

An abstract graphic on the left side of the slide, featuring a series of overlapping, curved lines in various colors including blue, purple, green, red, and grey, creating a sense of motion and depth.A small, solid yellow horizontal bar located in the upper right area of the slide.

ROCKBUSTER STEALTH LLC

**Business Strategy for the New
Online Video Service**

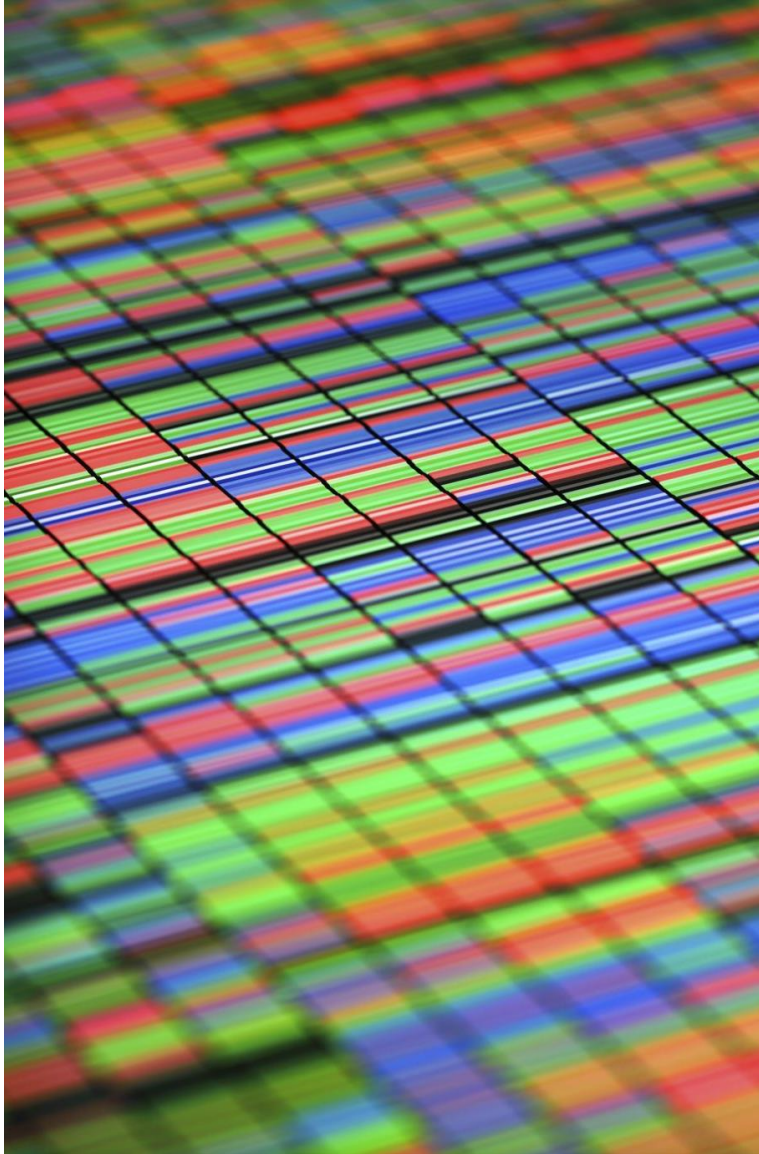


PROJECT OVERVIEW

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 licenses to launch an online video rental service in order to stay competitive

Rockbuster Stealth Management Board 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?



