

ROCKBUSTER STEALTH LLC: TRANSITION TO ONLINE VIDEO RENTAL SERVICE

STRATEGIC OBJECTIVES AND DATA-DRIVEN INSIGHTS

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MOTIVATION

COMPANY BACKGROUND

Rockbuster Stealth LLC has been a global leader in the movie rental industry, known for its widespread network of rental stores around the world. However, the rise of streaming services like Netflix and Amazon Prime has created significant competition, challenging our traditional business model.

NEW STRATEGY FOR 2020

To stay competitive in this evolving market, Rockbuster Stealth is transitioning to an online video rental service. Leveraging our existing movie licenses, this new strategy aims to meet the growing demand for digital content and position Rockbuster Stealth as a formidable player in the online rental space.



OUR OBJECTIVES

IDENTIFY HIGH-VALUE CUSTOMERS

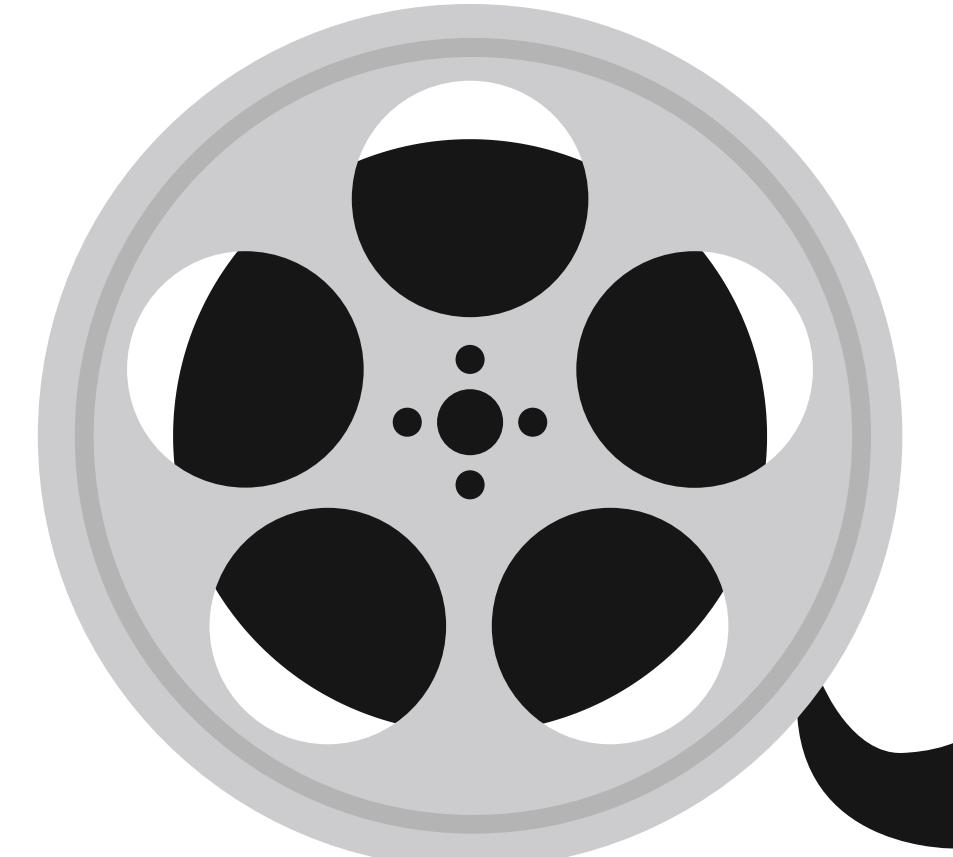
Where are customers with a high lifetime value based?

OPTIMIZE REGIONAL STRATEGIES

Do sales figures vary between geographic regions?

MAXIMIZE REVENUE

Which movies contributed the most/least to revenue gain?



