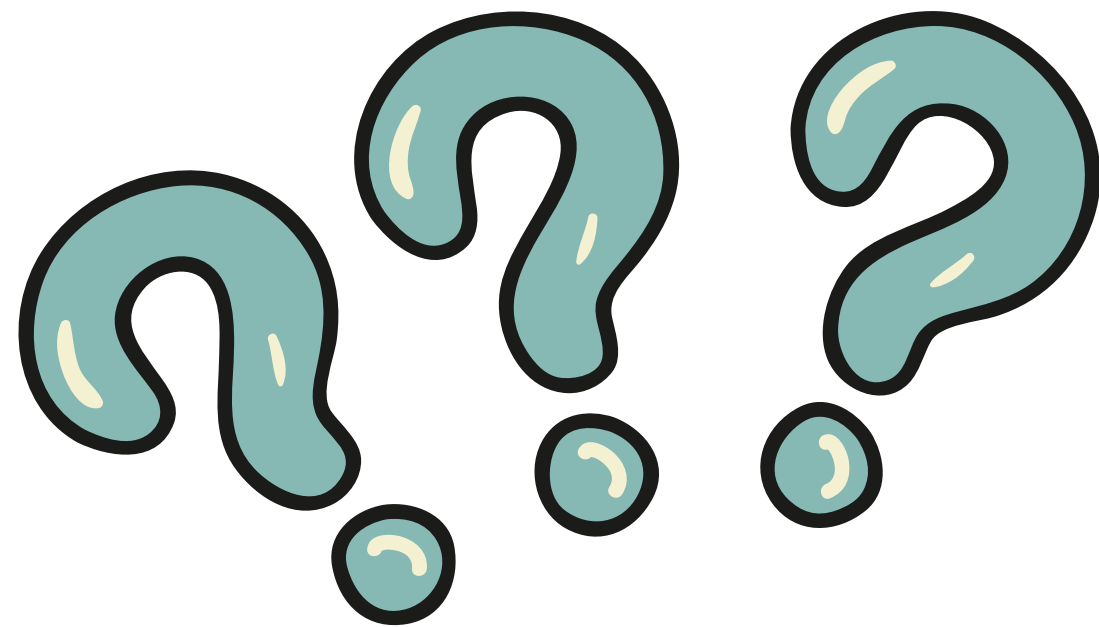


ROCKBUSTER STEALTH

● 2020 COMPANY STRATEGY

By Theo Liang

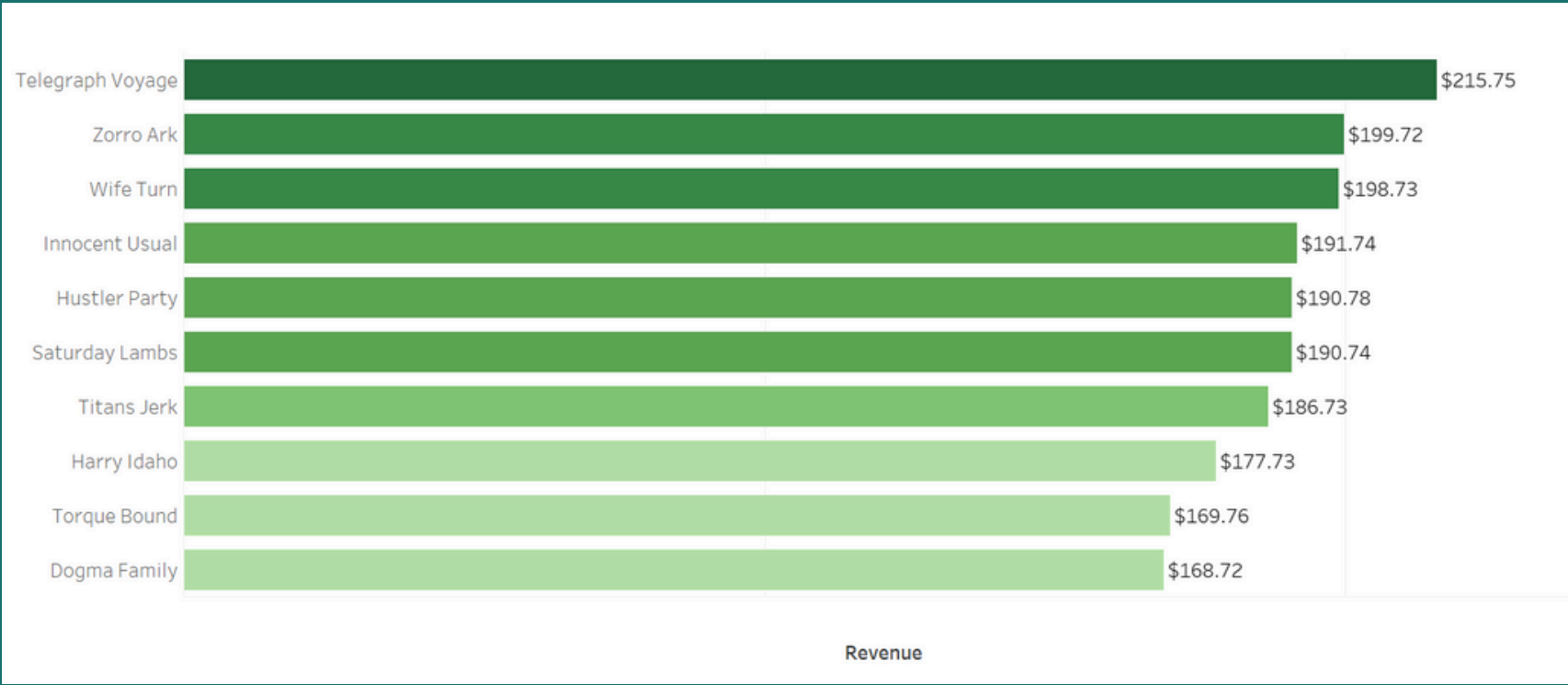
KEY QUESTIONS AND OBJECTIVES



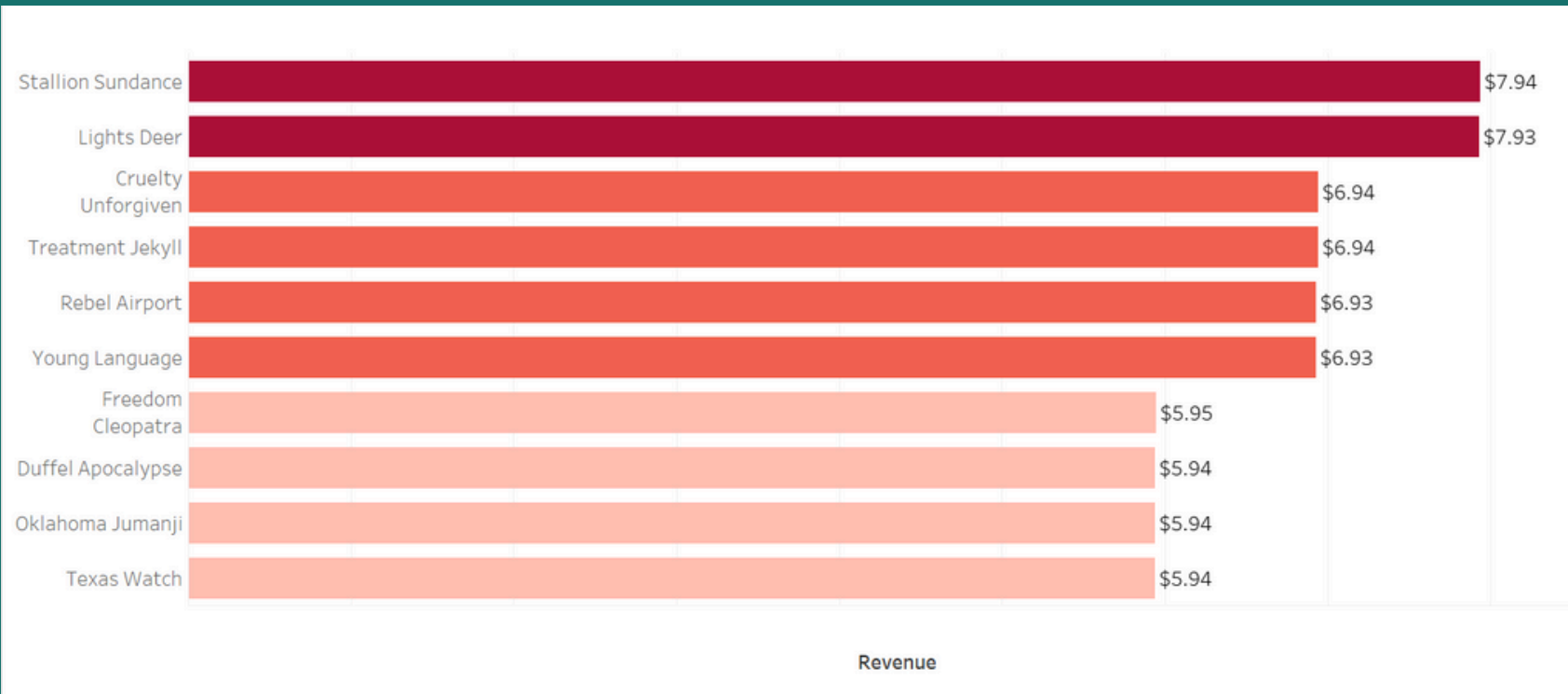
- 1 Which movies contributed the most/least to revenue gain?
- 2 What was the average rental duration for all videos?
- 3 Which countries are Rockbuster customers based in?
- 4 Where are customers with a high lifetime value based?
- 5 Do sales figures vary between geographic regions?

WHICH MOVIES CONTRIBUTED THE MOST/LEAST TO REVENUE GAIN?

