



# ROCKBUSTER STEALTH, LLC.

ONLINE VIDEO RENTAL SERVICE

BUSINESS INSIGHTS  
FOR 2020  
MARKETING CAMPAIGN

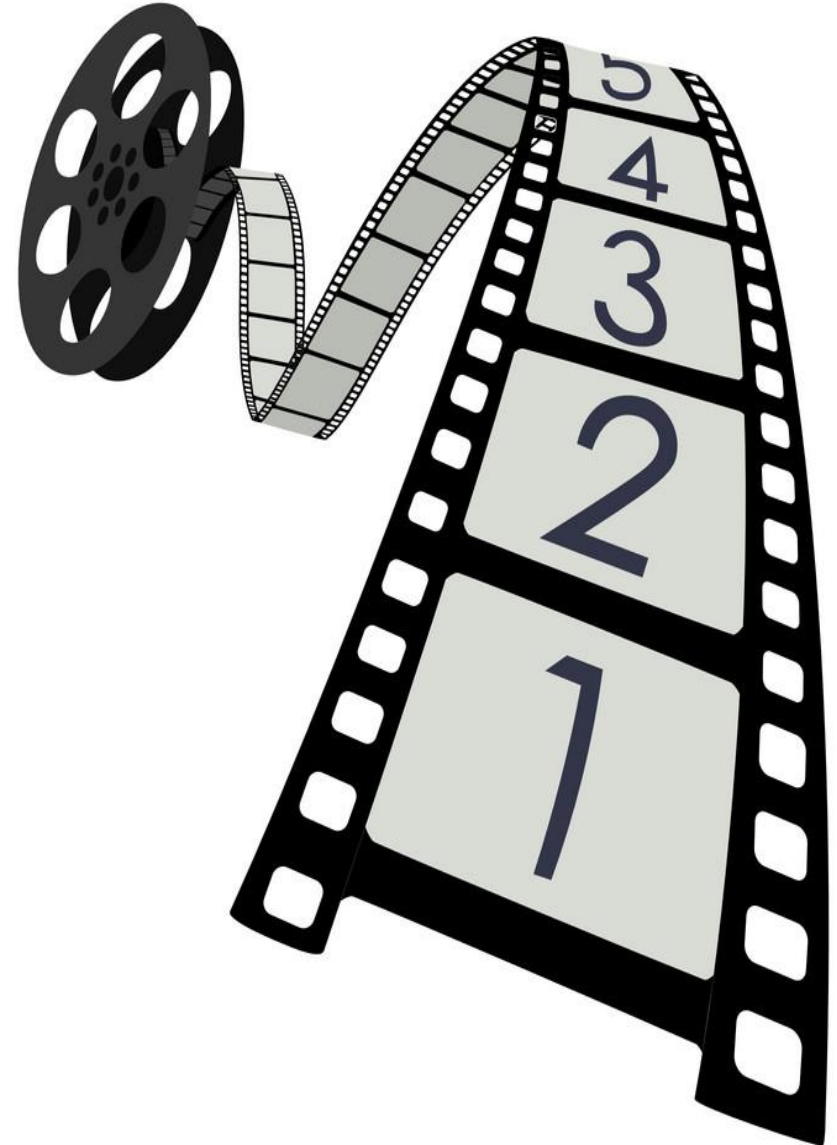
## PROJECT MOTIVE AND OBJECTIVES:

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 management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

