

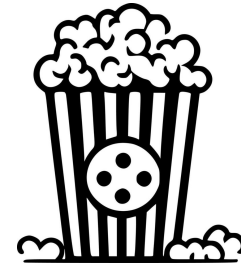
Rockbuster Stealth Data Analysis

Online Video Rental Service Project

Katie DallaRosa
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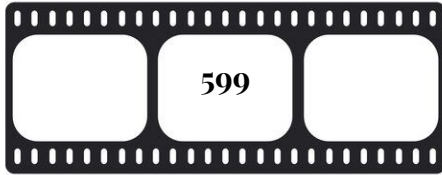
Project Overview



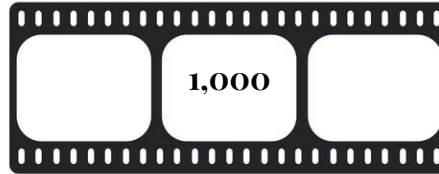
- Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.
- Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.
- The objective of this project is to help with the launch of a new online video rental service.

Rockbuster Stealth Overview

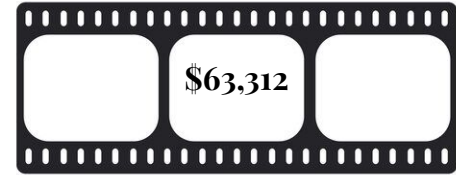
Total Customers



Films in Inventory



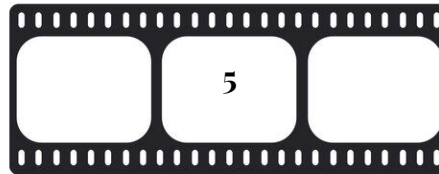
Total Revenue



Average Replacement Cost



Average Rental Duration
(in days)



Average Rental Rate

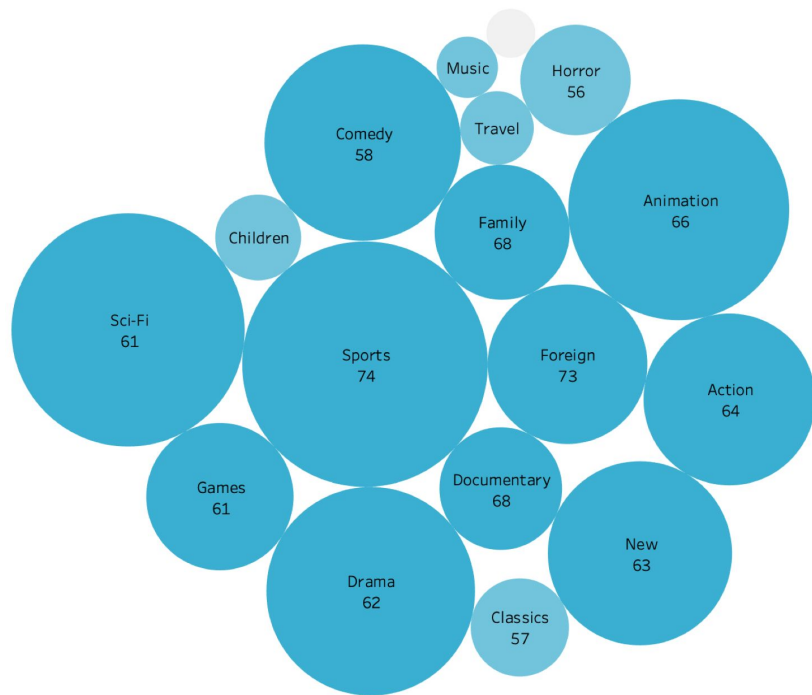


Key Questions



- Which movies contributed the most/least to revenue gain?
 - Which countries are Rockbuster customers based in?
 - Where are customers with a high lifetime value based?
 - Do sales figures vary between geographic regions?
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Which movies contributed most/least to revenue gain?

