# Rockbuster Stealth LLC

## Analysis and Insights

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# Introduction

- Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. To remain competitive with 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.

- The following presents the most important findings on Rockbuster's demographics and revenue and provides recommendations for their 2020 company strategy.

# Key Questions

Which 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

599 customers in
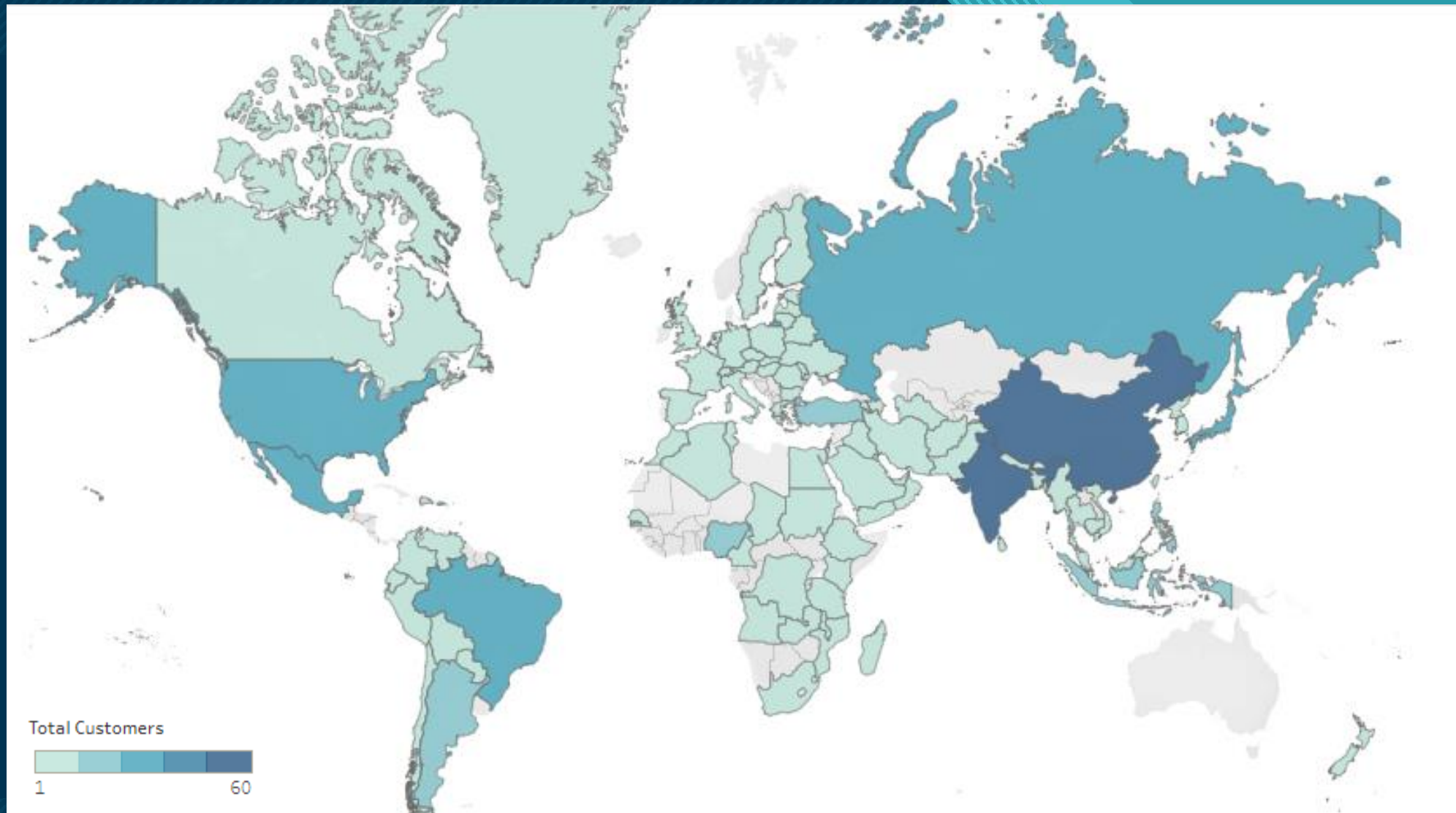108 countries

1000 Films

Average Rental
Duration: 5 Days

Average Rental
Cost: $2.98

Average Film
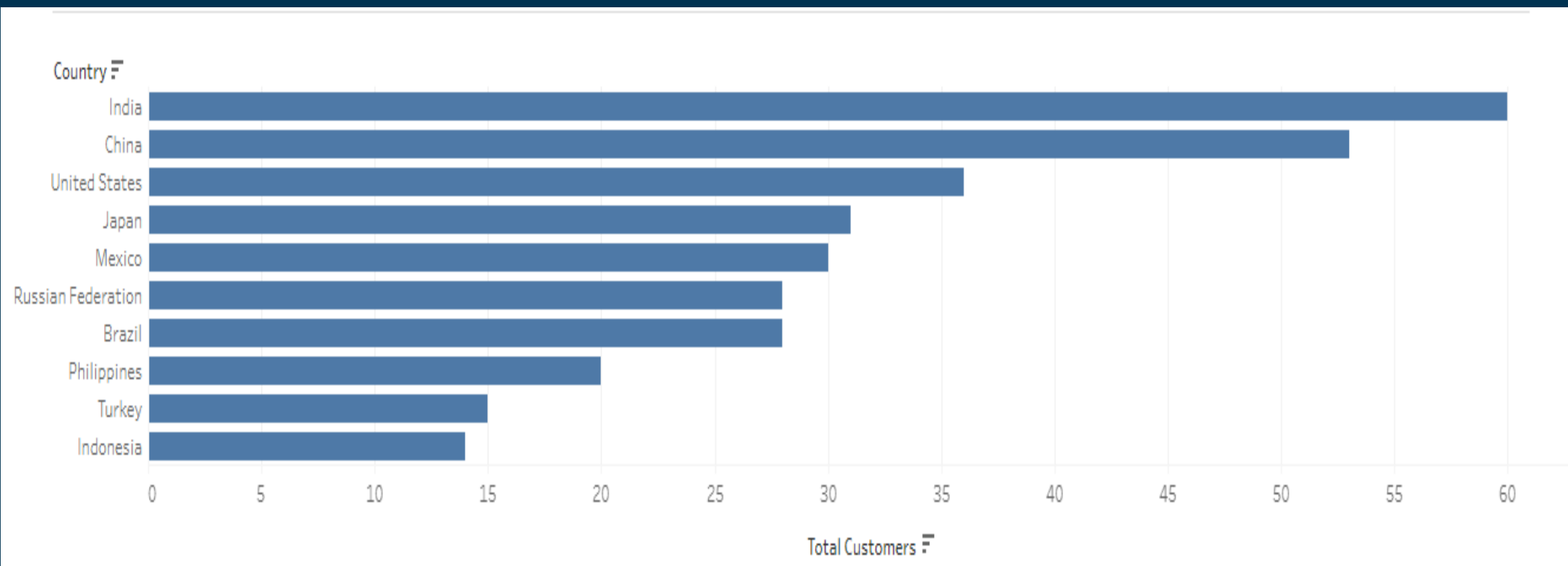Length: 115 mins

