

ROCKERBUSTER STEALTH LLC

By Ragadeepthi

MOTIVATION AND OBJECTIVES

- Rockbuster Stealth LLC has been renting movies to customers around the world, but it's time to make a massive move into the digital landscape
- Let's look at our existing data to figure out what and where we need to focus on to have a successful launch



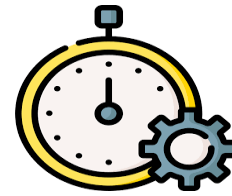
KEY QUESTIONS

- ▶ 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 regions vary between geographic ?

NUMBERS



599 Customers
Spanning 108 Countries & Territories



Average Rental
Duration 5 Days



Average Rental Rate \$2.98



Catalog of
1,000 Movies
Across 20
Genres

TOP 10 COUNTRIES

Country	Revenue
India	\$6,035
China	\$5,251
United States	\$3,685
Japan	\$3,123
Mexico	\$2,985
Brazil	\$2,919
Russia	\$2,766
Philippines	\$2,220
Turkey	\$1,498
Indonesia	\$1,353

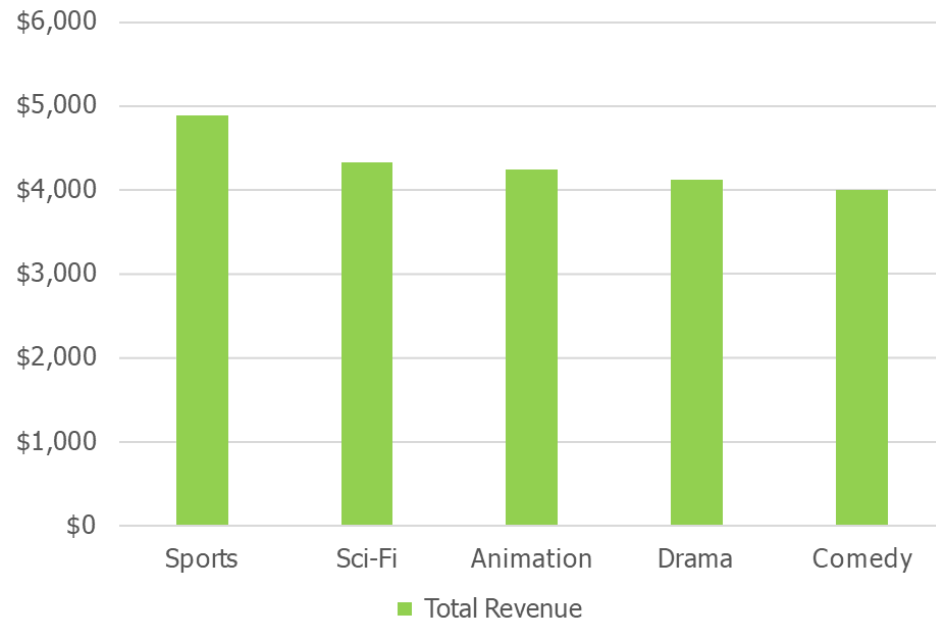
- Our major markets are centered in India and China, forming the leading regions for our business. Nearly half of our customer base originates from the Asia-Pacific region.
- Significant portions of our customer demographic come from North and South America. However, our progress in establishing a foothold in the European market is currently slower compared to other regions.

HIGEST and LOWEST GROSSING REVENUE

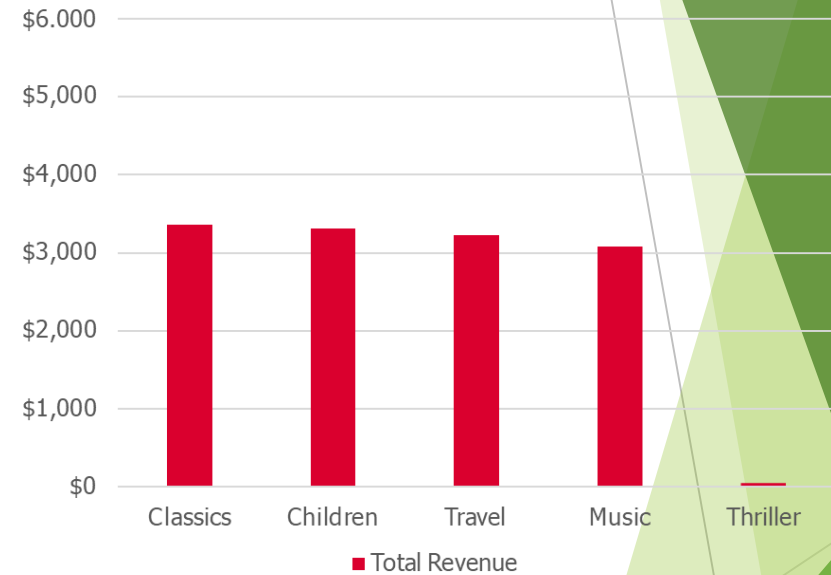
Title	Total Revenue
Telegraph Voyag	\$215.75
Zorro Ark	\$199.72
Wife Turn	\$198.73
Innocent Usual	\$191.74
Hustler Party	\$190.78
Saturday Lambs	\$190.74
Titans Jerk	\$186.73
Harry Idaho	\$177.73
Torque Bound	\$169.76
Dogma Family	\$168.72

