

ROCKBUSTER STEALTH **BUSINESS STRATEGY**

BY

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INTRODUCTION AND OBJECTIVES

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

Objective: To help Rockbuster Stealth LLC Business Intelligence BI department with the Launch strategy for the new online Video Service and providing insight.



QUESTIONS

To develop and launch new strategy, some key question needs to be analyse that will be a guide and support for the success of the business

- 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

Data Details

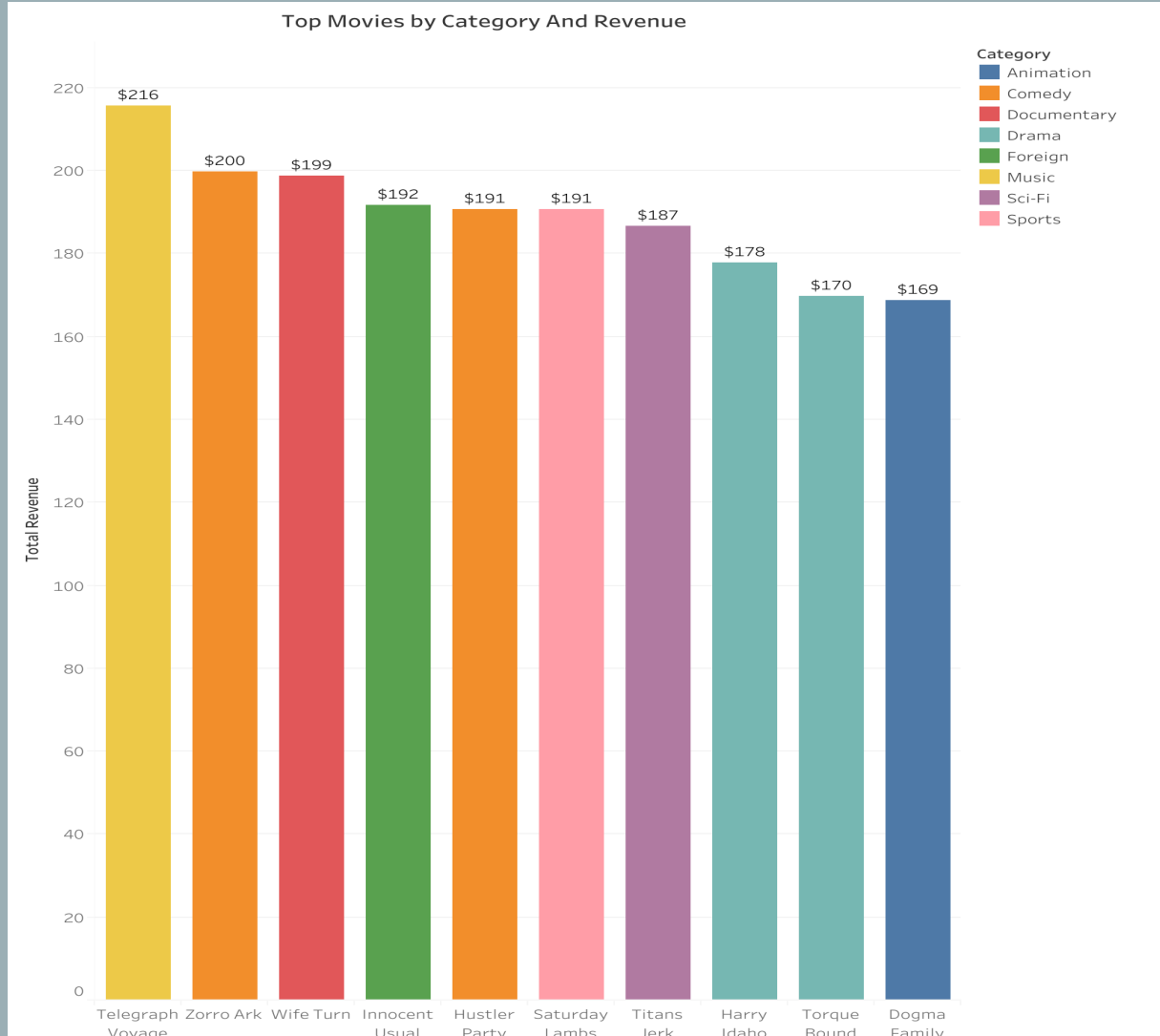
Variables	Minimum	Maximum	Average
Replacement Cost	9.99	29.99	19.984
Length	46	185	115.272
Rental duration	3	7	4.985
Rental Rate	0.99	4.99	2.98

Data Details

Variables	Values
Number of Genres	20
Number of Customers	599
Active Customers	584
Inactive Customers	15
Number of category	16
Total Revenue	\$61,312.04
Most features film category	Sports

