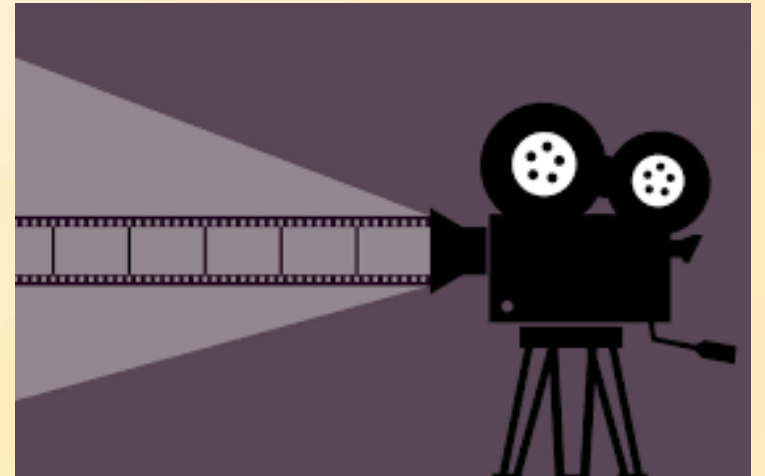




Rockbuster Stealth

Analysis by Ellen Johnston





Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from 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 in order to stay competitive.



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?
- Do sales figures vary between geographic regions?

