

Rockbuster Stealth

Business Intelligence Presentation

By William Su

Objectives

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.

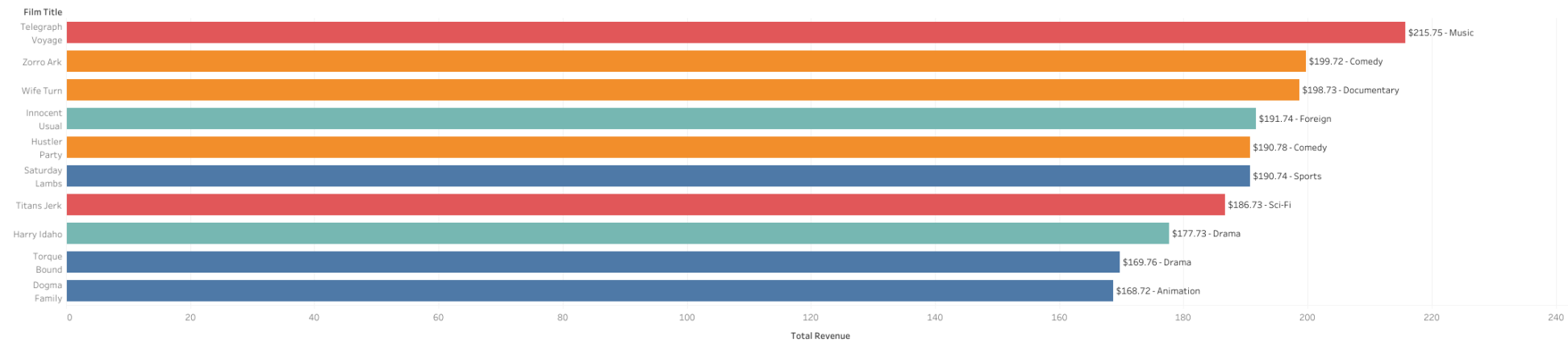
- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?

Overview

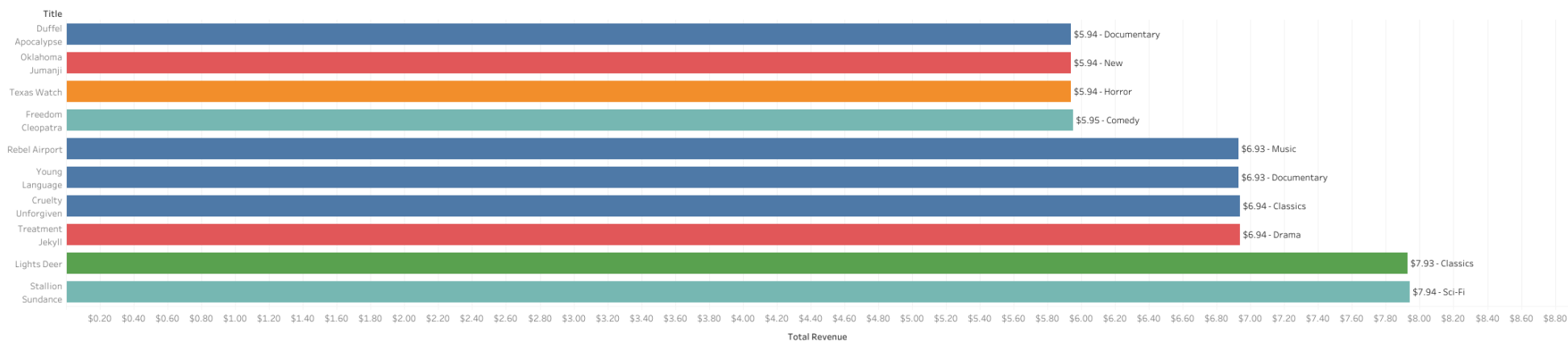
- Rockbuster Stealth currently has a catalog of 1000 films, serving 599 customers that can be found in 108 different countries.
- Typically, their films are rented out for an average of 5 days, with an average rental rate of \$2.98.

