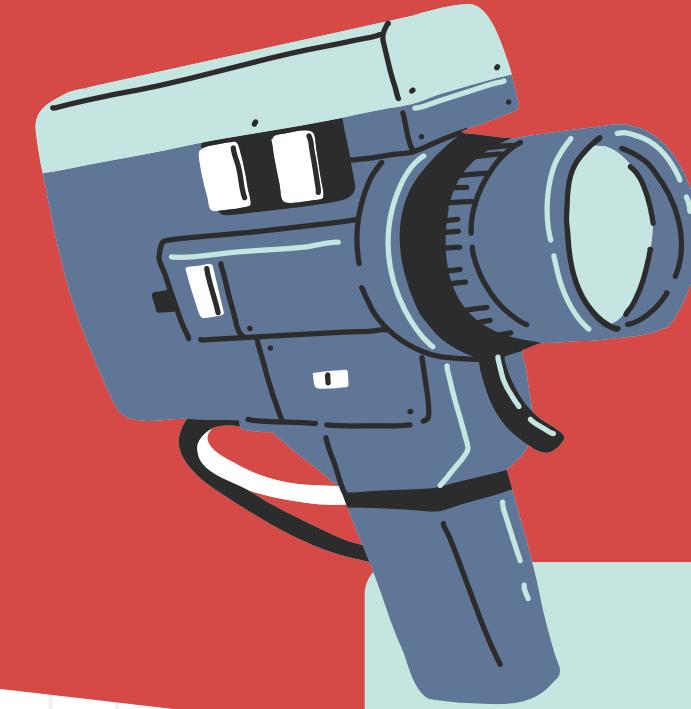




# Changing Times for Rockbuster Stealth, LLC

by Janella Valencia



# Rockbuster Stealth, LLC

A MOVIE RENTAL COMPANY

## Problem

Rockbuster is planning on using its existing movie licenses to launch an online rental services to stay competitive.

## Objective

Analyze their database to deliver data-driven insights to help tailor its online services per region.

# Learning Goals

1

**Identify  
revenue  
drivers**

2

**Understand  
customer  
behavior and  
activity**

3

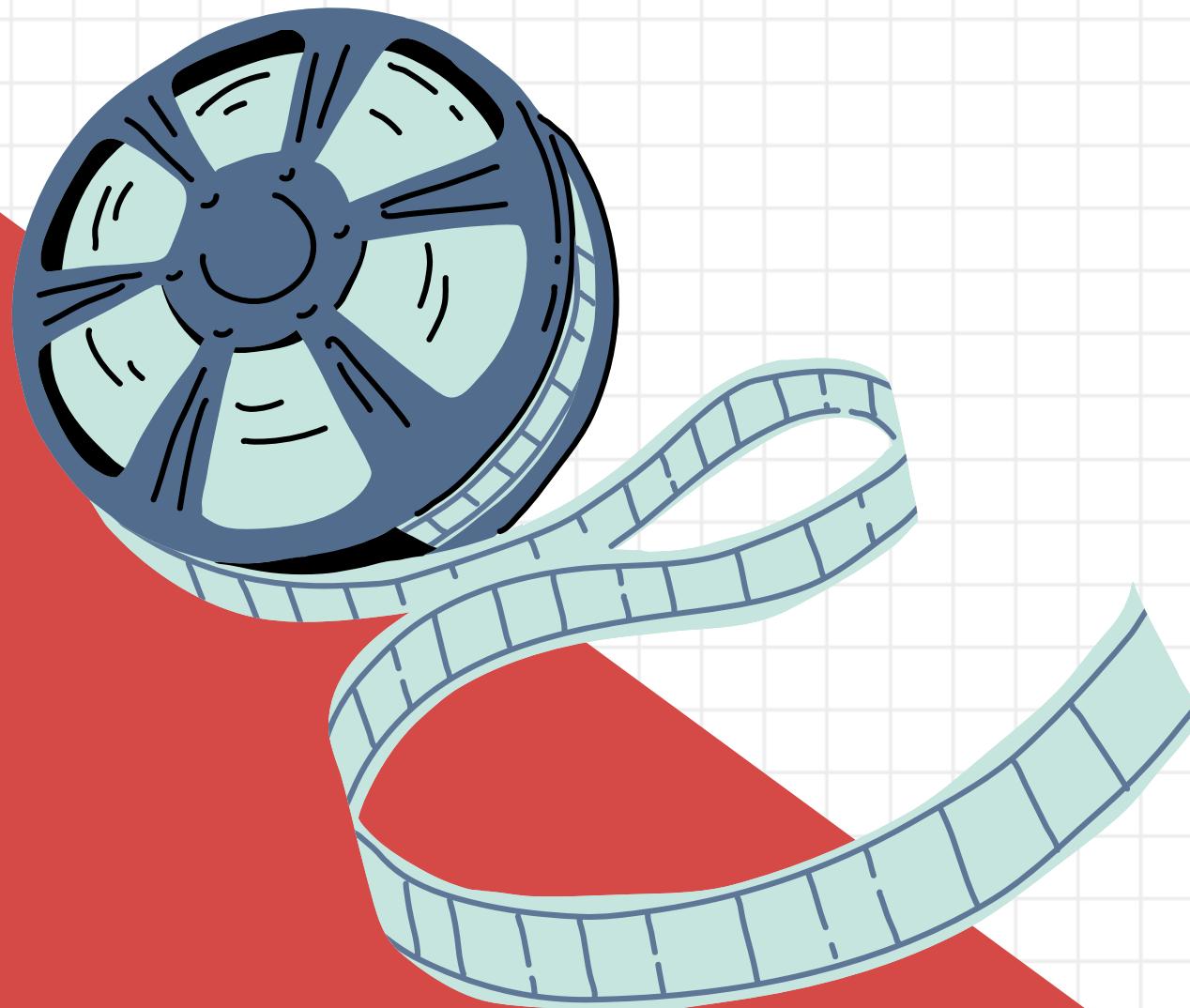
**Map global  
reach and  
geographical  
patterns**

