



Recommendations



How to perform in 2025?

Increasing online store by movies of the following genres **Sports**, **Sci-Fi** and **Animation** and promoting them on the website.

Selecting movies for the online streaming service by paying attention to the mpaa_rating (**PG-13**, **PG**, **R**) and keeping track of changes.

Potential raise of the average price (**2.98\$**) and rental duration of (**5 Days**) movies by implementing bigger price difference between latest and older movies.



Asia contributes **40%** of the total revenue, keeping the performance up to assure that Asia stays sustainable for Rockbusters. Furthermore, investing time and money in marketing to raise the sales figures across lower performance regions.

Conducting social media campaigns and lotteries for customers based within **high-LTV** countries like **Reunion**, **USA**, **Brazil** and **Top 5 Customers** around the world to reward their loyalty and increase the LTV over time.

Executing an analysis of competitors (Netflix, Amazon Prime) performance to identify potential **niche markets**, strenght and weak points for adapting marketing strategy.