Revenue

MOVIES WITH THE HIGHEST GENERATED REVENUE

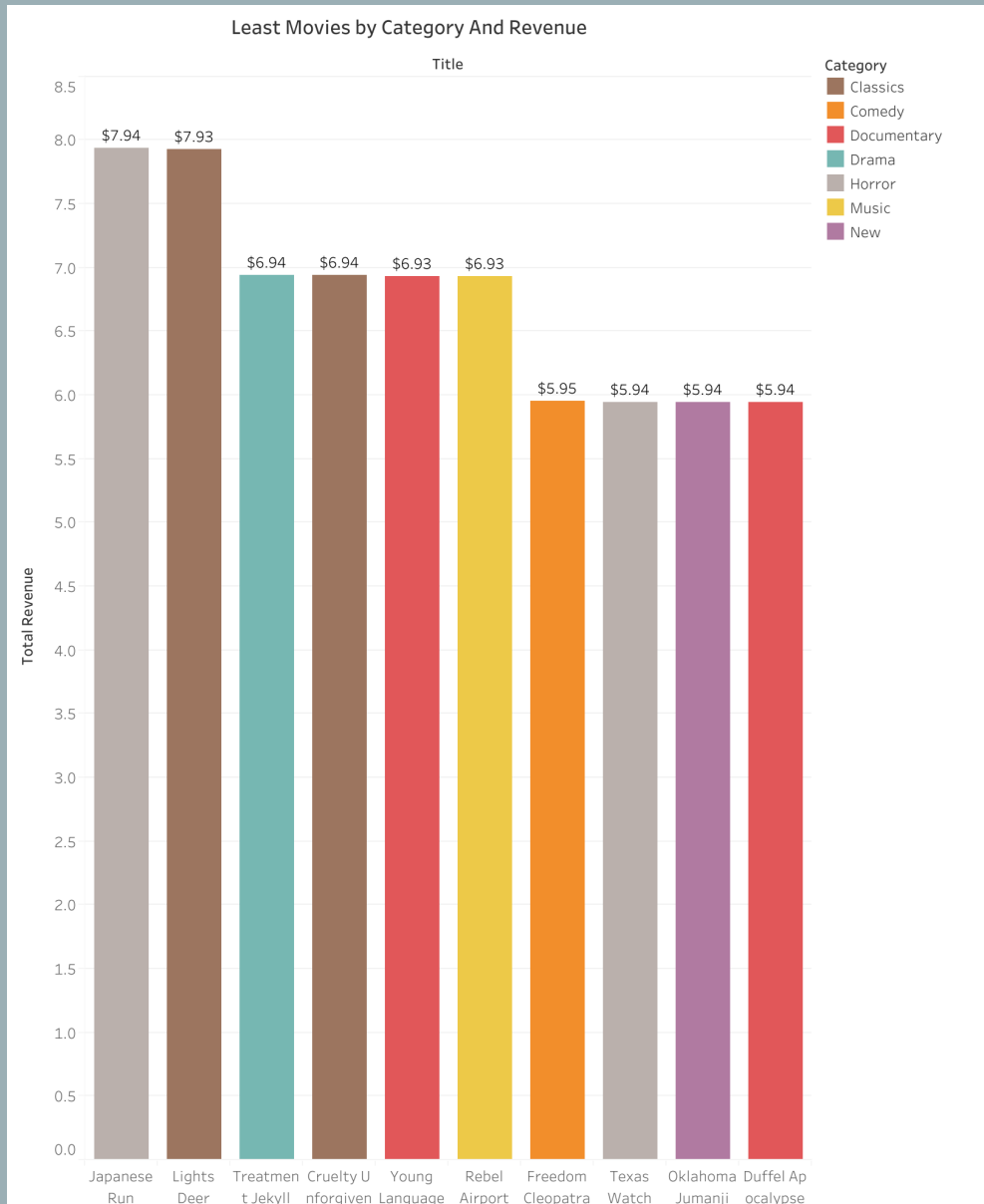


The top movies that generated more revenue are :

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

Category : Music top other categories and the most features is Comedy.

