



# ROCKBUSTER STEALTH LLC

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# Introduction

**Rockbuster Stealth LLC** is a **movie rental company** that had 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.



# ■ Key questions and objectives

- 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?

# Rockbuster stealth overview

**Number of the films:** 1,000

**Number of genres category:** 21

**Languages:** English

**Number of customers:** 599

**Number of countries:** 109

## **Length:**

- Average 115 minutes
- Minimum: 46 minutes
- Maximum: 185 minutes

## **Rental duration:**

- Average: 5days
- Minimum: 3 days
- Maximum: 7 day

## **Replacement cost:**

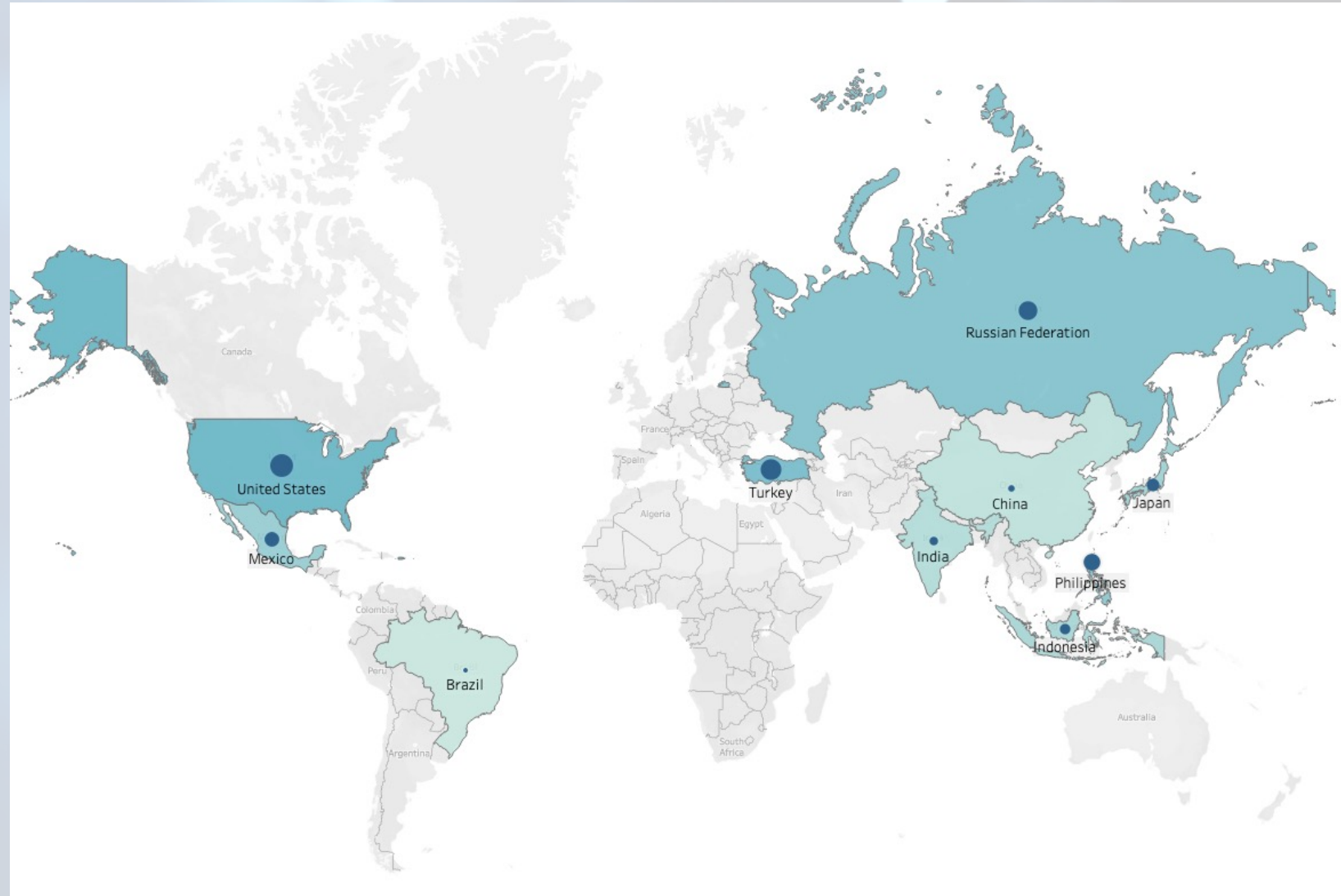
- Average 19,98 \$
- Minimum: 9,99 \$
- Maximum: 29.99 \$



