

Rockbuster Stealth LLC

Online video service





Current Understanding

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.

Context

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

- 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?



Movies with the most revenue

Telegraph Voyage - 215.75\$

Zorro Ark - 199.72\$

Wife Turn - 198.73\$

Innocent Usual - 191.74\$

Hustler Party - 190.78\$

Movies with the least revenue

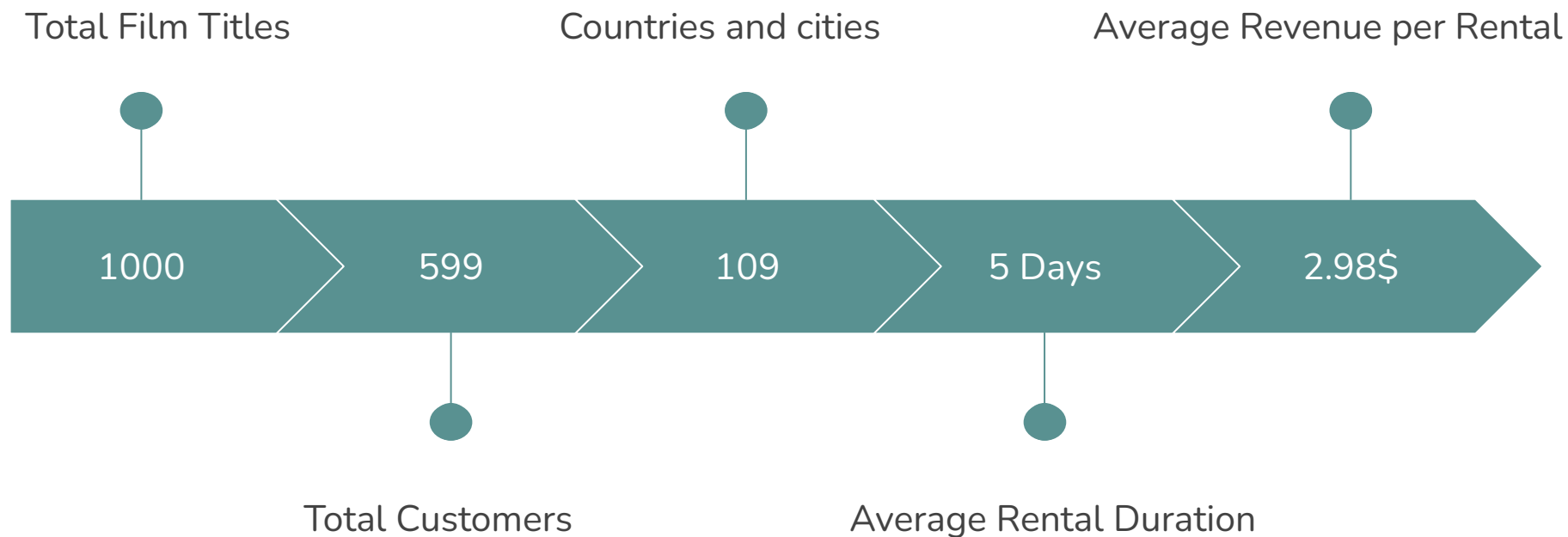
Rebel Airport - 6.93\$

Oklahoma Jumanji - 5.94\$

Duffel Apocalypse - 5.94\$

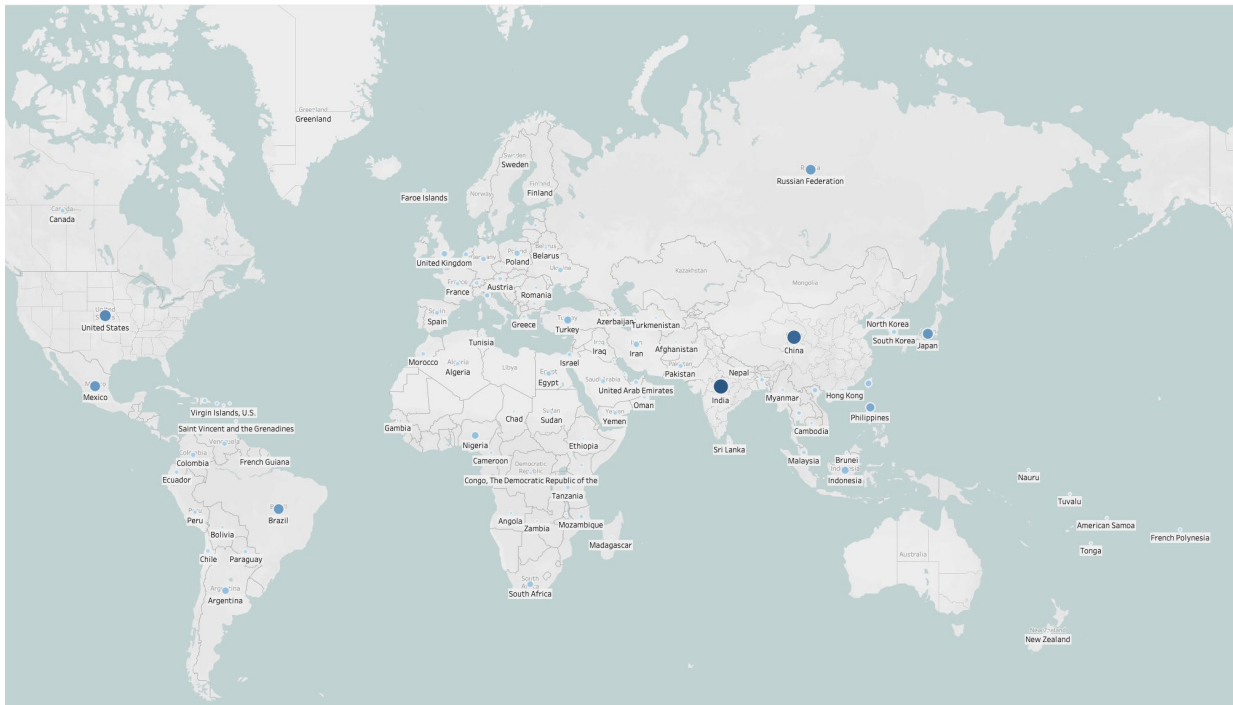
Texas Watch - 5.94\$

Freedom Cleopatra - 5.94\$





Rockbuster's presence by revenue and customer size



- Rockbuster is active almost all around the world
- The presence in all these markets can be very helpful for launching the online platform



Countries and cities with the best customers

