Rockbuster Stealth

online video rental service

Analysis Project

Background

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

Key Questions and Objectives

The Rockbuster Stealth Management Board has asked a series of business questions and they expect data-driven answers that they can use for their 2020 company strategy. Here are the main questions they'd like to answer:
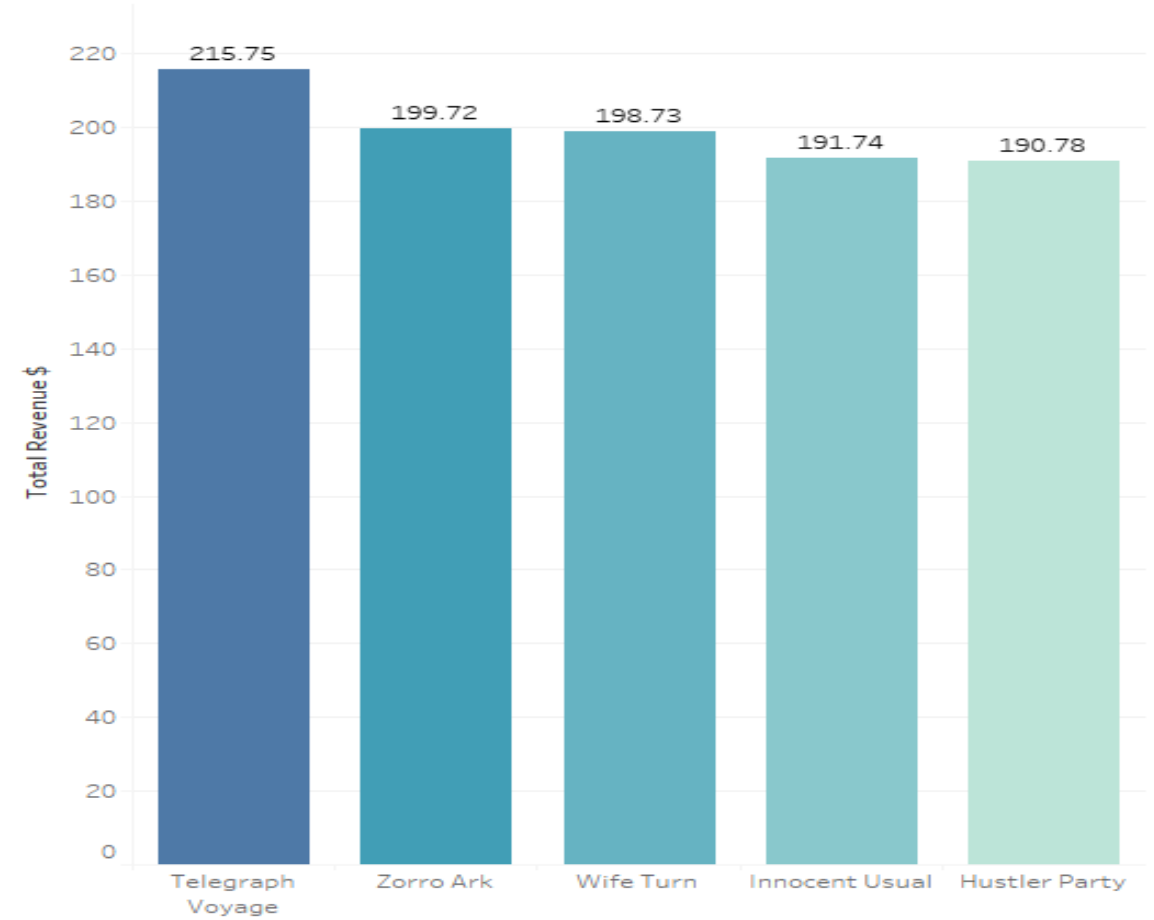* Which movies contributed the most/least to revenue gain?
* What was the average rental duration for all videos?
* Which countries are Rockbuster customers based in?
* Where are customers with a high lifetime value based?
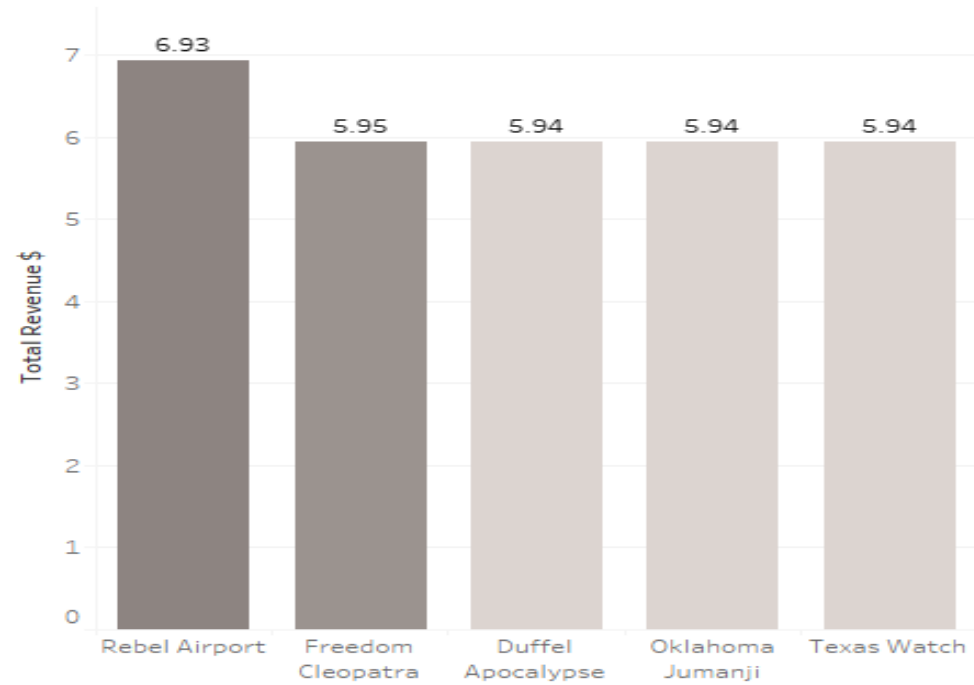* Do sales figures vary between geographic regions?

