

A decorative graphic on the left side of the slide, consisting of a network of white lines and small circles on a dark blue background, resembling a circuit board or a neural network.

# ROCKBUSTER STEALTH ANALYSIS

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# OVERVIEW



Rockbuster Stealth LLC is a movie rental company that used to have stores located around the world.



The goal of this project is to provide insights on Rockbusters existing movie licenses prior to launching the new online video rental service.

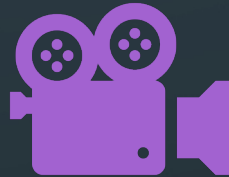


Due to the everchanging landscape of the movie rental industry, Rockbuster Stealth management is planning to launch an online video rental service to compete with companies such as Netflix and Amazon.

# KEY OBJECTIVES



Where are our customers located?

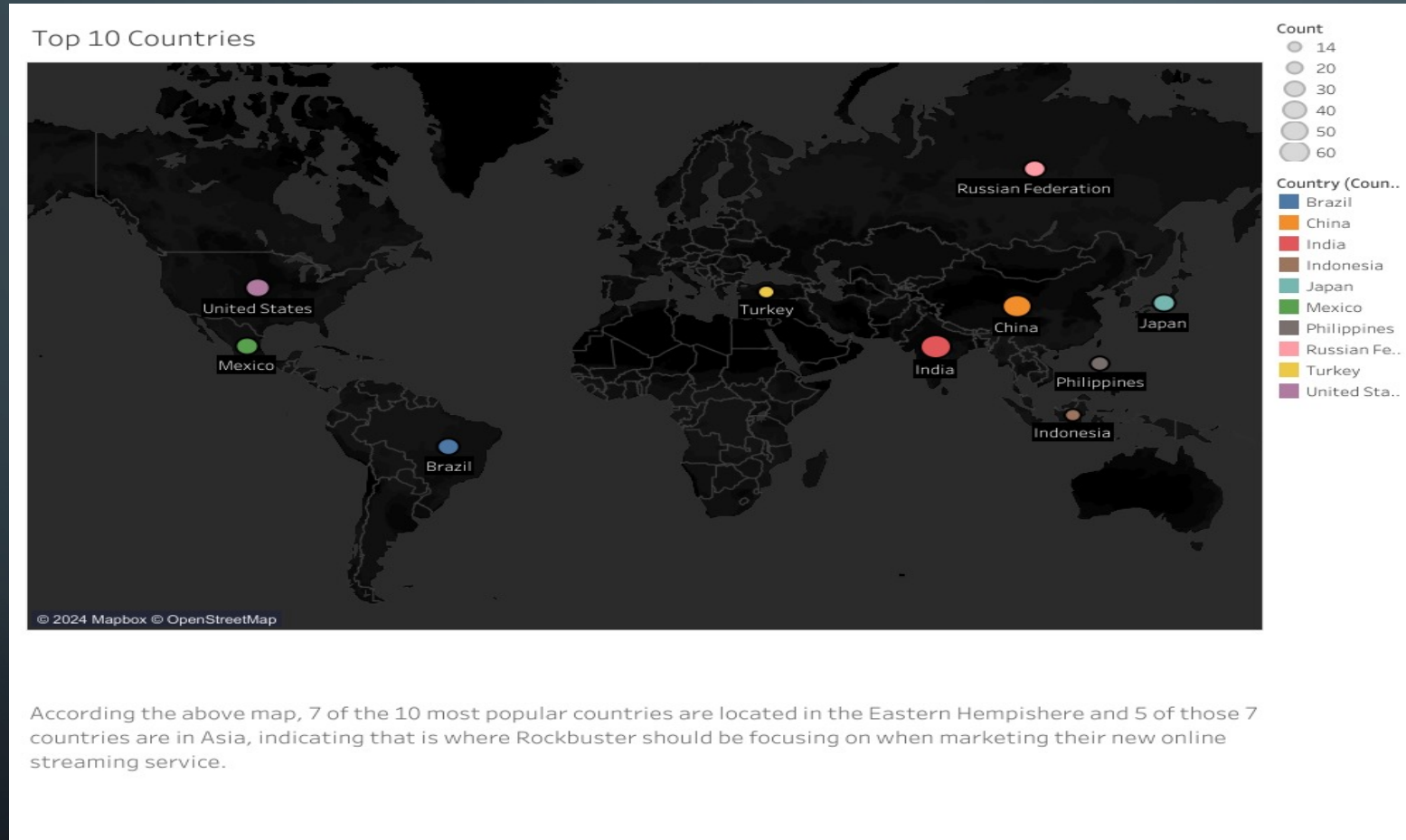


What insights can we gain from our current movie licenses?



