



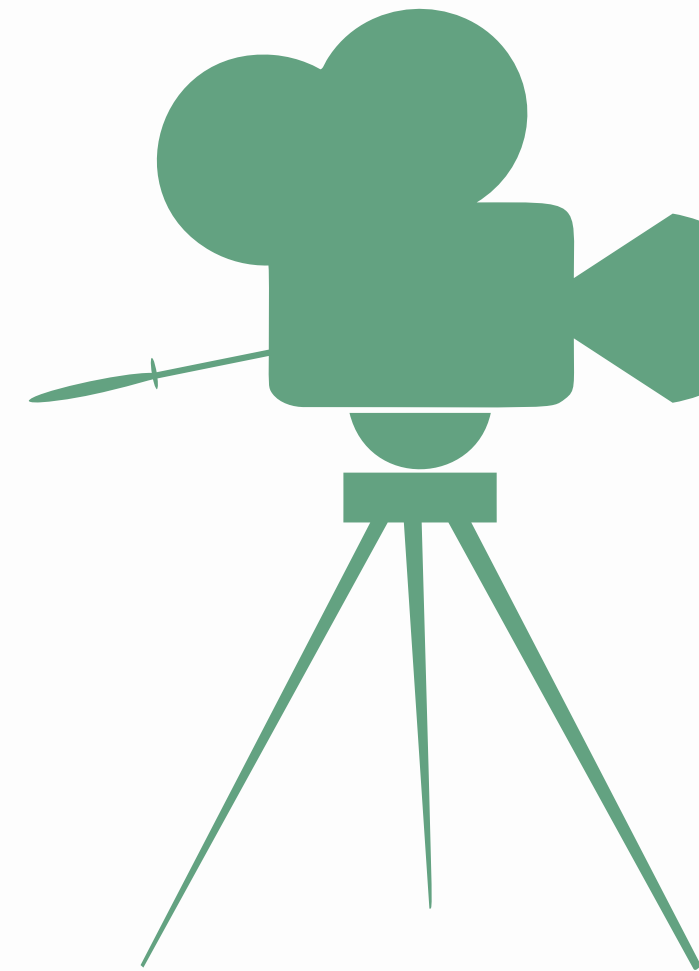
# ROCKBUSTER STEALTH

JENNIFER SOUSA CAMERON

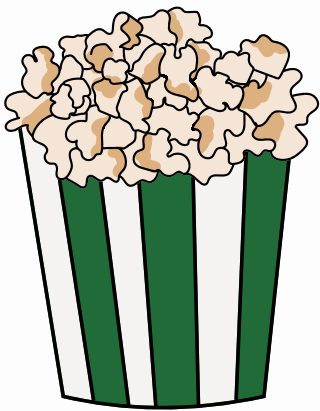
# KEY QUESTIONS

- 01 Which movies contributed to the most/least to revenue gain?
- 02 What was the average rental duration for all videos?
- 03 Which countries are Rockbuster customers based in?
- 04 Where are costumers with a high lifetime value based?

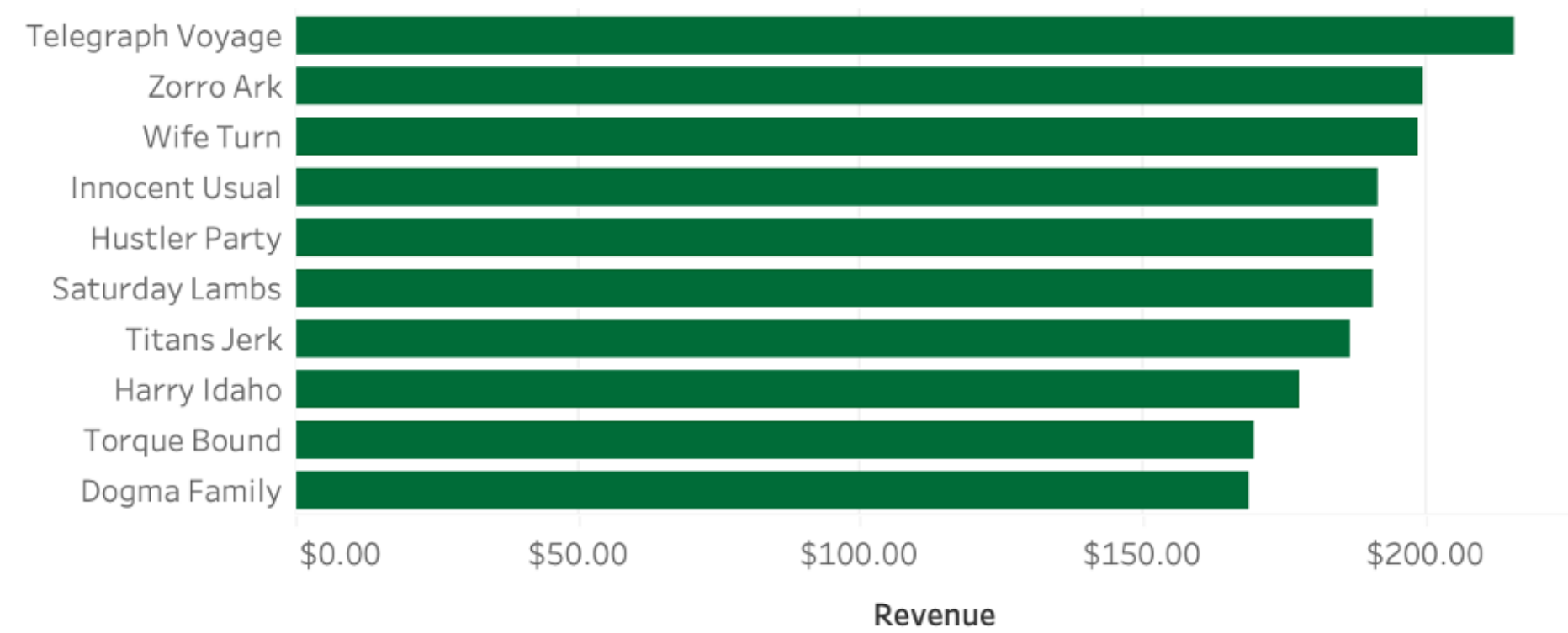
- 05 Do sale figures vary between geographic regions?



