

# Rockbuster Movie Rentals

Rockbuster Stealth LLC	Project Summary	Revenue Gain	Rental Duration	Customer Base	Top 5 Customer List	Region Sales Distribution
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## *Rockbuster Stealth LLC*

## Movie Rental



created by  
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## Project Summary:

### Company Profile:

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.

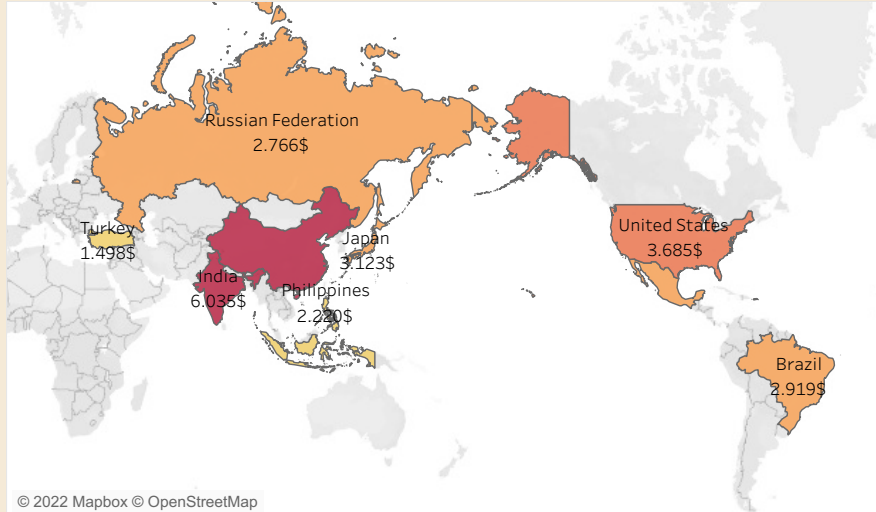
### Key Questions and Objectives:

- Which movies / countries contributed the most 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?

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Which movies/countries contributed the most to revenue gain?

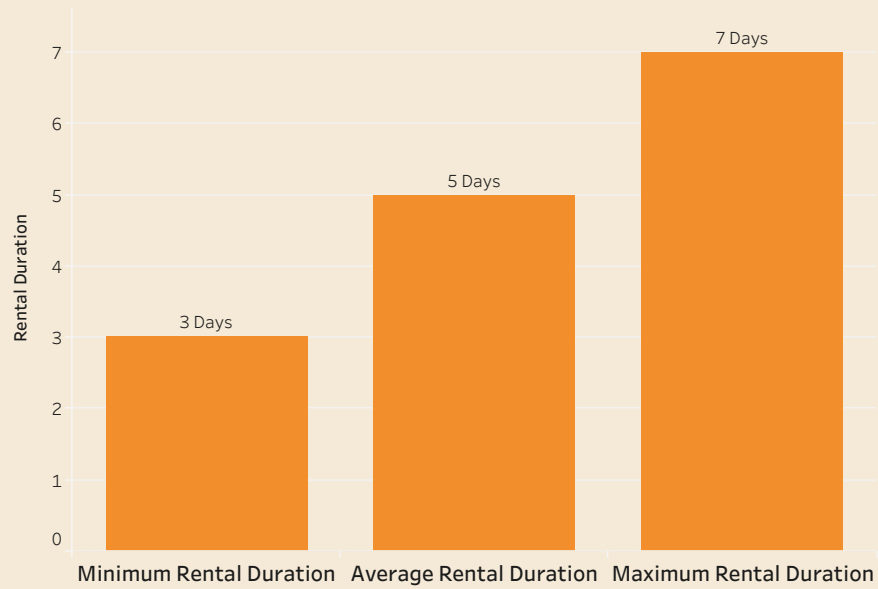


Here we can see that our Top 10 Revenue gains comes from the following countries. While the majority of the rental revenue is coming from India and China, we do also have some rentals in countries with a completely different clientel such as the United States or the Russian Federation.

