

ROCKBUSTER STEALTH LLC

DATA ANALISYS | IRYNA KHYLYUK





INTRODUCTION

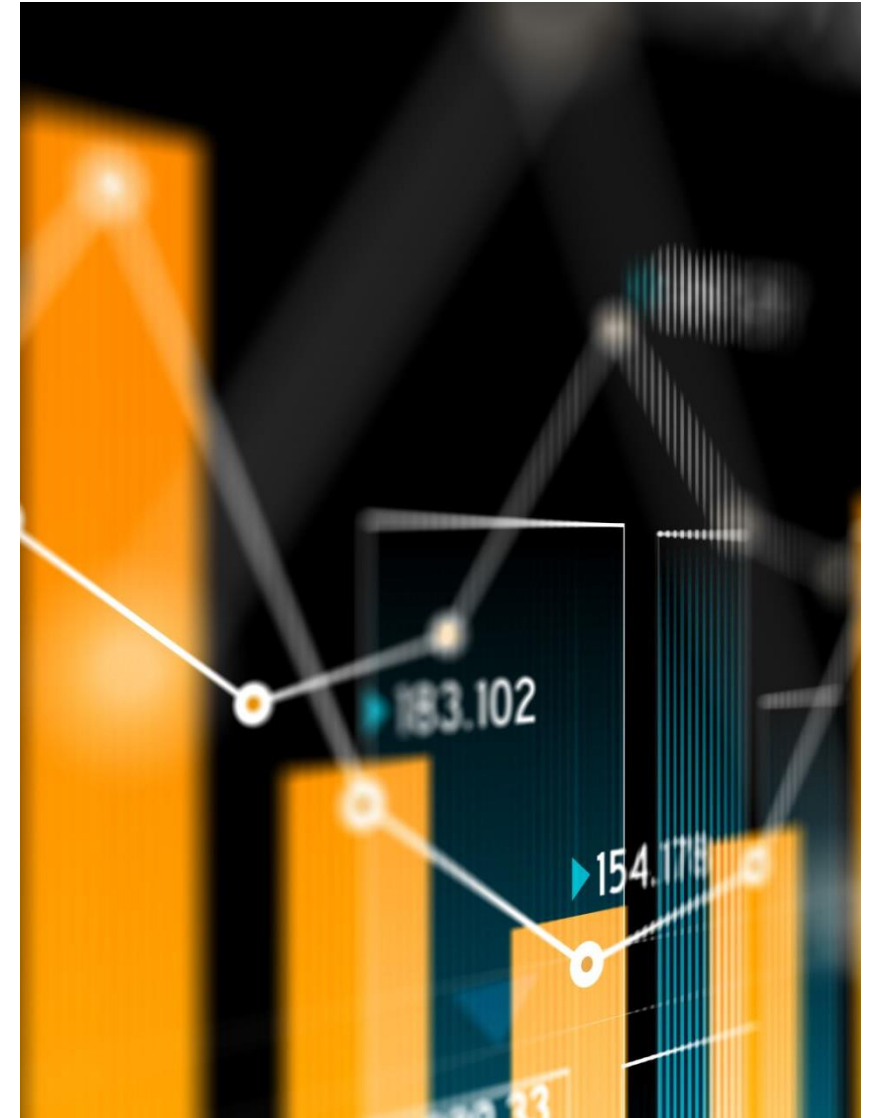
Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

The management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

PROJECT GOAL & KEY QUESTIONS

To obtain data-driven answers for 2020 company strategy by answering 5 Key business questions:

- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?

