

# ROCKBUSTER STEALTH

DATA-DRIVEN STRATEGY FOR THE LAUNCH OF NEW  
ONLINE VIDEO SERVICE STARTING 2020



# GOALS, QUESTIONS AND OBJECTIVES

Rockbuster Stealth LLC has been a successful movie rental company worldwide to date . Now facing stiff competition from streaming services such as Netflix and Amazon Prime, it becomes imperative to raise the bar and adapt to the new streaming tendencies.

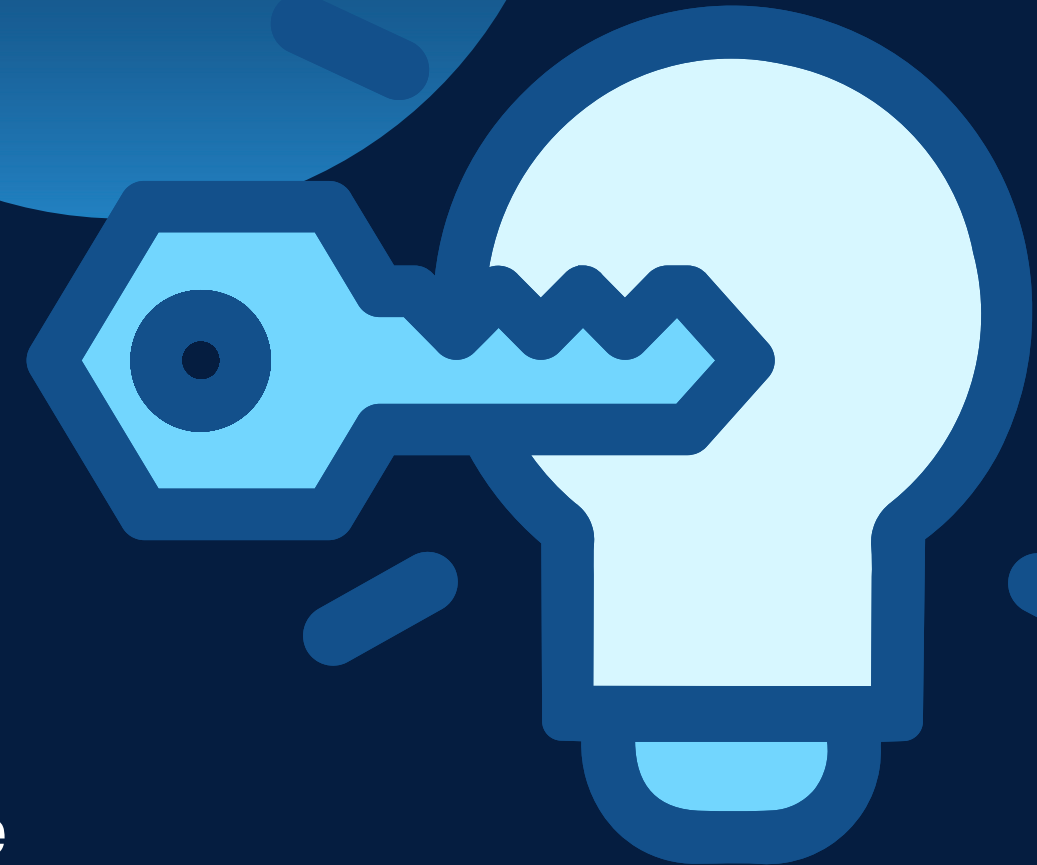
The management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

The business intelligence department (BI) has taken mission to help with the launch strategy for the new online video service and dive in the possibilities through the analysis of the available data



# KEY QUESTIONS

- 01 Which movies contributed the most/least to revenue gain?
- 02 What was the average rental duration for all videos?
- 03 Which countries are Rockbuster customers based in?
- 04 Where are customers with a high lifetime value based?
- 05 Do sales figures vary between geographic regions?



