

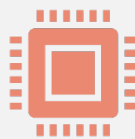
Rockbuster stealth LLC launch strategy analysis

By Srilatha Kummari

Overview



Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.



In response to intense competition from streaming giants like Netflix and Amazon Prime, the Rockbuster Stealth management team is strategizing to leverage its current movie licenses by introducing an online video rental service, aiming to maintain competitiveness.

Key Objectives



Which movies contributed to the most/least to revenue gain?



What was the average rental duration for all videos?



Which countries are Rockbuster customers based in?



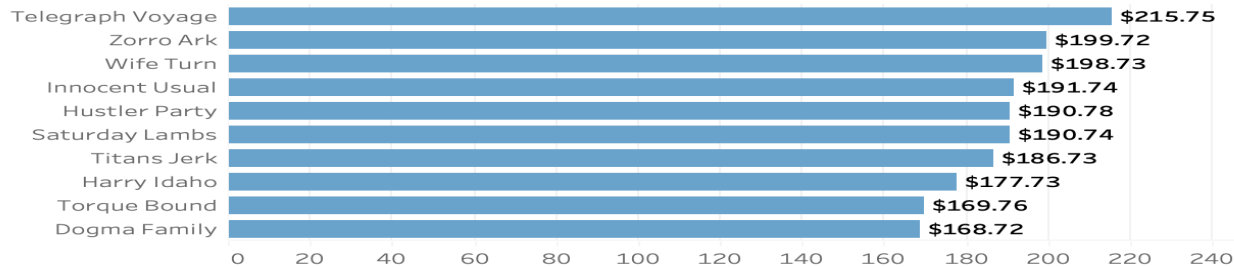
Where are customers with high lifetime value based?



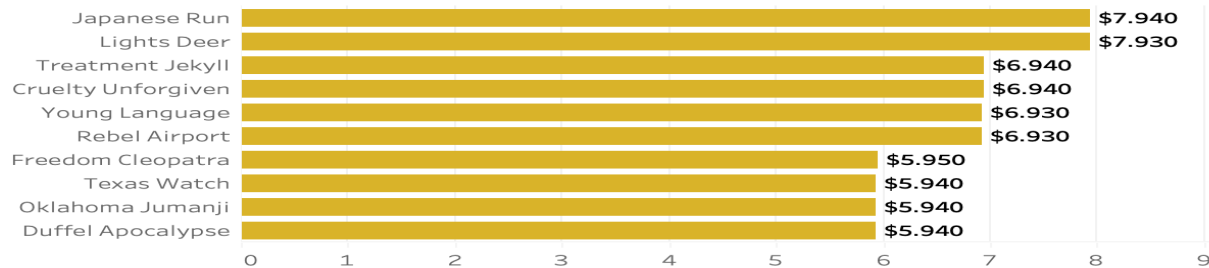
Do sales figure vary among geographic regions?

WHICH MOVIES CONTRIBUTED TO THE MOST/LEAST TO REVENUE GAIN?

