

# ROCKBUSTER STEALTH- BUSINESS PRESENTATION

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# Introduction



- ❑ ROCKBUSTER Stealth LLC - movie rental company with stores around the world.
- ❑ Competition from streaming services such as Netflix and Amazon Prime, a plan is in place to use existing movie licenses to launch an online video rental service.
- ❑ Results of the data analysis done to help implement the plan successfully are presented here.

# 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?

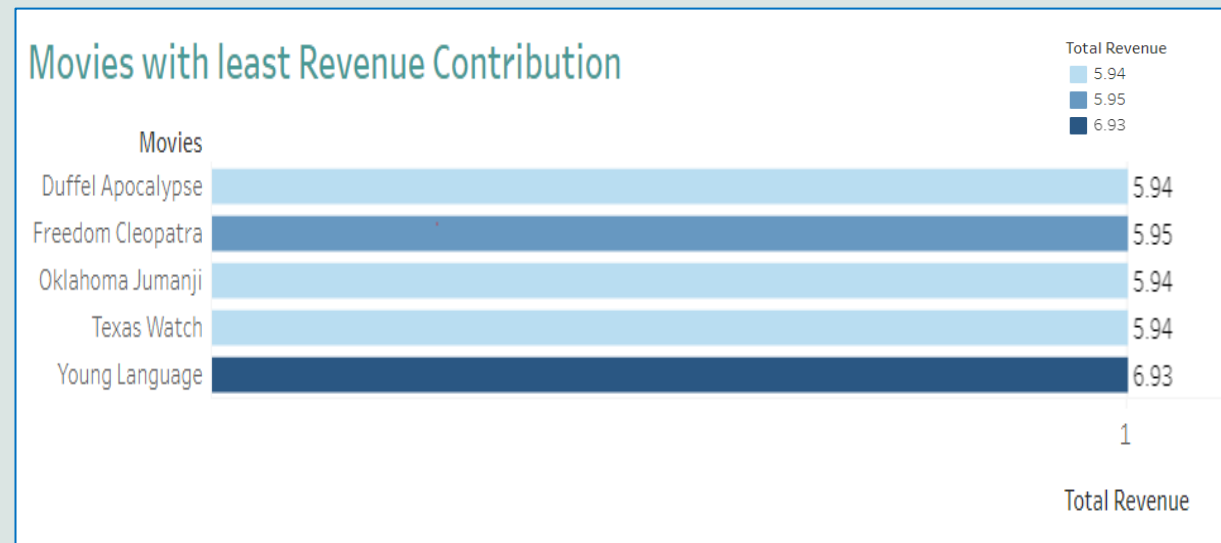


# What was the average rental duration for all videos?



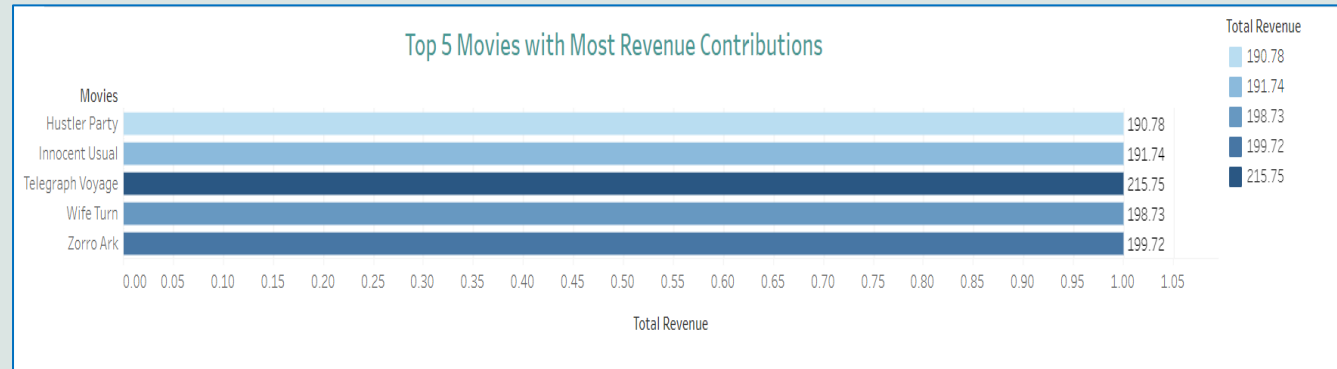
# Which are the movies with Least Revenue Contributions?

