

Rockbuster Stealth Sales Analysis

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Project Overview

Motivation

Rockbuster Stealth used to have stores around the world, but has been facing stiff competition from streaming services like Netflix and Amazon Prime. We need a way to stay competitive.

Objective

Use existing movie licenses to launch an online video rental service.

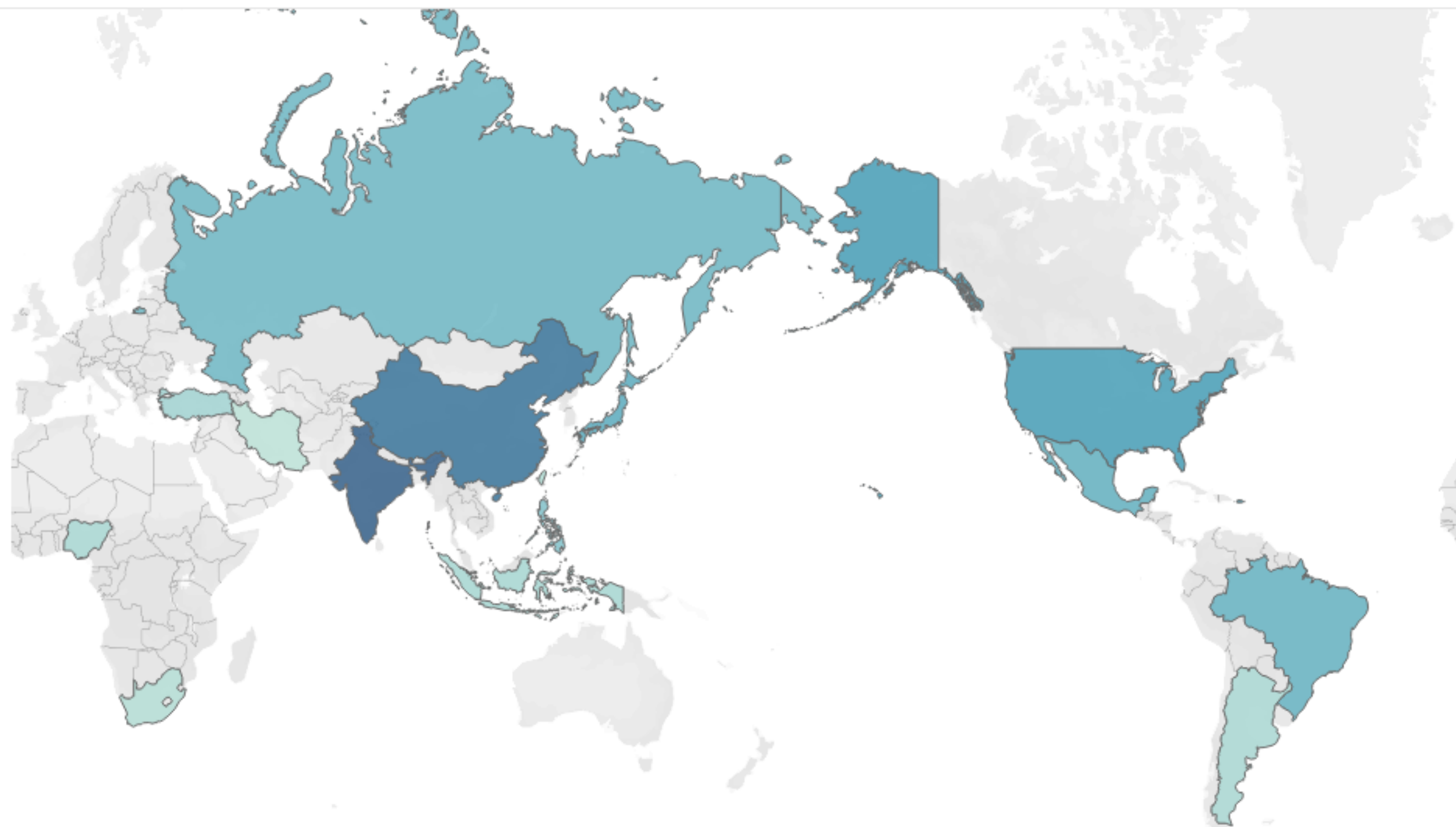
Scope

Increase market share and revenue for the firm.

High Revenue Markets

Which countries contributed the most/least to revenue gain?

Do sales figures vary between geographic regions?



Revenue (Revenue)
878 6,035

- Revenue shown is over a 3-month period. Total revenue was \$61,312.04.
- Our top performing markets were in India (\$6,034.78) and China (\$5,251.03), as shown in the darker shades of blue.

