

Rockbuster Stealth LLC Digital Rental Launch

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Why This Is Important?

- ▶ Rockbuster Stealth LLC offers in-person movie rentals with stores all over the world
- ▶ With the rise of streaming services, such as Netflix, we need to adjust our business model to stay competitive



Key Questions

- What 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?

Summary Statistics for Movies

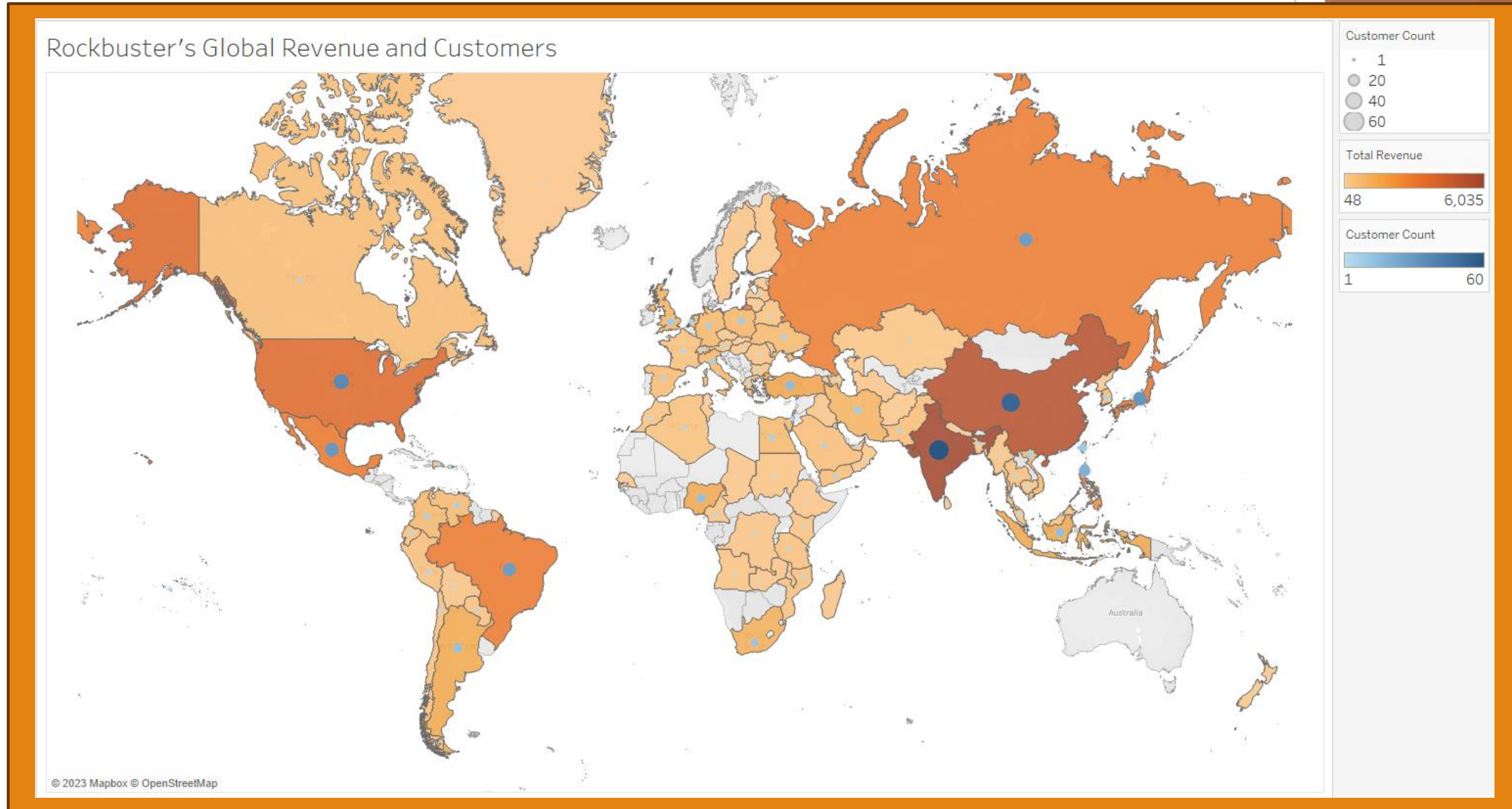
Q. What was the average rental duration for all videos?