1. Texas Watch
2. Oklahoma Jumanji
3. Duffel Apocalypse
4. Freedom Cleopatra
5. Young Language



# Which are the movies with Most Revenue Contributions?

1. Telegraph Voyage
2. Zorro Ark
3. Wife Turn
4. Innocent Usual
5. Hustler Party



### Top 5 Movies and Their Genres

GENRE	MOVIES	TOTAL_REVENUE
Music	Telegraph Voyage	215.75
Comedy	Zorro Ark	199.72
Documentary	Wife Turn	198.73
Foreign	Innocent Usual	191.74
Comedy	Hustler Party	190.78

### Bottom 5 Movies and Their Genres

GENRE	MOVIES	TOTAL_REVENUE
Horror	Texas Watch	5.94
New	Oklahoma Jumanji	5.94
Documentary	Duffel Apocalypse	5.94
Comedy	Freedom Cleopatra	5.95
Documentary	Young Language	6.93

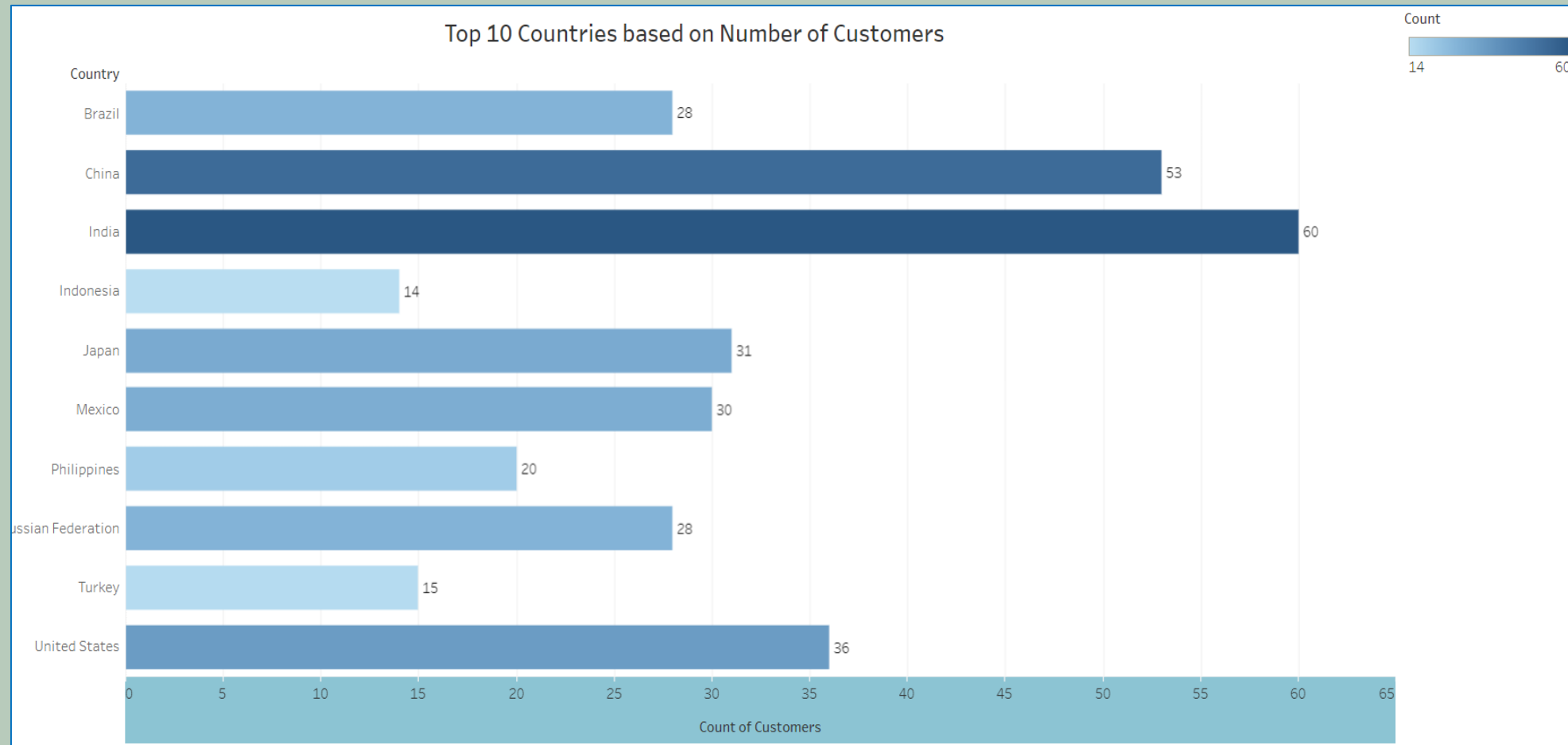


# Revenue By Genre

GENRE	TOTAL_REVENUE
Sports	4892.19
Sci-Fi	4336.01
Animation	4245.31
Drama	4118.46
Comedy	4002.48
New	3966.38
Action	3951.84
Foreign	3934.47
Games	3922.18
Family	3782.26
Documentary	3749.65
Horror	3401.27
Classics	3353.38
Children	3309.39
Travel	3227.36
Music	3071.52
Thriller	47.89



