

Rockbuster Stealth

Online Store Launch Strategy Guide
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Data Summary



1001 Films



**5 Day avg
rental
Duration**



**\$2.98 Avg
Rental
Rate**



21 Categories



**NC-17
Most rented
rating**



**\$19.98 AVG
Replacement
Cost**



599 Customers



**Sports
Most rented
genre**

Highest and Lowest Revenue Films

Top 5

<u>Title</u>	<u>Revenue</u>
1. Telegraph Voyage	\$ 215.75
2. Zorro Ark	\$199.72
3. Wife Turn	\$198.73
4. Innocent Usual	\$191.74
5. Hustler Party	\$190.78

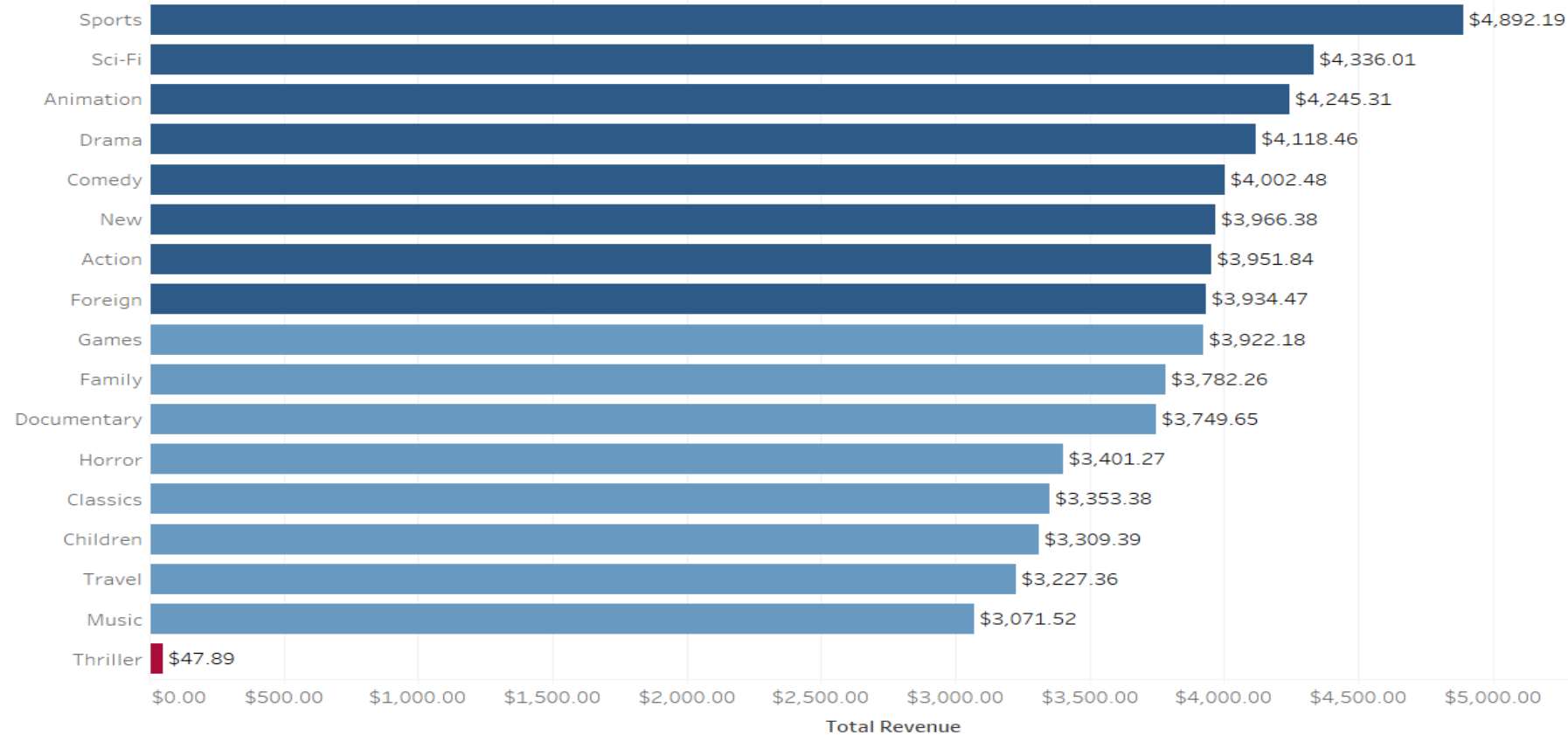


Bottom 5

<u>Title</u>	<u>Revenue</u>
1. Texas Watch	\$ 5.94
2. Oklahoma Jumanji	\$5.94
3. Duffel Apocalypse	\$5.94
4. Freedom Cleopatra	\$5.95
5. Rebel Airport	\$6.93

