

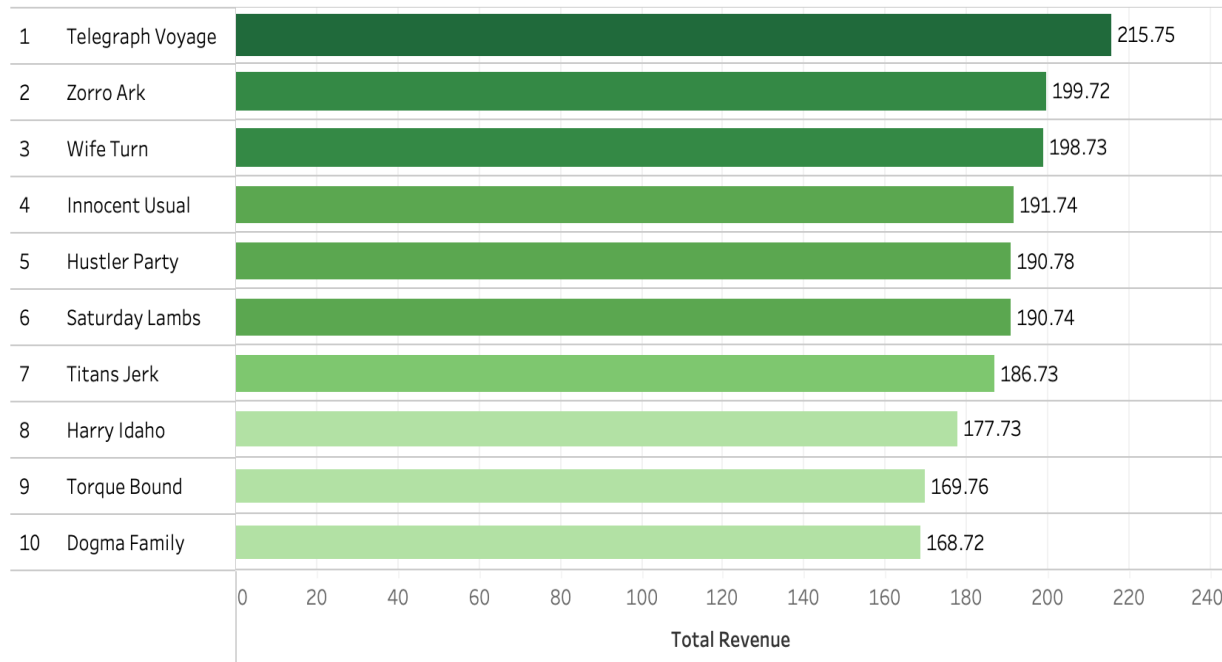
Rockbuster Stealth

The management of Rockbuster Stealth intends to launch an online video rental service using existing movie licenses

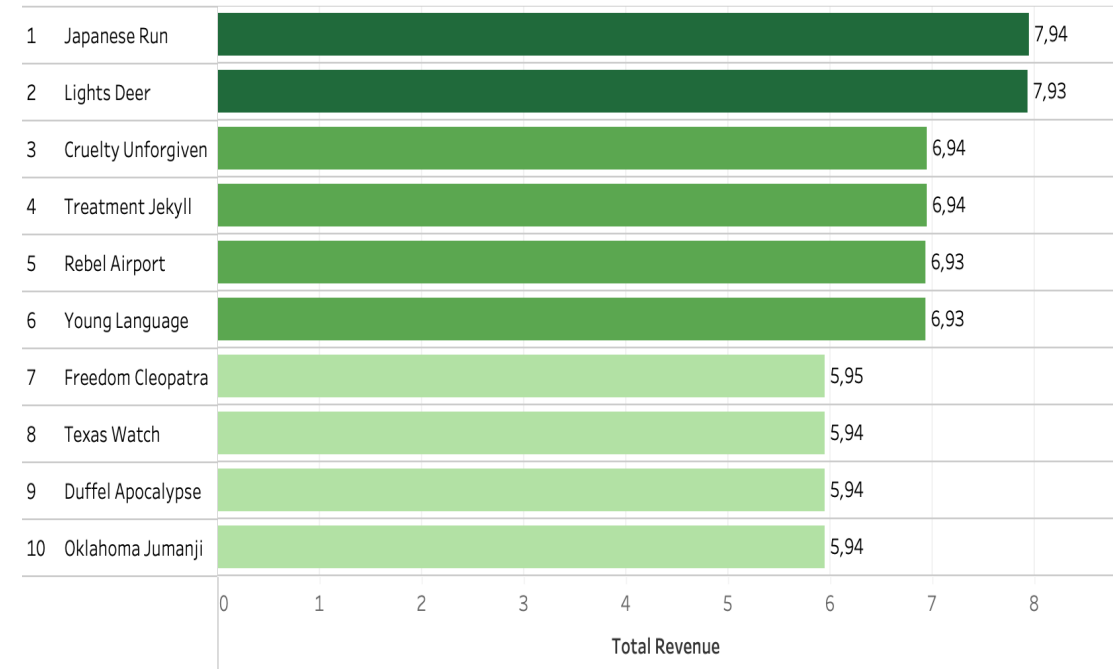
The purpose of this analysis is to help the Rockbuster Stealth's business intelligence team to develop a launch strategy for the new online video service.

