

Rockbuster Stealth LLC

Data-Driven Analysis

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Tableau Workbook

Rockbuster Stealth LLC, formerly a brick-and-mortar video rental company, is looking to expand break into the online movie streaming space in order to keep up with market competition and current movie rental trends. In order to do this successfully, some key observations will need to be considered to fully understand global rental trends and sales.

Which countries have the highest concentration of Rockbuster Customers?

Where are the highest sales figures geographically?

Where are the highest value customers located?

What is the average rental duration for all videos?

Which movies contributed the most (and least) to revenue gain?

Background,
Objectives,
and Key
Business
Questions



Rockbuster has an inventory of 1000 films with an average film length of 115 minutes. All films are in the English language.



Average rental duration for all films in the Rockbuster inventory is 4.9 days.



Total Revenue for Rockbuster is \$61312.04 with an average payment being \$4.20.

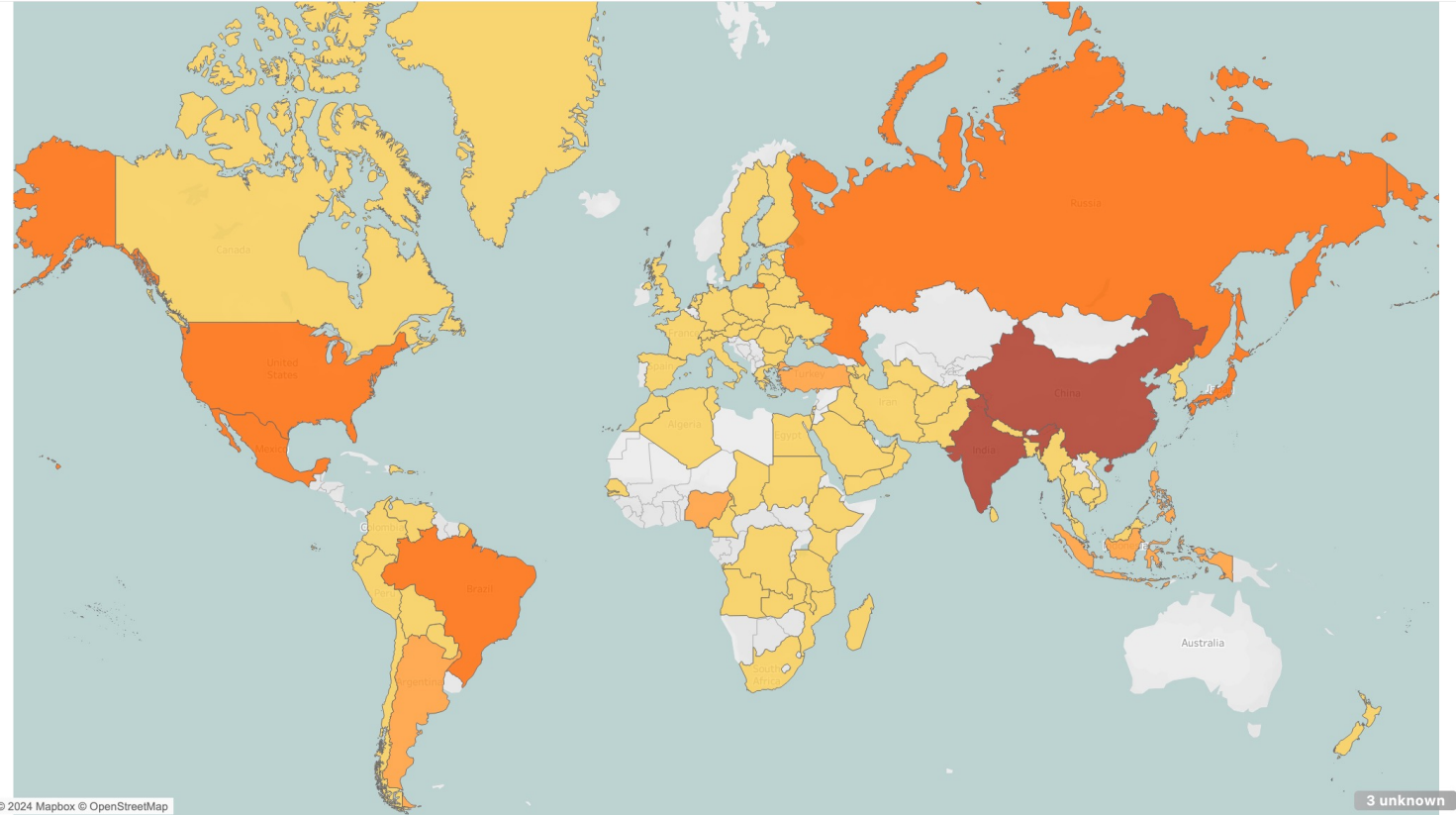
Rockbuster Stealth Inventory Breakdown

Customer Distribution

Rockbuster Stealth serves a global population, with customers located in 109 different countries but the highest concentration of customers is in the following 10 countries:

