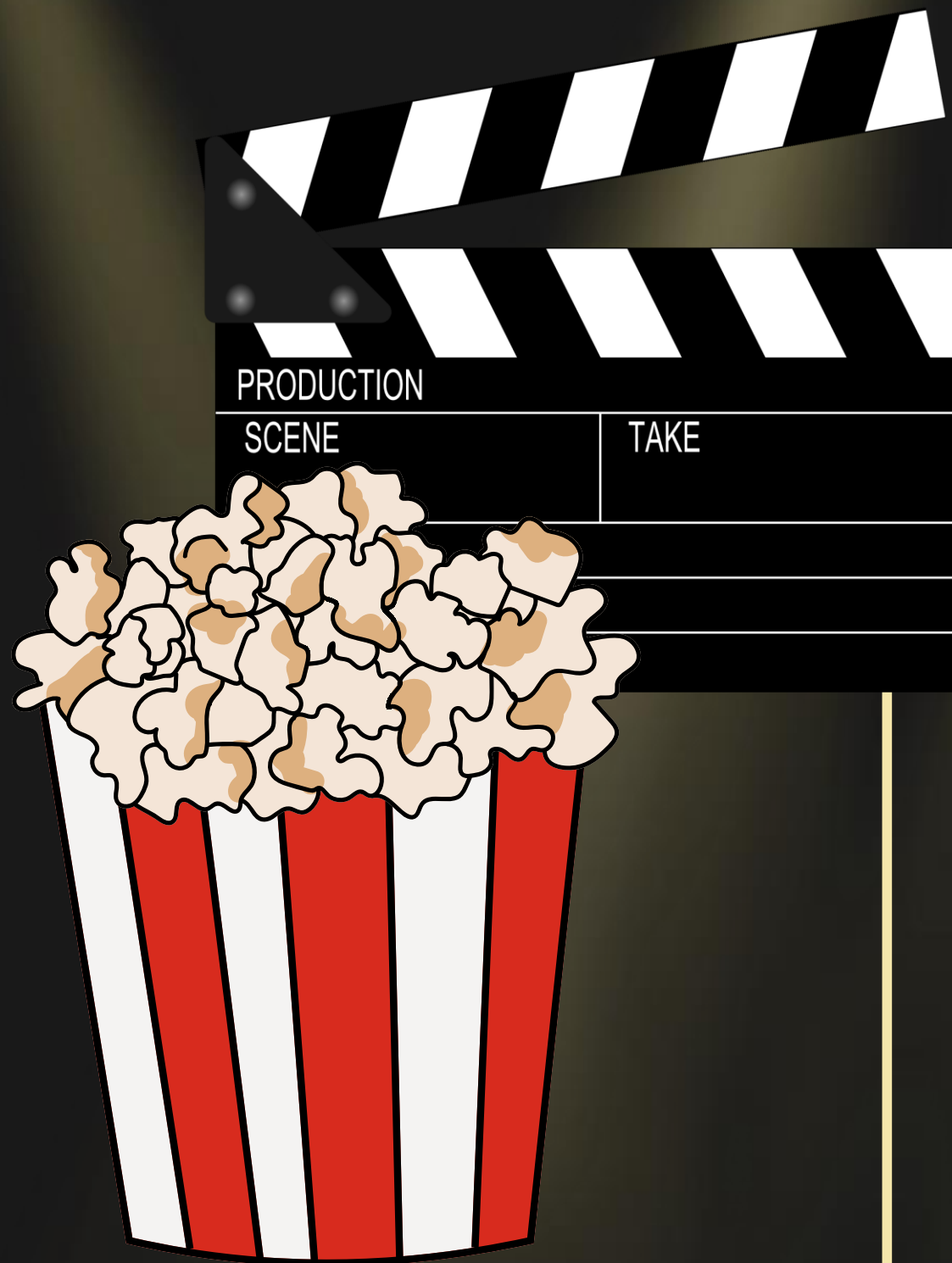


ROCKBUSTER STEALTH PROJECT
SUMMARY



ROCKBUSTER STEALTH

Keanu Gomes October 30, 2023

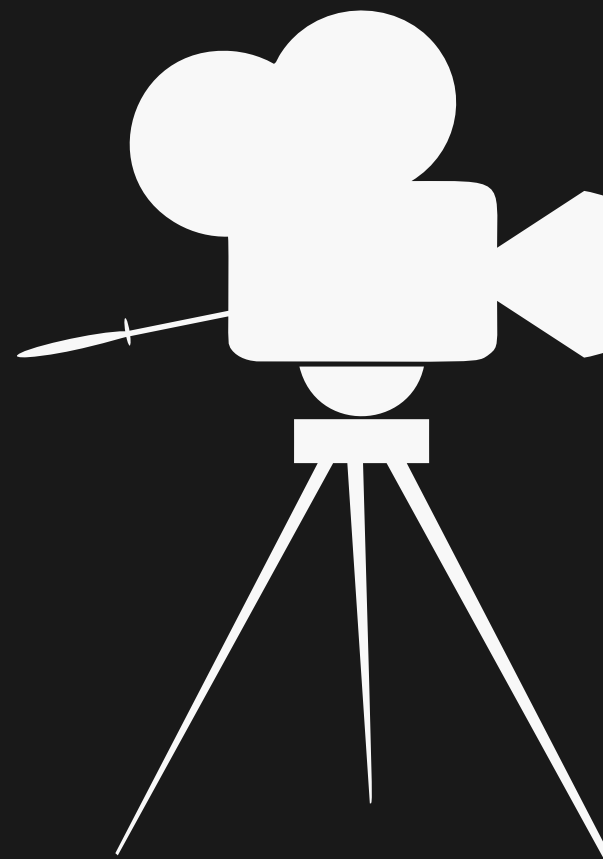




PROJECT MOTIVATION

GOAL OBJECTIVE

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.