Which movies contributed the most and the least to revenue gain?

In 2006, Rockbuster Stealth earned a total revenue of 61 312 USD.



Approximately 3% of the total revenue was contributed by the top 10 movies.



The least performing movies collectively generated only 0.12% of the total revenue.

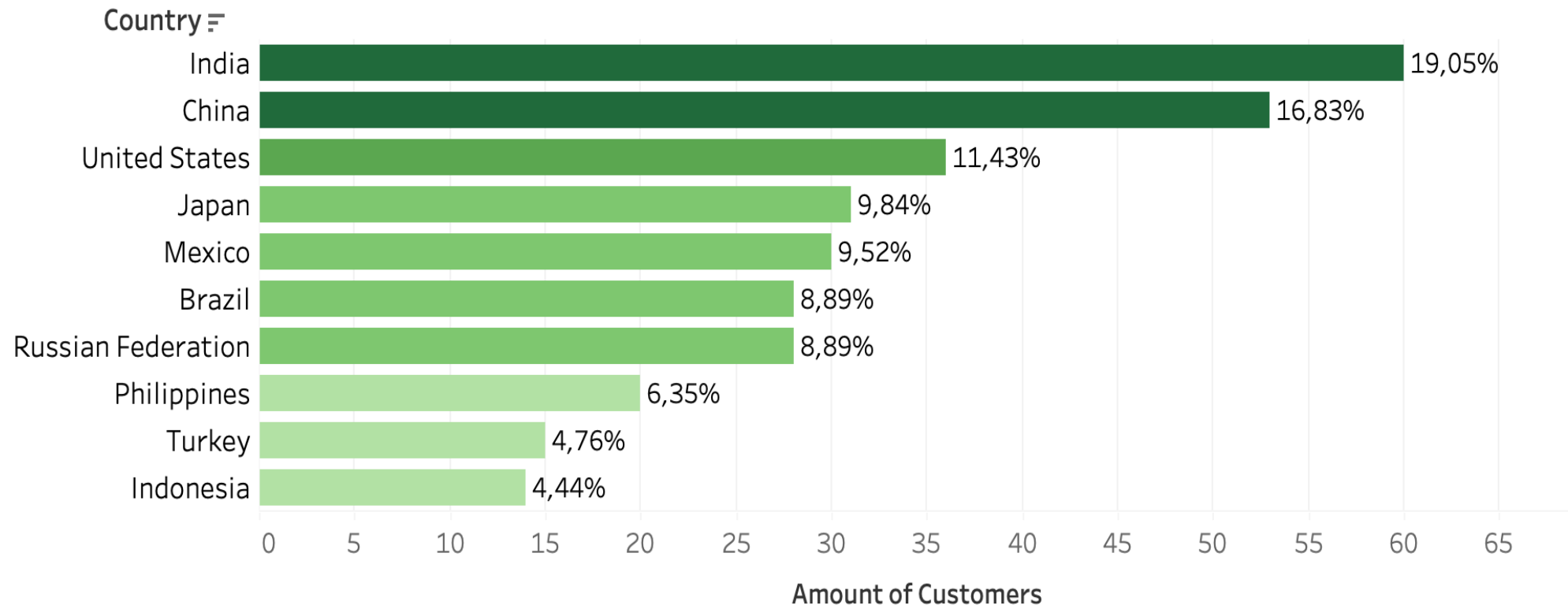
Descriptive Statistics

	Rental Duration	Rental Rate	Movie Lenght
Minimun	3	0.99	46
Maximun	7	4.99	185
Average	4.99	2.98	115