# DESCRIPTIVE ANALYSIS



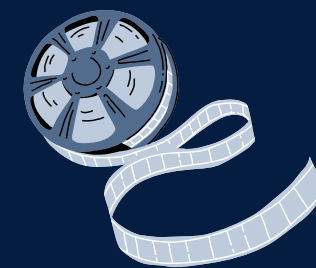
**AVERAGE MOVIE RENTAL DURATION**

4.9 days



**AVERAGE MOVIE RENTAL RATE**

\$2.9



**AVERAGE LENGTH OF FILM**

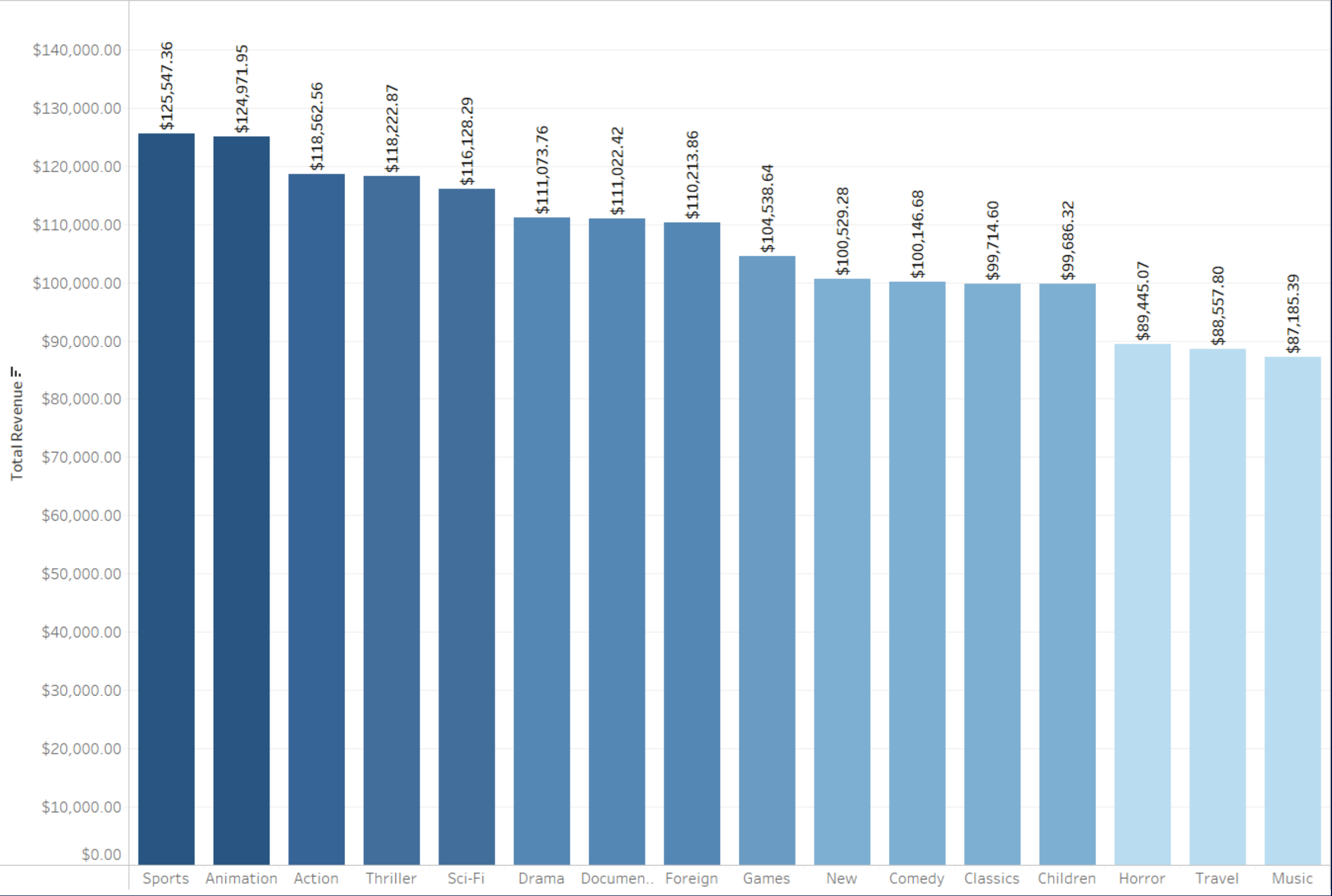
115 mins

# MOVIES AND REVENUE

Our Movie Catalog is divided into 16 distinct categories, each contributing differently to the total revenue

Based on our catalog our best performance categories are Sports and Animation with an average of \$12k in 2006. Followed by Action, Thriller and Sci-Fi

