

# ROCKBUSTER STEALTH ANALYSIS

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# Introduction

- ▶ Rockbuster Stealth LLC is a movie rental company that has stores all around the World.
- ▶ In response to stiff competition from other rental Companies like Amazon Prime and Netflix ,Rockbuster is strategizing to introduce an online video rental service.
- ▶ The objective of this project is to devise a new Comprehensive Launch Strategy for the new online Video service.

# Company Overview

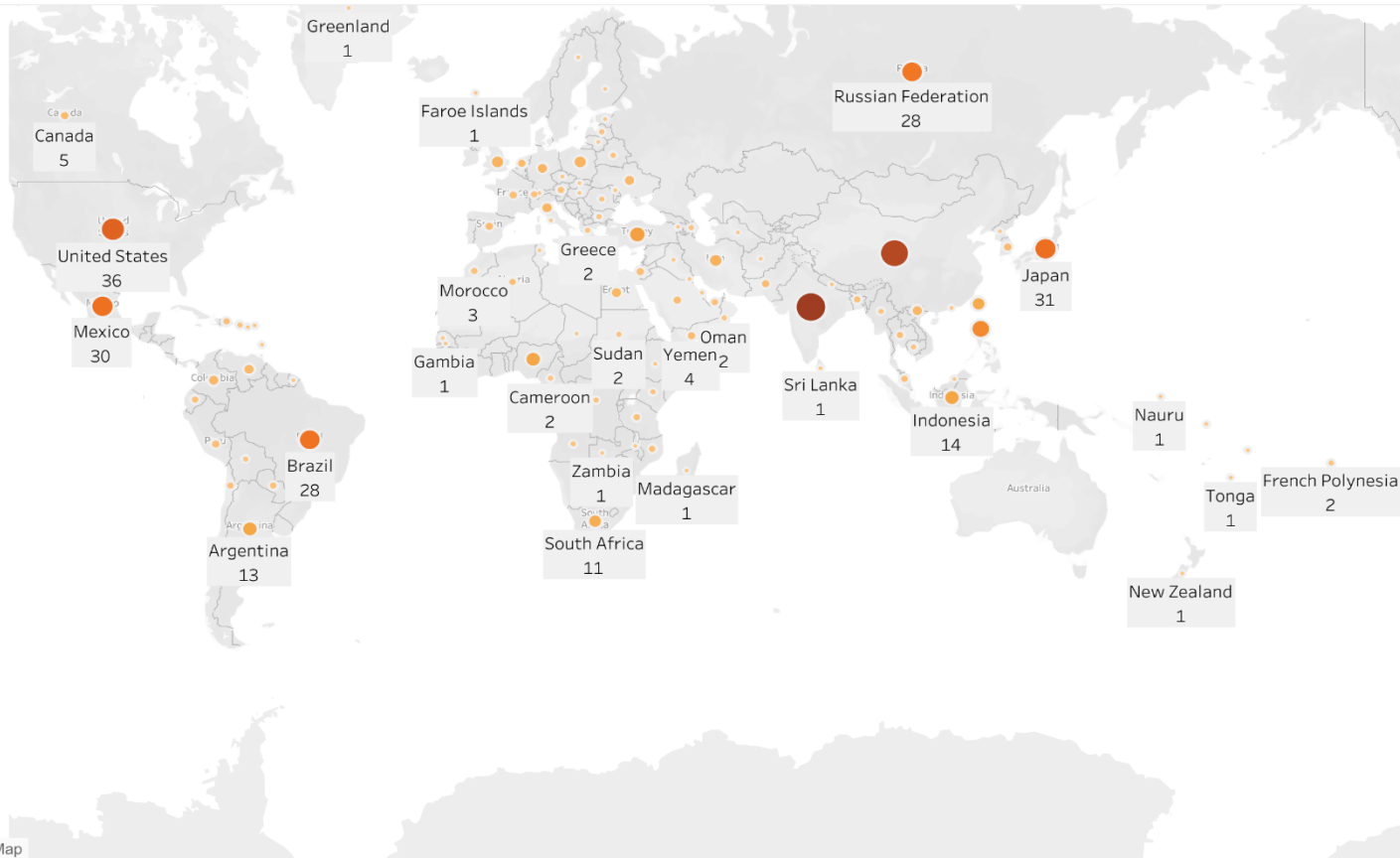
Total Customers	Total Titles	Max rental duration	Min rental Duration	Average rental Duration
14596	1000	7 Days	3 Days	5 Days
Maximum Rental	Min Rental Rate	Average Replacement Cost	Average Length Of the Movie	Total Revenue
4.99\$	0.99\$	19.98\$	115 minutes	61312\$

The Matter we should should focus upon

- Who are our customers..?
- Where are our customers located and which markets are crucial.?
- Which genres and titles are most popular among our customers ..?
- What steps should we take next ..?



# Where are our customers located ?



country	number_of_customer s
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14

The Spatial Analysis and the table of content shows us our Top Performing Markets namely India, China and United States.

