



# Rockbuster Stealth LLC

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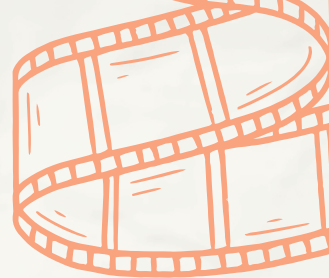
2020 Online Video Strategy

# Objective

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, the management team is planning to use its existing movie licenses to launch an **online video rental service** in order to stay competitive.

# Key Questions



01

Which movies  
contributed to  
revenue gain?

02

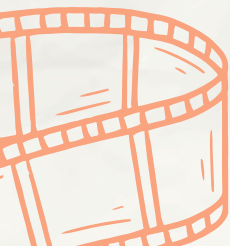
Which countries are  
customers based in?

03

What are the rental  
statistics?

04

Do sales figures  
vary between  
geographic regions?



# Data Overview



584

Active customers

109

Different countries

2

Stores worldwide

958

Movies in the inventory

1

Language available

2006

Latest & only release year



# Movie Rental Statistics

	Minimum	Average	Maximum
Rental Duration (days)	3	4.99	7
Rental Rate (\$)	0.99	2.98	4.99
Movie Length (min)	46	115.27	185
Replacement Cost (\$)	9.99	19.98	29.99

- The average rental duration is **5 days** with an average rental rate of **\$3**.
- With **16,044** total rentals, Rockbuster generated a total revenue of **\$61,312**.

# Which ratings contributed to revenue gain?

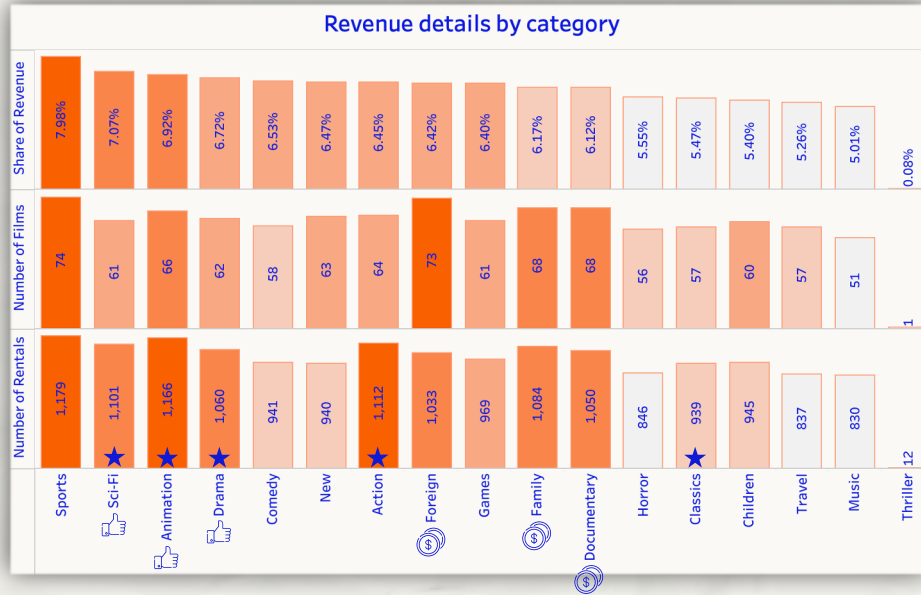
Revenue details by rating			
	Number of Films	Number of Rentals	Share of Revenue
G	178	2,773	17.14%
PG	194	3,212	19.96%
PG-13	223	3,585	22.60%
R	195	3,181	19.69%
NC-17	210	3,293	20.61%

➤ Most revenue generated by **PG-13 movies** (not recommended for children under 13).

➤ Least revenue generated by **G-rated movies** (approved for all ages).



# Which categories contributed to revenue gain?



Top 5 categories  
based on average  
number of rentals  
per movie

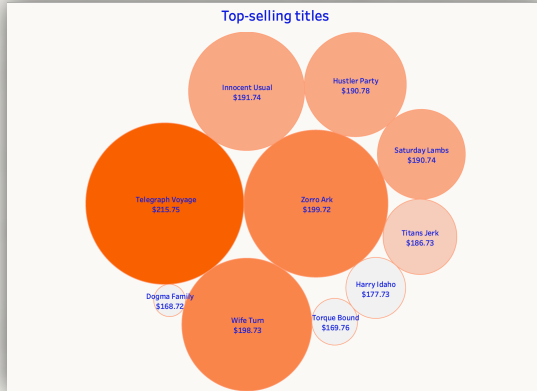


Popular categories  
medium number of  
films, many rentals,  
relatively high share of  
revenue

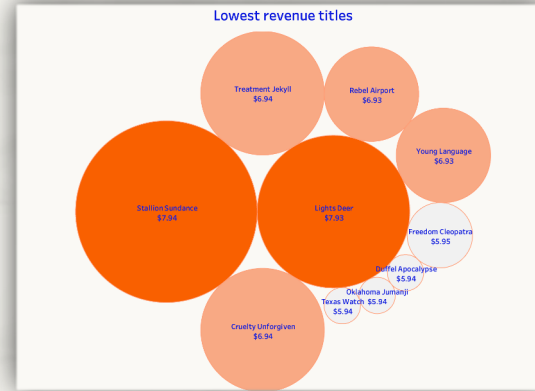


Too low rates  
high number of films,  
moderate rate of rentals,  
relatively low share of  
revenue