1. India
2. China
3. United States
4. Japan
5. Mexico
6. Russian Federation
7. Brazil
8. Philippines
9. Turkey
10. Indonesia

Total Customer Count (Global)



The darker shaded countries represent a higher density of Rockbuster customers, however this does not necessarily indicate highest profit. Identifying and incentivizing the top spending customers will ensure retention and brand loyalty.

Arlene
Harvey

Ambattur,
India

Total Spent:
\$111.76

Kyle
Spurlock

Shanwei,
China

Total Spent:
\$109.71

Marlene
Welch

Iwaki,
Japan

Total Spent:
\$106.77

Glen
Talbert

Acua,
Mexico

Total Spent:
\$100.77

Clinton
Buford

Aurora,
United
States

Total Spent:
\$98.76

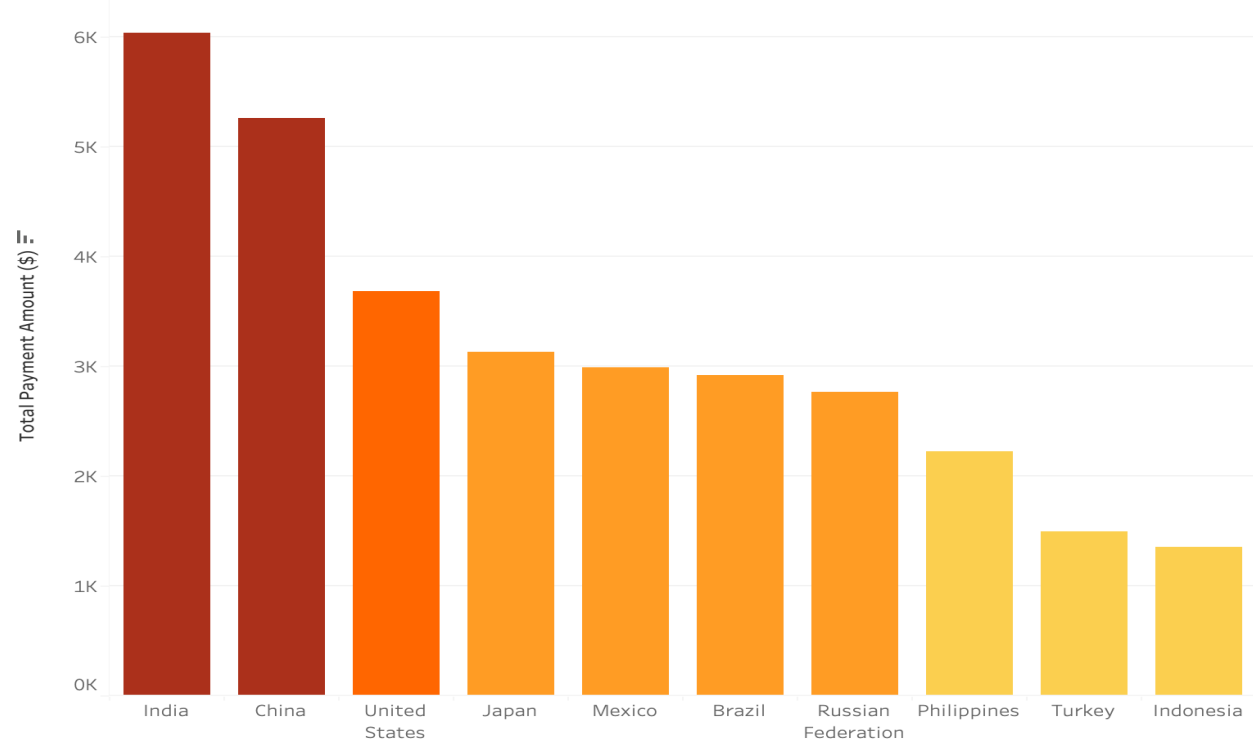
Top 5 Customers Globally

By offering incentives such as discounted rentals, VIP pricing, or customized experiences and recommendations, Rockbuster can retain top customers such as these. By assessing global sales trends, Rockbuster can focus on acquisition of other high revenue customers.