### KEY QUESTIONS:

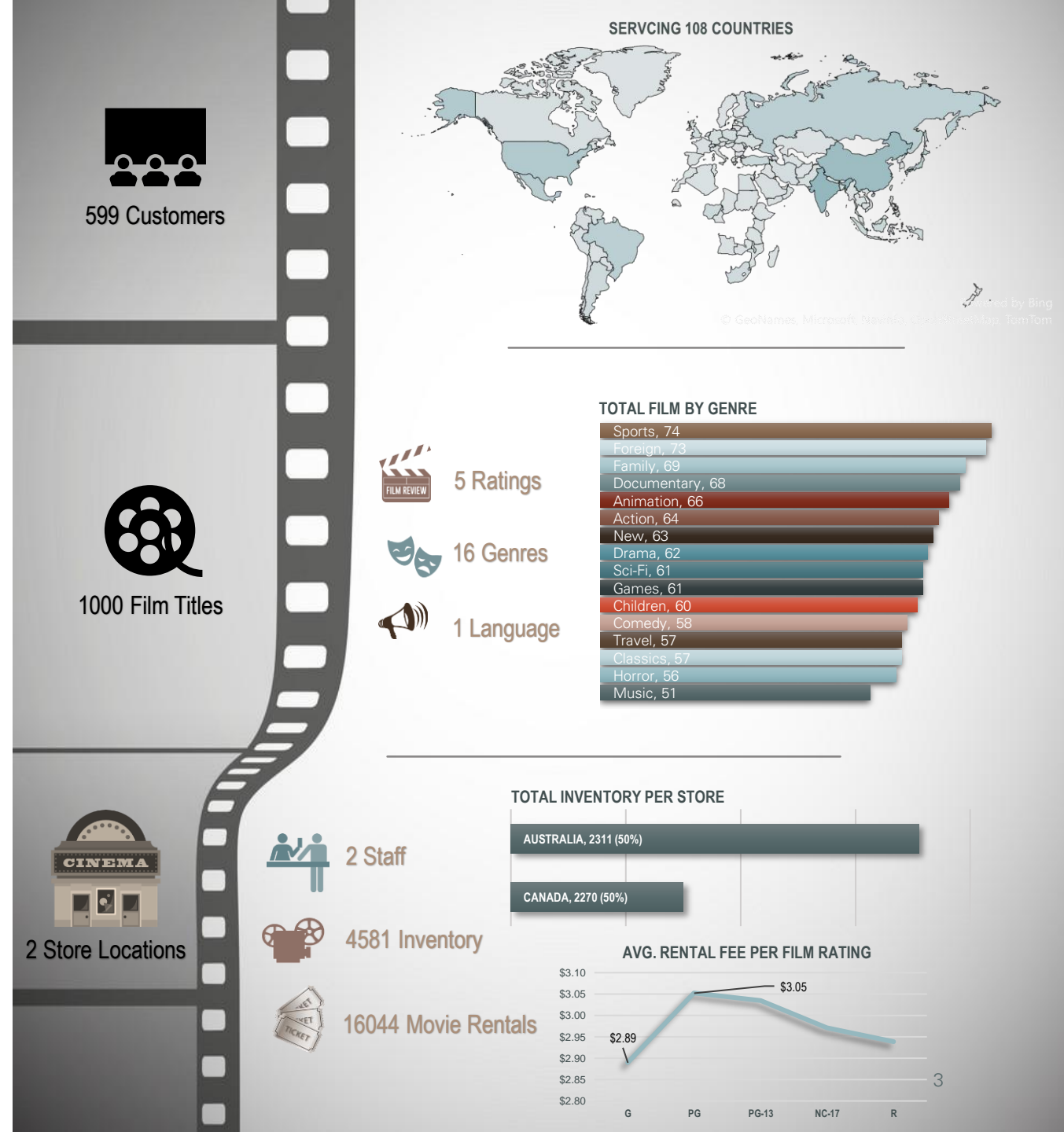
- 🎬 Which movies contributed the most/least to revenue gain?
- 🎬 What was the average rental duration for all videos?
- 🎬 Do sales figures vary between geographic regions?
- 🎬 Which countries are customers from?
- 🎬 Where are our customers with a high lifetime value base?



## BUSINESS PROFILE OVERVIEW

Rockbuster is currently servicing 108 countries, with 599 customers worldwide.

Offering 1000 English films with 16 movie genre selections and five different ratings to choose from. The two different store locations in Australia and Canada, are fully operated by two employees equipped with 4,581 inventories and achieved 16,044 movie rentals combined.