The following are the top 5 movies and the generated revenue.

Top 5 movies and revenue

Movie	Total Revenue $
Telegraph Voyage	215.75
Zorro Ark	199.72
Wife Turn	198.73
Innocent Usual	191.74
Hustler Party	190.78

The following are the 5 least movies and the generated revenue.

Least 5 movies and revenue

Movie	Total Revenue $
Rebel Airport	6.93
Freedom Cleopatra	5.95
Duffel Apocalypse	5.94
Oklahoma Jumanji	5.94
Texas Watch	5.94

Country	Total Revenue $	Customer Number
Greece	204.54	2
Sudan	202.51	2
Azerbaijan	198.53	2
Bulgaria	194.52	2
Kazakstan	192.51	2
Angola	187.55	2
Cameroon	186.49	2
Myanmar	179.53	2
Cambodia	179.51	2
Bolivia	178.56	2
Congo	168.58	2
Oman	161.56	1
Holy See (Vatican City State)	146.68	1
Nauru	143.70	1
Sweden	139.67	1
Czech Republic	132.72	1
Moldova	127.66	1
Turkmenistan	126.74	1
Chad	122.72	1
Malawi	121.73	1
Zambia	121.70	1
Virgin Islands, U.S.	121.69	1
Greenland	119.72	1
Armenia	118.75	1
Gambia	114.73	1

Country	Total Revenue $	Customer Number
Bahrain	108.76	1
North Korea	107.71	1
Brunei	107.66	1
Kuwait	106.75	1
Estonia	105.72	1
Hong Kong	104.76	1
Sri Lanka	103.73	1
Liechtenstein	99.74	1
Anguilla	99.68	1
French Guiana	97.80	1
Faroe Islands	96.76	1
Senegal	95.76	1
Nepal	93.83	1
Tuvalu	93.78	1
Madagascar	92.79	1
Ethiopia	91.77	1
New Zealand	85.77	1
Slovakia	80.77	1
Finland	78.79	1
Tunisia	73.78	1
Afghanistan	67.82	1
Tonga	64.84	1
Saint Vincent and the Grenadines	64.82	1
Lithuania	63.78	1
American Samoa	47.85	1

Country	Total Revenue $	Customer Number
...ia	6,034.78	60
...na	5,251.03	53
...ted States	3,685.31	36
...an	3,122.51	31
...xico	2,984.82	30
...zil	2,919.19	28
...sian ...eration	2,765.62	28
...ippines	2,219.70	20
...key	1,498.49	15
...onesia	1,352.69	14
...eria	1,314.92	13
...entina	1,298.80	13
...wan	1,155.10	11
...th Africa	1,069.46	11
...	877.96	8
...ted Kingdom	850.96	9
...and	786.16	8
...y	753.26	7
...many	741.24	7
...tnam	676.45	7
...aine	675.53	6
...ombia	661.54	6
...pt	659.48	6
...ezuela	632.43	7
...ada	559.70	5
...herlands	557.73	5
...th Korea	527.77	5

