



2024.09.01

ROCKBUSTERS

ONLINE MOVIE RENTAL SERVICE 2025

by Daniel Mueller



Context

Background

Rockbuster Stealth LLC is planning to use its existing movie licenses to launch an online video rental service by 2025 to stay competitive against services like Netflix and Amazon Prime.

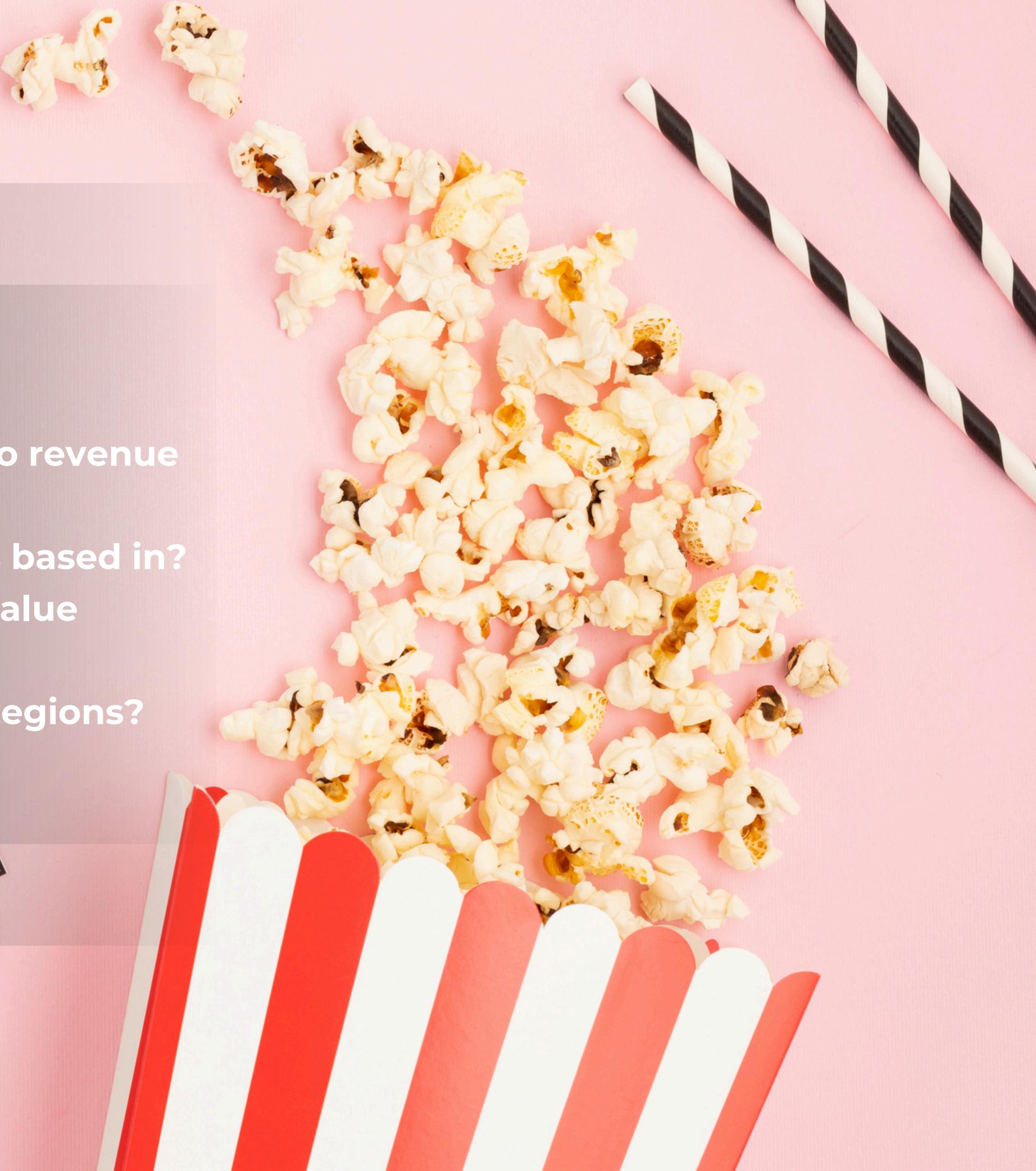
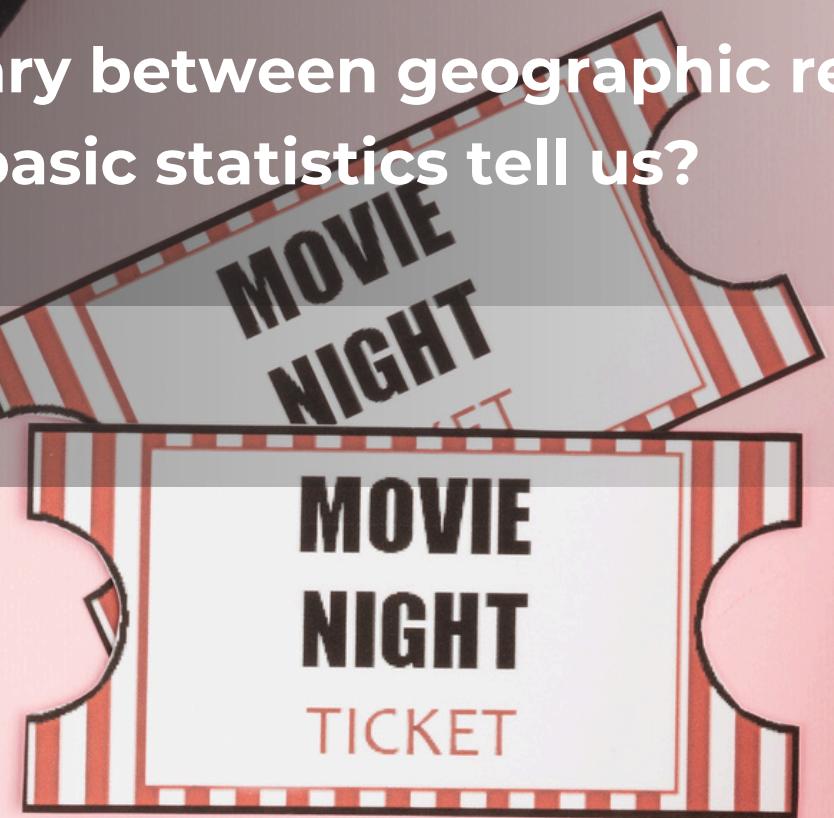