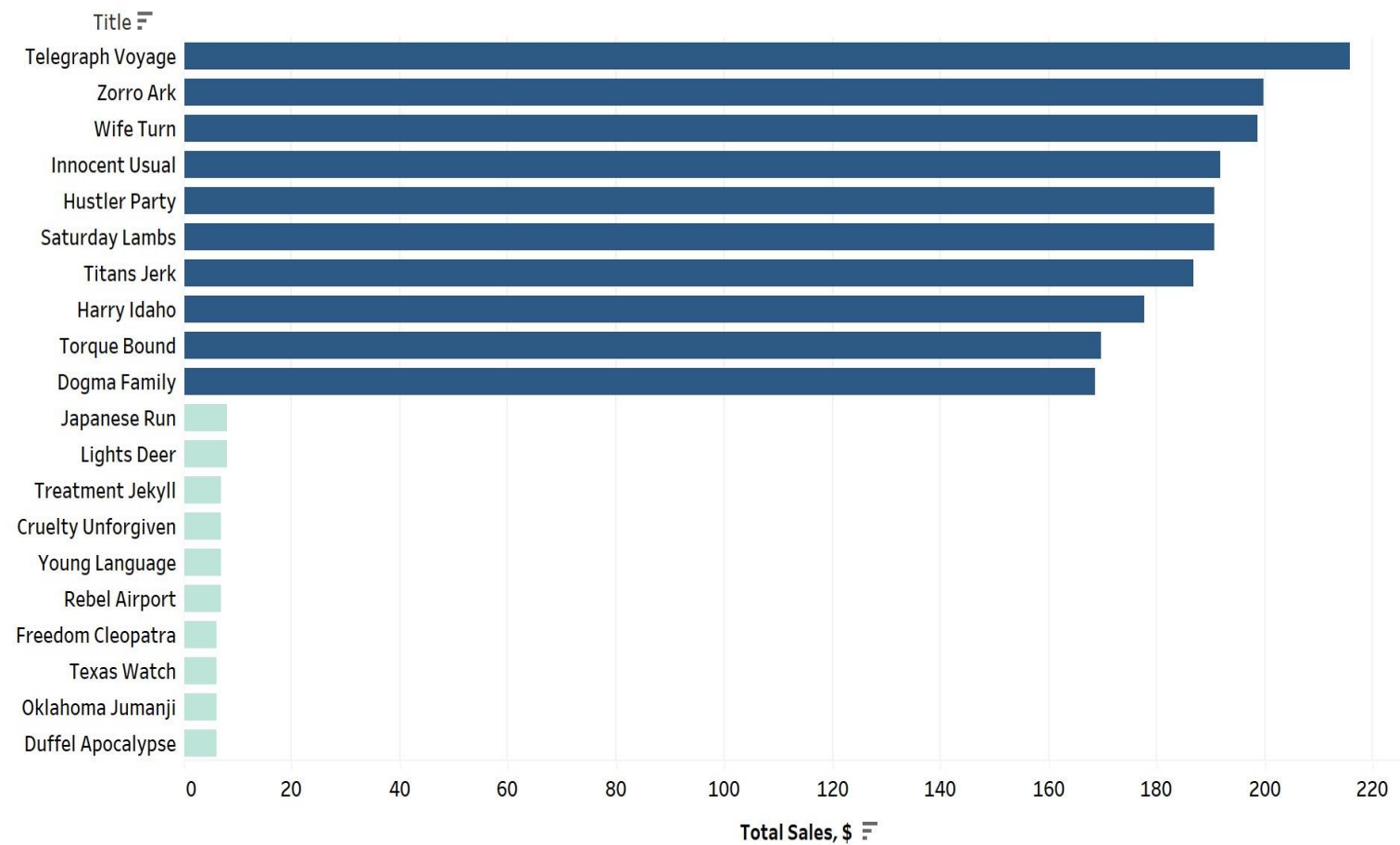


HIGHEST & LOWEST GROSSING FILMS GLOBALLY

958 FILM TITLES

4581 FILM COPIES

16,044 RENTALS



Consider increasing inventory for movies with high revenue and lowering or cutting-off inventory for movies with low revenue.

CATEGORY | SALES | REVENUE



Sports, Animation, and Sci-Fi categories lead in global revenue and rental counts, reflecting their popularity and potential for targeted marketing and content curation.



