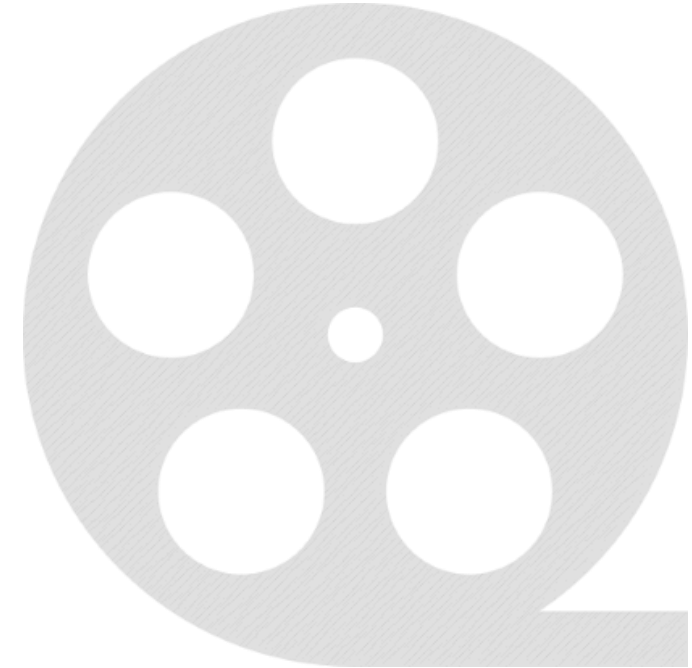


ROCKBUSTER STEALTH



FILM SALES STRATEGY 2020

LYDIA FEARN

AGENDA



INTRODUCTION

DATA OVERVIEW

KEY CONSIDERATIONS

ANALYSIS

KEY FINDINGS

RECOMMENDATIONS

INTRODUCTION

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.

Objective: To aid Rockbuster Stealth's Business Intelligence department with the launch strategy for the new online video service.

