



Rockbuster Stealth Analysis

SELCEN AYRANCI

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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 licenses to launch an online video rental service.



The goal is to help Rockbuster Stealth with launching a strategy for the new online video service.

KEY QUESTIONS

DO SALES FIGURES VARY BETWEEN GEOGRAPHIC REGIONS?



WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?



WHERE ARE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?



WHICH MOVIES CONTRIBUTED THE MOST/LEAST TO REVENUE GAIN?



WHICH GENRES ARE THE MOST POPULAR?

OVERVIEW



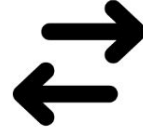
Total revenue
\$61.312



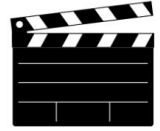
Customers
599



Avg. Rental Cost
\$2.98



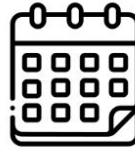
Avg. Replacement
cost
\$19.98



Movies
1000



Countries
109

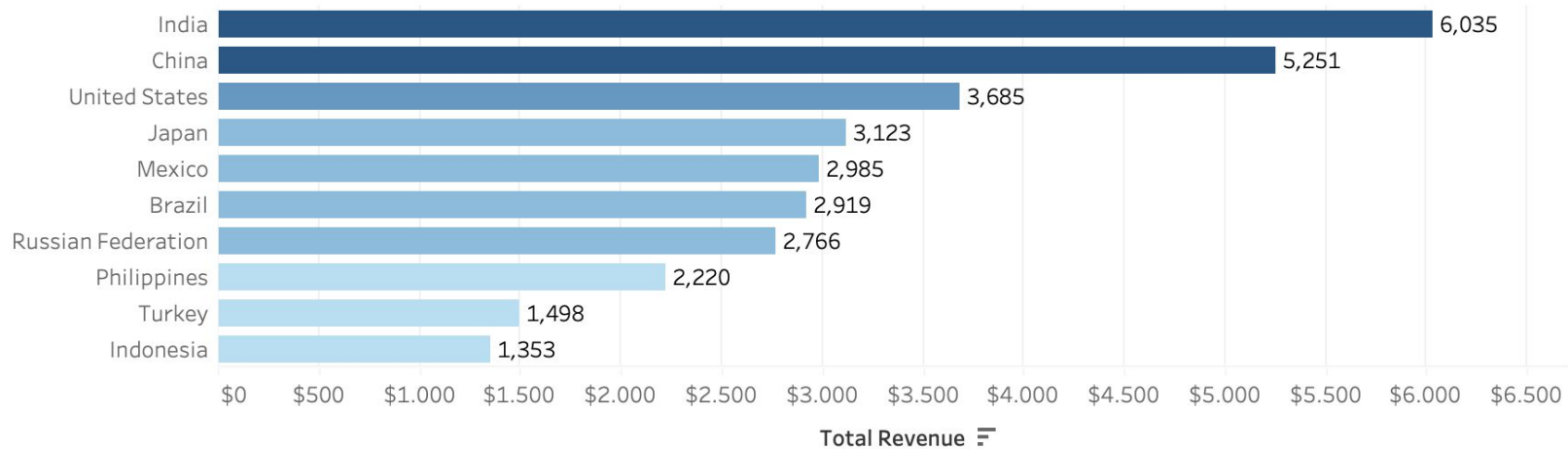


Avg Rental Duration
5 days



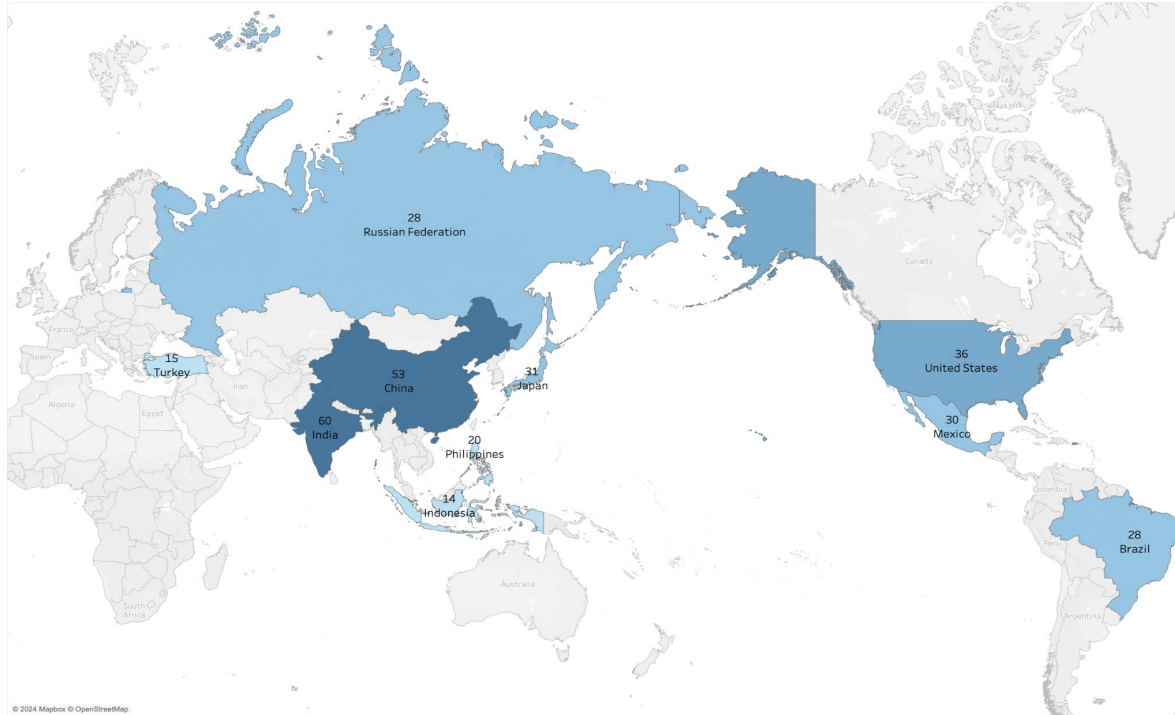
Genres
20

Do sales figures vary between geographic regions?



The graph above shows the top 10 countries in terms of revenue and they are making up of **51%** of the total revenue.

Which countries are Rockbuster customers based in?



Rockbuster has customers all around the world, spread over 109 countries.

The top 10 countries in terms of customer numbers are the same countries with the highest revenue:

India, China, United States, Japan, Mexico, Brazil, Russian Federation, Philippines, Turkey and Indonesia.

Top 5 high value customers in terms of revenue

Casey Mena

Tokat, Turkey

