



Rockbuster Stealth LLC

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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.

Key Questions & Objectives

The following are the important business questions answered, to formulate the company strategy for 2020 : -

- 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 the customers with high life time value based?
- Do sales figures vary between geographic regions?

Current Statistics

Rockbuster Stealth currently offers 1000 English-language films in 17 categories, available in 109 countries.

Minimum

Rental Rate - \$0.99
Rental Duration - 3 Days
Film Length - 46 Mins
Replacement cost - \$9.99

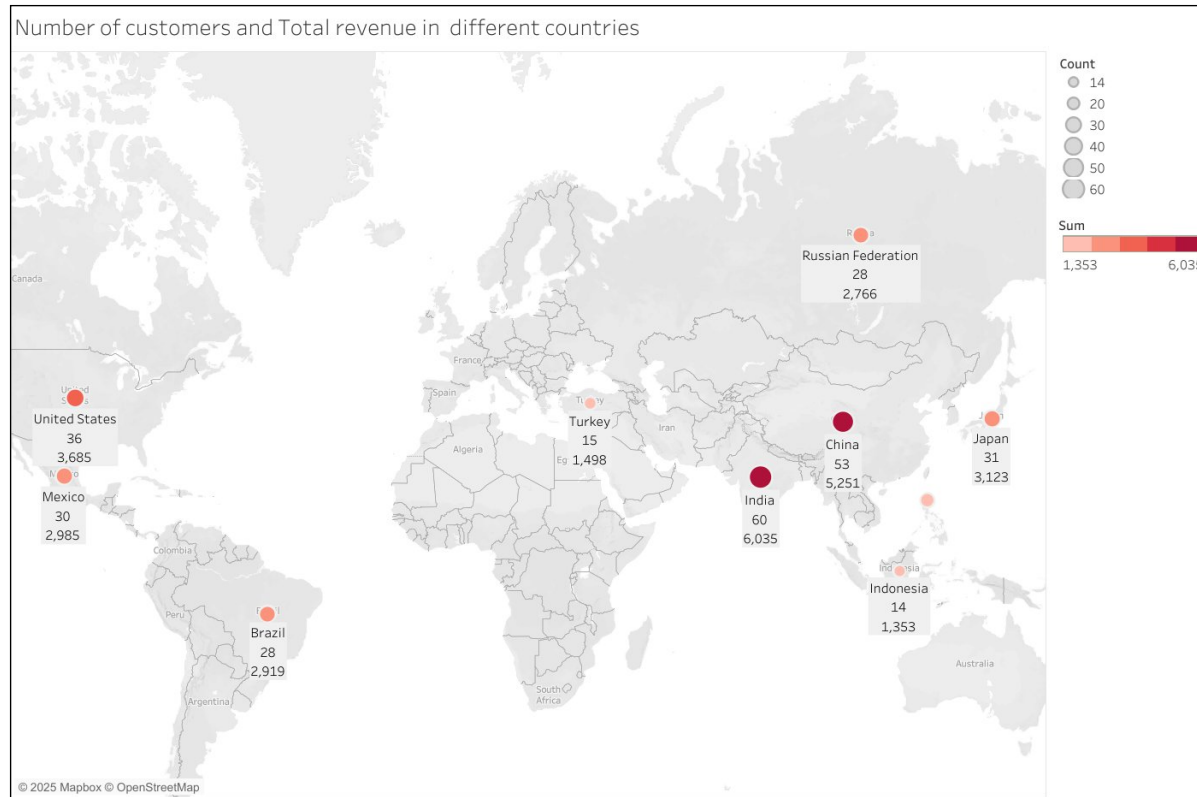
Maximum

Rental Rate - \$4.99
Rental Duration - 7 Days
Film Length - 185 mins
Replacement cost - \$29.99

Average

Rental Rate - 2.98
Rental Duration - 5 Days
Film Length - 115.3 Secs
Replacement cost - \$19.98

