

The background of the slide features a dark blue, semi-transparent overlay with a pattern of interlocking film reels. The reels are arranged in a way that creates a sense of depth and movement, with some reels in the foreground and others receding into the background. The overall aesthetic is professional and related to the video rental industry.

Rockbuster Stealth LLC Online Video Rental Service Company Strategy 2020

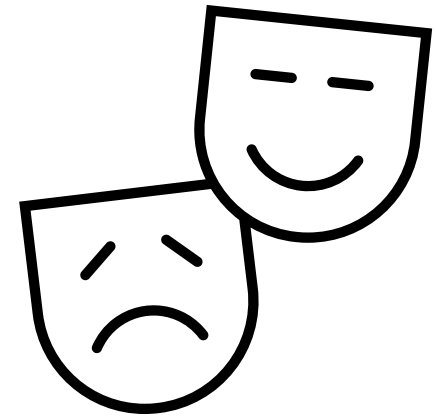
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Objective


Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing still competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive. The management is expecting data-driven answers that they can use for their 2020 company strategy.



Key Questions

- Which countries are Rockbuster customers based in?
- What was the average rental duration for all videos?
- Which genre is our best performing?
- Do sales figures vary between geographic regions?
- Which countries contributed the most to revenue gain?

Data overview

Total Revenue: \$61,312 


Movies in Inventory: 1,000 

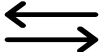
Of Movie Genres: 17 

Total Customers: 599 


Total Countries: 109 

Average Rental Rate: \$2.99 

Average Rental Duration: 5 days 

Average Replacement Cost: \$19.99 

Total # of Actors: 200 

of Languages: 6 

Descriptive Statistics

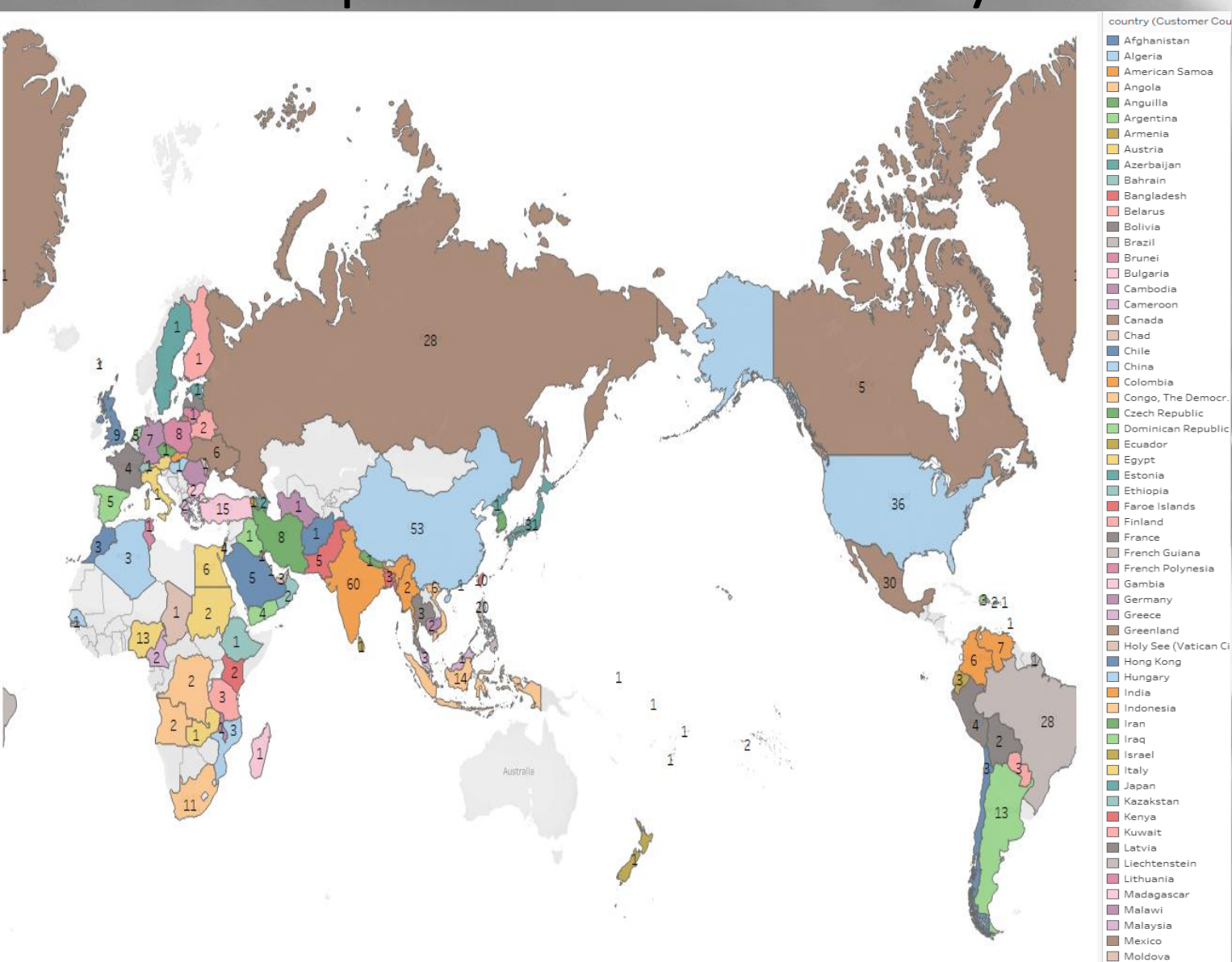
	Maximum	Minimum	Average
Rental Rate	\$4.99	\$0.99	\$2.98
Rental Duration	7 Days	3 Days	5 Days
Replacement Cost	\$29.99	\$9.99	\$19.98
Movie Length	185 Minutes	46 Minutes	115 Minutes