# Which countries are Rockbuster customers based in?



Total Customers

1    60

# Top 10 Countries with the Highest Customer Count
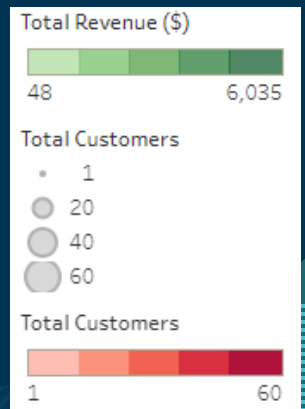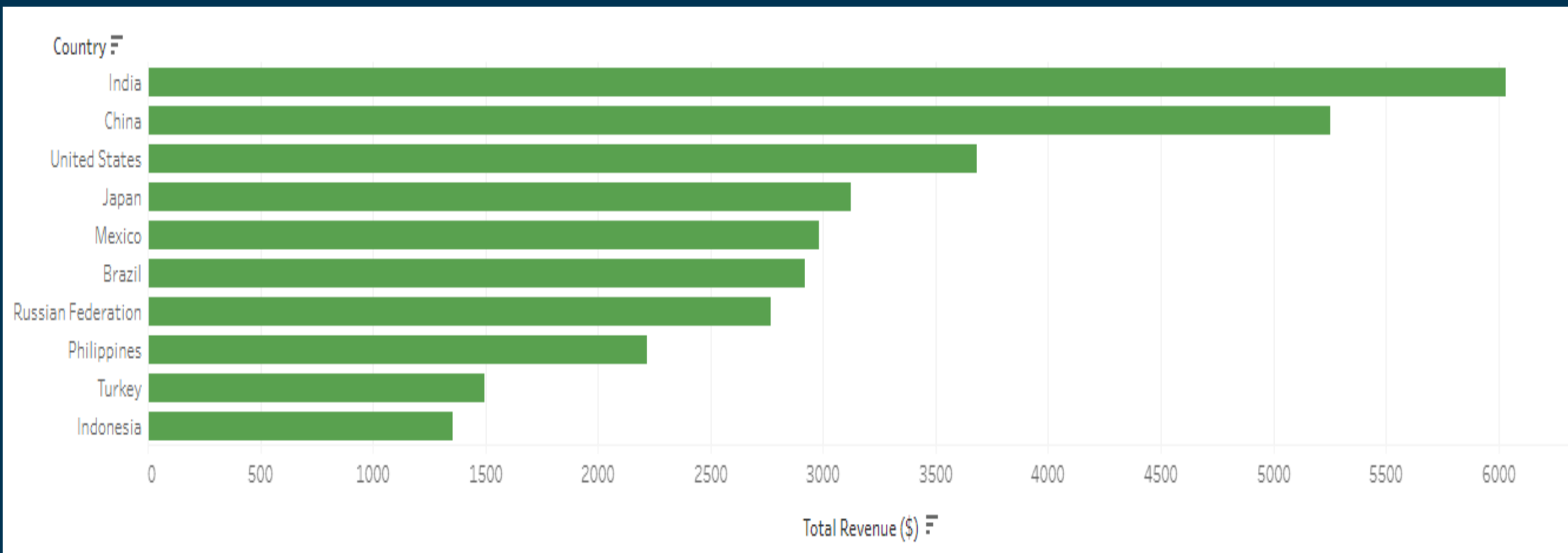


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# Do sales figures vary between geographic regions?