Rental Statistics

Minimum Rental
Duration: 3 Days

Average Rental
Duration: 5 Days

Maximum Rental
Duration: 7 Days

Minimum Rental
Rate: \$0.99

Average Rental
Rate: \$2.99

Maximum Rental
Rate: \$4.99

Movies Earning Most and Least Revenue

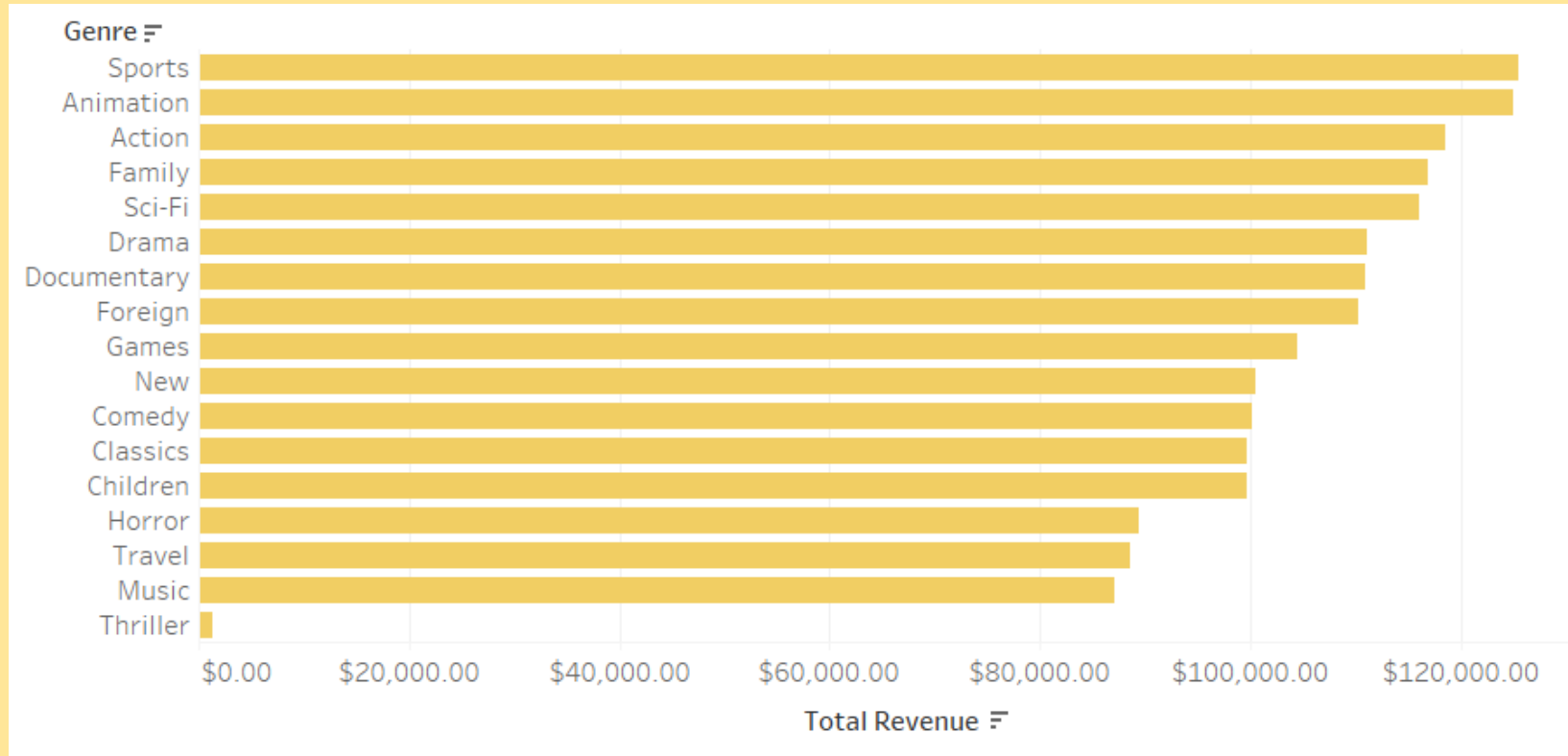
Top 10 Movies

Telegraph Voyage	\$215.75
Zorro Ark	\$199.72
Wife Turn	\$198.73
Innocent Usual	\$191.74
Hustler Party	\$190.78
Saturday Lambs	\$190.74
Titans Jerk	\$186.73
Harry Idaho	\$177.73
Torque Bound	\$169.76
Dogma Family	\$168.72

Bottom 10 Movies

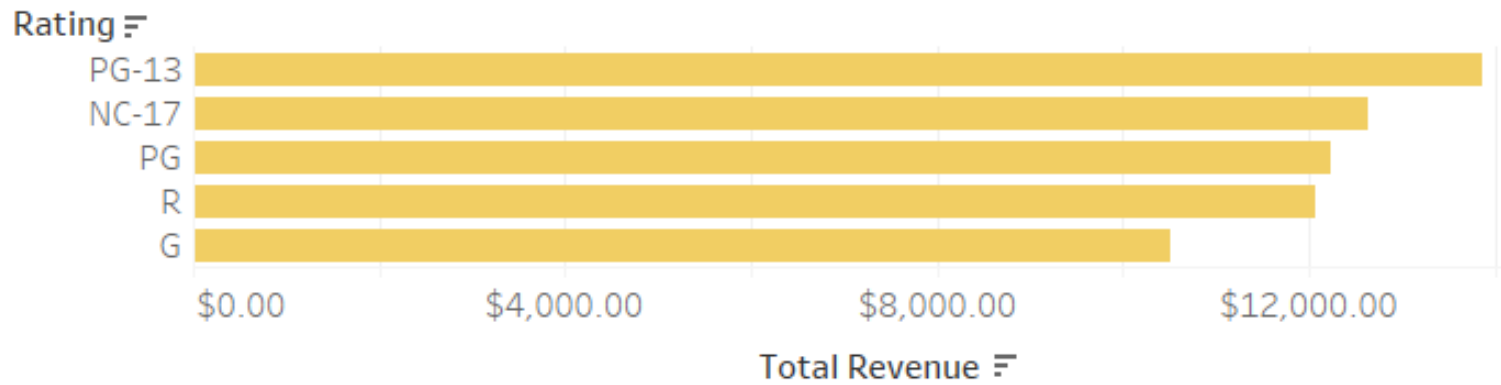
Duffel Apocalypse	\$5.94
Oklahoma Jumanji	\$5.94
Texas Watch	\$5.94
Freedom Cleopatra	\$5.95
Rebel Airport	\$6.93
Young Language	\$6.93
Cruelty Unforgiven	\$6.94
Treatment Jekyll	\$6.94
Lights Deer	\$7.93
Japanese Run	\$7.94

