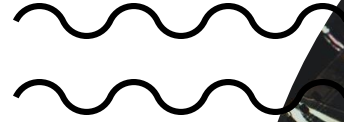


ROCKBUSTER STEALTH LLC



DATA ANALYSIS FOR
2020 COMPANY STRATEGY

○ Project Motivation

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 and Objectives

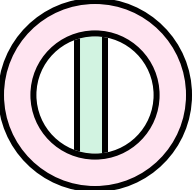
- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?



W H I C H M O V I E S
C O N T R I B U T E D
T H E M O S T T O
R E V E N U E
G A I N ?



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

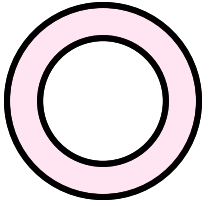


W H I C H M O V I E S
C O N T R I B U T E D
T H E L E A S T T O
R E V E N U E
G A I N ?



Texas Watch	\$ 5.94
Oklahoma Jumanji	\$ 5.94
Duffel Apocalypse	\$ 5.94
Freedom Cleopatra	\$ 5.95
Young Language	\$ 6.93
Rebel Airport	\$ 6.93
Cruelty Unforgiven	\$ 6.94
Treatment Jekyll	\$ 6.94
Lights Deer	\$ 7.93
Stallion Sundance	\$ 7.94





What was
the **average
rental
duration** for
all videos?