Objective

Key Questions

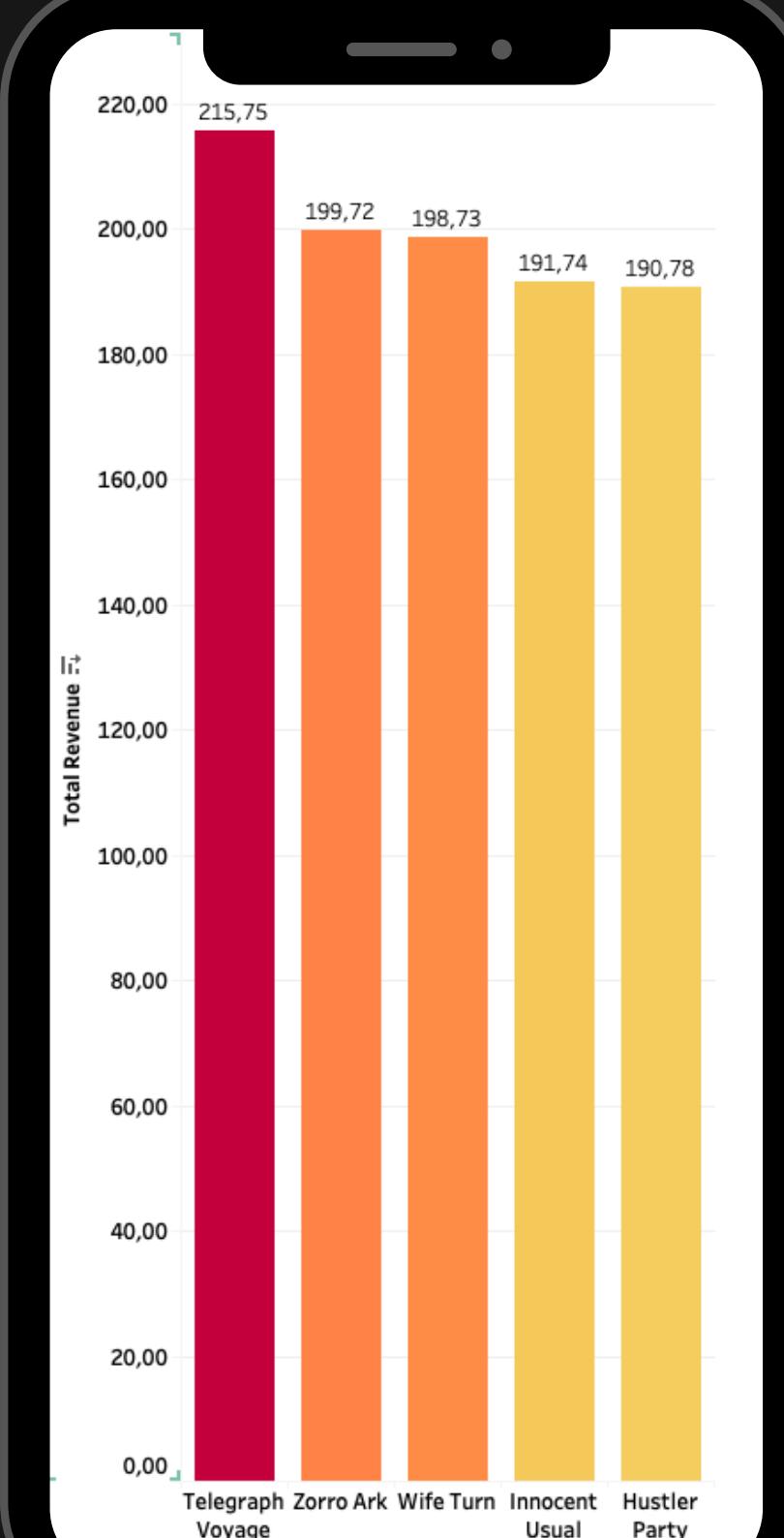
- Which movies contributed the most/least to revenue gain ?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?
- What does these basic statistics tell us?



