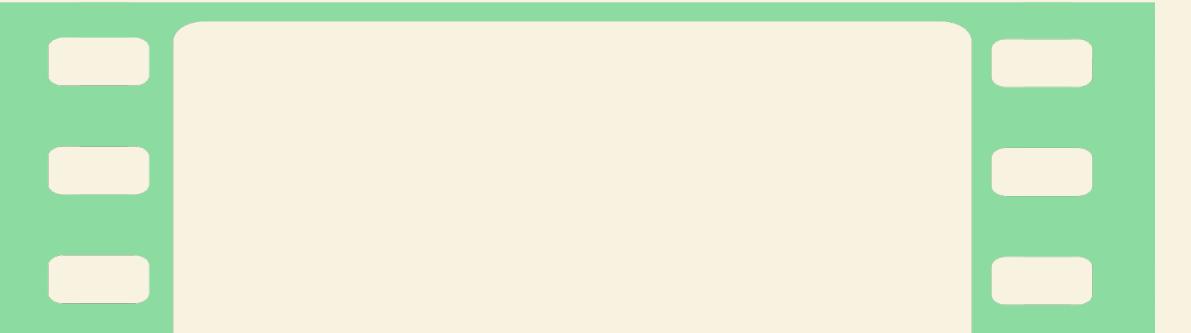
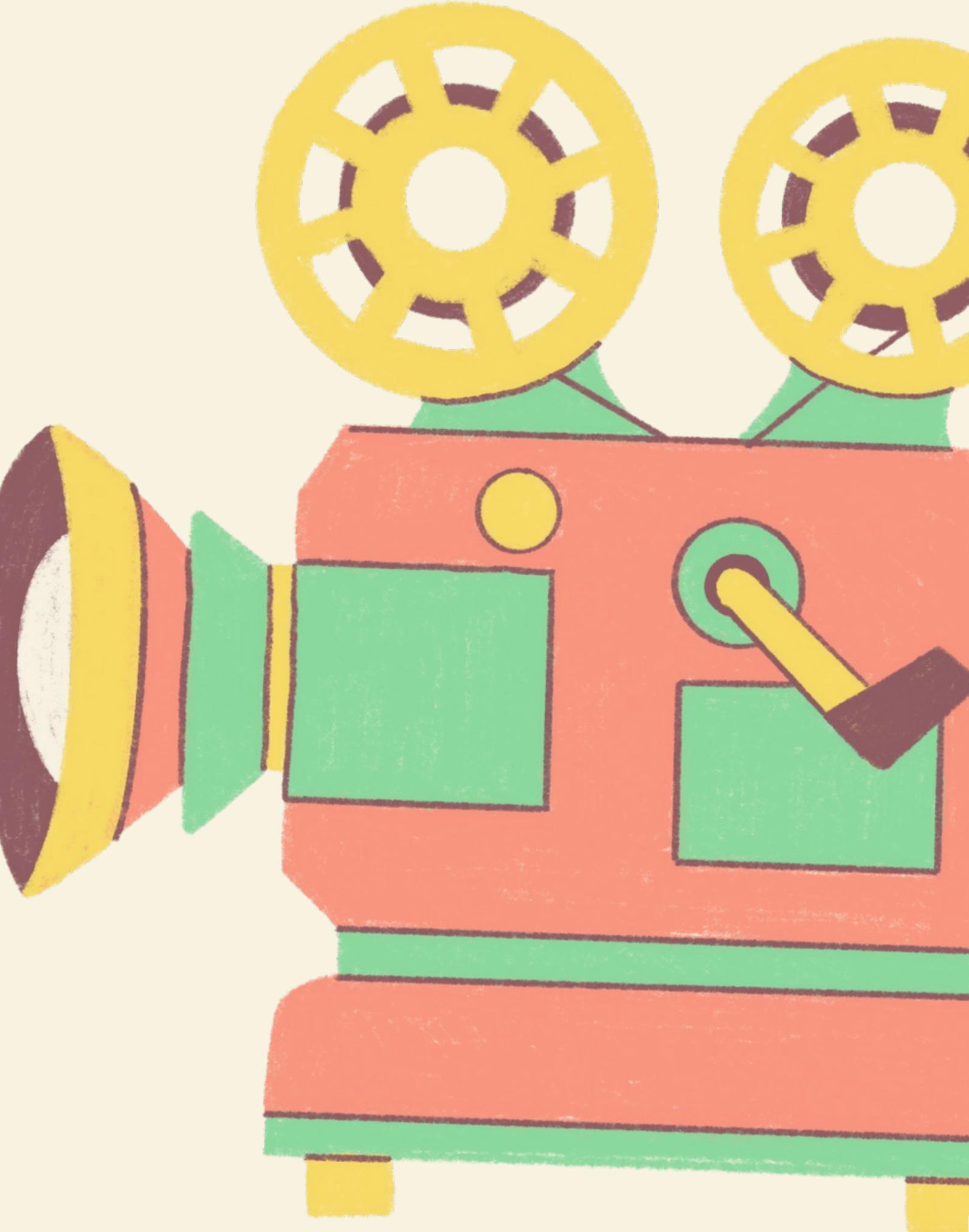


