

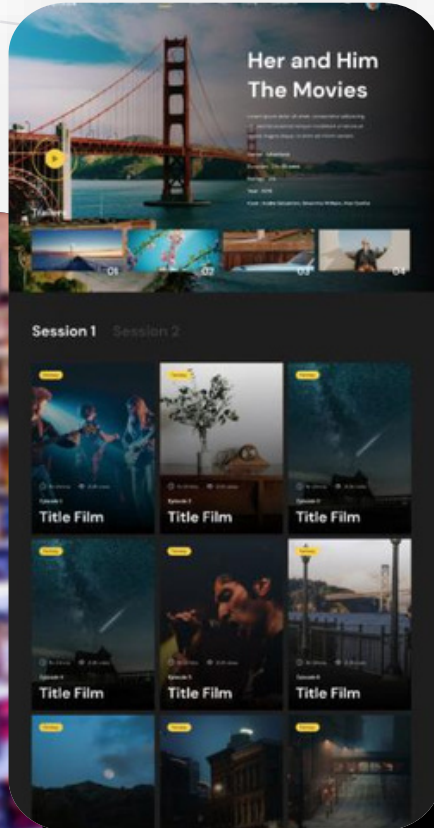
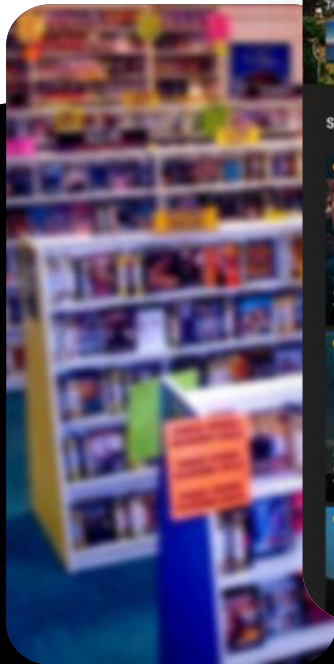


# RockbusterStealth LLC

A Data-Driven Approach to Digital Expansion



# Overview



## Motivation

Facing tough competition from online streaming giants like Netflix and Amazon Prime, the RockbusterStealth management team is gearing up to leverage its existing movie licenses by launching an online video rental service to stay in the game.



## Objective

The primary goal is to pinpoint high-value customers and keep them engaged through a rewards program.

## Key Questions

Which movies brought in the most/least revenue? What's the average rental duration for videos? Where are Rockbuster customers located?

Do sales numbers differ across different regions?