Top 10 Cities within the Top 10 Countries and Top 5 Customers

Country	City	Customers
United State	Aurora	2
Mexico	Acua	1
United States	Citrus Heights	1
Japan	Iwaki	1
India	Ambattur	1
China	Shanwei	1
Brazil	So Leopoldo	1
Russian Fed.	Teboksary	1
China	Tianjin	1
Indonesia	Cianjur	1

Name	Country	City	Total payment
Eleanor Hunt	Runion	Saint-Denis	\$211.55
Karl Seal	United States	Cape Coral	\$208.58
Marion Snyder	Brazil	Sants Barbara D Oeste	\$194.61
Rhonda Kennedy	Netherlands	Apeldoorn	\$191.62
Clara Shaw	Belarus	Molodetno	\$189.60

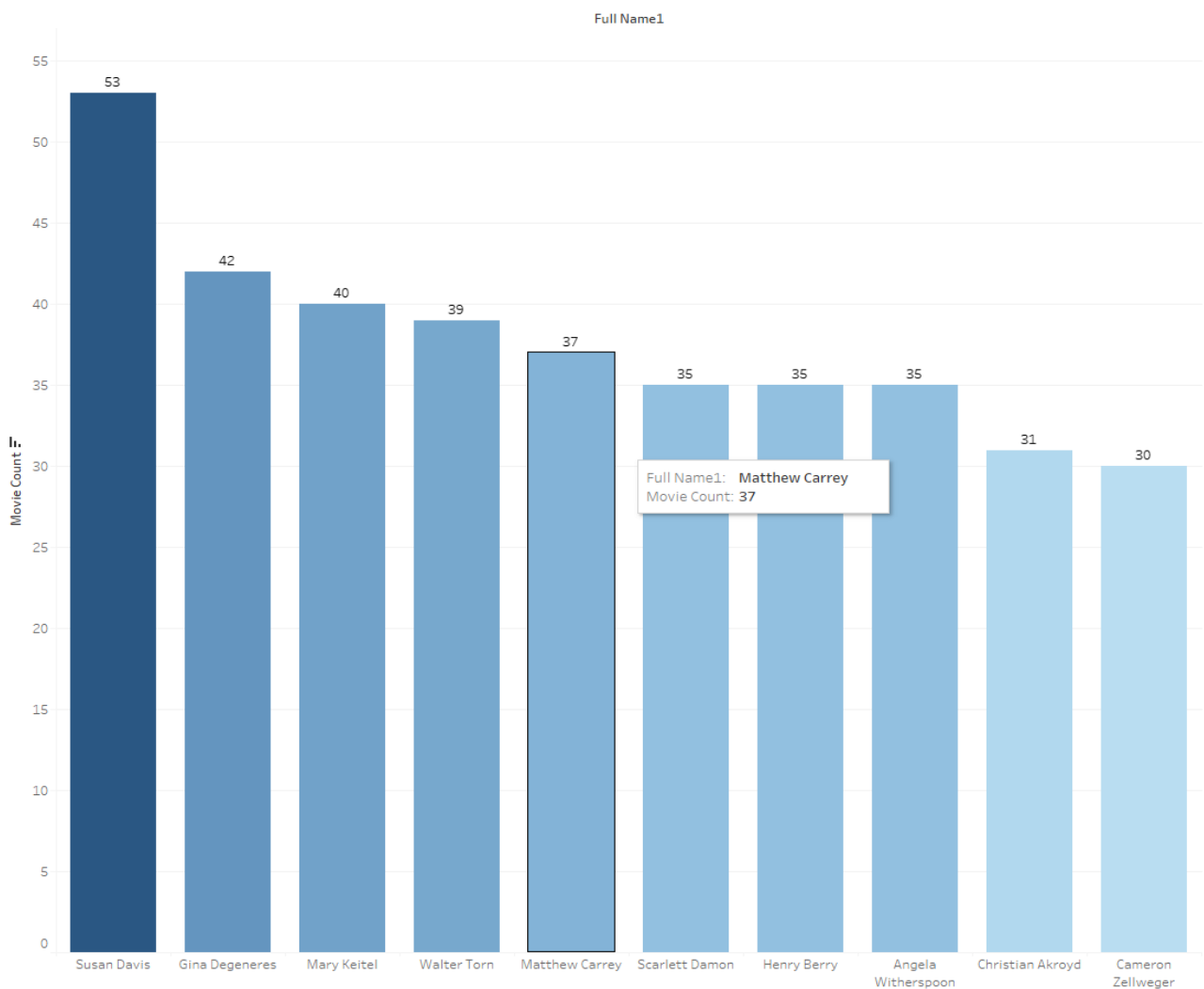
Top 10 Countries by Customer Count



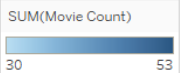
Country	Customers	Revenue
India	60	\$6032.79
China	53	\$5247.04
United States	36	\$3694.27
Japan	31	\$3121.52
Mexico	30	\$2984.82
Brazil	28	\$2919.19
Russian Federation	28	\$2765.62
Philippines	20	\$2219.70
Turkey	15	\$1498.49
Indonesia	14	\$1352.69