Top 10 Movies

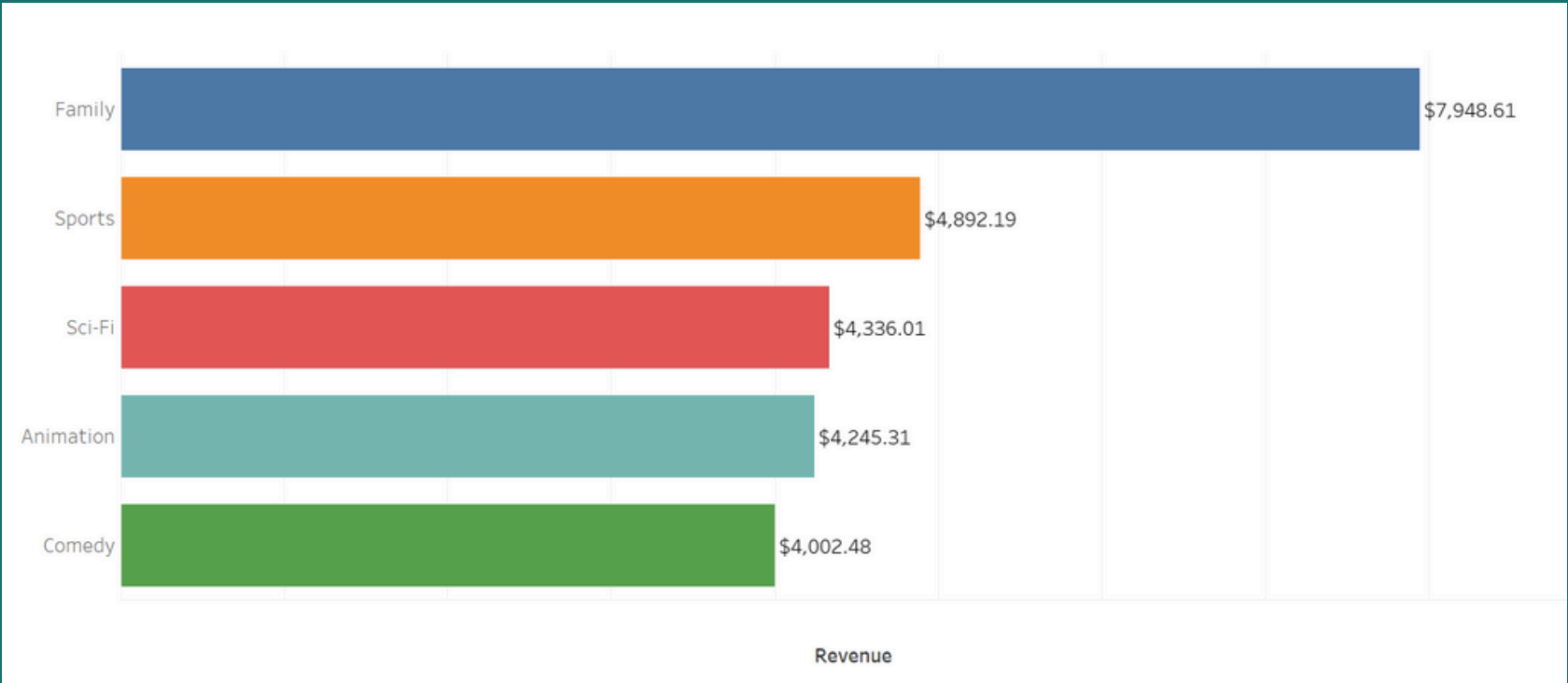


Bottom 10 Movies

