Rockbuster Stealth LLC

Online Transition Project

- Created by Richárd Pávay -

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AGENDA

SECTION: **01**

Project Goals

Aim of the Project, Business Questions

SECTION: **02**

Customer Habits

Preferred Genres, Rental Duration Trends

SECTION: **03**

Geographical trends

Customer distribution, Sales distribution, Key Customers

SECTION: **04**

Summary

Key Takeaways, Suggestions

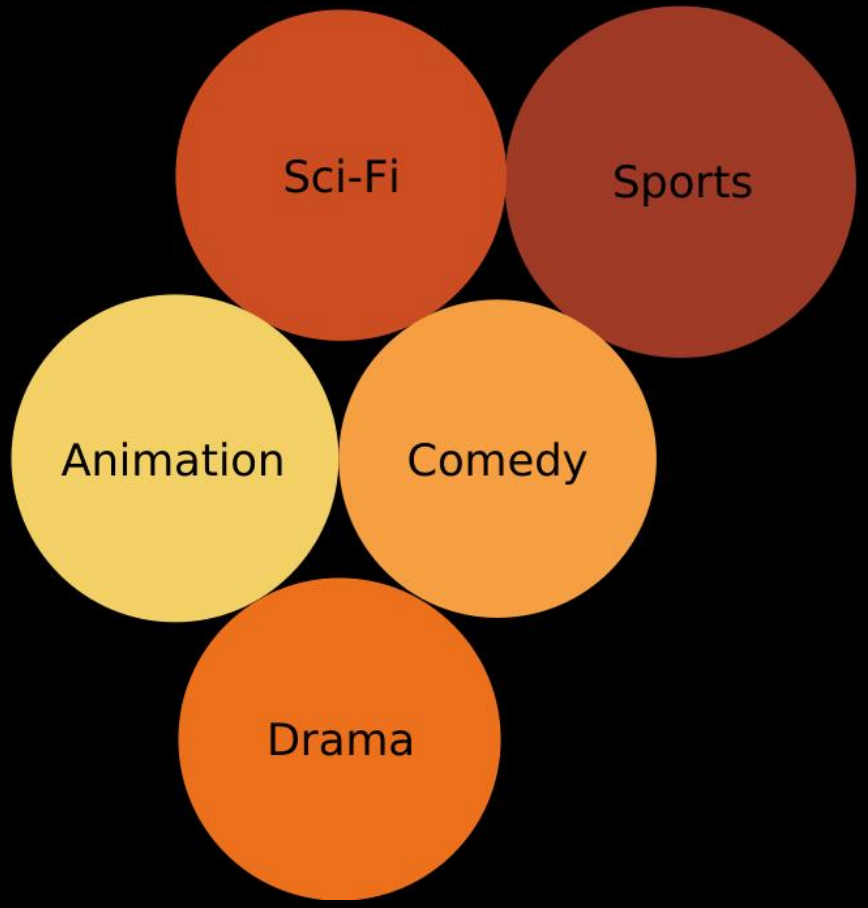
Goal of the project

For an effective online platform launch, understanding Rockbuster's current customerbase is essential

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 vary between geographic regions**?

Top 5 Genres (by revenue generated)



