ROCKBUSTER STEALTH LLC

DATA ANALYSIS REPORT
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Project Overview

Rockbuster Stealth LLC, once a prominet worldwide movie rental franchise, seeks to adjust to instense competition from streaming titans such as Netflix and Amazon by introducing an internet-based video rental platform.

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Goals

❑ Help with the launch strategry for the new internet-based video rental platform.

Strategic Objectives

Maximizing Revenue

Identify the top performing movies

Leveraging High-Value Customers

Recognize high lifetime value customers
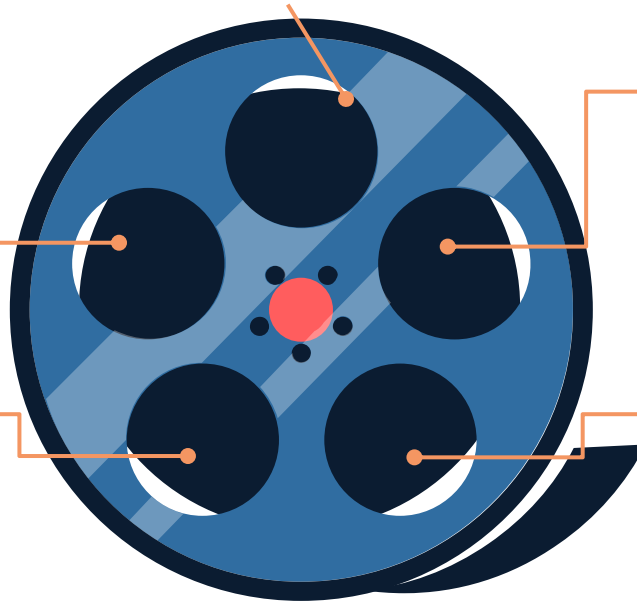
Improving Customer Experience

Calculate the average rental duration to enhance customer satisfaction
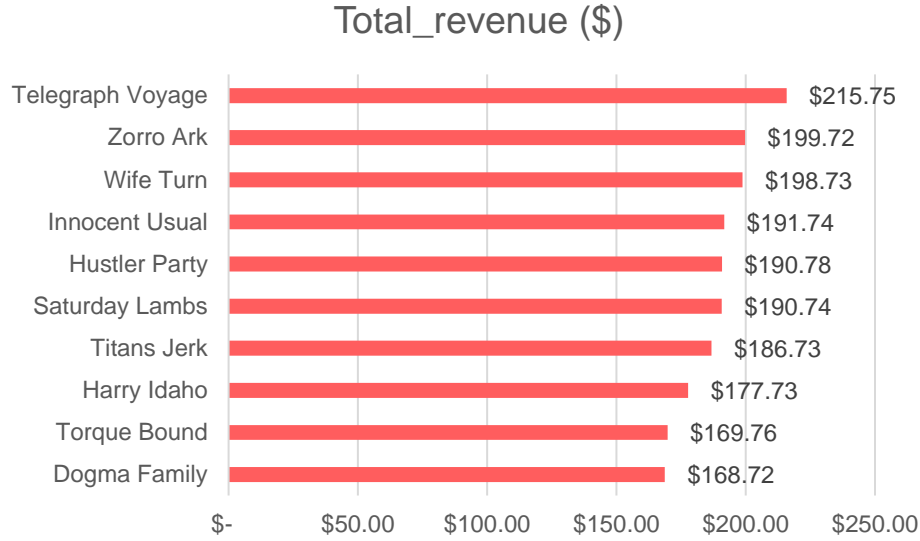
Analyzing Geographic Performance

Evaluate sales fluctuations across different regions to develop targeted growth strategies

