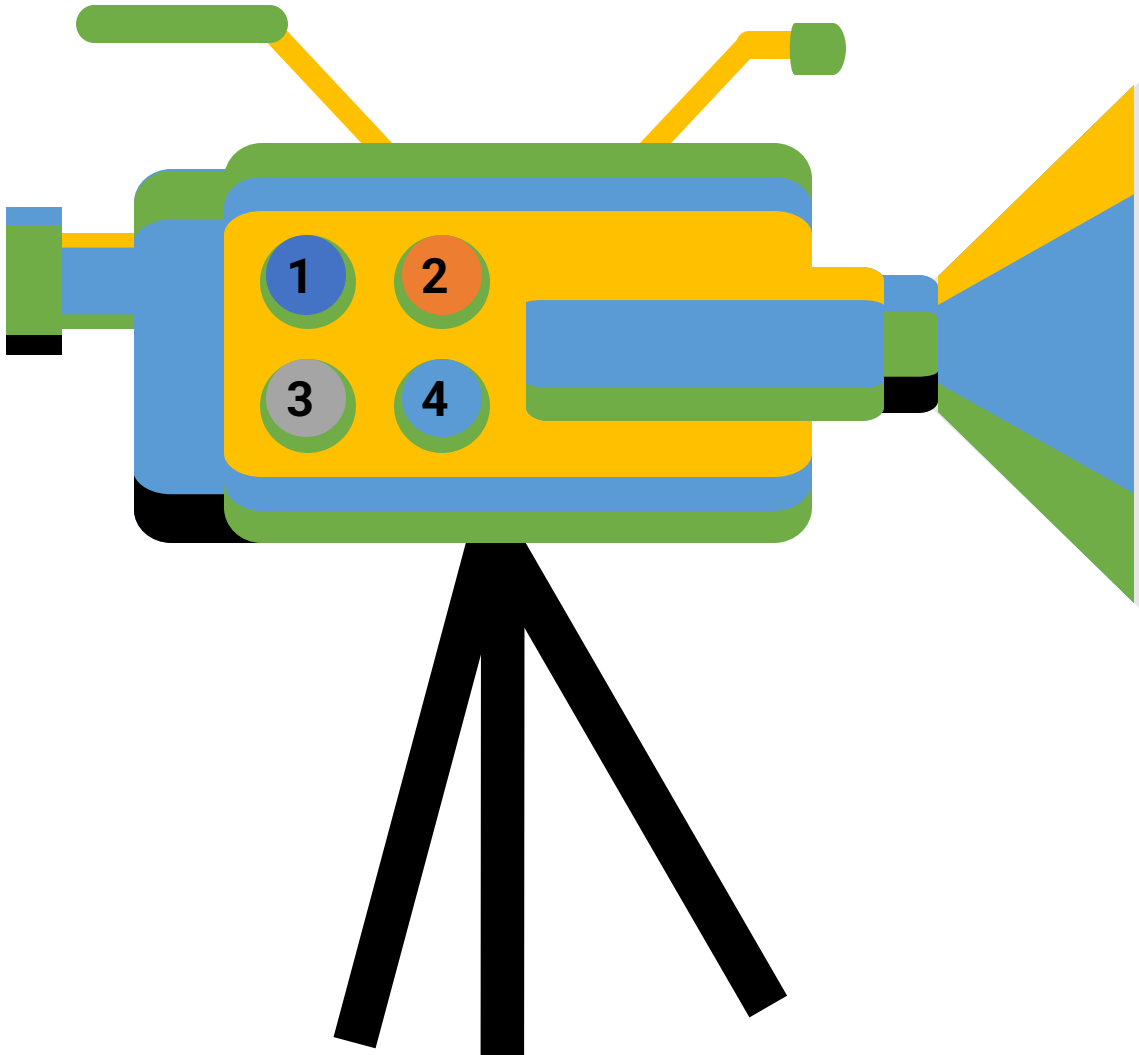
ROCKBUSTER STEALTH LLC

Cinema is a matter of what's in the frame and what's out.

— Martin Scorsese

INTRODUCTION



Rockbuster Stealth LLC i s a movie rental company that used to have stores around the world. **1**

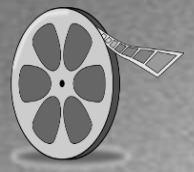
Rockbuster Stealth management team plans to use its existing movie licenses to launch an online video rental service to stay competitive. **2**

Facing stiff competition from streaming services such as Netflix and Amazon Prime and others. **3**

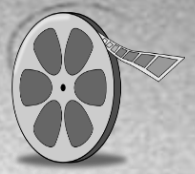
KEY QUESTIONS

- 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?