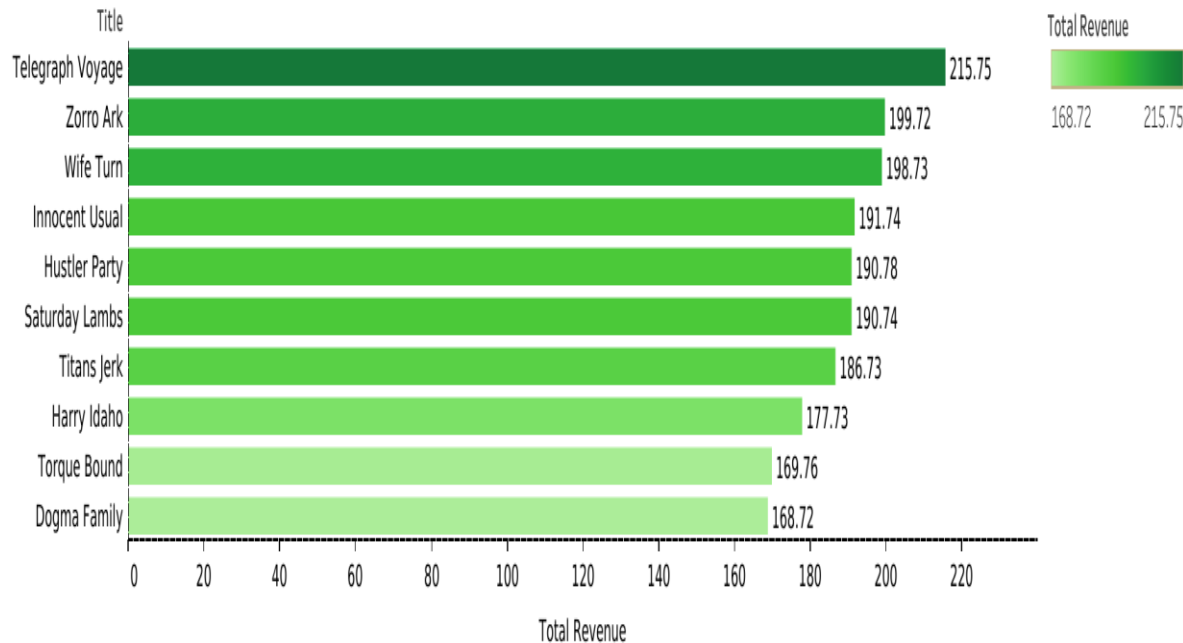
DATA OVERVIEW

🎬 NUMBER OF MOVIES	1000
🎬 MAXIMUM RENTAL DURATION	7 DAYS
🎬 MINIMUM RENTAL DURATION	3 DAYS
🎬 NUMBER OF GENRES	20
🎬 MINIMUM RENTAL RATE	\$ 0.99
🎬 MAXIMUM RENTAL RATE	\$ 4.99
🎬 GEOGRAPHICAL PRESENCE	109 Countries

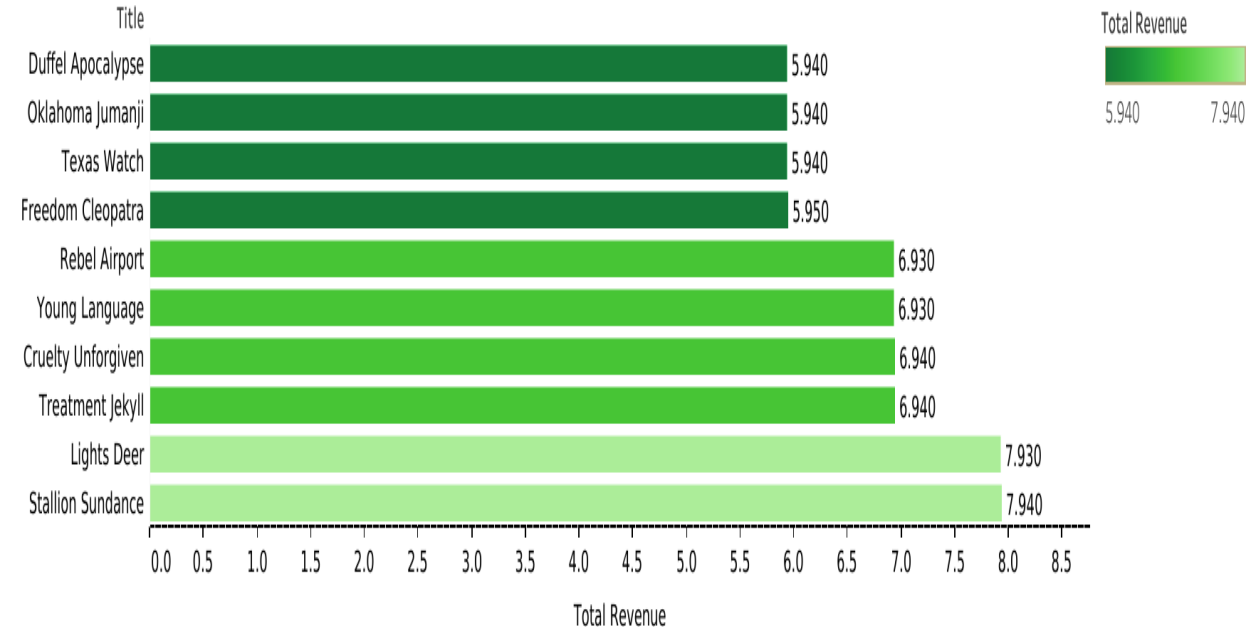
Which movies contributed the most/least to revenue gain?

