

The background of the slide features a deep red, textured curtain with vertical folds, creating a theatrical atmosphere. A stylized, grey film strip with white dashed lines representing sprocket holes curves across the bottom half of the image, starting from the left and arching towards the right.

ROCKBUSTER STEALTH

Diving Into the New Age of Digital Streaming

Thea Layton, 2023

AGENDA

-  Why are we here?
-  Film Analysis
-  Customer Information
-  Global Trends
-  Recommendations

Rockbuster Stealth LLC

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.

There are only two physical stores remaining. One in Canada and the other in Australia.



Customer Count: 599 People

Inventory: 1000 films

Total Revenue: \$61,312.04

The background of the slide is a deep red, textured curtain, likely velvet, with vertical pleats and a slight sheen. The curtain is parted in the center, creating a dark, shadowed opening that frames the text.

FILM QUESTIONS

What was the average rental duration?

Which movies contributed the most/least to revenue gain?

What are the most popular genres both by rentals and profit?

Film Stats

1000 Films in Inventory

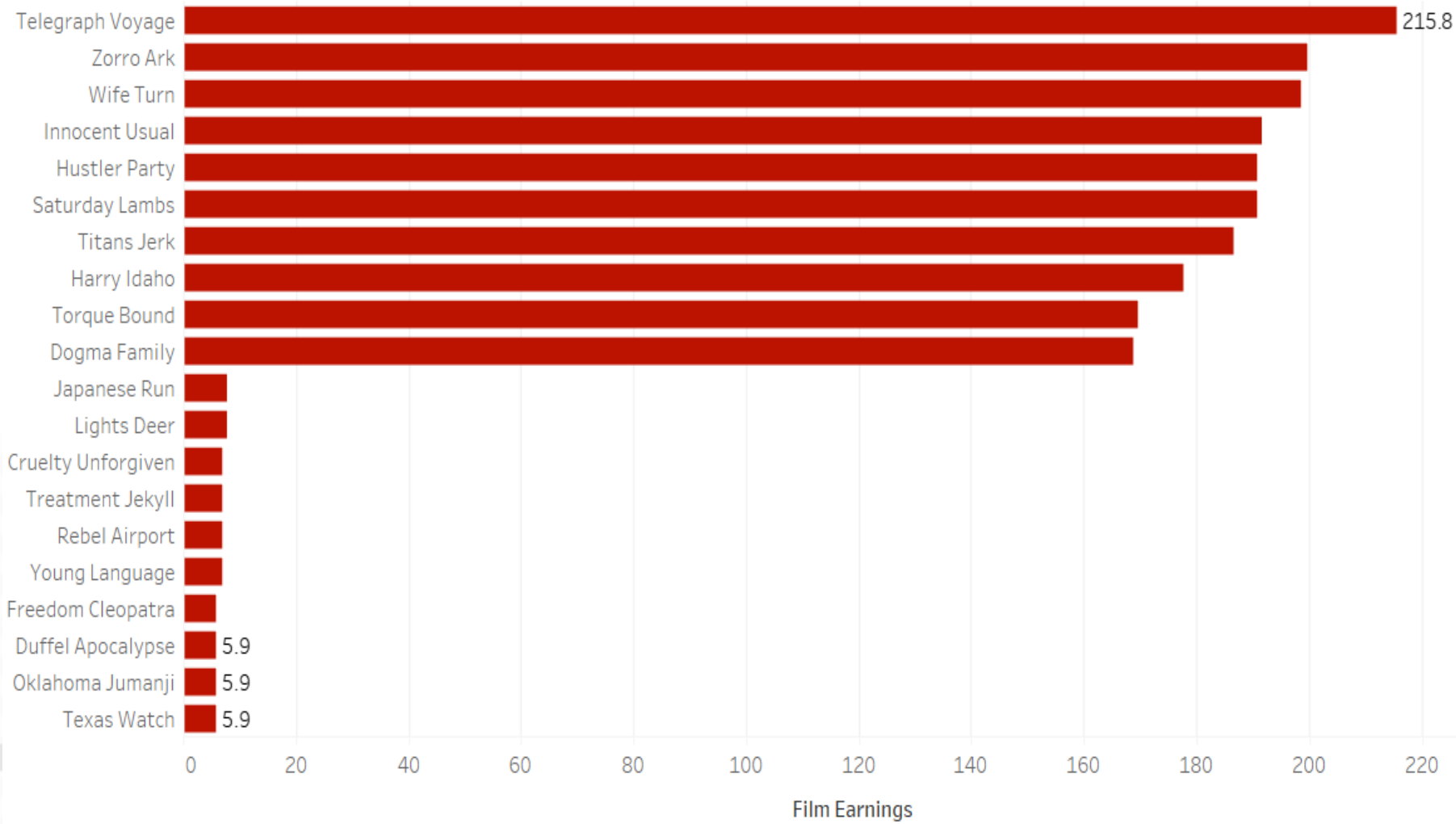
Rental Rates \$0.99 – \$4.99
Average \$2.98