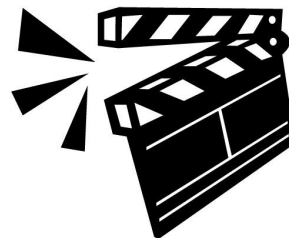


Top Performing Genres

- **Sports** | Total Revenue: \$4,892
- **Sci-Fi** | Total Revenue: \$4,336
- **Animation** | Total Revenue: \$4,245

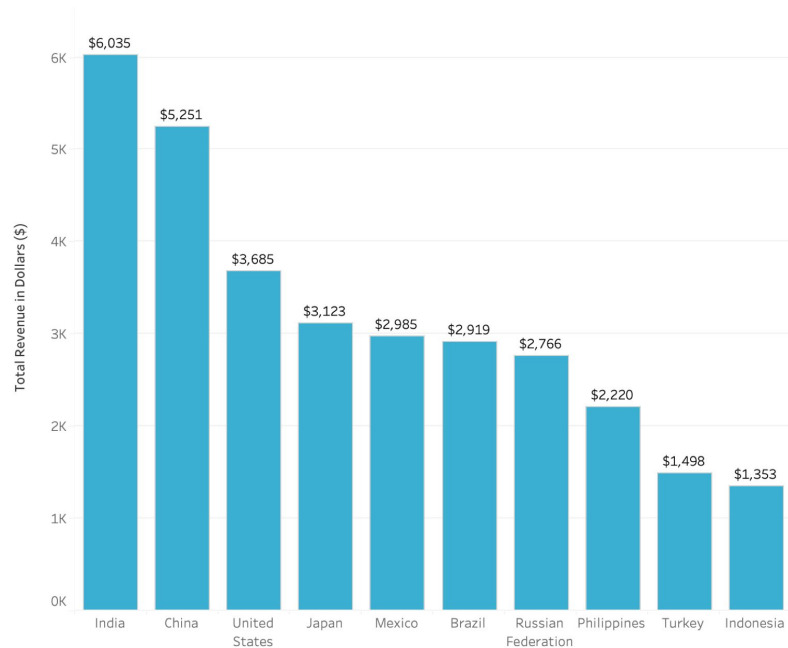
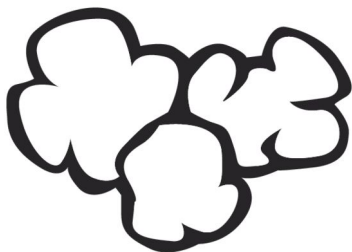
Lowest Performing Genre

- **Thriller** | Total Revenue: \$47



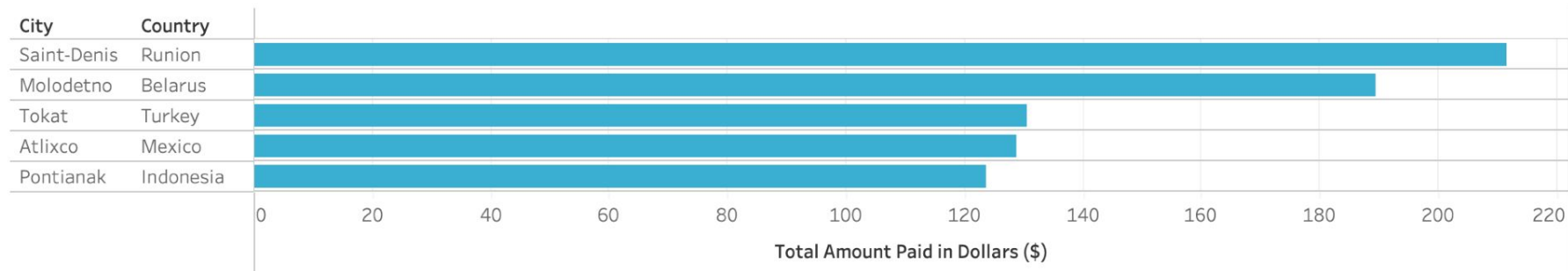
Where are the majority of Rockbusters customers?

