

Rockbuster Stealth LLC

Study of launching an online video rental service

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Background of Rockbuster Stealth

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 in order to stay competitive.



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 based?
- Do sales figures vary between geographic regions?

Films Data Summary

- Rental Duration:

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

- Rental Rate:

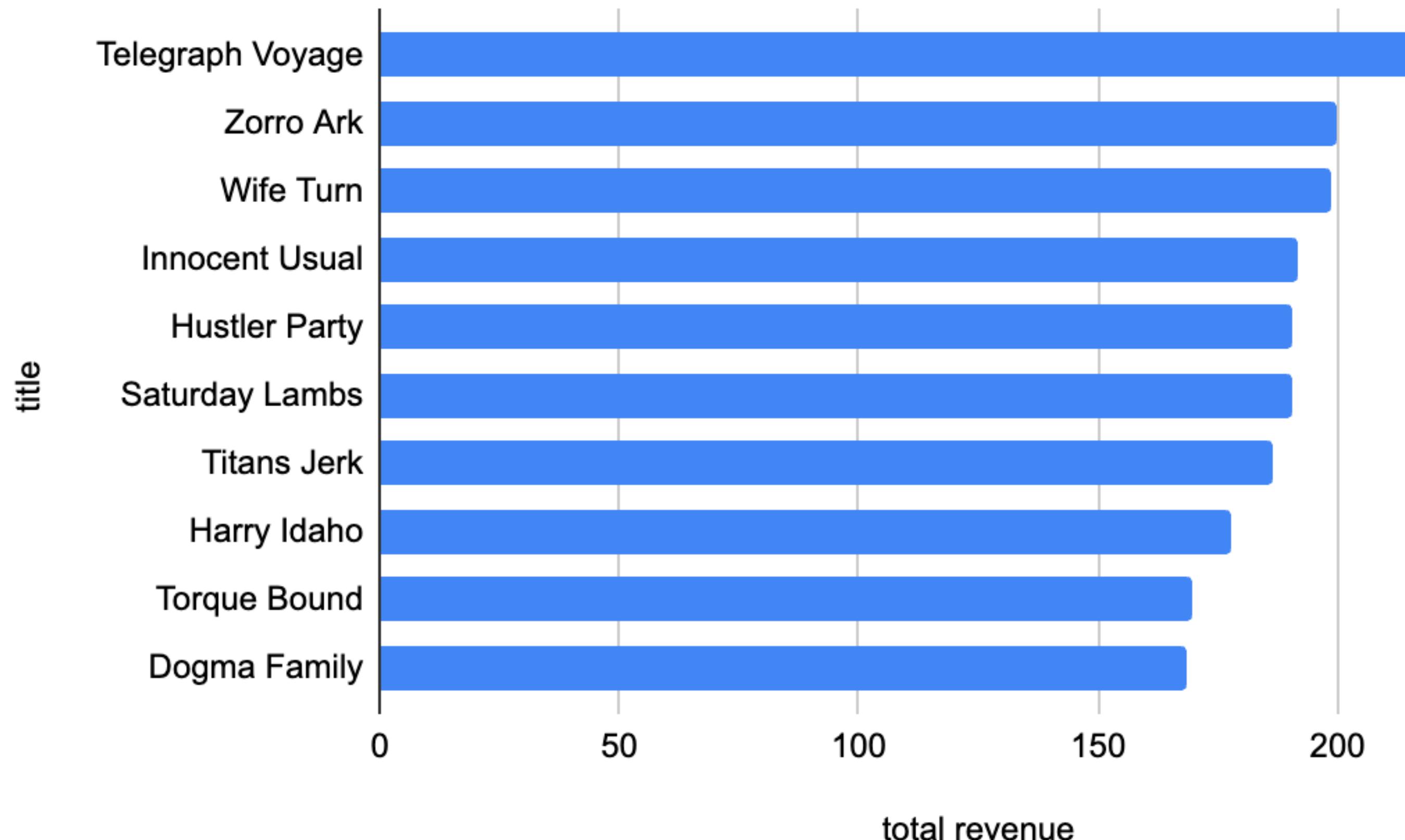
Minimum: \$0.99, Maximum: \$4.99, Average: \$2.98

From above, the average revenue from one rental is: 5 days * \$2.98 = \$14.9.

Best Performing Films

- Telegraph Voyage is the best performing film, which contributed over \$200.