What are customers watching?

# TOP COUNTRIES BY CUSTOMER COUNT

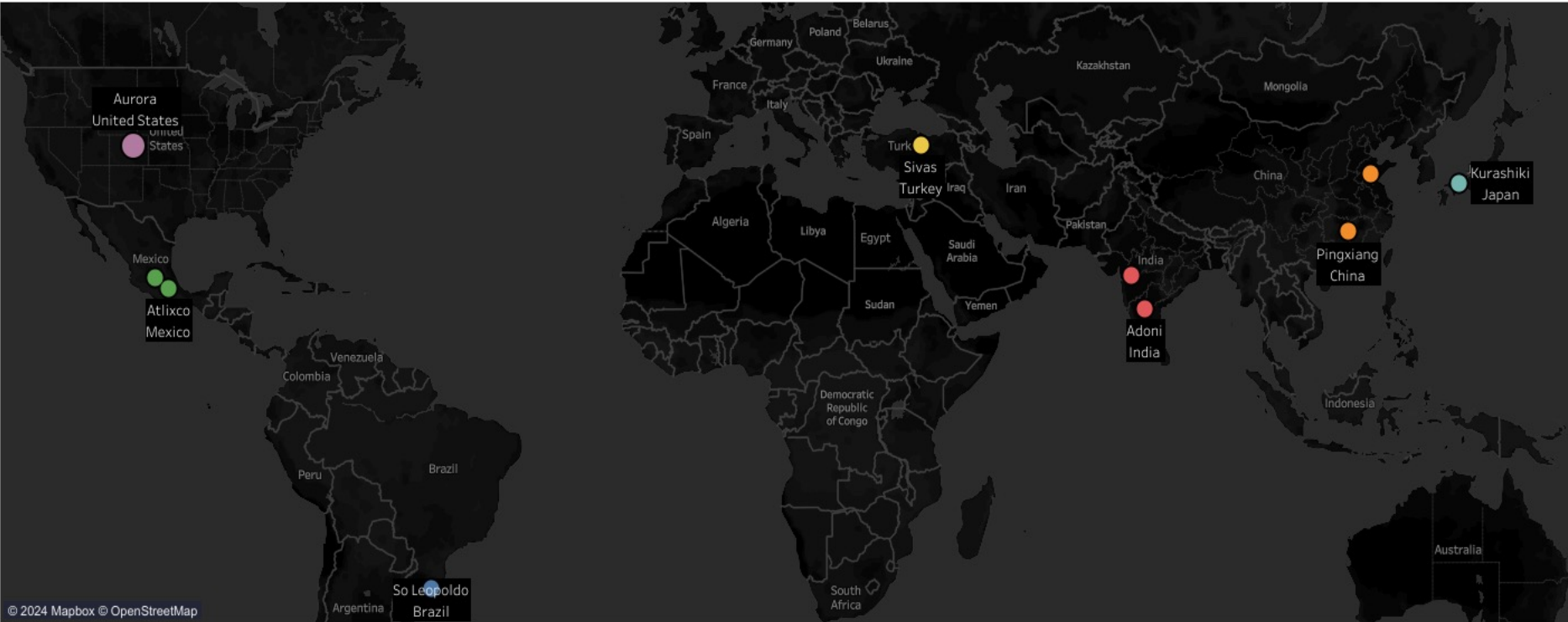


A more in-depth look at the charts can be found here: [Top Countries, Cities, and Customers](#)



# TOP CITIES AND CUSTOMERS

Top 10 Cities



Top 5 Customers

| FIRST NAME | LAST NAME | CITY    | COUNTRY       |          |
|------------|-----------|---------|---------------|----------|
| Sara       | Perry     | Atlixco | Mexico        | \$128.70 |
| Gabriel    | Harder    | Sivas   | Turkey        | \$108.75 |
| Sergio     | Stanfield | Celaya  | Mexico        | \$102.76 |
| Clinton    | Buford    | Aurora  | United States | \$98.76  |
| Adam       | Gooch     | Adoni   | India         | \$97.80  |

Top 10 Cities

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

Cities are color coordinated according to country which was based on the previous slide to maintain consistency.

