

Rockbuster Stealth LLC

Online Video Service

Data analysis for the 2020 corporate strategy

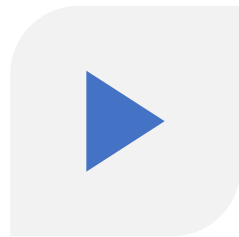
By Maryna Botas

How can Rockbuster Stealth LLC, a film rental company with a history of a global presence in the marketplace, effectively respond to the intense competition posed by streaming services such as Netflix and Amazon Prime? The management team's goal is to leverage its current film licenses into an online video rental service. To formulate an informed business strategy for 2020, the team seeks data-driven answers to a series of business questions.

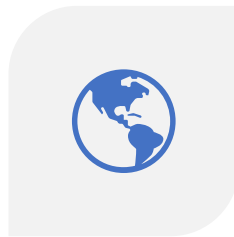
# Key Questions and Objectives



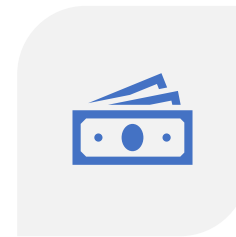
WHICH FILMS CONTRIBUTED  
MOST/LEAST TO REVENUE  
GROWTH?



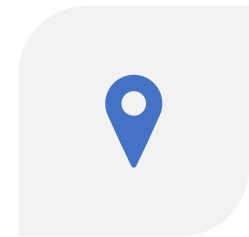
WHAT WAS THE AVERAGE  
RENTAL TIME FOR ALL  
VIDEOS?



WHAT COUNTRIES ARE  
ROCKBUSTER CUSTOMERS  
LOCATED IN?



WHERE ARE THE HIGH  
LIFETIME VALUE  
CUSTOMERS LOCATED?



DO SALES FIGURES VARY BY  
GEOGRAPHICAL REGION?

# Data Overview



61312,04 € of Total Revenue



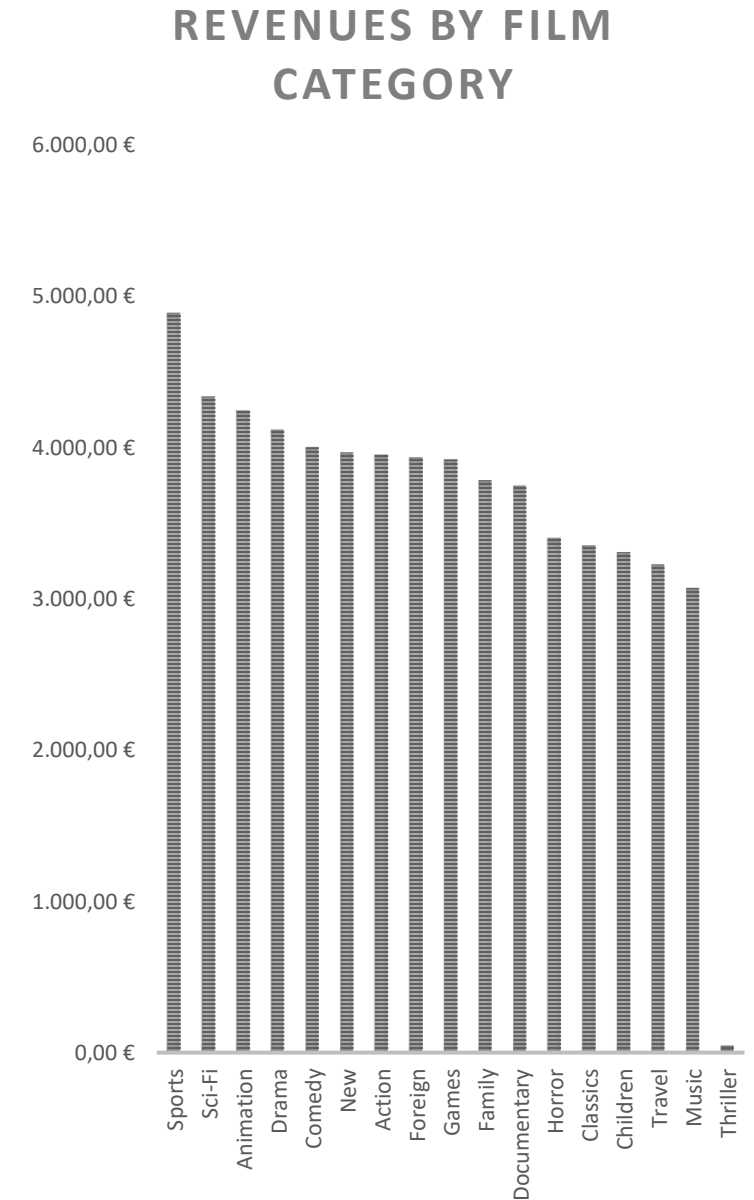
1001 films in the library - in 17 film categories and 5 rating groups  
All films are in English and released in 2006