Sales figures do vary between geographic regions. The regions with the highest customer numbers also have the highest total revenue.
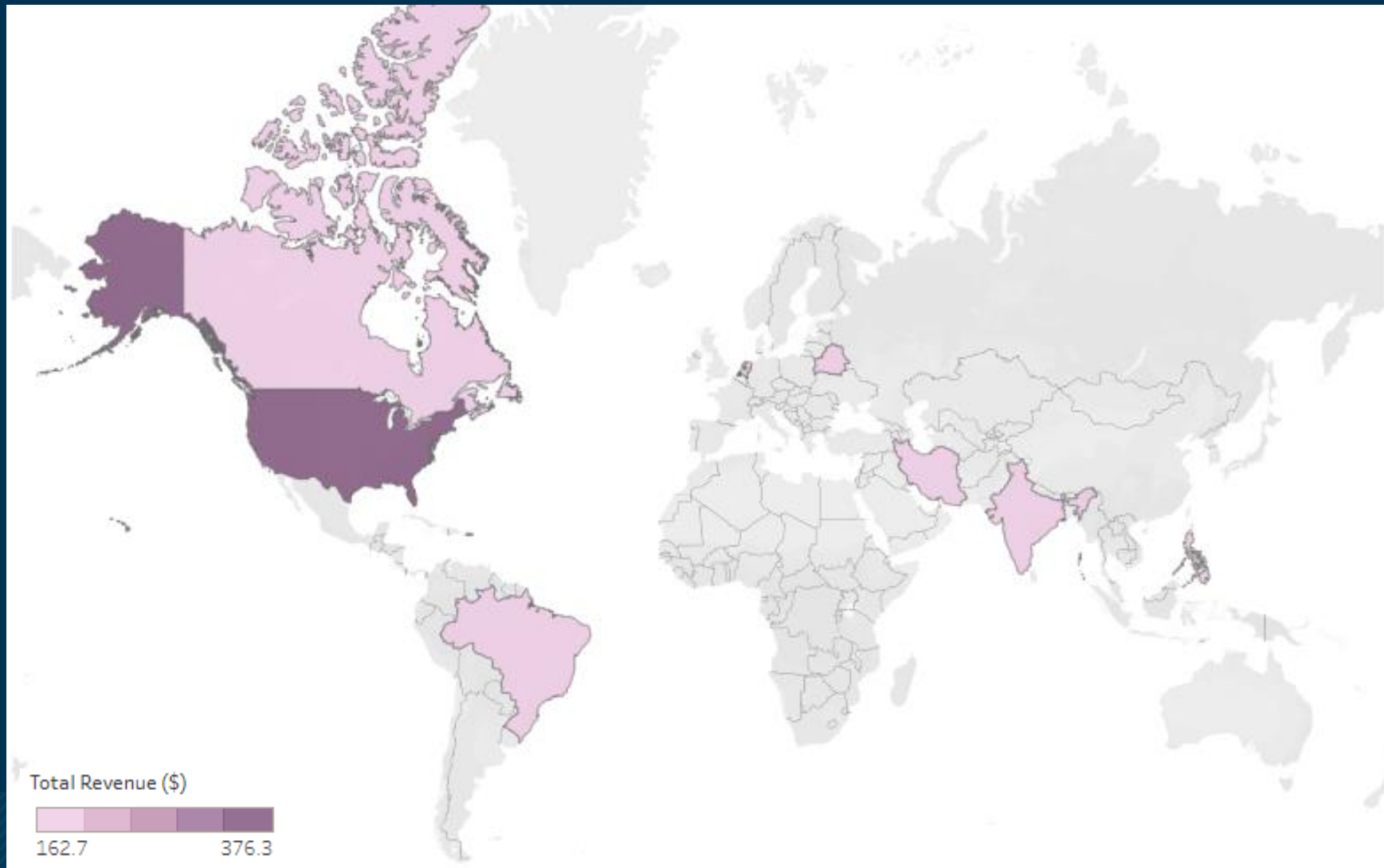
Total Revenue ($)

48         6,035

Total Customers

· 1
○ 20
○ 40
○ 60

Total Customers

1         60

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# Top 10 Countries with the Highest Revenue



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# Where are customers with a high lifetime value based?



Total Revenue ($)
162.7    376.3

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# Top 10 High Lifetime Customers

| First Name | Last Name | City | Country | Total Revenue |
|---|---|---|---|---|
| Eleanor | Hunt | Saint-Denis | Runion | $211.55 |
| Karl | Seal | Cape Coral | United States | $208.58 |
| Marion | Snyder | Santa Brbara dOeste | Brazil | $194.61 |
| Rhonda | Kennedy | Apeldoorn | Netherlands | $191.62 |
| Clara | Shaw | Molodetno | Belarus | $189.60 |
| Tommy | Collazo | Qomsheh | Iran | $183.63 |
| Ana | Bradley | Memphis | United States | $167.67 |
| Curtis | Irby | Richmond Hill | Canada | $167.62 |
| Marcia | Dean | Tanza | Philippines | $166.61 |
| Mike | Way | Valparai | India | $162.67 |

# Revenue by Category

| Sports $4,892 | Comedy $4,002 | Games $3,922 | Family $3,782 | Documentary $3,750 |

