


Rockbuster Stealth LLC Online Platform Launch Briefing

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The context

- As a rental film company, Rockbuster Steath management has recognized the need to switch from a physical to an online business model, for the chance to compete with platforms such as Netflix, Disney+ and others. Prior to launching we need to answers questions posed by management that will help create the best possible entrance to the streaming scene.

Agenda

- Summary Statistics
- Film Categories
- Most & Least Profitable Films
- Geography & Top Customers
- Recommendations



Summary Statistics

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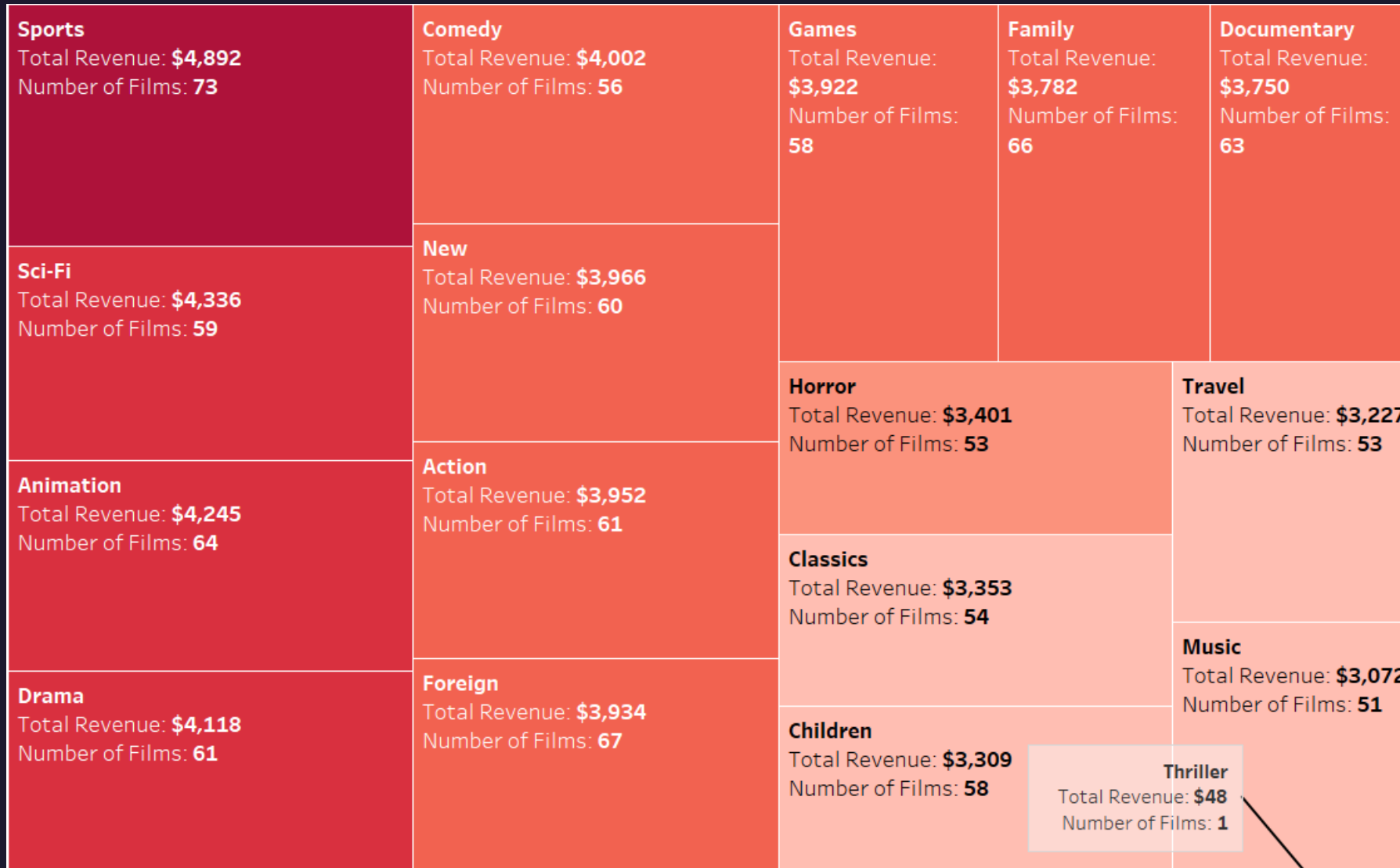
- Number of films in inventory – 1,000
- Most common (modal) release year – 2006
- Total customers worldwide – 599
- Total sales worldwide - \$61,312.04

	minimum	average	maximum
film price	\$0.99	\$2.98	\$4.99
days rented	3	5	7
movie duration in minutes	46	115	185