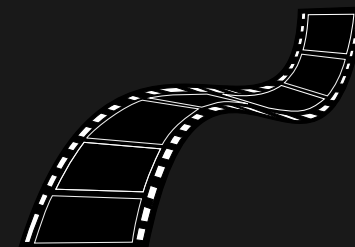
KEY QUESTIONS



- Which movies contributed the most/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?



DATA OVERVIEW



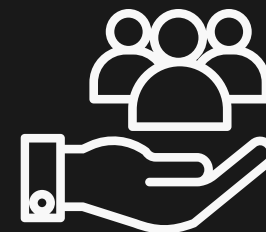
1000

Total movies in database



\$61,312

Total revenue



599

Total customers



20

Total movie genres



108

Total countries

REVENUE BY GENRE



Top ten

genre	total_revenue
Sports	\$ 4,892.19
Sci-Fi	\$ 4,336.01
Animation	\$ 4,245.31
Drama	\$ 4,118.46
Comedy	\$ 4,002.48
New	\$ 3,966.38
Action	\$ 3,951.84
Foreign	\$ 3,934.47
Games	\$ 3,922.18
Family	\$ 3,782.26

(3)

Genres unaccounted for in terms of purchases.

• CRIME • ROMANCE • WAR

Bottom ten

genre	total_revenue
Thriller	\$ 47.89
Music	\$ 3,071.52
Travel	\$ 3,227.36
Children	\$ 3,309.39
Classics	\$ 3,353.38
Horror	\$ 3,401.27
Documentary	\$ 3,749.65
Family	\$ 3,782.26
Games	\$ 3,922.18
Foreign	\$ 3,934.47

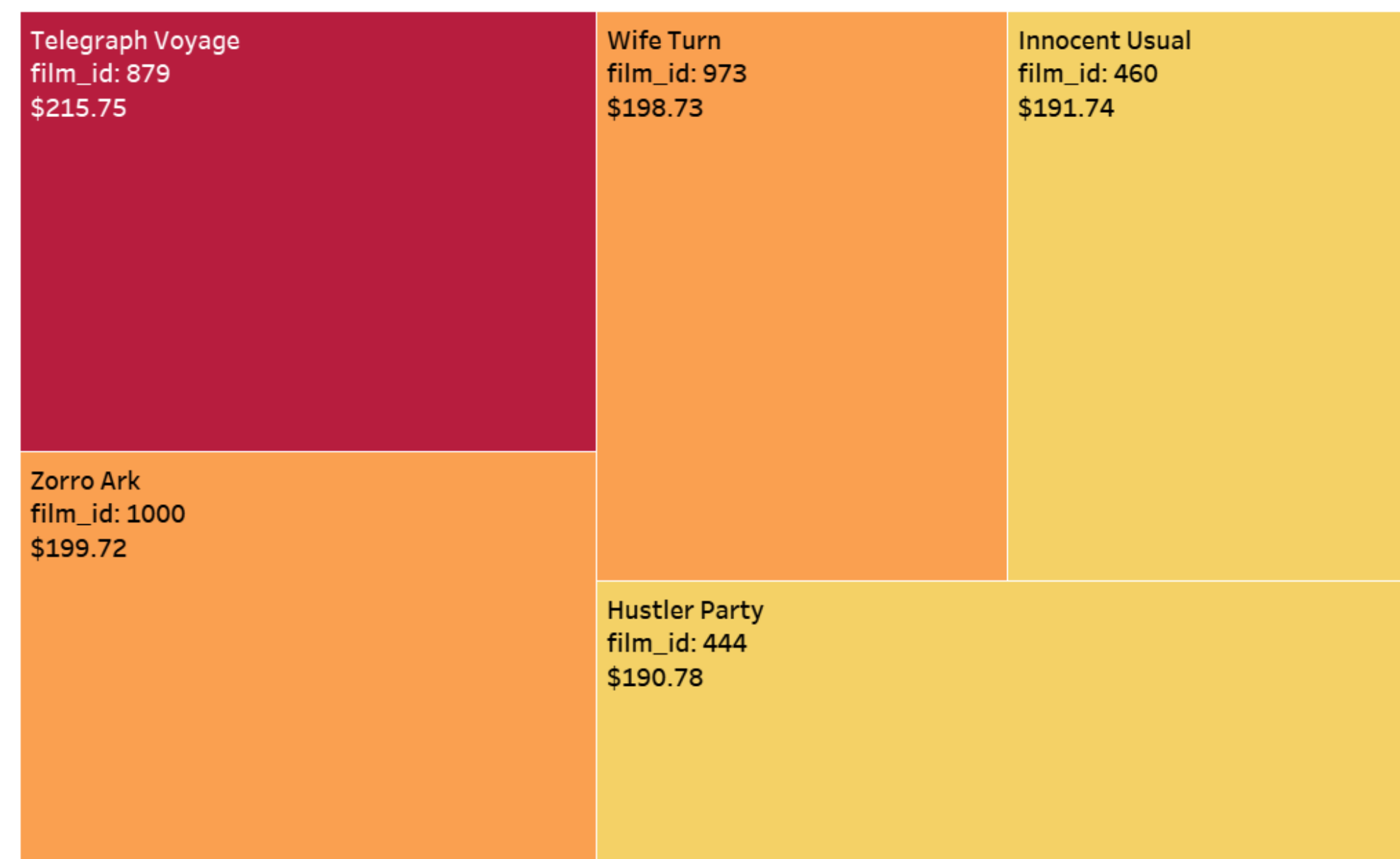


KEY INSIGHTS

& Interesting Features

WHAT ARE THE TOP 5
MOVIES WITH THE MOST
REVENUE GAIN?

