

ROCKBUSTER STEALTH

Business Strategy 2020

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AGENDA

- ▶ Introduction
- ▶ Data Overview
- ▶ Films and Categories
- ▶ Customers and Countries
- ▶ Recommendations

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 in order to stay competitive.

DATA OVERVIEW

Number of Films
1000

Number of Genres
17

Release Year
2006

Number of Customer
599

Rental Duration
3 to 7 Days

Rental Rate
\$0.99 to \$4.99

Total Revenue
\$61,312

MPAA Ratings
PG, R, G, NC-17, PG-13

FILMS AND CATEGORIES

PRODUCTION

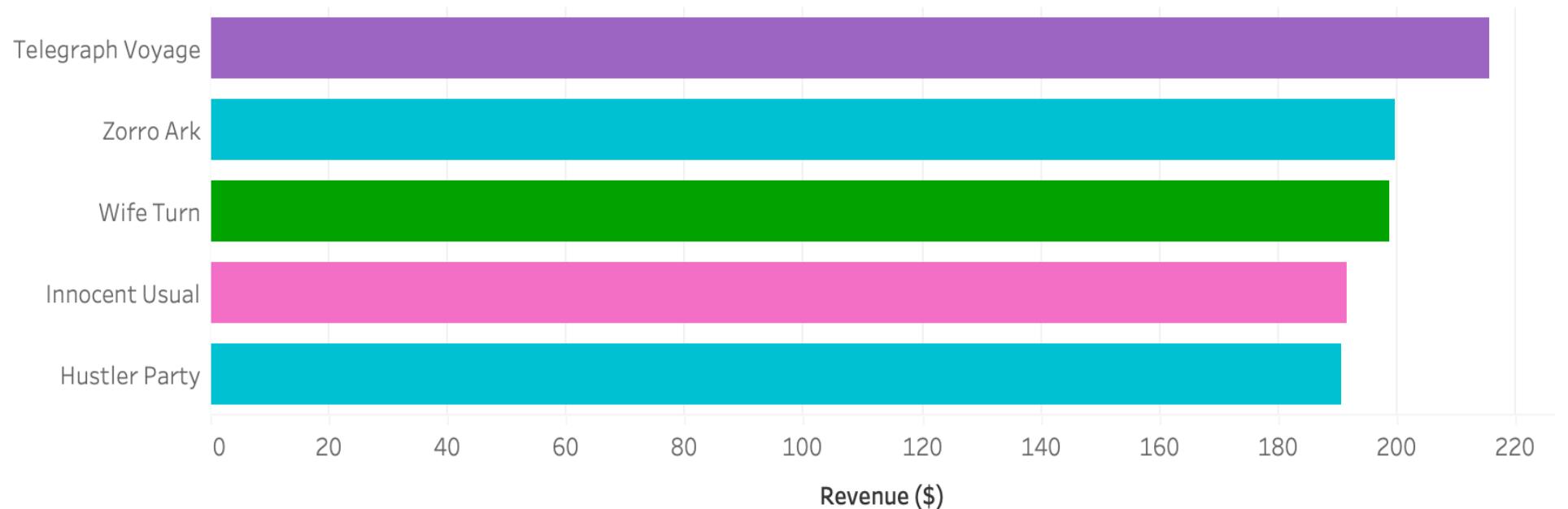
DIRECTOR

CAMERA

SCENE

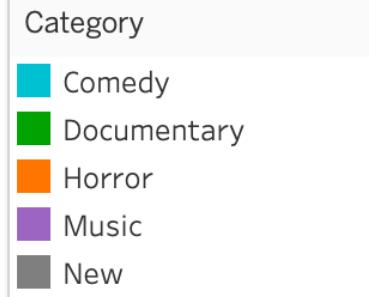
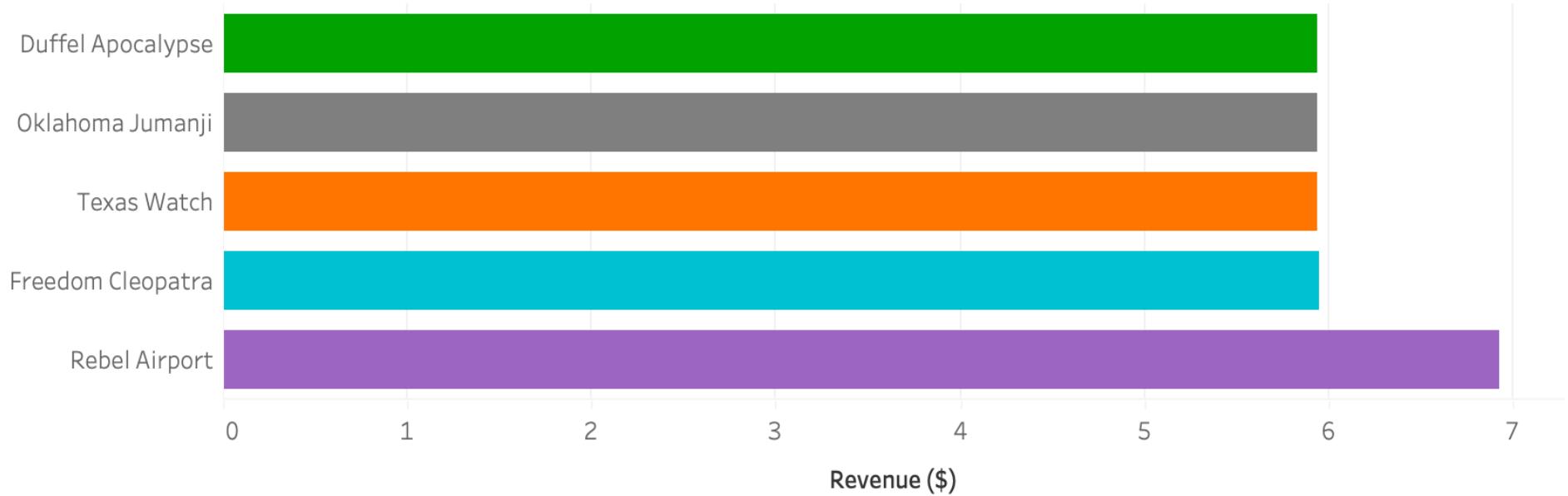
TAKE