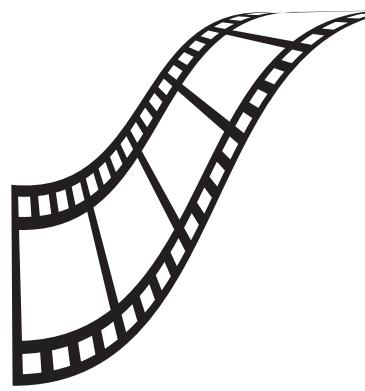
INCREASE CUSTOMER ENGAGEMENT

What was the average rental duration for all videos?

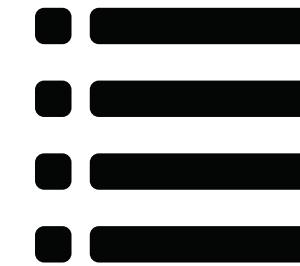
UNDERSTAND CUSTOMER DEMOGRAPHICS

Which countries are Rockbuster customers based in?

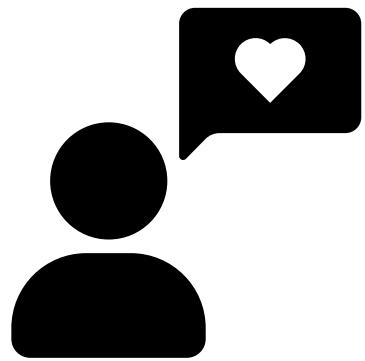
ROCKBUSTER AT A GLANCE



1000 movies



21 categories



