

Rockbuster Stealth LLC

Presenting Business Insights

Aditi Dahal | 02.23.2022

Presentation Summary

Context:

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.

Objective:

Launch the new online video rental service while answering the following business questions in order:

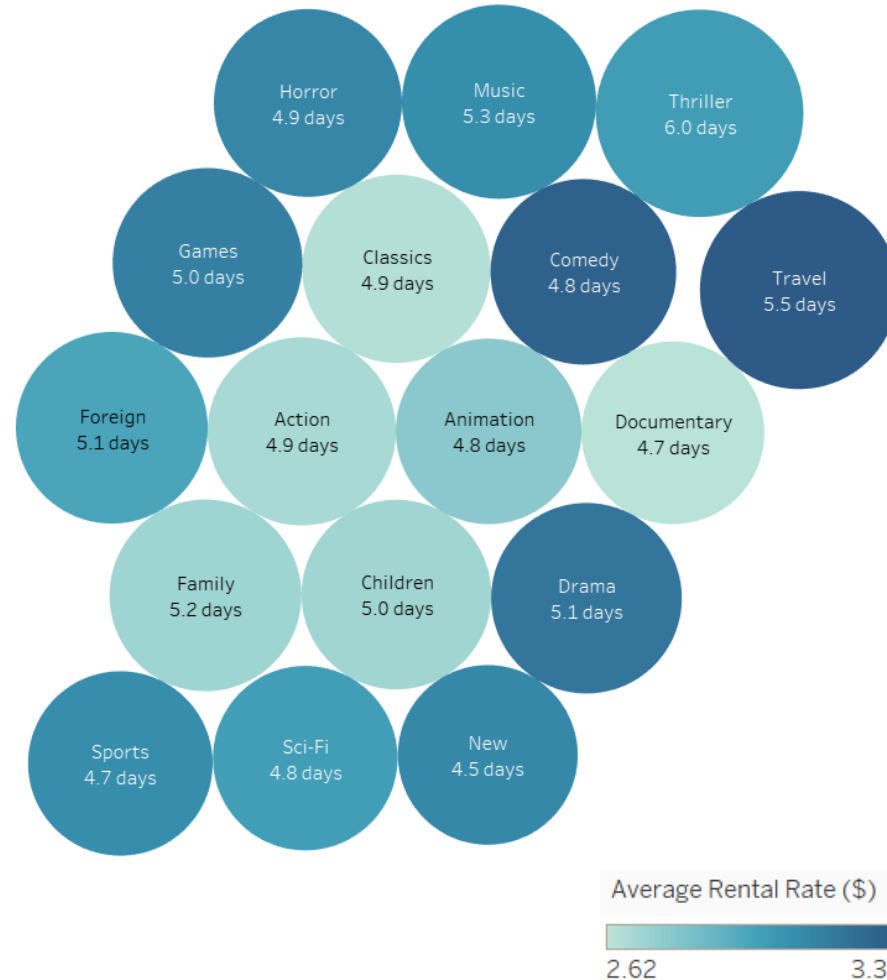
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Which movies contributed the most/least to revenue gain?
- Do sales figures vary between geographic regions?
- Where are customers with a high lifetime value based?

Rentals

Rental Count by Genre

Sports	1,179
Animation	1,166
Action	1,112
Sci-Fi	1,101
Family	1,084
Drama	1,060
Documentary	1,050
Foreign	1,033
Games	969
Children	945
Comedy	941
New	940
Classics	939
Horror	846
Travel	837
Music	830
Thriller	12