Film Categories

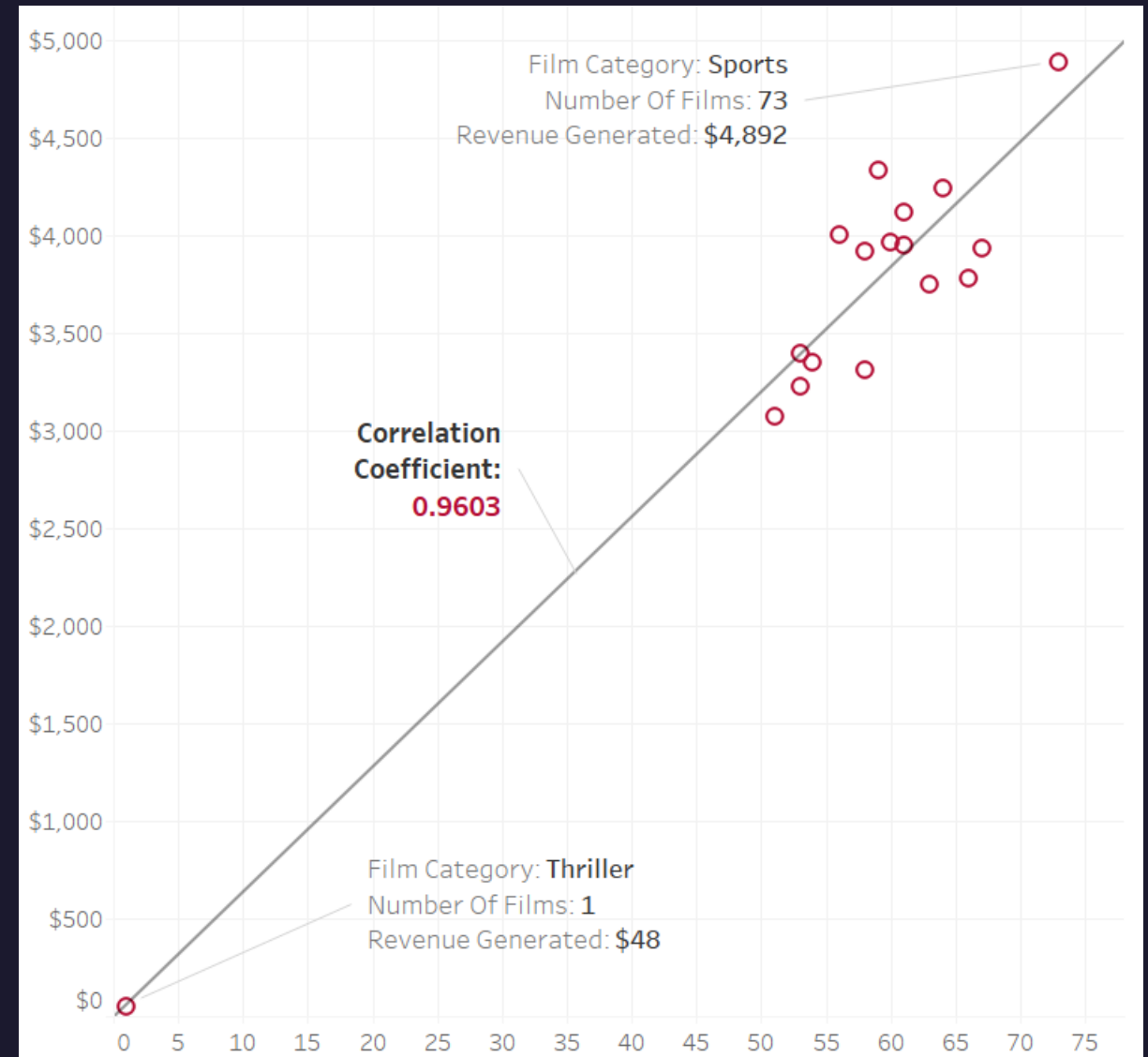
Total Revenue & Number of Films



- We see that the Sports category is the most profitable for the company. Let us also note it is also the category that we have most movies from, with 73 films.
- The Thriller category has only one film, and is the least profitable, earning the company merely \$48.

