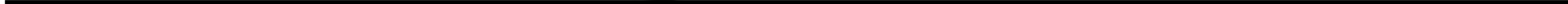




Jonathan Sok

# Rockbuster Stealth Analysis



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# Analysis Overview

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

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# Key Questions and Objectives

Which movies contributed the most/least to revenue gain?

What was the average rental duration for all videos?

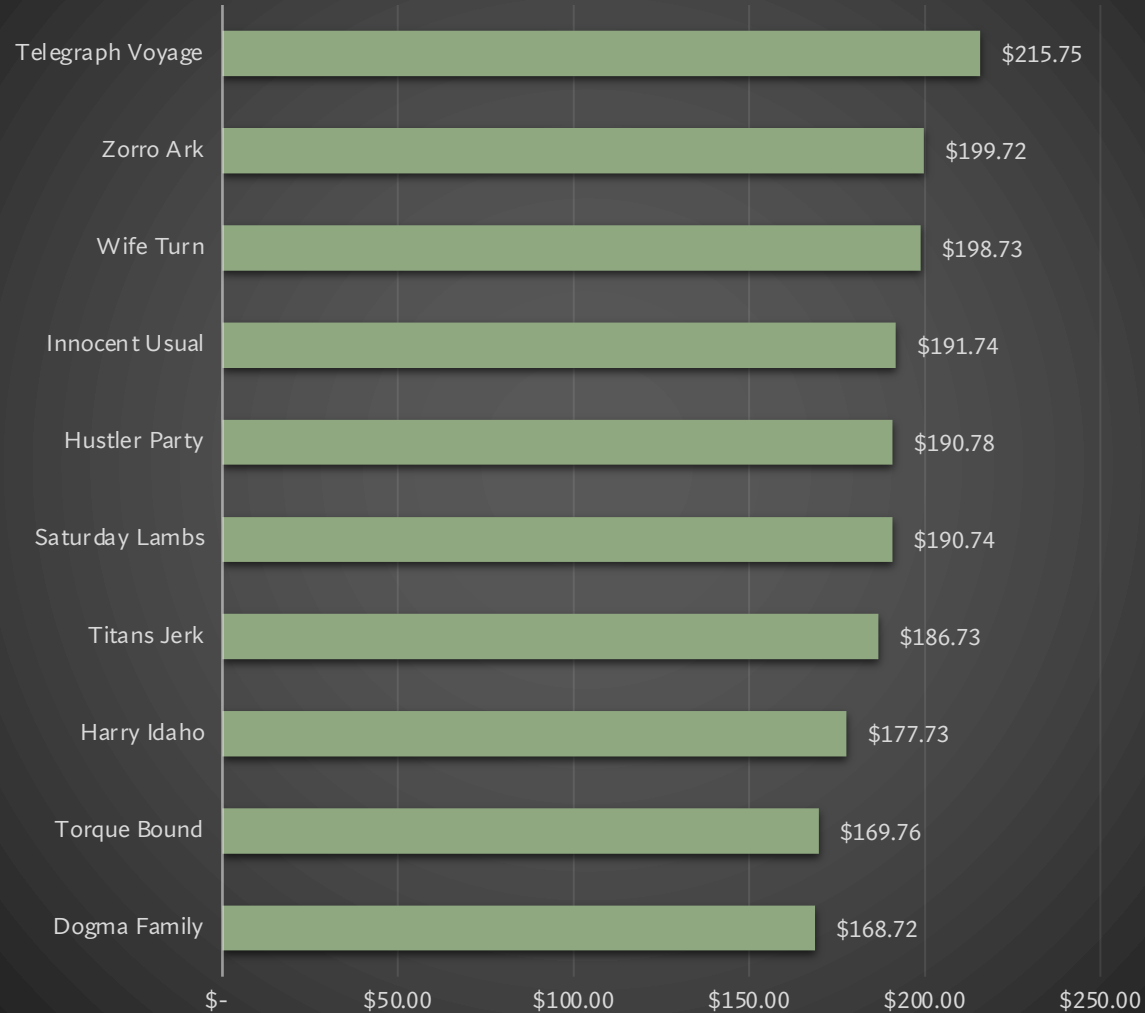
Which countries are Rockbuster customers based in?