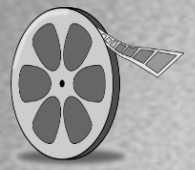
OVERVIEW OF DATASET



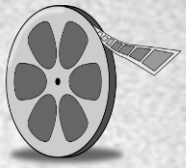
Revenue
$61.312.04



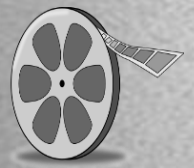
Customers
599



Countries
109

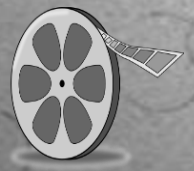


Actors
200

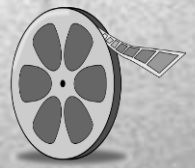


Cities
600

Genres
21



Films
1000



Languages
6

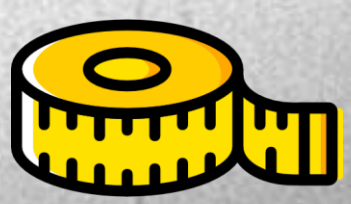
Most Popular rating-
PG-13
With the count of 223

Replacement_cost
Max- $29.99
Min- $9.99
Avg- $19.99

Rental_duration
Max- 7 Days
Min- 3 Days
Avg- 5 Days

Special Features
Trailers

Rental_rate
Max- $4.99
Min- $0.99
Avg- $2.98



Length
Max- 185Minutes
Min- 46 Minutes
Avg- 115 Minutes

WHICH MOVIES CONTRIBUTED MOST TO REVENUE?

These are the top 10 movies that contributed most in global revenue. The top movie is Telegraph Voyage which collected 215.75 million around the globe

