

# Rockbuster Stealth LLC

## Performance Insights and Strategies for 2020

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Data Immersion  
Exercise 3.10

[https://public.tableau.com/app/profile/d.s5411/viz/Exercise3\\_10\\_17295331843950/Story1?publish=yes](https://public.tableau.com/app/profile/d.s5411/viz/Exercise3_10_17295331843950/Story1?publish=yes)

## Key Facts

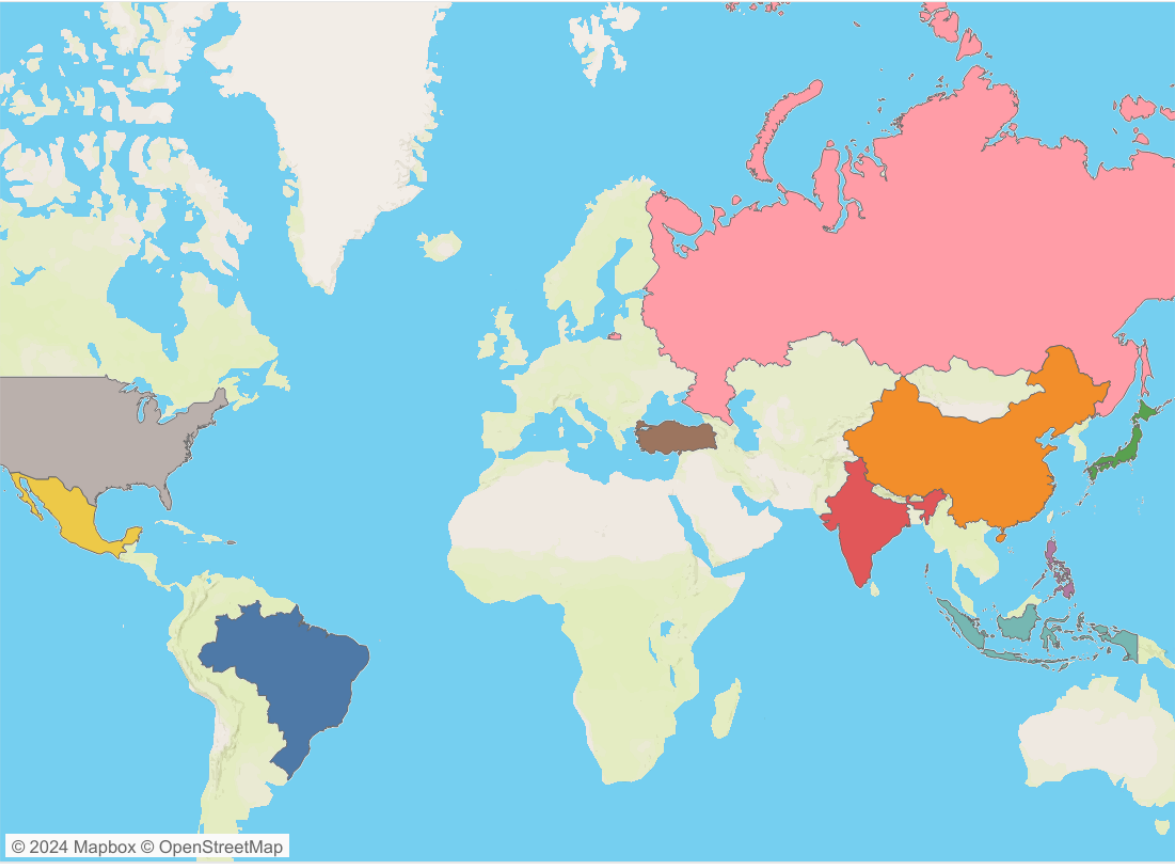
Rockbuster generated a total of **61312.04** in rental revenue.

Rockbuster's customers can be found in **109** countries around the world.  
**India** is home to the largest number of Rockbuster customers (**60**).

Customers have an inventory of **1000** films to choose from.  
**Sports** is the best-performing film genre, followed by **sci-fi**, **animation** and **drama**.