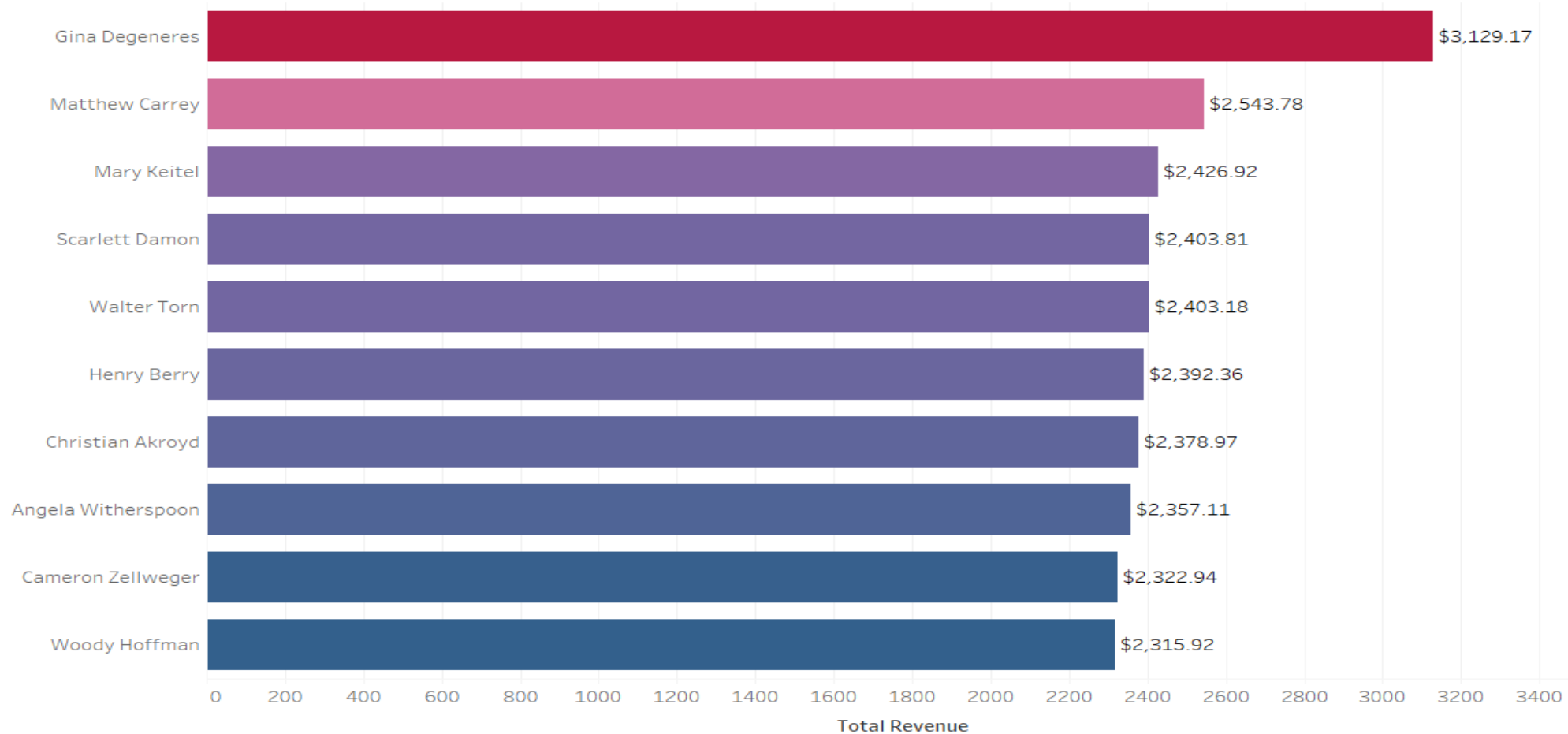
Knowing this information can help us learn about our customer's behavior and which kinds of movies we should be promoting to them.