Movies and Revenue

Top 10 Movies by Revenue

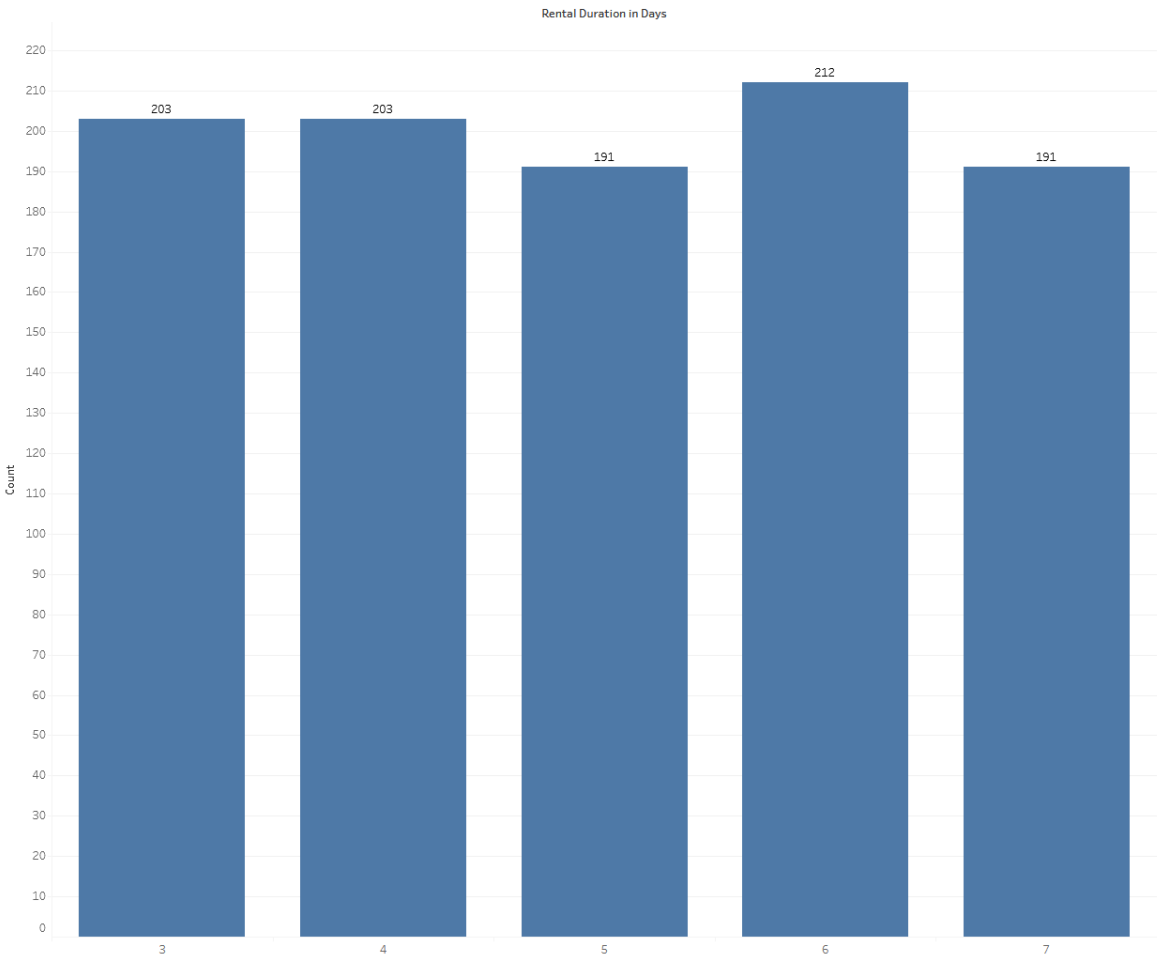


Bottom 10 Movies by Revenue