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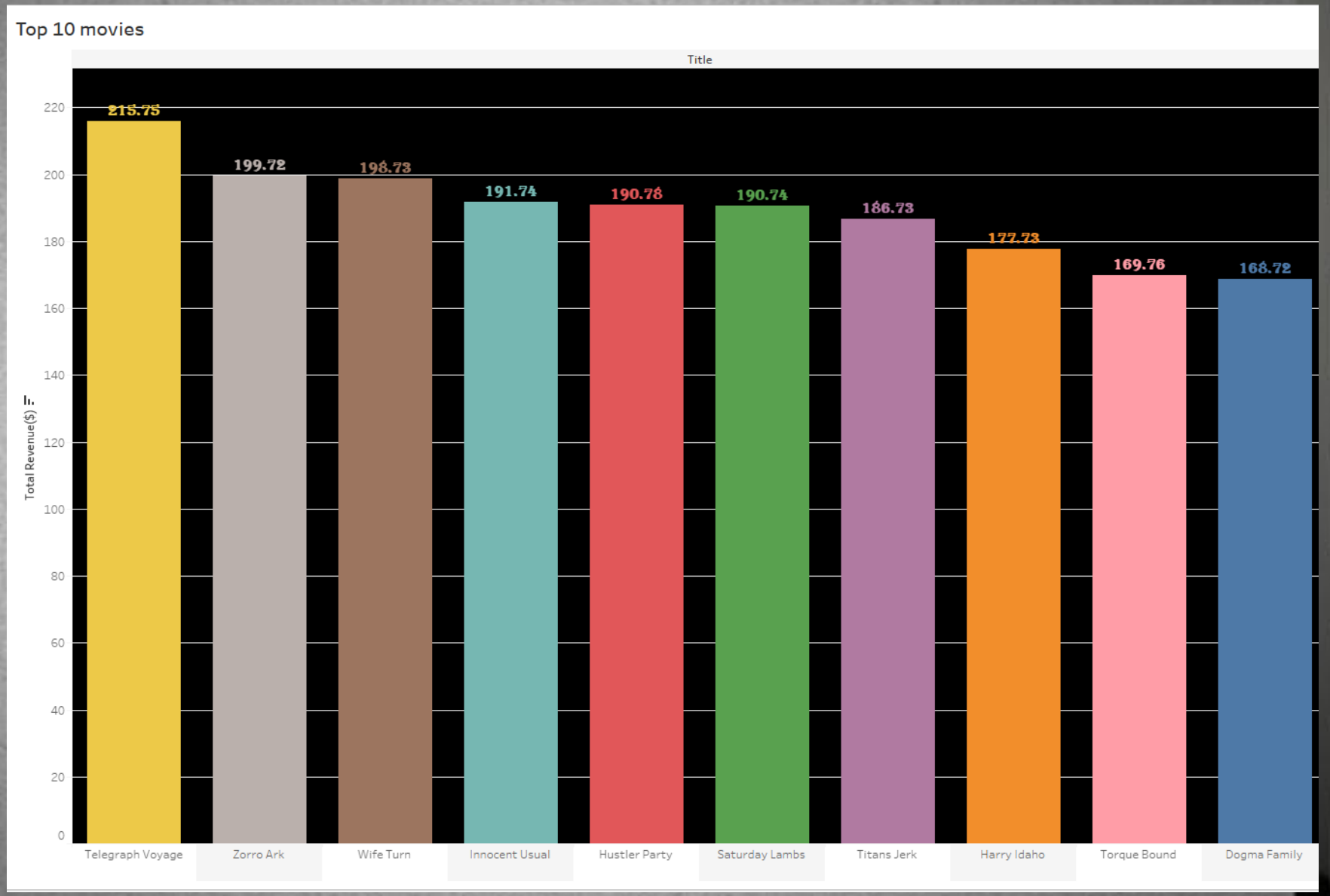
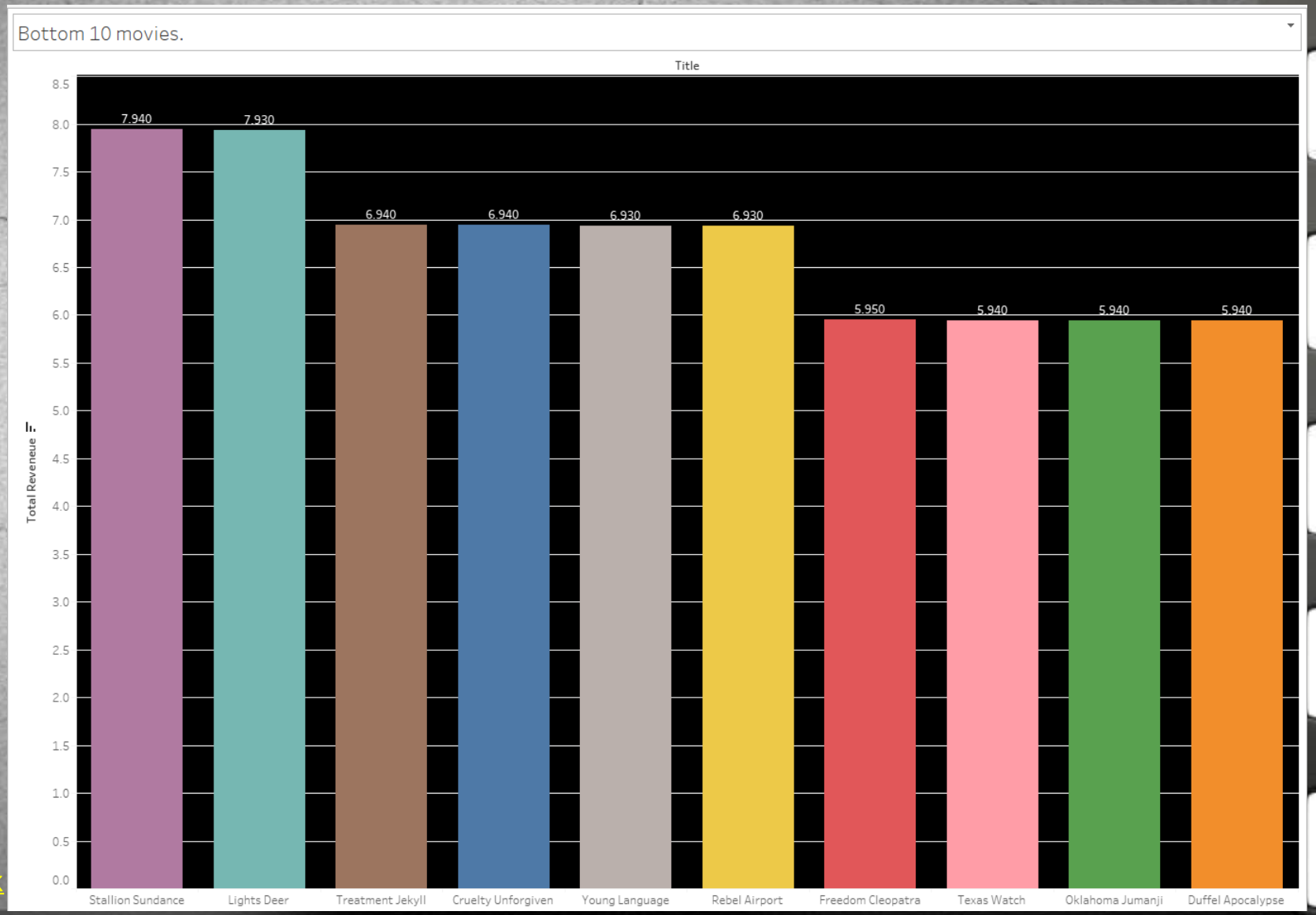


LEAST CONTRIBUTED MOVIES BY REVENUE

These are the bottom 10 movies that contributed the least to the global revenue. Quffel Apocalypse became the least popular among all movies. Which collected 5.94 million around the globe.



