



Rockbuster Stealth LLC: Digital Transformation Project

TA
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Project Overview

Global Presence

Rockbuster Stealth LLC boasts a worldwide network of brick-and-mortar movie rental stores.

Digital Transition

We're pivoting to online video rentals to maintain our competitive edge.

Streaming Ambitions

Management plans to leverage existing movie licenses to launch an on-demand streaming service.



Project Objectives

Give data-driven insights to the management team of Rockbuster Stealth LLC so they can strategically launch a new online video rental service

Research Questions

- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Which movies contributed the most or least to revenue gain?
- What was the average rental duration for all videos?

Technical Expertise

Created a database environment using PostgreSQL, managed data integration, cleansing, and querying using PostgreSQL, and utilised Tableau to analyse and visualise SQL results.

Business Performance Analysis

\$61,312

Total Sales

Impressive revenue reflects strong market position.

102

Average Sales Per Customer

Solid customer value indicates loyalty and engagement.

4.99

Max Rental Rate

Premium pricing for select titles drives profitability.

7

Max Rental Duration

Extended rental options cater to diverse viewer habits.

5

Average rental duration

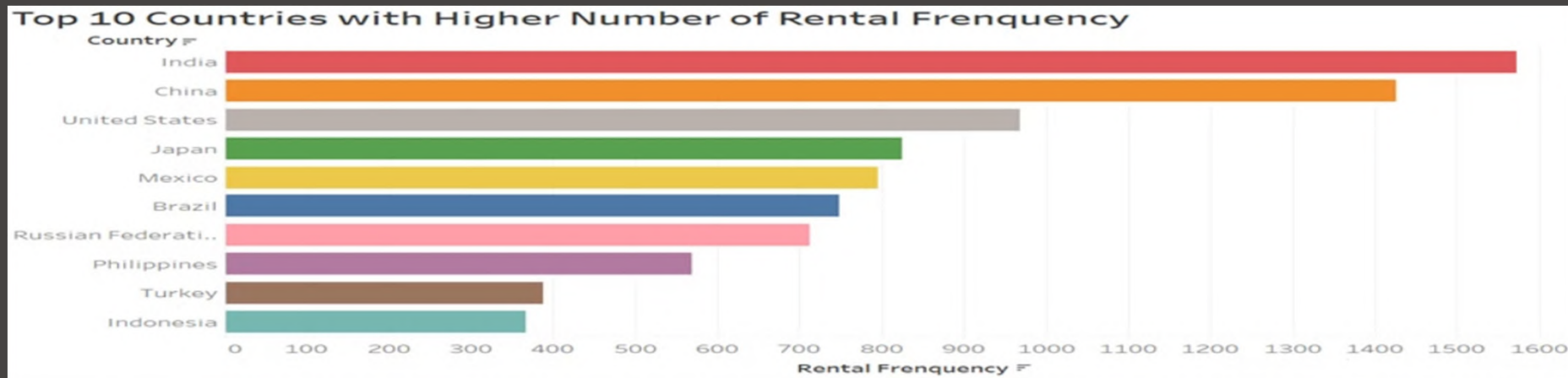
Indication of customer patronage and Value added for the company

108

Number of countries

Well position to launch online streaming based on global presence

Top Ten Countries with Highest Customers



1

Market Leaders

India and China top customer base, reflecting a strong presence in Asia.