- Rockbuster stealth reached \$61,312 in total revenue with 958 films across the regions.
- The top 10 highest earning films contributed 3% of the total revenue whereas bottom 10 lowest earning movies share 0.11% of total revenue.

Top 10 Most Profitable Movies



Bottom 10 Least Profitable Movies



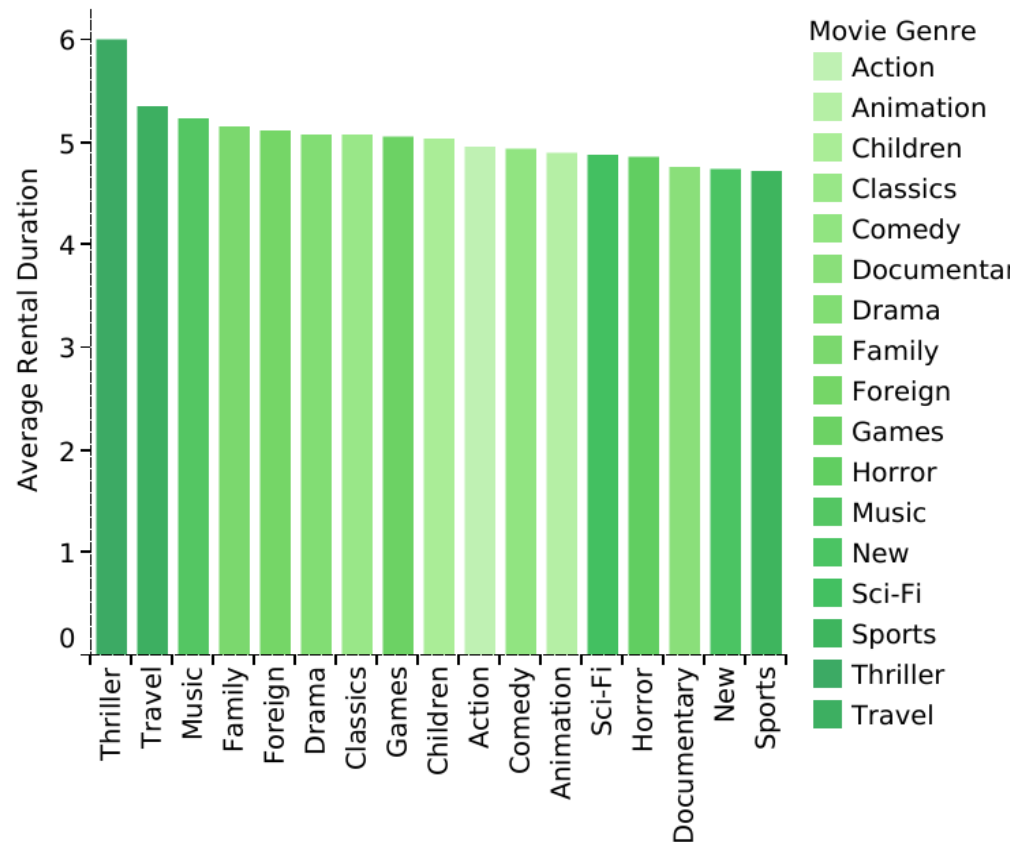
Note: There are 1000 films titles in the database but the inventory has record of only 958 movies. Hence, record of 42 movies are missing and unknown.

