



ROCKBUSTER STEALTH LLC

Entering into the online video
rental market

Data Analytics Team
Hakan Gürler

Overview, Objectives and Key Questions

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Company is facing stiff competition from streaming services such as Netflix and Amazon Prime.

The Rockbuster Stealth company is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

- 1) How many customers does company have and where are they located?
- 2) Which movies contributed the most or least to revenue gain?
- 3) What was the average rental duration for all the videos?
- 4) Where are customers with a high lifetime value based?
- 5) Do sales vary between geographic locations?



Current Status of Company



How many customers does company have?

109 Countries

599 Customers

1000 Movies

Total revenue generated

Number of rentals

\$61,312.04

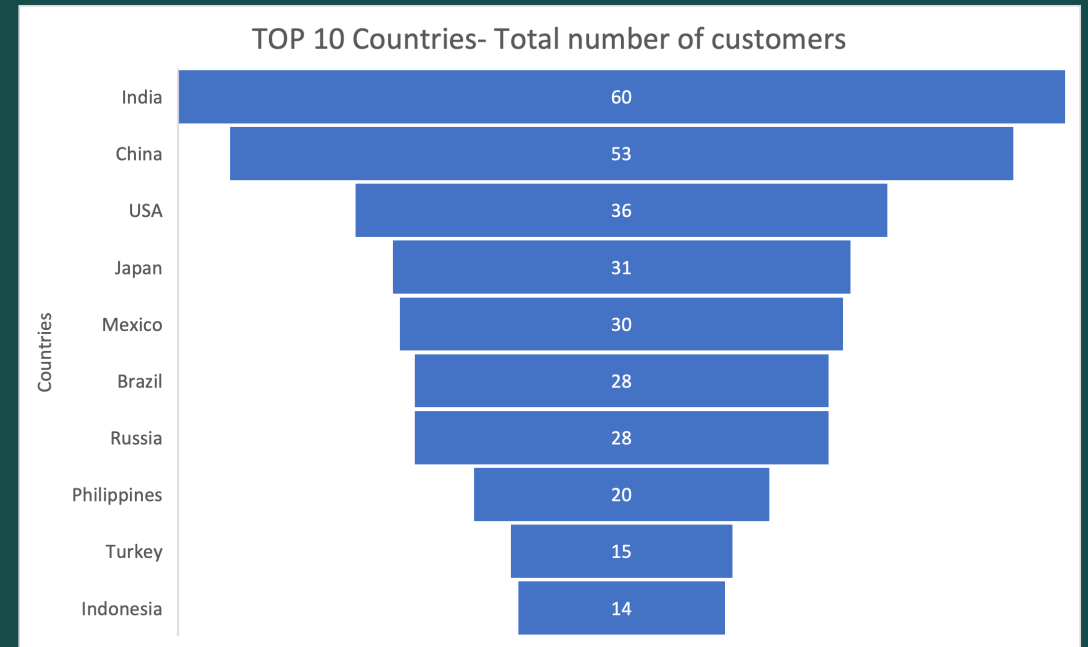
14,596

Top 10 Countries

- total revenue
- number of customers
- average payment per customer

Country	Total revenue	Number of Customers	average payment per customer
India	6034,78	60	100,58
China	5251,03	53	99,08
USA	3685,31	36	102,37
Japan	3122,51	31	100,73
Mexico	2984,82	30	99,49
Brazil	2919,19	28	104,26
Russia	2765,62	28	98,77
Philippines	2219,7	20	110,99
Turkey	1498,49	15	99,9
Indonesia	1352,69	14	96,62

Where are the customers located and with a high lifetime value based?