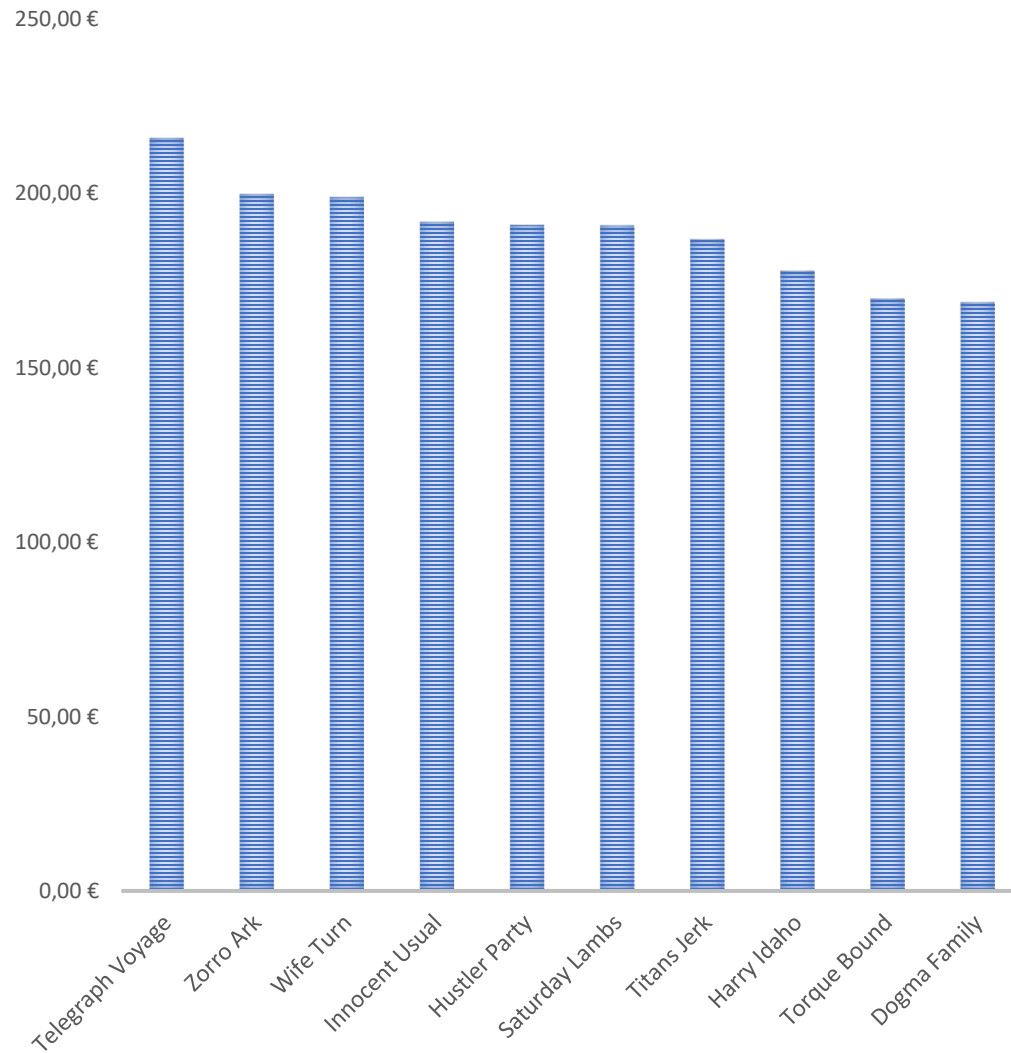
599 customers living in 597 cities in 109 countries