Where are customers with a high lifetime value based?

Do sales figures vary between geographic regions?

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### Top 10 Movies with Highest Sales

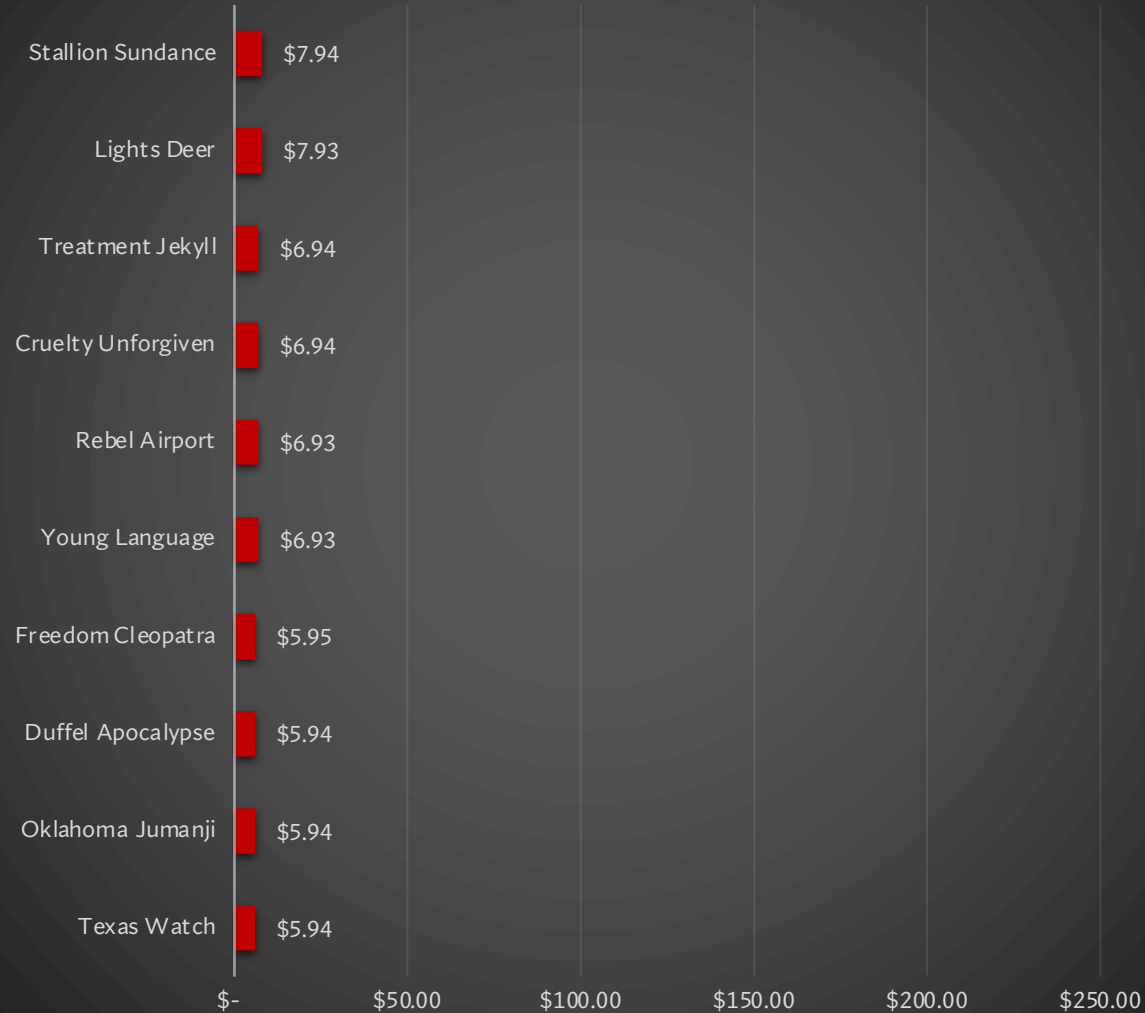


Which movies contributed the MOST to revenue gain?