Global Sales Trends

Identification of the countries with the top 10 cumulative payment records indicates a need to prioritize streaming services to the following countries: India, China, United States, Japan, Mexico, Brazil, Russian Federation, Phillipines, Turkey, and Indonesia.

Top 10 Countries by Total Payments



Within the top 10 countries, the top 10 cities with the highest rental payments are:

1. Aurora, United States
2. Acua, Mexico
3. Citrus Heights, United States
4. Iwaki, Japan
5. Ambattur, India
6. Shanwei, China
7. So Leopoldo, Brazil
8. Teboksary, Russian Federation
9. Tianjin, China
10. Cianjur, Indonesia

Genre Distribution and Sales

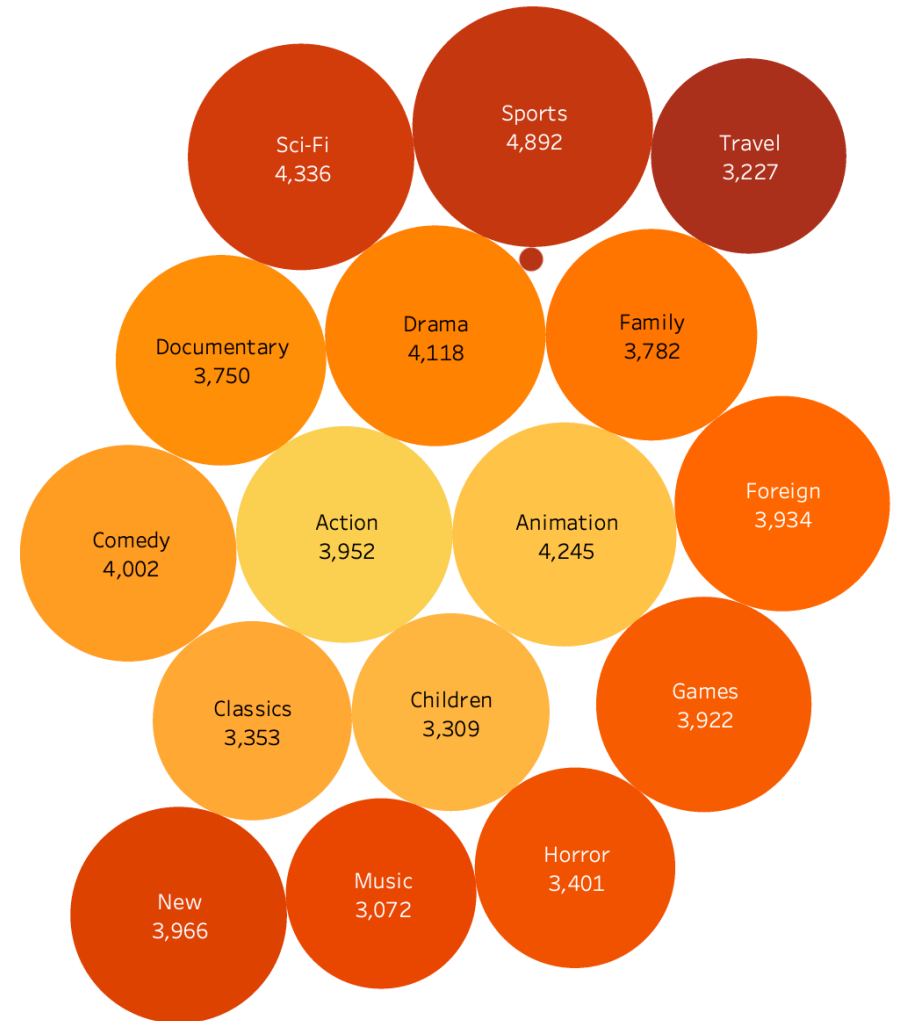
Rockbuster has films in 20 different genres, with the most films being in the Sports, Foreign, Documentary, and Family genres.

The genres with the highest revenue are Sports, Sci-Fi, Animation, and Drama.

