




# Rockbuster Stealth. New strategy for Year 2020.

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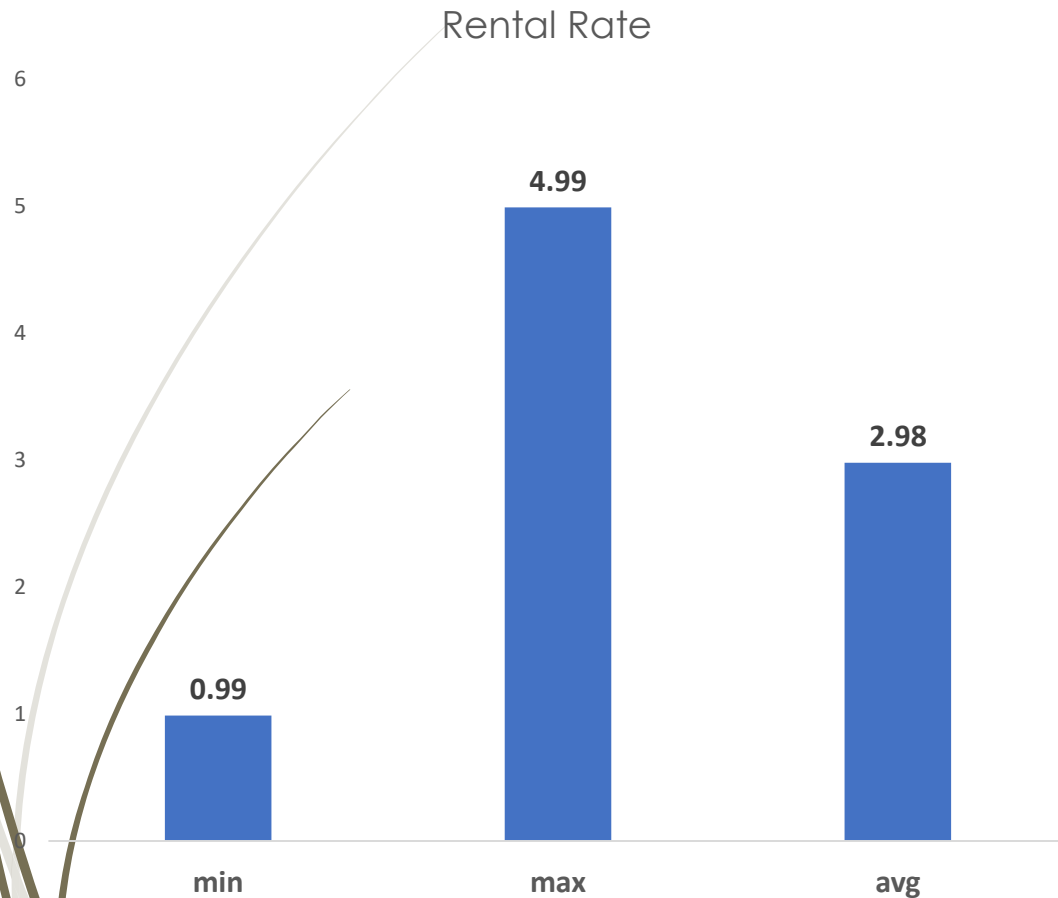
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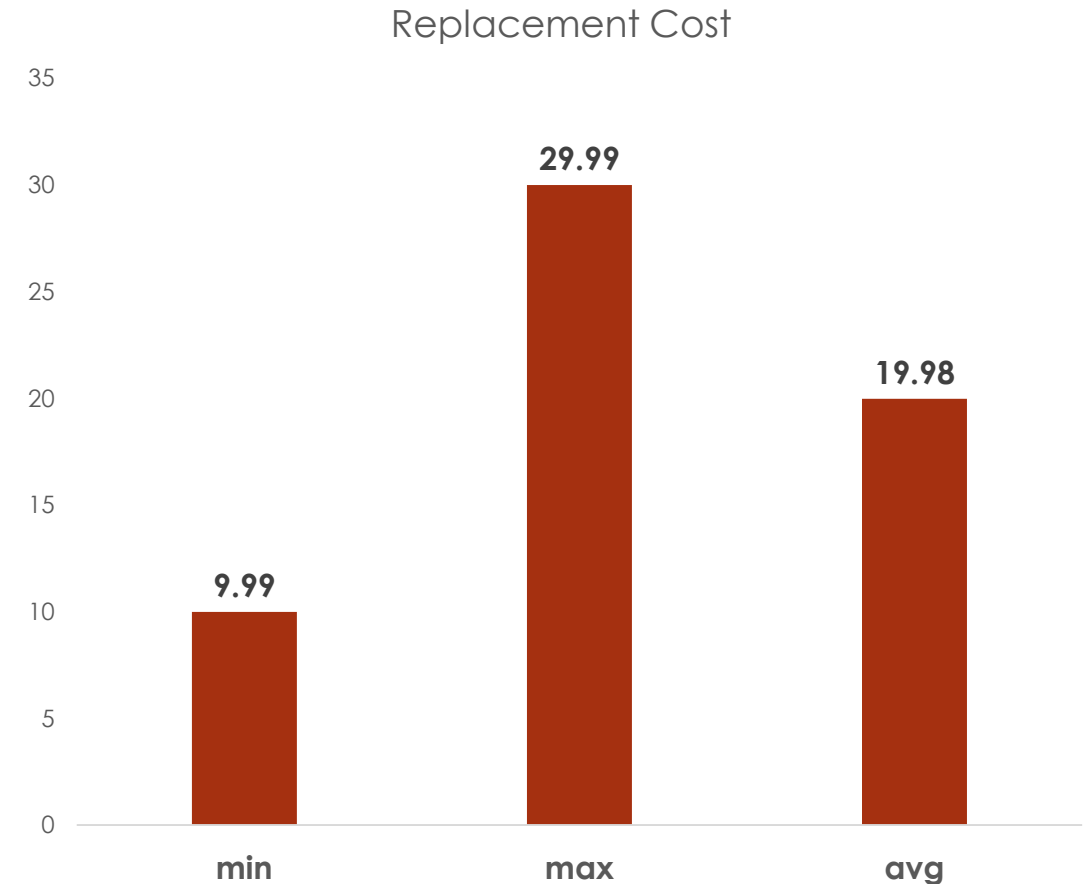
## Project overview.

