

ROCK BUSTER STEALTH



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ROCK BUSTER STEALTH



- 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.

ANALYSIS CONCEPT



- 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 a high lifetime value based?
- Do sales figures vary between geographic regions?

FILM GENRES



Most Paying Film Genres

Sports 4,892	Comedy 4,002	Games 3,922	Family 3,782	Documentary 3,749
Sci-Fi 4,336	New 3,966	Horror 3,401		Travel 3,227
Animation 4,245	Action 3,951			Music 3,071
Drama 4,118	Foreign 3,934	Classics 3,353	Children 3,309	

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FILMS



Most Paying 10 Films

Film Title	
Telegraph Voyage	215
Zorro Ark	199
Wife Turn	198
Innocent Usual	191
Saturday Lambs	190
Hustler Party	190
Titans Jerk	186
Harry Idaho	177
Torque Bound	169
Dogma Family	168

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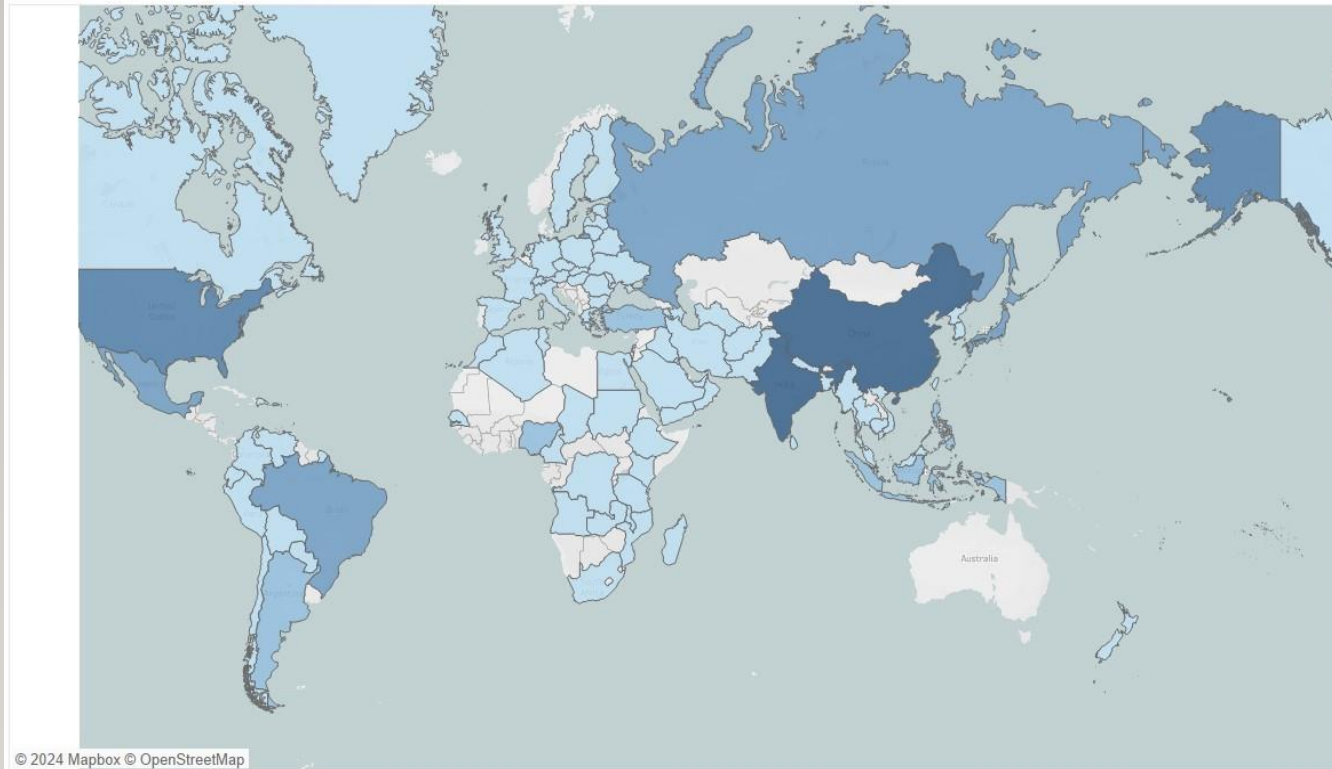
RENTAL DURATION – RENTAL RATE



