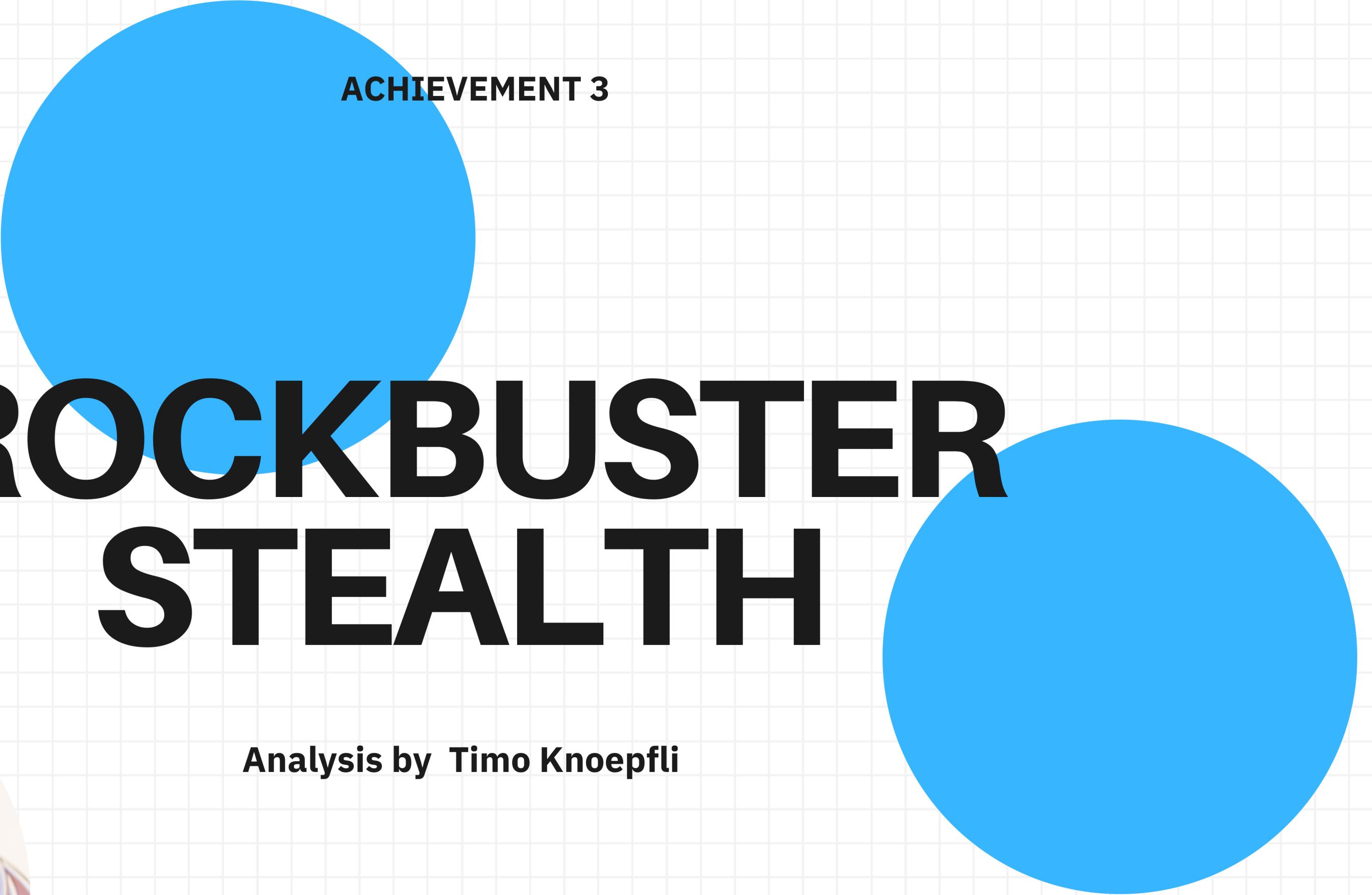




ACHIEVEMENT 3

ROCKBUSTER STEALTH

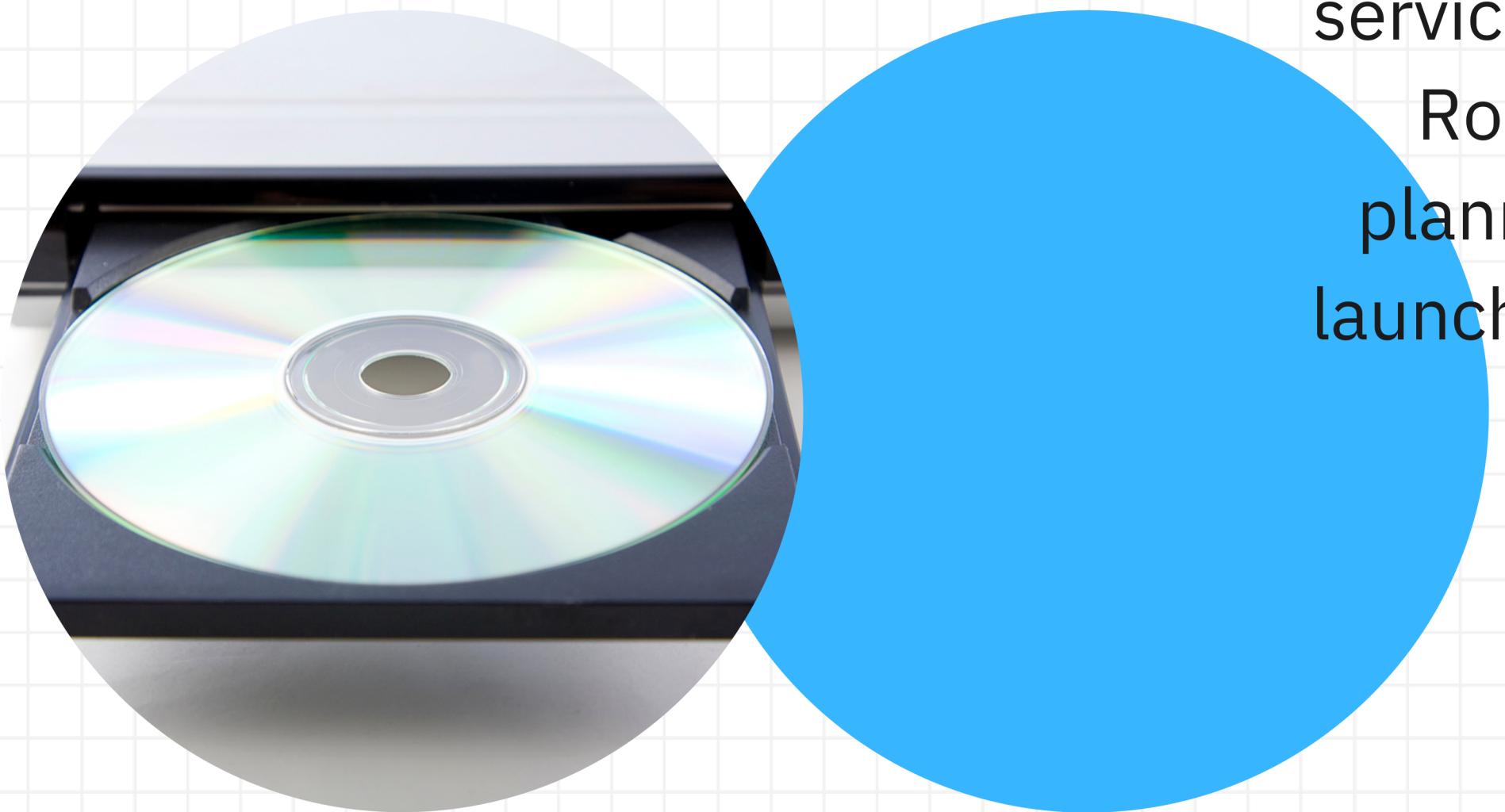


Analysis by Timo Knoepfli

Agenda

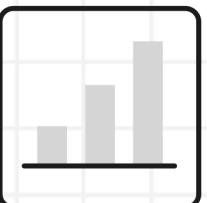
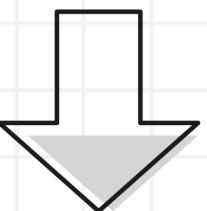
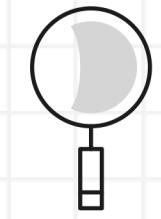
1. Introduction and Objectives
2. Key Figures
3. Global Presence
4. Movie Library Performance
5. Top Customers
6. Wrap-up

Introduction



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.

