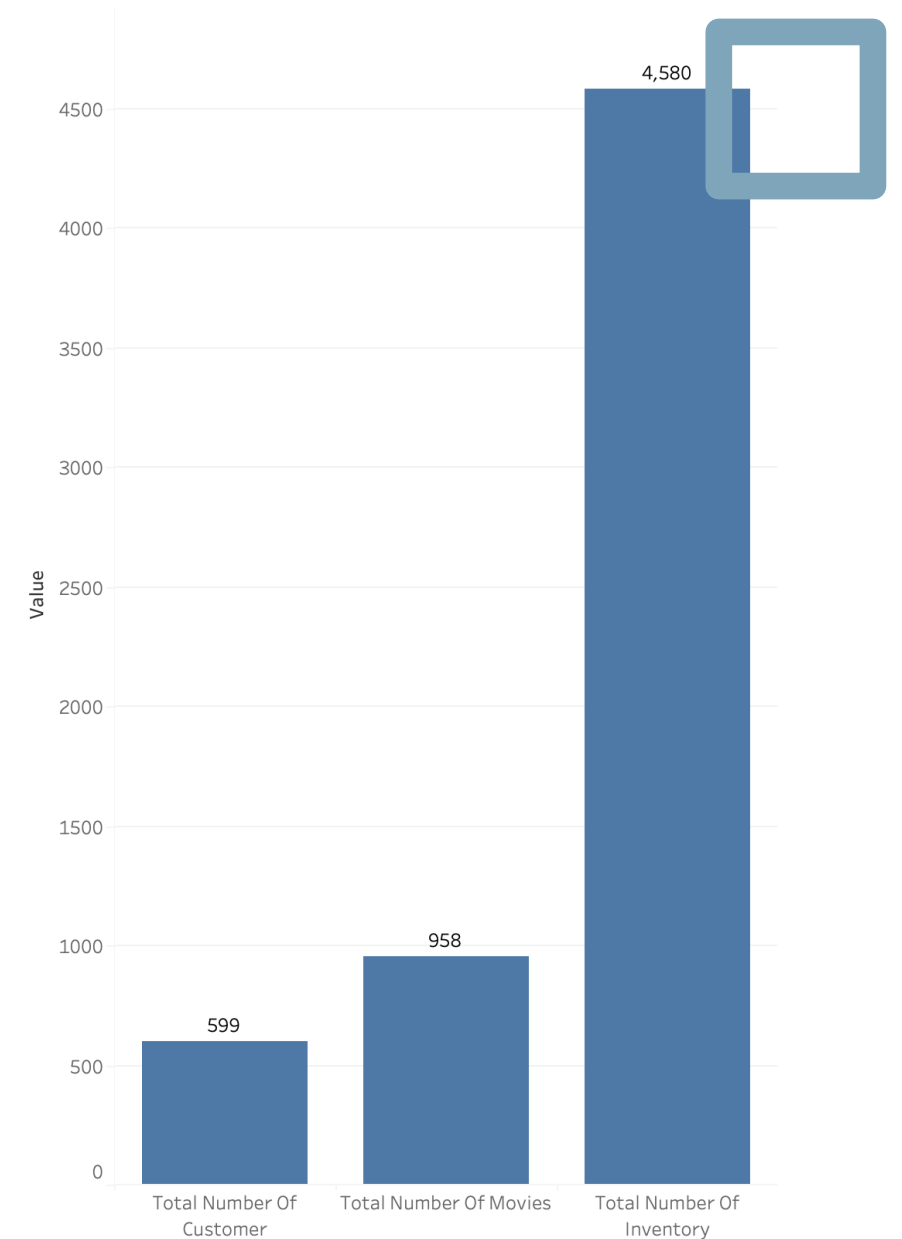# Rockbuster Stealth LLC new online video service Plan

Presented by: Junchao Sheng

Date:08/18/2022

Company Profile

- Rockbuster is a movie rental company
- Total customer number of 599
- Total movie number of 958
- Total inventory number of 4,580