# Which movies contributed the most/least to revenue?

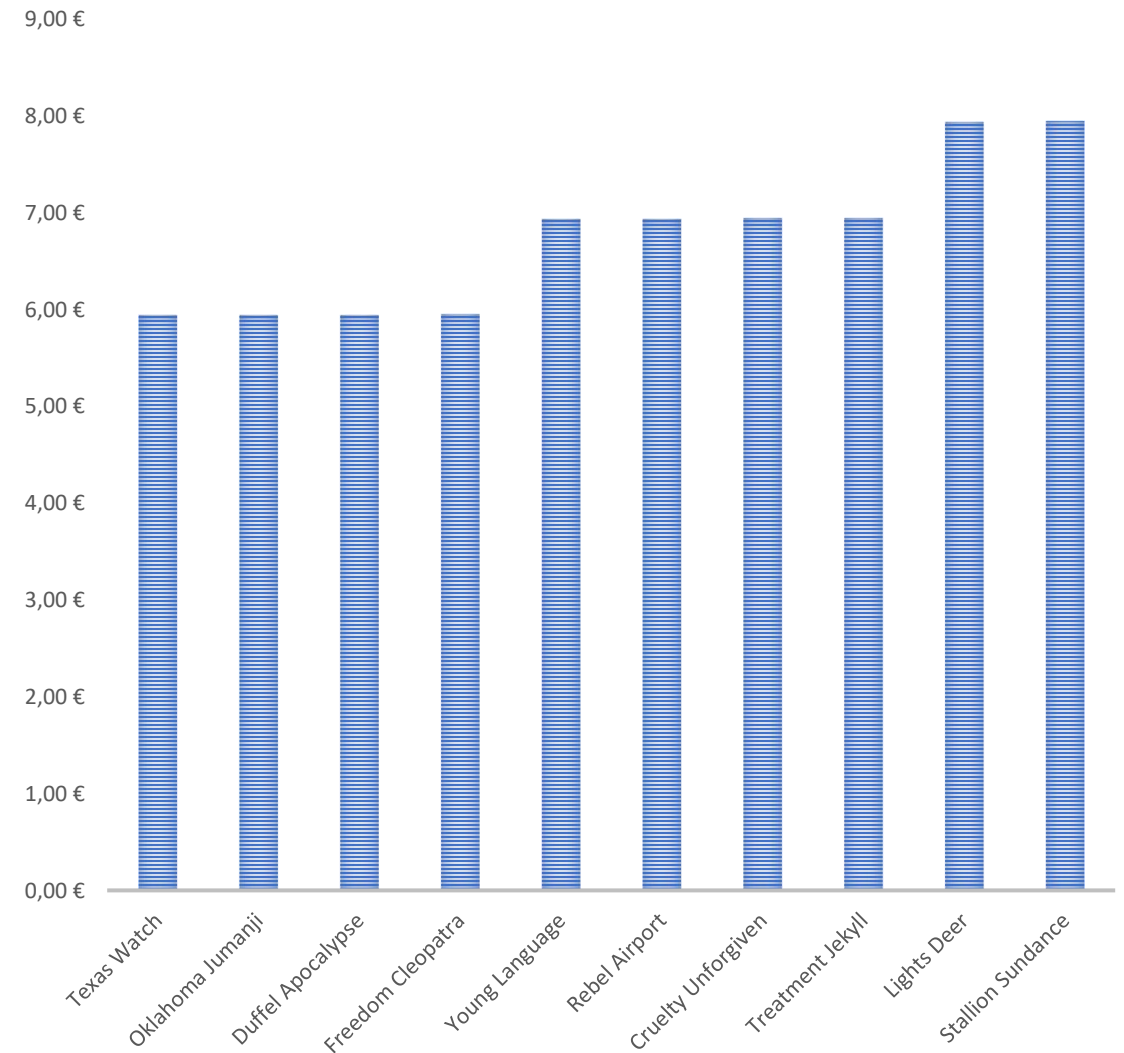
- Sports, science fiction and animation films are the most profitable among the other categories, while thrillers are by far the least profitable.