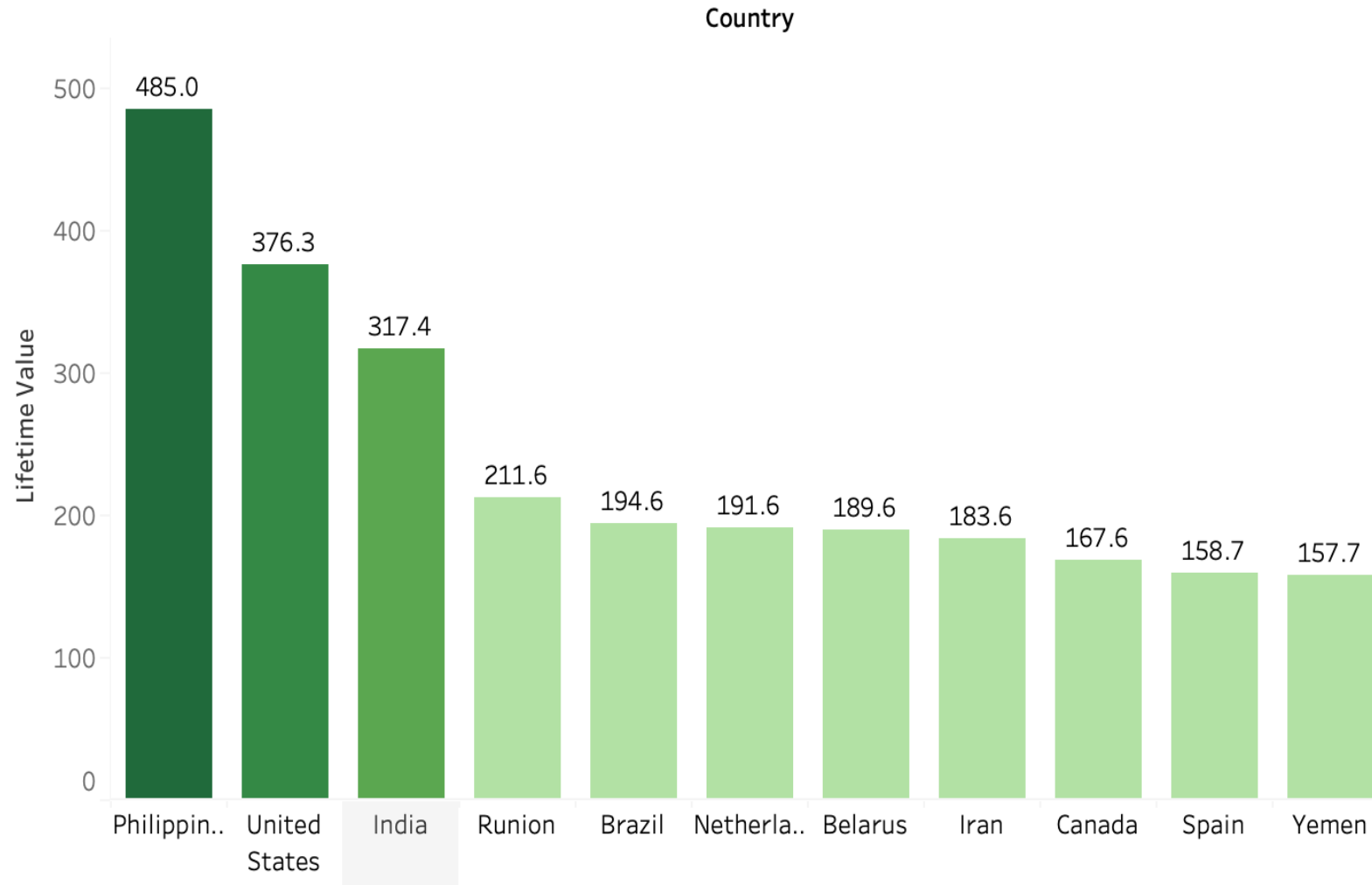
	Rating	Store ID
Minimun	G	1
Maximun	NC-17	2
Mode	PG-13	1

Which countries are Rockbuster customers based in?

