

Rockbuster **Stealth**

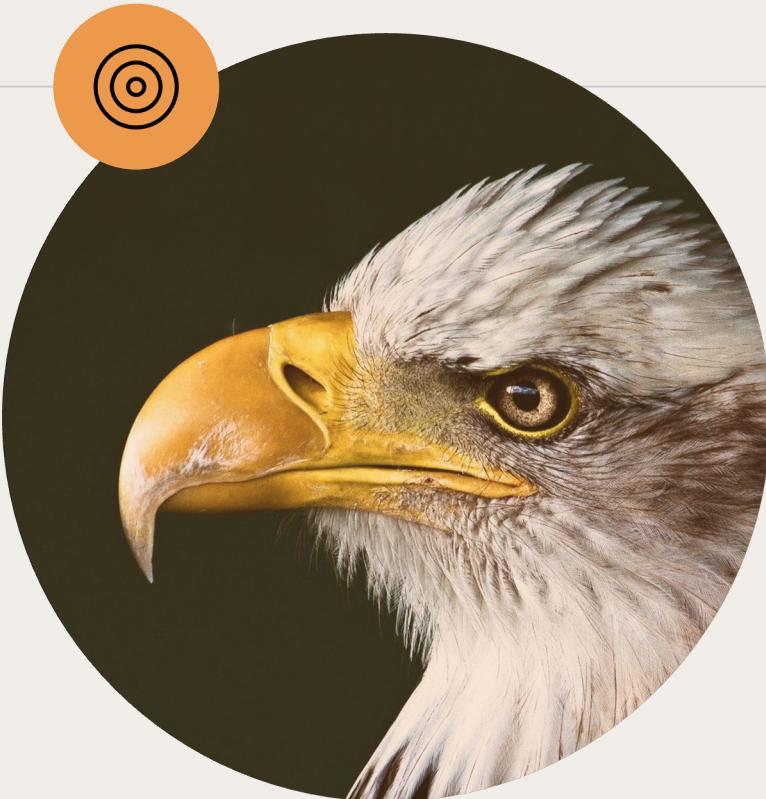
Database Analysis



Michael Curran

- Rockbuster Stealth 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.

Project Overview

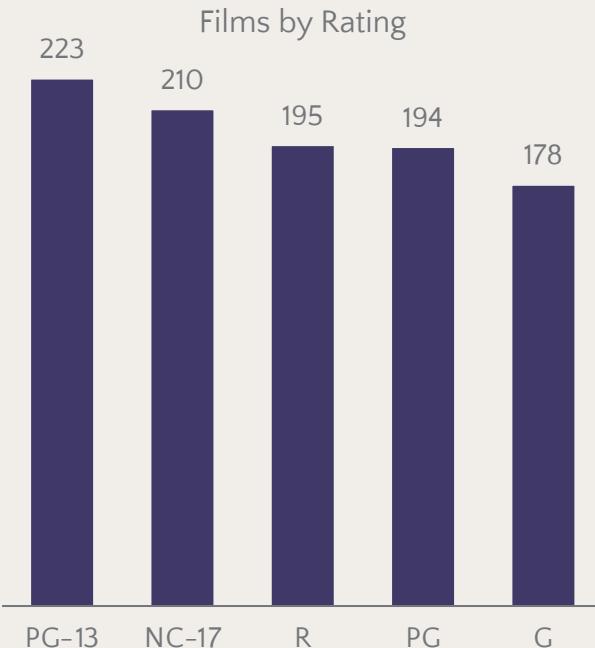


Objectives & Key Questions

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



Company Analysis



599
TOTAL CUSTOMERS



1,000
FILMS FOR RENT



5 DAYS
AVERAGE RENTAL DURATION
MIN 3 DAYS; MAX 7 DAYS



\$2.98
AVERAGE RENTAL COST
MIN \$0.99; MAX \$4.99



\$19.98
AVERAGE REPLACEMENT COST
MIN \$9.99; MAX \$29.99



Revenue Analysis

Total Revenue by Genre



Telegraph Voyage

215.75\$

Top Performing Film

Category: Music / Rating: PG

Duffel Apocalypse, Oklahoma Jumanji, Texas Watch

5.94\$

Worst Performing Film (Tie)

