

Rockbuster Stealth Database Analysis

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Objective

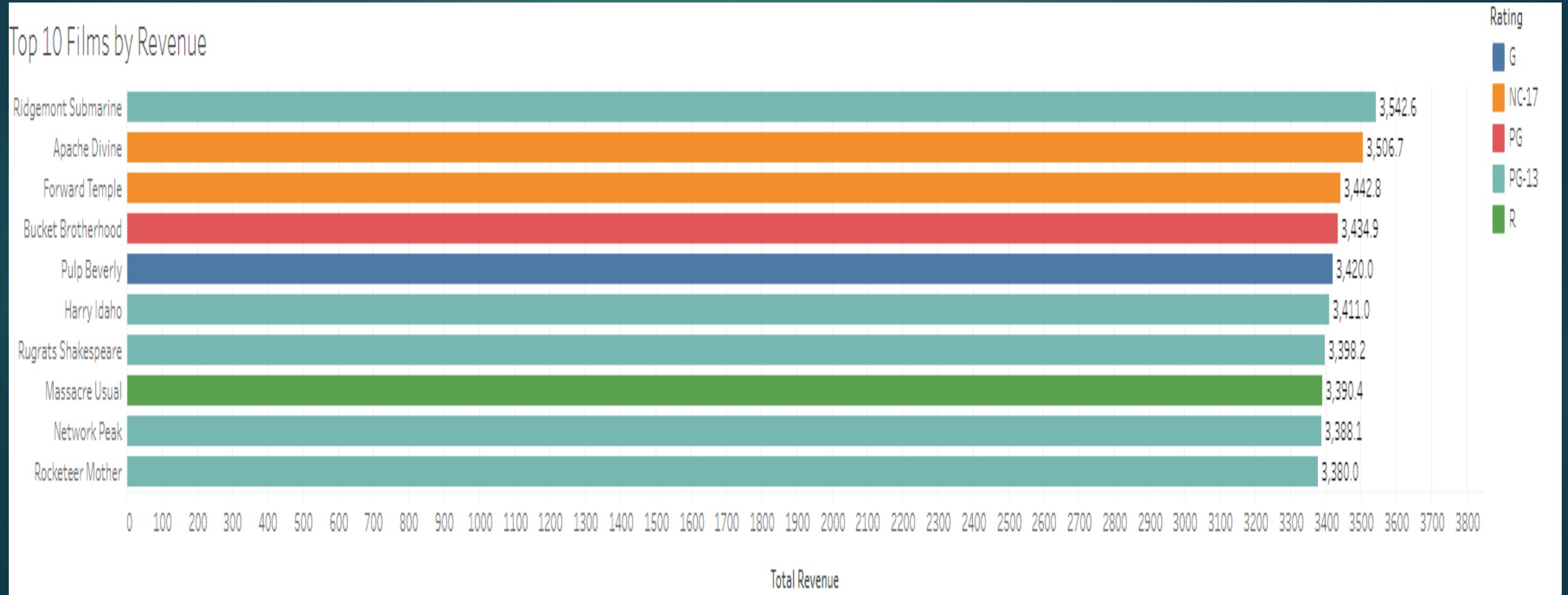
- To determine where to focus rockbuster stealth's resources in order to maximize the company's profits.
- KEY POINTS:
 - Rockbuster Stealth's current overview
 - Our top Movies
 - What areas to focus on most
 - Our top customers

Rockbuster Stealth NOW

Currently rockbuster has 1000 films in their catalog and 599 existing customers in 108 countries. on average each customer rents a film for about 5 days at a cost of around \$3