- Motivation: We are facing stiff competition from streaming services such as Netflix and Amazon Prime.
- Objective: Planning to use our existing movie licenses to launch an online video rental service to stay competitive.
- Scope: Involve sales, marketing, IT, and finance departments. Implement insights, and recommendations in the nearest time.

# Film and payment statistics.

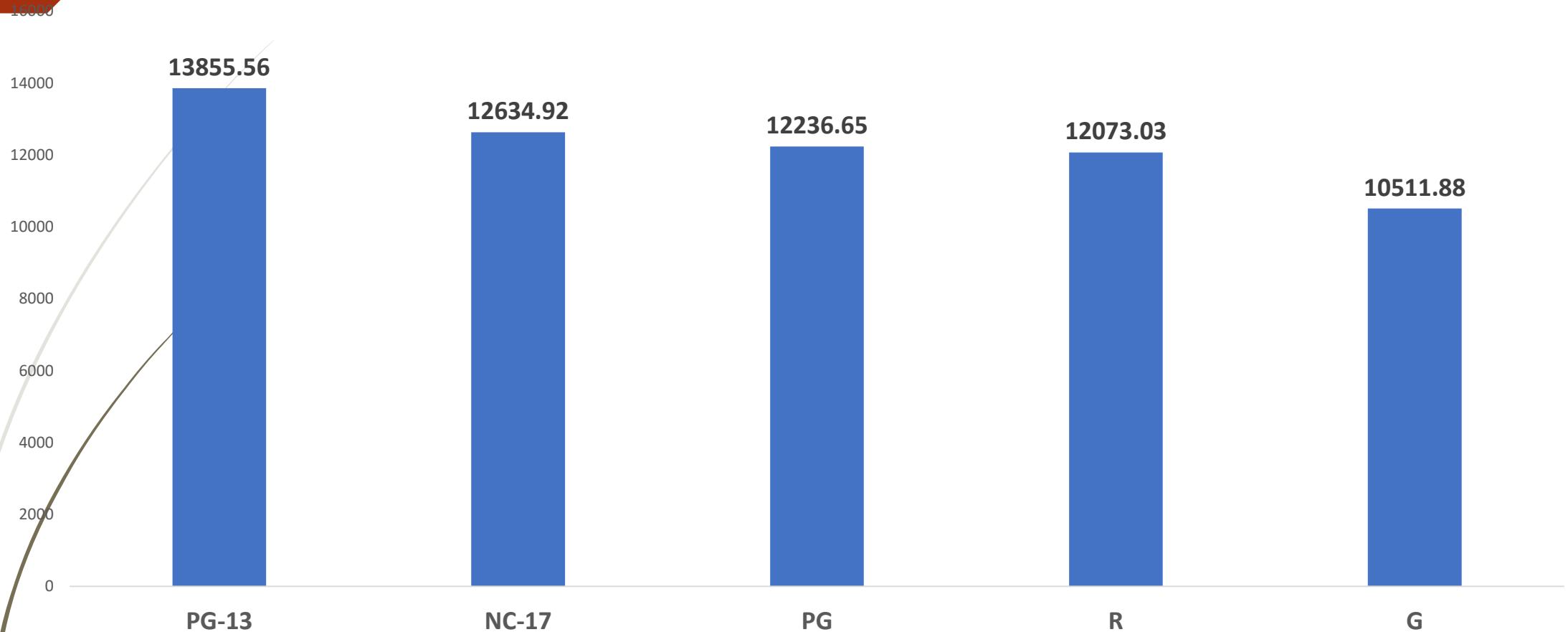


*Our average rental rate is 2.98  
which is very attractive to our clients.*



