

Rockbuster Stealth LLC



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Introduction

Rockbuster Stealth is a movie rental company planning to convert sales from brick-and-mortar stores to provide more online video rental services to compete with major competitors.

Analyzing our existing movie licenses to determine services and enhancements to be competitive in this market.

Key Questions and Objectives

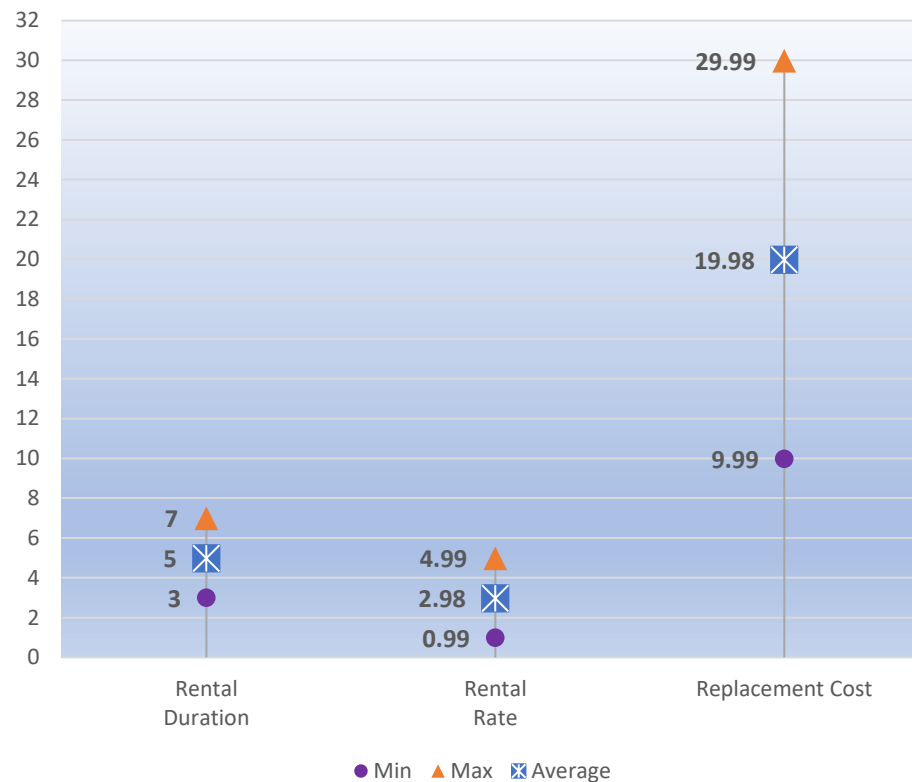


- What was the average rental duration for all videos?
- Which movies contributed the most/least to revenue gain?
- Where are customers with a high lifetime value based?
- Which countries are Rockbuster customers based in?
- Do sales figures vary between geographic regions?