Replacement Cost \$9.99 – 29.99
Average 19.98

Movie length 46 – 185 mins
Average 115 mins

Rental Duration 3 – 7 days
Average 4.98 days

Film Revenue



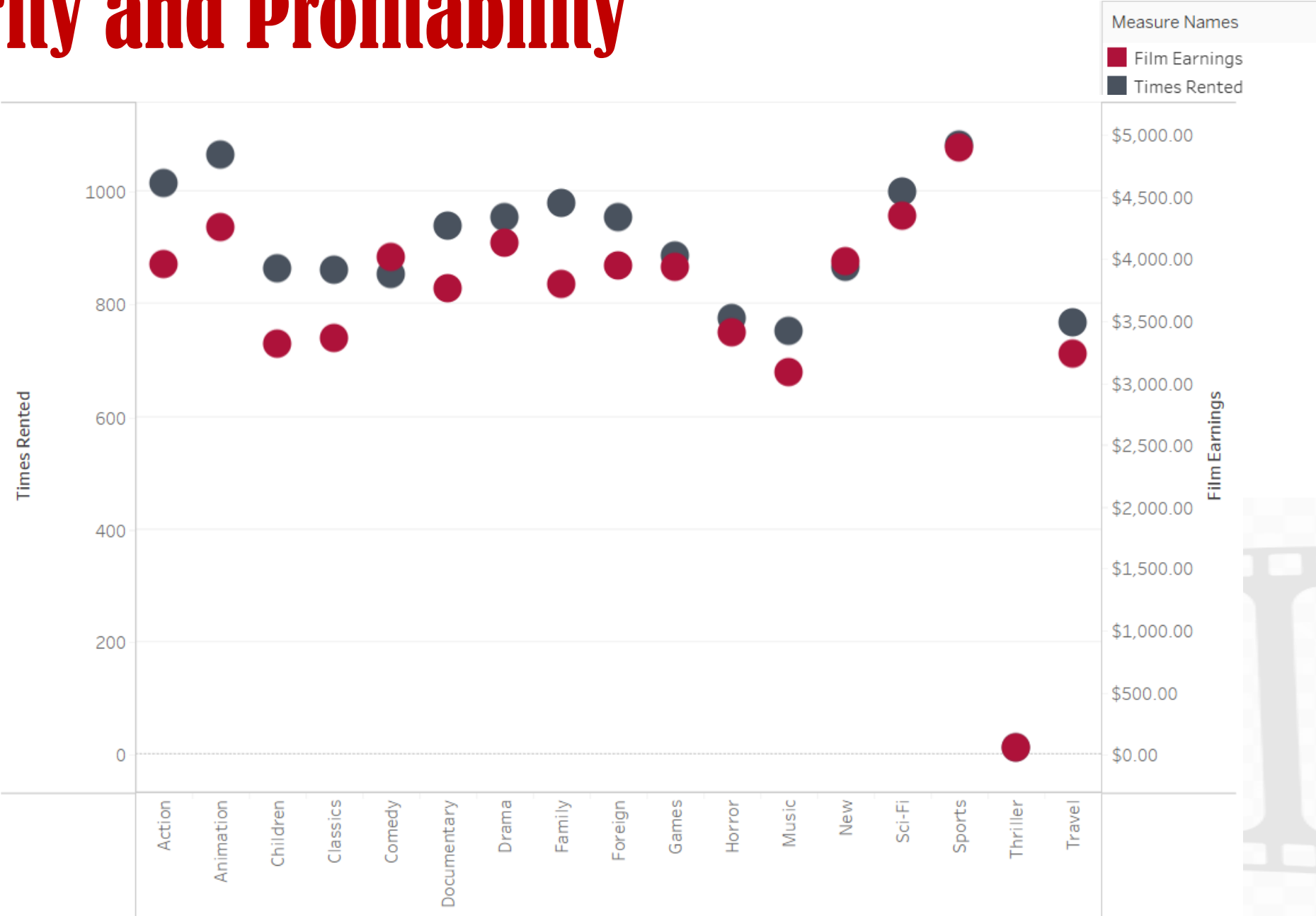
🎬 **Telegraph Voyage** was the top producing film yielding \$215.80 with a rental rate of \$4.99