Rockbuster customers span across the world, but the majority of customers can be found in areas such as: India, China, and the United States.



Top 10 Countries

Where are customers with a high lifetime value based?



Reunion
Eleanor Hunt
\$211

Belarus
Clara Shaw
\$189

Turkey
Casey Mena
\$130

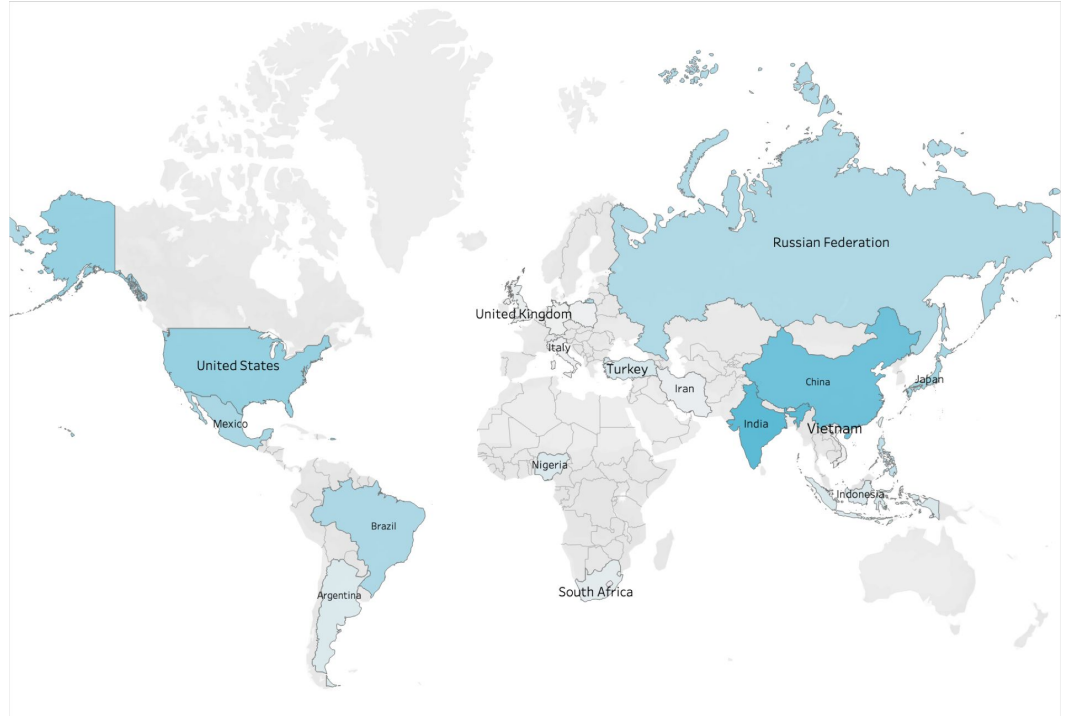
Mexico
Sara Perry
\$128

Indonesia
Leslie Seward
\$123

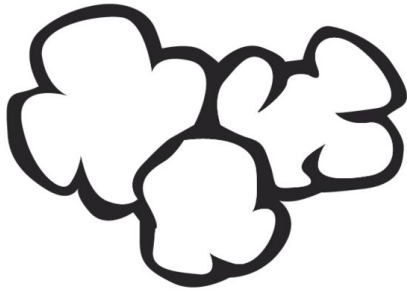
Each of the top 5 customers for Rockbuster spent over \$120 in movie rentals.

Do sales figures vary between geographic regions?

Asia, China, and the United States are the top performing geographic regions, where Asia accounts for almost half of Rockbusters entire revenue.



Recommendations



- Focus marketing efforts in high-revenue countries such as: India, China, and the U.S.
 - Create a plan that offers monthly rewards for high-value customers such as a referral program to boost revenue and bring in new customers.
 - Expand the amount of videos available to customers and focus on highly sought after genres such as: Sports, Sci-Fi, and Animation films.
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Thank you!

Additional questions can be addressed by emailing kdallarosa@rockbuster.com
