

The background of the slide features a soft-focus image of several film reels and strips of film. The reels are white and have a multi-spoke design. The film strips are unspooled, showing sprocket holes and some text, including the word 'PLUTO' in large letters. The overall color palette is light and warm, with a white background and muted tones from the film equipment.

# ROCKBUSTER STEALTH LLC

## ONLINE VIDEO SERVICE STRATEGY

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# Project Overview

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

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 Question



## WHAT

- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?



## WHERE

- Which countries are Rockbuster customers based in?
- Do sales figures vary between geographic regions?



## WHO

- Who are customers with a high lifetime value based?

# Data Description

- Revenue-related

Total Revenue 61312.04	Rental Amount 14592	Revenue Per Rental 4.20
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- Customer-related

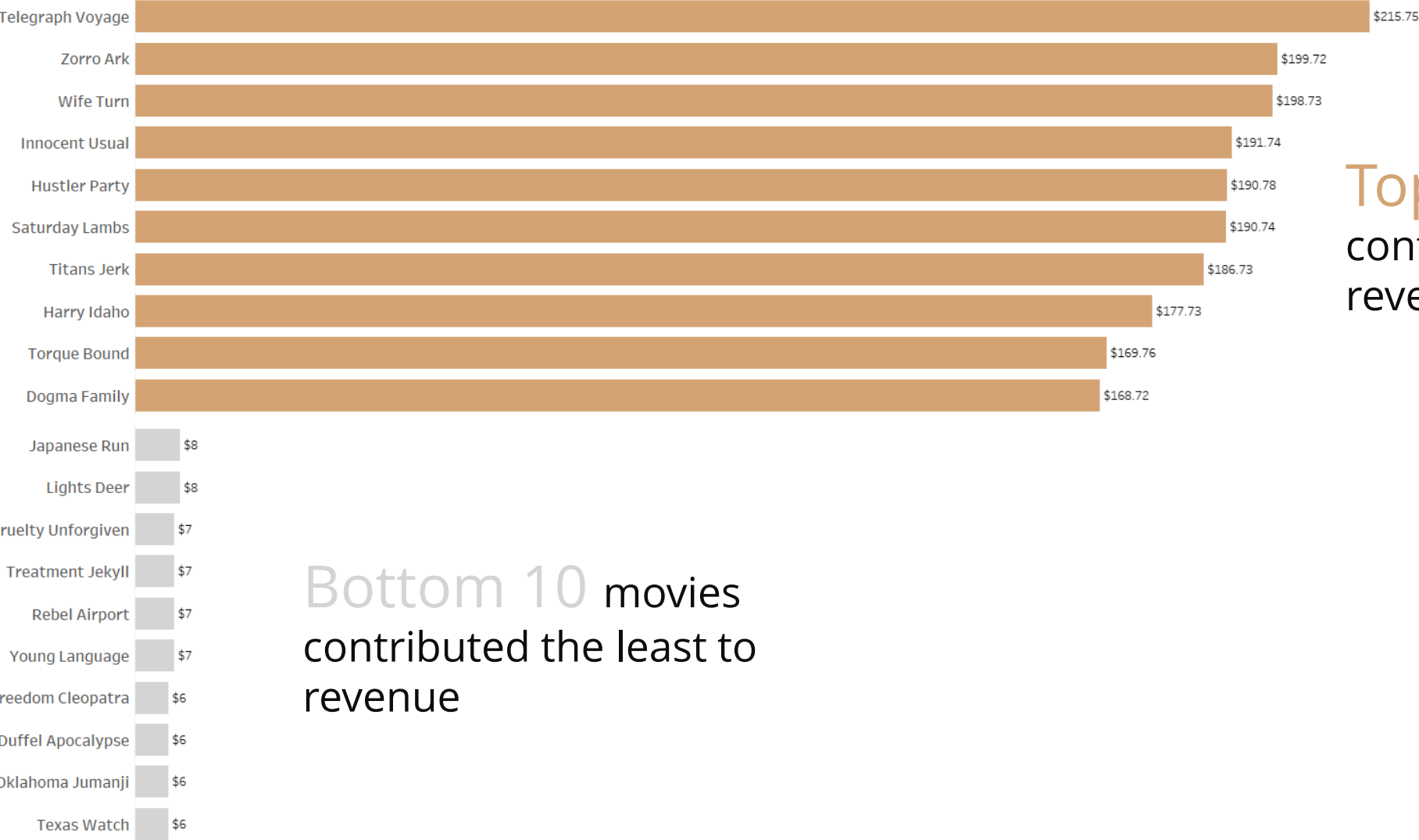
Customer Amount 599	Rental Per Customer 26	Payment Per Customer 102
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- Film-related

