ROCKBUSTER STEALTH LLC ANALYSIS

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Overview

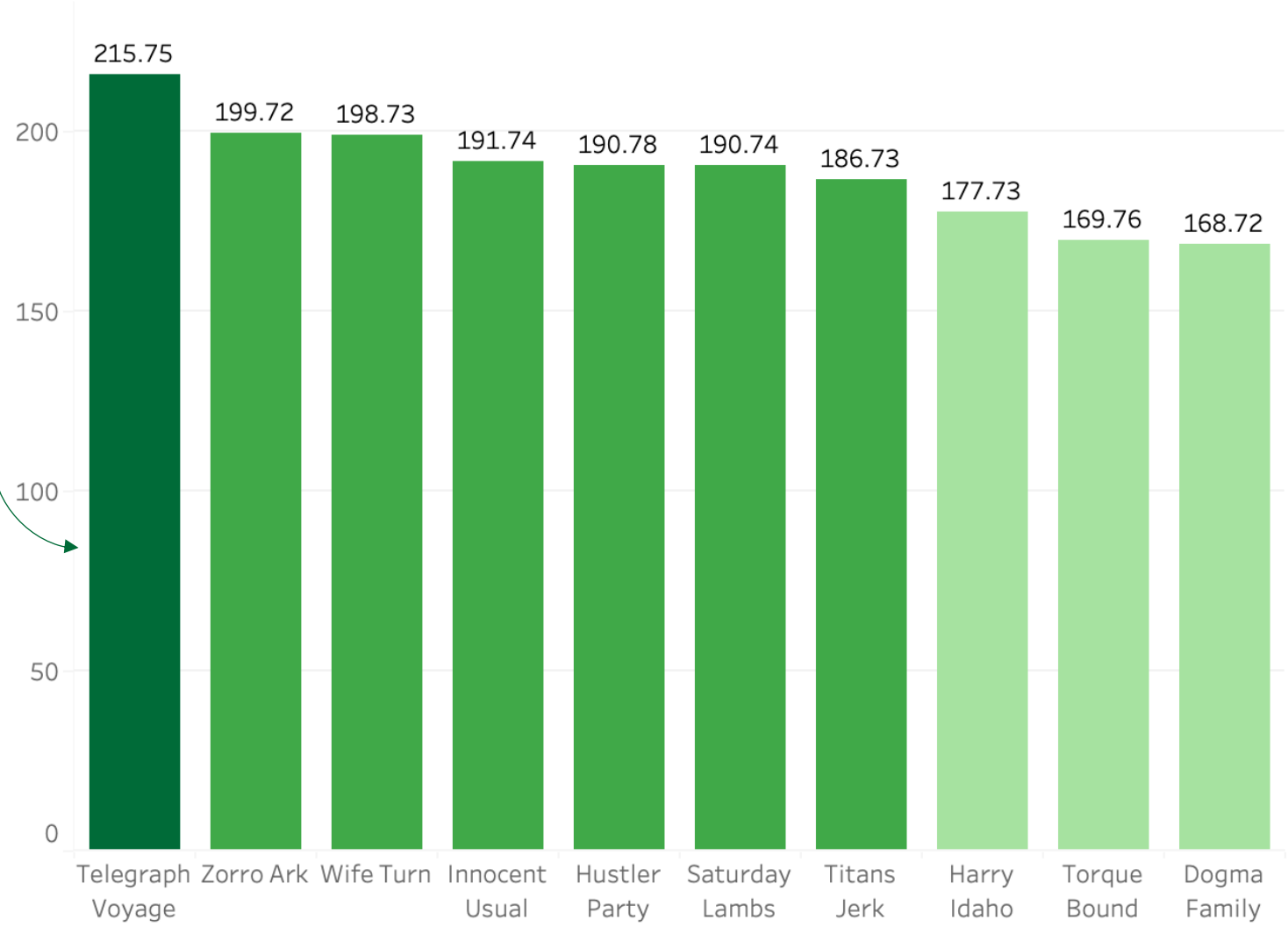
- Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.
- To stay competitive with streaming services like Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service.