Sports
4800 $

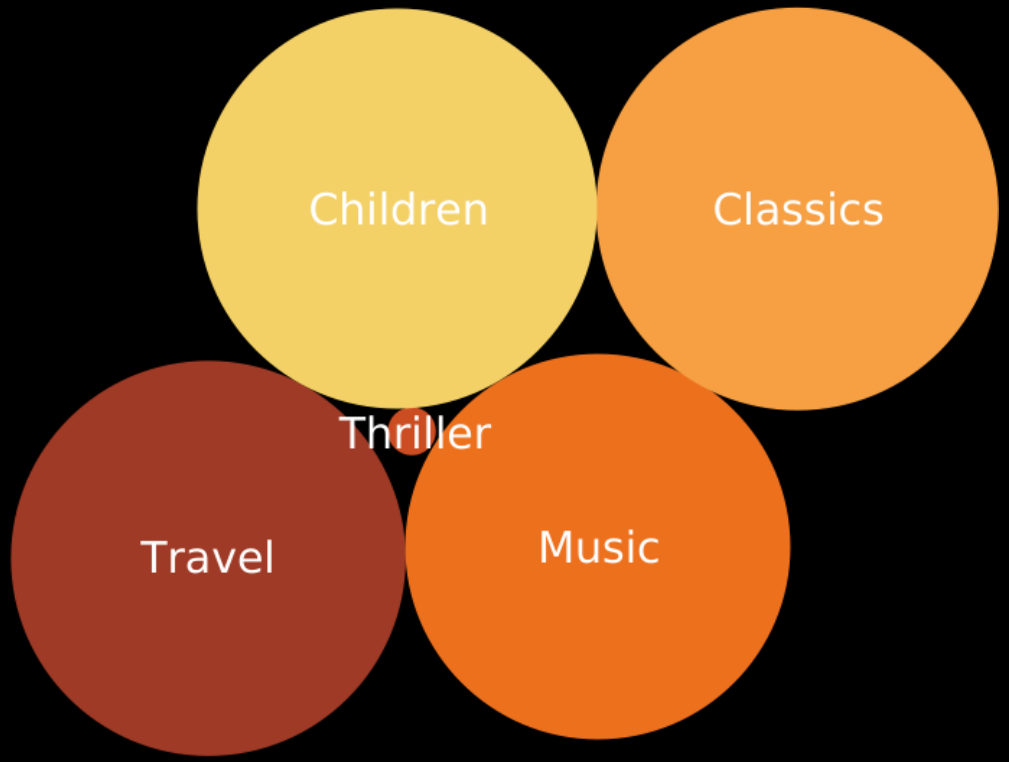
Sci-fi
4336 $

Animation
4245 $

Drama
4118 $

Comedy
4002 $

Bottom 5 Genres (bv revenue generated)



