



Rockbuster Stealth Data Analysis Project

March 7th 20

Agenda



- Overview
- Key Questions
- Summary Statistics
- Rockbusters Clientele
- Movie trend analysis
- Recommendations

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 license to launch an online video rental service in order to stay competitive.



Key Questions



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

Summary Statistics



5 days

Average Rental
Duration

\$2.98

Average Rental
Rate

\$19.98

Average
Replacement Cost

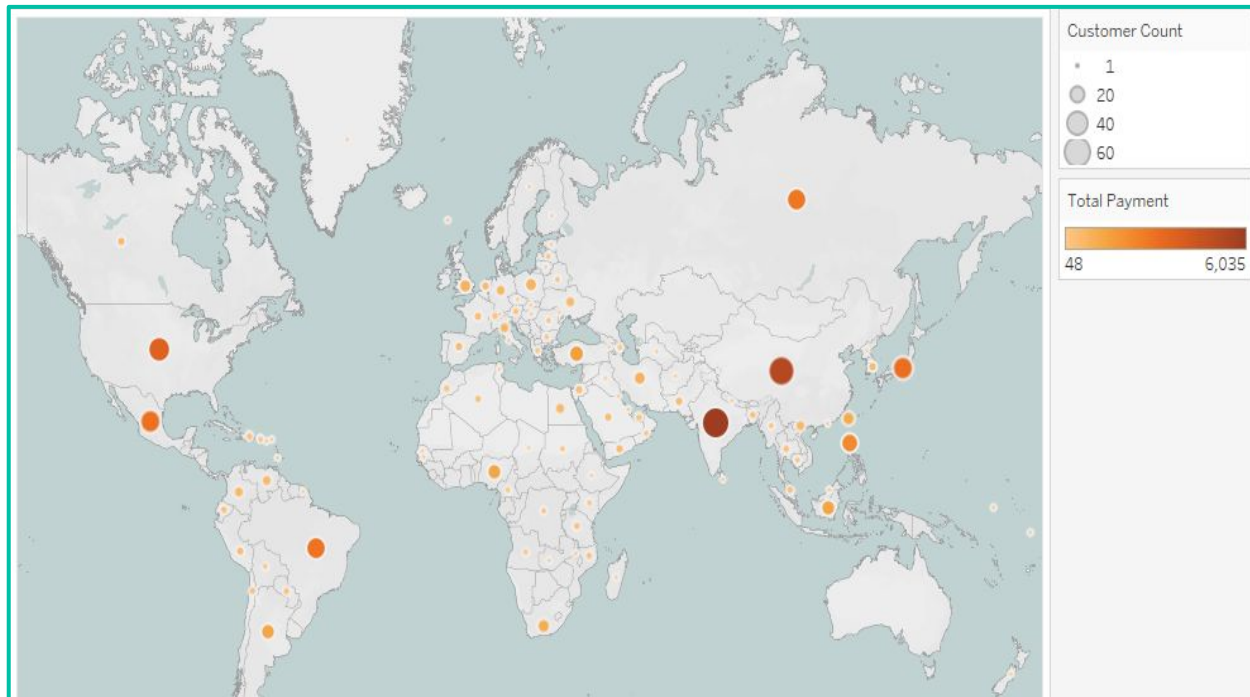
A woman with long brown hair and blue eyes is leaning over a laptop, looking at the screen. She is wearing a black and white striped shirt. To her left, a young girl with long brown hair is resting her chin on her hands, looking at the laptop. To her right, a young boy with blonde hair is also looking at the laptop, with his hand near his mouth. They are all lying on a light-colored, textured rug. In the background, there is a Christmas tree decorated with lights and ornaments, a candelabra with lit candles, and a fireplace with a warm glow. The scene is dimly lit, with the primary light source being the laptop screen and the warm lights from the candles and fireplace.