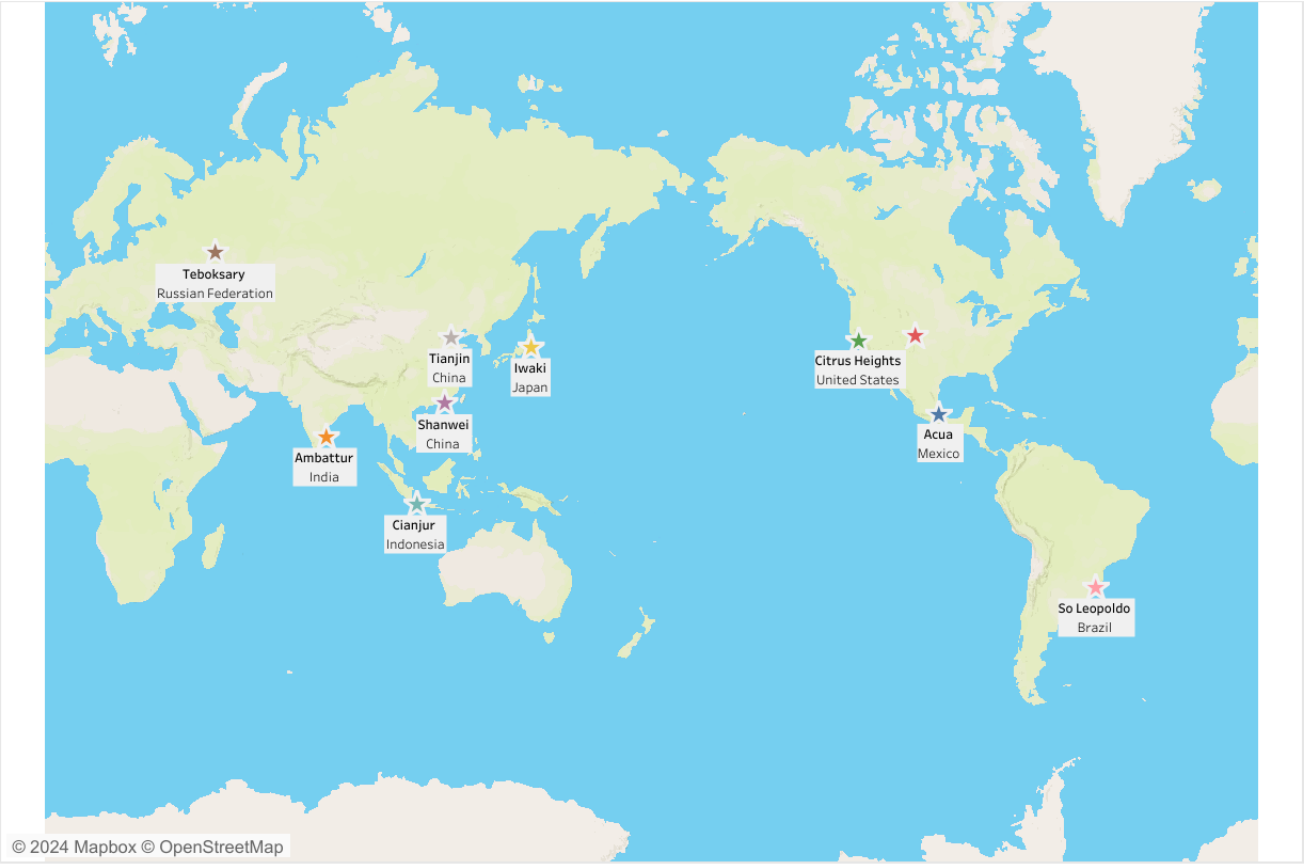
Films are rented from Rockbuster for an average of **4.99** days, at an average rate of **2.98** per day.

Rockbuster’s Top 10 Countries



The top country for Rockbuster customer numbers is **India** with 60 customers, followed by:  
China, United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey and Indonesia.