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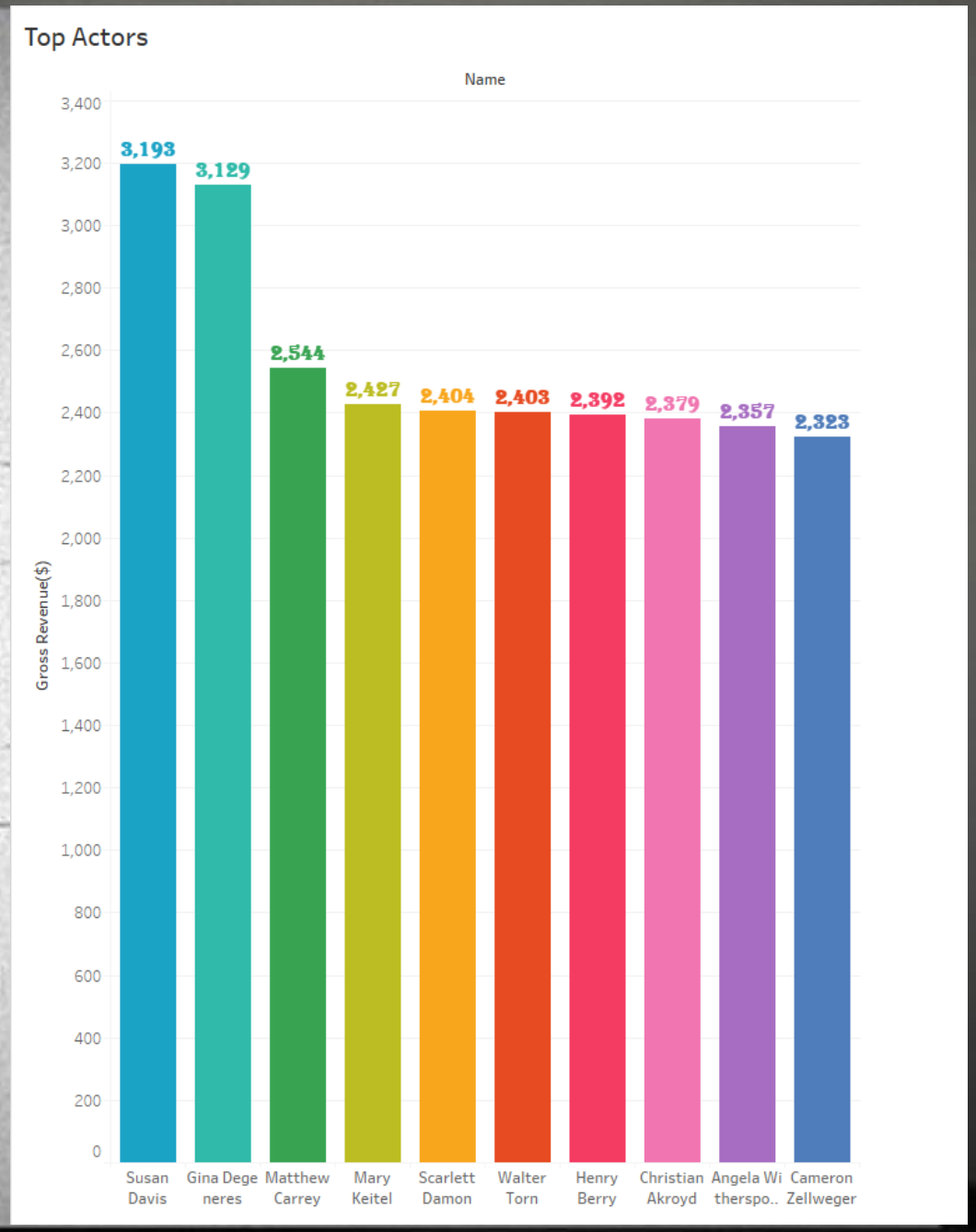
TOP ACTORS WITH GROSS REVENUE

Here are the top actors with their gross revenue respectively.
Susan Davis is the top actress.