4

**Highlight high-  
value markets**

# Key Questions

That will provide insight on leading trends from our consumers:



What are the average rental rates, duration, length and replacement costs?

Which movie genre had the most revenue?

Which film ratings are the most popular among our customers?

Which countries are Rockbuster customers based?

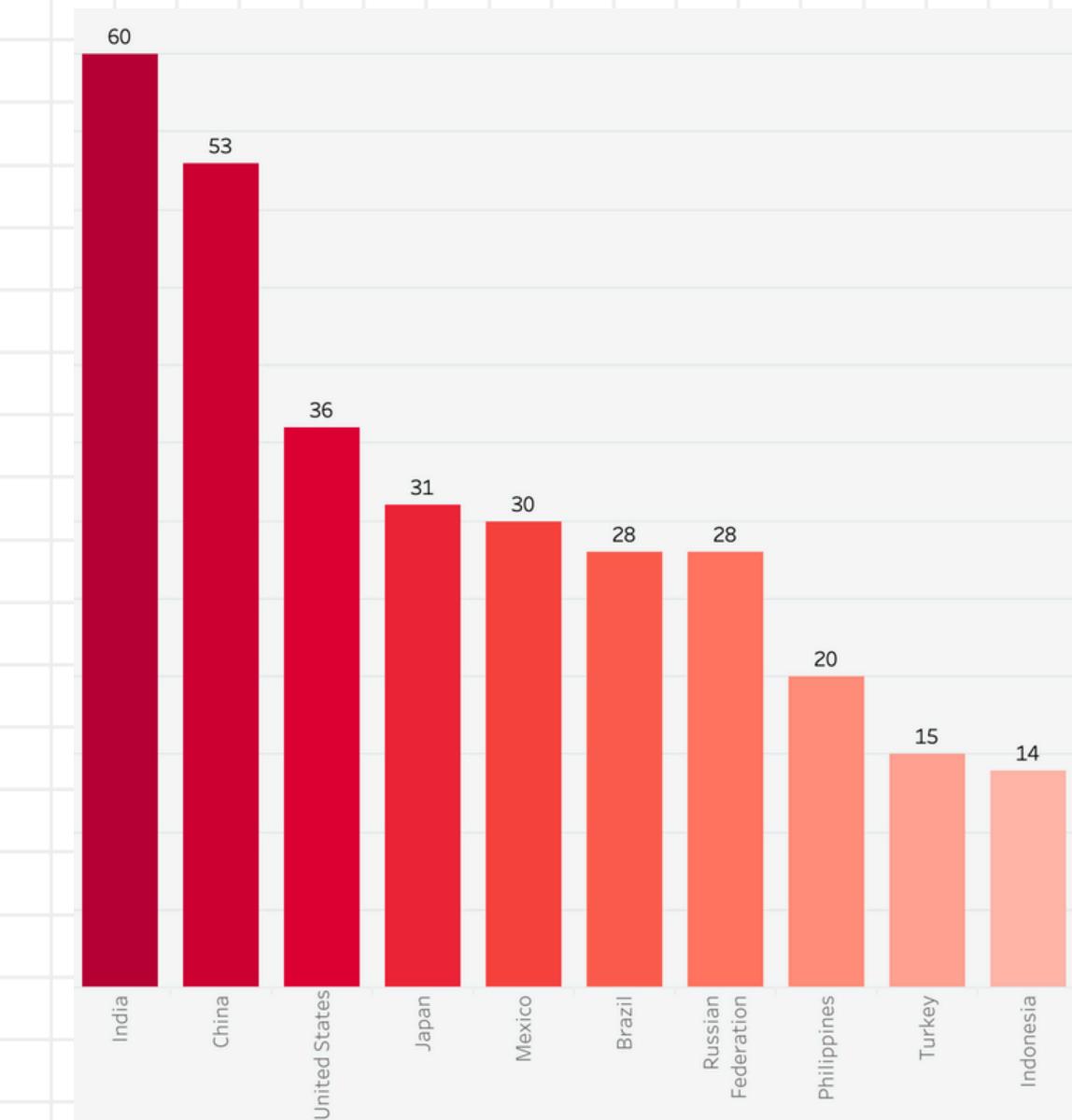
Where are high-value customers based and how do sales differ across regions?



