

# Rockbuster Stealth LLC

Online Video Service

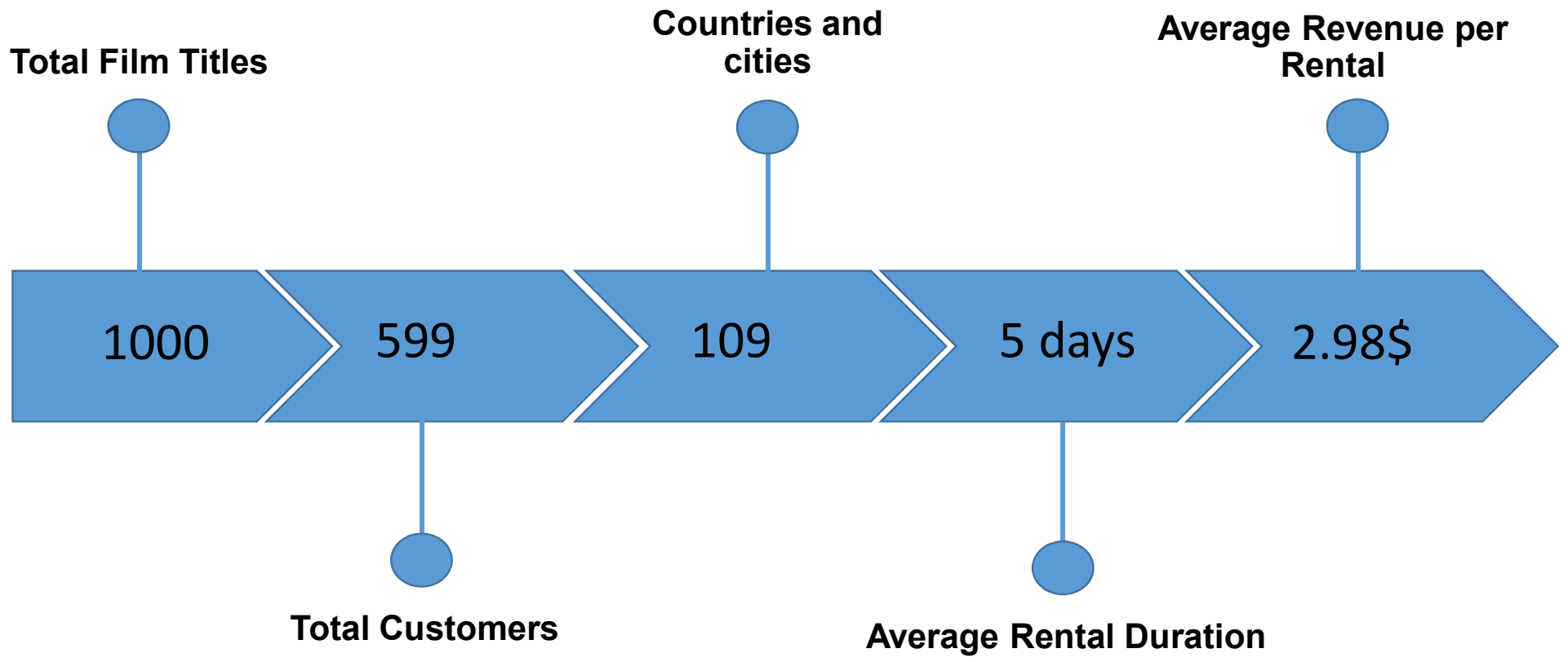
Back Ground	Objective	Key Questions
<p>Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime.</p>	<p>The Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.</p>	<ul style="list-style-type: none"> <li>• Which movies contributed the most/least to revenue gain?</li> <li>• What was the average rental duration for all videos?</li> <li>• Which countries are Rockbuster customers based in?</li> <li>• Where are customers with a high lifetime value based? <ul style="list-style-type: none"> <li>• Do sales figures vary between geographic regions?</li> </ul> </li> </ul>

### Movies with Most Revenue

S. No	Movie-title	total_revenue in \$
1	Telegraph Voyage	215.75
2	Zorro Ark	199.72
3	Wife Turn	198.73
4	Innocent Usual	191.74
5	Hustler Party	190.78

### Movies with Least Revenue

S.No	title	total_revenue in \$
1	Oklahoma Jumanji	5.94
2	Duffel Apocalypse	5.94
3	Texas Watch	5.94
4	Freedom Cleopatra	5.95
5	Rebel Airport	6.93



