



ROCKBUSTER STEALTH ANALYSIS

DONE BY
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INTRODUCTION

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 goal of this project is to help Rockbuster stealth become the leading streaming service all over the world by analyzing its top countries, cities and top customer details all around the world and determine how to improve streaming services around the globe effectively.

DESCRIPTIVE STATISTICS

The table below gives a complete descriptive analysis for all the films in the Rockbuster database

	Average	Minimum	Maximum	Mode
Rental Duration (days)	5	3	7	6
Rental Rate (USD)	2.98	0.99	4.99	0.99
Length of film (minutes)	115.27	46	185	85
Replacement Cost (USD)	19.98	9.99	29.99	20.99

ABOUT THE COMPANY



Number of
films: 1000



Number of
genres: 17



Average rental
duration: 5 days



Average rental
rate: 2.98 days



Countries: 109



Cities: 600



Average customer
revenue: \$ 105

Rental services throughout
the globe

WHERE ARE OUR CUSTOMERS FROM ?

Our customers are mostly from India, China and United States.

Mexico, Brazil, Japan, Russian Federation, Philippines, Turkey and Indonesia also make the list.

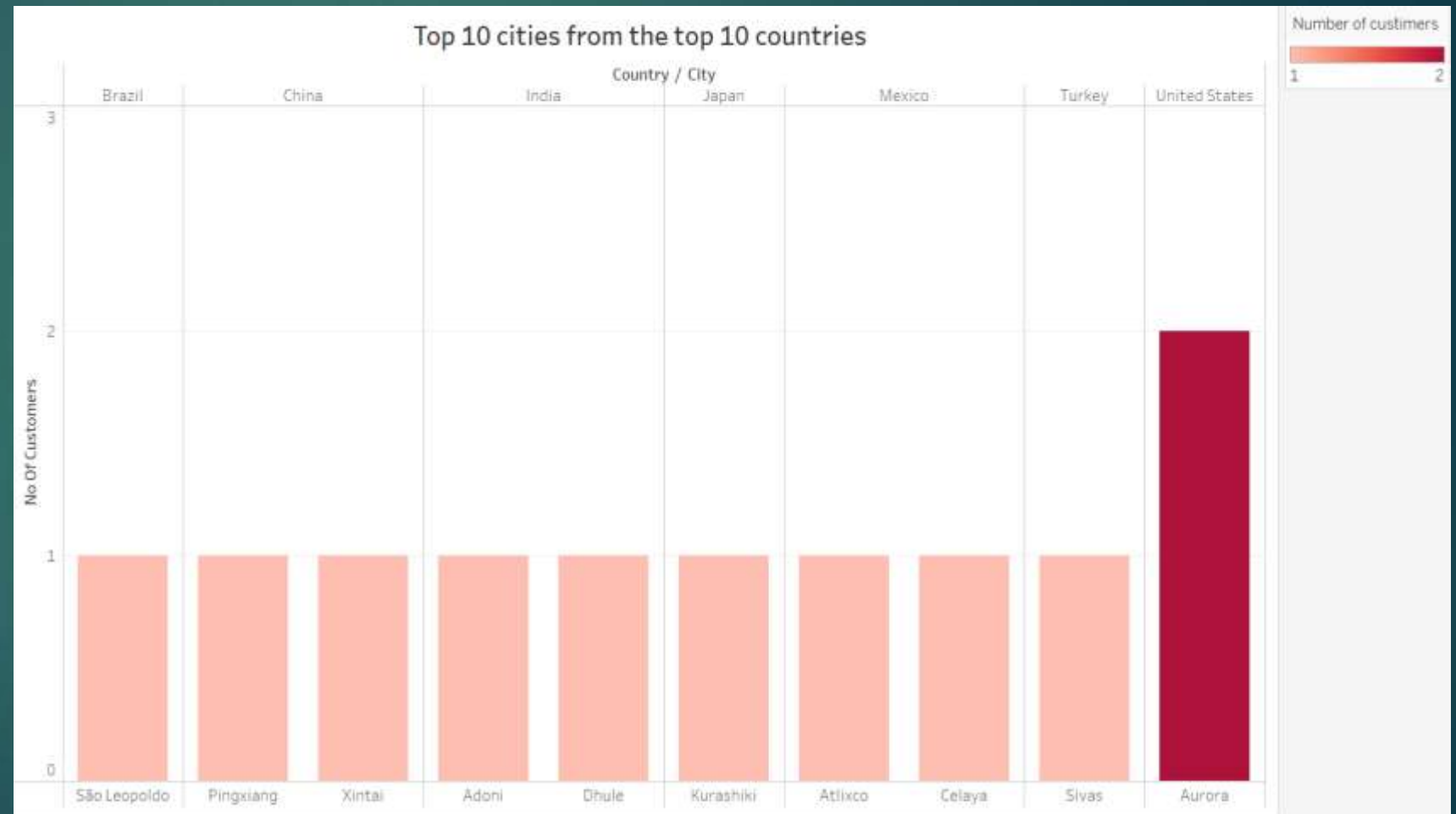
Our top 10 countries should have more staffs due to higher demand.



IN WHICH CITIES DO THEY RESIDE ?

Aurora has the highest number of customers from the top 10 countries with 2 customers.