🎬 **Duffel Apocalypse, Oklahoma Jumanji, and Texas Watch** were the least producing films only yielding \$5.90 each and a rental rate of \$0.99 each.

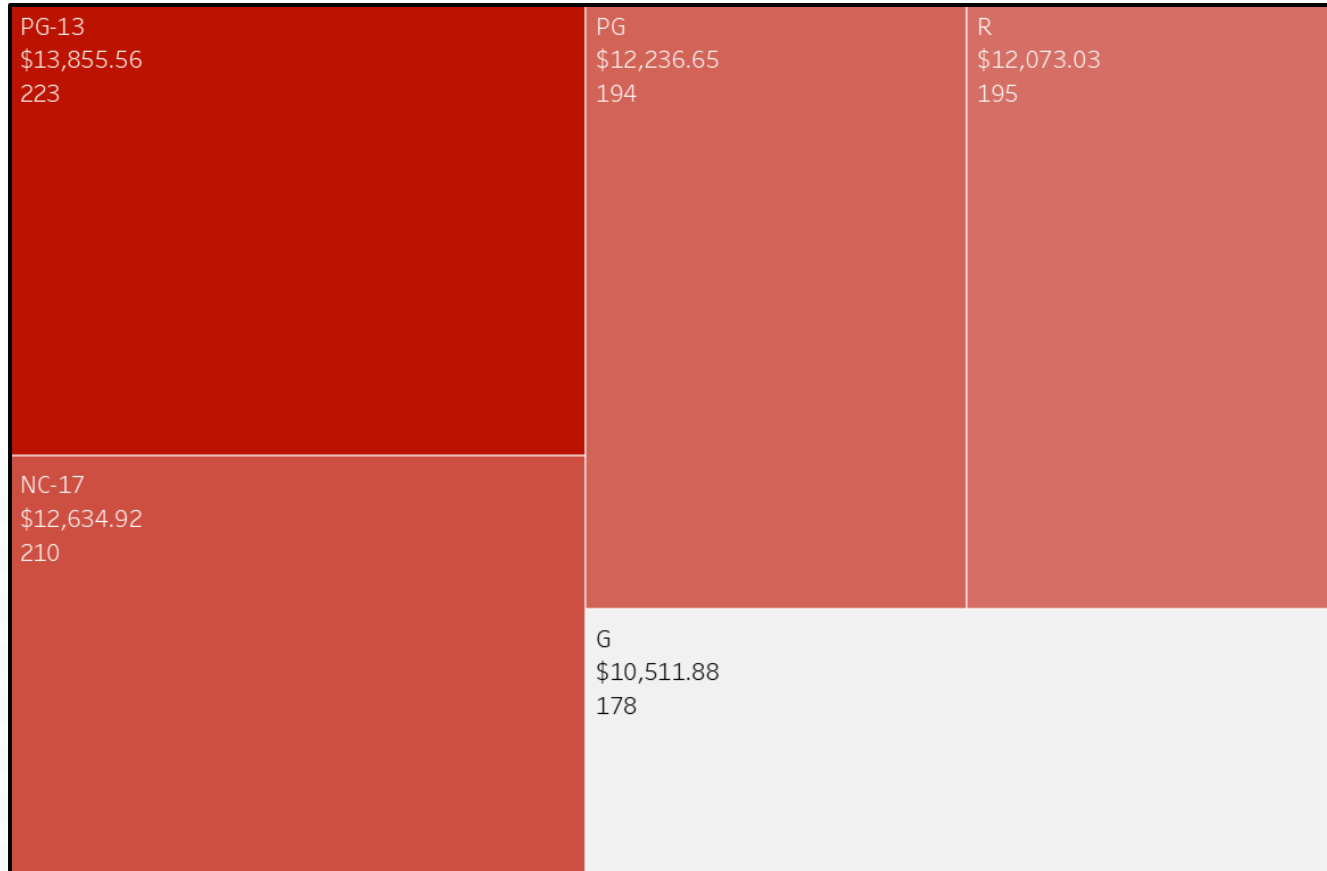
🎬 **Total revenue** from all films \$61,312.04

