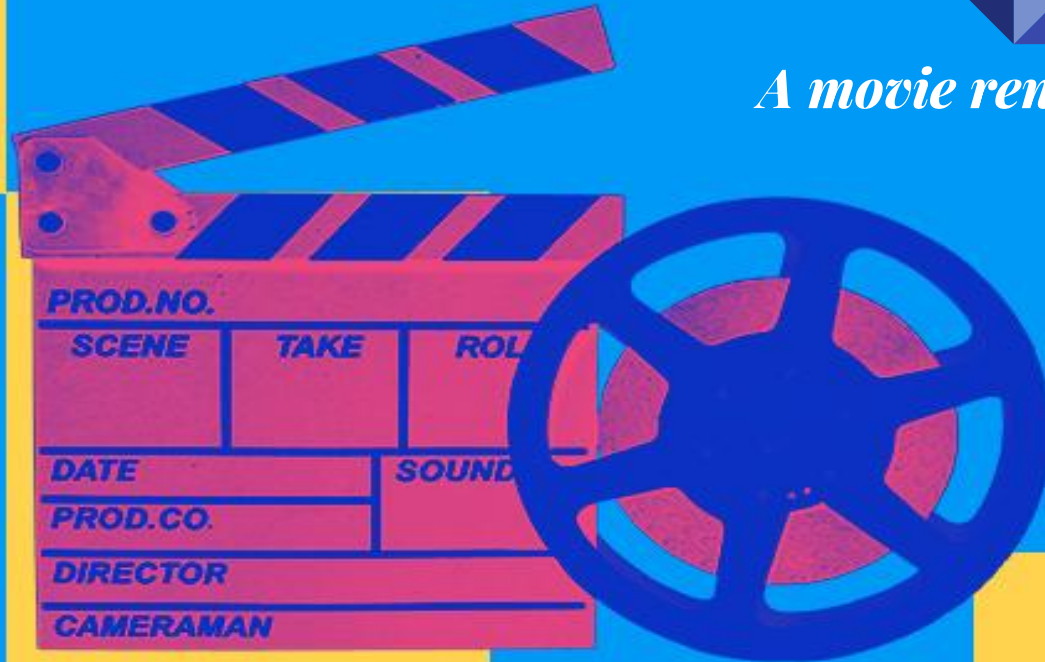


Rockbuster Stealth LLC

A movie rental company



Agenda

- Introduction
- Key questions
- Objectives
- Summery
- Recommendations




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 licences to launch an online video rental service in order to stay competitive.

Objective: To help Rockbuster Stealth business intelligence (BI) department with the launch strategy for the new online video service.



Key questions

- Which movies contributed the most/least to revenue gain?
 - What was the average rental duration for all videos?
 - 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