The 10 movies with the **most** sales each contributed at least **\$160!**

Top 3 sold movies, **Telegraph Voyage, Zoro Ark and Wife Turn**, sold around **\$200 each!**

### Bottom 10 Movies with Lowest Sales



Which movies contributed the LEAST to revenue gain?

The 10 **least** sold movies contributed **less than \$8 each**.

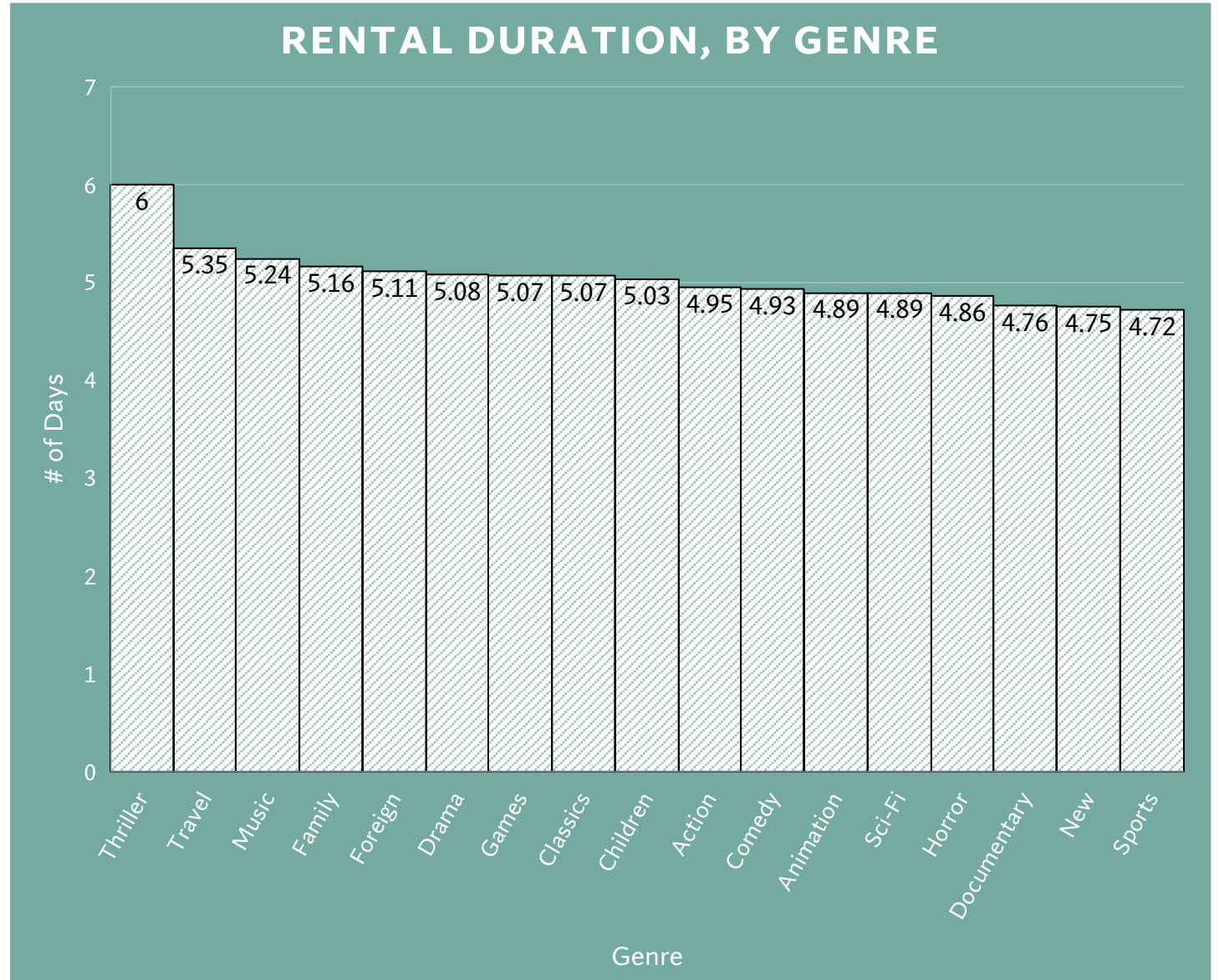
The bottom 3 movies, **Duffel Apocalypse, Oklahoma Jumanji, and Texas Watch**, each sold for **less than \$6**.