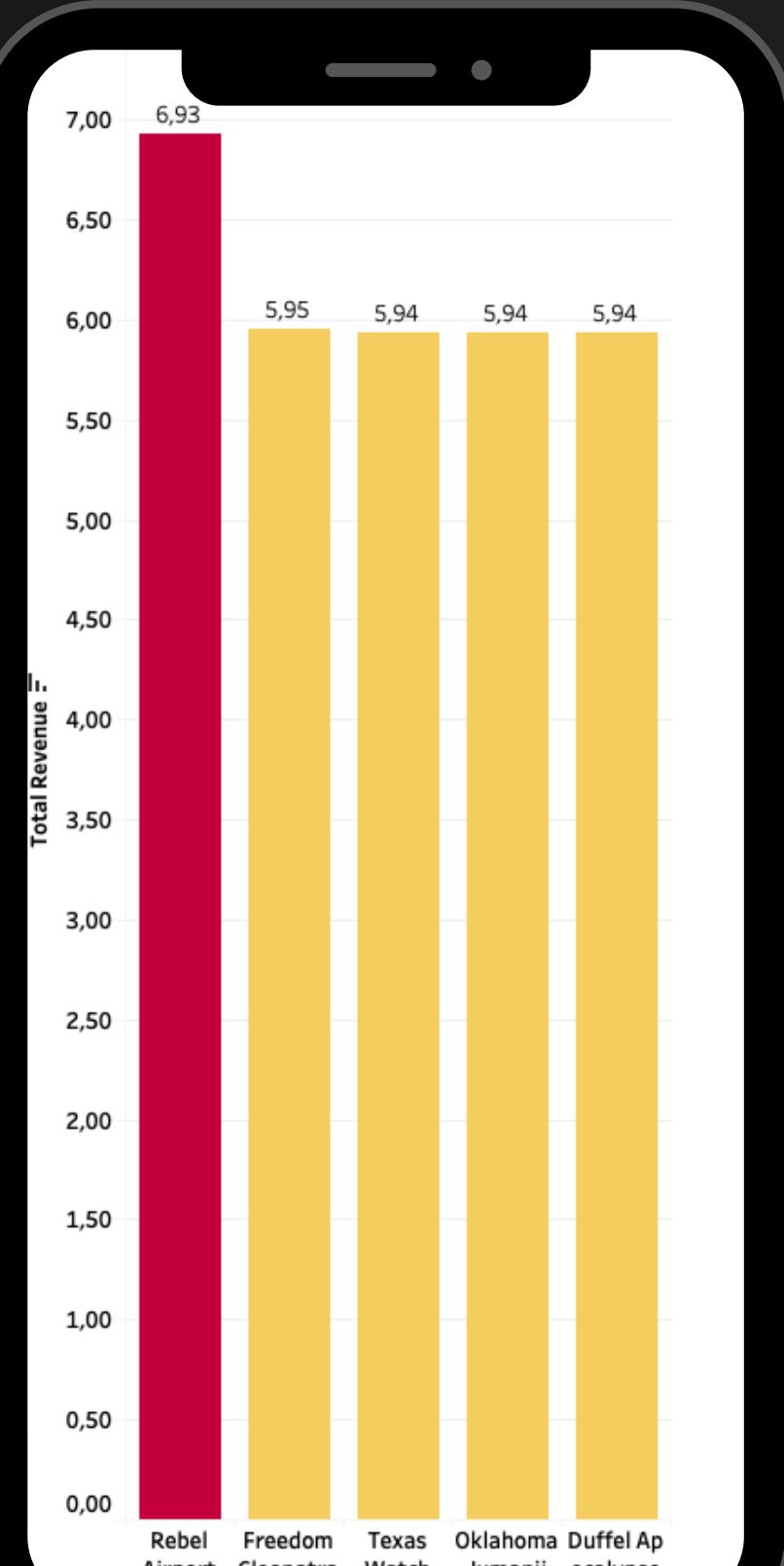


Contribution to Revenue 2024

MOST

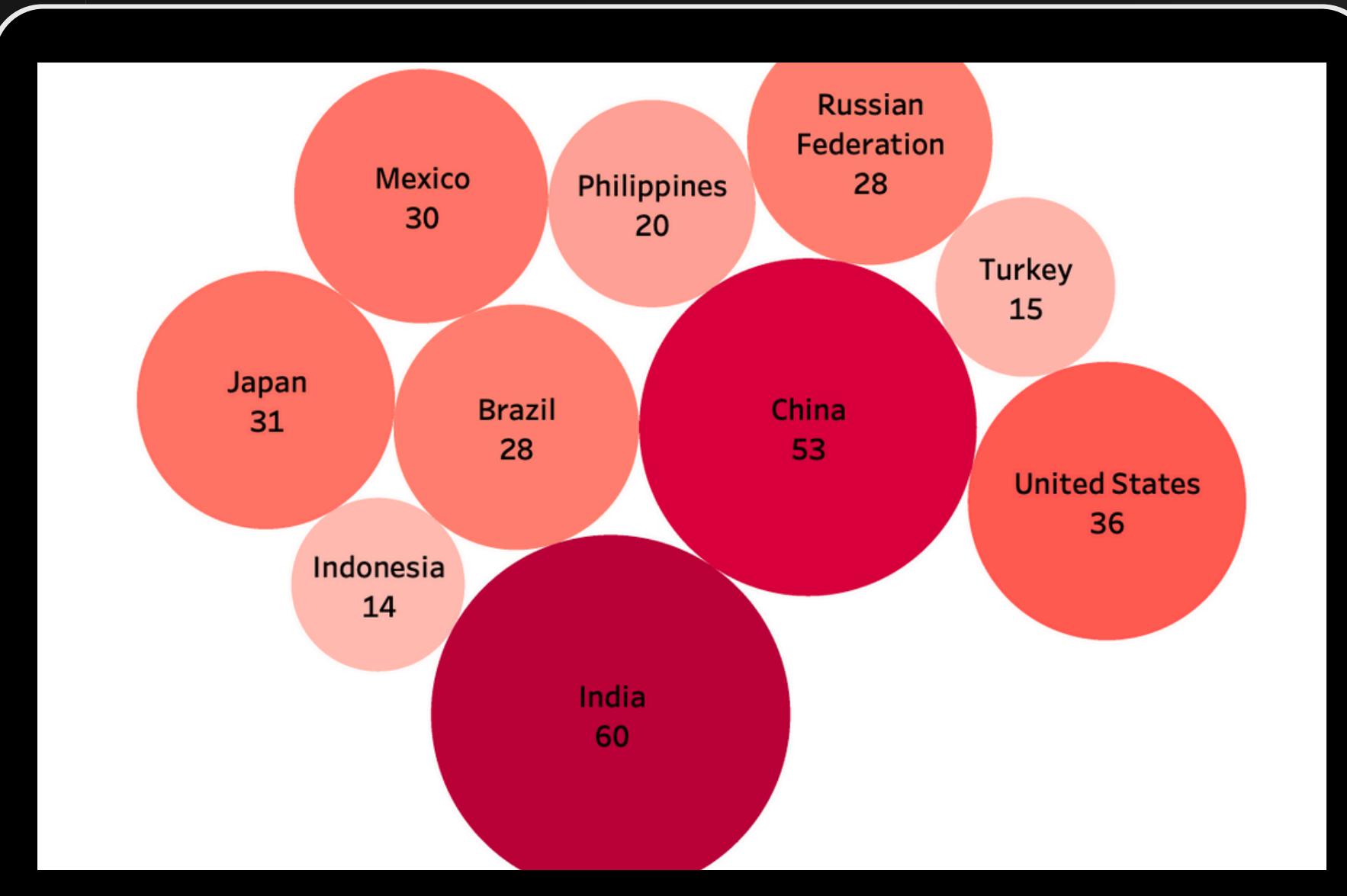


LEAST



Which movies contributed the least and the most to revenue gain?

Telegraph Voyage contributed the most to this years revenue followed by Zorro Ark. Whereas movies like Duffel Apocalypse are at the bottom of gaining revenue.