# Rockbuster Stealth

**Sanya Mohsini**



# About

**Facing stiff competition from streaming services such as Netflix and Amazon Prime, Rockbuster Stealth is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.**



# By the Numbers

Rockbuster Stealth currently has 1000 films and 584 active customers



## RENTAL DURATION

Between 3 and 7 days with  
an average of 5 days

## RENTAL RATE

Between \$.99 and \$4.98  
with an average of \$2.98

## FILM LENGTH

Between 46 and 185 minutes  
with an average of 115  
minutes

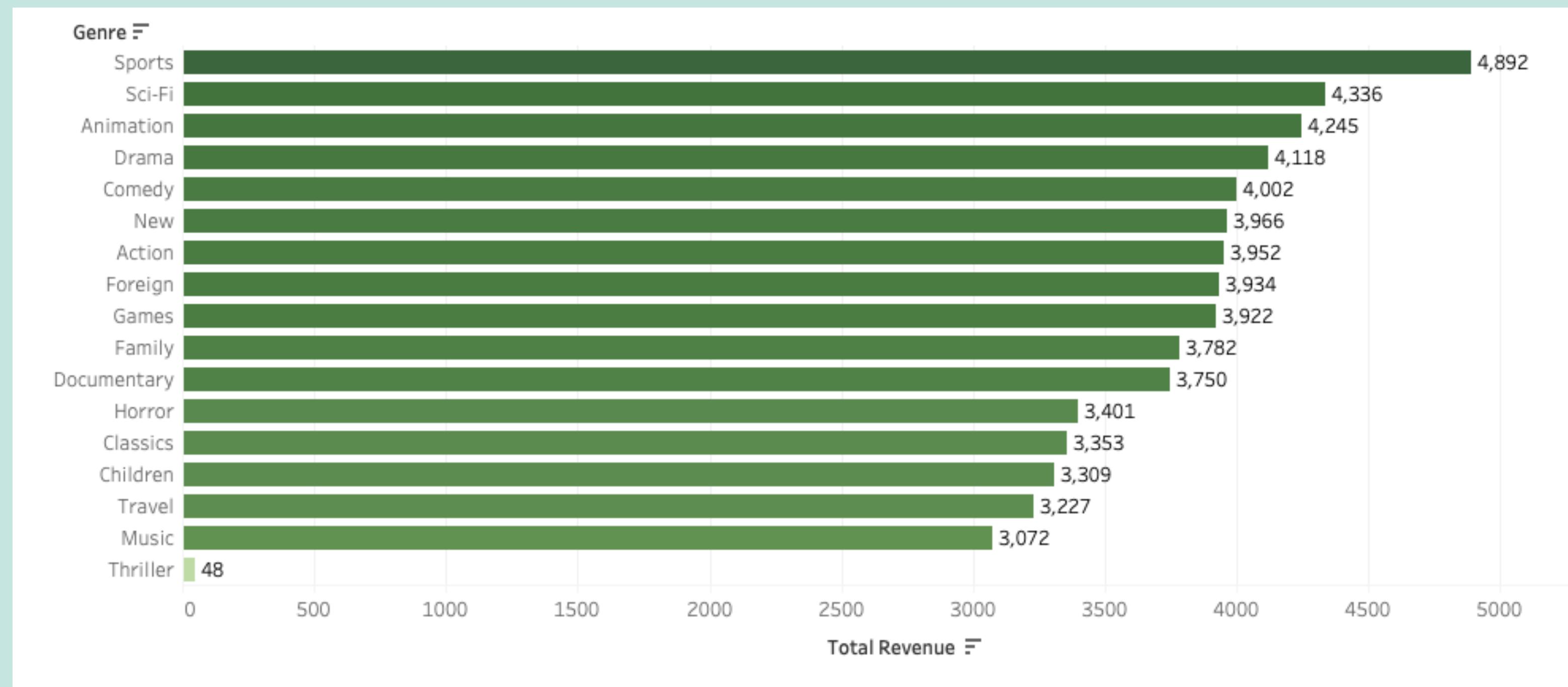
## REPLACEMENT COST

Between \$9.99 and  
\$29.99 with an average  
of \$19.98

# **Revenue Overview**

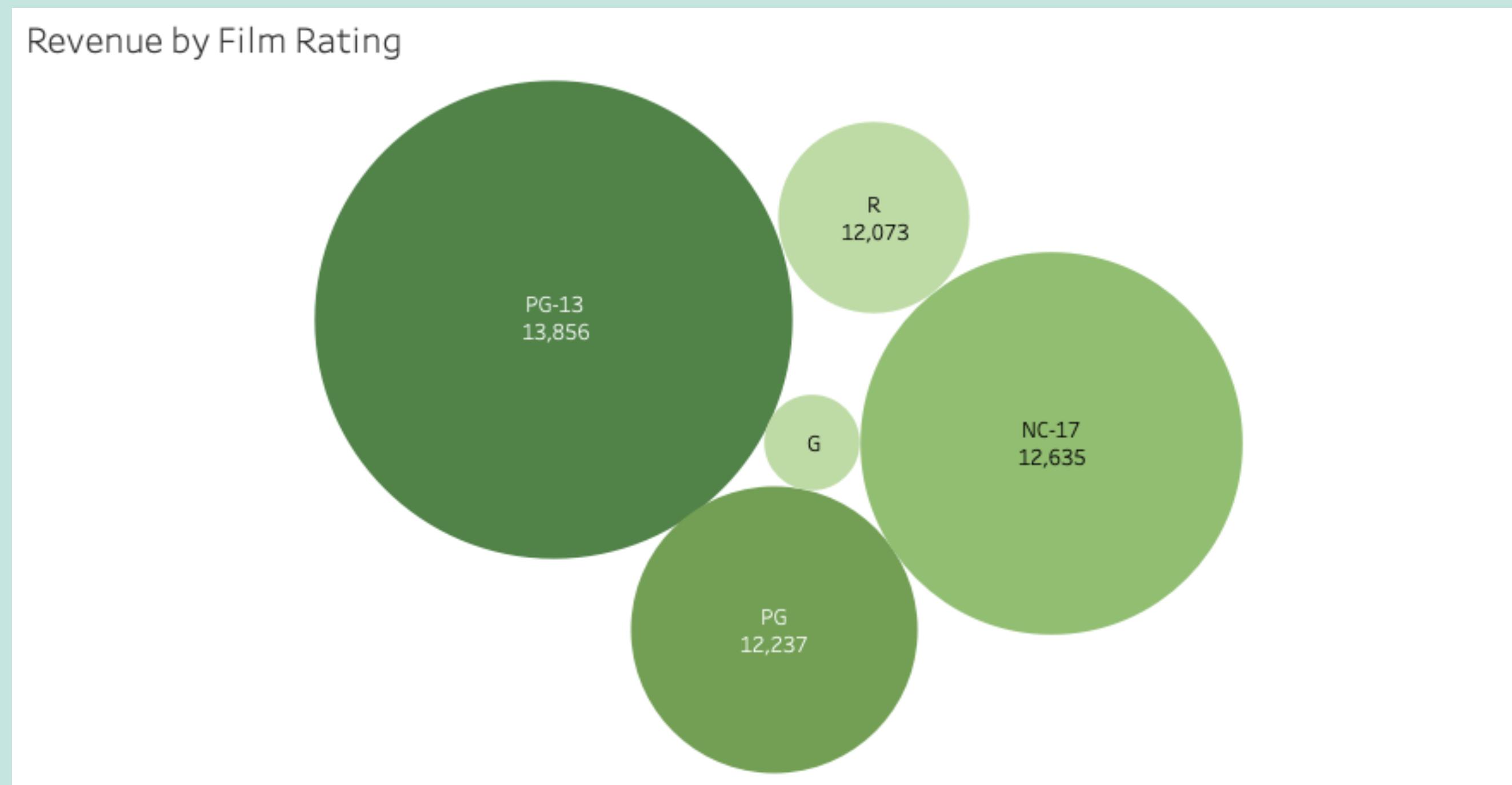
# Film Revenue by Genre

Top film categories include Sports, Sci-Fi and Animation while Thriller films are the least profitable