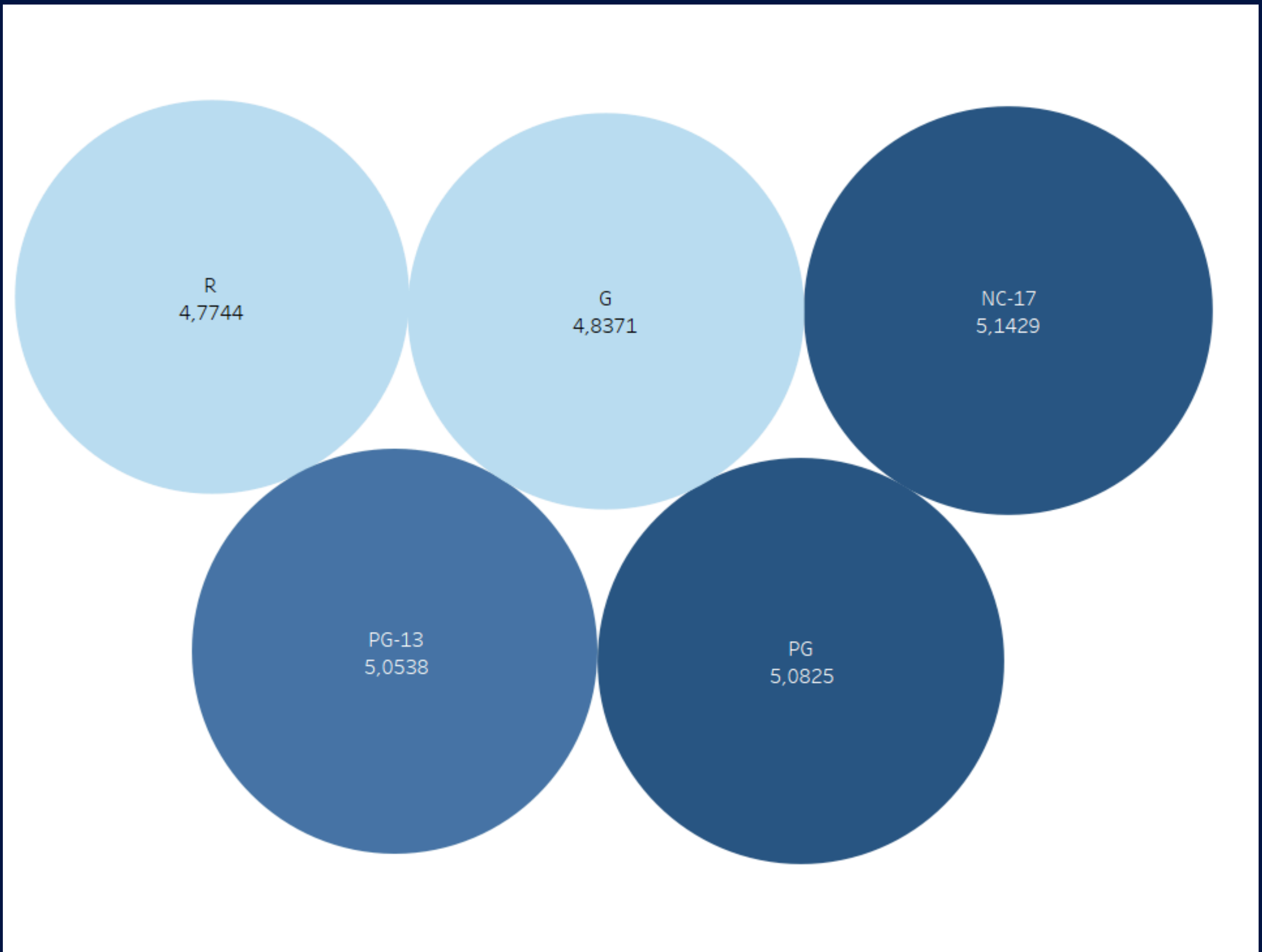
By analyzing the revenue per category, we gain valuable insight into customer preferences and which genres drive the most value.