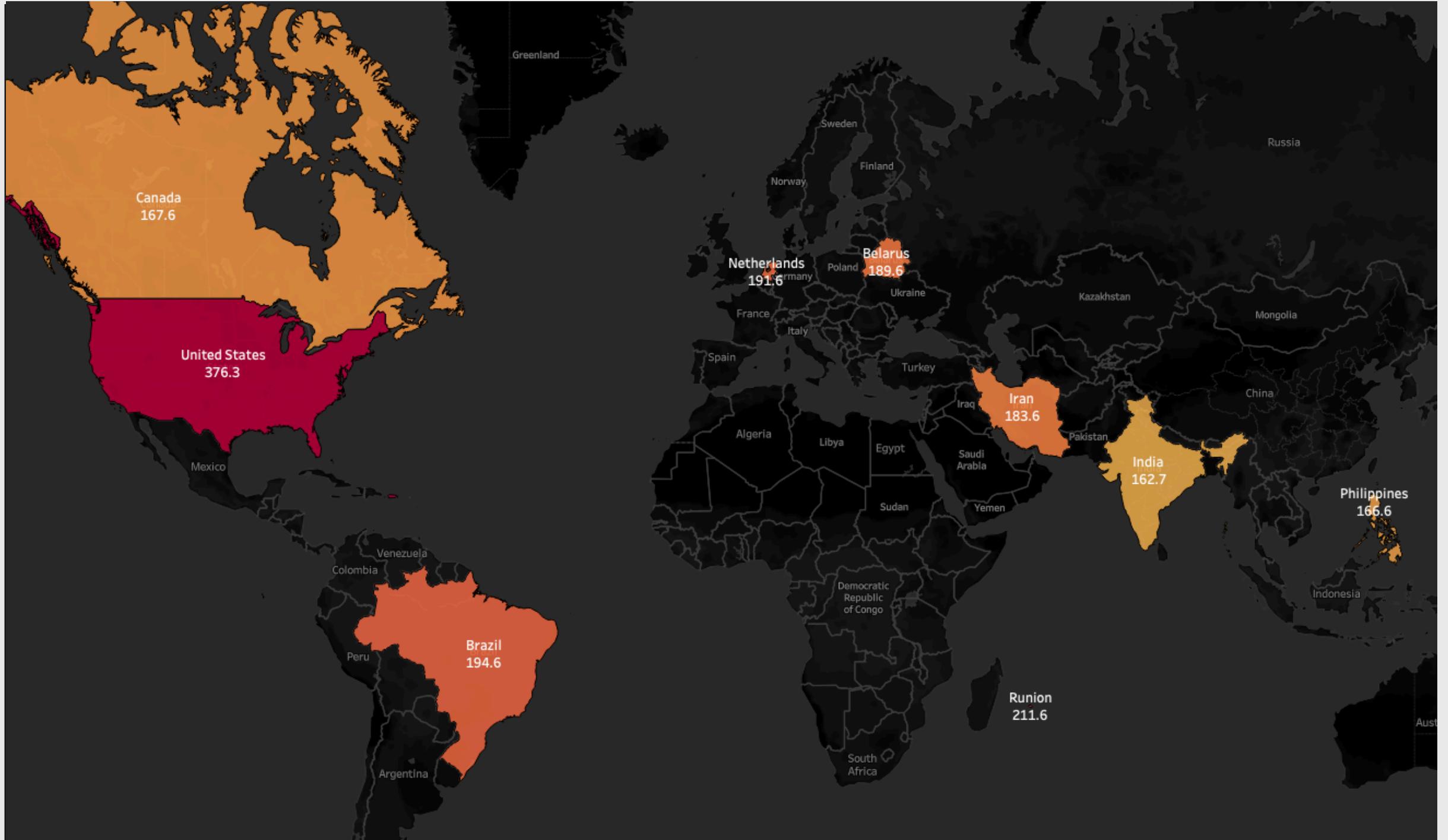
Which countries are Rockbuster customers based in?

The bubble chart shows the top 10 countries with the highest customer count.

The most customers come from **India(60)** and **China (53)**, followed by the **US (36)**.



Lifetime Value Customers



Where are customers with a high lifetime value based?

The map shows where the customers with a high lifetime value are based.

Customers who contributed more than the average of the total sales are considered to have a high lifetime value.

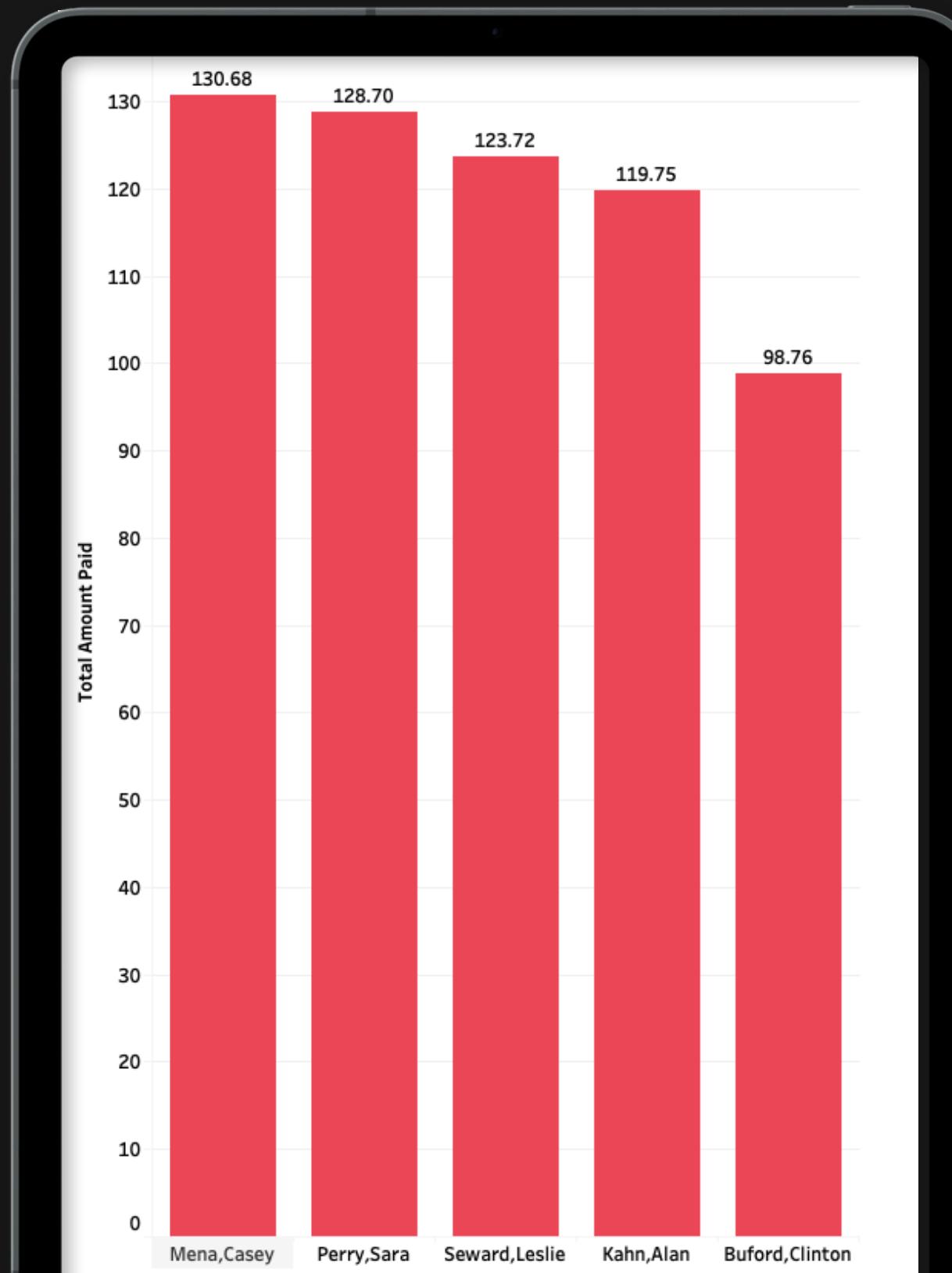
High lifetime customers are based across all continents, but especially in countries like the US, Reunion and Brazil.