DATA OVERVIEW

NUMBER OF
FILMS

1000

NUMBER OF
CUSTOMERS

599

COUNTRY
REACH

109

CURRENT
REVENUE

\$61,312

AVERAGE
RENTAL COST

\$2.98

AVERAGE
RENTAL
DURATION

4.99 days

ALL FILMS
RELEASE YEAR

2006

NUMBER OF
GENRES

20

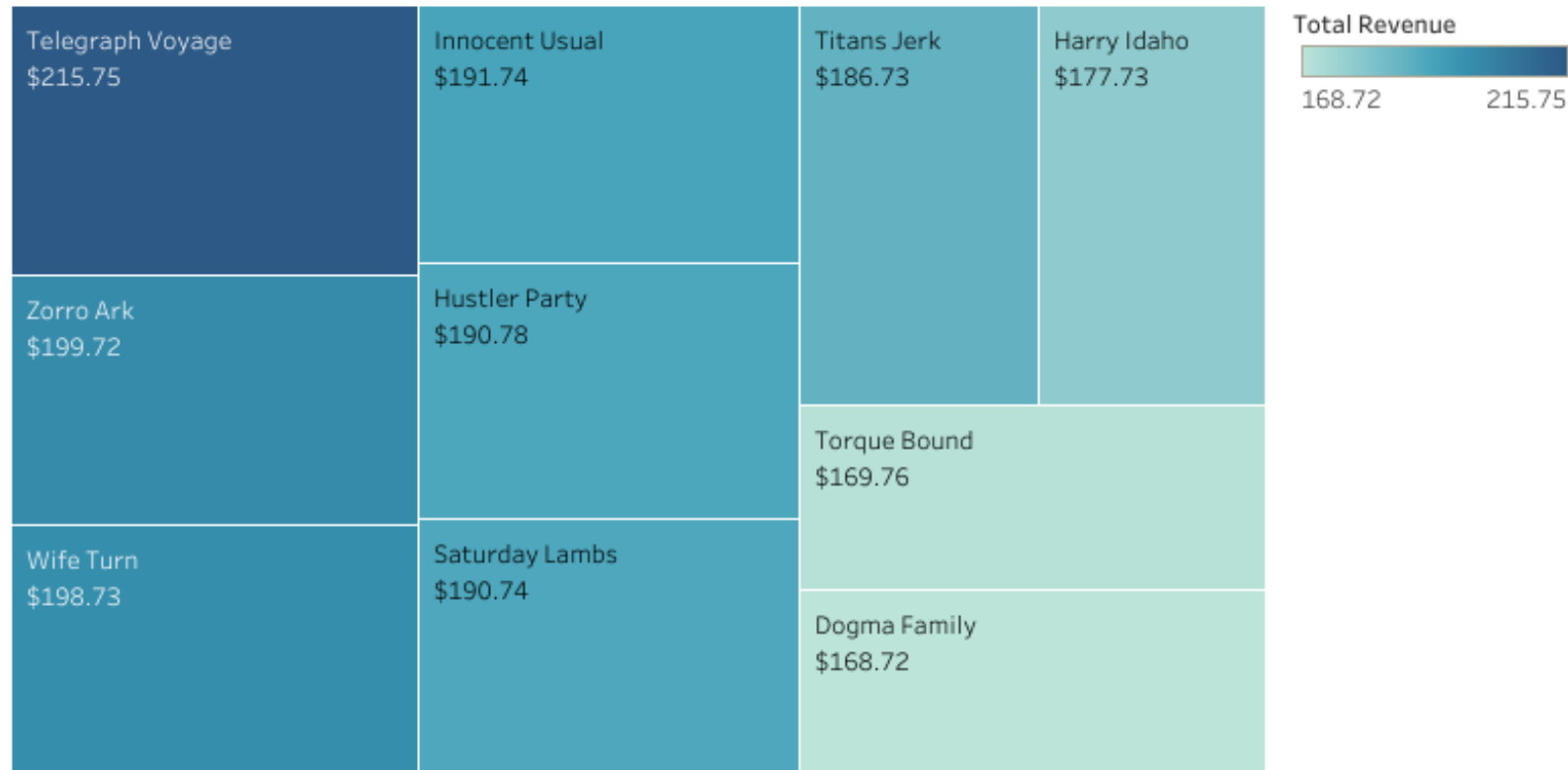
KEY CONSIDERATIONS

- Most popular movies
- Most popular genres
- Genres with the highest rental duration
- Countries providing the greatest revenue and the most customers
- Customers with a high lifetime value