Statistic	Average	Minimum	Maximum
Rental Duration	4.98 Days	3 Days	7 Days
Rental Rate	\$2.98	\$0.99	\$4.99
Replacement Cost	\$19.98	\$9.99	\$29.99
Film Length	115.27 Mins	46 Min	185 Min

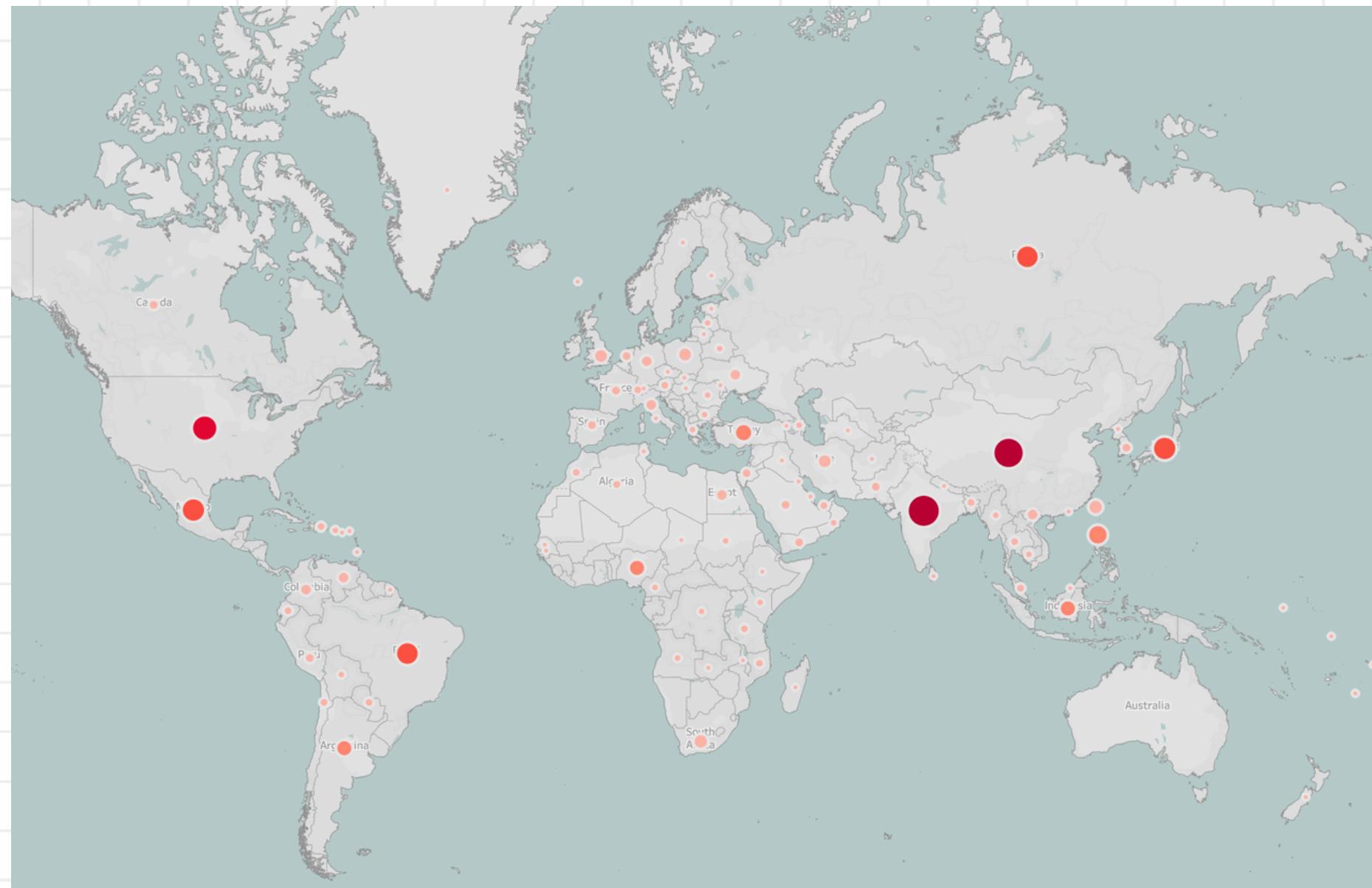
An evaluation of our core inventory metrics reveals an average rental duration of 5 days at a price point of \$2.98. Additionally, the data shows an average replacement cost of \$19.98 per unit, with a average film length of approximately 115 minutes.

