Rockbuster Stealth LLC

Marika Macawile

Project Overview

1. 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.

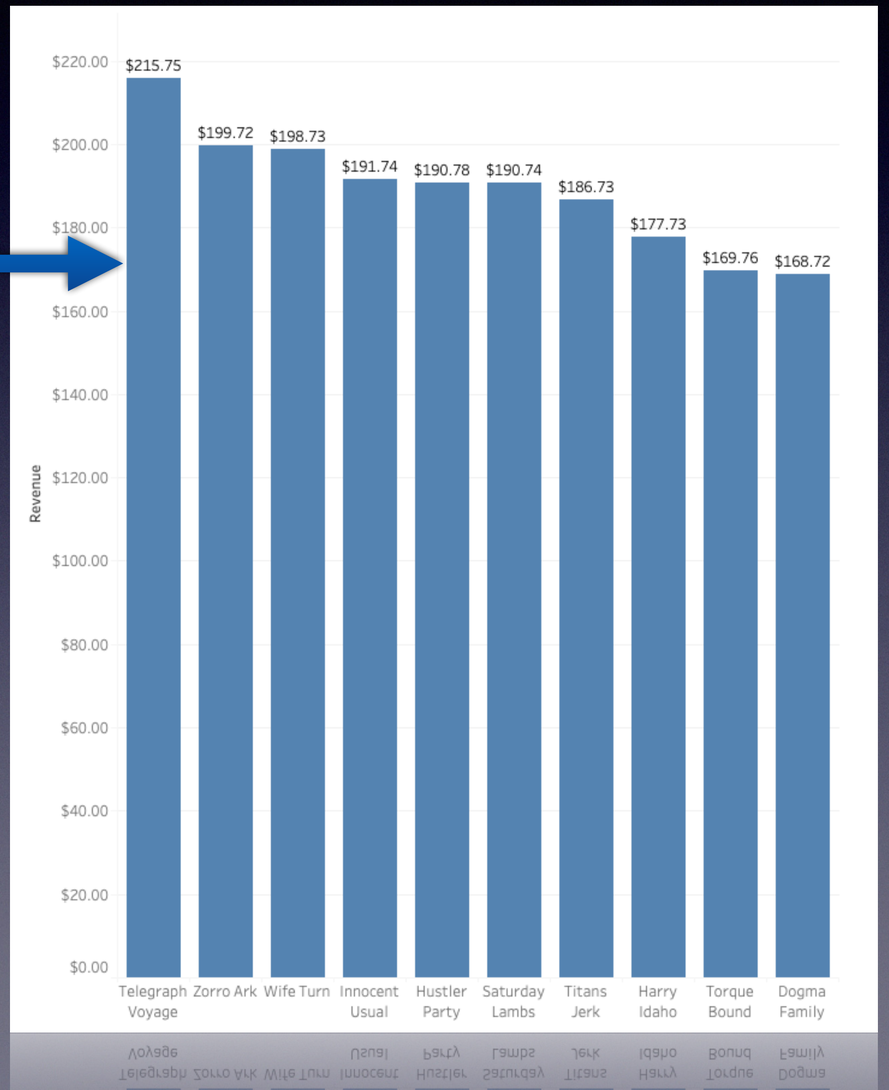
2. Rockbuster Stealth's business intelligence (BI) department needs help with the launch strategy for their new online video service.