MOVIES WITH THE LEAST GENERATED REVENUE

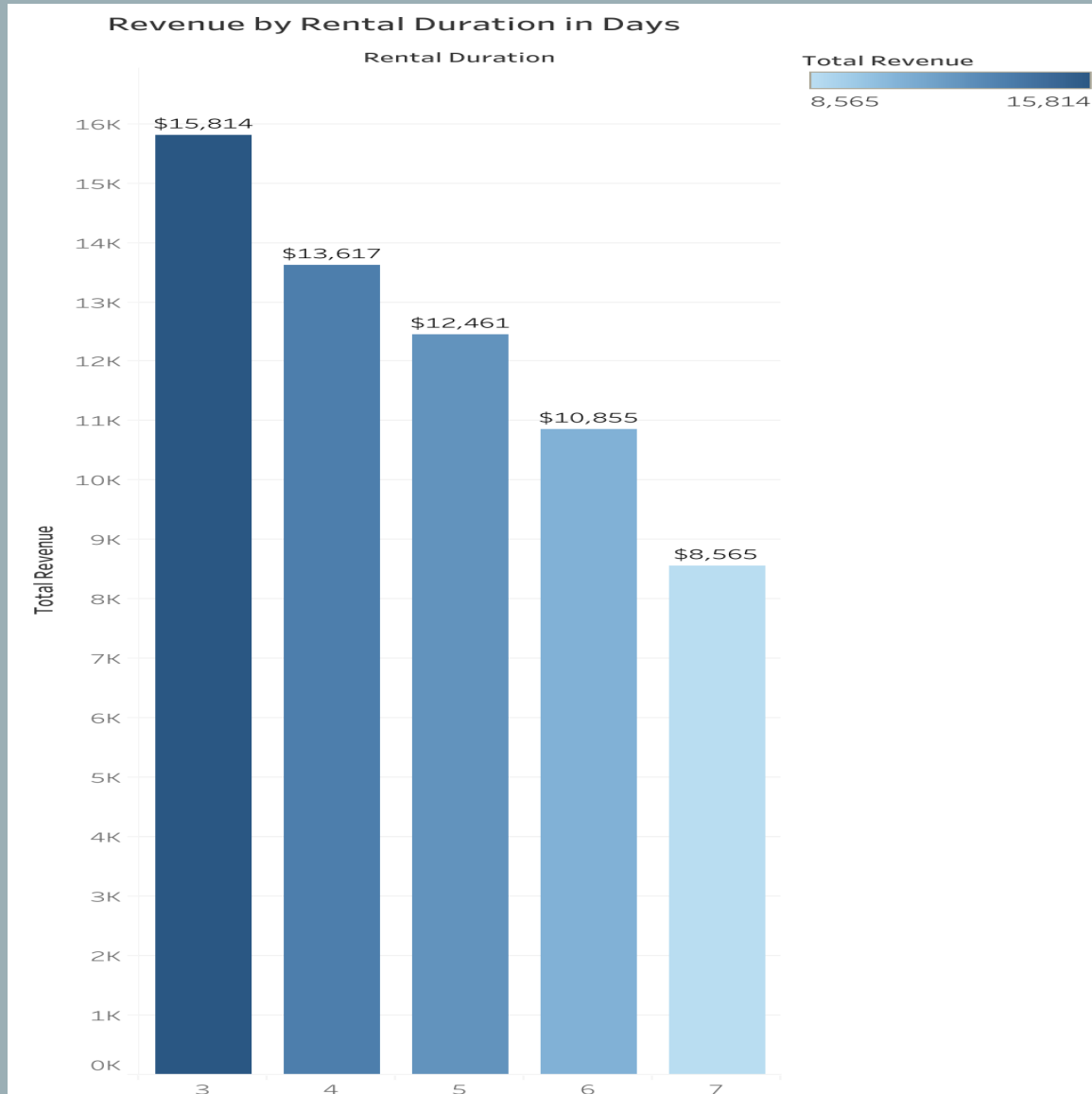


The Movies with the least generated revenue are :

- Treatment Jekyll
- Cruelty Unforgiven
- Young Language
- Rebel Airport
- Freedom Cleopatra
- Texas Watch
- Oklahoma Jumanji
- Duffel Apocalypse

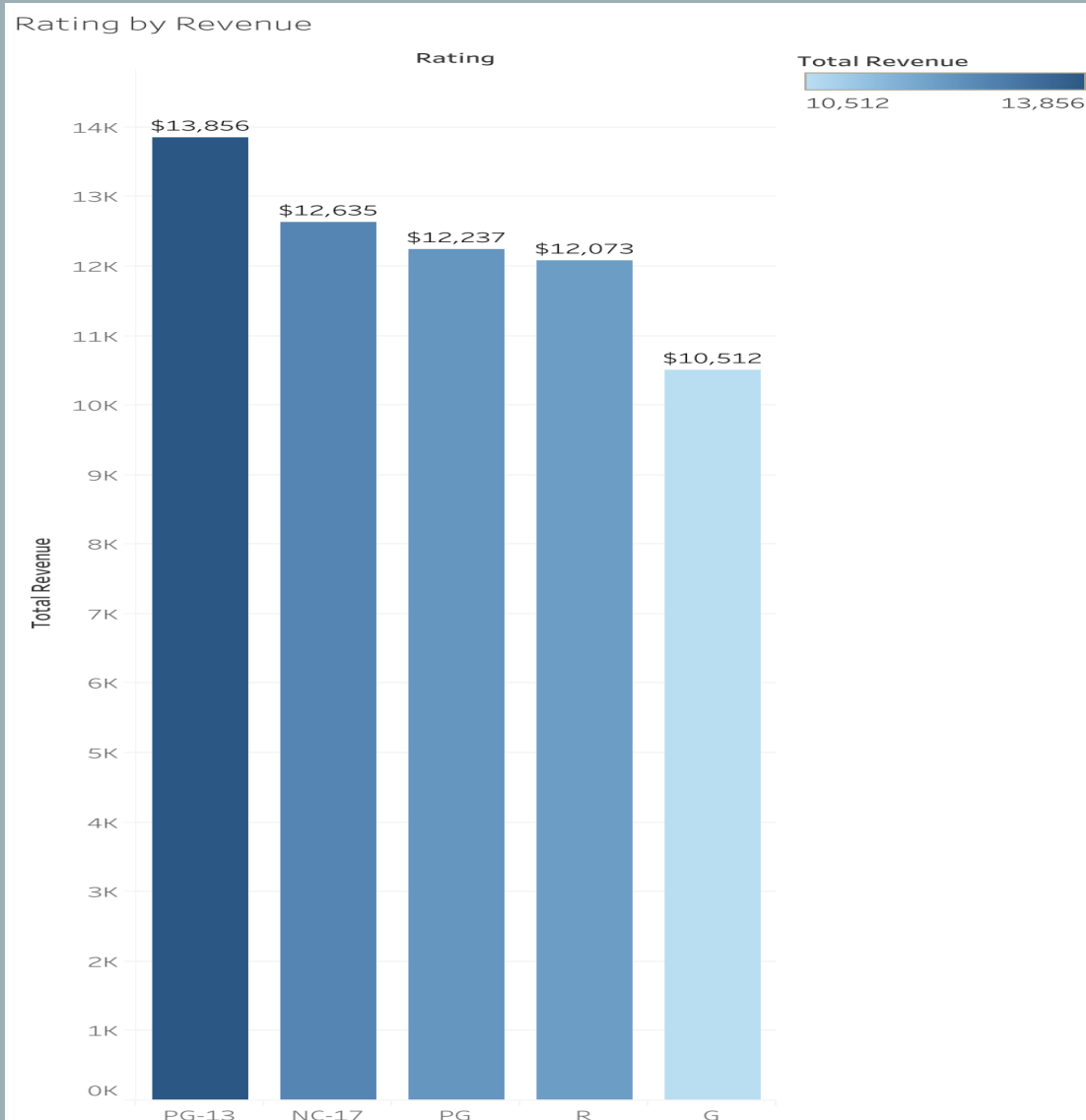
Category : Classics and Documentary are more features in the movies with least generated revenue