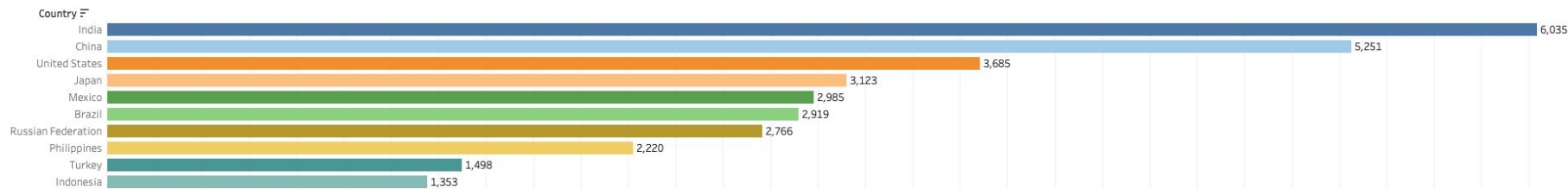


Sara Perry	Atlixco	Mexico	128.70\$
Gabriel Harder	Sivas	Turkey	108.75\$
Sergio Stanfield	Celaya	Mexico	102.76\$
Clinton Buford	Aurora	United States	98.76\$
Adam Goosh	Adoni	India	97.80\$

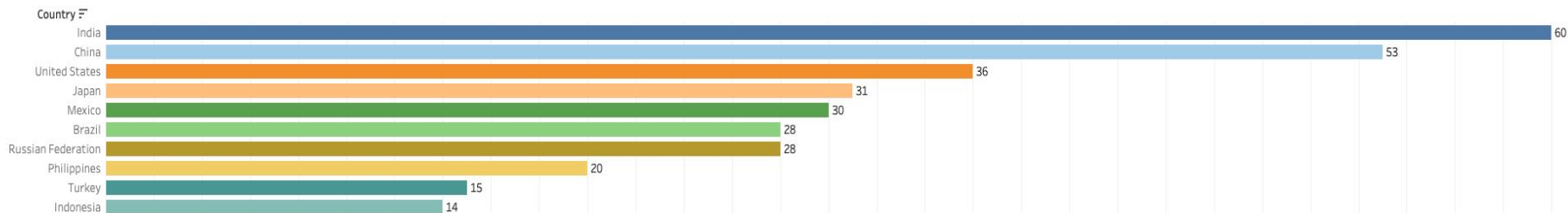


Top 10 Countries by Revenue and Customer share

Countries by revenue



Countries by customer share



Recommendations

Rockbuster has customers all around the world. This should be leveraged for the online platform as the company's name is already known in all these markets.

Create the online platform and focus on the best performing markets.

Increase the marketing budget in the “weak” markets

The average spending per title is 2,98\$.

The subscription for the online platform can be very competitive. For a few more dollars per month, customers can have access to all the titles.