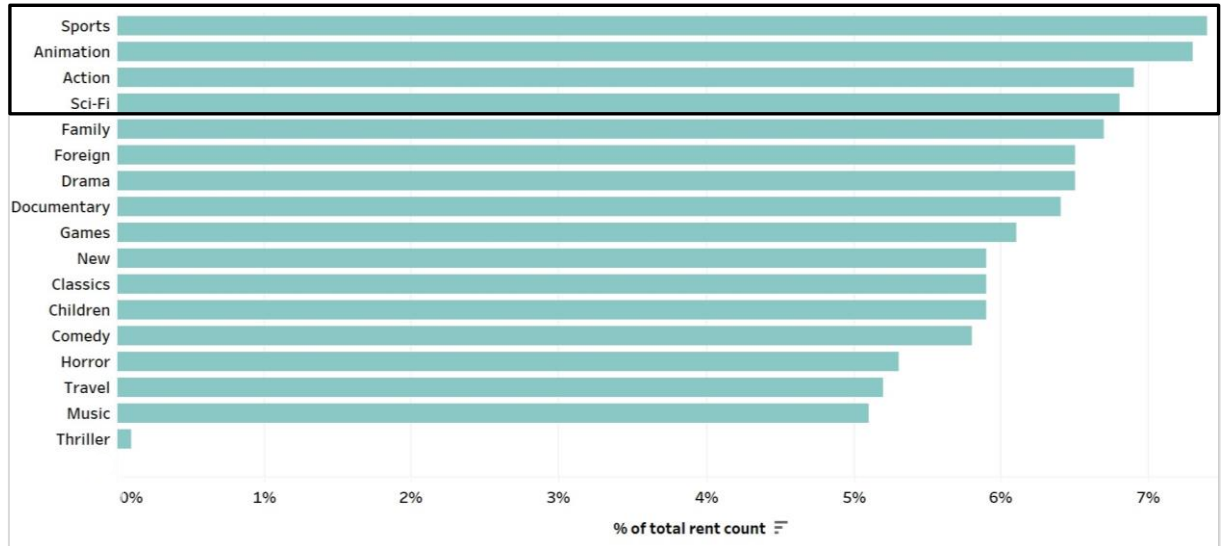
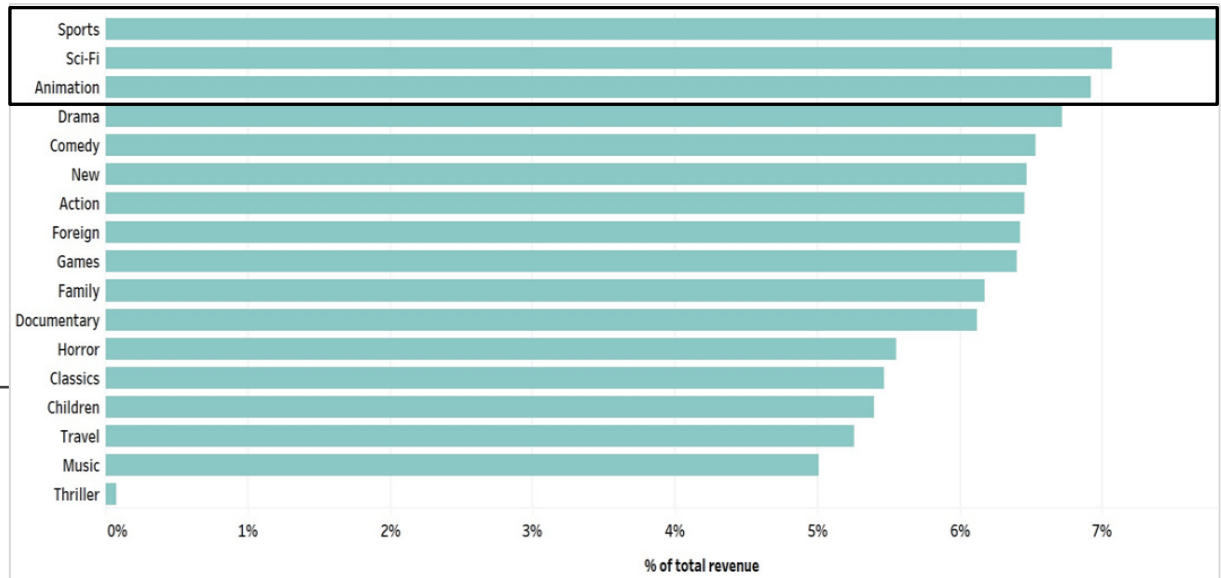
Explore strategies to enhance customer engagement within the Sci-Fi and Animation category.