## HIGHEST EARNING FILMS

RANK	FILM TITLE	NO. OF RENTAL	TOTAL REVENUE
1	Apache Divine	28	\$161
2	Cat Coneheads	27	\$160
3	Dogma Family	28	\$169
4	Enemy Odds	25	\$160
5	Fool Mockingbird	21	\$163
6	Goodfellas Salute	25	\$165
7	Harry Idaho	27	\$178
8	Hustler Party	22	\$191
9	Innocent Usual	26	\$192
10	Pelican Comforts	23	\$166
11	Range Moonwalker	23	\$159
12	Saturday Lambs	26	\$191
13	Scalawag Duck	29	\$158
14	Scorpion Apollo	21	\$159
15	Sunrise League	22	\$156
16	Telegraph Voyage	25	\$216
17	Titans Jerk	27	\$187
18	Torque Bound	23	\$170
19	Wife Turn	27	\$199
20	Zorro Ark	28	\$200

## LOWEST EARNING FILMS

RANK	FILM TITLE	NO. OF RENTAL	TOTAL REVENUE
1	Duffel Apocalypse	6	\$6
2	Texas Watch	6	\$6
3	Oklahoma Jumanji	6	\$6
4	Freedom Cleopatra	5	\$6
5	Young Language	7	\$7
6	Rebel Airport	7	\$7
7	Treatment Jekyll	6	\$7
8	Cruelty Unforgiven	6	\$7
9	Lights Deer	7	\$8
10	Japanese Run	6	\$8
11	Stallion Sundance	6	\$8
12	Harold French	7	\$9
13	Ghostbusters Elf	7	\$9
14	Connection Microcosmos	5	\$9
15	Ballroom Mockingbird	7	\$10
16	Comancheros Enemy	6	\$10
17	Jawbreaker Brooklyn	9	\$11
18	Towers Hurricane	9	\$11
19	Maude Mod	7	\$11
20	Zhivago Core	7	\$11

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

Rockbuster Stealth reached \$61,312 in total revenue with 958 films across the regions.

*The top highest-earning 20 films contributed 6% of the revenue share while the bottom 20 fell under 0.5%.*