Genre Sales



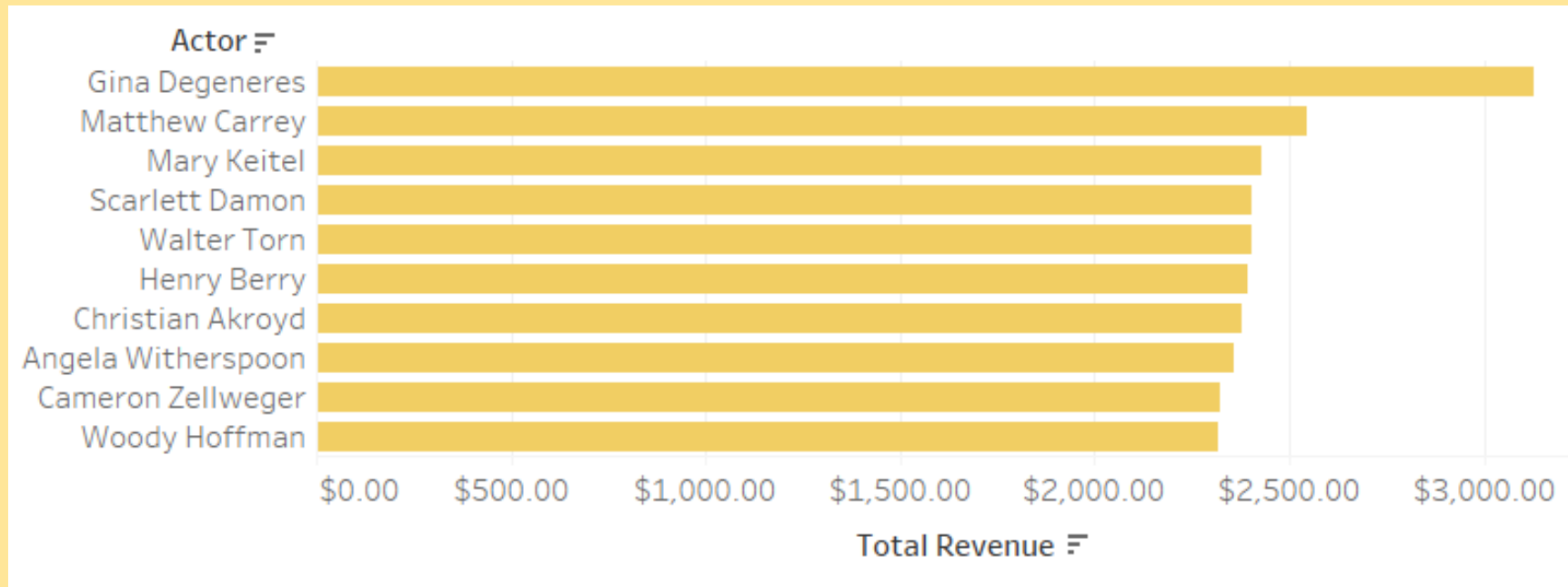
Sports and animation are the leading genres for sales. The thriller genre falls rather far behind but is misrepresented in the data because the Rockbuster collection only contains one thriller film.

Rating Sales



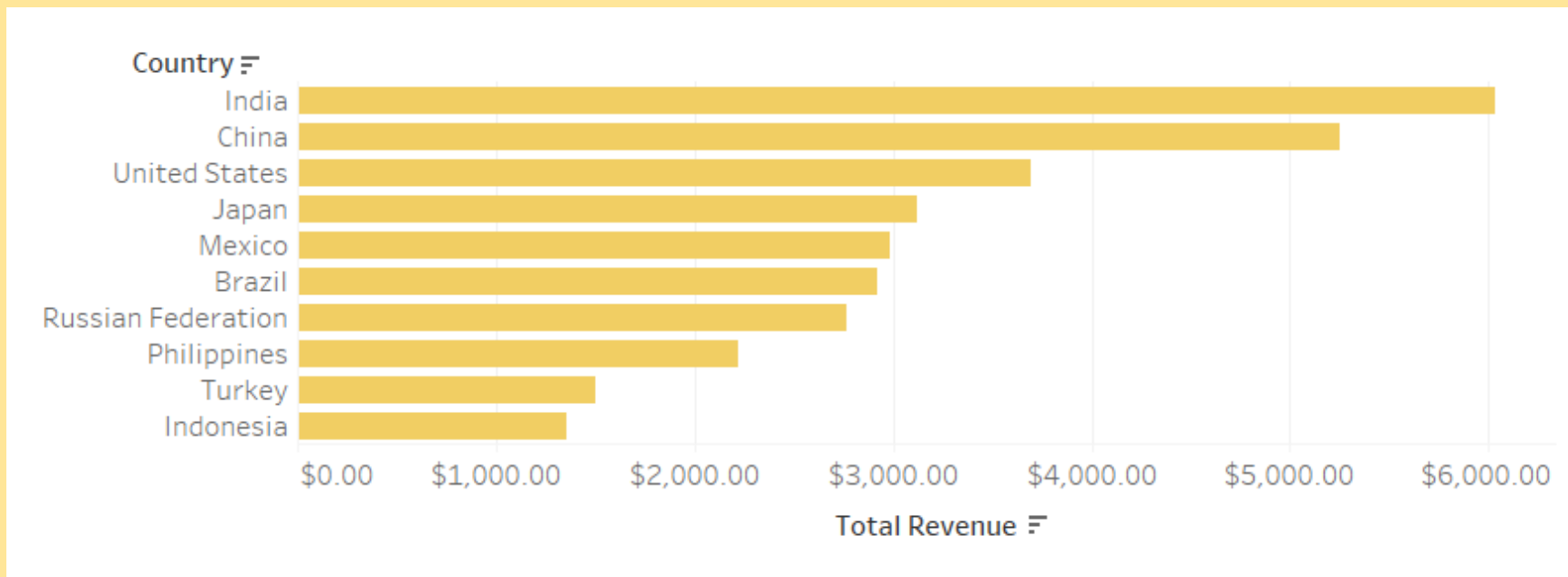
PG-13 movies account for most of the revenue gained, however the rest of the ratings do not fall too far behind.

