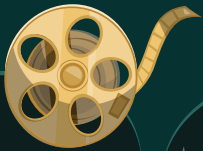
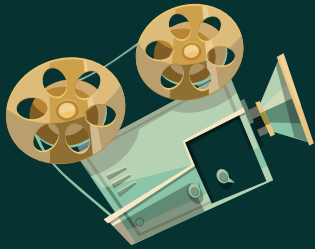


Rockbuster Stealth

Database Analysis

Rachel Dicken





PROJECT 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.

OBJECTIVES & KEY QUESTIONS

I.

GENRE ANALYSIS

Which movies contributed most/least to revenue gain?

II.

RENTAL ANALYSIS

What was the average rental duration for all videos?

III.

LOCATION ANALYSIS

Which countries are Rockbuster customers based in?

IV.

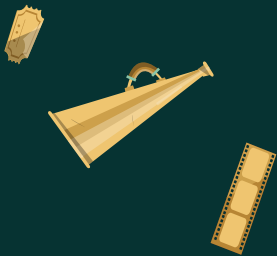
CUSTOMER ANALYSIS

Where are customers with a high lifetime value based?

V.

SPATIAL ANALYSIS

Do sales figures vary between geographic regions?



Company Overview



Total Customers: 599



Films for Rent: 1000



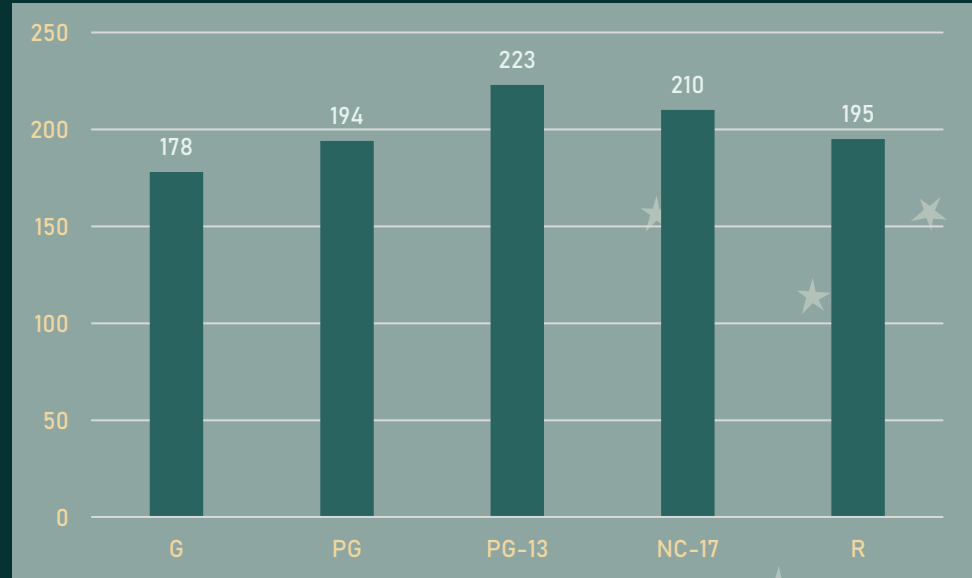
Average Rental Duration: 5 days



Average Rental Cost: \$2.98