1001

Number of movies

599

Number of customers

\$2.98

Average rental cost

108

Participating countries

5 Days

Average rental Duration

Sport

Most popular Genre

PG-13

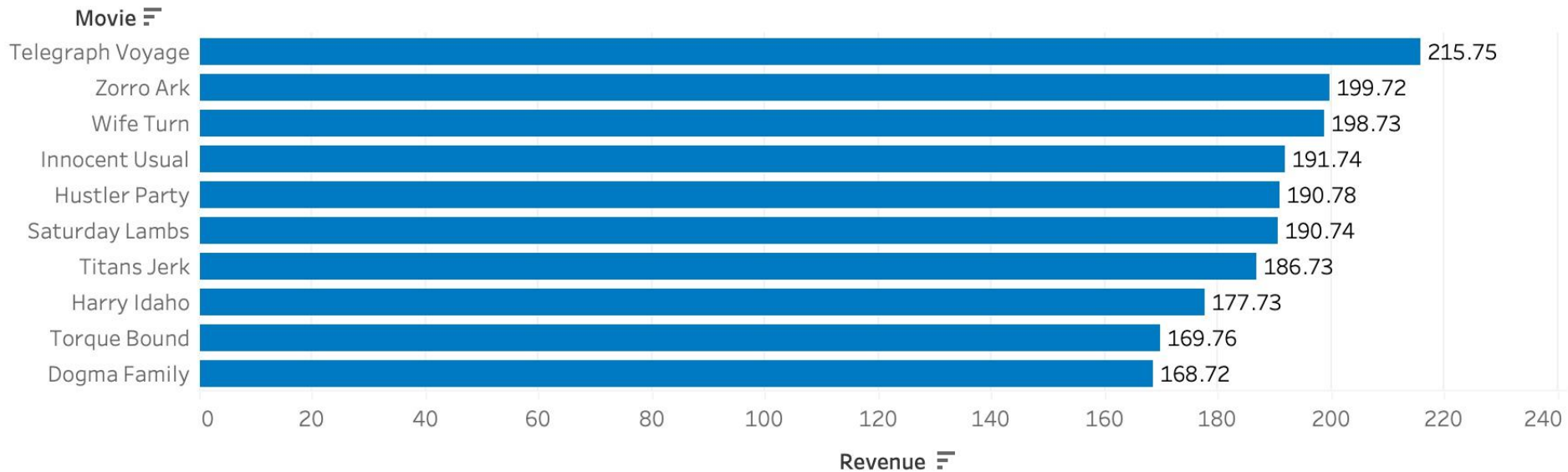
Most popular rating

21

Number of Genre

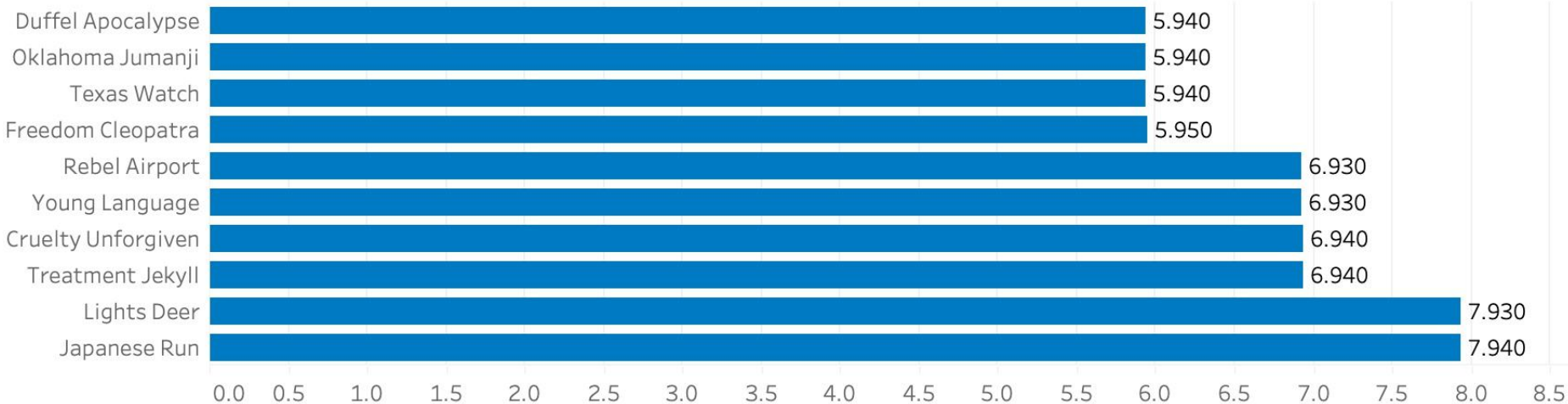


Top Ten Movies by Revenue



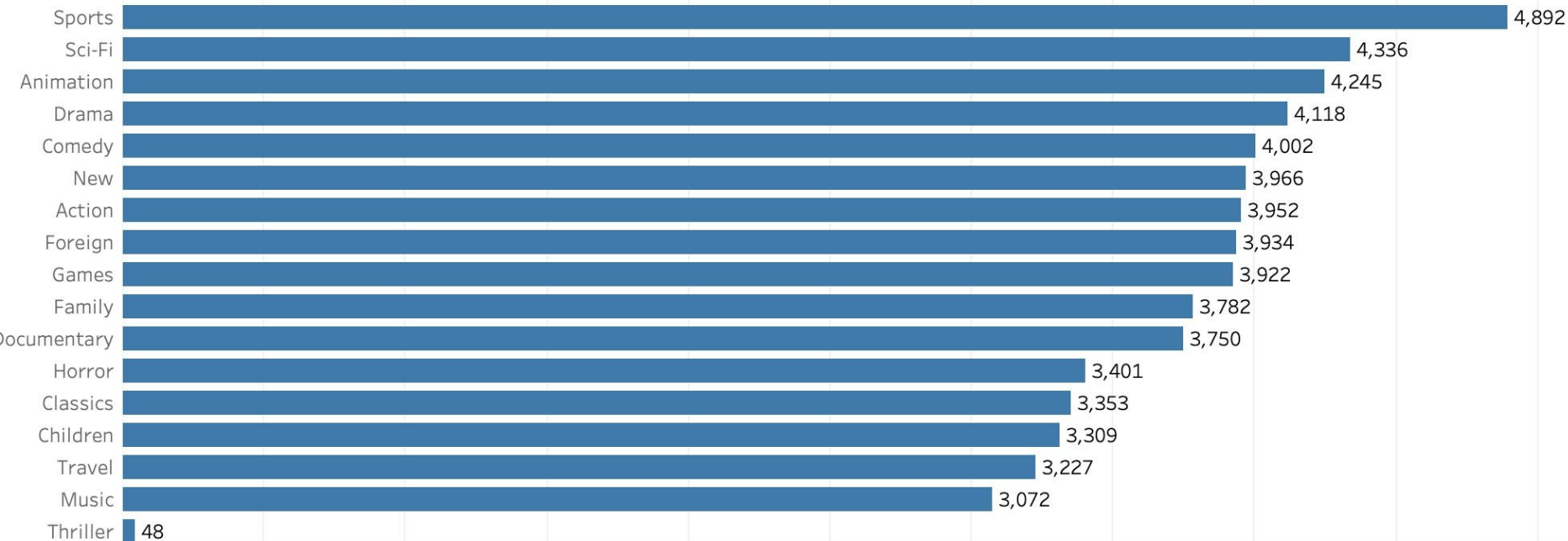
Bottom Ten Movies by Revenue

Movie

