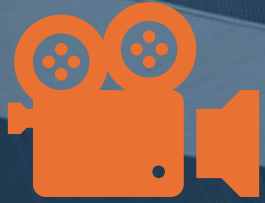


A top-down photograph of a red bowl filled with white popcorn, sitting on a dark wooden surface. Several popcorn kernels are scattered around the bowl. A black remote control is positioned to the right of the bowl. Overlaid on the image is a black rectangular box containing the title 'Rockbuster Stealth' in white text, and a smaller black box below it containing the subtitle 'Insights for Film Streaming Transition' in white text.

Rockbuster Stealth

Insights for Film Streaming Transition

About Rockbuster



Rockbuster Stealth is an accomplished movie rental company

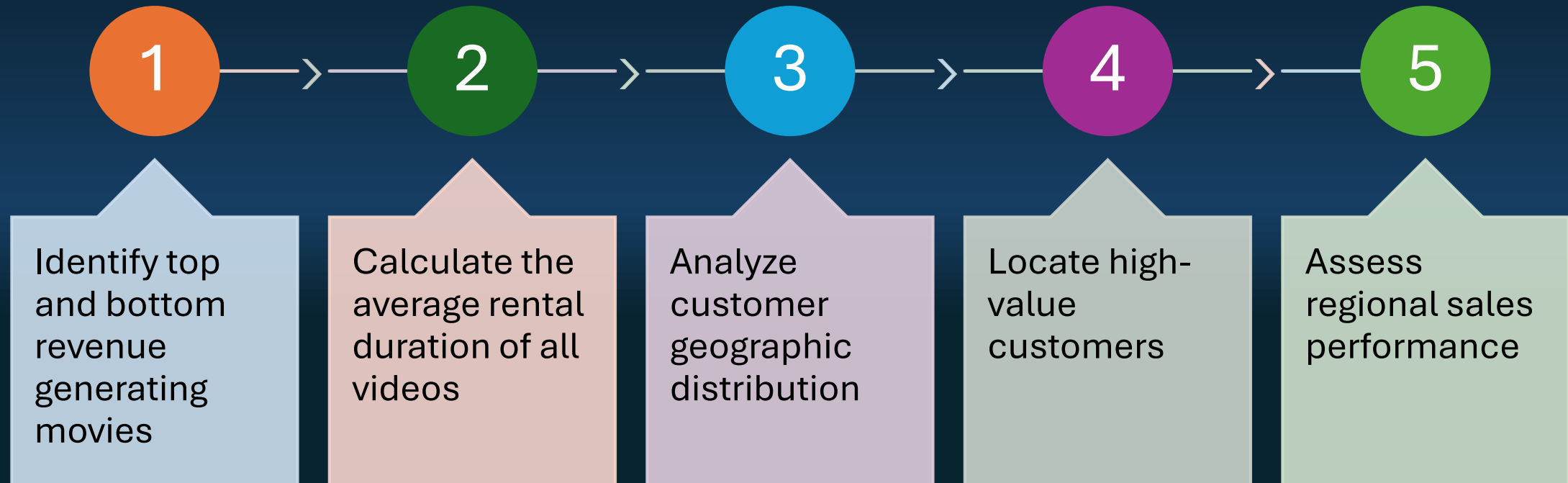


Rockbuster Stealth has an inventory of 1,000 movies with a strong international clientele.



With an increase in digital streaming, Rockbuster Stealth is aiming to transition into a competitive online, video rental service.

Project Objectives



Inventory Details

Rockbuster Stealth has an inventory of 1,000 movies provided in the English language with a variety in length time.

Each of these movies can be rented for around \$3.00 on average for a length of 5 days.

The top selling films have a rating of PG-13.

