



Rockbuster Stealth Analysis



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Introduction

- **Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.**
- **In response to stiff competition posed by streaming services such as Netflix and Amazon Prime ,Rockbuster is strategizing to introduce an online video rental service.**
- **The objective of this project is to devise a comprehensive launch strategy for the new online video service.**

Company Overview

Total
Customers
14596

Total
Titles
1000

Minimum
rental duration
3 days

Maximum
rental duration
7 days

Average rental
duration
5 days

Maximum rental
rate
4.99\$

Average rental
Payment
4.2\$

Total
Revenue
61312\$

The matter we are focused on

Who are our primary customers?

Where are our customers situated, and which markets are crucial?

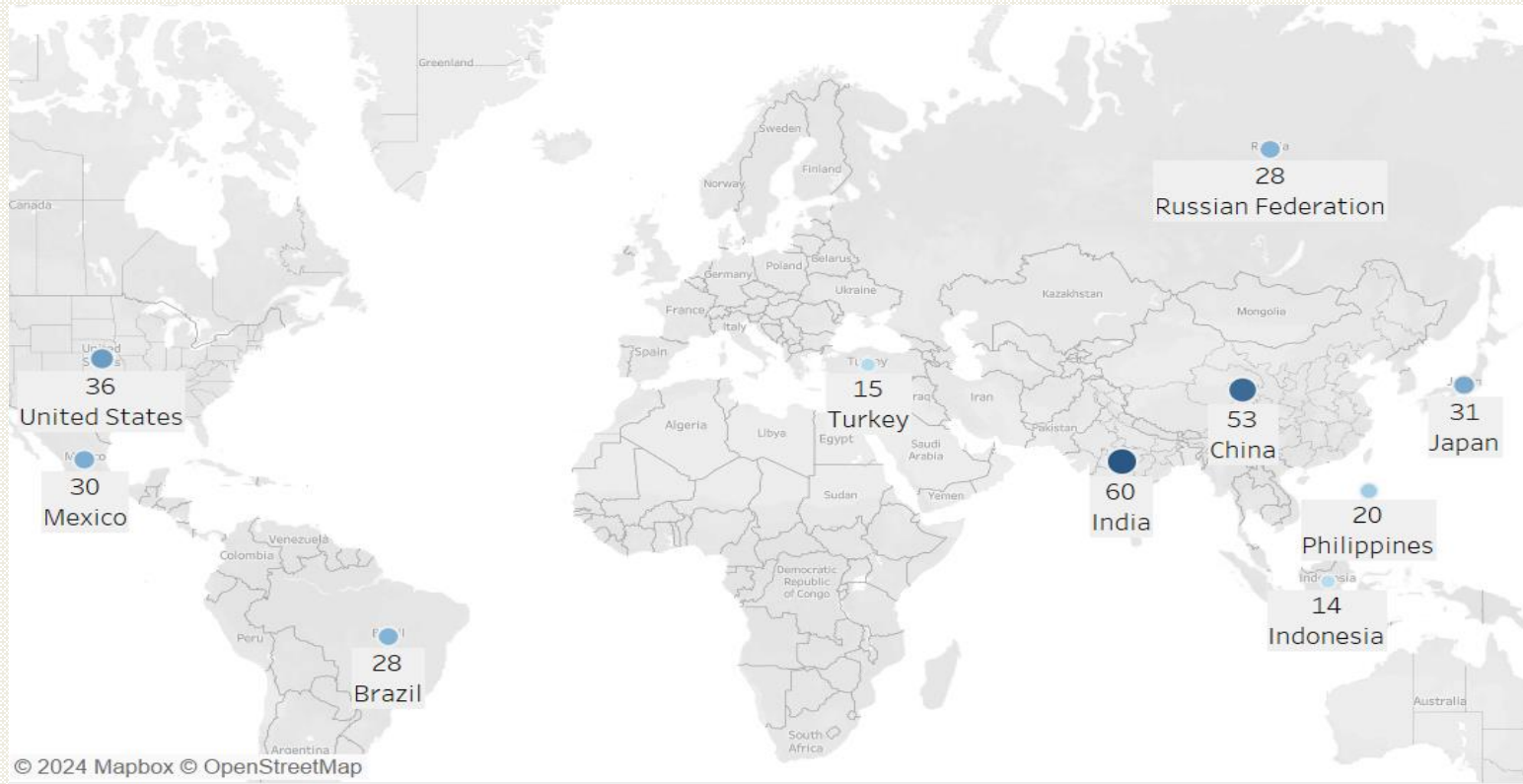
Which genres/titles are the most popular among our audience?

What steps should we take next?



Ultimate Movie Rental Destination

Where do we have the most customers?



country	customer_count
character varying (50)	bigint
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14

<https://public.tableau.com/app/profile/rose.alappat.joy/viz/PrimaryCustomers/Sheet1?publish=yes>

The spatial analysis and table of contents provide insight into countries with the highest customer counts. India, China, and the US rank highest in this regard.