Which movies contributed the most to revenue gain?



- Telegraph Voyage has contributed the most to revenue gain with a total of \$215.75.

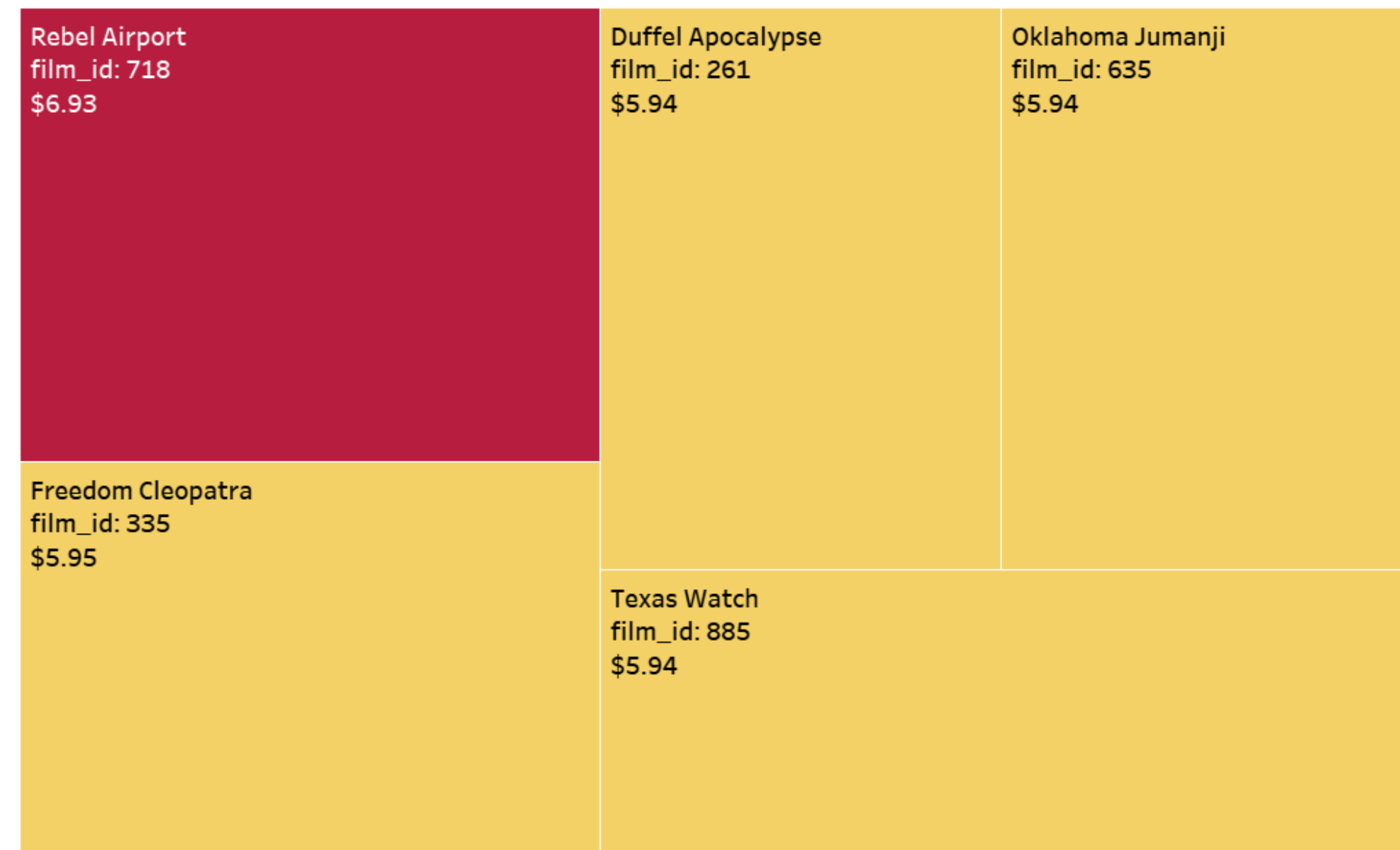


KEY INSIGHTS

& Interesting Features

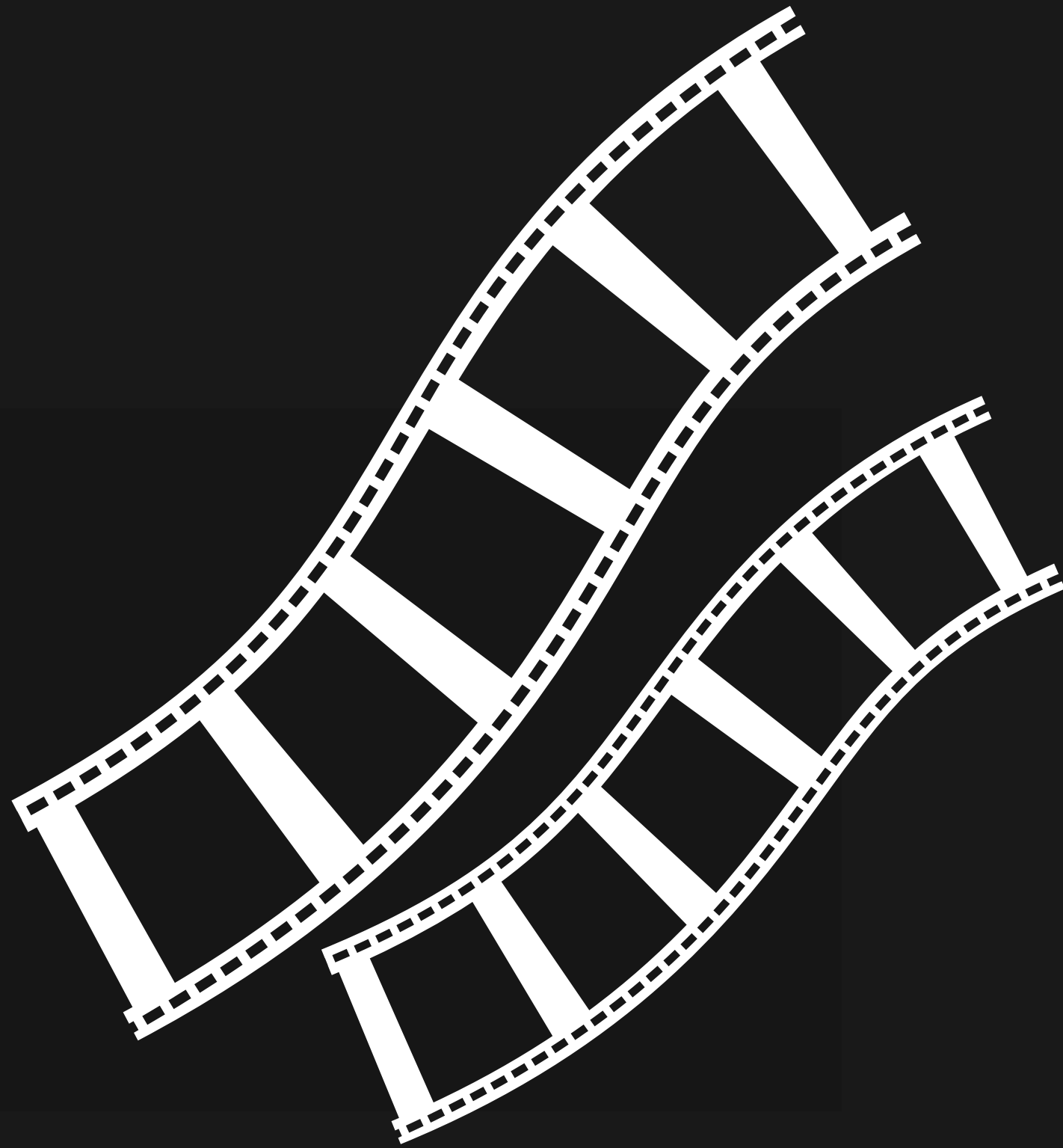
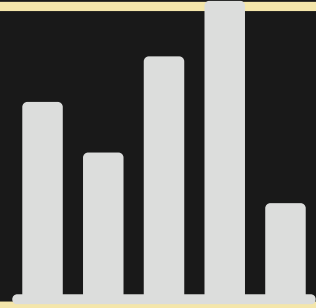
WHAT ARE THE TOP 5
MOVIES WITH THE LEAST
REVENUE GAIN?

Which movies contributed the least to revenue gain?



- Duffel Apocalypse ● Oklahoma Jumanji ● Texas Watch have all contributed the least to revenue gain with a total of \$5.94 for each movie.