Key Questions and Objectives:

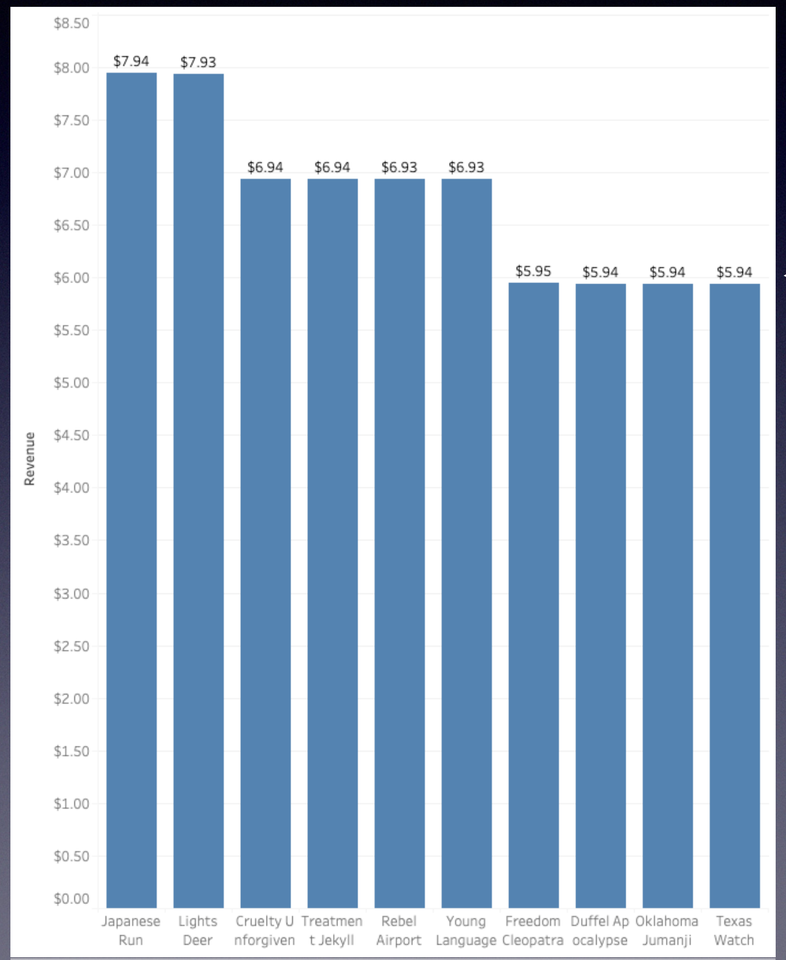
1. Which movies contributed the most/least to revenue gain?
2. What was the average rental duration for all videos?
3. Which countries are Rockbuster customers based in?
4. Where are customers with a high lifetime value based?
5. Do sales figures vary between geographic regions?

Top 10 movies that contributed the most revenue

Telegraph Voyage, a music film, generated the most revenue with $215.75



Bottom 10 movies that contributed the least revenue



However, Rockbuster Stealth LLC's lowest revenue generating films only made $5.94 in revenue

Average Rental Duration for all Videos

Top 5 Genres:

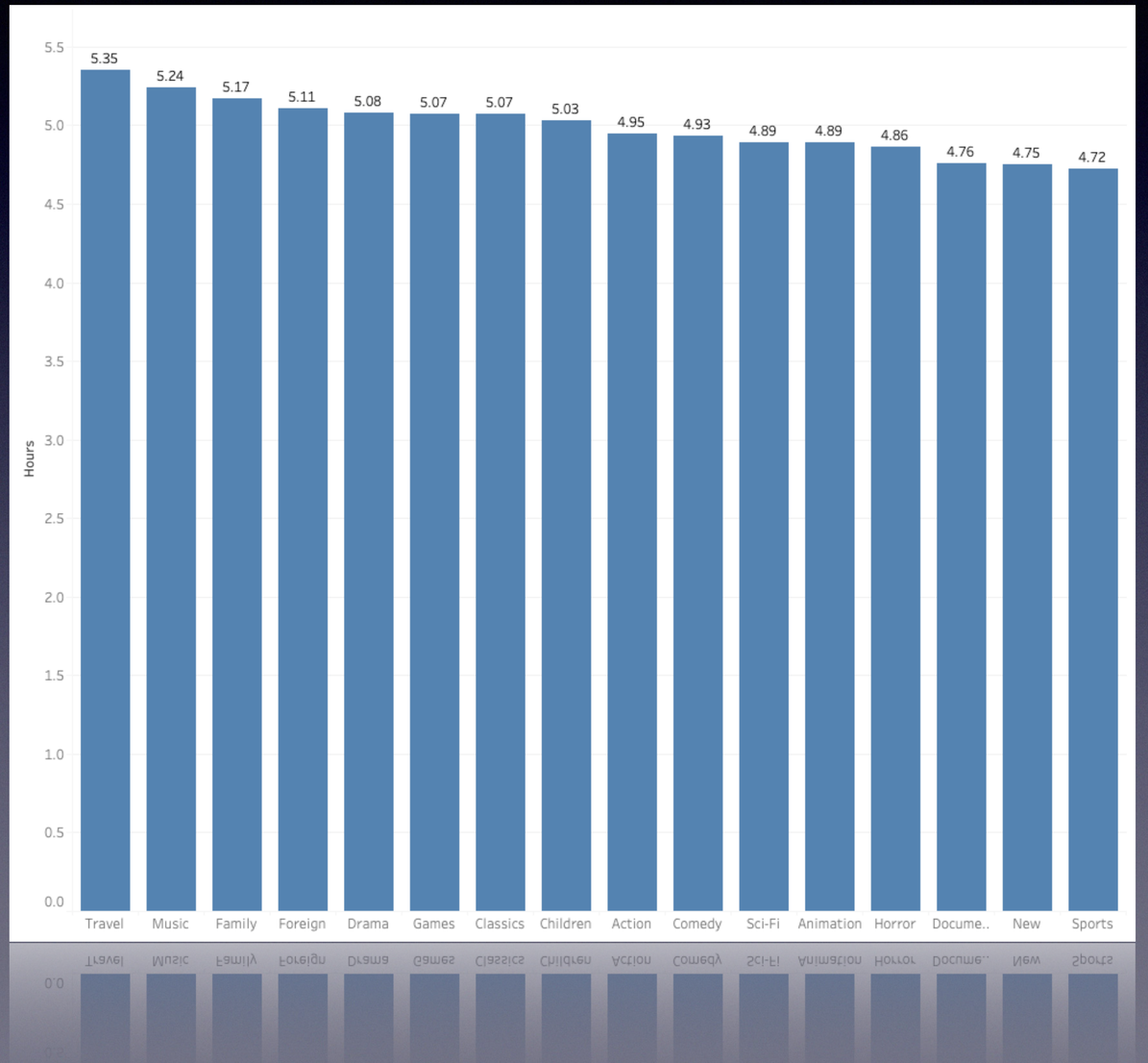
1.Travel

2.Music

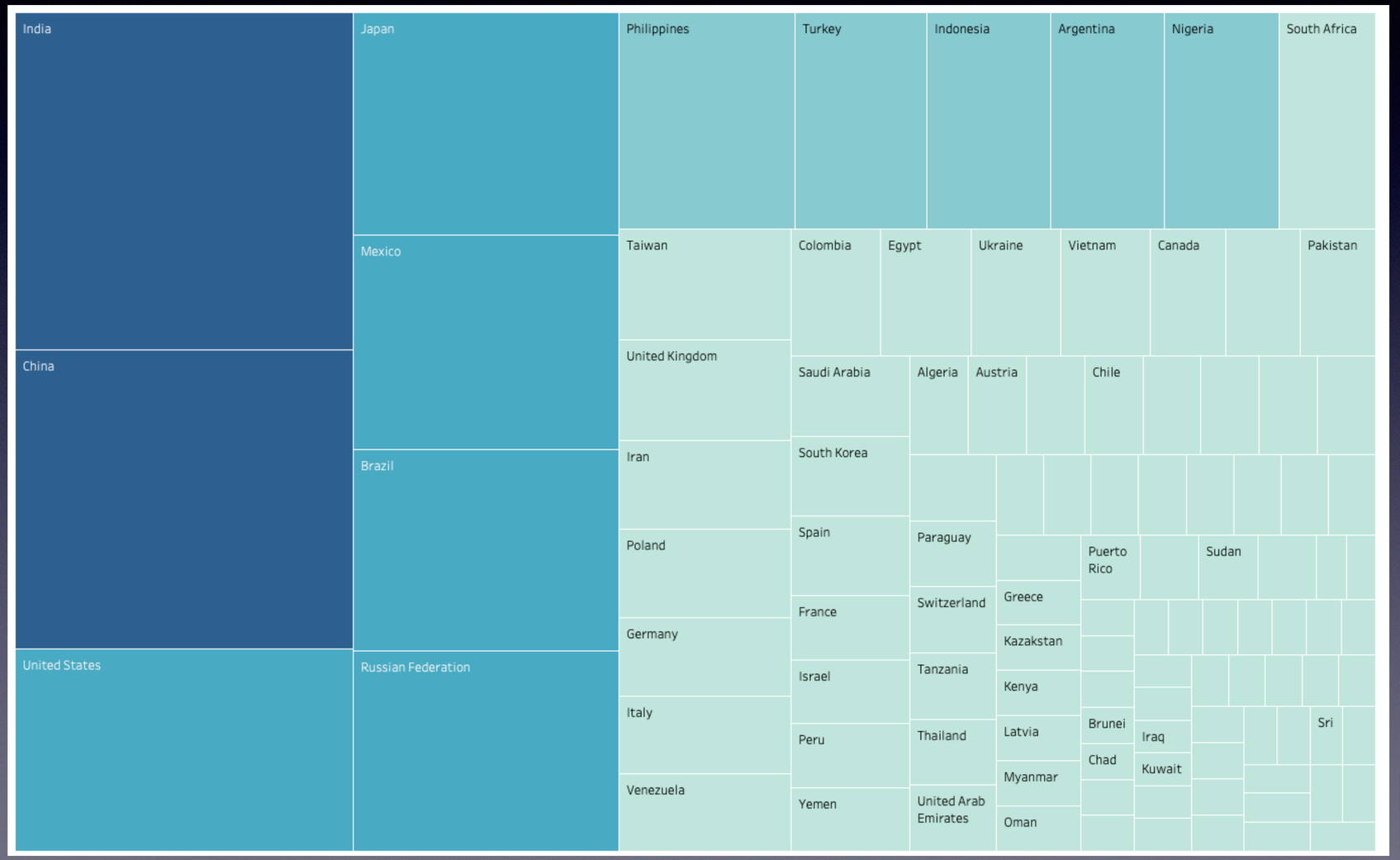
3.Foreign

4. Drama

5. Games



Customer Count By Country



Top 2 Countries:

1. India
2. China

High Lifetime Value: Top 5 Customers

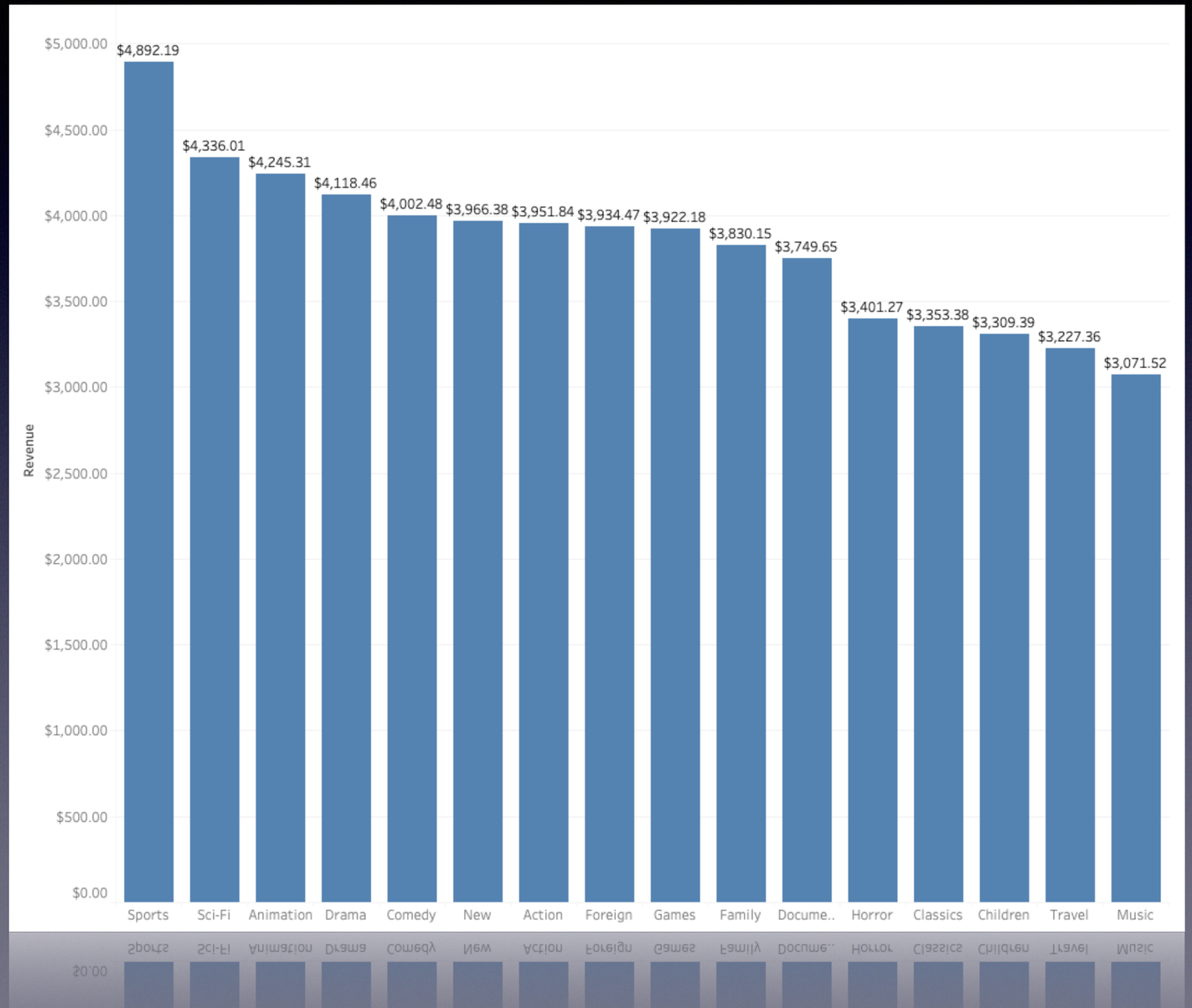
These are Rockbuster's highest revenue generating customers, residing in the United States, Brazil, Philippines, and India, representing a high lifetime value base of our current customer portfolio

Name	Revenue Generated	City	Country
Karl S.	$208.58	Cape Coral	United States
Marion S.	$194.61	Santa Barbara d'Oeste	Brazil
Ana B.	$167.67	Memphis	United States
Marcia D.	$166.61	Tanza	Philippines
Mike A.	$162.67	Valparai	India

Global Revenue

This map showcases revenue distribution by country, identifying India and Asia as our largest revenue generating market

Total Revenue Grouped by Category



Top 3 Categories:

1. Sports
2. Sci-Fi
3. Animation

Recommendations

- Expand selection on highest revenue generating genres: Sports, Sci-fi, Animation
- India and China continue to dominate a significant portion of the market share. To cater to these regions effectively, prioritize offering subtitles in local languages. This strategy aims to enhance accessibility and ensure seamless viewing experiences for the audience.
- Conduct further research into the potential obstacles encountered by customers in India and China. Explore factors such as governmental regulations affecting media accessibility, disparities in cultural preferences, and variations in income levels.
- Discount least popular films or increase the price of more popular films.