# FILM STATISTICS

Titles: 1000

Genres: 17

Languages: 1

## Rental Duration:

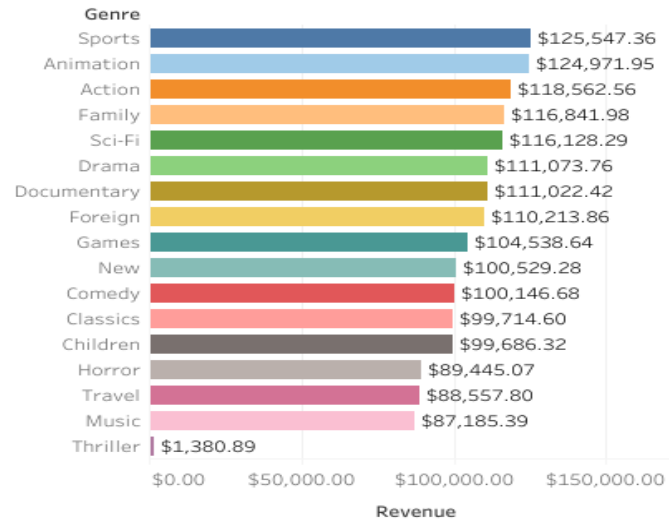
- Average: 4.98 days
- Minimum: 3 days
- Maximum: 7 days

## Rental Rate:

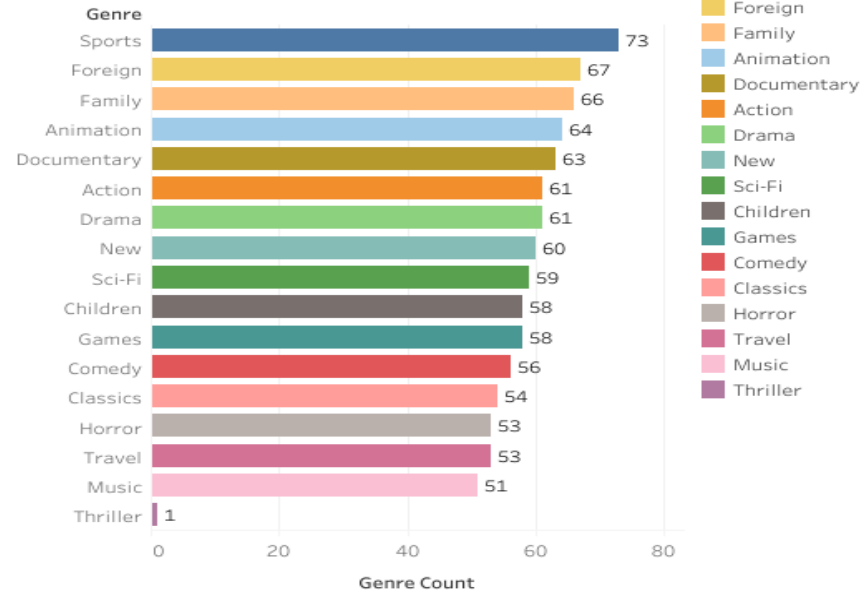
- Average: \$2.98
- Minimum: \$0.99
- Maximum: \$4.99

# WHAT ARE CUSTOMERS WATCHING?

Genre Popularity by Revenue



Number of Titles by Genre



Top 5 Most Popular Genres by Average:

- 1) Sci-Fi (\$1968.27)
- 2) Animation (\$1952.68)
- 3) Action (\$1943.64)
- 4) Classics (\$1846.56)
- 5) Drama (\$1820.88)

This was determined by dividing each genres total revenue by the number of titles in each genre.

While other genres have higher total revenues, Rockbuster should look to focus on Sci-Fi, Animation, Action, Classics, and Drama genres when building their online streaming service as these titles on average bring in the most revenue.

# NEXT STEPS

- **Expand Inventory**

- As indicated in a previous slide, a majority of Rockbuster's current customer base is in Asia but by only offering films in English this severely limits potential growth in a market where Rockbuster is already established.
- By offering more languages, particularly those spoken in Asian countries, it could help to grow Rockbuster's customer base and compete with rival companies
- Offer more titles in the popular genres

- **Continue Research**

- Seek to identify additional insights on sub-genres.
- Determine which genres do best by region.



# QUESTIONS/CONCERNS

- Thank you for your time, if you have any questions or concerns now would be the time to address them.