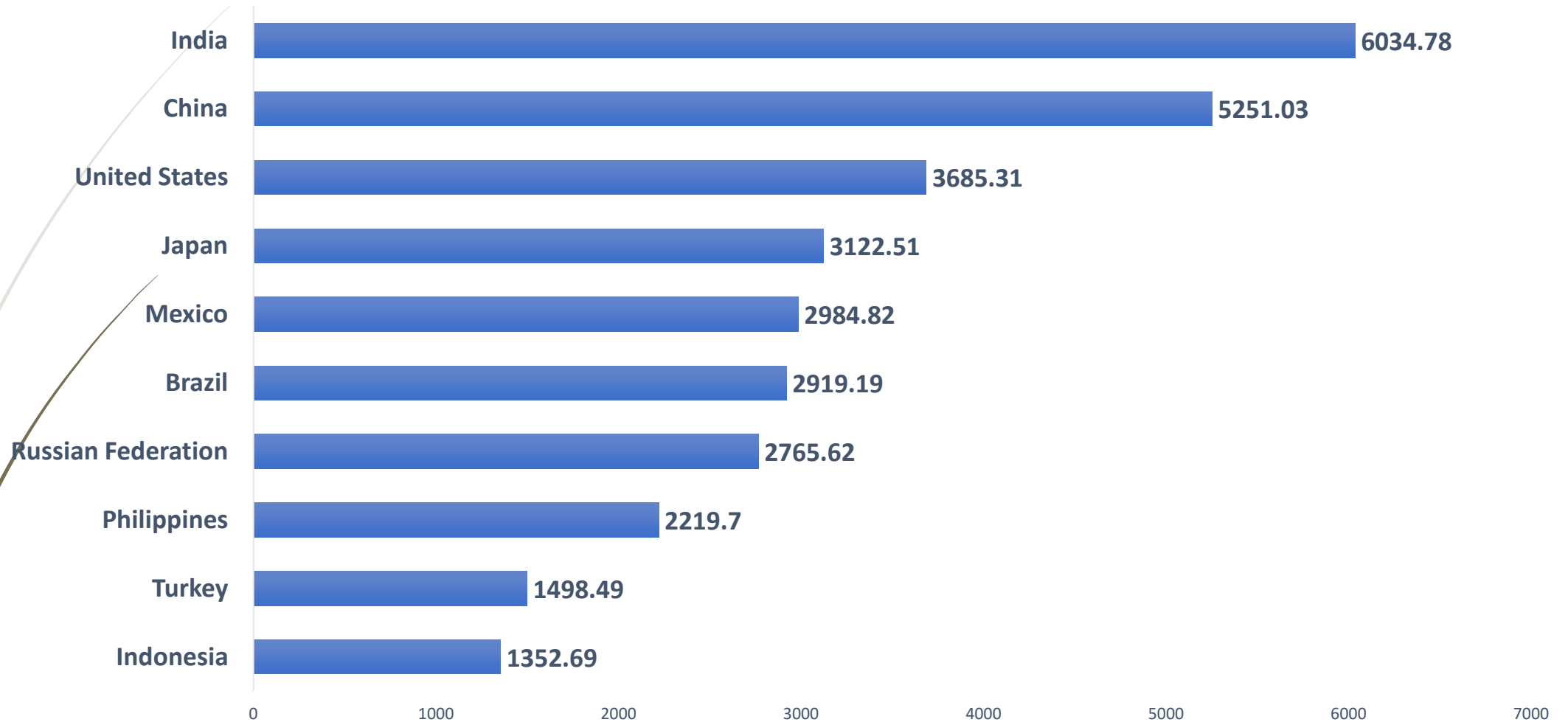
*Our average replacement cost is 19.98*

# Motion Picture Association of America ratings(MPAA)



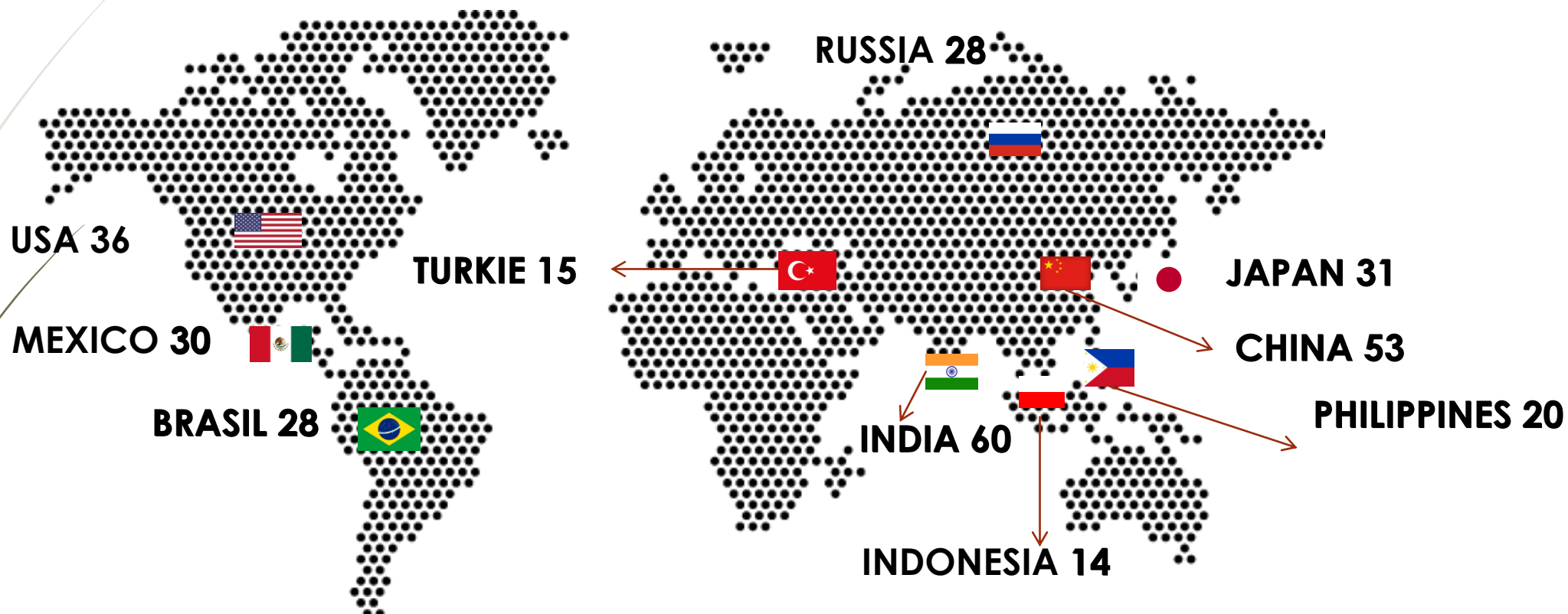
*PG-13 rating brought us the most amount (usd), however, there is no huge difference in groups.*