ANALYSIS

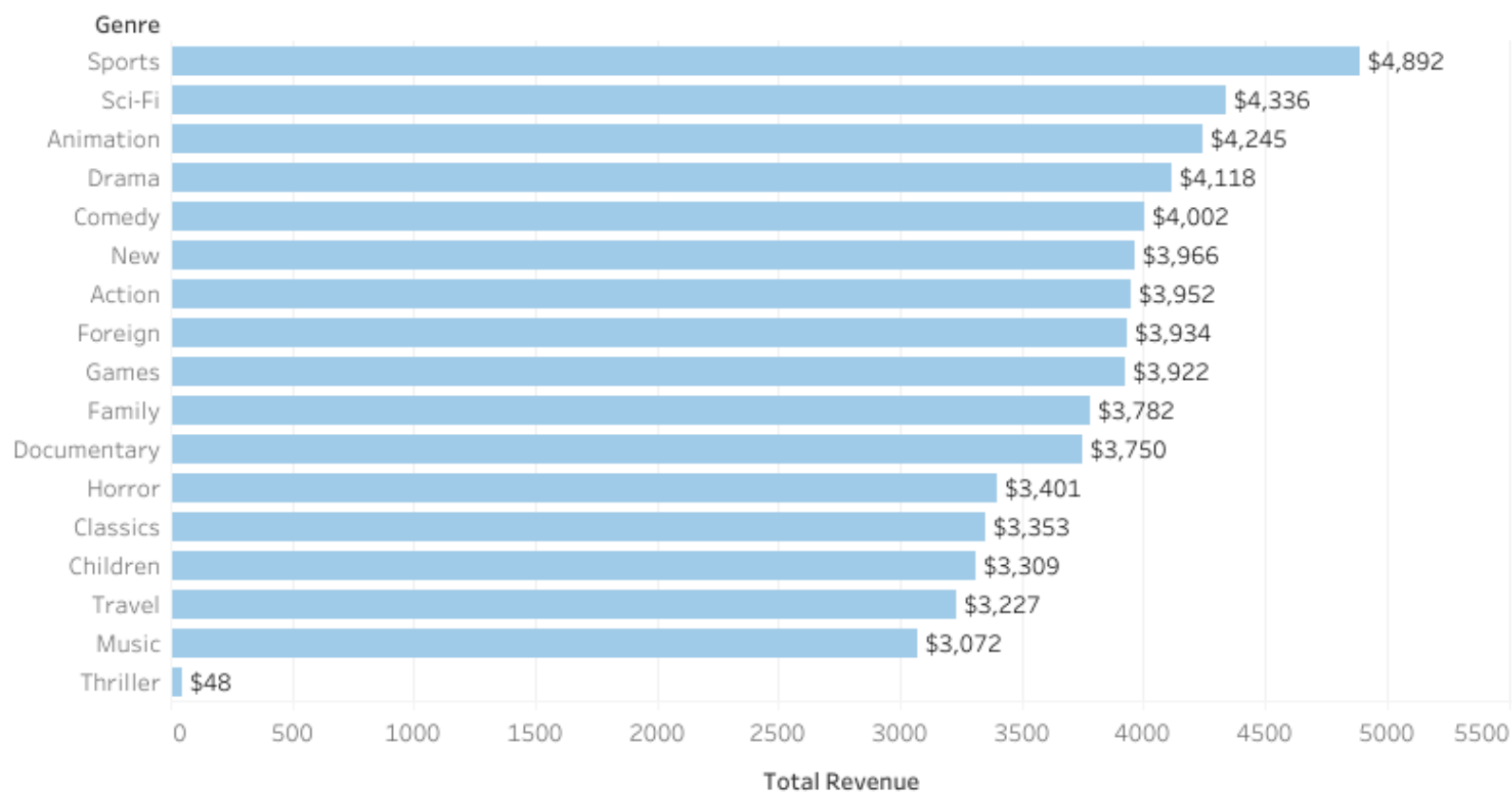
TOP 10 HIGHEST REVENUE FILMS

10 Films with Highest Revenue



HIGHEST REVENUE GENRES