# MOVIES CONTRIBUTION TO REVENUE GAIN



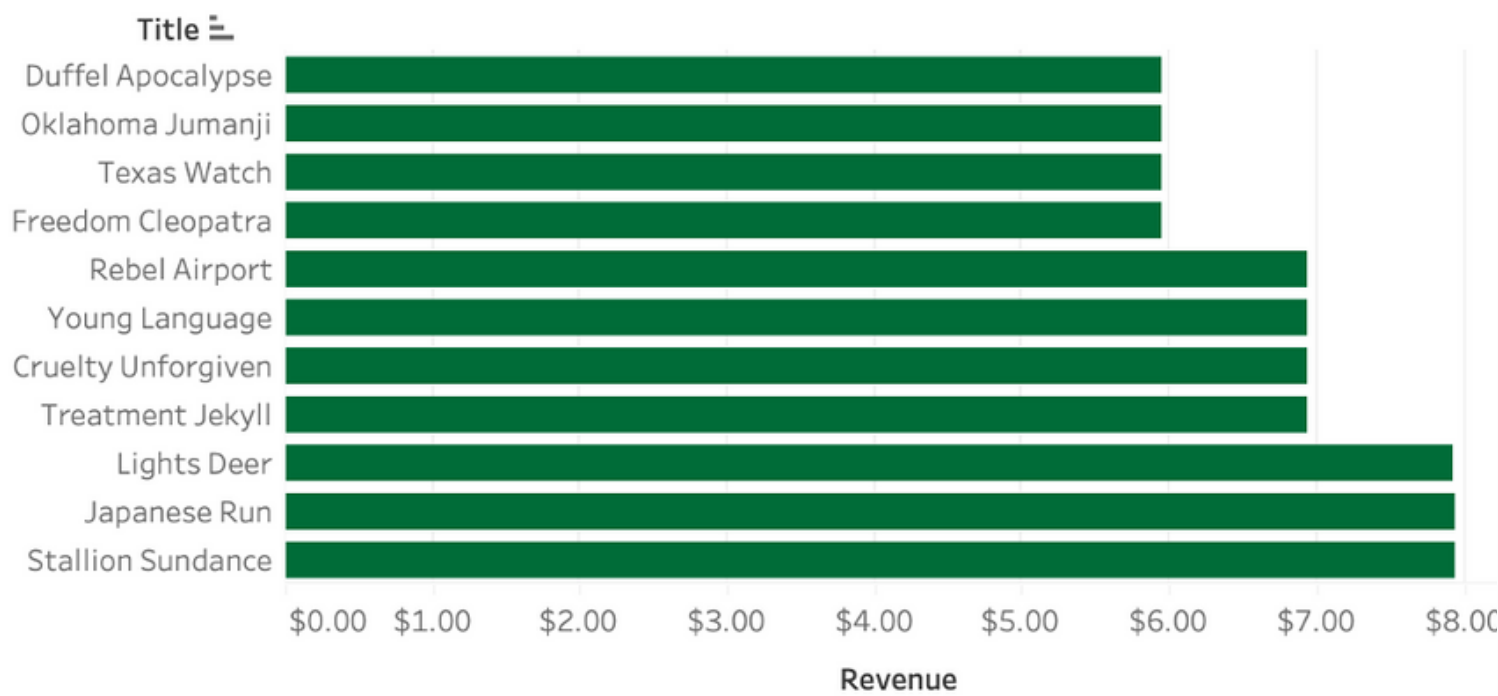
Top 10 Grossing Films at Rockbuster



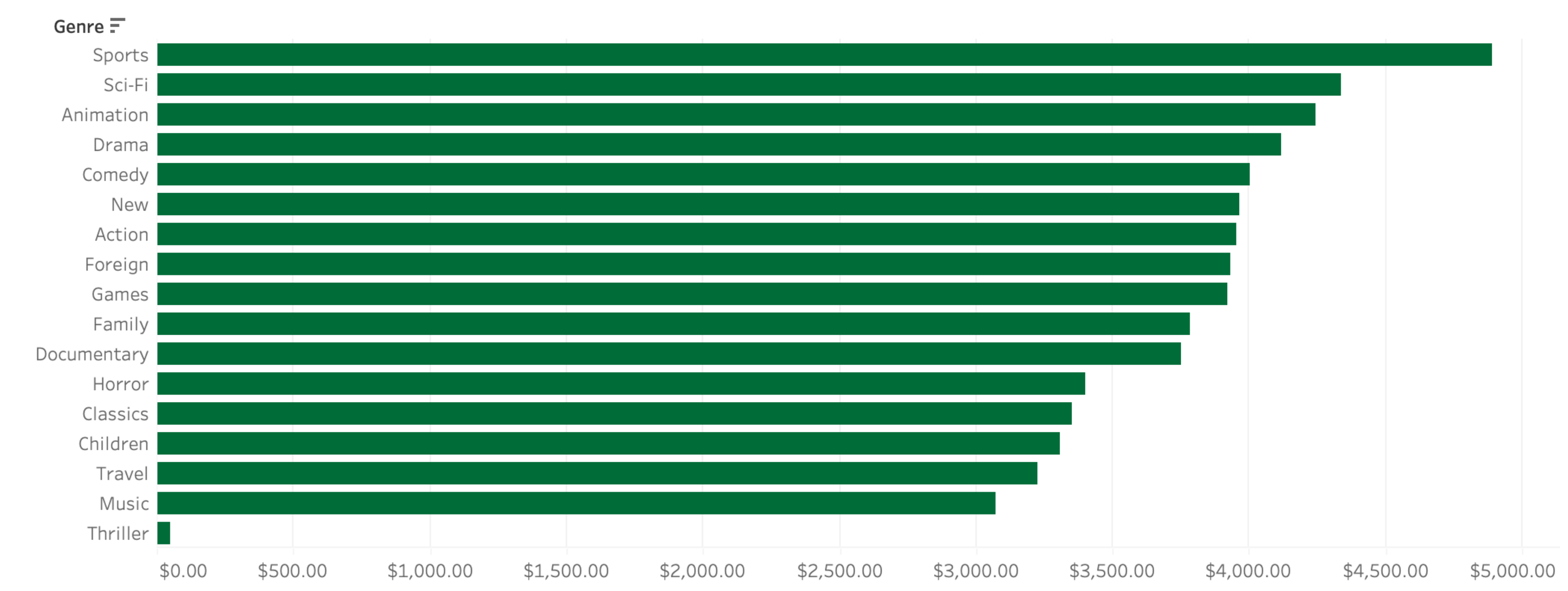
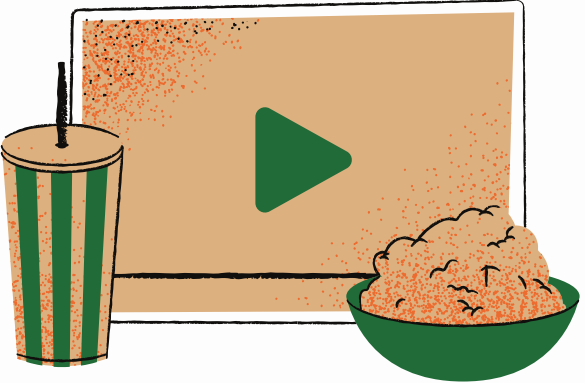
**01** Telegraph Voyage, a PG musical, was the highest grossing film for Rockbuster with \$215.75 in revenue.

**02** Duffel Apocalypse (Documentary -G), Oklahoma Jumanji (New - PG), and Texas Watch (Horror - NC-17) were the least successful films for Rockbuster.