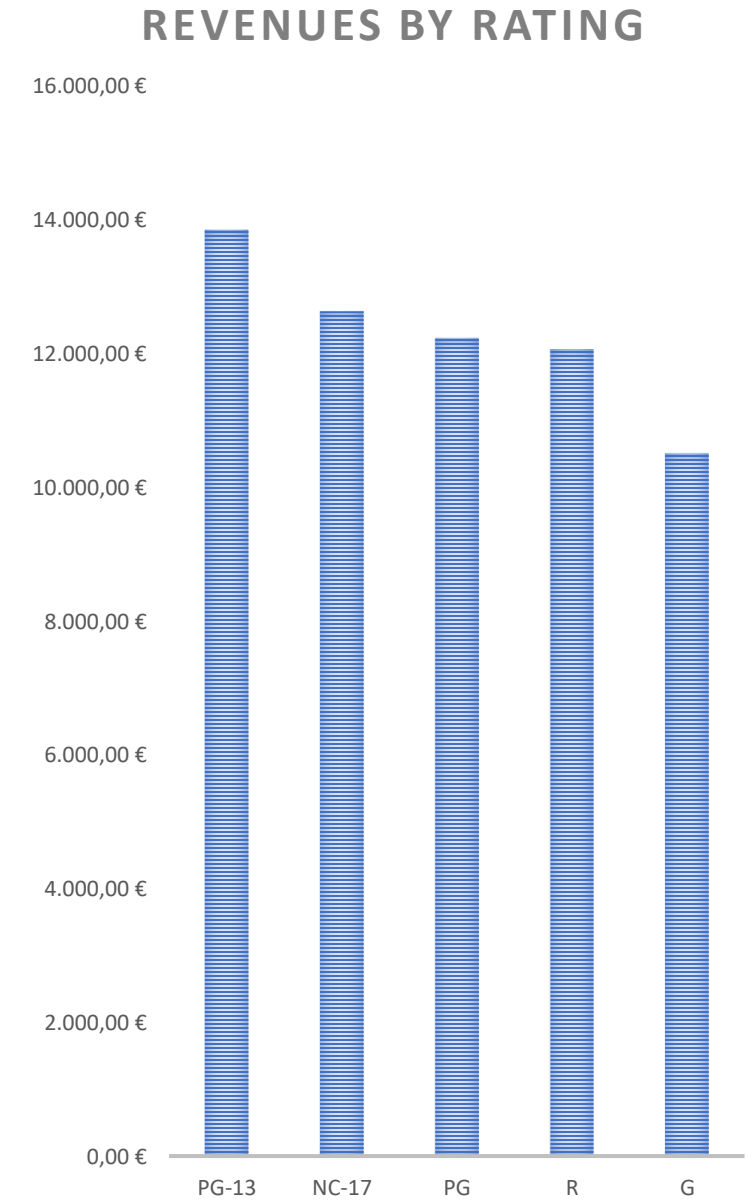
## TOP 10 FILMS



## BOTTOM 10 FILMS



- In terms of rating, PG-13 was the most profitable and G the least. However, the difference between them was no more than 6%.



What was the average rental time for all videos?