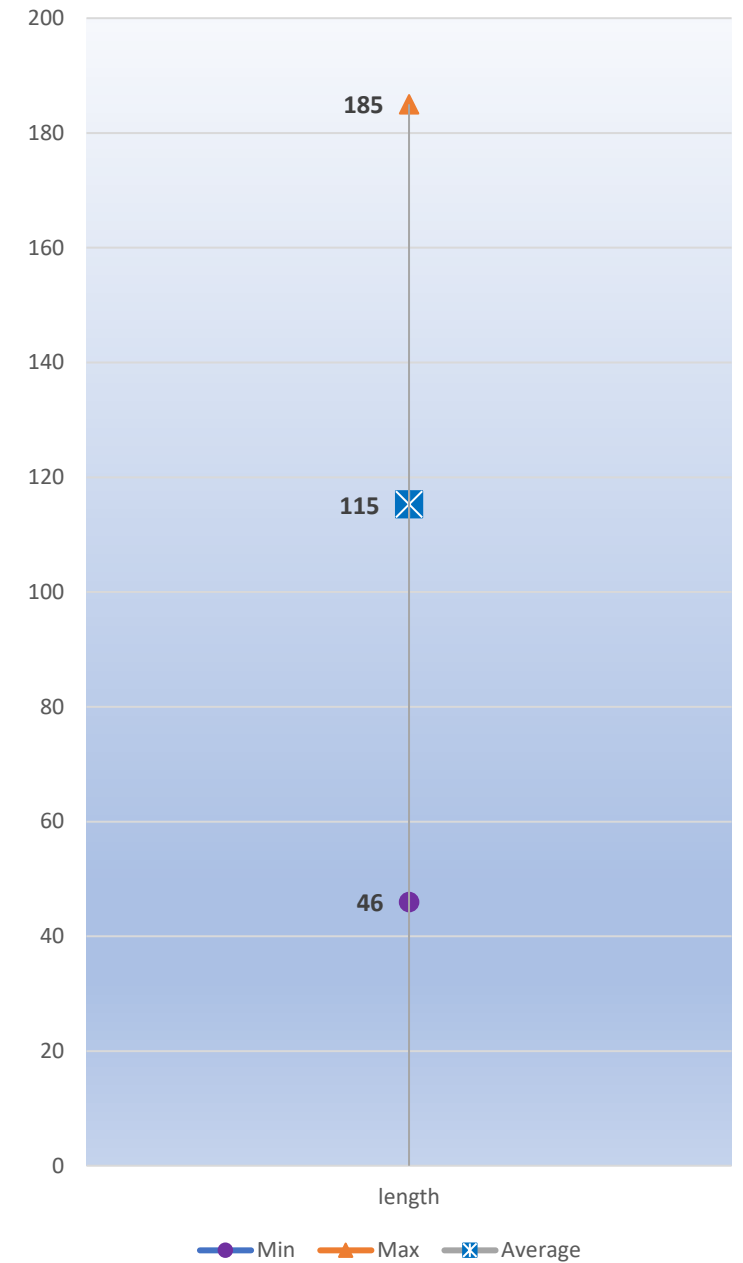
Rental Statistics

- Average rental duration = 5 days
- Average rental rate = \$2.98

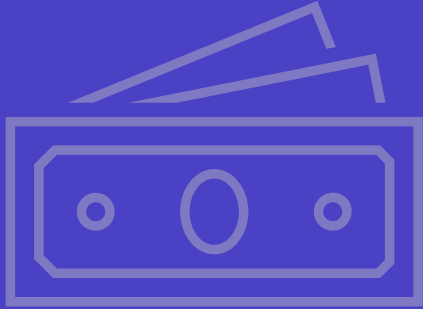
Rental duration, rate, and replacement cost



Movie Length



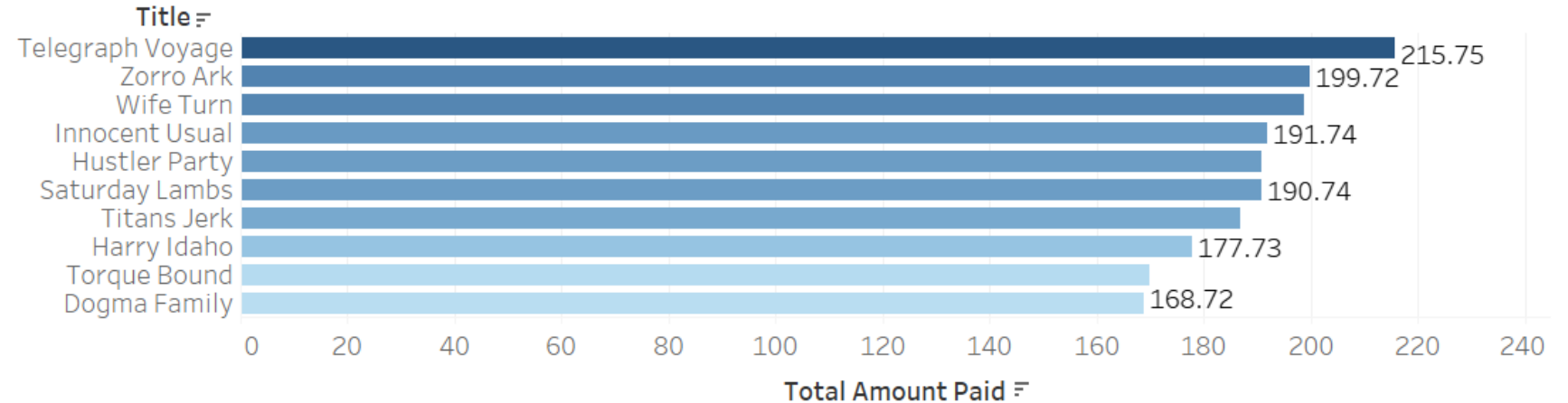
What was the average rental duration for all videos?



Best/Worst Movie Contributors

Which movies contributed the most/least to revenue gain?