Key Questions

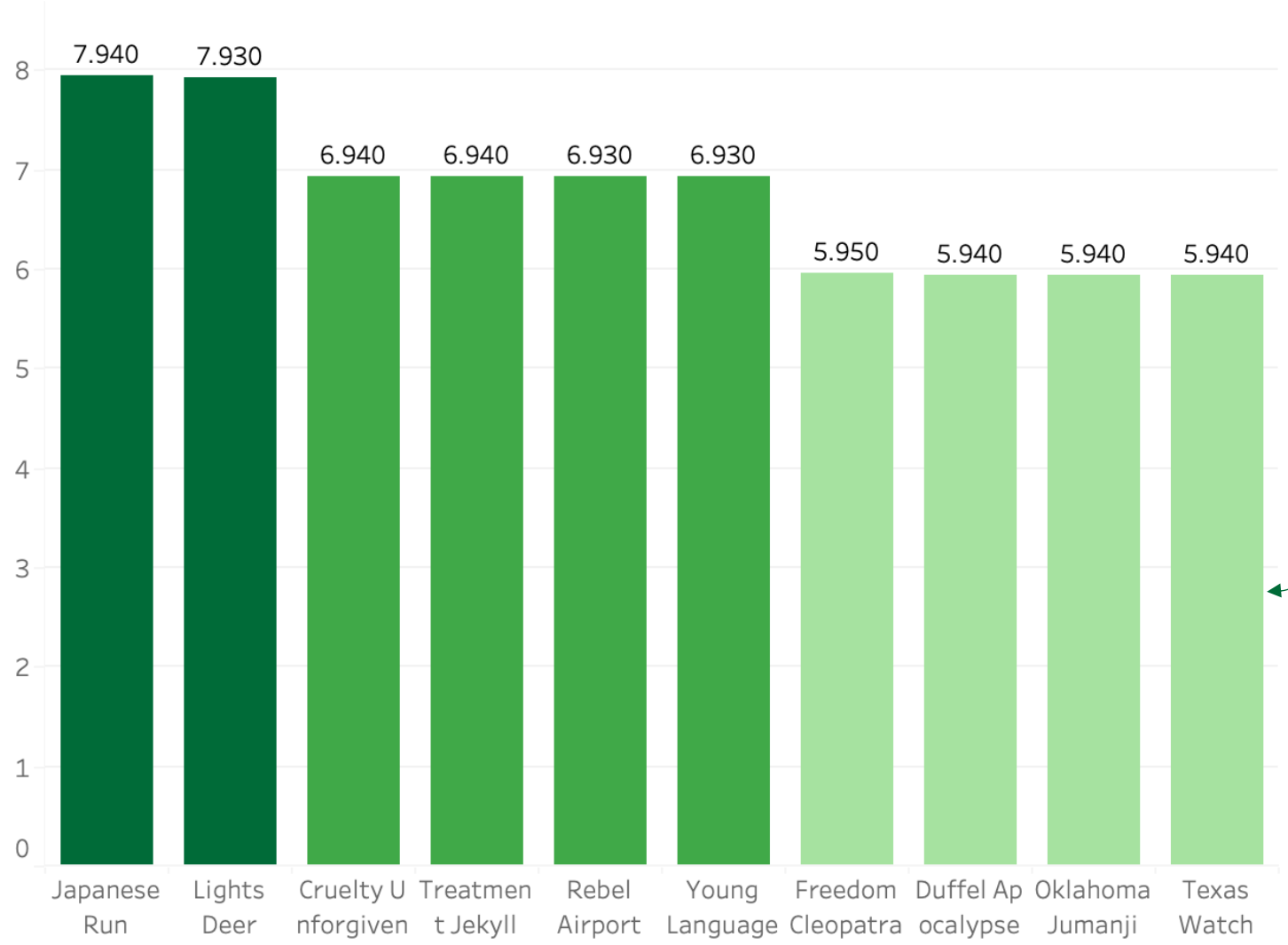
- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value?
- Do sales figures vary between geographic regions?