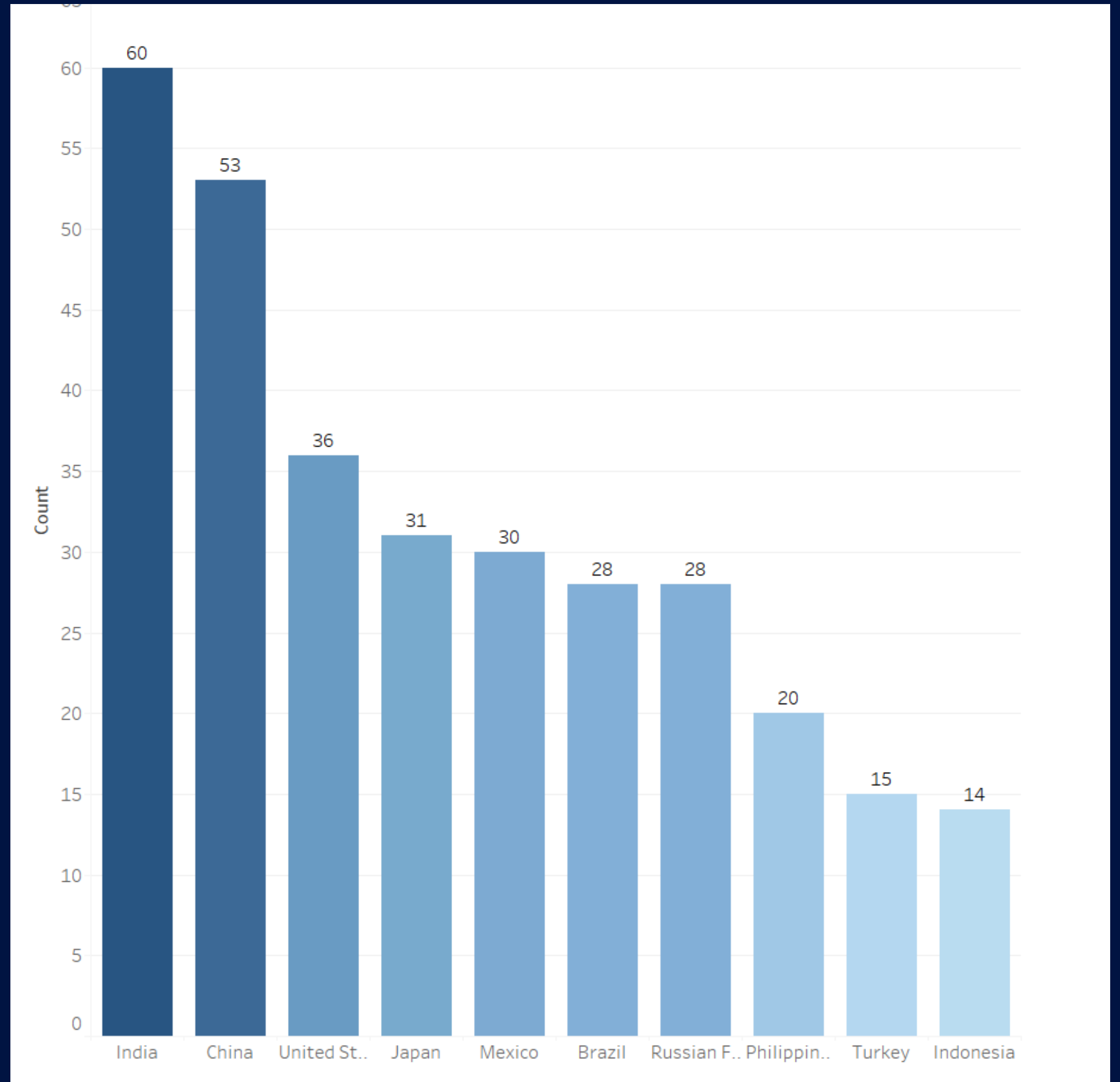
# RENTAL DURATION

Here we have the Rockbuster's average rental time of the movies categorized into 5 different categories: PG, PG-13, NC-17, R and G, and we see no significant difference in the values indicating categories do not play a greater role in deciding the rental duration