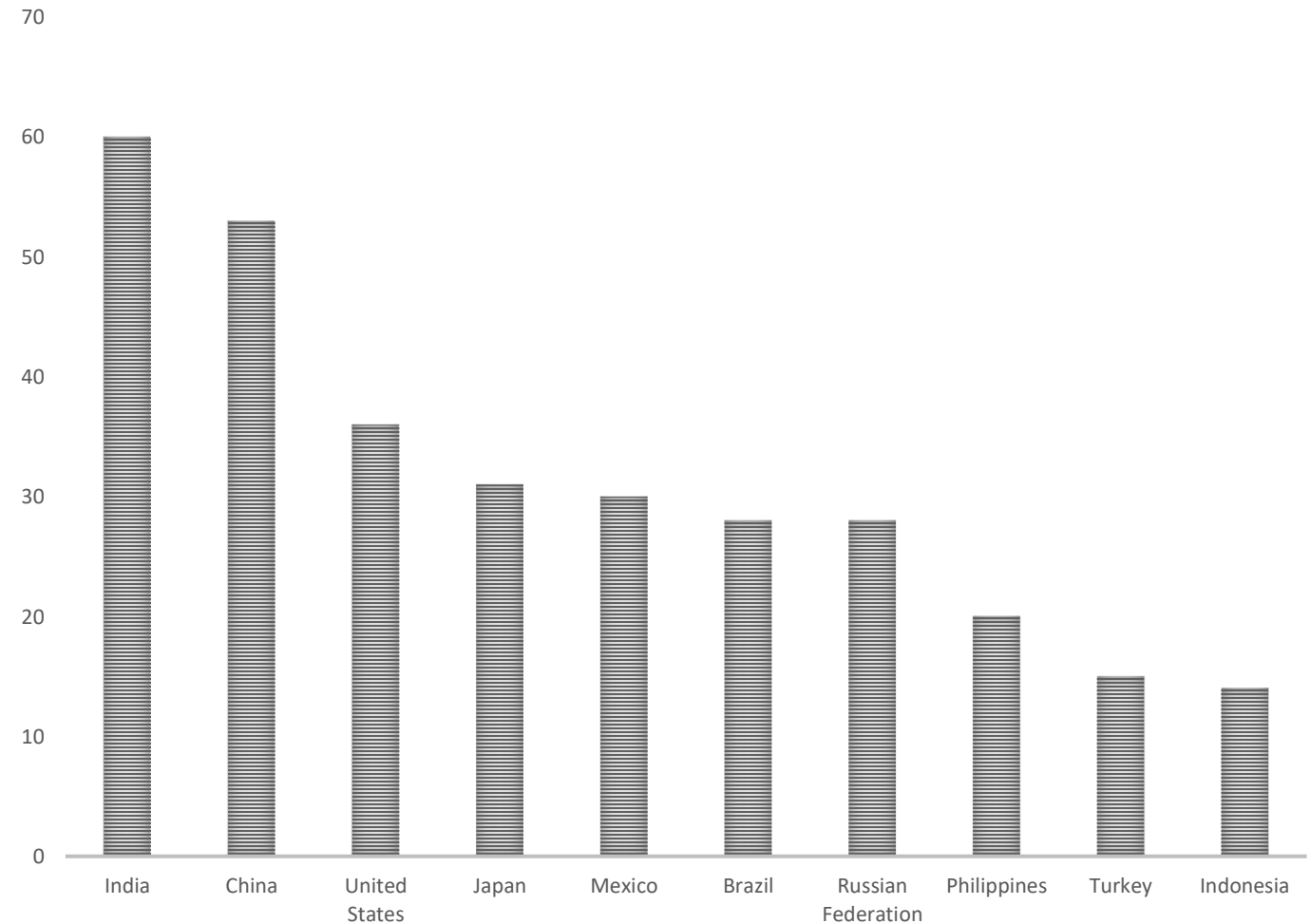
	Min	Max	Avg
Rental duration	3 days	7 days	5 days
Rental rate	0,99 €	4,99 €	2,98 €
Film replacment cost	9,99 €	29,99 €	19,98 €
Film length	46 min	185 min	115 min



What countries  
are Rockbuster  
customers located  
in?

India and China have the  
largest number of  
Rockbuster customers  
compared to other  
countries.

TOP 10 COUNTRIES BY NUMBER OF  
CUSTOMERS



# Where are the high lifetime value customers located?

However, the customers who pay the most are based in United States, Runion, Brazil and others.

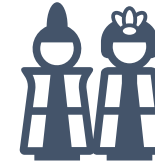




## Conclusions and recommendations



The genres of Sports, Sci-Fi, and Animation, as well as movies with a PG-13 rating, are the most lucrative in terms of revenue. Therefore, it is advisable to concentrate on promoting genres that fall within these ratings.



India, China, the United States, Japan, Mexico and Brazil accounted for a third of company sales. It may therefore be reasonable to suggest that films with local language subtitles should be offered alongside films in English.



The entire film library is made up of films released in 2006. The new releases could probably increase interest in the service.

Thank you!



MARYNA BOTAS



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