Genres with Highest Revenue

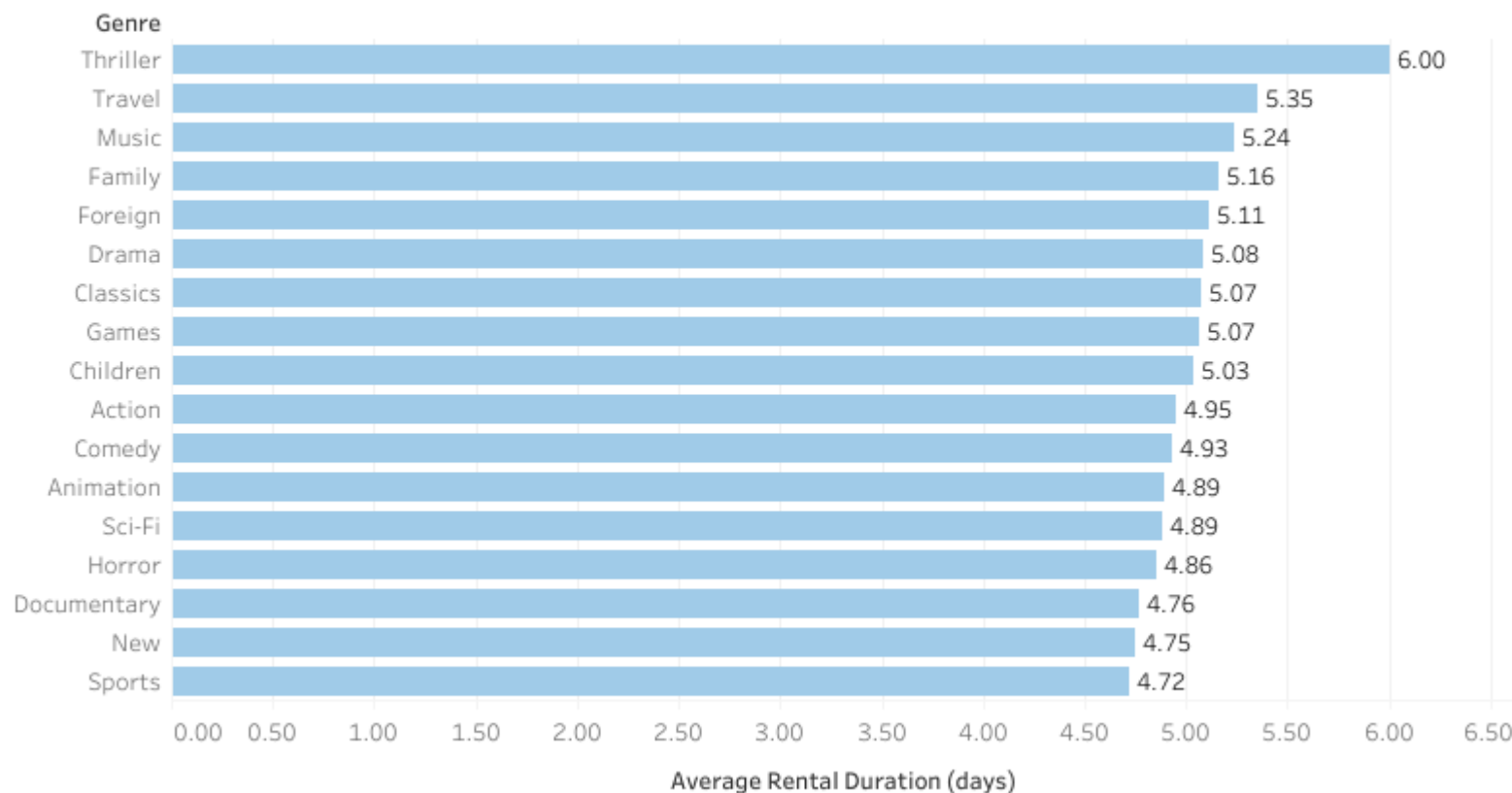


Top Genres producing the Highest Revenue:

1. Sports
2. Sci-Fi
3. Animation

AVERAGE RENTAL DURATION BY GENRE

Average Rental Duration by Genre



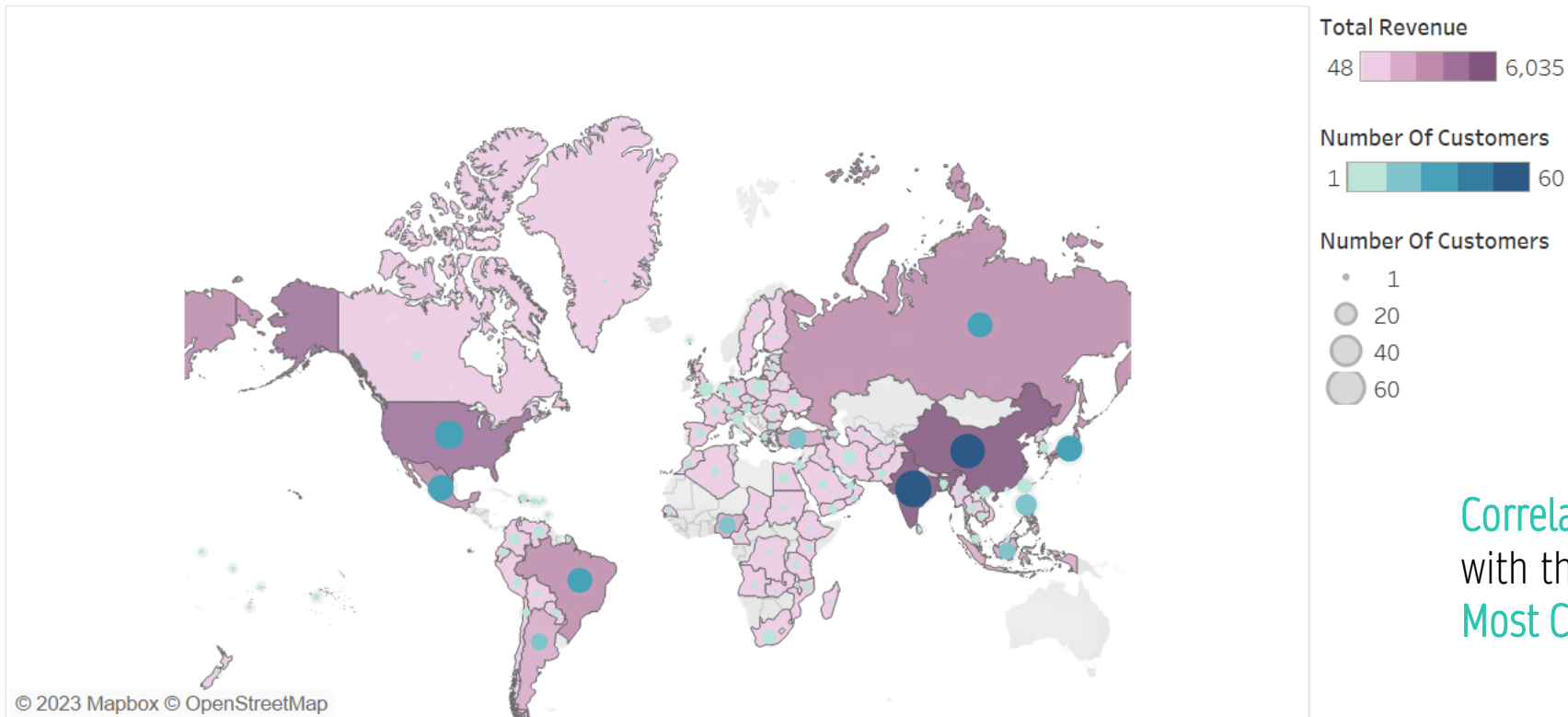
Thriller genre has the highest average rental duration of **6 days**.

Sports has the lowest rental duration of **4.72 days**.

The **average** rental duration is **4.99 days**.

COUNTRIES WITH THE HIGHEST REVENUE AND MOST CUSTOMERS

Countries with the Highest Revenue and Number of Customers



Correlation between the Countries with the Highest Revenue and Most Customers

TOP 10 COUNTRIES WITH HIGHEST REVENUE AND CUSTOMER NUMBERS

Country	Total Customers	Total Revenue
India	60	6034.78
China	53	5251.03
United States	36	3685.31
Japan	31	3122.51
Mexico	30	2984.82
Brazil	28	2919.19
Russian Federation	28	2765.62
Philippines	20	2219.7
Turkey	15	1498.49
Indonesia	14	1352.69

HIGHEST LIFETIME CUSTOMERS

Name	Country	Total Spent
Eleanor Hunt	Runion	211.55
Karl Seal	United States	208.58
Marion Snyder	Brazil	194.61
Rhonda Kennedy	Netherlands	191.62
Clara Shaw	Belarus	189.6
Tommy Collazo	Iran	183.63
Ana Bradley	United States	167.67
Curtis Irby	Canada	167.62
Marcia Dean	Philippines	166.61
Mike Way	India	162.67

KEY FINDINGS

- Sports, Sci-Fi and Animation are the genres with the highest revenue
- India, China and the United States have the highest number of customers and highest revenue
- Total of 599 customers based in 108 different countries
- Highest lifetime value customers based in Russia, United States, Brazil, Netherlands, Belarus

RECOMMENDATIONS

- Focus marketing on the genres with the highest revenue: Sports, Sci-Fi, Animation
- Target marketing to countries and areas which generate the greatest revenue: India, China, United States
- Implement a loyalty scheme to increase customer retention and to attract new customers
- Reward high lifetime customers with discounts