What was the average rental duration for all videos?

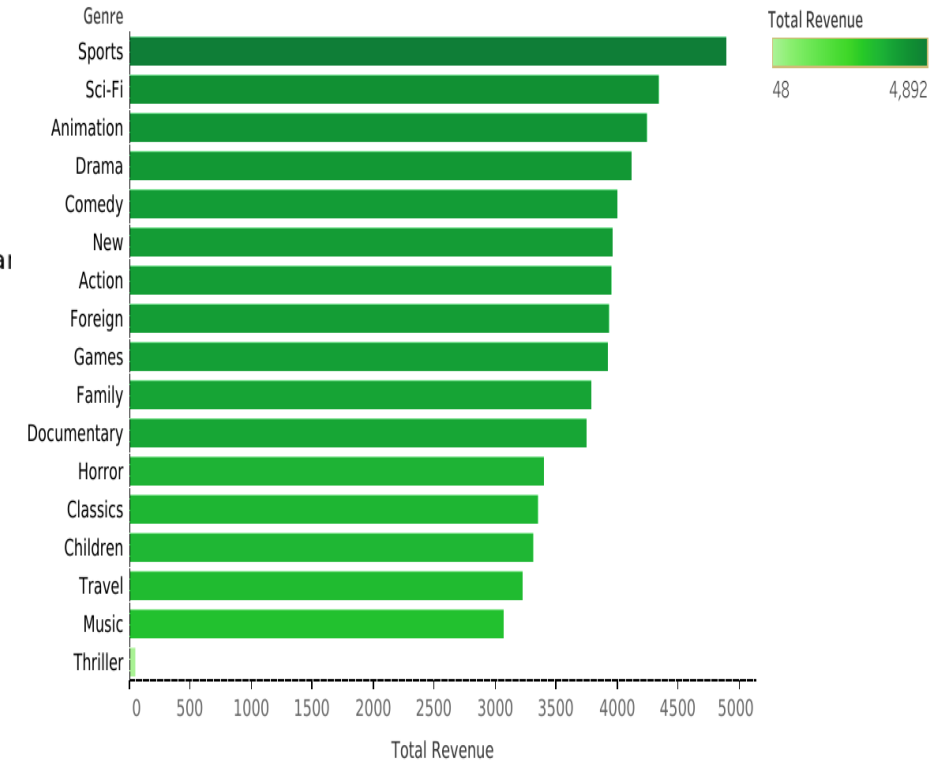
- 📺 Average Rental Duration is 5 days. Rental Duration varies with each genre but Thrillers are notably rented for longer duration.
- 📺 PG-13, R and PG are top 3 highest revenue generating MPAA Film Ratings.



