



Rockbuster Stealth LLC

Analysis by Jesse Holmes



Motivation

In order to compete with streaming services like Netflix, and Amazon Prime, Rockbuster Stealth is in the process of launching an online video rental service in order to stay competitive.

Questions:

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



Key Data Overview

- Total Revenue - \$61,312
- Inventory - 1000 titles
- Customers - 599
- Countries we serve - 109
- Average Rental Price - \$2.99
- Average Rental Duration - 5 days
- Average Replacement Cost - \$19.99
- Movie Genres - 17



Descriptive Stats

Minimum	Maximum	Average	Mode
Rental Duration: 3 Days	Rental Duration: 7 Days	Rental Duration: 5 Days	Language: English
Rental Rate: \$0.99	Rental Rate: \$4.99	Rental Rate: \$2.99	Rating: PG-13
Replacement Cost: \$9.99	Replacement Cost: \$29.99	Replacement Cost: \$19.99	Special Features: Trailers, Commentaries, and Behind the Scenes
Movie Length: 46 Minutes	Movie Length: 185 Minutes	Movie Length: 115 Minutes	Date Created: 02/14/2006 (Date shared by all films)

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

Highest Revenue



#	Title	Revenue
1	Telegraph Voyage	\$215.75
2	Zorro Ark	\$199.72
3	Wife Turn	\$198.73
4	Innocent Usual	\$191.74
5	Hustler Party	\$190.78
6	Saturday Lambs	\$190.74
7	Titans Jerk	\$186.73
8	Harry Idaho	\$177.73
9	Torque Bound	\$169.76
10	Dogma Family	\$168.72

Lowest Revenue

#	Title	Revenue
1	Texas Watch	\$5.94
2	Oklahoma Jumanji	\$5.94
3	Duffel Apocalypse	\$5.94
4	Freedom Cleopatra	\$5.95
5	Young Language	\$6.93
6	Rebel Airport	\$6.93
7	Cruelty Unforgiven	\$6.94
8	Treatment Jekyll	\$6.94
9	Lights Deer	\$7.93
10	Stallion Sundance	\$7.94

What was the average rental duration for all videos?

Rental Duration (Days)

Measure	Rate
Minimum	3
Maximum	7
Average	4.985

Movie Length (Minutes)

Measure	Rate
Minimum	46
Maximum	185
Average	115.27

Rental Rate (\$)

Measure	Rate
Minimum	\$0.99
Maximum	\$4.99
Average	\$2.98

Replacement Cost (\$)

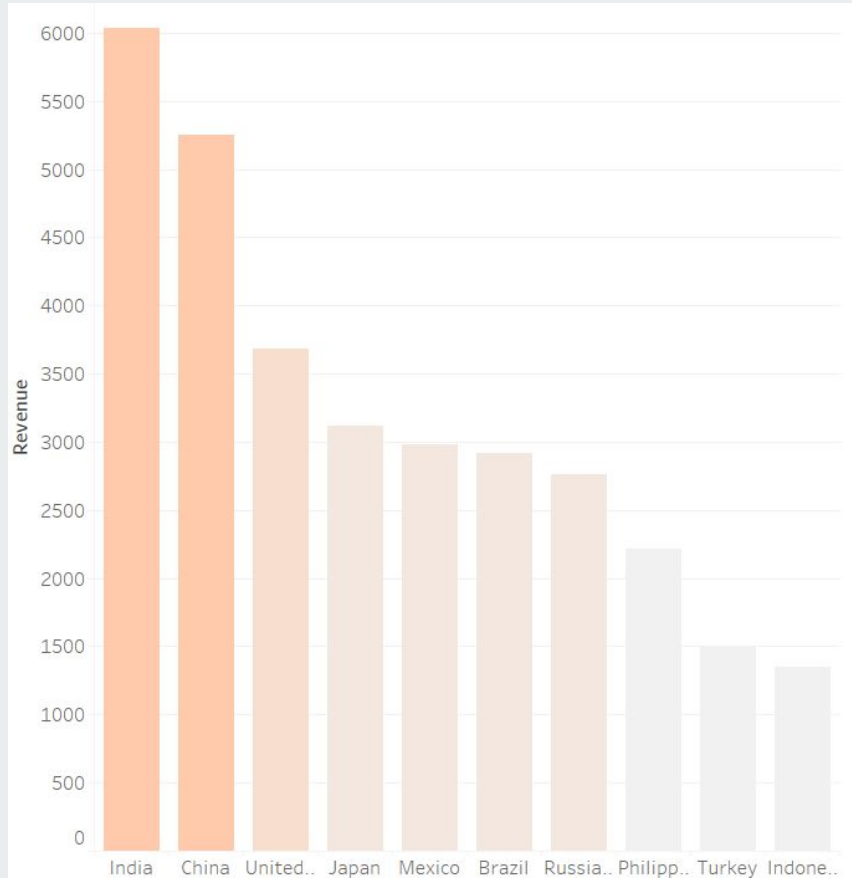
Measure	Rate
Minimum	\$9.99
Maximum	\$29.99
Average	\$19.84

Which countries are Rockbuster customers based in?
&
Where are customers with a high lifetime value based?



#	Country	Customer Count	Customer Value (\$)
1	India	60	\$6032.79
2	China	53	\$5247.04
3	United States	36	\$3694.27
4	Japan	31	\$3121.52
5	Mexico	30	\$2984.82
6	Brazil	28	\$2919.19
7	Russia	28	\$2765.62
8	Philippines	20	\$2219.70
9	Turkey	15	\$1498.49
10	Indonesia	14	\$1352.69

Do sales figures vary between geographic regions?



- While sizable segments of our customer base hail from North and South America, our efforts to establish a presence in the European market are progressing more slowly in comparison to other regions.
- Our primary markets revolve around India and China, serving as the key regions for our business. Almost 50% of our customer base comes from the Asia-Pacific region.



Recommendations

- Intensify marketing initiatives in the top 10 countries/territories with substantial customer counts and high lifetime values.
- Implement a standardized movie rental duration of 5 days to enhance the efficiency of the online rental business.
- Expand the movie database as the business grows, prioritizing the inclusion of additional films in top-earning genres and those with high movie ratings.
- Gather additional feedback from our existing customers. Let's find out what is working well, and where we can improve!



Thank you!

Contact:

Jesse Holmes
jesse.s.holmes92@gmail.com