Total Revenue ($)
48 — 4,892

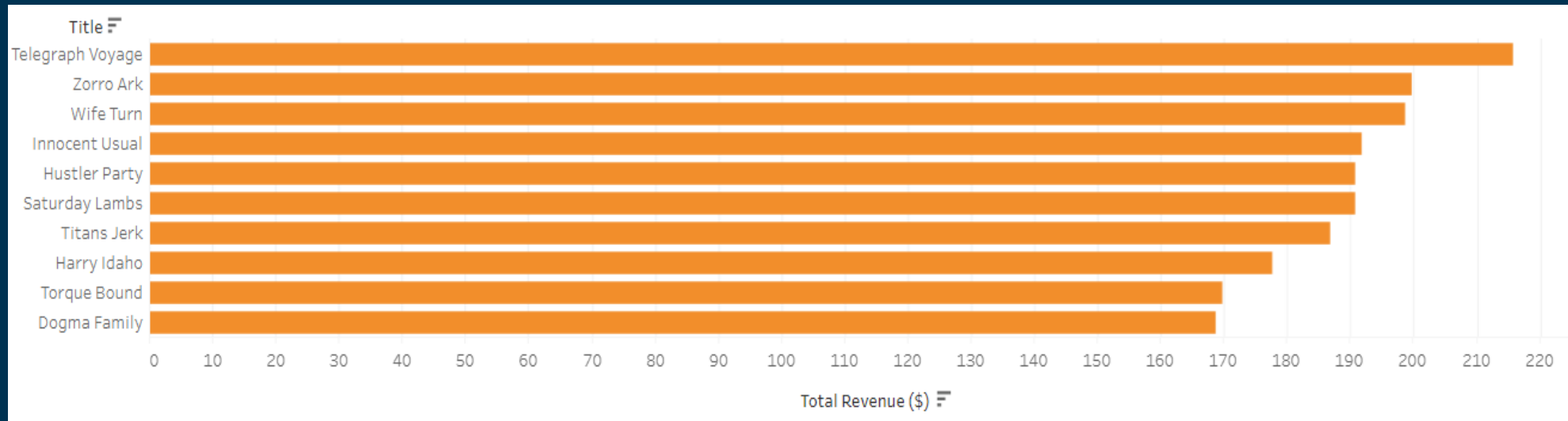| Sports $4,892 | | | |
| Sci-Fi $4,336 | New $3,966 | | |
| Animation $4,245 | Action $3,952 | Horror $3,401 | Travel $3,227 |
