



# **Rockbuster Stealth LLC**

Sales Analysis for purposes of 2020 company strategy

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A stylized, dark grey leaf graphic with several pointed leaves, located in the upper left corner of the slide.

# agenda

An abstract white line graphic consisting of several overlapping curved lines, located in the lower left corner of the slide.

Introduction  
3

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Key Questions & Objectives  
5

---

Summary  
13

---

Recommendations  
14

---

Back-up Slides  
16

# introduction

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 licences to launch an online video rental service in order to stay competitive.

**Objective:** To help Rockbuster Stealth's business intelligence (BI) department with the launch strategy for the new online video service.





## Rockbuster Stealth LLC Data Overview:

1001

Number of movies

599

Number of customers

\$2.98

Average Rental Cost

108

Number of Countries  
where are Customers

5 days

Average Rental Duration

Sport

Most Popular Genre

PG – 13

Most Popular Rating

21

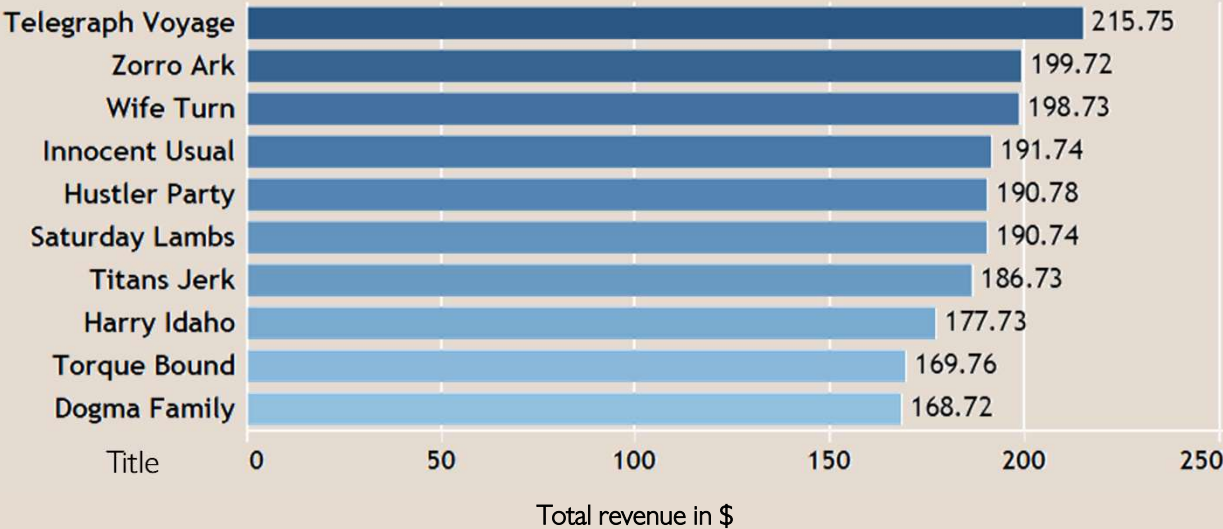
Number of Genres

The background features a light gray base with large, flowing organic shapes in muted olive green and a dusty rose color. In the upper left, there is a faint, stylized pattern of fern fronds. Two thin, white, wavy lines curve across the lower right portion of the image.