Top 10 Movies by revenue



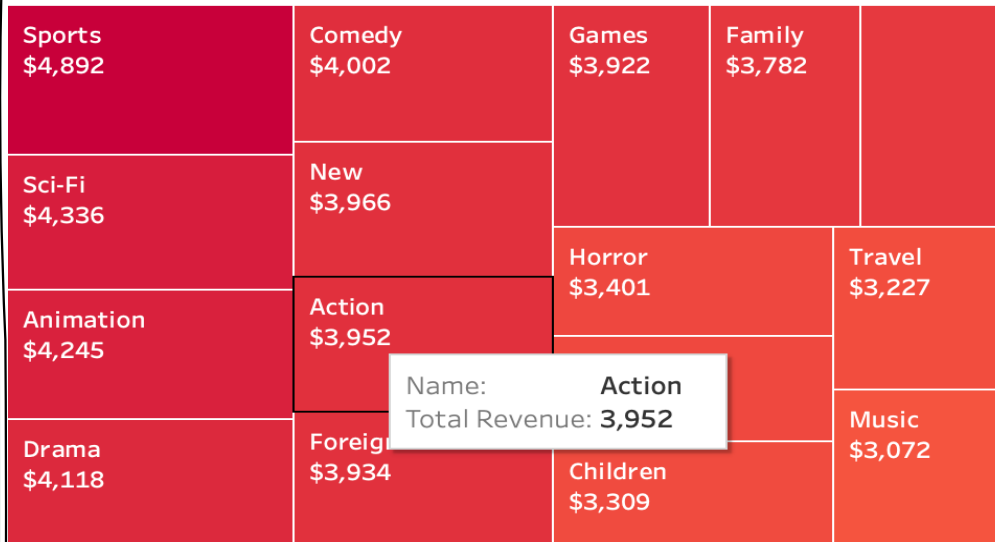
Bottom 10 Movies by Revenue



Movies with No Revenue

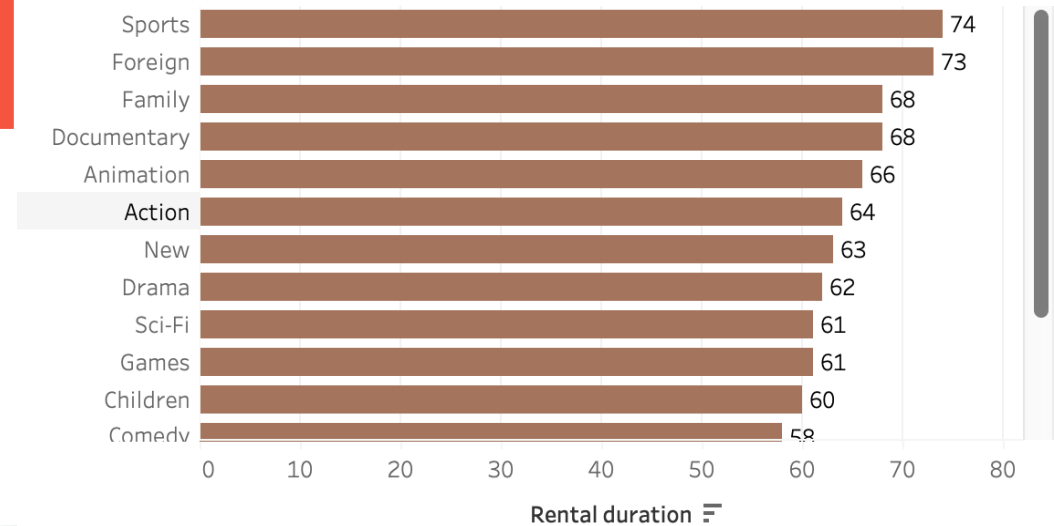
Alice Fantasia
Apollo Teen
Argonauts Town
Ark Ridgemont
Arsenic Independence
Boondock Ballroom
Butch Panther
Catch Amistad
Chinatown Gladiator
Chocolate Duck
Commandments Expre..
Crossing Divorce
Crowds Telemark
Crystal Breaking
Dazed Punk
Deliverance Mulholland
Firehouse Vietnam
Floats Garden
Frankenstein Stranger
Gladiator Westward
Gump Date
Hate Handicap
Hocus Frida
Kentuckian Giant
Kill Brotherhood
Muppet Mile
Order Betrayed
Pearl Destiny
Perdition Fargo
Psycho Shrunk
Raiders Antitrust
Rainbow Shock
Roof Champion
Sister Freddy

REVENUE ANALYSIS BY CATEGORY

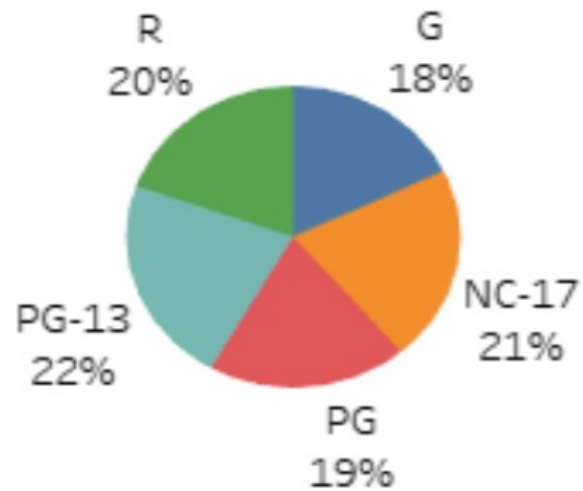


- Sports & Foreign Genre films has high rental durations. Thus, contributing to high revenue.