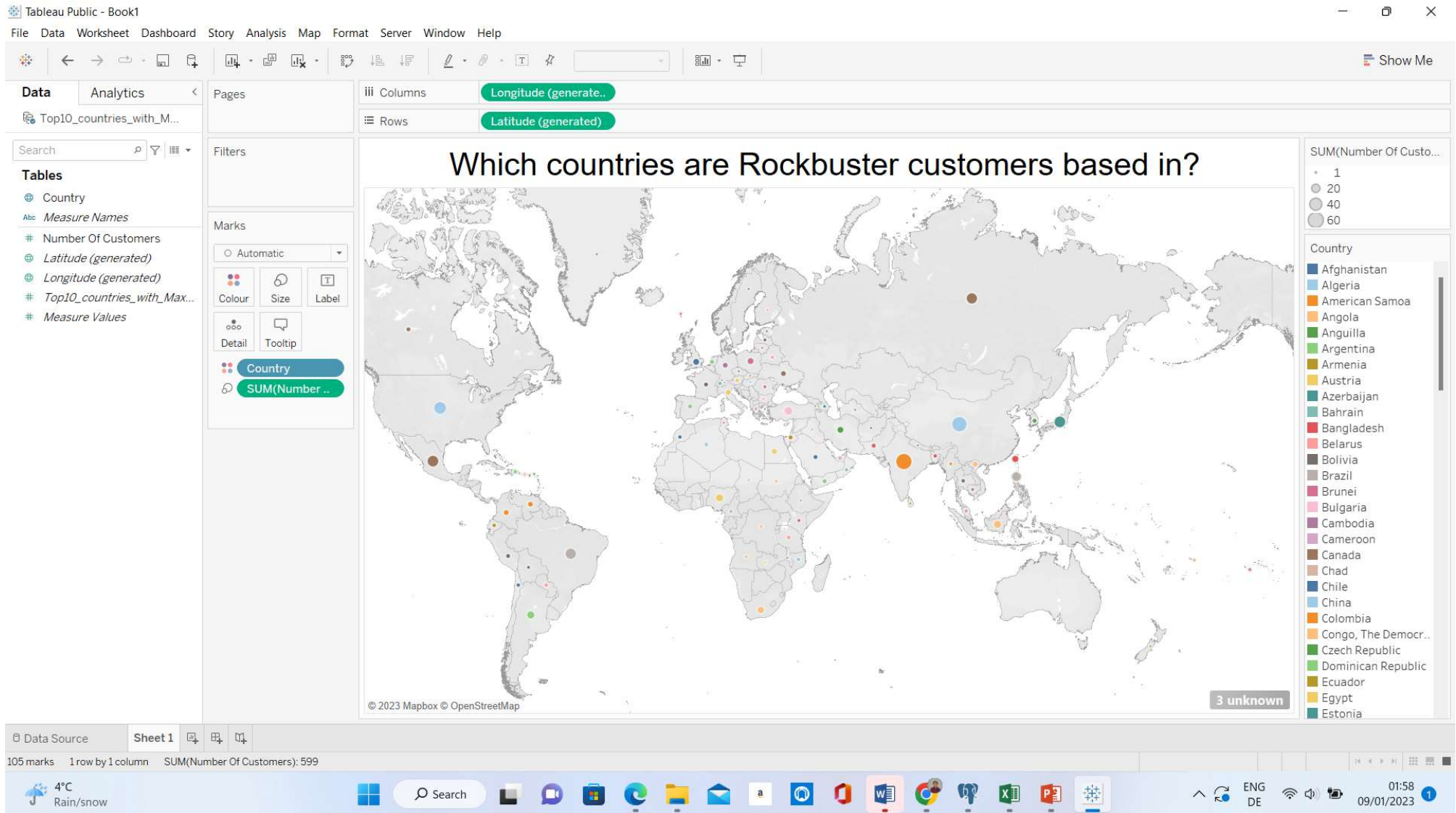


Tableau Link: [Which countries Rockbuster | Tableau Public](#)