Genre Popularity and Profitability

- Most rented genres are **Action, Animation, and Sports**.
- Most profitable genres are **Sports, Animation, and Sci-Fi**.
- Thriller** Movies are the least profitable and least popular.
- In inventory there is currently the most **Sports** films (74) and the least **Thrillers** (1).



Ratings



🎬 **PG-13** was the most rented movie rating totaling 22.3% of all rentals.

🎬 **PG-13** also earned the most per movie rating. Earning 9% more than the next competitor of NC-17 ratings.

🎬 There is **not** a significant enough difference in popularity to warrant rating being an influence on streaming choices.

The background of the slide is a deep red, textured curtain, similar to a theater stage curtain, with vertical folds and a slight sheen. The curtains are pulled back slightly at the top corners, revealing a darker red background behind them.

CUSTOMER QUESTIONS

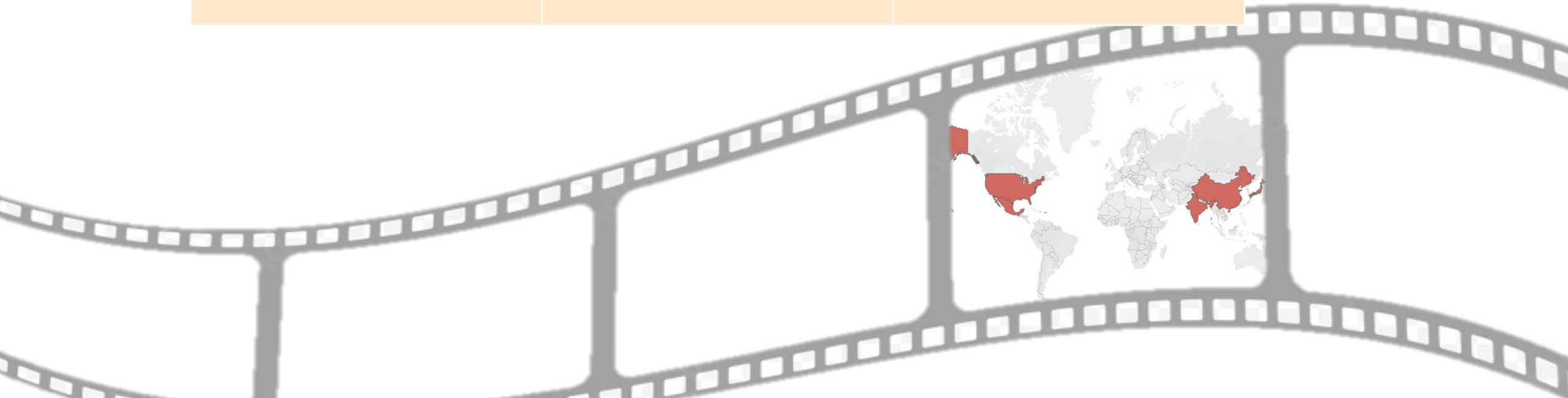
Who are the top 5 customers?

Which countries are Rockbuster customers based in?

