

A cinematic background featuring a red carpet, a glowing red light fixture on the left, and various movie production equipment including a clapperboard, two reels of film, and a coiled film strip in the foreground. The title text is overlaid on the right side of the image.

Rockbuster Stealth LLC Analysis

By Ashley Cook

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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.

We were tasked with helping launch a new strategy for online video services.

Key Questions & Objectives

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



Data Overview



Average Rental
Duration: 5 days



Average Rental Rate
\$2.98



Average Replacement Cost
\$19.98

From the analysis we found out that on average Rockbust customers rental duration about 5 days and the average rate per rental is \$2.98. In the event that a replacement is needed it would cost \$19.98.

Top 10 Movie

Title	Rating	
Telegraph Voyage	PG	\$216
Zorro Ark	NC-17	\$200
Wife Turn	NC-17	\$199
Innocent Usual	PG-13	\$192
Hustler Party	NC-17	\$191
Saturday Lambs	G	\$191
Titans Jerk	PG	\$187
Harry Idaho	PG-13	\$178
Torque Bound	G	\$170
Dogma Family	G	\$169

-From our research we are able to discover the top earning movies for Rockbuster. The above list is of the top 10 movies starting with the highest earning movie "Telegraph Voyage".

-We can also see that PG and NC-17 are the most popular ratings category.



Bottom 10 Movies

Title	Rating			
Japanese Run	G		\$8	
Lights Deer	R		\$8	
Treatment Jekyll	PG		\$7	
Cruelty Unforgiven	G		\$7	
Young Language	G		\$7	
Rebel Airport	G		\$7	
Freedom Cleopatra	PG-13		\$6	
Texas Watch	NC-17		\$6	
Oklahoma Jumanji	PG		\$6	
Duffel Apocalypse	G		\$6	

Here we can see the least profitable movies for Rockbuster. With four movies coming in with a tie of \$6 profit.

Top Genre for Revenue



Sports, Sci-Fi and Animation are the top three revenue earning genres.

Sales Figures By Region



Country ▾	Number of Customers ▾	Total Revenue ▾
India	60	6035
China	53	5251
United States	36	3685
Japan	31	3123
Mexico	30	2985
Brazil	28	2919
Russian Federation	28	2766
Philippines	20	2220
Turkey	15	1498
Indonesia	14	1353

-Here we have the top 10 countries and revenue that they produce.

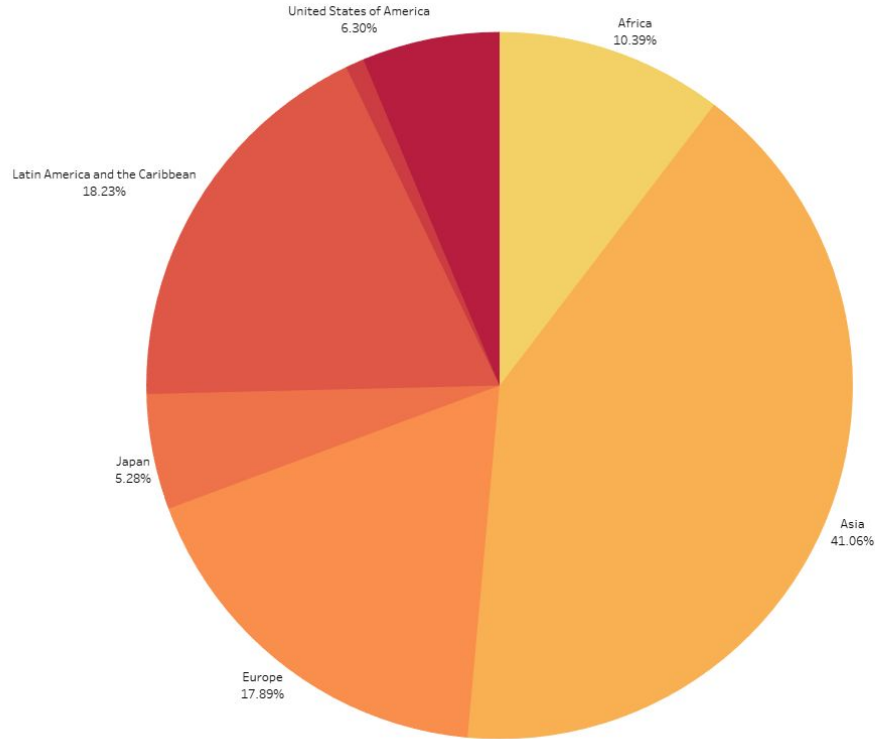
-The top 5 country on this list are also our largest lifetime value as a customer base.

Rockbuster Top 5 customer base by Revenue



Here are the top 5 customers and their locations for Rockbuster. When comparing this chart to the world map on top 5 countries we can verify that we do in fact no which countries are in the top 5.

Revenue by Region



-41.06% of Rockbuster Revenue is coming from Asia. Africa, Europe and Latin-America are close in size with the smallest percentage of sales coming from Oceania.

-By looking at Revenue by region we can tell that Asia is a huge consumer of our movies and we should invest in more promotions and sales in this region.

Recommendations

We should continue growing our inventory of films rated PG-13 and NC-17 since these are our top performers.

Asia is a strong part of our market and we should invest in continue to develop this market.

Focus on adding more items to top genres such as Sports, Drama, Animation and Sci-Fi.



Thank you

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