

Rockbuster Stealth, LLC

2022 Revenue Data

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ROCKBUSTER STEALTH, LLC

Background:

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:

To examine Rockbuster's existing customer and inventory data and key questions put forward by The Rockbuster Stealth Management Board

Data Source:

All data comes from a database containing information about Rockbuster's film inventory, customers, and payments.

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?

ROCKBUSTER: BY THE NUMBERS

2020 Revenue Data

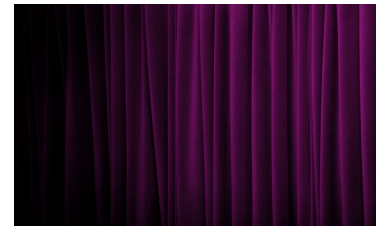
599
Customers

600
Cities

109
Countries

1000
Movie Titles

22
Genres



MOVIES BY REVENUE

Top 10 Movies by Revenue (USD)

Title	
Apache Divine	\$3,507
Bucket Brotherhood	\$3,435
Forward Temple	\$3,443
Harry Idaho	\$3,411
Massacre Usual	\$3,390
Network Peak	\$3,388
Pulp Beverly	\$3,420
Ridgemont Submarine	\$3,543
Rocketeer Mother	\$3,380
Rugrats Shakespeare	\$3,398

Bottom 10 Movies by Revenue (USD)

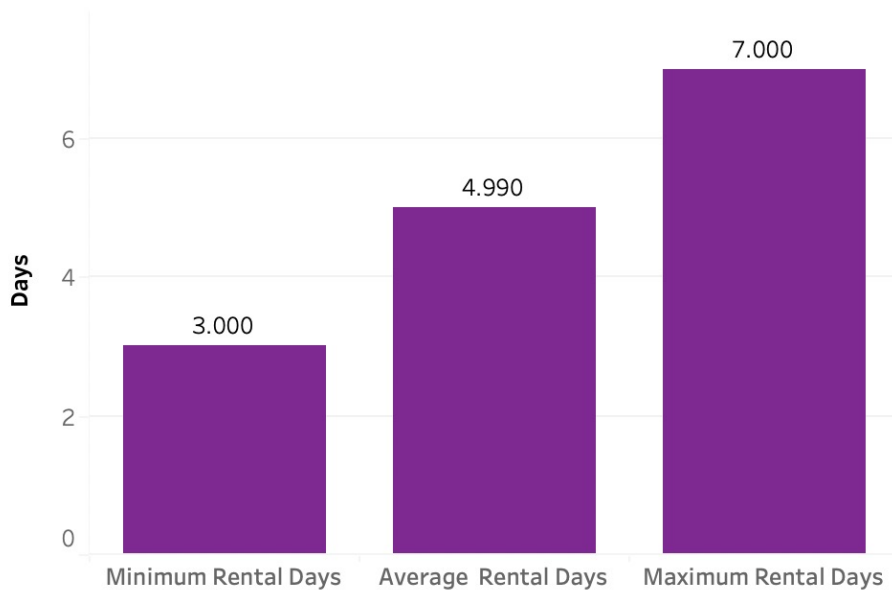
Title	
Braveheart Human	\$525
Bunch Minds	\$477
Fever Empire	\$472
Hardly Robbers	\$425
Informer Double	\$493
Mannequin Worst	\$442
Mixed Doors	\$410
Seven Swarm	\$508
Traffic Hobbit	\$501
Train Bunch	\$477

Top 10 Genres by Revenue (USD)

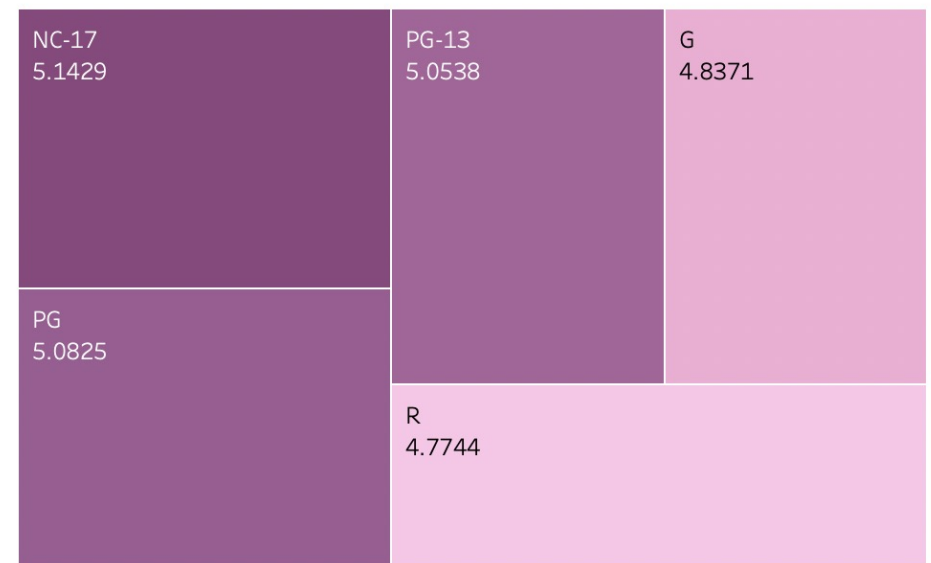
Name	
Sports	\$125,547
Animation	\$124,972
Action	\$118,563
Family	\$116,842
Sci-Fi	\$116,128
Drama	\$111,074
Documentary	\$111,022
Foreign	\$110,214
Games	\$104,539
New	\$100,529