Top 10 Actors

Top 10 Actor Movie Count

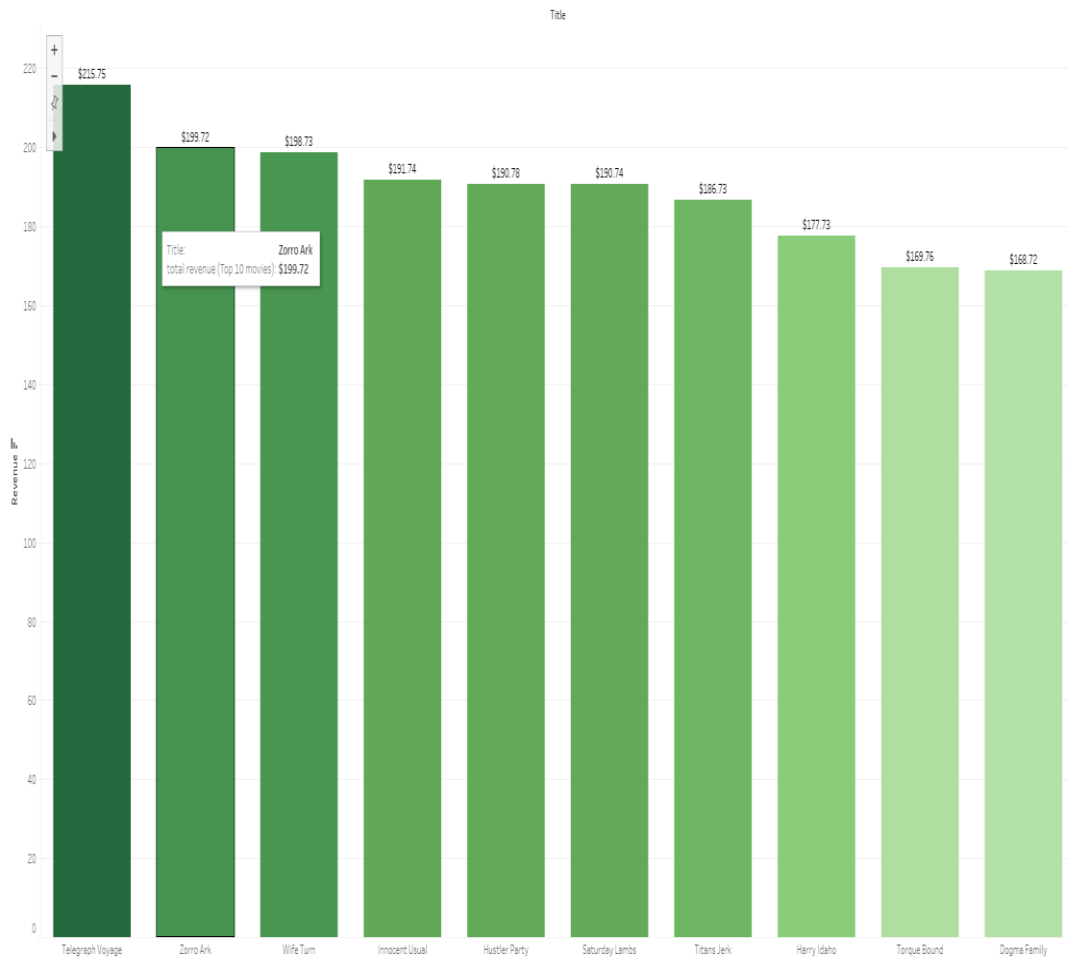


Actor	Revenue
Susan Davis	\$3193.49
Gina Degeneres	\$3129.17
Matthew Carrey	\$2543.78
Mary Keitel	\$2426.92
Scarlett Damon	\$2403.81