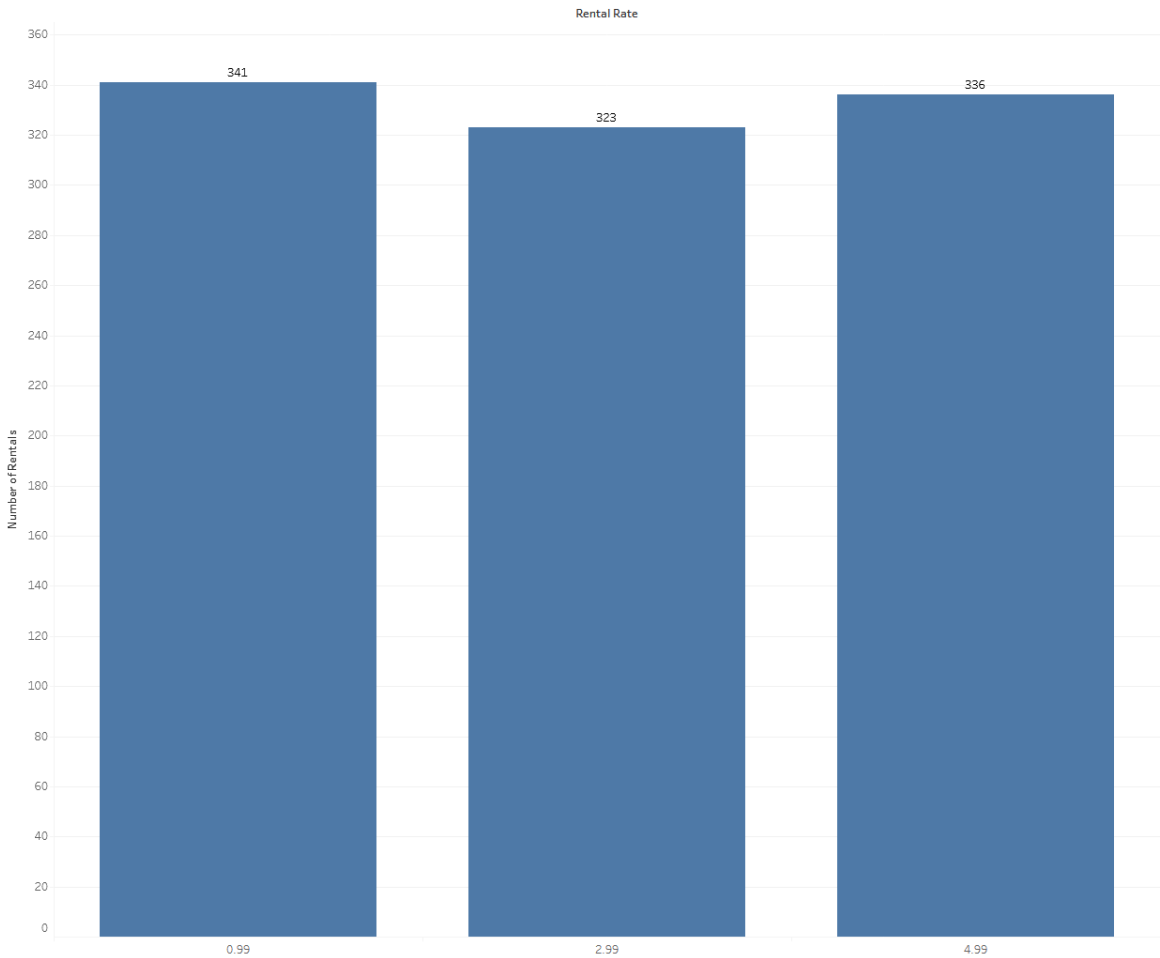


In the top 10 and bottom 10 movies, there are no major differences that stand out!