Average Rental Duration

What was the average rental duration for rental videos?

- The average rental duration for all films is 5.0 days. The table to the right breaks down the average rental duration by film rating, including the number of films rented in each rating.

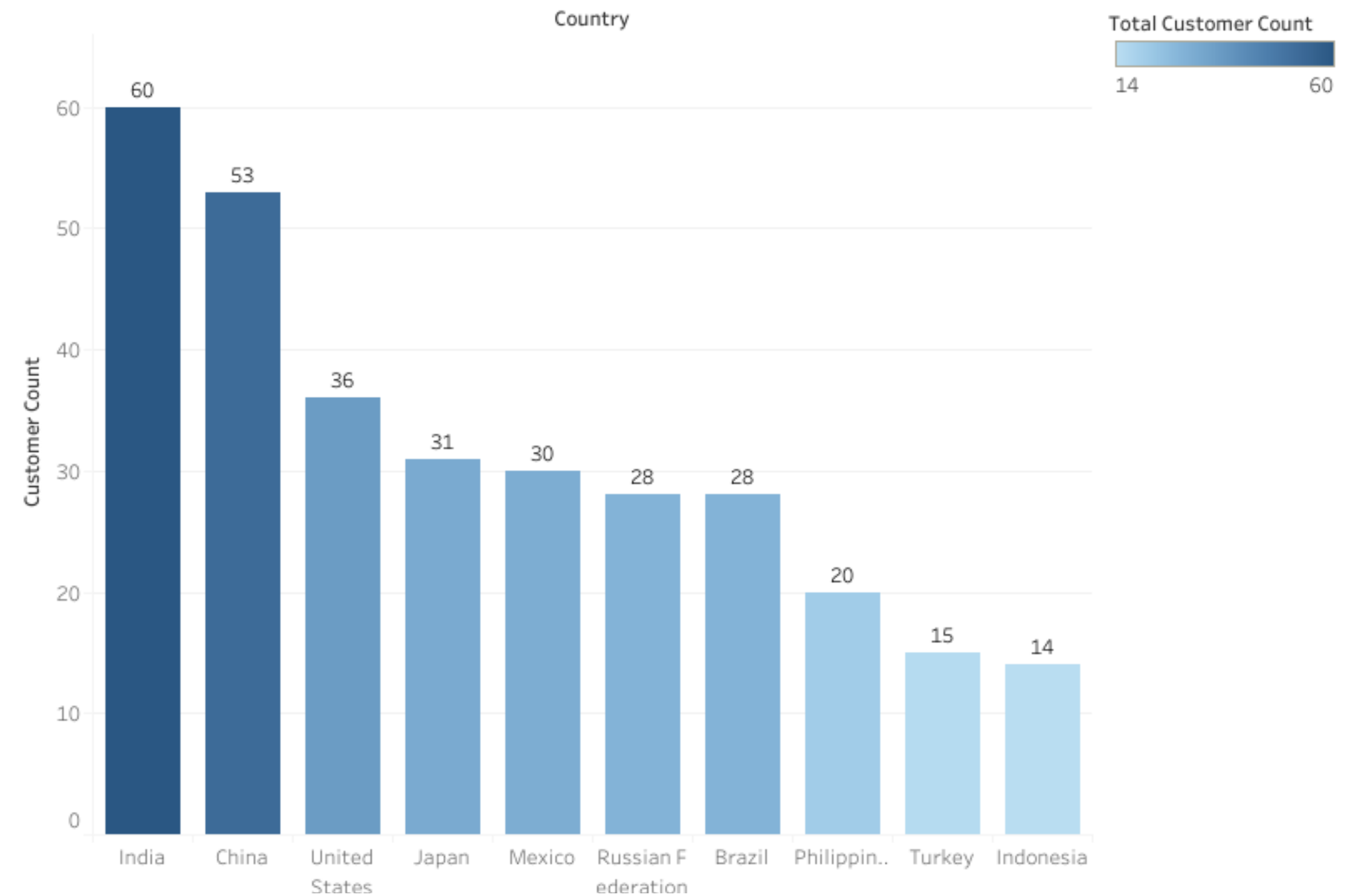
Film Count	Average Rental Duration	Rating
178	4.8 days	G
194	5.1 days	PG
223	5.1 days	PG-13
195	4.8 days	R
210	5.1 days	NC-17

Where Are Our Customers?

Which countries are Rockbuster customers based in?

- Here we can see that a majority of our customers are based in Asia. The two countries that have a prominent lead over the rest are India and China.