What was the average rental duration for all videos?

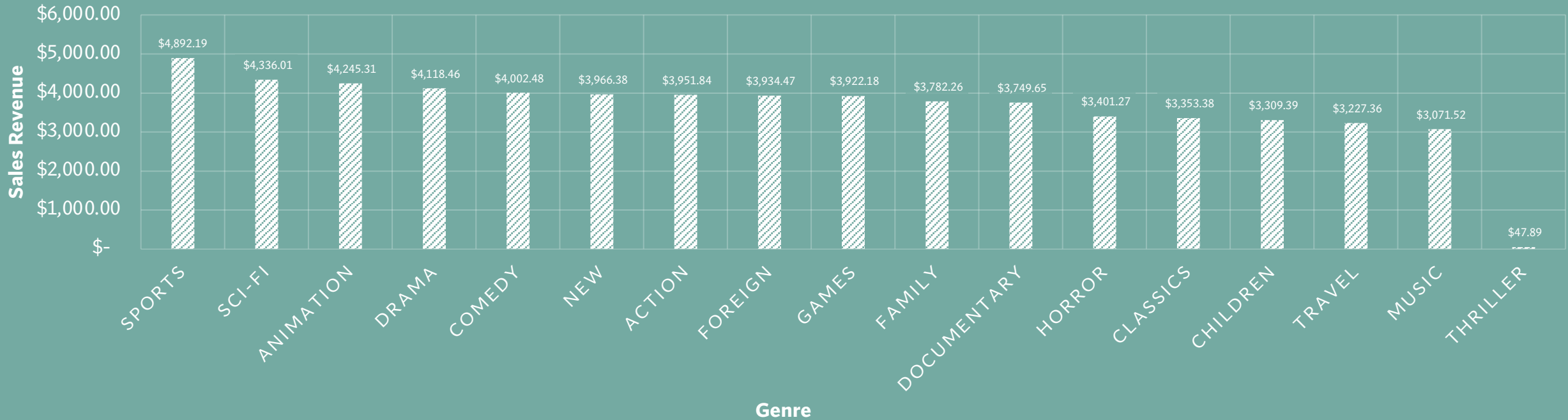
The average rental duration is approximately 5 days, with an average range from 4 to 6 days.

The 3 longest rented genres are Thriller, Travel, and Music.

The 3 shortest rented genres are Sports, New, and Documentary.