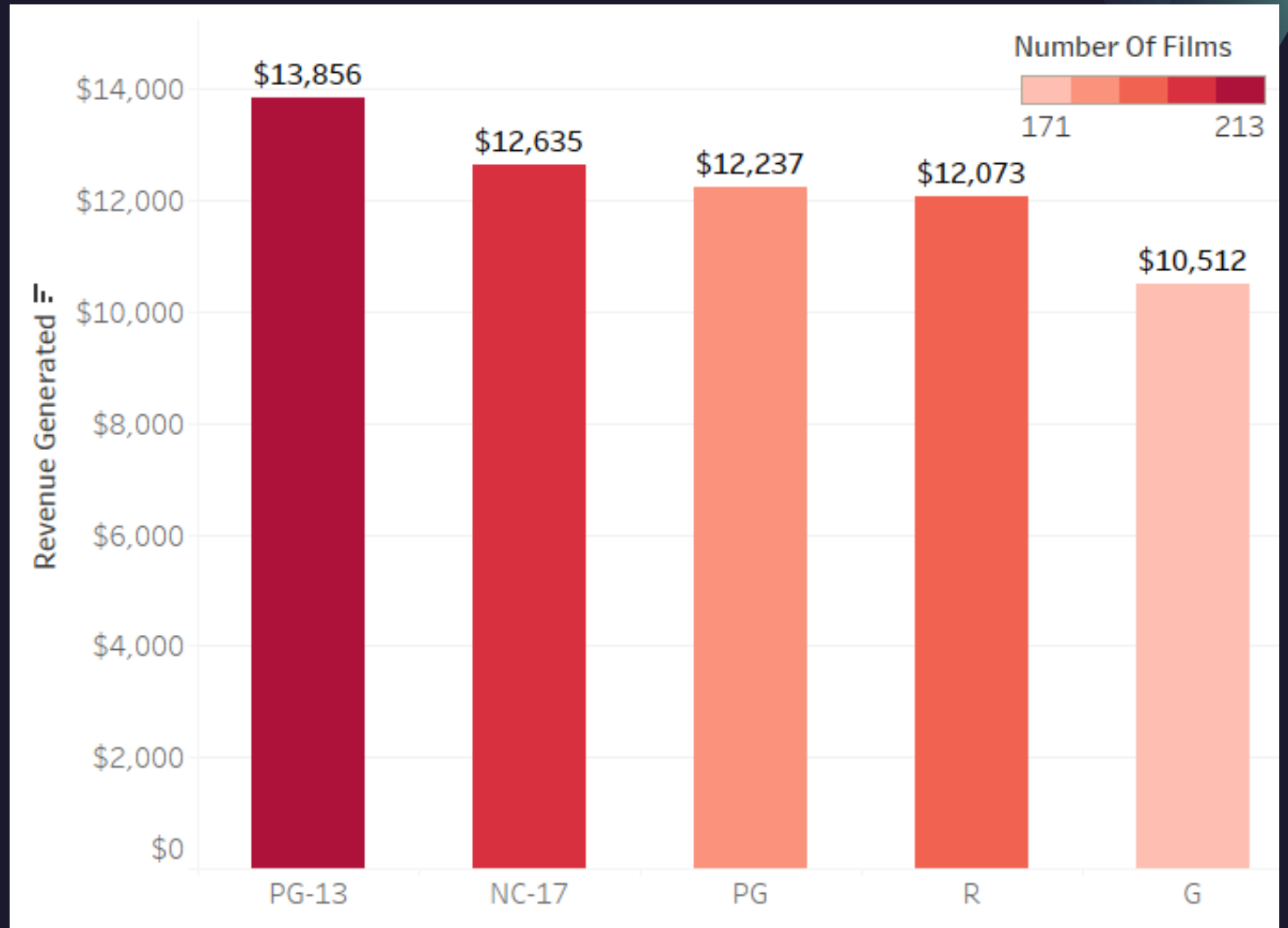
Film Categories' Correlation Between Number of Films and Revenue

- There appears to be a very strong, positive correlation: of 0.96, between the number of films we have in inventory for a certain category and the revenue earned by said category.
- This would suggest that the number of films in stock for a particular genre have a direct effect on the revenue that genre makes for the company.



