ROCKBUSTER STEALTH ANALYSIS

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Overview

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

- Facing stiff competition from streaming services (Netflix, Amazon Prime, etc.) the management team is planning to launch an online video rental service to stay competitive.

- The goal of this project is to help with the launch strategy for the new online video service.
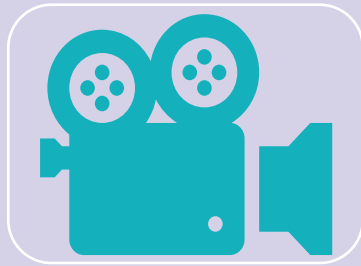
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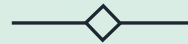
Key Questions to Answer

- Which movies contributed the most/least to revenue gain?

- What is the average rental duration for all videos?

- Which countries are Rockbuster customers based in?

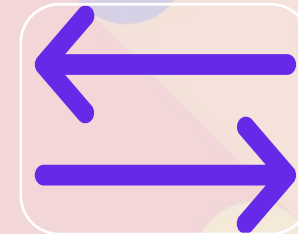- Where are customers with a high lifetime value based?
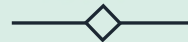
Films at a Glance

Movie Titles: 1000

Average Rental Duration: 4.9 Days

Average Rental Rate: $4.99

Average Replacement Cost: $19.98
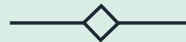
Top Countries by Revenue

Top 10 Countries by Total Revenue

Country	Total Revenue
India	$6,034.78
China	$5,251.03
United States	$3,685.31
Japan	$3,122.51
Mexico	$2,984.82
Brazil	$2,919.19
Russian Federation	$2,765.62
Philippines	$2,219.70
Turkey	$1,498.49
Indonesia	$1,352.69
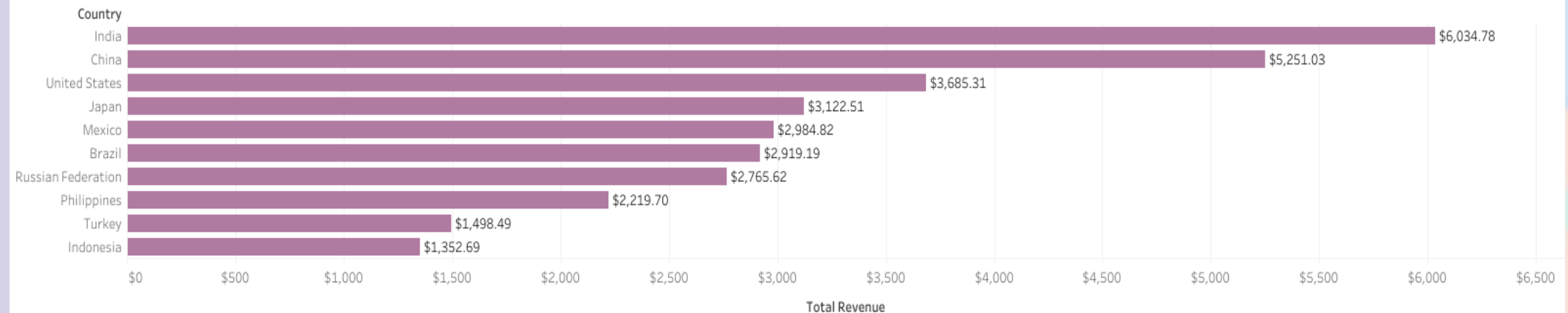
Highest Grossing Markets: India, China, US, Japan
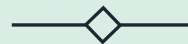
High-Value Customers

First Name	Last Name	City	Country	Movies Rented	Total Amount Paid
Casey	Mena	Tokat	Turkey	32	$130.68
Sara	Perry	Atlixco	Mexico	30	$128.7
Leslie	Seward	Pontianak	Indonesia	28	$123.72
Alan	Kahn	Emeishan	China	25	$119.75
Clinton	Buford	Aurora	United States	24	$98.76

Location of Top Lifetime Customers

Clinton Buford
Aurora, United States
Total: $98.76

Sara Perry
Atlixco, Mexico
Total: $128.70

Casey Mena
Tokat, Turkey
Total: $130.68

Alan Kahn
Emeishan, China
Total: $119.75

Leslie Seward
Pontianak, Indonesia
Total: $123.72

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Top Performing Genres

Film Genres by Revenue

Name	Total Revenue
Sports	$4,892
Sci-Fi	$4,336
Animation	$4,245
Drama	$4,118
Comedy	$4,002
New	$3,966
Action	$3,952
Foreign	$3,934
Games	$3,922
Family	$3,782
Documentary	$3,750
Horror	$3,401
Classics	$3,353
Children	$3,309
Travel	$3,227
Music	$3,072
Thriller	$48

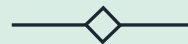**Total Revenue**
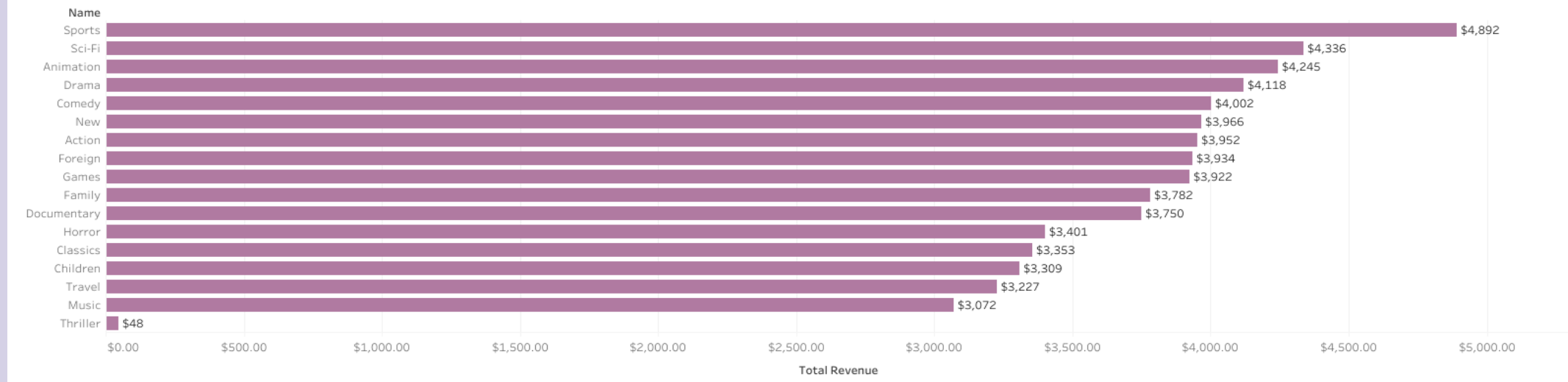
Top Genres: Sports, Sci-Fi, Animation

Recommendations

- Focus marketing on the highest earning markets (India, China, and US).

- Add additional movies that are in the highest grossing genres (Sports, Sci-Fi, and Animation)

- Create loyalty program incentives to award our high-value customers