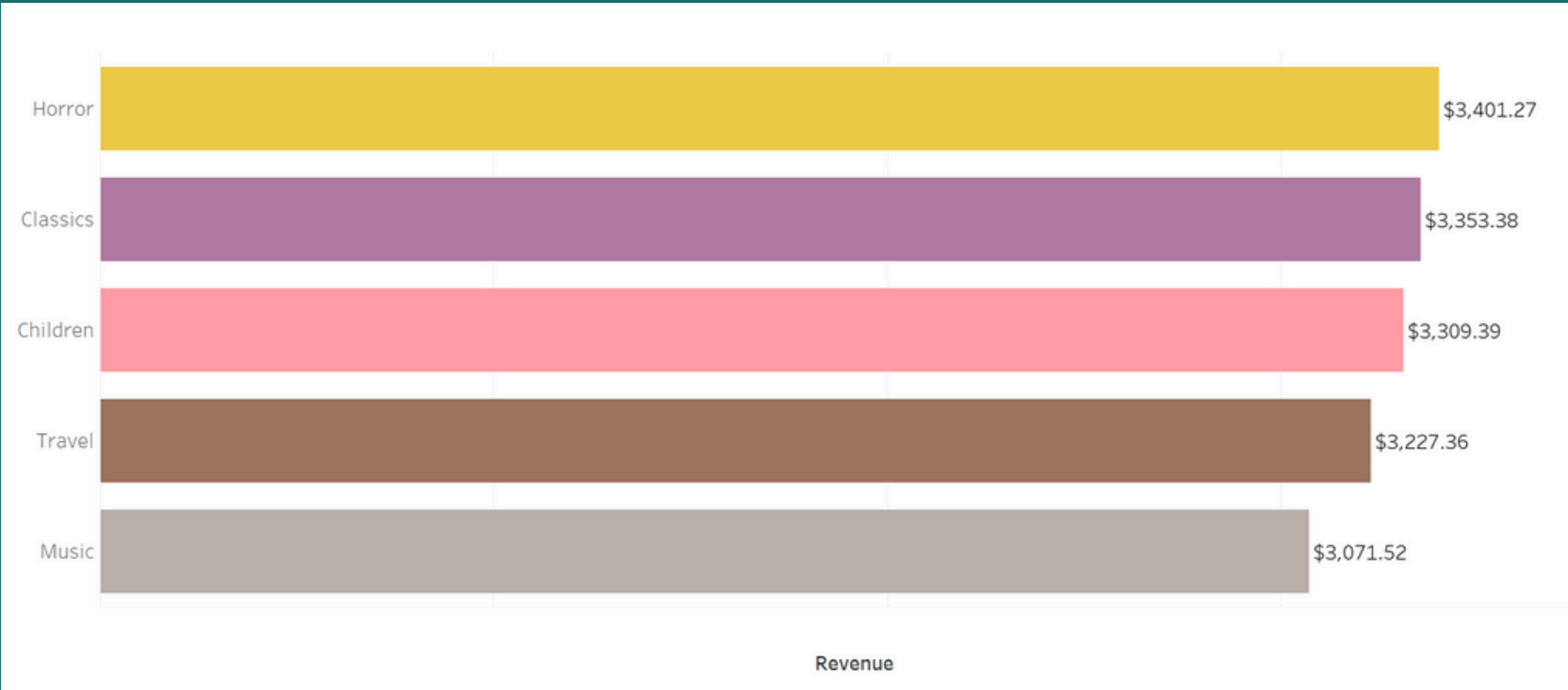


WHICH MOVIE GENRES CONTRIBUTED THE MOST/LEAST TO REVENUE GAIN?