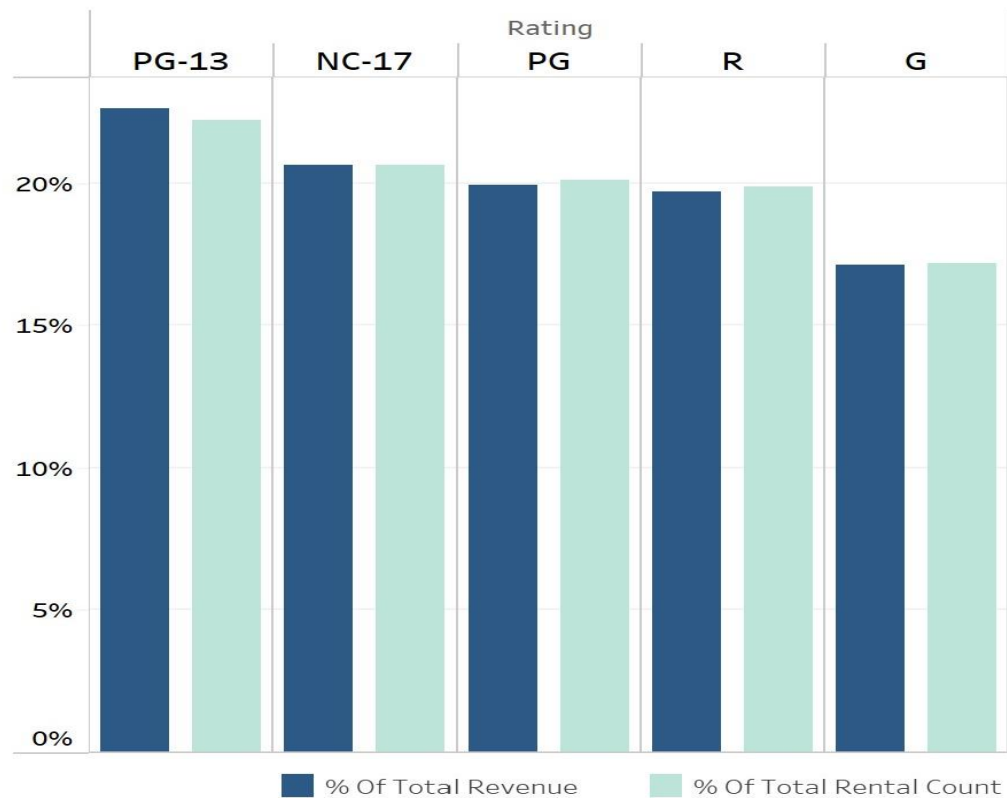
Leverage the popularity of the Sports category to drive revenue and customer engagement.



Consider removing Thriller category as lowest in % of global revenue and rent count (less than 0.5%).