Rating By Revenue & Number of Films

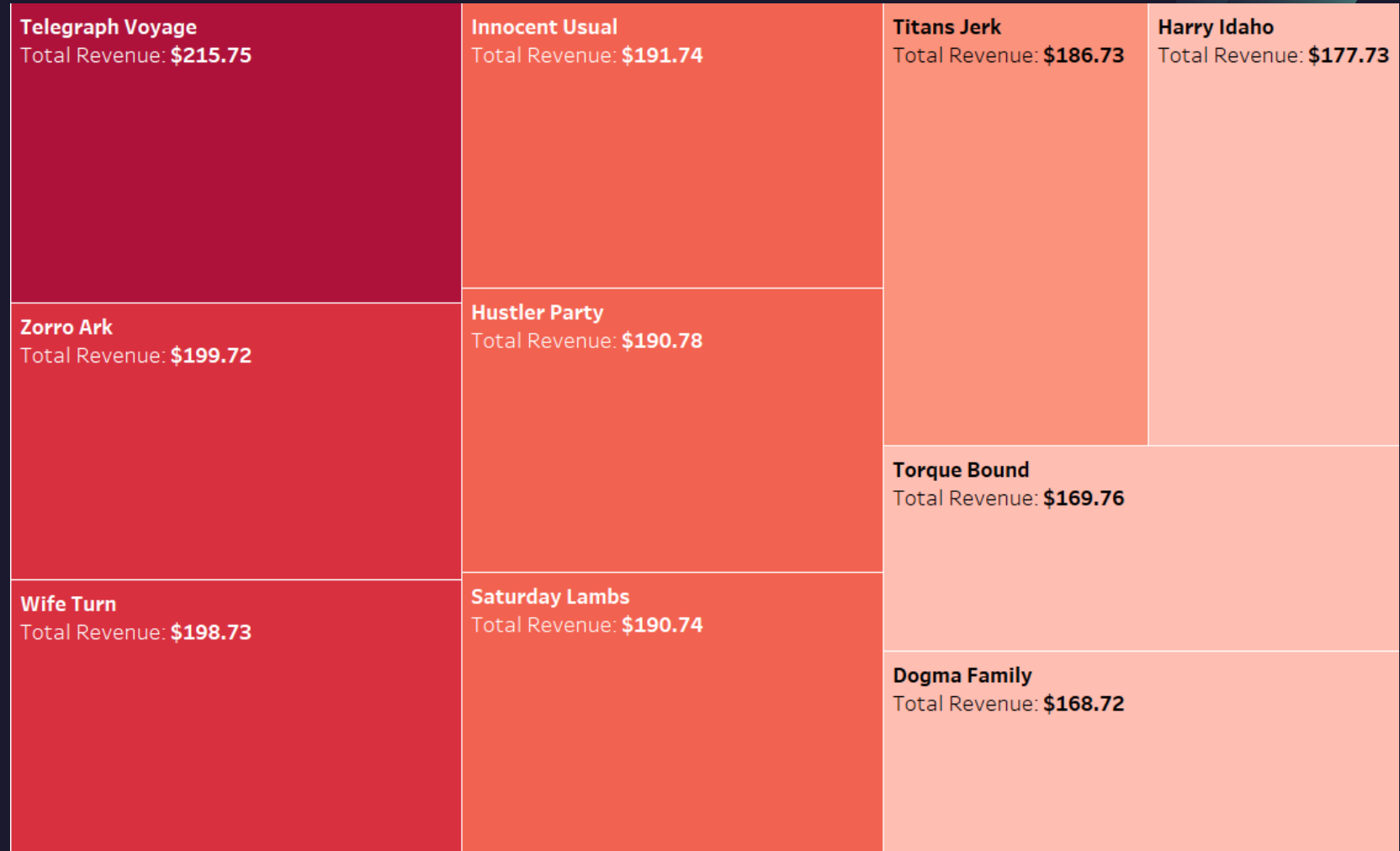
- The most popular rating, by revenue generation is the PG-13 rating. Unexpected is that the NC-17 rating comes in second place, beating out the PG and R ratings.
- Like the film categories, there seems to be a connection, although not as strong, between the number of films and revenue generated.