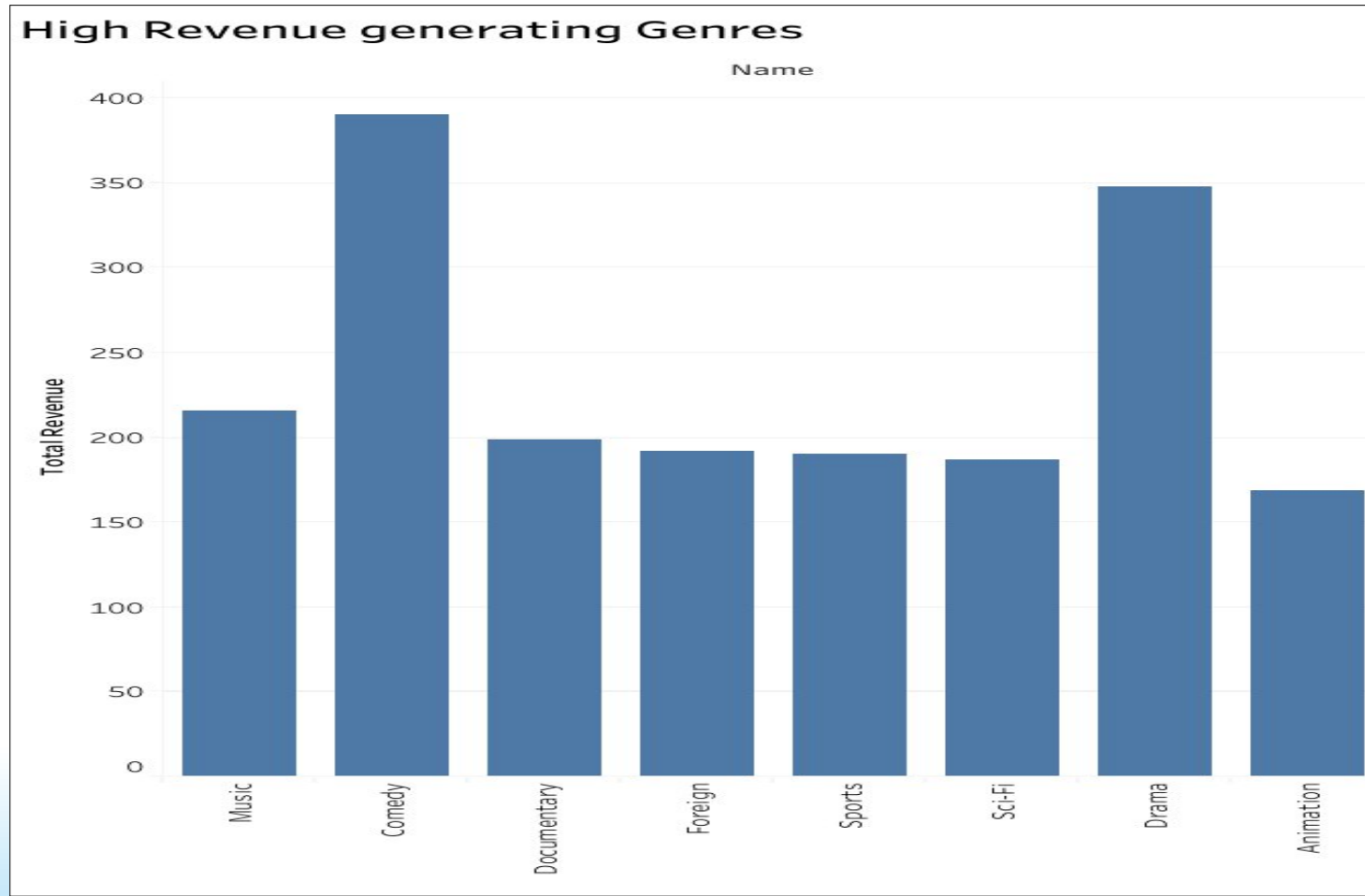
Top 10 Countries



This map highlights the top 10 markets by customer numbers and revenue generated.

India, China, the United States, Japan, Mexico are the key markets to concentrate while launching a streaming platform.

High revenue Generating Genre



Highest & Least Revenue Movies

Title	Genre	Total revenue
Telegraph Voyage	Music	215.75
Zorro Ark	Comedy	199.72
Wife Turn	Documentary	198.73
Innocent Usual	Foreign	191.74
Hustler Party	Comedy	190.78
Saturday Lambs	Sports	190.74
Titans Jerk	Sci-Fi	186.73
Harry Idaho	Drama	177.73
Torque Bound	Drama	169.76
Dogma Family	Animation	168.72

Title	Genre	Total revenue
Texas Watch	Horror	5.94
Oklahoma Jumanji	New	5.94
Duffel Apocalypse	Documentary	5.94
Freedom Cleopatra	Comedy	5.95
Rebel Airport	Music	6.93
Young Language	Documentary	6.93
Cruelty Unforgiven	Classics	6.94
Treatment Jekyll	Drama	6.94
Lights Deer	Classics	7.93
Stallion Sundance	Sci-Fi	7.94

Top 5 customers

- Here is the list of Top 5 customers based in the top 10 Countries listed before. This would be useful, if we plan to reward the top customers to retain them

customer_id	first_name	last_name	country	total_amount
225	Arlene	Harvey	India	111.76
424	Kyle	Spurlock	China	109.71
240	Marlene	Welch	Japan	106.77
486	Glen	Talbert	Mexico	100.77
537	Clinton	Buford	United States	98.76

Recommendations

- India, China, the United States, Japan and Mexico are the locations with high customer volume and revenue. These could be the key locations to concentrate while launching the Streaming platform.
- Movies in the high revenue generating Genres like Comedy, Drama and Music could be uploaded to attract customers.
- Identifying the customers with high lifetime value and rewarding will help to retain them.
- By removing the least revenue generating movies now-and-then would allow efficient use of resources by prioritizing films with higher rental demand.



Thank you