RENTAL DURATIONS

Total Rental Duration



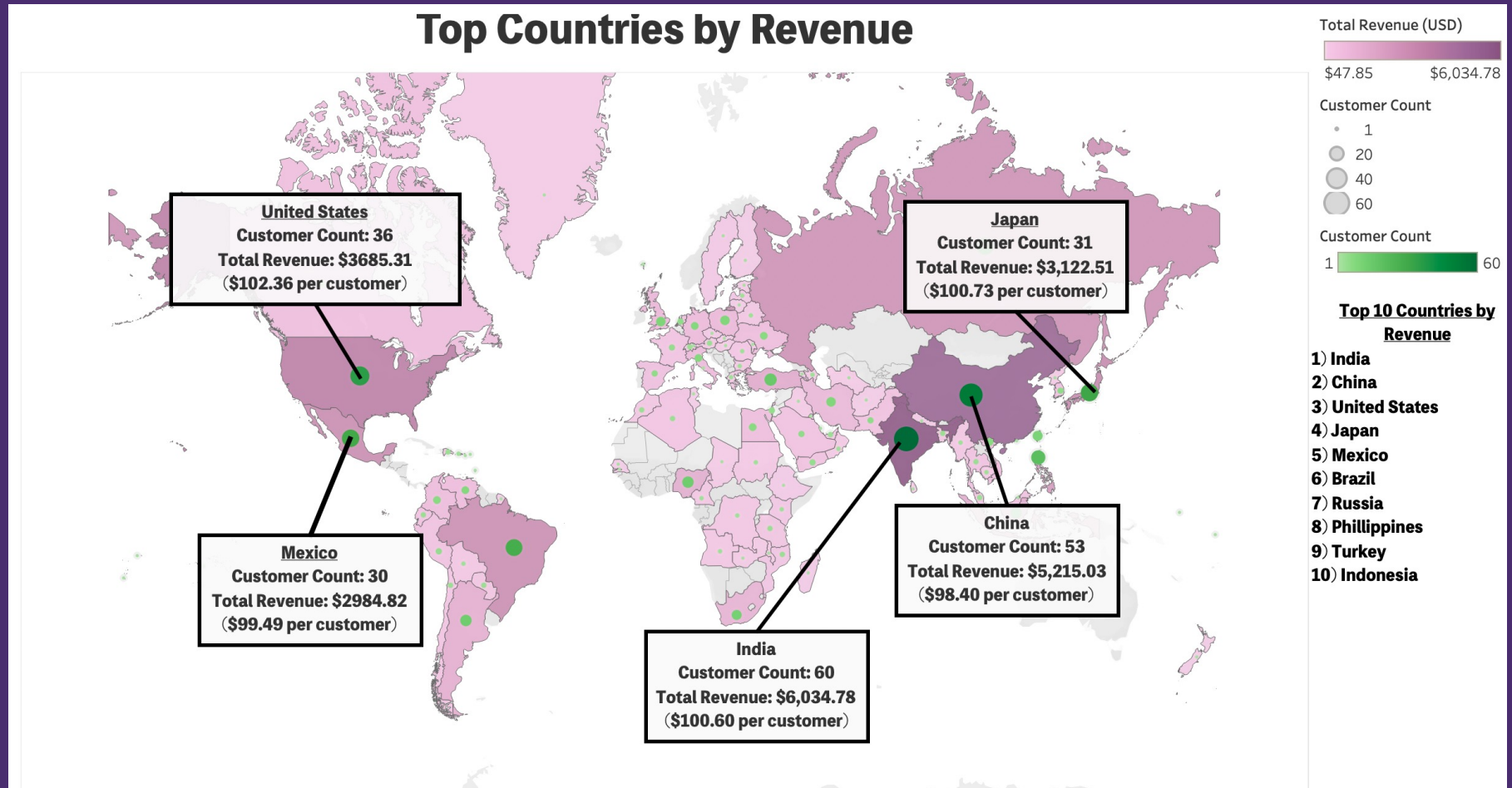
Average Rental Duration by Rating



Films rated NC-17 have the highest average rental duration
Films rated R have the lowest average rental duration

Longer average rental durations = higher total revenue

TOP 10 COUNTRIES BY REVENUE



The United States has the highest revenue per customer (\$102.36)

OBSERVATIONS AND RECOMMENDATIONS

Observations:

- 1) Sports, Animation, Action, and Family are Rockbuster's highest-grossing genres.
- 2) Films rated NC-17, PG, and PG-13 have the highest average rental duration.
- 3) India, China, and the United States have the highest revenue
- 4) More customers = higher revenue

Recommendation:

- 1) Acquire more films in these genres in Rockbuster's inventory.
- 2) Acquire more films with these rating in Rockbuster's inventory. Higher average rental duration = more revenue
- 3) Invest more resources in these countries.
- 4) Create rewards programs to keep customers active.