Rockbuster Stealth LLC
Business Manager Meeting
June 13, 2022

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  - Data Analyst

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Online Video Rental Strategy
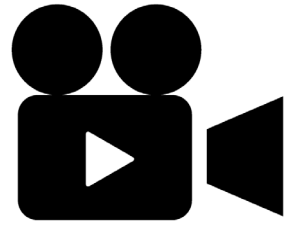
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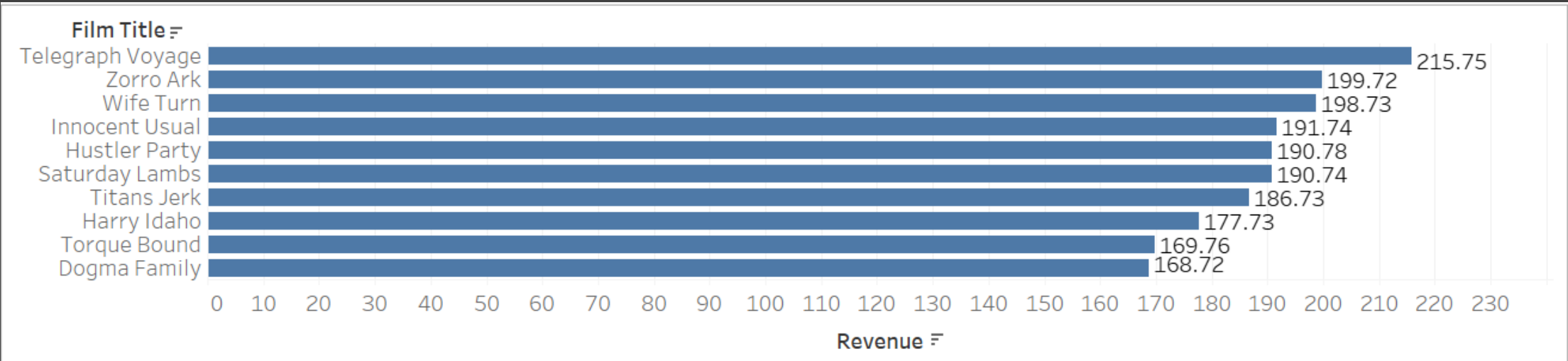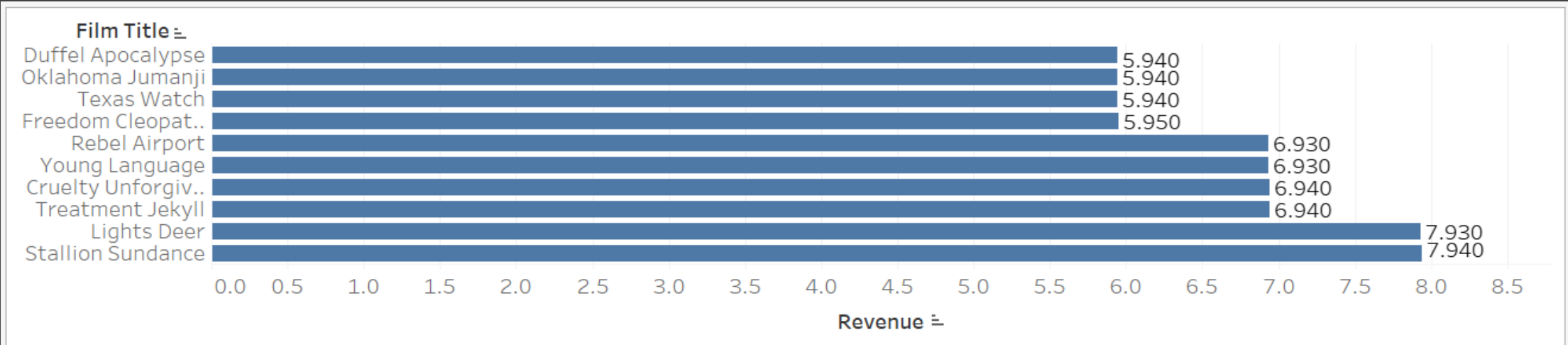- The world is going digital, and that includes movies. With the emergence of companies such as Netflix and AppleTV, Rockbuster Stealth LLC has decided to join the world of online video rentals.

- Using data from our physical video sales, we have developed insights to help launch the new program.