## ROCKBUSTER SALES, BY GENRE

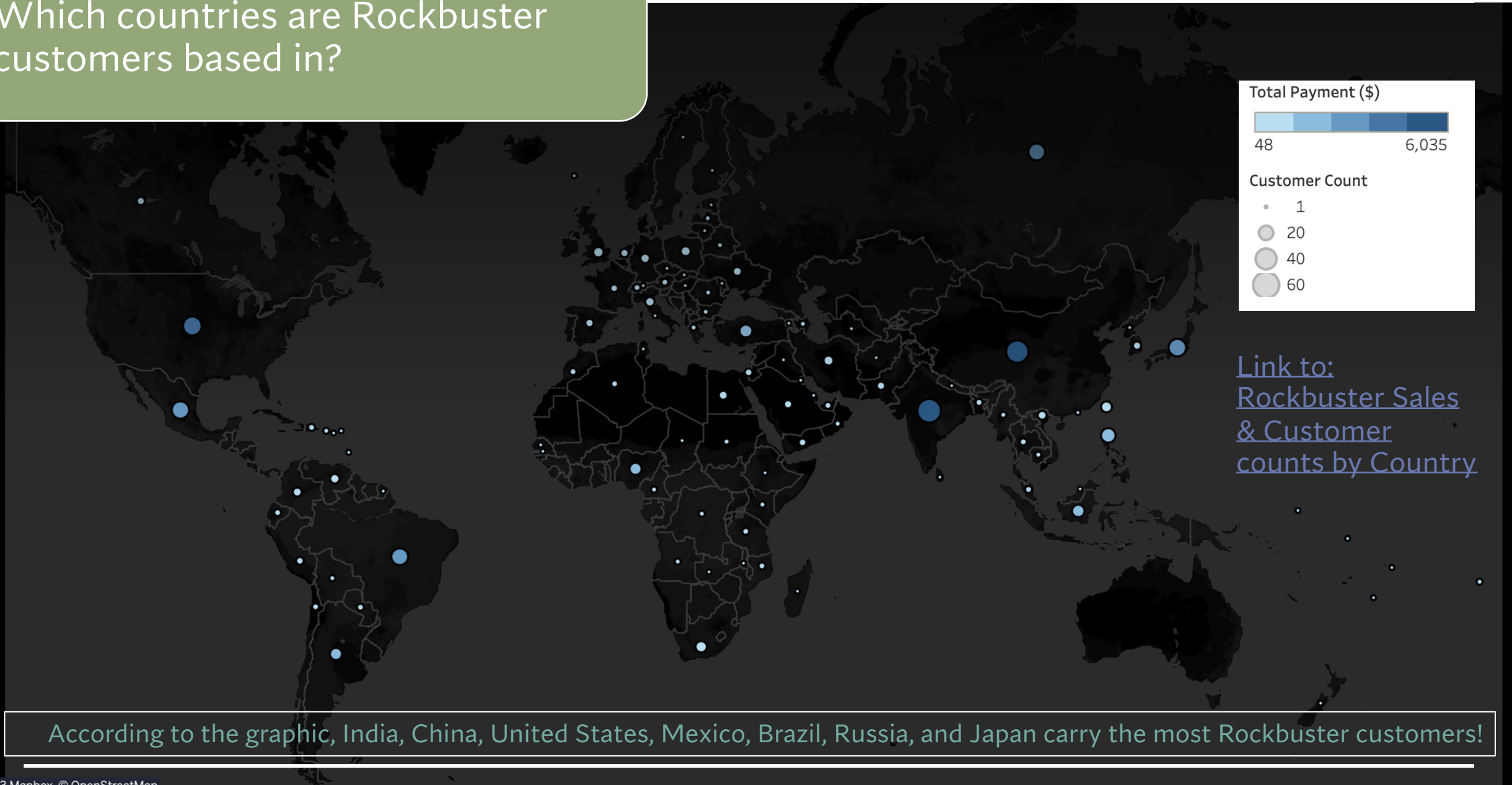


This graph shows the most profitable Genres at Rockbuster.

Interestingly, the **longer-rented movies** contribute the **least** in Sales. And the **shortest-rented** movie genre, Sports, contribute the **highest** in Sales.

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Which countries are Rockbuster customers based in?