# Film Revenue by Rating

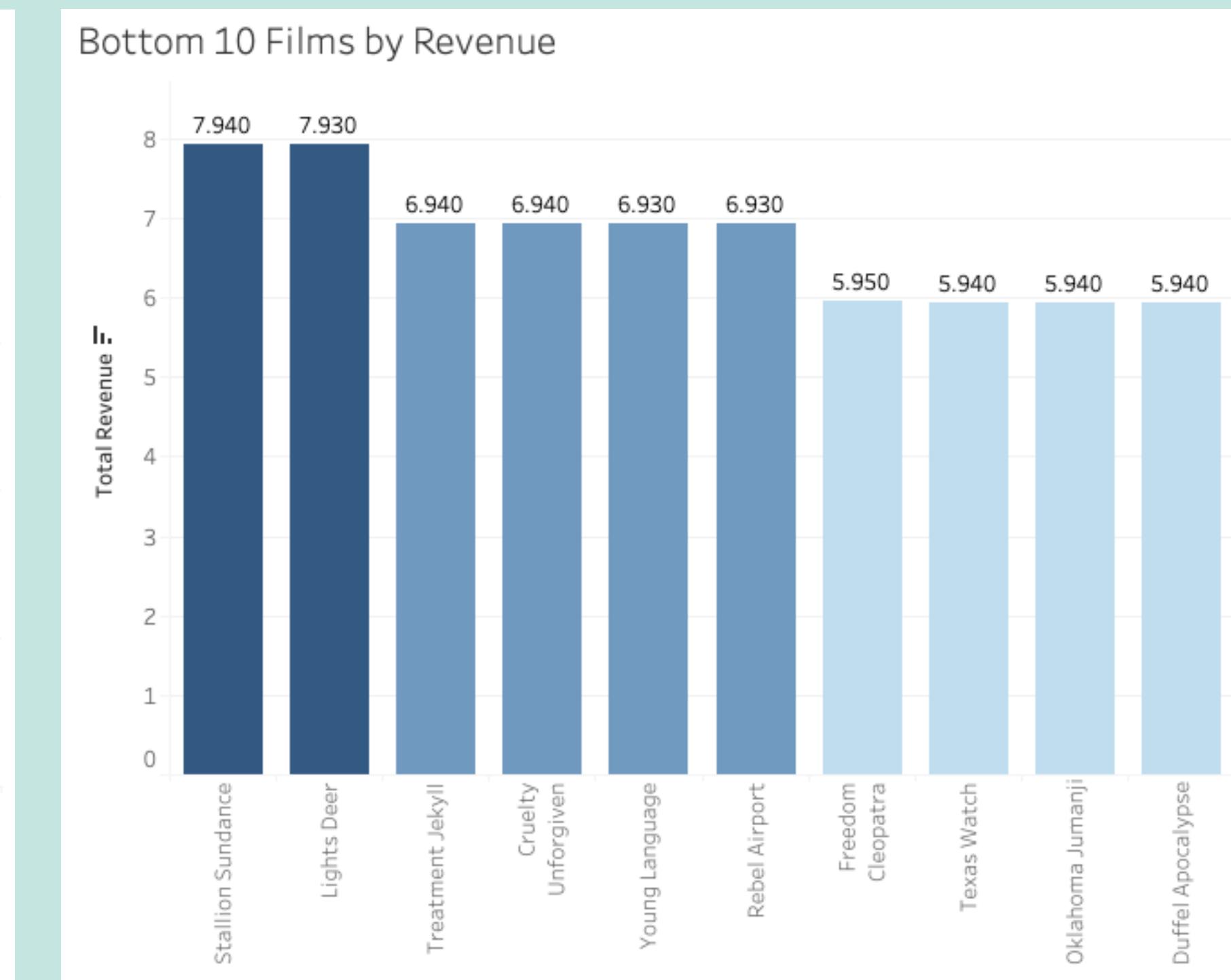
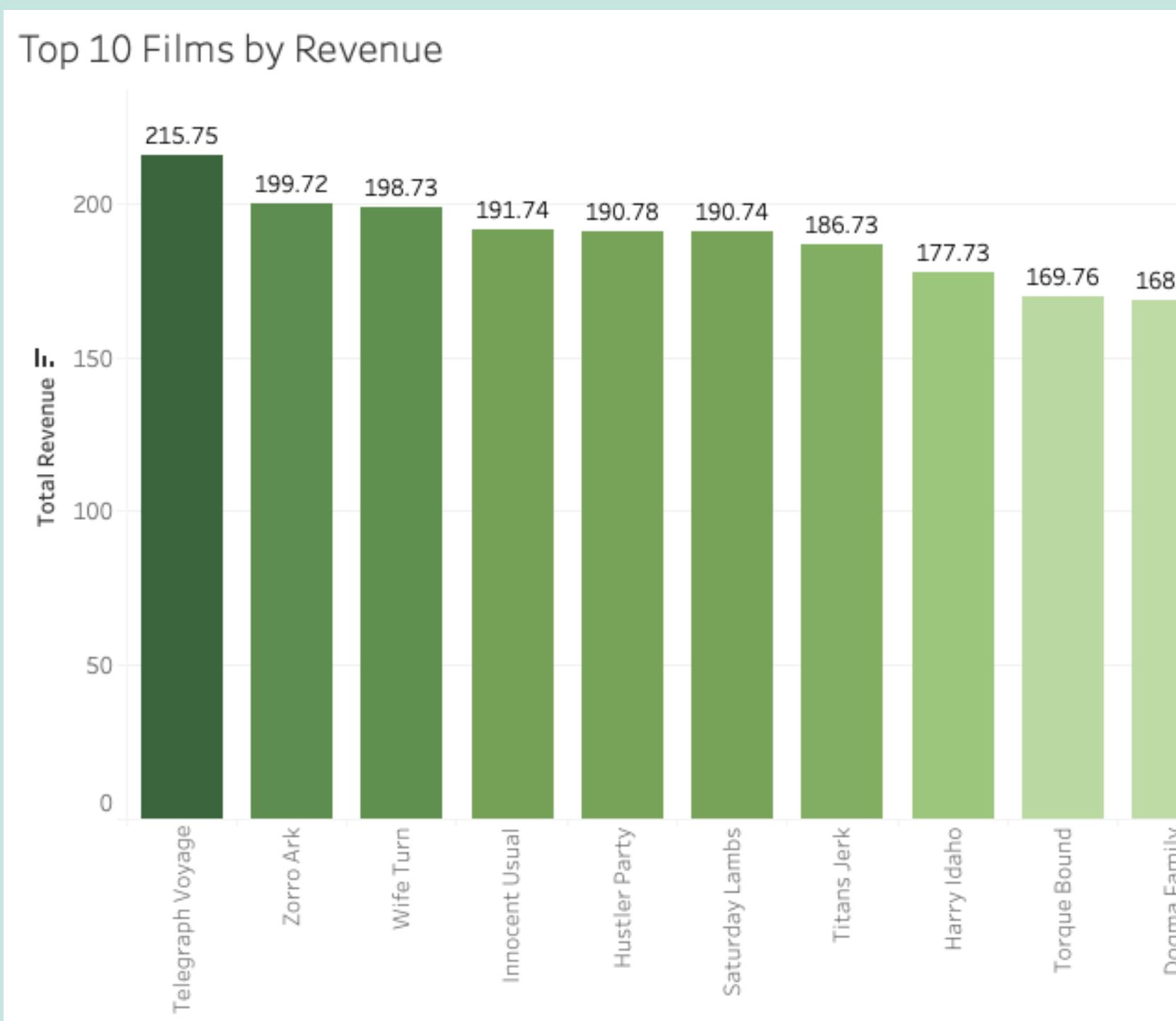
PG-13 rated films bring in the most revenue while G rated films bring in the least revenue



# Revenue by Film

The top profitable films are Telegraph Voyage, Zorro Ark and Wife Turn.