Most & Least Profitable Films

Top 10 Films by Total Revenue

Telegraph Voyage, Zorro Ark and Wife Turn are first, second and third place respectively as the top films by revenue earned.





Bottom 10 Films by Total Revenue

Texas Watch Oklahoma Jumanji
and Duffel Apocalypse are the
least profitable movies of the
whole 1,000, earning only \$5.94.



Japanese Run Revenue Generated: \$7.94	Treatment Jekyll Revenue Generated: \$6.94	Freedom Cleopatra Revenue Generated: \$5.95	Duffel Apocalypse Revenue Generated: \$5.94
Lights Deer Revenue Generated: \$7.93	Rebel Airport Revenue Generated: \$6.93	Oklahoma Jumanji Revenue Generated: \$5.94	
Cruelty Unforgiven Revenue Generated: \$6.94	Young Language Revenue Generated: \$6.93		
		Texas Watch Revenue Generated: \$5.94	

Geography & Top Customers

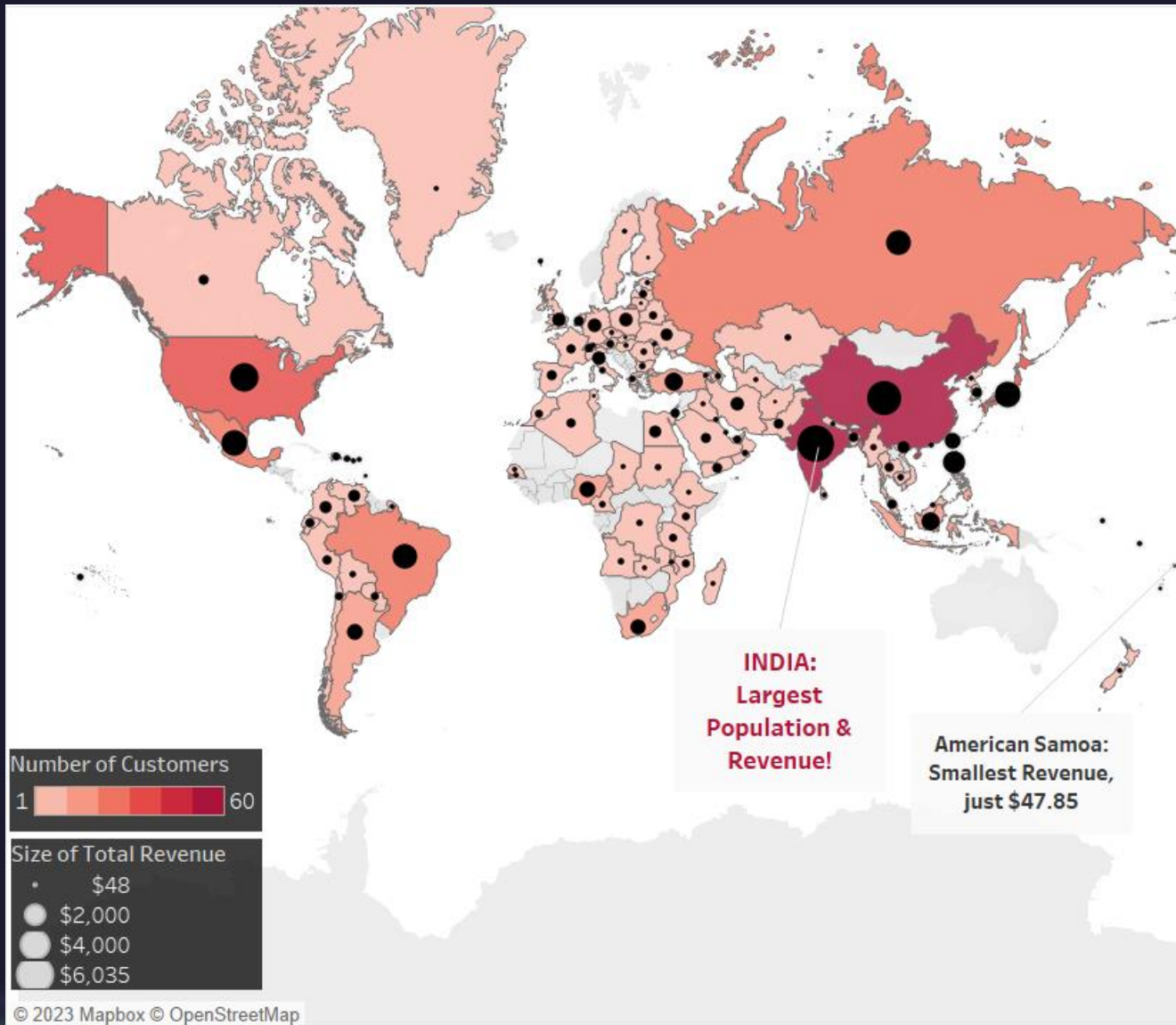
Country By Customer Count & Revenue

Top 5 countries

	country	revenue generated
1	India	\$ 6,034.78
2	China	\$ 5,251.03
3	United States	\$ 3,685.31
4	Japan	\$ 3,122.51
5	Mexico	\$ 2,984.82

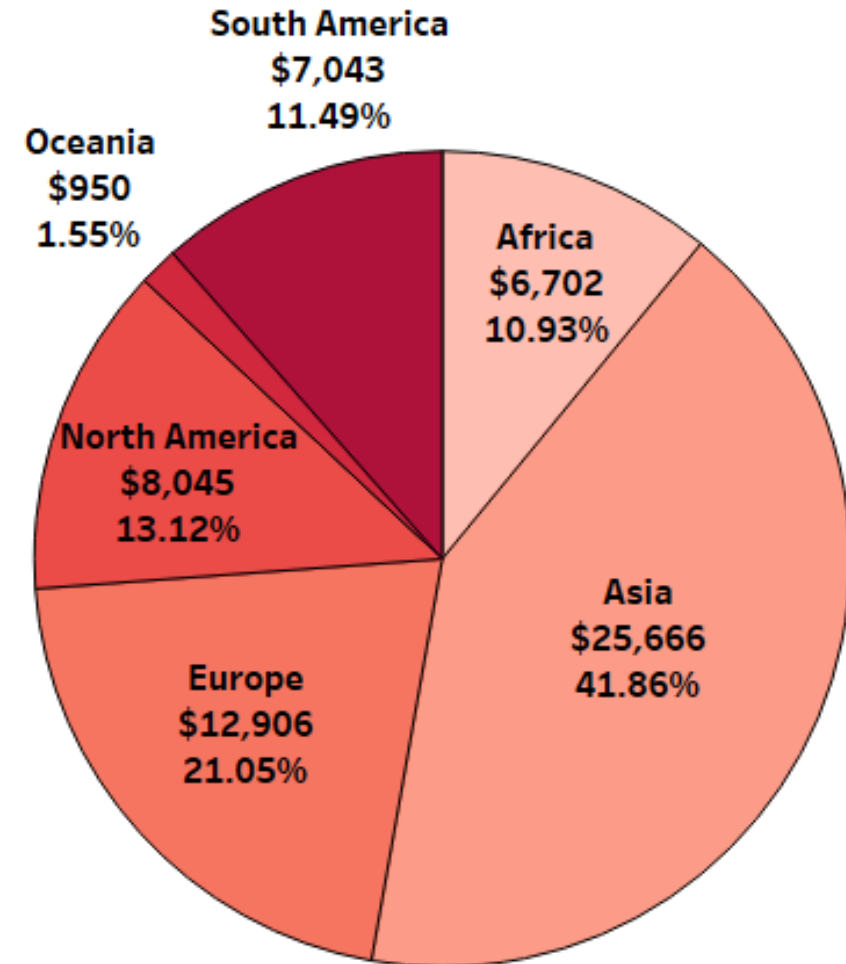
Bottom 5 countries

104	Afghanistan	\$ 67.82
105	Tonga	\$ 64.84
106	Saint Vincent and the Grenadin	\$ 64.82
107	Lithuania	\$ 63.78
108	American Samoa	\$ 47.85