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*What was the Average Rental Duration for all our movies ?*

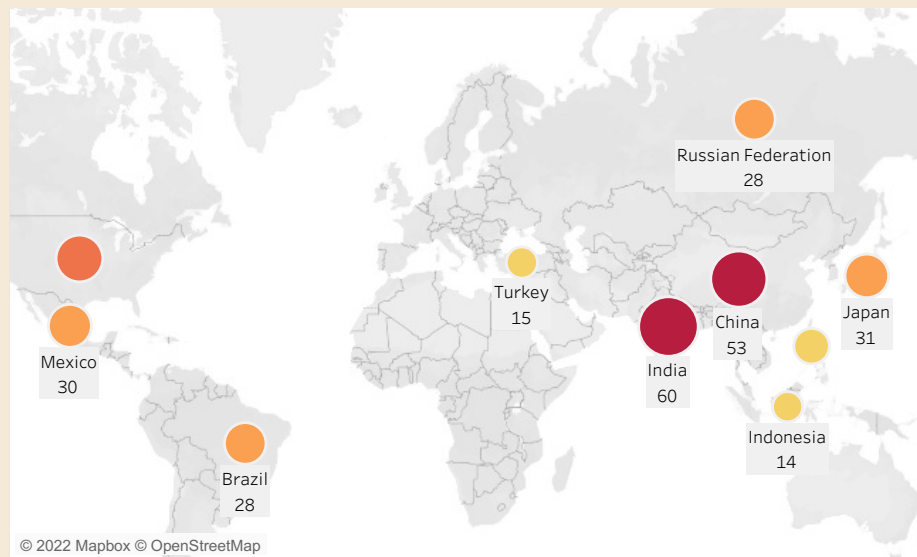


Taking all our Rentals into account, we analyzed that our rentals vary from a minimum of 3 days, up to a maximum of 7 Days rental time which is an average of 5 days per Movie.

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## Which countries most Rockbuster customers come from?



In this display we can confirm our previous Analysis as it shows us where most our Customers are based in. We have a very good rental Situation in India China and, due to the immense Population in the United States.

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## Top 5 Customer List

Sara Perry Mexico 128,70 \$	Sergio Stanfield Mexico 102,76 \$	Adam Gooch India 97,80 \$
Gabriel Harder Turkey 108,75 \$	Clinton Buford United States 98,76 \$	

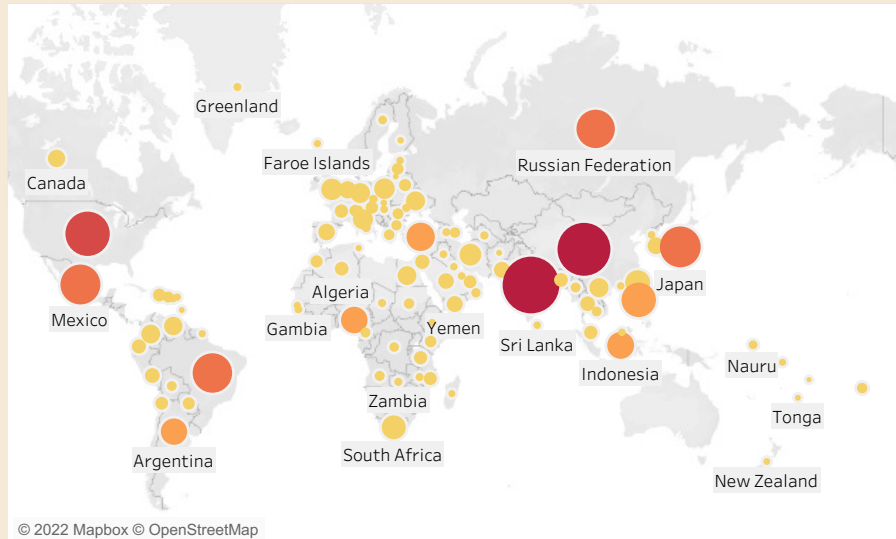
For possible benefit and marketing Campaigns, we have identified our current Top 5 Customers for Rentals.

This could be a chance for initiating a Reward System for Rentals !

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## How do sales vary between different Regions ?



With this sales view we can see that Rockbuster has a solid Customerbase around the globe.

While some countries are higher in rentals , there is a good view on rentals overall which for sure we can improve!

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## *Conclusion and Recommendation*

While we have been able to identify that we have a good rental situation overall, there is surely room for improvement.

As we have very high sales in Asian countries, such as India, China, as well as Japan and Russia we should focus our marketing strategy towards these countries.

I would also strongly suggest to implement a loyalty system to our customers. Let's take Starbucks for example. You buy 10 coffees and you get one for free. If we can implement something similar to our system, we could increase our possible rentals without cost as the movies in our database are already licensed.

With the additional revenue gained, we then can invest into widening our movie database to increase our customer base even more.

If there are any open questions, feel free to contact me via

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