Average Replacement Cost: \$19.98



Number of Films per Rating

Genre Analysis

Top 5 Films

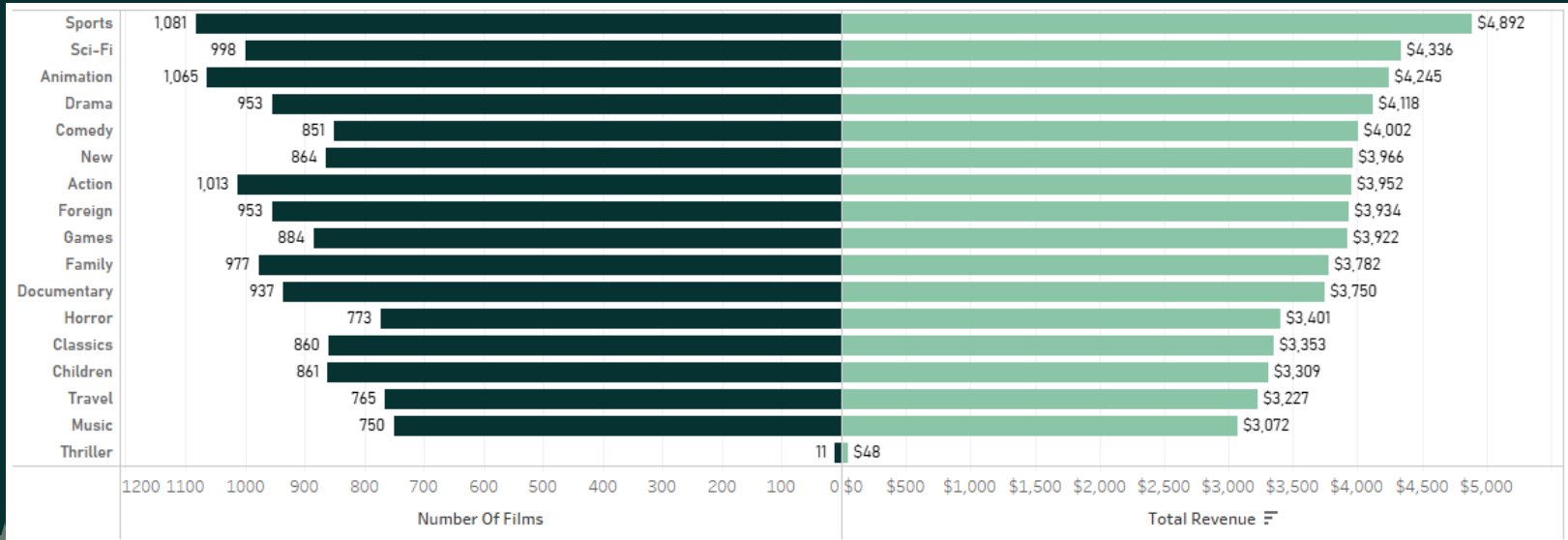
Title	Rating	Genre	Total Revenue
Telegraph Voyage	PG	Music	\$215.75
Zorro Ark	NC-17	Comedy	\$199.72
Wife Turn	NC-17	Documentary	\$198.73
Innocent Usual	PG-13	Foreign	\$191.74
Hustler Party	NC-17	Comedy	\$190.78

Worst 5 Films

Title	Rating	Genre	Total Revenue
Texas Watch	NC-17	Horror	\$5.94
Oklahoma Jumanji	PG	New	\$5.94
Duffel Apocalypse	G	Documentary	\$5.94
Freedom Cleopatra	PG-13	Comedy	\$5.95
Rebel Airport	G	Music	\$6.93

Only 2 of top 5 films are part of
one of the top 5 genres
(Comedy)

Total Revenue & No. of Films by Genre

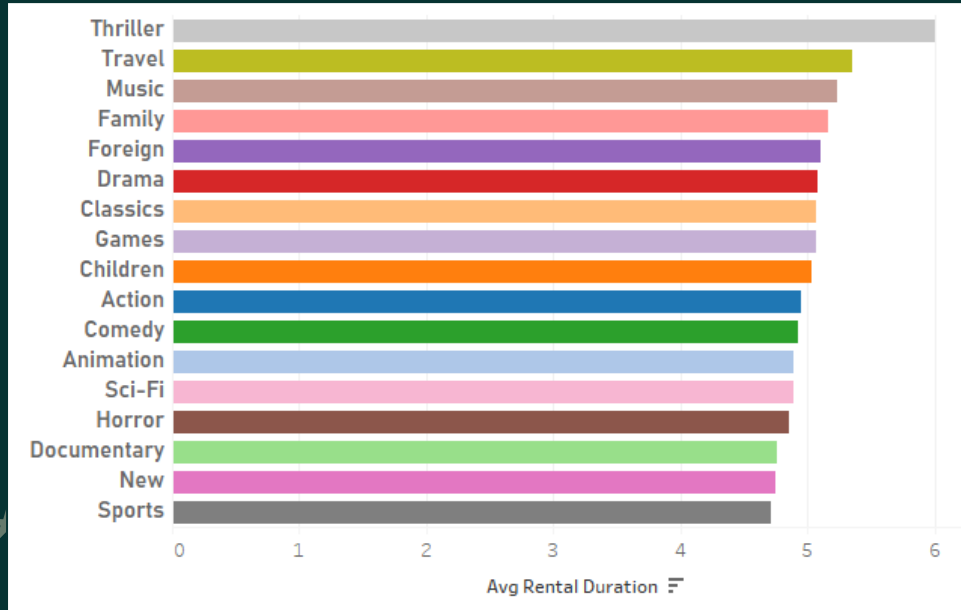


Top genres are Sports, Sci-Fi, Animation, Drama, and Comedy. The top 5 genres generate 35% of overall revenue.