MPAA RATING | SALES | REVENUE

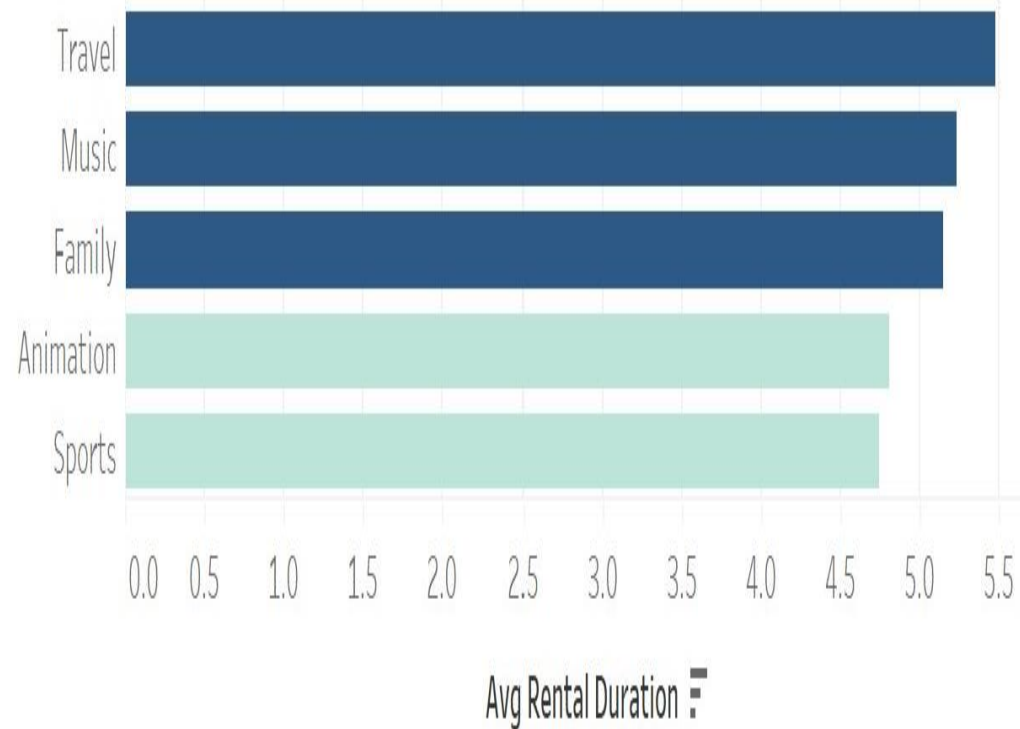


THERE ARE NO SIGNIFICANT DIFFERENCE BETWEEN MPAA RATINGS IN TOTAL GLOBAL SALES AND REVENUE.



PG-13 MOVIES HAS HIGHEST PERCENTAGE IN GLOBALL SALES AND REVENUE.

RENTAL DURATION AND CATEGORY



5 DAYS AVG. RENTAL DURATION



CUSTOMERS ARE MORE ENGAGED WITH TRAVEL, MUSIC AND FAMILY FILMS LEADING TO LONGER RENTAL PERIODS.



