

The background features a complex network diagram with nodes of various colors (blue, orange, red, purple, black) connected by thin grey lines. A large, white, torn-paper-like shape is positioned in the center, serving as a backdrop for the text.

Rockbuster Stealth

Business Strategy Plan

Key Questions

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?

Do sales figures vary between geographic regions?

Where are customers with a high lifetime value based?

Film Facts

Rental and Movie Information



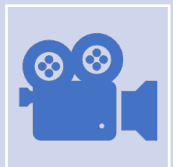
Rental Duration: 3-7
Days

Average: 5 Days



Rental Rate: \$0.99-
\$4.99

Average: \$2.98



Length of Movie: 46-
185 minutes

Average: 115 minutes



Cost of Replacement:
\$9.99-\$29.99

Average: \$19.98

Most Popular Movies

- Telegraph Voyage brought in \$215.75 in revenue.
- The top ten movies are from eight different genres.

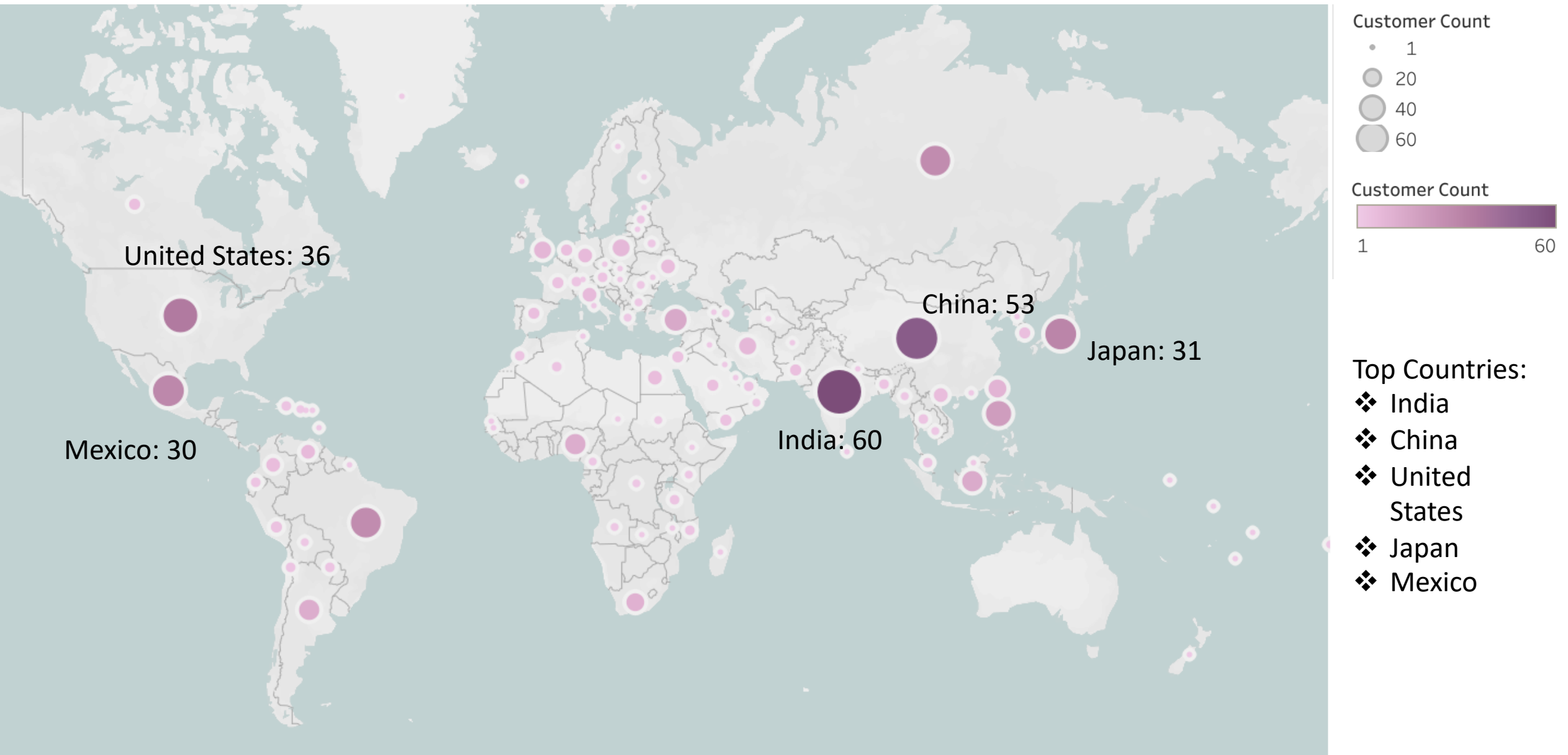


Least Popular Movies

- The least popular movies brought in less than \$10 each.