Country	Total Revenue $	Customer Number
Spain	513.80	5
Yemen	473.93	5
Pakistan	473.84	5
Saudi Arabia	452.94	4
Peru	407.01	4
Thailand	401.08	4
Israel	379.13	4
Ecuador	369.18	3
Bangladesh	353.19	3
Algeria	349.18	3
France	334.12	3
Malaysia	330.23	3
Tanzania	322.22	3
Mozambique	315.25	3
United Arab Emirates	305.25	3
Dominican Republic	304.26	3
Chile	303.34	3
Austria	284.30	3
Morocco	274.35	3
Paraguay	273.40	3
Belarus	271.36	3
Latvia	249.43	2
Switzerland	248.41	2
Kenya	245.49	2
Yugoslavia	233.49	2
Puerto Rico	224.48	2
Romania	218.42	2

These are the countries where Rockbuster is presently located.

Top 5 countries and revenue

Country	Customer Name	Total Amount Paid $
India	Arlene Harvey	111.76
China	Kyle Spurlock	109.71
Japan	Marlene Welch	106.77
Mexico	Glen Talbert	100.77
United States	Clinton Buford	98.76

3,122.51
3,685.31
5,251.03
6,034.78

5,251
China

3,123
Japan

6,035
India

3,685
United States

2,985
Mexico

India	United States	Brazil	Russian		20
60	36	28	Federation		28
			28		30
					31
	Japan				36
	31				53
		Philippines			60
China		20			
53					
	Mexico			
	30	Turkey	
		15	