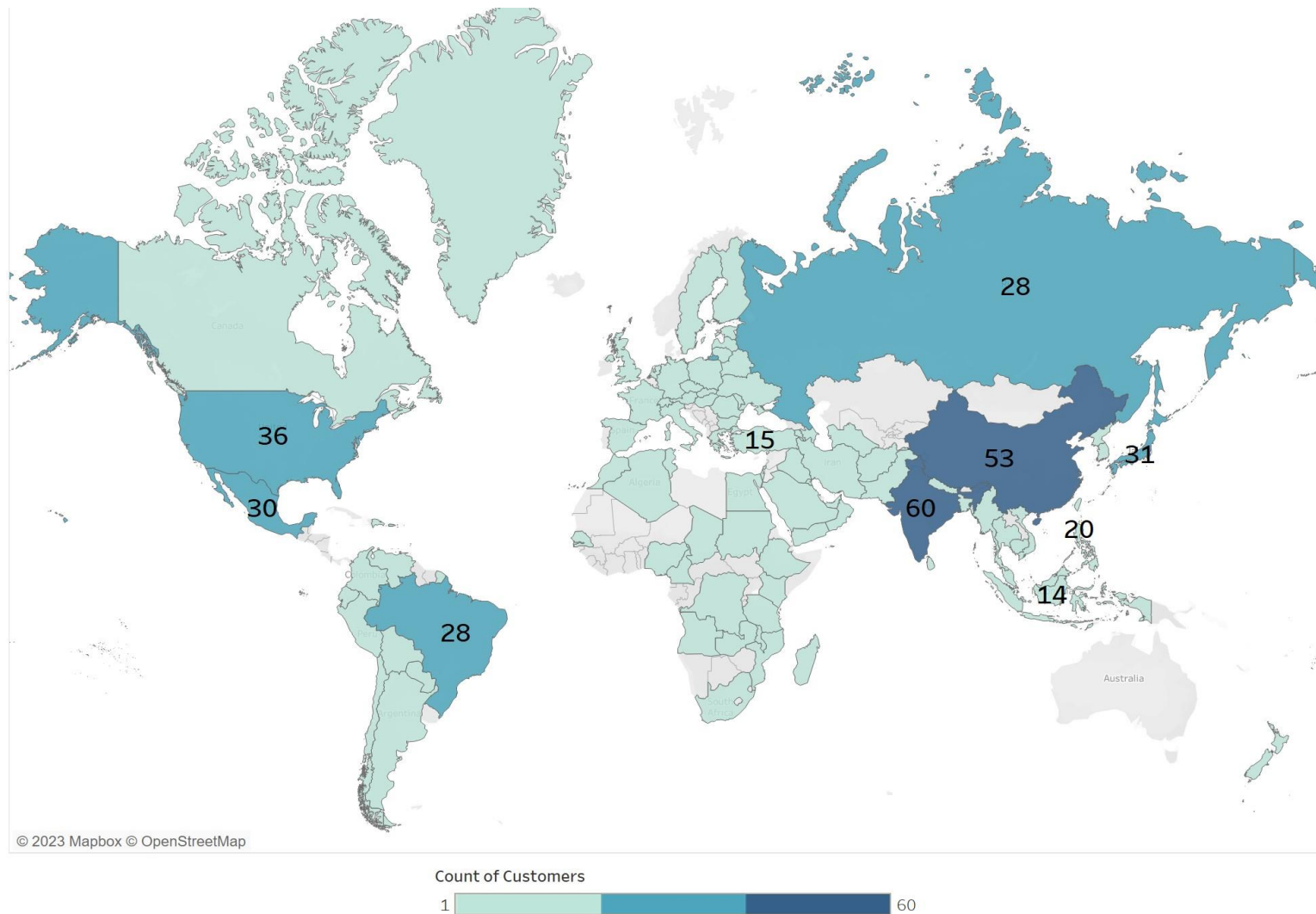
ANALYSE PERFORMANCE OF THE SPORTS AND ANIMATION TO IMPROVE CUSTOMER SATISFACTION.