RENTAL STATS



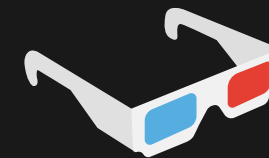
3 DAYS

MIN rental duration



7 DAYS

MAX rental duration



5 DAYS

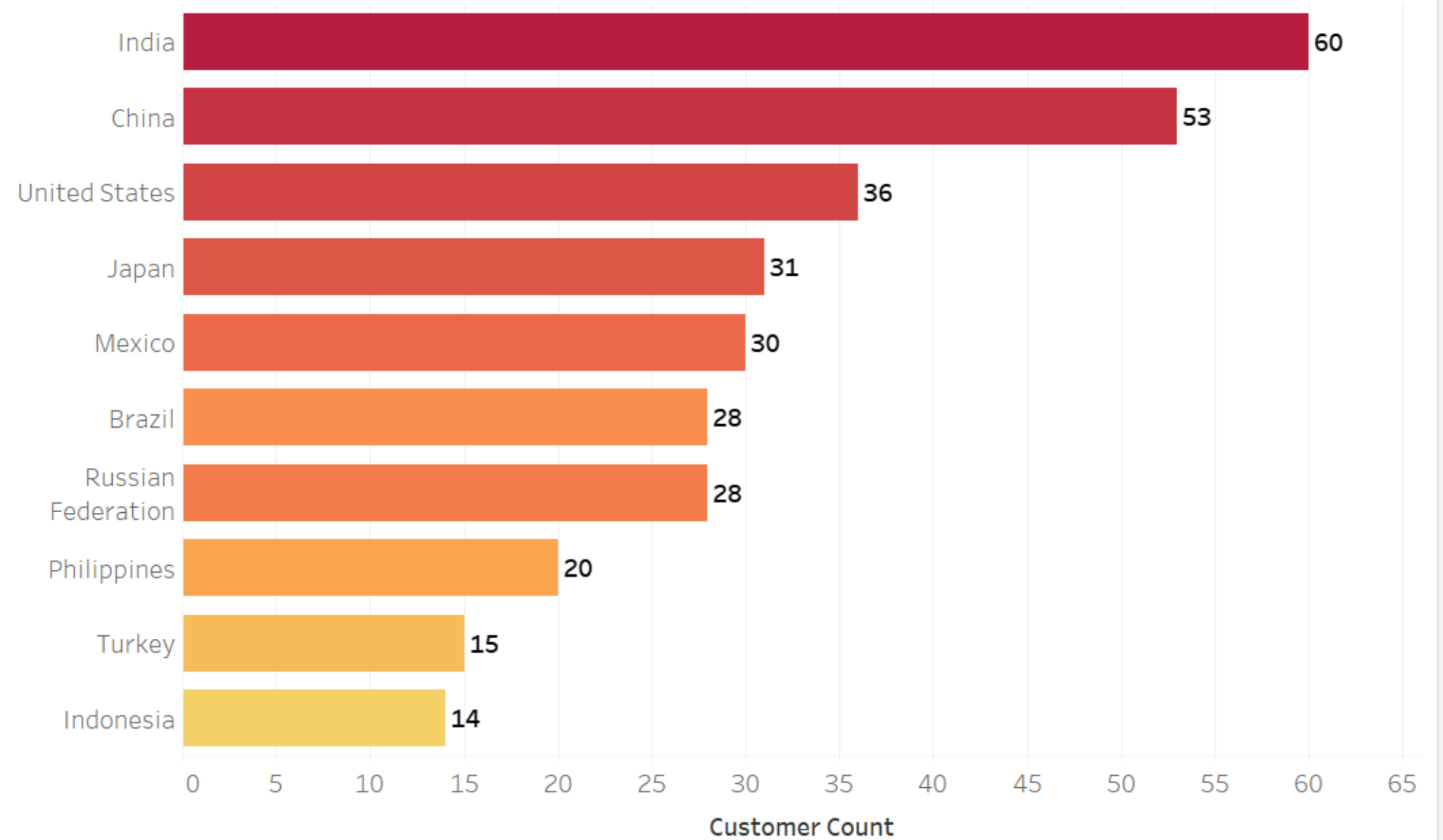
AVG. rental duration



WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?

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

Countries ranked in the top 10 based on the number of customers



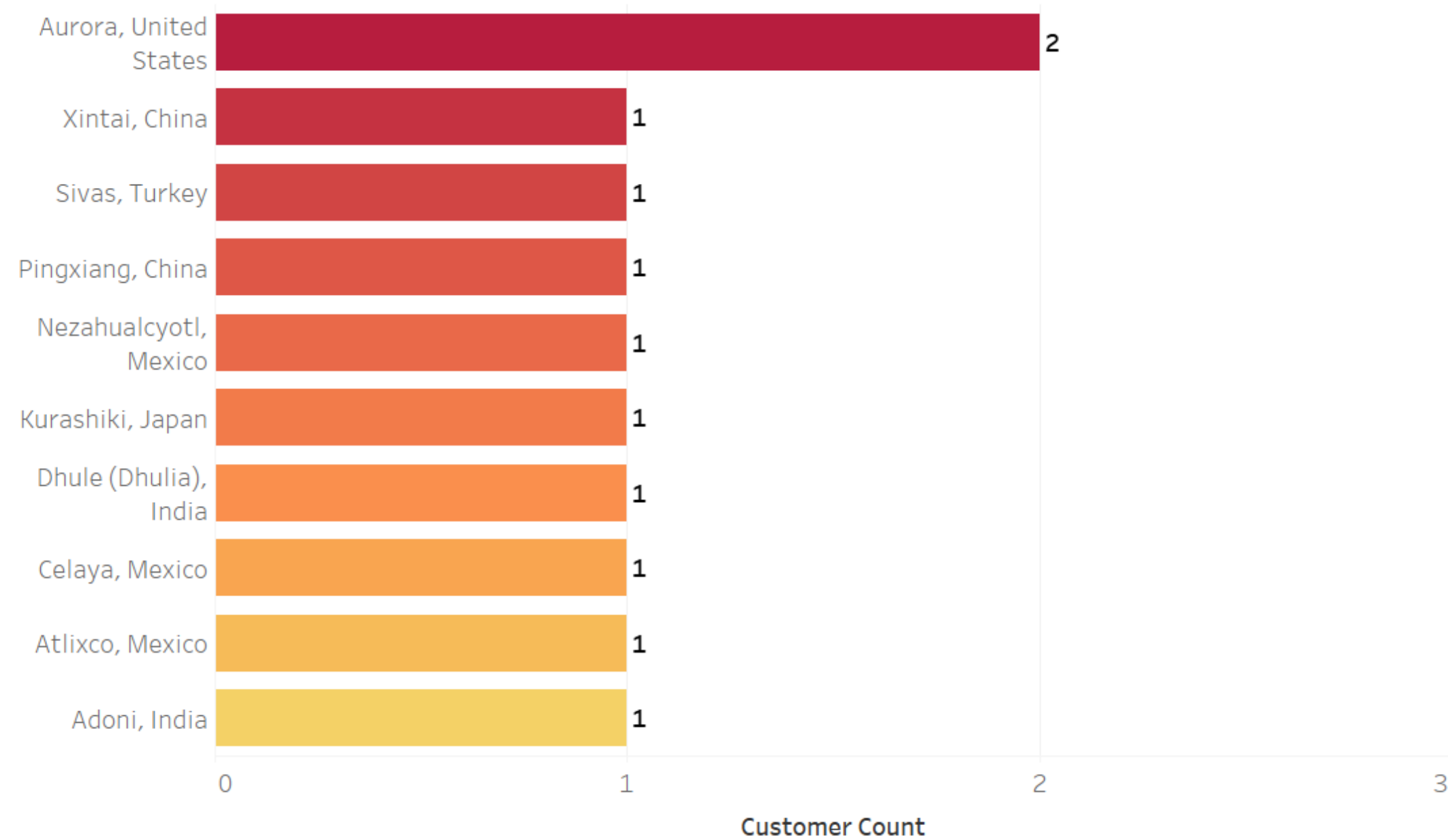
- Rockbuster Stealth has the most customers in India, China, and United States.