Most grossing genres by revenue



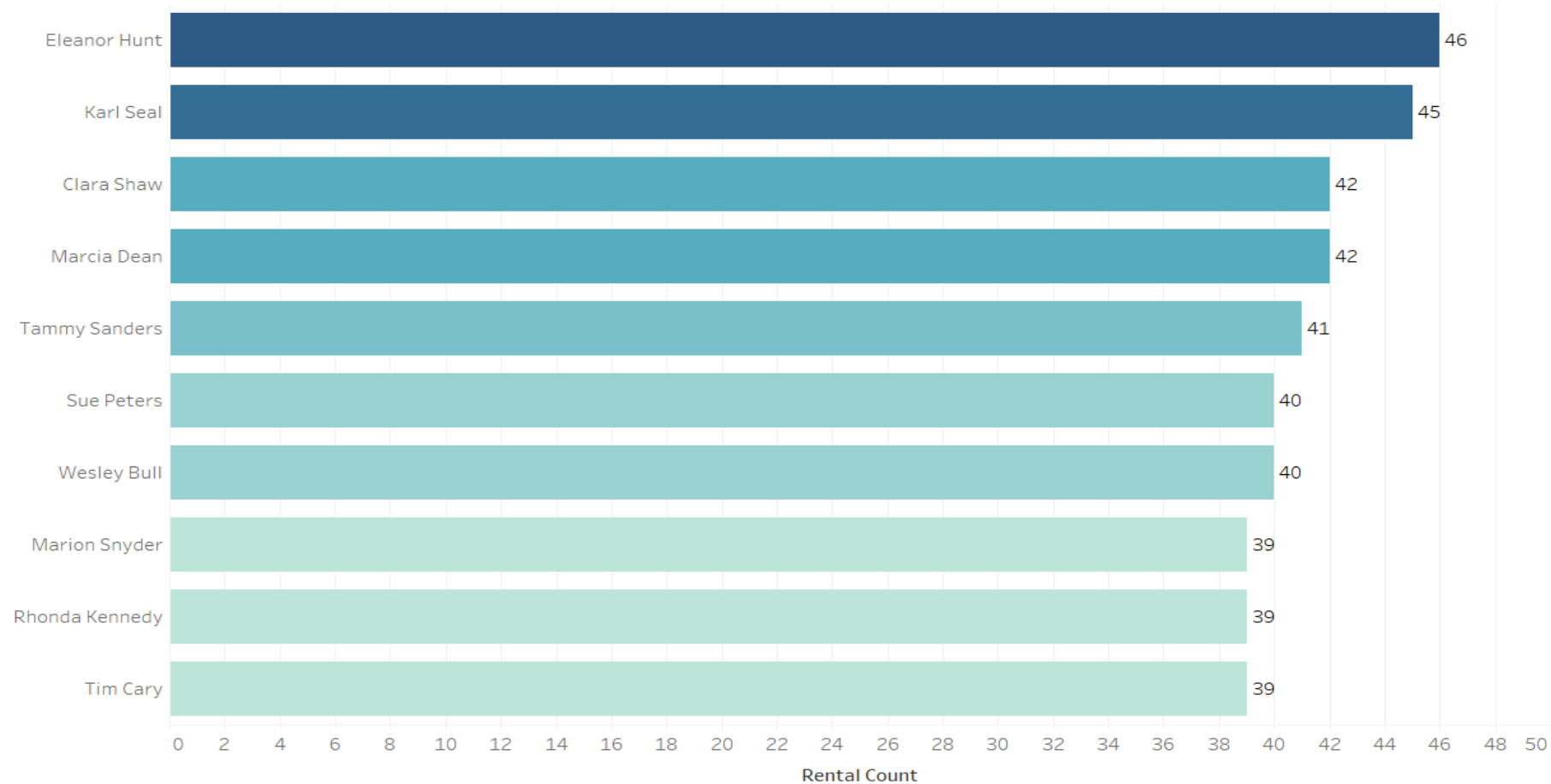
Our most performing genres are Sports, Sci-Fi, Animation, Drama and Comedy.

Top 10 actors with most revenue generated.