The Thriller genre does significantly worse over all other genres.



Rental Analysis



Customers rent titles for an average of 5 days before returning them.

Rental Duration is fairly consistent across all genres. No genre has a significantly smaller rental duration than any other.



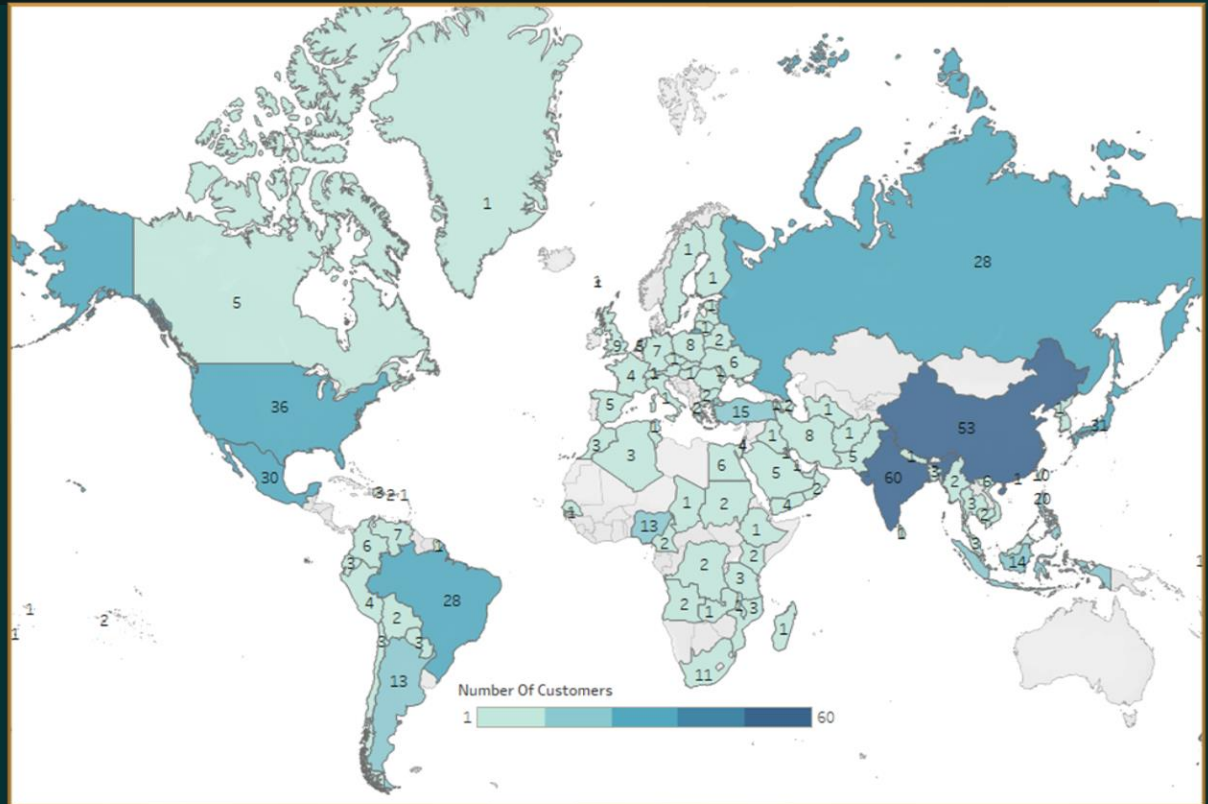
Location Analysis



Rockbuster customers
are worldwide!


India has the most
customers at 60, followed
by China with 53 and the
United States with 36.

Despite having a store
location in Australia, there
are no customers there.




Customer Analysis

Only 1 of the top 5 customers lives in one of the top 5 countries.
The top 3 customers: Eleanor Hunt, Karl Seal, and Marion Snyder also are top 3 in number of rentals overall.