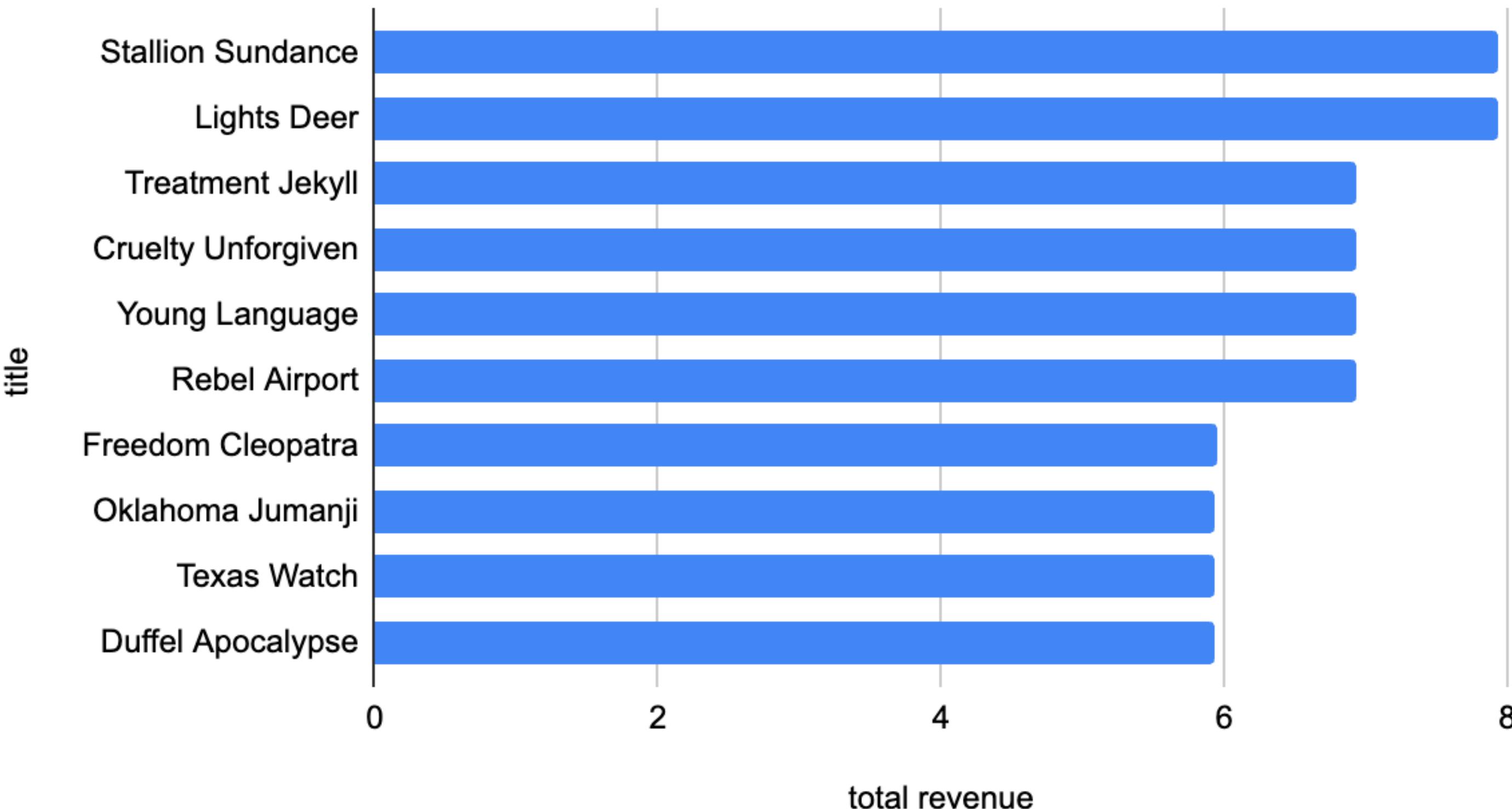
Top 10 Best Performing Films



Worst Performing Films

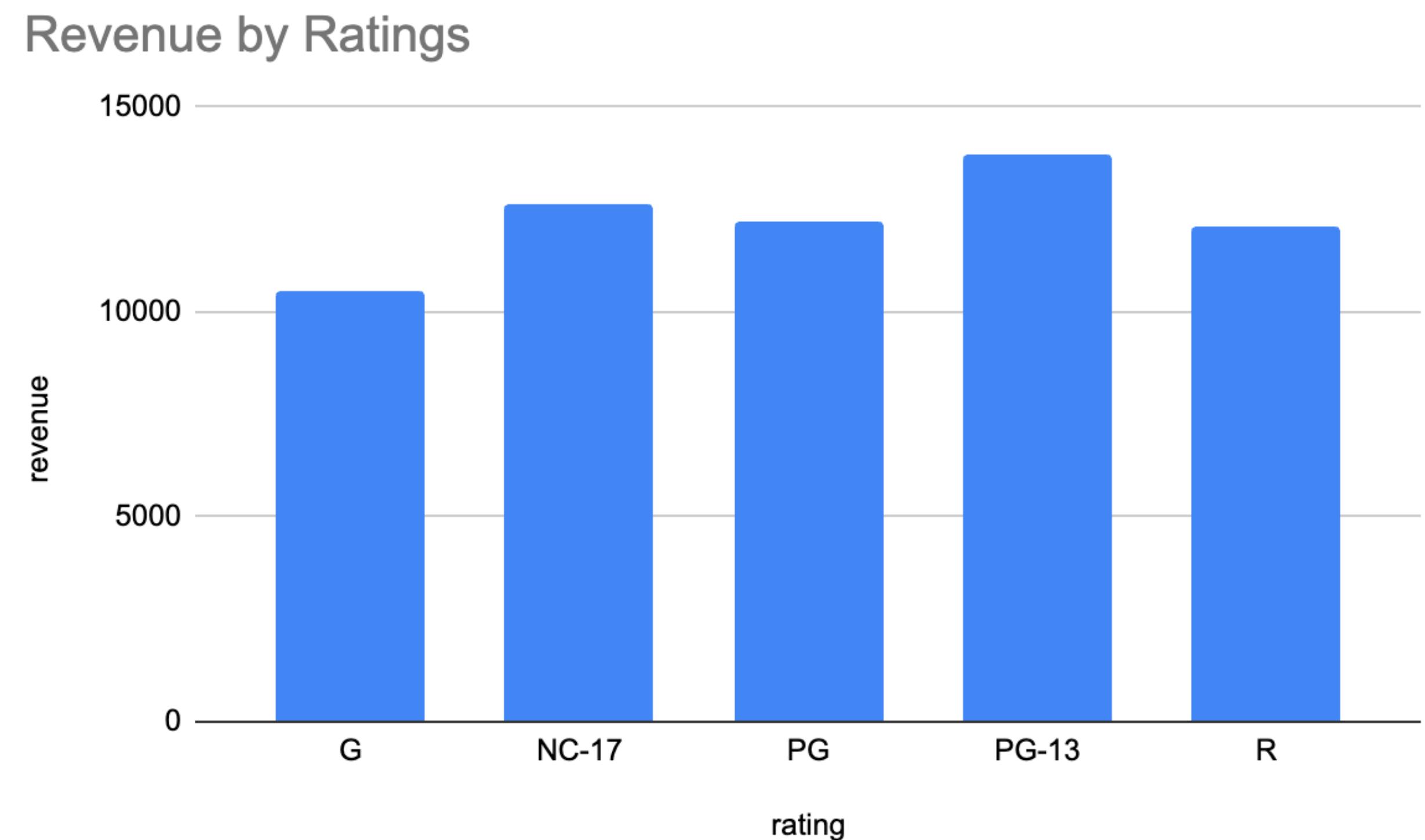
- **Freedom Cleopatra, Oklahoma Jumanji, Texas Watch and Duffel Apocalypse are the worst performing films.**