WHAT CITIES HAVE THE MOST CUSTOMERS BASED FROM THE TOP 10 COUNTRIES?

city	country	customer_count
Aurora	United States	2
Pingxiang	China	1
Sivas	Turkey	1
Dhule (Dhulia)	India	1
Kurashiki	Japan	1
Xintai	China	1
Adoni	India	1
Celaya	Mexico	1
Nezahualcyotl	Mexico	1
Atlixco	Mexico	1

Top 10 cities from the top 10 countries ranked by their customer count

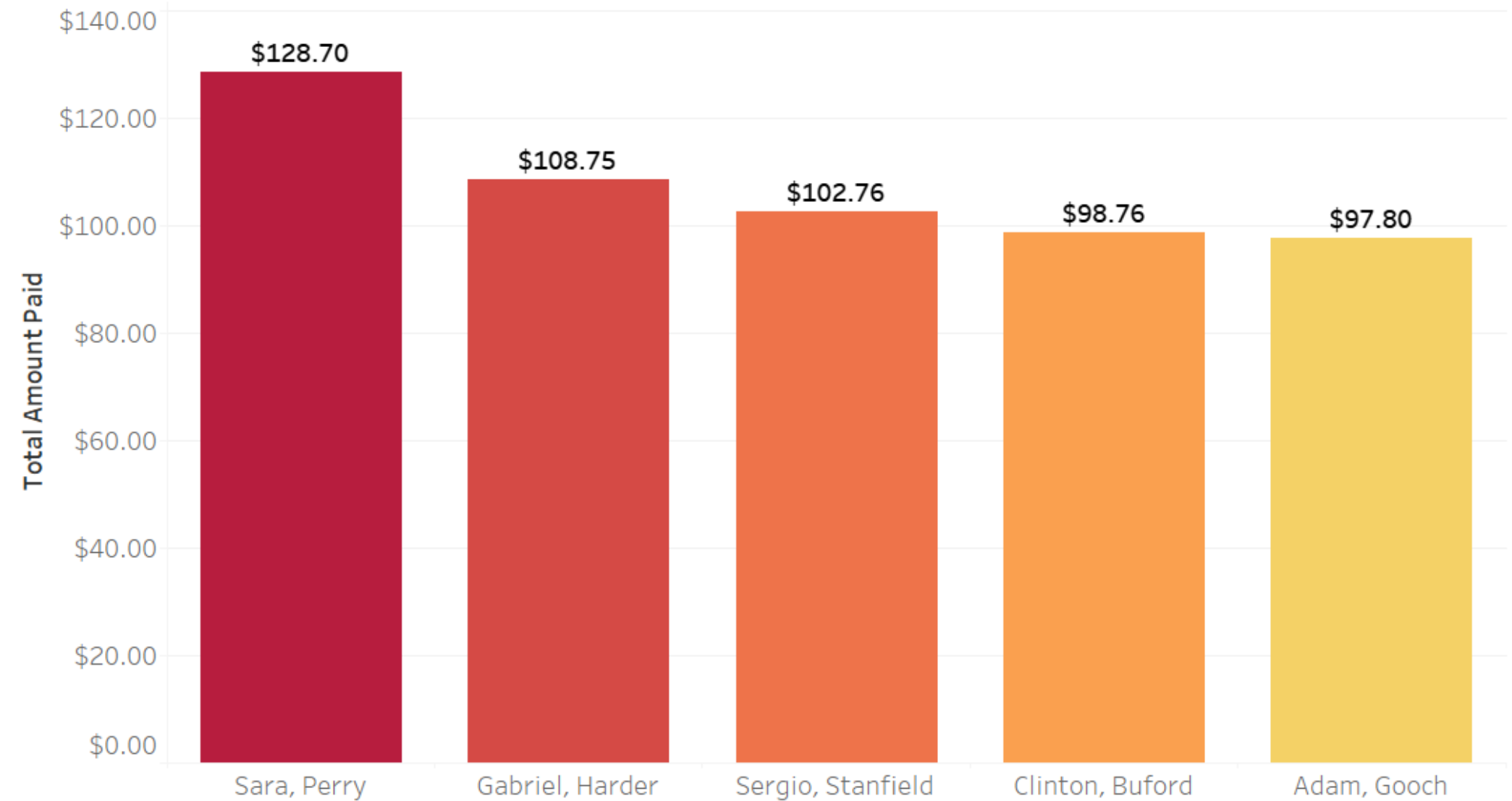


- Aurora, United States having more than one customer.



WHO ARE ROCKBUSTER'S HIGHEST LIFETIME VALUE CUSTOMERS?