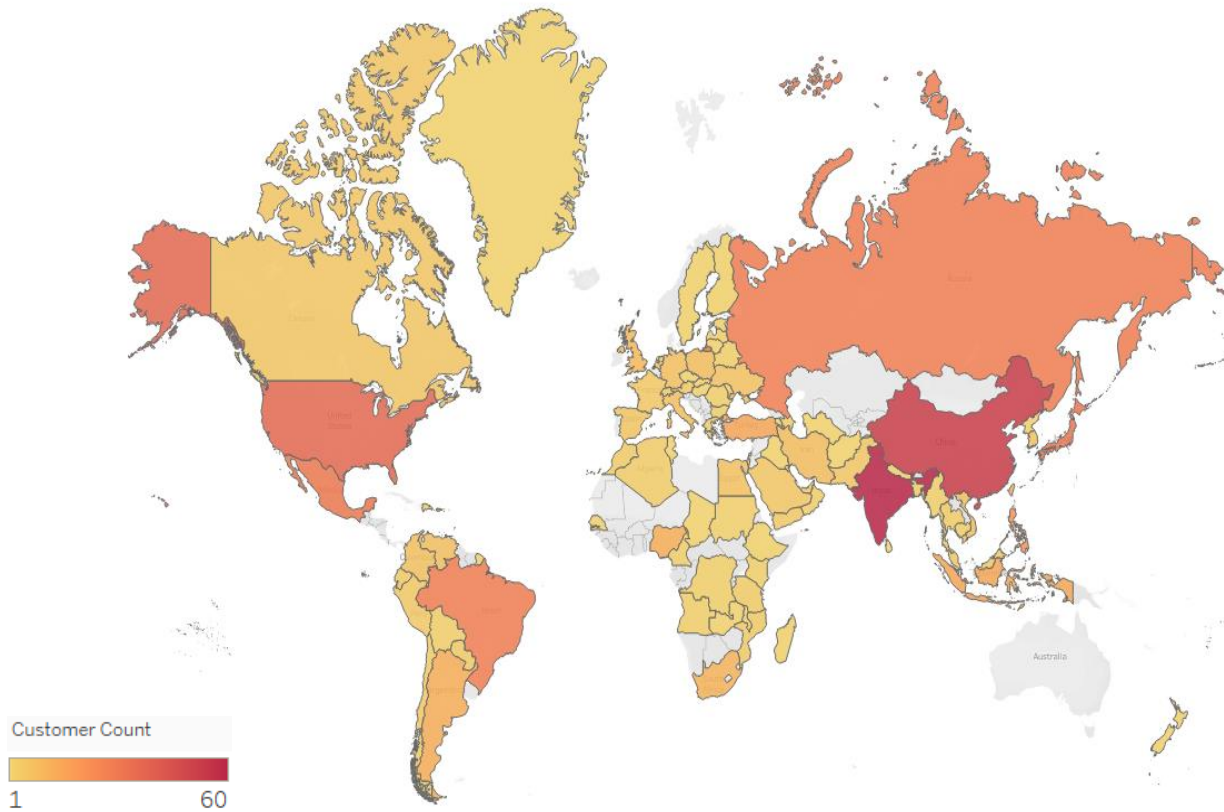
Average Rental Duration & Rental Rate by Genre



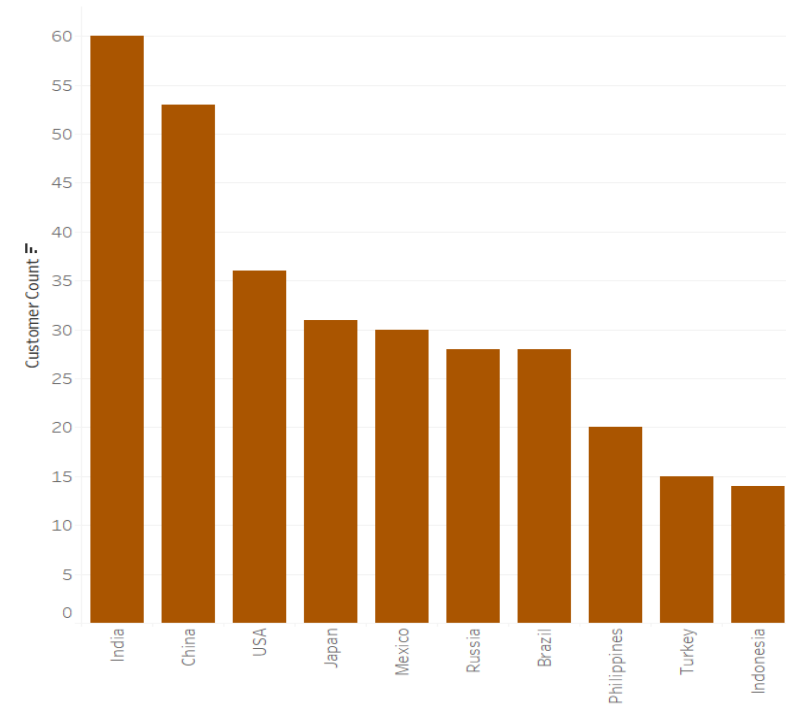
- **958** films in **17** categories, entirely in English
- Films are rented on average for **5** days
 - Exception: Thriller for **6** days
- Highest rental rates for Travel and Comedy (**\$3.32** & **\$3.28**)
- Lowest rental rates for Documentary and Classics (**\$2.64** & **\$2.62**)
- Sports, Animation, and Action were the most rented genres