Rockbusters Clientele

Customers & Revenue Across the Countries

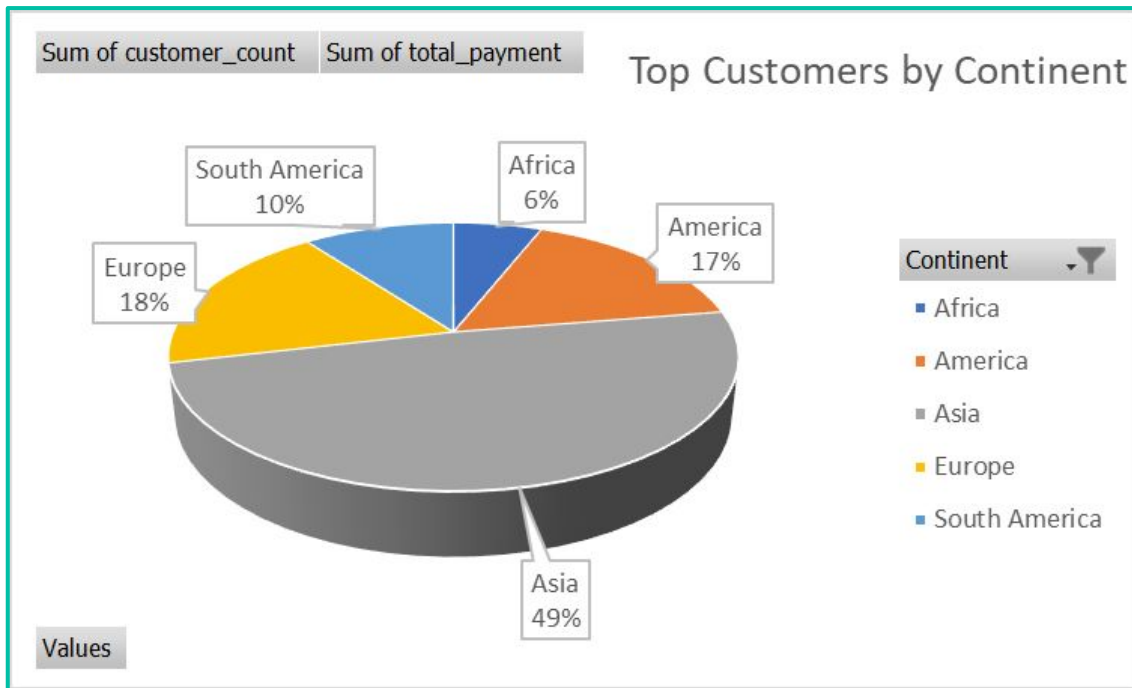
The Top 10 Countries by Customer Count and Revenue are:

1. India
2. China
3. US
4. Japan
5. Mexico
6. Brazil
7. Russian Federation
8. Philippines
9. Turkey
10. Indonesia



High Lifetime Value Customers

When looking at the Top 20 performing countries by continent it is clear Asia will have the greatest revenue and customer counts making this continent a priority for sustaining lifetime value customers.