Top 5 customers among the top 10 cities ranked by the highest total amount paid

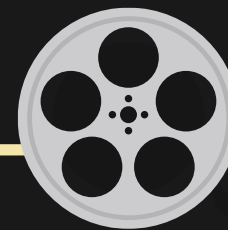
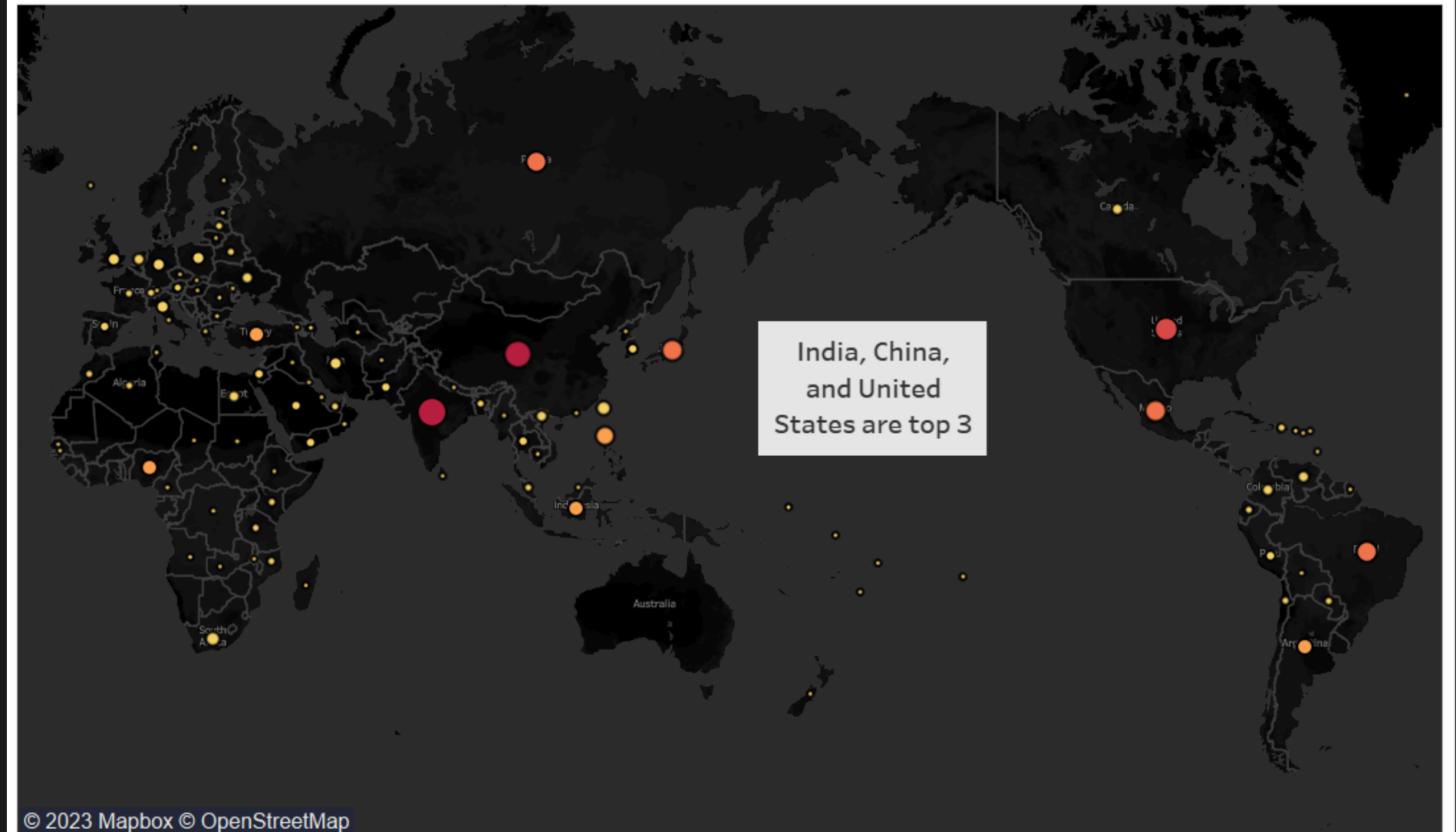


customer id	first name	last name	city	country	total amount paid
84	Sara	Perry	Atlixco	Mexico	\$ 128.70
518	Gabriel	Harder	Sivas	Turkey	\$ 108.75
587	Sergio	Stanfield	Celaya	Mexico	\$ 102.76
537	Clinton	Buford	Aurora	United States	\$ 98.76
367	Adam	Gooch	Adoni	India	\$ 97.80

- Sara Perry is Rockbuster Stealth's most valuable customer.

DO SALES FIGURES VARY BETWEEN REGIONS?

Geographical reach of value customers

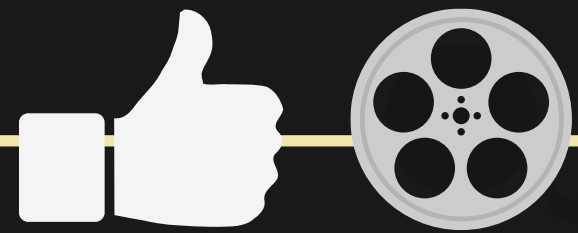


- Rockbuster Stealth's customer base spans 108 countries. The highest total payments vary across its top regions: India, China, and the United States.