Average Rental Duration by Genre

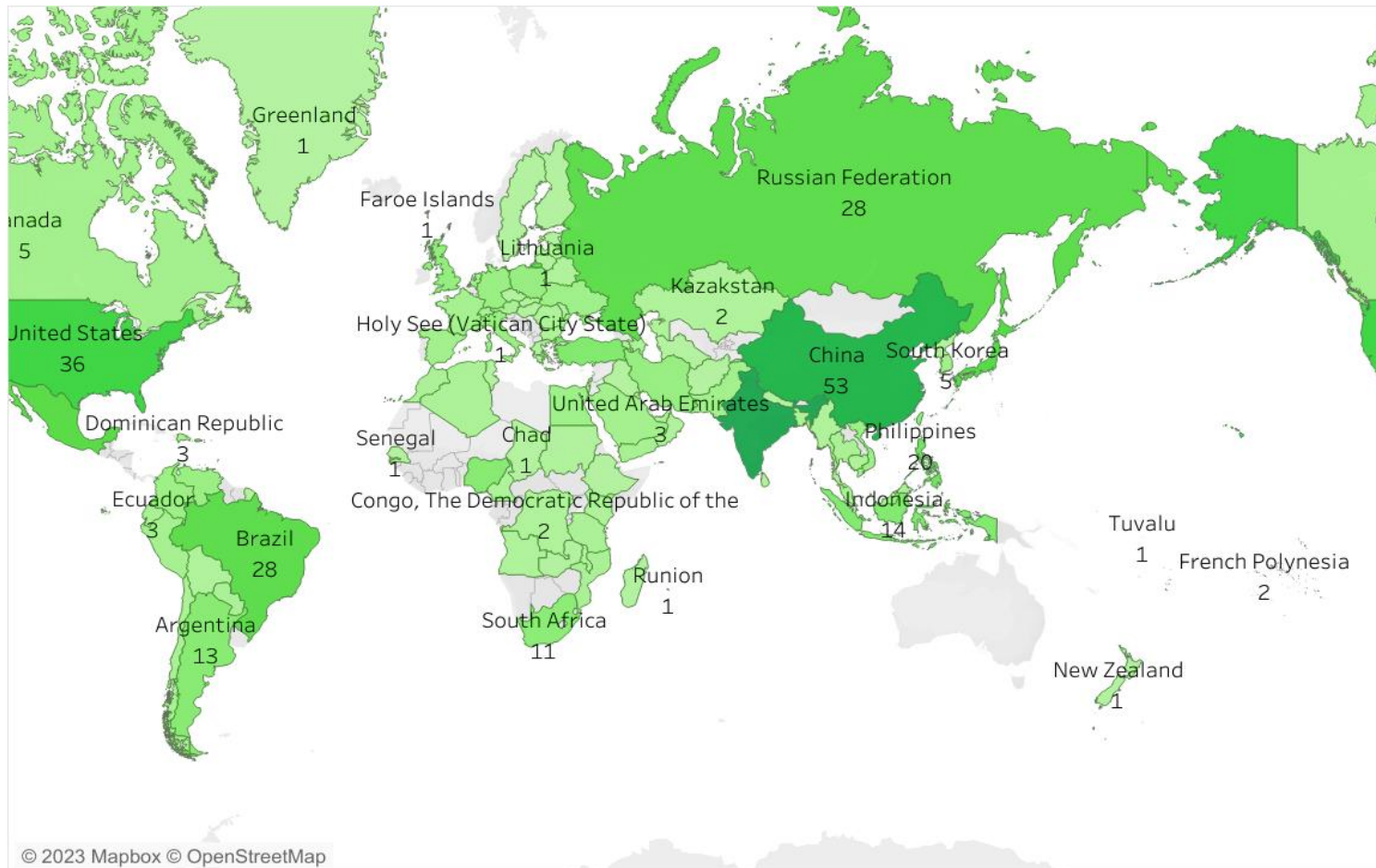


Revenue by Genre



Which countries are Rockbuster customers based in?

- ❏ The top customers are determined by their total spending within the highest profitable regions and in the country's top cities.
- ❏ Promoting loyalty or rewards to top paying customers is an opportunity to establish strong client relationship and extend new services through product soft launch .