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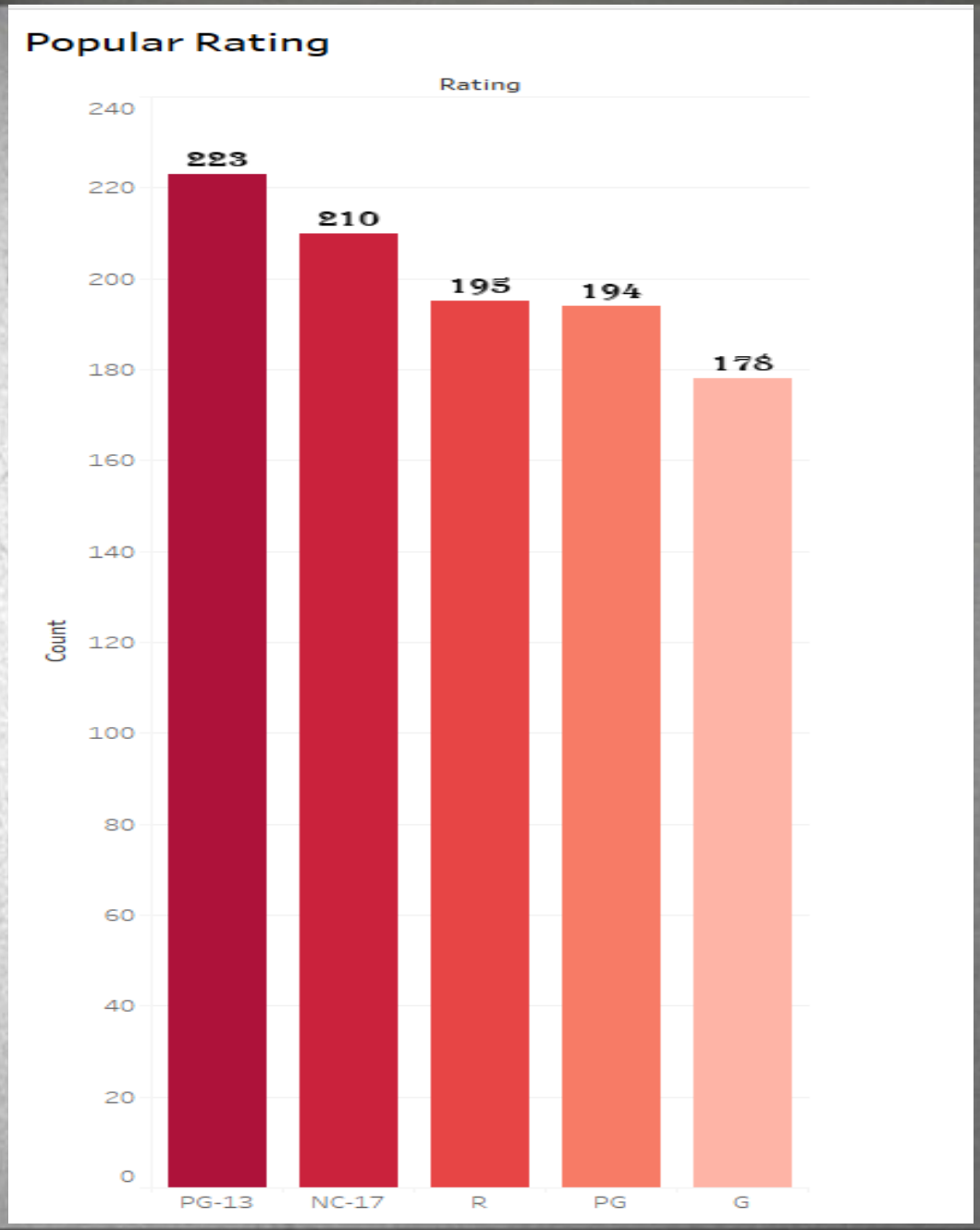
POPULAR RATING