Top 5 Genres



Bottom 5 Genres



The ‘Family’ genre brought in the most revenue by far

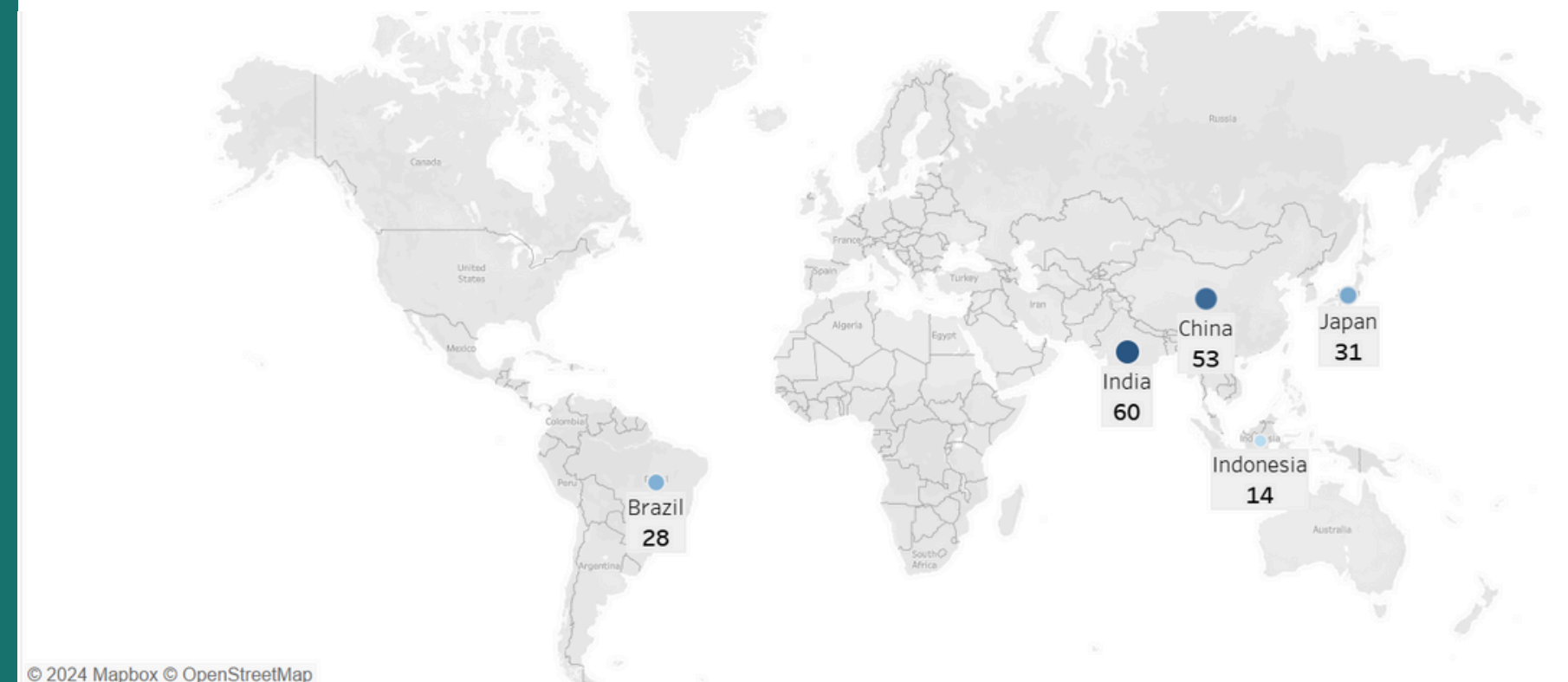
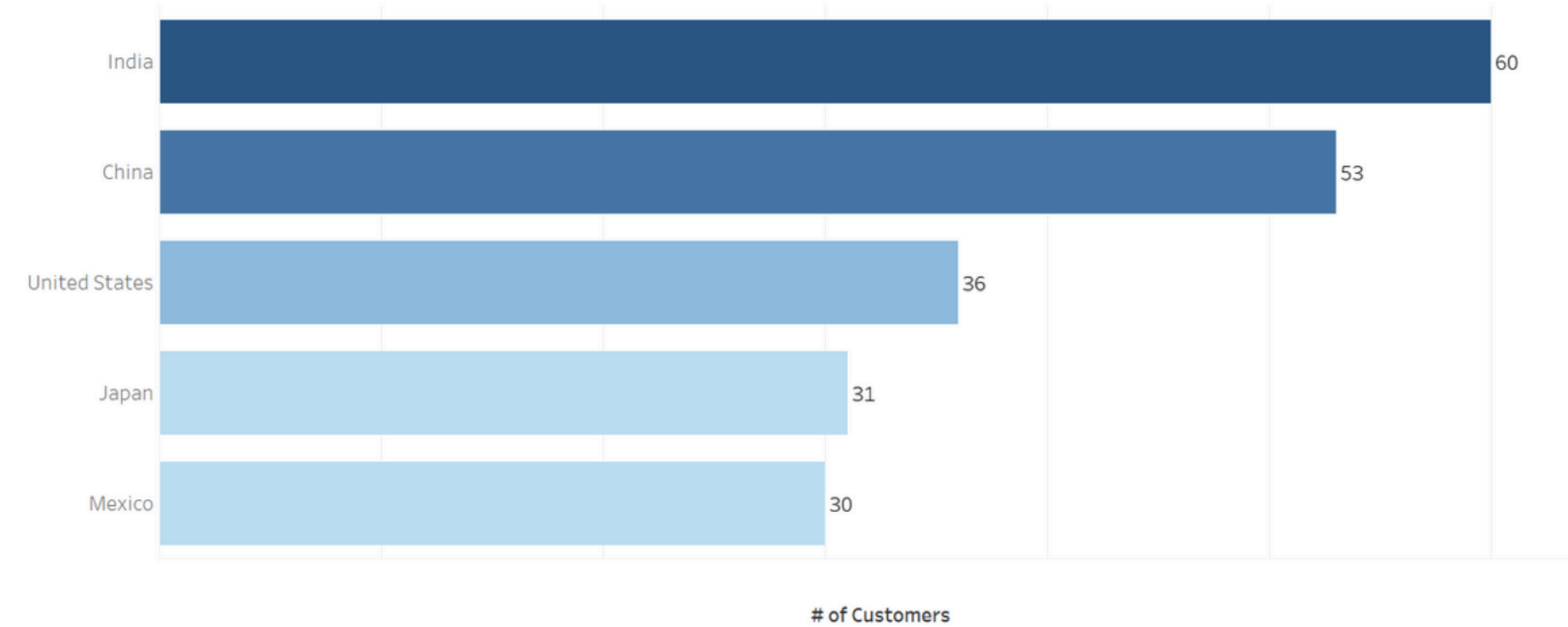
WHAT WAS THE AVERAGE RENTAL DURATION FOR ALL VIDEOS?

	Rental Duration (Days)	Rental Rate (USD)	Replacement Cost (USD)
Minimum	3	\$0.99	\$9.99
Average	5	\$2.99	\$19.99
Maximum	7	\$4.99	\$29.99

WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?