Walter Torn	\$2403.18
Henry Berry	\$2392.36
Christian Akroyd	\$2378.97
Angela Witherspoon	\$2357.11
Cameron Zeilwager	\$2322.94



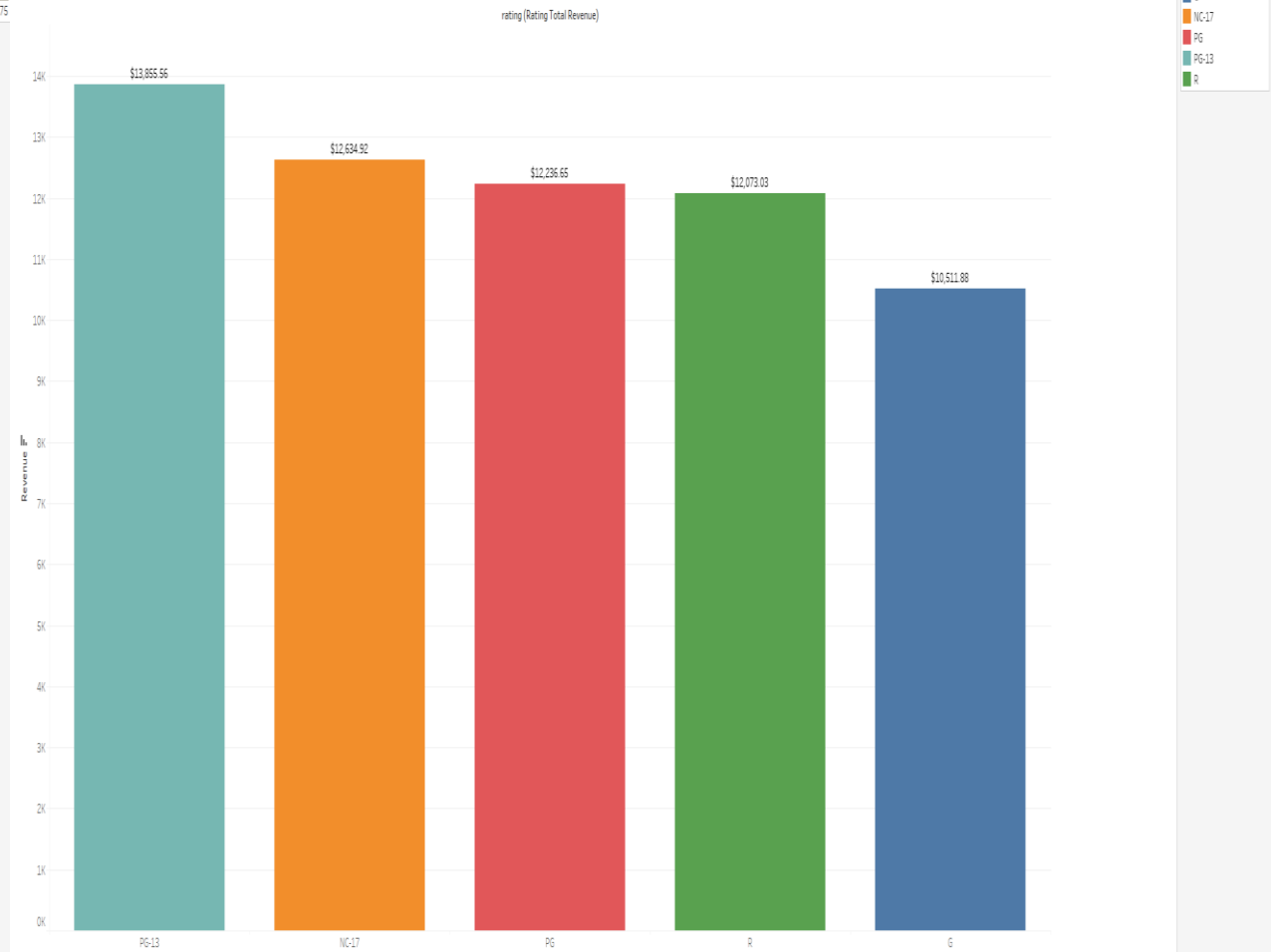
Top 10 Movie Revenue & Movie Rating Revenue