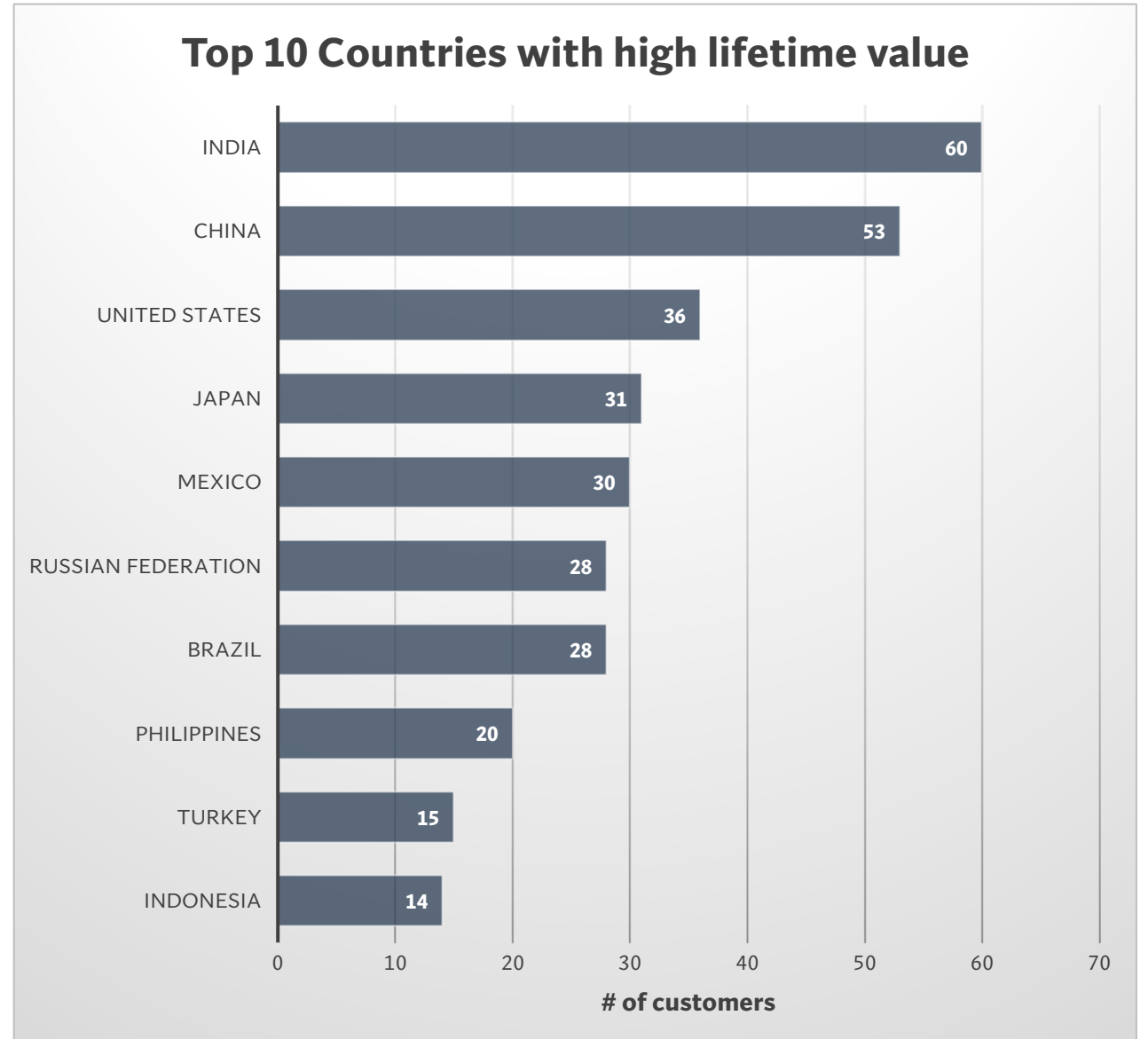
According to the graphic, India, China, United States, Mexico, Brazil, Russia, and Japan carry the most Rockbuster customers!



