

B u s s i n e s A n a l y s i s

Rockbuster Stealth

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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, 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 purpose of this analysis is to provide valuable information regarding inventory and customer behaviors in order to support the launch of the online platform.

Key Questions →



Objectives

The Rockbuster Stealth Management Board has asked a series of business questions and they expect data-driven answers that they can use for their 2020 company strategy.



Question 1

Which movies contributed the most/least to revenue gain?



Question 2

What was the average rental duration for all videos?



Question 3

Which countries are Rockbuster customers based in?



Question 4

Where are customers with a high lifetime value based?



Question 5

Do sales figures vary between geographic regions?

Data Base Overview

- Number of Films

- **1000 Films**

- Number of Customers
- Number of Countries

- **599**
- **109**

- Average Rental Duration

- **5 days**

- Average Rental Rates

- **2,98 Euros**

- Average Replacement Costs

- **19,98 Euros**

- Release Year

- **2006**

- Film rating occurring more often

- **PG-13**

- Language occurring more often
- Number of Languages

- **English**
- **6**

- Average Film Lenth

- **115 min**

- Total Revenue
- Number of Payments

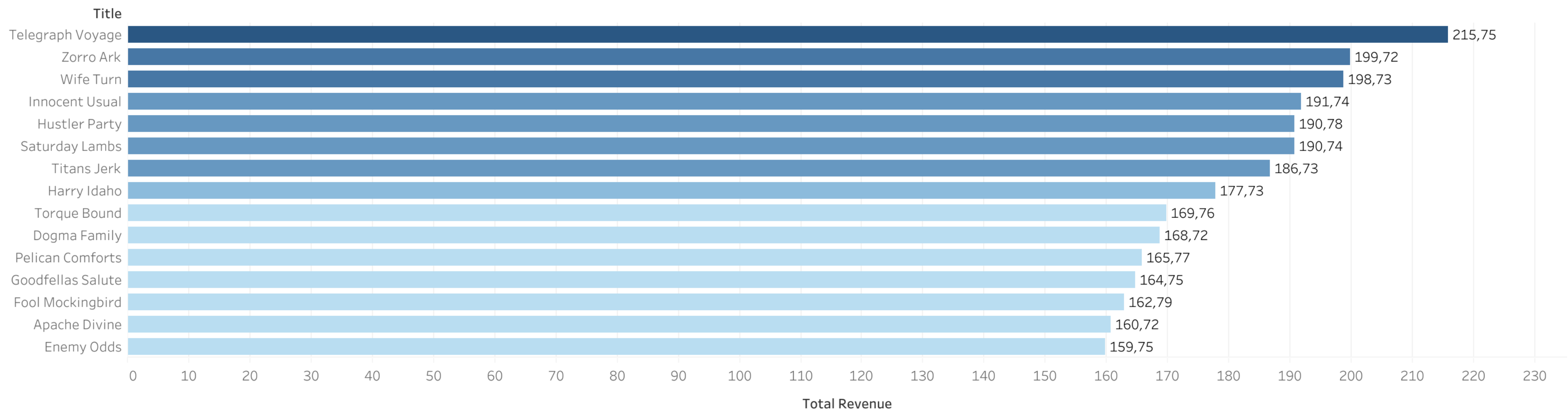
- **61312.04 Euros**
- **14596**

Movies & Revenue

* Revenue in Euros

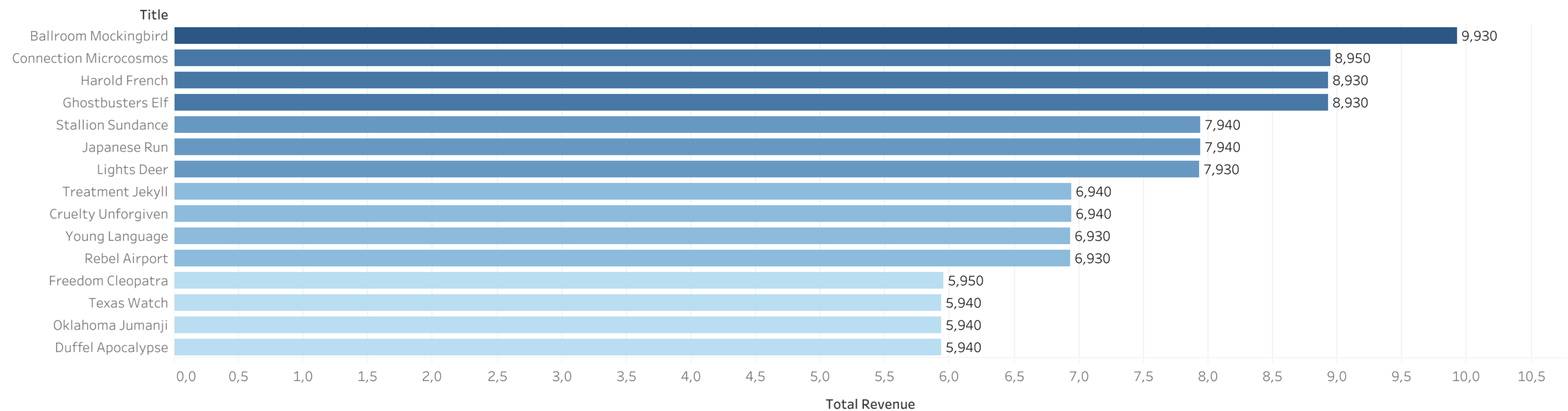
Top 15 Movies Most Revenue

Top 15 Movies Most Revenue



Top 15 Movies Less Revenue

Top 15 Movies Less Revenue

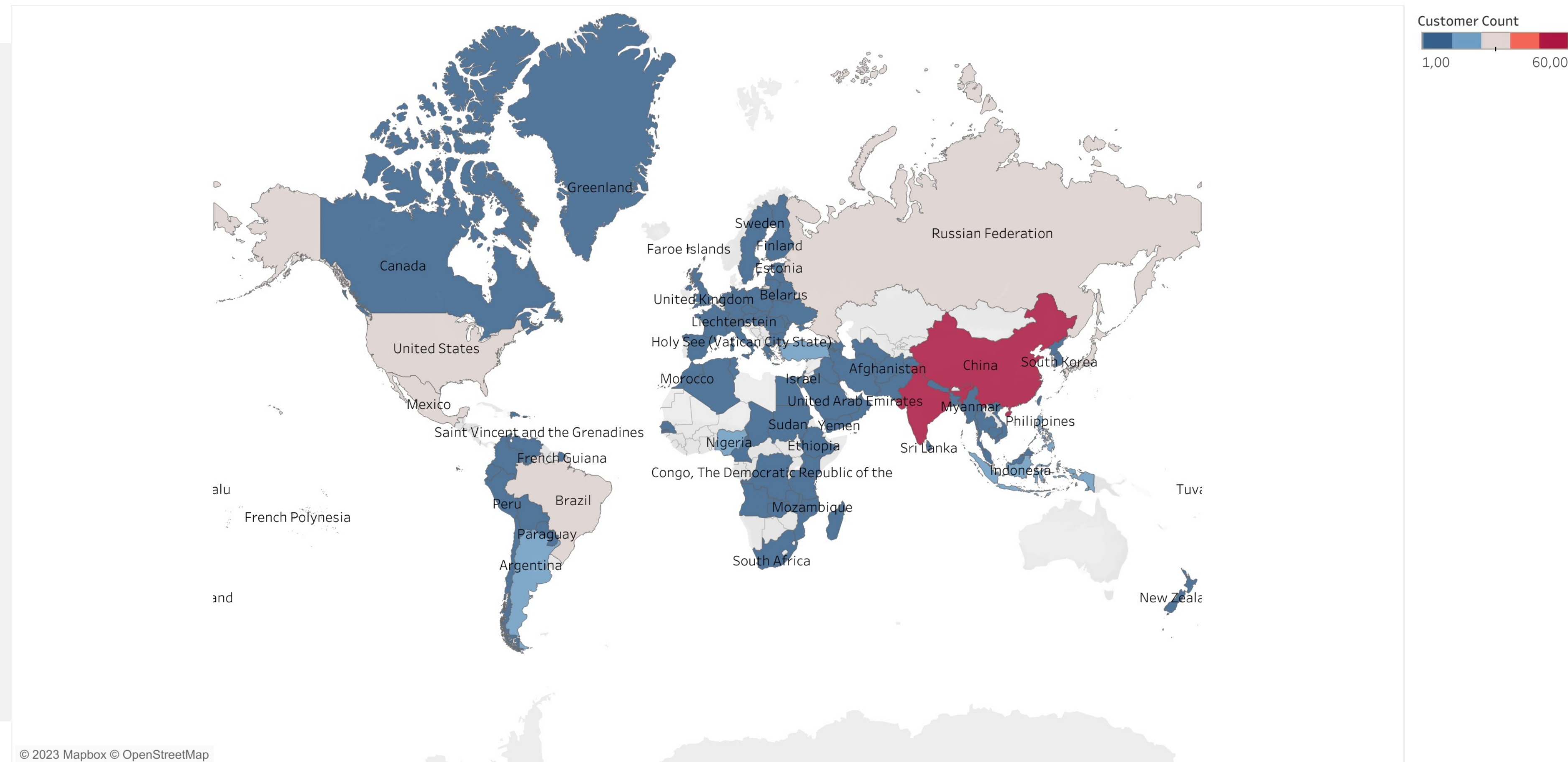


Where is Rockbuster Located?