**AVERAGE
RENTAL
DURATION**

5 days

**MINIMAL
RENTAL
DURATION**

3 days

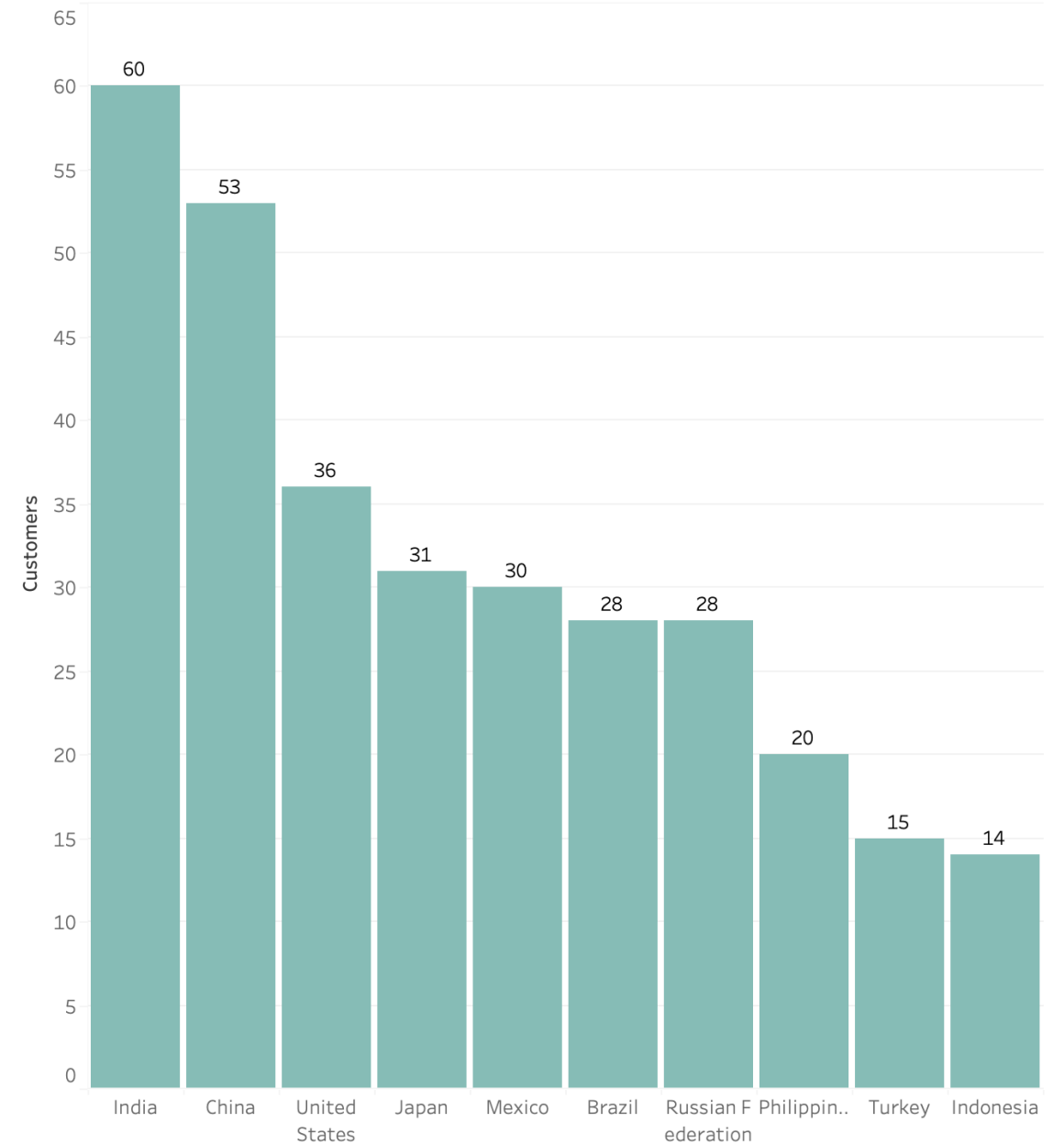
**MAXIMUM
RENTAL
DURATION**

7 days



W H I C H
C O U N T R I E S
A R E
R O C K B U S T E R
C U S T O M E R S
B A S E D I N ?

Top 10 Countries by Customers



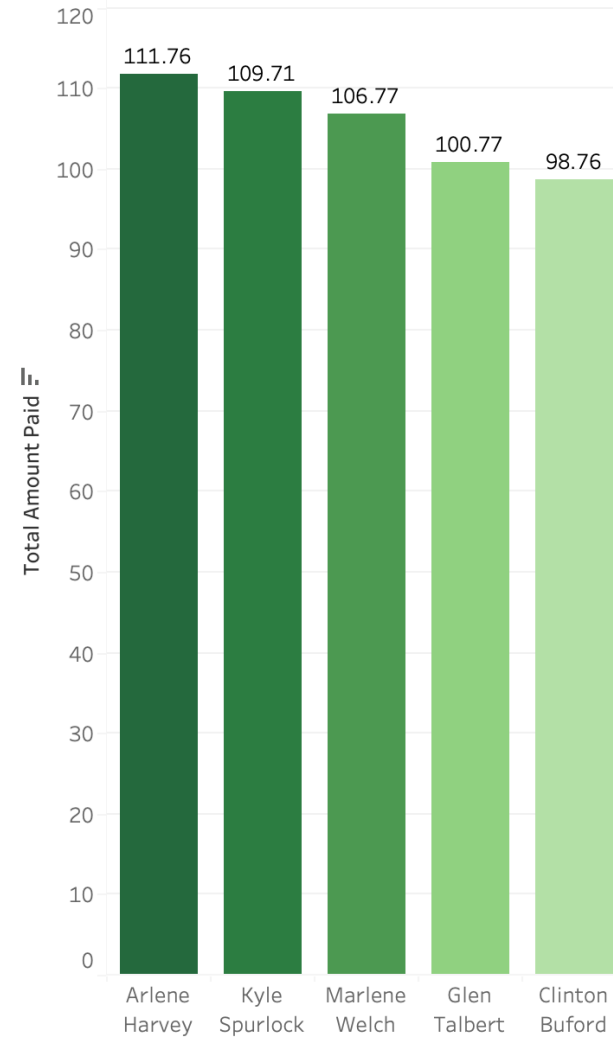
TOP 10
CITIES WITH
THE MOST
CUSTOMERS
IN THE
LEADING 10
COUNTRIES

Top 10 Cities by Customers

Country	City	
United States	Aurora	2
	Citrus Heights	1
Russian Federation	Teboksary	1
Mexico	Acua	1
Japan	Iwaki	1
Indonesia	Cianjur	1
India	Ambattur	1
China	Shanwei	1
	Tianjin	1
Brazil	So Leopoldo	1