Number of Rentals by Rental Duration

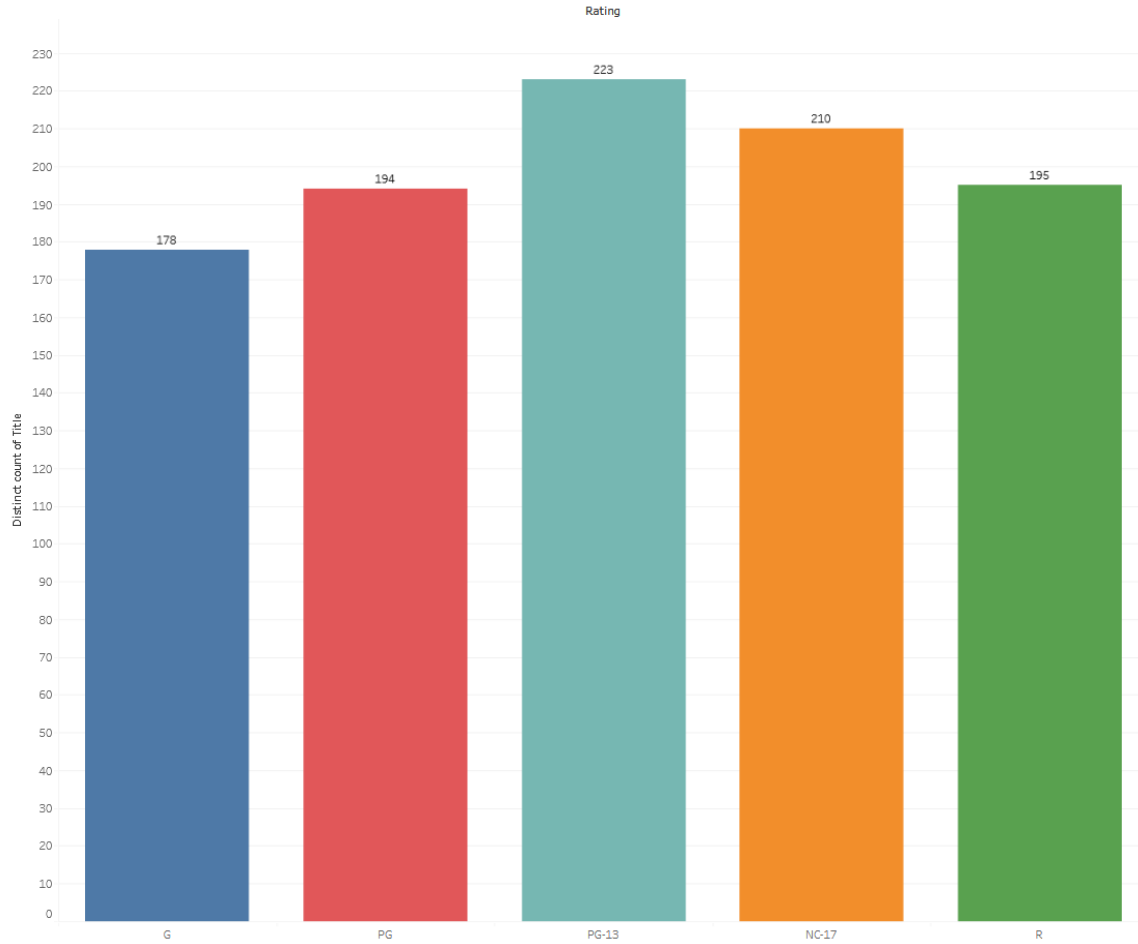


Number of Rentals by Rental Rate

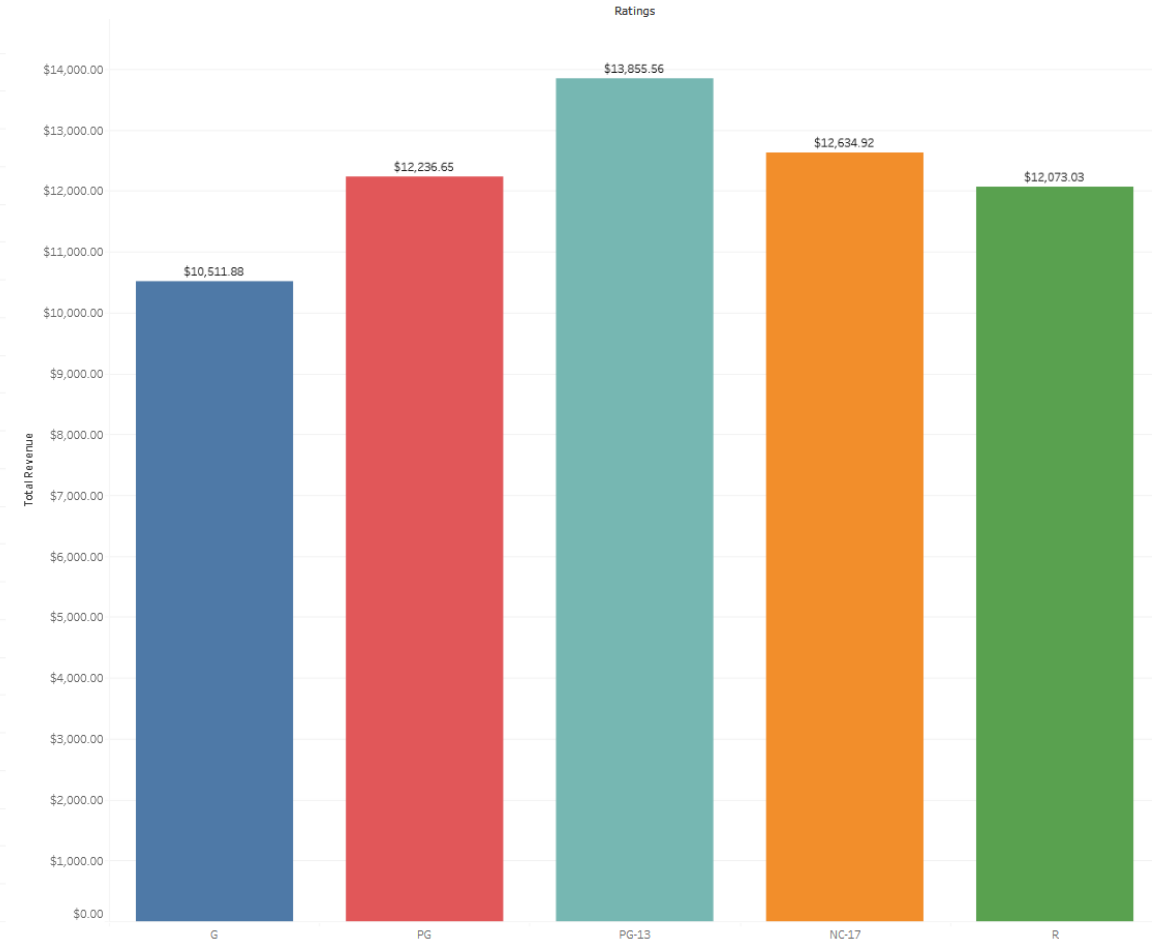


- Rental durations and Rental rates are fairly evenly distributed.