599 customers



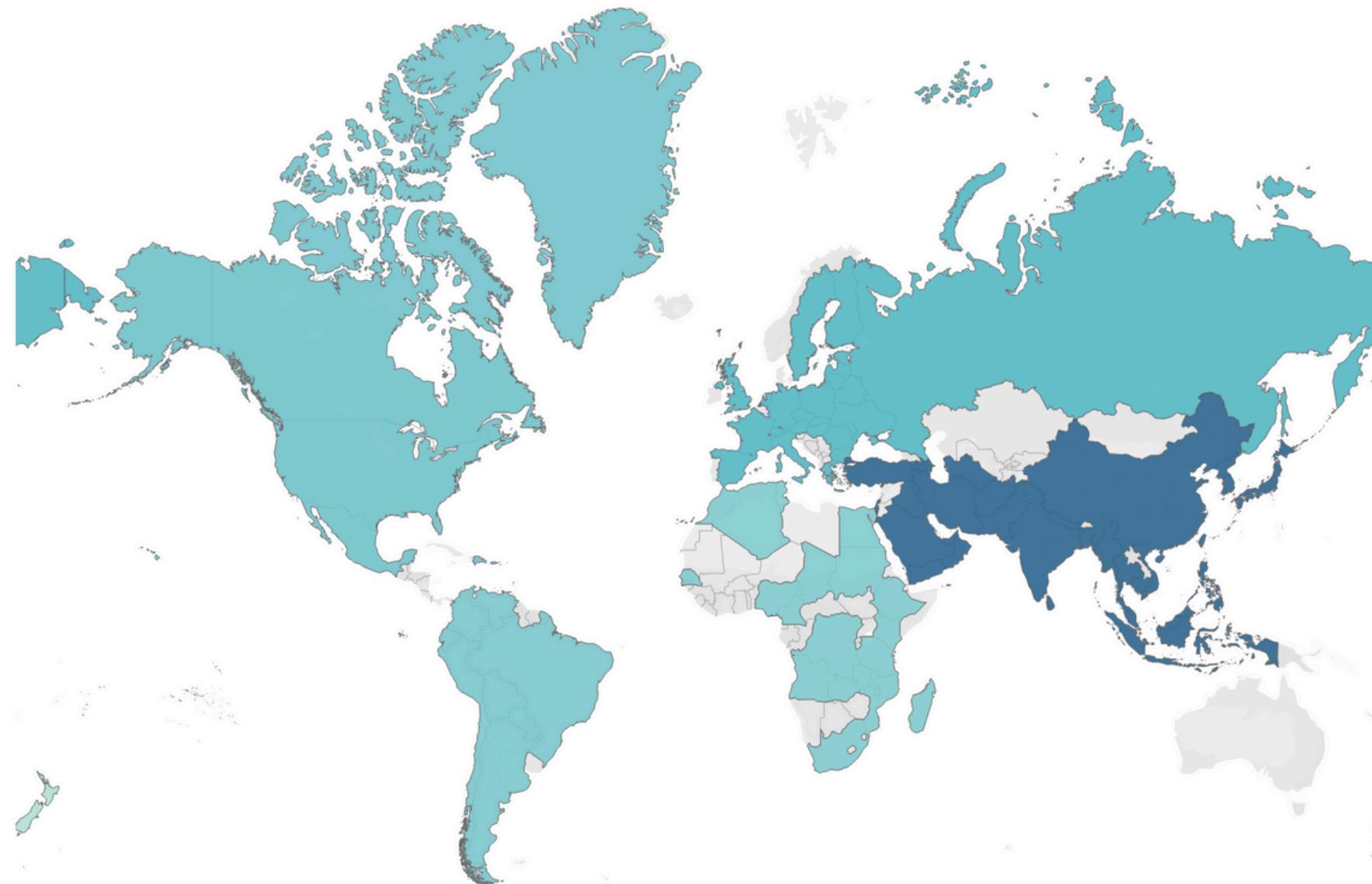
109 countries

Average replacement cost: 19.98 USD

Average rental rate: 2.98 USD

Average rental duration: 5 days

CUSTOMERS AND REVENUES AROUND THE WORLD



Total Revenue

\$641

\$27,956

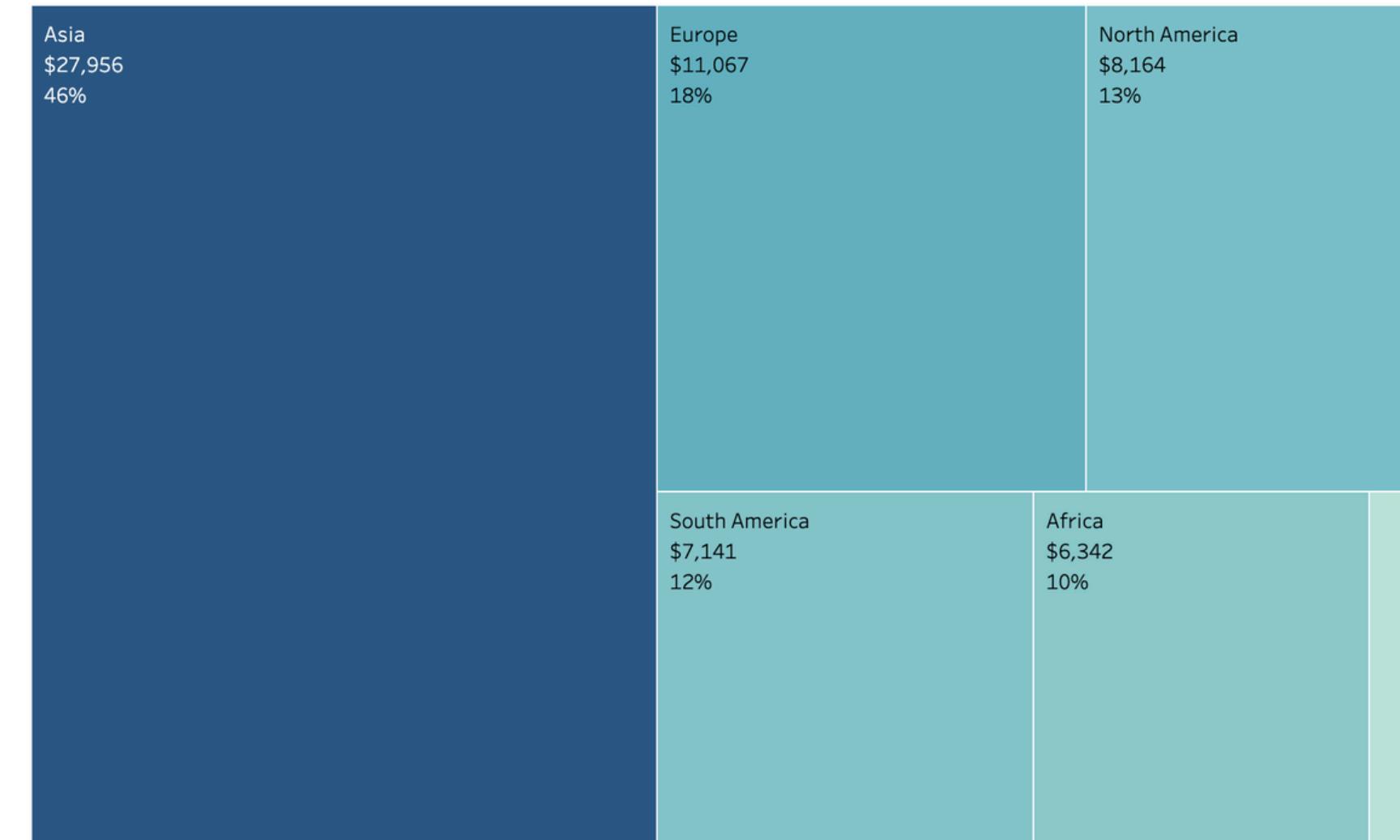
Rockbuster boasts 599 customers spanning 109 countries.

