

## 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.

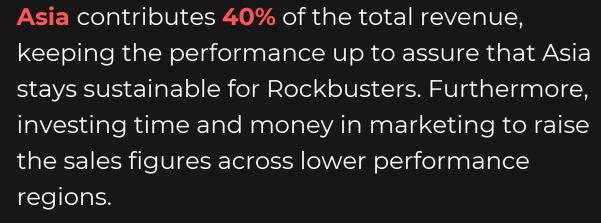


Potential raise of the average price (2.98\$) and rental duration of (5 Days) movies by implementing bigger price difference between latest and older movies.











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.