

by Seema Mujib November 2023

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 high lifetime value based?

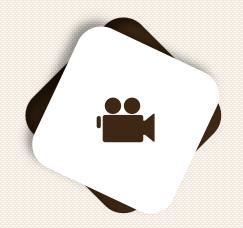


Do sales figures vary between geographic regions?



Objectives

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. The management is expecting datadriven answers that they can use for their 2020 company strategy.

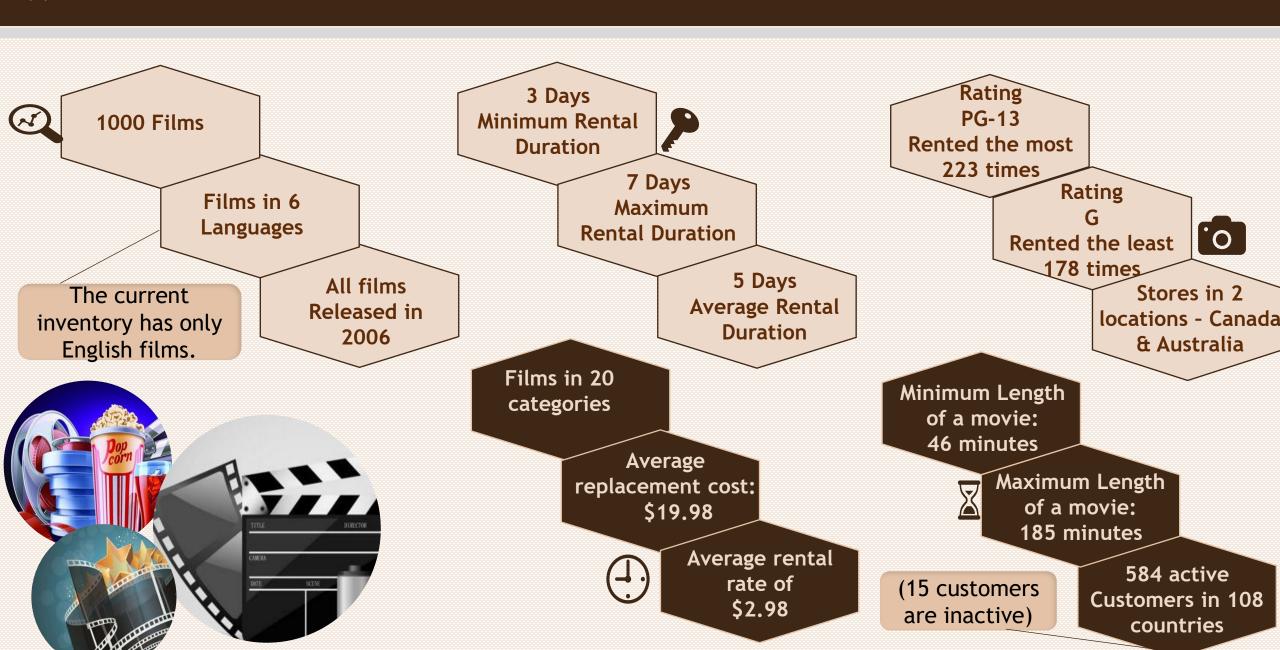








>>> Data Overview





Highest and Lowest Revenue Gains

Top 10 Movies

Telegraph Voyage	\$215.75
Zorro Ark	\$199.72
Wife Turn	\$198.73
Innocent Usual	\$191.74
Hustler Party	\$190.78
Saturday Lambs	\$190.74
Titans Jerk	\$186.73
Harry Idaho	\$177.73
Torque Bound	\$169.76
Dogma Family	\$168.72

Bottom 10 Movies

Texas Watch	\$5.94
Oklahoma Jumanji	\$5.94
Duffel Apocalypse	\$5.94
Freedom Cleopatra	\$5.95
Young Language	\$6.93
Rebel Airport	\$6.93
Cruelty Unforgiven	\$6.94
Treatment Jekyll	\$6.94
Lights Deer	\$7.93
Stallion Sundance	\$7.94



Customer Base Countries



Top 10 Countries with highest customer base & revenue

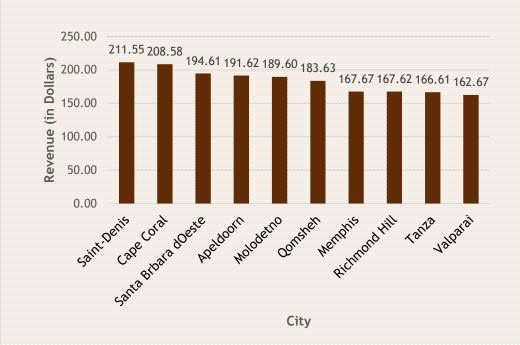
Customer

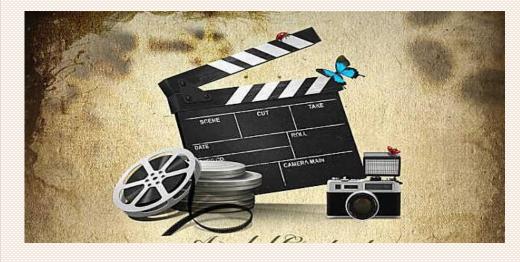
Country	count	Revenue
India	60	\$6,034.78
China	53	\$5,251.03
United States	36	\$3,685.31
Japan	31	\$3,122.51
Mexico	30	\$2,984.82
Brazil	28	\$2,919.19
Russian Federation	28	\$2,765.62
Philippines	20	\$2,219.7
Turkey	15	\$1,498.49
Indonesia	14	\$1,352.69