Top 10 Actor Sales



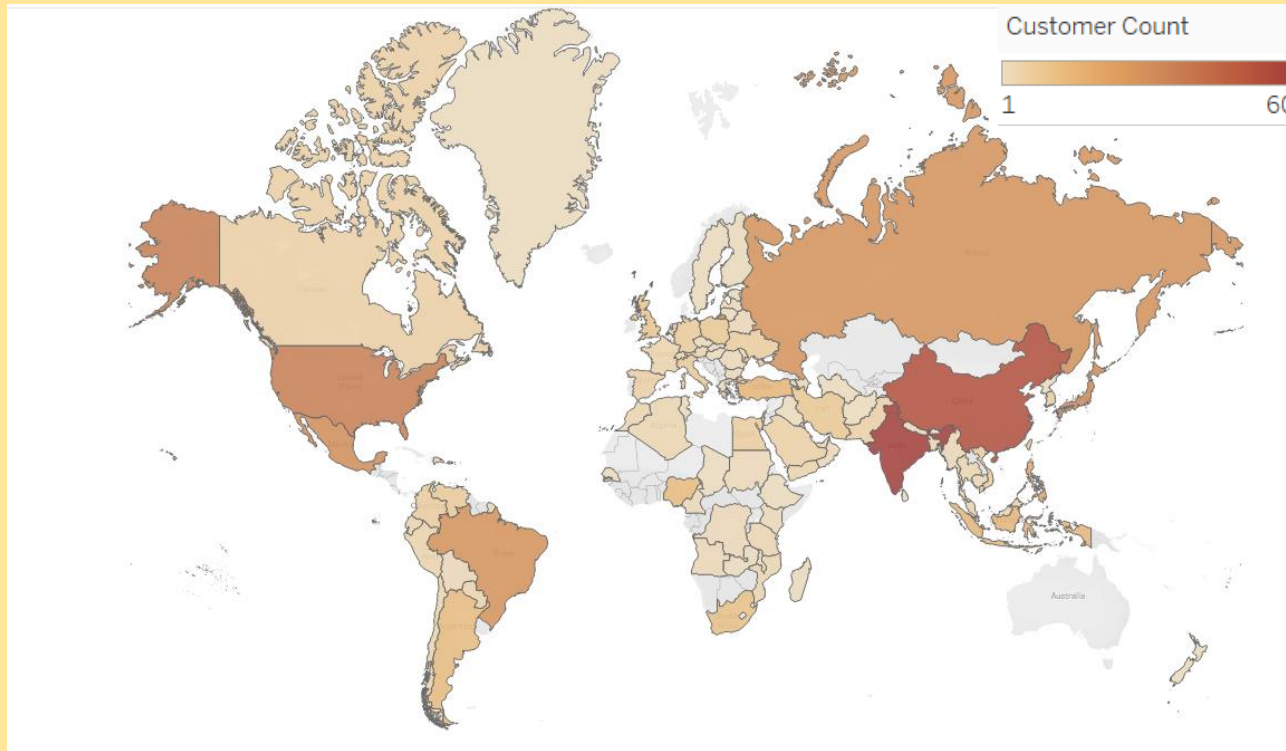
Movies that star Gina Degeneres are a clean front runner for earning the most revenue. The rest of the top actors display similar earnings to each other.

