

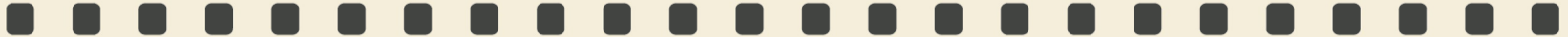
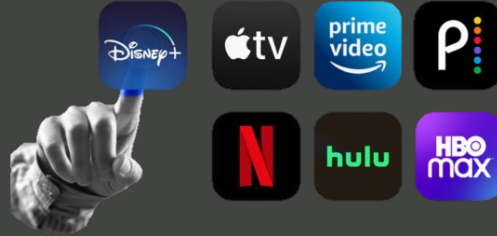
Rockbuster Stealth

Launch Strategy by Miguel Oliveira



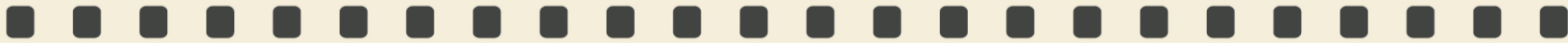
Project Motivation

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 & 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?



Data Overview



Average rental rate = \$2.98



Average rental duration = 5 days



1000 movies in database



599 customers

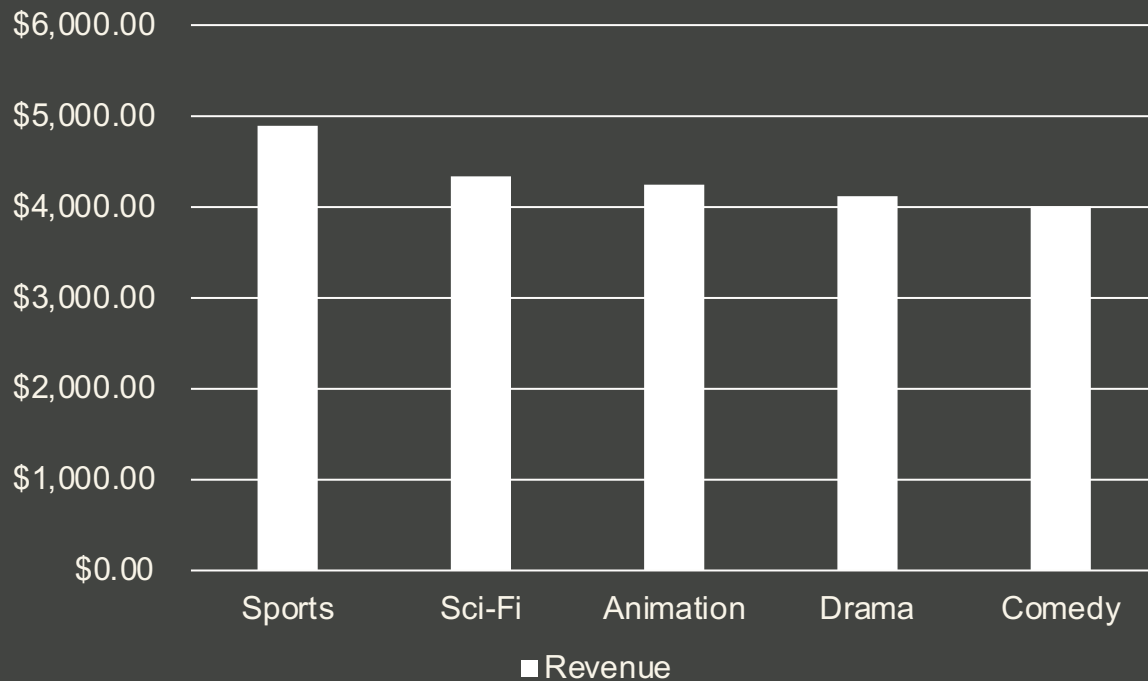


Top 10 Countries

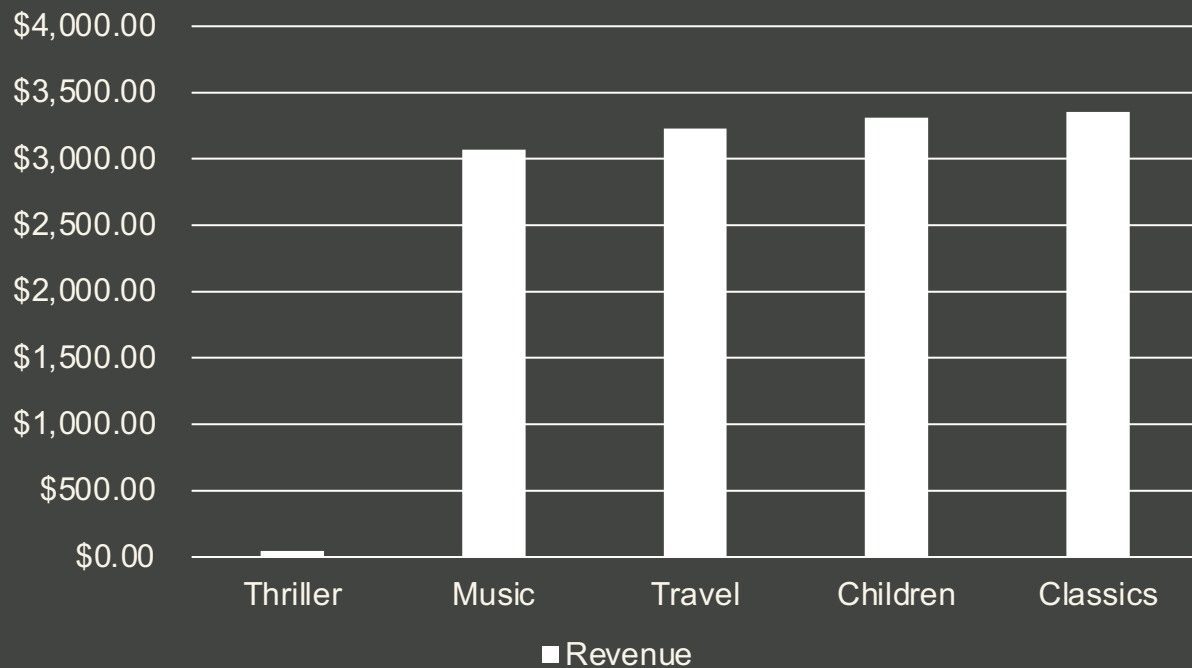
Country	Revenue	Customers
India	\$6,034.78	60
China	\$5,251.03	53
United States	\$3,685.31	36
Japan	\$3,122.51	31
Mexico	\$2,984.82	30
Brazil	\$2,919.19	28
Russia	\$2,765.62	28
Philippines	\$2,219.70	20
Turkey	\$1,498.49	15
Indonesia	\$1,352.69	14



Top 5 Genres

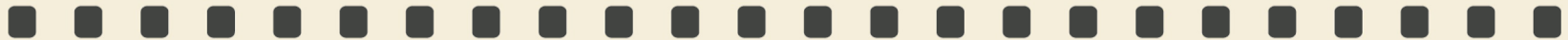


5 Worst Genres



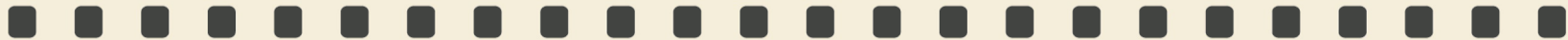
Top 5 Films

Title	Genre	Revenue
Telegraph Voyage	Music	\$215.75
Zorro Ark	Comedy	\$199.72