The least profitable films are Duffel Apocalypse, Oklahoma Jumanji and Texas Watch.



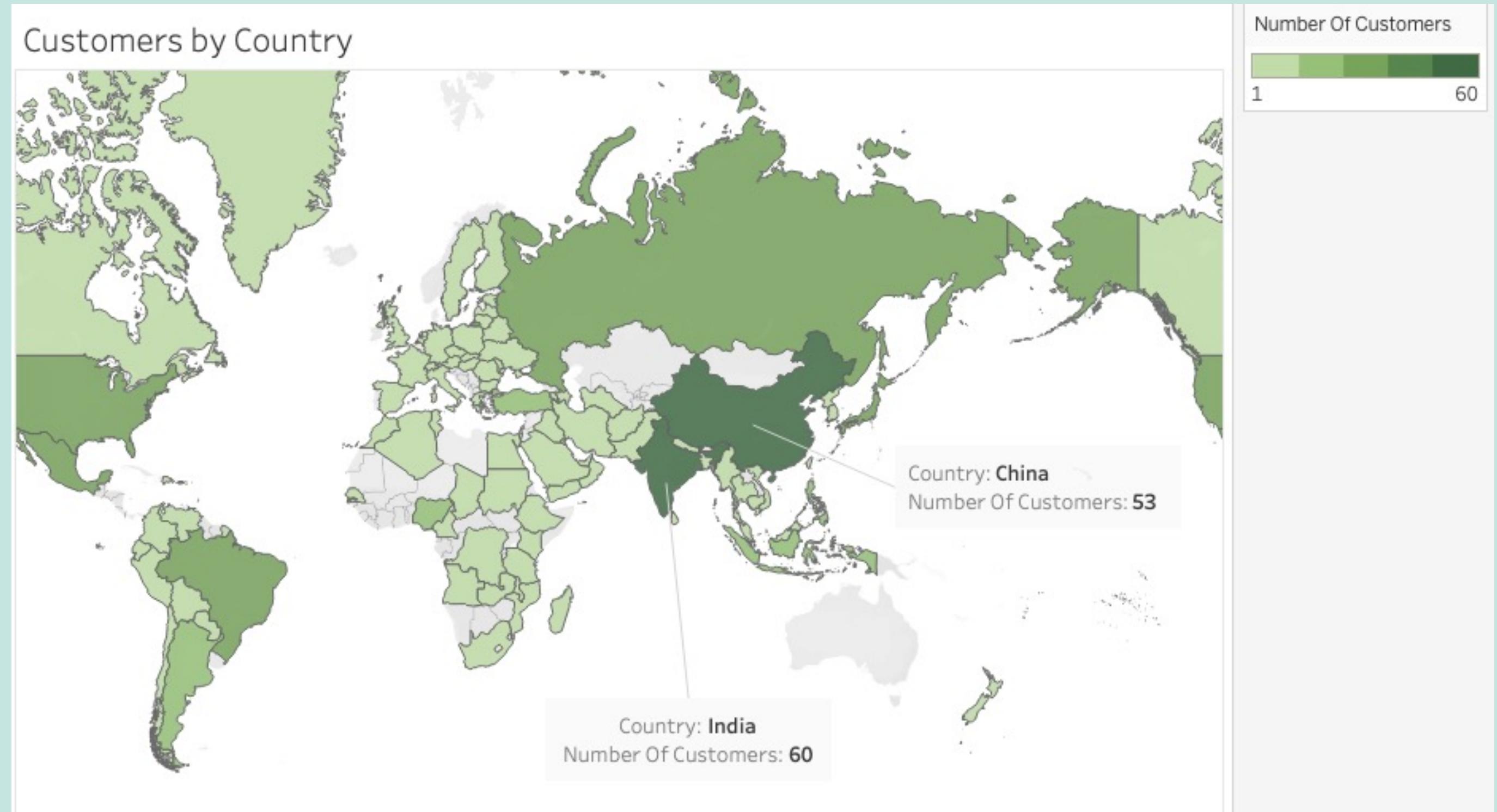


**Geographic  
Revenue +  
Customers**

# Customers by Country

## Top 10 Countries (# of Customers)

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

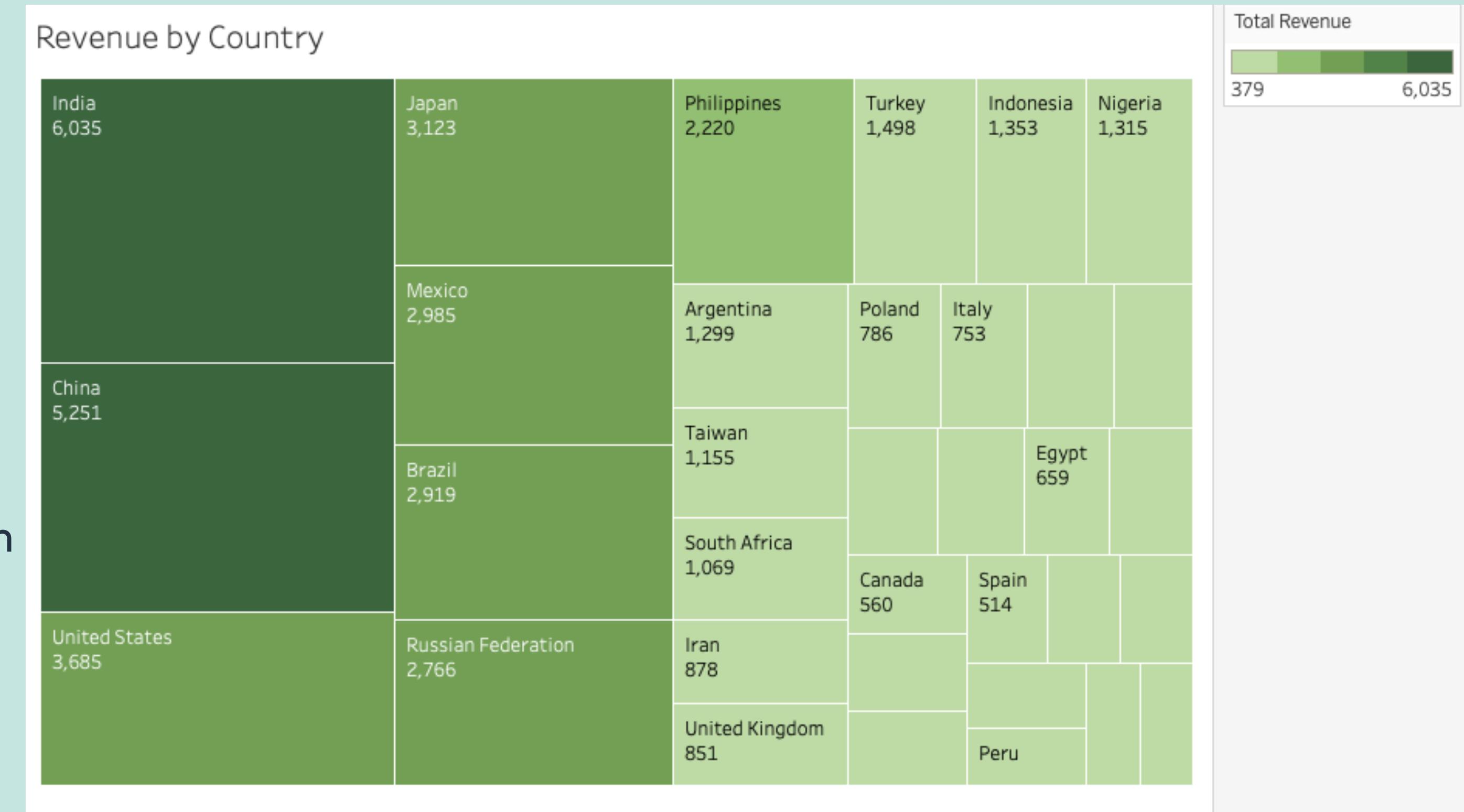


# Revenue by Country

Strong relationship with higher revenue countries and higher customer countries

## Top 10 Countries (Revenue)

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



# Launch Recommendations

## WHERE TO LAUNCH?

In countries with most customers and revenue including:

India

China

US

Japan

Mexico

### Avoid:

Countries where there are 0 customers  
(for instance Australia)

### Consider:

Creating a loyalty program for existing customers

## WHAT TO SHOW?

Genres/Ratings that produce most revenue including:

Sports

Sci-Fi

Animation

PG films

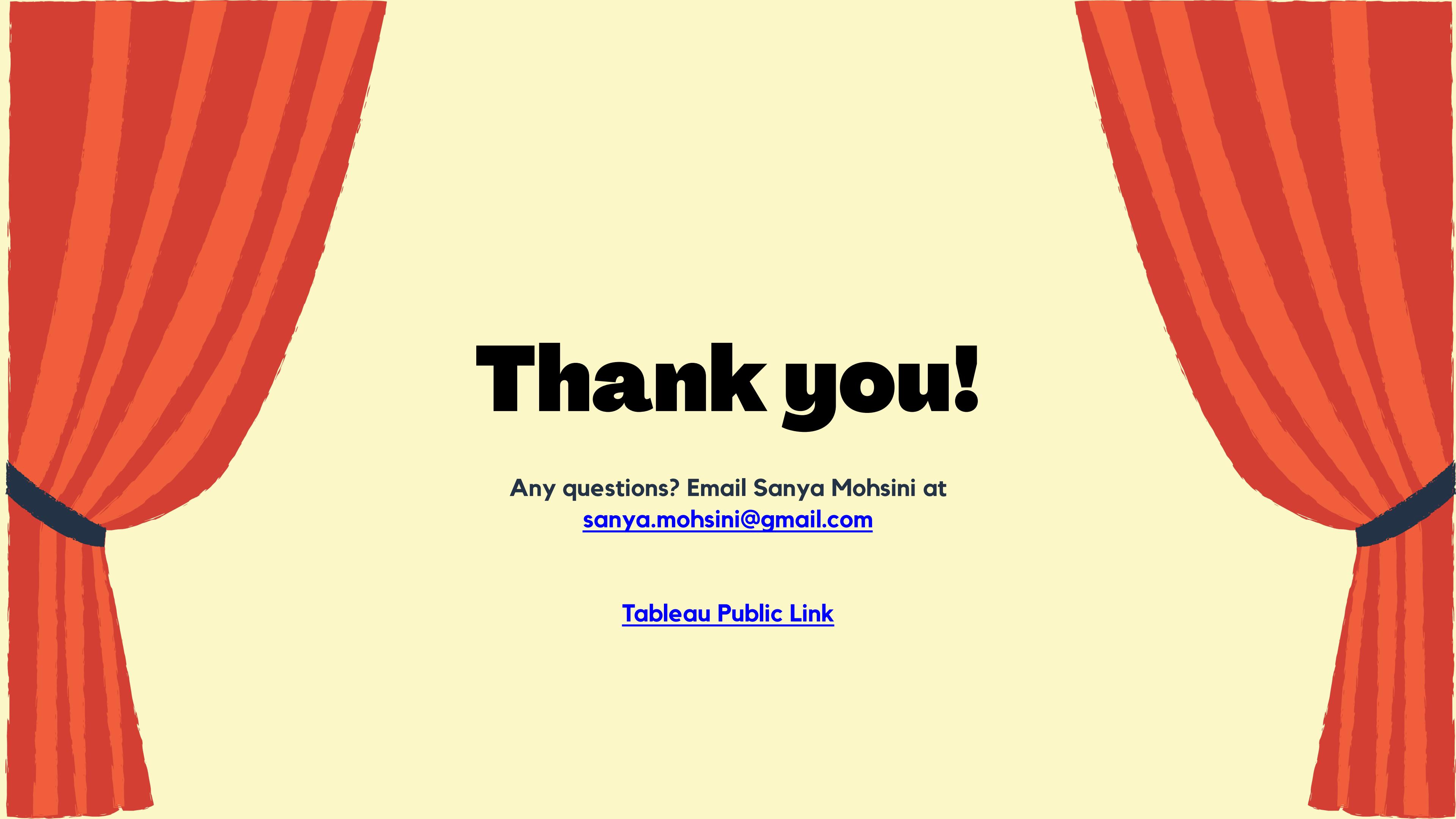
### Avoid:

Genres/Ratings that produce least revenue:  
Thriller

G/R-Rated Films

### Consider:

Promoting/show current top 10 revenue generating films



# Thank you!

Any questions? Email Sanya Mohsini at  
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[Tableau Public Link](#)