Classics
3353 $

Children
3309 $

Travel
3227 $

Music
3071 $

Thriller
47 $

Rockbuster Rental habits

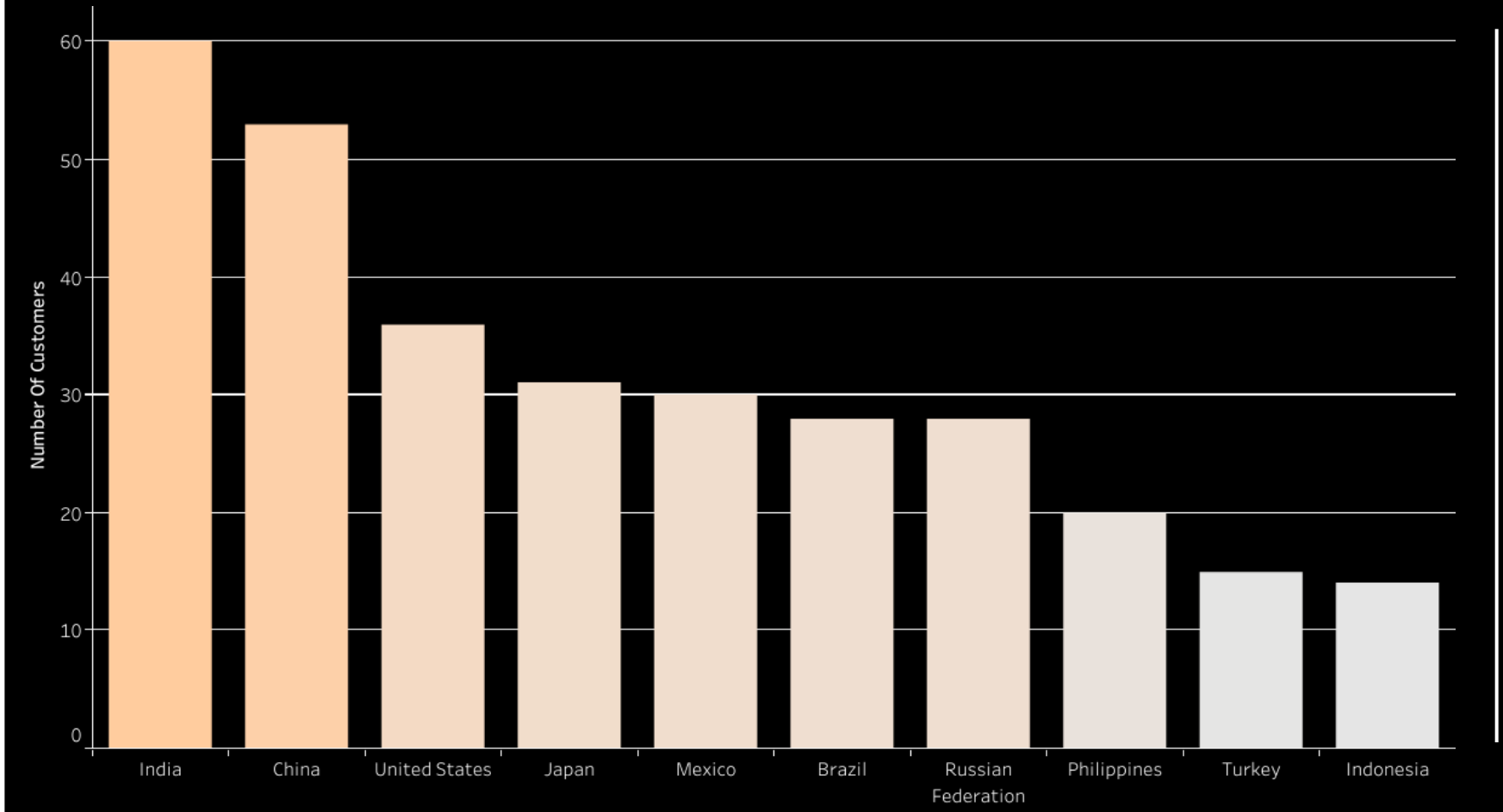
Rental duration varies between

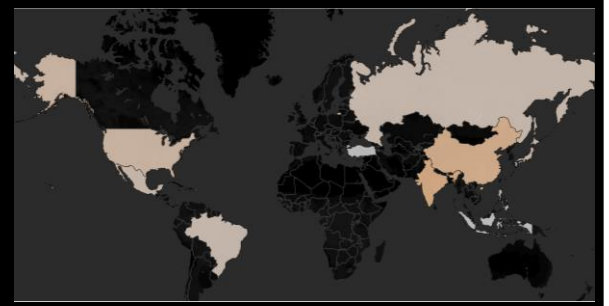
3-7 days

Average rental duration is

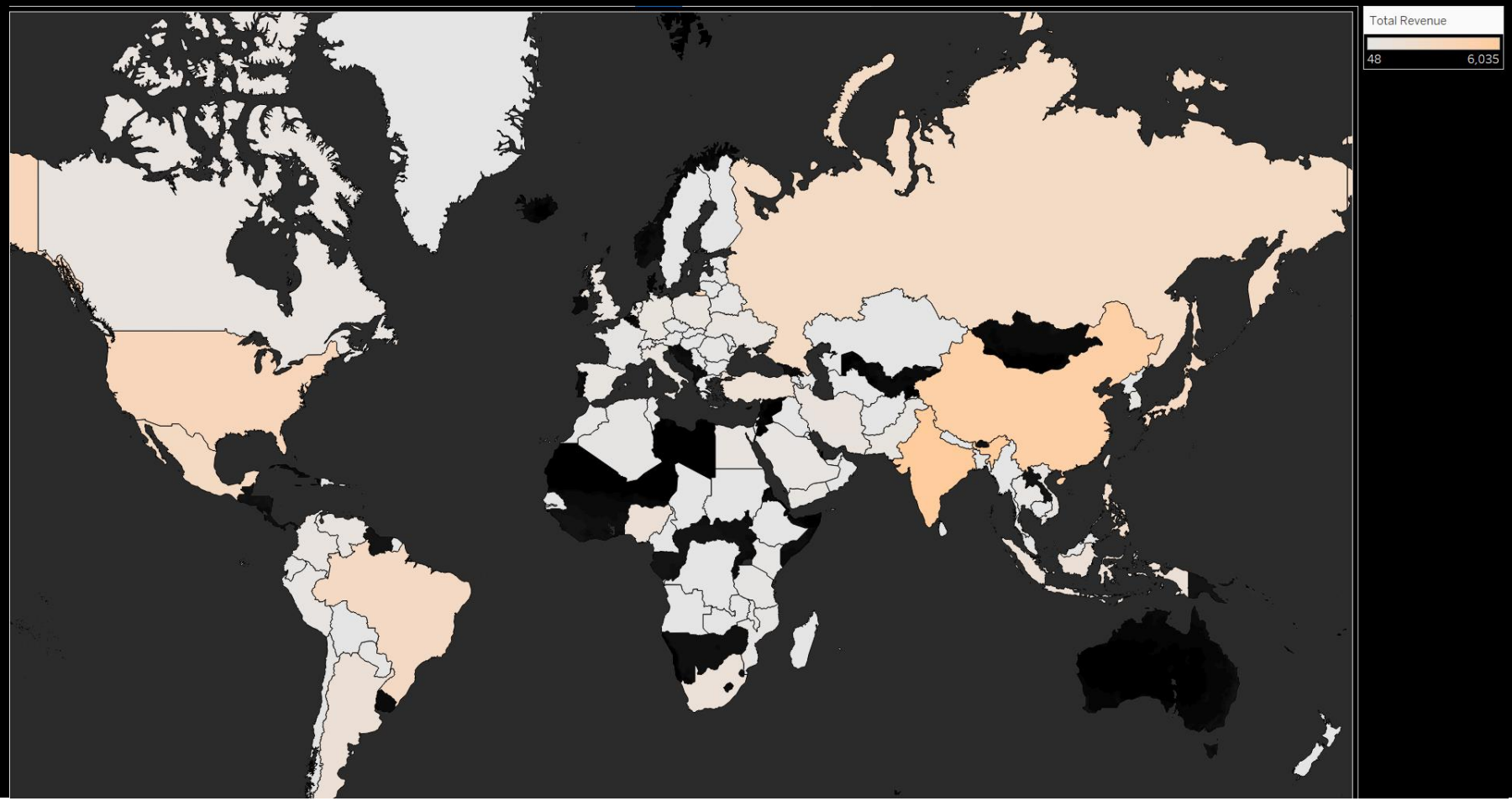
5 days

Top Countries Based on number of customers

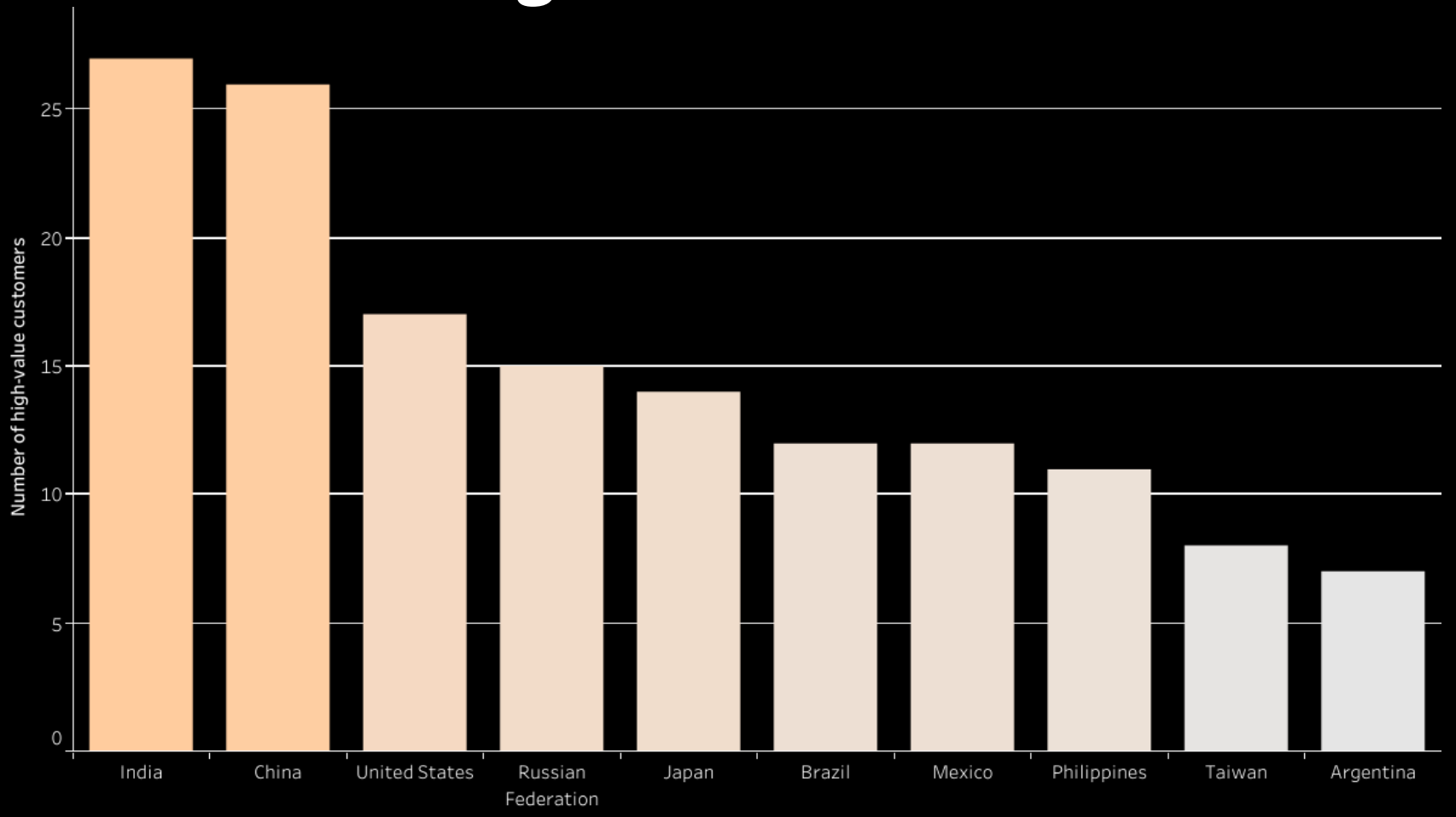




Geographic Differences by Total Revenue



High-value customer distribution



Customers above 100$ lifetime payment were identified as high-value

Key Takeaways

Moovie Contribution

Most profitable genres: Sports, Sci-fi, Animation

Least profitable genres: Thriller, Music, Travel

Rental Habits

Rental duration varies between 3-7 days

Average rental duration is 5 days

Geographic Trends

- Asia is the most significant market for Rockbuster LLC
- India, China, and the U.S . Are the biggest source of both customers and revenue
- The same countries contain the most high-value customers
- For a combined visualization of customer count and revenue by geographic location, please visit: link to visualization

THANKS FOR YOUR ATTENTION!

DO YOU HAVE ANY QUESTIONS?