Revenue Distribution

Asia is the leading contributor to Rockbuster's revenue, accounting for 46% of the total share.

Europe, North America, South America, and Africa: Each region holds a similar revenue share, ranging between 10% and 18%.

Oceania: Accounts for a modest 1% of the global revenue.



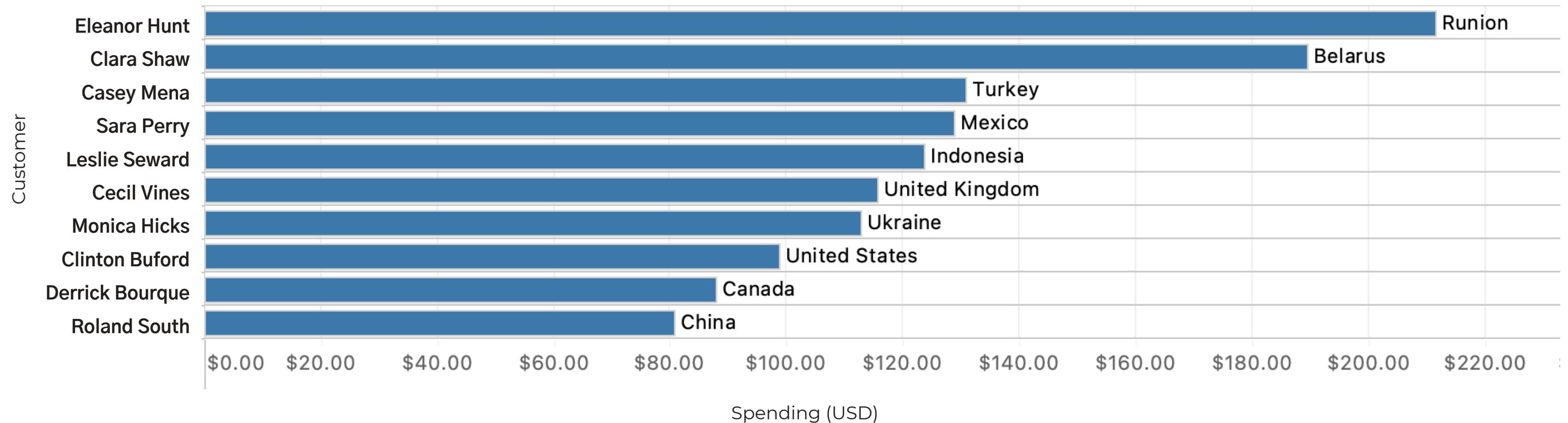
TOP 10 COUNTRIES BY CUSTOMER NUMBER AND REVENUE