Rockbuster Stealth's TOP 10 FILMS

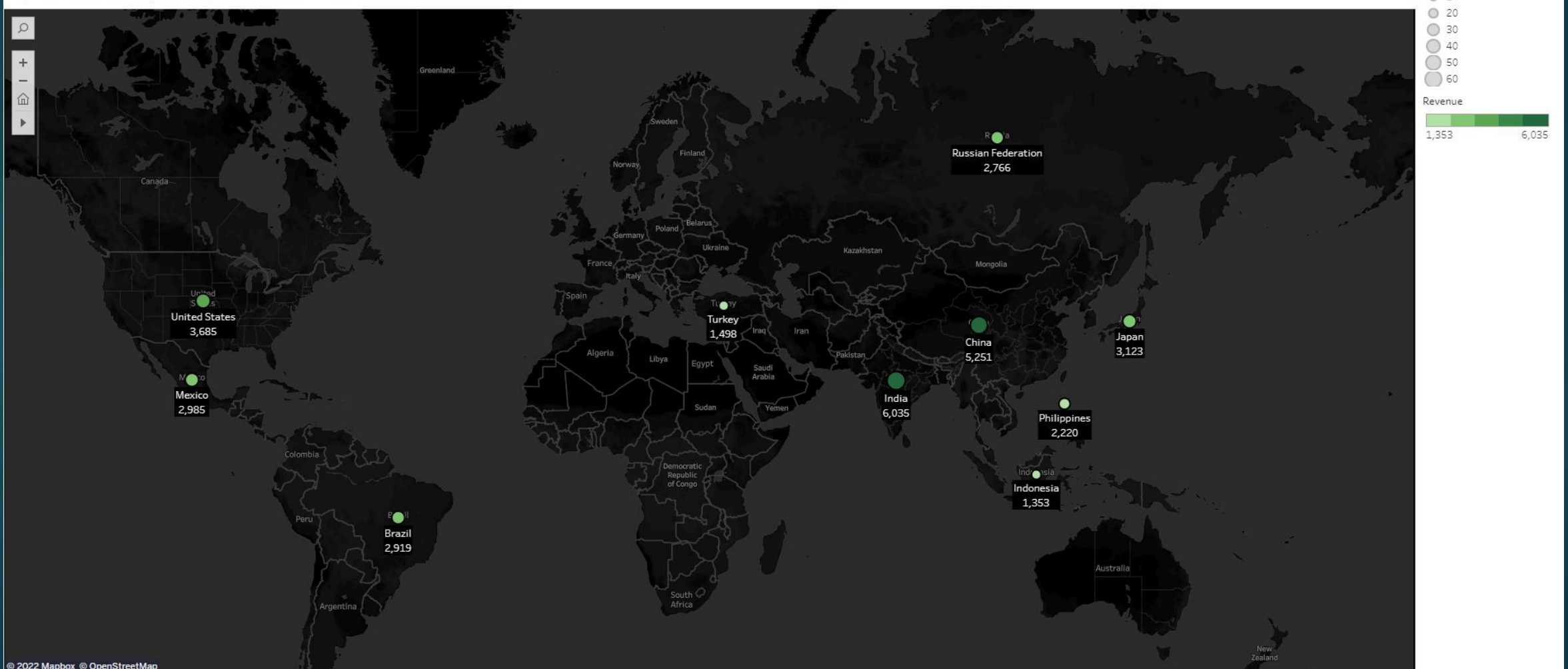
These films are in our top 10 based off the total revenue earned from them ranging from \$3,380 to \$3,542.60. The ratings on these films range from G to NC-17