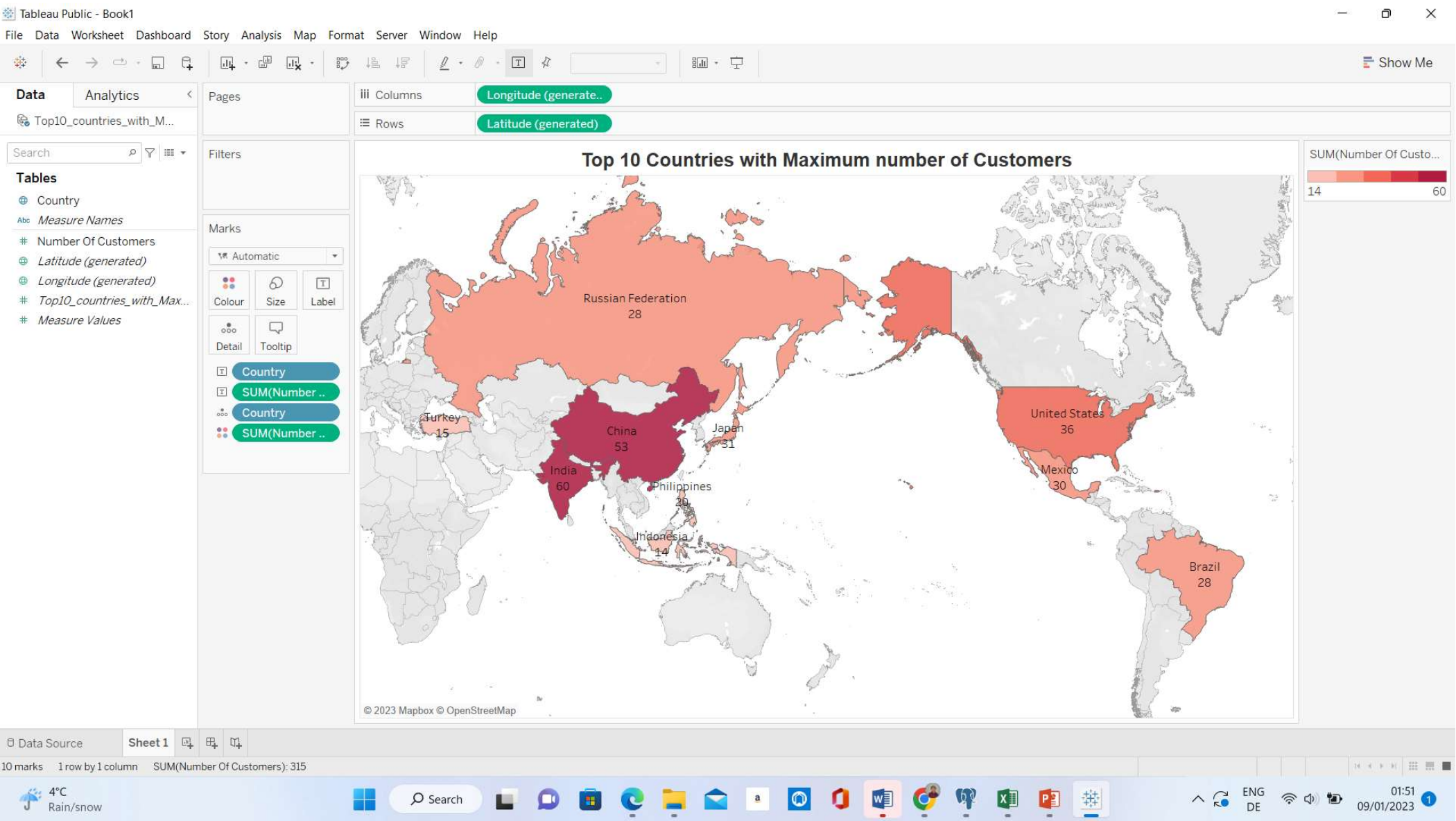


Tableau Link: [Top10-Countries-Max-Customers | Tableau Public](#)