- The Sports Genre films fetches highest revenue. So, Sports films have the contributes to the most amount of inventory.
- Children and Comedy films make the most of the revunue but, they lack in making inventory.

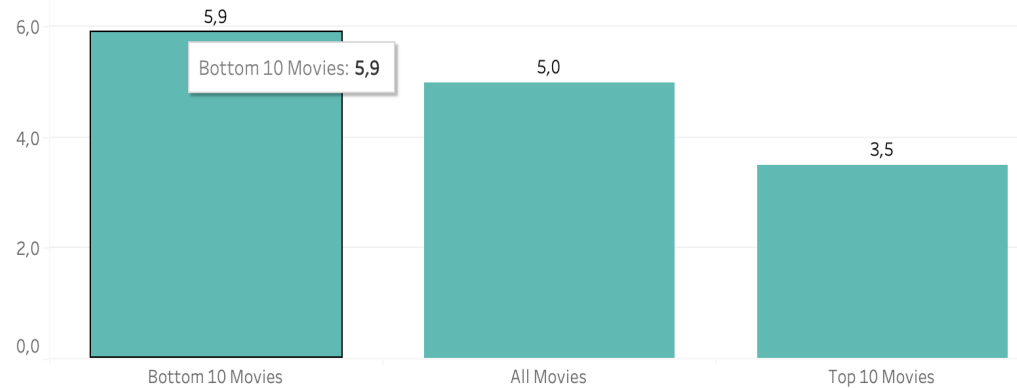


ANALYSIS BY RATING



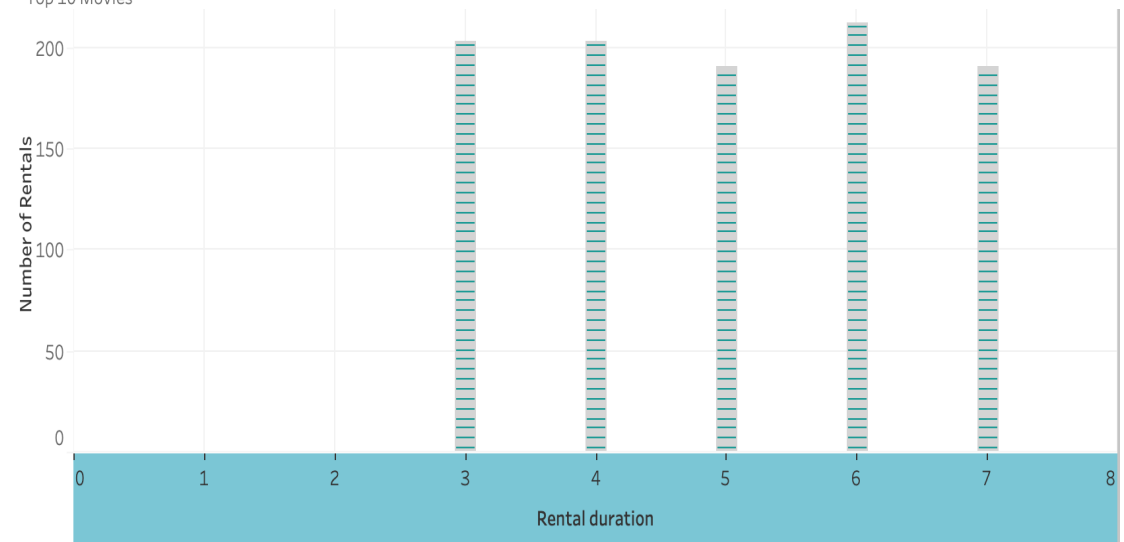
- Pie chart shows that all the films rating offer a similar amount of revenue with a small difference.
- PG-13 rated films generated the most amount of revenue and G rated films generated the least amount of revenue.

