Rockbuster Stealth LLC Analysis

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Company Overview

- Rockbuster Stealth LLC used to have movie rental stores around the world but are now facing difficulty with the rise of streaming services such as Netflix and Amazon Prime. The goal is to be able to stay competitive by creating an online movie rental service while using existing movie licenses.

- Key Statistics
  - 1,000 film titles
  - 17 genres
  - 1 language
  - Average rental length 4.98 days
  - Average rental rate $2.98
 - Average revenue per customer $128.91

Tableau Workbook

Goals of Analysis

- 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?
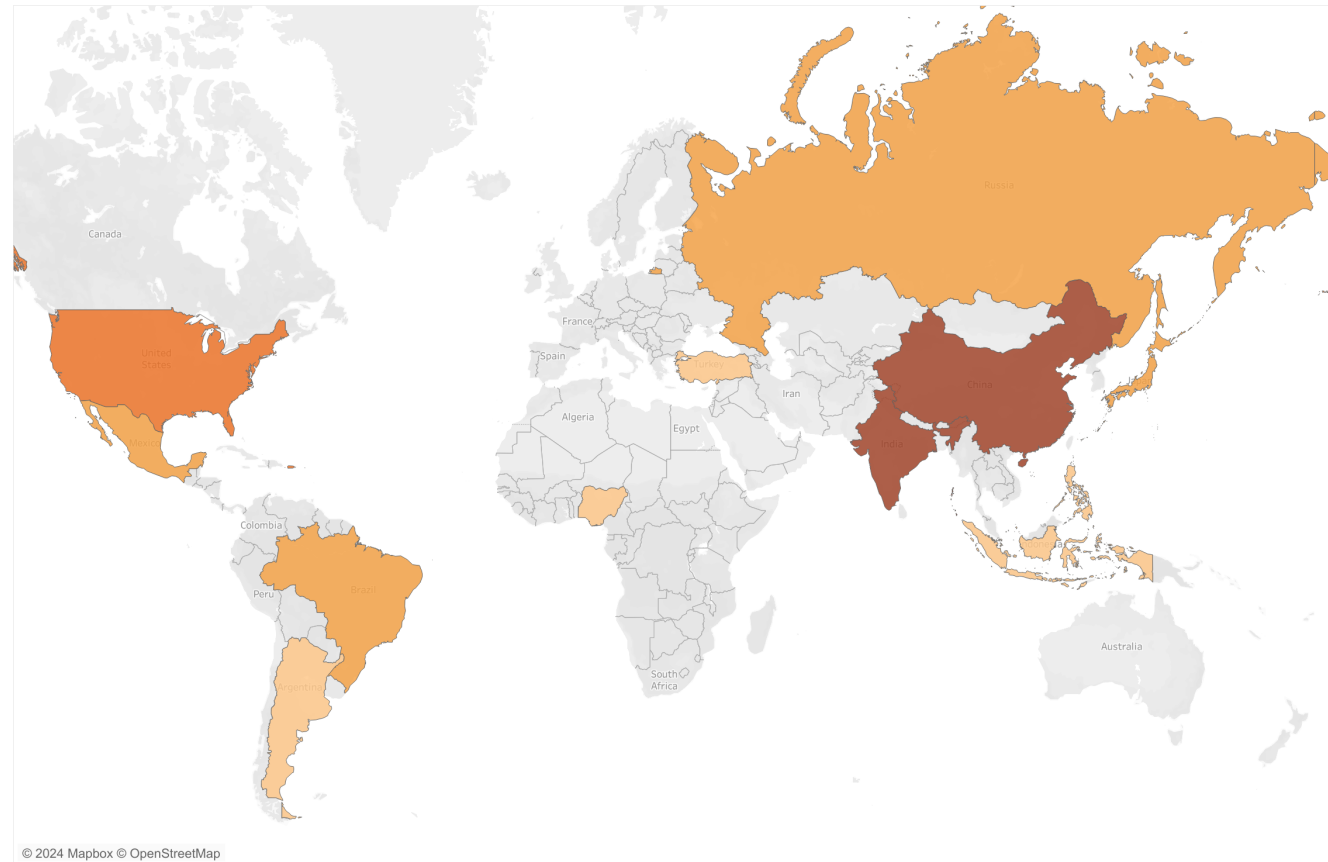
Top Countries

