

ROCKBUSTER STEALTH LLT ONLINE VIDEO LAUNCHSTRATEGY

Daniella Richt Feb 2024



CURRENT STATUS

Rockbuster Stealth LLC, a former global movie rental giant, is adapting to challenges posed by streaming services like Netflix and Amazon Prime. To remain competitive, the company is leveraging its vast library of movie licenses to launch an online video rental platform.



KEY QUESTIONS AND OBJECTIVES



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



STATUS OVERVIEW

Total movies: 1000

Unique customers: 599

Total Revenue: \$61,312.04

Movie Genres: 17

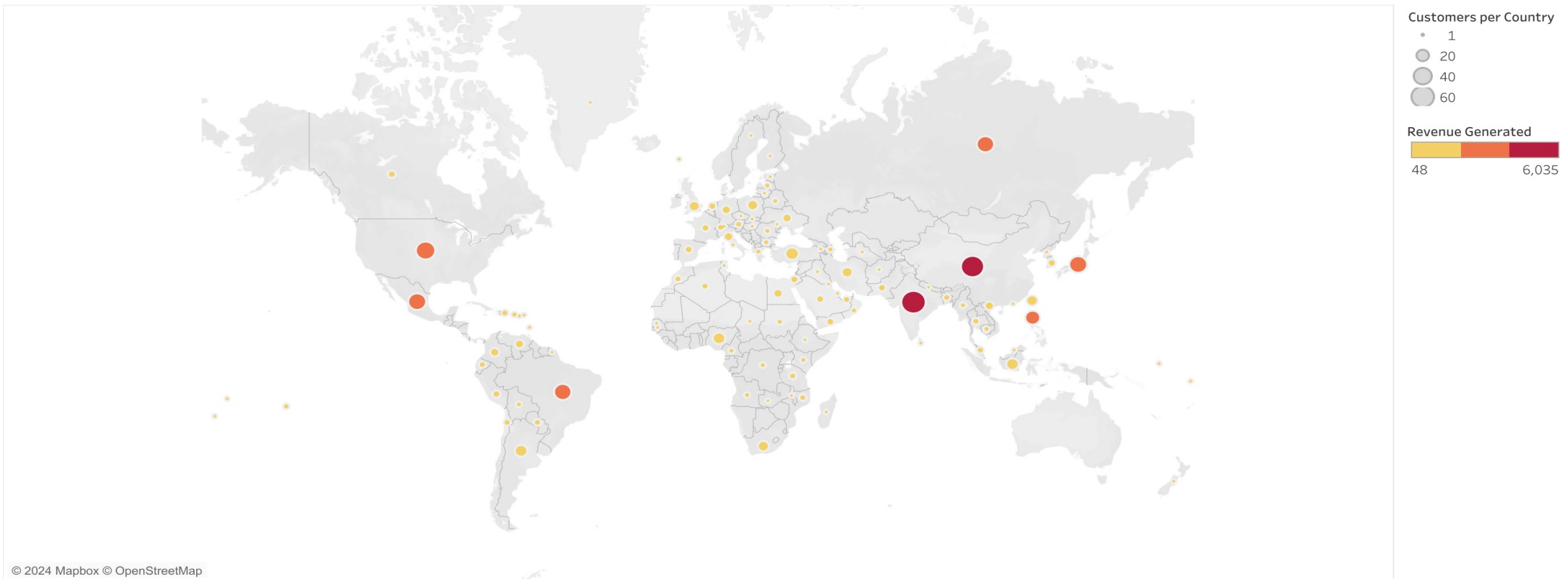
Languages: 6

Countries Operational: 109



WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN & HOW MUCH REVENUE IS GENERATED?