Company Profile

4,580

958

599

Total Number Of Customer | Total Number Of Movies | Total Number Of Inventory

Total Number Of Customer, Total Number Of Movies and Total Number Of Inventory.
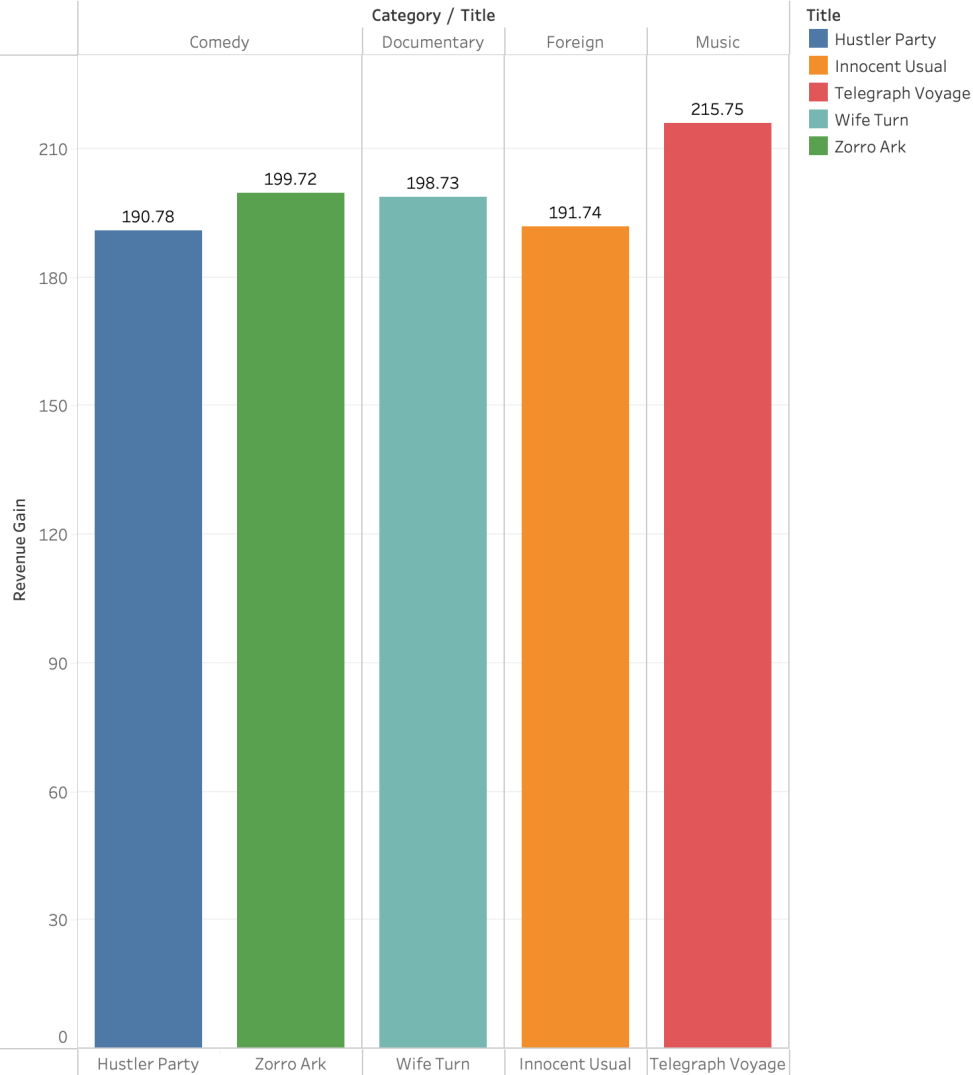
Rockbuster's Plan to stay competitive

- Facing the stiff competition from streaming service such as Netflix and Amazon Prime, Rockbuster is about to launch its on online video rental service.