Expanding Market

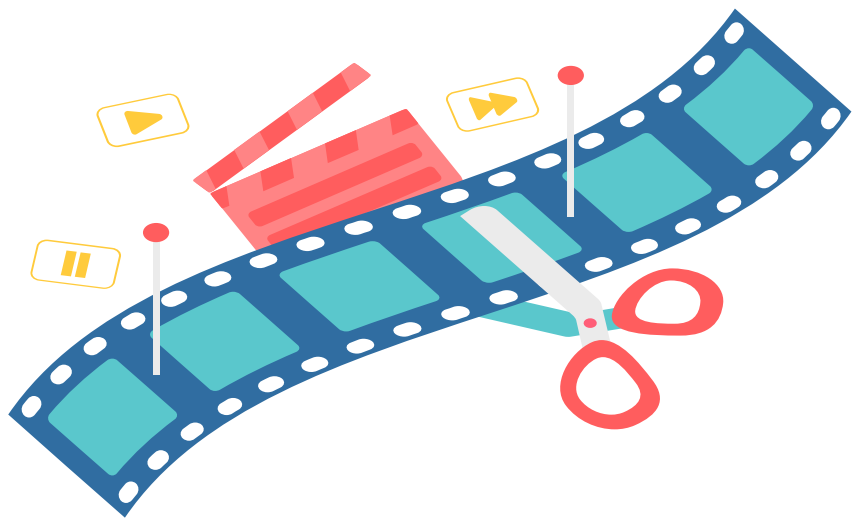Identify customer locations for targeted marketing

Top Performing Movies

Total_revenue ($)

Movie	Revenue
Telegraph Voyage	$215.75
Zorro Ark	$199.72
Wife Turn	$198.73
Innocent Usual	$191.74
Hustler Party	$190.78
Saturday Lambs	$190.74
Titans Jerk	$186.73
Harry Idaho	$177.73
Torque Bound	$169.76
Dogma Family	$168.72

Top earners are Telegraph Voyage and Zorro Ark

Adventure and drama are top genres

| Genre	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
Documentary	$3,749.65
Horror	$3,401.27
Classics	$3,353.38
Children	$3,309.39
Travel	$3,227.36
Music	$3,071.52
Thriller	$47.89

1 Sports and Sci-fi genres generate the highest revenue.

2 Comedy and documentary genres also make substantial contributions to revenue
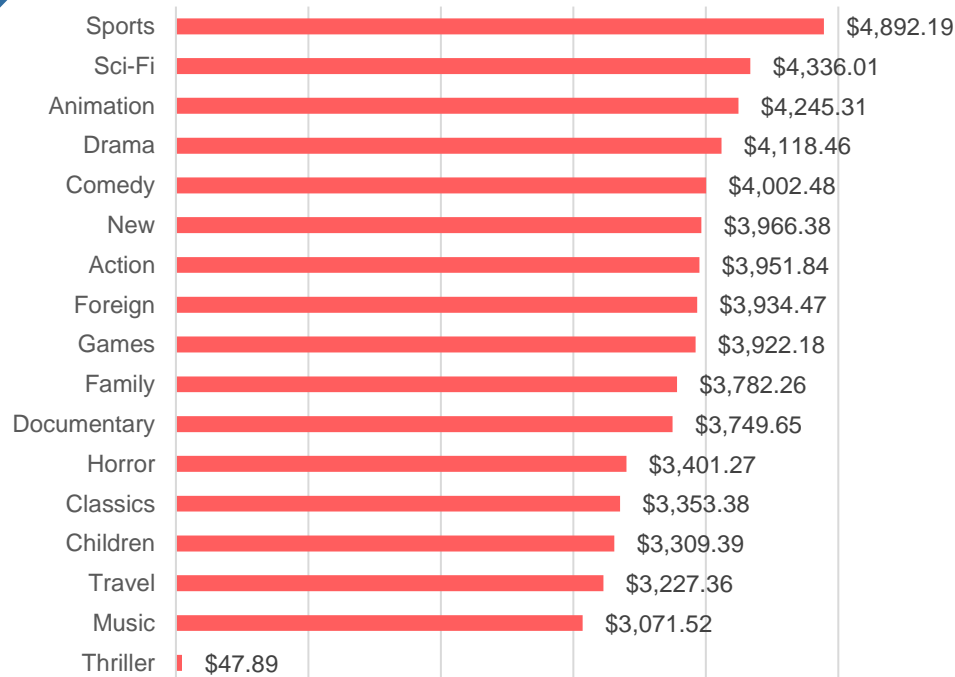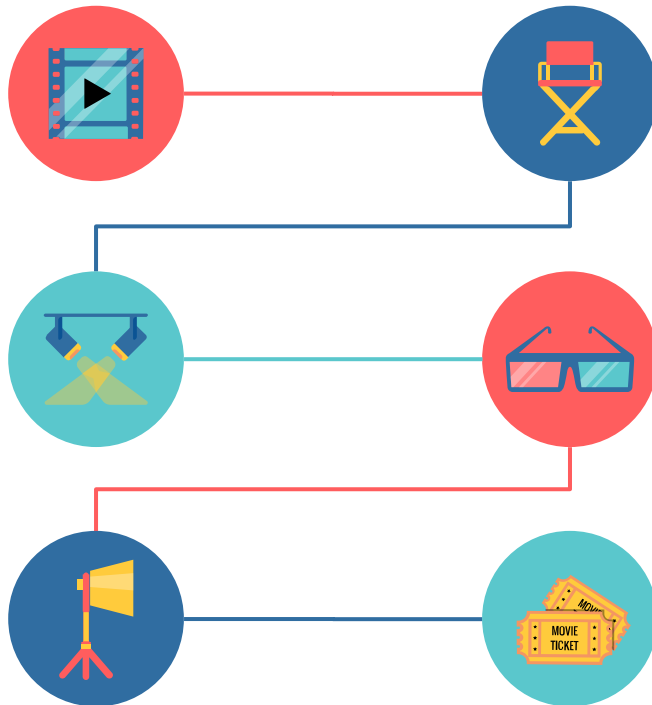
Rockbuster Stealth at a glance

