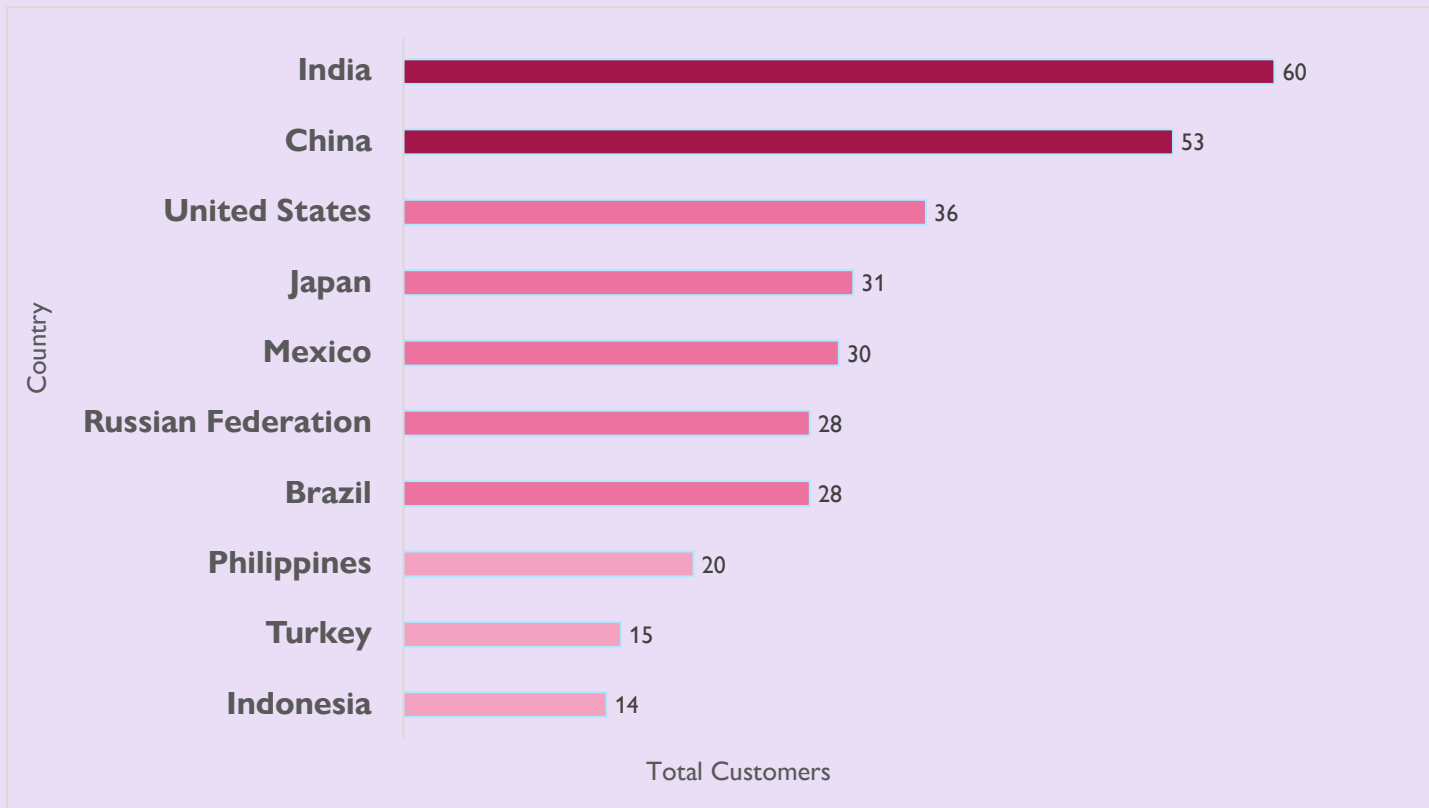# ROCKBUSTER

Seda Aslan

Background

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. 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 in the streaming market. There for, Rockbuster Stealth's business intelligence (BI) department needs a launch strategy for the new online video rental service.