REVENUE BY RENTAL DURATION IN DAYS



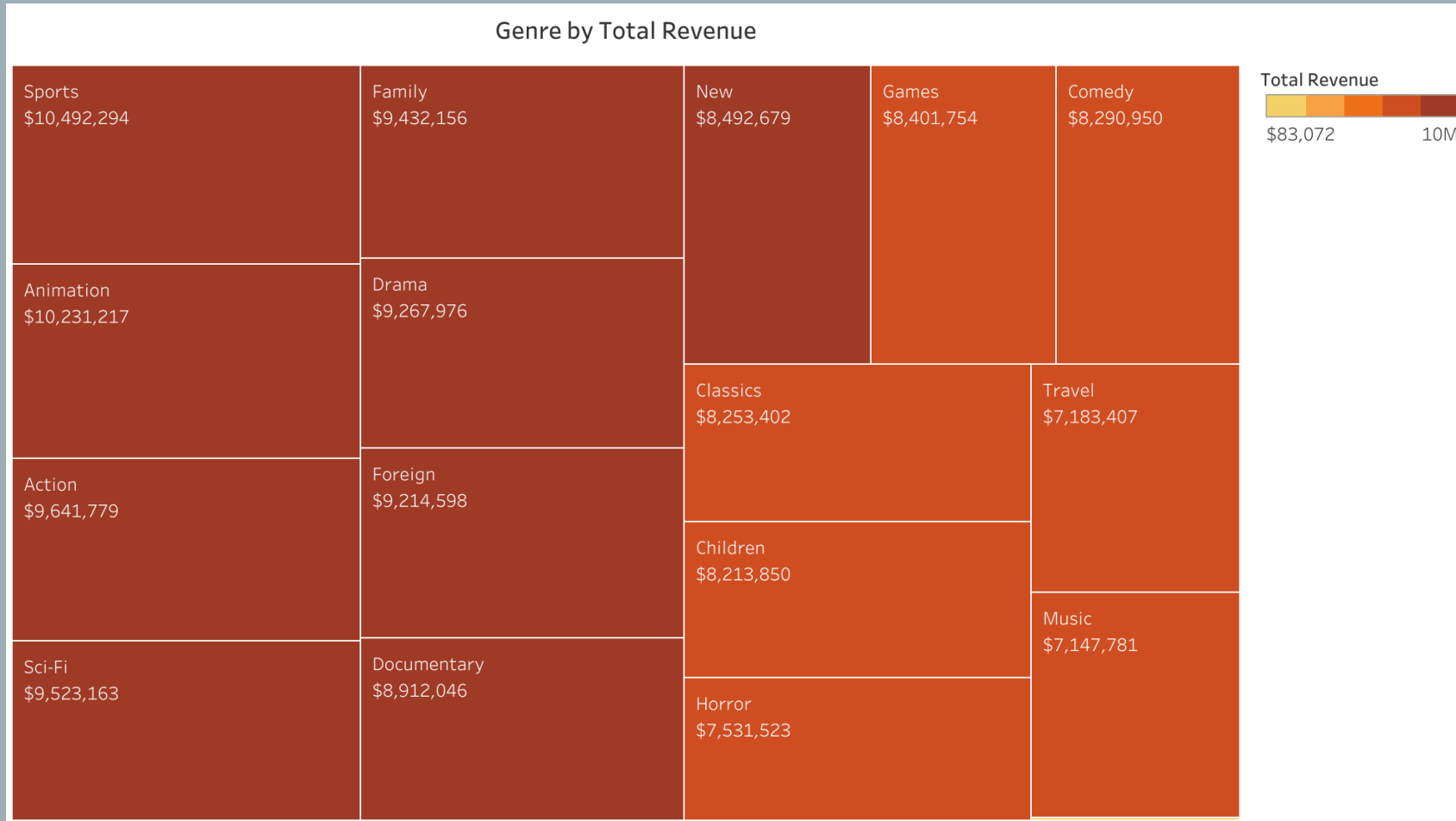
Movies with shorter rental duration generated more revenue than the movies with longer rental duration

REVENUE BY RATING



The PG-13 rating are the most popular amongst our costumers, while G-rated movies are the least popular.