High Lifetime Value Customer Base

Country	City	First name	Last name Tota	al revenue
Runion	Saint-Denis	Eleanor	Hunt	\$211.55
United States	Cape Coral	Karl	Seal	\$208.58
Brazil	Santa Brbara dOeste	Marion	Snyder	\$194.61
Netherlands	Apeldoorn	Rhonda	Kennedy	\$191.62
Belarus	Molodetno	Clara	Shaw	\$189.6
Iran	Qomsheh	Tommy	Collazo	\$183.63
United States	Memphis	Ana	Bradley	\$167.67
Canada	Richmond Hill	Curtis	Irby	\$167.62
Philippines	Tanza	Marcia	Dean	\$166.61
India	Valparai	Mike	Way	\$162.67







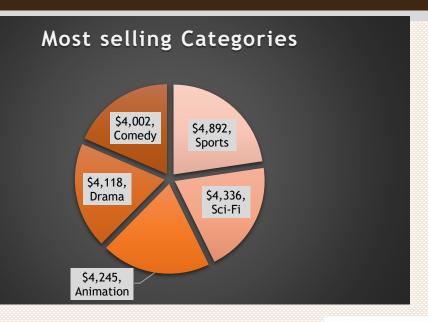
>> Top 5 customers from highest revenue generating countries

First name	Last name	Country	City	Total revenue
Arlene	Harvey	India	Ambattur	\$111.76
Kyle	Spurlock	China	Shanwei	\$109.71
Marlene	Welch	Japan	lwaki	\$106.77
Glen	Talbert	Mexico	Acua	\$100.77
Clinton	Buford	United States	Aurora	\$98.76





Most and Least popular Movie Categories



Sports category movies is the most watched by Rockbuster customers.

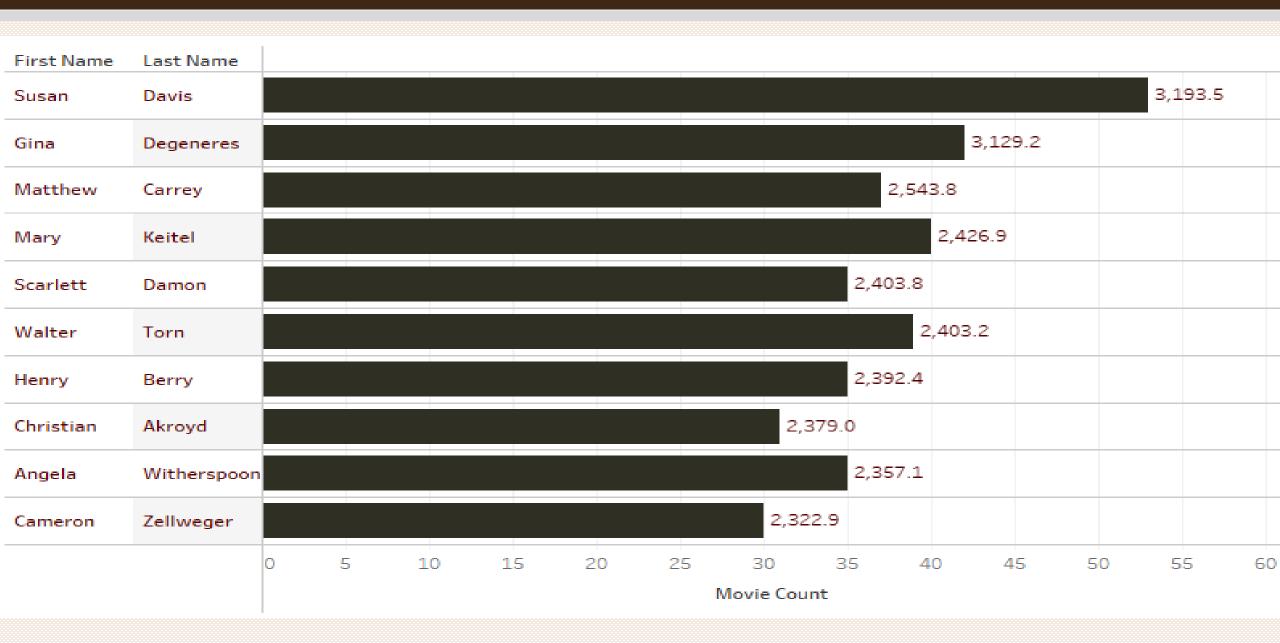


Thriller movies, the least popular, collected just \$48 when compared to \$4892 collected by Sports.





Customer favorite Actors



Movie Rating



PG-13 is the most selling movie rating among the customers.

G movies are the least popular

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Recommendations

- Include more movies in the genres Sports, Science Fiction, Animation, Drama & Comedy rated PG-13.
- Upgrade the inventory with more movies from the actors Susan Davis, Gina Degeneres, Matthew Carrey, Mary Keitel, Scarlett Damon, Walter Torn, Henry Berry, Christian Akroyd, Angela Witherspoon & Cameron Zellweger.
- Introduce free trial membership in all 108 countries with customer base.
- Introduce loyalty programs to valued and top customers.
- Run advertising campaigns in countries with highest customer base such as India, China, United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey and Indonesia.
- Procure movies in local languages of highest customer base countries.
- Review the top watched movies on regular intervals and have partnership with multiple content owners/distributers to meet the seamless customer demand.
- Gather customer feedback at regular intervals.