Replacement Cost
Avg. $19.98

Films
1,000

Movie Genre
17

Rental Duration
Average rental duration of all movies is 5 days

Customers
599

Rental Rate
Average rental rate for all movies are $2.98

Top 10 countries with the highest customers count

India and China leads in customers and revenue

Top 10 Countries with highest revenue and customers

Revenue of $31,834 is generated from 315 customers, with the top 10 countries driving this income.

India and China are the lead in customers and revenue.

A high number of customers aligns with revenue growth.

Country	Total Customers	Total Revenue ($)
India	60	6,035
China	53	5,251
United States	36	3,685
Japan	31	3,123
Mexico	30	2,985
Brazil	28	2,919
Russian Federation	28	2,766
Philippines	20	2,220
Turkey	15	1,498
Indonesia	14	1,353

High-Value Customers

Customer Name	City	Country	Total Revenue Contributed ($)
Eleanor Hunt	Saint-Denis	Runion	211.55
Karl Seal	Cape Coral	United States	208.58
Marion Snyder	Santa Brbara dOeste	Brazil	194.61
Rhonda Kennedy	Apeldoorn	Netherlands	191.62
Clara Shaw	Molodetno	Belarus	189.6
Tommy Collazo	Qomsheh	Iran	183.63
Ana Bradley	Memphis	United States	167.67
Curtis Irby	Richmond Hill	Canada	167.62
Marcia Dean	Tanza	Philippines	166.61
Mike Way	Valparai	India	162.67