Top Countries by Revenue
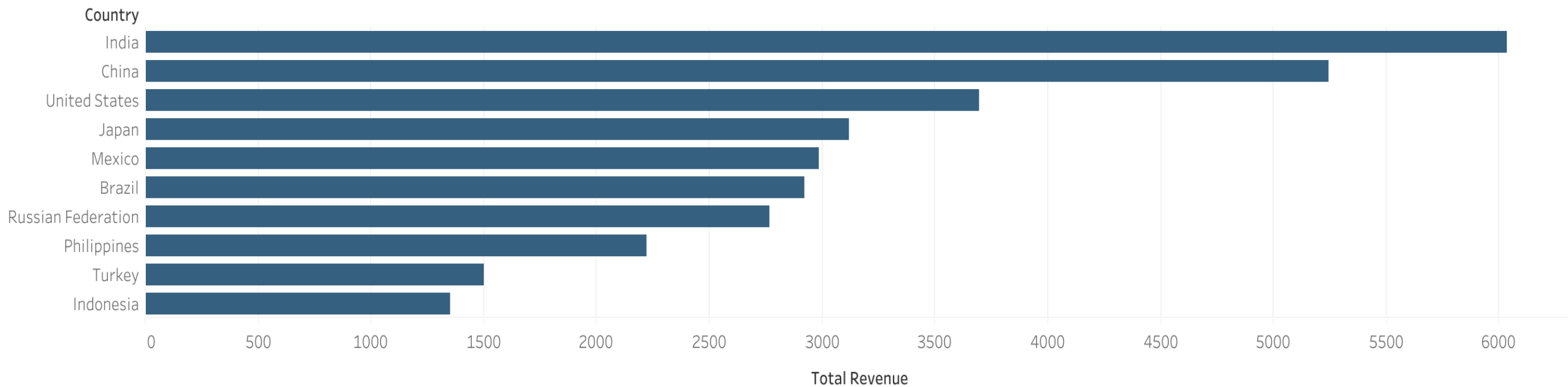
See map distribution here

Customer Base

Customers by Country

Total Customers
13 60

Top 5 Customers

#148 Eleanor Hunt
Saint-Denis, Runion
$211.55

#526 Karl Seal
Cape Coral, United States
$208.58

#178 Marion Snyder
Santa Brbara dOeste, Brazil
$194.61

#137 Rhonda Kennedy
Apeldoorn, Netherlands
$191.62

#144 Clara Shaw
Molodetno, Belarus
$189.60

Genres

Genre Ranking by Revenue
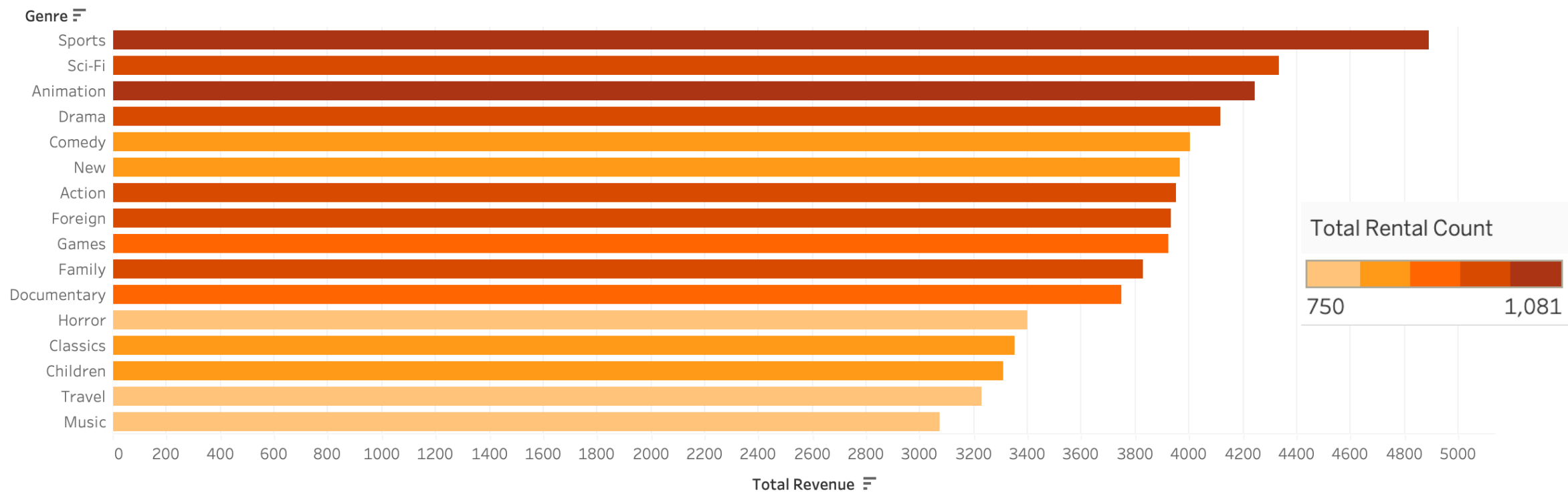
Most Popular Movie Titles

Top Titles by Revenue

Total Rental Count

22 — 28

Title	Total Revenue
Telegraph Voyage	~216
Zorro Ark	~199
Wife Turn	~198
Innocent Usual	~191
Hustler Party	~191
Saturday Lambs	~190
Titans Jerk	~186
Harry Idaho	~178
Torque Bound	~169
Dogma Family	~168