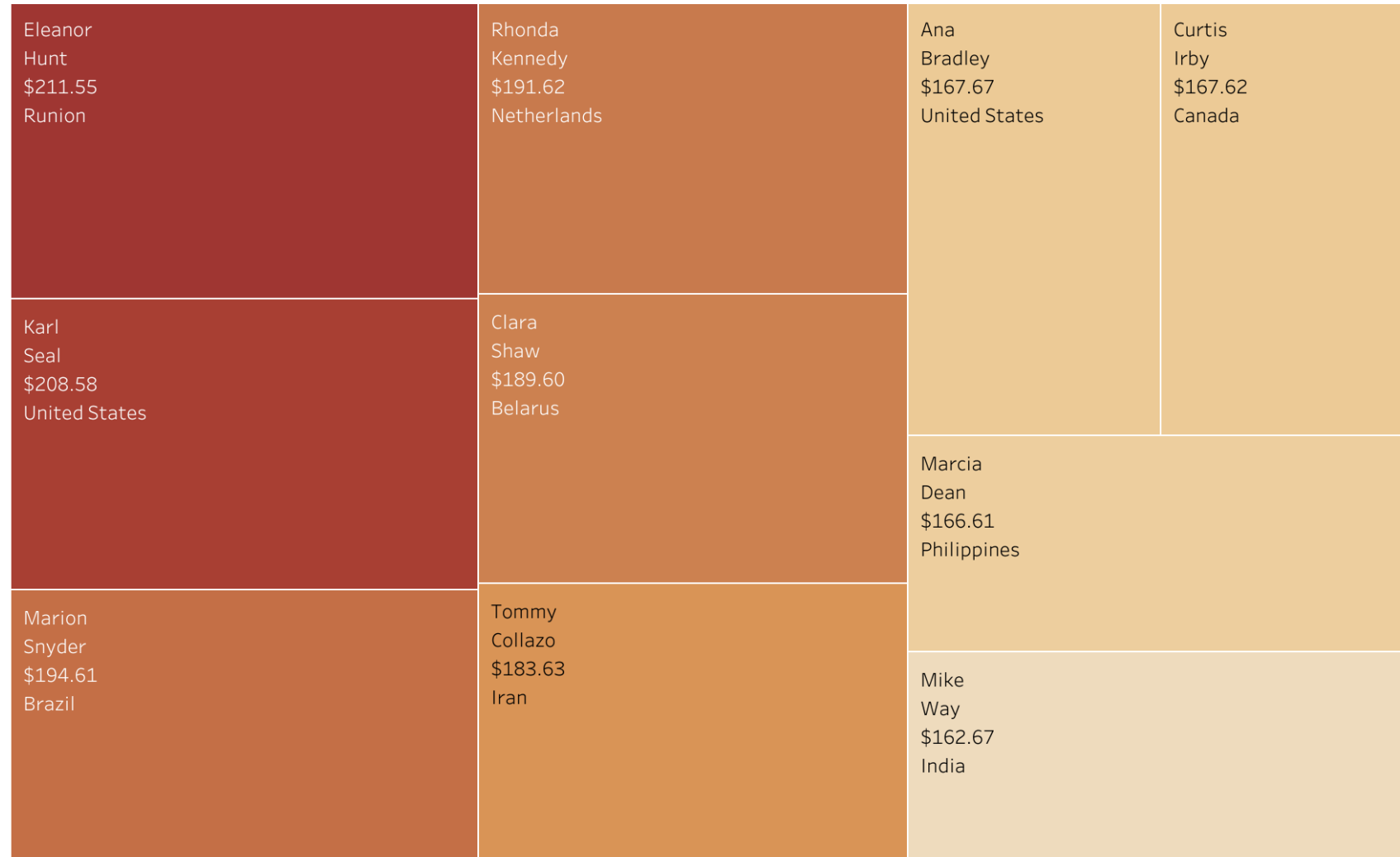


Countries with Rockbuster Customers



Top Customers

- Most of the top customers are not in the top five Rockbuster countries



Conclusion

Which movies contributed the most/least to revenue gain?

- Most: Telegraph Voyage, Zoro Ark, Wife Turn
- Least: Duffle Apocalypse, Oklahoma Jumanji, Texas Watch

What was the average rental duration for all videos?

- 5 days

Which countries are Rockbuster customers based in?

- India, China, and United States are the top three.

Where are customers with a high lifetime value based?

- Runion, United States, and Brazil are the top three

Do sales figures vary between geographic regions?

- Yes

Recommendations

Focus

Focus advertising on top countries: India, China, United States, Japan, and Mexico.

Reward

Reward loyal customers with subscription discounts or bundle package deals.

Eliminate

Eliminate movies that bring in low revenue.



Thank you

Tableau Visualization Link:

https://public.tableau.com/views/Rockbuster_16830540603090/Sheet1?:language=en-US&:display_count=n&:origin=viz_share_link