- Key Question and objectives
  - Which movies contributed to the most and least to revenue gain?
  - What was the average rental duration for all video
  - Which countries are Rockbuster customers based in
  - Where are customers with a high lifetime value based
  - Do sales figure vary between geographic regions
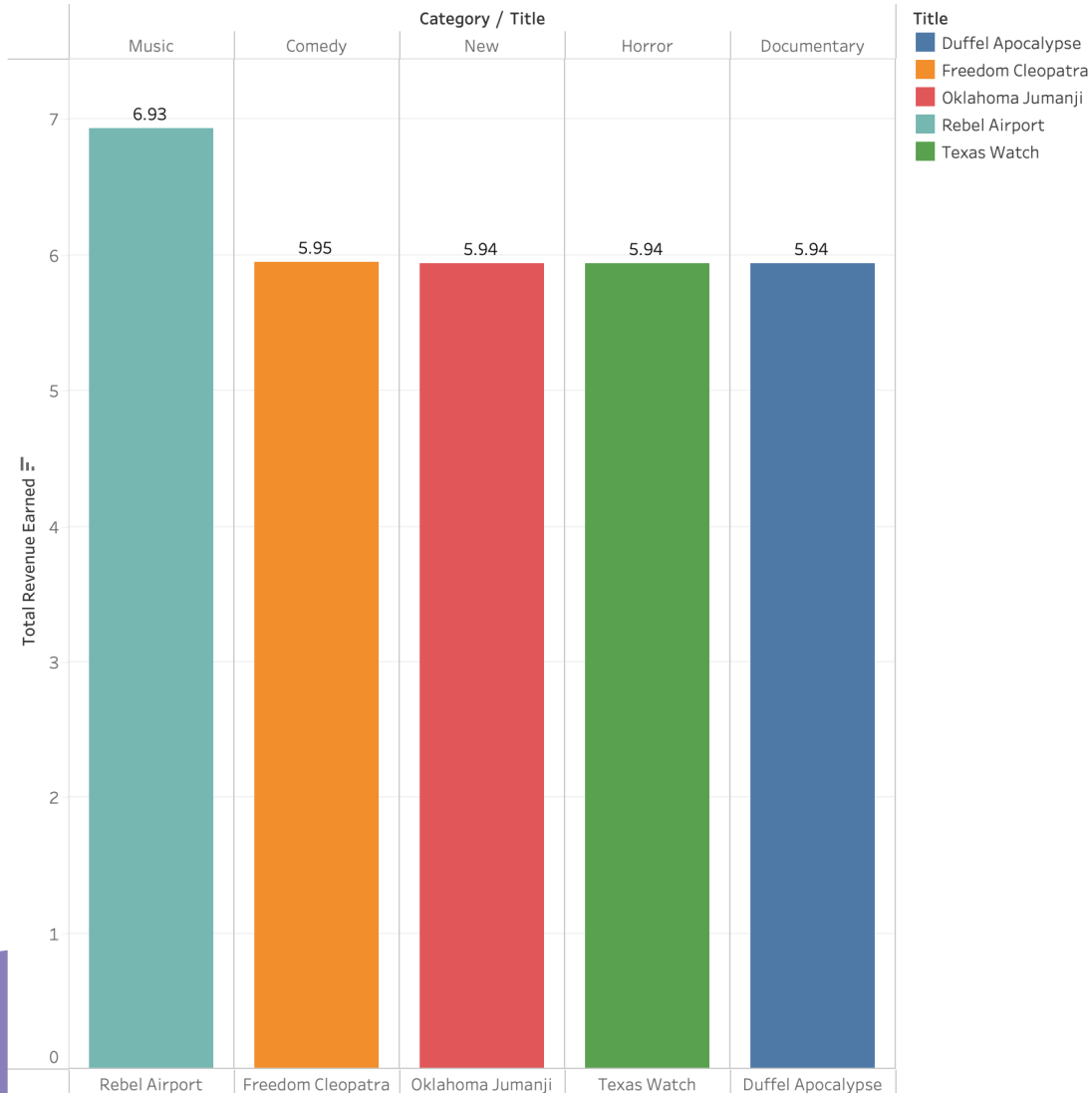
TOP 5 MOVIES WITH MOST REVENUE GAIN

- The highest movie with revenue gain is Telegraph Voyage under the music category

- Comedy category has 2 movies within the top 5 movies with the most revenue gain

Top 5 movies with most revenue gain

Sum of Total Amount Paid for each Title broken down by Category. Color shows details about Title. The marks are labeled by sum of Total Amount Paid.