Top 5 Films by Revenue



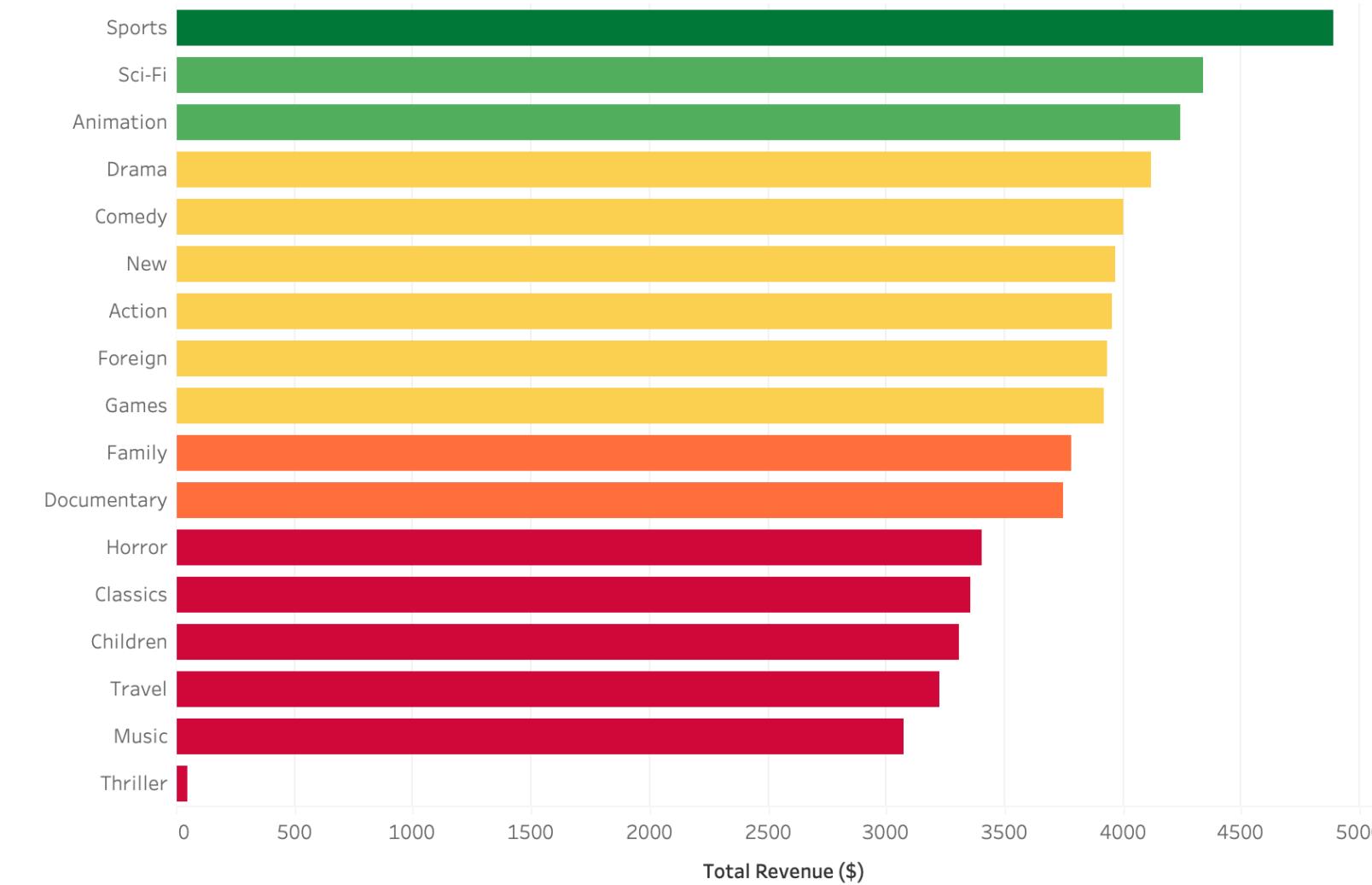
- ❖ Total revenue of the top 5 films is \$996.72
- ❖ They are divided into 4 different categories
- ❖ Two of them are in the comedy category
- ❖ The rental rate for all the top 5 films is \$4.99