# Key Questions & Objectives

# Which **movies** contributed **the most** to revenue gain?

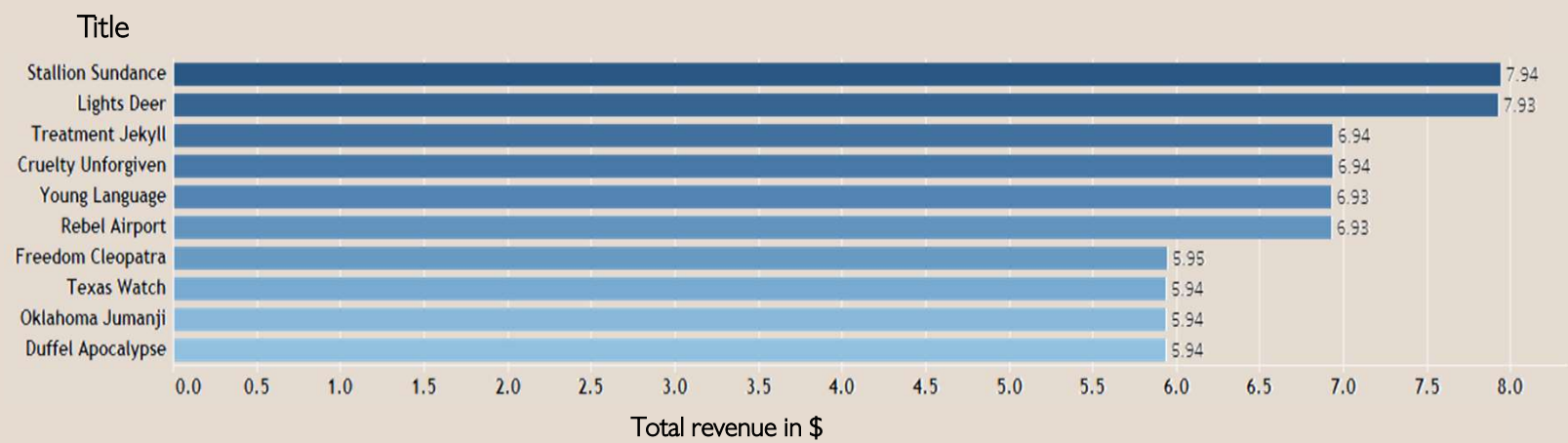
Top 10 Movies that contributed the most to revenue gain



The **Telegraph Voyage** contributed the most to revenue with **\$215.75**.

# Which **movies** contributed **the least** to revenue gain?

Bottom 10 Movies that contributed the least to revenue gain



The Duffel Apocalypse, Oklahoma Jumanji and Texas Watch contributed the least to revenue with \$5.94 each.