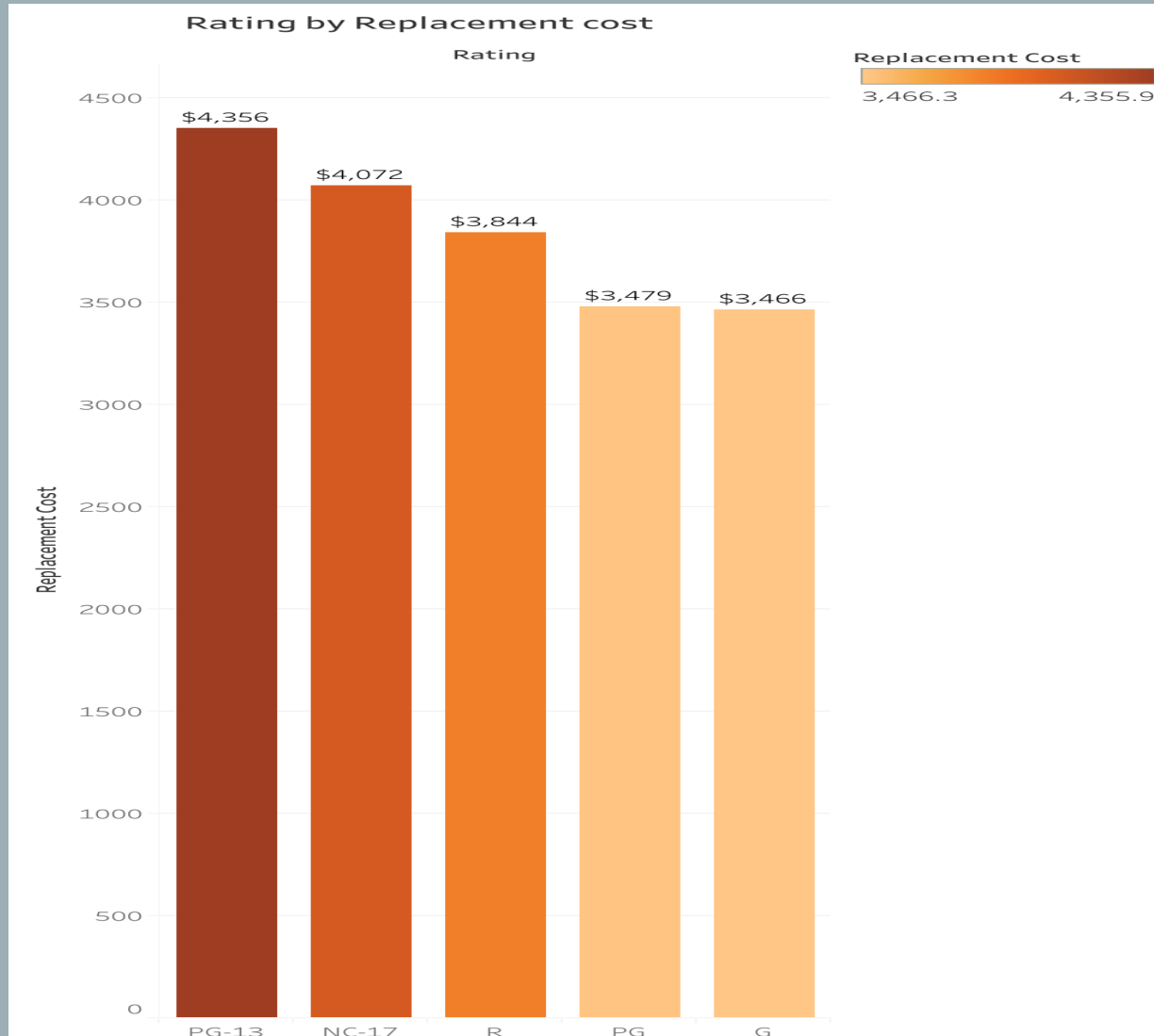
REVENUE BY GENRE



The Top categories are:

- Sports
- Animation
- Action
- Sci-Fi

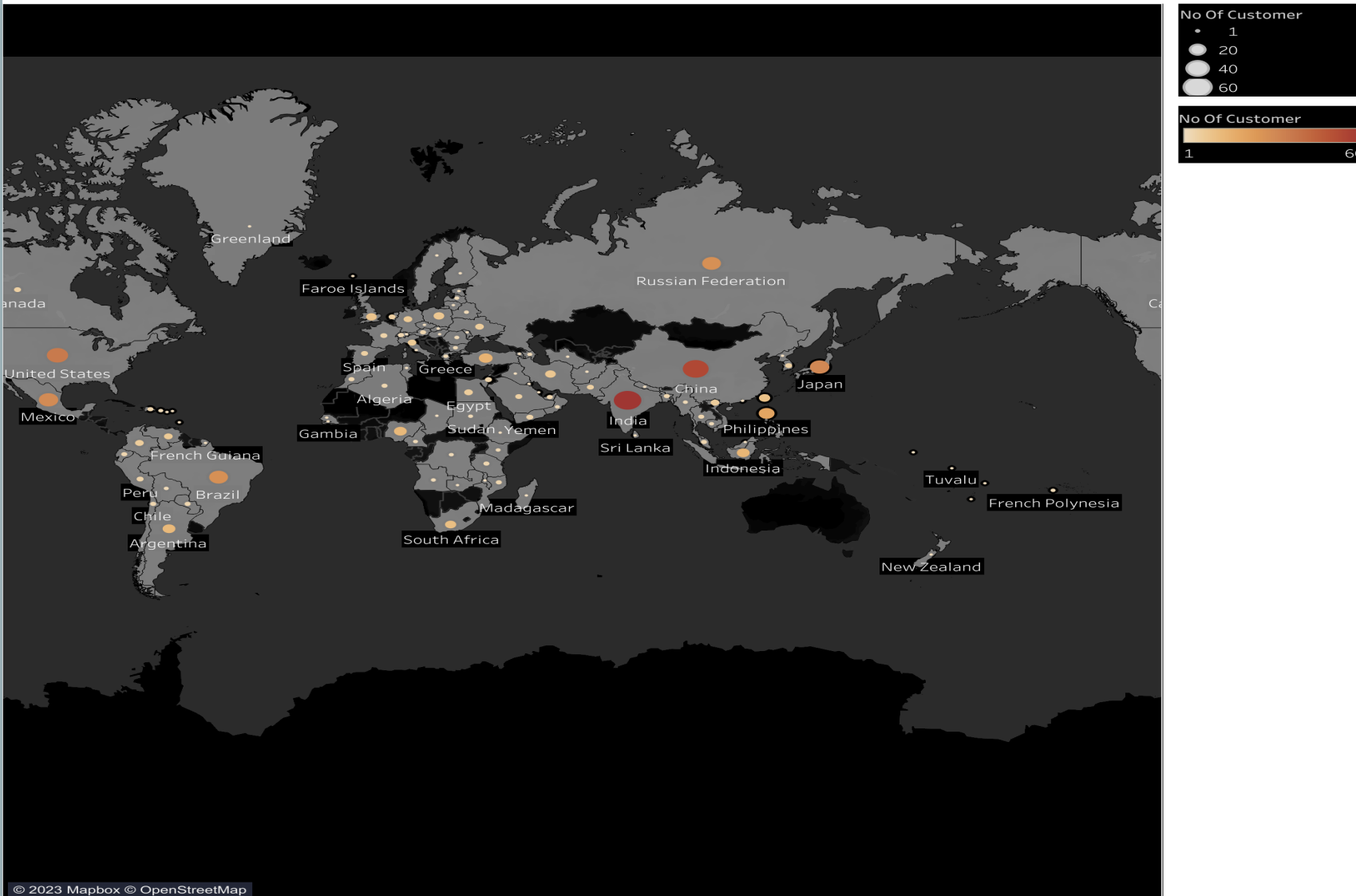
RATING BY REPLACEMENT



The PG-13 top the list of the rating with replacement

CUSTOMER LOCATION

Country by No of Customers



Rockbuster customers widely spread across the world, Some countries have more customers than the other.

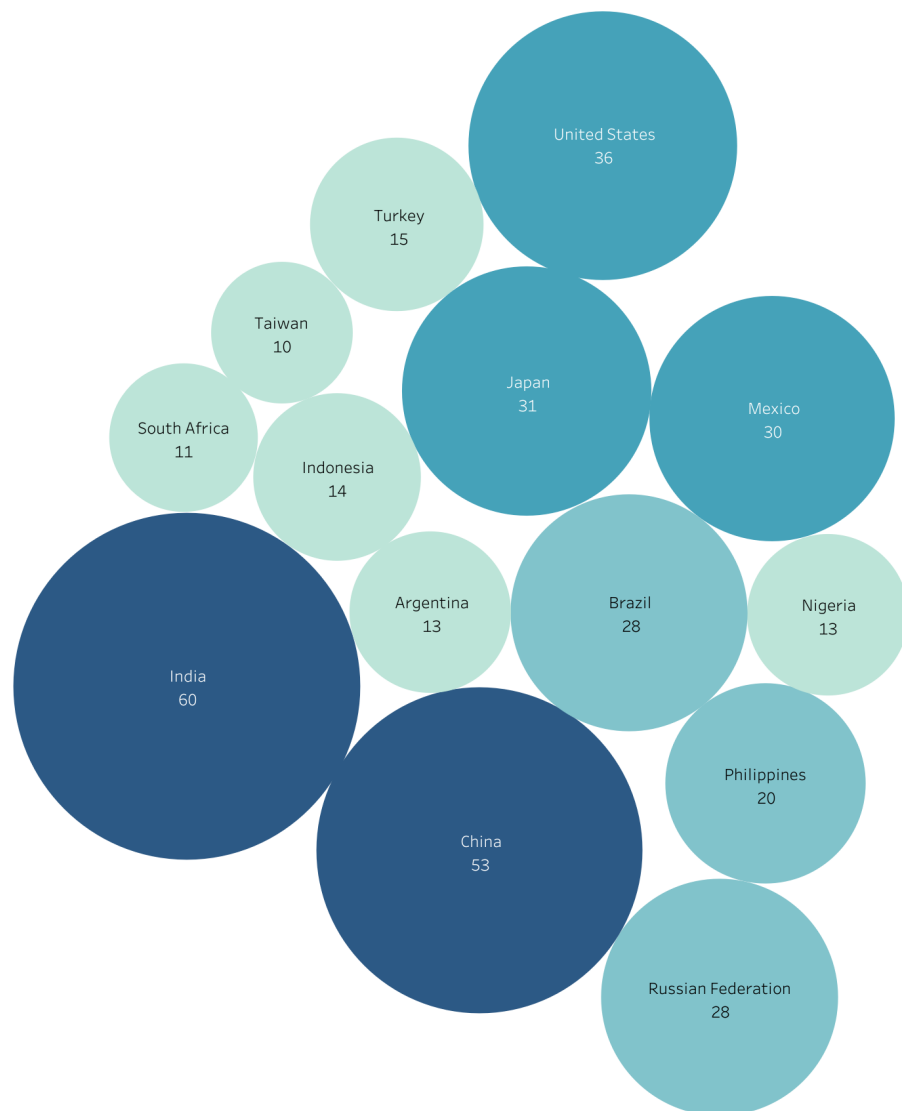
They have strong customers based in these following Countries:

- China
- India
- United State

TOP 10 COUNTRIES WITH LARGE CUSTOMER BASE

Country by Number of customer (10 above) and Revenue

No Of Customer
10 60

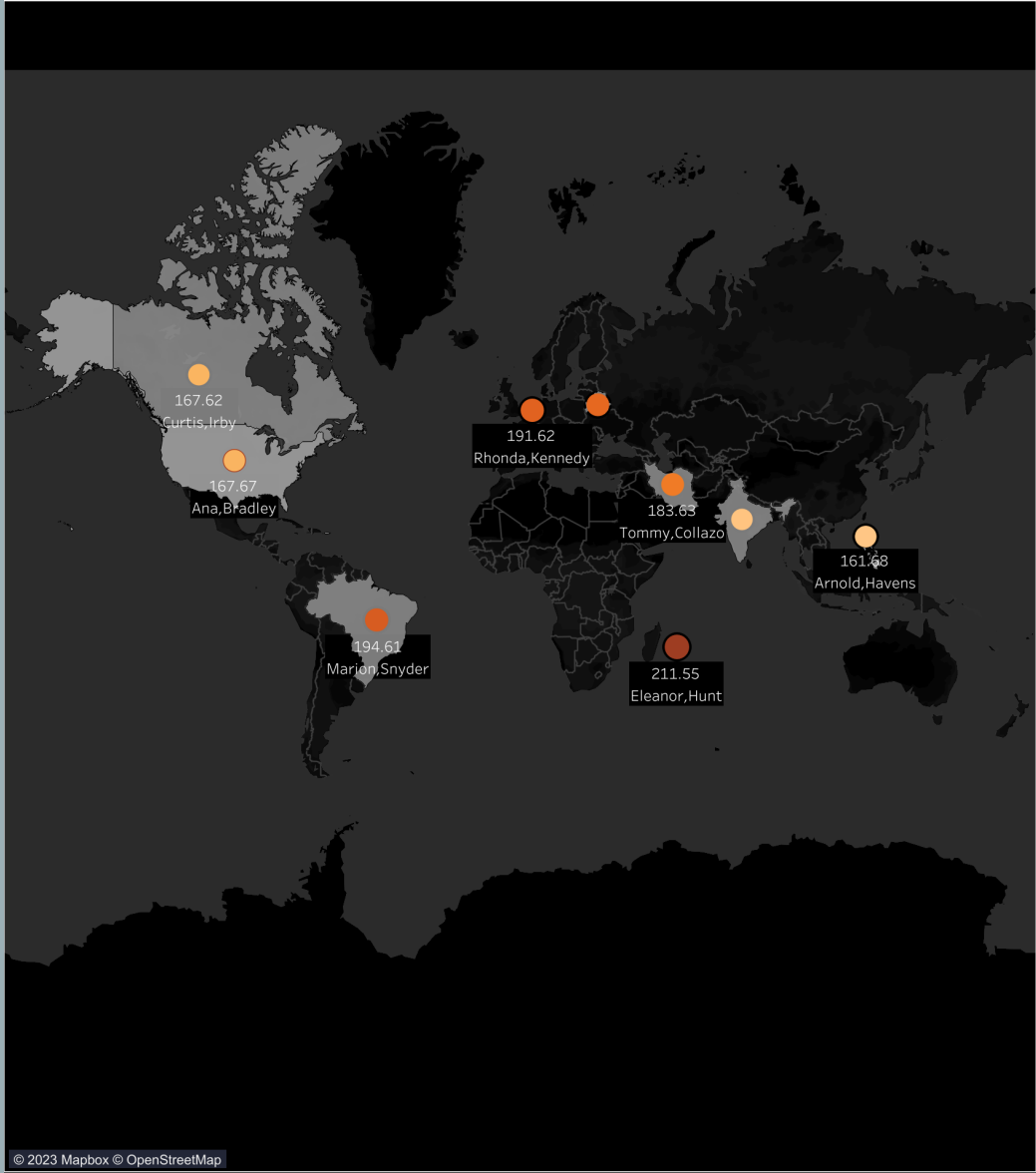
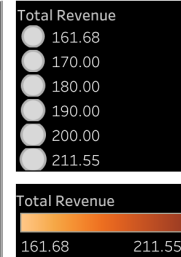


