

# ROCKBUSTER STEALTH

---

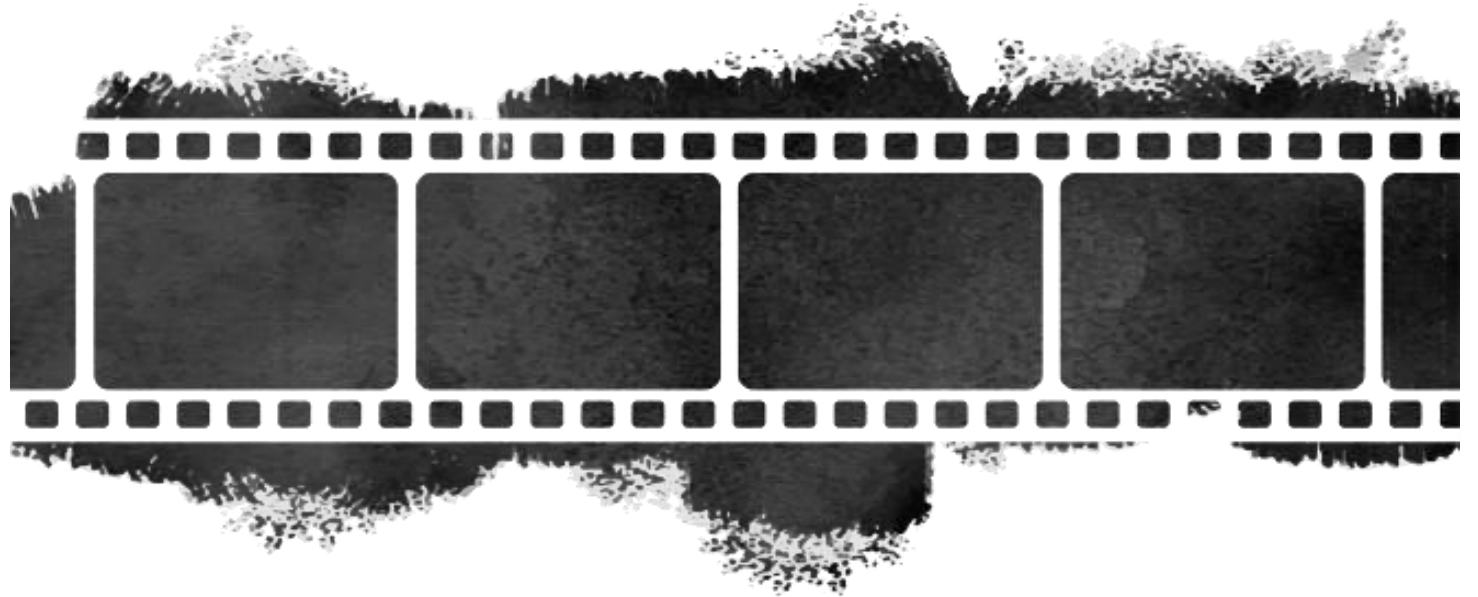
DATA ANALYSIS

BY ANTON GRYZUNOV

# INTRODUCTION

---

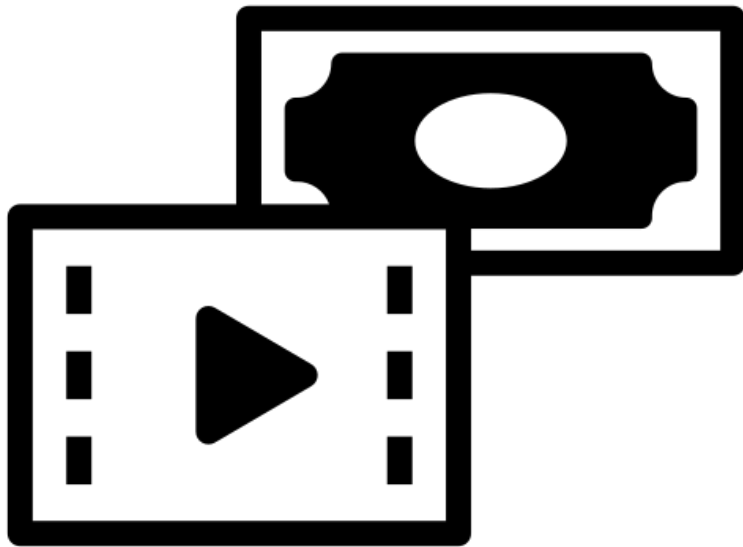
Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.