Top 10 grossing movies



Highest Grossing Movies to be included in streaming services to continue to capture profits:

- Telegraph Voyage
- Zorro Ark
- Wife Turn
- Innocent Usual
- Hustler Party

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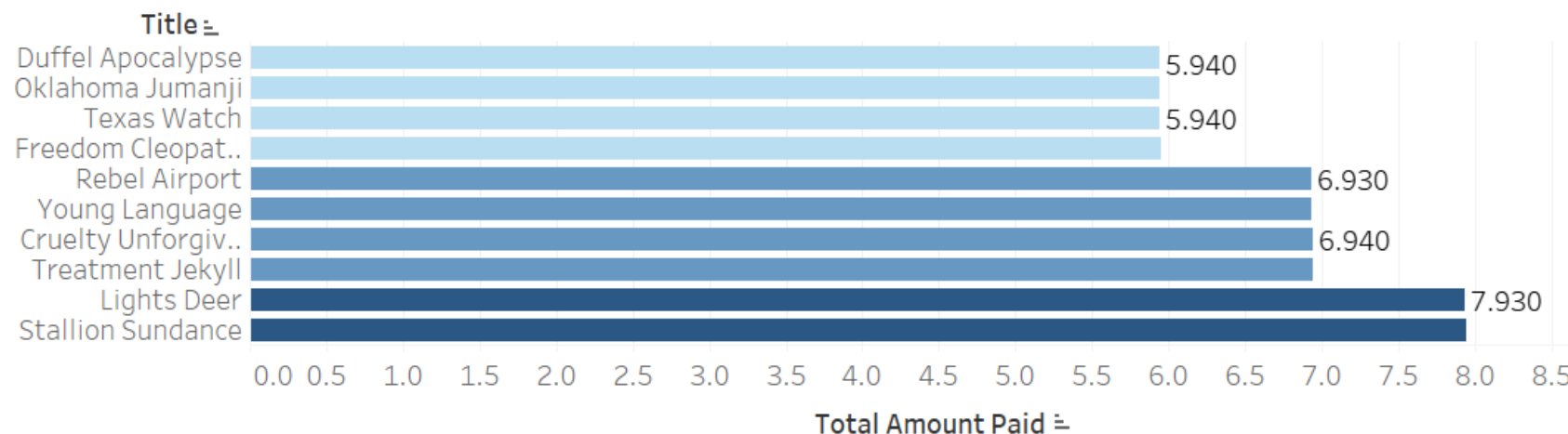
Best/Worst Movie Contributors

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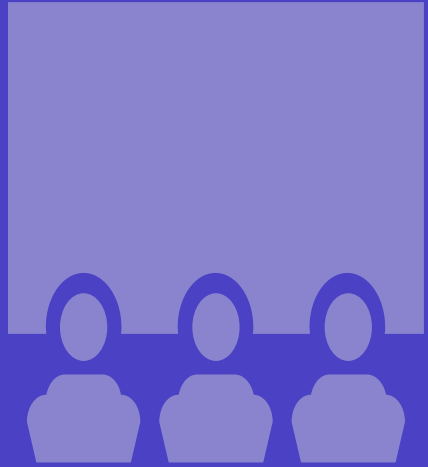
Least Grossing Movies to be considered dropping from streaming services to minimize cutting into profits:

- Duffel Apocalypse
- Oklahoma Jumanji
- Texas Watch
- Freedom Cleopatra
- Young Language
- Rebel Airport