Highest Revenue Generating Film Rentals

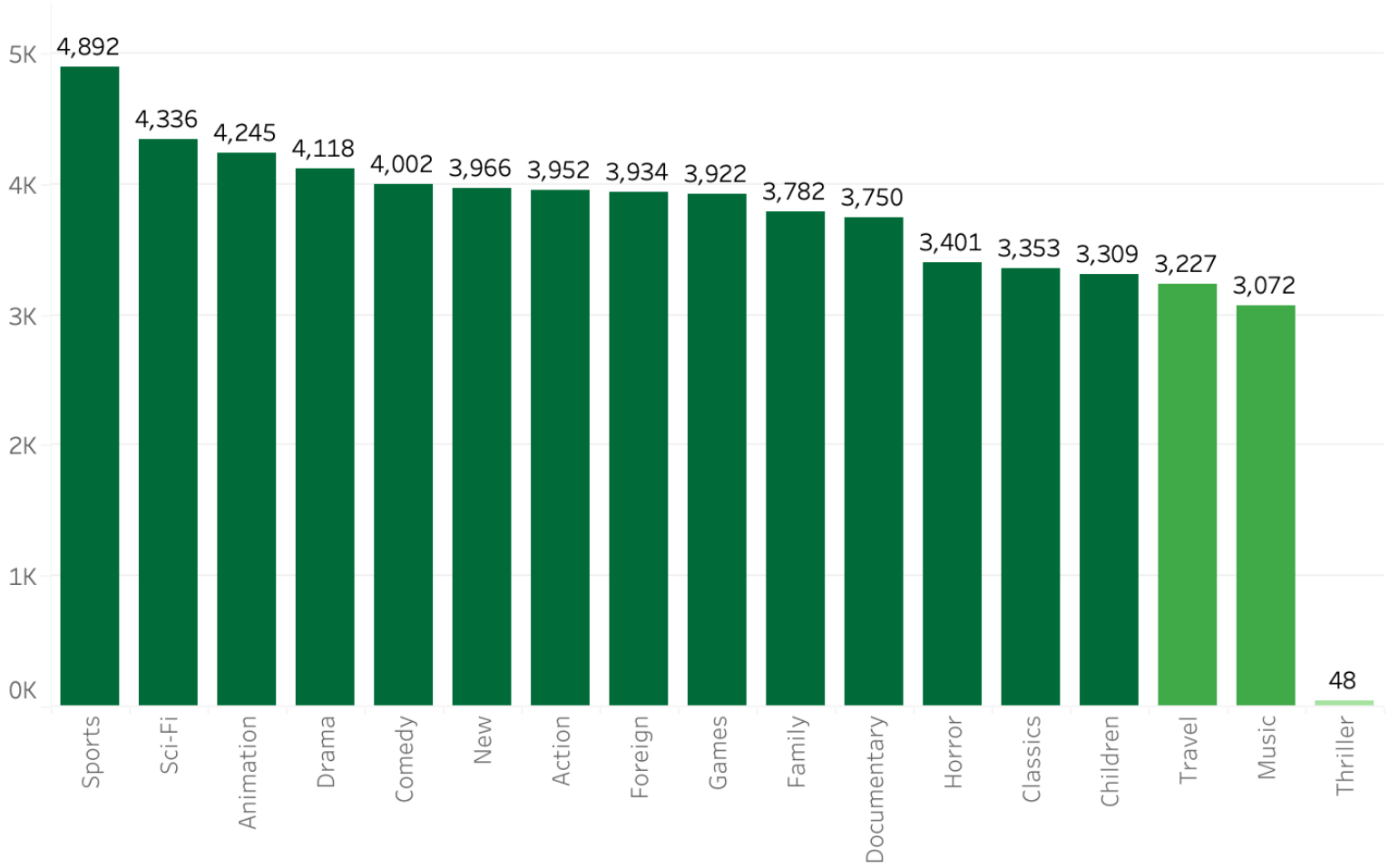
Telegraph Voyage, a music film, generated the most revenue with $215.75



Lowest Revenue Generating Film Rentals



Texas Watch, the lowest generating film, only made $5.94 in revenue.