Least Grossing Films at Rockbuster



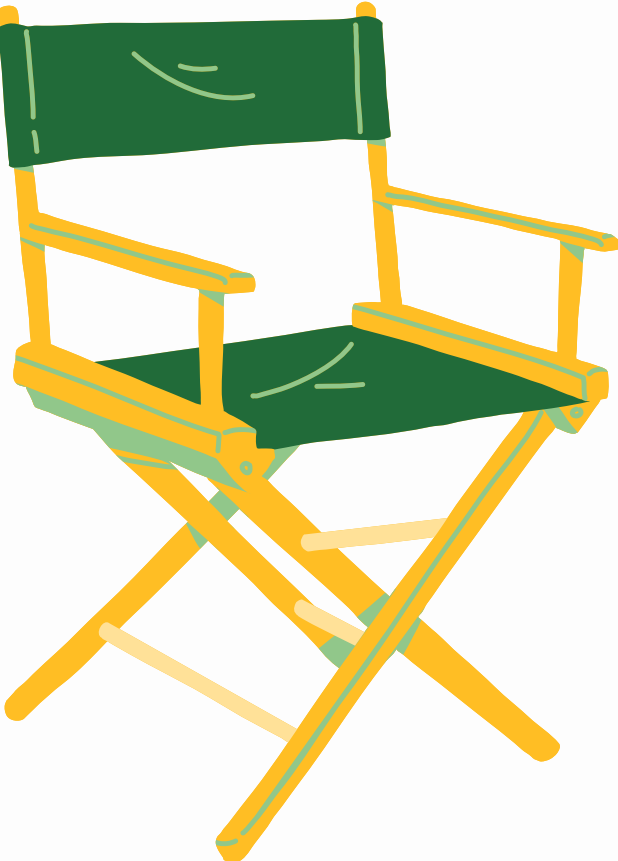
# GENRE CONTRIBUTION TO REVENUE GAIN



**01** The highest grossing genre is Sports generating Rockbuster almost \$5,000.

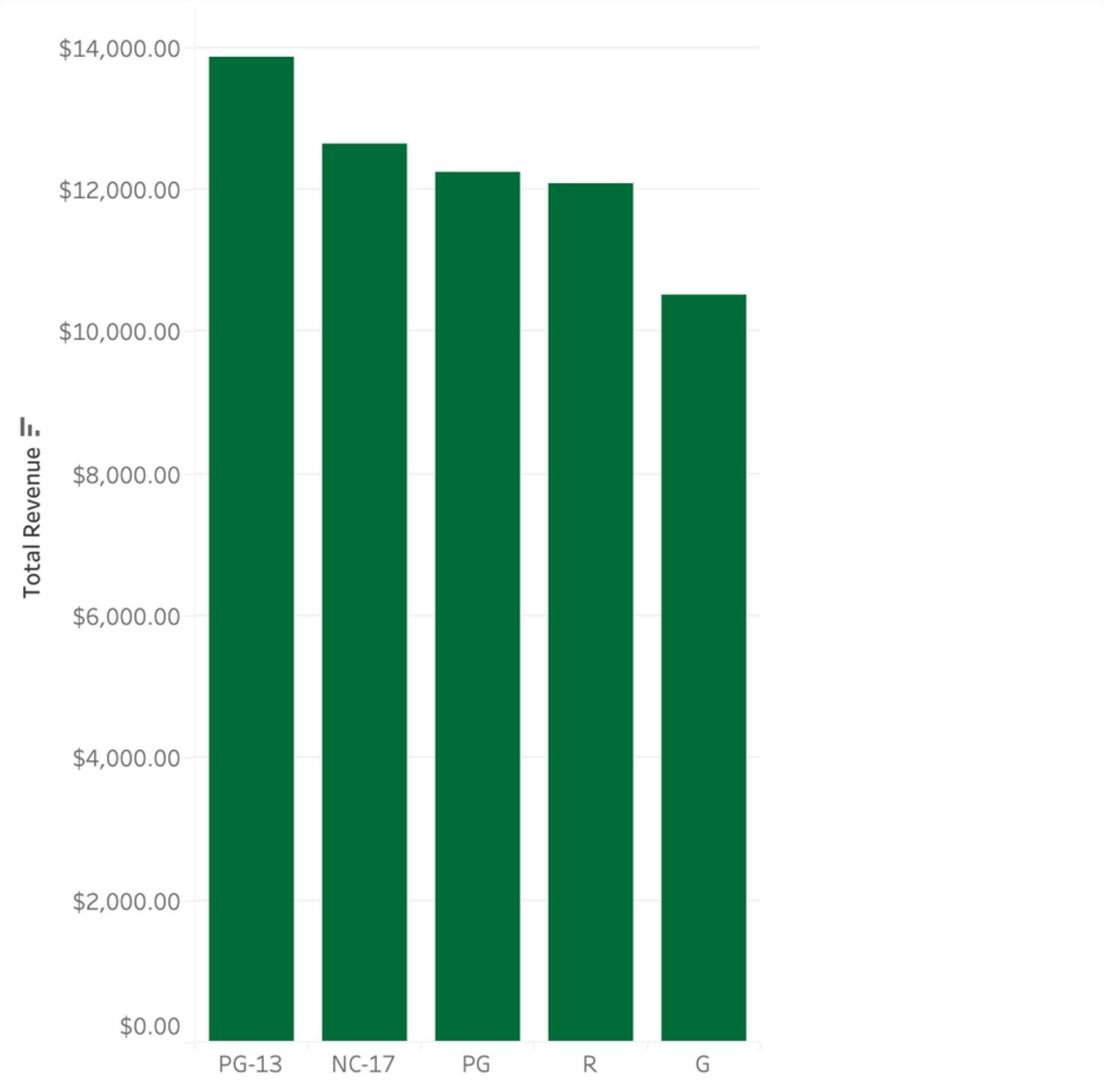
**02** The Thriller genre is almost non-existent in revenue.