**109 COUNTRIES;
ALL OVER THE
WORLD**



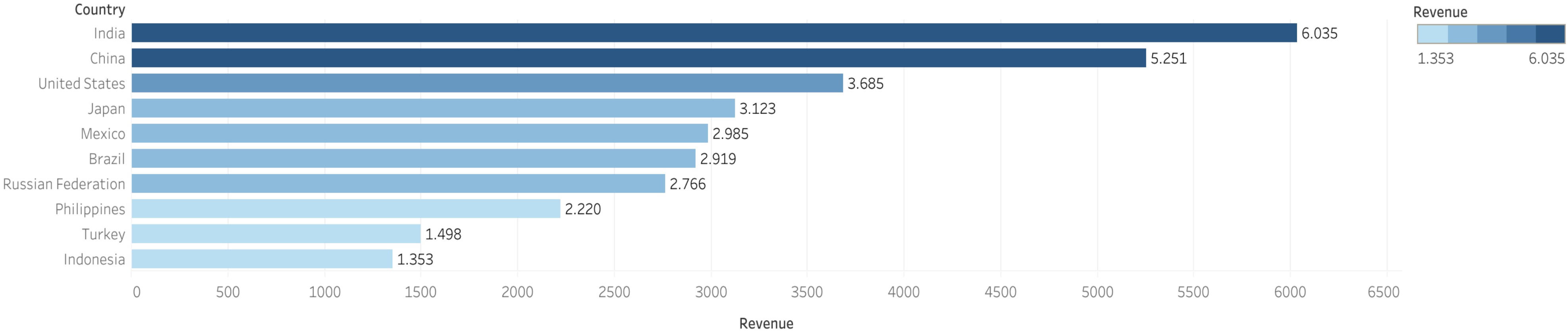
599 Customers



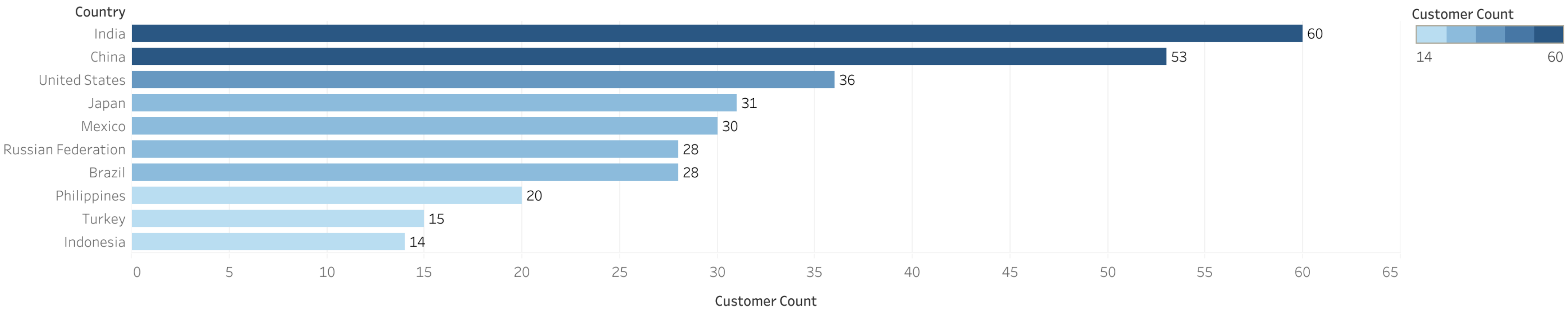
TOP 10 Countries : 52% Revenue of the and 56% of the Customers