Where to Focus our Resources

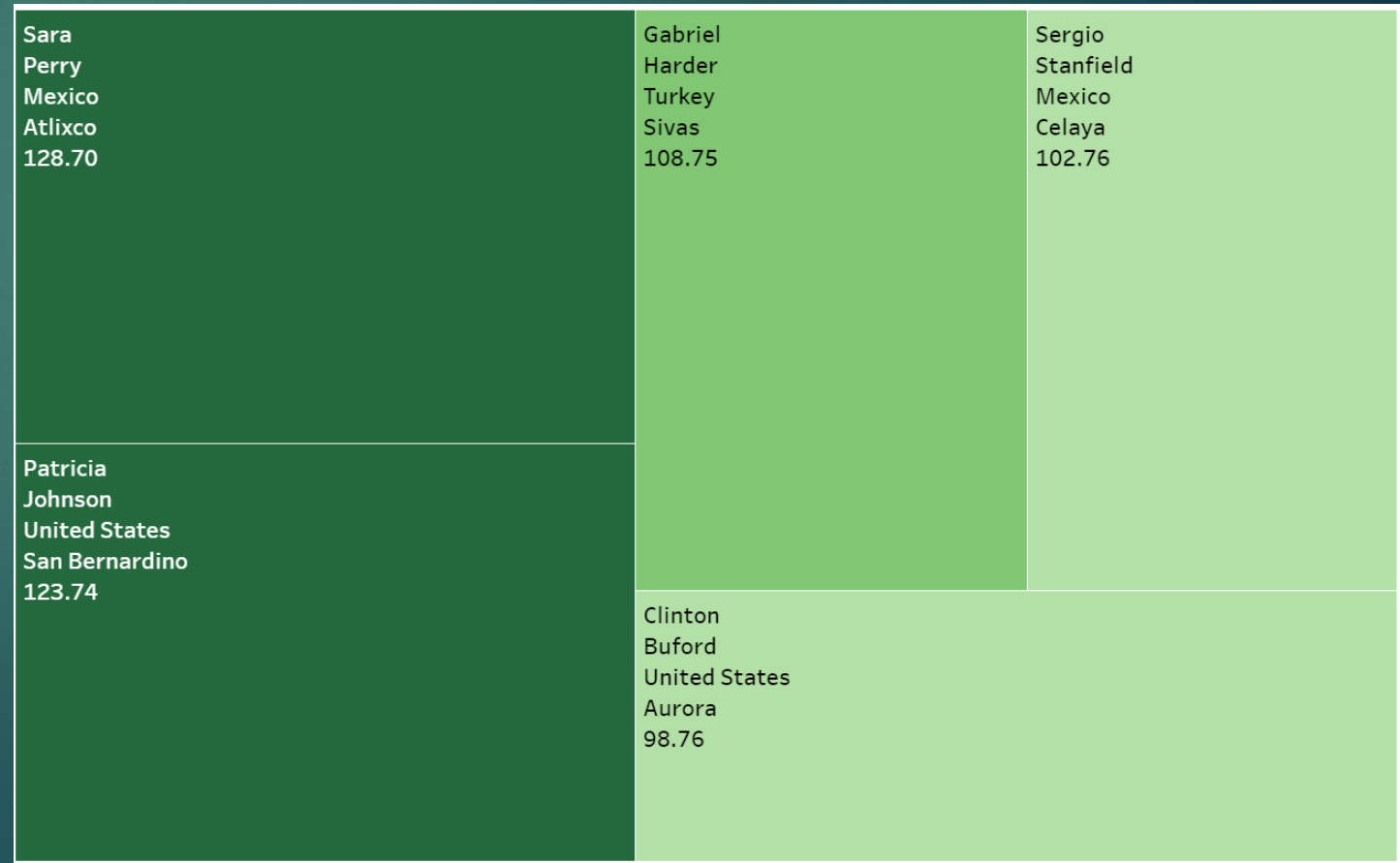
Rockbuster's top locations based on revenue span across the globe Most of which comes from countries such as China, India, and the United States

Top 10 Countries by Customers and Revenue



Rockbuster's Top 5 Customers

These are Rockbuster's top 5 customers all of which correspond with the company's top countries meaning we should focus more resources into these areas for customers like these.



Recommendations

- ▶ For Rockbuster Stealth to grow and generate more revenue marketing resources should focus more on our top countries and nearby regions to attract more customers as well as cater to the company's high value customers as well.
- ▶ Resources should also be invested into which genres our customers are attracted to so the company can obtain more films in those genres for their customers
- ▶ Finally, to research if switching over to streaming films online would be more favorable for our customers as well as more profitable for the company.

ANY QUESTIONS?

- ▶ https://public.tableau.com/app/profile/richard.spero/viz/Top10moviesfortask3_10/Sheet1?publish=yes
- ▶ https://public.tableau.com/app/profile/richard.spero/viz/exercise3_10/customercountmap/Customercountmap?publish=yes
- ▶ https://public.tableau.com/app/profile/richard.spero/viz/task3_10top5customers/Sheet1?publish=yes