# RATINGS CONTRIBUTION TO REVENUE GAIN

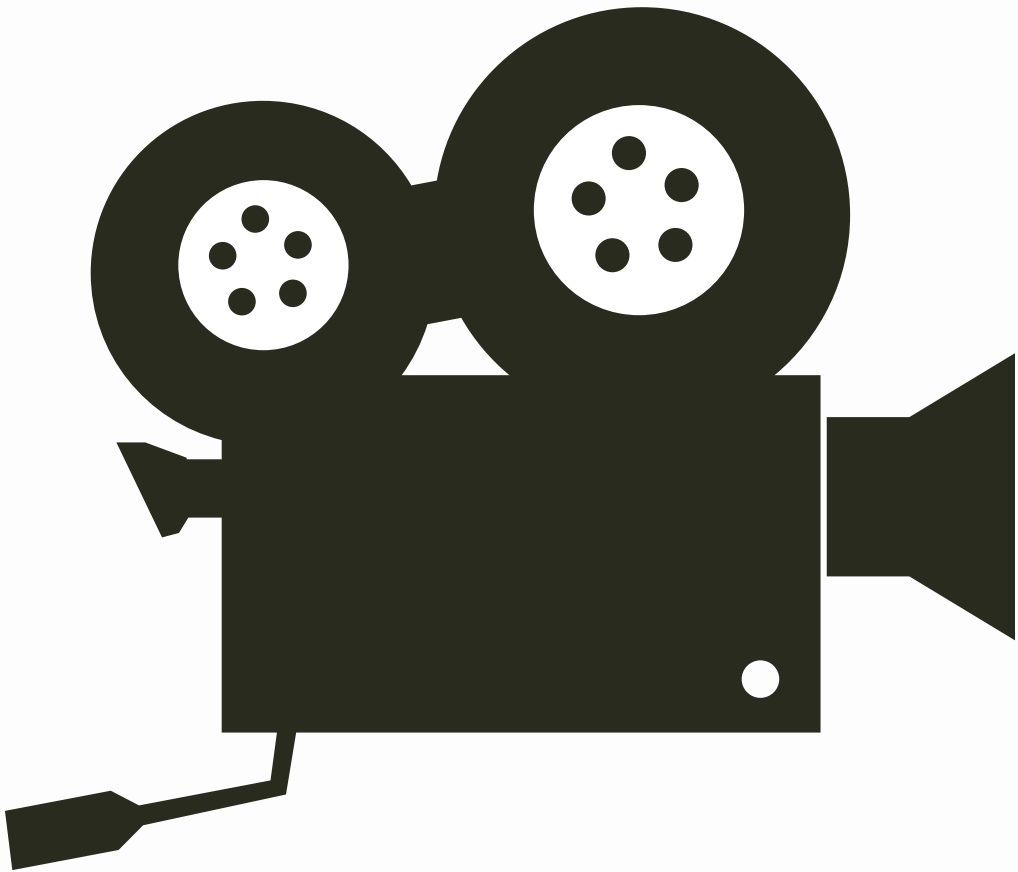


The highest grossing rating is PG-13, followed by NC-17. Both generating Rockbuster over \$12,000.

The lowest grossing rating is G with a little over \$10,000 in revenue.