*NOTE: 1000 film titles are in the database but there are 958 in the inventory.*

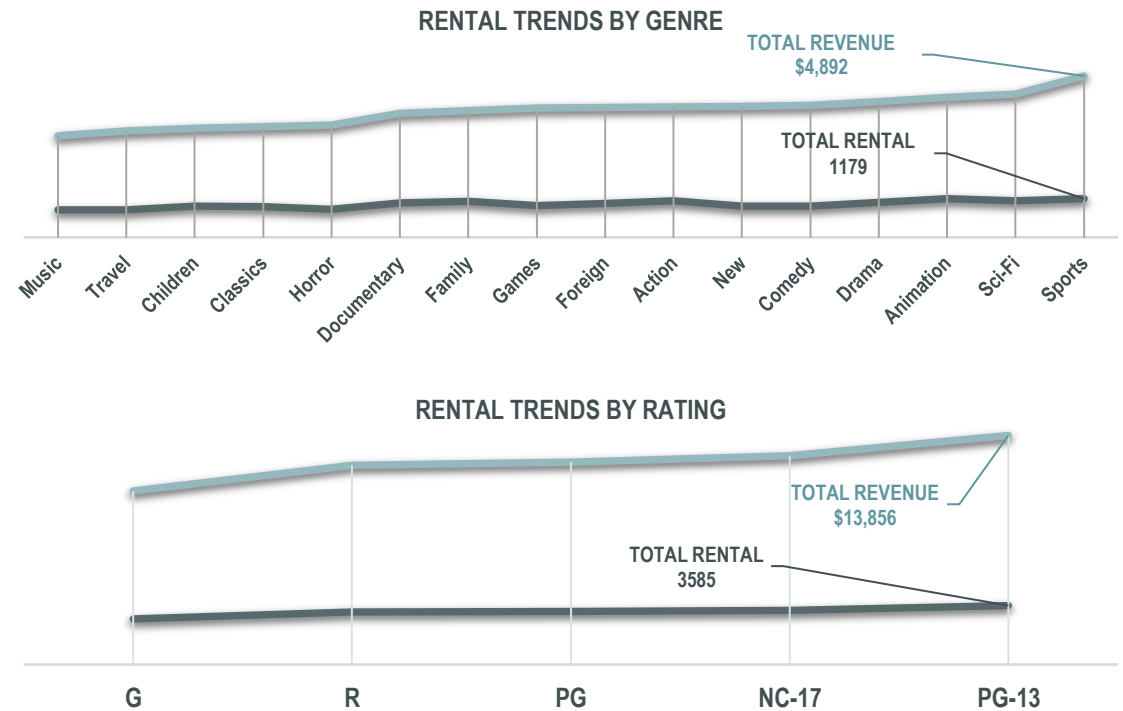




## What was the average rental duration for all videos?



The average rental duration is within 5 days at a midpoint fee of \$2.98. While 22% of viewers watched PG-13 films followed by NC-17 and PG at 20%. The most favorable movie genres are sports, then animation at 7%.