Top 5 Countries With The Highest Number of Customers

1. India
2. China
3. United States
4. Japan
5. Mexico

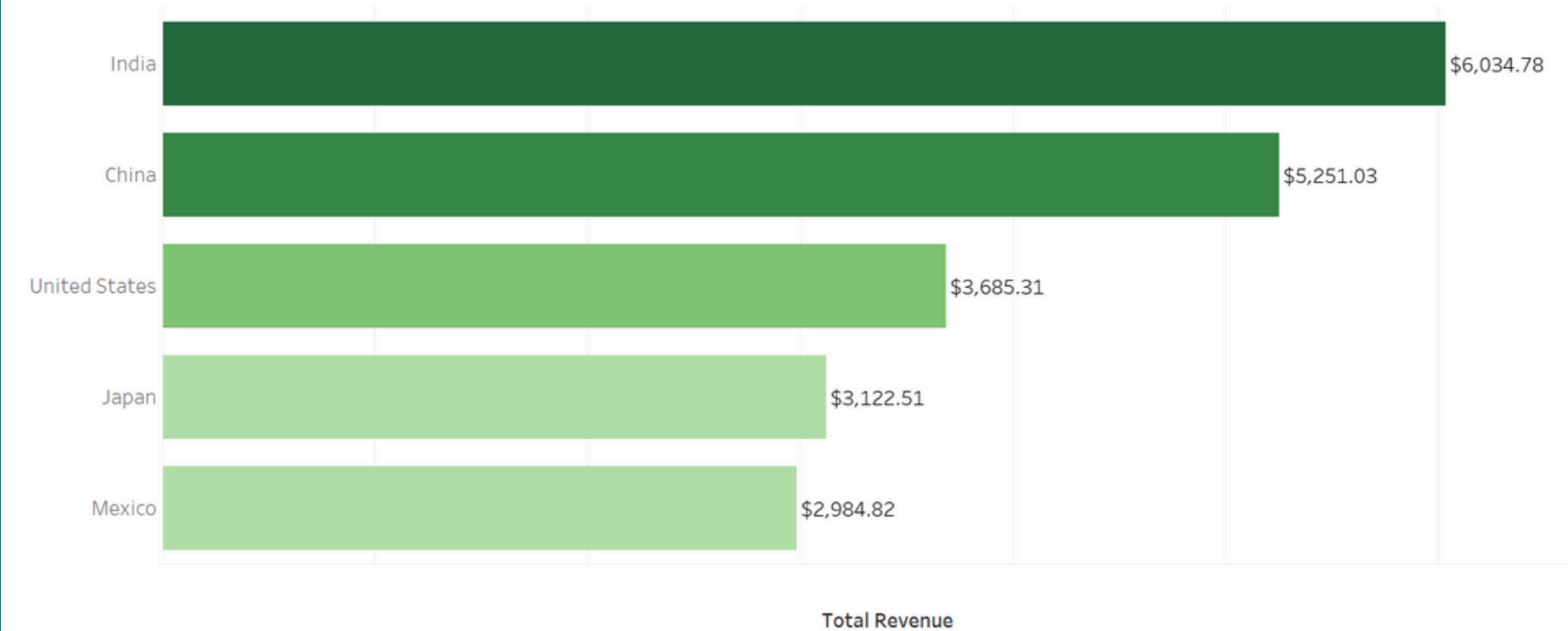


WHICH COUNTRIES GENERATED THE HIGHEST REVENUE FOR US?