# Which movie **genres** contributed **the most** to revenue gain?

Top 10 movie Genres that contributed the most to revenue gain

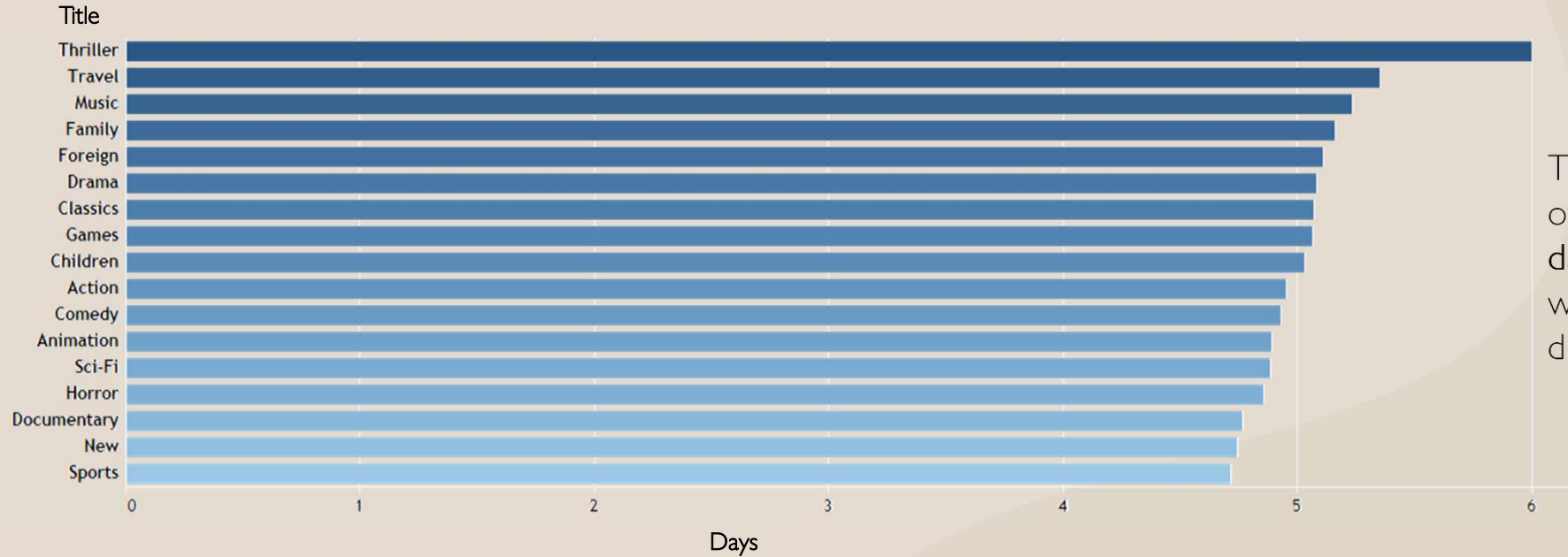


- Top 5 Movie Genres:
1. Sports
  2. Sci-fi
  3. Animation
  4. Drama
  5. Comedy