Number of Films per Rating

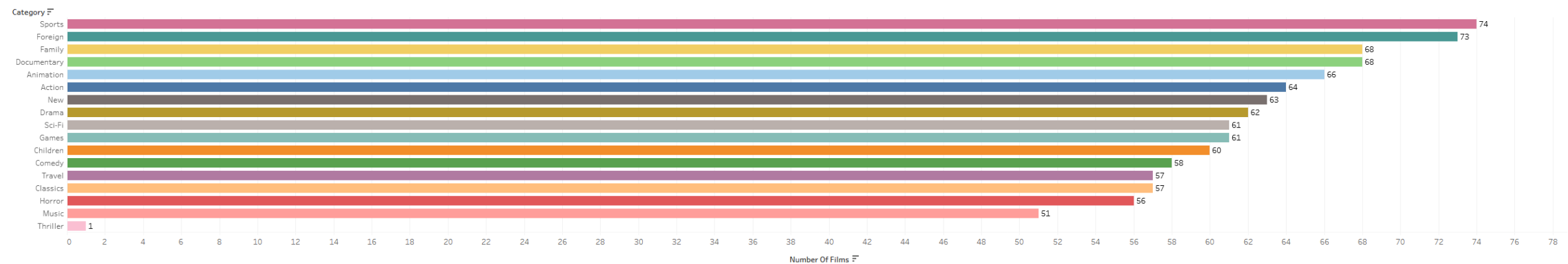


Total Revenue by Ratings

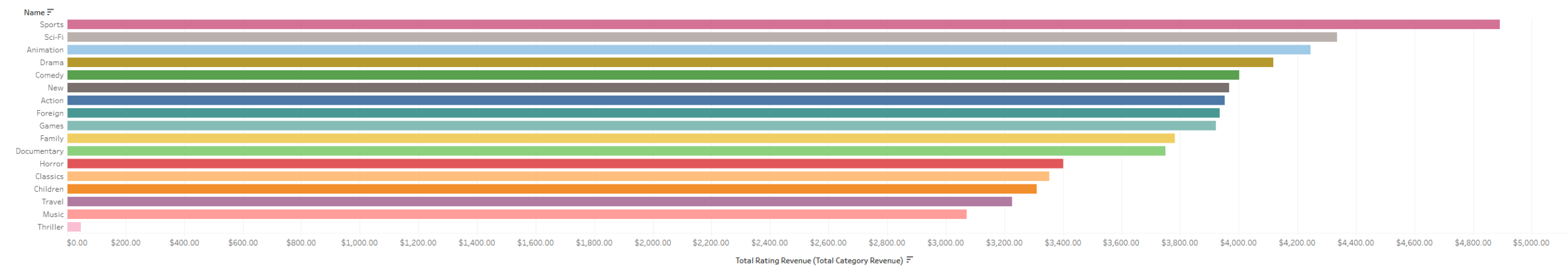


- PG-13 films are both the most numerous films as well as the highest revenue generating.
- G rated films are the opposite, having the least number of films as well as generating the least revenue.