Objectives



This analysis aims to provide data-driven answers to key business questions presented by Rockbuster Stealth Management to inform the 2020 company strategy. The following is based on data extracted via Postgres SQL and visualized in Tableau.

Key Figures

599 customers

109 countries

1000 movies

**5 days
average rental**

**\$4.20
average rental**

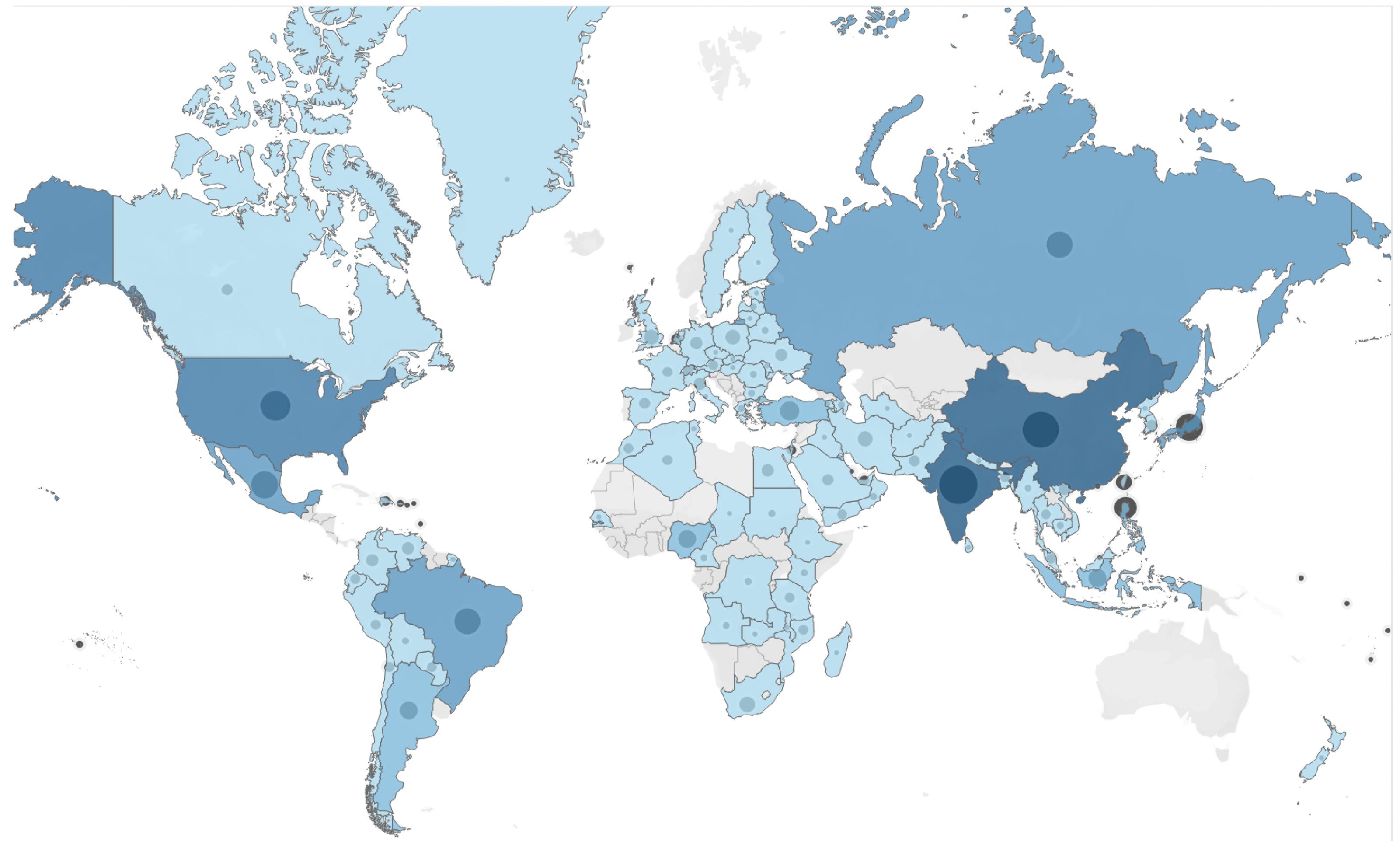
**\$61,312 total
revenue**

Global Presence

Top 5 Countries

	Customers	Total Revenue
India	1421	\$6032
China	1296	\$5247
United States	873	\$3694
Japan	748	\$3122
Mexico	718	\$2985