Top 10 Country Sales



India is the country with leading sales, followed by China and the United States. Many of the countries with the top sales are located in or near Southeastern Asia

Where are Rockbuster Customers Located?



Customer Count by Country

Country	
India	60
China	53
United States	36
Japan	31
Mexico	30
Brazil	28
Russian Federation	28
Philippines	20
Turkey	15
Indonesia	14

The customer count by country follows from the sales by country, with India being in the lead followed by China and then the United States.

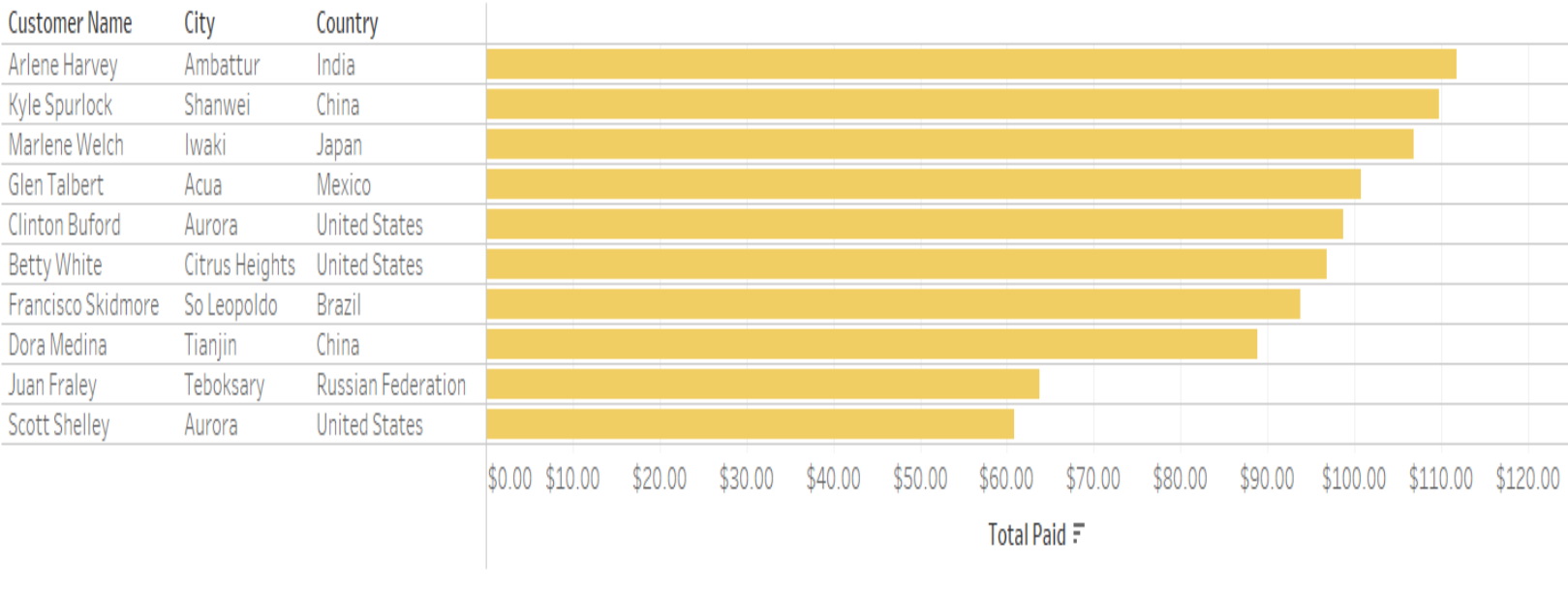
Top Cities and Customers within Top Countries

Customer Count of Top Cities in Top Countries

United States	Aurora	2
	Citrus Heights	1
Brazil	So Leopoldo	1
China	Shanwei	1
	Tianjin	1
India	Ambattur	1
Indonesia	Cianjur	1
Japan	Iwaki	1
Mexico	Acua	1
Russian Federation	Teboksary	1

Rockbusters top customer comes from India, however the United States claims the highest number of top customers at 3.

Top Customers



Insights

- The genres that generate the most revenue are sports, animation, and action. However, most of the other genres do not fall too far behind in total revenue and should not be left out of the picture.
- The rating that generates the most revenue is PG-13 and NC-17, showing that the online streaming service should have a focus on an older audience.
- Movies starring Gina Degeneres seem to generate a lot more revenue than movies with other well known actors.
- Rockbuster customers are located all over the world, however those in India and China are renting more films and generating more revenue than anywhere else.