Here PG-13 id being most popular rating among all



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TOP GENRE

Sports is the top genre among 17 genres. While thriller is being least popular

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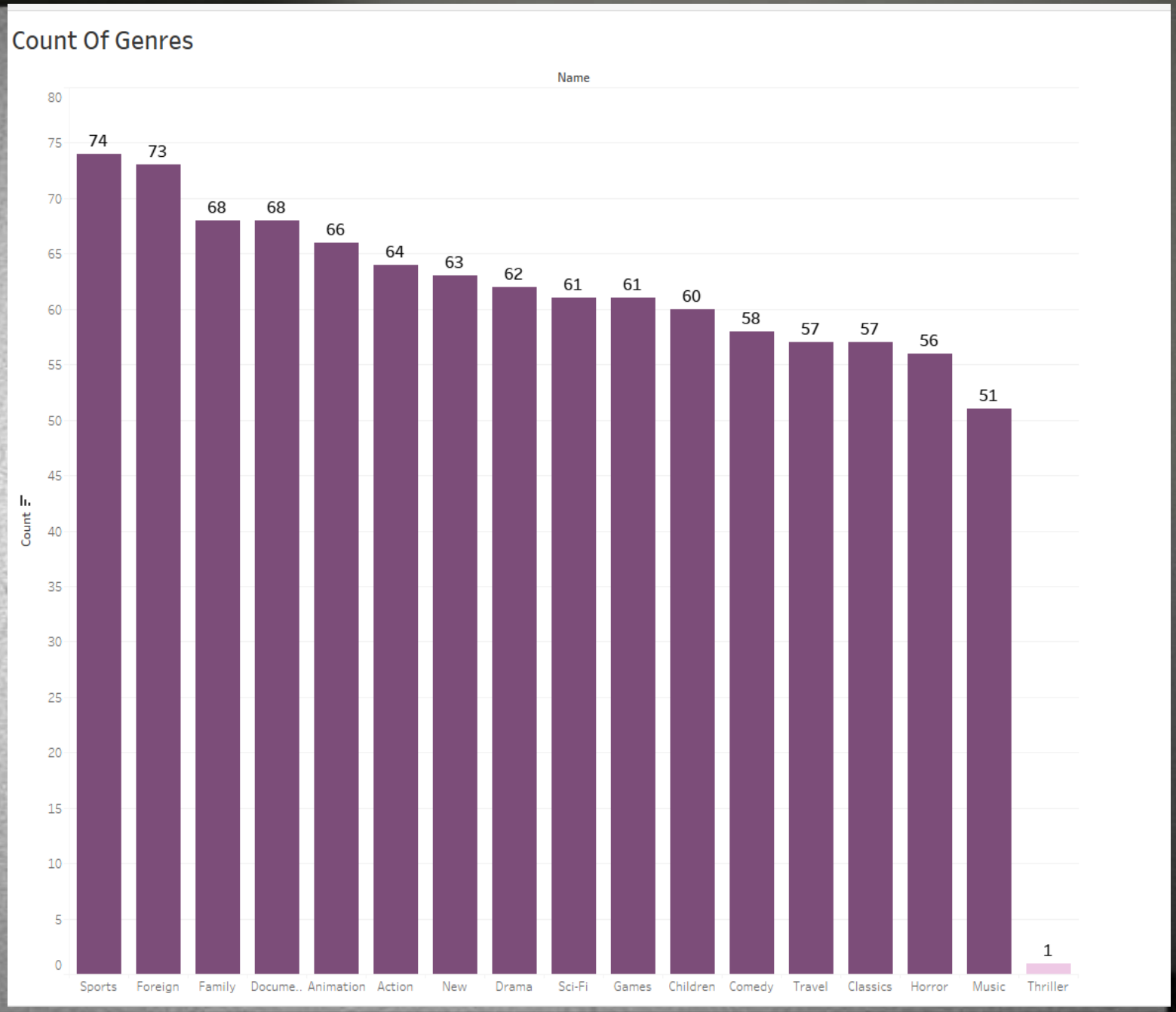
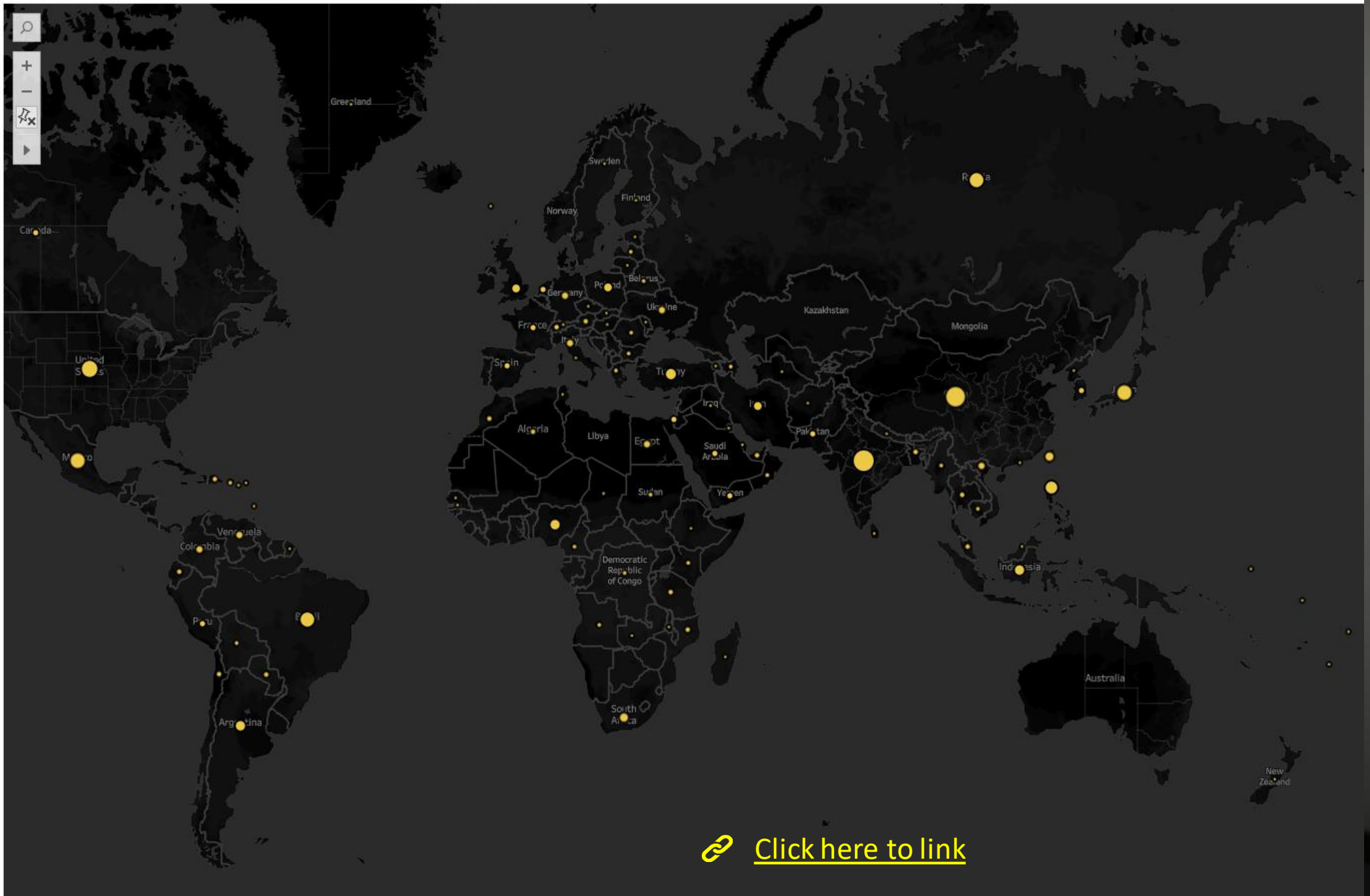