While the rest of the cities have 1 customer.



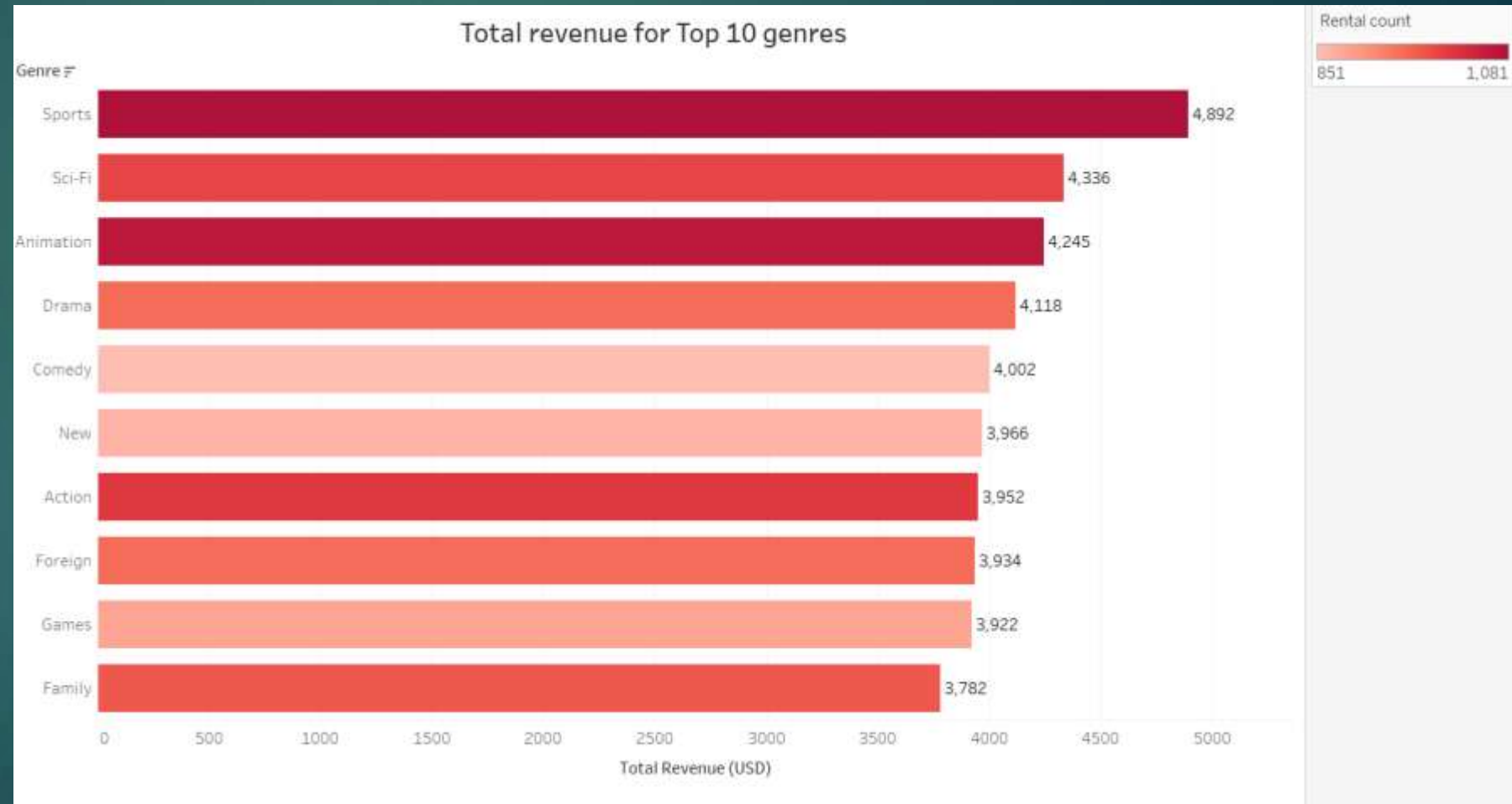
WHO ARE OUR TOP 5 CUSTOMERS

Our Top 5 customers are from Mexico, India, United States and Turkey with Sara Perry from Mexico, Atlixco being our top customer from the top 10 countries and cities.



WHICH GENRES BRING THE COMPANY HIGHEST REVENUE ?

The sports genre contributes the highest amount of revenue for Rockbuster stealth amounting to 4892 USD from 1081 customers all around the world.



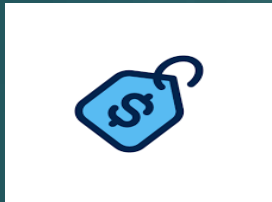
WHAT COMES NEXT ?



EXPAND THE ROCKBUSTER STREAMING SERVICES TO MORE COUNTRIES AND CITIES ALL AROUND THE WORLD



ADJUST THE BUDGET FOR LOCATIONS WITH LESS REVENUE



INCREASE THE RENTAL RATE FOR POPULAR GENRES AND EXPAND THE FILM CATALOGUE



SPECIAL BENEFITS FOR TOP CUSTOMERS WHICH WILL MOTIVATE OTHERS TO SPEND MORE MONEY



*THANK YOU FOR
YOUR
ATTENTION*

VISUALIZATION LINK



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