In which cities do our customers reside?

	country character varying (50) 	city character varying (50) 	customer_count bigint 
1	United States	Aurora	2
2	Mexico	Atlixco	1
3	China	Xintai	1
4	India	Adoni	1
5	India	Dhule (Dhulia)	1
6	Japan	Kurashiki	1
7	China	Pingxiang	1
8	Turkey	Sivas	1
9	Mexico	Celaya	1
10	Brazil	So Leopoldo	1

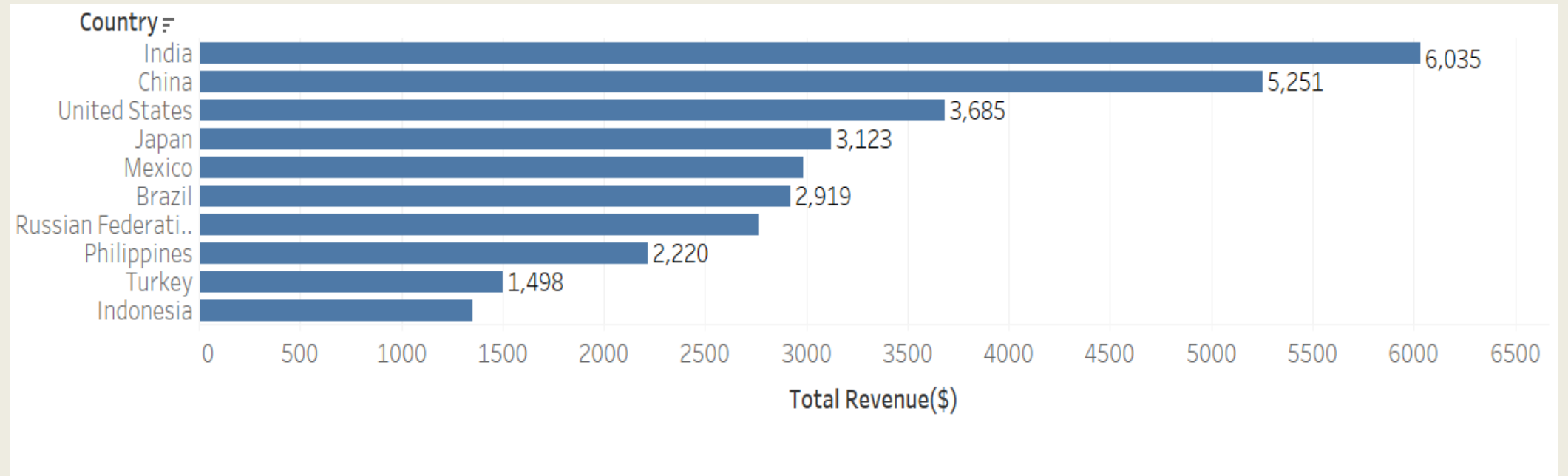
Our top five customers.

Eleanor Hunt 211.55	Casey Mena 130.68	Sara Perry 128.70
Clara Shaw 189.60	Leslie Seward 123.72	



Customer name	country	city	Amount paid (\$)
Eleanor Hunt	Runion	Saint-Denis	211.55
Clara Shaw	Belarus	Molodetno	189.6
Casey Mena	Turkey	Tokat	130.68
Sara Perry	Mexico	Atlixco	128.7
Leslie Seward	Indonesia	Pontianak	123.72