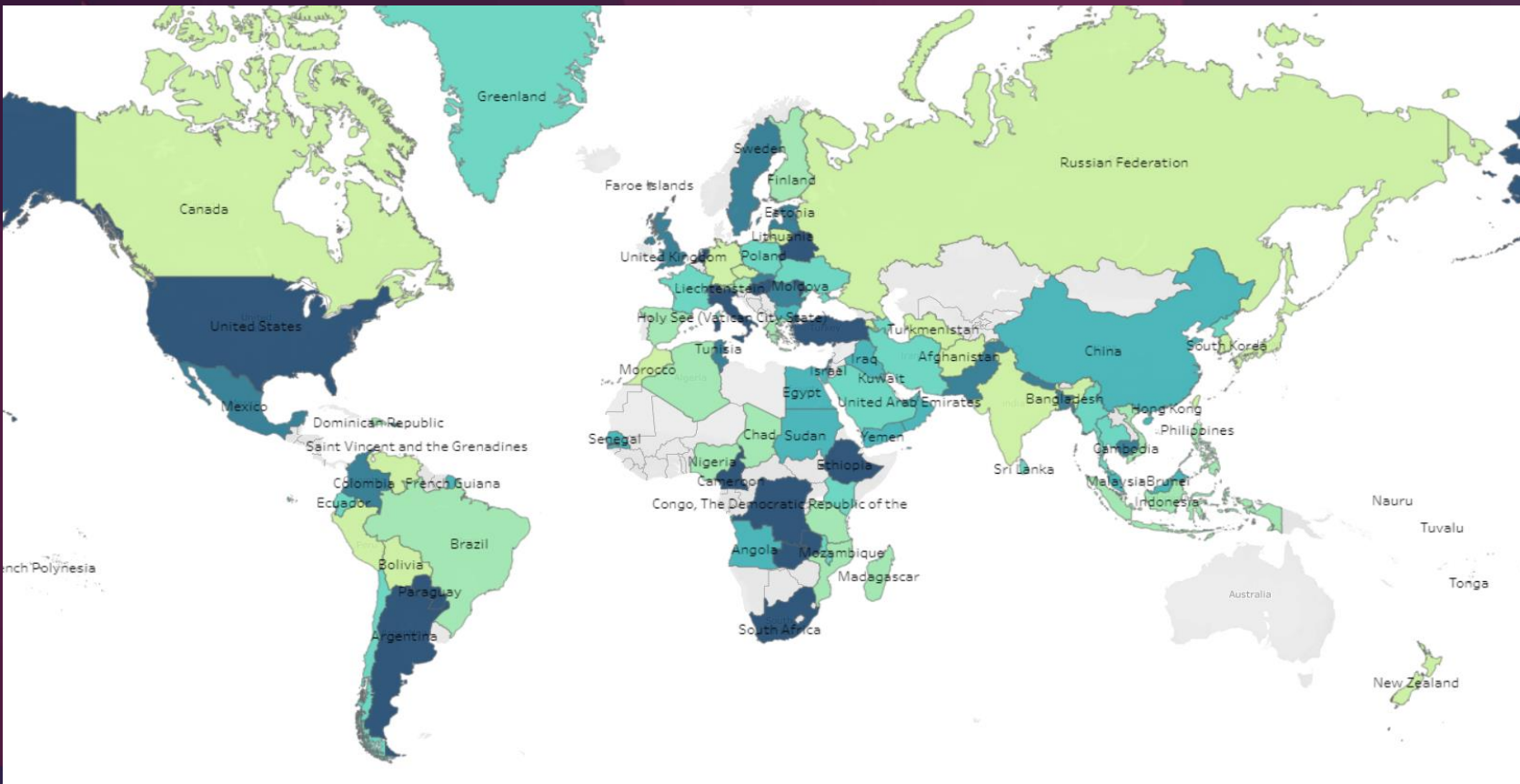


Top 10 actors in the database with the most revenue.

Top ten customers with the most rentals



**Top 10 customers in the database
with the most rentals**



Top 10 Countries by Customers

India	60	\$6,032.79
China	53	\$5,247.04
United States	36	\$3,694.27
Japan	31	\$3,121.52
Mexico	30	\$2,984.82
Brazil	28	\$2,919.19
Russian Federation	28	\$2,765.62
Philippines	20	\$2,219.70
Turkey	15	\$1,498.49

We should be focusing on the top 5 countries in this list to generate the most revenue.



