

Rockbuster Stealth Analysis

Meghan McGrath

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Introduction



Rockbuster Stealth LLC is a **movie rental company** that used to have stores around the world.



Facing stiff competition from streaming services (Netflix and Amazon Prime), Rockbuster is planning to **launch an online video rental service** to stay competitive.



This project's goal is to help with the **launch strategy for the new online video service.**

Questions to be answered:



Where are customers located and what are the most important markets?



Who are our top customers?



What are our most popular genres/titles?

Company Overview



Unique Titles:
1001



Unique Genres:
17



**Average Rental
Duration:**
4.98 days

Min: 3 days
Max: 7 days



**Average Rental
Rate:**
2.98 days

Min: 0.99
Max: 4.99



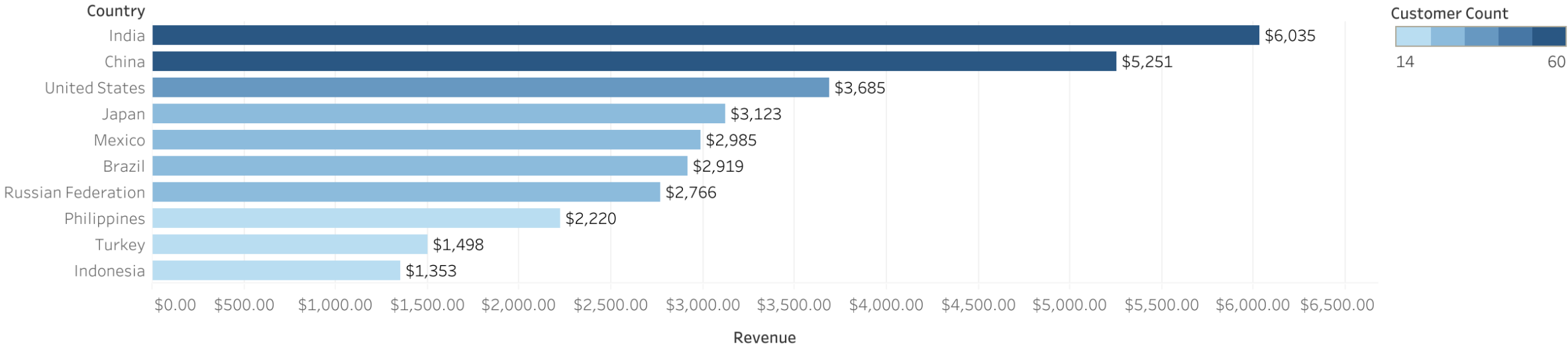
**Average
Customer
Revenue:**
\$102



Languages:
1

Top Markets by Revenue

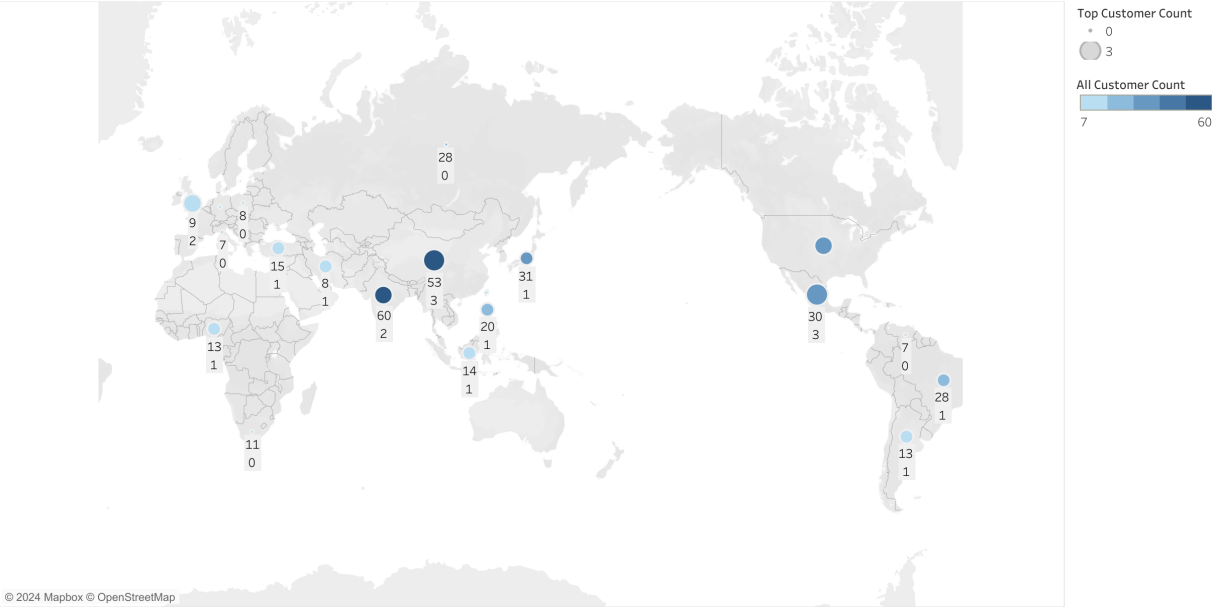
Top Markets



Top Markets: India, China, U.S., Japan

Most Valuable Customers

Customer Count (Total vs. Top) by Country



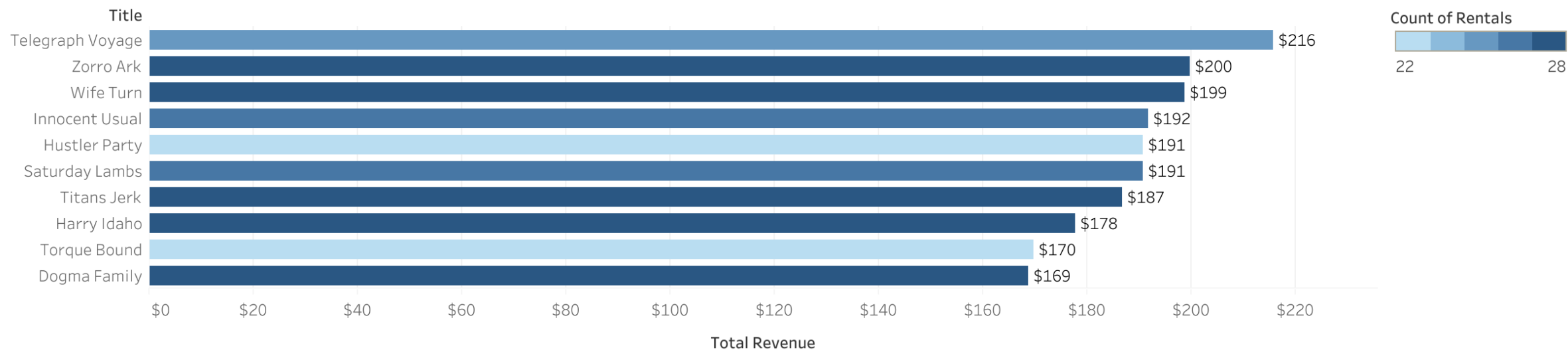
Name	Location	Revenue	Number of Rentals