Where Rockbuster's customers based around the globe?



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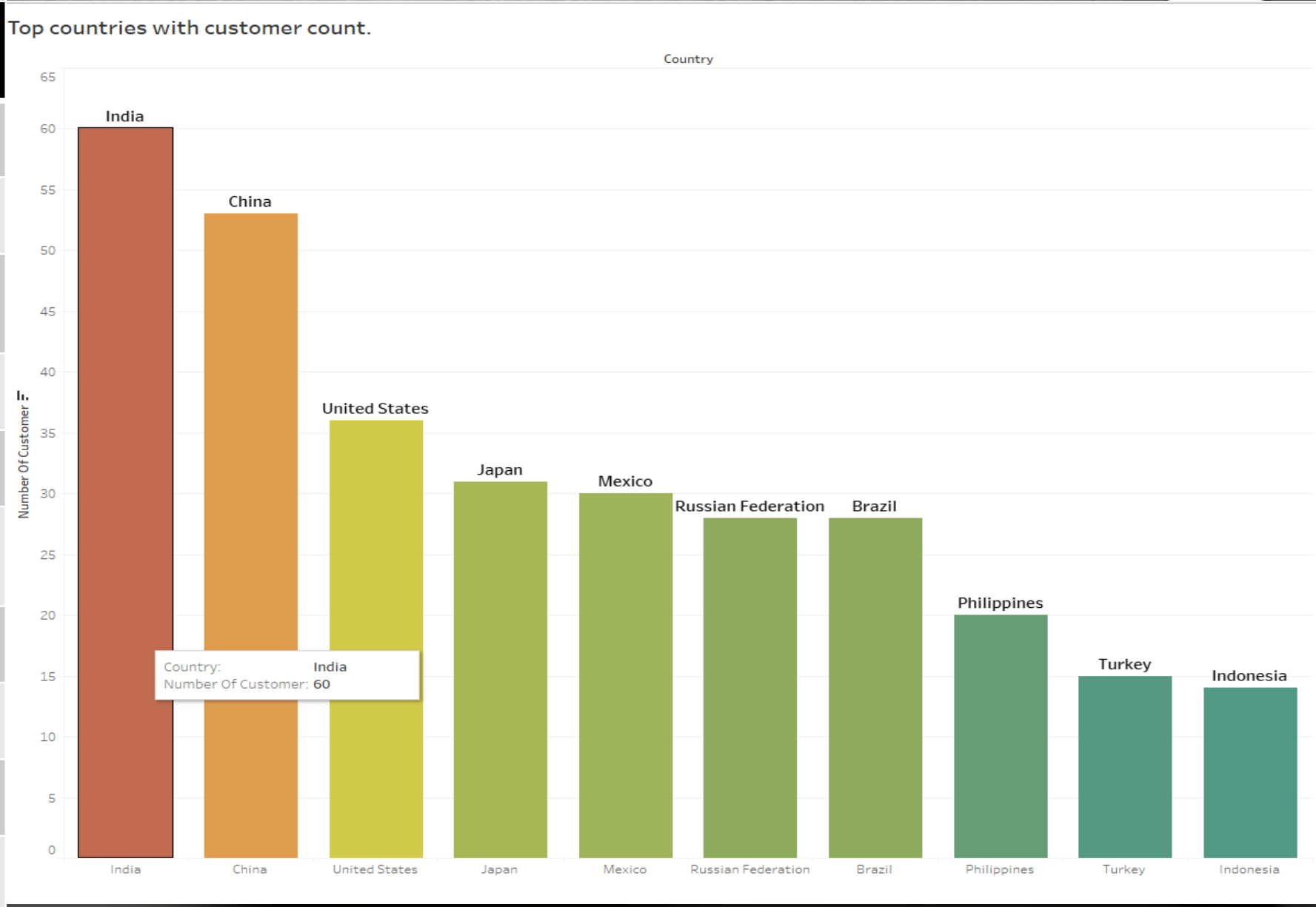
TOP 10 COUNTRIES WITH THE HIGHEST NUMBER OF CUSTOMER