Country	Customer count	Total revenue (\$)
India	60	6,034
China	53	5,251
United States	36	3,685
Japan	31	3,122
Mexico	30	2,984
Brazil	28	2,919
Russian Federation	28	2,765
Phillippines	20	2,219
Turkey	15	1,498
Indonesia	14	1,352

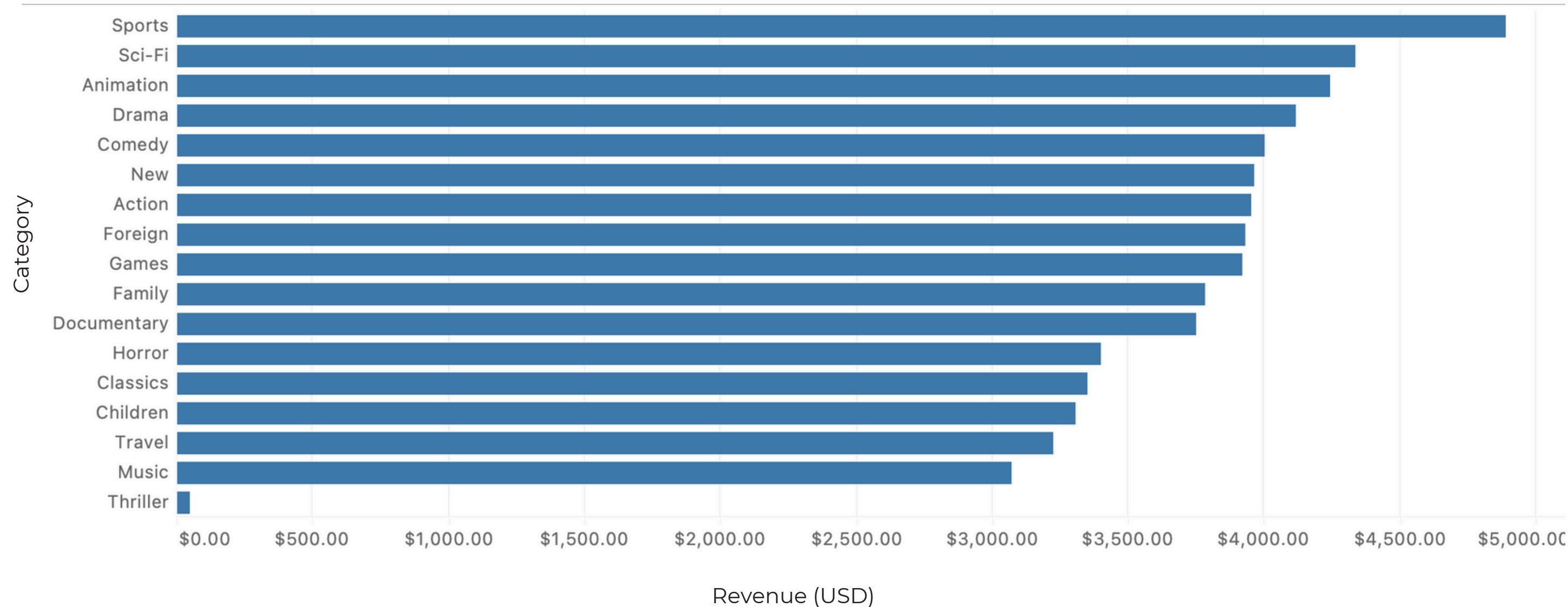
<https://public.tableau.com/app/profile/buket.oztekin/viz/RockbustersSalesSumforeachCountry/SalesSumMapeachcountry?publish=yes>