Movies with least revenue

Category / Title				
Music	Comedy	New	Horror	Documentary
6.93	5.95	5.94	5.94	5.94
Rebel Airport	Freedom Cleopatra	Oklahoma Jumanji	Texas Watch	Duffel Apocalypse

Title
- Duffel Apocalypse
- Freedom Cleopatra
- Oklahoma Jumanji
- Rebel Airport
- Texas Watch

Total Revenue Earned

Sum of Total Amount Paid for each Title broken down by Category. Color shows details about Title. The marks are labeled by sum of Total Amount Paid.
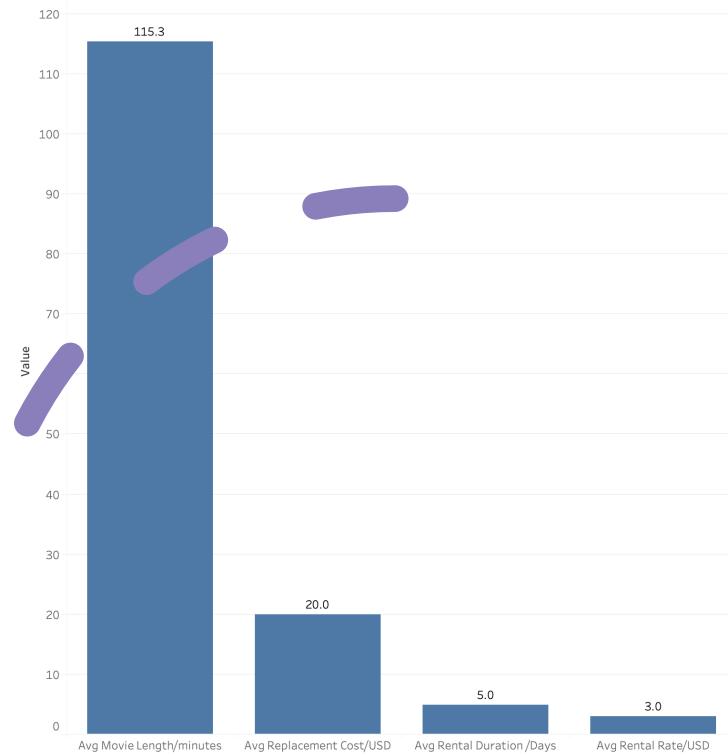
MOVIES WITH LEAST REVENUE

- The movies with the least revenue belongs to the following categories
  - Music
  - Comedy
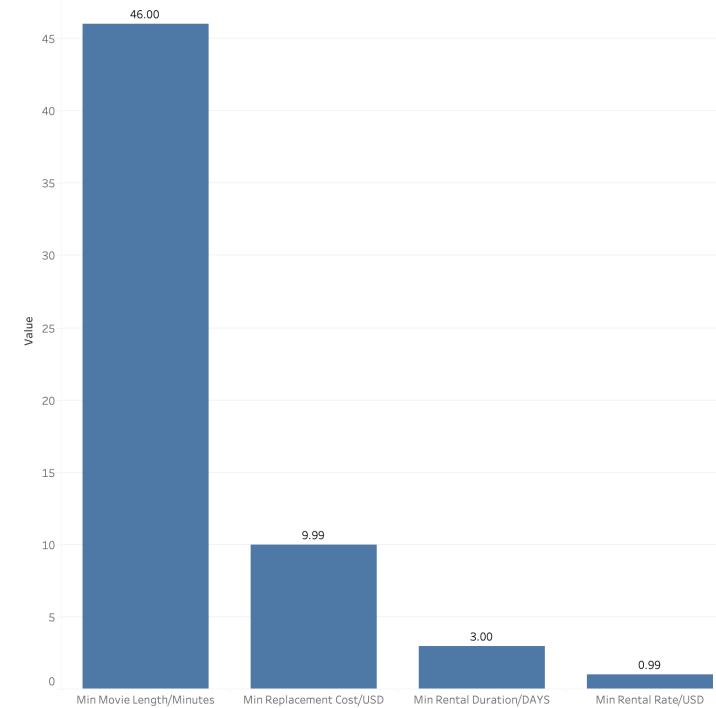 - New
  - Horror
  - Documentary