# What was the average rental duration for all videos?

Average Rental Duration in Days per Genre



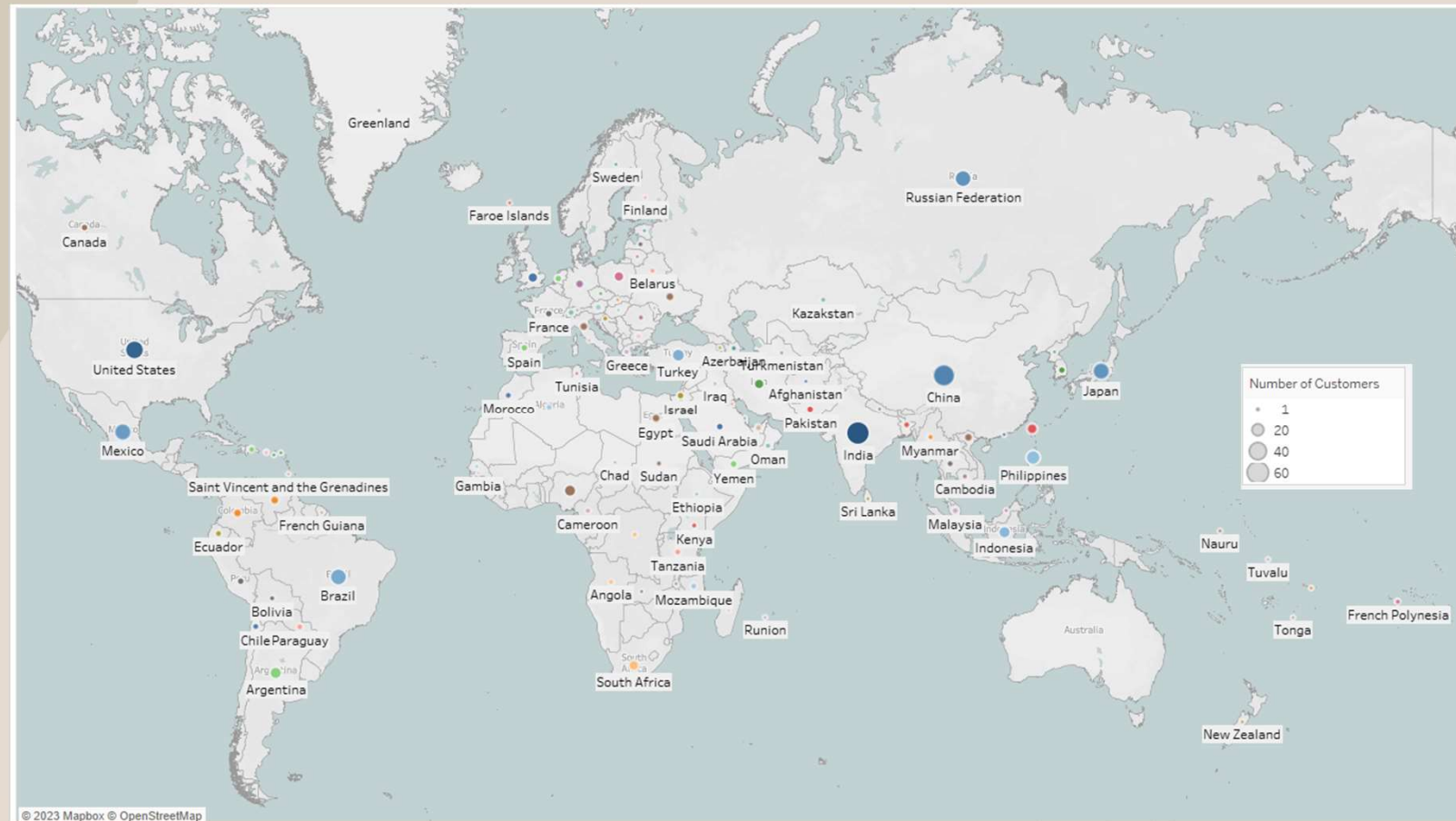
The average rental duration over all genres is **4,991 days**. **Thriller** is the genre with the highest rental duration of **6 days**.