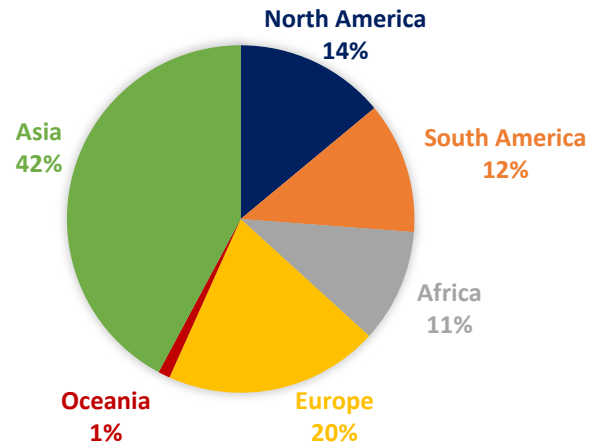
Where are customers with a high lifetime value based?

Breakdown of Rockbuster's customers in the top 10 countries.

India and China lead the way with over 50 customers each!



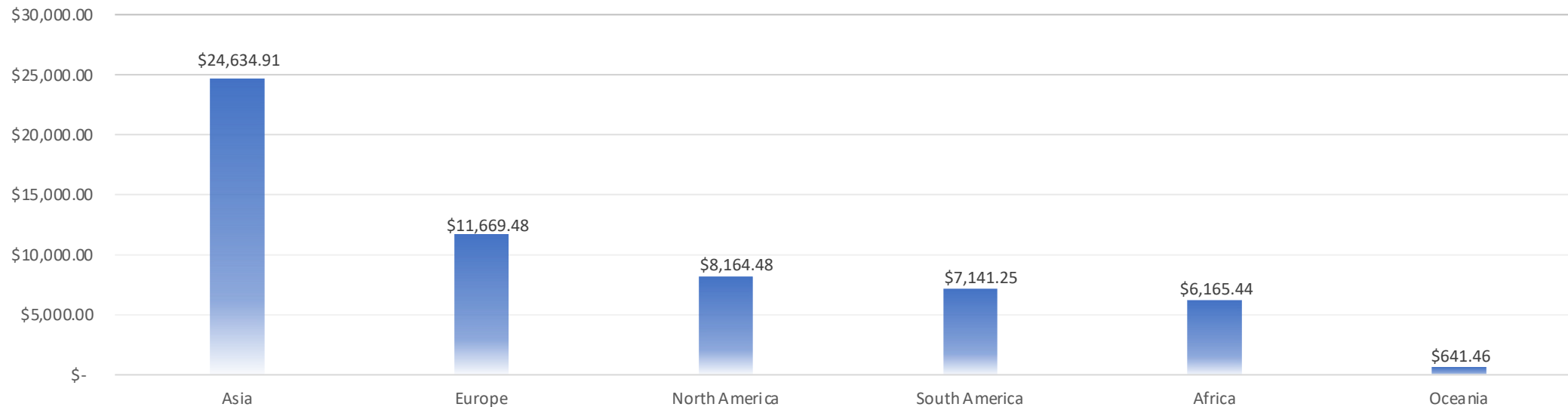
## ROCKBUSTER SALES, BY CONTINENT



Do sales figures vary between geographic regions?

Geographically, sales are heavily favored in Asia, making up 42% of Rockbuster's total sales and doubling the next highest continent!

## ROCKBUSTER SALES, BY CONTINENT



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# Next Steps & Recommendations

- Ensure the **most-rented** movies are **available** for Rockbuster customers and **remove the least-rented movies!**
  - Supply more **Sports** movies, the most popular movie genre rented at Rockbuster, as well as **Sci-Fi** and **animation** movies.
  - Remove **Thriller** movies, or reconsider **supplying different Thriller** movies to rent.
  - Market and cater to the audiences in **Asia**, as they make up nearly **half of our customer base**.
  - Institute **shorter** rental duration, so that movies may be rented out more frequently.
  - Promote **customer loyalty** through **premiere memberships** and Rockbuster **perks**.
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