- ▶ We have 599 total customers in our system and 576 (96%) have rented movies
- ▶ We have 1,000 movies to choose from
- ▶ We have made \$61,312.04 on movie rentals from 2/2007-5/2007

Category	Min	Max	Average
Rental Duration	3 days	7 days	4.99 days
Rental Rate	\$0.99	\$4.99	\$2.98

Location of Customers

Q. Which countries are Rockbuster customers based in?



Location of Customers

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Q. Do sales figures vary between geographic regions?

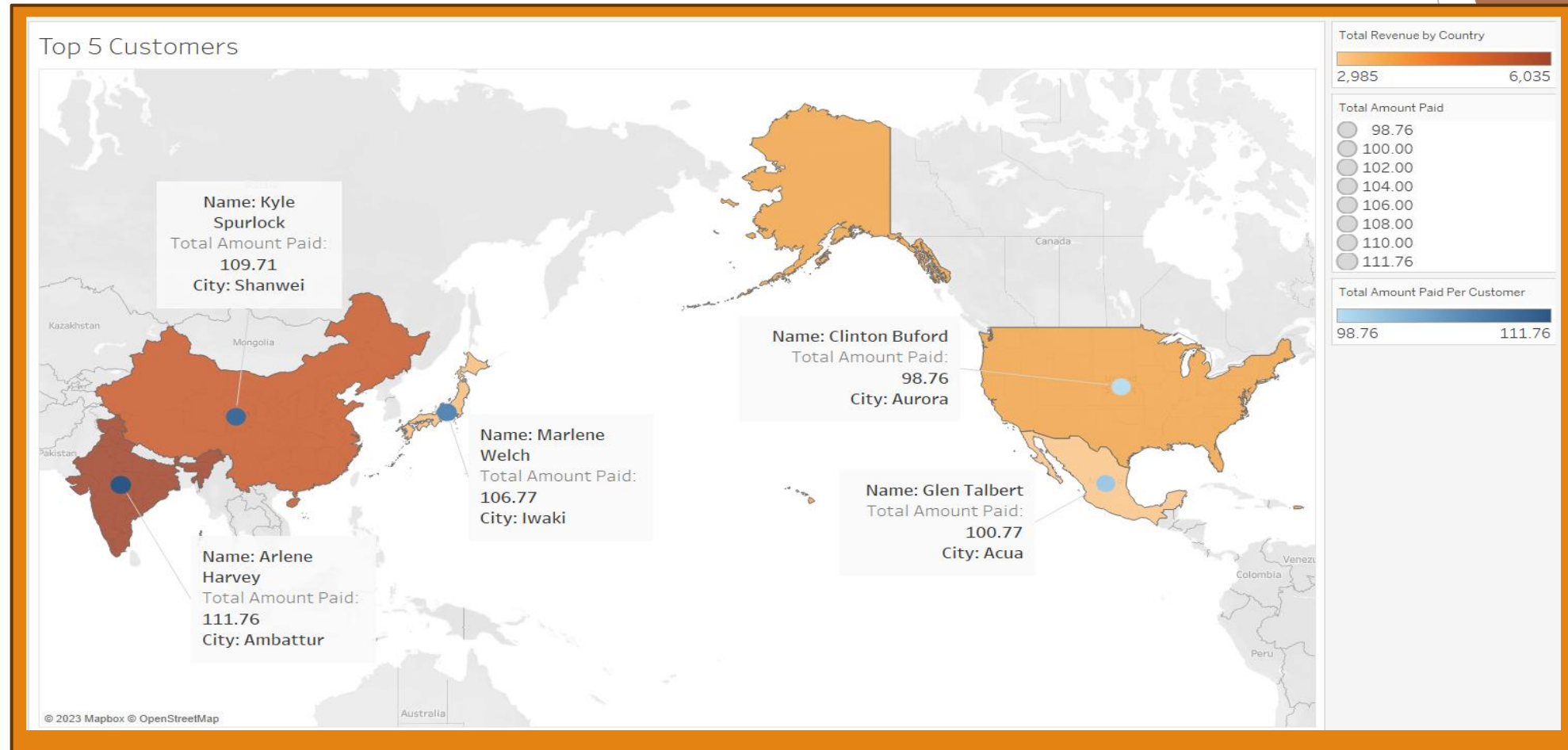
Top 10 Countries with Customers and Revenue