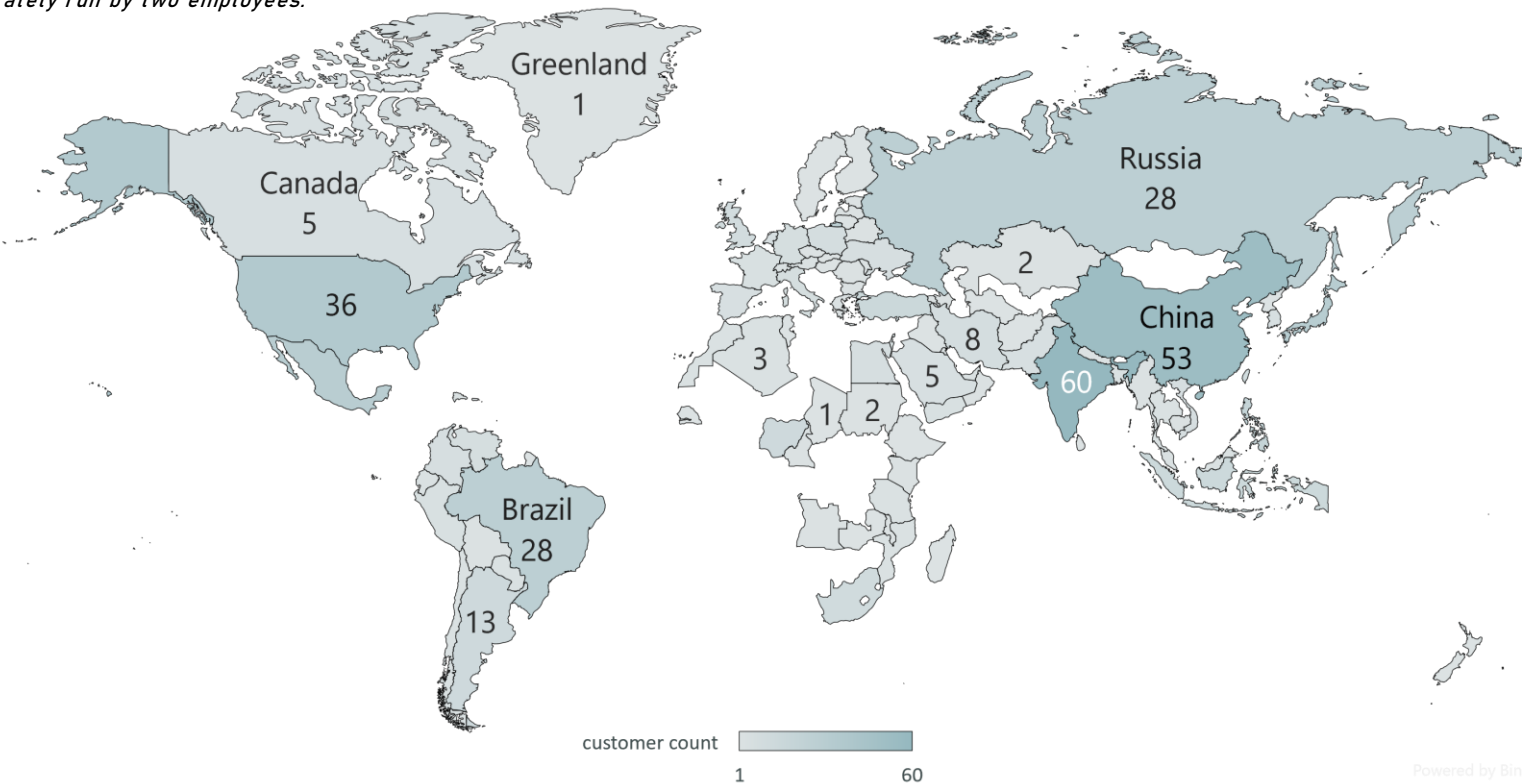


## Do sales figures vary between geographic regions?

Online rental service reaches the global market, servicing 108 countries. Asia is the highest sales revenue at 45% with 273 customers.

*Store locations in Australia and Canada are fully operational and separately run by two employees.*

COUNTRY	TOTAL CUSTOMER	TOTAL REVENUE
India	60	\$6,035
China	53	\$5,251
United States	36	\$3,685
Japan	31	\$3,123
Mexico	30	\$2,989
Brazil	28	\$2,919
Russian Federation	28	\$2,766
Philippines	20	\$2,220
Turkey	15	\$1,499
Indonesia	14	\$1,353
Grand Total	315	\$31,834



## WORLDWIDE'S TOP 10 CUSTOMERS

NAME	SURNAME	CITY	COUNTRY	TOTAL AMOUNT PAID
Eleanor	Hunt	Saint-Denis	Runion	\$212
Karl	Seal	Cape Coral	United States	\$209
Marion	Snyder	Santa Brbara dOeste	Brazil	\$195
Rhonda	Kennedy	Apeldoorn	Netherlands	\$192
Clara	Shaw	Molodetno	Belarus	\$190
Tommy	Collazo	Qomsheh	Iran	\$184
Ana	Bradley	Memphis	United States	\$168
Curtis	Irby	Richmond Hill	Canada	\$168
Marcia	Dean	Tanza	Philippines	\$167
Mike	Way	Valparai	India	\$163

