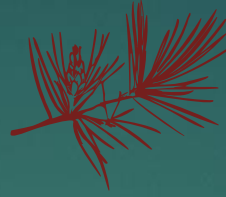


Rockbuster Stealth LLC

Business Analysis



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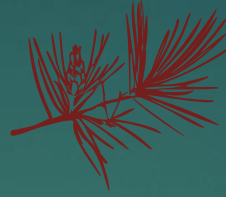


Introduction

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, Rockbuster Stealth is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

This short presentation will be a starting point to see what the current situation is: Where the base clientele is, how much the prices are, movie titles, rentals, stores, general statistics, etc.

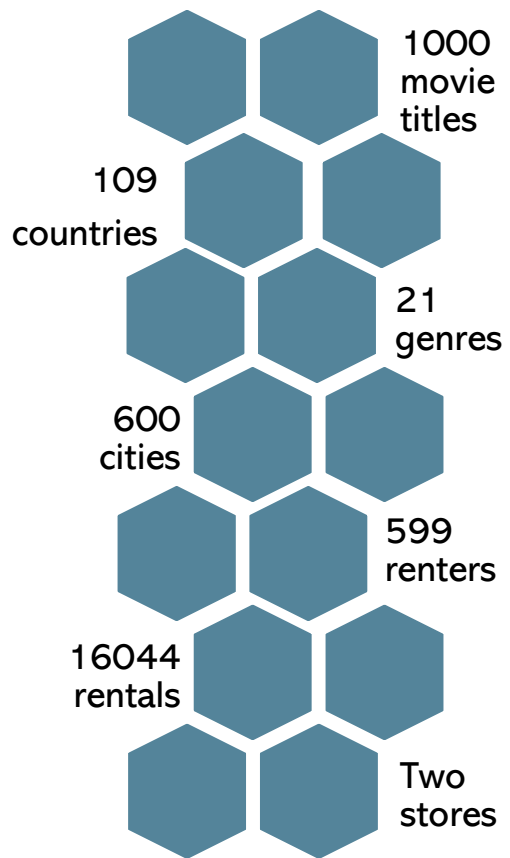


Key Questions

- 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?



Descriptive Statistics – Film



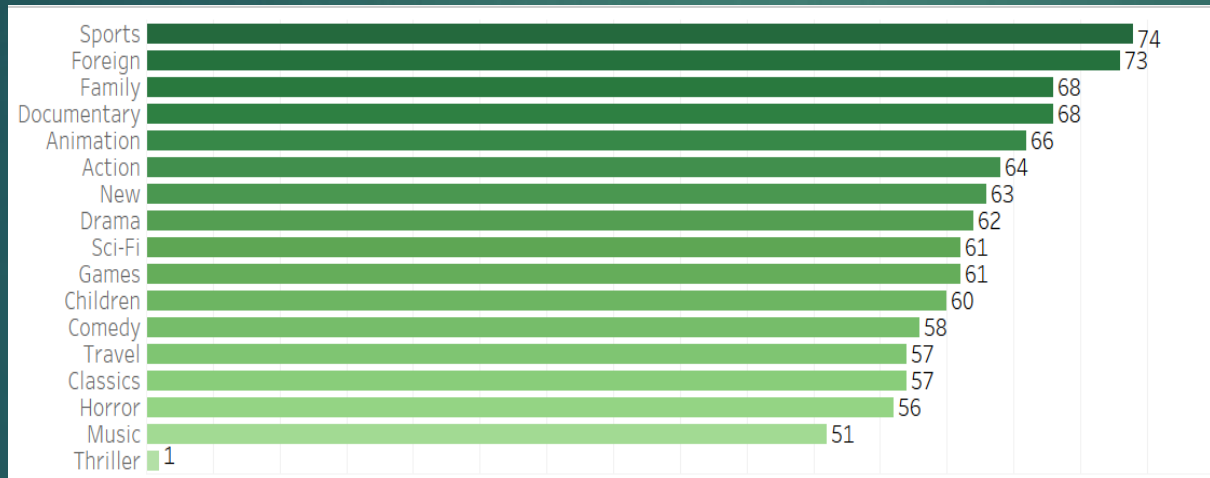
Rental duration is between 3 and 7 days with a rental rate averaging to 2.98 €.