Top 10 Countries by Revenue

Revenue in Euros



Top 10 Countries by Customers

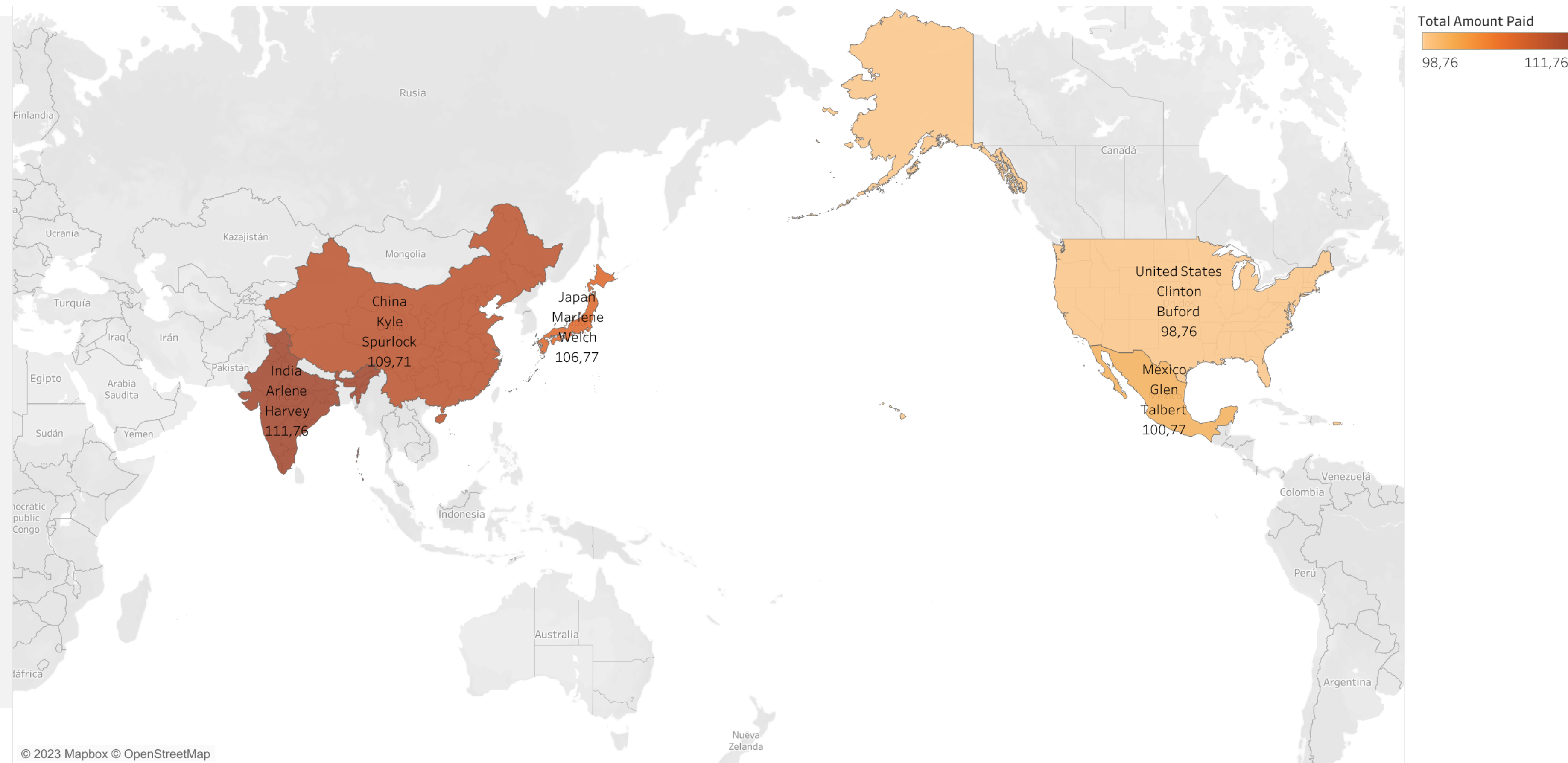


Top 5 Customers within Top 10 Countries

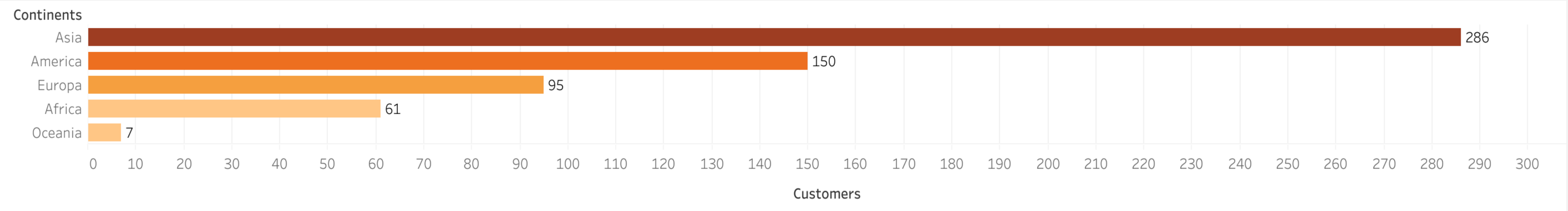
The customers with the highest value are located in:

1. India
2. China
3. Japon
4. Mexico
5. United States

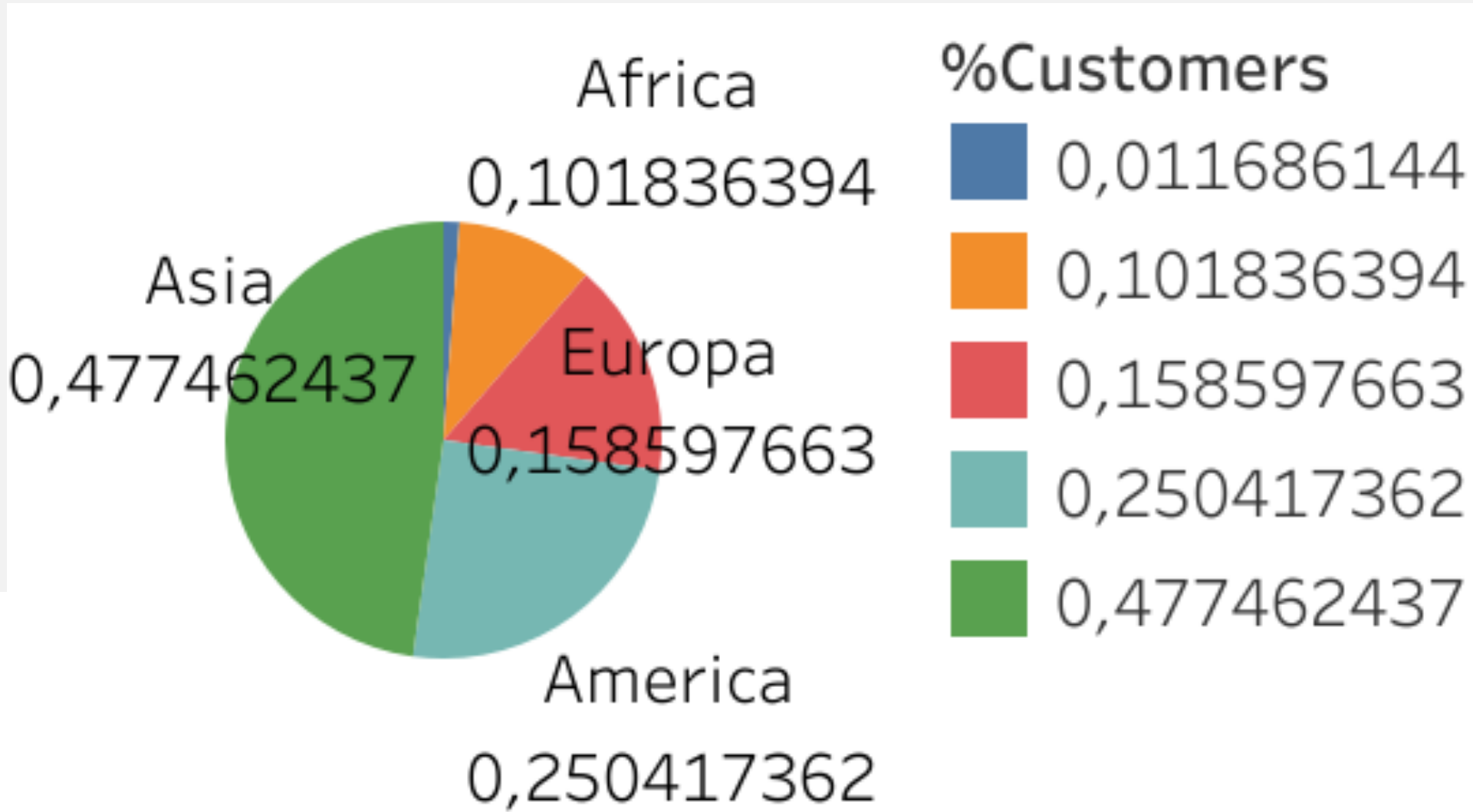
Top 5 Customers



Market Share Analysis



Asia takes the lead as the primary continent, contributing to 48% of the worldwide revenue and customer count. In second position is Europe, accounting for 16% of the global revenue and customer count.



Recommendations

01

Present the Customer Loyalty Initiative and Premier Customer Incentives.

02

Enhance the rental experience by guaranteeing availability in sought-after categories and presenting a varied range of options to captivate customers and ensure their prolonged satisfaction.

03

Expand into the European, American, and African markets to attract new customers.

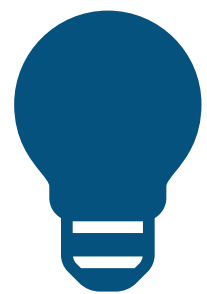
04

Direct promotional efforts and marketing resources to the top 10 countries: India, China, USA, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey and Indonesia

Thank you so much for your attention

Do you have any questions?

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Title Five



Title Six



Title Seven



Title Eight