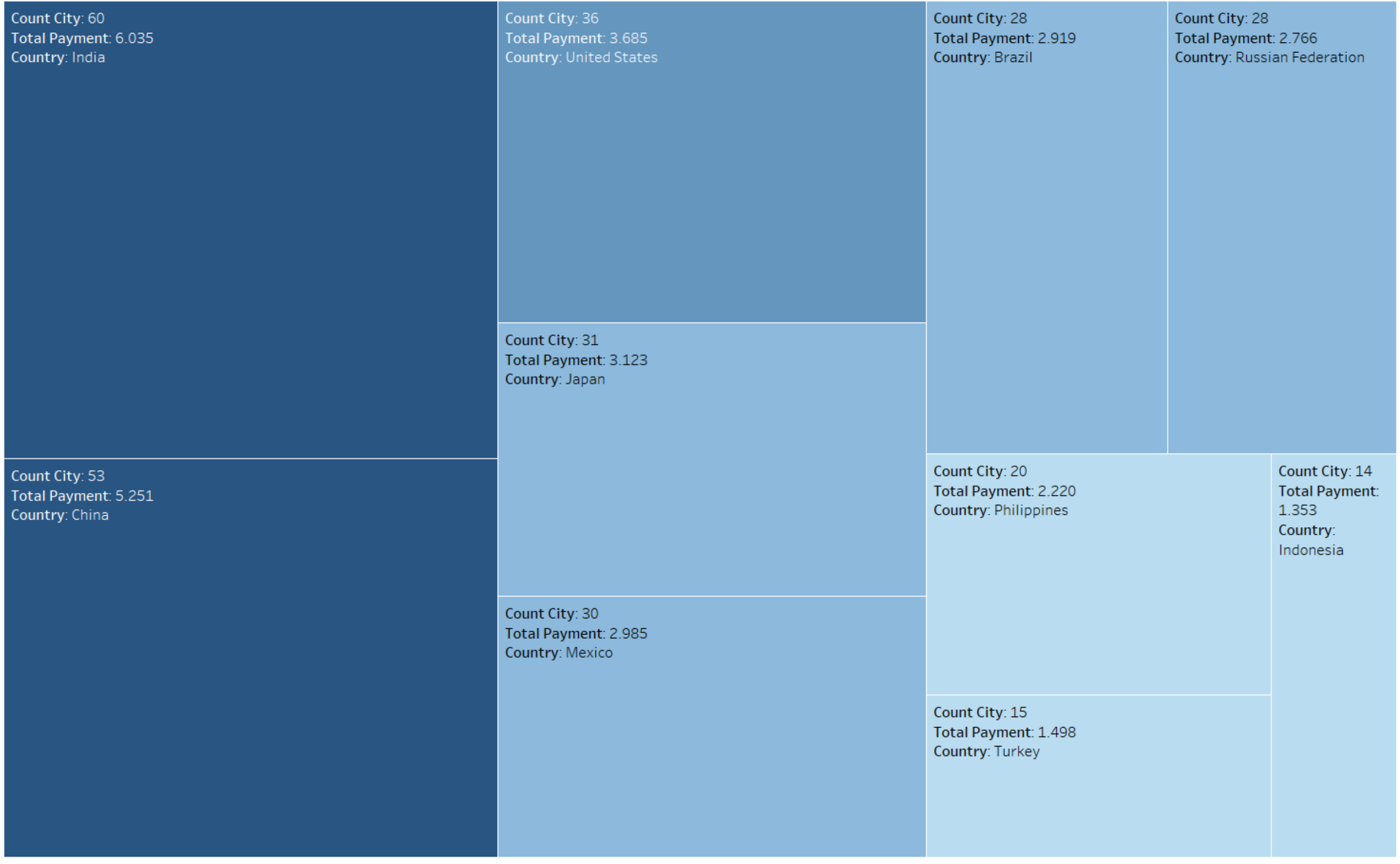


# TOP 10 COUNTRIES BY CUSTOMERS

- It was found that the number of customers per country was in direct relationship with the country's total revenue.
- Suggesting a proportional correlation between customer base and revenue generation which can be a key factor when planning regional investments or expansion of strategies towards the streaming service