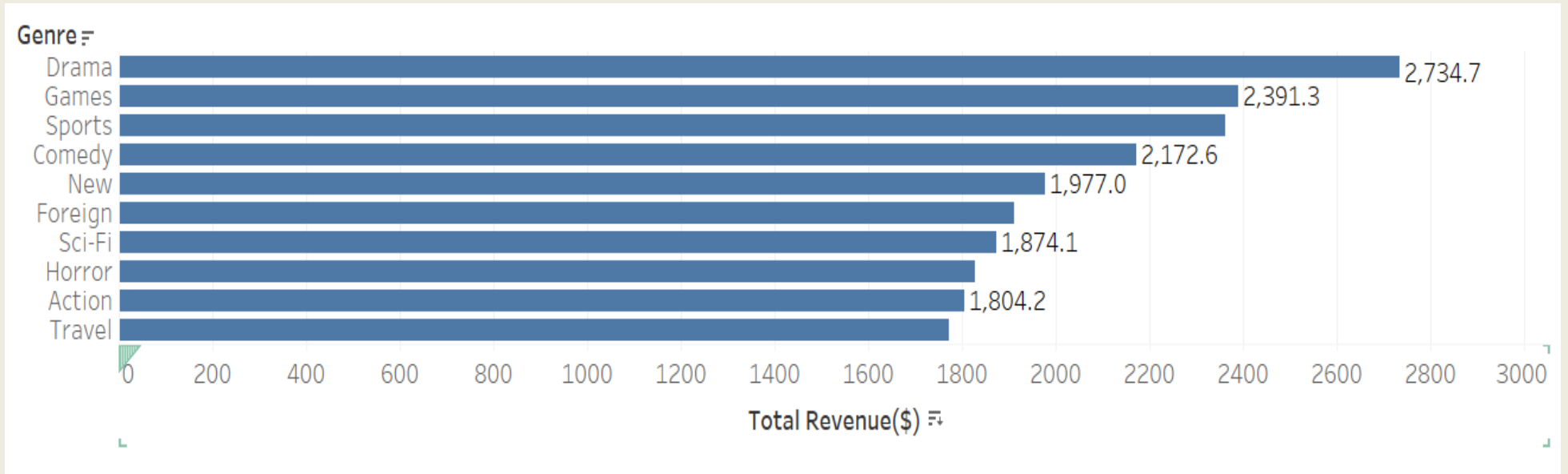
Top 10 markets by revenue



<https://public.tableau.com/app/profile/rose.alappat.joy/viz/top10markets/Sheet1?publish=yes>

The leading markets for online video services have been determined based on revenue generated, revealing that India, China, and the US rank as the top markets.

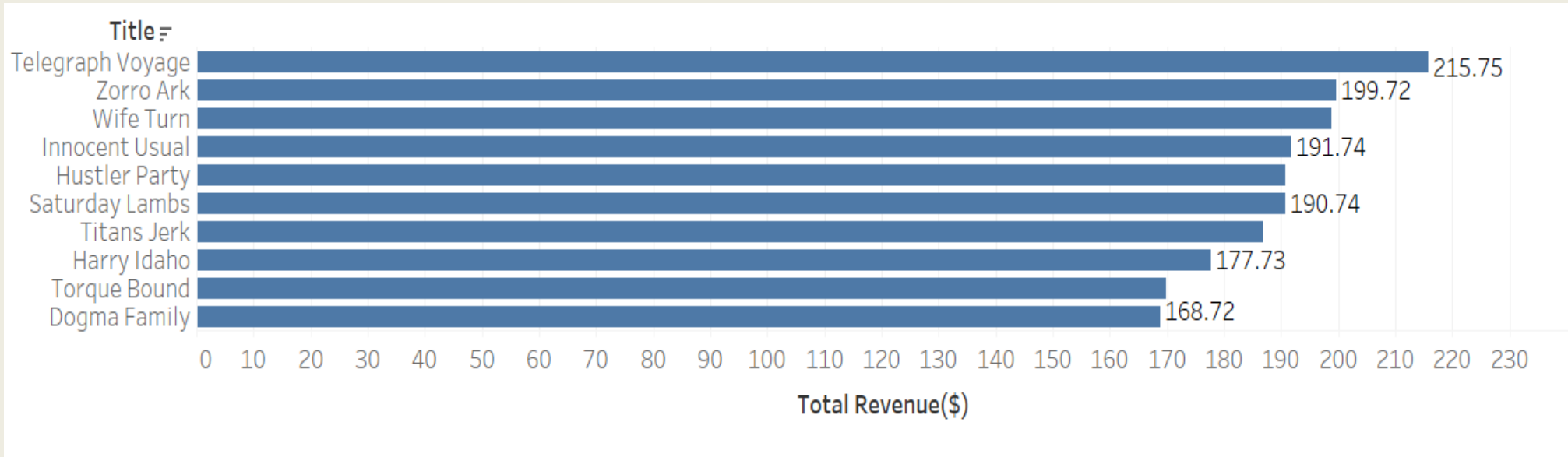
Top Genres



<https://public.tableau.com/app/profile/rose.alappat.joy/viz/RentalbyGenre/Sheet1?publish=yes>

Among various genres, three significant categories demonstrating excellence in online video services are drama, sports, and gaming.

Top Titles



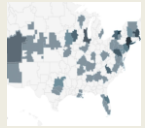
<https://public.tableau.com/app/profile/rose.alappat.joy/viz/RentalbyTitle/Sheet1?publish=yes>

**The top 10 successful titles have been identified based on revenue generated.
Among them Telegraph Voyage, Zorro Ark and Wife Turn are top 3.**

Suggestions



- Expanding language options and targeting key markets such as India, China, and the U.S can boost subscriber growth effectively.



- Constantly assess location performance and adapt resource allocation strategies according to changing market dynamics, consumer preferences, and competition.



- Increase rental charges for sought-after genres such as drama, gaming, and sports.



- Examining title popularity across genres to allocate budgets, acquire content, and strategize production to effectively bolster thriving locations and improve struggling ones.



Thank you for your consideration