RENTAL  
DURATION



Minimum Rental Duration



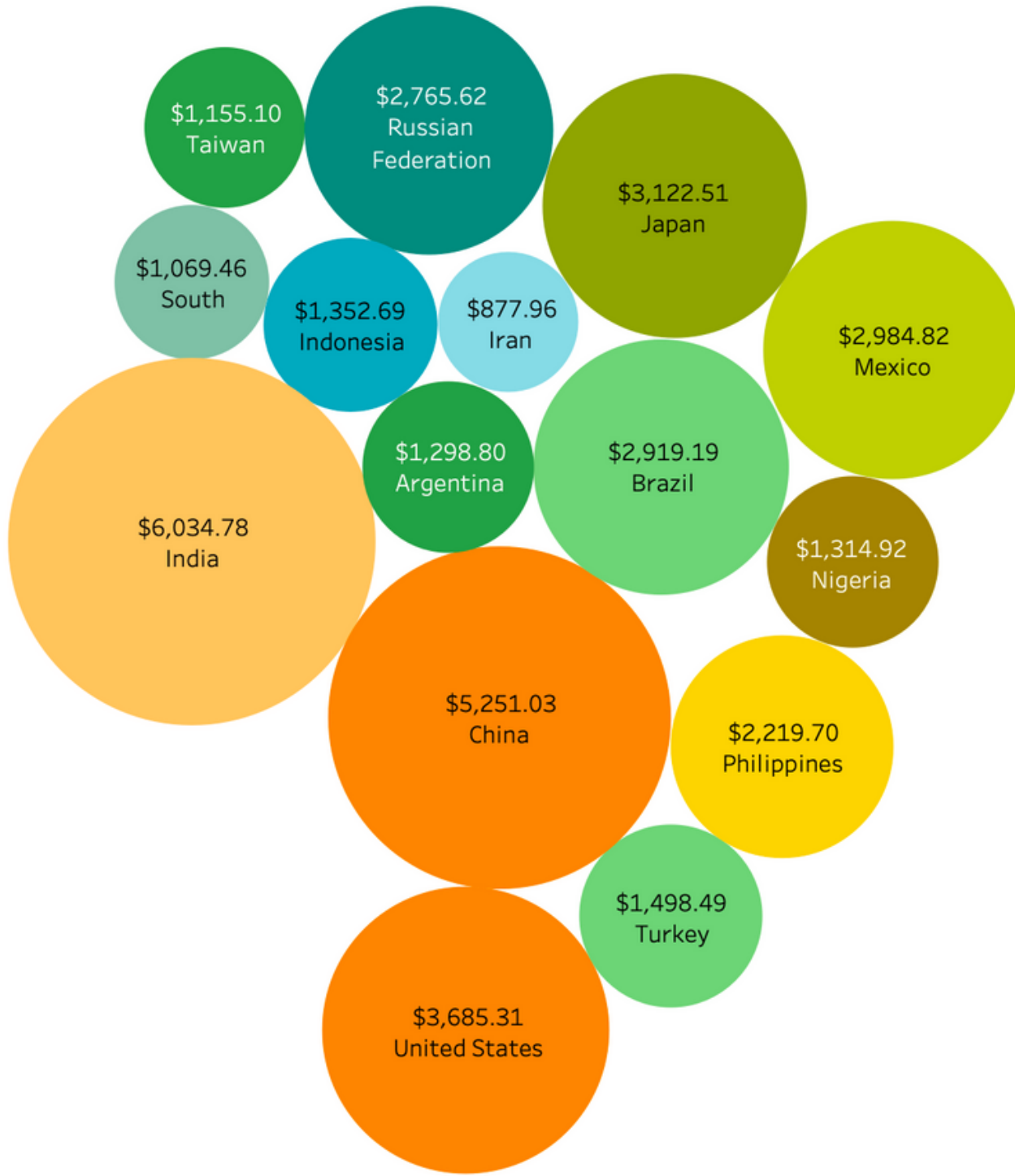
Maximum Rental Duration



Average Rental Duration



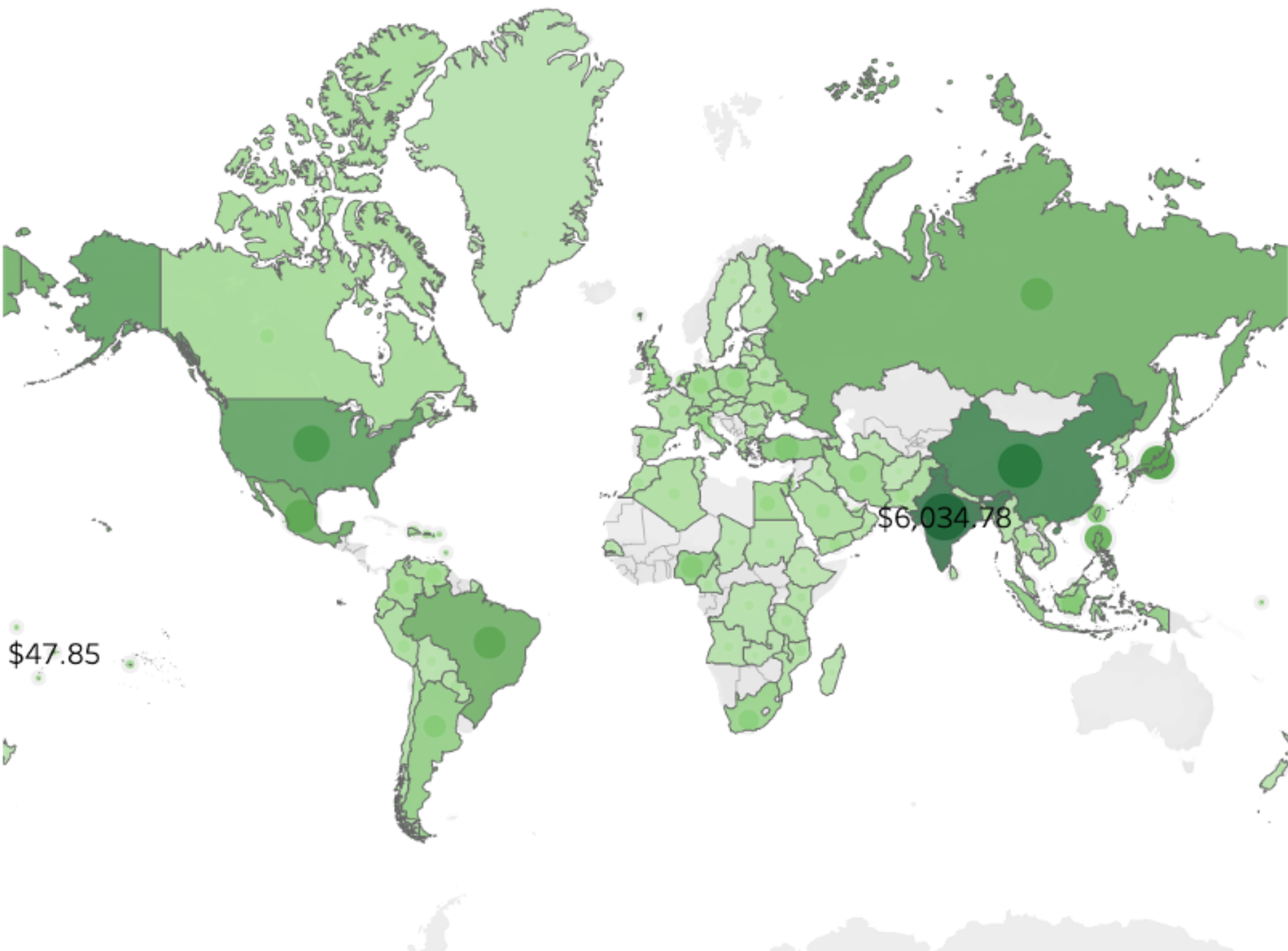
# ROCKBUSTER'S CUSTOMERS



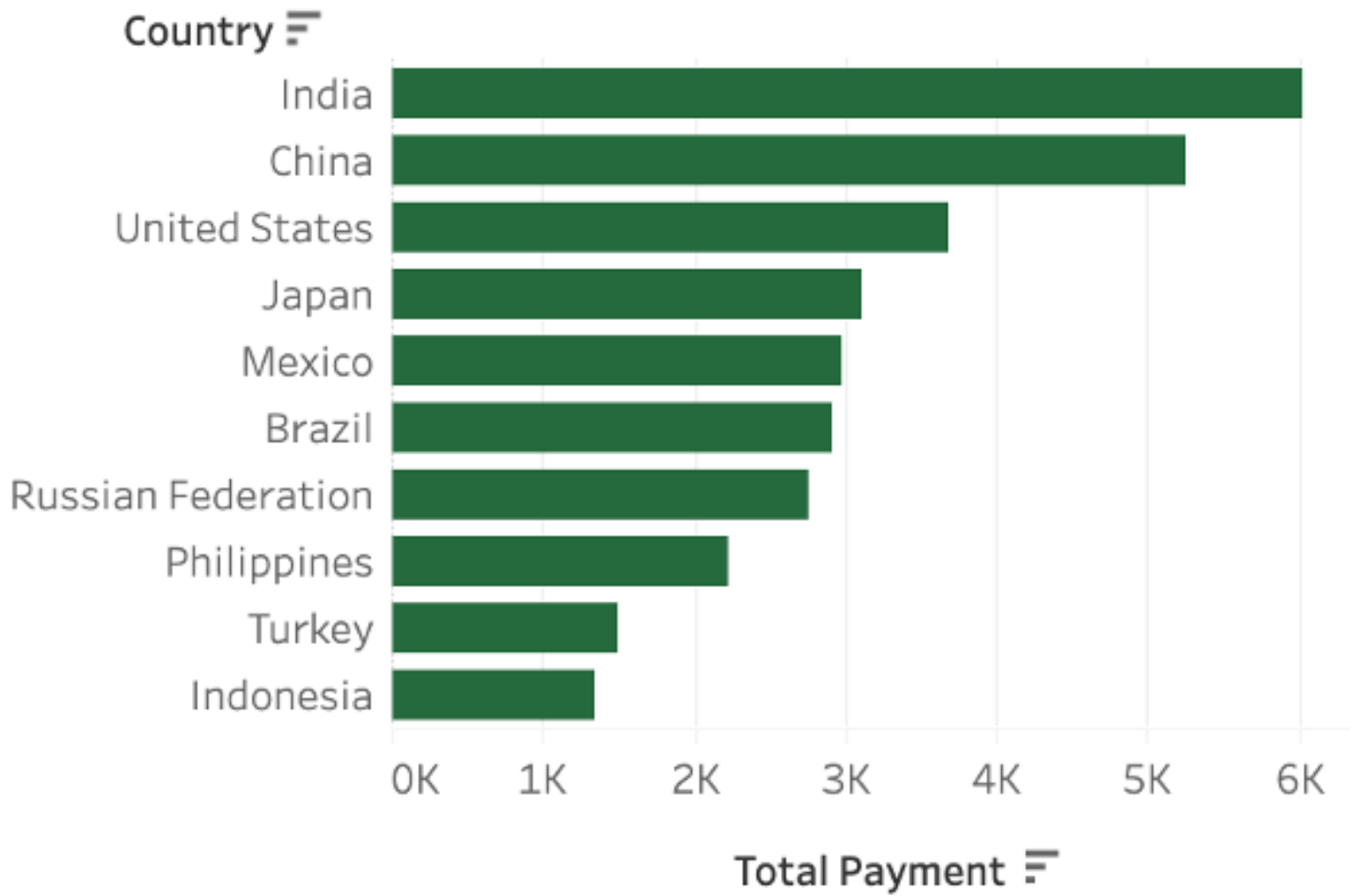


# ROCKBUSTER'S CUSTOMERS WORLDWIDE

The highest grossing country is India with over a \$6,000 sales.



## Sales by Top 10 Geographic Regions



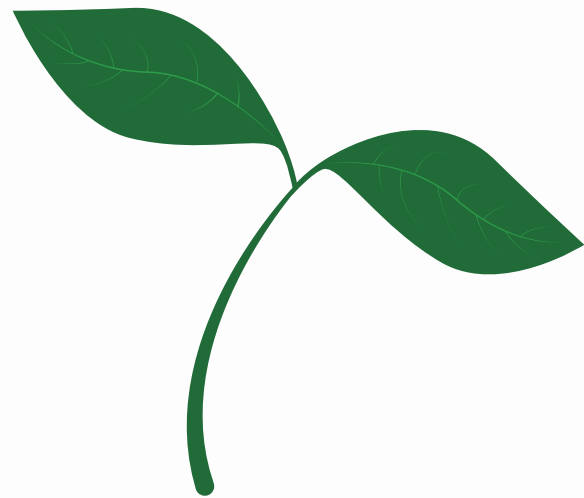


# HIGH VALUE CUSTOMERS

Customer ID	First Name	Last Name	Country	City	Amount Spent at Rockbuster	