Customer Location

- **599** Rockbuster customers located in **108** countries
- Most are located in India, China, and USA



Top 10 Countries by Customer Count



Revenue

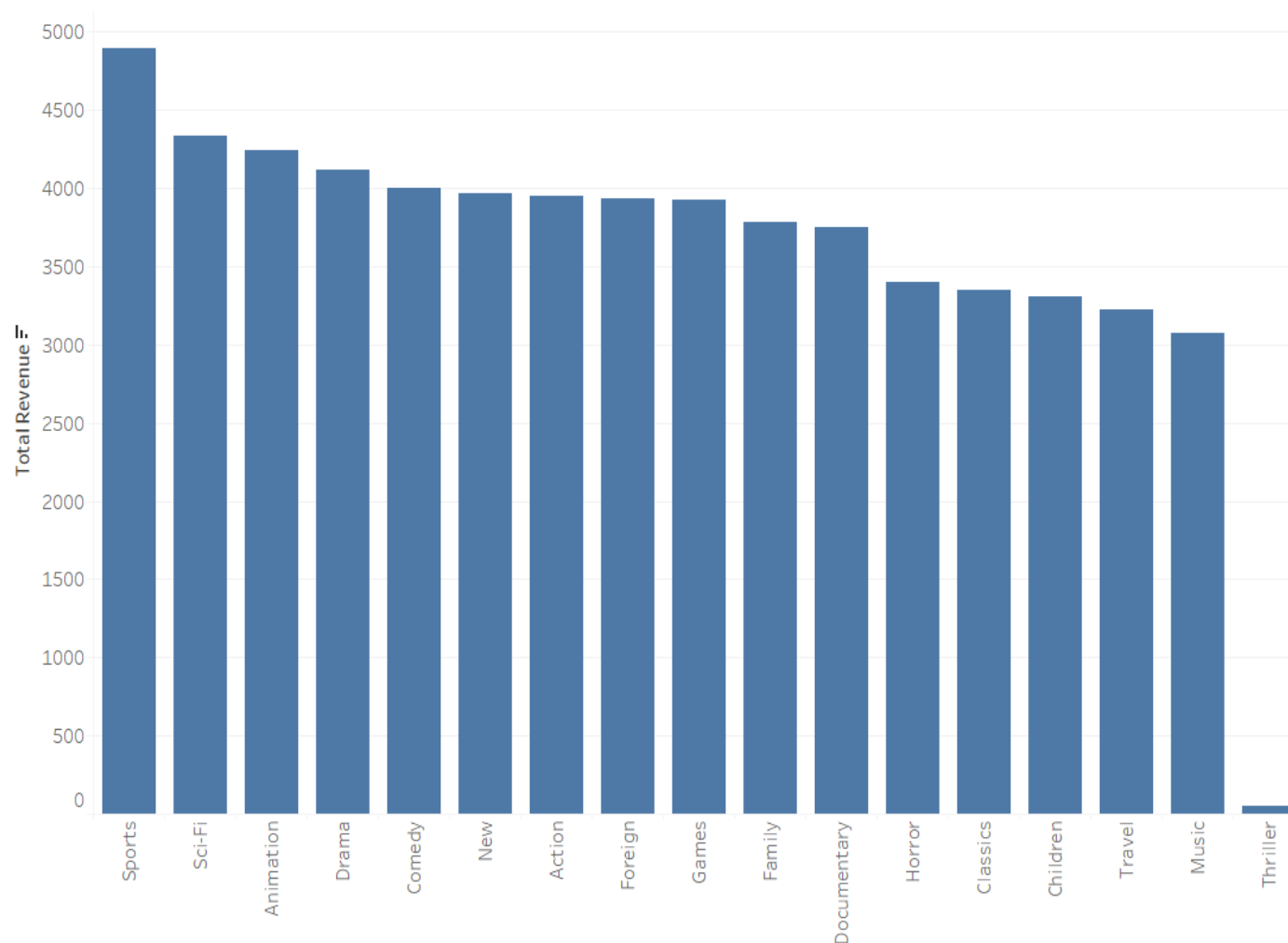
Top 10 Movies by Revenue

Telegraph Voyage	\$216
Zorro Ark	\$200
Wife Turn	\$199
Innocent Usual	\$192
Hustler Party	\$191
Saturday Lambs	\$191
Titans Jerk	\$187
Harry Idaho	\$178
Torque Bound	\$170
Dogma Family	\$169

