

Project Overview	Movie Revenue	Movie Type Revenue	Customer Distribution	Highest Paying Customers	Revenue Distribution	Insights and Recommendations
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Rockbuster Stealth Business Intelligence
Database Analysis

Motivation:

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.

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Requested Insights

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

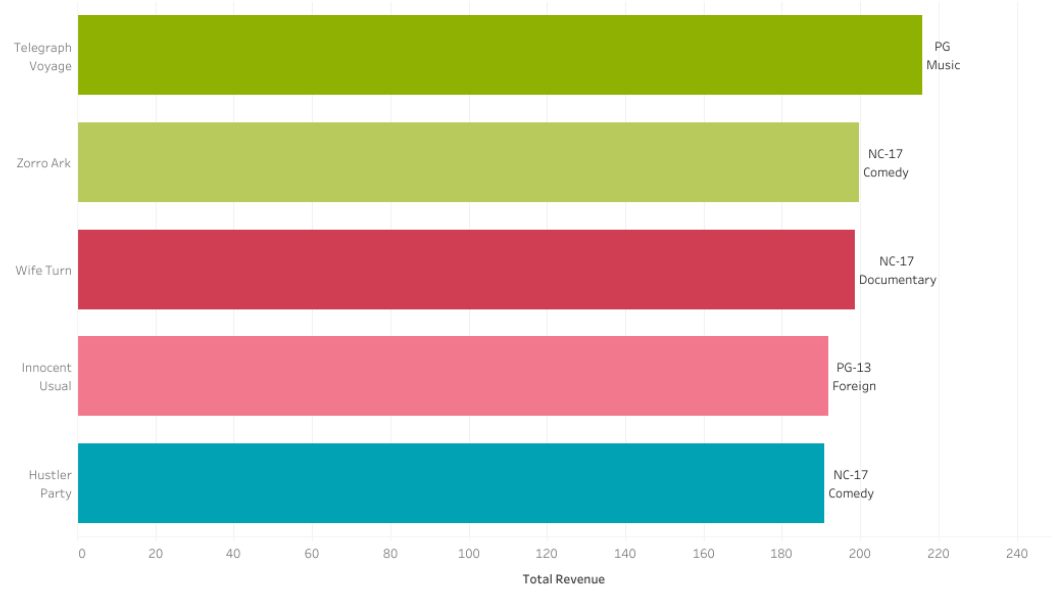


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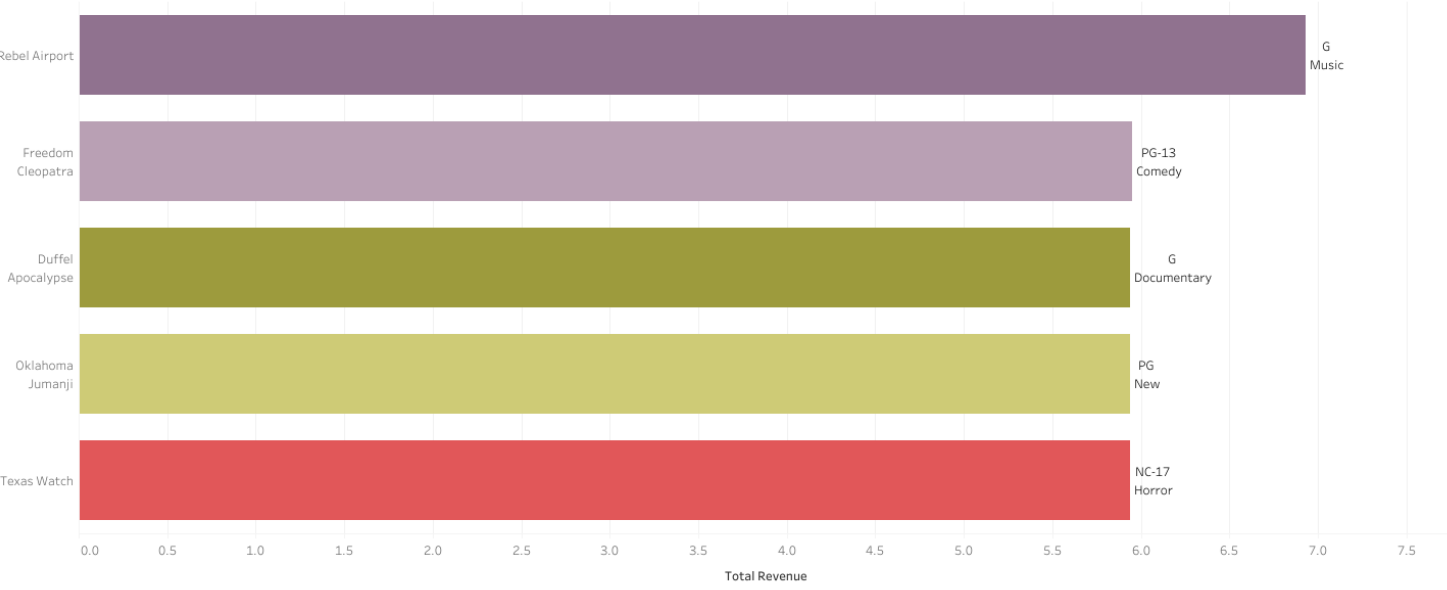
Which movies contribute the most and least to revenue for Rockbuster?