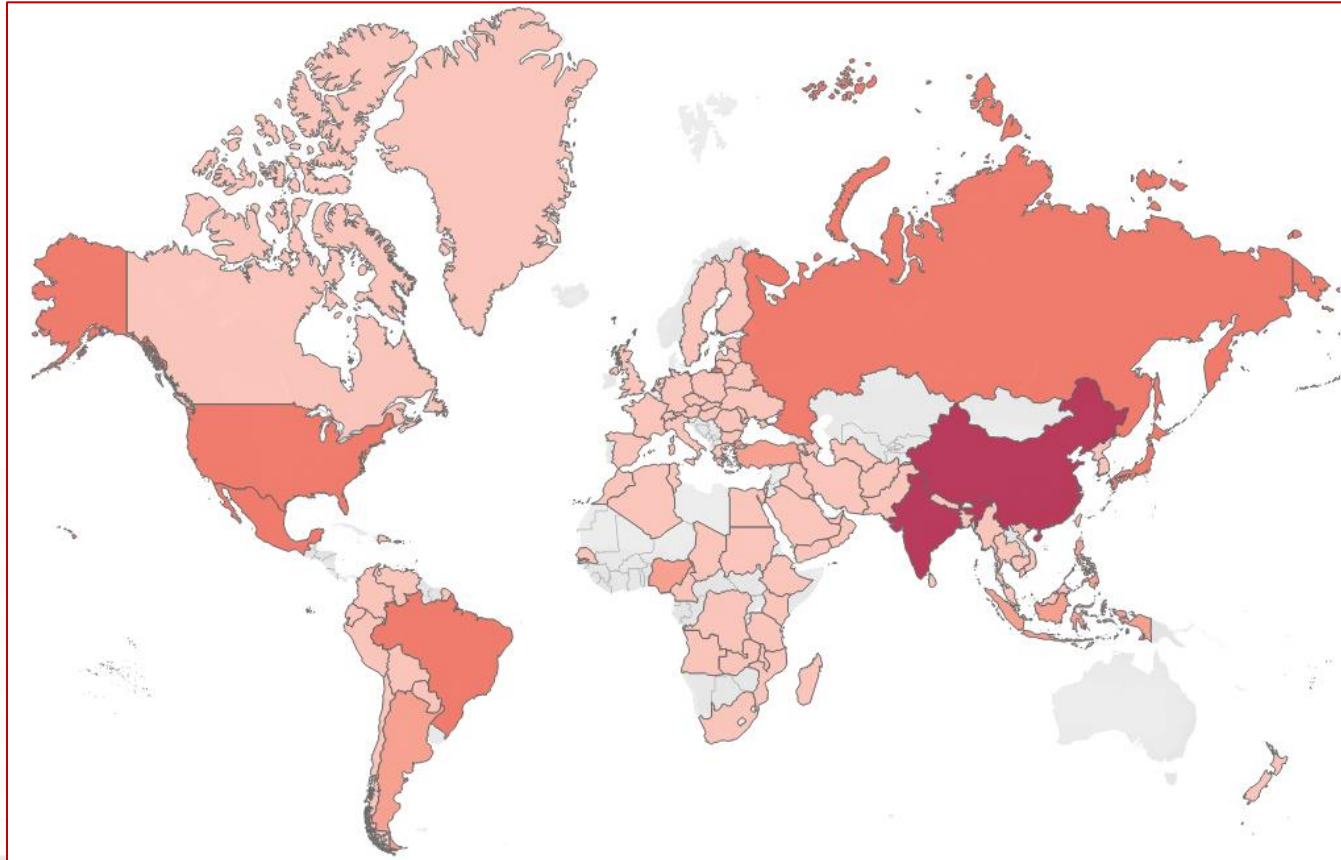
Where are customers with a high lifetime value based?

Customer Team Rewards Top 5 Customers!

Name	Location	Spending
Arlene Harvey	Ambattur, India	\$111.76
Kyle Spurlock	Shanwei, China	\$109.71
Marlene Welch	Iwaki, Japan	\$106.77
Glen Talbert	Acua, Mexico	\$100.77
Clinton Buford	Aurora, United States	\$98.76



Where in the World?



🎬 Rockbuster has customers in **108** countries.

🎬 **India** has the most customers (60)