# Where are the customers

Most of Rockbuster's customers are located in the following countries. As expected, countries with larger, populations, the top 3, also have more customers.

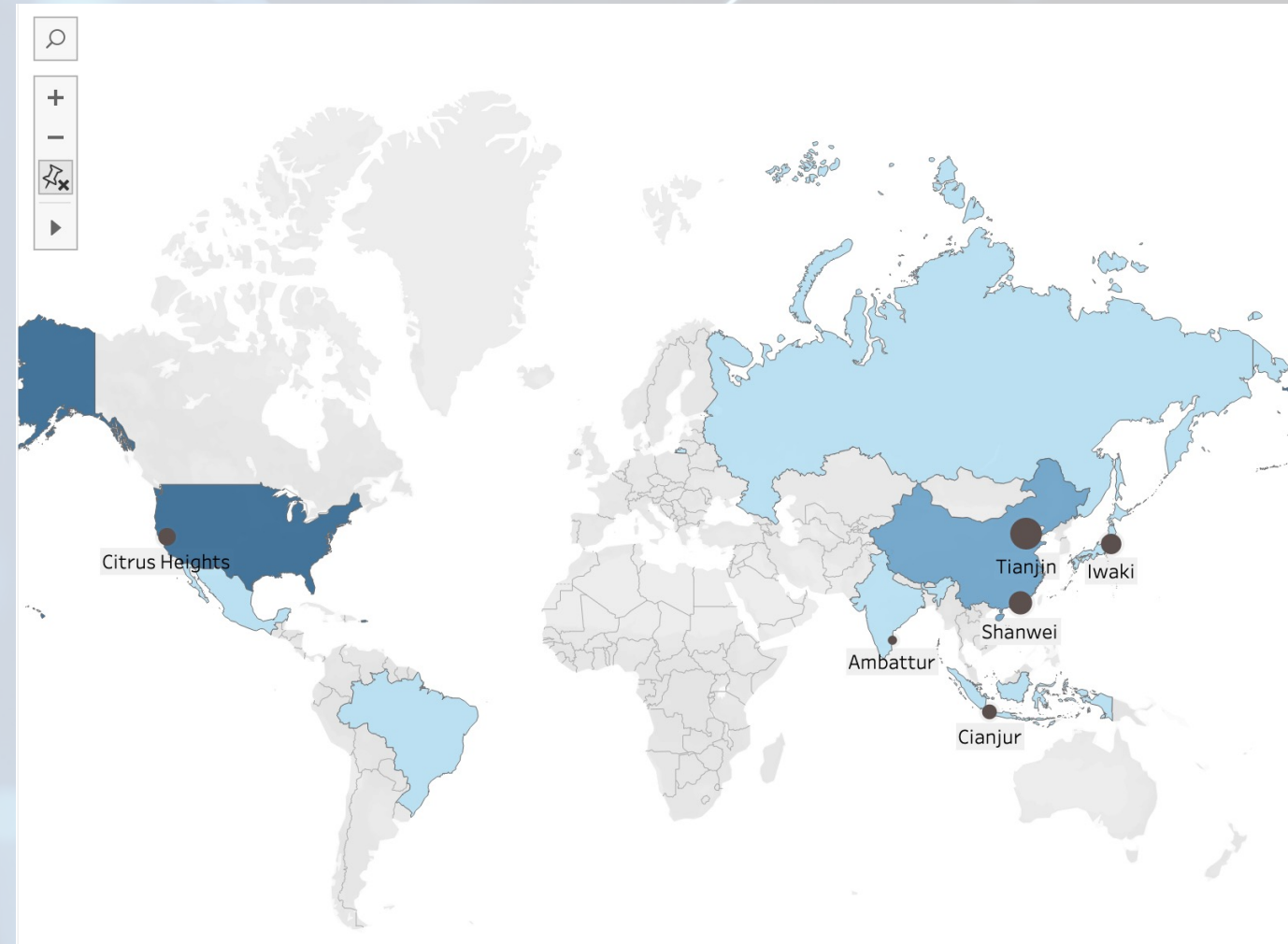
Country	Customer Count
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14