The distribution of customers across the countries shows that India, China and United States have the highest number of customers.

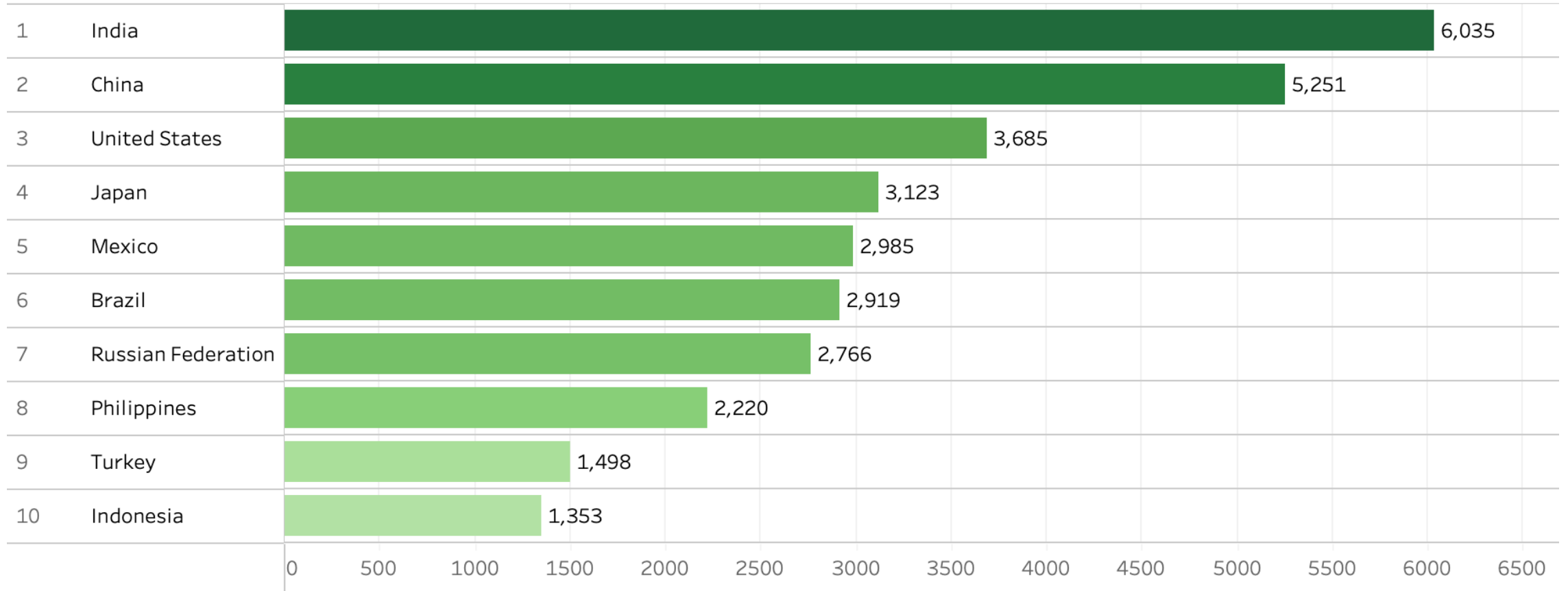


Where are customers with a high lifetime value based?