Top 10 Movie Revenue

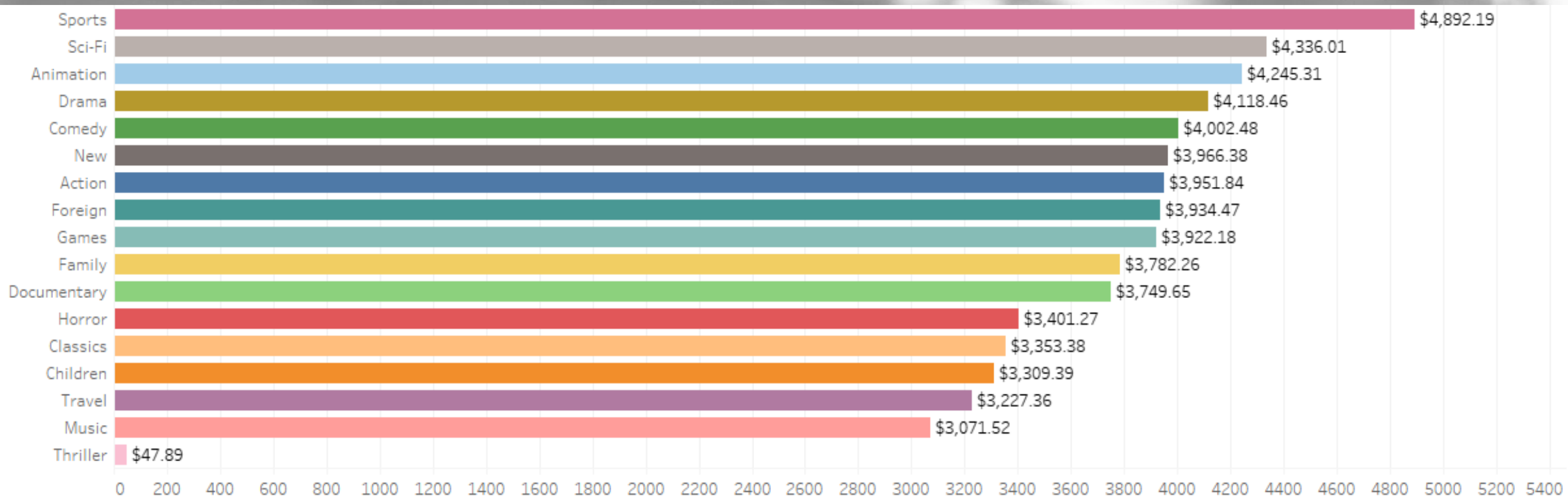


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168.72 215.75

Movie Rating Revenue



Revenue by Genre



Sports is the most popular genre with total revenue of \$4892.19.

Top 10 Movie Revenue & Movie Rating Revenue

Title	Genre	Total Revenue
Telegraph Voyage	Music	\$215.75
Zorro Ark	Comedy	\$199.72
Wife Turn	Documentary	\$198.73
Innocent Usual	Foreign	\$191.74
Hustler Party	Comedy	\$190.78
Saturday lambs	Sports	\$190.74
Titans Jerk	Sci-Fi	\$186.73
Harry Idaho	Drama	\$177.73
Torque Bound	Drama	\$169.76
Dogma Family	Animation	\$168.72

Rating	Revenue
PG-13	\$13,855.56
NC-17	\$12,634.92
PG	\$12,236.65
R	\$12,073.03
G	\$10,511.88

PG-13 is the most popular rating while G rating is the least. Surprisingly, the number 1 rented movie “Telegraph Voyage” genre is Music.

Recommendations

- Increase the number of movies that are most popular: PG-13 and Sports, Sci-Fi, Animation, Drama and Comedy genres.
- Increase inventory with movies starring the most popular actors.
- Implement pricing strategies regarding new releases and popularity rate of films.
- Collect customer feedback and analyze areas to better improve the customer experience.