



ROCKBUSTER STEALTH

Film Sales Strategy for 2020

Overview

Rockbuster Stealth LLC is a movie rental company that used to have 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.





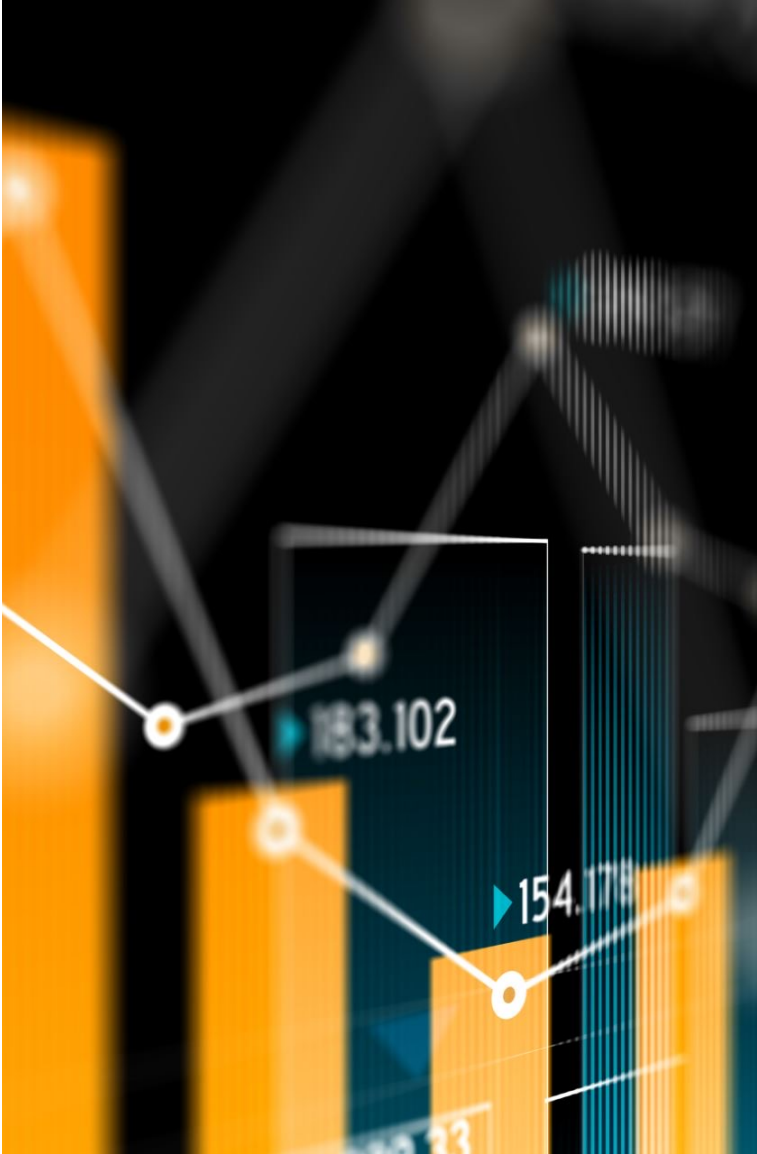
1. Where is RS right now?