# Identifying the cities with the highest revenue in the top 10 countries

The list of top-paying cities based on their customers, again, represents a diverse geographic spread across different regions and countries.

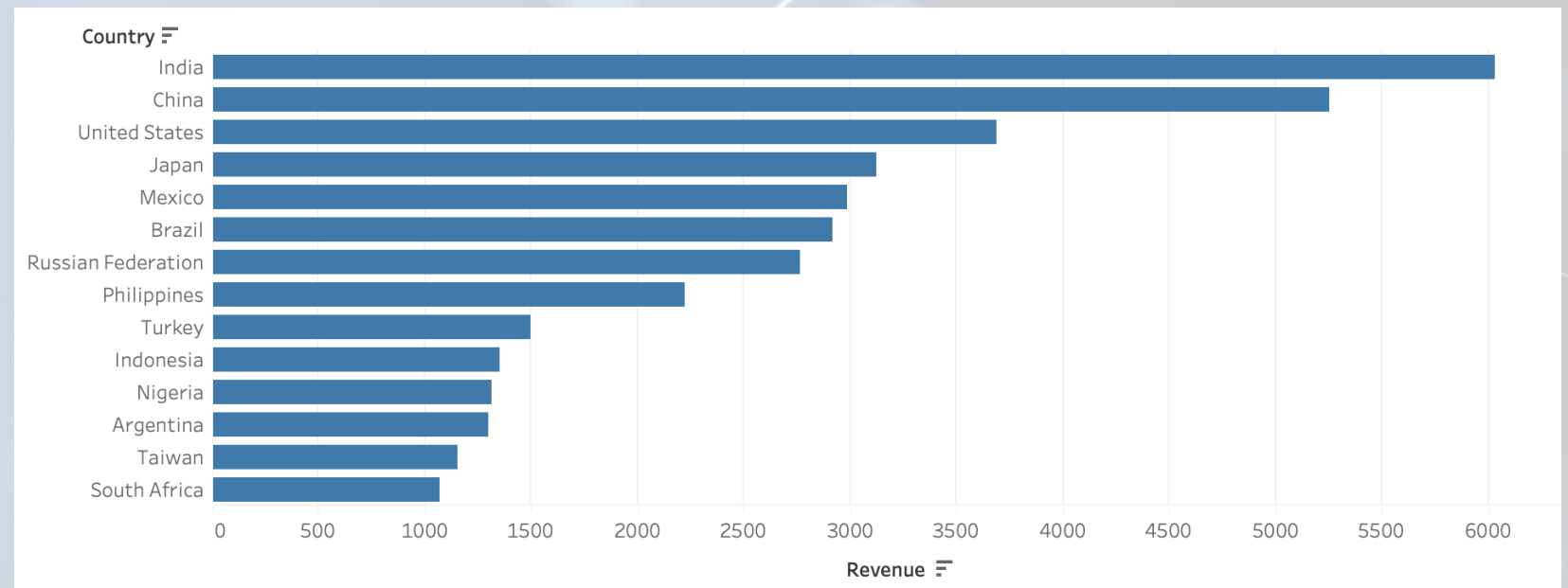
Country	City	Customer Count 
United States	Aurora	2
Mexico	Acua	1
United States	Citrus Heights	1
Japan	Iwaki	1
India	Ambattur	1
China	Shanwei	1
Brazil	So Leopoldo	1
Russian Federation	Teboksary	1
China	Tianjin	1
Indonesia	Cianjur	1



# Identifying countries with highest revenue

As you can see in the graph below, 14 countries have revenue higher than 1,000. Customers in these countries are likely to spend more on Rockbuster's products, indicating potentially lucrative markets for the company.