Category: Documentary / Rating: G

Category: New / Rating: PG

Category: Horror / Rating: NC-17





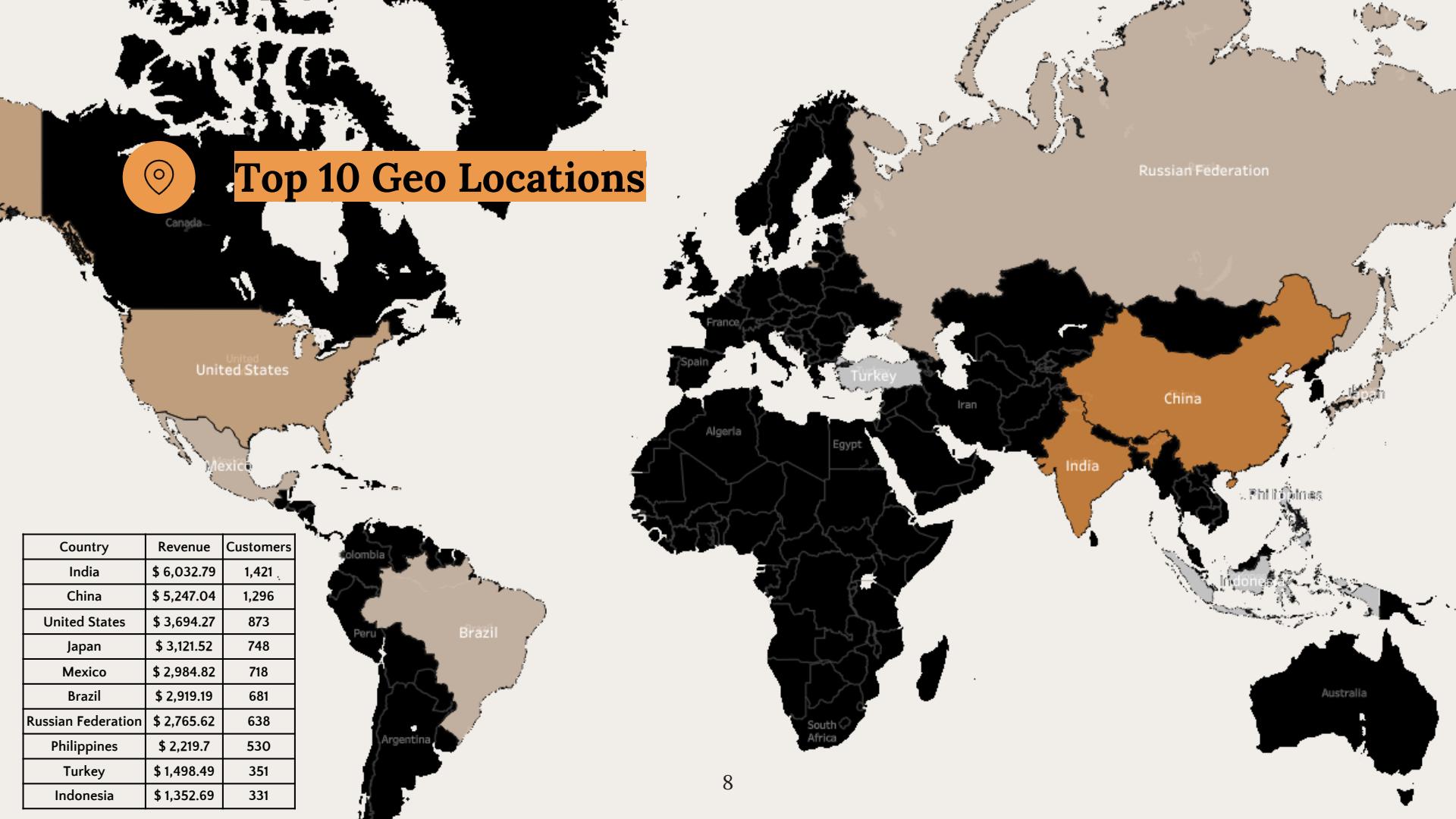
Top 10 Customers





Top 10 Geo Locations

Country	Revenue	Customers
India	\$ 6,032.79	1,421
China	\$ 5,247.04	1,296
United States	\$ 3,694.27	873
Japan	\$ 3,121.52	748
Mexico	\$ 2,984.82	718
Brazil	\$ 2,919.19	681
Russian Federation	\$ 2,765.62	638
Philippines	\$ 2,219.7	530
Turkey	\$ 1,498.49	351
Indonesia	\$ 1,352.69	331





Let's review some recommendations

Locations

Online movie renting should begin in nations where Rockbuster has the most consumers and income. India, China, US, Japan, Mexico.

Next Step 1

Rockbuster might investigate low-revenue nations to see why. Infrastructure, rental rate, late rental return, etc.

Popularity

Rockbuster should promote and stock popular movie ratings and genres. Sports, Sci-Fi, and Animation movies are most popular. Popular films are PG-13 and NC-17.

Next Step 2

Study how rental prices affect rental numbers. Renting more popular movies might boost corporate income.

Loyalty

Consider launching a customer loyalty program to recognize and appreciate repeat business as well as to encourage new purchases.



Thanks!

Presented By:

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[Link to Tableau](#)