Customers



Film Titles



\$63,312

Total Revenue



14596

Transactions



# Customer Location and Revenue

## Trends

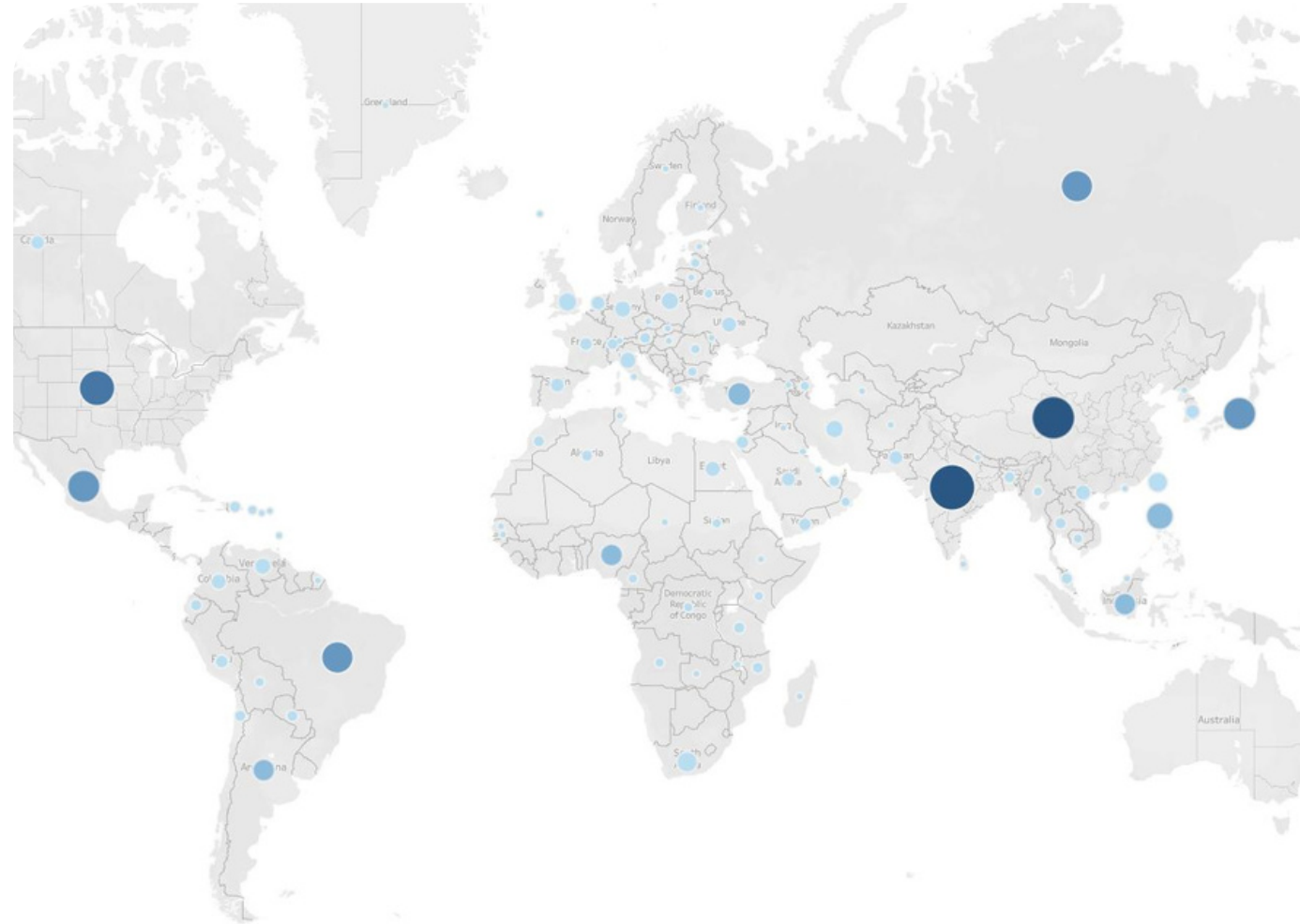
### Canadian Store

80 Supplied Countries  
273 registered cutomers  
27,690\$ Revenue

### Australian Store

81 supplied countries  
326 registered customers  
33,621\$ Revenue

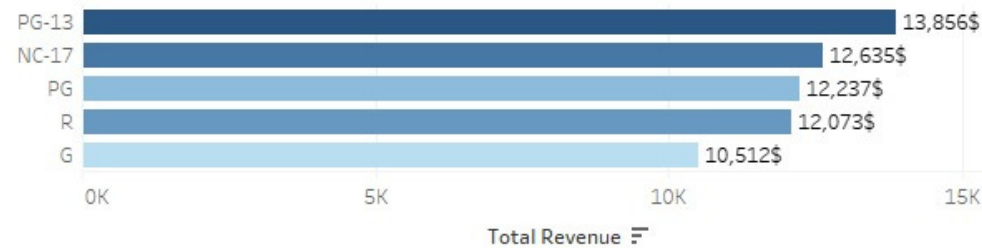
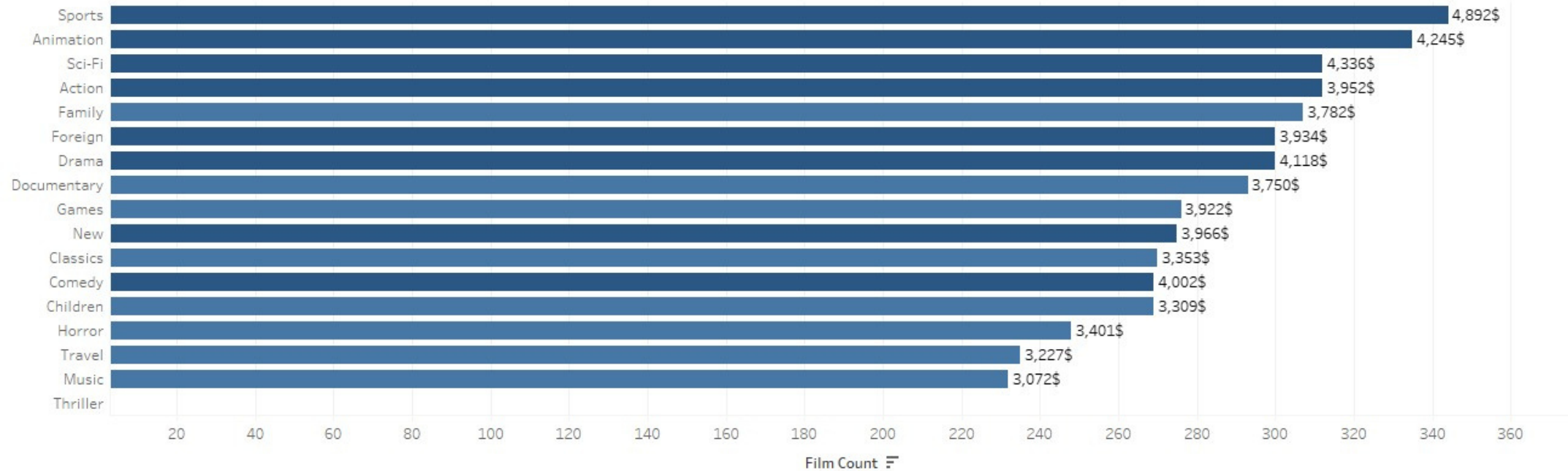
The Darker shading indicates higher revenue, while a bigger circke signifies a higher number of customers. Our map illustrates that countries with more customers tend to generate higher revenue. The Asian market emerges as the largest in both revenue and customer numbers.