Top Customers 2024

Who are the Top 5 Customers?



130,68\$

Mena, Casey from Turkey



128,70\$

Perry, Sara from Mexico



123,72\$

Seward, Leslie from Indonesia



119,75\$

Kahn, Alan from China



98,76

Bufford, Clinton from United States

These are the top 5 customers of the year 2024.

Important to notice is, that these customers are based in one of the **top 10 countries** where the most of Rockbuster customers come from



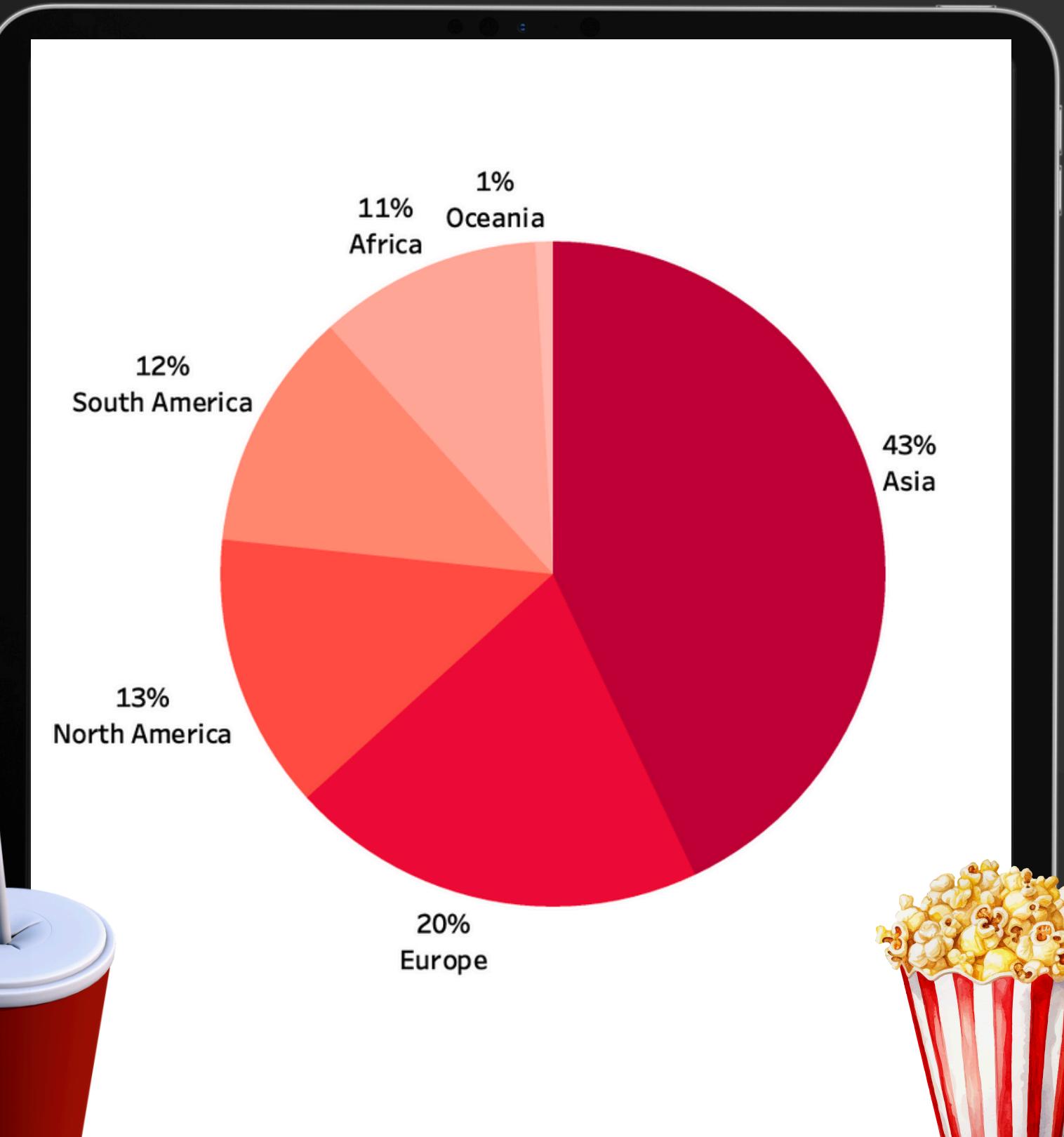
Sales Figures

Do sales figures vary between geographic regions?

The piechart groups all countries in their continental areas.