Full list:

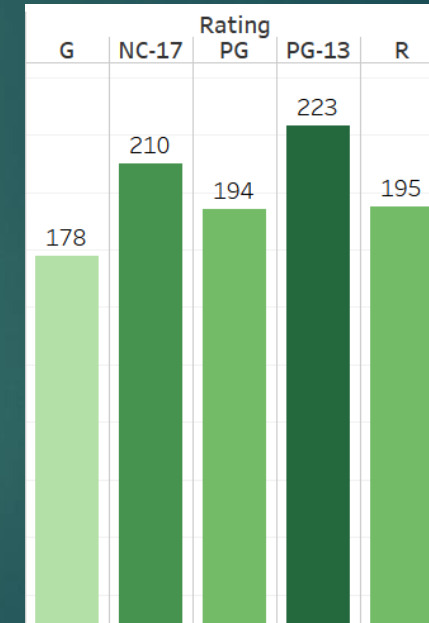
Minimum rental duration	3
Maximum rental duration	7
Average rental duration	4.985
Minimum rental rate	0.99
Maximum rental rate	4.99
Average rental rate	2.98
Minimum length	46
Maximum length	185
Average length	115.272
Minimum replacement cost	9.99
Maximum replacement cost	29.99
Average replacement cost	19.984

Data overview – Genre & Rating

Out of 1000 titles, each genre has between 51 and 74 movies.

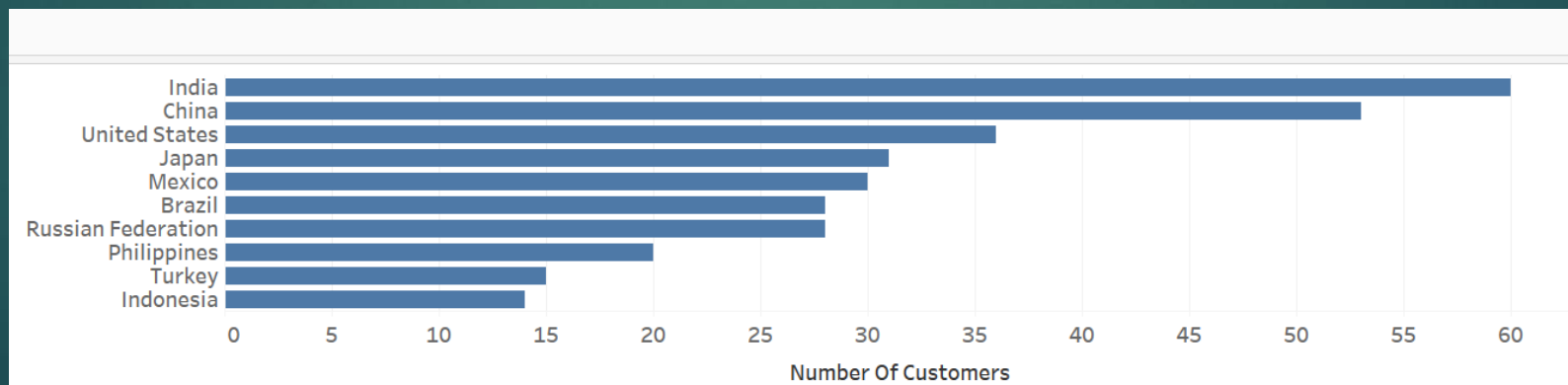
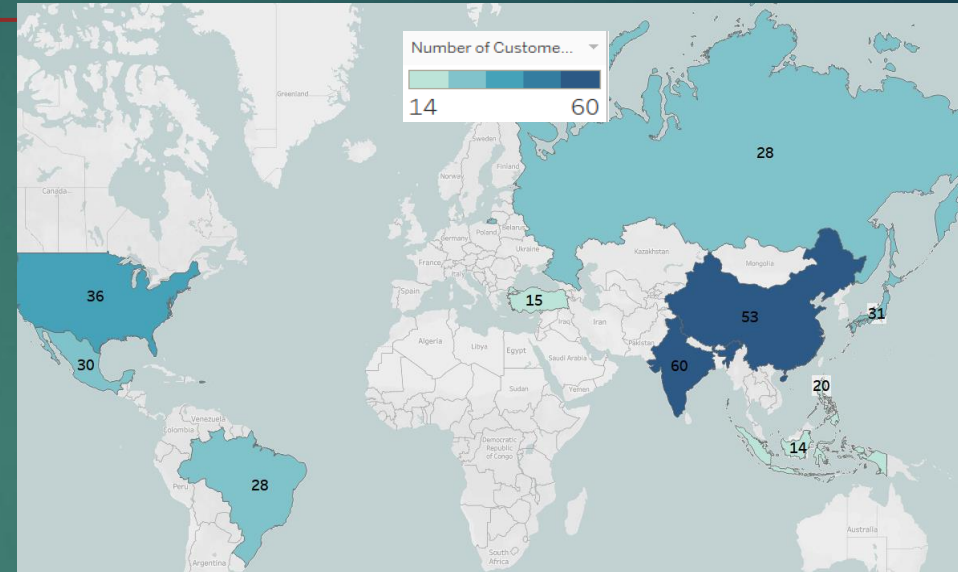


The most occurring rating is PG - 13.