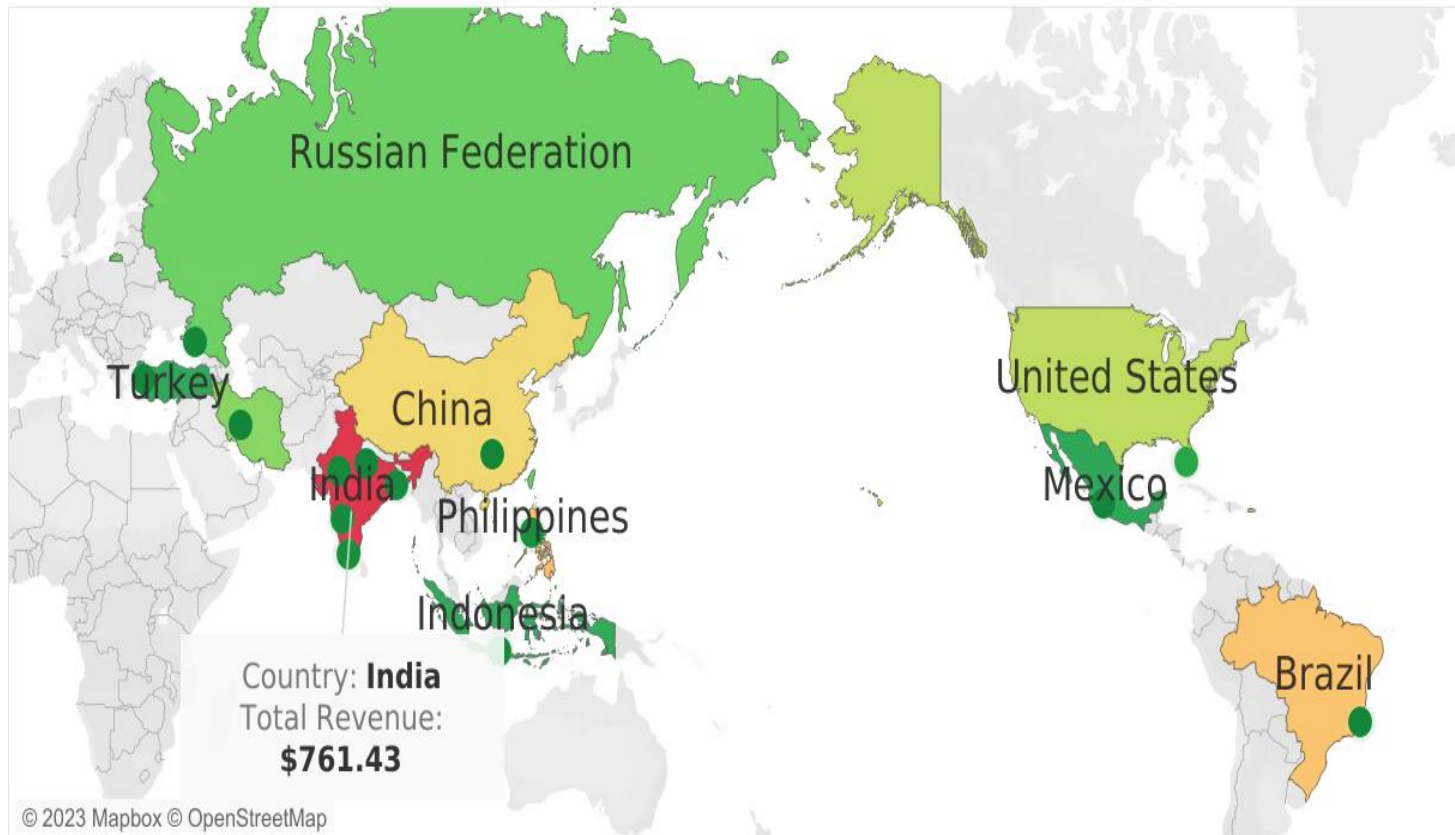
Top 5 Customers			
Customer Name	Country	City	Amount Paid
Arlene Harvey	India	Ambattur	111.76
Kyle Spurlock	China	Shanwei	109.71
Marlene Welch	Japan	Iwaki	106.77
Glen Talbert	Mexico	Acua	100.77
Clinton Buford	United States	Aurora	98.76

Top 10 Country & City	
Country	City
United States	Aurora
Mexico	Acua
United States	Citrus Heights
Japan	Iwaki
India	Ambattur
China	Shanwei
Brazil	So Leopoldo
China	Tianjin
China	Hami
Indonesia	Cianjur

Where are customers with a high lifetime value based?

- India, China, US, Japan and Mexico are the top five countries in average spending and lifetime customer value.