Bottom 5 Films by Revenue



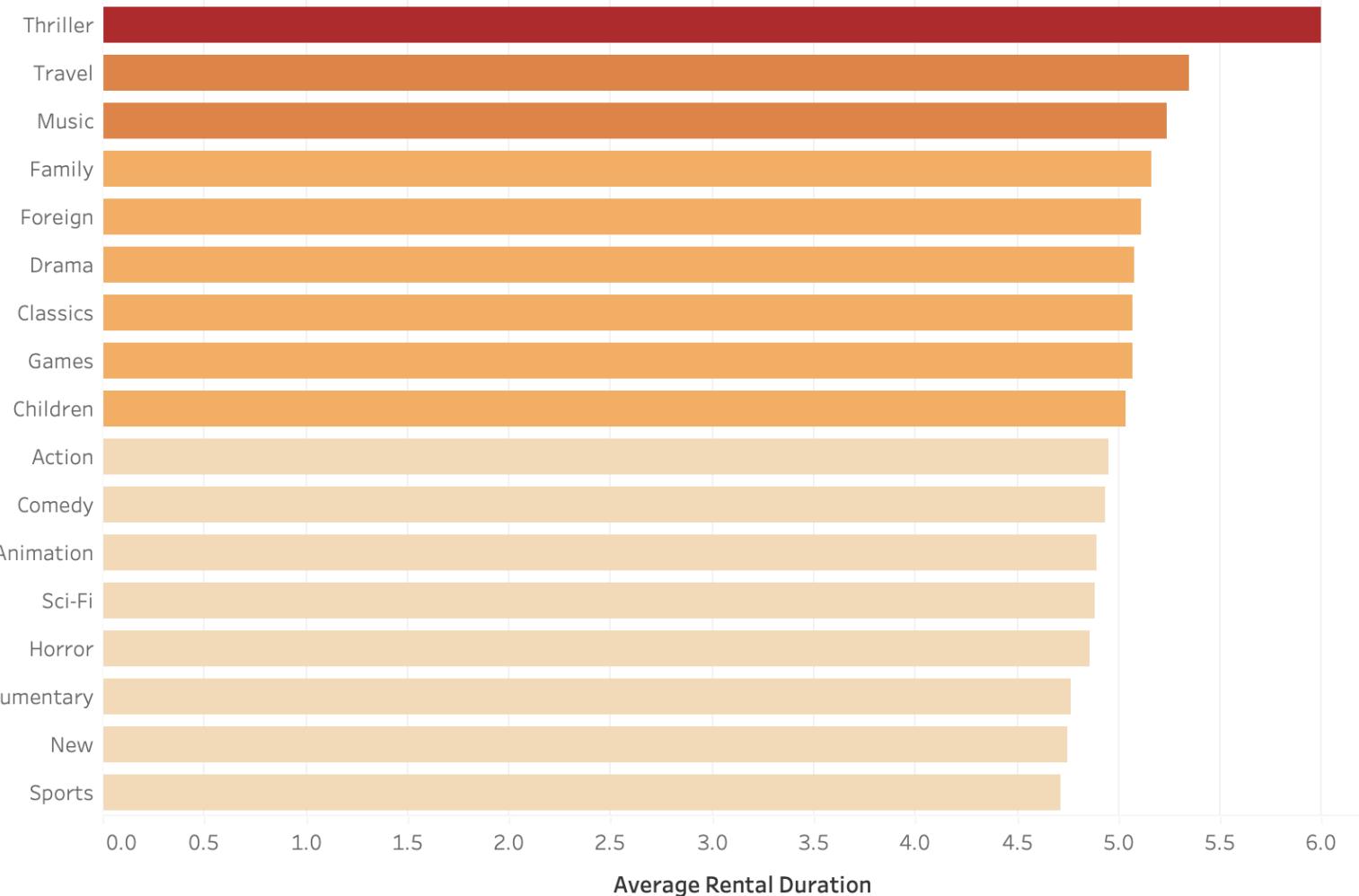
- ❖ Total revenue of the bottom 5 films is \$30.70
- ❖ They are divided into 5 different categories
- ❖ The rental rate for all the bottom 5 films is \$0.99
- ❖ There is a positive correlation between the rental rate and revenue

Total Revenue by Category



- **Sports category has the highest total revenue.** It is followed by Sci-fi and Animation, respectively.
- **The category of films with the lowest revenue is Thriller.**