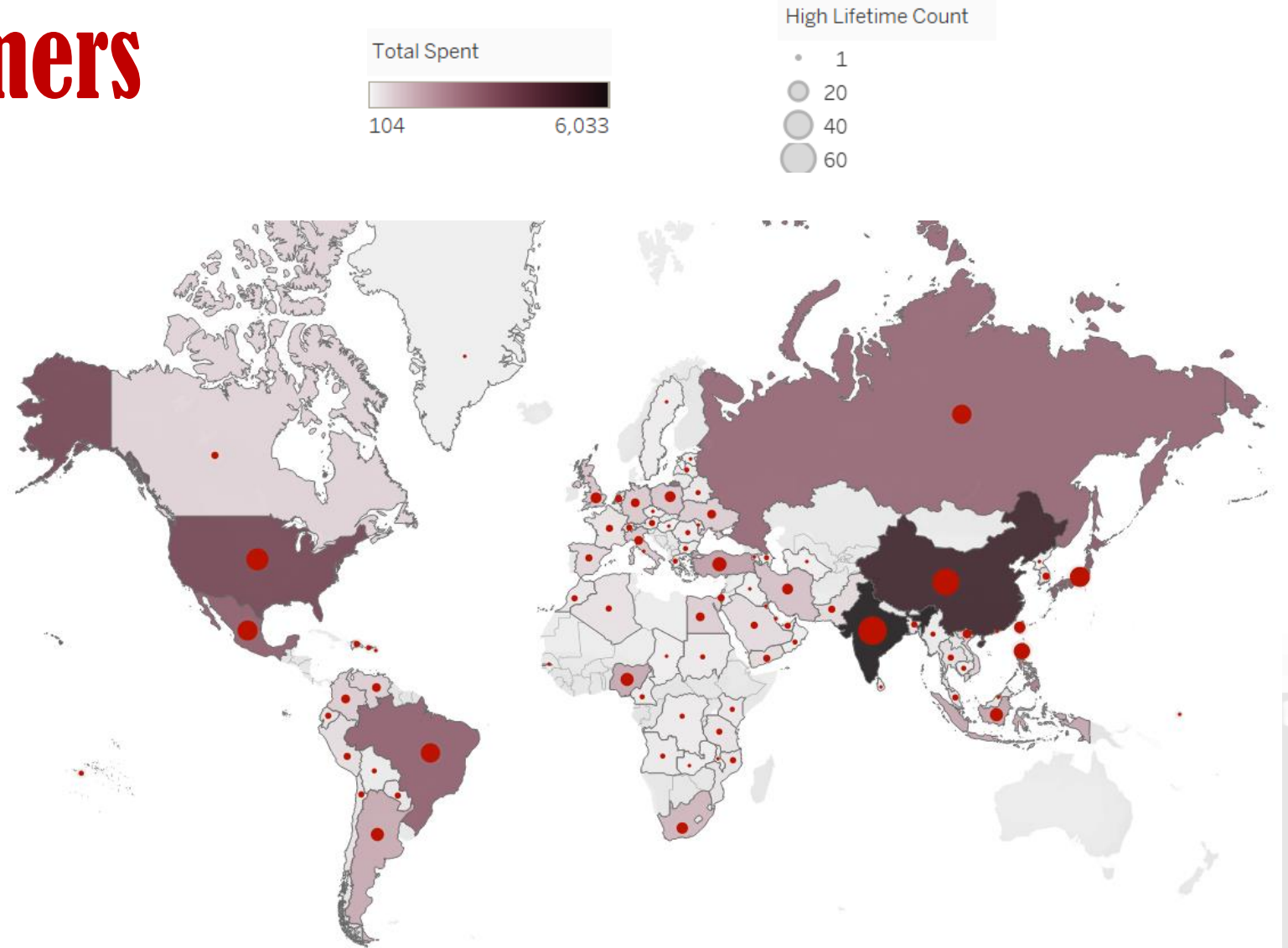
Country	Customers
India	60
China	53
United States	36
Japan	31
Mexico	30

🎬 There are **41** countries that only have 1 customer.

High Lifetime Customers

🎬 **High lifetime customers** were defined by customers who spent over the average customer spending.

🎬 **India** has the most high lifetime customers



The background of the slide is a deep red, textured curtain with vertical pleats and folds, creating a theatrical atmosphere. The lighting is slightly darker at the top and bottom, with a subtle gradient across the center.

GLOBAL QUESTIONS

Do sales figures vary between geographic regions?