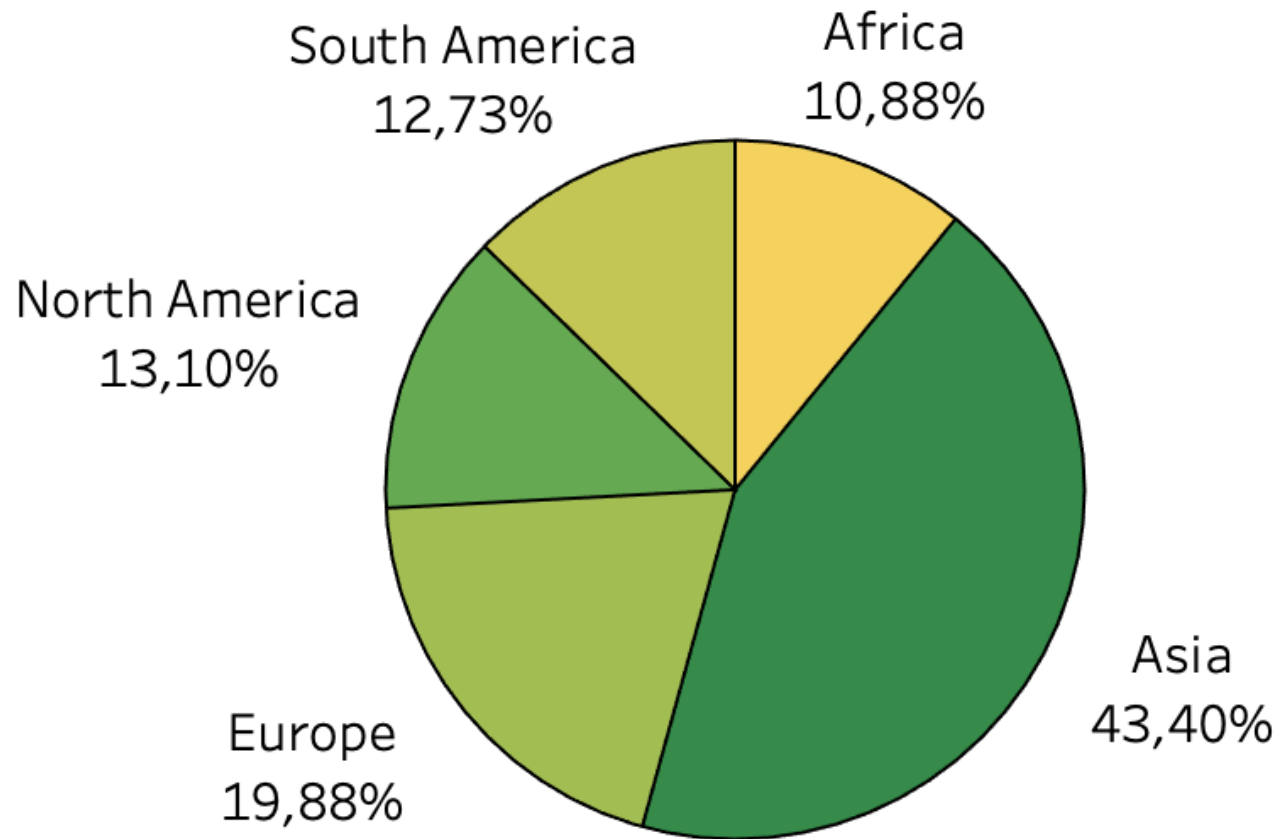
Customers from the Philippines have the highest lifetime value, indicating that they are more loyal and make higher-value purchases.

Do sales figures vary between geographic regions?



India stands out as the top-performing region, contributing 10% of the total revenue. China closely follows with 9%, while the United States holds the third position with 6% of the total revenue.