10 Worst Performing films



Revenue by Ratings

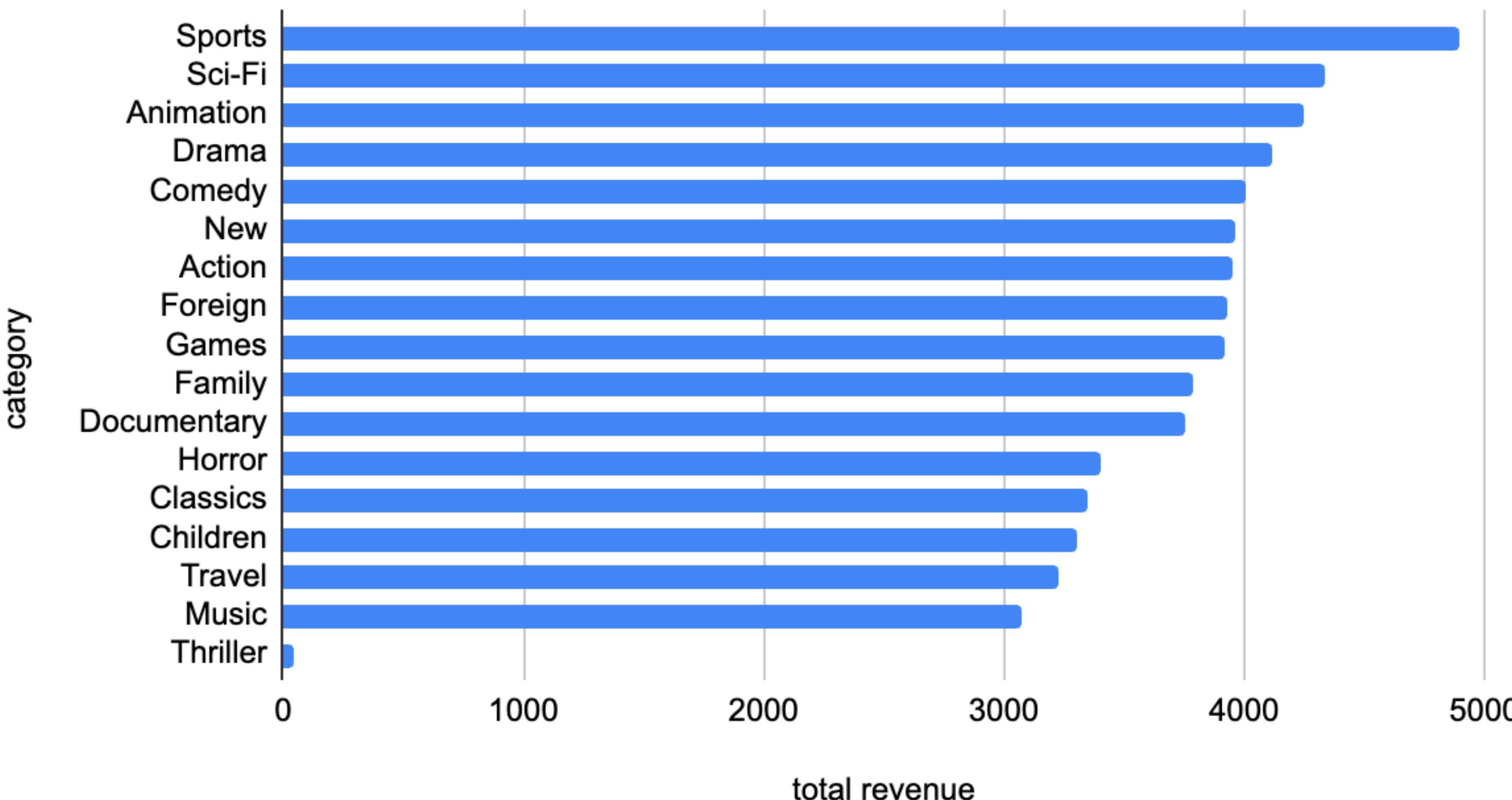
Revenues of these 5 ratings are similar, between 10,000 and 15,000.



Revenue by Categories

- Top 5 categories are sports, sci-fi, animation, drama and comedy.
- Sports is the best category with almost \$5,000 revenue.
- Thriller is the worst one with \$48 revenue.

Revenue by Categories



Map of Customers based in

Map of Customer Numbers and Their Paid Amount



- **We have most customers, 64, in China, including mainland, Hong Kong, Macao and Taiwan.**
- **Next is India, US, Japan and Mexico.**
- **More customers in the country, more amount they paid.**

Table of Top 10 customers who spent most on Rockbuster

- Top 10 customers are not all from the countries we mentioned on last slide, such as Runion, Brazil, Netherlands, etc.

customer_id	first_name	last_name	country	total_paid_amount
148	Eleanor	Hunt	Runion	211.55
526	Karl	Seal	United States	208.58
178	Marion	Snyder	Brazil	194.61
137	Rhonda	Kennedy	Netherlands	191.62
144	Clara	Shaw	Belarus	189.6
459	Tommy	Collazo	Iran	183.63
181	Ana	Bradley	United States	167.67
410	Curtis	Irby	Canada	167.62
236	Marcia	Dean	Philippines	166.61
403	Mike	Way	India	162.67

Questions?

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