# Which titles contributed to revenue gain?



Top categories (highest sales):  
Music, Comedy, Documentary

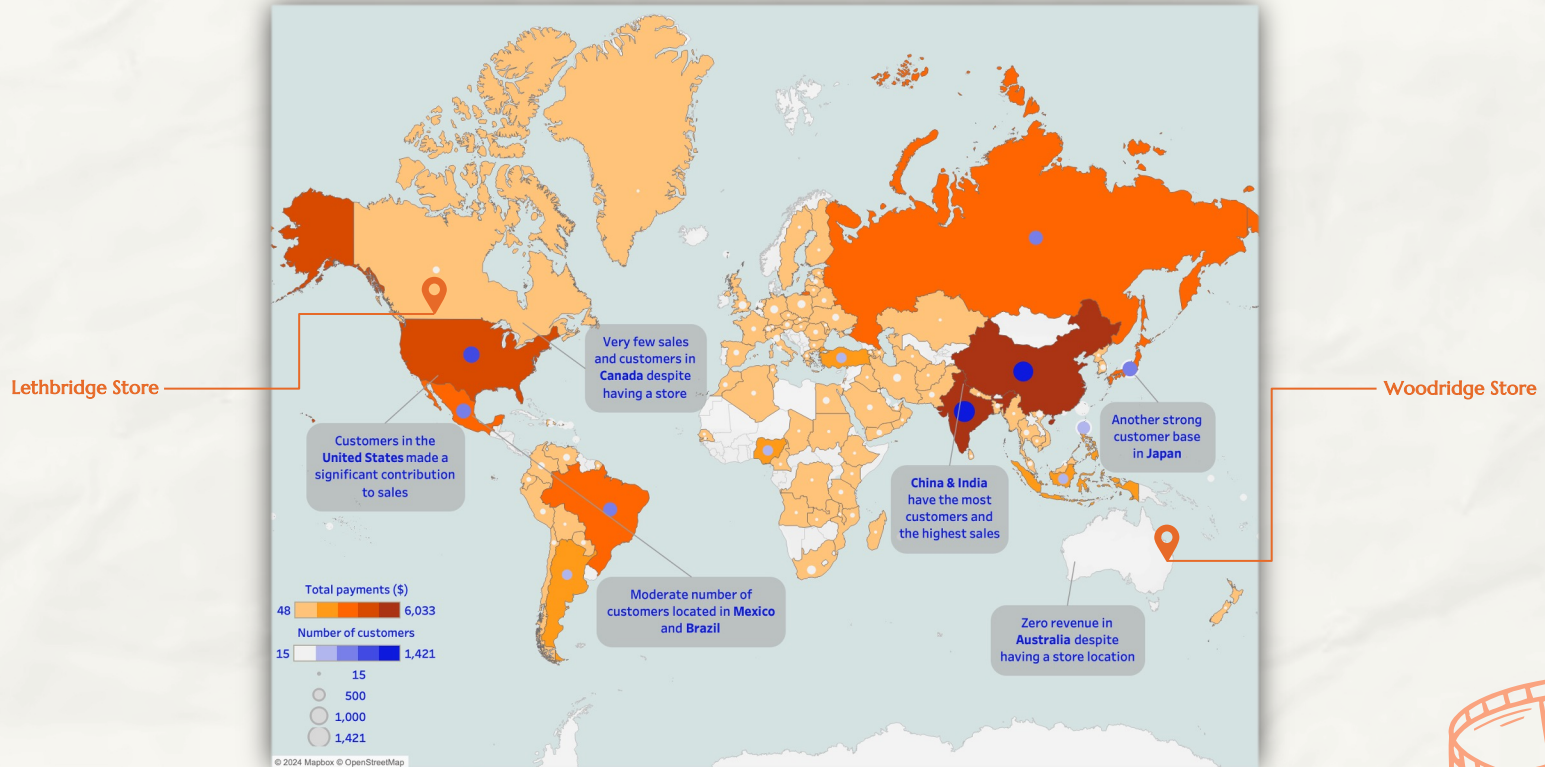


Top categories (lowest revenue):  
Horror, New, Documentary, Comedy

- An effective approach to marketing the online video streaming service to the existing customer base can be to use the most popular movies.



# How sales figures vary between geographic regions



# Which countries are customers based in?



Top 10 individuals to receive a **Loyalty Reward** from the customer team.

# Recommendations

## Rates

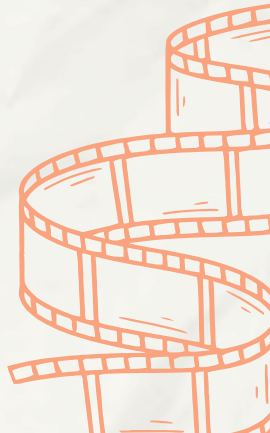
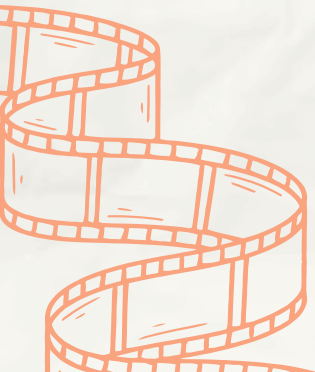
Review rates of frequently rented movies with small revenue share.

## Regions

Perform a thorough analysis of the top-performing countries to yield valuable insights for the development of effective marketing strategies.

## Inventory

Take advantage of the most popular ratings and categories. Consider expanding your inventory for a wider selection.





Do you have any questions?



[tischer000@gmail.com](mailto:tischer000@gmail.com)



<https://www.linkedin.com/in/sarah-tischer/>



[Link to Tableau Storyboard](#)



*The End*