



ROCKBUSTER STEALTH LLC

PRODUCTION _____

DIRECTOR _____

CAMERA _____

SCENE _____

Maria Jaramillo
2023

About Rockbuster Stealth Llc

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.

Motivation:

Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service to stay competitive.

Key Questions:

- Which movies contributed the least/most to revenue gain?
- Do sales figures vary between geographic regions?
- 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?





Revenue by Movies

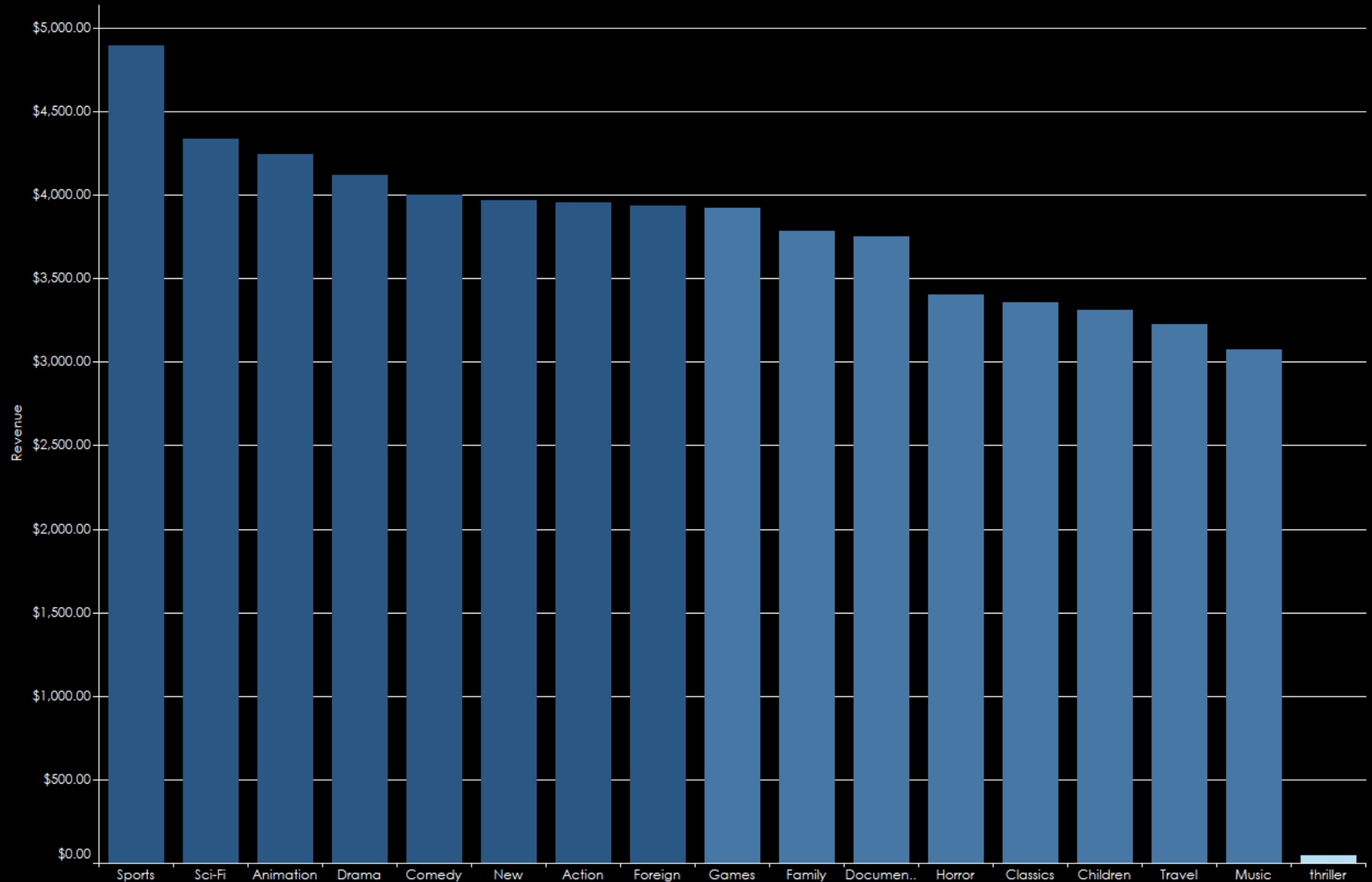
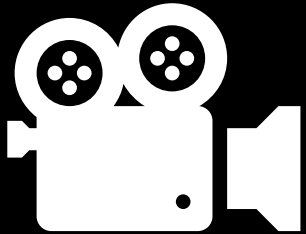
TOP 5