Basic Rental Statistic

- Average movie length is 115.3 minutes
- Average rental duration days is 5 days
- Average rental rate is $3.00
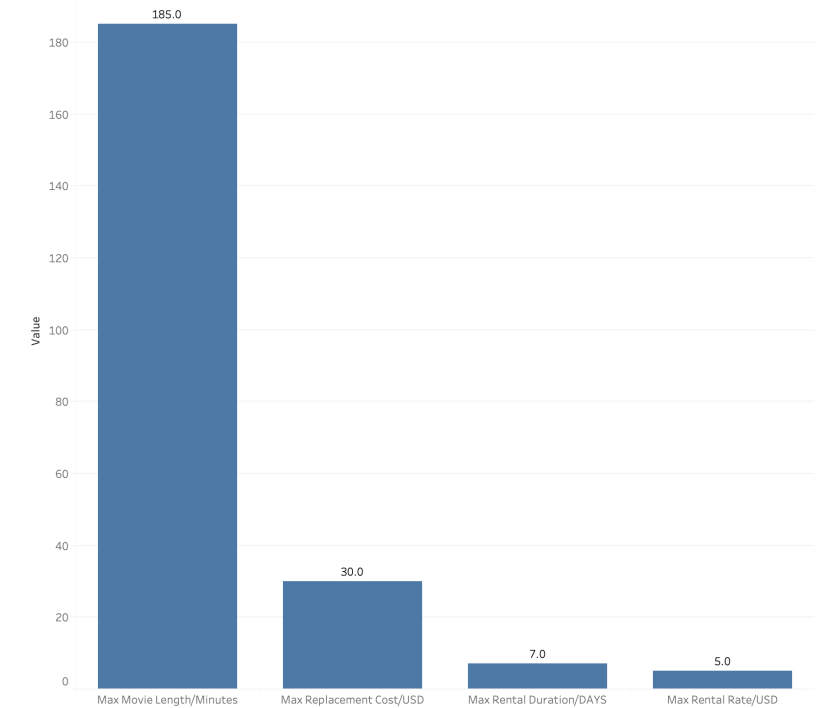- Average replacement cost is $20.00

Basic statistics

Movie Length/minutes, Avg Replacement Cost/USD, Avg Rental Duration /Days and Avg Rental Rate/USD.
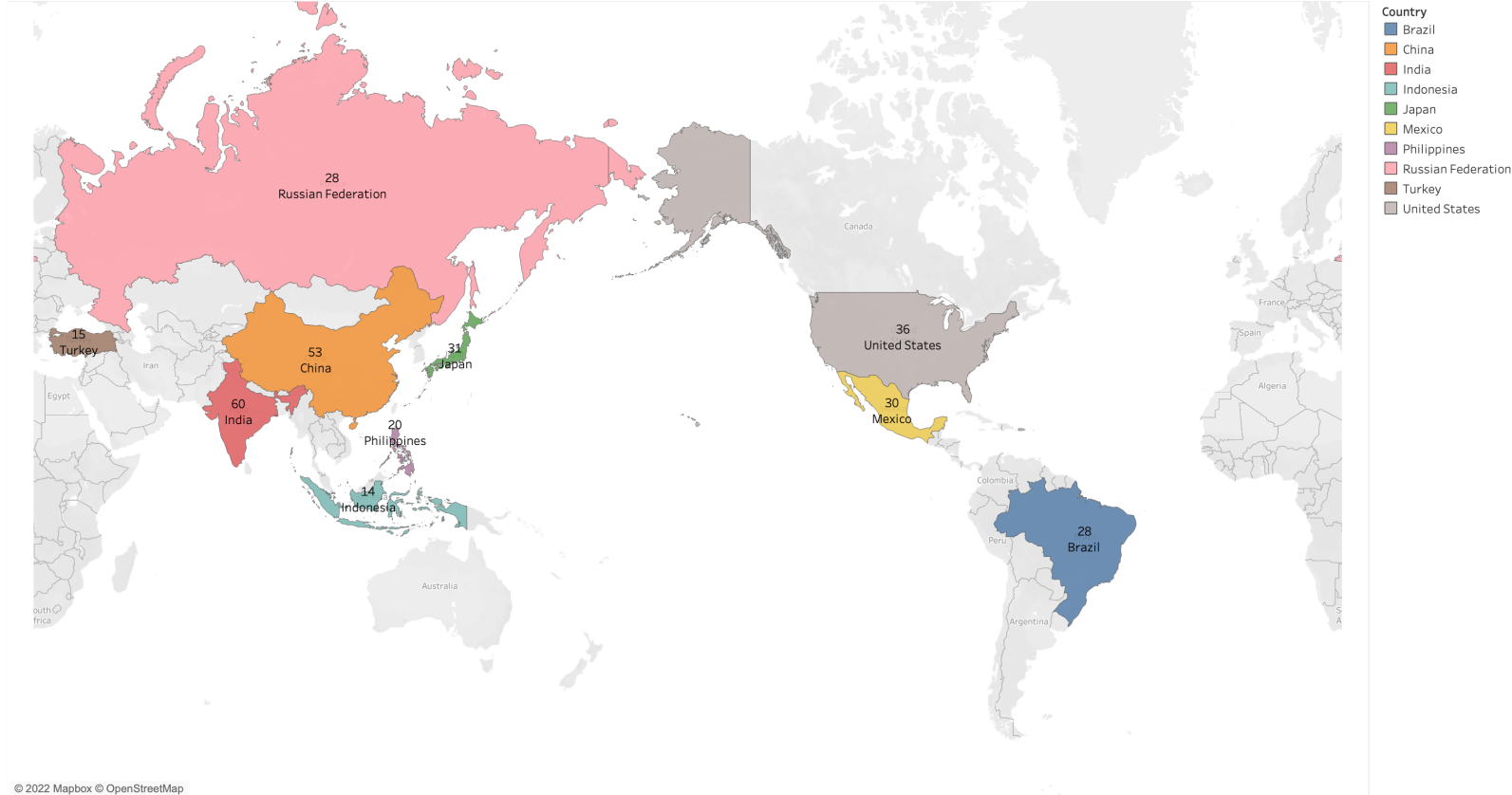