Number of Films per Category



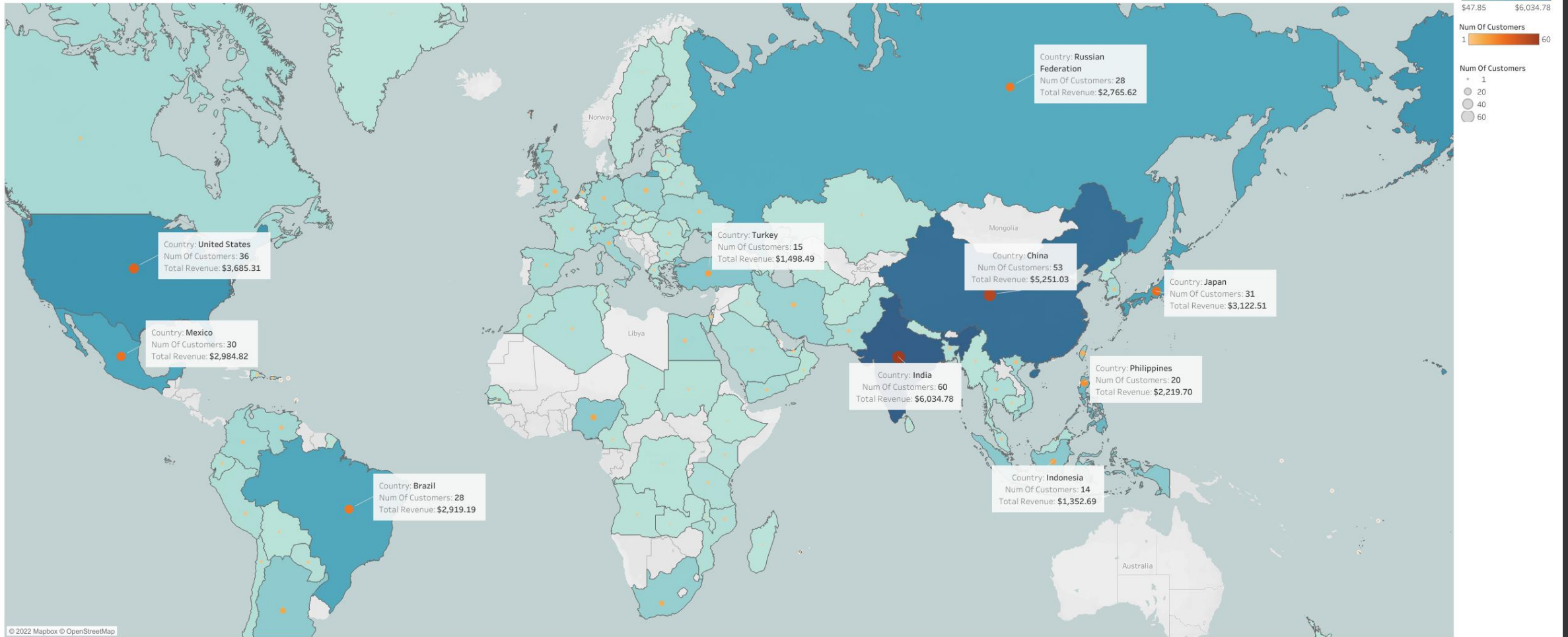
Total Revenue by Category



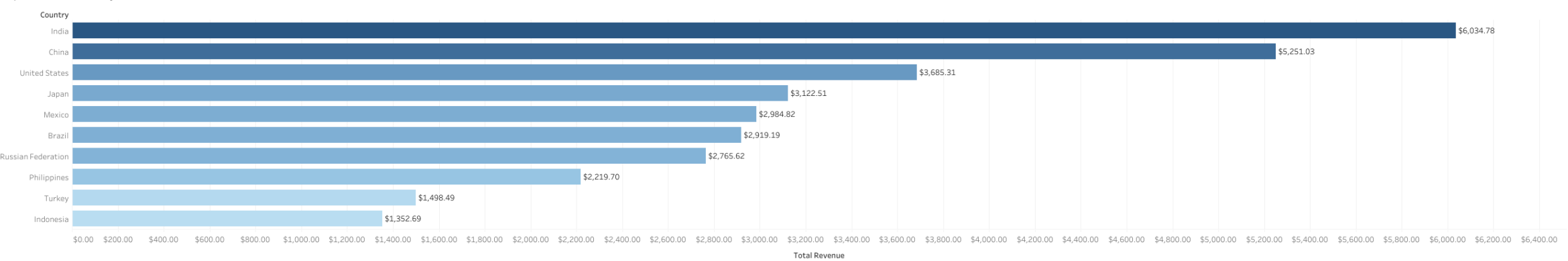
- Sports films, Foreign films, and Family films have the most titles in the catalogue.
- Sports films, Sci-Fi films, Animations, and Drama films generate the most revenue.
- Foreign Films, Family Films, and Documentaries, although 2nd, 3rd, and 4th in number of films, are 8th, 10th, and 11th in revenue.

Customers and Countries

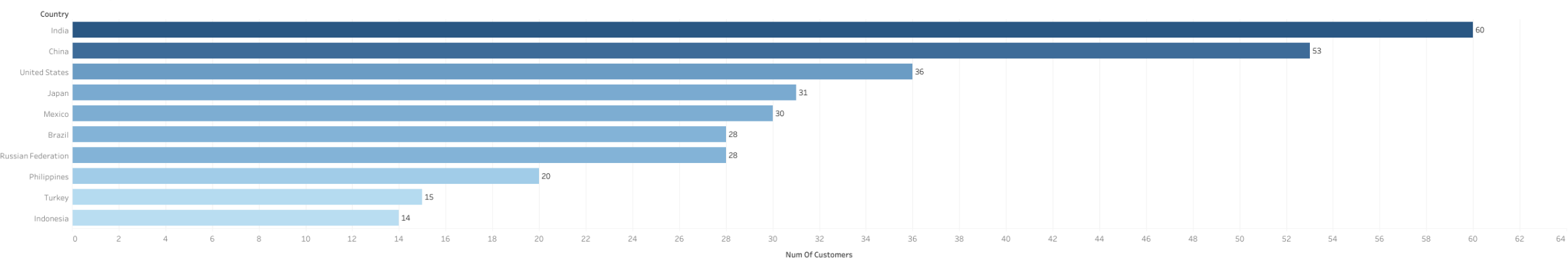
Countries, Customers, and Revenue



Top 10 Countries by Revenue



Top 10 Countries by Customer Count



- India and China dominate in both number of customers and total revenue, with Japan also contributing.
- The United States, Mexico, and Brazil also contribute a fair portion towards total revenue.
- The best markets therefore are Asia and the Americas.

These 5 customers are the highest spending customers in the top 10 cities within the top 10 countries by customer count.

Top 5 Rockbuster Customers



Recommendations and Future Investigations

- There is no major difference in rental rates or rental durations.
- PG-13 films generate the most revenue.
 - Could this simply be because there are just more of them?
- The Sports category leads in both the amount of films and also revenue earned.
 - There should be a focus on getting more Sci-Fi, Animation, and Drama films in the catalogue. They perform well despite the lower number of films (9th, 5th, 8th respectively).
- India and China have the largest customer base by far, with Japan contributing towards the customer base in Asia.
- The Americas have the second largest customer base, thanks to The United States, Mexico, and Brazil.
- There should be a focus on retaining the customers in these regions, as well as attempting to break further into the markets of the other 102+ countries not mentioned.

Tableau Visualizations

- https://public.tableau.com/app/profile/william.su2806/viz/3_10_16683749497640/TopandBottom10Movies