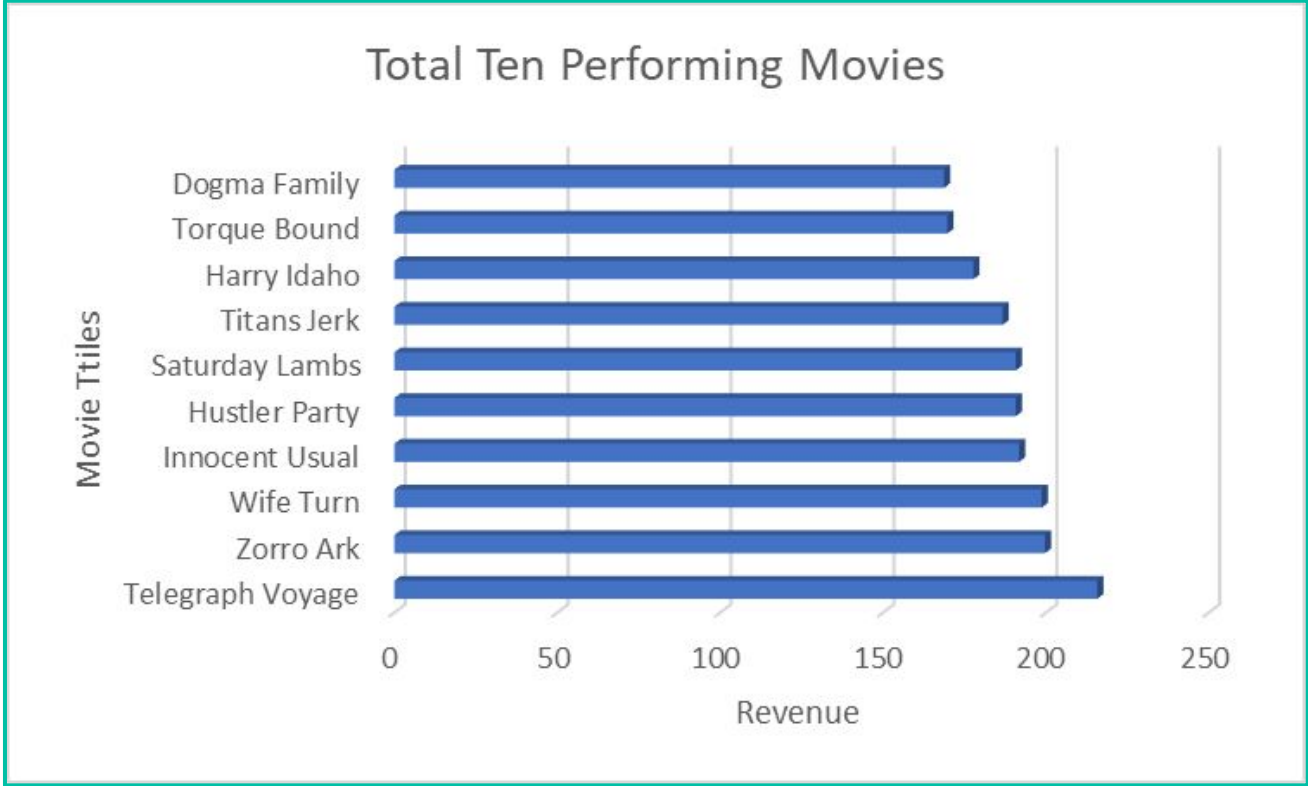


Top 10 Cities/Countries of Rockbuster Clientele

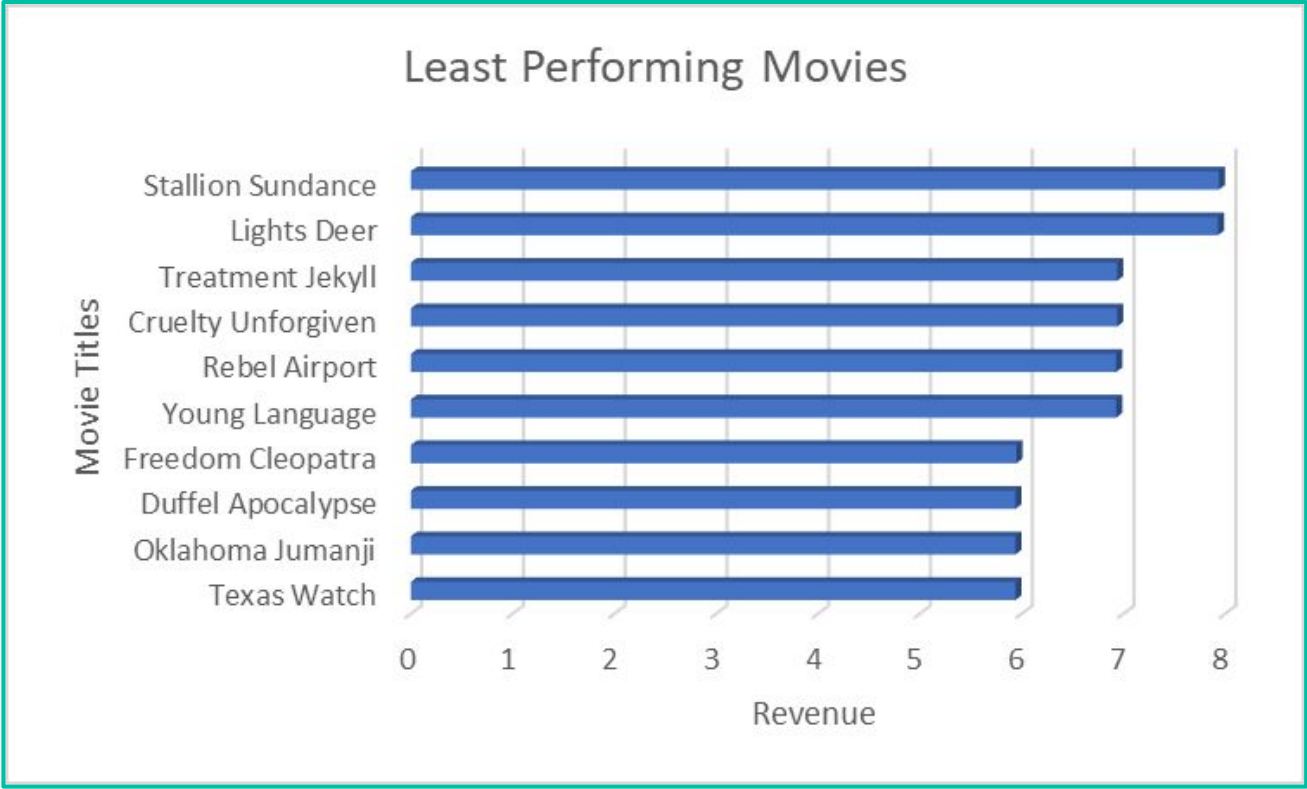


- | | | | |
|---|-----------------------|----|---------------------|
| 1 | Aurora, United States | 6 | Kurashiki, Japan |
| 2 | Atlixco, Mexico | 7 | Pingxiang, China |
| 3 | Xintai, China | 8 | Sivas, Turkey |
| 4 | Adoni, India | 9 | Celaya, Mexico |