**TOP 5
HIGHEST-
PAYING
CUSTOMERS
FROM THE
TOP 10
CITIES FOR
ROCKBUSTER**

Top 5 Customers

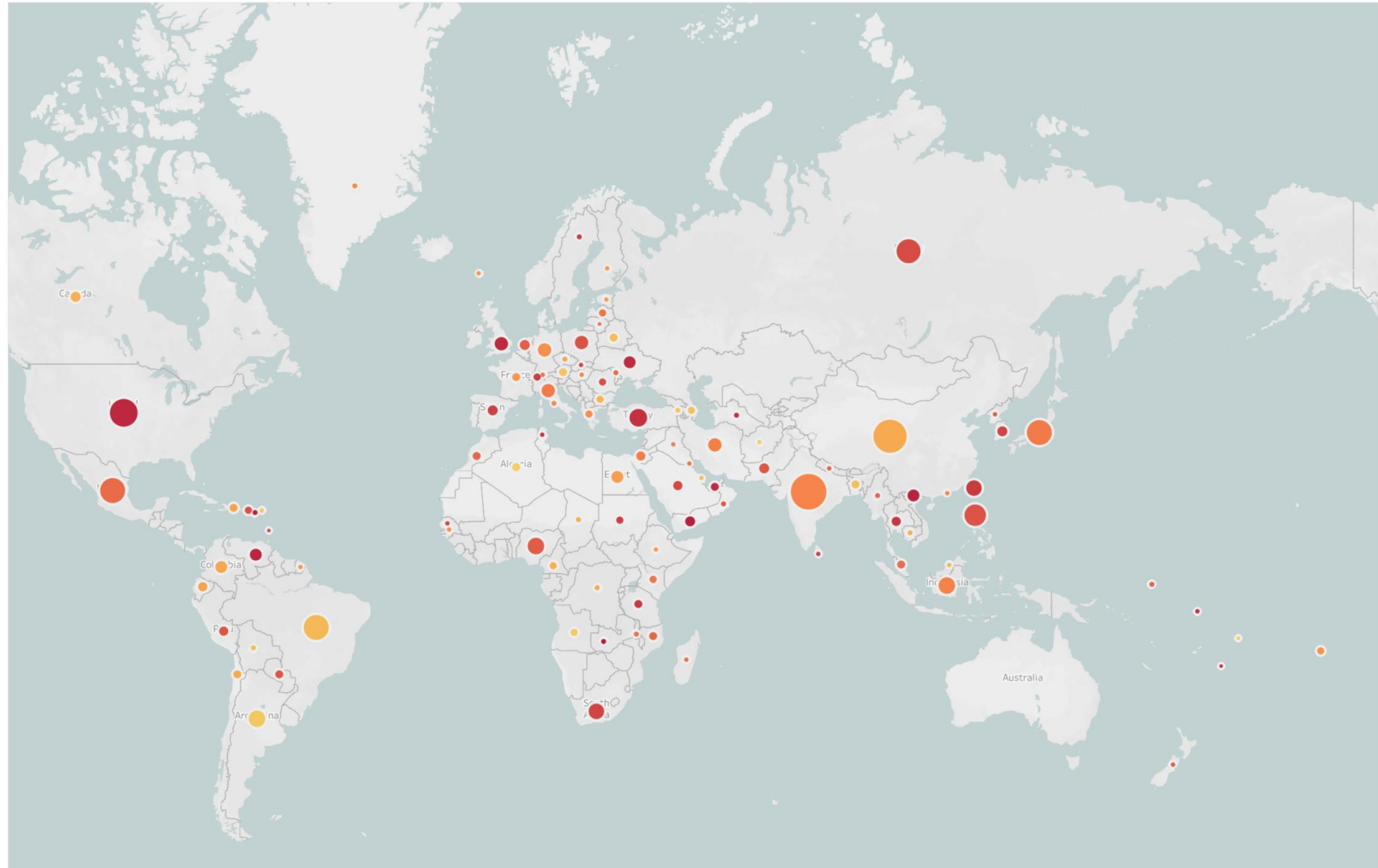


○ Where are customers with a high lifetime value based?

- Arlene Harvey from India
- Kyle Spurlock from China
- Marlene Welch from Japan
- Glen Talbert from Mexico
- Clinton Buford from United States



- Do sales figures vary between geographic regions?