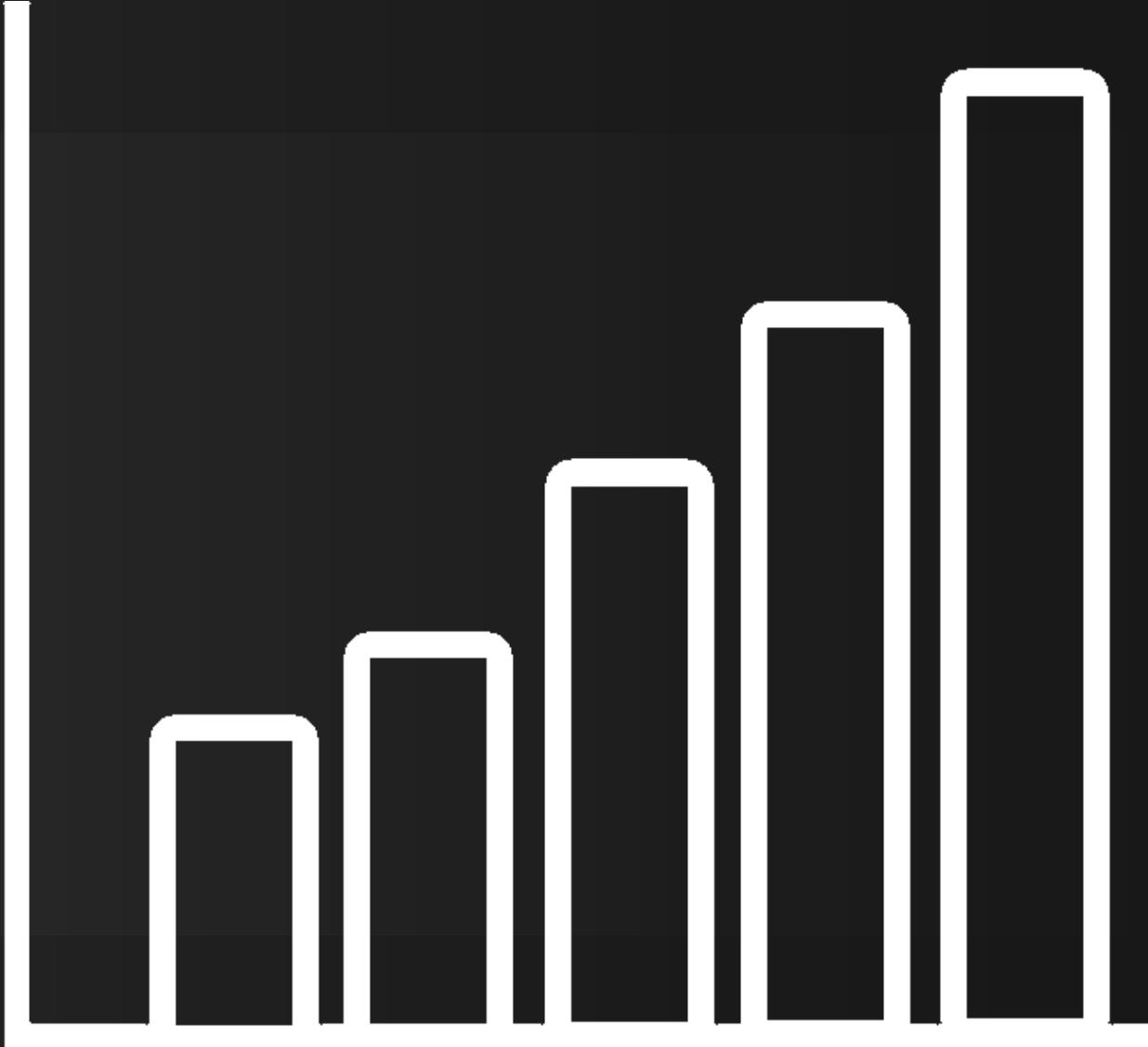
- Asia (43%)
- Europe (20%)
- North America (13%)
- South America (12%)
- Africa (11%)
- Oceania (1%)

Sales figures vary strongly between geographical areas, when looking at gap between of Asia, Europe and North America. It can be said that **Asia** accounts a higher sales than Europe and North America together.





Basic Statistic Measurements



What does these basic statistics tell us?

Rental_Rate

Maximum: 4.99\$
Minimum: 0.99\$
Average: 2.98\$

Rental_Duration

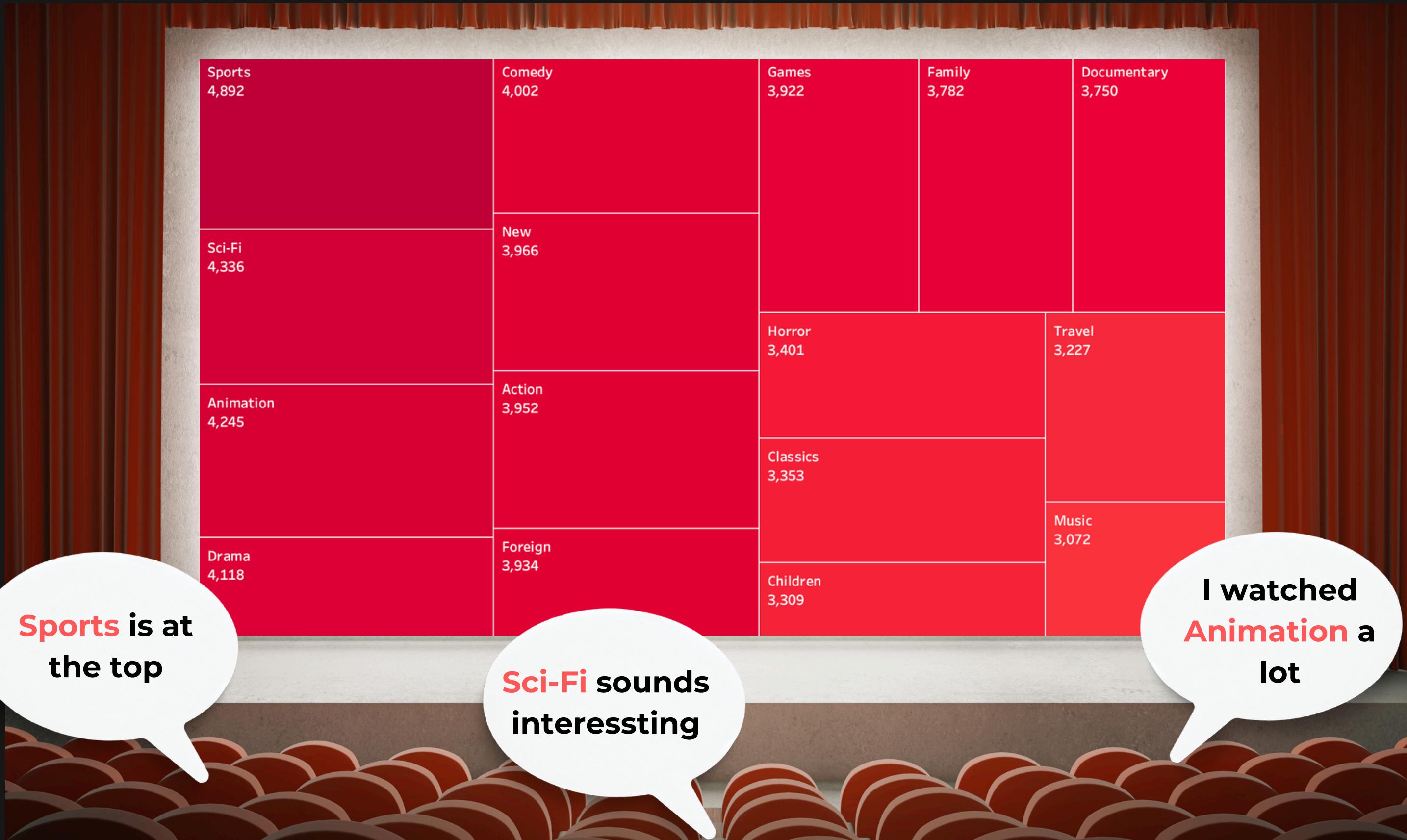
Maximum: 7 Days
Minimum: 3 Days
Average: 4.99 Days

Observing these measurements overtime can help to adapt the companies strategy and optimize pricing



Genre

What genres made the highest sales?