Revenue by Genre

Sports films generate the most revenue while Thriller films generate the least.

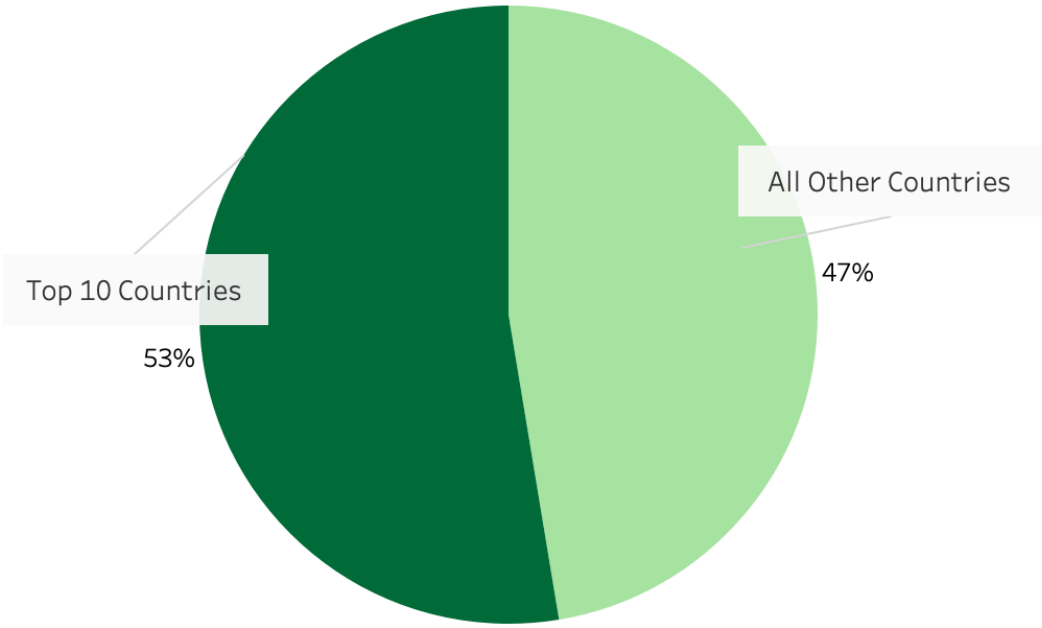
Movie Rental Duration

Minimum	Maximum	Average
3 days	7 days	4.99 days

This table provides an overview of the range of rental periods customers typically fall in.