## TOP 10 CUSTOMERS

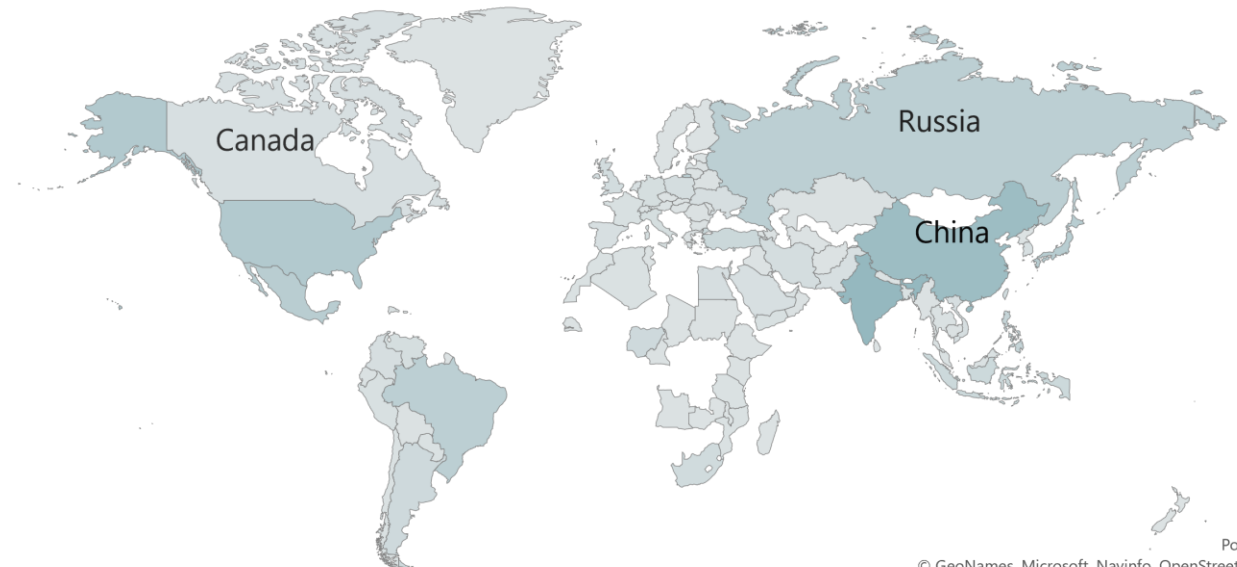
IN THE HIGHEST-PROFITABLE CITIES OF THE TOP 10 COUNTRIES

NAME	SURNAME	CITY	COUNTRY	TOTAL AMOUNT PAID
Sara	Perry	Atlixco	Mexico	\$129
Gabriel	Harder	Sivas	Turkey	\$109
Sergio	Stanfield	Celaya	Mexico	\$103
Clinton	Buford	Aurora	United States	\$99
Adam	Gooch	Adoni	India	\$99
Francisco	Skidmore	So Leopoldo	Brazil	\$94
Rebecca	Scott	Kurashiki	Japan	\$90
Erica	Matthews	Pingxiang	China	\$87
Bernard	Colby	Dhule (Dhulia)	India	\$84
Bob	Pfeiffer	Xintai	China	\$83

## TOP 10 CUSTOMERS

The top customers are determined by their total spending within the highest profitable regions and in the country's top cities.

Promoting reward systems to top-paying customers is an opportunity to establish strong client-based relationships and extend new services through product soft launches.



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## SUMMARY

Based on the statistical findings, the average spending cost is \$2.98 with a 5 days rental duration.

The most favorable film ratings and genres are as follows:

**RATING** PG-13, NC-17 and PG

**GENRE** Sports and Animation

Asia is the most profitable region with a top-count client base in China and India.

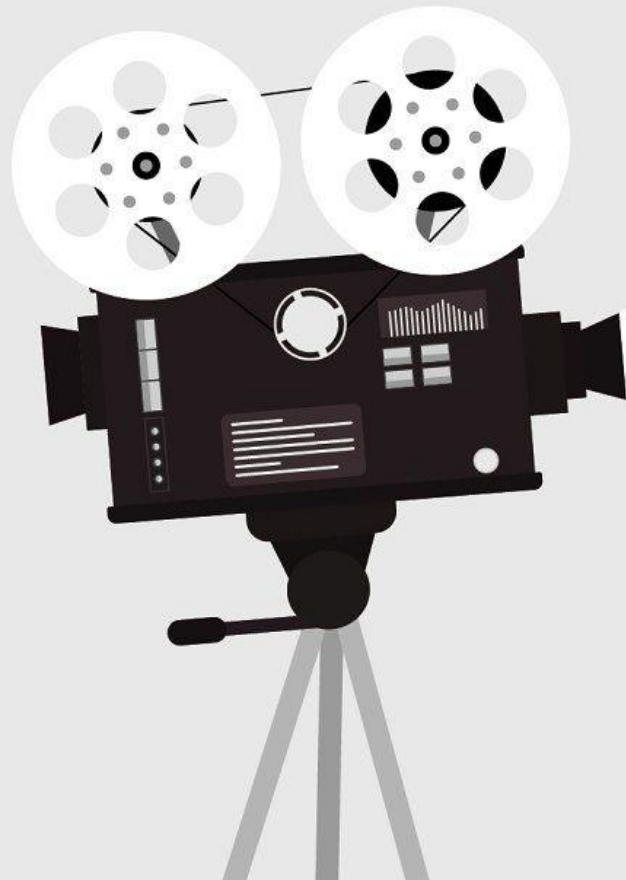


## RECOMMENDATIONS

Investigate micro and macro settings within China, India and its surrounding areas to boost business prospects within the regions. Offering services that would fit cultural differences may help encourage new and old clients to optimize services.

Leveraging the highest on-demand film ratings and genres while looking into expanding inventories to widen selections.

Lastly, incentivizing top-spending customers will support client rapport and the opportunity to offer new services that may fit their interests (*i.e. discounts, credit for a minimum amount spent, etc.*). Additional analysis of high-performing countries can convey useful insights for effective promotional tactics. This is to understand consumer demands and replicate successful operations to other potential target audiences.



PREPARED BY  
**GRACE SKELLEY**

VISUALIZATION LINK: [Rockbuster Stealth](#) | [Tableau Public](#)