Top 10 Least Grossing Movies



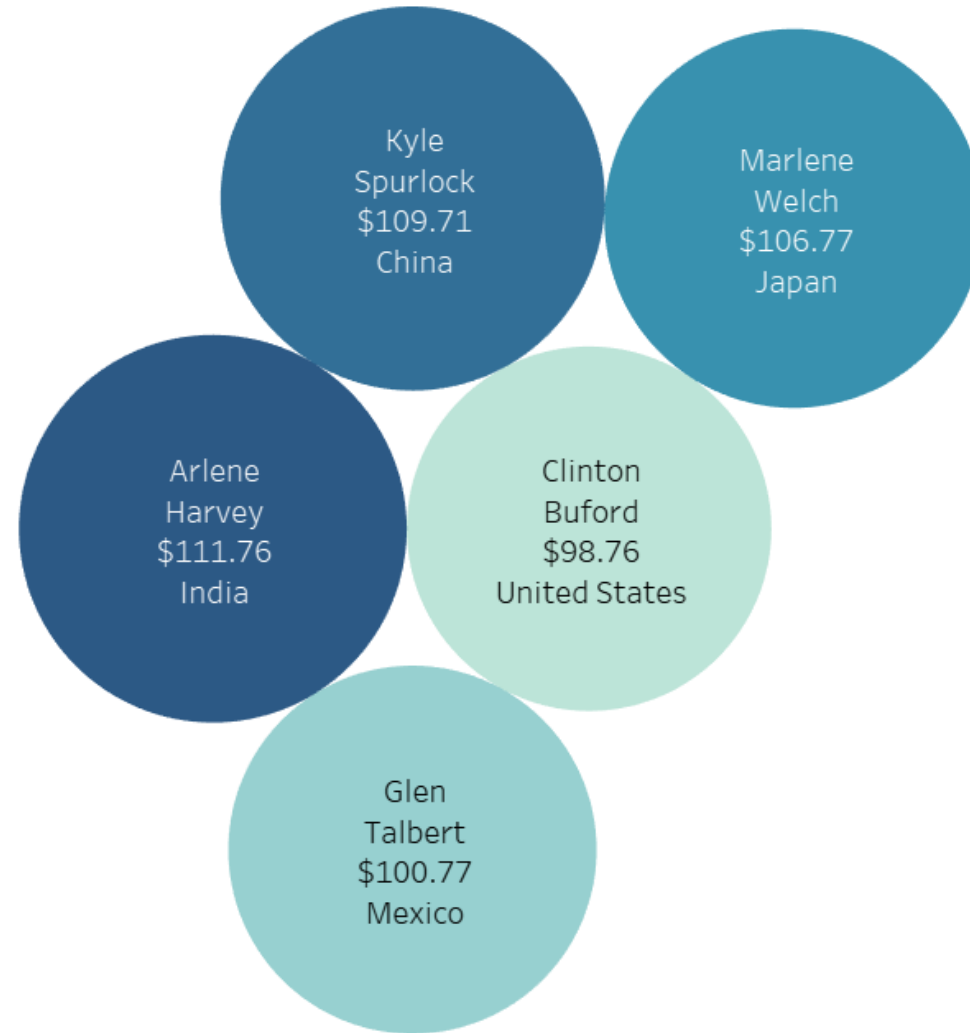
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Top Five Customers

Where are customers with a high lifetime value based?

Top 5 customers by amount spent and country



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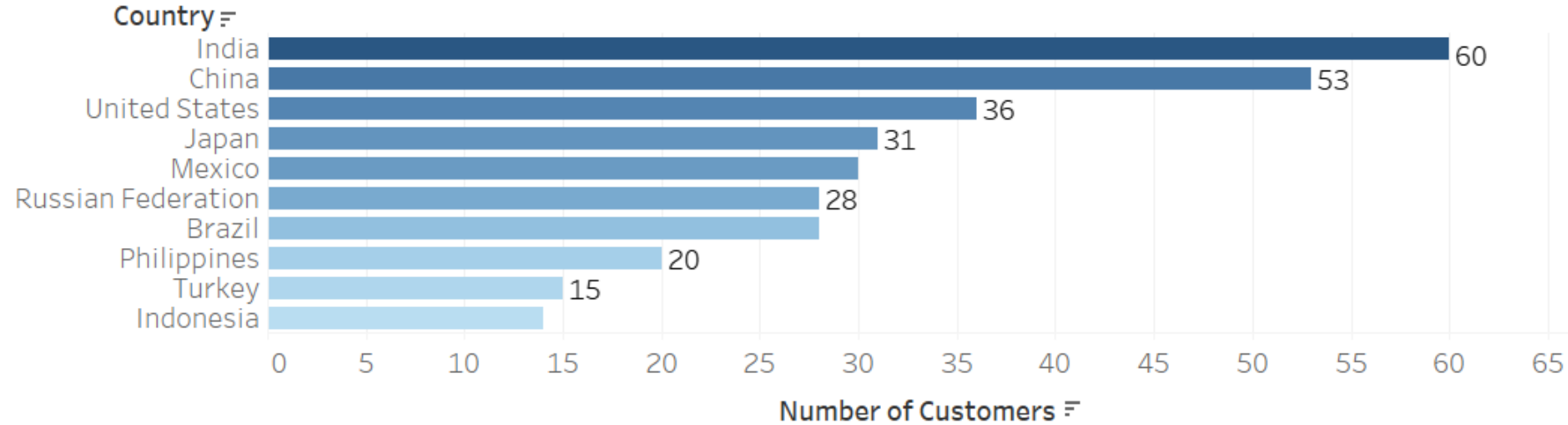
-Top five lifetime customers are spread around the world.