# Global Distribution



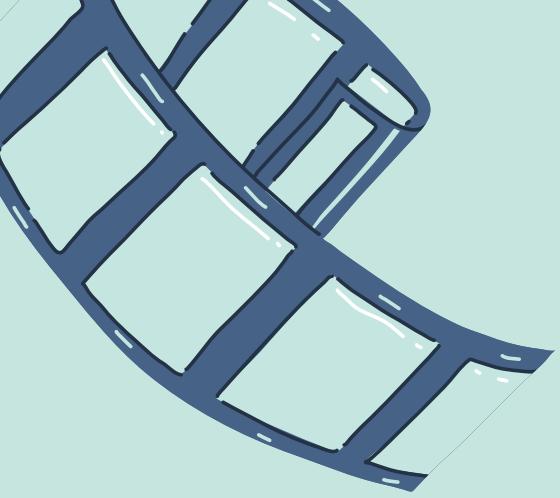
**With a total of 599 customers spanning 109 countries, our market reach is broad. However, engagement is most concentrated in India, which stands out as the leader in customer interaction.**

# What about the revenue?



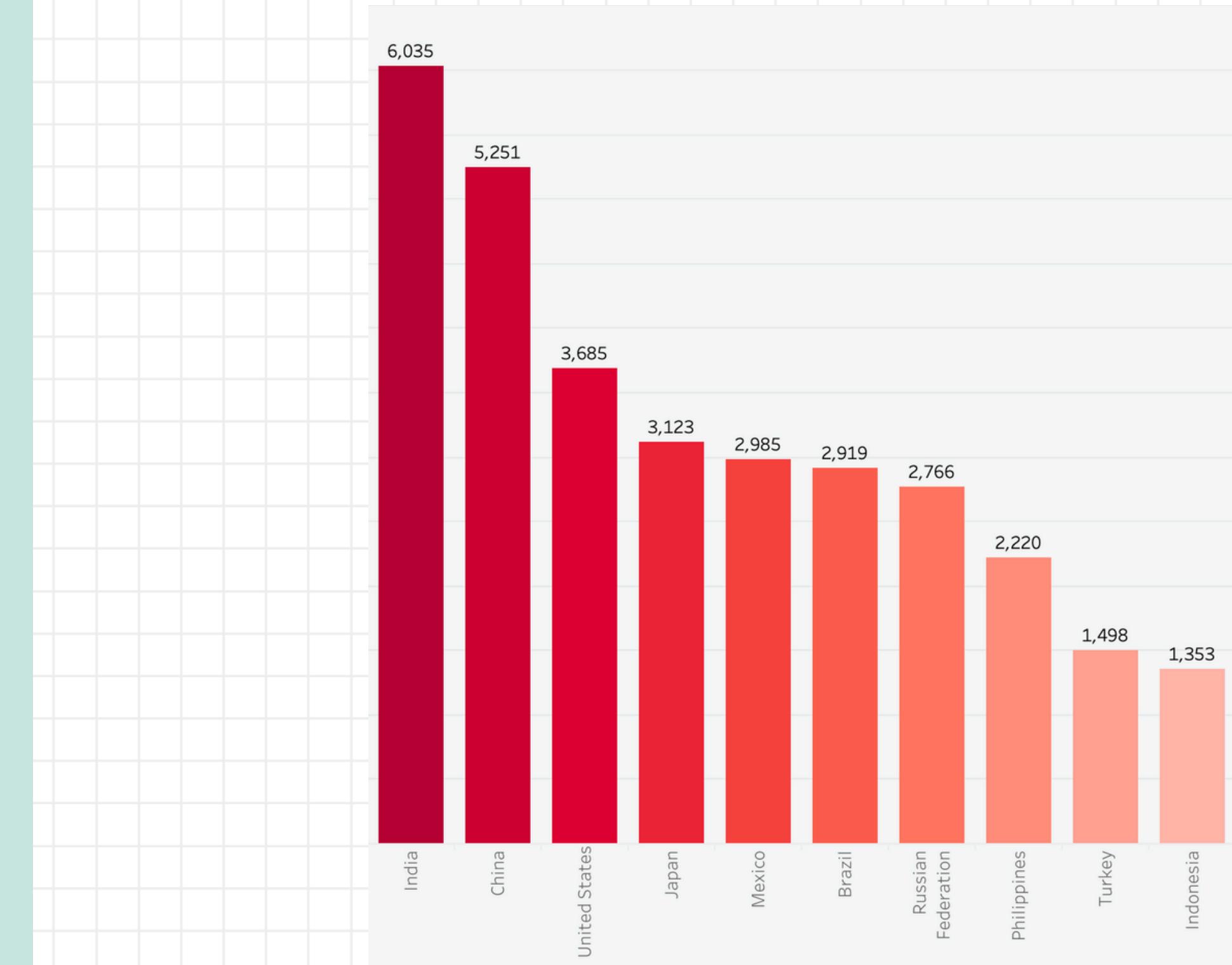
An evaluation of regional sales performance highlights India, China, and the United States as our most significant markets, driven by consumer demand and high-value customer activity.





# Top Revenue Generating Regions

Our regional sales performance is headlined by three key markets: India (\$6,035), China (\$5,251), and the United States (\$3,685). These regions continue to drive the bulk of our geographic revenue.