## Which countries are Rockbuster customers based in?

A total of 599 customers  
are based in 108 countries.

## Top 10 Countries with the most customers:

1.	India	60
2.	China	53
3.	US	36
4.	Japan	31
5.	Mexico	30
6.	Brazil	28
7.	Russian Federation	28
8.	Philippines	20
9.	Turkey	15
10.	Indonesia	14



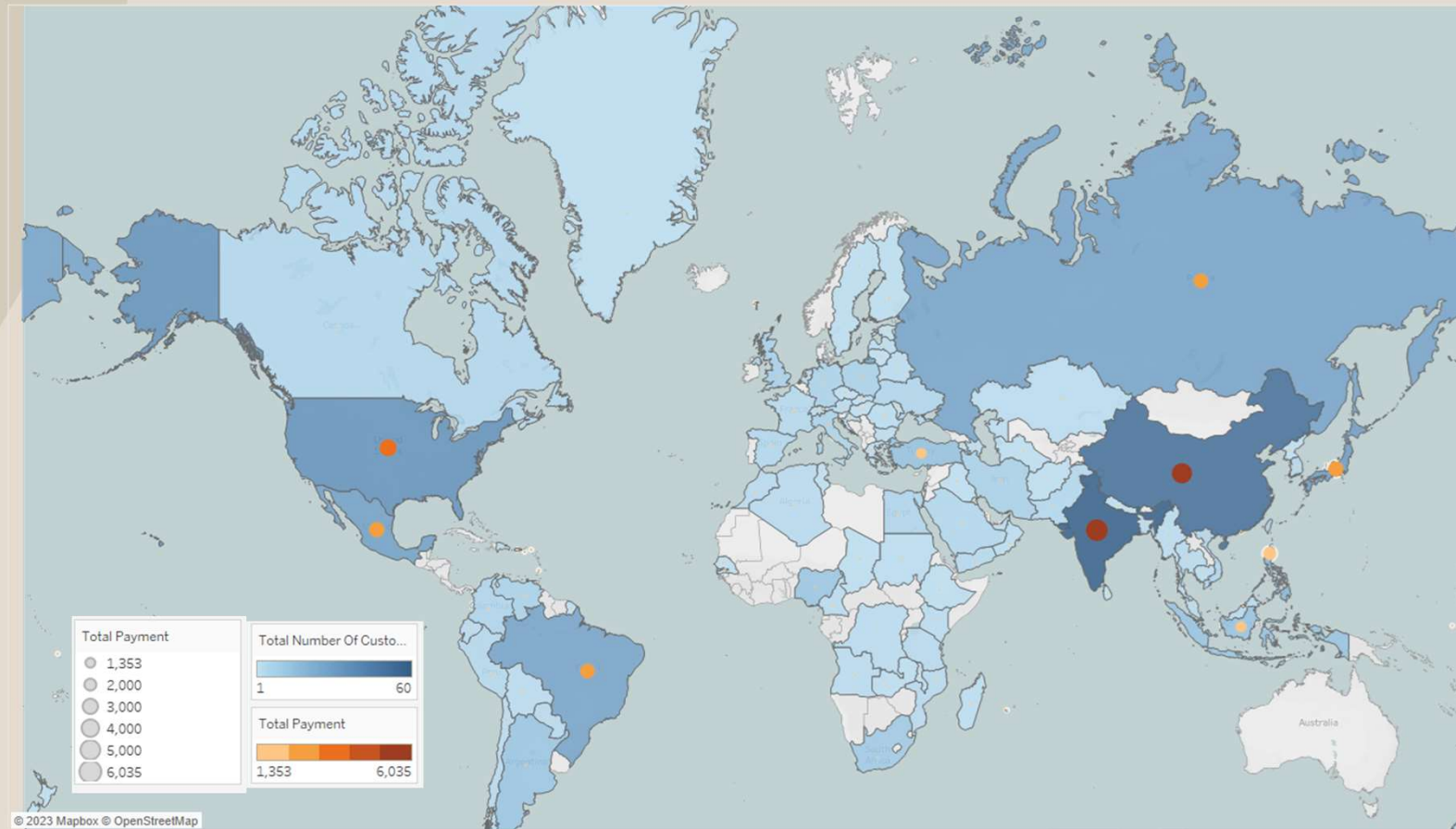
# Where are customers with a high lifetime value based?