Basic statistics(2)

Movie Length/Minutes, Min Rental Duration/DAYS, Min Rental Rate/USD and Min Replacement Cost/USD.

Basic statistics(1)

Movie Length/Minutes, Max Rental Duration/DAYS, Max Rental Rate/USD and Max Replacement Cost/USD.

TOP 10 countries with most customer number

Country
- Brazil
- China
- India
- Indonesia
- Japan
- Mexico
- Philippines
- Russian Federation
- Turkey
- United States

15 Turkey
28 Russian Federation
53 China
60 India
31 Japan
20 Philippines
14 Indonesia
36 United States
30 Mexico
28 Brazil

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Top 10 countries with most customer number

- India
- China
- United State
- Japan
- Mexico
- Russian Federation
- Brazil
- Philippines
- Turkey
- Indonesia

Top 10 cities within top 10 countries with most customer number

United States leading the number with 3 cities within the top 10 cities

China is NO.2 with 2 cities within the top 10 cities

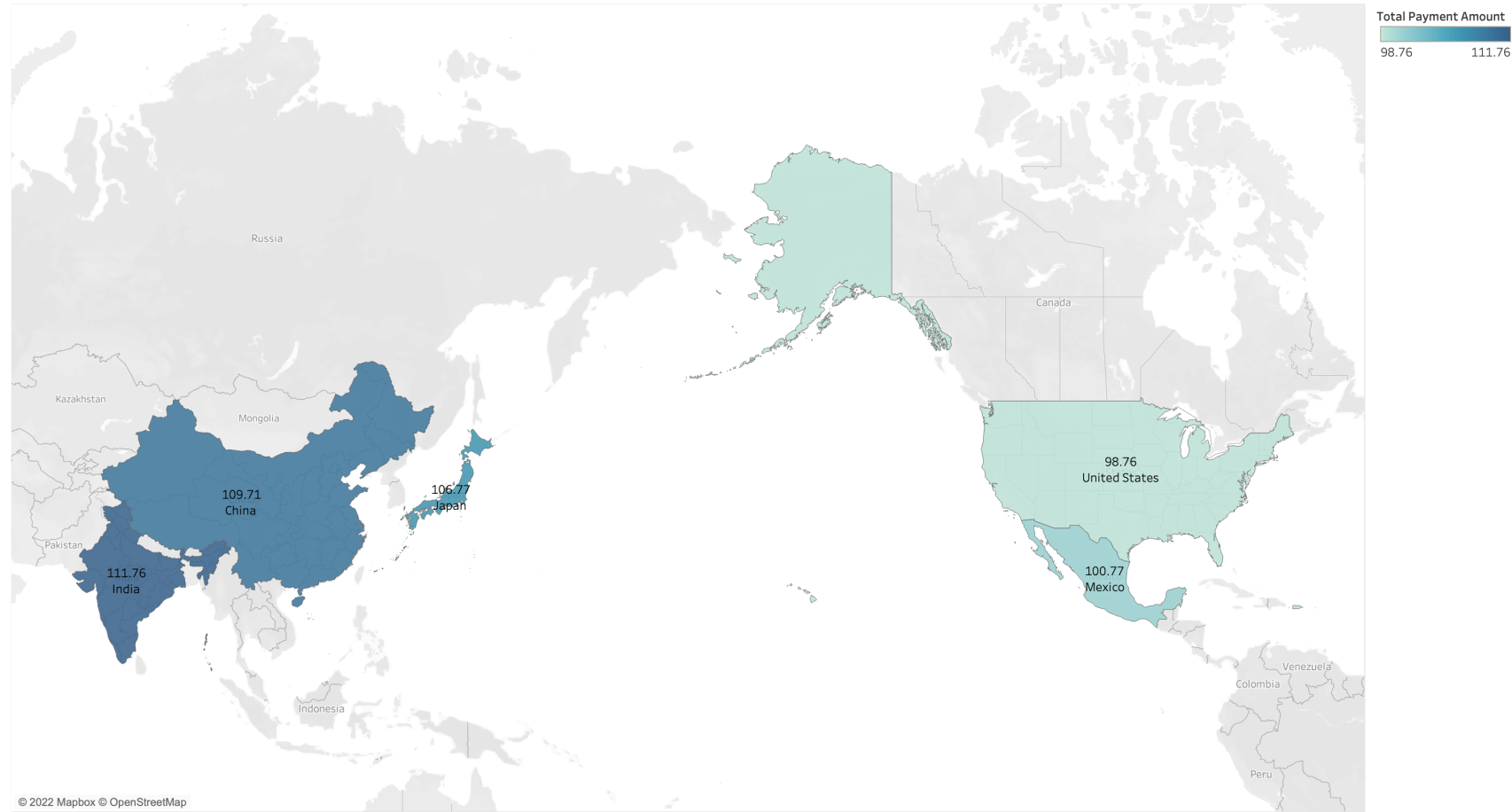Top 10 cities within top 10 countries with most customer number

Country

City
- Acua
- Ambattur
- Aurora
- Cianjur
- Citrus Heights
- Iwaki
- Shanwei
- So Leopoldo
- Teboksary
- Tianjin

Number Of Customers

Sum of Number Of Customers for each Country. Color shows details about City. The marks are labeled by City and sum of Number Of Customers.

Countries of Top customers with high lifetime value based

- India
- China
- Japan
- Mexico
- Untied State

countries of top customer based

Total Payment Amount
98.76   111.76

111.76
India

109.71
China

106.77
Japan

100.77
Mexico

98.76
United States

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Map based on Longitude (generated) and Latitude (generated). Color shows sum of Total Payment Amount. The marks are labeled by sum of Total Payment Amount and Country. Details are shown for Country.

Sales figure among geographic region

Map based on Longitude (generated) and Latitude (generated). Color shows sum of Total Sale. Size shows sum of Total Sale. The marks are labeled by Country. Details are shown for Country. The view is filtered on sum of Total Sale, which ranges from 48 to 6,035.

- Top countries:
- India
- China
- Untied States
- Mexico
- Japan

Conclusion & Recommendations

- Inventory
  - Since comedy has 2 movies with the highest revenue gain, it is good idea to stock more comedy movies
  - We also need to consider the replacing cost
  - But since we have one comedy movie has the least revenue gain, figure out why, is that because of it is too old or too long
- Pricing
  - Based on the Rental Statistic, when pricing the rental rate for the new platform, it is good idea to keep it in the average rental rate
- Marketing
  - Based on the sales figure and customer numbers based on different region, we should target the following market: India, China, US, Mexico, Russia.

The End

Reach out: jsheng0108@gmail.com for any questions and follow up