Number of Customers: 599

Number of films: 1000

Country reach: 109

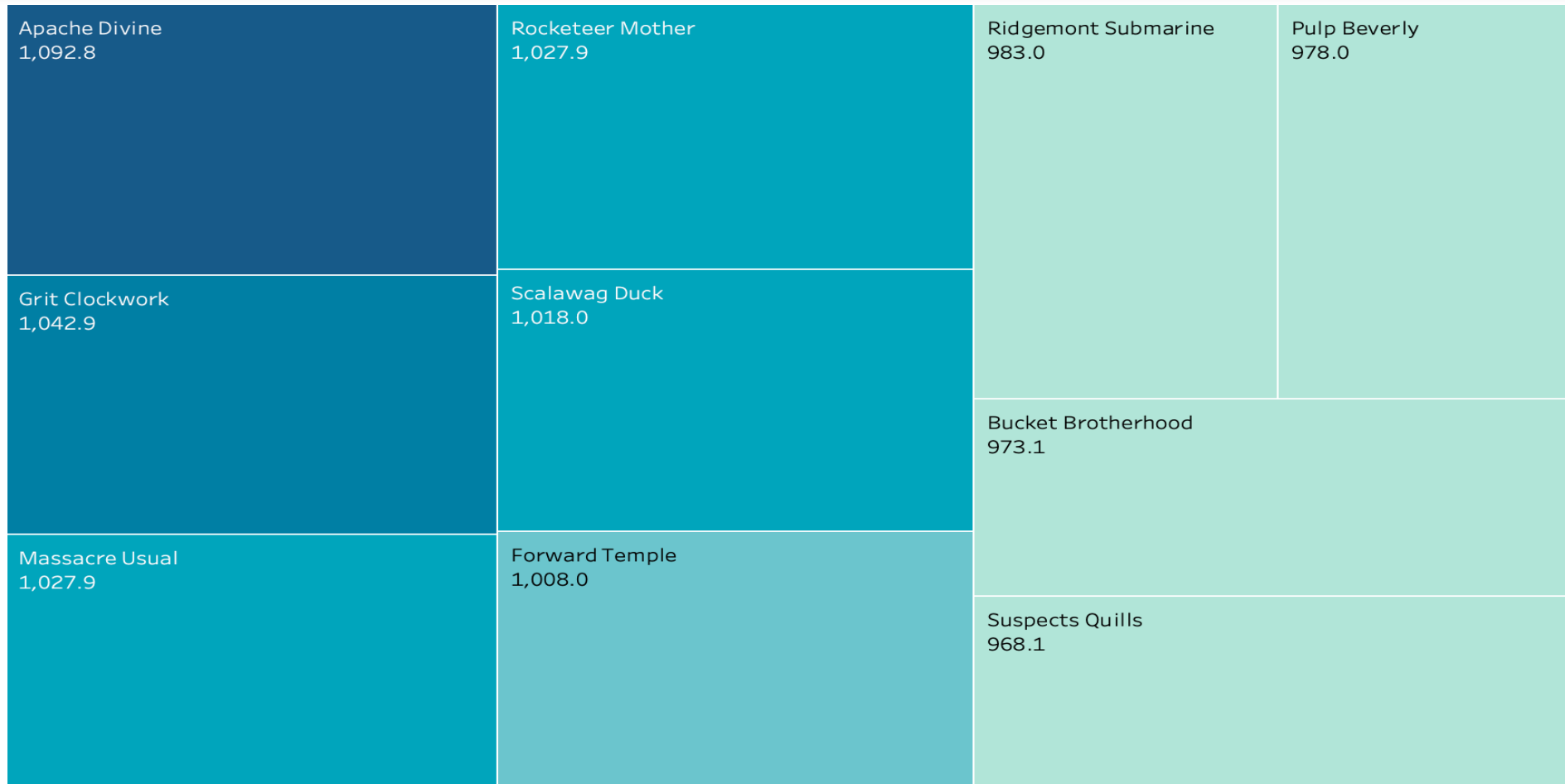
Total Revenue 2019: £61,312



2. We will consider:

1. The movies contributing the most/least to revenue gain.
2. The average rental duration for all videos.
3. The countries are Rockbuster customers based in.
4. Where the customers with a high lifetime value are based.
5. How sales figures vary between geographic regions.

