

# Rockbuster Stealth

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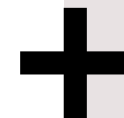
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# Introduction

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.





# Business Questions

- Which countries are Rockbuster customers based in?
- Which movies contributed the most revenue gain?
- What was the average rental duration for all videos?
- Who are the longest retaining customers?

## Which countries are Rockbuster customers based in?

Rockbuster provides services internationally with their top 10 countries being India, China, United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey, and Indonesia.

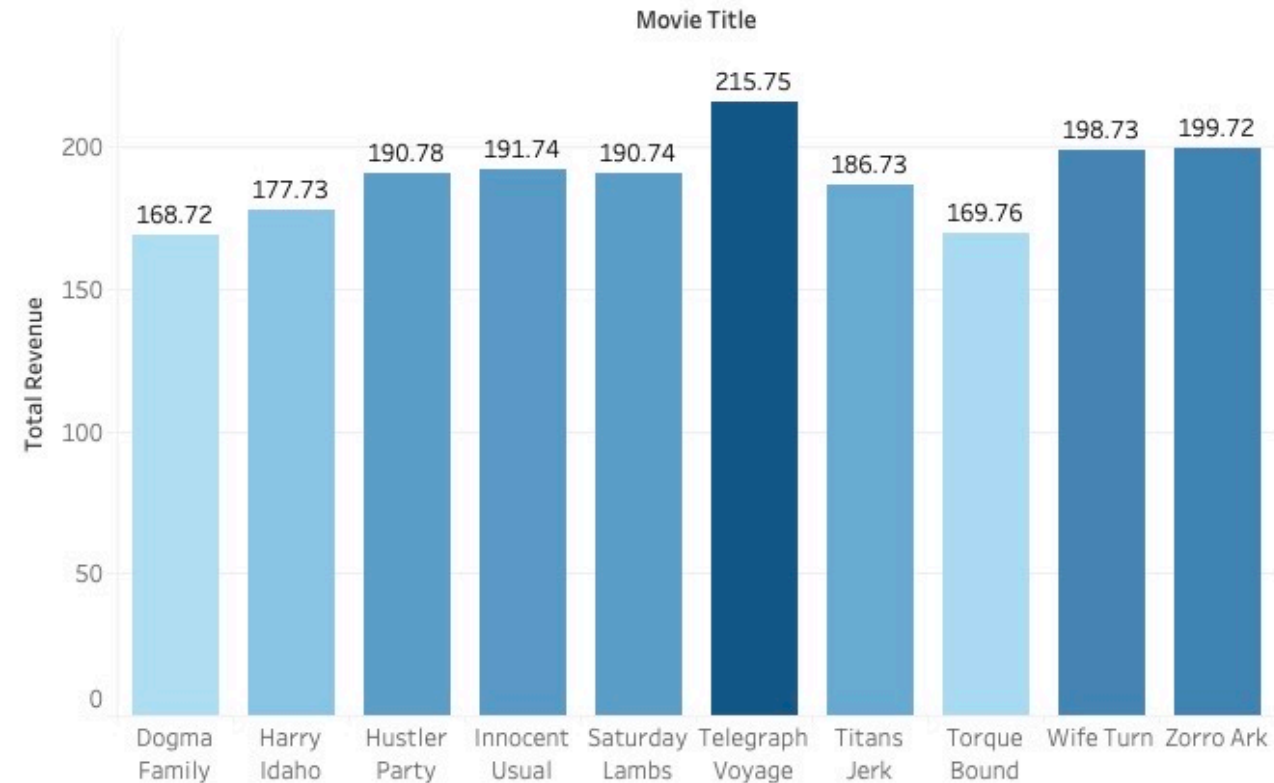






# Cities with the Highest Revenue

Top 10 cities with the highest revenue are Aurora, Altixco, Xintai, Adoni, Dhule, Kurashiki, Pingxiang, Sivas, Celaya, and So Leopoldo.



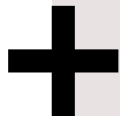
## Top 10 Movies with the Highest Revenue Gain

Providing access to an extensive array of movies from different Genres. To the left are our top profiting movies rented by our customers.