## Total amounts paid by countries.



*Our best revenue countries are India and China.*

# Our top 10 countries by customer count.



[More information here.](#) Use CNTRL and hover the mouse over it.

## Top 10 cities where our customers are located.

City	Country	Count of customers
1. Aurora	USA	2
2. London	United Kongdom	2
3. Kitwe	Zambia	1
4. Adoni	India	1
5. Dhule (Dhulia)	India	1
6. Xintai	China	1
7. Sivas	Turkie	1
8. Mahajanga	Madagascar	1
9. Nezahualcyotl	Mexico	1
10. Escobar	Argentina	1

*The Rockbuster team is everywhere.*



## Our top 5 clients in terms of payment.

#	Customer ID	First Name	Last Name	Country	City	Total amount paid (usd)
1	148	Eleanor	Hunt	Reunion	Sant-Denis	211.55
2	144	Clara	Shaw	Belarus	Molodetno	189.6
3	566	Casey	Mena	Turkey	Tokat	130.68
4	84	Sara	Perry	Mexico	Atlixco	128.7
5	506	Leslie	Seward	Indonesia	Pontianak	123.72

*We should give some gift cards, discounts, or any promo codes for our best customers.*

# Our high lifetime value customers.

№	Customer ID	First name	Last name	Country	Total revenue	Total payment	Average payment value	Customer lifetime	LTV
1	148	Eleanor	Hunt	Runion	211.55	45	4.70	74	2.86
2	526	Karl	Seal	USA	208.58	42	4.97	74	2.82
3	137	Rhonda	Kennedy	Netherlands	191.62	38	5.04	71	2.70
4	144	Clara	Shaw	Belarus	189.6	40	4.74	72	2.63
5	314	George	Linton	Brazil	113.71	29	3.92	44	2.58
6	459	Tommy	Collazo	Iran	183.63	37	4.96	72	2.55
7	178	Marion	Snyder	Brazil	194.61	39	4.99	88	2.21
8	286	Velma	Lucas	Nigeria	96.76	24	4.03	44	2.20
9	403	Mike	Way	India	162.67	33	4.93	74	2.20
10	522	Arnold	Havens	Philippines	161.68	32	5.05	74	2.18

*It is always less expensive to maintain an existing relationship than to create a new one.*



# Our recommendations.

- Develop content in social media (indicate the most rented films, promote the new arrivals, advertise attractive subscription conditions etc.)
- Know the audience. (buy more films with PG-13 ratings.)
- Promotion Plan. (offer discounts, promotions, and special conditions for our best customers and also for the newcomers.)
- FLeXible subscription plan for the different clients. (monthly or annual payment.)

*These recommendations are suggestions from the analyst's team.  
Dear colleges, please feel free to add your comments, advices, and notes.  
We as a team, starting a new 2020 Year with ambitious resolutions  
and hope for your support and coordination.*