Films with Most Revenue Contribution

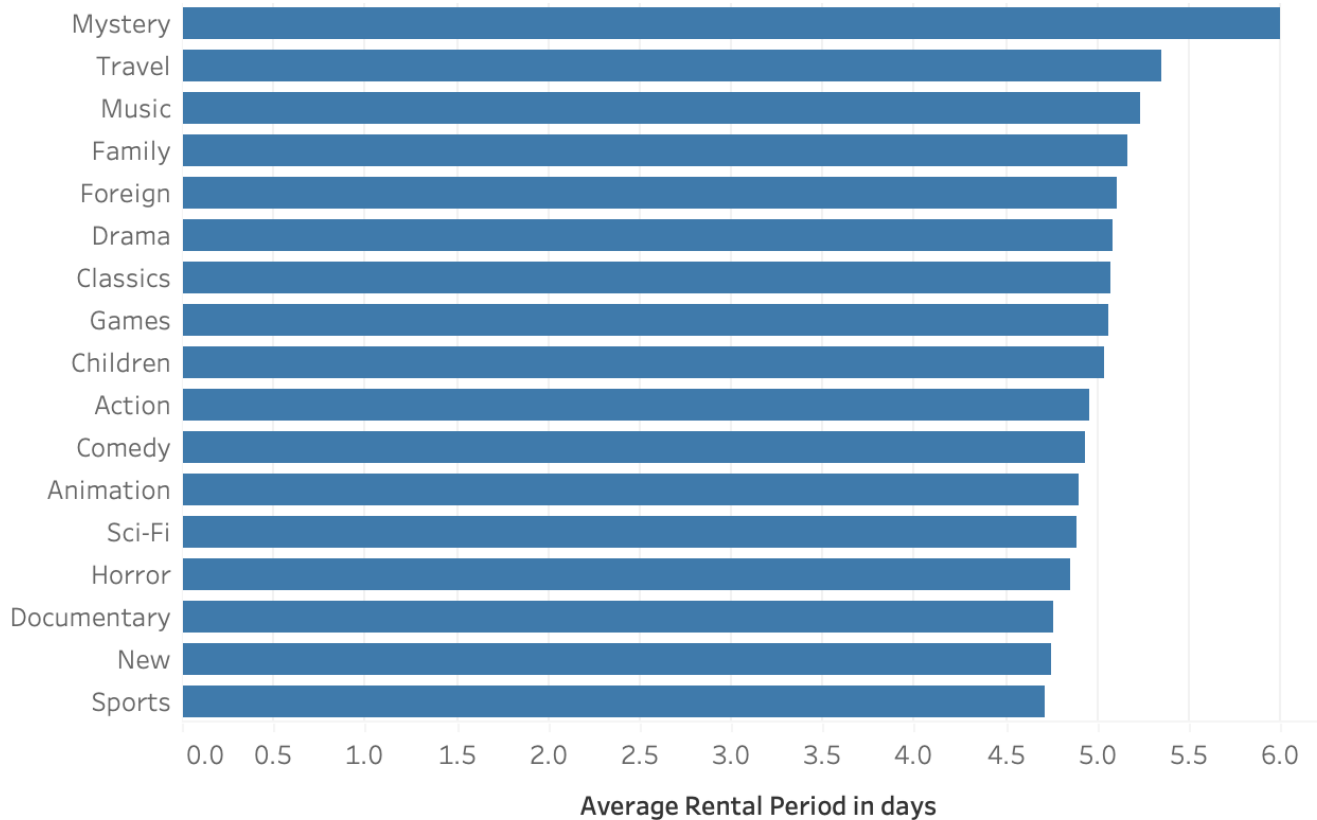




Films with Least Revenue Contribution

- There are 482 films which have not brought any revenue in the last year. (titles have been shared with the relevant teams).

Average Rental Duration by Genre



Average Rental Period varies based on Film genre.

- Genre with the highest average is **6** days and,
- Genre with the lowest rental average is Sports.