○ Insights

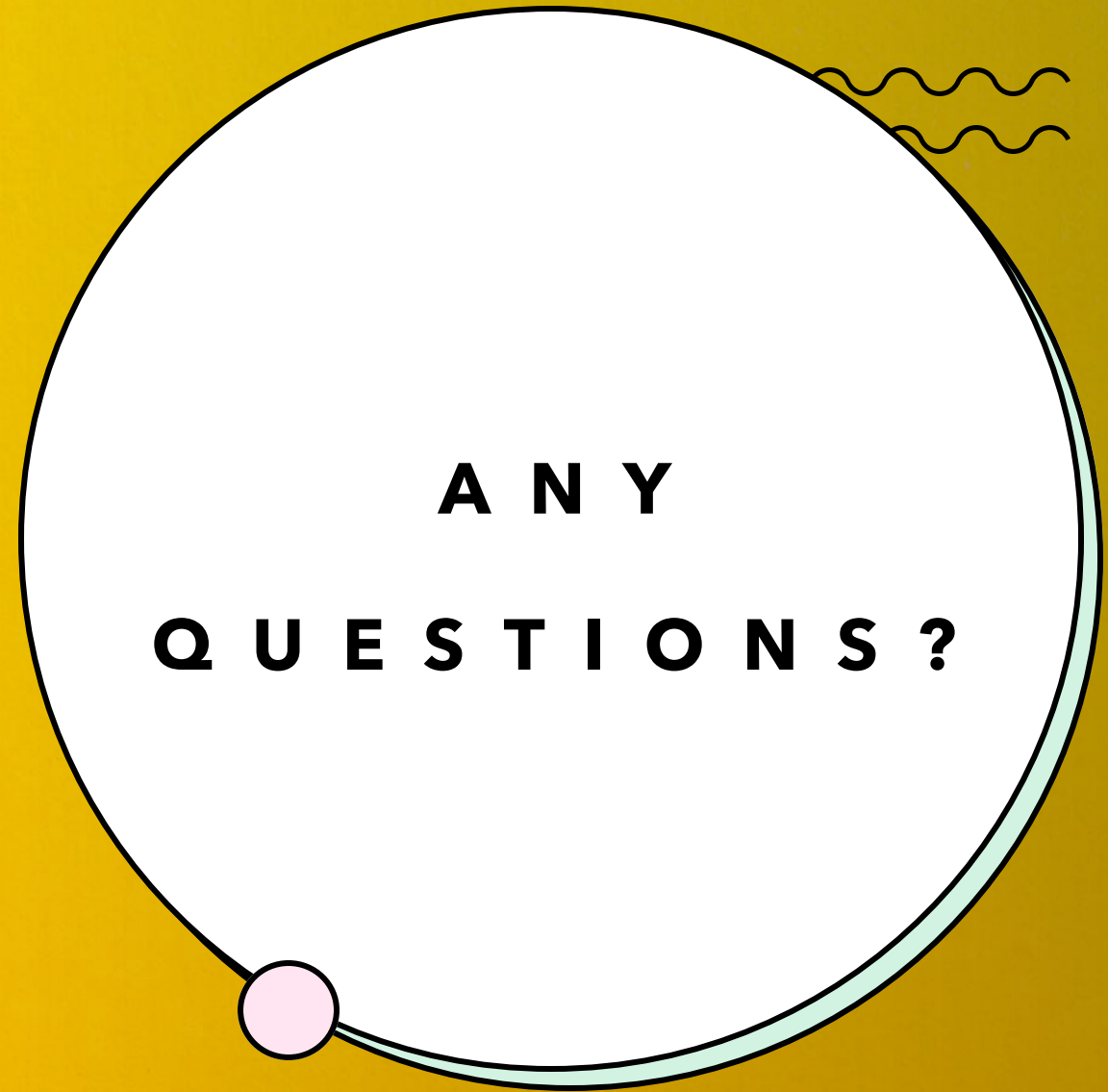
- India, China, and the US lead in revenue and customer count.
- Asia has a high number of customers across various countries.
- US customers have higher spending rates.