Average Rental Duration 4.98	Average Rental Rate 2.98	Average Replacement Cost 19.98	Modal Language English
Minimum Rental Duration 3	Minimum Rental Rate 0.99	Minimum Replacement Cost 9.99	Modal Rating PG-13
Maximum Rental Duration 7	Maximum Rental Rate 4.99	Maximum Replacement Cost 29.99	

WHAT

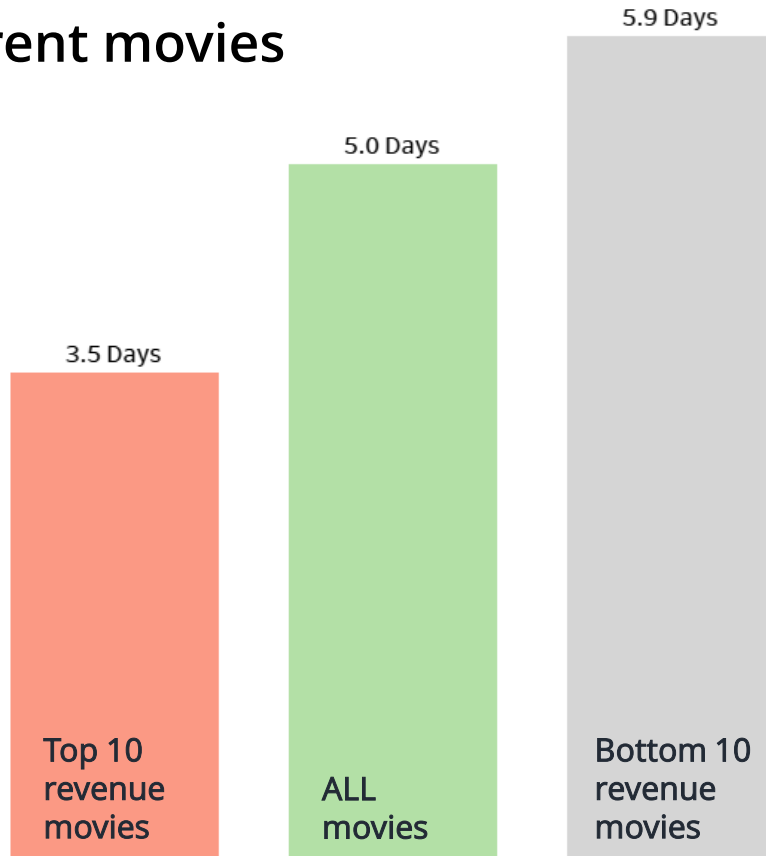
Which movies contributed the most/least to revenue gain?