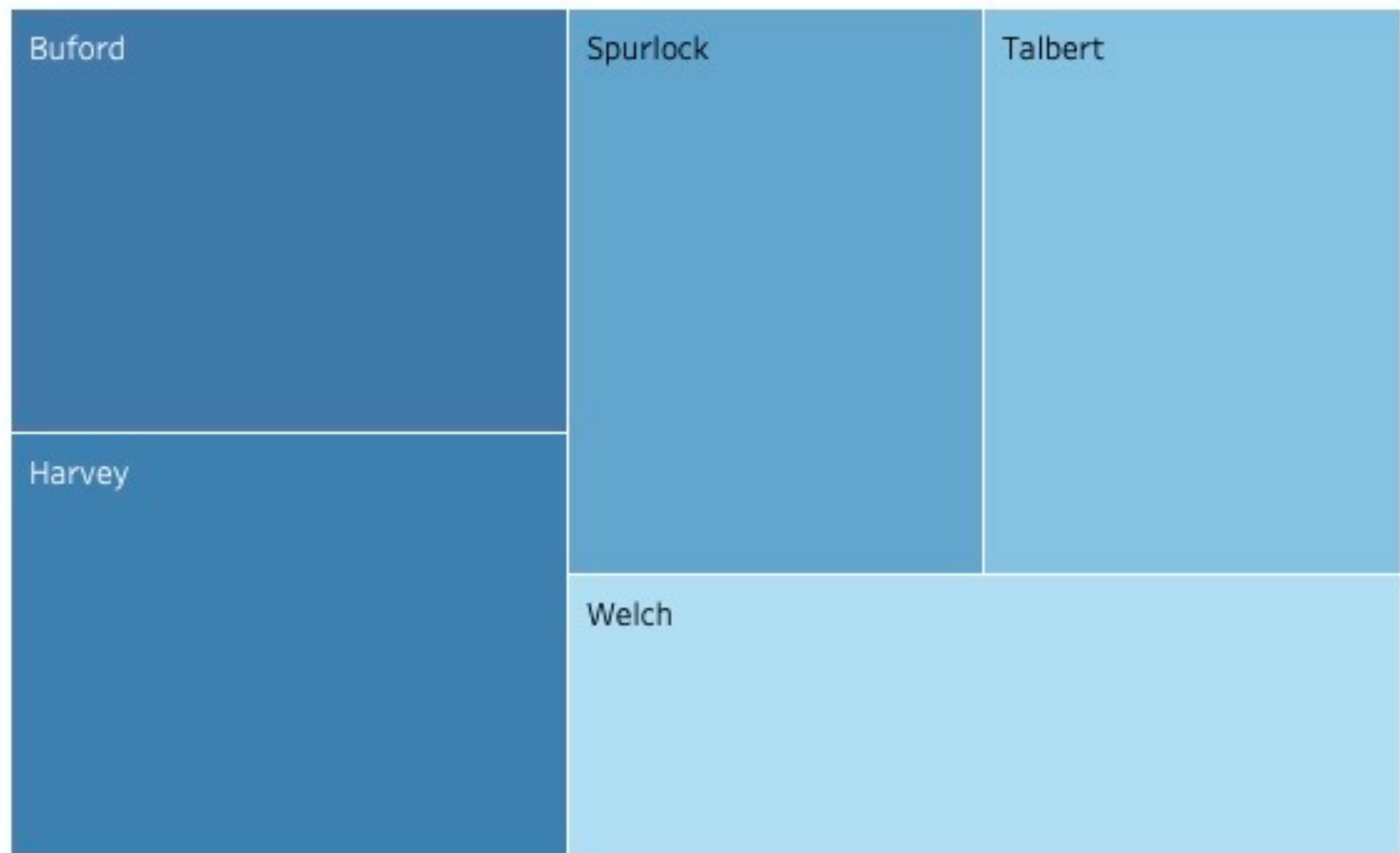
# Average Rental Duration & Rate

	Rental Duration	Rental Rate
Average	5 Days	\$ 2.98
Minimum	3 Days	\$ 0.99
Maximum	7 Days	\$ 4.99





# Top 5 Customers





# Recommendations

- America, India, and China are the largest hub in customer sales by country.
- Marketing budget should be focused on the countries with the highest revenue.
- Create an incentive program or loyalty rewards program for existing customers. This will result in longer time clients and perks for retaining customers.