- This presentation will touch on the following points:

    1. Which movies contributed the most/least to revenue gain?

    2. What was the average rental duration for all videos?

    3. Which countries are Rockbuster customers based in?

    4. Where are customers with a high lifetime value based?

    5. Do sales figures vary between geographic regions?

Films by Highest Revenue (in USD)

Film Title	Revenue
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

Films by Lowest Revenue (in USD)

Film Title	Revenue
Duffel Apocalypse	5.940
Oklahoma Jumanji	5.940
Texas Watch	5.940
Freedom Cleopat..	5.950
Rebel Airport	6.930
Young Language	6.930
Cruelty Unforgiv..	6.940
Treatment Jekyll	6.940
Lights Deer	7.930
Stallion Sundance	7.940

Rental Data
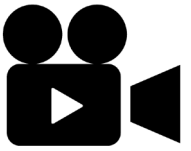
Category	Min	Max	Average	Mode
Rental Duration (days)	3	7	4.99	--
Rental Rate	$0.99	$4.99	$2.98	--
Movie Length (minutes)	46	185	115.27	--
Replacement Cost	$9.99	$29.99	$19.98	--
Film Rating Category	--	--	--	PG13

Rockbuster Stealth LLC Countries by Revenue
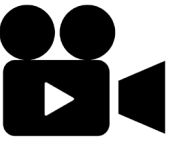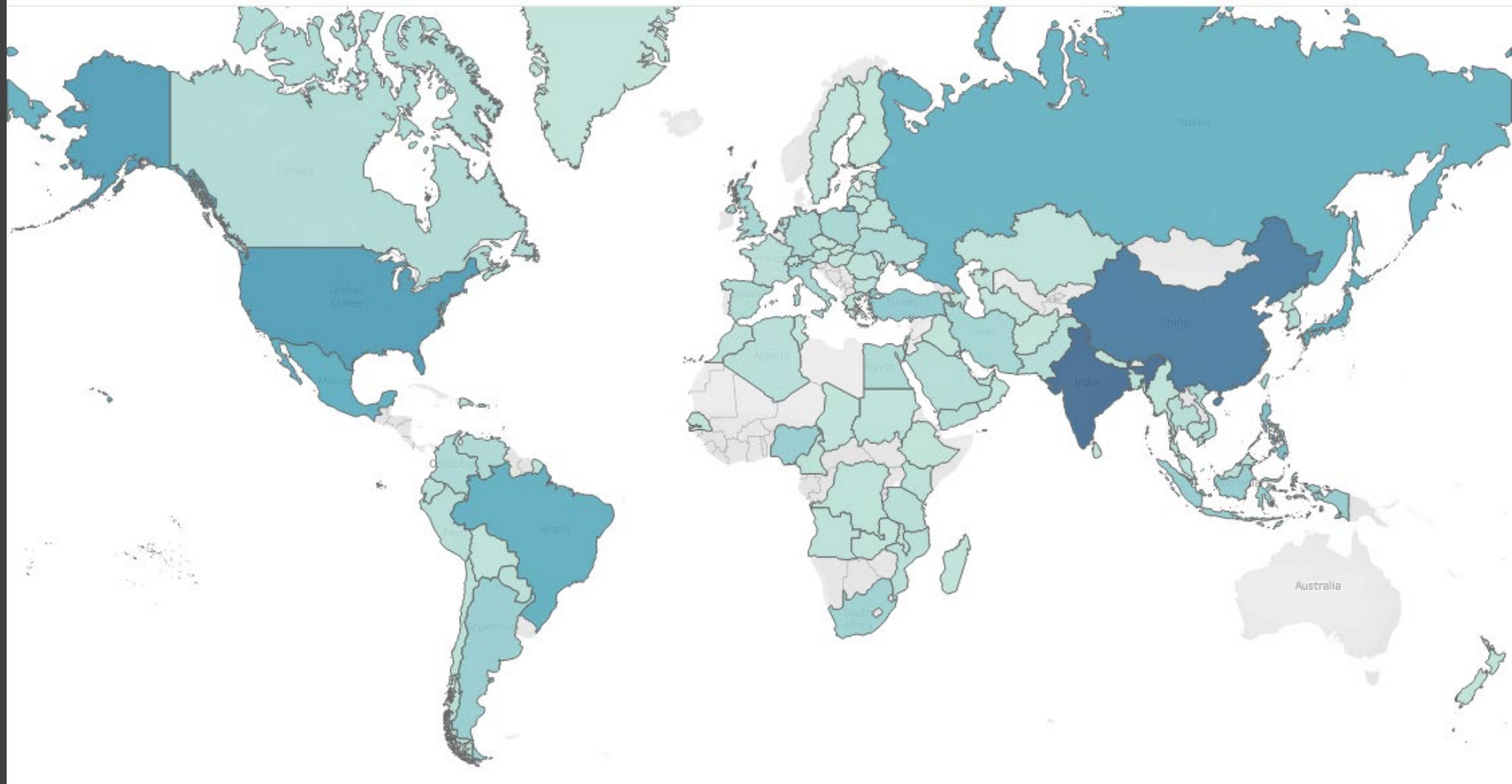
Revenue