Bottom 5

Movie	Revenue	Movie	Revenue
Telegraph Voyage	\$ 215.75	Oklahoma Jumanji	\$ 5.94
Zorro Ark	\$ 199.72	Duffel Apocalypse	\$ 5.94
Wife Turn	\$ 198.73	Texas Watch	\$ 5.94
Innocent Usual	\$ 191.74	Freedom Cleopatra	\$ 5.95
Hustler Party	\$ 190.78	Rebel Airport	\$ 6.93

Revenue by Genre

- Sports, Sci-fi, and Animation are in the top 3 genres by revenue.
- Movies in the travel, music, and thriller genres have the lowest revenue



Revenue by Country

Top 5 Countries

Country

Revenue

India	\$ 6032.79
China	\$ 5247.04
United States	\$ 3694.27
Japan	\$ 3121.52
Mexico	\$ 2984.82

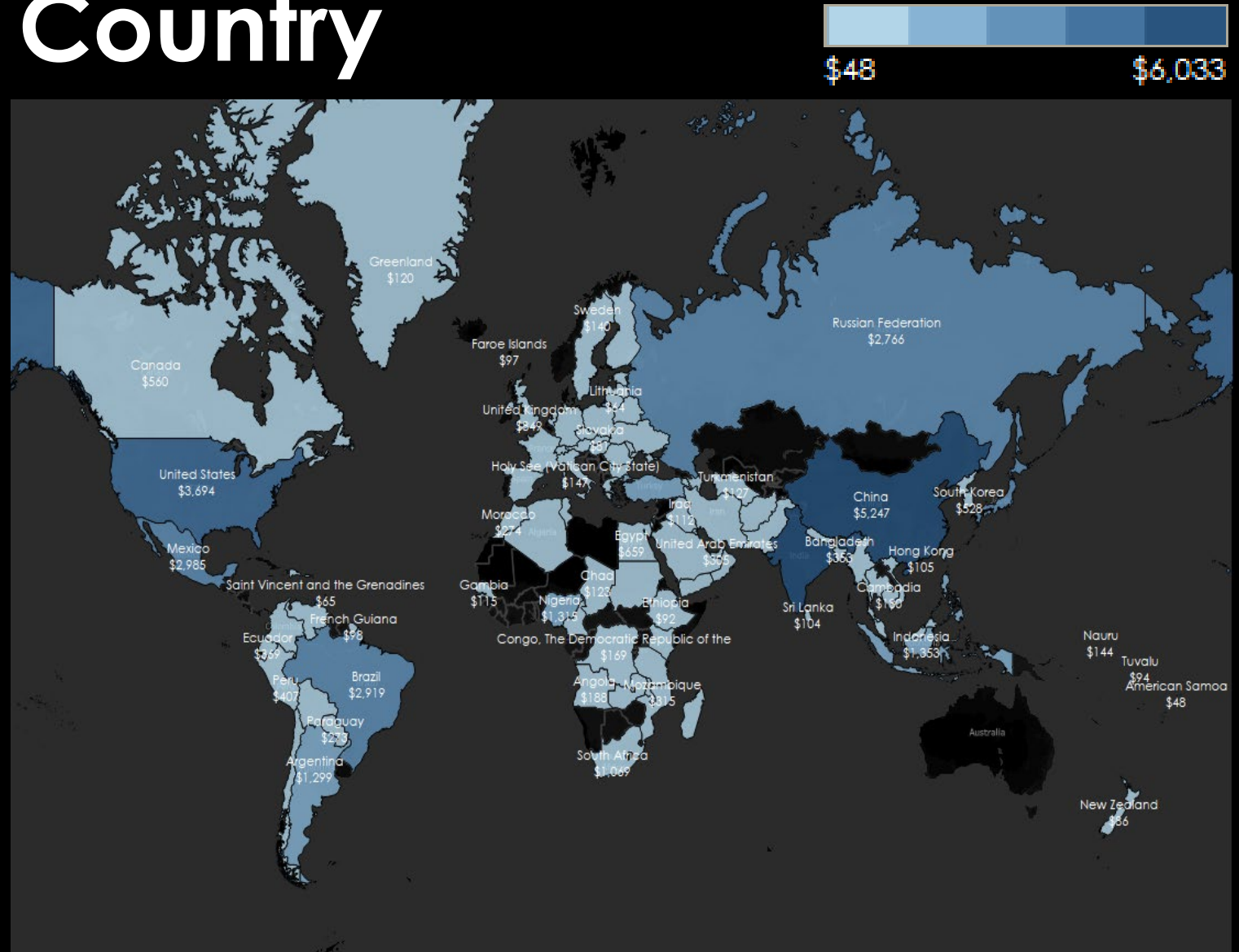
Bottom 5 Countries

Country

Revenue

American Samoa	\$ 47.85
Lithuania	\$ 63.78
Saint Vincent and the Grenadines	\$ 64.82
Tonga	\$ 64.84
Afghanistan	\$ 67.82

- India, China, and the US spend the most
- Asia has the most countries with the top revenue



Rental Duration

Average Rental Duration
4.9 days

Minimum Rental Duration
3 days

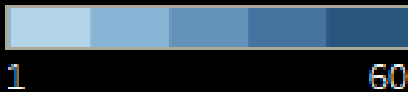
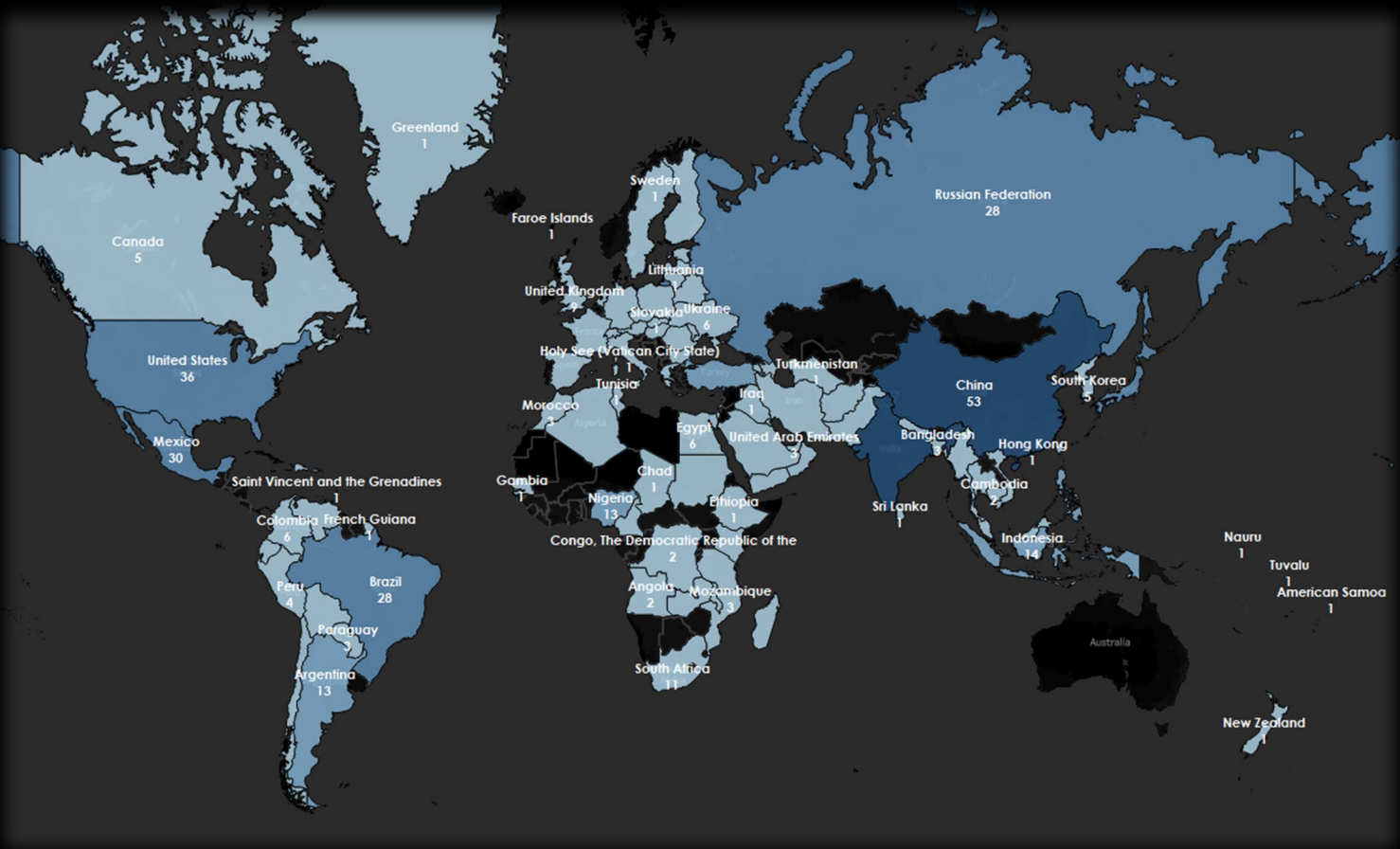
MAX Rental Duration
7 days