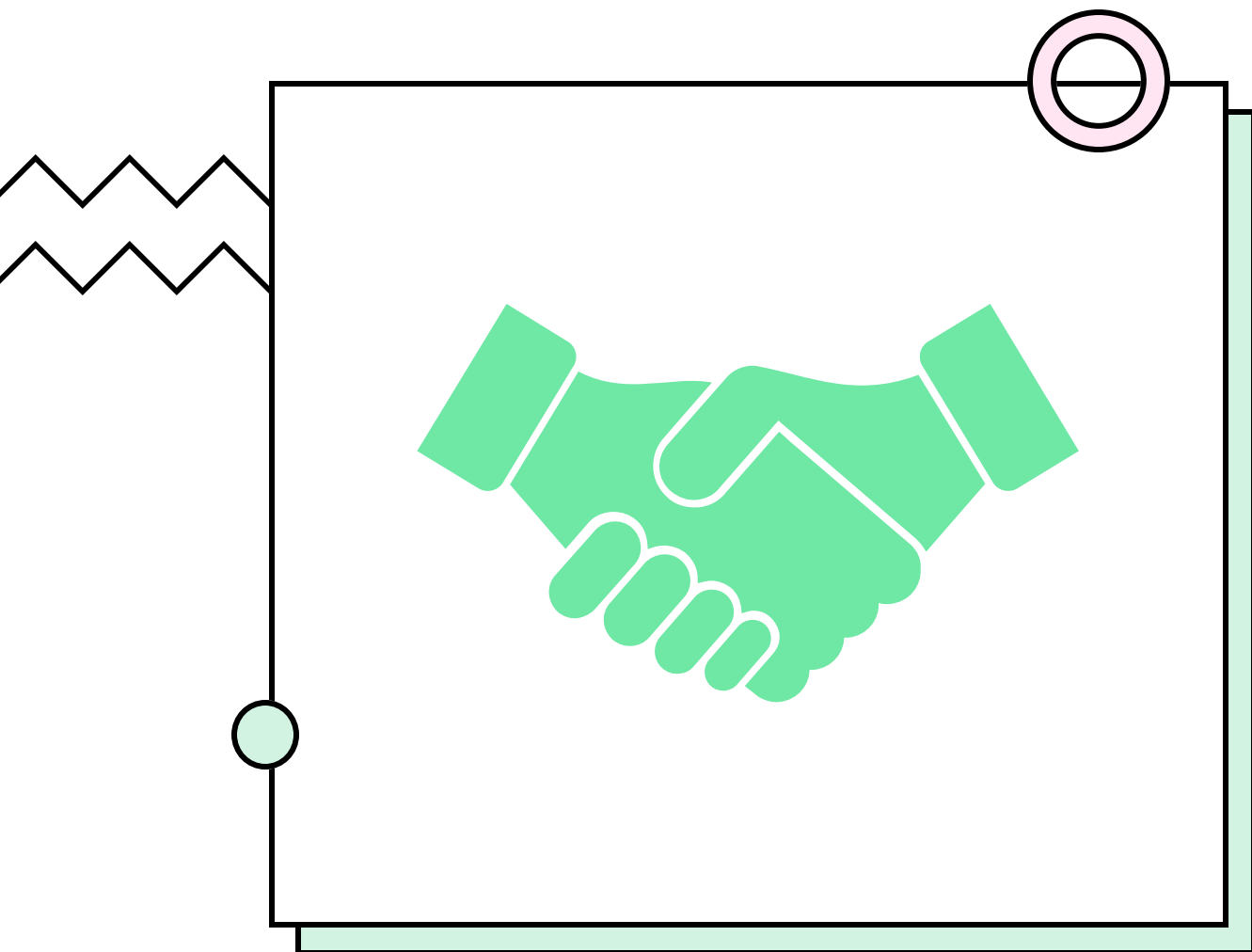


○ Recommendations

- Localized Marketing:
 - Target India, China, and the US with customized marketing campaigns to increase platform subscriptions.
- Customer Engagement:
 - Offer top customers exclusive previews or experiences to foster loyalty.
 - Implement a rewards program for high-value customers to maintain high retention rates.
- Strategic Focus:
 - Concentrate marketing efforts on top-selling movies and genres to maximize ROI.
 - Develop retention strategies to appreciate and keep high-value customers engaged with the Rockbuster Stealth business.







*THANK
YOU!*