48 — 6,035
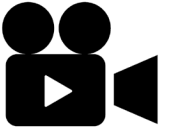
Customers - By the Numbers

Rank	Country	Top 10 Customers
1	India	60
2	China	53
3	United States	36
4	Japan	31
5	Mexico	30
6	Brazil	28
7	Russian Federation	28
8	Philippines	20
9	Turkey	15
10	Indonesia	14

Rank	Country	City	Customer Count
1	United States	Aurora	2
2	Mexico	Acua	1
3	United States	Citrus Heights	1
4	Japan	Iwaki	1
5	India	Ambattur	1
6	China	Shanwei	1
7	Brazil	So Leopoldo	1
8	Russian Federation	Teboksary	1
9	China	Tianjin	1
10	Indonesia	Cianjur	1

Rank	Customer_ID	First Name	Last Name	City	Country	Total Amount Paid
1	225	Arlene	Harvey	Ambattur	India	$111.76
2	424	Kyle	Spurlock	Shanwei	China	$109.71
3	240	Marlene	Welch	Iwaki	Japan	$106.77
4	486	Glen	Talbert	Acua	Mexico	$100.77
5	537	Clinton	Buford	Aurora	United States	$98.76

Revenue by Country grouped by Continent

Country
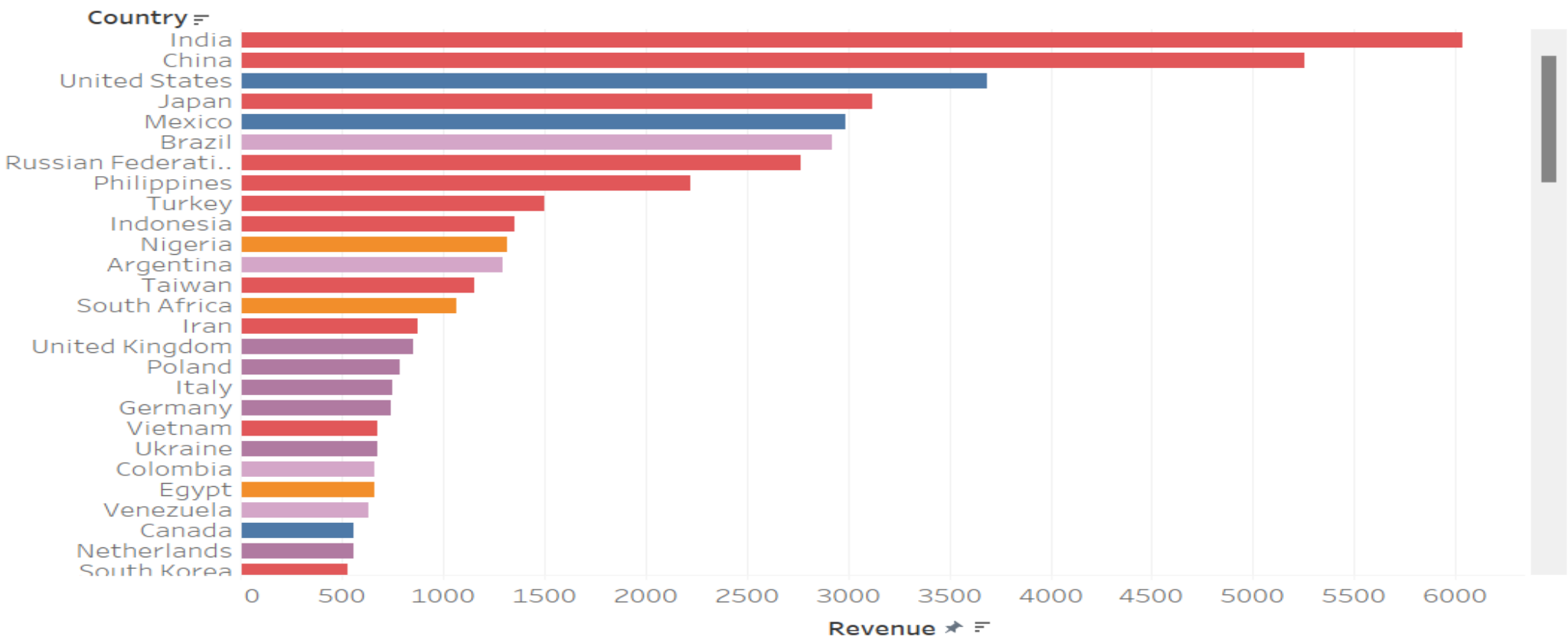
Continents
🟧 AFRICA
🟥 ASIA
🟪 EUROPE
🟦 NORTH AMERICA
🟩 OCEANIA
🟪 SOUTH AMERICA