| 5 | Dhule (Dhulia), India | 10 | So Leopoldo, Brazil |

Highest Revenue Generating Movies



Lowest Revenue Generating Movies

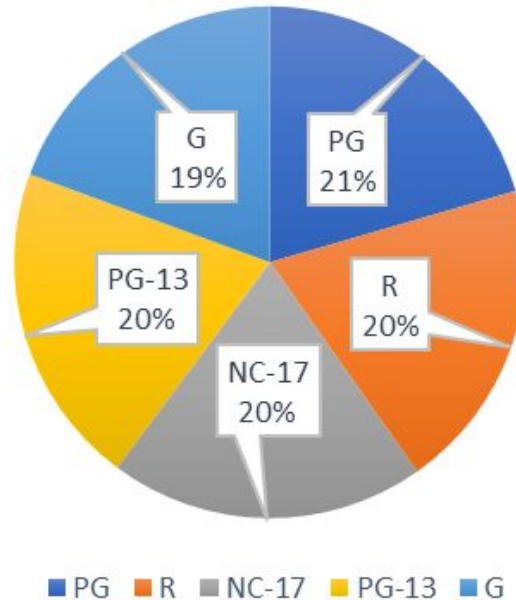


Movies by Ratings

PG rated movies are the top performing rating.

Rockbuster movies, based on ratings, perform almost at the same rate. As we can see, movies broken up by ratings are almost in equal pieces.

