

Rockbuster *Stealth*

A diagram consisting of three orange arrows. The first arrow starts at the bottom left and points diagonally up to the 'Rockbuster' part of the title. The second arrow starts at the 'Rockbuster' part and points diagonally down to the 'Stealth' part. The third arrow starts at the 'Stealth' part and points horizontally to the right.

Presentation by
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Introduction:

Rockbuster Stealth LLC has stores all around the world but we are facing stiff competition from other entities such as Netflix and Amazon Prime. Rockbuster management is launch an online video rental service in order to stay competitive in the industry.

A thick blue arrow pointing to the right, positioned below the text.

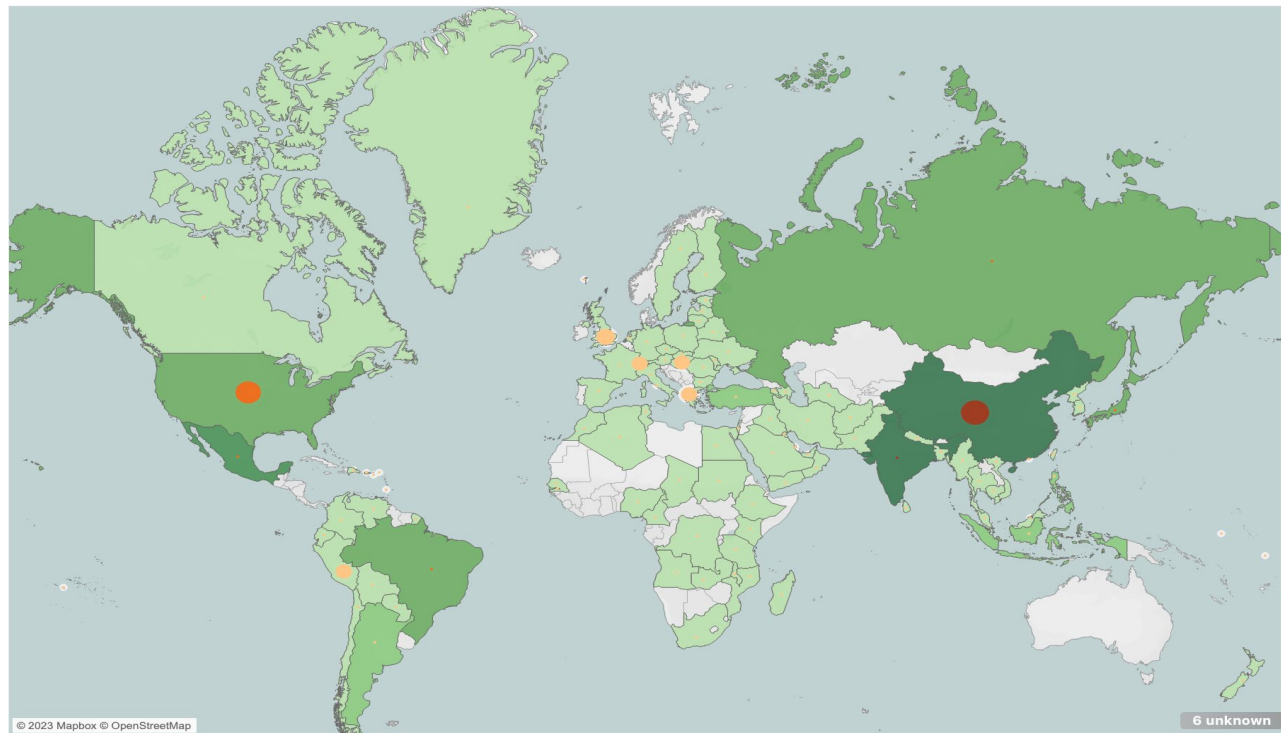
Key questions and objectives



- *Which countries are Rockbuster customers based in?*
 - *Where are customers with a high lifetime value based?*
 - *What was the average rental duration for all videos?*
 - *Which movies contributed the most/least to revenue gain?*
 - *Do sales figures vary between geographic regions?*
- 

Rockbuster Stealth customers

Countries of **ROCKBUSTER STEALTH** customers



Rockbuster Stealth has customers all around the globe. The deeper shades of green denote higher customer numbers. Similarly, the orange dots represent our top 10 cities for customer sales. China and the U.S have multiple top cities in this list.



*Amongst Rockbuster
Stealth's loyal
worldwide customers,
these are our*

TOP 10

Rockbuster Stealth valued customers:

	customer id	name	city	country	total amount paid
1	148	Eleanor Hunt	Saint-Denis	Runion	211.55
2	526	Karl Seal	Cape Coral	United States	208.58
3	178	Marion Snyder	Santa Brbara dOeste	Brazil	194.61
4	137	Rhonda Kennedy	Apeldoorn	Netherlands	191.62
5	144	Clara Shaw	Molodetno	Belarus	189.6
6	459	Tommy Collazo	Qomsheh	Iran	183.63
7	181	Ana Bradley	Memphis	United States	167.67
8	410	Curtis Irby	Richmond Hill	Canada	167.62
9	236	Marcia Dean	Tanza	Philippines	166.61
10	403	Mike Way	Valparai	India	162.67

RockbusterStealth

	rental duration	rental rate	film length	replacement cost
minimum	3	0.99	46	9.99
maximum	7	4.99	185	29.99
average	5	2.98	115.27	19.98