Top 5 Most Profitable Countries

1. India
2. China
3. United States
4. Japan
5. Mexico

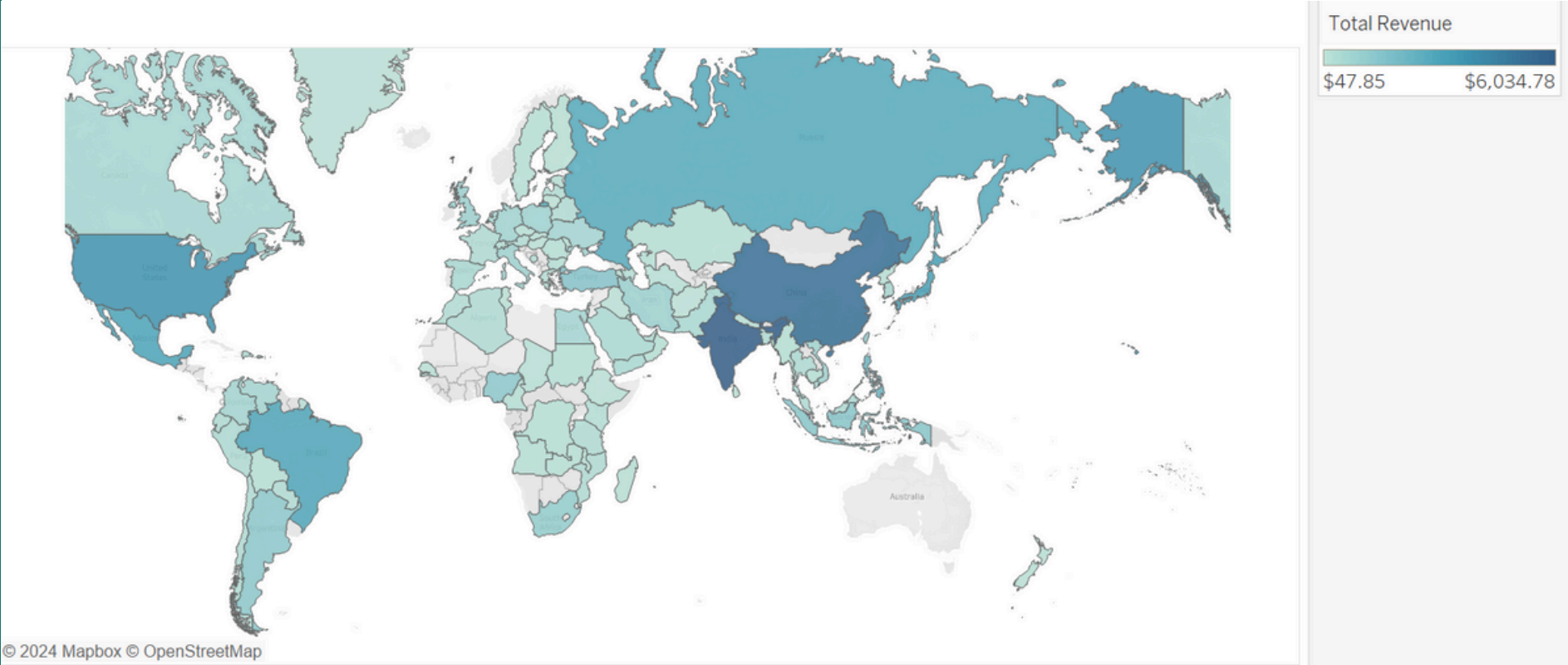
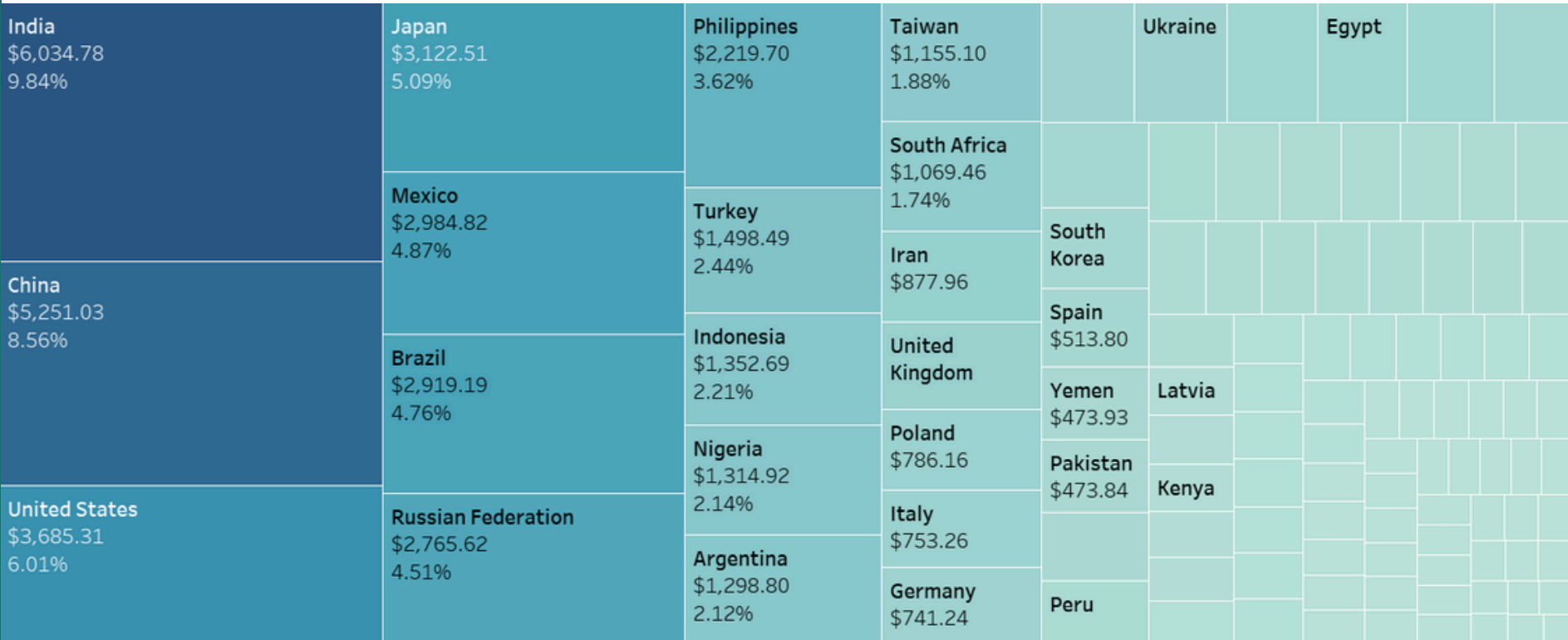
Note: These are the same countries in the same order as in the previous slide