# In which cities reside our Customers ..?

country	city	number_of_customers
United Kingdom	London	2
United States	Aurora	2
Spain	Santiago de Compostela	1
Japan	Iwaki	1
China	Shanwei	1
Morocco	Nador	1
China	Tianjin	1
Angola	Benguela	1
South Africa	Rustenburg	1
South Africa	Newcastle	1



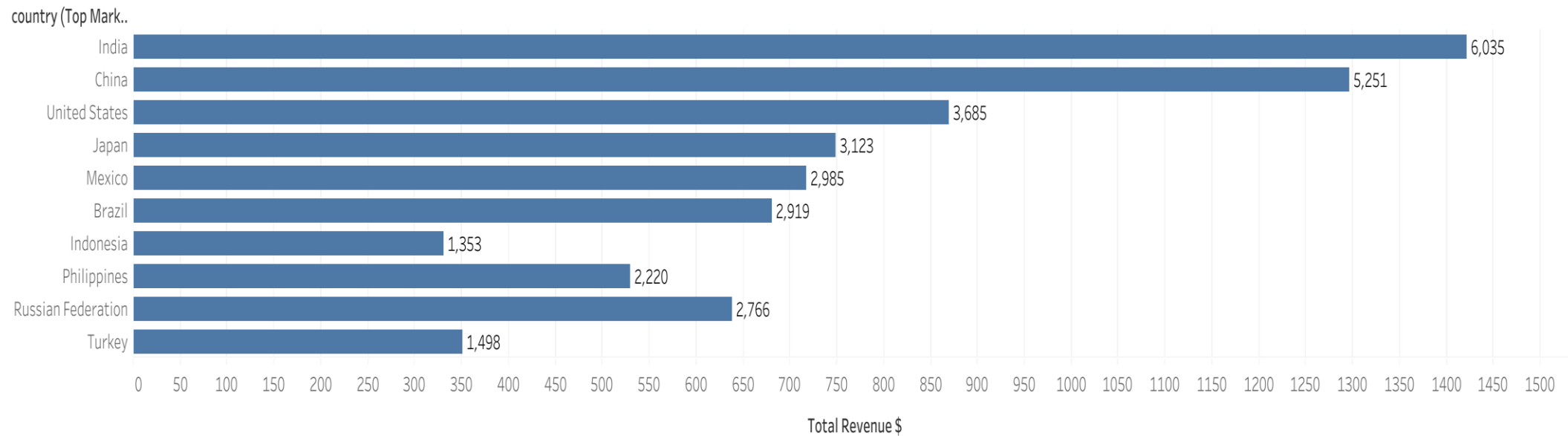
# Our Top 5 Customers



first_name	last_name	city	country	total_amount_paid
Arlene	Harvey	Ambattur	India	111.76
Kyle	Spurlock	Shanwei	China	109.71
Marlene	Welch	Iwaki	Japan	106.77
Glen	Talbert	Acua	Mexico	100.77
Clinton	Buford	Aurora	United States	98.76