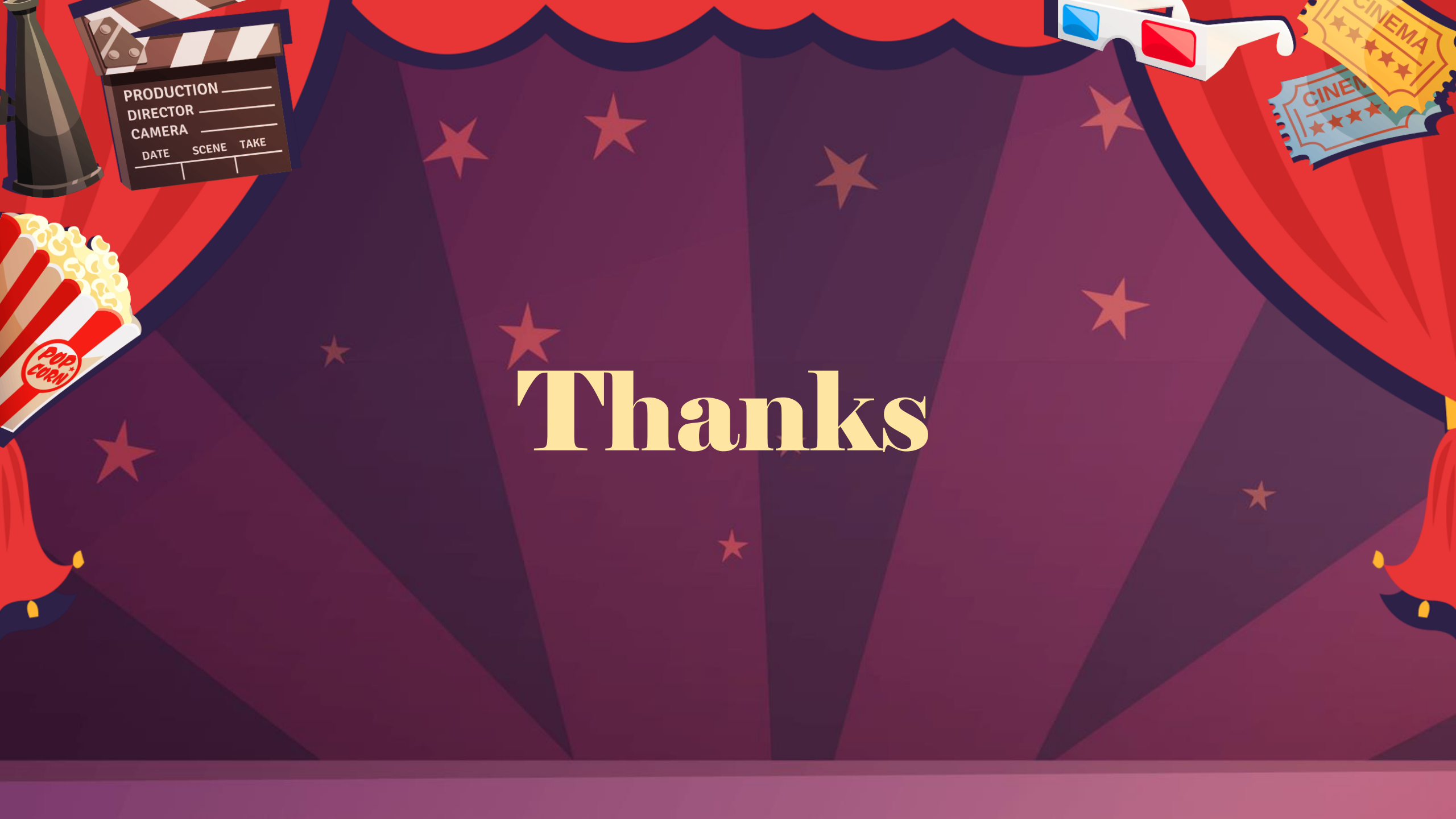
Final Thoughts:

- 1. Focus on adding a bigger movie catalog related to Top 5 genres which are Sports, Sci-fi Animations, Drama, and Comedy.**
- 2. Promote more movies that are related to our most revenue-generated films and that has actors that we generated the most with.**
- 3. Ask our most loyal customers for feedback on how we can improve the site.**
- 4. Target the Top 10 Countries which have the biggest market for us with the most revenue.**



My Recommendations:

- 1. Offer live sports channels and a subscription-based service along with a 1-week free trial to your online store in order to compete with the likes of Netflix and Amazon Prime. Adjust subscription/rental price to the countries' cost of living.**
- 2. Add extra languages to the movies such as Spanish, Mandarin, Japanese, and Portuguese. Add languages in correspondence to the countries with the most customers.**



Thanks