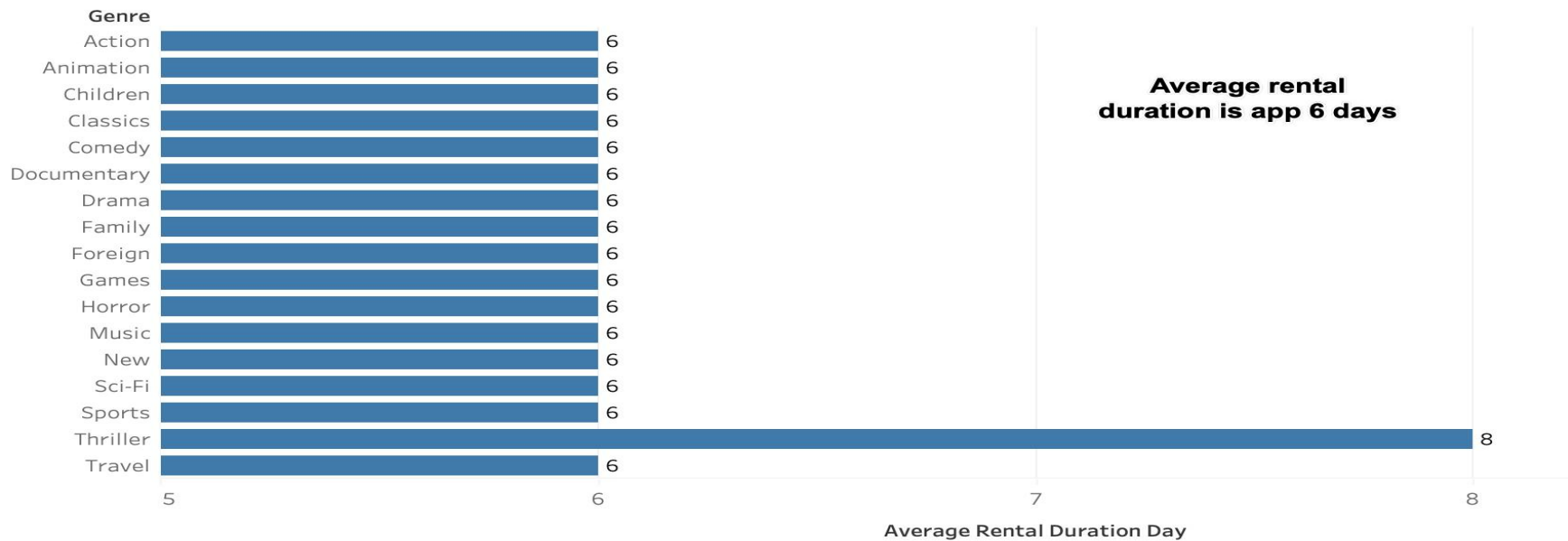


Movie genres contributed the most to revenue gain

Genre



Average rental duration for all videos



Following are the Countries are Rockbuster customers based



Top ten countries with most customers

A total of **599 customers** are based in **108 countries**

1.India	60
2.China	53
3.US	36
4.Japan	31
5.Mexico	30
6.Brazil	28
7.Russian Federation	28
8.Philippines	20
9.Turkey	15
10 Indonesia	14