TOP 10 LOYAL CUSTOMERS AND THEIR SPENDINGS



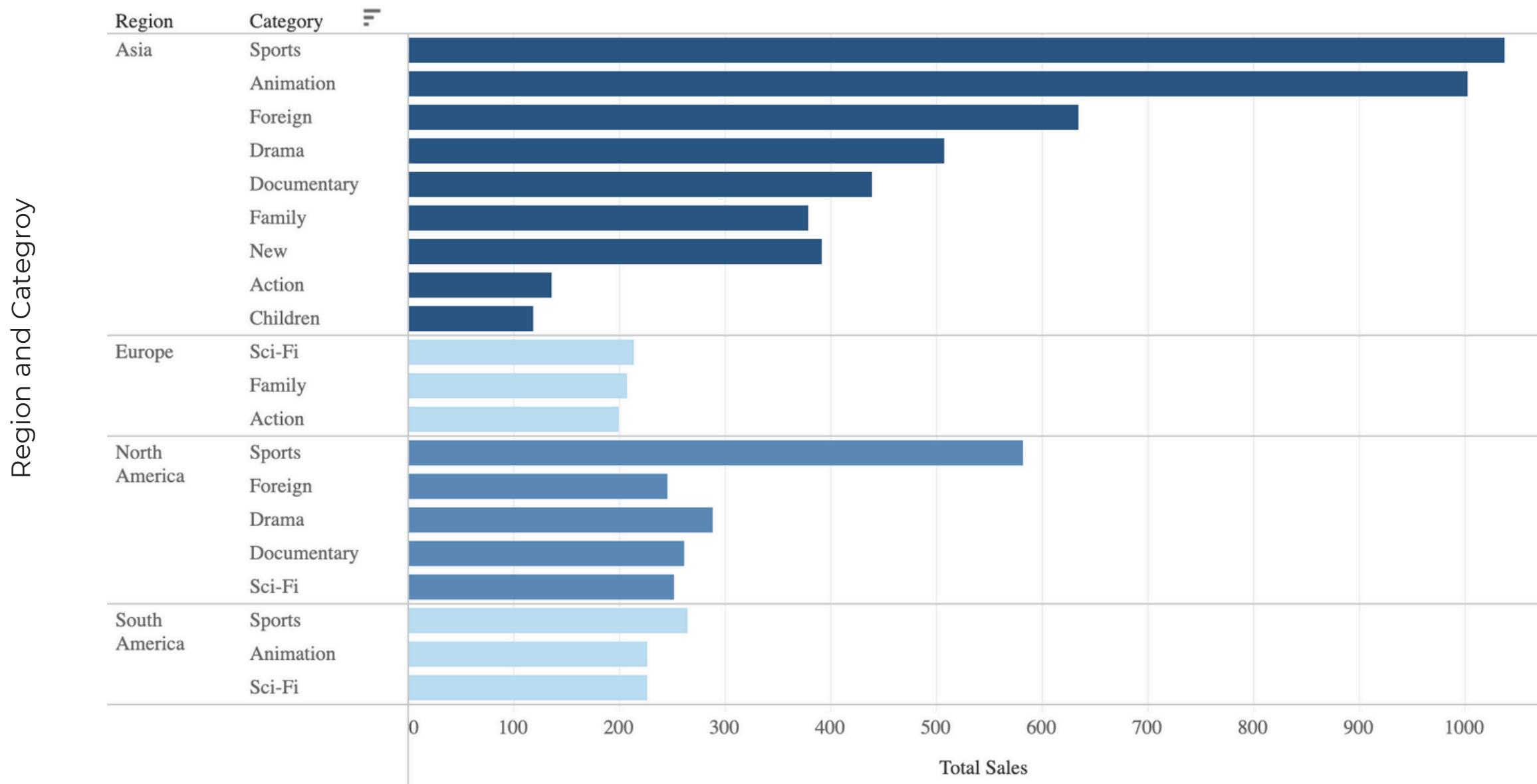
All of Rockbuster's top 10 loyal customers hail from different countries, showcasing our extensive international reach.