Bottom 10 Movies by Revenue

Japanese Run	\$8
Lights Deer	\$8
Treatment Jekyll	\$7
Cruelty Unforgiven	\$7
Young Language	\$7
Rebel Airport	\$7
Freedom Cleopatra	\$6
Texas Watch	\$6
Oklahoma Jumanji	\$6
Duffel Apocalypse	\$6

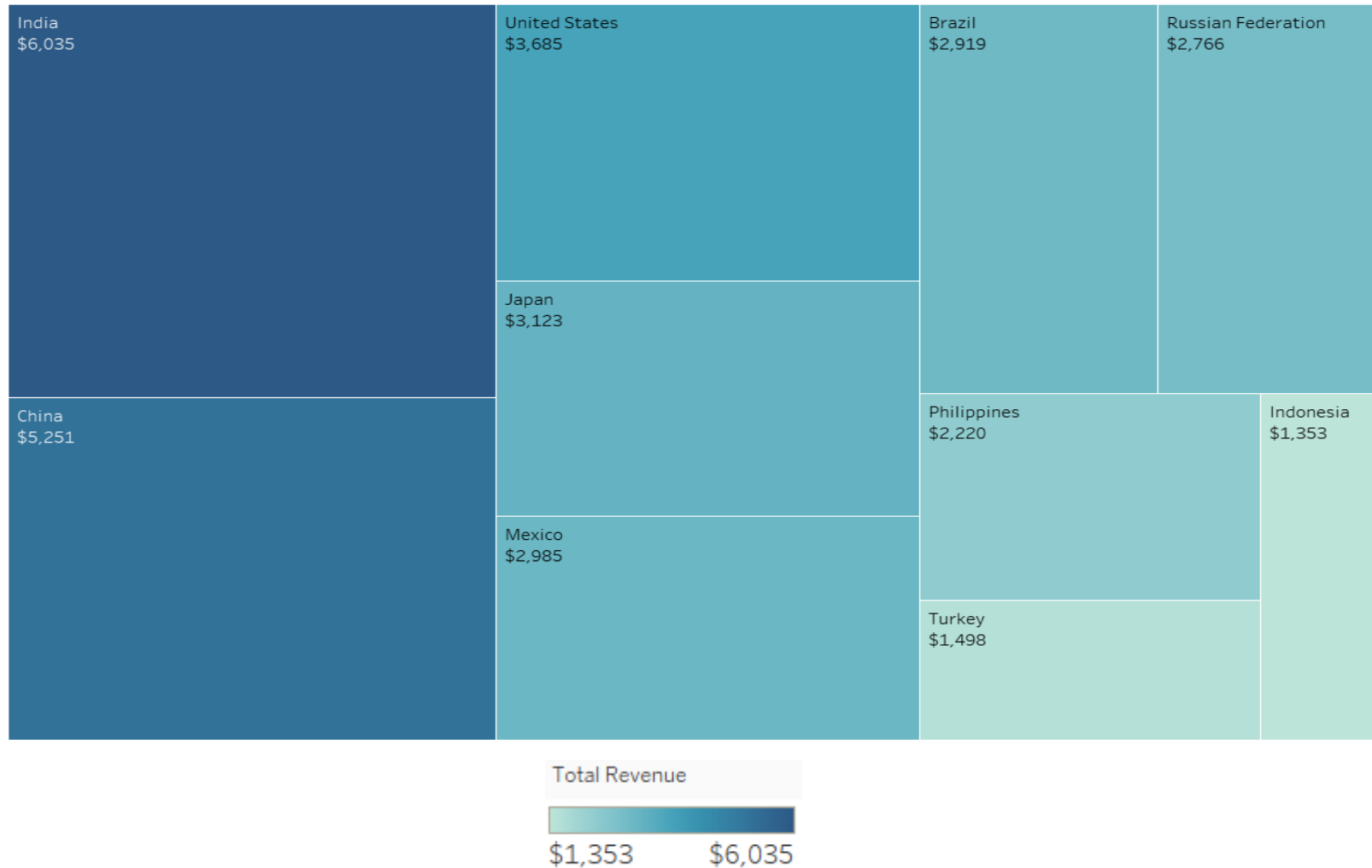
Revenue by Genre



- Movies generated **\$61,312** in revenue – average of **\$64** per movie
- Top three genres: Sports, Sci-Fi, Animation