WHAT WAS THE AVERAGE RENTAL DURATION FOR ALL VIDEOS?

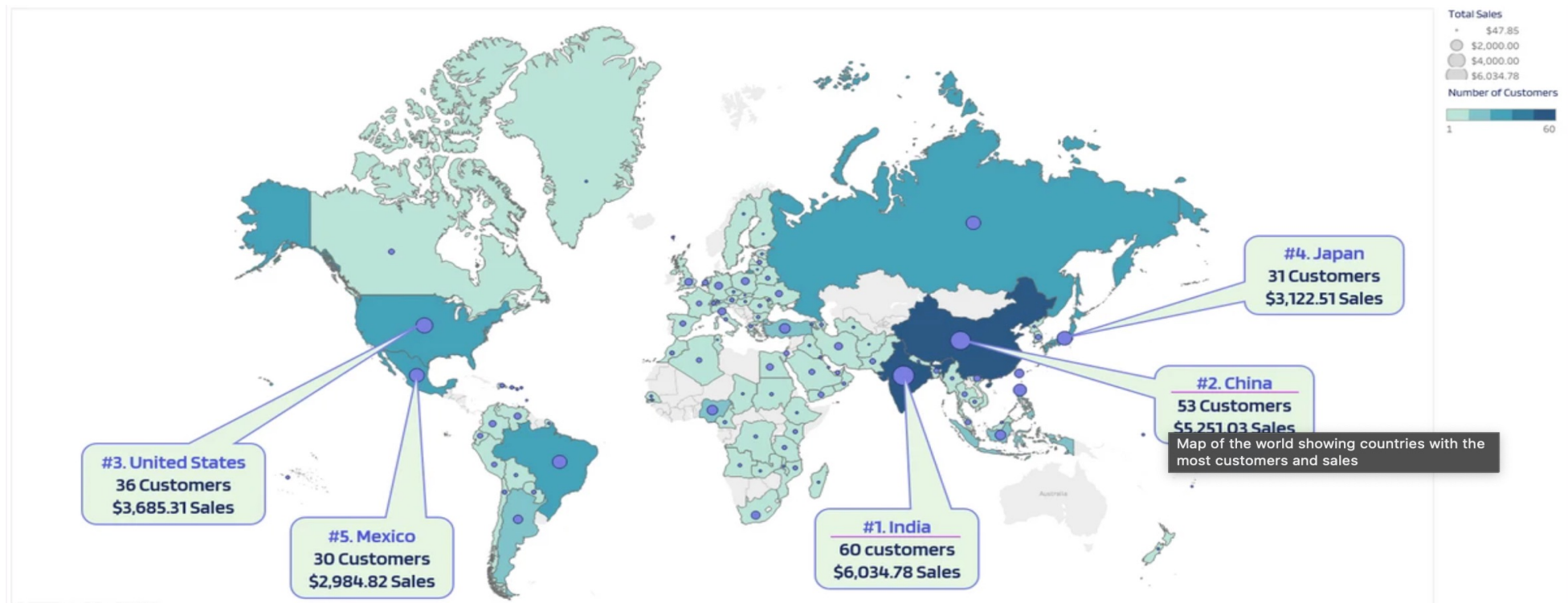


➤ The Average rental duration was 5 days.

- All the film rental durations are between 3 to 7 days.
- The most frequent rental duration was 6 days.