Customer Count by Country (Top 10)

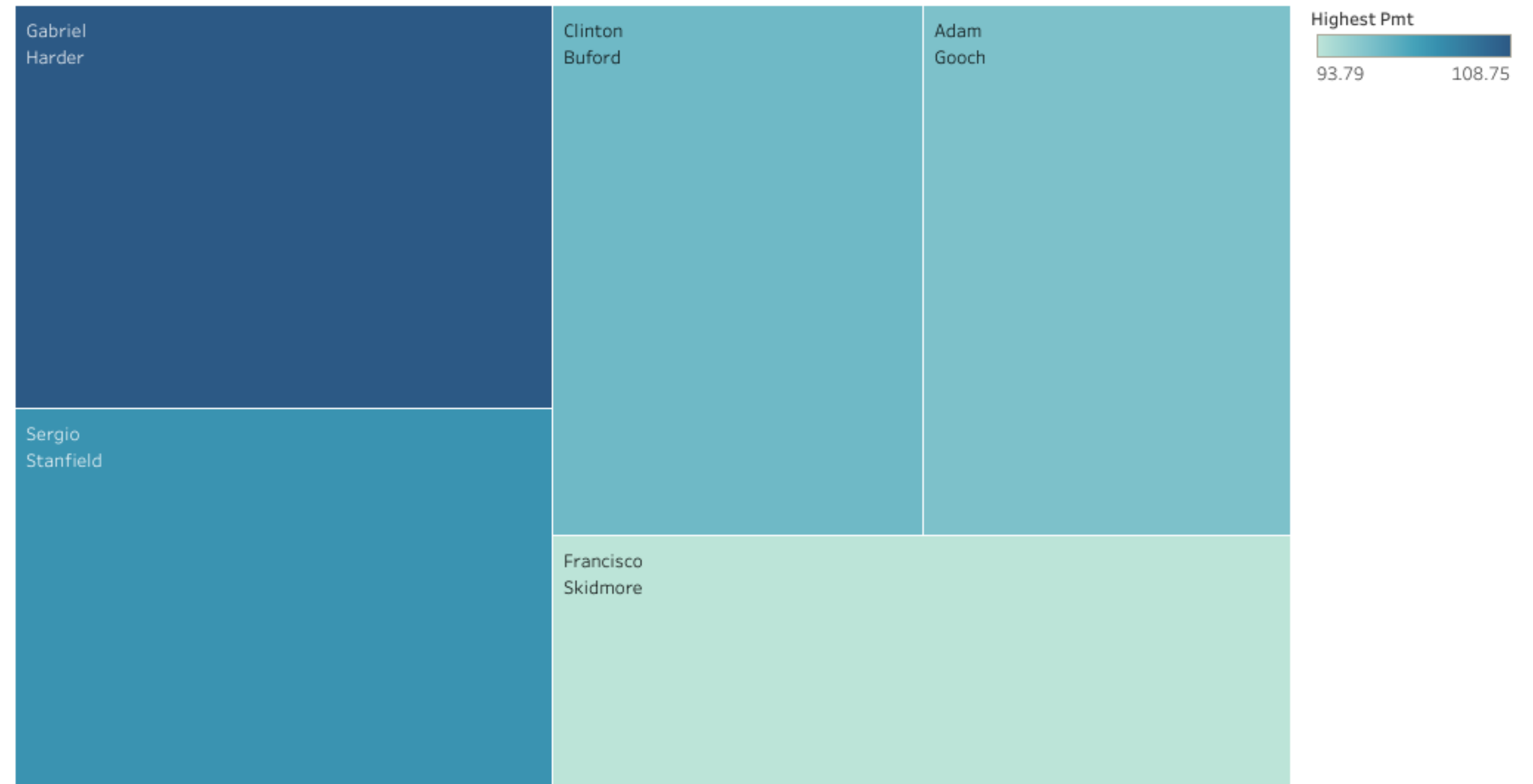


Loyal Customers

Where are customers with a high lifetime value based?

- Gabriel Harder –
Sivas, Turkey
- Sergio Stanfield –
Celaya, Mexico
- Clinton Buford –
Aurora, U.S.
- Adam Gooch –
Adoni, India
- Francisco Skidmore –
So Leopoldo, Brazil

Top 5 Customers' Total



Next Steps/Recommendations

- Both Netflix and Amazon Prime get most of their revenue from the United States. Focusing our efforts toward the U.S. would be competitive and likely would bring minimal results.
- We already have a strong base in Asia; a pilot program should definitely begin in India or China, where we already have a lot of demand for rentals. Most of our budget should be directed toward those markets.
- We should reward our top customers for their loyalty. We also could utilize them as influencers in our rollout of the service to try and develop some sustainable networks of customers.

Questions.