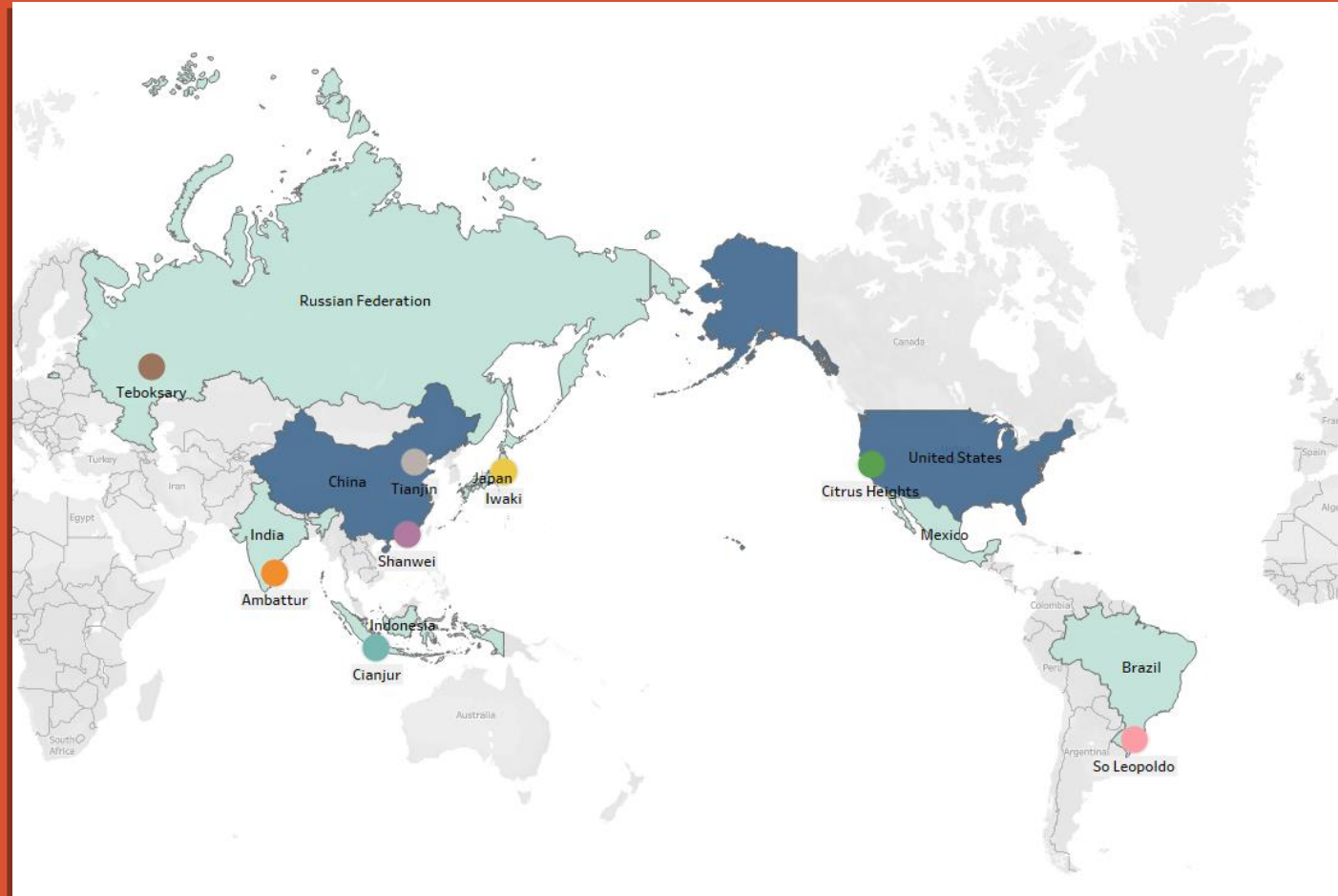
RENTAL AVERAGES

LENGTH (MINUTES)	RATE	DURATION (DAYS)	REPLACEMENT COST
115	$ 2.98	5	$ 9.99

TOP COUNTRIES

India has more customers than other countries. As China is also very close to India, Asia is the biggest market with 50% of sales.