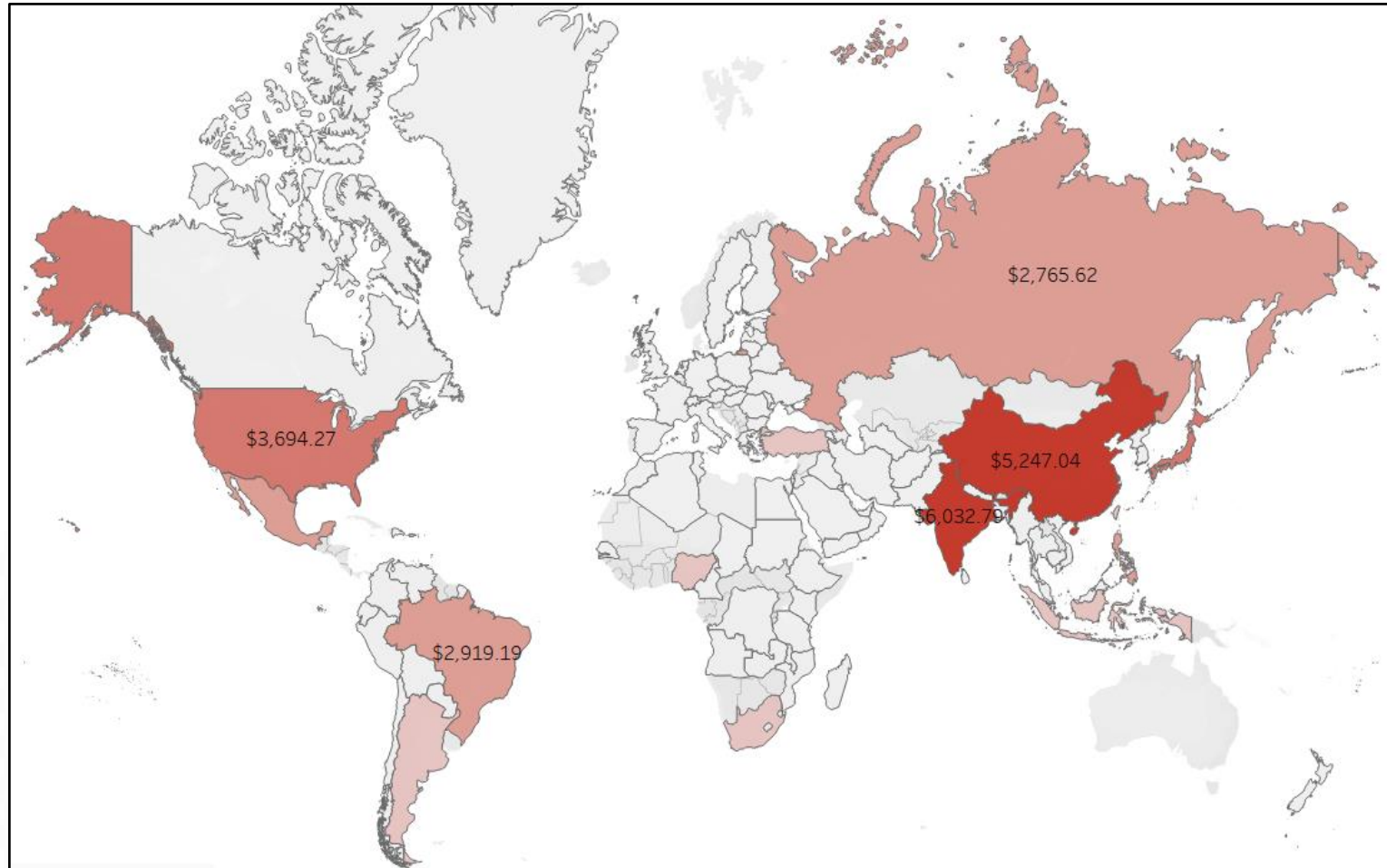
What are the top 10 countries?

What are the top 10 cities?

Sales by Region

🎬 Top 10 Countries

India
China
United States
Japan
Mexico
Brazil
Russian Federation
Philippines
Turkey
Indonesia



🎬 Top 10 Cities

Aurora, USA
Acua, MEX
Citrus Heights, USA
Iwaki, JPN
Ambattur, IND
Shanwei, CHN
So Leopoldo, BRA
Tianjin, CHN
Hami, CHN
Cianjur, INDO

🎬 **India** has the highest sales followed by **China** and **United States**

🎬 **Poland** has the lowest sales

RECOMMENDATIONS

Launch Strategy Recommendations for Online Video Service:

- Focus on Action, Animation, Sports, and Sci-fi genres
- Rental rates should stay at or above the average of \$2.99 to increase revenue
- Target audience is India, China, and United States
- Increase customer base from 599 people
- No need to focus on a specific rating
- Update inventory. All films in inventory were released in 2006.

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THANK YOU FOR YOUR TIME

Any Further Questions?

Thea Layton

Tableau Public:

https://public.tableau.com/app/profile/thea.layton/viz/RockbusterrStealth_CareerFoundry_A3/GenrePopularity?publish=yes