# ANALYZED CRITERIA

- We have made our analysis based on the following criteria:

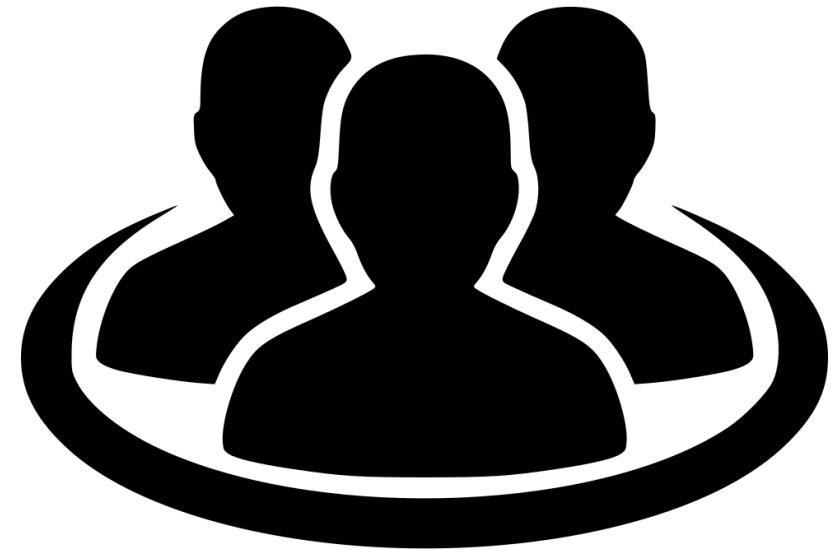
**RENTAL ASPECTS**  
**(RATE, DURATION, LENGTH)**



**GEOGRAPHICAL ASPECTS**  
**(COUNTRIES, CITIES)**



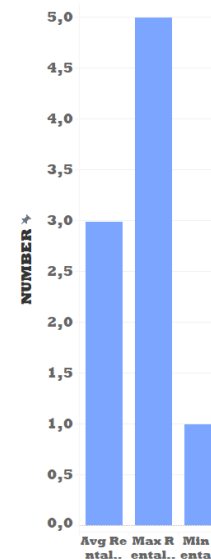
**CUSTOMER ASPECTS**  
**(TOP CUSTOMERS, AMOUNTS PAID)**



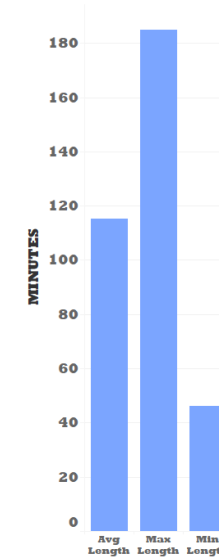
# RENTAL ASPECTS ANALYSIS

- We have received the following descriptive statistics and illustrated it with minimal, average and maximal values