[>Link to Workbook](#)



# Genre and Rating Revenue



Rated PG-13: Parents strongly cautioned -- Some material may be inappropriate for children under 13.  
Rated NC-17: Adults only -- Children are not admitted  
Rated PG: Parental guidance suggested -- Some material may not be suitable for children  
Rated R: Restricted -- Under 17 requires accompanying parent or adult guardian.  
Rated G: General audiences -- All ages admitted





# Film Revenue

As the rental rate increases more revenue is made

0,99\$	2,98\$	4,99\$
Min Rental	Average Rental	Maximum
Rate	Rate	Rental Rate
-----		
44 lowest		50 highest
earning movies		earning movies

The highest-earning movies all have a rental rate of 4.99\$, while the lowest earning movies are priced at 0.99\$. There's no discernible trend in terms of genre and rating.

## TOP 20 best performing movies

Film Title	Film Genre	Film Rating	Rental Rate	Total Revenue
Telegraph V..	Music	PG	5.0	215.8
Zorro Ark	Comedy	NC-17	5.0	199.7
Wife Turn	Documenta..	NC-17	5.0	198.7
Innocent Us..	Foreign	PG-13	5.0	191.7
Hustler Par..	Comedy	NC-17	5.0	190.8
Saturday La..	Sports	G	5.0	190.7
Titans Jerk	Sci-Fi	PG	5.0	186.7
Harry Idaho	Drama	PG-13	5.0	177.7
Torque Bou..	Drama	G	5.0	169.8
Dogma Fam..	Animation	G	5.0	168.7
Pelican Co..	Documenta..	PG	5.0	165.8
Goodfellas ..	Sci-Fi	PG	5.0	164.8
Fool Mockin..	Action	PG	5.0	162.8
Apache Divi..	Family	NC-17	5.0	160.7
Enemy Odds	Music	NC-17	5.0	159.8
Cat Conehe..	Comedy	G	5.0	159.7
Scorpion Ap..	Drama	NC-17	5.0	158.8
Range Moo..	Family	PG	5.0	158.8
Scalawag D..	Music	NC-17	5.0	157.7
Sunrise Lea..	Animation	PG-13	5.0	155.8