Country	Customer count
India	60
China	53
United States	36
Japan	31
Mexico	30
Russian Federation	28
Brazil	28
Philippines	20
Turkey	15
Indonesia	14



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Customers with a high lifetime value-based

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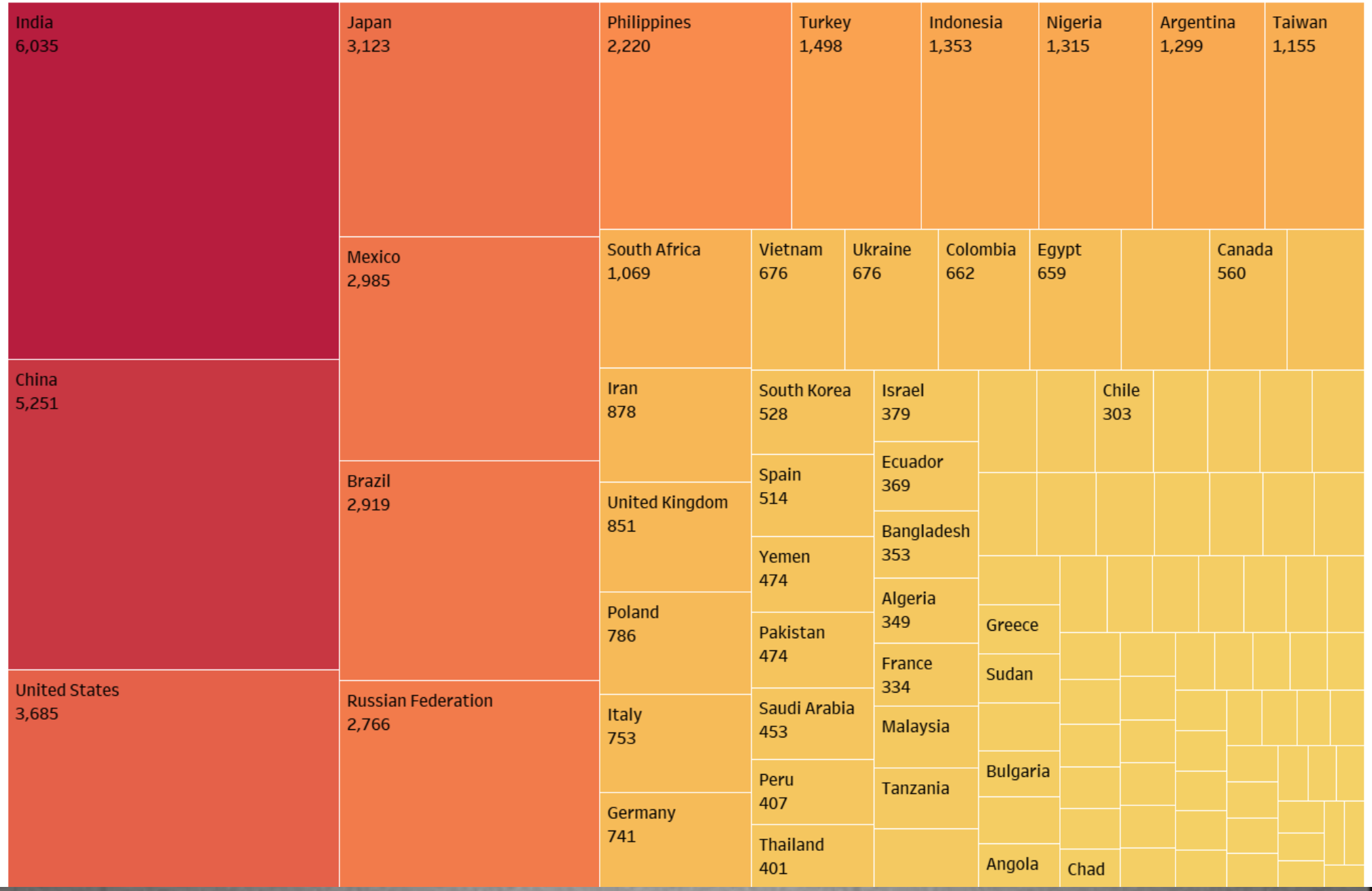
Countries ranked by total revenue



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RECOMMENDATIONS

The key success factor in the movie industry is the cost. Affordable movies that offer customers value can attract more customers

A good stock of popular movies which are in trend can be rented more, like most popular actors movies, shows will be rented more. So stores will need to have a good amount of stock.

The most popular genres among the population are ‘Sports’ ‘foreign’ ‘family’ , the company has to focus on these genres.

Advertising and marketing also play an important role in-store business. So having good marketing strategies like discounts on the least popular movies so people can rent them often.

India and China are the countries where more customers are based. These countries also give high revenues so Rockbuster needs to increase their stores in the most common cities in respective countries.

PG-13 is the most popular rating. Working with film production companies to make more movies of the same rating also impacts the business.

THANK YOU