Country	Customer Count	Total Revenue
India	60	6,035
China	53	5,251
United States	36	3,685
Japan	31	3,123
Mexico	30	2,985
Brazil	28	2,919
Russian Federation	28	2,766
Philippines	20	2,220
Turkey	15	1,498
Indonesia	14	1,353

- ▶ Of the top 10 revenue producing countries, the continent of Asia produces the most customers and revenue.
- ▶ The top 10 countries made \$31,834 in revenue which is 52% of total revenue.

Top Customers

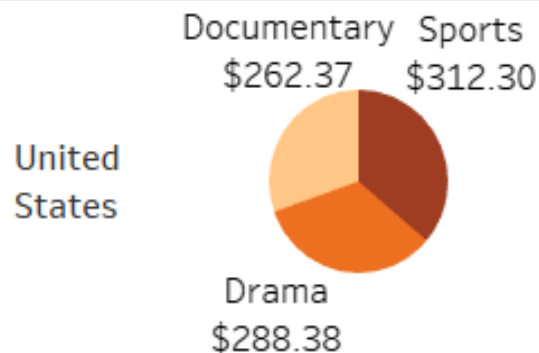
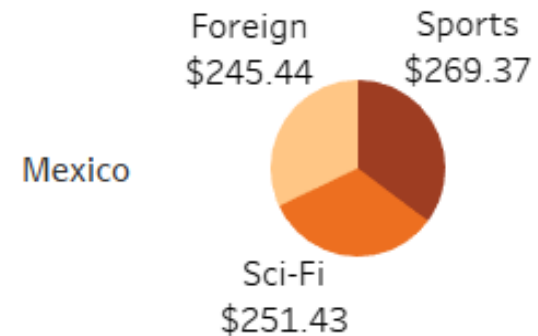
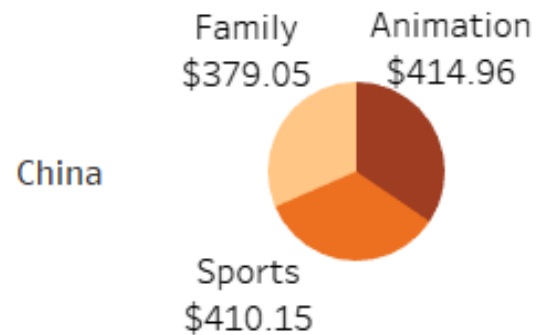
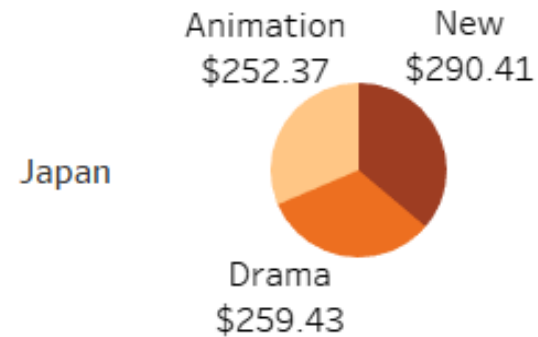
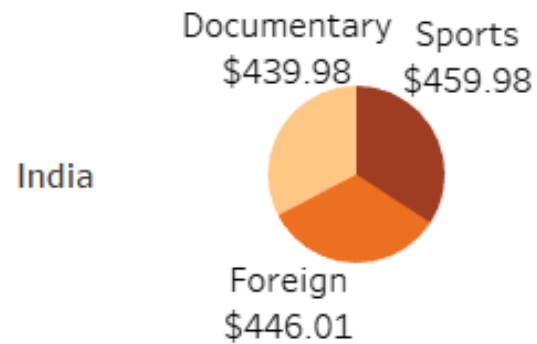
Q. Where are customers with a high lifetime value based?