2

European Strongholds

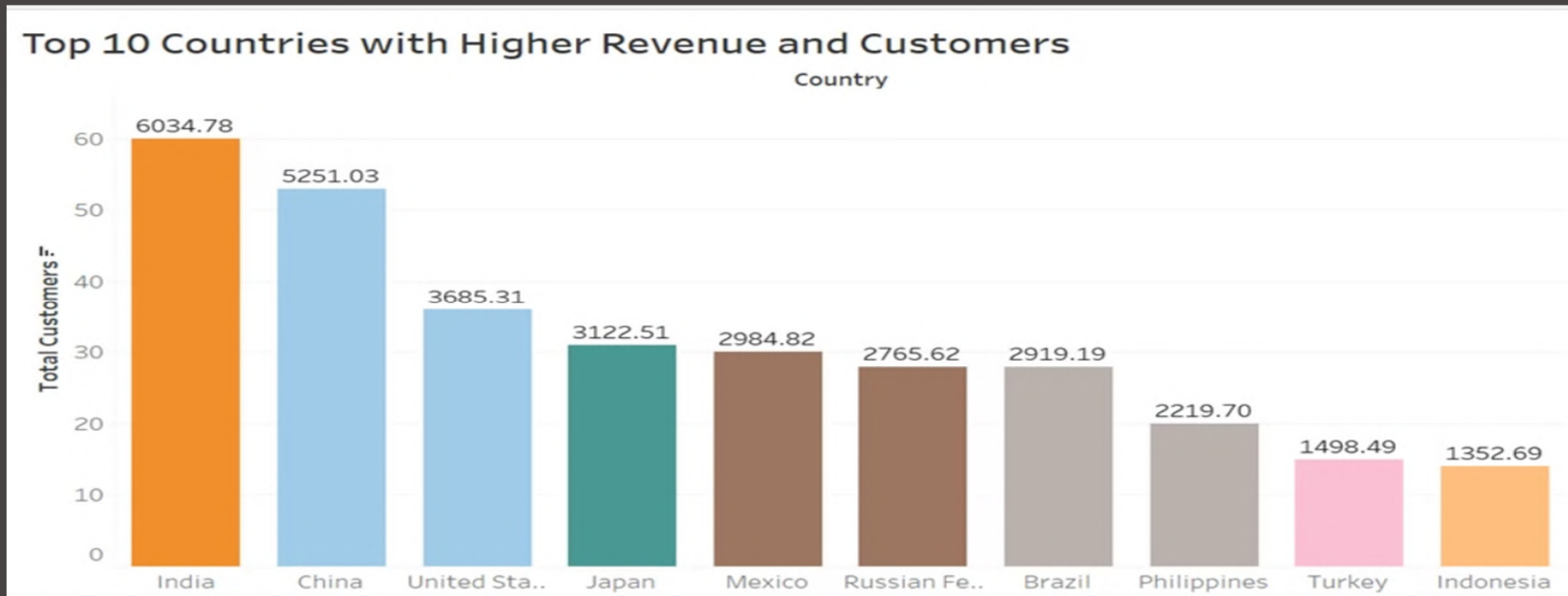
United Kingdom, Germany, and France represent key European markets.

3

Growth Opportunities

Mexico and Brazil show potential for expansion in Latin America.

Countries by Customer Lifetime Value



- The table shows that India had the highest revenue and customers for the period under analysis. This is followed by China and the United States, which have 53 and 36 customers, respectively.
- Conversely, Turkey and Indonesia had 15 and 14 customers with the lowest revenue base.
- Asian and American countries are well-positioned for the proposed new business model.

Top-Performing Films



Telegraph Voyage

Top earning music film with \$215.75 in rentals. Standard 3-day rental period makes it an efficient revenue generator.



Zorro Ark

Leading comedy title generating \$199.72 in rentals with a 3-day rental window.



Wife Turn

Highest-grossing documentary in our catalog with \$198.73 in rental revenue.



Titans Jerk

Stand-out sci-fi film earning \$186.73 with an extended 4-day rental period.

The top-performing films span diverse genres from music to comedy, documentary, and sci-fi, demonstrating our broad appeal. Most maintain a standard 3-day rental duration, with select titles offering extended viewing periods.

Recommendation

Content Strategy

Make more investments in content that is like the best-performing films. Maximise the content library of the top performing movies, stop licensing or give it another thought for underperforming films.

Market Expansion

Increase customer acquisition and retention in high-value markets, particularly through targeted marketing campaigns in the USA, China, and India. Give priority to growing services and forming partnerships in Asia, as this region accounts for almost half of overall sales.

Rental Package Optimization

With an average rental duration of five days, you might want to think about developing rental packages that take this behaviour into account, like discounted rates for longer rentals or specials for five days.

Customer Experience Enhancement

Improve customer satisfaction and retention through personalised recommendations and loyalty programs for high-value clients in high-performing countries. For more expansion and growing market share, look for chances in under-represented areas like Oceania and Africa.



Thank you