TOP CITIES AND COUNTRIES

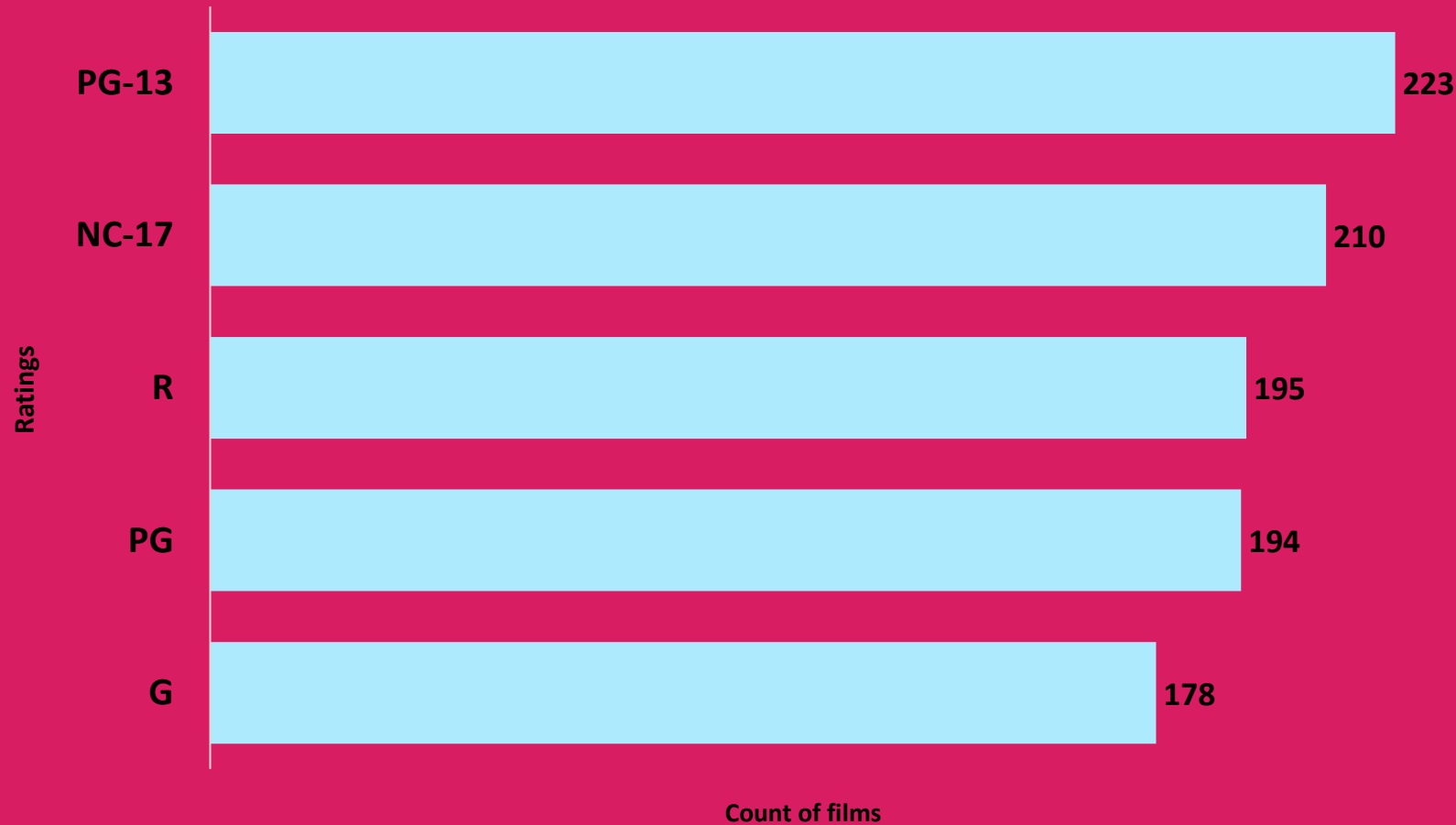On average, there is at least 1 customer per city.