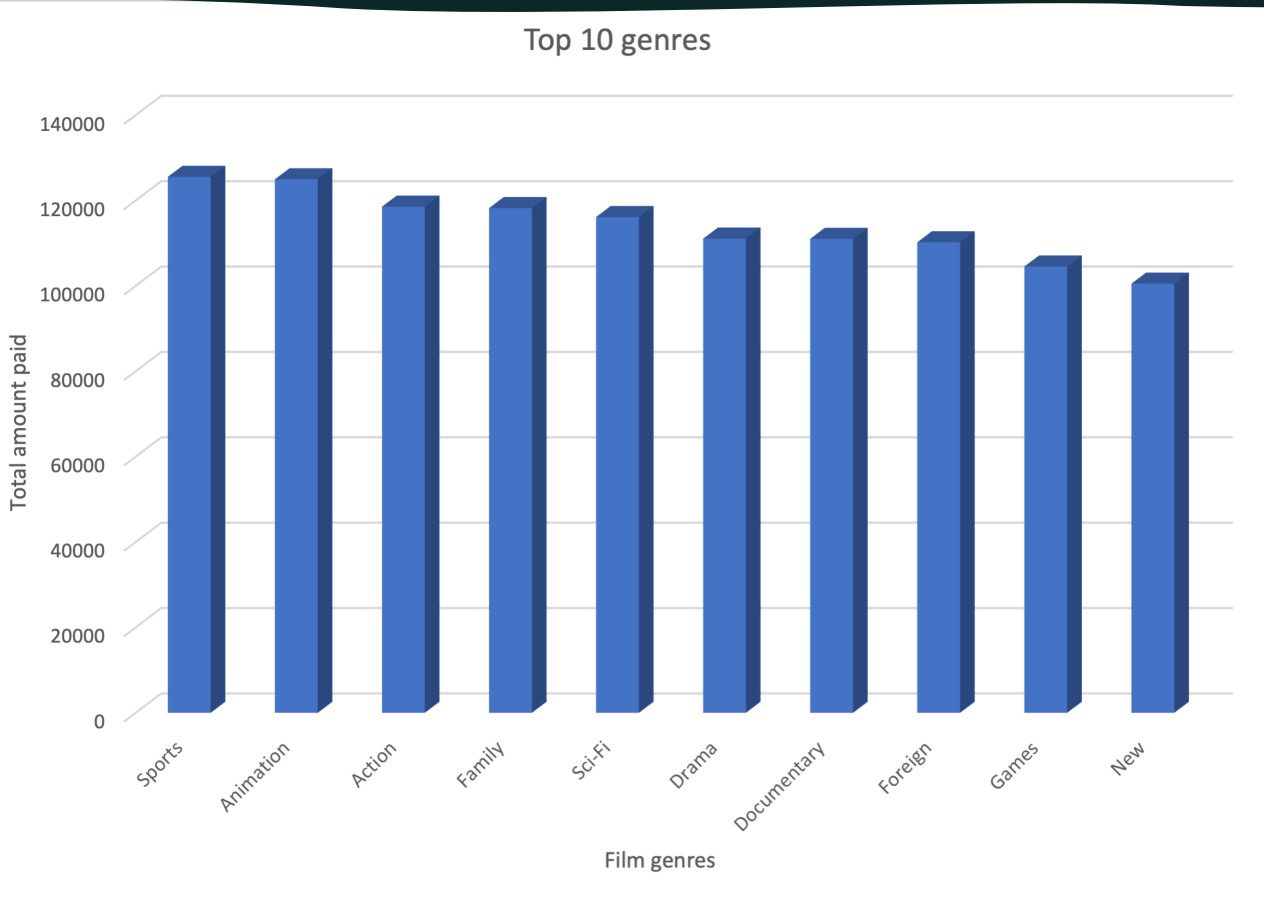


Top 10 countries have the most customers also generate the most revenue.

Top 10 Genres of Film

Which movies contributed the most or least to revenue gain?

Sport and Animation movies contributed the most to revenue gain.