TOP 10 GEOGRAPHICAL REACH

Geographical reach top 10 countries by total payment

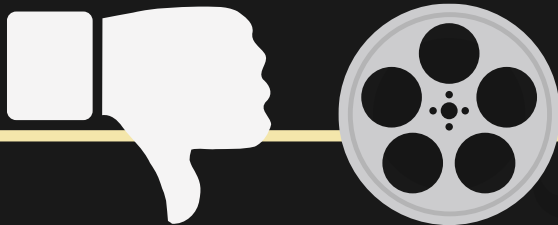
India	\$6,034.78
China	\$5,251.03
United States	\$3,685.31
Japan	\$3,122.51
Mexico	\$2,984.82
Brazil	\$2,919.19
Russian Federation	\$2,765.62
Philippines	\$2,219.70
Turkey	\$1,498.49
Indonesia	\$1,352.69



- Most revenue generating customers by country.

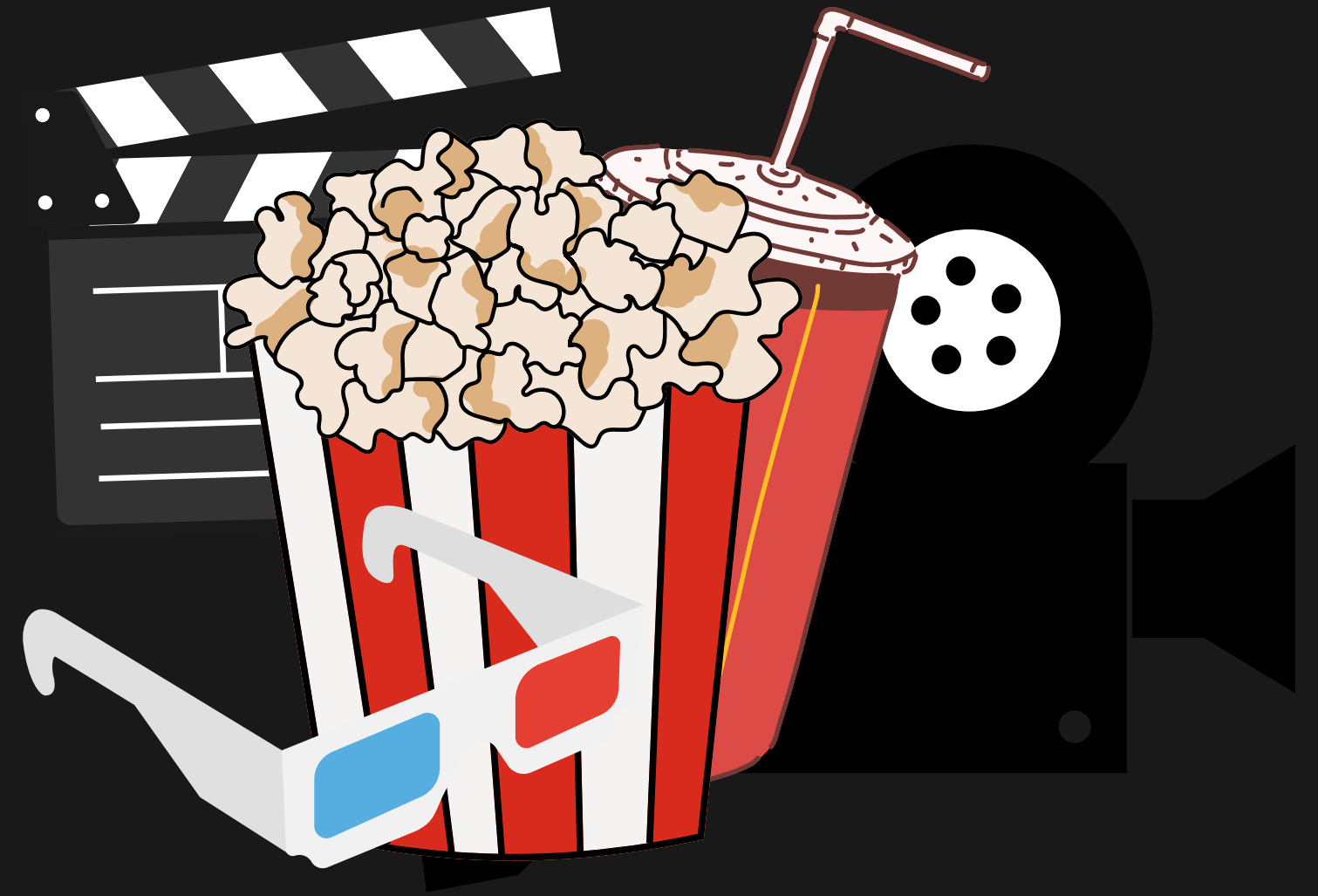
BOTTOM 10 GEOGRAPHICAL REACH

Geographical reach bottom 10 countries by total payment		
American Samoa		\$47.85
Lithuania		\$63.78
Saint Vincent and the Grenadines		\$64.82
Tonga		\$64.84
Afghanistan		\$67.82
Tunisia		\$73.78
Finland		\$78.79
Slovakia		\$80.77
New Zealand		\$85.77
Ethiopia		\$91.77



- Least revenue generating customers by country.

WHAT CAN ROCKBUSTER STEALTH GATHER FROM THESE INSIGHTS?



PRIMARY RECOMMENDATIONS

- Identify any possibilities of system errors, or reasons why (3) movie genres: Crime, Romance, and War haven't been included in the Rockbuster database payment system yet. Do this to ensure its validity.
- Focus marketing campaigns on top selling movies and genres and away from the less-contributing sellers.
- Develop a plan to give back to high value customers in order to help retain their commitment to the Rockbuster Stealth business.



ROCKBUSTER STEALTH, THANK YOU

ANY QUESTIONS?

PLEASE CONTACT

KEANUGOMES@PROTONMAIL.COM