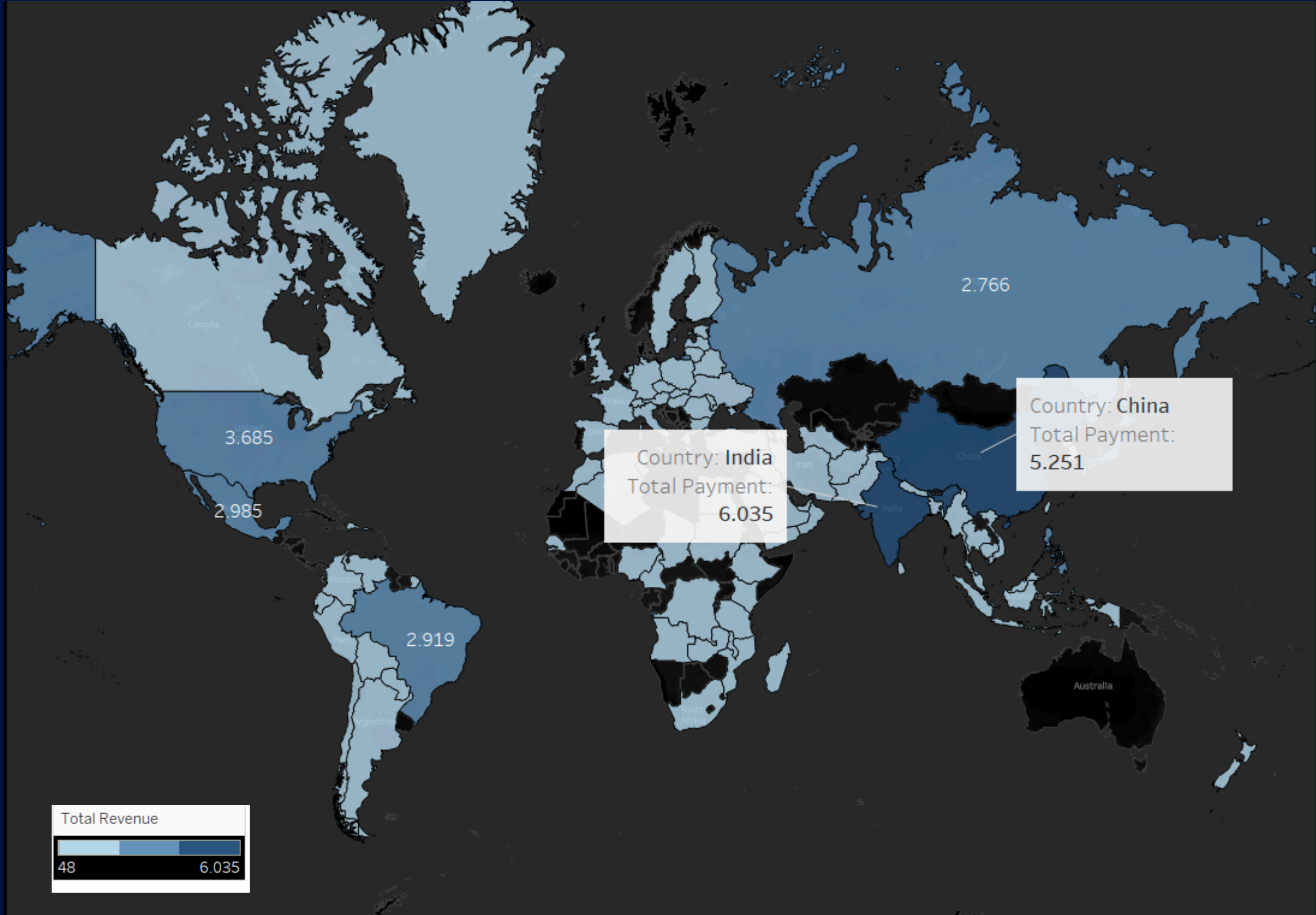


# CITIES OF THE TOP 10 COUNTRIES BY CUSTOMERS

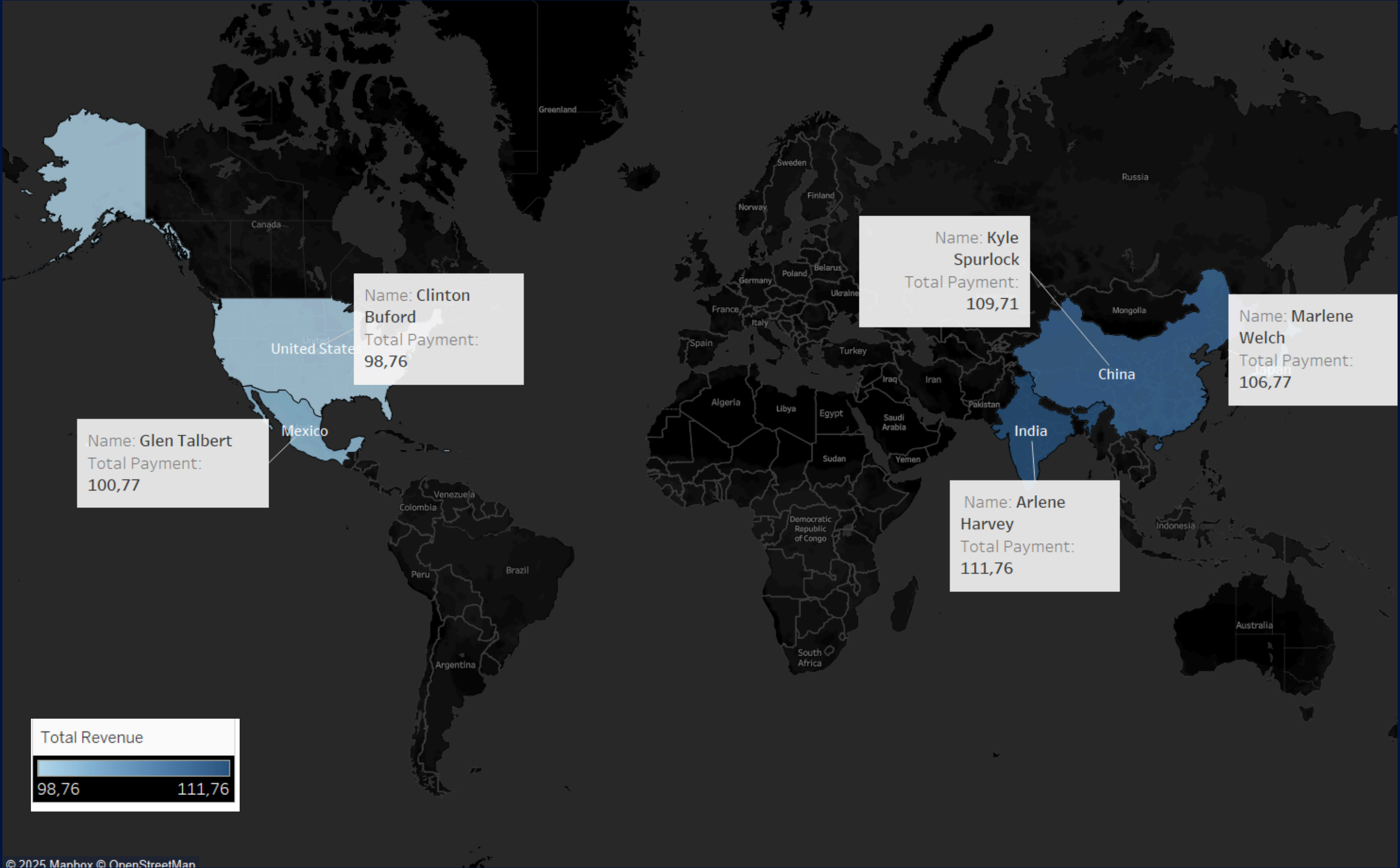




# REVENUE ACROSS THE COUNTRIES



# HIGH LIFETIME VALUE CLIENTS WORLDWIDE



# CONCLUSIONS

- ▶ Sales figures vary between regions in relation to the number of customers that we have in each region
- ▶ Based on our catalog our best performance categories are Sports and Animation with an average of \$12k. Followed by Action, Thriller and Sci-Fi
- ▶ The highest spending customers are in USA, India, China, Mexico and Japan
- ▶ Our customers are based in a total of 599 countries around the world being India and China the highest revenue.
- ▶ The least popular categories are Travel and Music

# RECOMMENDATIONS AND NEXT STEPS

- ▶ Target Marketing campaigns by considering number of customers per region and their preferences.
- ▶ Data driven expansion by creating a monitoring system that can eventually collect customer choices as a cross- analyzed data.
- ▶ Develop content diversification , by expanding the current 16 genre library.
- ▶ Track user behavior closely by a crossanalyzed data monitoring system (renting/streaming watching)
- ▶ Introduce Loyalty Program for High Value Customers to maintain a good customer retention rate.



# THANK YOU



Tableau Link :

[https://public.tableau.com/app/profile/amulya.jangama.manjunath/viz/Tableau\\_3\\_10\\_Amulya/RockbusterStealthAnalysisDashboard?publish=yes](https://public.tableau.com/app/profile/amulya.jangama.manjunath/viz/Tableau_3_10_Amulya/RockbusterStealthAnalysisDashboard?publish=yes)

**For Further Questions and Details:**



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