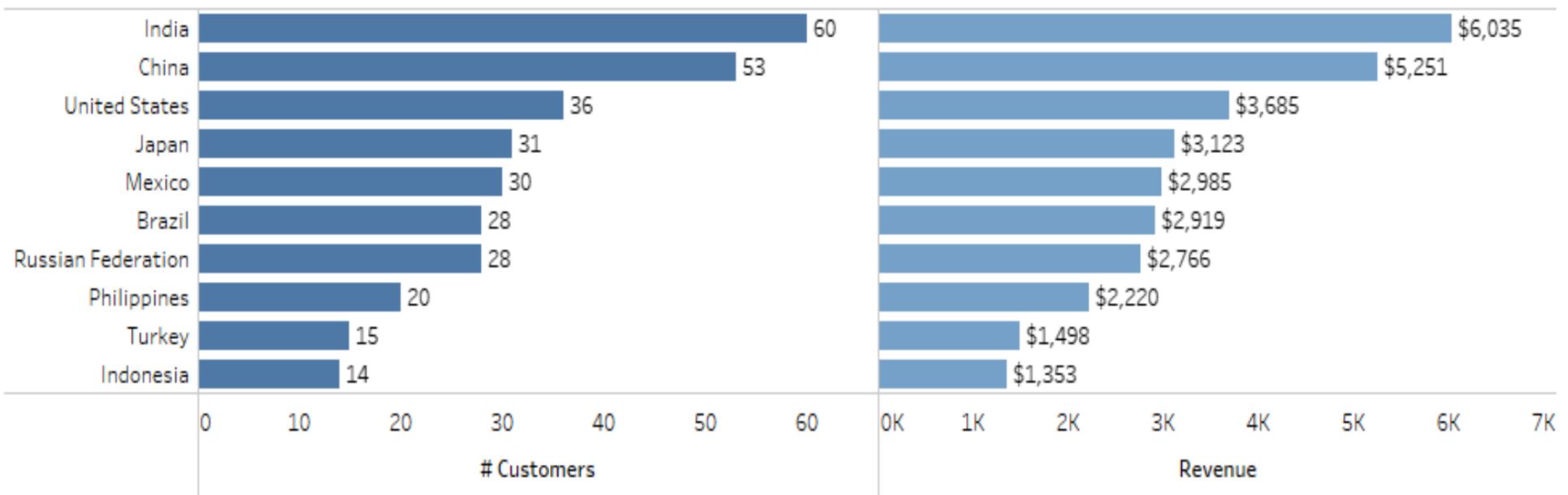


WHICH COUNTRIES ARE THE ROCKBUSTER CUSTOMERS BASED IN?



The Rockbuster customers are mostly based in India, followed by China.

SALES IN DIFFERENT GEOGRAPHIC REGIONS



The Bar Graph shows that countries with the most customer based are contributing to the most amount of revenue.

WHERE ARE THE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?

Customer #	First Name	Last Name	Country	City	Revenue
1	Eleanor	Hunt	Runion	Saint-Denis	\$212
2	Karl	Seal	United States	Cape Coral	\$209
3	Marion	Snyder	Brazil	Santa Brbara dOeste	\$195
4	Rhonda	Kennedy	Netherlands	Apeldoorn	\$192
5	Clara	Shaw	Belarus	Molodetno	\$190
6	Tommy	Collazo	Iran	Qomsheh	\$184
7	Ana	Bradley	United States	Memphis	\$168
8	Curtis	Irby	Canada	Richmond Hill	\$168
9	Marcia	Dean	Philippines	Tanza	\$167
10	Mike	Way	India	Valparai	\$163

RECOMMENDATIONS



From the analysis made, India & China contributes to 18% amount of total revenue. But, rockbuster movies are available in english. Releasing the movies in the native languages in these countries may increase customer interest thus helps in incresing the revenue.



Rewarding the loyal customers: Offer loyalty programmes and bonus incentives for high value customers.



Incresing the promotional efforts and marketing resources in the top revenue generating countries like India, China, United States helps in bringing business and making revenue.



Perform a review on the lowest revenue generating countries and movies. Decide if they are worth investing in these countries and also decide on the genre of movies which are contributing least to the revenue.

THANK YOU

Any Queries?

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[Link to the Tableau dashboard](#)