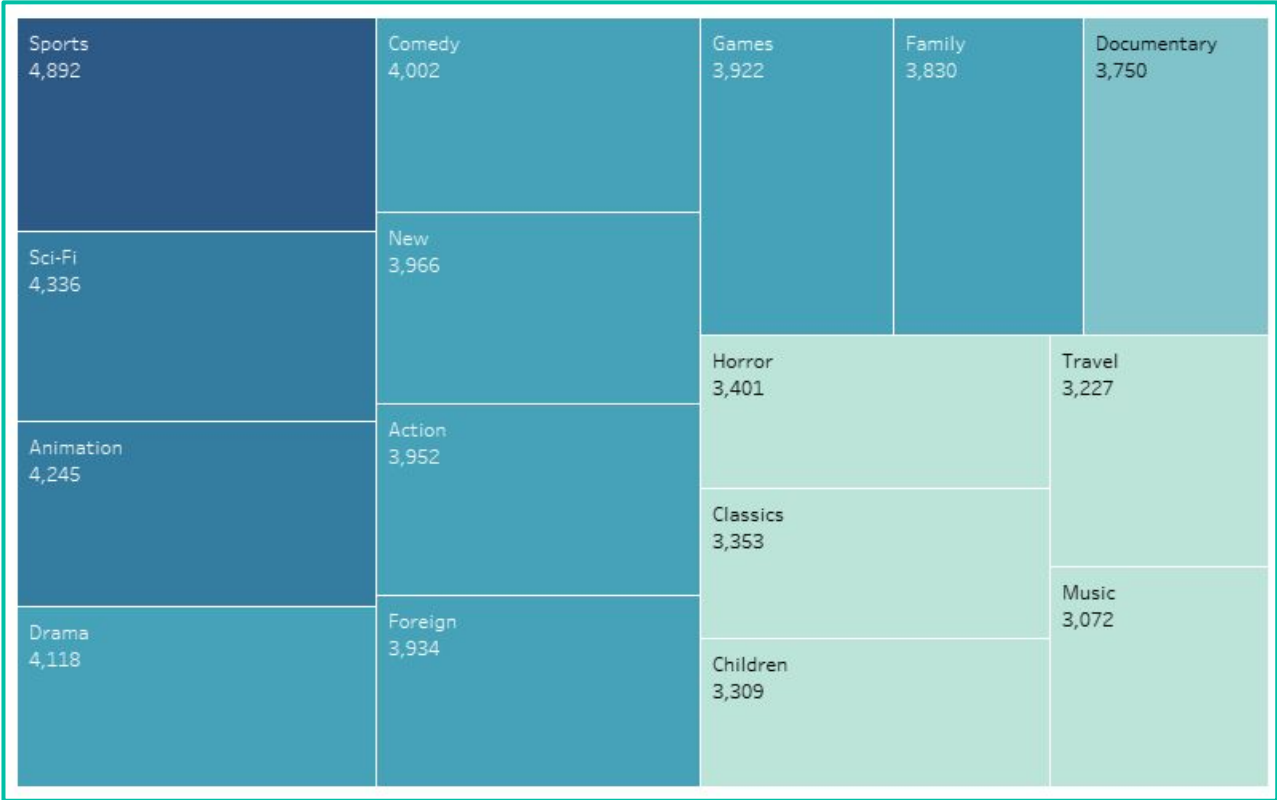
Average Rental Rate



Movies by Genres



Rockbusters' Top
Performing Genres are
Sports
Sci-Fi
Animation



Recommendations



In order for Rockbuster Stealth to launch their online video rental service it is highly recommended that they proceed launching their product in Asia territories with a focus on Sports, Science Fiction, and Animation genres with PG rated movies. If a loyalty program or higher tier subscription is being offered to gain high lifetime value customers, China and India are the target audience. Top performing movies (such as the Top Ten Called out previously) should be available and put on display to customers to further drive revenue. A further analysis should be completed to understand why they have movie rentals internationally but not enough performance in Africa.

A family of five is seen from behind, sitting on a couch in a dimly lit living room. They are watching a television that displays a scene with two silhouetted figures against a city skyline. The room is decorated with warm white string lights and a large, glowing star-shaped light ornament. Bookshelves filled with books are visible on either side of the TV. A bowl of red and white striped popcorn sits on a surface in front of the couch. The overall atmosphere is cozy and intimate.

Thank you.