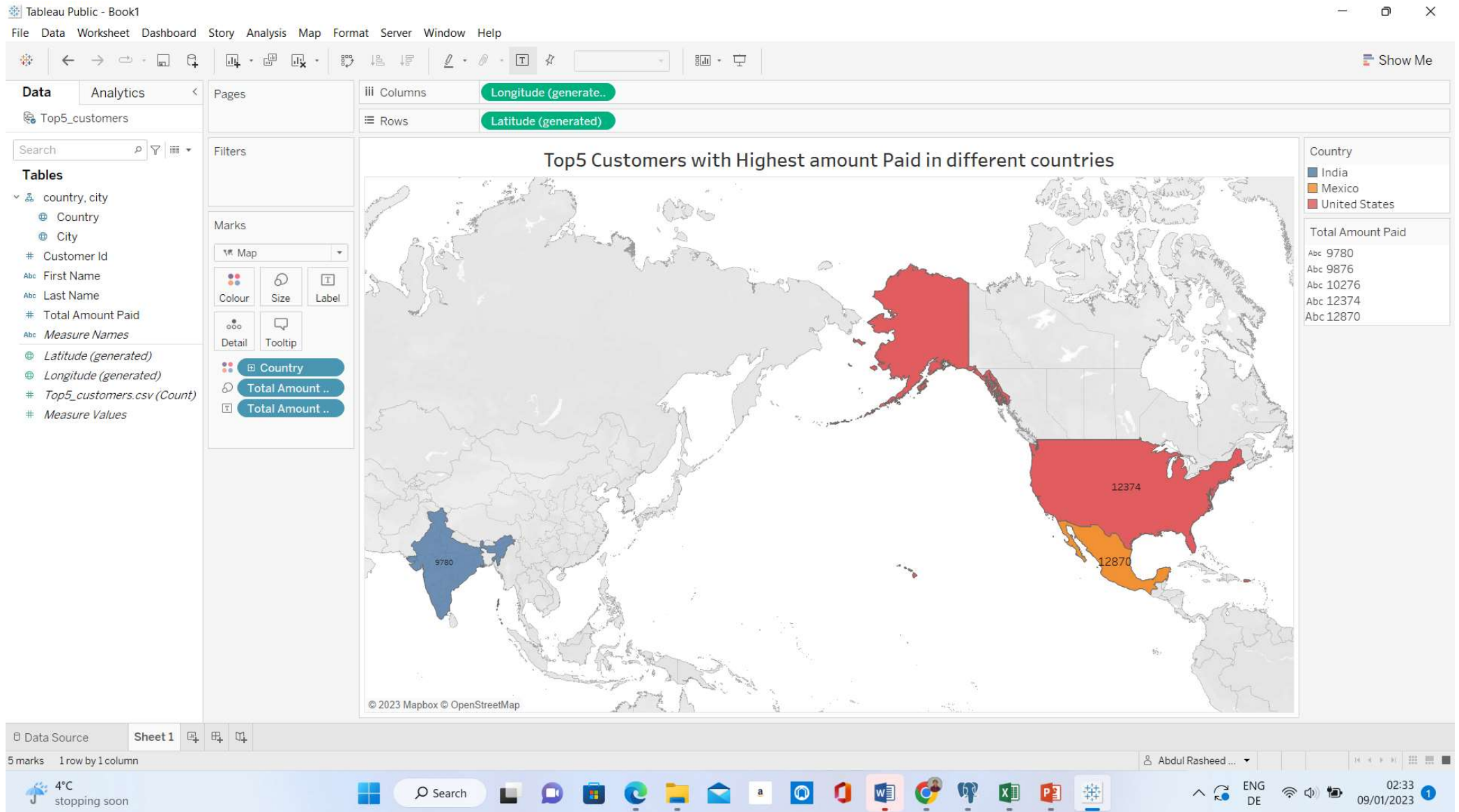


Tableau Link: [Top5 Customers Higest paid | Tableau Public](#)

# Where are customers with a high lifetime value based

customer_id	first_name	last_name	city	country	total_amount_paid in \$
84	Sara	Perry	Atlixco	Mexico	128.70
2	Patricia	Johnson	San Bernardino	United States	123.74
587	Sergio	Stanfield	Celaya	Mexico	102.76
537	Clinton	Buford	Aurora	United States	98.76
367	Adam	Gooch	Adoni	India	97.80