India — ASIA
China — ASIA
United States — NORTH AMERICA
Japan — ASIA
Mexico — NORTH AMERICA
Brazil — SOUTH AMERICA
Russian Federati.. — ASIA
Philippines — ASIA
Turkey — ASIA
Indonesia — ASIA
Nigeria — AFRICA
Argentina — SOUTH AMERICA
Taiwan — ASIA
South Africa — AFRICA
Iran — ASIA
United Kingdom — EUROPE
Poland — EUROPE
Italy — EUROPE
Germany — EUROPE
Vietnam — ASIA
Ukraine — EUROPE
Colombia — SOUTH AMERICA
Egypt — AFRICA
Venezuela — SOUTH AMERICA
Canada — NORTH AMERICA
Netherlands — EUROPE
South Korea — ASIA

Revenue axis: 0, 500, 1000, 1500, 2000, 2500, 3000, 3500, 4000, 4500, 5000, 5500, 6000

Revenue

Revenue by Continent

Continents

Continent	Revenue
ASIA	30,404
EUROPE	8,619
NORTH AMERICA	8,164
SOUTH AMERICA	7,141
AFRICA	6,342
OCEANIA	641

Revenue axis: 0K, 2K, 4K, 6K, 8K, 10K, 12K, 14K, 16K, 18K, 20K, 22K, 24K, 26K, 28K, 30K, 32K

Revenue (in USD)

8

5.

Conclusion
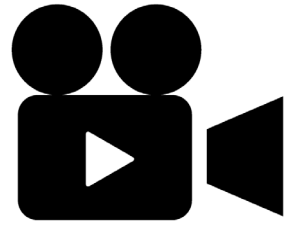
1. After analyzing the movie list, we see the top ten movies in highest revenue as well as the lowest ten in movie revenue. This list will help to figure out which movies we should be including in our online rental space.

2. The information in our "Rental Data" slide will help us to decide how we would like to enter the online video rentals. Seeing that the majority of movies are rated PG-13, we can target our audience based on this information, marketing more towards teenagers and young adults than children.

3. Upon studying the countries in which we have customers, and the degree to which sales happen in each country, we can see that countries in Asia tend to be darker, especially compared to those in Africa; this means that the majority of our customers are based in Asia, and we can thus target our audience to them. There are a number of African countries that do not have any customers. This information is backed up by data on slide 7, in which Asia has the highest amount of total revenue.

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Conclusion
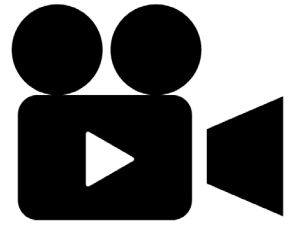
4. Further breaking down our information, we can see the list of top ten countries by revenue, as well as the top cities in those countries. Not surprisingly the top ten countries are also very populous countries as well, this information does not help us to decipher whether they are spending more per person or not. In terms of cities, there is not a huge difference regarding customers that spend the most, this does not help us to target specific cities.

a. It would be great to try and retain most of these top spending clients as we transition to online rentals. Creating surveys to see what would help retain their business may be a good step to see how they feel about the transition.

5. Looking into slide 7, we can see that Asia, Europe and North America bring in the most sales at this point, so ensuring we keep their business would be the wisest course of action. This means tailoring our movie selections to fit their preferences.

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