| | | Classics $3,353 | |
| Drama $4,118 | Foreign $3,934 | Children $3,309 | Music $3,072 |
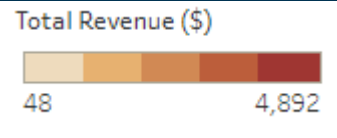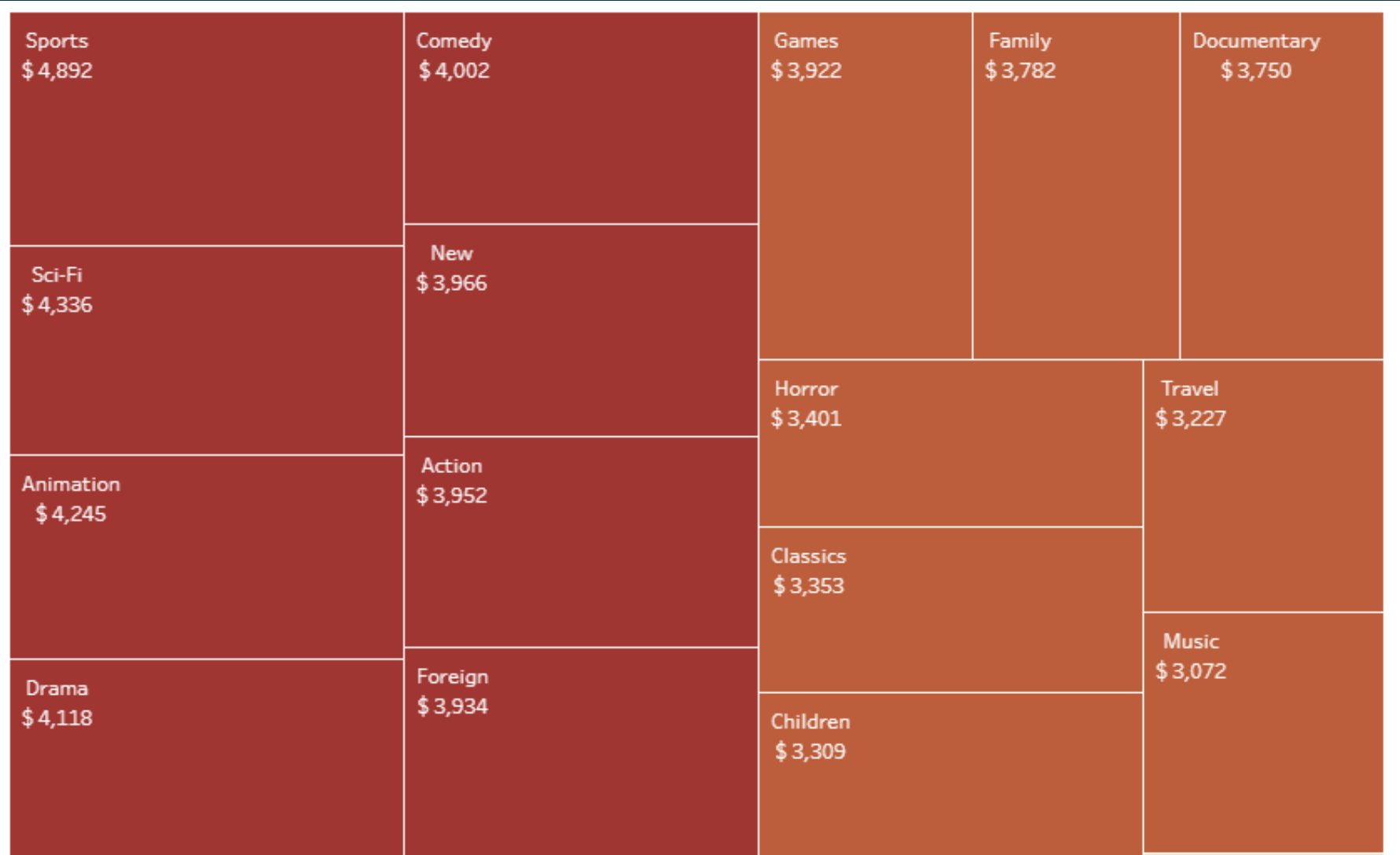
Top 3 Categories by Revenue:

- Sports
- Sci-Fi
- Animation

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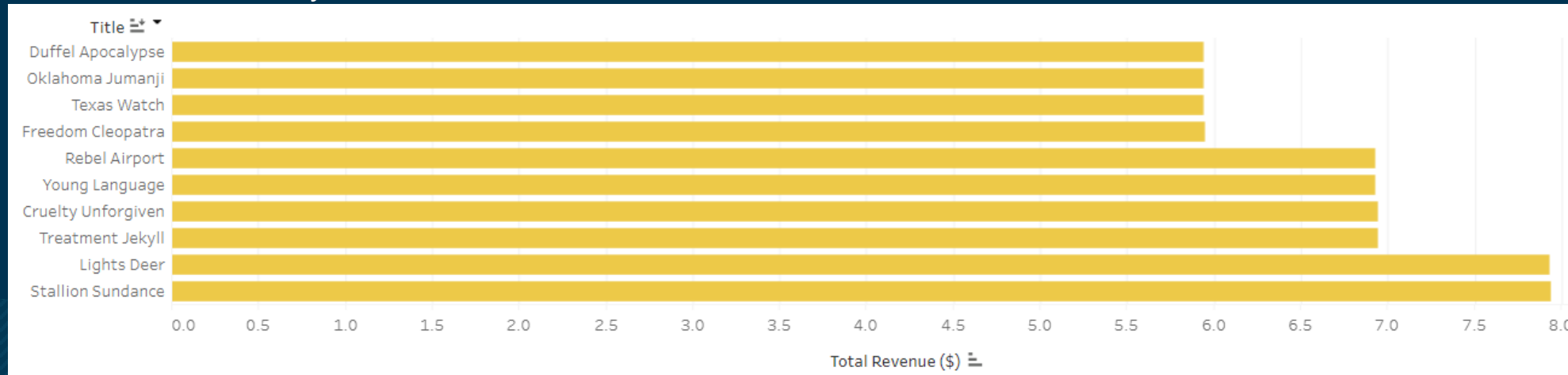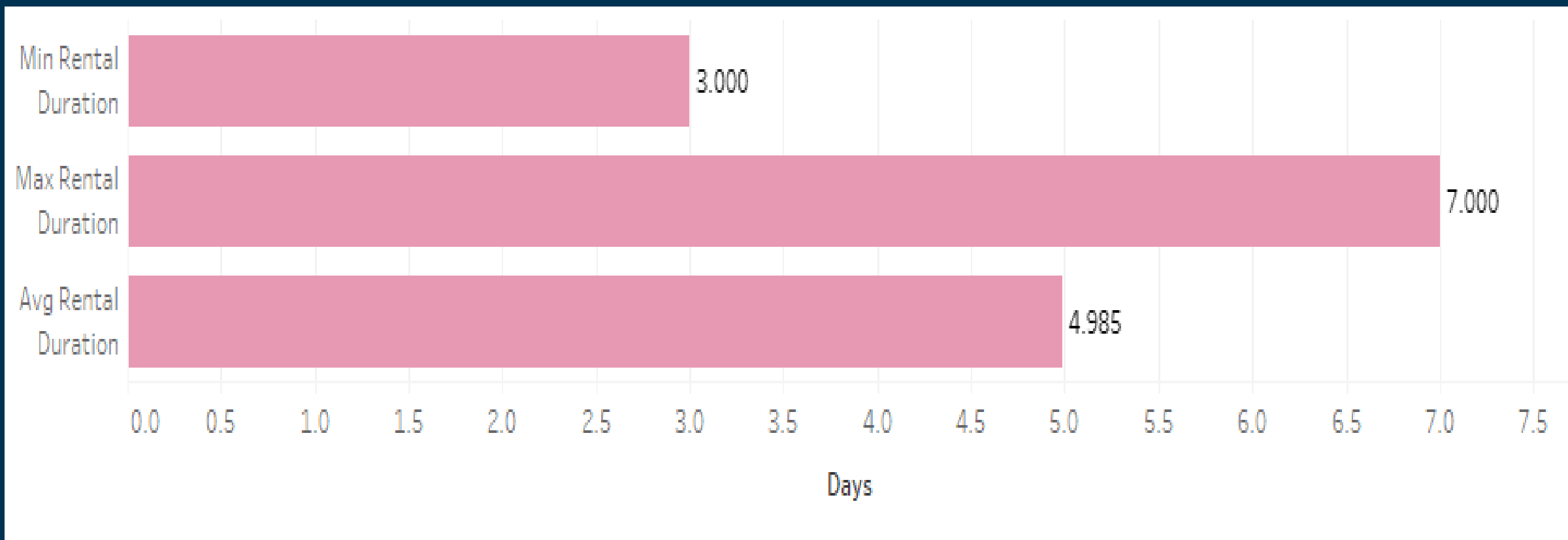# Which movies contributed the most/least to revenue?

Top 10 movies by revenue:



Bottom 10 movies by revenue:



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# What was the average rental duration for all videos?

# Recommendations

- Focus marketing campaigns in India, China, and USA as these are the countries with the highest customer count/revenue.

- Develop rewards programs for high lifetime customers to insure continued loyalty.

- Acquire more films in the sports, sci-fi, and animation genres as these account for the most revenue.

- Analyze characteristics of the movies that have most contributed to revenue and acquire similar movies.

# Thank you!