Top 10 Customers with a highest lifetime value are based in:

1.	India	\$6,035
2.	China	\$5,251
3.	US	\$3,685
4.	Japan	\$3,123
5.	Mexico	\$2,985
6.	Brazil	\$2,919
7.	Russian Federation	\$2,766
8.	Philippines	\$2,220
9.	Turkey	\$1,498
10.	Indonesia	\$1,353

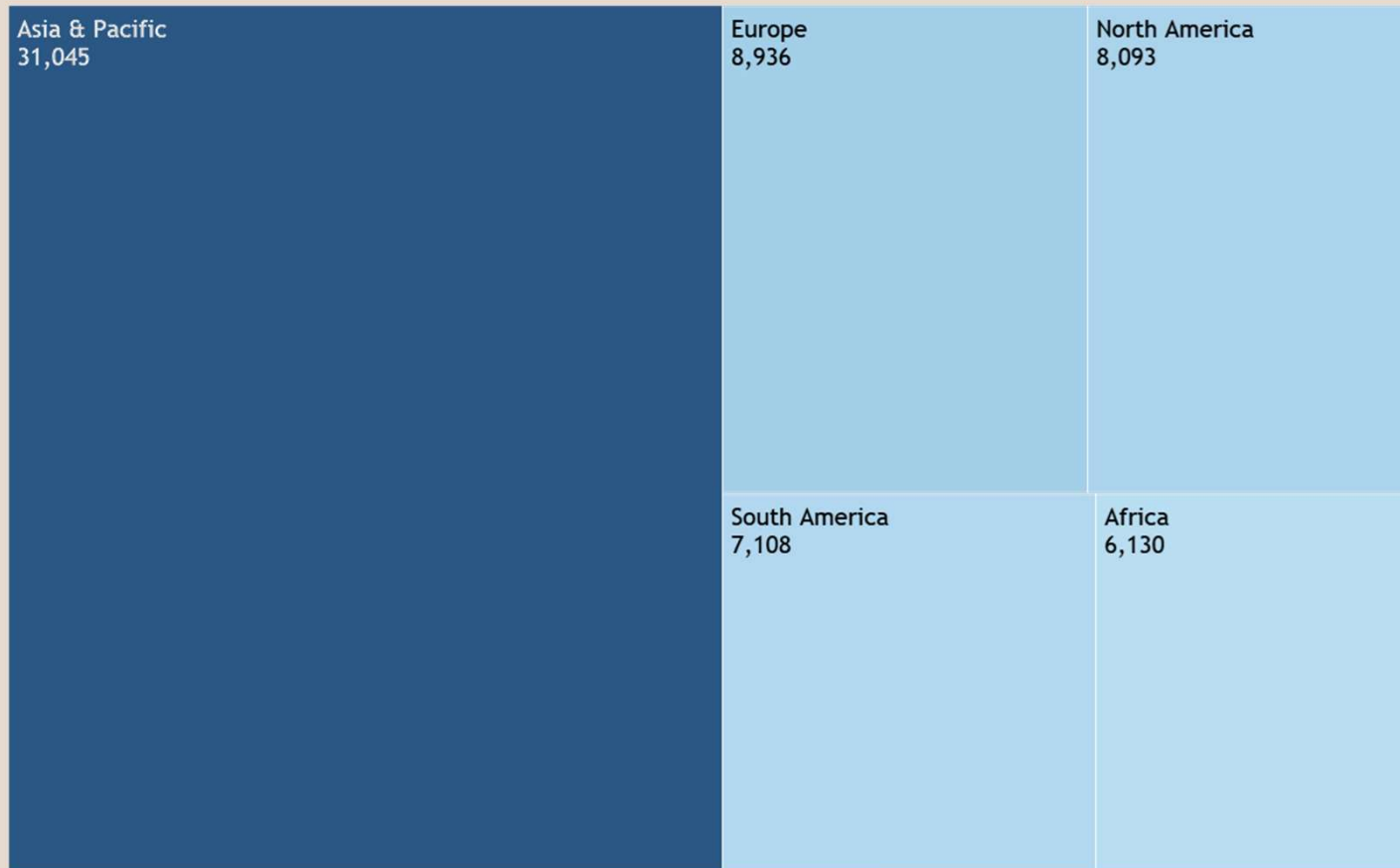
These countries have also the highest customer counts.

Countries with the highest number of customers and lifetime value



## Do sales figure vary between geographic regions?

Revenue in \$ by geographical region



Asia has by far the most revenue followed by Europe and North America.