Least 5 countries and revenue

Afghanistan

Saint Vincent and the Grenadines

Tonga

Lithuan
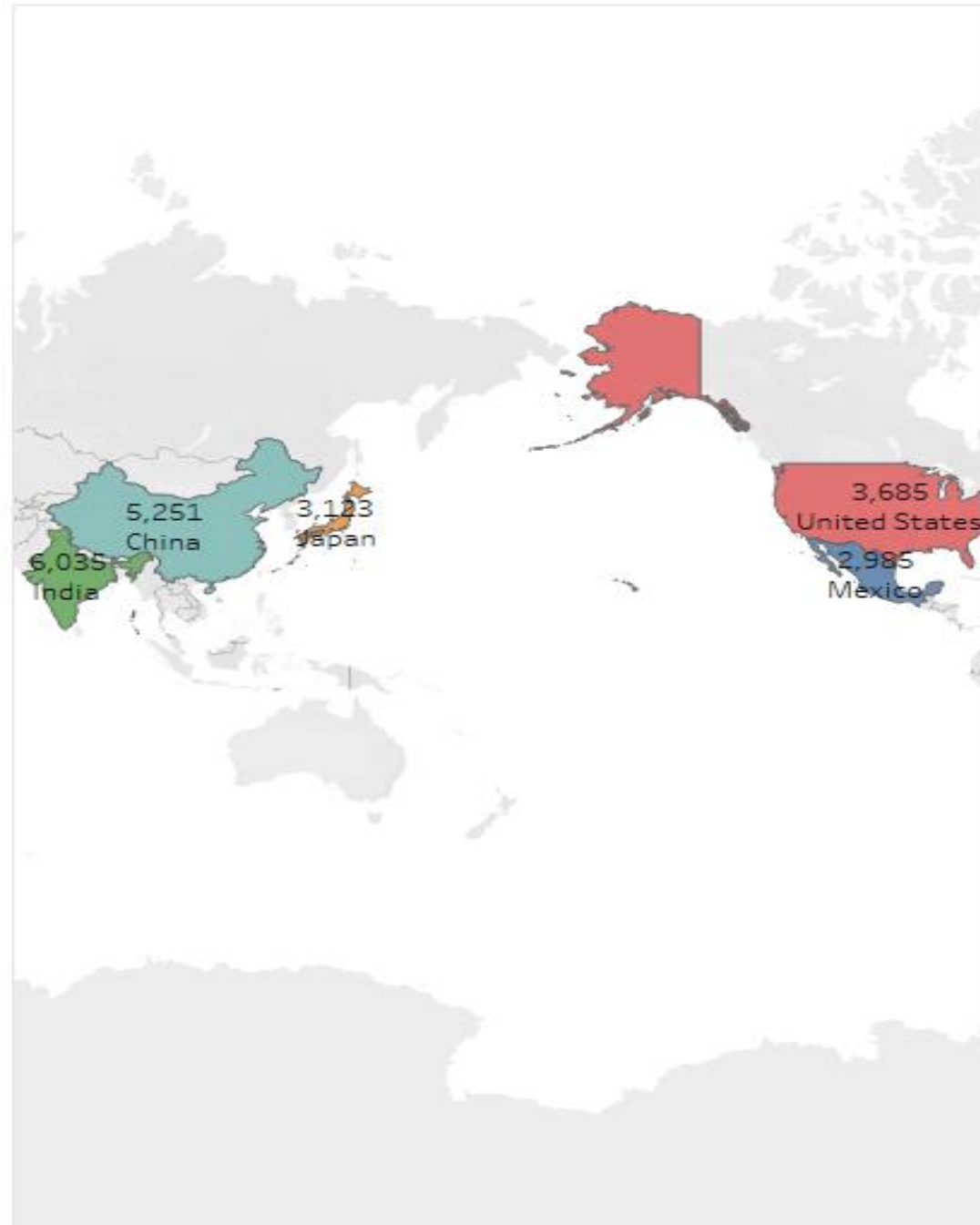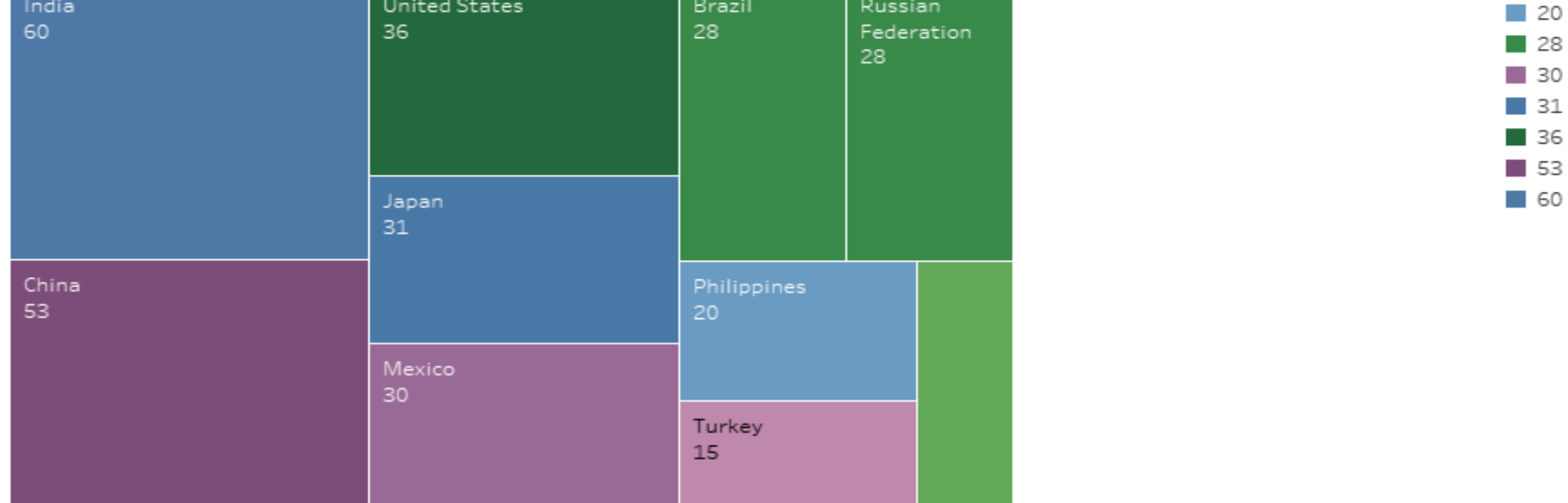
Summary

Based on the analysis, Rockbuster Stealth is operating in 108 countries with China and India (Asia) as the top 2 countries. The highest paying customers are also in these 2 countries. Also, the number of film language is 1 (English). The most watched rating is PG-13, with the most watched film as Academy Dinosaur.

Recommendation

We will recommend that Rockbuster Stealth starts the online services in these 2 top countries (China and India), with the most watched film, Academy Dinosaur and other most watched rating PG-13 films. These films could be produced in the local language of these countries.

Thank you.
If you have questions, kindly send them to the email on the screen.

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The url of my visualization in Tableau Public is:
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rt/Rockbusterbusinessmanagerspresentation?publish=yes

The link to the coding is:
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