Average duration for all films is **4.985**

Statistical Overview

Rental Duration	
Minimum	3
Maximum	7
Average	4.985

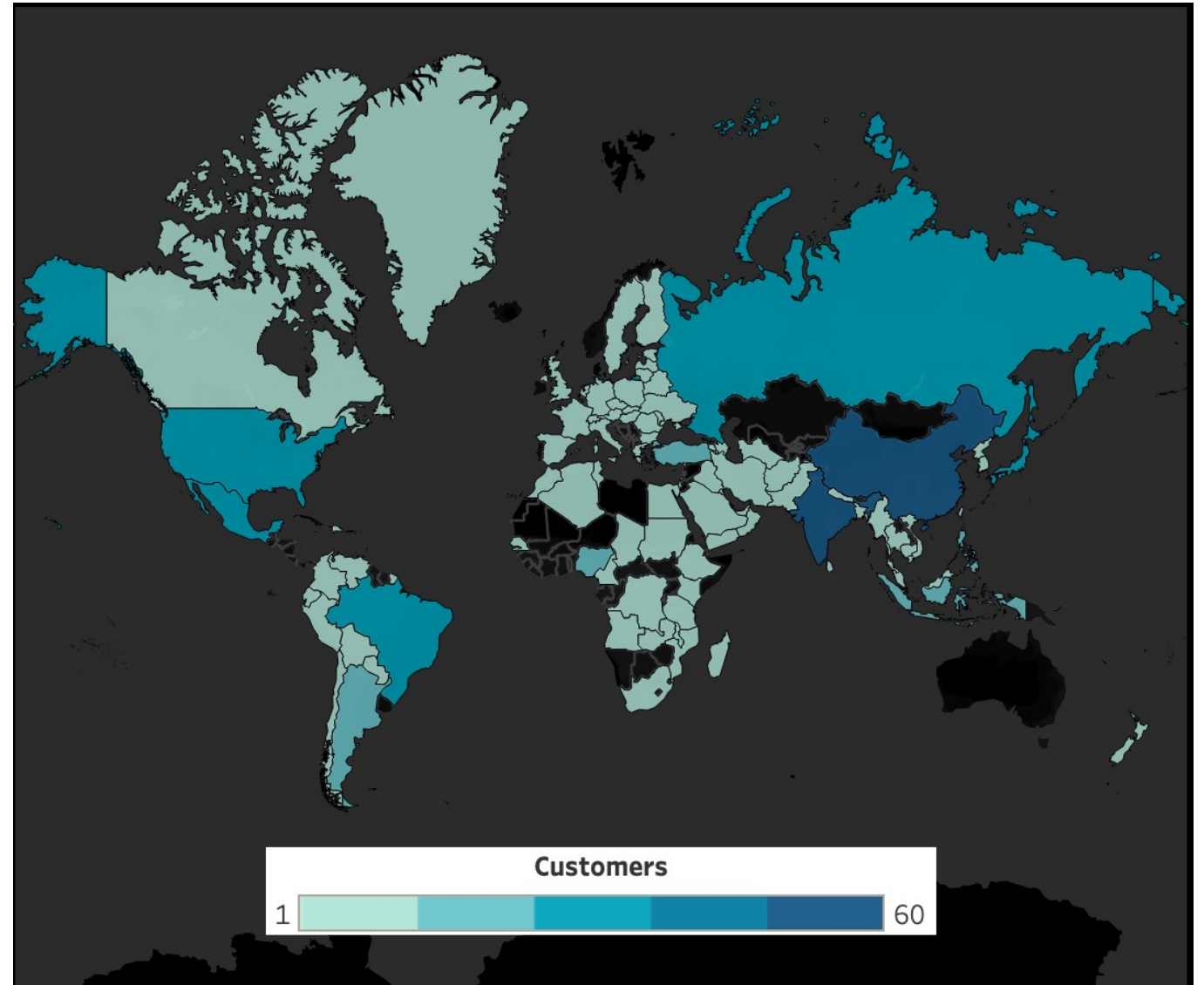
Movie Length	
Minimum	46
Maximum	185
Average	115