Total Revenue By Continent

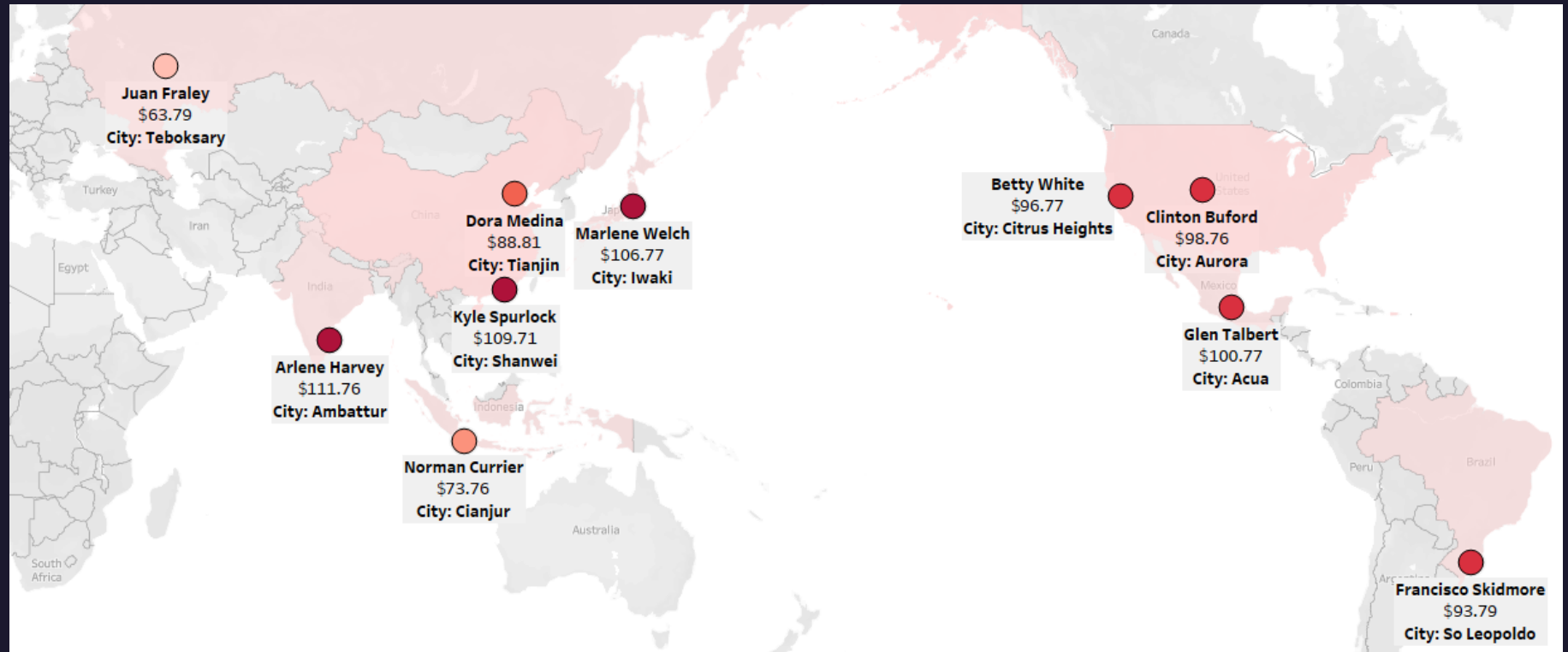
- When grouping every country into their regions we see that almost 50% of Rockbuster Stealth's business comes from Asia, while its smallest contributor is Oceania, presumably because of its quite small customer base.
- Europe comes in second place.
- North America, South America and Africa are relatively close to each other in revenue percentage.



Top 10 Customers From Top 10 Cities

Customer Id	First Name	Last Name	Country	City	
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
14	Betty	White	United States	Citrus Heights	96.77
443	Francisco	Skidmore	Brazil	So Leopoldo	93.79
249	Dora	Medina	China	Tianjin	88.81
411	Norman	Currier	Indonesia	Cianjur	73.76
350	Juan	Fraley	Russian Federation	Teboksary	63.79

These are the customers that have spent the most amount of money renting movies from Rockbuster Stealth from the top 10 cities by revenue.



Recommendations

- Add films released beyond 2006.
- Add films to the platform according to rating in the following order, from most films to least: PG-13, NC-17, R & PG.
- Avoid adding G rated films, since they have the lowest revenue generation of all ratings by far.
- Since the online platform can't be released to all countries at once, launch first in India, China, USA, Japan and Mexico.
- Prioritize the addition of Sports, Sci-fi, Animation and Drama films over other genres.

Any questions?

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