

## Rockbuster Stealth LLC

used to have stores all around the world as a movie rental company.

However, with the rise of streaming services such as Netflix and Amazon Prime, the company is facing stiff competition.

To remain competitive, the management team at Rockbuster Stealth has decided to launch an online video rental service using the existing movie licenses.

The company's business intelligence (BI) department has hired you as a data analyst to help with the launch strategy for the new online video service.





## Key Questions and Objectives:

1

Which movies contributed the most/least to revenue gain?

2

What was the average rental duration for all videos?

3

Which countries are Rockbuster customers based in?

4

Where are customers with a high lifetime value based?

5

Do sales figures vary between geographic regions?

## Conclusion:

Expand the selection of the highest revenue-generating genres, such as **sports, animation and action**.

**India and China** are significant parts of the market share. Therefore, it is essential to focus on providing subtitles in local languages to facilitate easy viewing.

Conduct additional research to identify potential barriers that customers might face in **India and China**, such as government restrictions on media, differences in taste, or income levels.



## Conclusion:

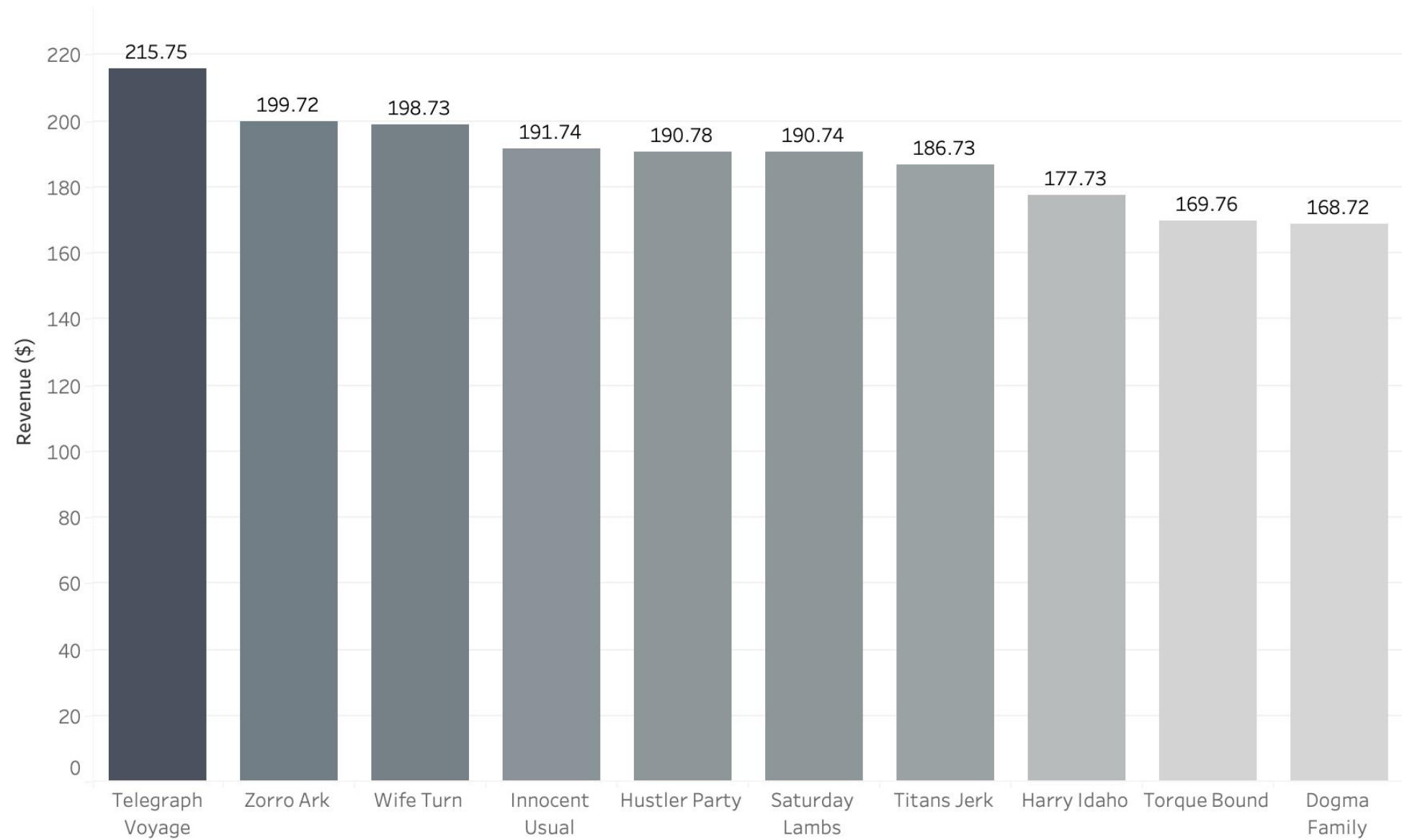
Implement a rewards program that promotes customers with a high lifetime value to build trust with the customer base.