Eleanor Hunt	Saint-Denis, Runion	\$ 212	45
Karl Seal	Cape Coral, United States	\$ 209	42
Marion Snyder	Santa Brbara dOeste, Brazil	\$ 195	39
Rhonda Kennedy	Apeldoorn, Netherlands	\$ 192	38
Clara Shaw	Molodetno, Belarus	\$ 190	40
Tommy Collazo	Qomsheh, Iran	\$ 184	37
Ana Bradley	Memphis, United States	\$ 168	33
Curtis Irby	Richmond Hill, Canada	\$ 168	38
Marcia Dean	Tanza, Philippines	\$ 167	39
Mike Way	Valparai, India	\$ 163	33

vs average revenue of \$102

vs average # of rentals of 24

Top Titles

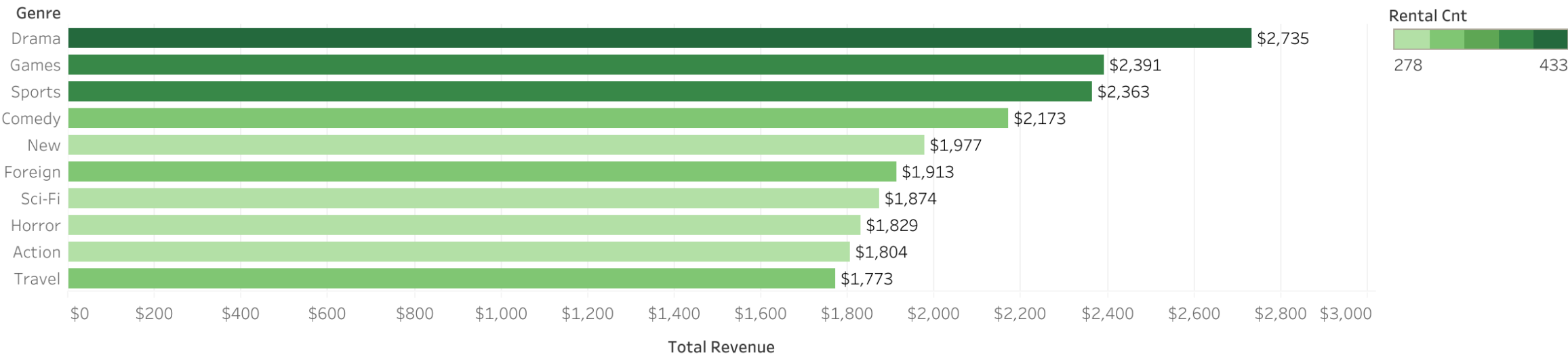
Top 10 Titles by Revenue



Top Titles: Telegraph Voyage, Zorro Ark, Wife Turn

Top Genres

Top 10 Genres by Revenue



Top Genres: Drama, Games, Sports

Recommendations

Diversify

Diversify Language Offering

- Focus on high performing markets: India, China, and the U.S.
- Diversify offering to include titles in Hindi/Chinese/Japanese

Expand

Expand Offering for Popular Genres

- Expand collection of titles for high performing genres: drama, games, and sports

Deep Dive

Continue Analysis

- Further analysis into popularity of titles within genre:
 - Ex. Which subgenres are most popular within drama? I.e. romantic dramas, historical dramas,/biopics, crime drama