Title	Total Revenue
Oklahoma Jumanji	\$5.94
Duffel Apocalypse	\$5.94
Texas Watch	\$5.94
Freedom Cleopatra	\$5.95
Rebel Airport	\$6.93

Top 5 GENRES

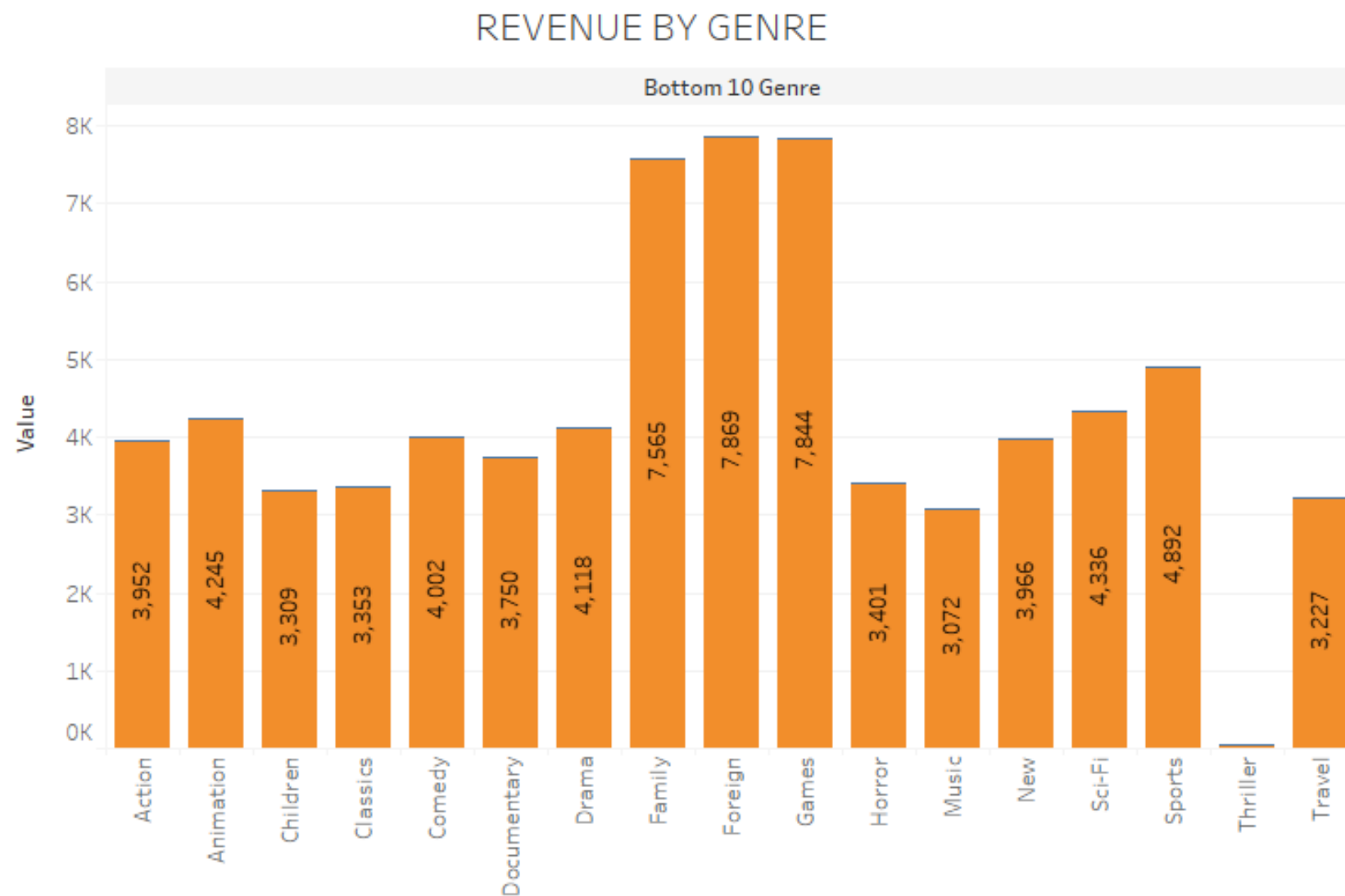


BOTTOM 5 GENRES



- The sports genre is by far our most popular, while revenue from the Thriller genre is almost non-existent

REVENUE BY GENRE



TOP PERFORMING ACTORS

Name	Total Revenue	Movie Count	Movie Average
Susan Davis	\$3,193	53	\$60.25
Gina Degeneres	\$3,129	42	\$74.50
Matthew Carrey	\$2,544	37	\$68.75
Mary Keitel	\$2,427	40	\$60.67
Scarlett Damon	\$2,404	35	\$68.68
Walter Torn	\$2,403	39	\$61.62
Henry Berry	\$2,392	35	\$68.35
Christian Akroyd	\$2,379	31	\$76.74
Angela Witherspoon	\$2,357	35	\$67.35
Cameron Zellweger	\$2,323	30	\$77.43

RECOMMENDATIONS

- Focusing our attention on our largest markets.
- Emphasizing our most popular titles, genres, and actors.
- Reaching out to our top customers to get feedback.

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THANK YOU