Discount less popular films or increase the price of more popular films.

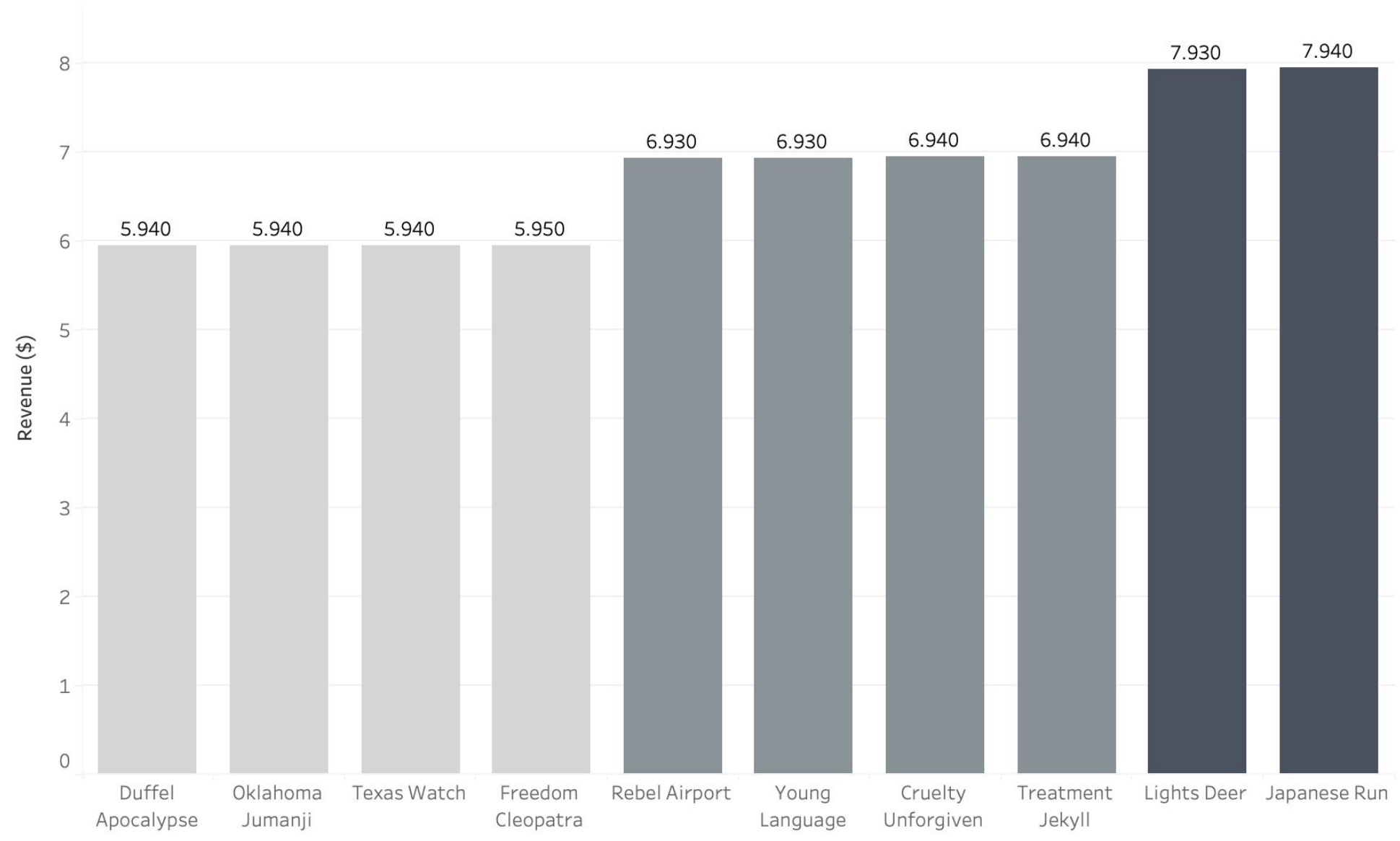
Use machine learning algorithms to deliver personalized recommendations of films or genres.



Which films contributed the most to the revenue?



Which films contributed the least to the revenue?





Where do the top customers live?



Top 10 Rented Films According to Genres