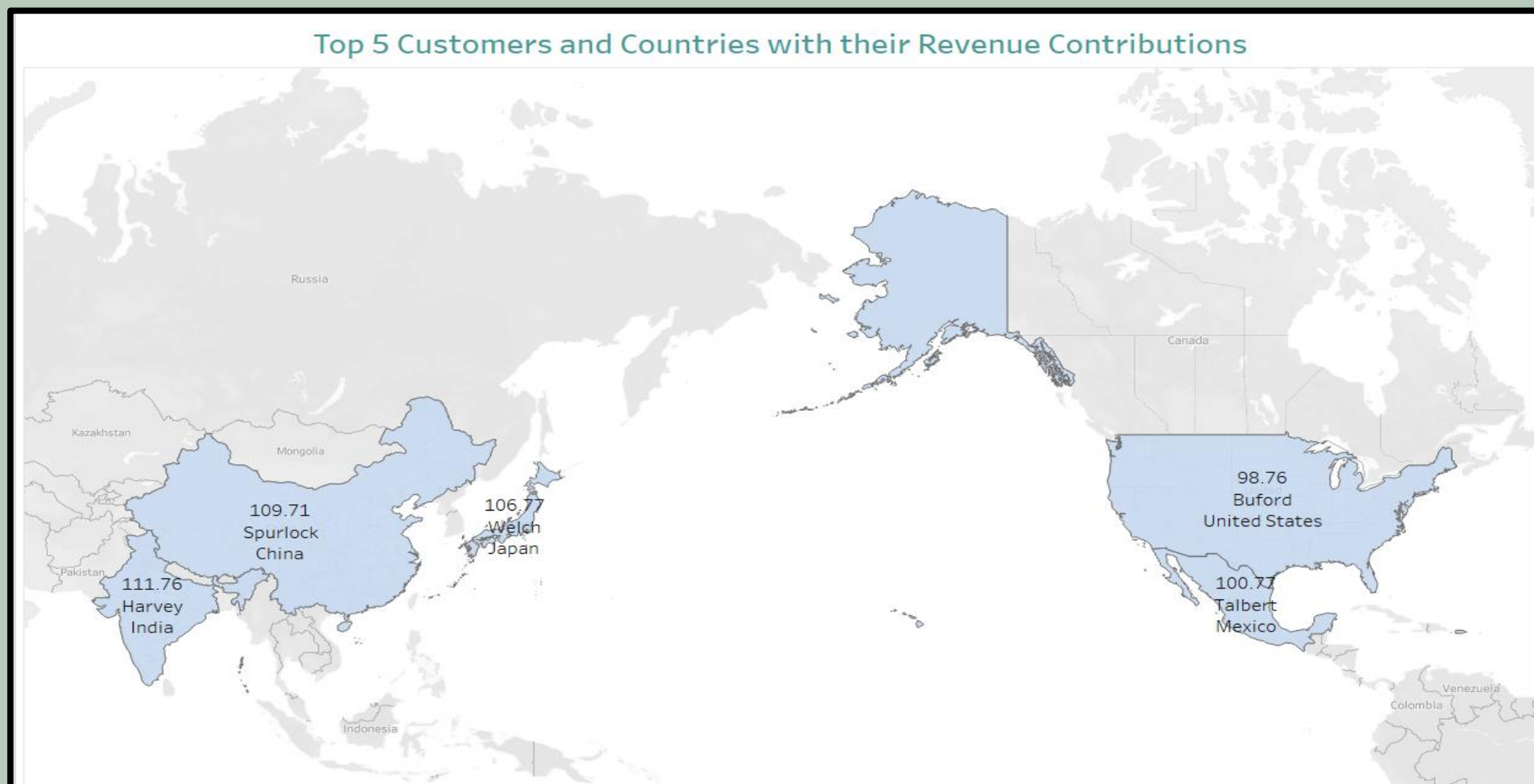
# Which countries are RockBuster customers based in?



# Countries based on Count of Customers and their Revenue Contributions

COUNTRY	COUNT	REVENUE
India	60	6034.78
China	53	5251.03
United States	36	3685.31
Japan	31	3122.51
Mexico	30	2984.82
Brazil	28	2919.19
Russian Federation	28	2765.62
Philippines	20	2219.7
Turkey	15	1498.49
Indonesia	14	1352.69

# Top 5 Customers And Their Countries Based On The Revenue Contributions



# Details on the Top 5 Customers

CUSTOMER ID	FIRST NAME	LAST NAME	COUNTRY	CITY	TOTAL AMOUNT
225	Arlene	Harvey	India	Ambattur	111.76
424	Kyle	Spurlock	China	Shanwei	109.71
240	Marlene	Welch	Japan	Iwaki	106.77
486	Glen	Talbert	Mexico	Acua	100.77
537	Clinton	Buford	United States	Aurora	98.76

# Summary

- Top 5 countries with higher number of customers are India, China, US, Japan and Mexico
- The average Rental Duration is about 5 days
- Top 5 Genres based on revenue are Sports, Sci-Fi, Animation, drama and Comedy
- Surprisingly, some of the bottom 5 movies also falls under the above categories. It is better to check other reasons for this

# Recommendations

1

Concentrate business more on top Countries like India, China, US, Japan and Mexico based on the number of customers and more revenue

2

Include genres that are most popular and those comes in the Top 5 list

3

Knowing the top 5 customers, taking feedback from them regarding their interests can be helpful to determine the likes of people in similar regions

Thank You !