Revenue Generated and number of Customers per Country

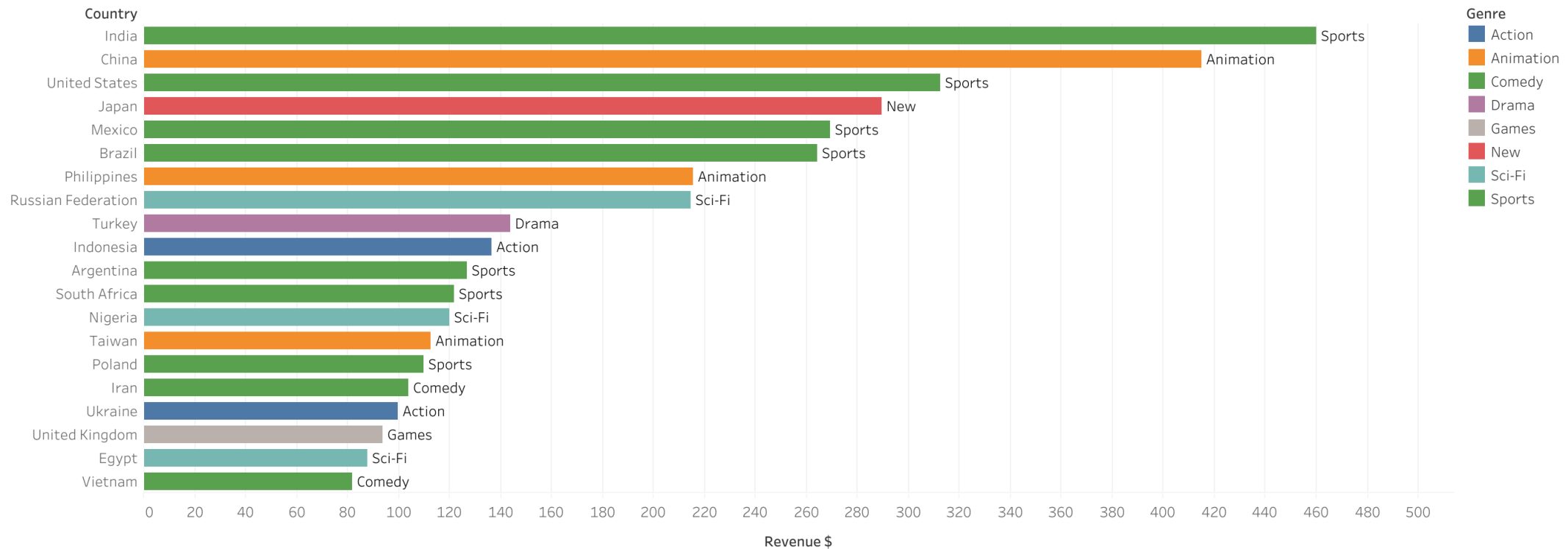


We can see from the map, that the countries with the biggest markets are: India, China, Russian Federation, the US, Mexico, Brazil, Japan and the Philippines



WHAT GENRE OF MOVIES CONTRIBUTED TO MOST/LEAST REVENUE GENERATED?

Genre generating the most revenue by Country, top 20

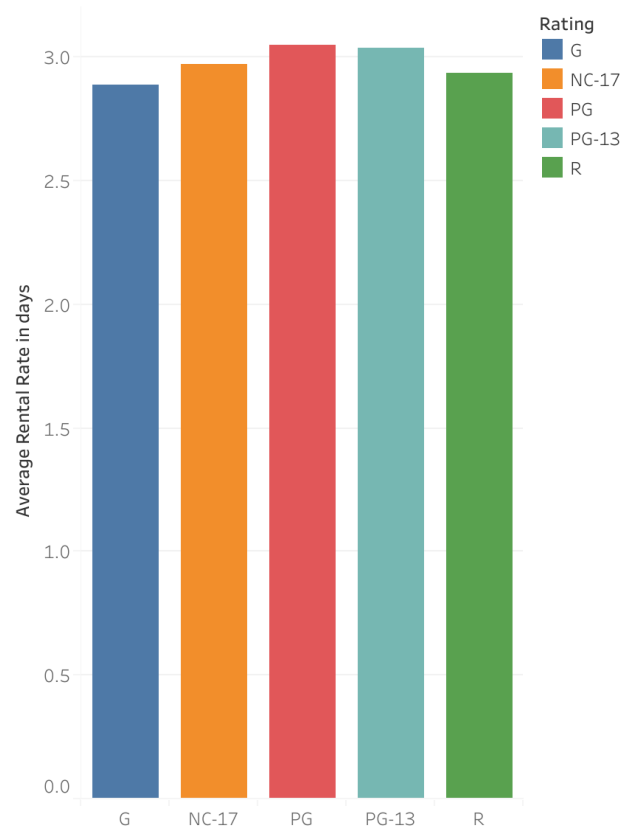


Overall, the Sports genre produced the most revenue across all countries at \$2,197. Whilst the Children genre product the least revenue with \$16.