Rockbuster’s Top 10 Cities



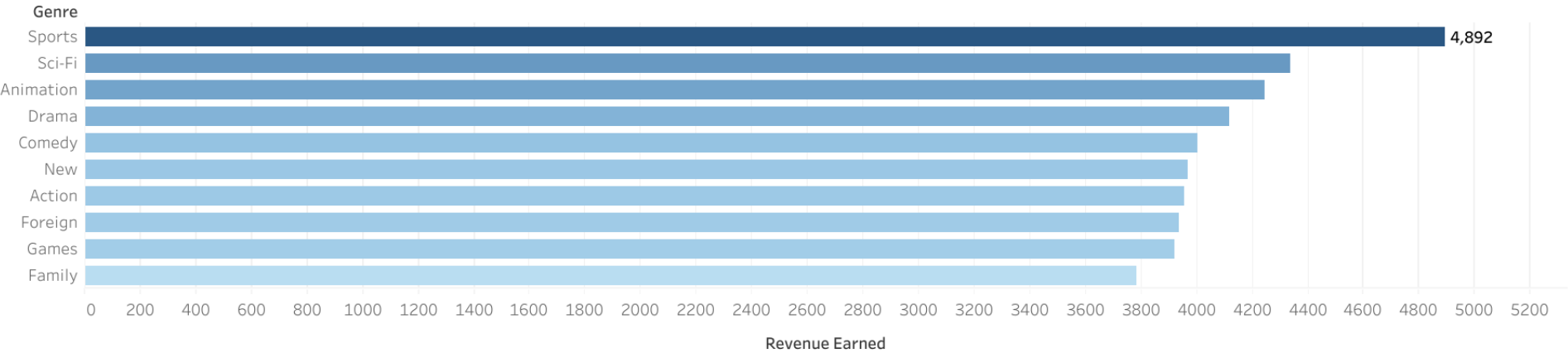
The top city for Rockbuster customer numbers is **Aurora, United States**, followed by:  
Acua (Mexico), Citrus Heights (United States), Iwaki (Japan), Ambattur (India), Shanwei (China), So Leopoldo (Brazil), Teboksary (Russian Federation), Tianjin (China) and Cianjur (Indonesia).

Rockbuster's Top 5 Customers



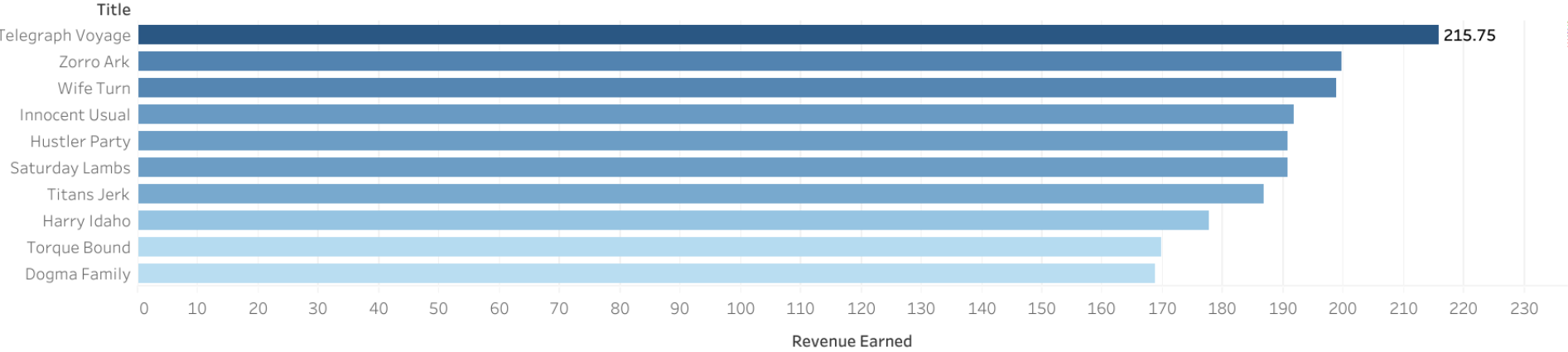


Highest Earning Film Genres



**Sports** films earned the highest amount of revenue at Rockbuster, followed by **sci-fi**, **animation** and **drama**.

Highest Earning Titles



Rockbuster’s highest-earning title is the music film **Telegraph Voyage**, followed by the comedy **Zorro Ark** and the documentary **Wife Turn**.

## Rockbuster Stealth Strategies for 2020

Expand the film inventory to include **more films in languages other than English**.

This is especially important when building and maintaining an international customer base.

Research customer preferences in the top 10 countries and consider a **localization** strategy based on these findings.

For example, offering Bollywood films to the Indian market, or Spanish-language dramas to the Mexican market.

Implement **customer loyalty programs** to encourage more frequent rentals and to reward existing top customers.