Countries with the Highest Amount of Customers

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

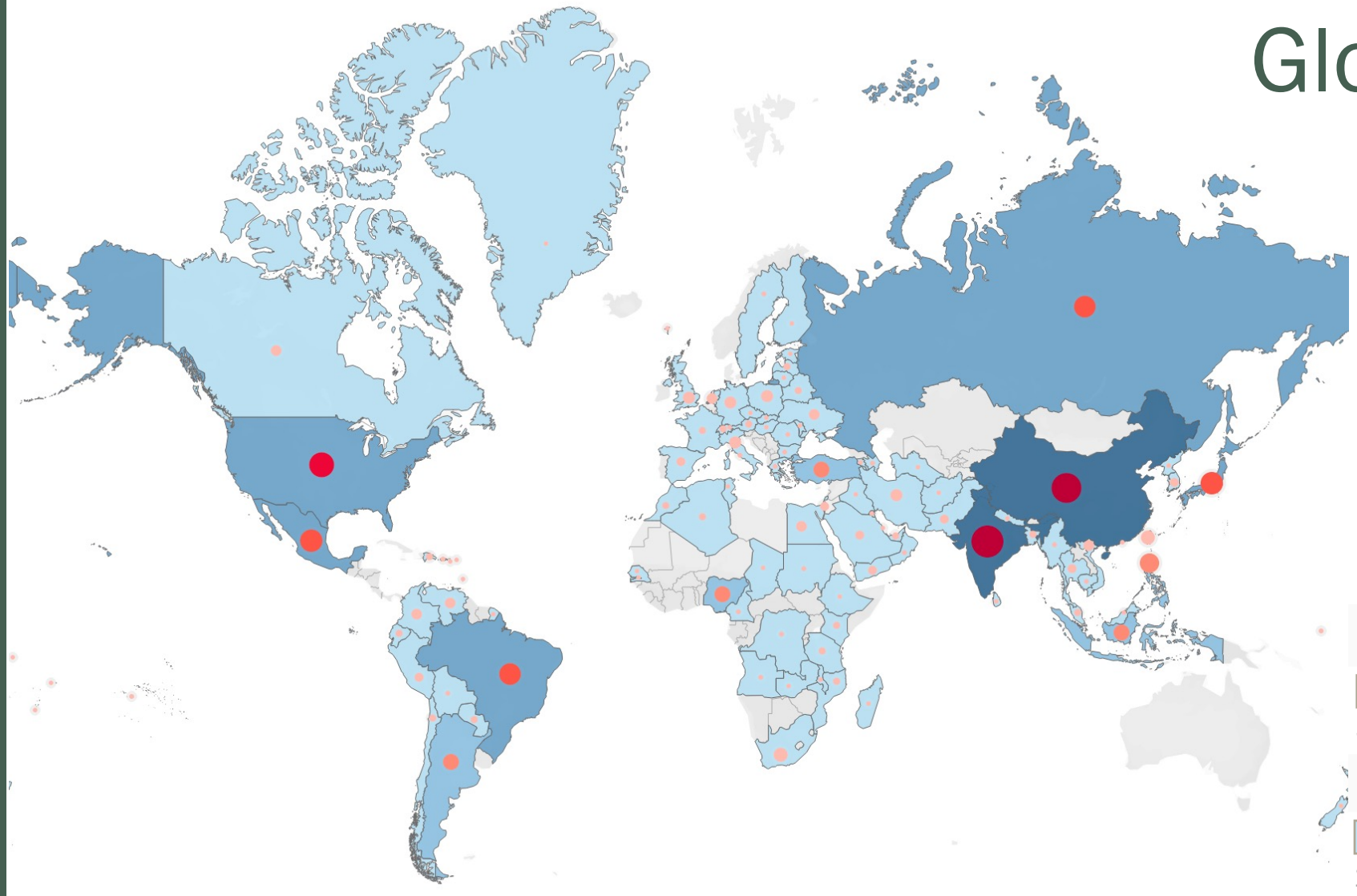


High Lifetime Value: Top 5 Customers

Name	Revenue Generated	City	Country
Arlene Harvey	$111.76	Ambattur	India
Kyle Spurlock	$109.71	Shanwei	China
Marlene Welch	$106.77	Iwaki	Japan
Glen Talbert	$100.77	Acua	Mexico
Clinton Buford	$98.76	Aurora	United States

These are Rockbuster's highest revenue-generating customers, representing a high lifetime value to our company.

Global Revenue



- This combination map shows areas of highest sales in comparison to highest customer base.

Recommendations

- Sustain inventory of top revenue-generating movie genres while considering to phase out the lowest revenue-generating movie genre (thriller).
- Expand selection on highest revenue generating genres: sports, sci-fi, and animation.
- Focus on providing subtitles in top countries (China, India, Japan, etc.) local languages to promote easy viewing.

THANK YOU