Average Rental Duration by Category

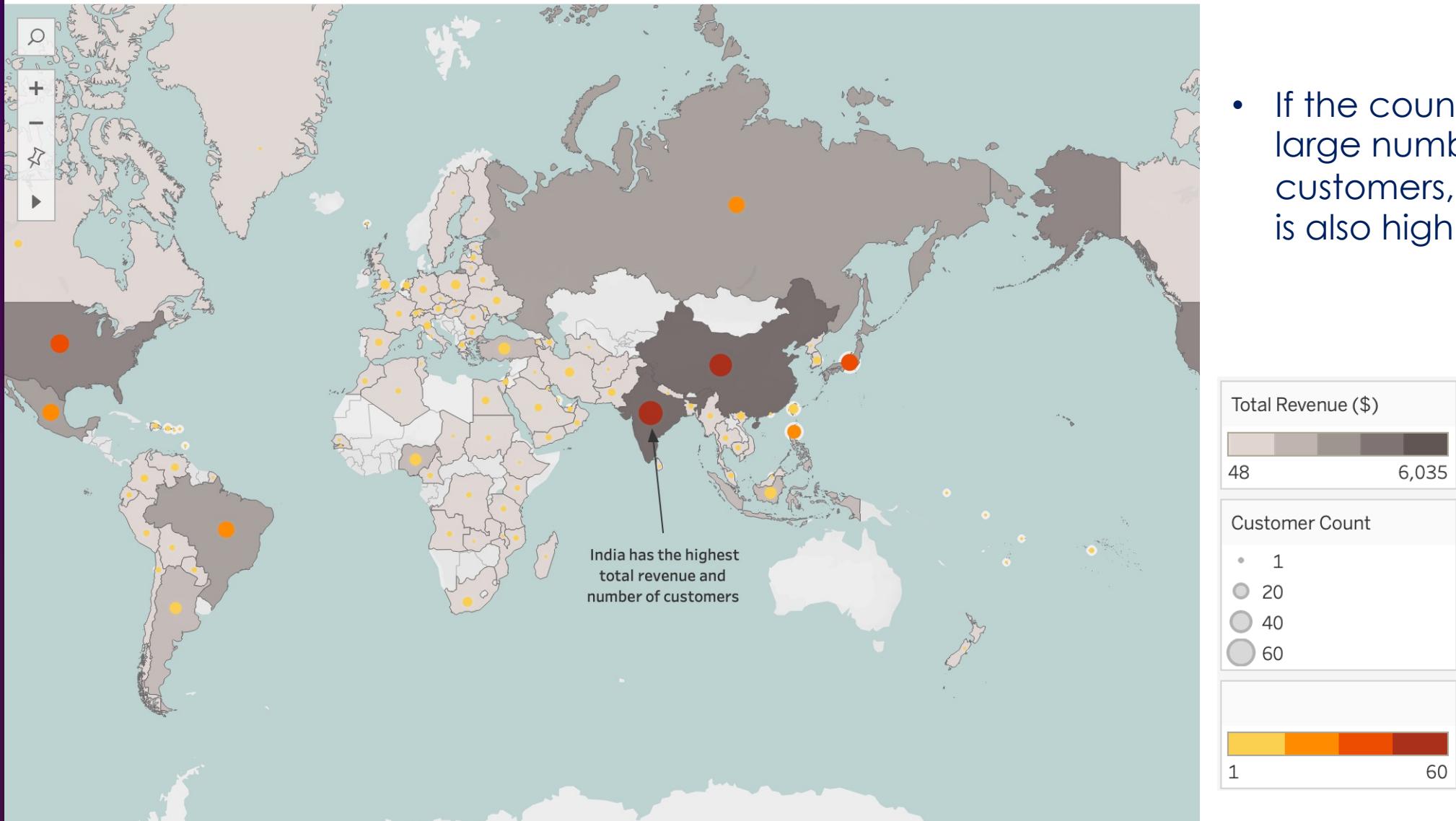


- **Thriller** category has **the longest** average rental duration whereas has the lowest revenue.
- **Sports** category has **the shortest** average rental duration whilst has the highest revenue.