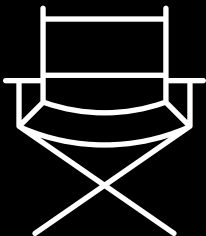
Countries by Customer Counts

TOP 10 Countries

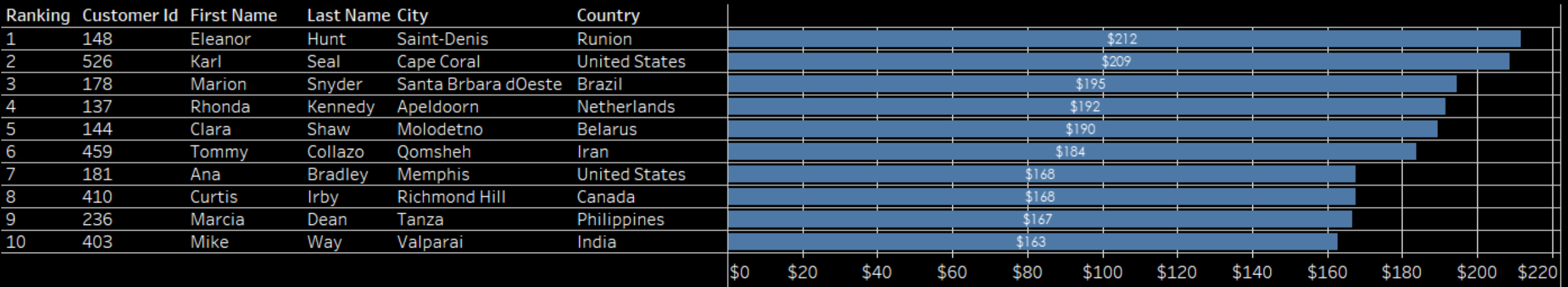
	Country	Customers
1	India	60
2	China	53
3	United States	36
4	Japan	31
5	Mexico	30
6	Brazil	28
7	Russian Federation	28
8	Philippines	20
9	Turkey	15
10	Indonesia	14



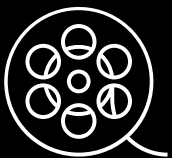
- India, China, & US are in the top 3 for customer count.
- Most of the countries in the top 10 are located in Asia.
- US, Mexico, and Brazil are the 3 countries in the Americas in the top 10.



TOP 10 Most Value Customers



- Two of the Top 10 customers are located in the US.
- Eleanor Hunt is the customer who has spent the most money at Rockbuster.



Insights & Recommendations



Insights:

- India, China, & US are in the top 3 Countries in revenue and customer count
- Asia had the most countries with the most customer
- US customers spend the most

Recommendation:

- Focus on a marketing strategy to impact the customer subscription to the new platform in India, China, and the US.
- Includes movies in the sports, sci-fi, and animation genres in the new platform.
- Give top customers the first look at the platform or create a unique experience for them

Q & A

The End