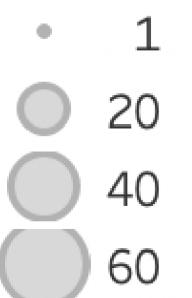
Revenue and Customers per Country



Total Payments

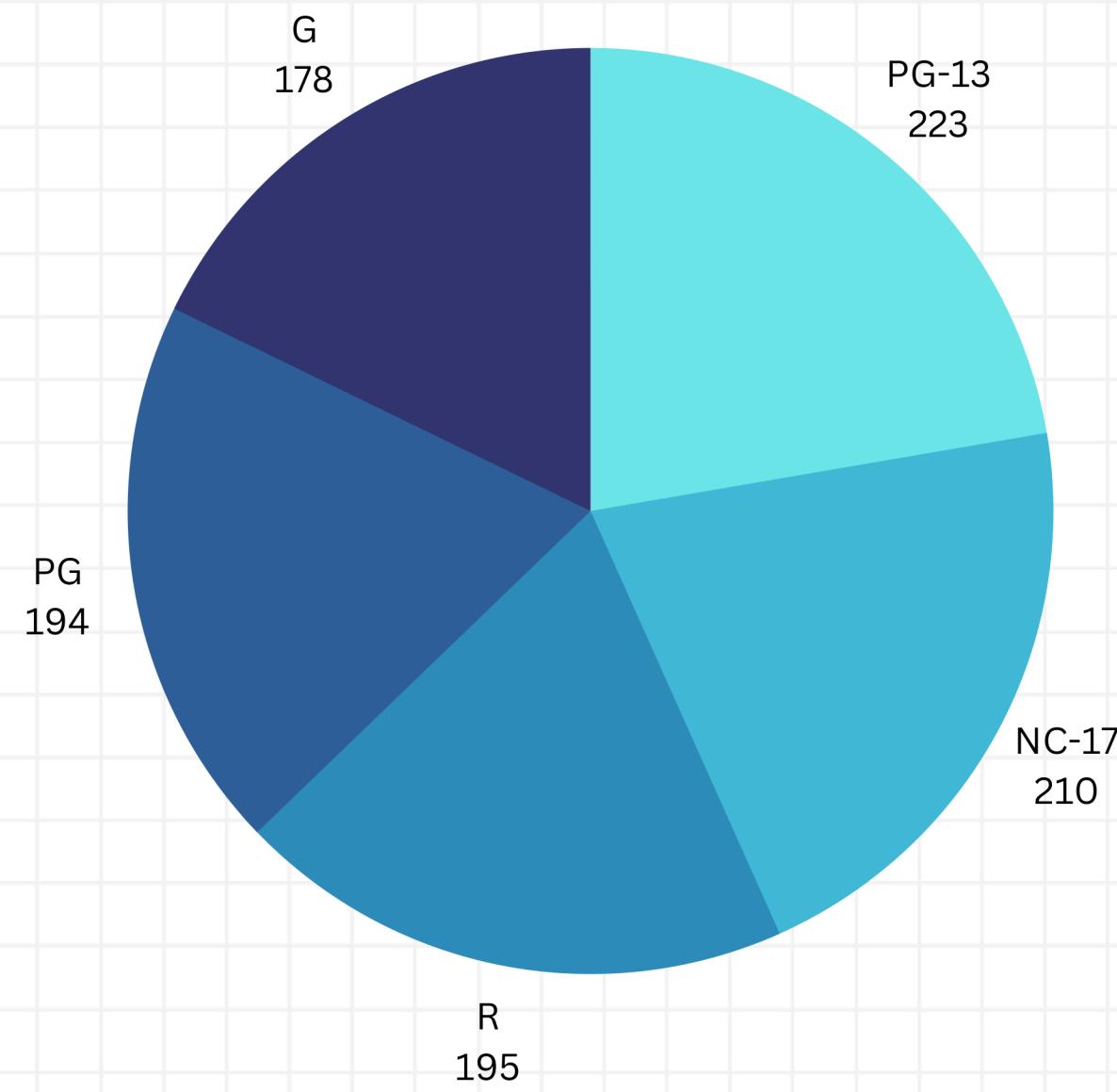


Customer Count

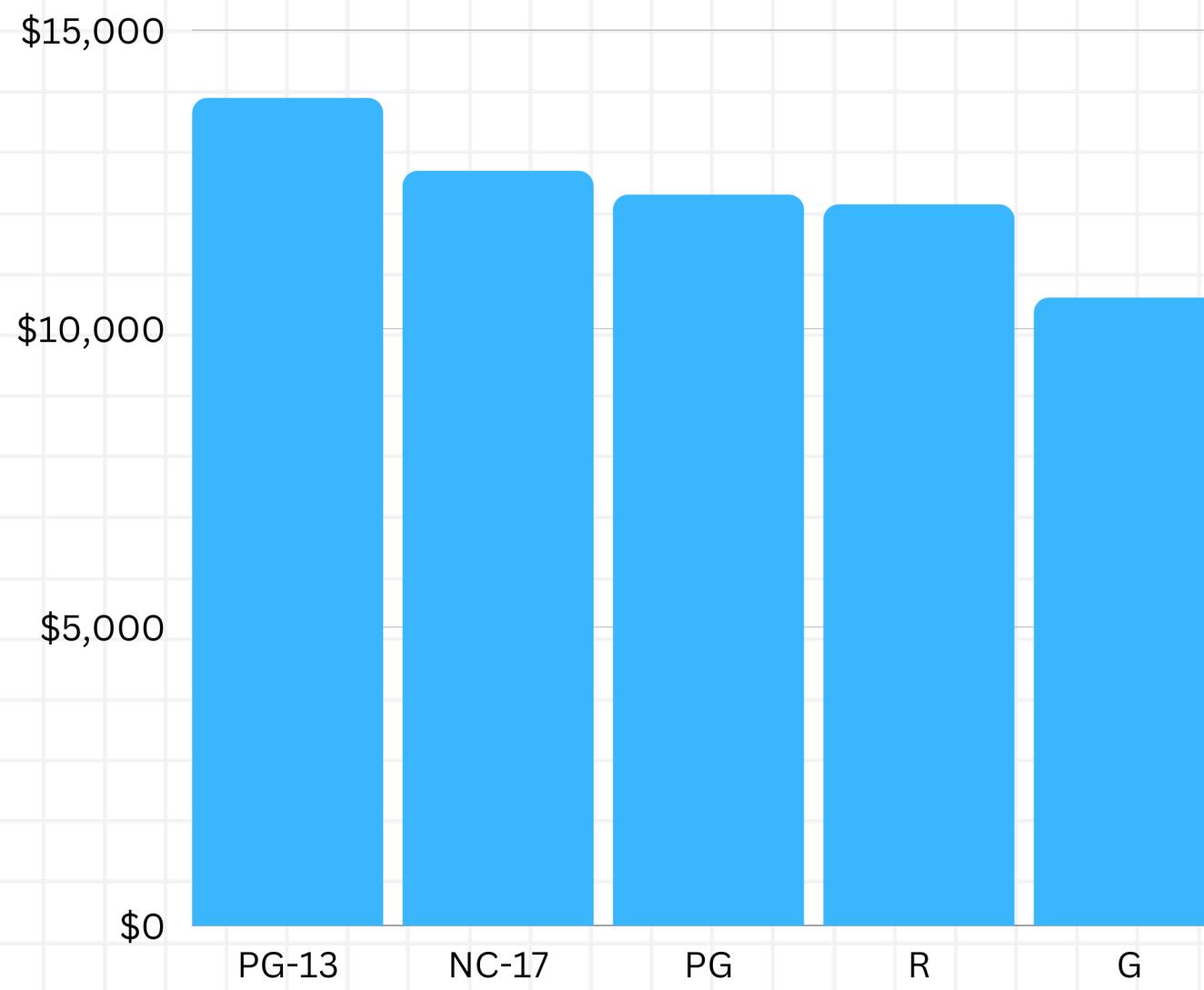


Rockbuster Library

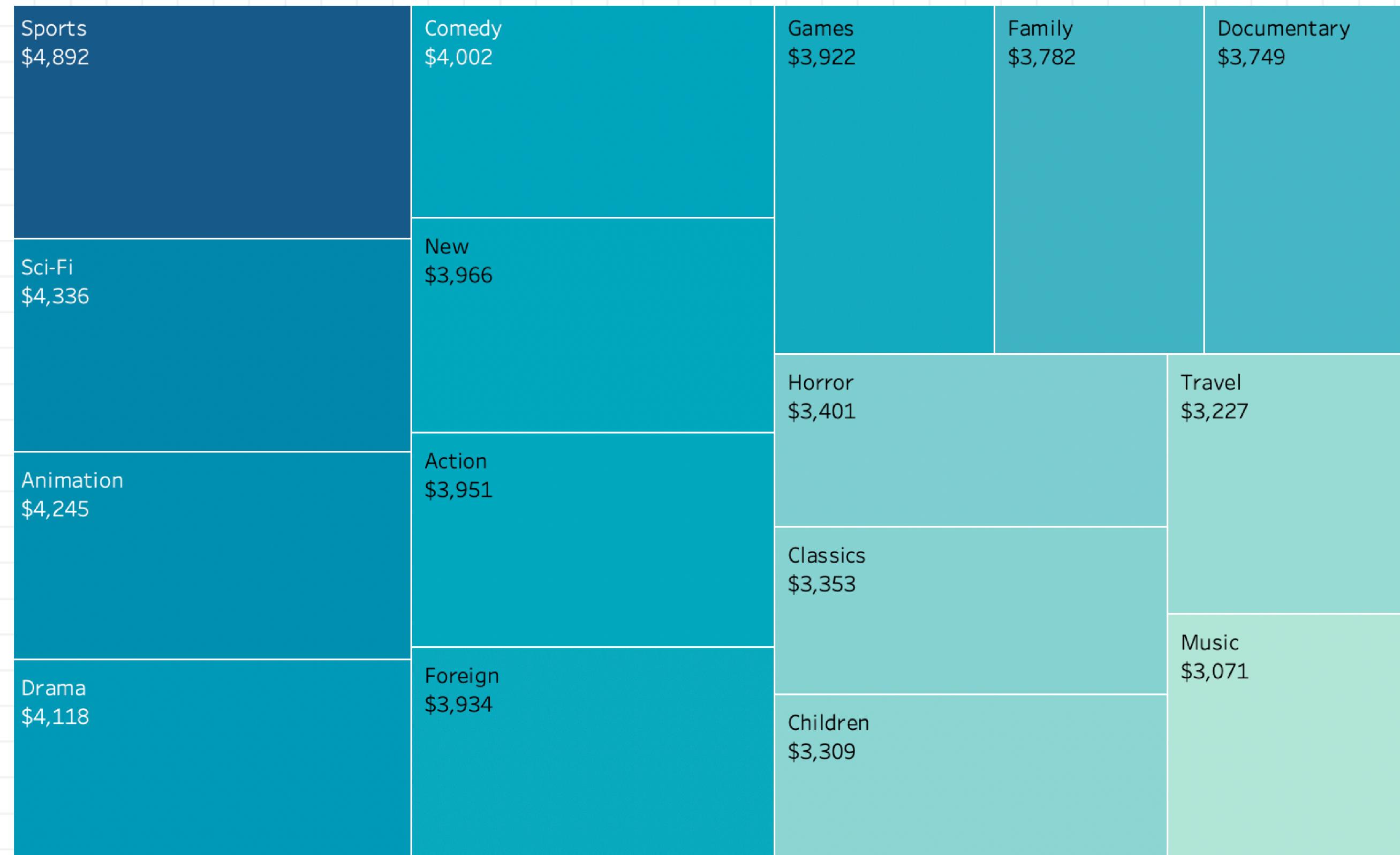
Titles by Rating



Revenue by Rating



Revenue by Genre



Movie Performance

Top 3 Movies

Telegraph Voyage	Music (PG)	\$216	25 rentals
Zorro Ark	Comedy (NC-17)	\$200	28 rentals
Wife Turn	Documentary (NC-17)	\$199	27 rentals

Bottom 3 Movies

Oklahoma Jumanji	New (PG)	\$6	6 rentals
Duffel Apocalypse	Documentary (G)	\$6	6 rentals
Texas Watch	Horror (NC-17)	\$6	6 rentals

Top 10 Customers

Eleanor Hunt	Reunion	\$212
Karl Seal	United States	\$209
Marion Snyder	Brazil	\$195
Rhonda Kennedy	Netherlands	\$192
Clara Shaw	Belarus	\$190

Tomy Collazo	Iran	\$184
Ana Bradley	United States	\$168
Curtis Irby	Canada	\$168
Marcia Dean	Philippines	\$167
Mike Way	India	\$163

Thank you!

Feel free to reach out with any questions you may have.



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Tableau Public