-Spend is separated by only around \$13.

This information will allow the customer team to develop a loyalty rewards program.



Top 10 Countries including number of customers



Identifying the top 10 countries by the number of customers will allow us to focus on building a better brand image in these markets.

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Top 10 Countries

Which countries are Rockbuster customers based in?



Top 10 Cities

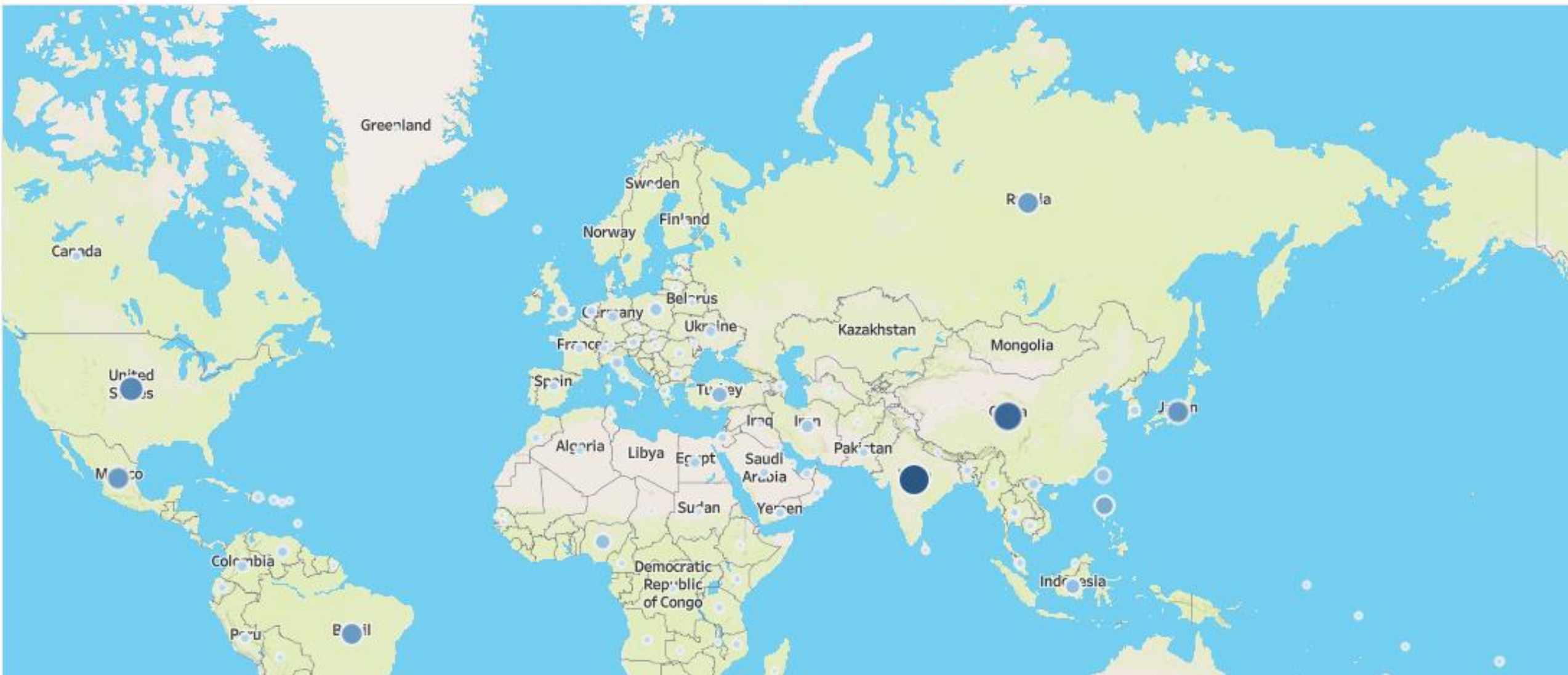
Which countries are Rockbuster customers based in?