CUSTOMER'S BASE

109 COUNTRIES

600 CITIES

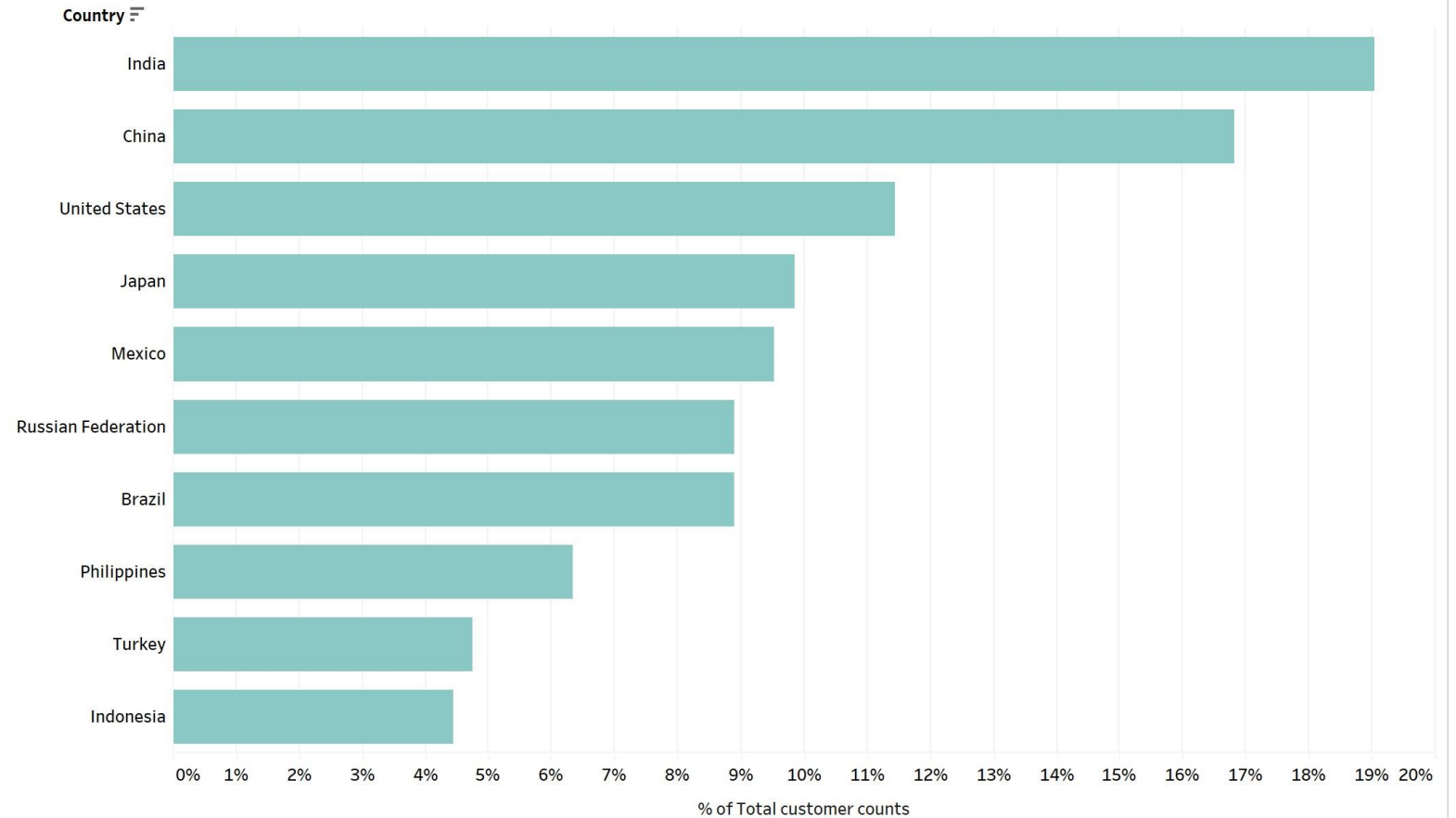
56% OF CUSTOMERS BASED
IN TOP 10 COUNTRIES



CUSTOMER COUNT

India is the largest customer base, followed by China and the United States.

Rockbuster Stealth's Customer Count in the TOP 10 Countries



TOP 5 CUSTOMERS GLOBALLY

559 ACTIVE CUSTOMER

\$109.68 AVG. LIFETIME CUSTOMER VALUE

12-MONTH AVG. CUSTOMER LIFETIME

Country	Customer Name	Total amount paid
Reunion	Eleanor Hunt	211.55
United states	Karl Seal	208.58
Brazil	Marion Snyder	194.61
Netherlands	Rhonda Kennedy	191.62
Belarus	Clara Shaw	189.60