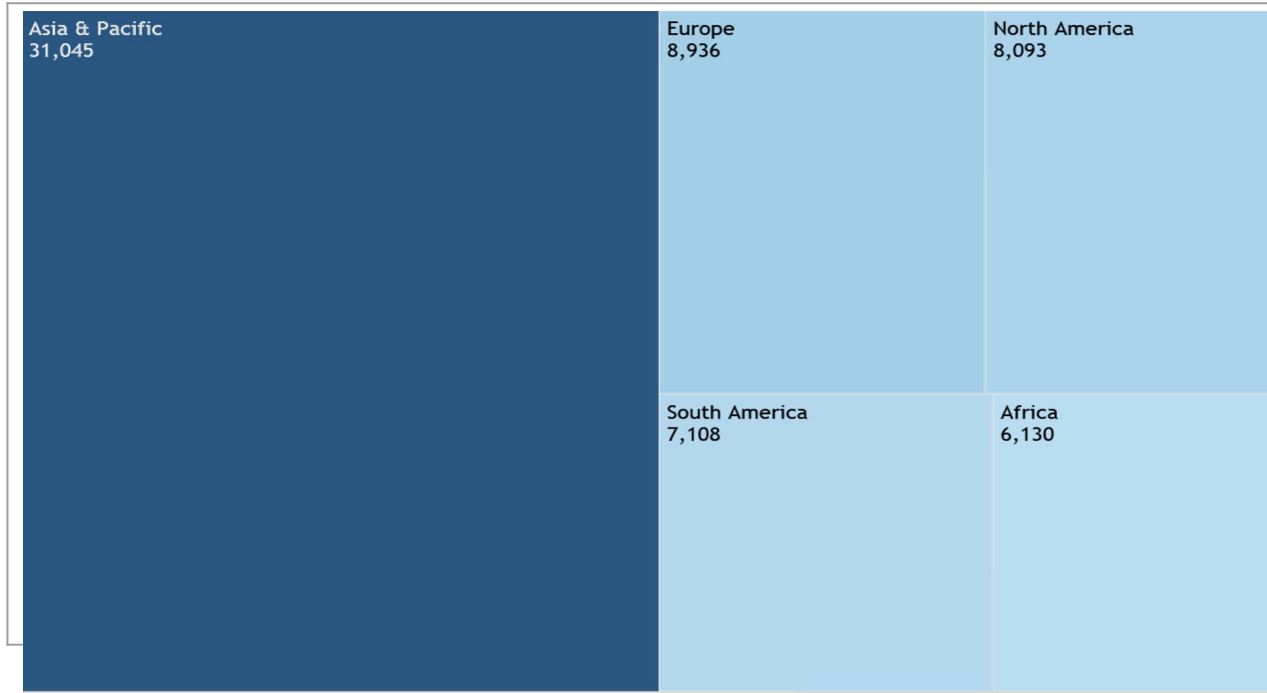
customers with a high lifetime value based

Top 10 Customers with a highest lifetime value are based in:

1.India	\$6,035
2.China	\$5,251
3.US	\$3,685
4.Japan	\$3,123
5.Mexico	\$2,985
6.Brazil	\$2,919
7.Russian Federation	\$2,766
8.Philippines	\$2,220
9.Turkey	\$1,498
10.Indonesia	\$1,353



Sales figure vary between geographic regions




Asia has by far the most revenue followed by Europe and North America

Summery

- **Top 5 Countries by customers and revenues are India (\$6,035), China, US, Japan and Mexico(\$2,985**
- **Top 5 movie Genres: Sports, Sci-fi, Animation, Drama, Comedy.**
- **Average rental duration rental duration of 6 days.**
- **The most profitable region is by far Asia followed by Europe and North America**



Recommendation

- Focus on trends in the current movie market. Online rental movies should focus on the movie titles with high ratings online.
 - Introduce a new pricing strategy in which shorter rentals like two days with less price, or if you rent more movies , like renting two movies get one free.
 - Introduce loyalty programs, for the customers with highest lifetime value, by offering discounts on rentals, special subscription plans.
 - Find out why we are popular in Asia, how we can improve in Europe and North America.
 - Run marketing campaigns with special offers in North America and other parts of the world to bring new customers.
- 



Thank you!