Top 10 cities within the top 10 countries

Aurora United States 2	Cianjur Indonesia 1	Shanwei China 1	So Leopoldo Brazil 1
	Citrus Heights United States 1		
Acua Mexico 1		Teboksary Russian Federation 1	
Ambattur India 1	Iwaki Japan 1	Tianjin China 1	

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Customer Count and Total Payments by Country

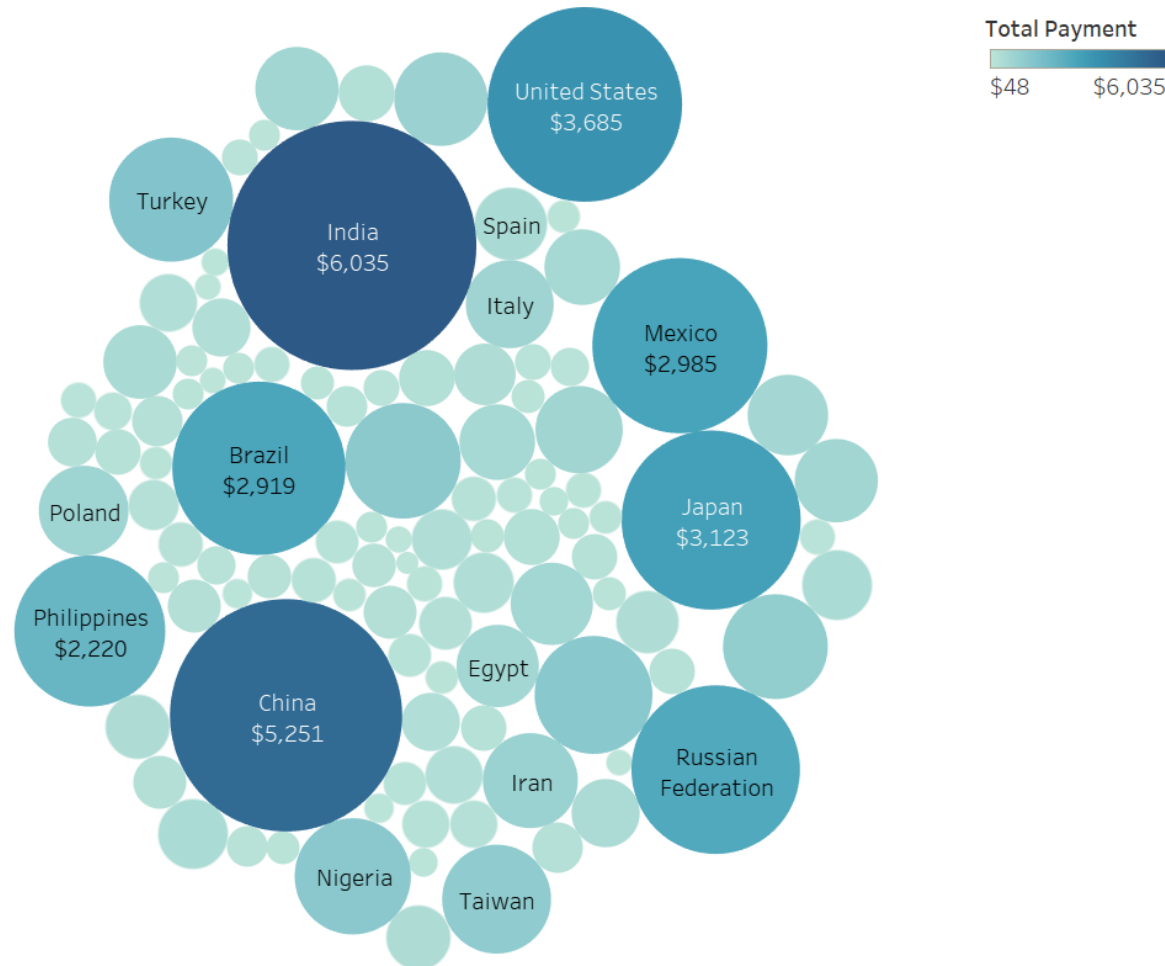


Where our Customers Are

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Do sales figures vary between geographic regions?

Utilization by Country (continued)



Top Countries by total amount spent:

- India
- China
- United States
- Japan
- Mexico
- Brazil
- Russian Federation

These are consistent with the number of customers per country.



Summary

Rockbuster Stealth LLC has the opportunity to transition into streaming services for online video rentals. By analyzing our existing rental demographics, we can:

- Develop a customer loyalty program
- Offer movies that are most relevant and popular with our customers
- Focus marketing and brand into the highest utilizing countries



Thank You!

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Questions?

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