NOT ALL TOP CUSTOMERS LOCATED IN TOP 10 COUNTRIES

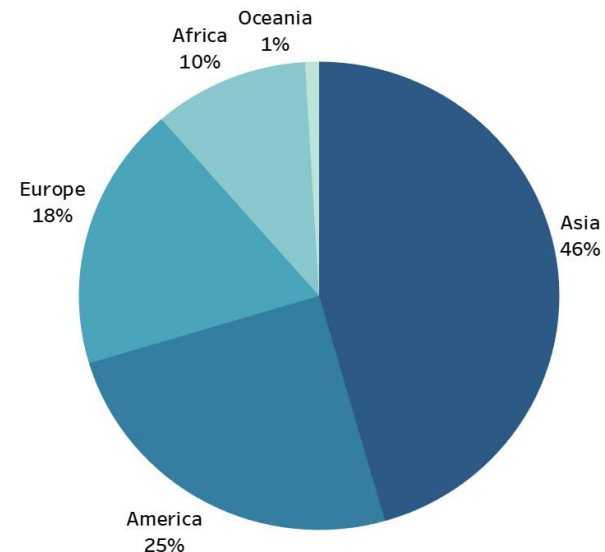
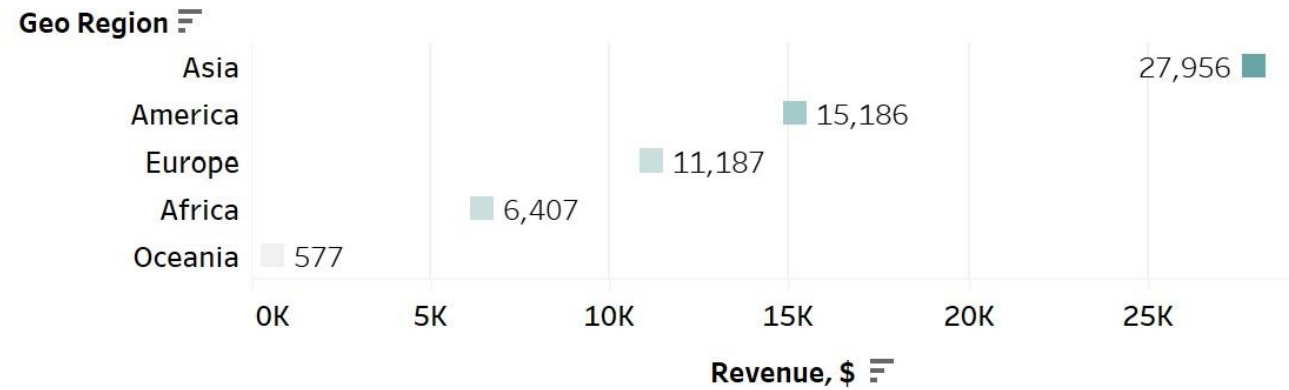
REVENUE BY GEO REGIONS

\$61,312 GLOBAL REVENUE

46 % GLOBAL REVENUE
COME FROM ASIA

2ND PLACE IS HOLDED BY
AMERICA

Total revenue by Geo Regions



SUMMURY & RECOMMENDATION

INVENTORY. Invest in acquiring more movies such categories as Sport, Animation, Sci-fi. Optimize inventory management for these categories with enough copies.

SALES EFFORDS. Focuses allocating more marketing resources and sales efforts on Sports category and optimize offerings in the Animation and Sci-fi categories.


Analyse the performance of the Action category for opportunities to improve customer satisfaction. It will drive revenue growth.

RENTAL DURATION. Optimize inventory levels & stock to meet demand driving higher engagement and prolonged rental durations for Sports and Animation.

Continue to emphasize Travel, Music and Family-oriented content and ensure a diverse selection to cater to this audience segment with longer rental duration.

SUMMURY & RECOMMENDATION

HIGH-REVENUE MARKETS. Invest promotional efforts and marketing resources in top 3 countries (India, China and USA).



CUSTOMER LOYALTY PROGRAM. Implementing a loyalty program targeting the most active customers can incentivize repeat business and drive increased revenue for the company.



REWARD TOP CUSTOMERS. Nurture your relationships with TOP customers using targeted marketing and special offers that recognize their loyalty (exp. access to exclusive or pre-release products and services).



GLOBAL MARKETS. Focus sales efforts in geographical regions with high customer number and revenue (Asia, America and Europe).

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THANK YOU!