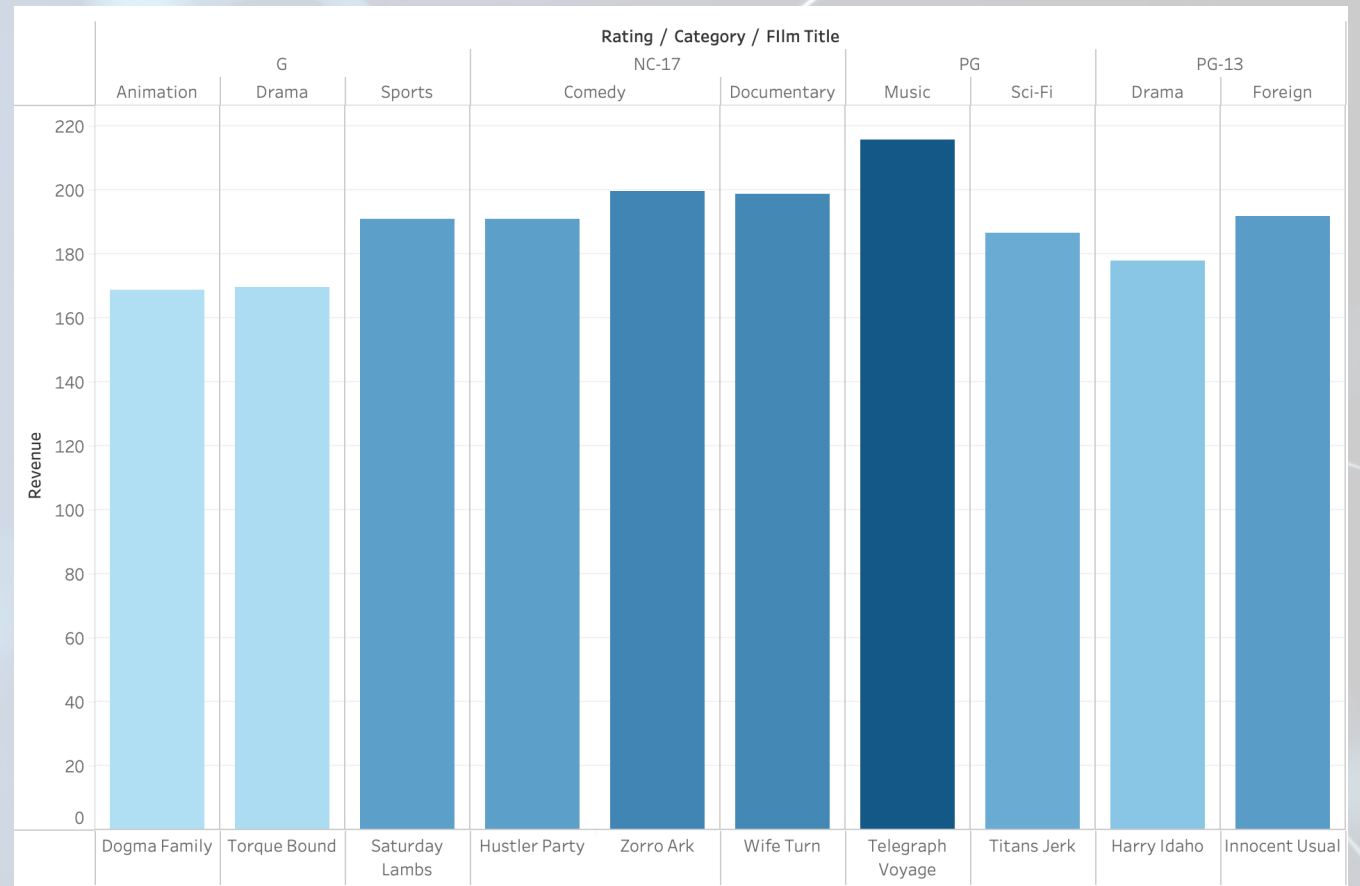
- These countries represent some of the most populous and economically significant nations globally.
- They include major global players and emerging economies.
- The list reflects a diverse range of cultures, geographical regions, and market dynamics.
- It highlights the global reach and potential of Rockbuster's products.