Top 5 Customer

Customer ID	First Name	Last Name	Country	City	Total Amount Paid
225	Arlene	Harvey	India	Ambattur	111.76
424	Kyle	Spurlock	China	Shanwei	109.71
240	Marlene	Welch	Japan	Iwaki	106.77
486	Glen	Talbert	Mexico	Acua	100.77
537	Clinton	Buford	United States	Aurora	98.76

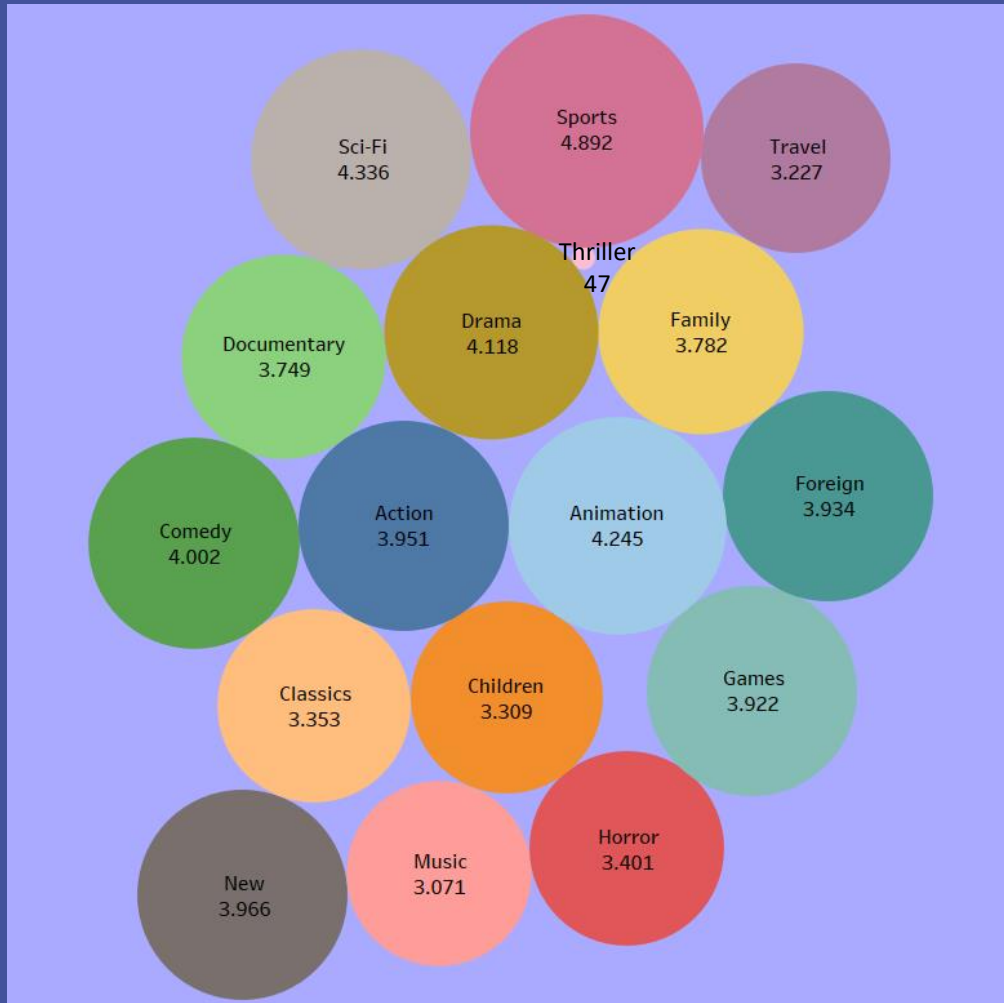➢ These customer are from India, China, Japan, Mexico and United States.

➢ The highest spending customer, Arlene Harvey, is from India. The customer spent a total of $111,76.

MOVIE RATINGS

While the sales rates are very close, PG-13 and NC-17 have the most sales numbers.

TOP CATEGORIES

Sports is the most successful genre that Rockbuster offers. Sports produced the most income, totaling $4,892k. However, Thriller was the genre that produced the least income, with only $47k earned.

Tips for businesses

Asia countries are the biggest consumers. Pay more attention to their needs.

Sports and Sci-Fi are the most profitable genres for Rockbuster.

PG-13 and NC-17 rated contents are making more profit then others.

Recommendations

➢ Instead of lunching to all countries, Rockbuster should select the best performing countries based on analyses to start.

➢ Instead of starting wide, it is better to select the best performing genres, and ratings to accelerate faster.

➢ The extension to other countries, genres, and ratings should be considered based on the results of first lunches

➢ As the user experience already exists, Rockbuster should have a proper subscription model o reach all the customer segments.

➢ A user friendly platform could increase the customer retention.

Thank you

Seda Aslan