Rental Rate

Average: \$3.00 Maximum: \$5.00 Minimum: \$1.00

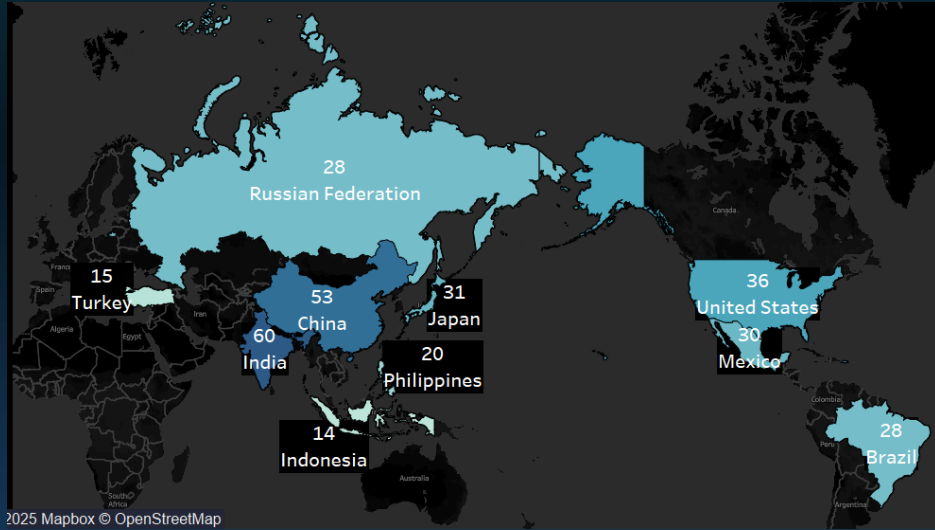
Rental Duration

Average: 5 days Maximum: 7 days Minimum: 3 days

Film Length

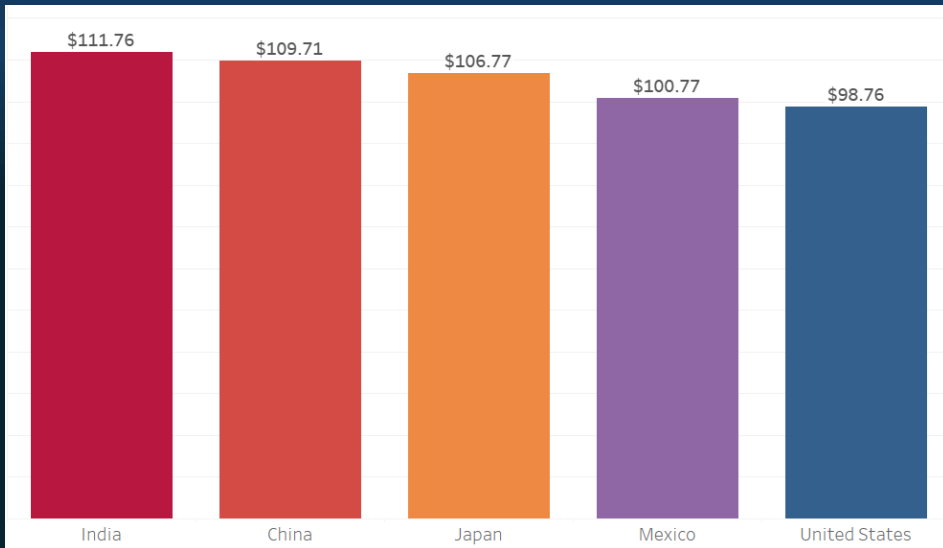
Average: 115 minutes Maximum: 185 minutes Minimum: 46 minutes

rating	revenue	movie_count
PG-13	13855.56	3245
NC-17	12634.92	3008
PG	12236.65	2938
R	12073.03	2897
G	10511.88	2508



Customer Geographic Distribution

- Rockbuster customer base is international and present in 109 countries.
- India (60), China (53), United States (36), Japan (31), and Mexico (30) have the highest number of customers.
- The top 5 customers based on revenue come from India, China, Japan, Mexico, and the US.



Inventory Revenue

Sports \$4,892	Animation \$4,245	Comedy \$4,002
Sci-Fi \$4,336	Drama \$4,118	

Top 5 earning genres

Telegraph Voyage	\$215.75
Zorro Ark	\$199.72
Wife Turn	\$198.73
Innocent Usual	\$191.74
Hustler Party	\$190.78

Top earning films

Duffel Apocalypse	\$5.94
Oklahoma Juma..	\$5.94
Texas Watch	\$5.94
Freedom Cleopat..	\$5.95
Rebel Airport	\$6.93
Young Language	\$6.93

Bottom earning films



Regional Revenue

Top 5 earning countries:
India, China, United
States, Mexico

Recommendations

Market

Market Rockbuster Stealth for English language learning

- Japan and Mexico are in the top 5 of highest revenue, yet they are not English-speaking countries like the other three.
- India is the top earning country. Though they are English speaking, many may prefer the English offered through films.

Increase

Increase sports related film inventory, especially soccer.

- The highest grossing genre is sports. In combination with India, Japan, and Mexico being top countries, it is likely soccer is the preferred sport. This will also increase customers from other soccer loving countries (example: the Middle East & South America)

Decrease

Decrease film inventory in the thriller genre to save money.

- All other genres have a revenue of 3K and above. Thriller sits at 47.89 dollars total.