



Rockbuster Stealth LLC

Business Analysis

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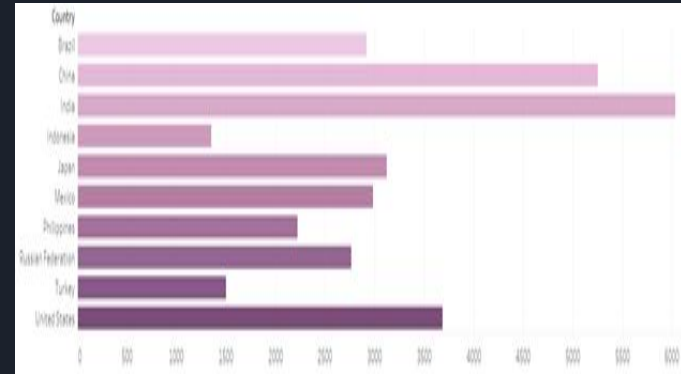
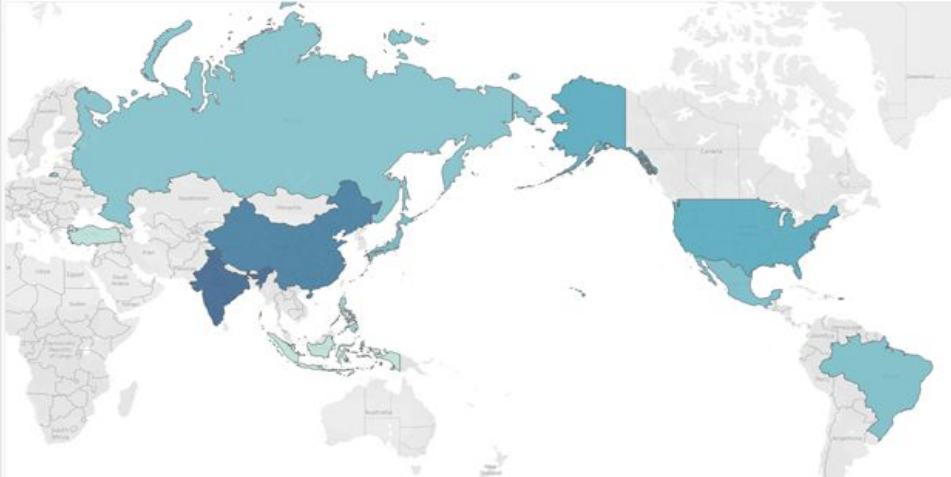


Project Overview

- ❖ Rockbuster Stealth LLC is a movie rental company.
- ❖ The company aims to change its current business model to be able to compete with other movie services.
- ❖ A view of the company's current business performance and recommendations for future.

Location for Rockbuster Stealth's clients.

Customer Count by Country Map



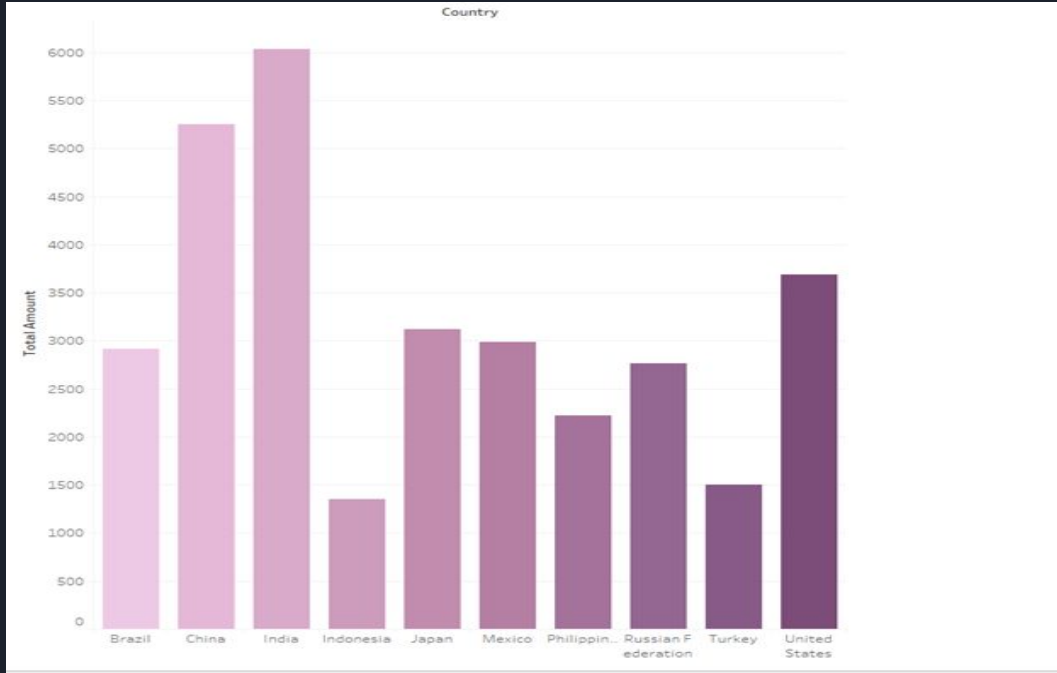
Countries like India, China, USA have the highest count when it comes to movies. The countries have higher population, so there is always a win win situation when it comes to business location.

Top customers



Here we can find the Top 5 customers of Rockbuster Stealth. There can be a needs assessment or an incentive to motivate these loyal clients.

Top Genres within Top Countries.



There is a Genre of movies among the top 10 countries. Categories like Sports, Animation and Documentaries have a higher amount. There could be more add-ons to these set of categories.



Moving Forward

- ❖ Countries such as India, China, USA have the highest customer count for Rockbuster Stealth. There should be much focus on how to maximise the companies market share in these countries.
- ❖ Movies rated PG - 13 accounted for high payment. There should be more of such movies to generate more revenue.
- ❖ There should be more add-ons to movies such as Sports, Sci-Fi, Animation since they top the genre of movies.
- ❖ There should be a package for loyal customers .



Please contact me on frederickayamga@yahoo.com for questions and concerns.