## TOP 20 worst performing movies

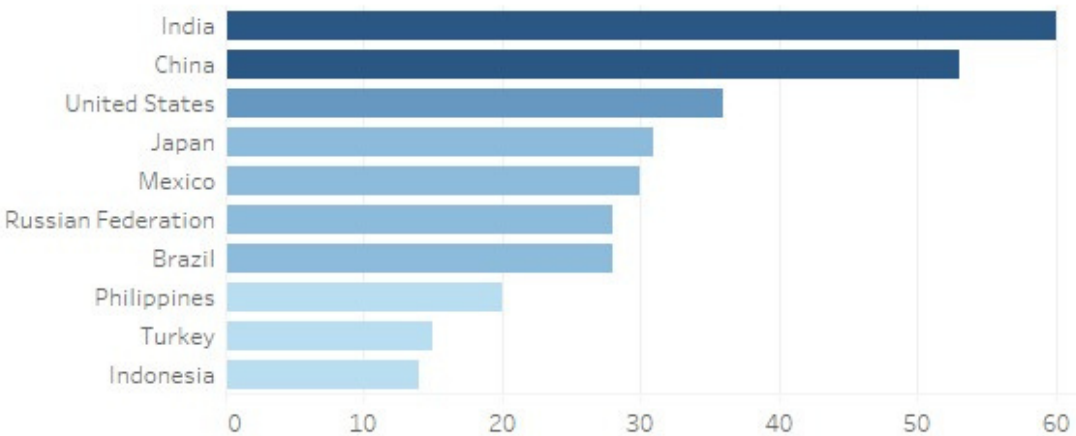
Film Title	Film Genre	Film Rating	Rental Rate	Total Revenue
Zhivago Core	Horror	NC-17	0.990	10.930
Maude Mod	Foreign	R	0.990	10.930
Towers Hur..	Classics	NC-17	0.990	10.910
Jawbreaker..	Music	PG	0.990	10.910
Comancher..	Children	R	0.990	9.940
Ballroom M..	Foreign	G	0.990	9.930
Connection ..	Comedy	G	0.990	8.950
Harold Fren..	Drama	NC-17	0.990	8.930
Ghostbuste..	Animation	R	0.990	8.930
Stallion Sun..	Sci-Fi	PG-13	0.990	7.940
Japanese R..	Horror	G	0.990	7.940
Lights Deer	Classics	R	0.990	7.930
Treatment ..	Drama	PG	0.990	6.940
Cruelty Unf..	Classics	G	0.990	6.940
Young Lang..	Documenta..	G	0.990	6.930
Rebel Airpo..	Music	G	0.990	6.930
Freedom Cl..	Comedy	PG-13	0.990	5.950
Texas Watch	Horror	NC-17	0.990	5.940
Oklahoma J..	New	PG	0.990	5.940
Duffel Apoc..	Documenta..	G	0.990	5.940



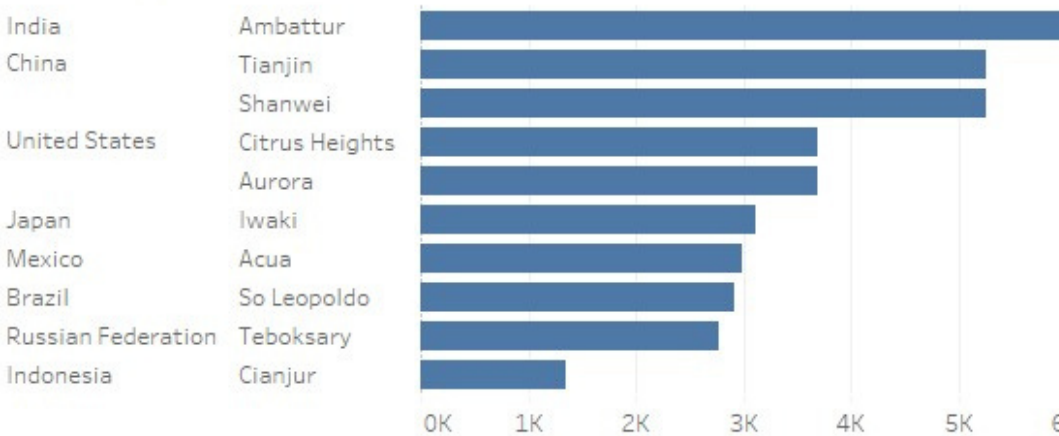


# High Value Customer

Top 10 Countries with customer number and their Revenue



Top City within each top 10 countries in terms of customer



## OUR TOP 5 CUSTOMERS FROM THE TOP 10 CITIES ABOVE

India	China	Japan	Mexico	United States
Arlene Harvey	Kyle Spurlock	Marlene Welch	Glen Talbert	Clinton Buford
city: Ambattur	City: Shanwei	City: Iwaki	City: Acua	City: Aurora
112\$	110\$	107\$	101\$	99\$



## Conclusion

## Recommendations



Focus on those who bring more

Concentrate on lucrative markets: India, China, and the U.S.

Expand language offerings to include more titles in Hindi, Chinese, and Japanese.



Expand the Library

Increase rental Fees and Broaden the collection of titles for top-performing genres: drama, gaming, and sports.



Further Analysis

Digging deeper into the popularity of titles within genres would help pinpoint which specific titles and subgenres to focus on.

[Link to Workbook](#)



Rockbuster

THANK YOU