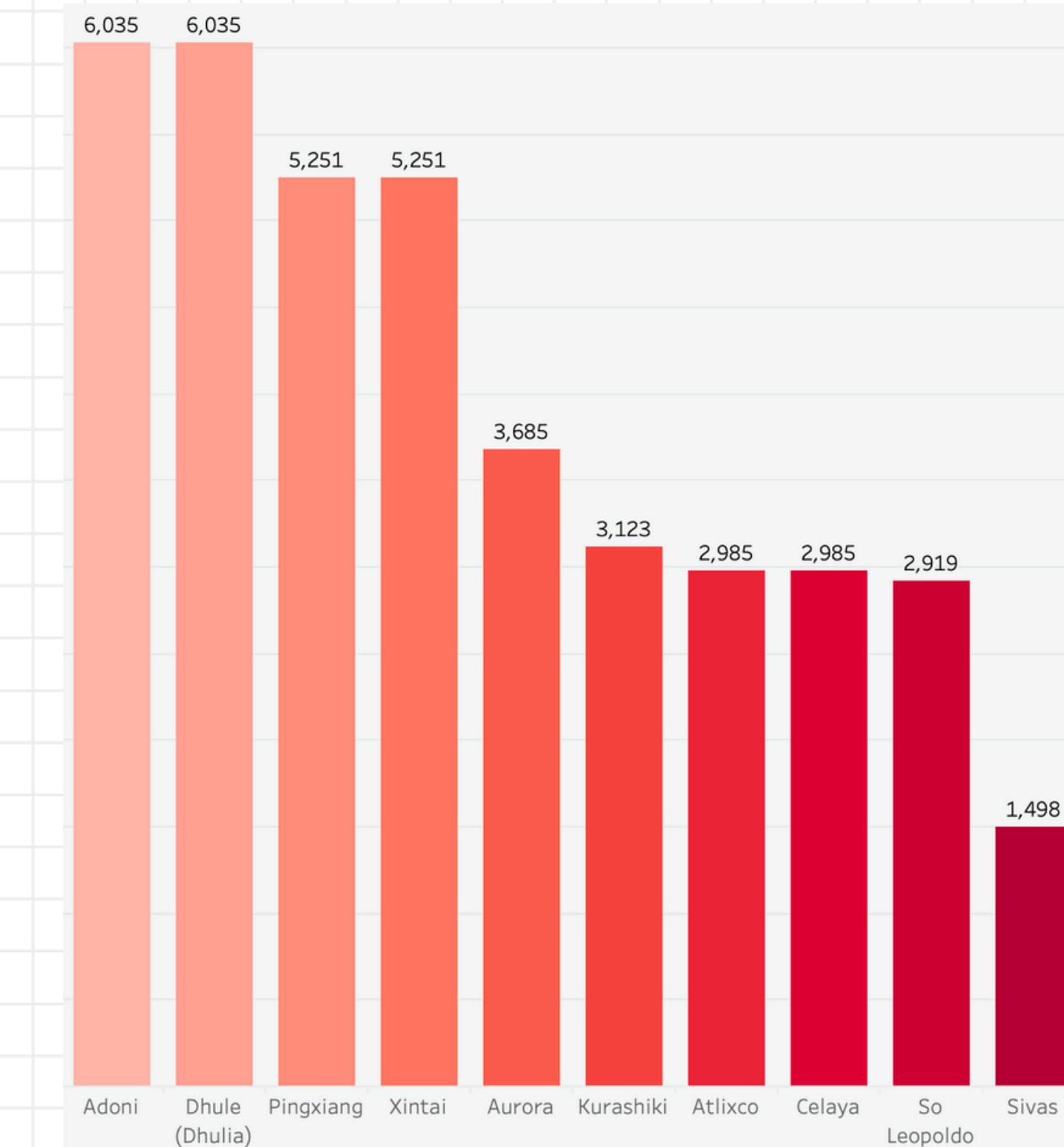


# Top City Revenue

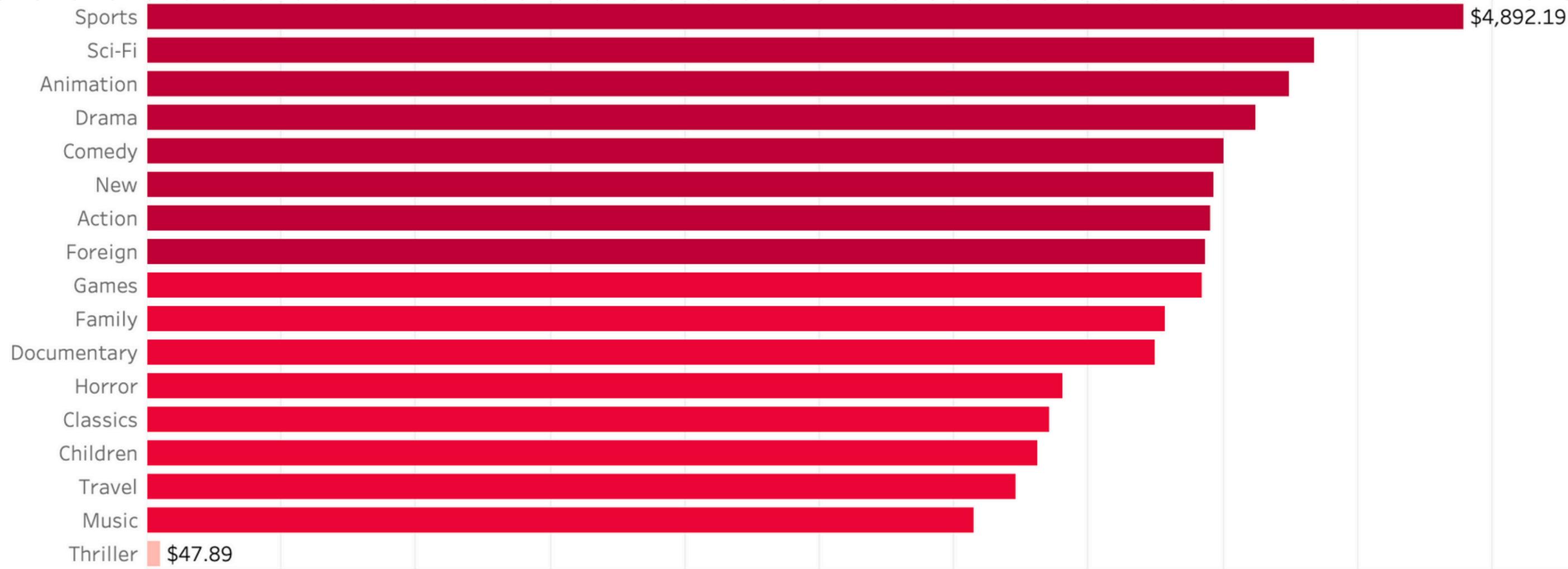
Geographic revenue remains highly concentrated among cities in India and China.