Top 10 movies  
contributed the most to  
revenue

Bottom 10 movies  
contributed the least to  
revenue

## Average Rental Duration for different movies



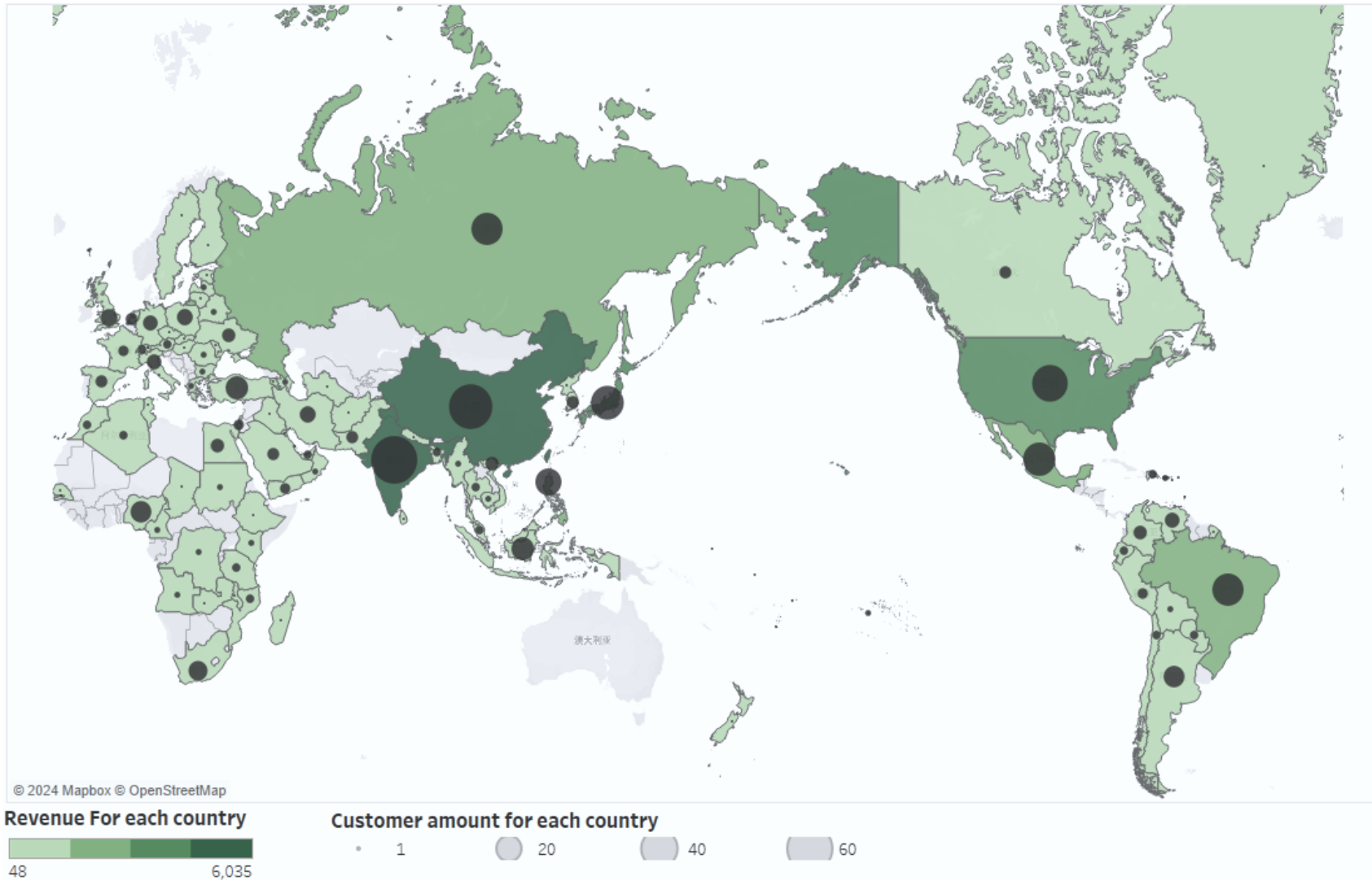
The bar chart shows:

- The average Rental Duration for all movies is 5 days.
- The Rental Duration for the **top ten revenue-generating movies** is below the average, at 3.5 days.
- The Rental Duration for the **bottom ten revenue-generating movies** is above the average, at 5.9 days.



# WHERE

## World Map Overview



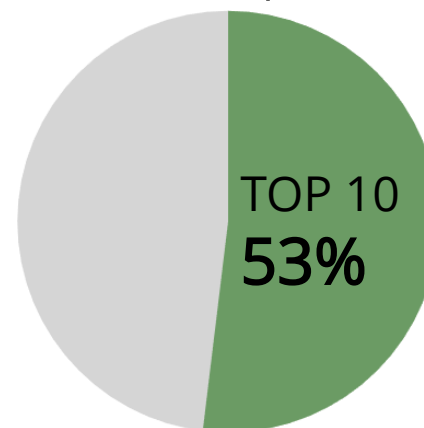
It's clear that **India and China** are the regions with the highest revenue and the most customers.

## Top 10 countries with high revenue & customer

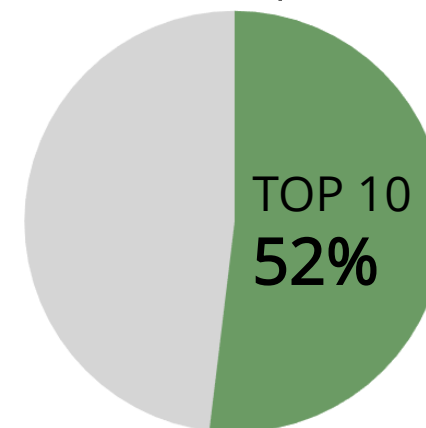
Country	Total Revenue	Customer Amount
India	6034.78	60
China	5251.03	53
United States	3685.31	36
Japan	3122.51	31
Mexico	2984.82	30
Brazil	2919.19	28
Russian Federation	2765.62	28
Philippines	2219.7	20
Turkey	1498.49	15
Indonesia	1352.69	14