# summary

**Top 5 Movies:** Telegraph Voyage, Zorro Ark, Wife Turn, Innocent Usual, Hustler Party.

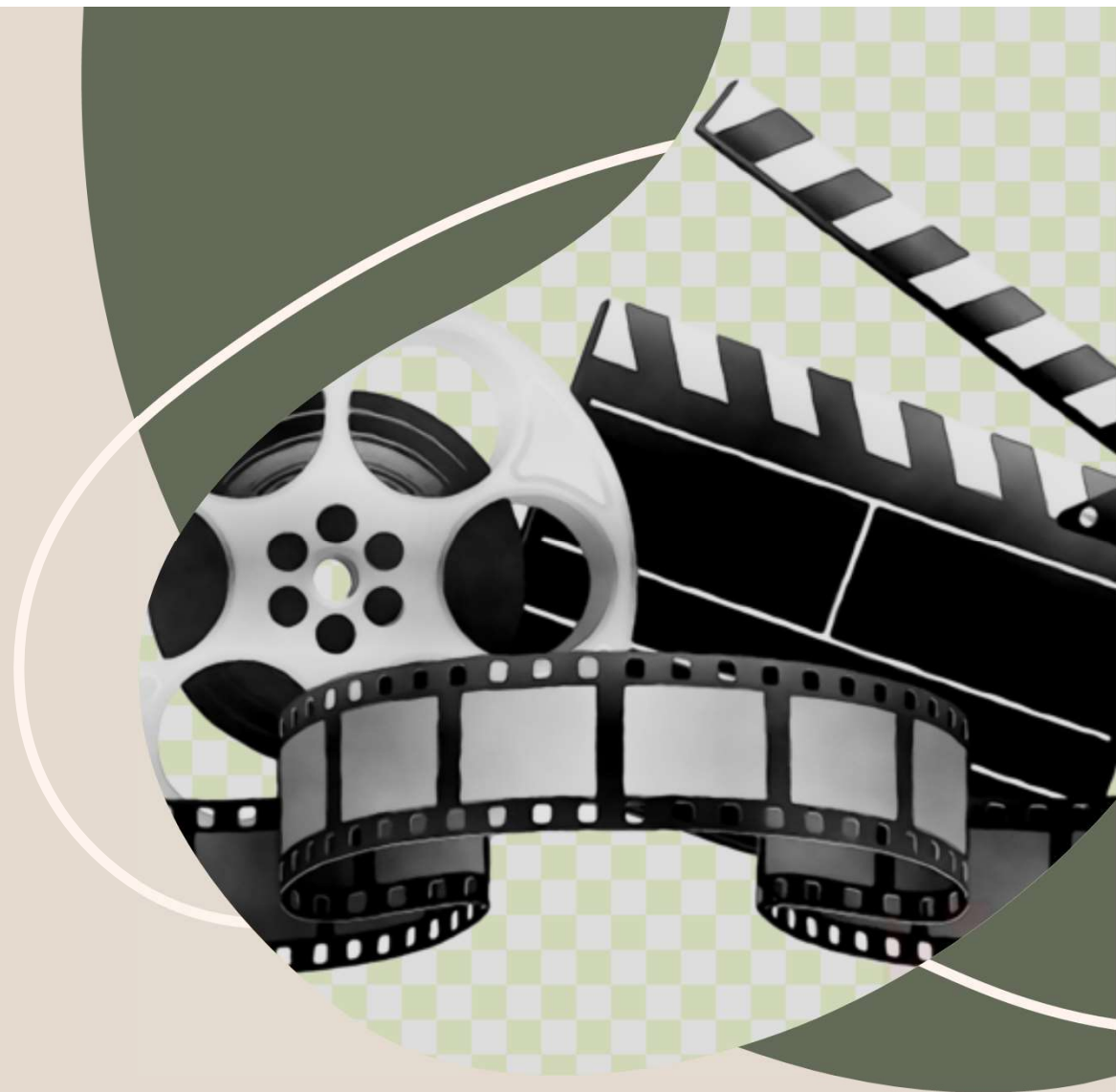
**Top 5 movie Genres:** Sports, Sci-fi, Animation, Drama, Comedy.

**Average rental duration** in days across genres is **5 days**, while **Thriller** has the highest rental duration of **6 days**.

A total of **599 customers** are based in **108 countries**. **Top 5 countries** with the most customers are **India (60)**, China, US, Japan and Mexico(30).

**Top 5 customers** with a highest lifetime value are based in India (\$6,035), China, US, Japan and Mexico(\$2,985).

**The most profitable region** is by far **Asia** followed by Europe and North America.



# Recommendations

- Rockbuster Stealth LLC can prioritize titles with higher demands and revenue and may consider removing low revenue movies.
- Targeting market with high revenue genres such as Sport, Sci-fi, Animation, Drama and Comedy.
- Adjusting prices for rental duration by giving lower price for shorter rental and bigger price for longer(more than 6 days) in order to encourage customers to rent more frequently.
- Focus on marketing in Asia, the most profitable region, followed by Europe and North America.
- Implement loyalty programs, for customers with a highest lifetime value, by offering them discounts on rentals, special subscription plans, every 10<sup>th</sup> movie with half price, special family packages, special offers if they bring a new customer.
- Focus on offering a wider range of subtitles to be able to reach more customers across the globe.