The average rental duration for all movies in the database is 5 days

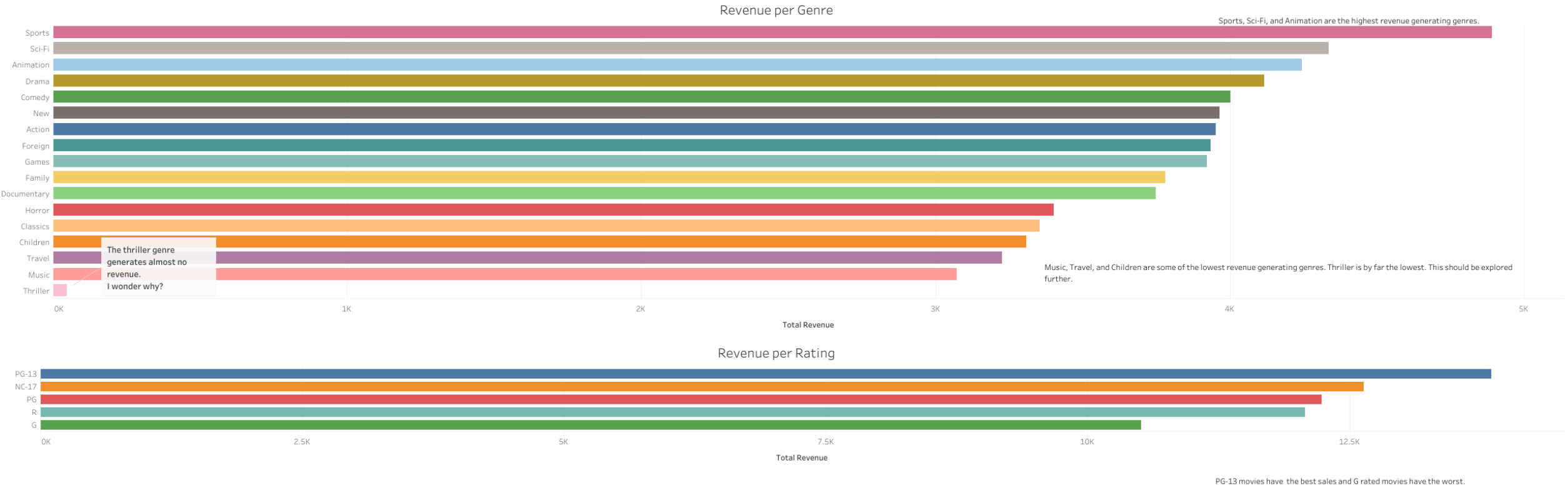
Highest Grossing Movies



Lowest Grossing Movies



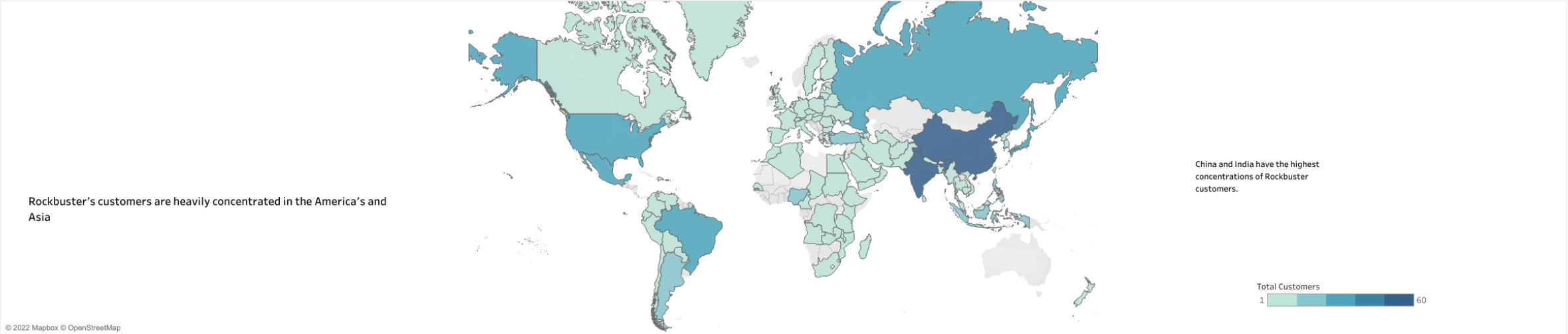
How does movie genre and rating affect sales?