CUSTOMERS AND COUNTRIES

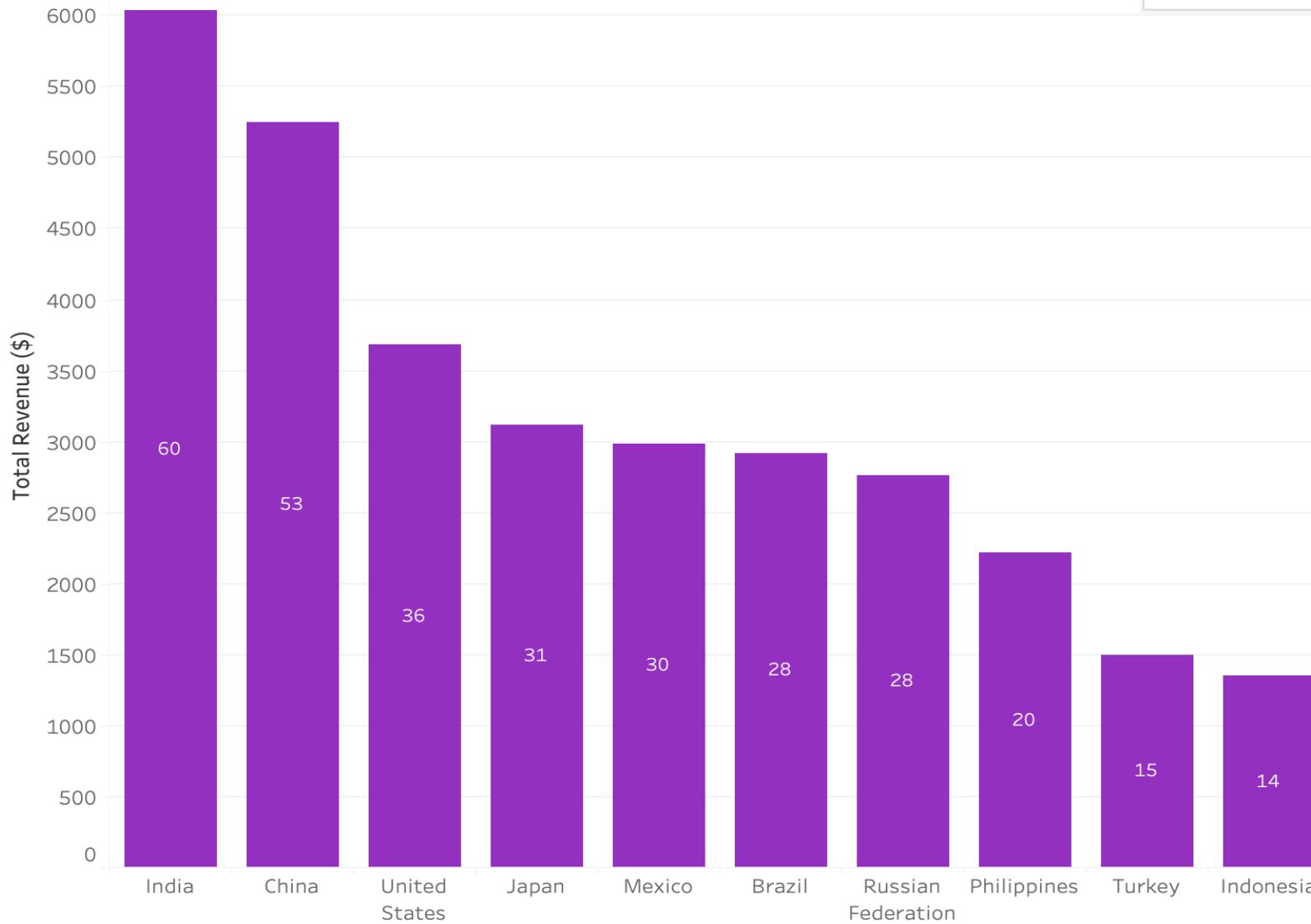
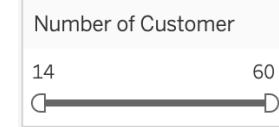


WHERE DOES THE HIGHEST REVENUE AND NUMBER OF CUSTOMERS COME FROM?



- If the country has a large number of customers, its revenue is also high.

Top 10 Countries with the Highest Total Revenue



- India has the highest number of customers and total revenue.
- It is followed by China and United States.
- There is a positive correlation between the number of customers and revenue.

Top 10 High Lifetime Customers

Customer Name	Country	City	Total Amount Paid (\$)
Eleanor Hunt	Runion	Saint-Denis	211.55
Karl Seal	United States	Cape Coral	208.58
Marion Snyder	Brazil	Santa Brbara dOeste	194.61
Rhonda Kennedy	Netherlands	Apeldoorn	191.62
Clara Shaw	Belarus	Molodetno	189.60
Tommy Collazo	Iran	Qomsheh	183.63
Ana Bradley	United States	Memphis	167.67
Curtis Irby	Canada	Richmond Hill	167.62
Marcia Dean	Philippines	Tanza	166.61
Mike Way	India	Valparai	162.67

Recommendations

- ▶ Target top countries by revenue to increase total income, for example India, China, United States
- ▶ Expand inventory in the highest revenue categories, such as Sports, Sci-Fi, Animation
- ▶ All films in the current inventory are in English. Add new films in other languages to reach more potential customers
- ▶ Reward high lifetime customers
- ▶ Develop a loyalty program to gain more high lifetime customers

The background of the slide shows a dark theater environment. Red theater seats are visible in the foreground and middle ground. A large, brightly lit screen is positioned in the upper right area, displaying the text. A small vertical bar of magenta color is located in the top right corner.

THANK YOU!

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