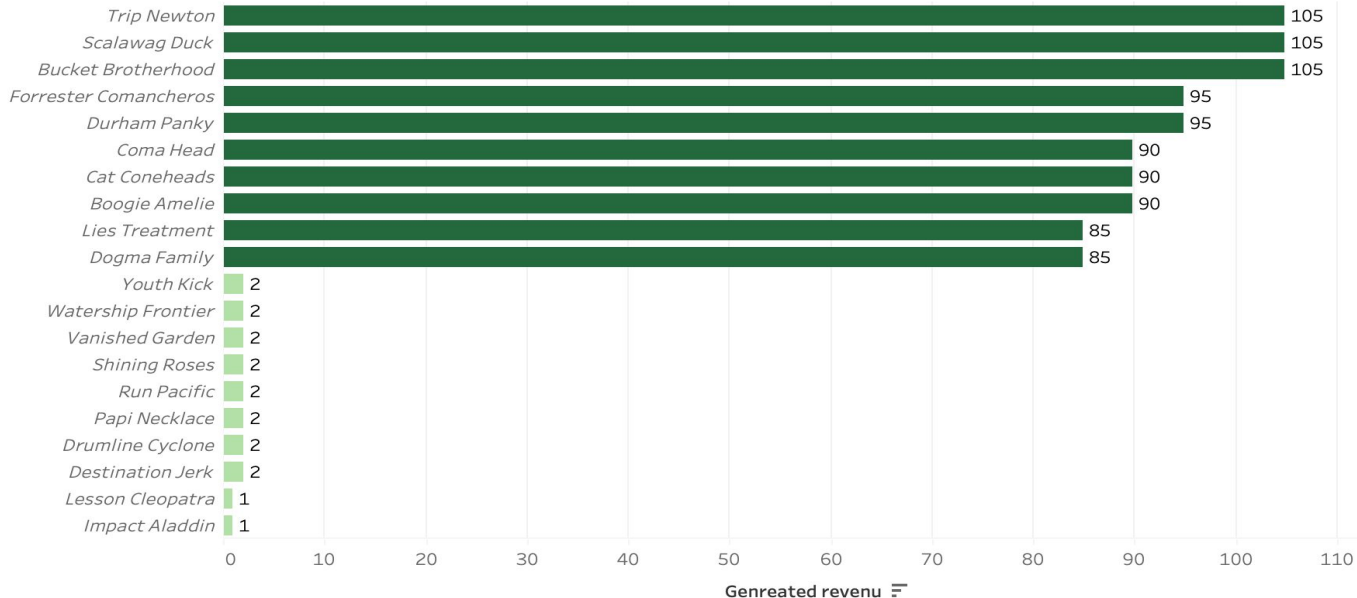
Quick data overview

Blockbuster Stealth offers movie rentals for 3-7 days, the average rental duration is 5 days.

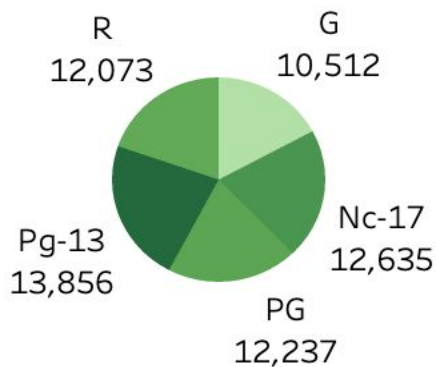
Here are our top ten and bottom ten revenue generating movies.

However, there are a number of movies not generating any revenue at all.

Top 10 and Bottom 10 movie revenues

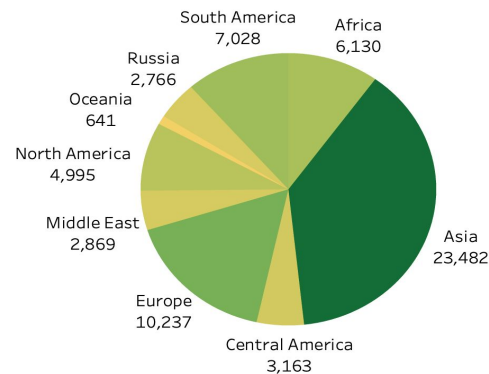


Revenue by Rating



Rockbuster Stealth revenue is generated mostly from the Asian region. Generally even distribution is seen amongst the rating categories

Revenue by Region

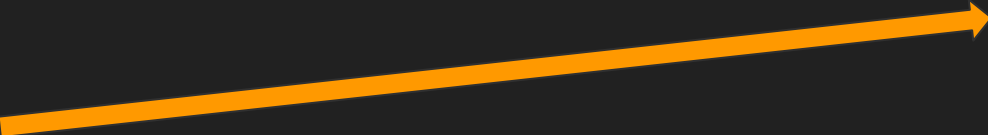


Non-revenue generating examples



title	revenue genrated	title	revenue genrated
Blade Polish	0.00	Cyclone Family	0.00
Chamber Italian	0.00	Deer Virginian	0.00
Chasing Fight	0.00	Frida Slipper	0.00
Cleopatra Devil	0.00	Half Outfield	0.00
Curtain Videotape	0.00	Holes Brannigan	0.00

Although Rockbuster Stealth has a film inventory of successful rentings , this is an example of some of the non-revenue generating movies in our catalogue.



Recommendations for the future

- *The markets doing well in terms of revenue should be maintained and watched for any future developing trends in order to foster growing loyalty to Rockbuster Stealth.*
- *Eliminating films no longer desired by customers will open room for new films entering the catalogue or expand duplicates of the most popular movies.*
- *Lesser producing regions should be studied to evaluate where the needs are: different movies, newer catalogue, availability of resources, and rental rates.*
- *Comparing the successes of the healthy markets to the smaller markets will give us information of possible growth in those areas.*



For more information, or if you have any further questions you can contact me at



Thank you!

Bernard Di Gregorio