# Movies with highest revenue

Distribution of the top 10 movies by rating and category reveals interesting statistical insights:

- **Rating Diversity:** The top revenue-generating movies span various ratings, from G to NC-17, indicating a wide range of audience preferences and demographics.
- **Genre Variety:** Among the top earners, movies cover diverse genres like drama, comedy, sci-fi, and music, showcasing Rockbuster's broad appeal to audiences with different tastes.
- **Implications:** This distribution underscores the importance of offering a diverse movie selection to cater to varied viewer preferences and maximize revenue potential.



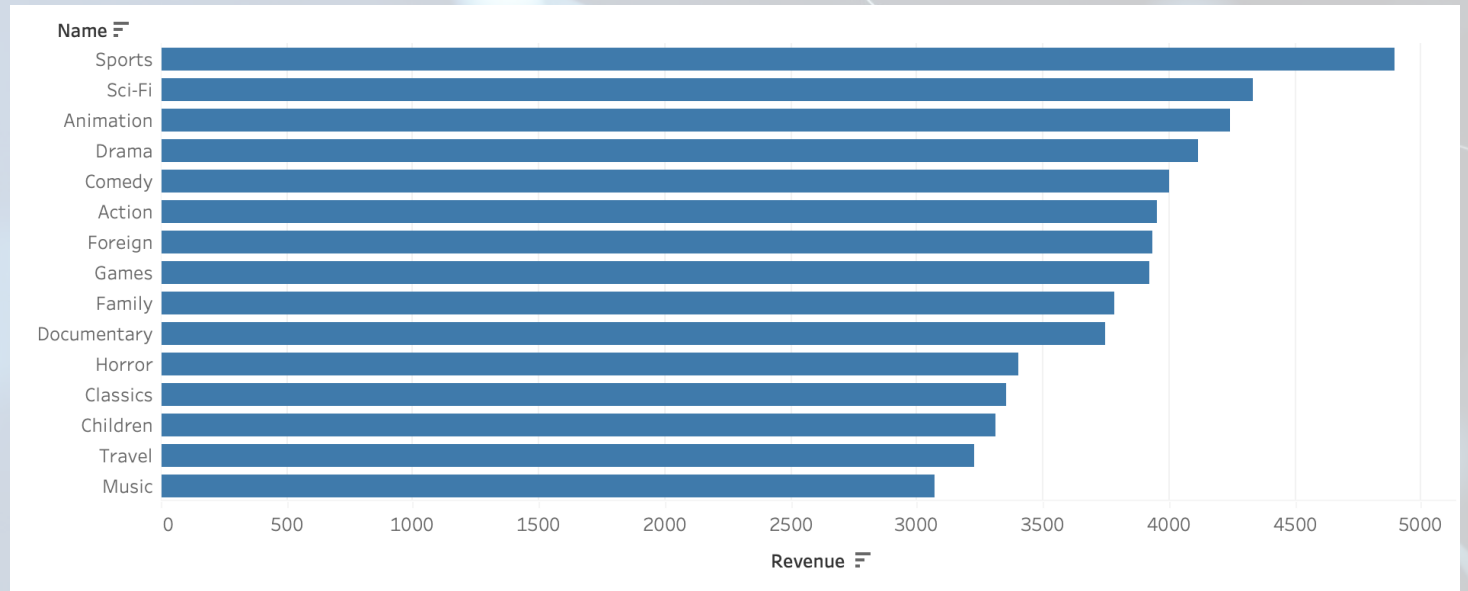
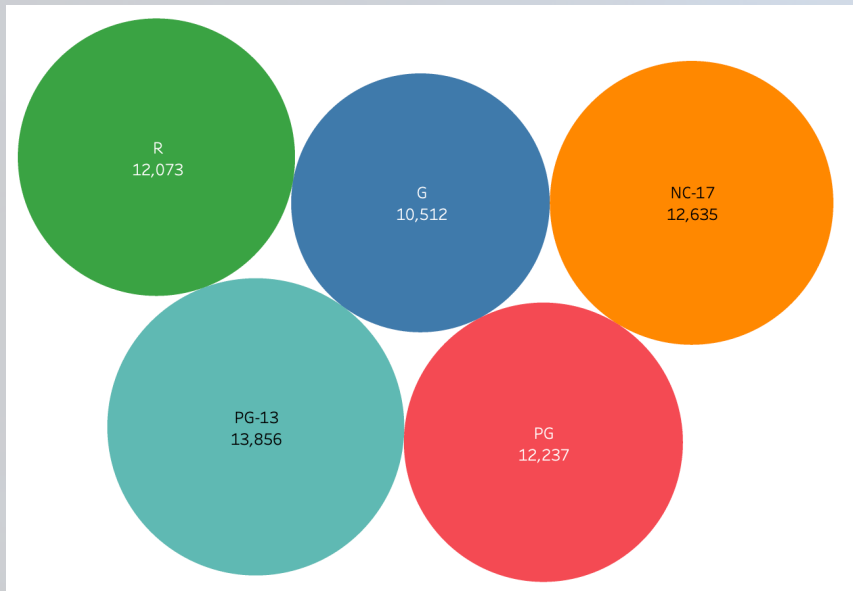