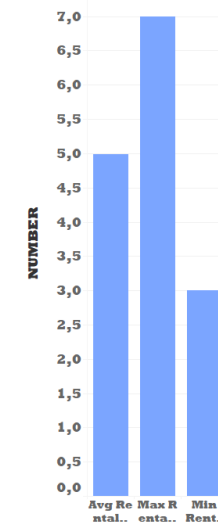
**RENTAL RATE**



**LENGTH**



**RENTAL DURATION**

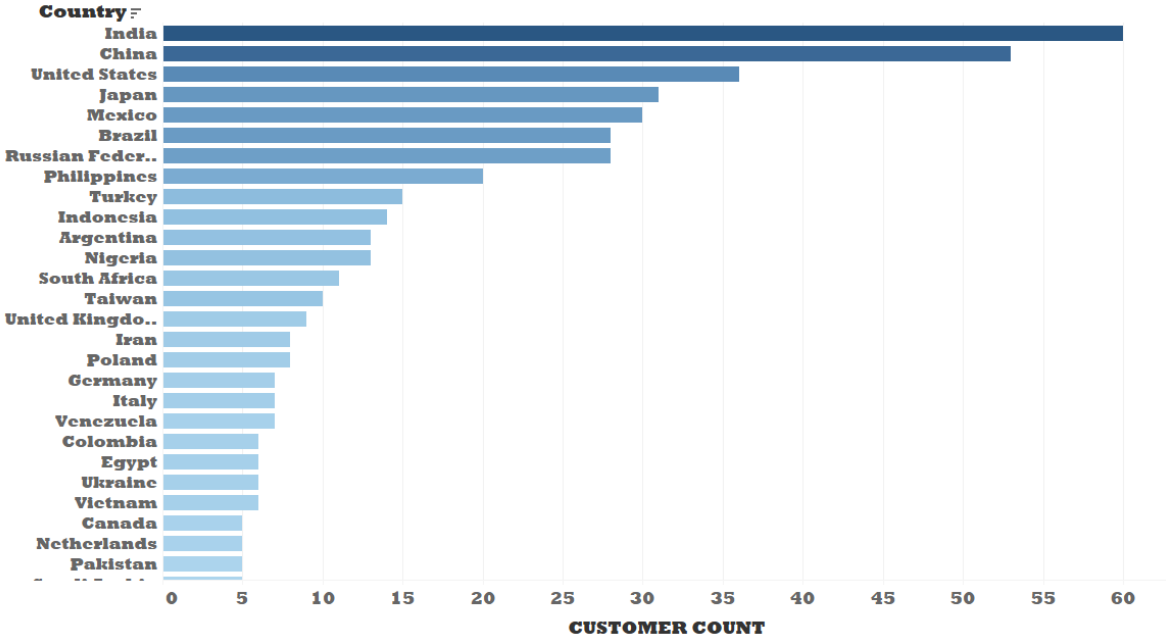


# GEOGRAPHICAL ASPECTS ANALYSIS

MAP: COUNT OF CUSTOMERS AND TOTAL AMOUNT PAID

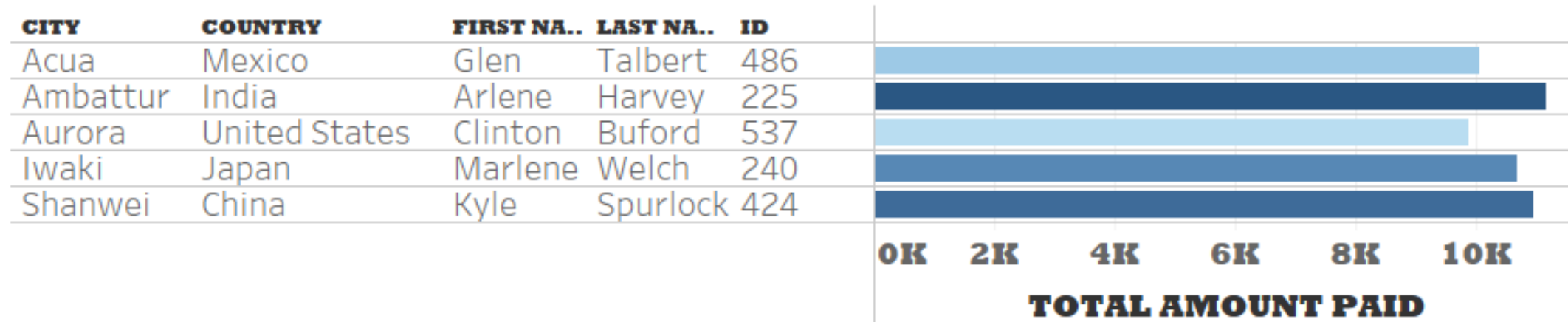


COUNTRIES TOP: COUNT OF CUSTOMERS AND TOTAL AMOUNT PAID



# CUSTOMER ASPECTS ANALYSIS

## TOP 5 CUSTOMERS



# RECOMMENDATIONS

---

- **Introduction of discounts for loyal customers**
- **Adding new subscription options such as „INVITE YOUR FRIEND AND GET 3 MONTHS RENTAL FREE“**
- **Concentrate more on the top markets (India, China, USA, Japan) and provide more language diversity (subtitels or voice)**
- **Analyse competitors and find a way for more diversification and positioning**