Rating

Which ratings have the highest sales within the top genres?

1.
2.
3.
4.
5.

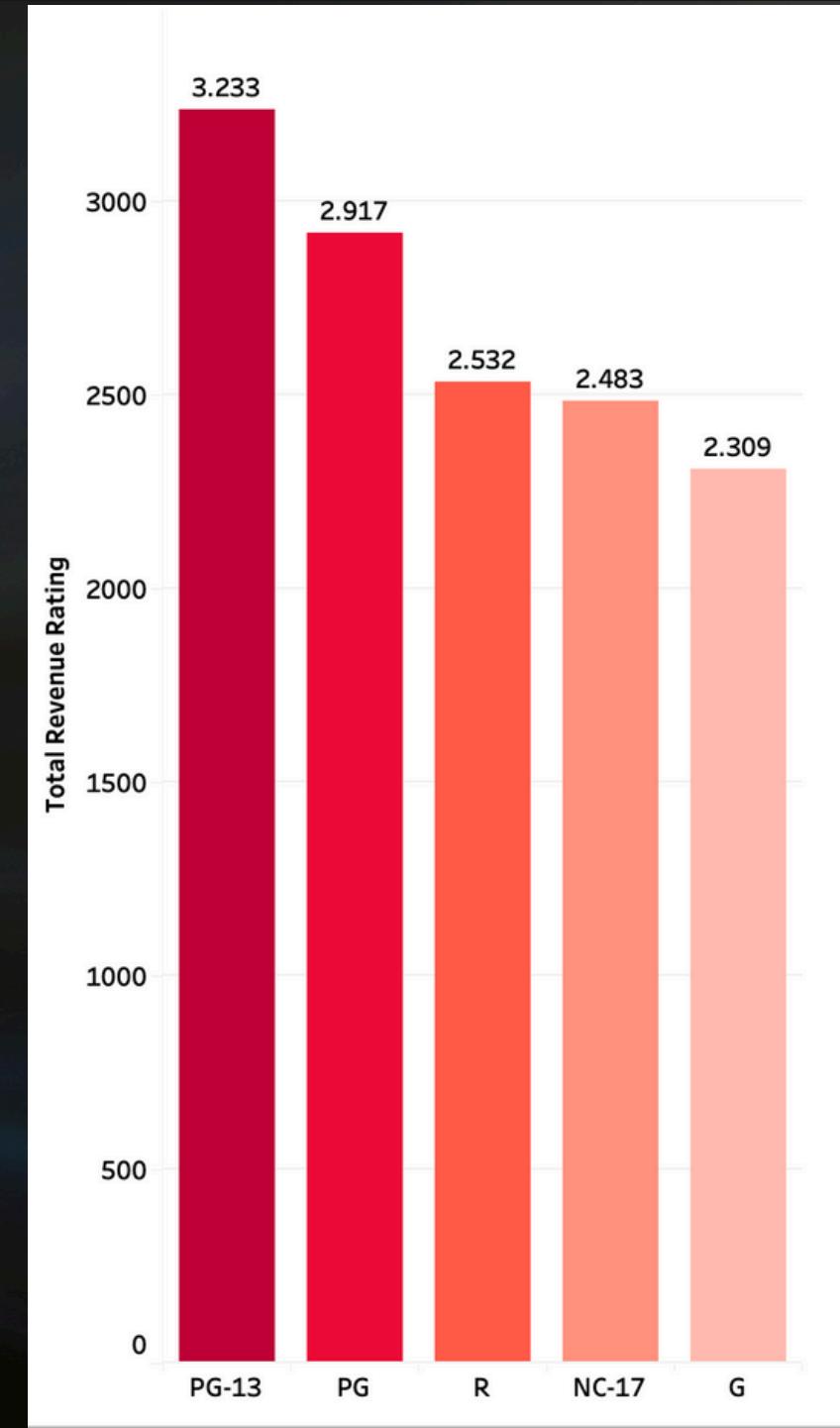
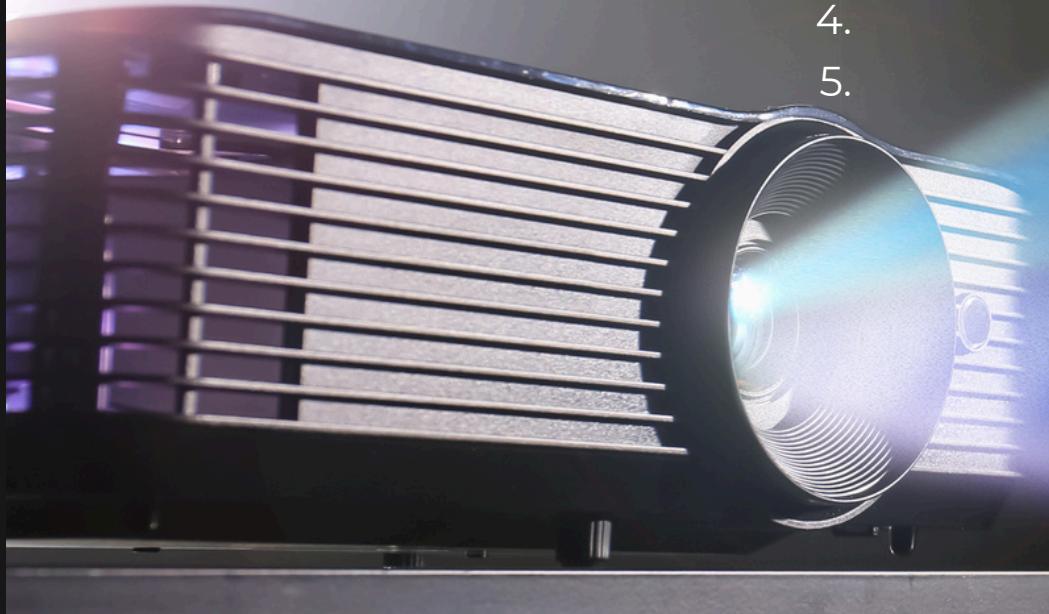
PG-13: Inappropriate for children under 13