Top 15 High Value City & Country

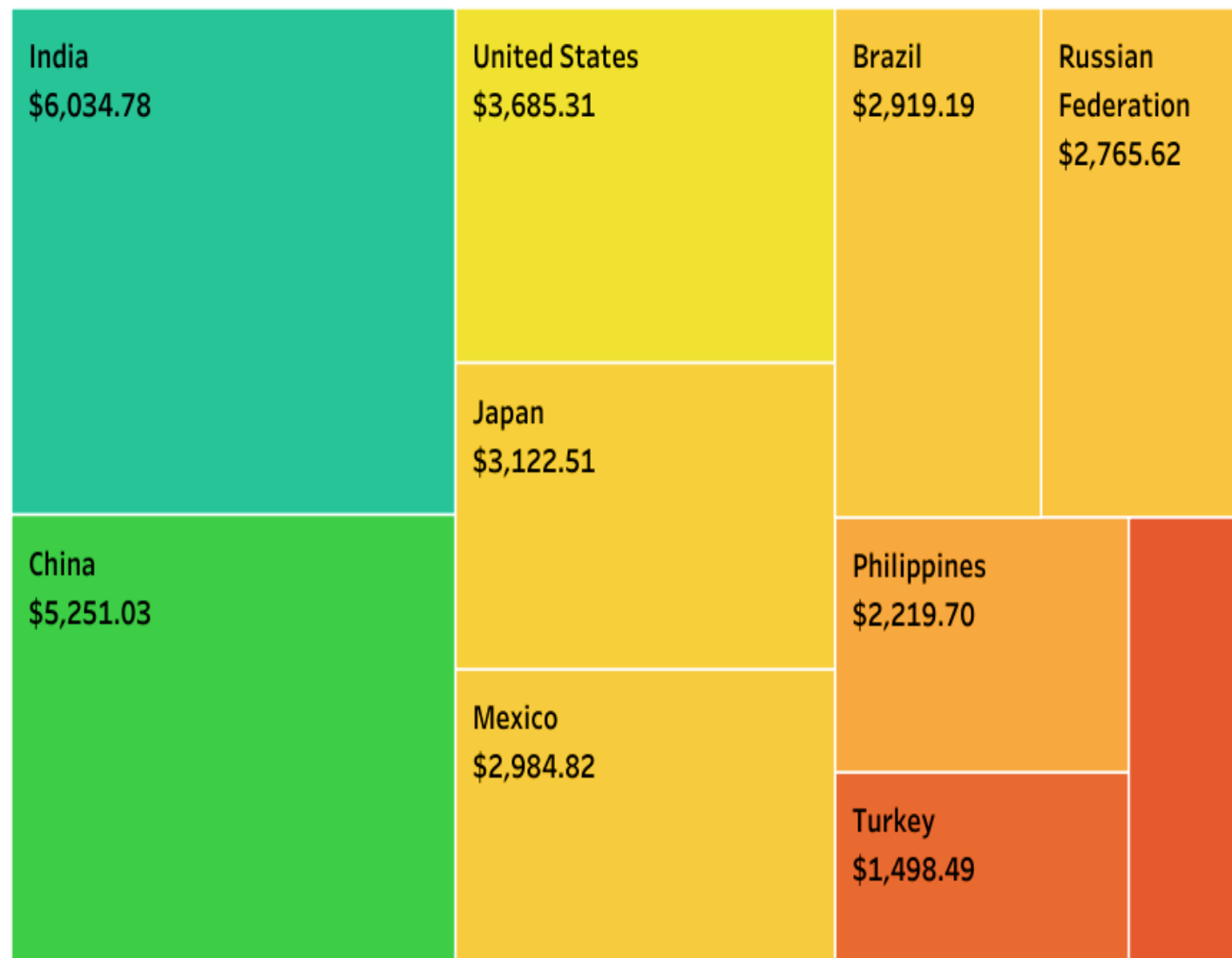


Country	City	Customer Name	No. of Rental	Revenue
United States	Cape Coral	Karl Seal	42	208.58
Brazil	Santa Brbara dOeste	Marion Snyder	39	194.61
Netherlands	Apeldoorn	Rhonda Kennedy	38	191.62
Belarus	Molodetno	Clara Shaw	40	189.6
Iran	Qomsheh	Tommy Collazo	37	183.63
United States	Memphis	Ana Bradley	33	167.67
Canada	Richmond Hill	Curtis Irby	38	167.62
Philippines	Tanza	Marcia Dean	39	166.61
India	Valparai	Mike Way	33	162.67
Philippines	Santa Rosa	Arnold Havens	32	161.68
Spain	Ourense (Orense)	Wesley Bull	35	158.65
Yemen	Hodeida	Gordon Allard	31	157.69
Philippines	Tanauan	Louis Leone	34	156.66
India	Halisahar	Lena Jensen	30	154.7
India	Bijapur	Tim Cary	34	154.66