Eleanor Hunt leads with $211.55 revenue. Average of $184 per customer across 9 countries. Two high-value customers from USA
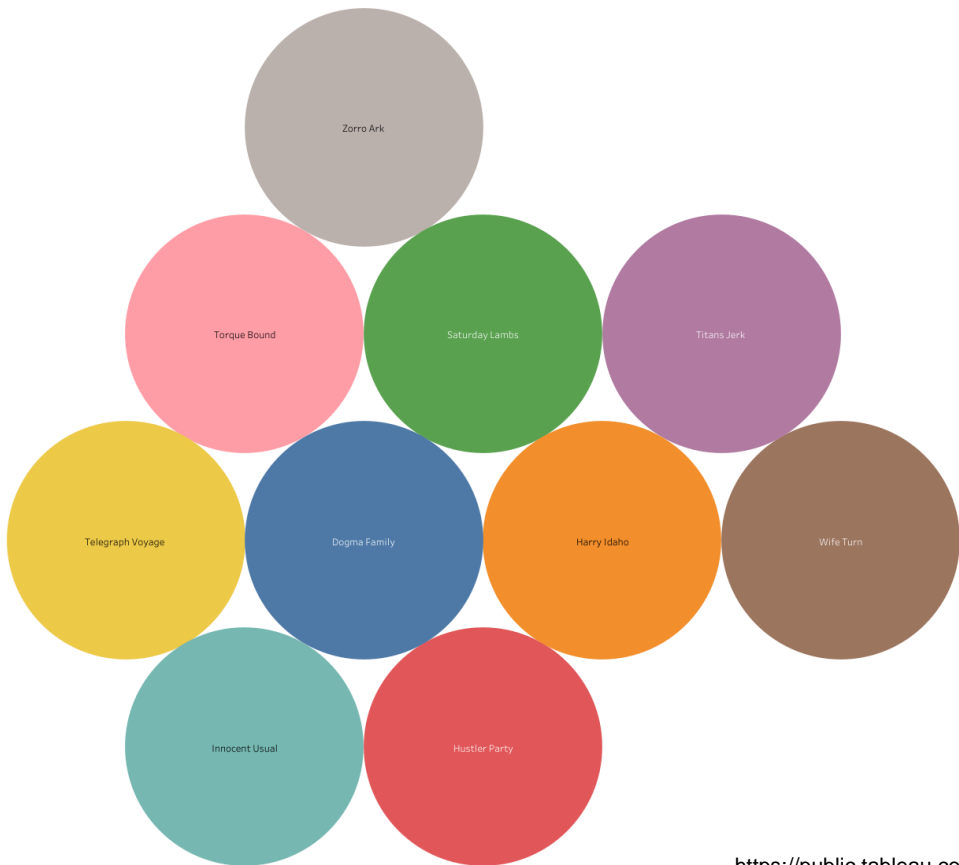
Top Movies	Top Genre
Telegraph Voyage	Sports
Zorro Ark	Sci-Fi
Wife Turn	Animation
Innocent Usual	Drama
Hustler Party	Comedy
Saturday Lambs	New
Titans Jerk	Action
Harry Idaho	Foreign
Torque Bound	Games
Dogma Family	Family

Key Takeaway

1 Top-Revenue Movies: Telegraph Voyage & Zorro Ark. Adventure and Drama are favorites

2 Top Revenue Genres: Sports & Sci-Fi

3 Top Revenue Markets: India, China, USA – mark priority for target marketing and expansion

4 Eleanor Hunt and Karl Seal are top paying customers

Conclusion and Recommendations

Marketing Strategies:
- ❑ Utilize genre-targeted marketing, with a particular emphasis on Sports and Sci-Fi, employing personalized promotions for customer retention.
- ❑ Promote popular film categories and customer favorites.
- ❑ Tailor content and marketing approaches for customers in key markets such as India, China, and the USA, to enhance engagement and foster loyalty.

Customer Engagement and Loyalty:
- ❑ Implement loyalty programs to reward high-value customers, thereby boosting retention and lifetime value.
- ❑ Use algorithms to deliver personalized recommendations.

Genre Focus:
- ❑ Invest in expanding top genres while removing underperforming titles through regular updates of the movie catalogue, guided by customer preferences and market trends.

Pricing:
- ❑ Introduce dynamic pricing based on file ratings and rental duration trends, with flexibility to accommodate customer preferences.

<u>In-depth Research:</u>

- ❑ Conduct surveys and market analysis to understand customer's viewing habits, preferences, and barriers to subscription.
- ❑ Leverage insights gleaned from this research to refine the content acquisition strategy and enhance the user experience.
- ❑ Analyze data on genre preferences and market trends to make informed decisions about acquiring content that aligns with customer interests, such as focusing on popular genres like Sports and Sci-Fi.
- ❑ Consider customer feedback and engagement metrics to identify areas for improvement in the user experience, such as enhancing content discovery features or streamlining the rental process.

By incorporating these insights into the content acquisition strategy and user experience design, Rockbuster Stealth LLC can better meet the needs and preferences of the audience, ultimately driving increased satisfaction and loyalty.

ROCKBUSTER STEALTH LLC

THANK YOU

Questions or Feedback?

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