Average Rental duration

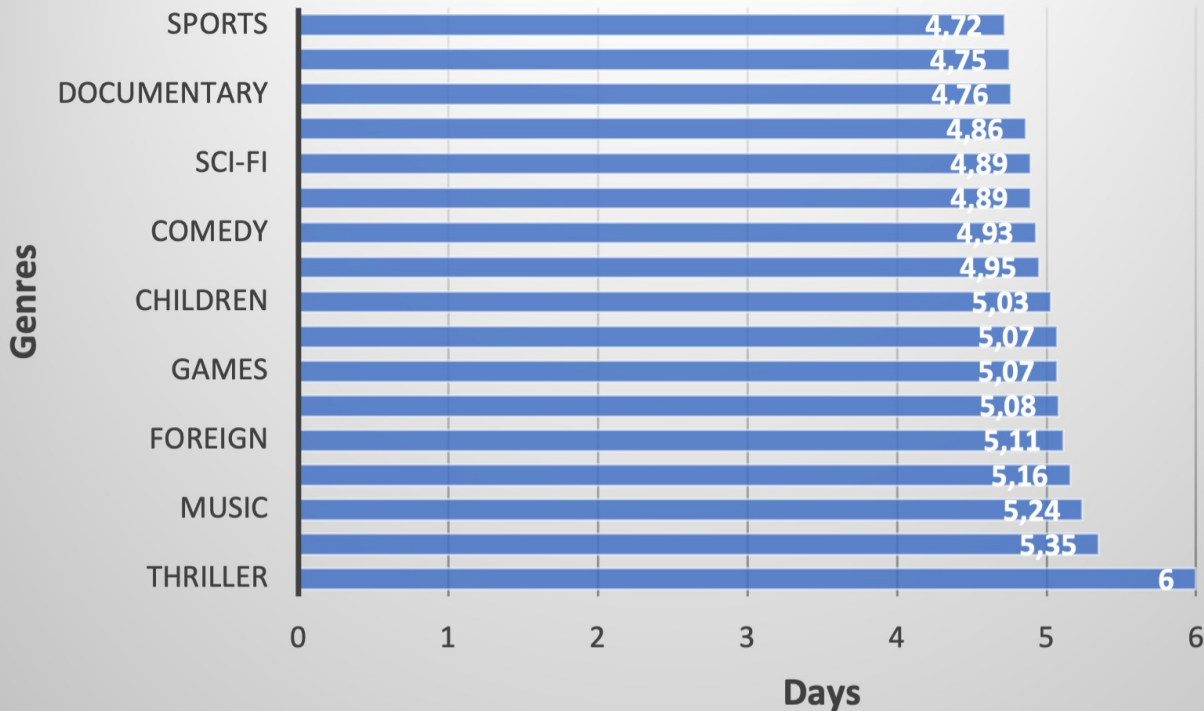
Genres & Ratings

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

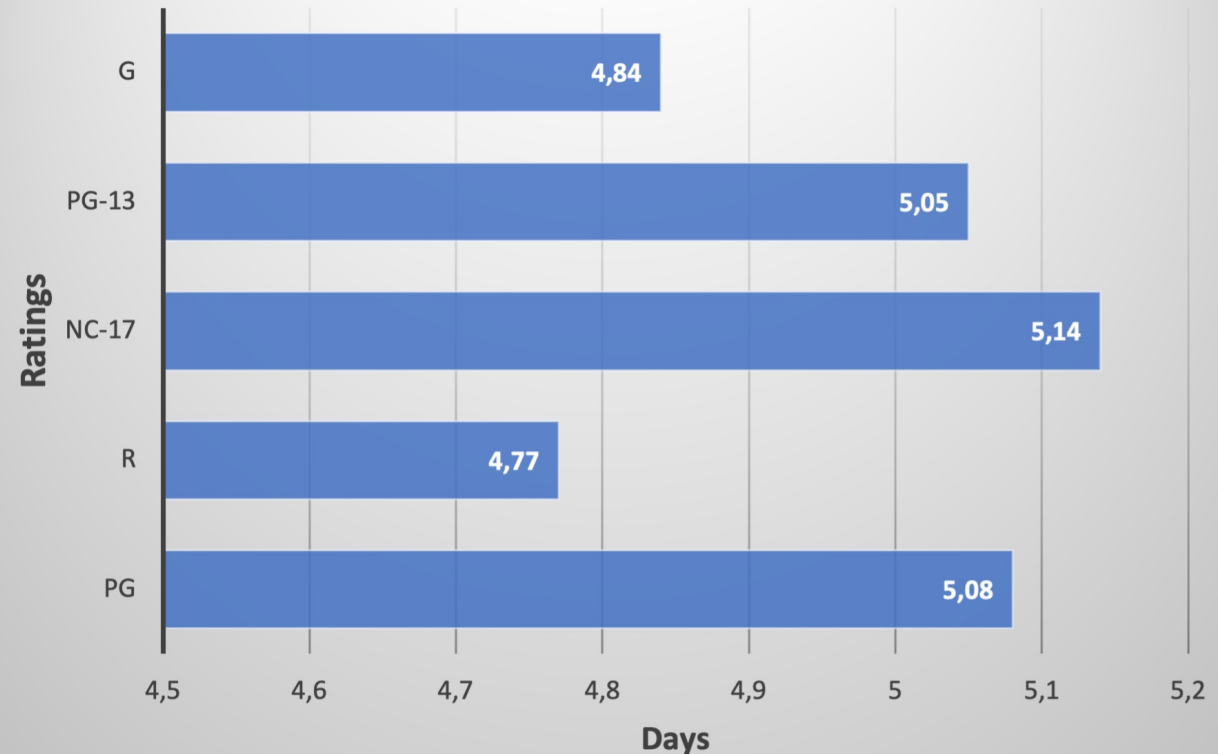
Thriller (6 day) and Music (5,24 day) are most popular genres in the average rental duration.

NC-17 (5,14 day) are the most popular movies in ratings.

Average rental duration



Avarage rental duration



Total Payment received against each country

Do sales vary between geographic locations?

- Top 10 Countries
- 1) India
- 2) China
- 3) USA
- 4) Japan
- 5) Mexico
- 6) Brazil
- 7) Russia
- 8) Philippines
- 9) Turkey
- 10) Indonesia



[Link to map](#)

Conclusions and Recommendations

Company should invest in India and China. They have not only the highest customer number also the top revenue makers.

Most revenue maker genres are Sports and Animation. More films in both genres should be offered.

All films were rented in English language. We would recommend to offer film in foreign languages

Rockbuster has 599 customers in 109 countries all around the world. It is great opportunity to grow as an online service. However, we recommend to award the Loyal customers.

All films in our data were from 2006. I would recommend to widening the inventory, such as the films released in other years to gain more revenue and customers.

Contact information



Thank you for your attention



do not hesitate to contact me if you have
any questions: hakan@rockbuster.com