

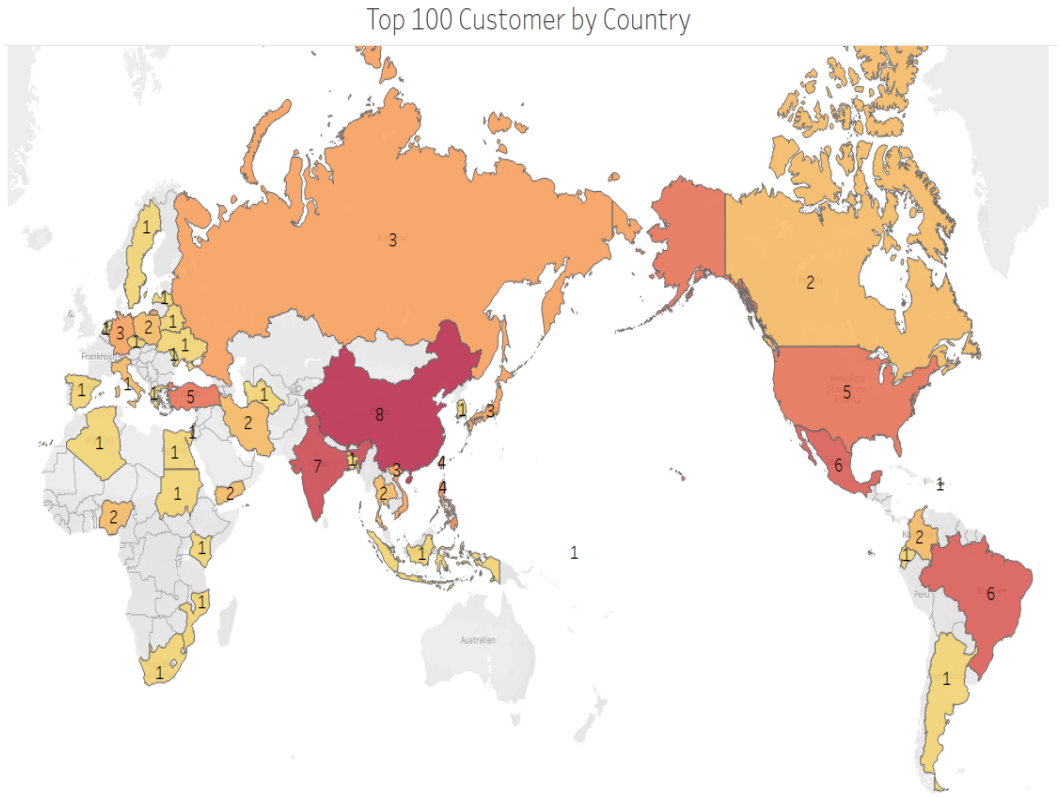


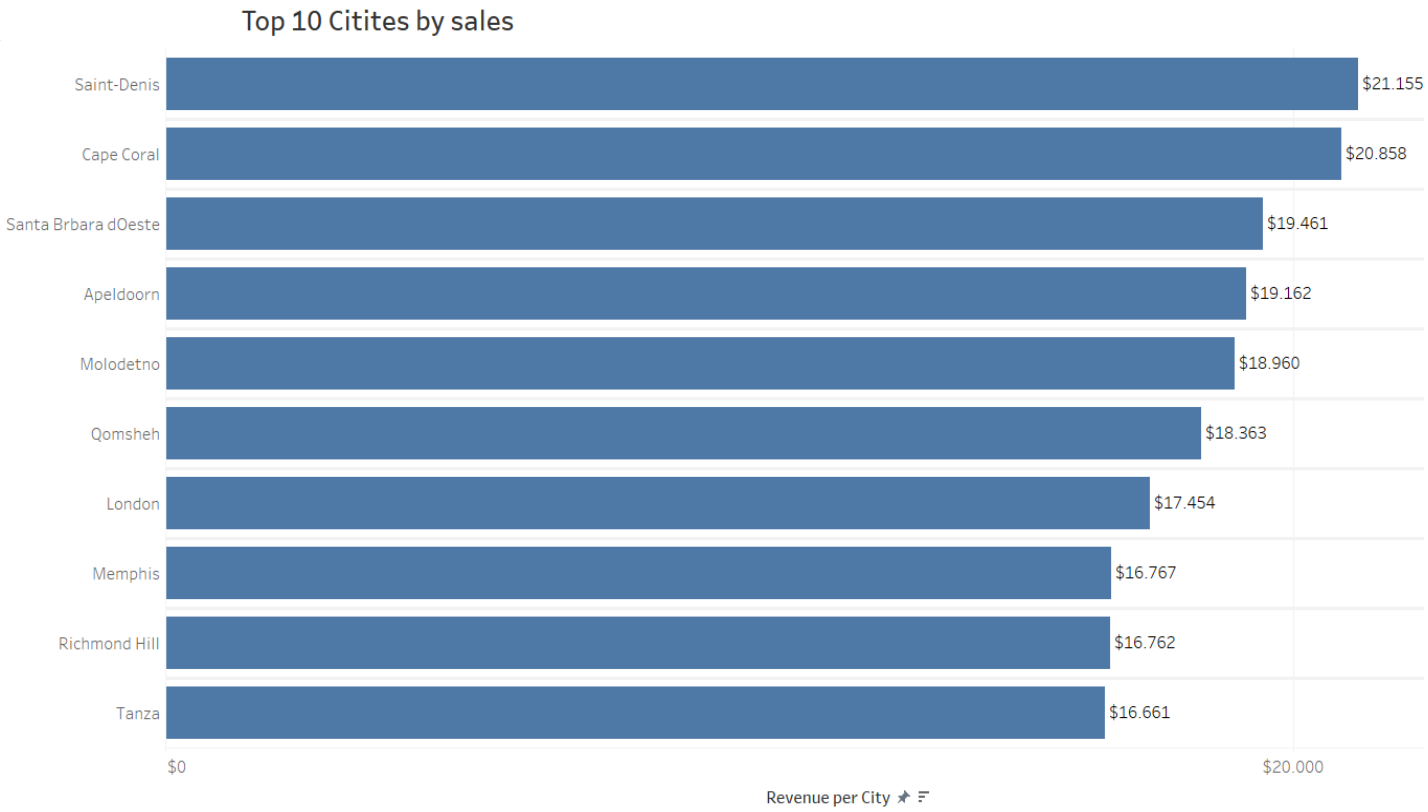




We see a strong correlation between the number of customers and its revenues per country!

Where are customers with a high lifetime value based?





Recomendations

Increase our video library across all genres, Thrillers included!

All genres performed equally well, relative to the numbers of titles of Rockbuster stores.

Increase our video library across all ratings!

Considered the number of titles and their ratings in the store, all ratings performed relatively equal.

Focus advertising for new streaming service in India, China, United States, Japan, and Mexico!

This is where we have the most customers who provide the highest revenues.

Contact Information

For any further questions, comments, or feedback, don‘t hesitate to contact me under the following E-Mail:

Niklas@Rockbuster.de

Thank You!

Tableau Links I

Top 10 Movies by Revenue:
https://public.tableau.com/app/profile/niklas.winter/viz/Top10Movies_16781021197610/revenuebyfilmdesc?publish=yes

Flop 10 Movies by Revenue:
https://public.tableau.com/app/profile/niklas.winter/viz/Flop10Movies/revenuebyfilmasc?publish=yes

AVG rental duration
https://public.tableau.com/app/profile/niklas.winter/viz/AVGRentalduration/AVGrental?publish=yes

Revenue by Genre
https://public.tableau.com/app/profile/niklas.winter/viz/RevenuebyGenre_16781031751140/revbycategory?publish=yes

Revenue by Rating
https://public.tableau.com/app/profile/niklas.winter/viz/RevenuebyRating_16781040221770/revbyrating?publish=yes

Customer per Country
https://public.tableau.com/app/profile/niklas.winter/viz/CustomerperCountryRockbuster/customersbycountry?publish=yes

Tableau Links II

Revenue by Country:

https://public.tableau.com/app/profile/niklas.winter/viz/RevenuebyCountry_16781043811610/paymentbycountry?publish=yes

Correlation number of customers and sales per region:

https://public.tableau.com/app/profile/niklas.winter/viz/Correlationcountcustandsales/correlationcountcusrev?publish=yes

Top 100 customers per Country:

https://public.tableau.com/app/profile/niklas.winter/viz/Top_100_customers_per_country/Top_100_cust?publish=yes

Top 10 Cities by Sales:

https://public.tableau.com/app/profile/niklas.winter/viz/Top_10_cities_by_sales/Top_10_cities?publish=yes