# Categories and Ratings overview based on revenue

The distribution of categories reveals several insights:

- The Sport category stands out with the highest revenue.
- Action, Games, and Foreign categories generate nearly equal revenue.
- Comedy and Family categories show similar revenue trends.
- Music falls behind as the least profitable category.

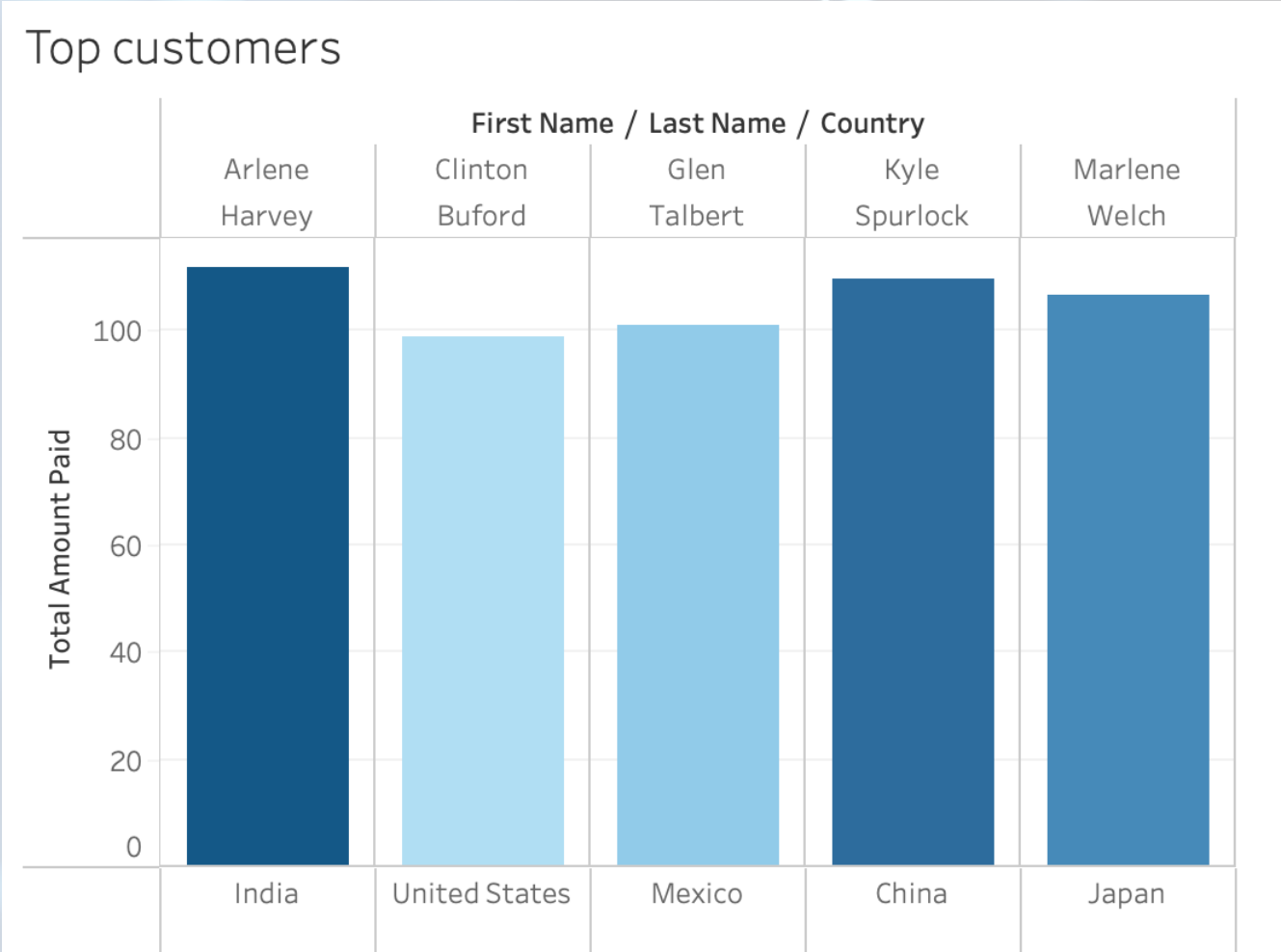
In terms of rating, there is not a significant difference between each one.



# Top customers and their location

Here are Rockbuster's top customers and their payment amounts. Their countries are diverse, spanning different continents.

The closeness in payment amounts among Rockbuster's top customers suggests that spending patterns are relatively consistent across different regions and customer segments.



# Recommendation

- ✓ **Inventory Management:** Implement predictive analytics to optimize inventory levels based on demand forecasts and popular movie genres.
- ✓ **Market Expansion:** Explore opportunities to expand into regions with high customer engagement and revenue potential, leveraging insights from top-paying cities.
- ✓ **Genre Preferences:** Conduct further analysis to understand genre preferences among different customer segments and adjust the movie selection accordingly.
- ✓ **Feedback Collection:** Collect feedback from customers to understand their satisfaction levels, identify pain points, and make necessary improvements.
- ✓ **Data Integration:** Integrate data from various sources, such as customer reviews, social media, and streaming platforms, to gain comprehensive insights into customer preferences and market trends.

# Additional Data and Aspects for Analysis:

- ✓ **Seasonal Trends:** Analyze seasonal variations in movie preferences and rental patterns to optimize inventory and promotional strategies.
- ✓ **Streaming Competition:** Evaluate the impact of streaming services on customer behavior and identify strategies to compete effectively.
- ✓ **Partnerships and Collaborations:** Explore partnerships with movie studios, production companies, or streaming platforms to enhance content offerings and attract a wider audience.



The background is a dark blue gradient with a complex network of white lines and dots, resembling a molecular structure or a data network. The dots are of varying sizes and are connected by thin white lines, creating a sense of interconnectedness and depth.

# Thank you

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