These are top 5 countries with strong customers base:

- India
- China
- United States
- Japan
- Mexico

HIGH LIFETIME VALUE CUSTOMERS

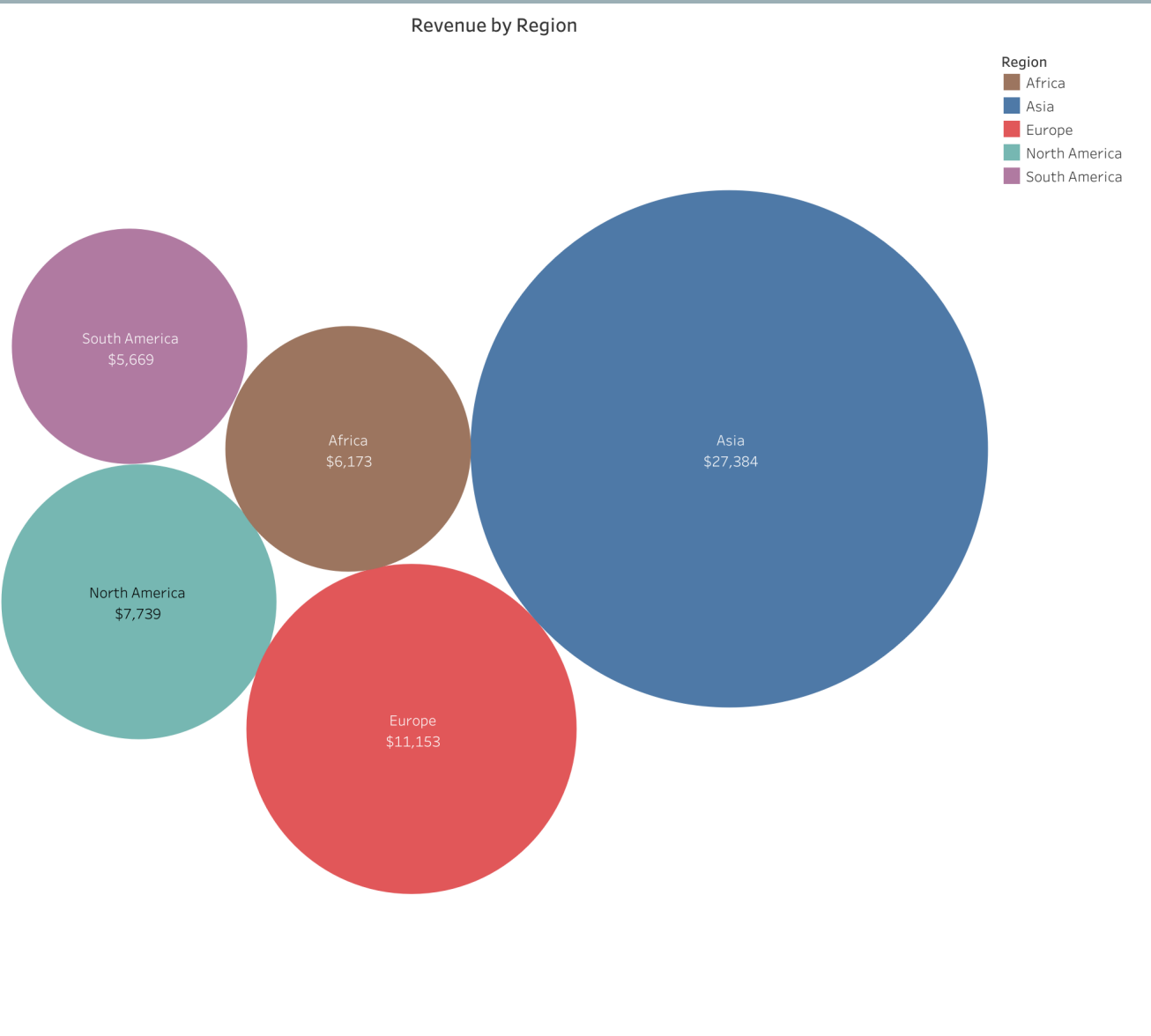
High Lifetime Value Customers



The high lifetime value customers are as followed :

- Eleanor Hunt – Reunion
- Karl seal – United State
- Marion Snyder – Brazil

REGIONAL SALES



The Asian is the largest region with the largest sales followed by European countries and North American.

KEY INSIGHTS

Category - Music and Comedy top the category that more features in highest movie revenue generation .
The Sports , Animation, Action and Sci-Fi

CUSTOMER Base – The customers are spread across the continent. Asian region lead in number of customers.
India and China generated the most revenue.

Regional Sales – Asian is the leading market in sales by total revenue \$27,384 followed by European countries \$11,153
and North American \$ 7,739

Film Rating - PG-13, NC-17 and PG the leading rating

RECOMMENDATIONS

Stocking the inventory with movies with foreign language such as Mandarin for the chinese , Hindu for Indians.

Increase the inventory for movies with PG_13, NC-17 and PG.

The Sports , Animation, Actioni and Sci-Fi categories inventory should be increase

Loyal and life time value customers should be rewarded with discount or coupon

The country and city with strong customer based should be prioritize by channelling and focusing business strategy in the aread

Thank you

Danke Schön

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