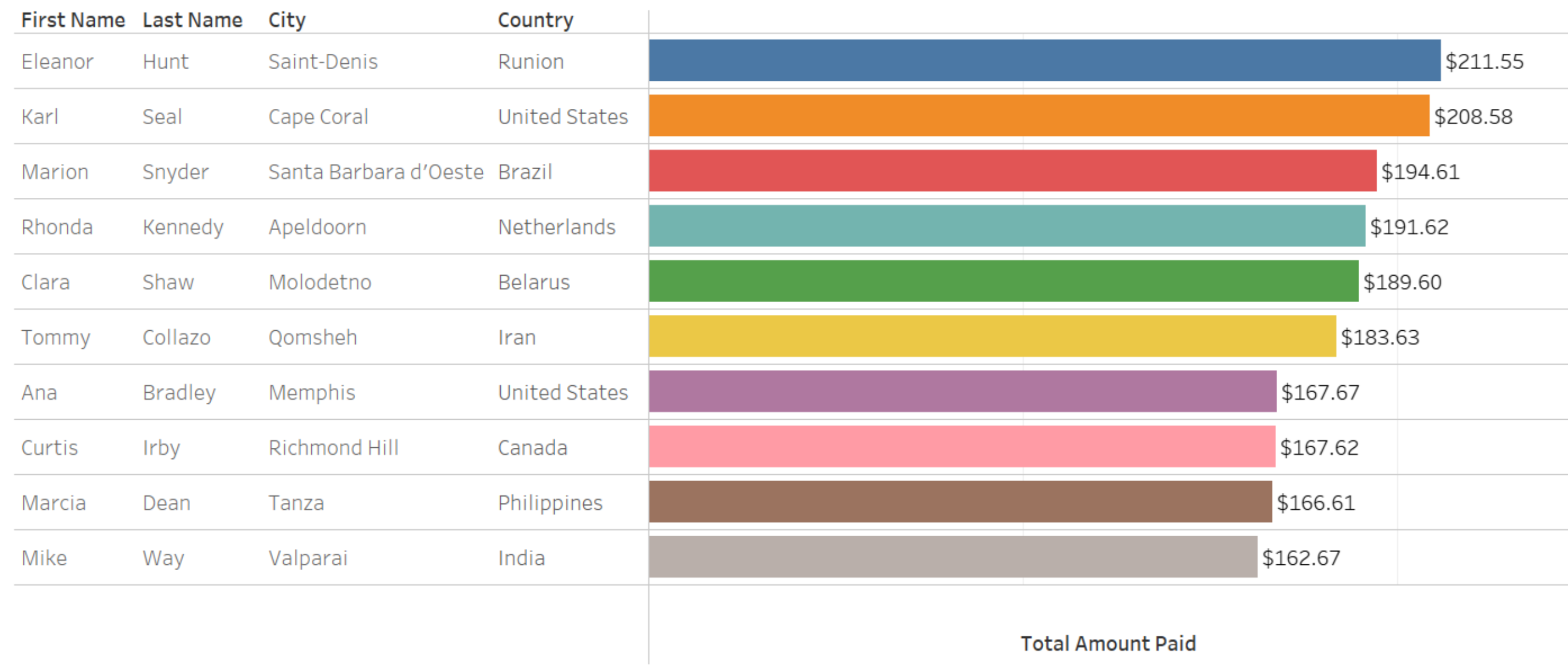
DO SALES FIGURES VARY BETWEEN GEOGRAPHIC REGIONS?

Out of 108 countries, the top 5 most profitable countries generated \$21,078.45 which was 34.37% of the yearly revenue.

Out of 108 countries, The top 10 most profitable countries generated \$31,834.14 which was 51.91% of the yearly revenue.



WHERE ARE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?



CONCLUSION

Top 5 Genres

1. Family
2. Sports
3. Sci-Fi
4. Animation
5. Comedy

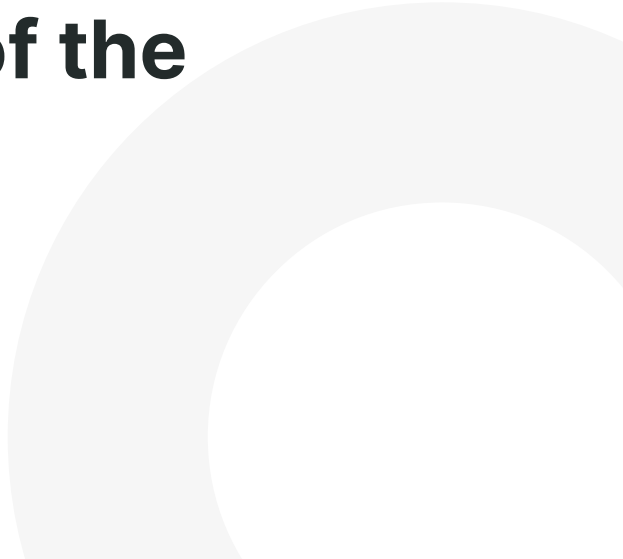
Top 5 Countries

1. India
2. China
3. United States
4. Japan
5. Mexico

Top 5 Customers

1. Eleanor Hunt
2. Karl Seal
3. Marion Snyder
4. Rhonda Kennedy
5. Clara Shaw

Out of 108 countries, The top 10 most profitable countries made up 51.91% of the yearly revenue.



RECOMMENDATIONS

Target the top 5 countries since there is a correlation between number of customers and revenue. Determine which movies and genres are the most popular in the top 5 countries and promote them.

Target the customers with the highest lifetime value by creating a loyalty reward program in order to increase customer retention and satisfaction.

Maintain or increase the inventory of the movies and genres that produce the highest revenue so that they are readily available to rent out.





THANK YOU



Tableau Public Link