Specifically, Adoni and Dhule emerged as leading markets in India with \$6,035 each.

In China, Pingxiang and Xintai mirrored this strong performance, recording \$5,251 in revenue respectively.

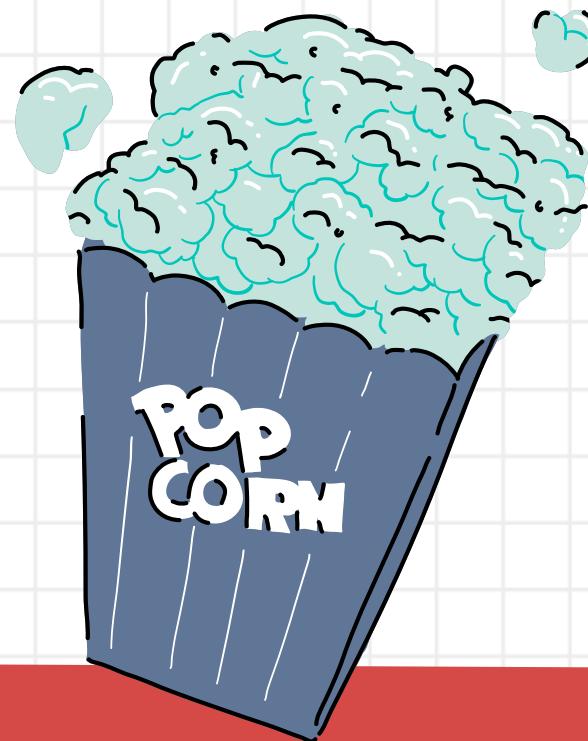
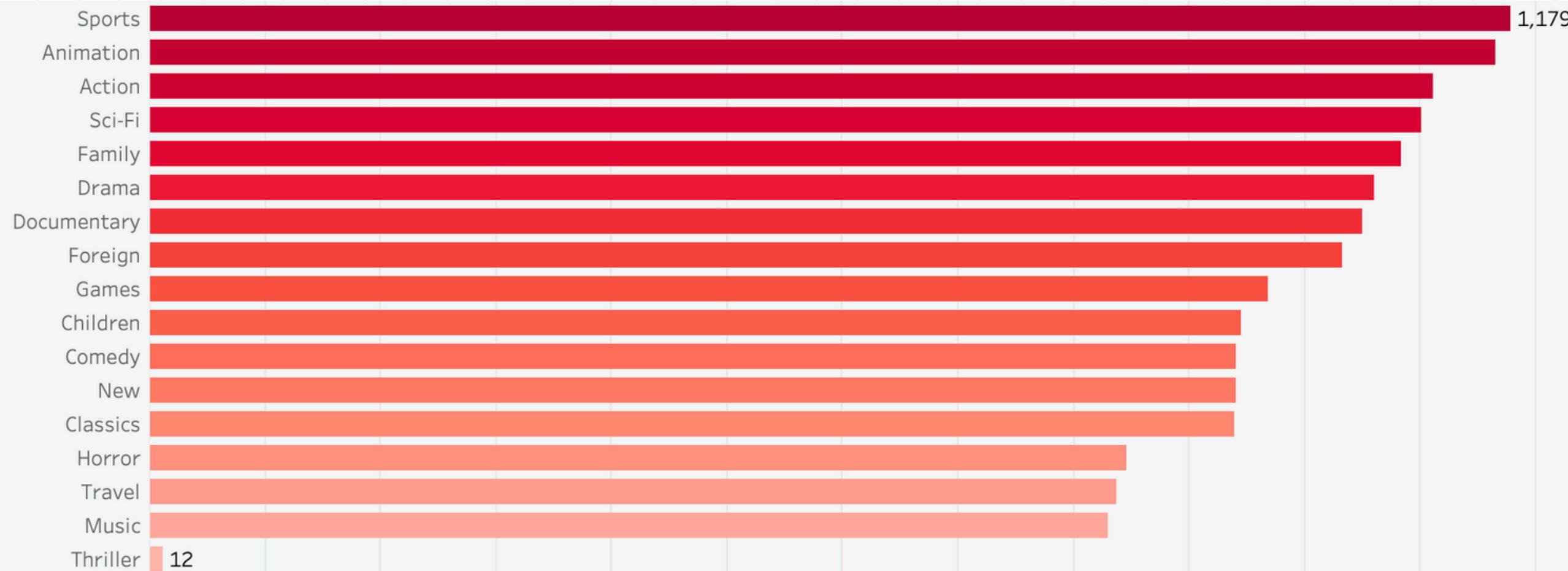