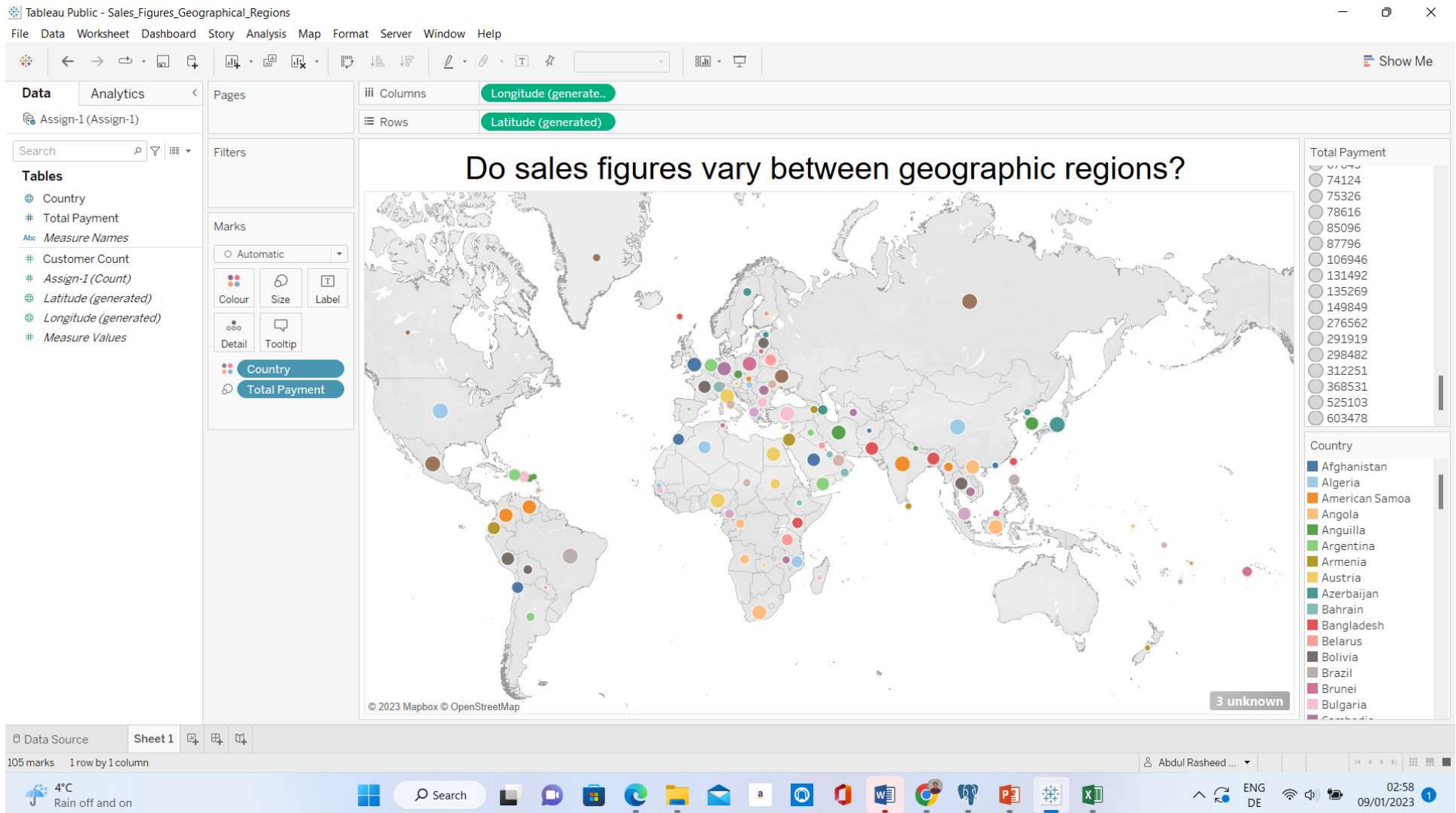


Tableau Link:[Sales Figures Geographical Regions | Tableau Public](#)

## Top10 Sales Figures in different Geographical Regions

S.No	country	customer_count	total_payment in \$
1	India	60	6034.78
2	China	53	5251.03
3	United States	36	3685.31
4	Japan	31	3122.51
5	Mexico	30	2984.82
6	Brazil	28	2919.19
7	Russian Federation	28	2765.62
8	Philippines	20	2219.7
9	Turkey	15	1498.49
10	Indonesia	14	1352.69

## Recommendations

- Rockbuster has customers all around the world. This is the advantage for the online platform as the company's name is already known in all these markets.
- Create the Online platform and use Latest technologies to compete in Market.
- Highest Revenue is coming from India, So invest more in india to get more subscriptions as India population is more.
- Average Rental per title is 2.98\$, which is very competitive. If you increase little more dollars and provide all the titles as subscription basis. Then the customers and also revenue will increase.
- Increase the marketing budget in the weak markets.

# Questions?

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