PG: Parents should provide supervision

R: Restricted to viewer over 18

NC-17: No one under 17

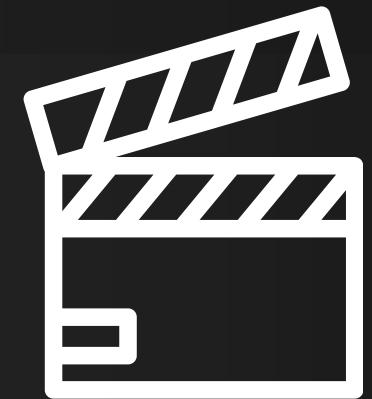
G: Suitable for all viewers





Results

Findings and Results



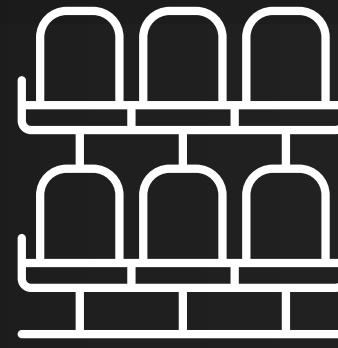
Top Genres/Ratings

- Movies in the Sports, Sci-Fi and Animation account the highest sales
- PG-13, PG, R are the most represented within the top 5 genres



Asia on Demand

- Asia accounts the highest sales value for 2024

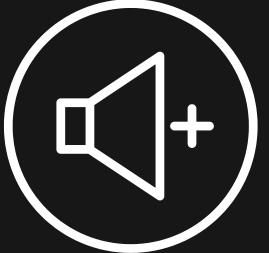


Watch USA

- Highest LTV
- Top 3 countries most customers
- Top 5 customer based in the US



Recommendations



How to perform in 2025?

Increasing online store by movies of the following genres **Sports**, **Sci-Fi** and **Animation** and promoting them on the website.

Selecting movies for the online streaming service by paying attention to the mpaa_rating (**PG-13**, **PG**, **R**) and keeping track of changes.

Potential raise of the average price (**2.98\$**) and rental duration of (**5 Days**) movies by implementing bigger price difference between latest and older movies.



Asia contributes **40%** of the total revenue, keeping the performance up to assure that Asia stays sustainable for Rockbusters. Furthermore, investing time and money in marketing to raise the sales figures across lower performance regions.

Conducting social media campaigns and lotteries for customers based within **high-LTV** countries like **Reunion**, **USA**, **Brazil** and **Top 5 Customers** around the world to reward their loyalty and increase the LTV over time.

Executing an analysis of competitors (Netflix, Amazon Prime) performance to identify potential **niche markets**, strength and weak points for adapting marketing strategy.

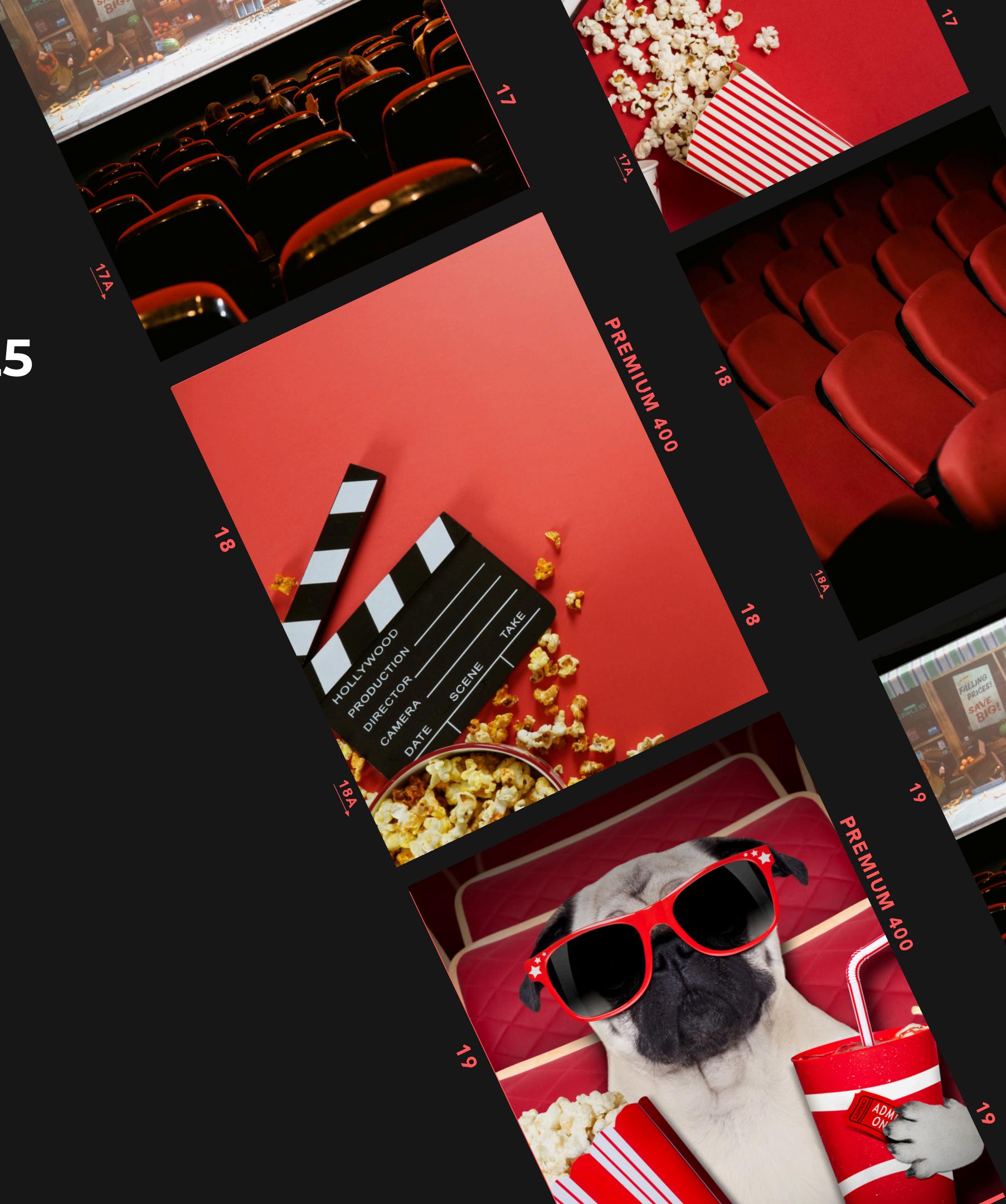


Conclusion

Online Movie Rental Service 2025

Rockbuster can launch their online movie rental service with a head start by performing in way a considering the statements in the recommendation section.

Press Play for 2025





THANK YOU

FOR BEING HERE WITH ME TODAY