Number of Films in Each Genre

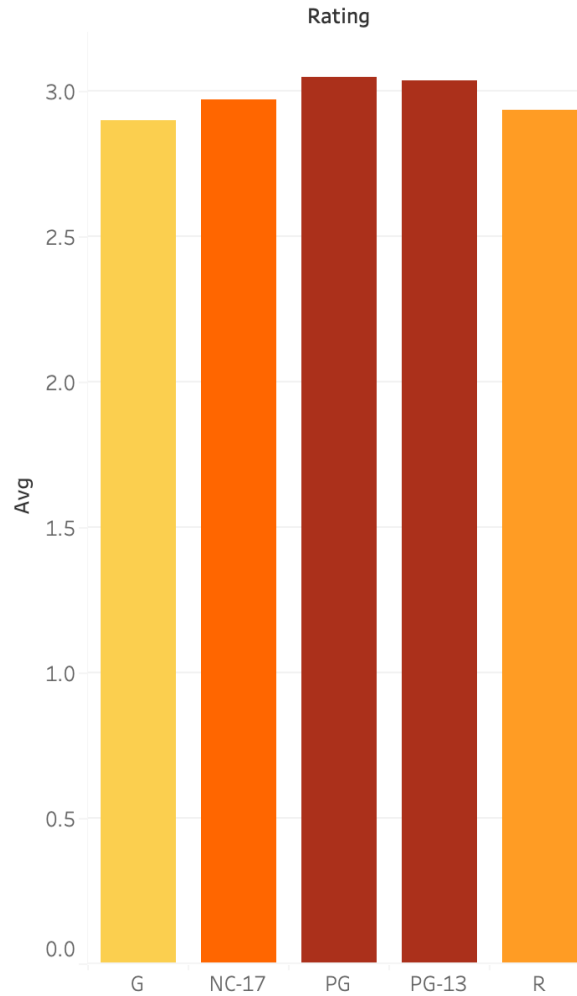
Genre	
Sports	74
Foreign	73
Documentary	68
Family	68
Animation	66
Action	64
New	63
Drama	62
Games	61
Sci-Fi	61
Children	60
Comedy	58
Classics	57
Travel	57
Horror	56
Music	51
Thriller	1

Total Sales by Film Genre

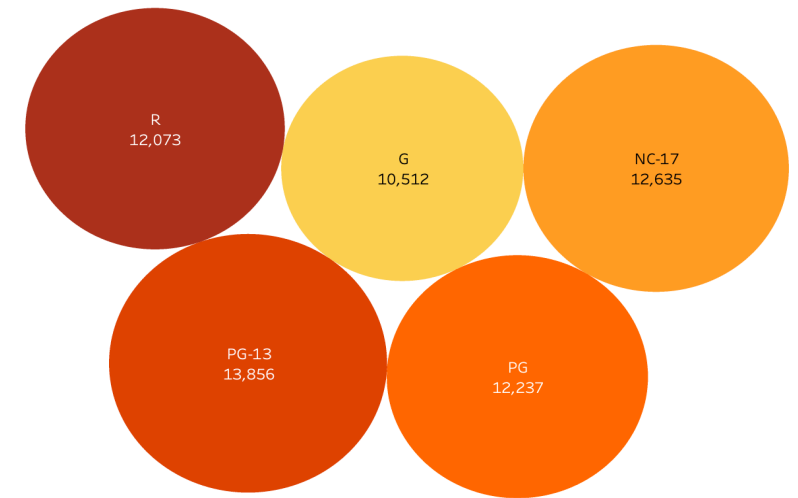


Film Ratings, Rental Rates, and Revenue

Average Rental Rate by Film Rating



Total Revenue by Film Rating



The film rating with the highest revenue for Rockbuster Stealth PG-13, followed by NC-17 and PG. PG-13 and PG rated movies have the highest rate of rentals.

Top and Bottom 10 Films

By assessing the top and bottom 10 films, Rockbuster can further identify and confirm any trends that might be present when it comes to customer preference on genre and rating.

All sales figures are in USD (\$).

Top 10 Films by Total Sales

Film Title	
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

Bottom 10 Films By Total Sales

Film Title	
Stallion Sundance	7.940
Lights Deer	7.930
Cruelty Unforgiven	6.940
Treatment Jekyll	6.940
Rebel Airport	6.930
Young Language	6.930
Freedom Cleopatra	5.950
Duffel Apocalypse	5.940
Oklahoma Jumanji	5.940
Texas Watch	5.940



Focus marketing efforts to the top 10 countries when launching the streaming site.



Increase the number of films available with ratings PG-13, NC-17, and PG in order to maximize profit potential.



Invest in more film titles belonging to the top 10 grossing genres (including Foreign films), as well as diversifying the language of Rockbuster film inventory.



Encourage top-paying customers to remain loyal to the Rockbuster Stealth brand through various incentives

Key Takeaways and Recommendations to Increase Profitability and Success