148	Eleanor	Hunt	Runion	Saint-Denis	\$	211.55
526	Karl	Seal	United States	Cape Coral	\$	208.58
178	Marion	Snyder	Brazil	Santa Brbara dOeste	\$	194.61
137	Rhonda	Kennedy	Netherlands	Apeldoorn	\$	191.62
144	Clara	Shaw	Belarus	Molodetno	\$	189.60
459	Tommy	Collazo	Iran	Qomsheh	\$	183.63
181	Ana	Bradley	United States	Memphis	\$	167.67
410	Curtis	Irby	Canada	Richmond Hill	\$	167.62
236	Marcia	Dean	Philippines	Tanza	\$	166.61
403	Mike	Way	India	Valparai	\$	162.67



# RECOMMENDATIONS



## **Invest**

Focus on applying better marketing tactics in Europe and Africa since they're generating the lowest revenue. Continue to invest the same value in top grossing countries such as India, China, USA, Japan, Brazil, Mexico and Russia.



## **Market**

Market high performing genres such as Sports, Sci-Fi, and Animation. Include top grossing movies in this year's TV commercial such as Telegraph Voyage, Zorro Ark, and Wife Turn.



## **Reward**

Start a point rewards system to incentivize customers to rent more films and increase loyalty. Encourage new guests to sign up to the membership program with a free movie rental.