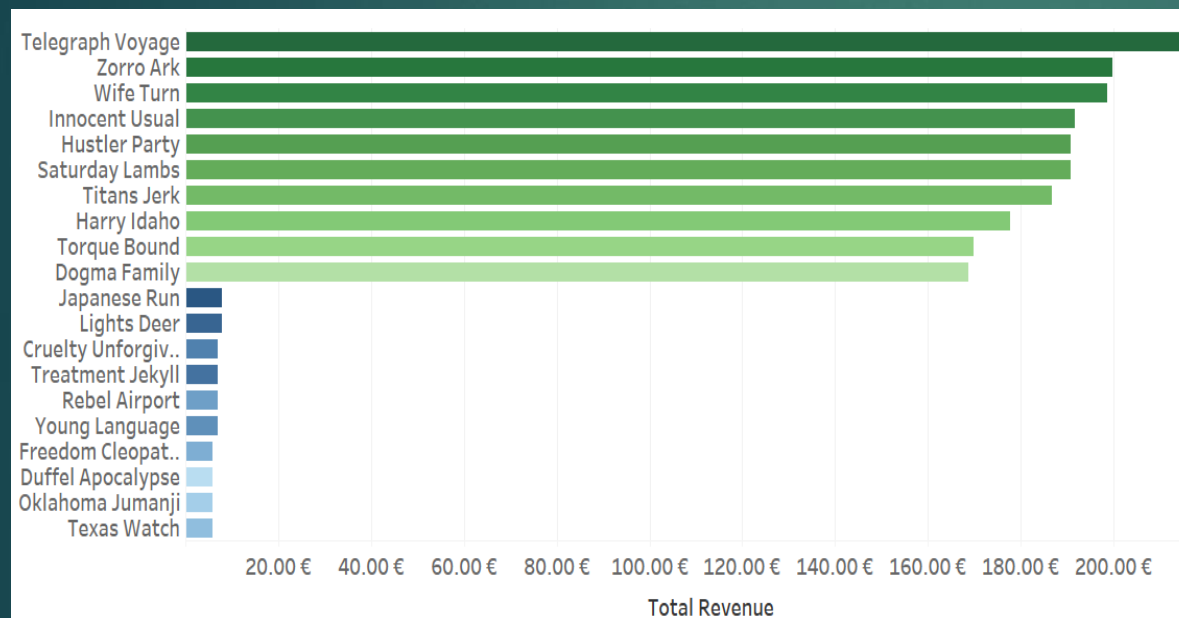
Countries With The Most Customers

India and China have the highest customer base, followed by the United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey and Indonesia - the top 10 countries (out of 109) with the most customers, making 52 % of the total revenue.



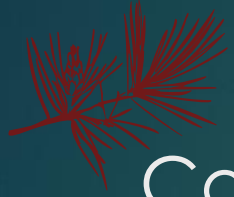
Movies and Customers with the Highest Revenue Gain

Movies (top 10) with the highest and lowest revenue gain, out of 1000 titles.



Top 5 customers globally

Customer ID	First Name	Last Name	Country	City	Amount paid
225	Arlene	Harvey	India	Ambattur	111.76
424	Kyle	Spurlock	China	Shanwei	109.71
240	Marlene	Welch	Japan	Iwaki	106.77
486	Glen	Talbert	Mexico	Acua	100.77
537	Clinton	Buford	United States	Aurora	98.76



Conclusions and Recommendations

On top of having the movie license and thousands of movies in the inventory, Rockbuster has a very good spread of clientele worldwide: all continents, 106 countries. This is a very good base to keep building on.

Rockbuster used to have stores all around the world, but facing stiff competition from streaming services it needs to transform online. To bring new clients on board and keep the old ones running, a good analysis of the competitors should be conducted. Sales and services online are different from in-person - a new online marketing strategy, high-quality services, and reasonable prices should be top priority for the months to come.

Thank you

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