Total Amount: **\$130,68**

Sara Perry

Atlixco, Mexico

Total Amount: **\$128,70**

Leslie Seward

Pontianak, Indonesia

Total Amount: **\$123,72**

Alan Kahn

Emeishan, China



Total Amount: **\$119,75**



Clinton Buford

Aurora, United States

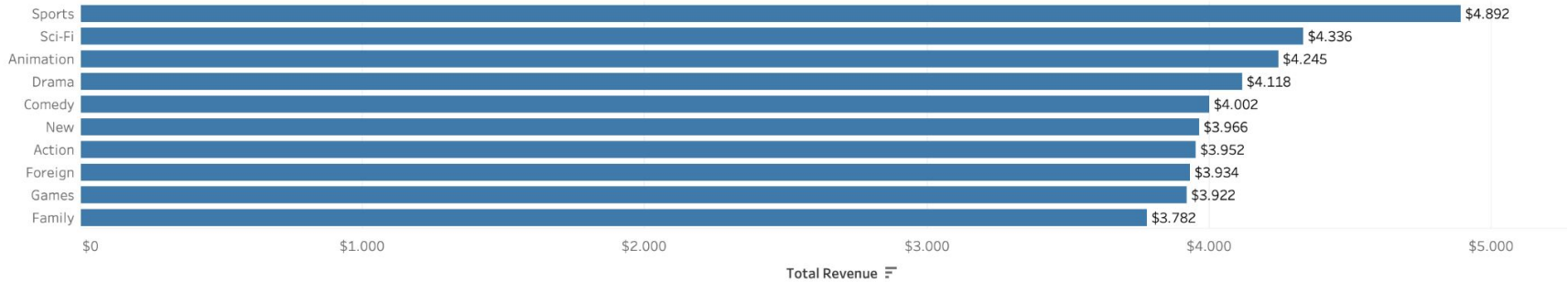
Total Amount: **\$98,76**

Which movies contributed the most/least to revenue gain?

	title character varying (255) 	total_revenue numeric 
1	Telegraph Voyage	215.75
2	Zorro Ark	199.72
3	Wife Turn	198.73
4	Innocent Usual	191.74
5	Hustler Party	190.78
6	Saturday Lambs	190.74
7	Titans Jerk	186.73
8	Harry Idaho	177.73
9	Torque Bound	169.76
10	Dogma Family	168.72

	title character varying (255) 	total_revenue numeric 
1	Texas Watch	5.94
2	Oklahoma Jumanji	5.94
3	Duffel Apocalypse	5.94
4	Freedom Cleopatra	5.95
5	Rebel Airport	6.93
6	Young Language	6.93
7	Treatment Jekyll	6.94
8	Cruelty Unforgiven	6.94
9	Lights Deer	7.93
10	Stallion Sundance	7.94

Which genres are the most popular?



The top 5 genres in terms of revenue: **Sports, Sci-fi, Animation, Drama and Comedy.**

RECOMMENDATIONS



Focus on high revenue markets like India, China, and the U.S.



Increase the number of movies, incorporate different genres and expand language selection to high revenue markets namely Hindi, Chinese, Japanese and Spanish



Expand the movie selection top-performing genres



Engage with top clients and offer unique opportunities with them to increase rentals



Make further analysis to uncover more insights regarding pricing, genres and movie titles



THANK YOU!

SELCEN AYRANCI
selcenayranci@gmail.com