# Top 10 Markets

## Top 10 Markets

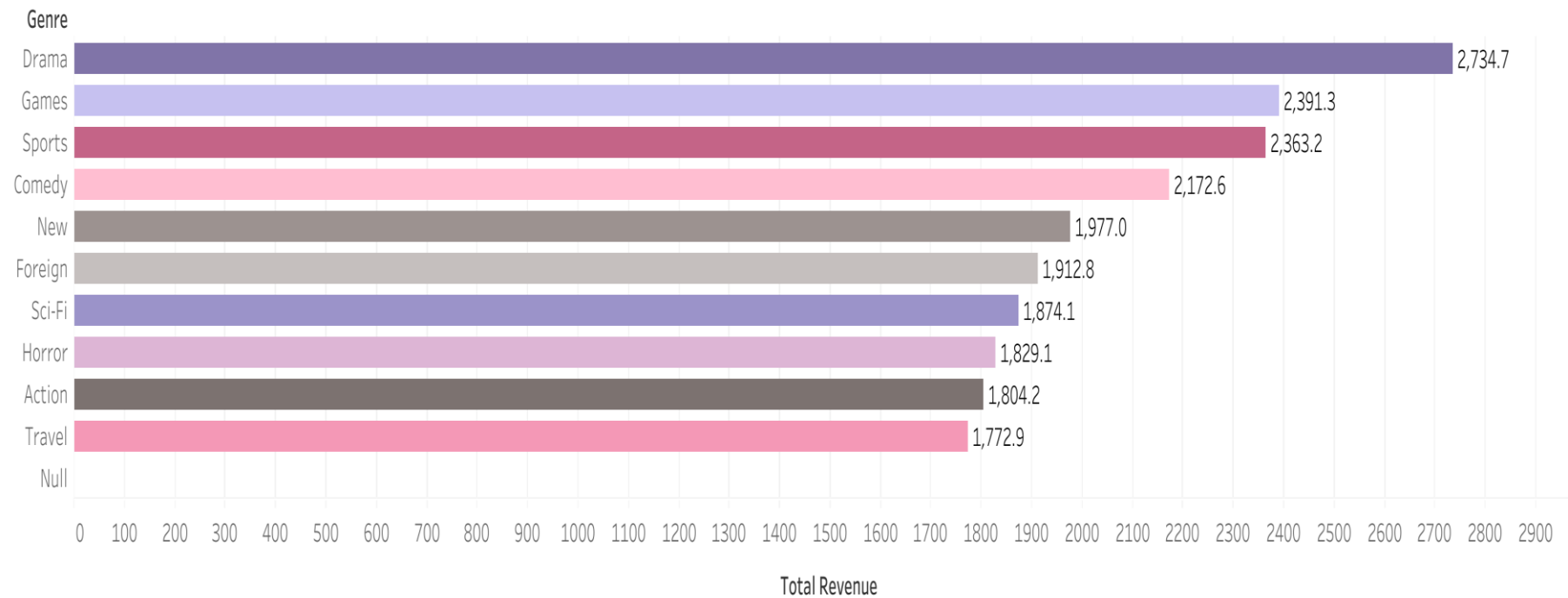


The top contributors here are India, China and United States.



# Top Genres

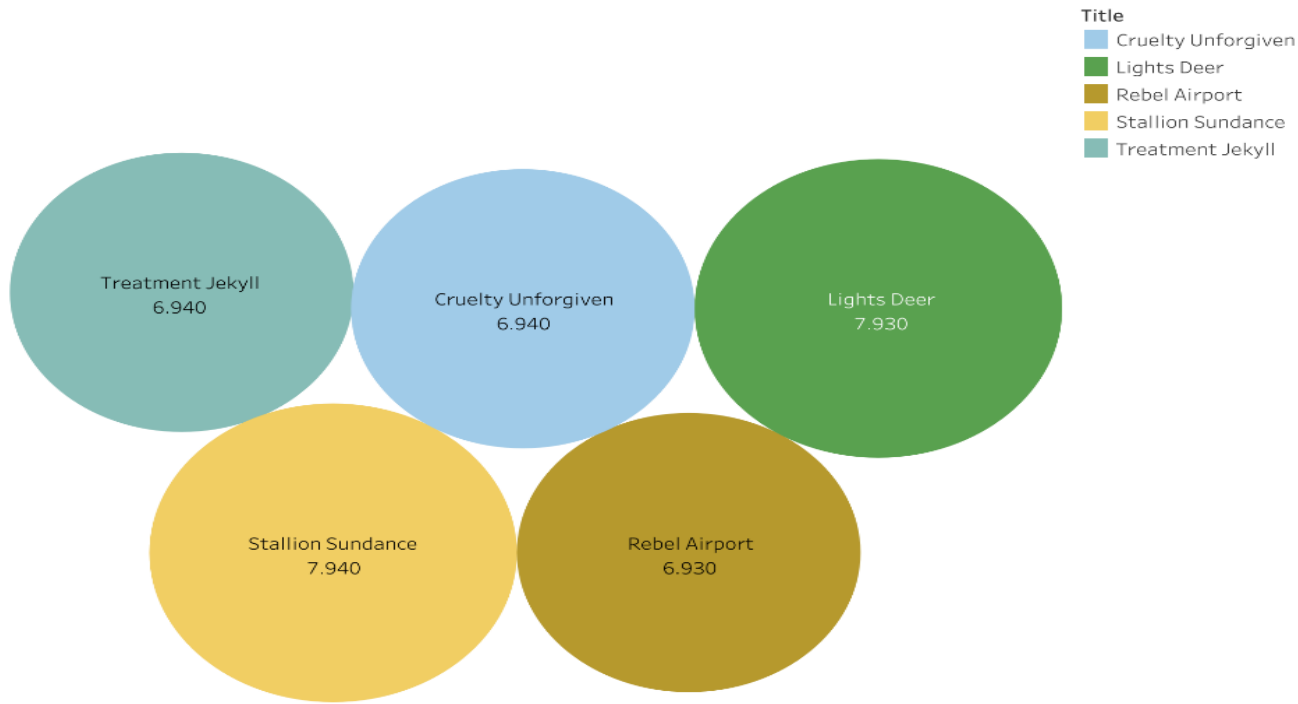
Top Genres



The major contributor being Drama ,Games and Sports.

# Top Title

## Top Titles



The top 5 Successful Titles have been identified based on the total revenue it generated .The top being Lights Dear, Stallion Sundance and Treatment Jekyll.

# Suggestions

- ▶ Expanding language options and targeting the key markets such as India, China and The U.S which can boost subscriber growth accordingly.
- ▶ Constantly access location wise performance and adopt resource allocation strategies according to the changing dynamics of the market.
- ▶ Increase rental charges and bring in lucrative packages for the top earning titles.
- ▶ Releasing offers for the weaker markets to attract more customers.



**Thank You**

**Amees Jani**