- These customers have spent the most money renting movies from Rockbuster

Top Genres from the Top 5 Countries

Q. What movies contributed the most/least to revenue gain?



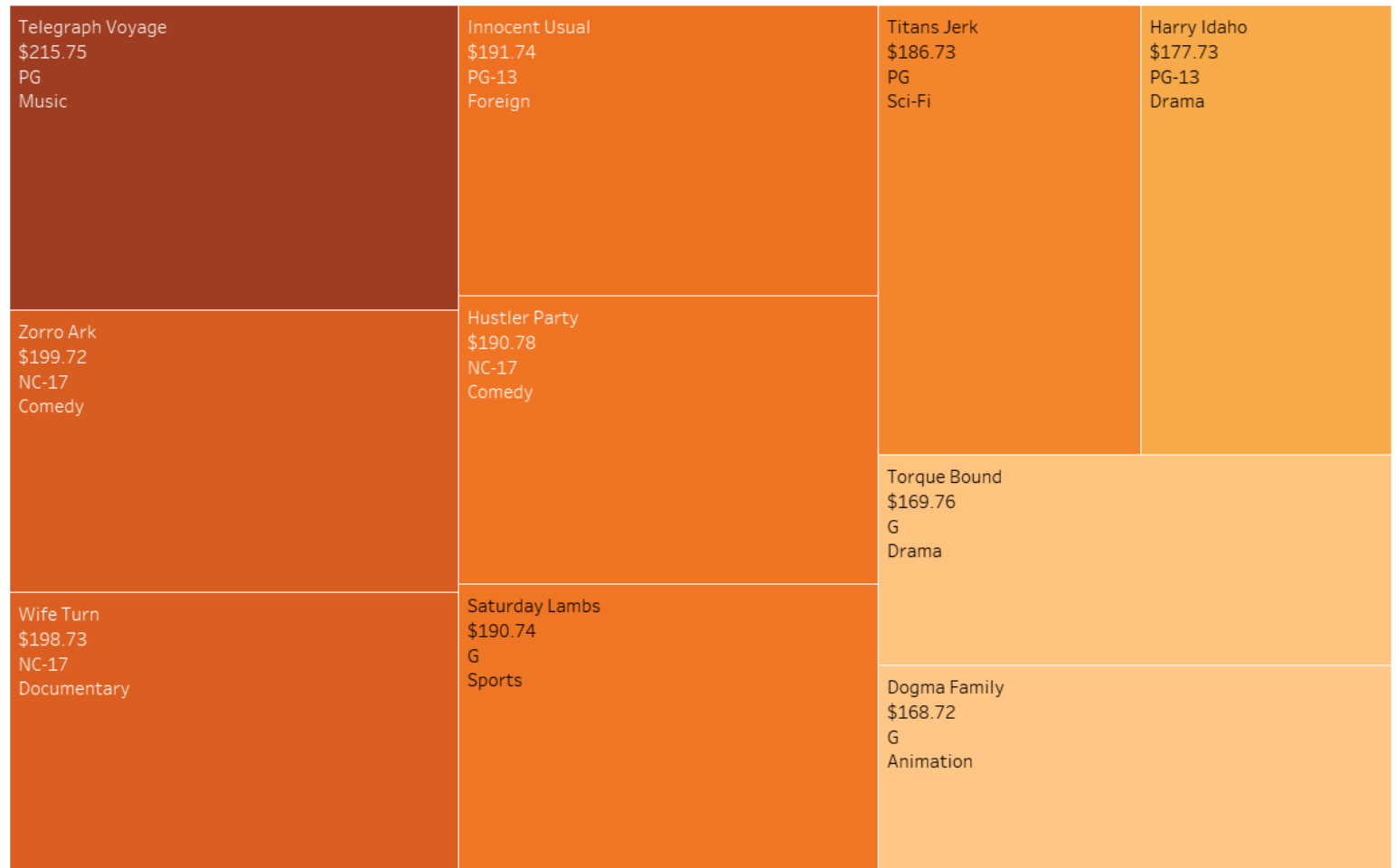
- ▶ Sports movies are the top movie genre in 3 out of the top 5 countries.
- ▶ Sports movies made \$1,451.80 in revenue.
- ▶ The next most common genres are animation, foreign, and documentaries.