Revenue

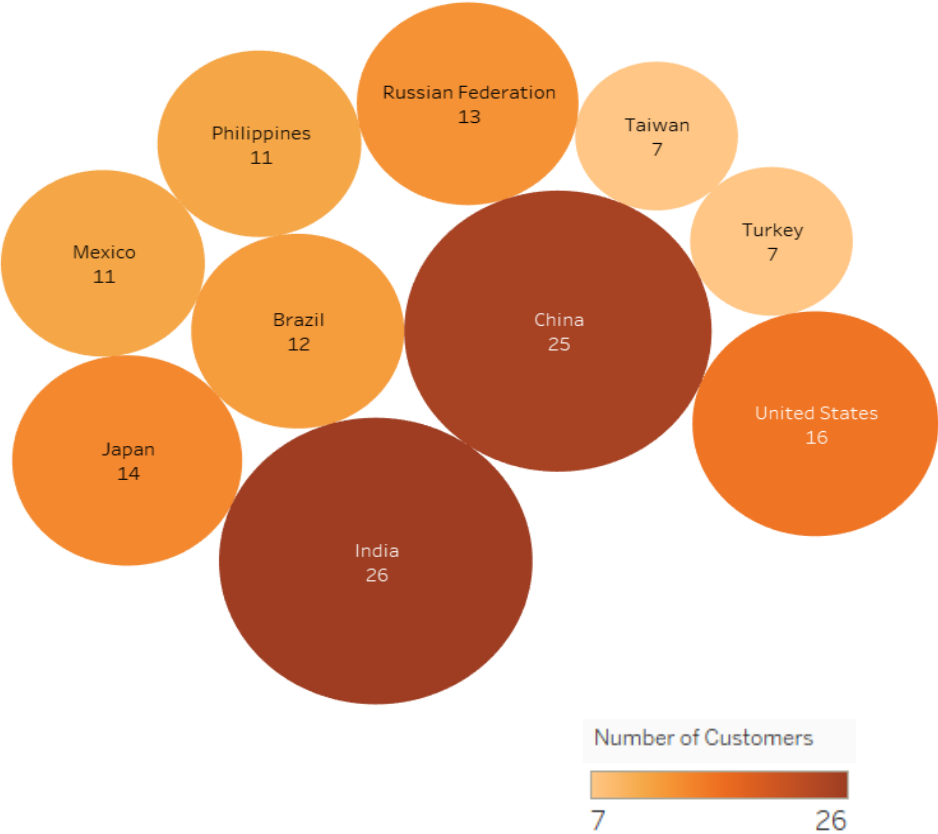
Top 10 Countries by Revenue



- India generated the most revenue at **\$6,035**
 - Nearly **10%** of total revenue
- Majority of the top 10 countries located in **Asia**

Customer Activity

Top 10 Countries With Customers Spending >\$102



Top 5 Customers by Spending

Eleanor	Hunt	\$212
Karl	Seal	\$209
Marion	Snyder	\$195
Rhonda	Kennedy	\$192
Clara	Shaw	\$190

- Customers on average spend **\$102** on movies
- Top customers spent nearly **twice** the average amount

Recommendations

1. **Focus marketing efforts towards Asia.** India, China, Japan, Philippines, and Indonesia were among the top 10 countries by total revenue. Focusing on these areas will help increase future revenue numbers.
2. **Acquire more movies in commonly spoken Asian languages.** Current movie selections are available only in English. The movie selection should be expanded to include languages such as Mandarin, Cantonese, and Hindi.
3. **Increase promotion and number of films of popular movie genres.** These include: Sports, Sci-Fi, Animation, Drama, and Comedy since they were the best performing genres.
4. **Remove films generating low revenues.** This will allow Rockbuster to make more room for newly acquired movies.
5. **Start a customer loyalty program to give rewards.** Customers will be assigned points every time they make a rental transaction. Accumulation of points can lead to discounts and special offers.

Questions?

Reach out to: adtdahal@gmail.com