Wife Turn	Documentary	\$198.73
Innocent Usual	Foreign	\$191.74
Hustler Party	Comedy	\$190.78



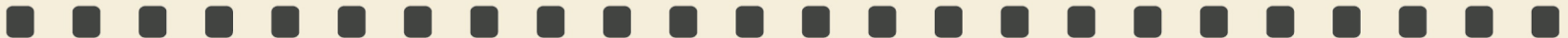
5 Worst Films

Title	Genre	Revenue
Duffel Apocalypse	Documentary	\$5.94
Oklahoma Jumanji	New	\$5.94
Texas Watch	Horror	\$5.94
Freedom Cleopatra	Comedy	\$5.95
Young Language	Documentary	\$6.93



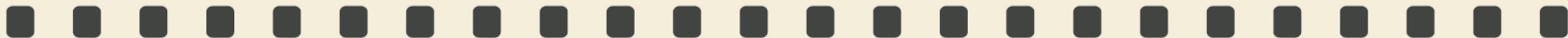
Top 5 Customers

Name	City	Country	Amount Paid
Arlene Harvey	Ambattur	India	\$111.76
Kyle Spurlock	Shanwei	China	\$109.71
Marlene Welch	Iwaki	Japan	\$106.77
Glen Talbert	Acua	Mexico	\$100.77
Clinton Buford	Aurora	United States	\$98.76



Recommendations

- Focus most attention and resources to highest selling markets and genres to maximize revenue
- Market the highest selling movies more to maximize revenue
- Develop action plans to address genres and movies that are underperforming using customer input
- Develop a loyalty program to reward our top customers



THANK YOU!

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