Top 10 Movies of All Time

Q. What movies contributed the most/least to revenue gain?

- ▶ The two most common genres are comedy and drama
- ▶ The most common ratings are NC-17 and G.
- ▶ There are no R rated movies in the top 10.

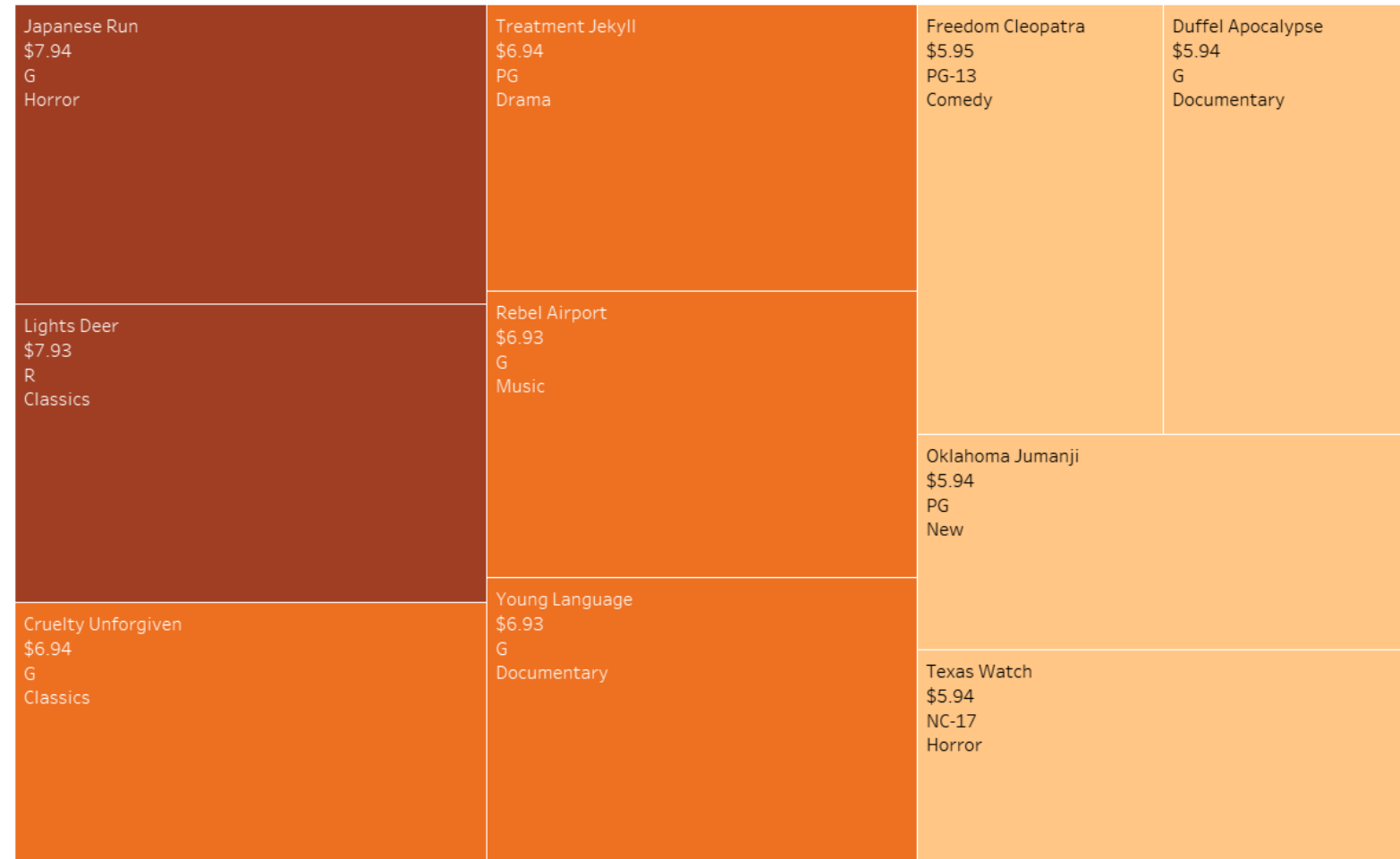
Top 10 Movies by Total Revenue



Bottom 10 Movies of All Time

Q. What movies contributed the most/least to revenue gain?

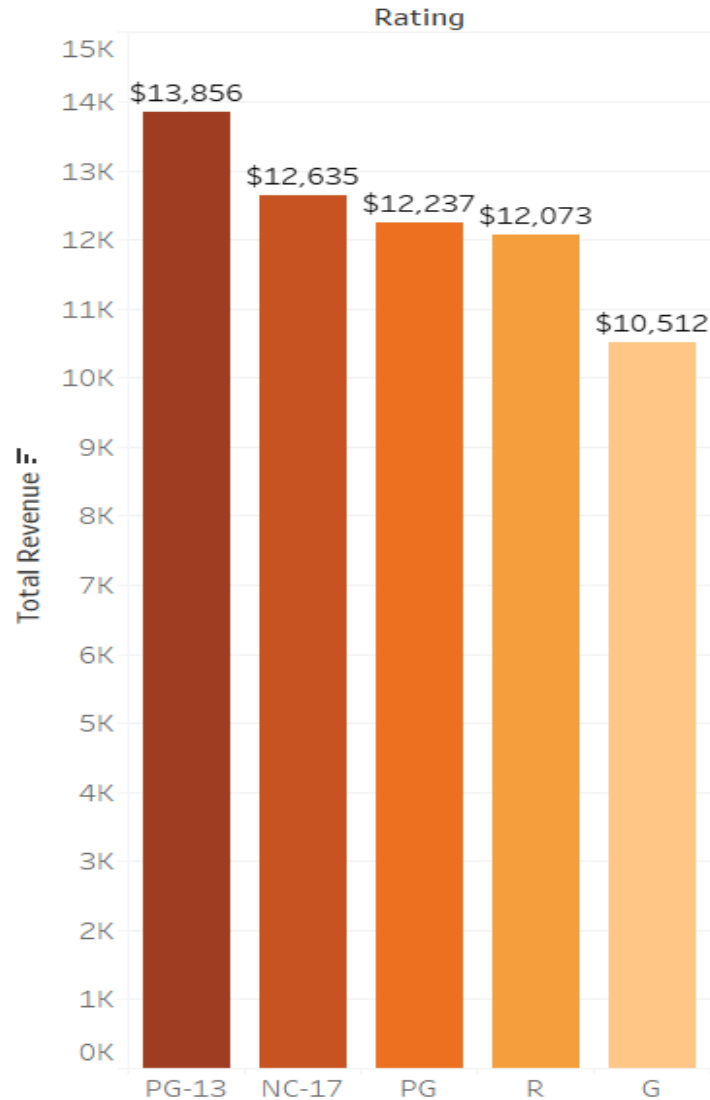
Bottom 10 Movies by Total Revenue



- ▶ Texas Watch, Oklahoma Jumanji, and Duffel Apocalypse made the least amount of money.
- ▶ Classic, horror, and documentary movies appear the most in the bottom 10 movies.
- ▶ G rated movies appear the most in the bottom 10 movies.

Revenue by Rating

Q. What movies contributed the most/least to revenue gain?



- ▶ PG-13 and NC-17 rated movies have produced 43% of total revenue.
- ▶ G rated movies have produced the least revenue (17%).

Recommendations

Start a movie rental service in: India, China, United States, Japan, and Mexico before expanding to others



Put a majority of sports, animation, foreign, and documentary movies on the platform



Upload a majority of PG-13 and NC-17 movies and upload the least amount of G rated movies



Start a customer rewards program with the top 5 renters

Questions?

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Picture Source

- ▶ [Movie in the Park - St. Francis Area Chamber of Commerce \(stfrancischamber.org\)](http://stfrancischamber.org)