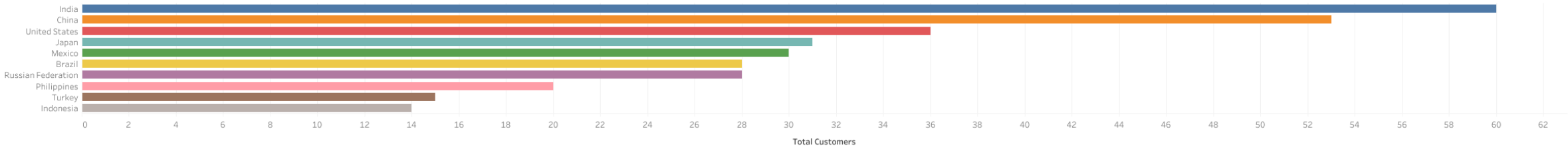
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Where are Rockbuster customers from?

Rockbuster Global Customer Concentration



Countries with Most Customers



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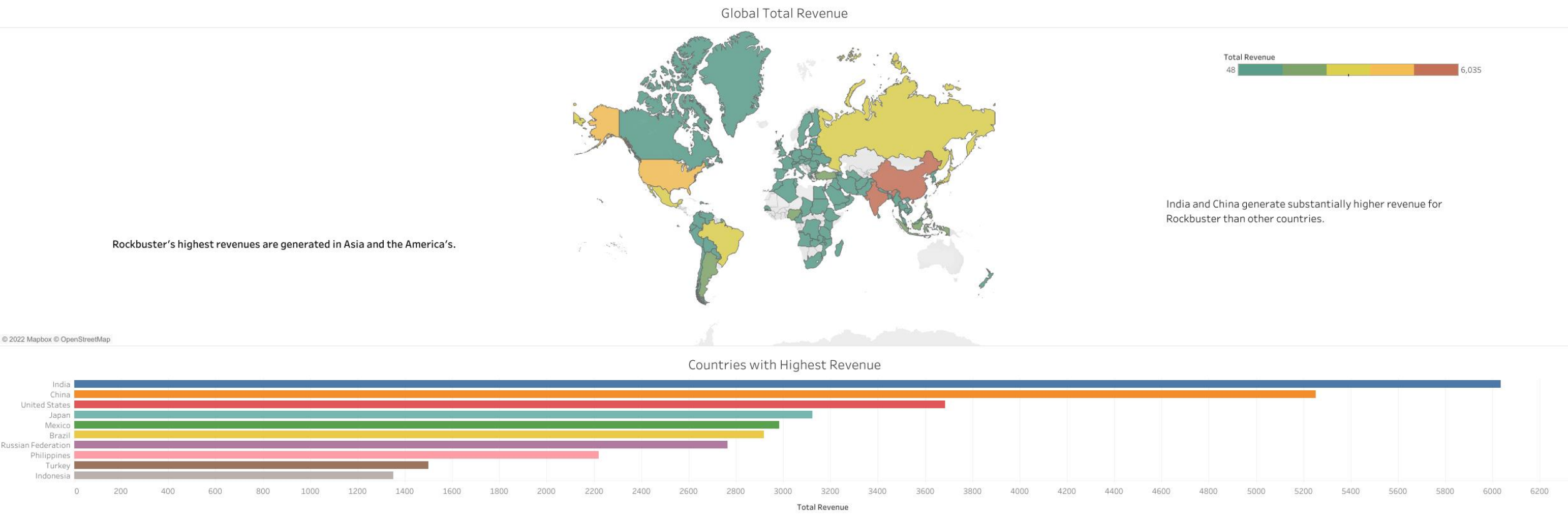
Where are Rockbuster’s best customers from?

Geographical Distribution of Top Customers from Highest Revenue Generating Areas



- When referencing the map on the previous slide we notice that Rockbuster’s highest spending customers are also located in countries with greater customer concentrations.
- We may wish to look at this trend in more detail before deciding on particular marketing or launch strategies for the new streaming platform.
- Take note of the names of these top 5 customers. Even though they are living in different countries they all share Western style names. Are these customers expats from countries where they are more familiar with Rockbuster’s brand? Is this trend common across all countries?

How do revenues vary around the world?



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Insights and Recommendations

There are no distinguishing characteristics of high and low revenue generating movies when only looking at the top 5 highest and lowest grossing movies. It is recommended that a more thorough analysis be conducted on movie characteristics (i.e., rating, genre, language) across all movies in Rockbuster’s library.

Rockbuster’s customers can be found in 108 countries around the globe, we truly are a global brand. China and India have the highest concentrations of customers by far. These two companies also make up the largest proportion of Rockbuster’s current revenue worldwide. These may be two countries in which to focus our marketing opportunities.

Our highest paying customers are found in countries where we currently do well in terms of revenue. This supports the idea that we have a stronger brand in these regions and may also find we do well in our new streaming service.

One note about our top customers is even though they all live in countries outside the US and Europe they all have western style names (i.e., Marlene Welch from Japan and Karl Spurlock from China). I believe further analysis of the database is necessary to see if this trend holds true across all countries where we do business. This may affect how we market our new product in the future.

Our top 5 countries in terms of customer concentration are also our top5 in sales. This of course makes sense; more customers should lead to increased revenue. But I believe this gives us a good idea of where our customer base is located and where we stand a good chance to gain market share against our biggest competitors in Netflix and Amazon Prime.

Questions?
Contact Robert Cheadle
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[Link to
Tableau Presentation](#)