Rental Rate	
Minimum	\$0.99
Maximum	\$4.99
Average	\$2.98

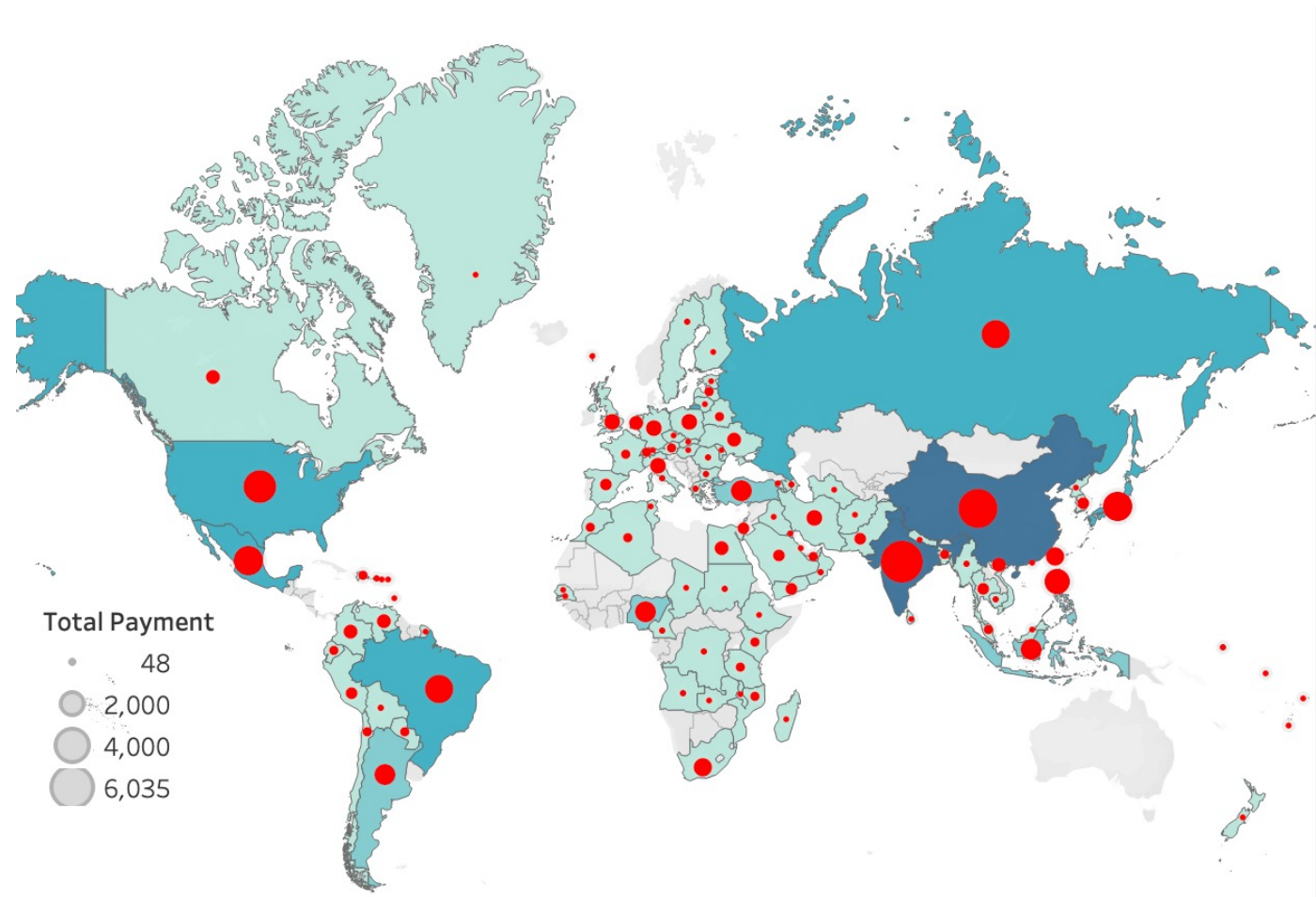
Replacement Cost	
Minimum	\$9.99
Maximum	29.99
Average	19.984

Where are our customers?

- Asia has the highest customer count
- South and East Asia have the highest concentration of customers.
- The lowest concentration of customers is in North America and Africa.



Sales by Country



Country	Amount
India	\$6,035
China	\$5,251
United States	\$3,681
Japan	\$3,123
Mexico	\$2,985
Brazil	\$2,919
Russia	\$2,766
Philippines	\$2,220
Turkey	\$1,498
Indonesia	\$1,353

Sales by region/country is directly proportionate to the number of customers in each region.

High lifetime customers

- Eleanor Hunt is the highest value customer.
- 50% of top 10 customers are located in the countries with the highest customer count: Brazil, India, Philippines & United States.

Name	Country	Amount Spent
Eleanor Hunt	Runion	211.55
Karl Seal	United States	208.58
Marion Snyder	Brazil	194.61
Rhoda Kennedy	Netherlands	191.62
Clara Shaw	Belarus	189.6
Tommy Collazo	United States	183.63
Ana Bradley	Iran	167.67
Curtis	Canada	167.62
Marcia Dean	Philippines	166.61
Mike Way	India	162.67



Recommendations

- Reward high lifetime customers with discounts.
- Add a marketing incentive with referral benefits .eg. Refer 5 friends and get a month subscription free.
- Focus on growing customers in high performing locations .eg. India & China.