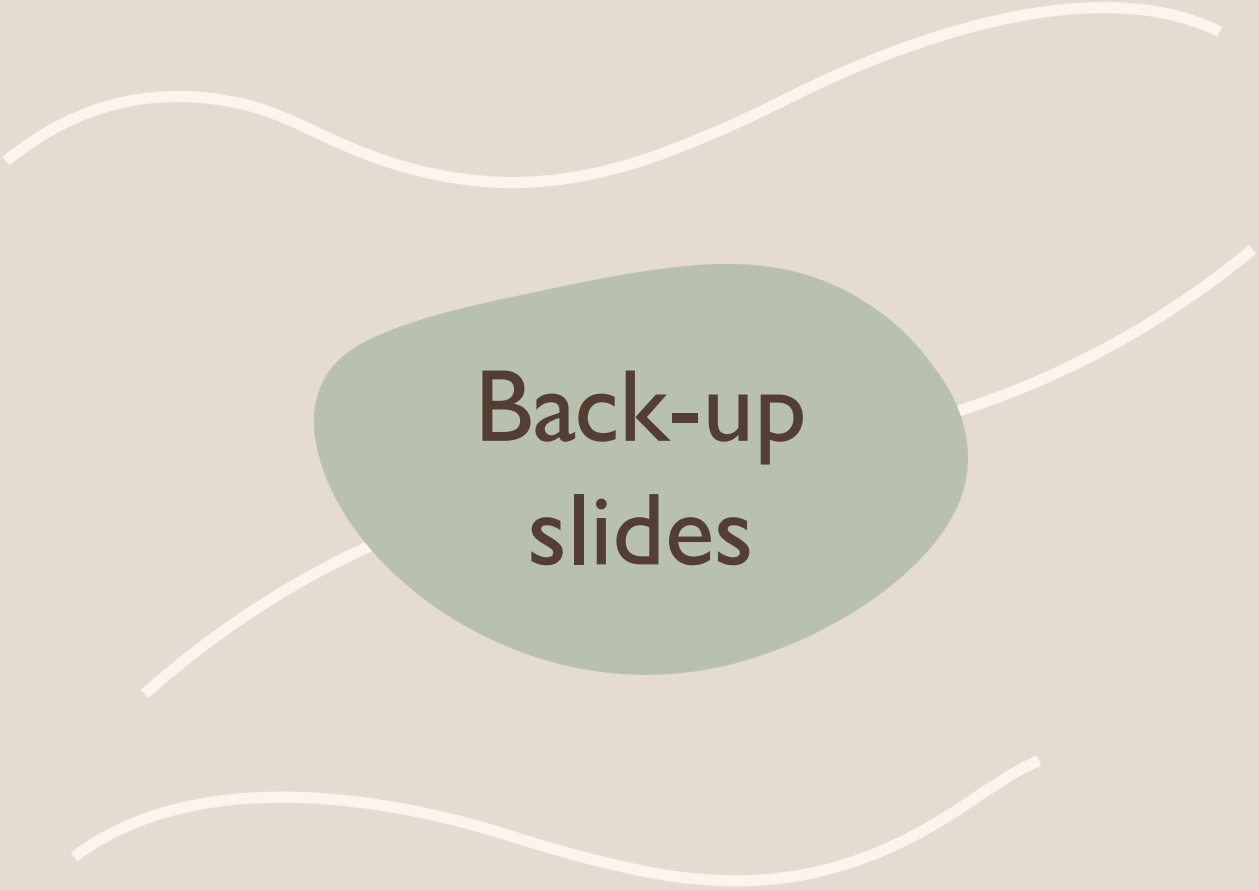
# thank you

If you have any more questions, please feel free to contact me!

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<https://public.tableau.com/app/profile/sanja1971/viz/RockbusterStealthLLCSalesAnalysis/RockbusterStealthLLCSalesAnalysis?publish=yes>



Back-up  
slides



# What is total Revenue per Country in \$?