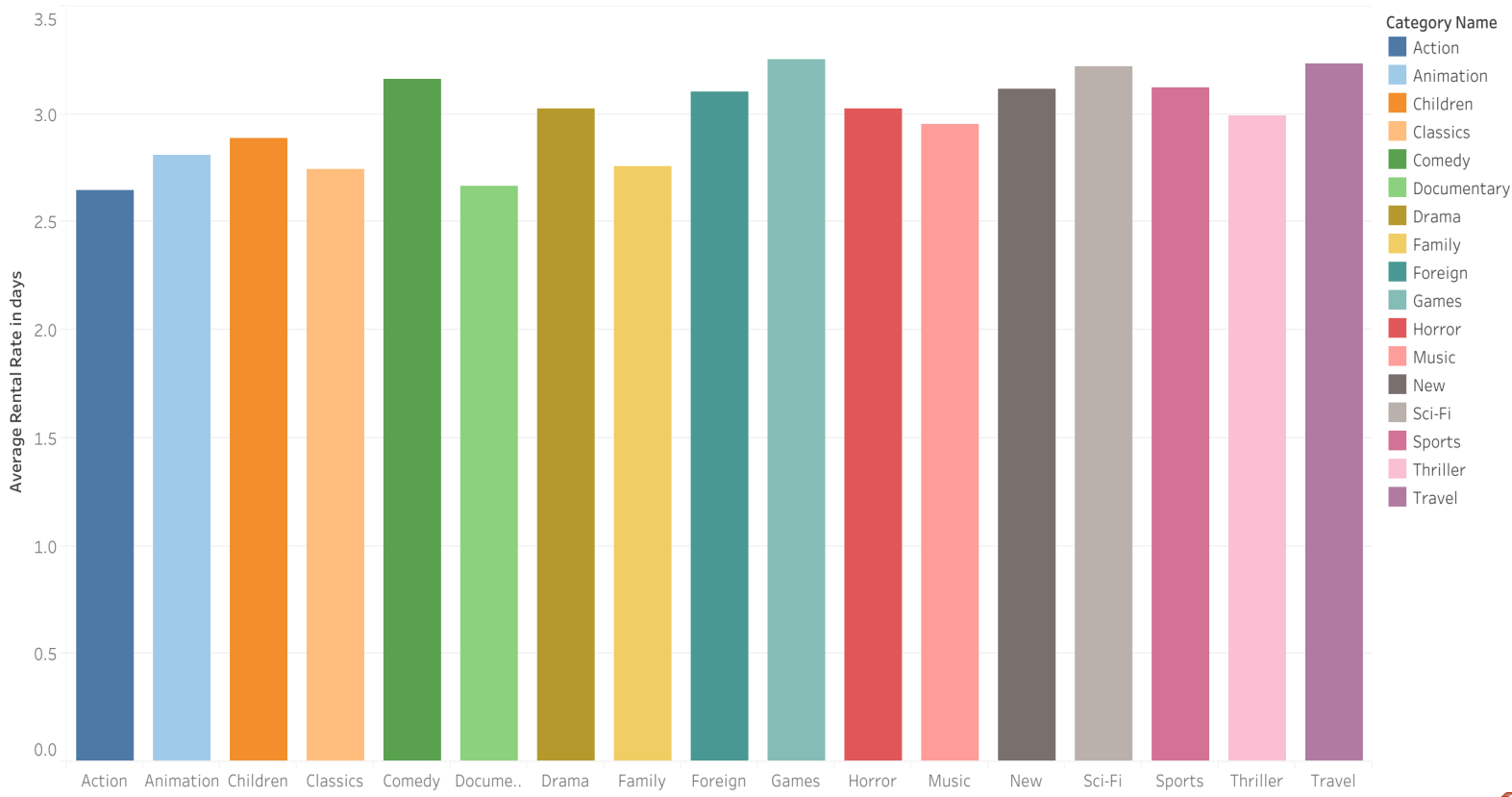


AVERAGE RENTAL DURATION BY RATING/GENRE

Average rental rate by movie ratings

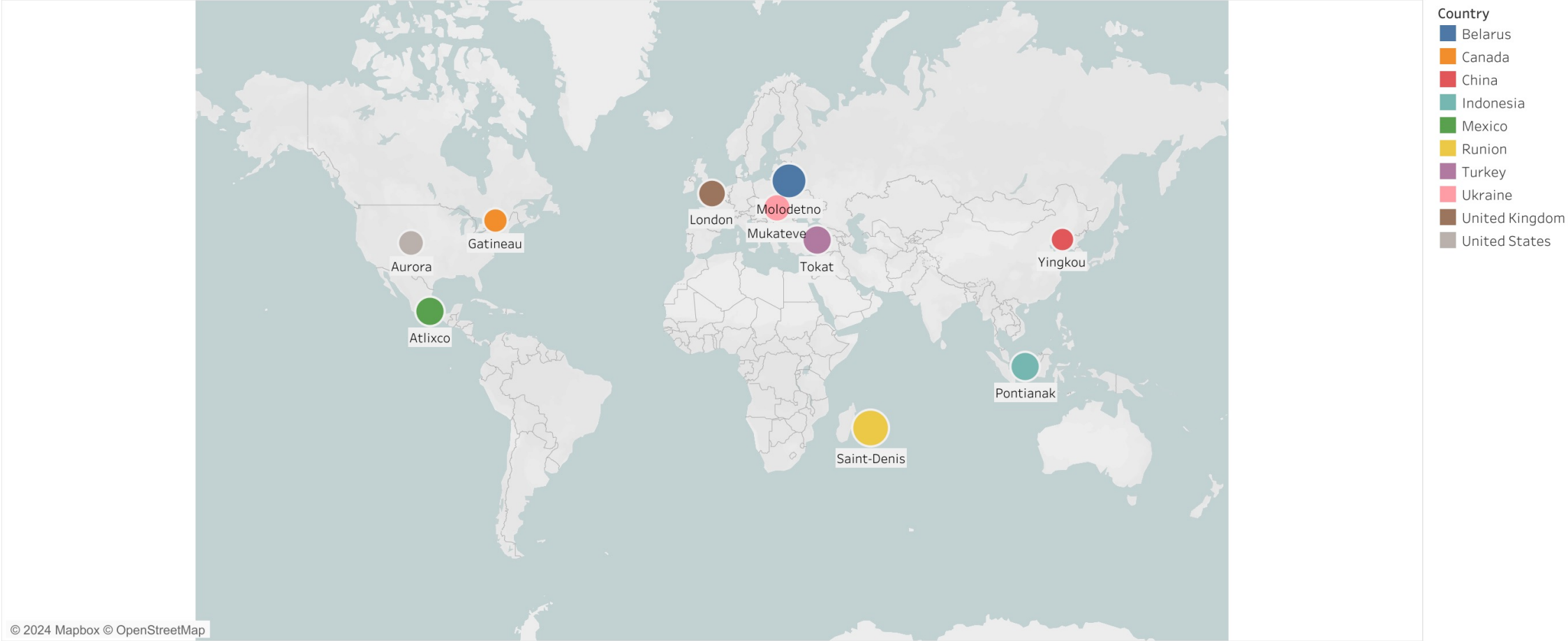


Average rental rates by movie genre



HIGH LIFETIME VALUE CUSTOMER'S LOCATIONS

Top 10 Customer's locations and revenue



CONCLUSION & RECOMMENDATIONS

- To launch the online video rental service, we should look at where the top customers are based and the countries generating the most revenue, then we should focus on India, the US and China. While the number of customers varies greatly country to country; the Indian market has the most at 60.
- The Indian market also holds true for revenue generated, and top genre: Sports. If we remember slide 6, the Sports genre accounted for \$2,197 in revenue.
- Regarding licensing and loyalty, Rockbuster needs to decide which movies and movie genres are't contributing enough revenue and then discontinue those licenses which as making losses.



THANK YOU



Tableau URLs:

https://public.tableau.com/app/profile/daniella.richt/viz/Daniella_Richt_CF_3_10_RevenueGeneratedandnumberofCustomersperCountry/Sheet1#1

https://public.tableau.com/app/profile/daniella.richt/viz/Daniella_Richt_CF_3_10_GenregeneratingthemostrevenuebyCountry/Sheet1

https://public.tableau.com/app/profile/daniella.richt/viz/Daniella_Richt_CF_3_10_Averagerentalratebymovieratings/Sheet1

https://public.tableau.com/app/profile/daniella.richt/viz/Daniella_Richt_CF_3_10_Averagerentalratesbymoviegenre/Sheet1

https://public.tableau.com/app/profile/daniella.richt/viz/Daniella_Richt_CF_3_10_Top10Customerslocationsandrevenue/Sheet1