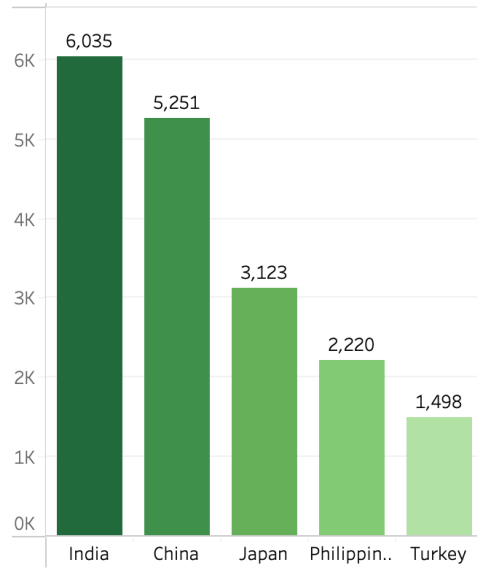
Revenue Distribution



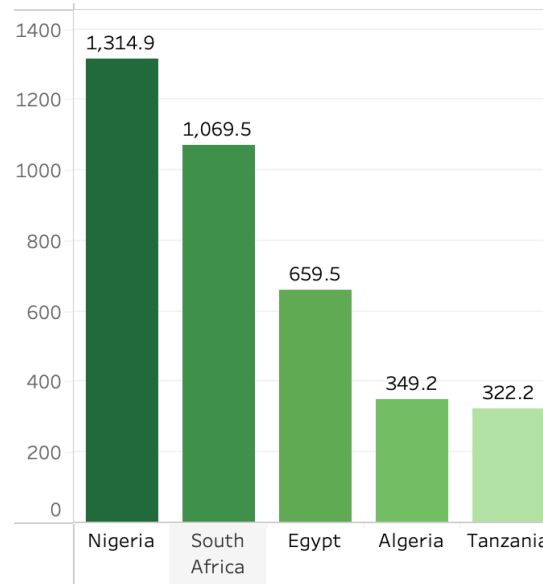
Asia emerges as the largest revenue contributor, accounting for 43% of the total revenue.

Follow up the Top 5 cities with highest revenues in each continent, accounting Middle East, in the next slide

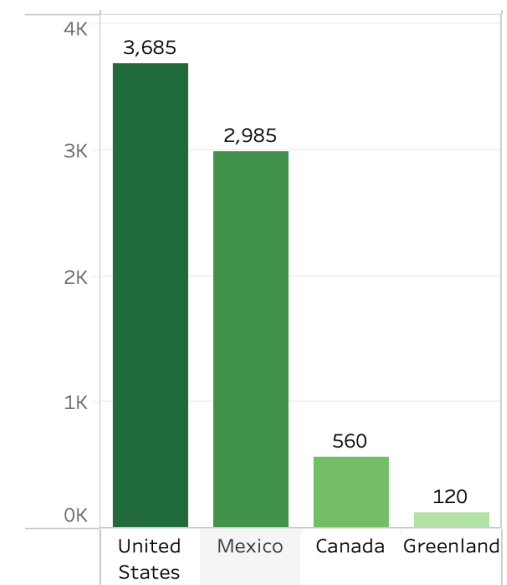
Asia



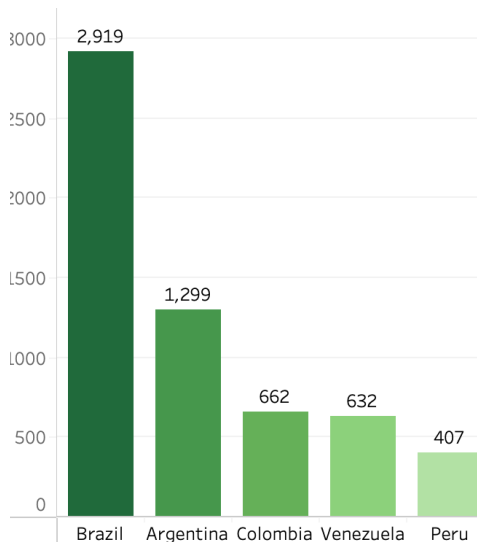
Africa



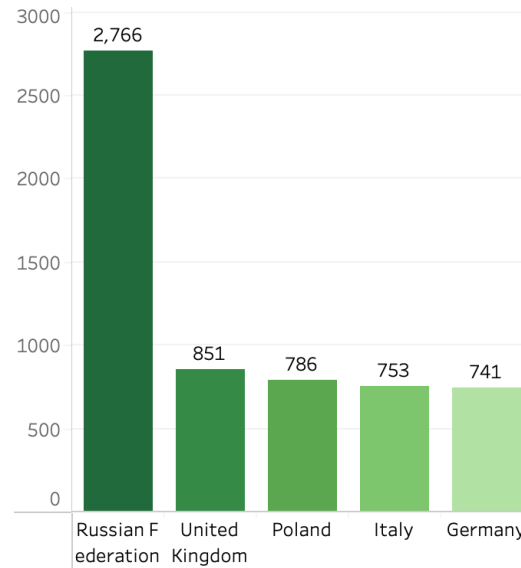
North America



South America



Europe



Middle East