MOST POPULAR CATEGORIES (GLOBALLY)



The Sports category generated the highest revenue globally (\$4,892), followed by Sci-Fi (\$4,336) and Animation (\$4,252). The Thriller category generated by far the least amount of revenue (\$47.89)

MOST POPULAR CATEGORIES OF TOP 10 COUNTRIES BY REGION



When examining the top 3 film categories in the top 10 countries, regional differences become apparent.

For instance, the Sports category is prominently popular in all regions except for Europe. In Asia, the Animation category rivals the popularity of Sports. Moreover, while Sci-Fi is the second most popular category globally, it is less popular in Asia, where Animation has taken its place as the third biggest genre globally.

MOVIE REVENUES



HIGHEST 10

Telegraph Voyage	\$ 215.75
Zorro Ark	\$ 199.72
Wife Turn	\$ 198.73
Innocent Usual	\$ 191.74
Hustler Party	\$ 190.78
Saturday Lambs	\$ 190.74
Titans Jerk	\$ 186.73
Harry Idaho	\$ 177.73
Torque Bound	\$ 169.76
Dogma Family	\$ 168.72



LOWEST 10

Texas Watch	\$ 5.94
Oklahoma Jumanji	\$ 5.94
Duffel Apocalypse	\$ 5.94
Freedom Cleopatra	\$ 5.95
Young Language	\$ 6.93
Rebel Airport	\$ 6.93
Cruelty Unforgiven	\$ 6.94
Treatment Jekyll	\$ 6.94
Lights Deer	\$ 7.93
Stallion Sundance	\$ 7.94



TOP PERFORMERS

TOP 10 MOVIES

Telegraph Voyage
Zorro Ark
Wife Turn
Innocent Usual
Hustler Party
Saturday Lambs
Titans Jerk
Harry Idaho
Torque Bound
Dogma Family

TOP 10 COSTUMERS

Eleanor Hunt
Clara Shaw
Casey Mena
Sara Perry
Leslie Seward
Cecil Vines
Monica Hicks
Clinton Buford
Derrick Bourque
Roland South

TOP 10 COUNTRIES

India
China
United States
Japan
Mexico
Brazil
Russian Federation
Phillippines
Turkey
Indonesia

TOP 10 GENRES

Sport
Sci-fi
Animation
Drama
Comedy
New
Action
Foreign
Games
Family



KEY INSIGHTS

- Asia has the biggest market share (almost half globally).
- India, China, and the United States has the highest customer number and revenue share.
- Sports, sci-fi, and animation genres are the most popular. However, different regions have different preferences.
- The average rental duration is 5 days.
- Top customers are coming from all around the globe.

RECOMMENDATIONS

Strategies for Revenue Maximization and Optimizing Regional Sales

- Focus marketing efforts and promotional campaigns in Asia to capitalize on its dominant market position.
- Tailor content offerings to the preferences of Asian customers, with a particular emphasis on Animation and Sports genres.
- Allocate more resources to these high-value markets such as India, China, and the USA to further strengthen customer engagement and revenue generation.
- Develop region-specific content strategies that prioritize the top genres. For example, promote Sports and Animation heavily in Asia, while focusing on Sci-Fi in regions where it is more popular. This will ensure that content offerings are aligned with local preferences, driving higher customer satisfaction and engagement.

Strategies for Customer Engagement

- Implement flexible rental options around the 5-day average to enhance customer satisfaction. Offer short-term and extended rental plans to cater to different viewing habits and maximize rental revenue.
- Develop a global loyalty program to reward top customers and encourage repeat business. Personalize engagement efforts based on customer location and viewing preferences to build a loyal and diverse customer base.



THANK YOU FOR YOUR ATTENTION

FOR QUESTIONS AND RECOMMENDATIONS
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Website



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GitHub



Tableau