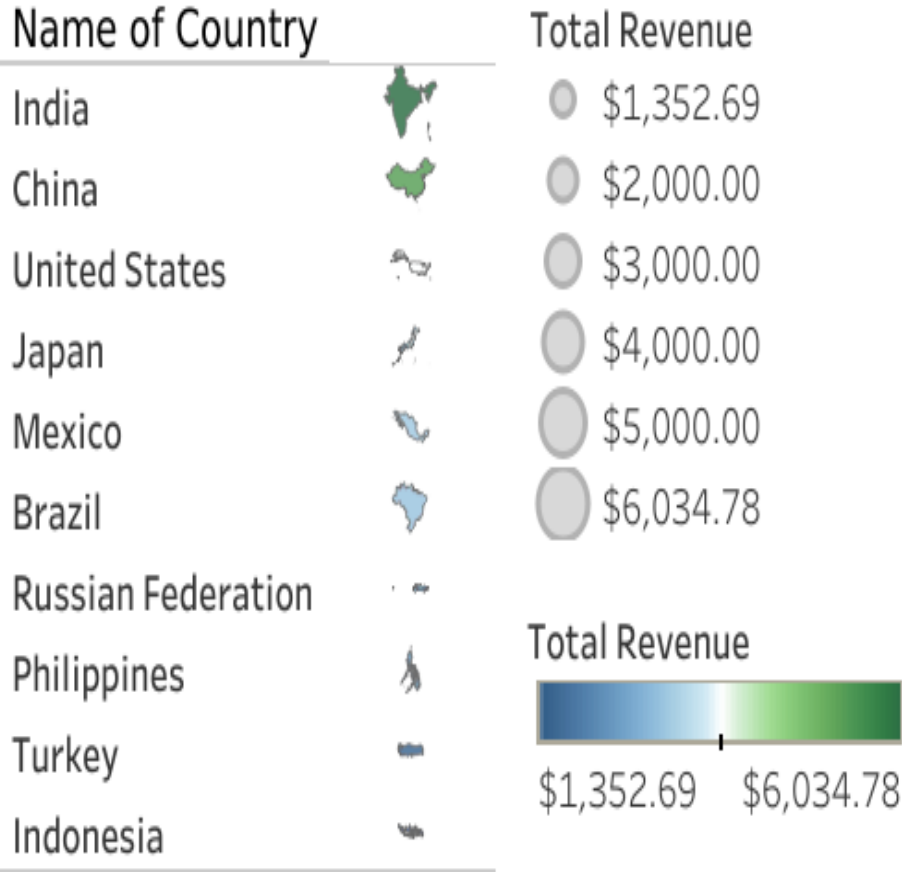
Do sales figures vary between geographic regions?

- India, China, US, Japan, and Mexico are the top 5 countries with highest number of customers.
- Top 5 customers with a highest lifetime value are based in India, China, Japan, Mexico, and US.
- Asia is the most profitable region followed by Europe and North America.

Top 10 Revenue Generating Countries



Top 10 Revenue Generating Countries



FINDINGS AND RECOMMENDATIONS

Rockbuster Stealth LLC should prioritize launching and marketing in the top 10 revenue-generating countries.

Assigning a short rental duration of 3 days to most movies is advisable since movies with the highest rental rate (\$4.99) and lowest rental duration (3 days) generate the most revenue.

Focus on Sports and Sci-Fi film categories to increase chances of success. Avoid Horror/Thriller, Classic, Children's, Travel, and Music categories.

Launch loyalty programs or personalized offers to appreciate and encourage premium users.



THANK YOU 😊

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