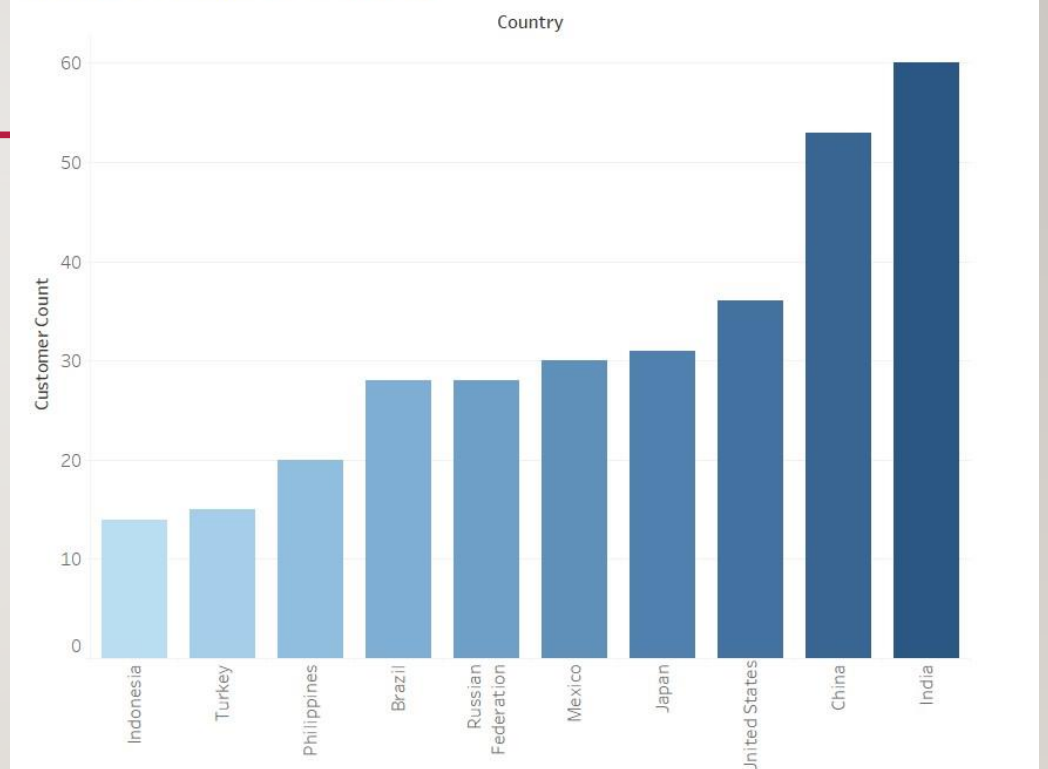
Total Films 1000	Average	Minimum	Maximum
Rental Duration	4.985	3	7
Rental Rate	2.98	0.99	4.99

ROCKBUSTER WORLD

Rock Busters Customer World Wide



10 Most Customers' Countries



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SALES IN REGIONS



- Region wise most of customers are located in respectively;
- Asia
- North America
- South America

CONCLUSION



- India and China have both the most customers and the most lifetime value brought in.
- Sports, sci-fi, animation and drama genres bring in the most revenue gain.

FURTHER STRATEGIES



- Bringing more variety to the current portfolio of these genres can increase the revenue.
- Rockbuster should do more marketing research to increase their sales in the regions that have fewer customers, continuing with the regions they currently do not have any sales.
- Offering a customer loyalty program can ignite the customer satisfaction and so do the sales, such as 10 rentals gives a free rental.

THE MOVIE STARTS NOW...
PLEASE TURN OFF YOUR CELL PHONES
AND ENJOY THE MOVIE...