Total Revenue
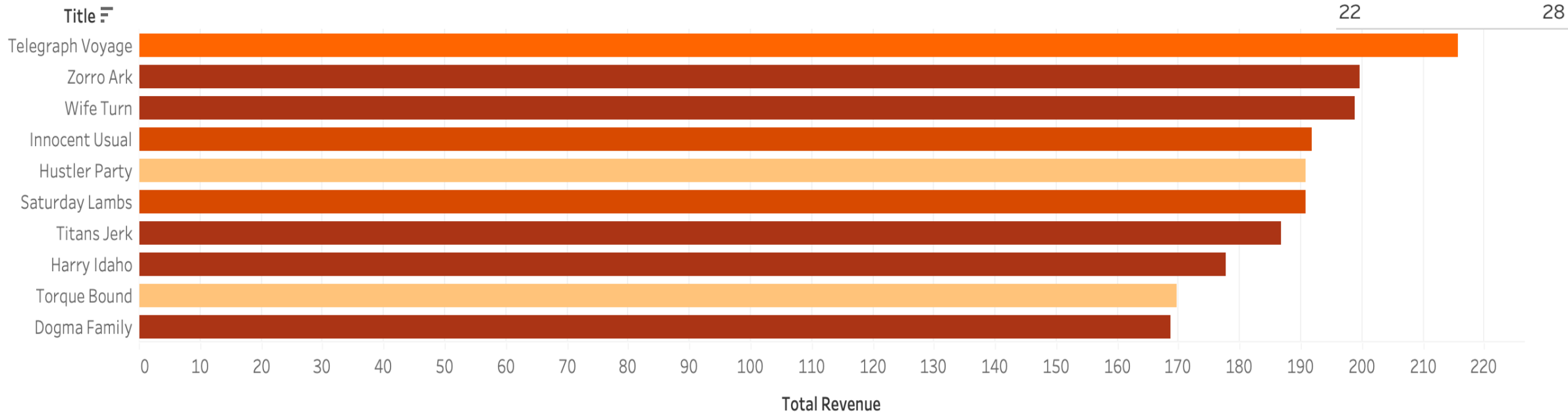
Least Popular Movie Titles

Bottom Titles by Revenue

Total Rental Count
5 — 7

Title	Total Revenue
Duffel Apocalypse	
Oklahoma Jumanji	
Texas Watch	
Freedom Cleopatra	
Rebel Airport	
Young Language	
Cruelty Unforgiven	
Treatment Jekyll	
Lights Deer	
Japanese Run	
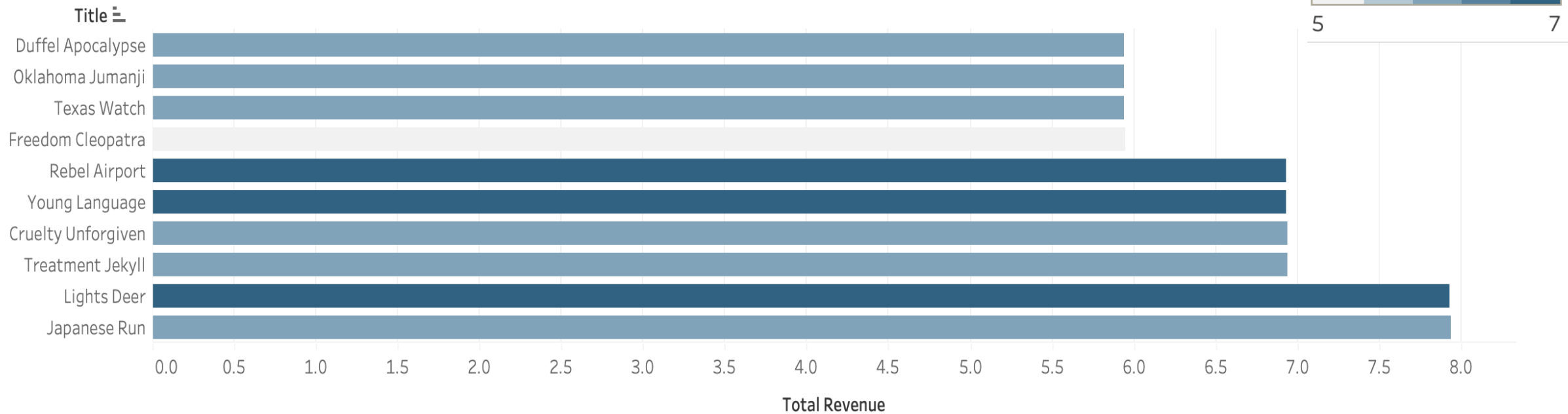
Recommendations

- Diversify catalog
  - Increase the number of titles available
  - Add additional languages with foreign films, dubbing, and subtitles
- Create a membership program
- Allow for one-time rentals without a membership
- Reach out to existing customers about the launch of the new online platform
- Continue analysis after launch to implement improvements