# Genre Revenue



An analysis of performance reveals that Sports is the leading genre, generating \$4,892.19 in total revenue. Along with, Sci-Fi (\$4,336) and Animation (\$4,245), which both demonstrate strong market viability. Thriller significantly underperformed compared to its counterparts, recording a nominal revenue of \$47.89.

# Genre Popularity



While popularity metrics generally align with revenue data, there is a slight shift in the top-tier rankings; Action joins Sports and Animation as one of the three most popular genres. Thriller remains the least popular category among consumers, correlating with its lower revenue performance.

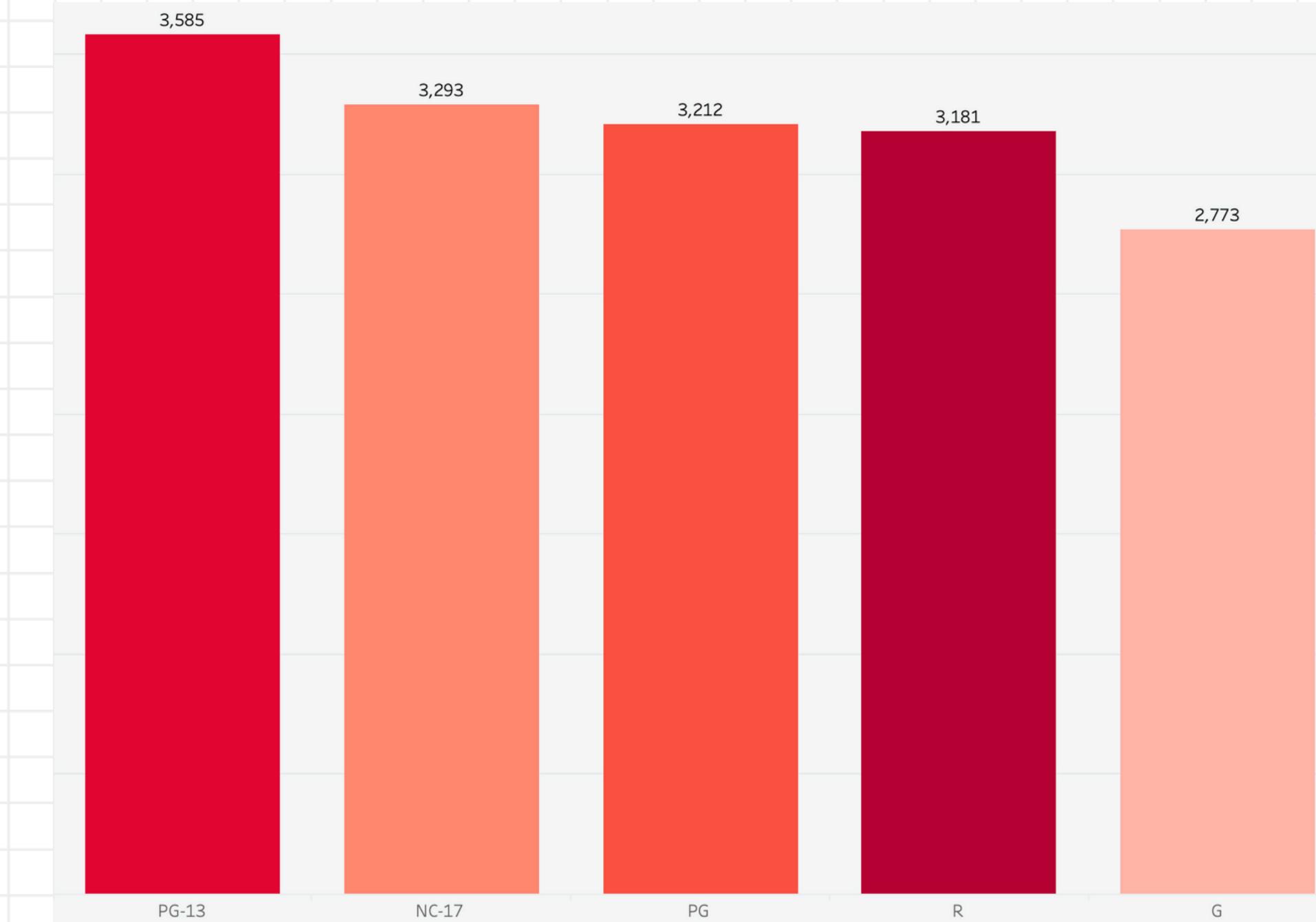


# Rating Revenue

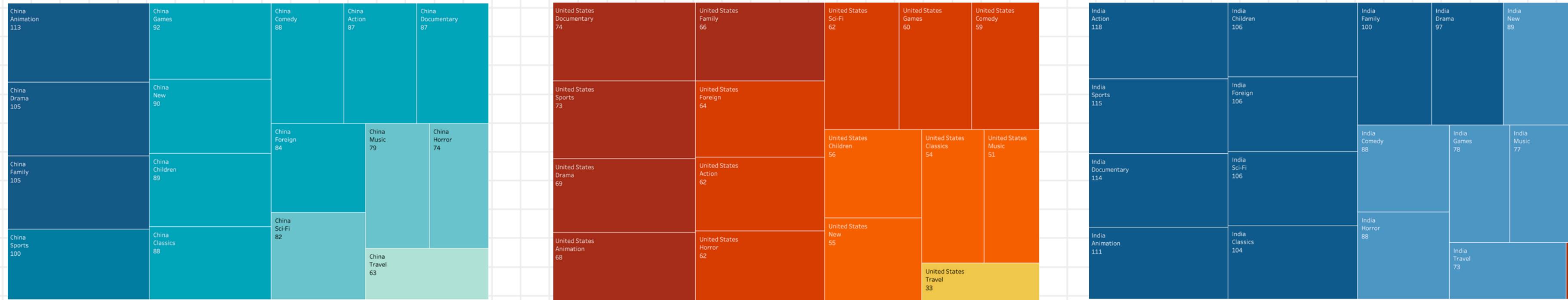
A review of our diverse movie database highlights PG-13 as the standout rating, representing the most popular category among our consumer base.

# Rating Popularity

PG-13 is the top-performing rating, driving the highest level of consumer interaction across our diverse movie database.



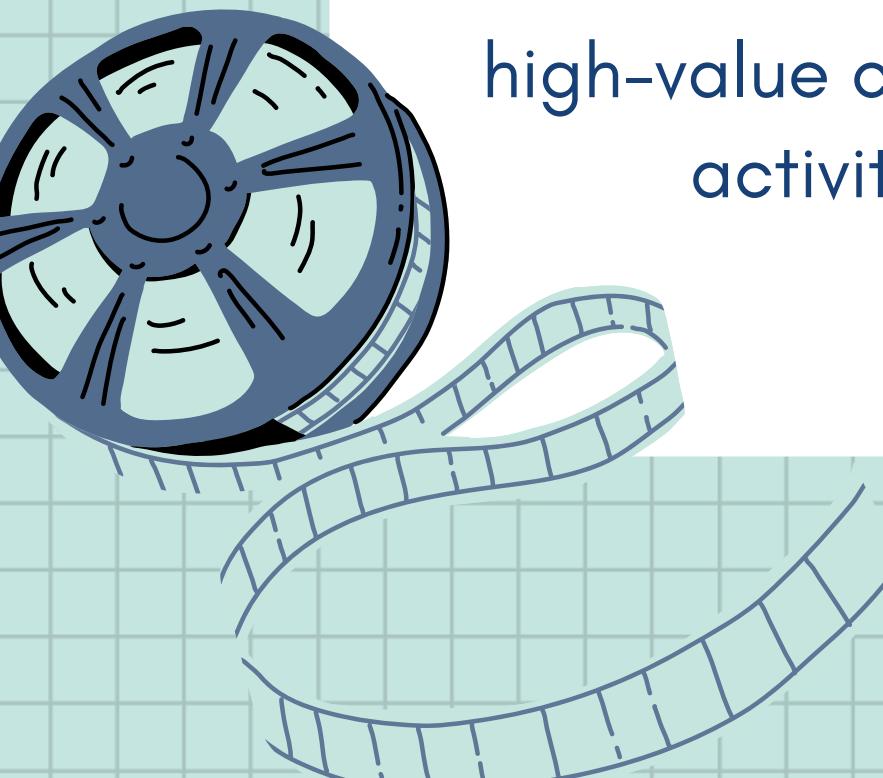
# What are top revenue countries watching?



Revenue leaders by region show a diverse range of interests: China (Animation), India (Action), and the United States (Documentary). These insights highlight the importance of localized content strategies for our top three markets.

# Summary

An evaluation of regional sales performance highlights India, China, and the United States as our most significant markets, driven by consumer demand and high-value customer activity.



Financial data indicates that Sports is the primary revenue driver, generating \$4,892.19. This is closely followed by Sci-Fi (\$4,336) and Animation (\$4,245). Thriller represents the lowest financial yield, totaling \$47.89.

Audience engagement trends largely align with revenue outcomes, though a notable shift occurs in the top rankings. While Sports and Animation maintain their lead, Action replaces Sci-Fi as a top-three preference.



# Recommendations

- Based on our financial findings, we recommend scaling investment within our highest grossing markets: **India**, **China**, and the **United States**
- The top five revenue-generating cities are the primary drivers of performance within their respective countries. This high level of geographic concentration suggests that these areas are critical to regional success and should be prioritized for future targeted marketing initiatives.
- Based on our high-performance metrics, we recommend a strategic focus on **Sports** and **Sci-Fi** genres, as well as **PG-13** rated content. Prioritizing these categories will allow us to capitalize on existing consumer demand and maximize revenue potential.