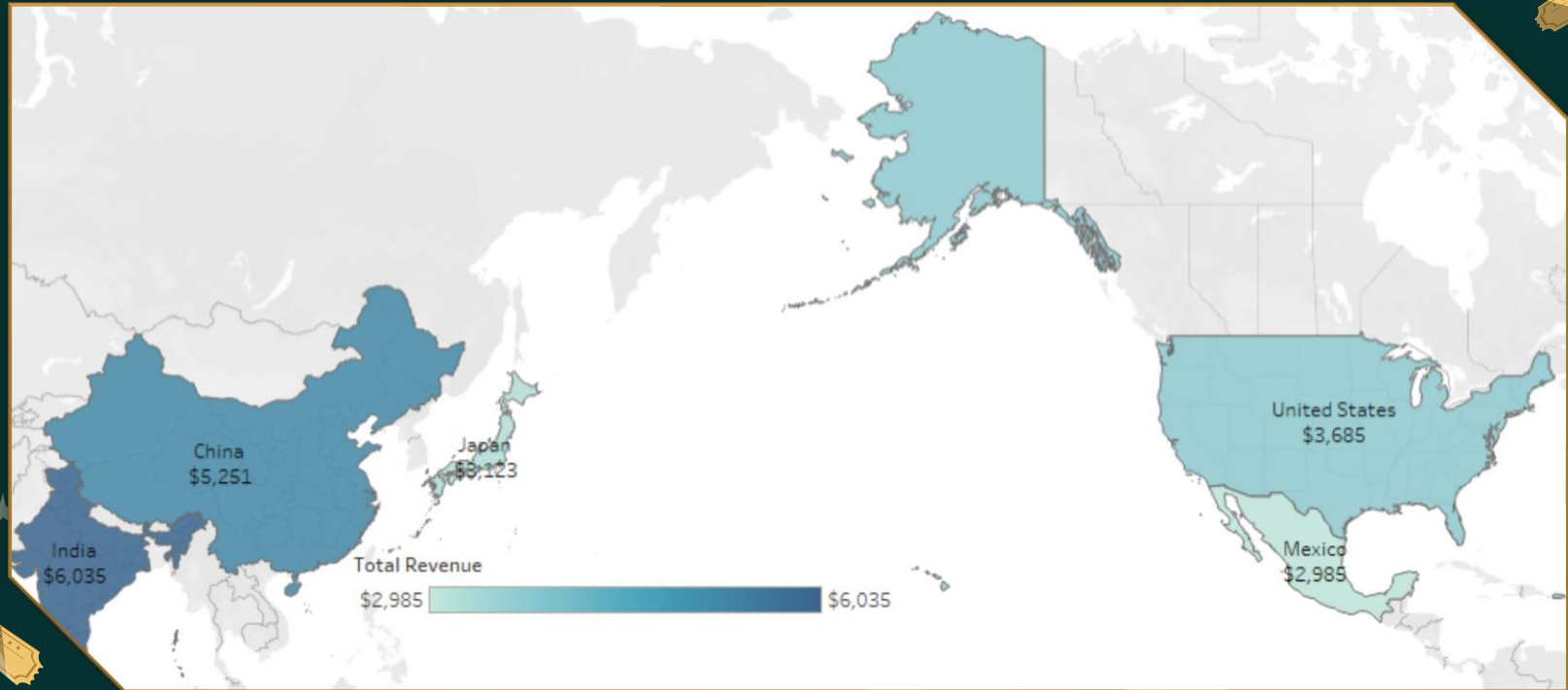


Name	Country	Total Spent
Eleanor Hunt	Runion	\$211.55
Karl Seal	United States	\$208.58
Marion Snyder	Brazil	\$194.61
Rhonda Kennedy	Netherlands	\$191.62
Clara Shaw	Belarus	\$189.60



Spatial Analysis

The top 5 countries in revenue are India, China, United States, Japan, & Mexico



RECOMMENDATIONS



POPULARITY

Rockbuster should work on getting licenses for more films in the most popular genres: Sports, Sci-Fi, Animation, Drama, & Comedy



LOCATION

Target markets with high customer count and revenue:
India, China, US, Japan, & Mexico



RETENTION

Since Rockbuster is changing their business model, consider a **loyalty program** that would help to retain the customers we already have



SUGGESTION

Further research should be conducted to find out why certain markets have such low rentals—particularly Australia where there is a store but no customers.

Questions?

Thank You!

Tableau