## Top 10 countries proportion of revenue & customer

Revenue Proportion



Customer Proportion

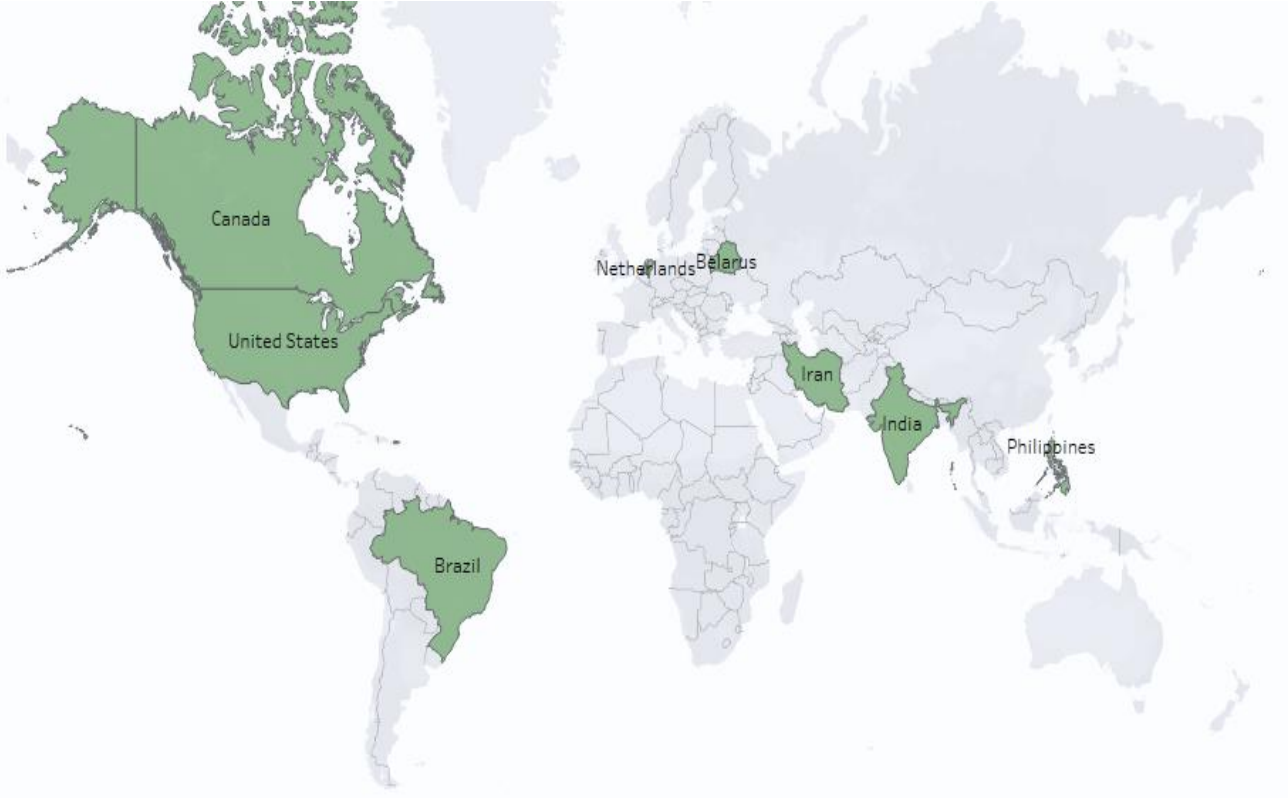


The revenue and customer proportion of the TOP 10 countries are both **more than 50%** of the total, making it a very important market.



Top 10 highest revenue-generating customers distribution

First Name	Last Name	City	Country	Revenue
Eleanor	Hunt	Saint-Denis	Runion	211.55
Karl	Seal	Cape Coral	United States	208.58
Marion	Snyder	Santa Brbara doeste	Brazil	194.61
Rhonda	Kennedy	Apeldoorn	Netherlands	191.62
Clara	Shaw	Molodetno	Belarus	189.6
Tommy	Collazo	Qomsheh	Iran	183.63
Ana	Bradley	Memphis	United States	167.67
Curtis	Irby	Richmond Hill	Canada	167.62
Marcia	Dean	Tanza	Philippines	166.61
Mike	Way	Valparai	India	162.67



# RECOMONDATIONS

## 1. PRODUCT LEVEL

- **Focus on promoting the top ten revenue-generating movies:** Given that these movies have already proven their market appeal, the company should consider further promoting these films through various marketing activities and special offers to increase user engagement and revenue.
- **Examine rental duration:** The average rental duration is 5 days, while the top ten movies have an average rental duration of 3.5 days. Consider adjusting pricing strategies or introducing short-term rental promotions for these high-demand movies.

## 2. RESION LEVEL

- **Focus on the top ten countries' markets:** The customer numbers and cumulative revenue from these countries already account for more than half of the total. The company should analyze the specific needs and preferences of these markets in depth and tailor marketing strategies to further improve customer satisfaction and loyalty.

## 3. CUSTOMER LEVEL

- **Personalized recommendations and services:** Using the data from the top 10 users with the highest cumulative payments, the company can develop personalized recommendation systems and custom services to enhance the satisfaction and retention rates of these users.

# THANK YOU

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Tableau link: [3.10\\_ROCKBUSTER?STEALTH LLC | Tableau Public](#)