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# ROCKBUSTERS

ONLINE MOVIE RENTAL SERVICE 2025

by Daniel Mueller



## Context

# Objective

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Rockbuster Stealth LLC is planning to use their existing movie licenses to launch a online video rental service by 2020 to stay competitive against services like Netflix and Amazon Prime.

# Tools

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- Rockbuster's relational database management system
  - SQL tool
  - Excel
  - Tableau

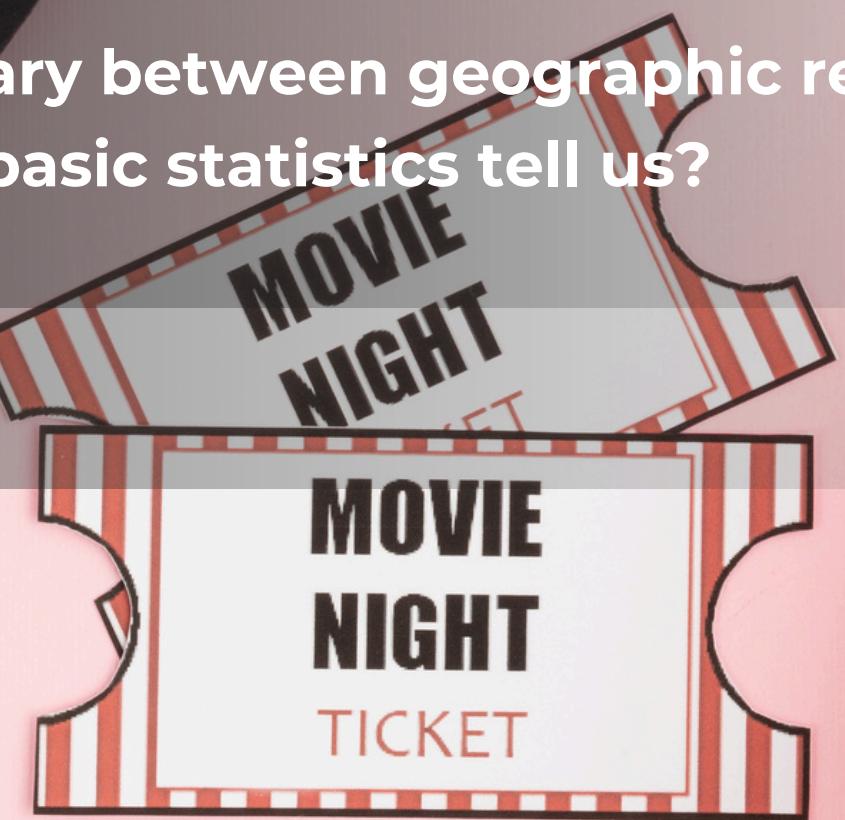


Rockbuster Stealth LLC



## Key Questions

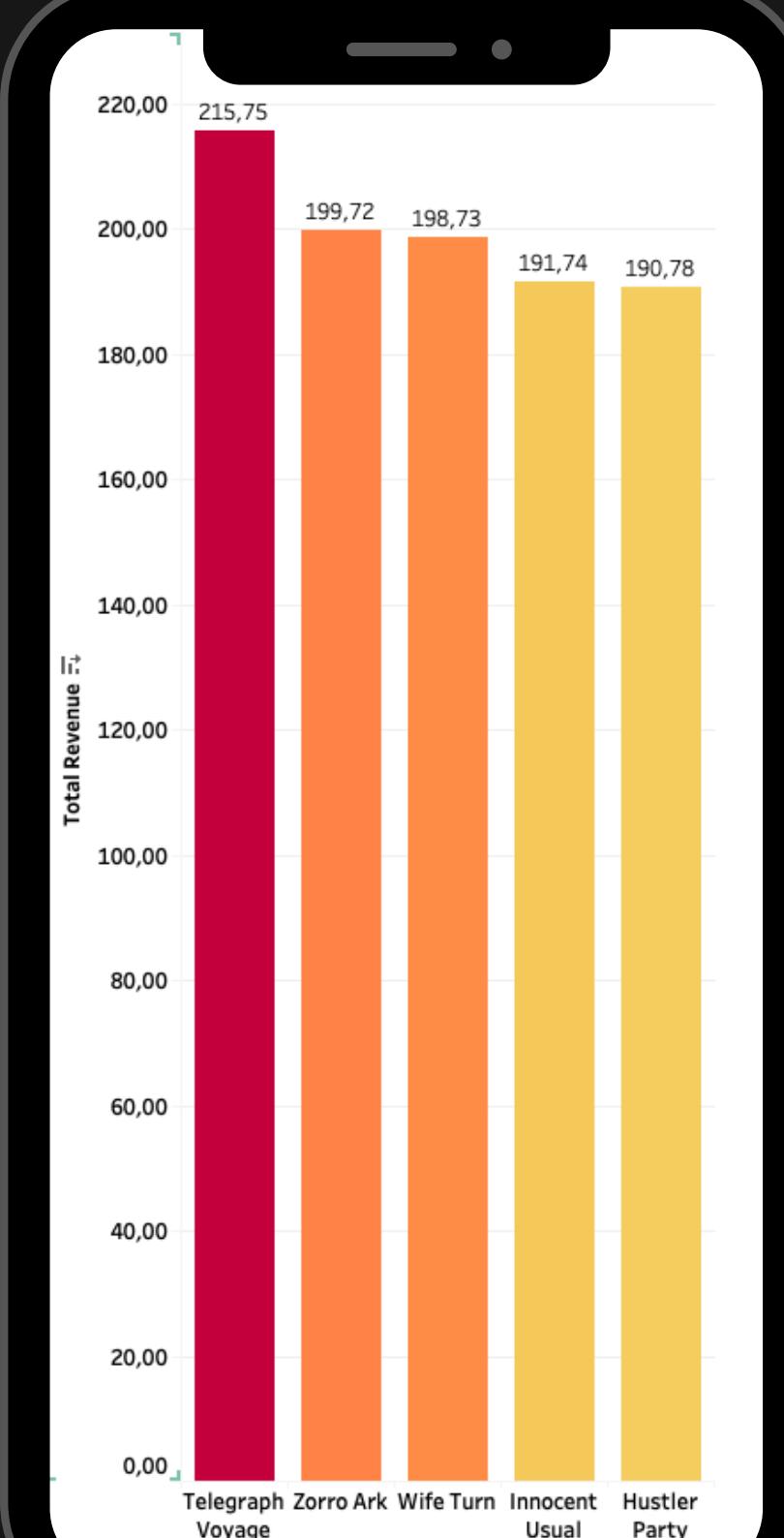
- Which movies contributed the most/least to revenue gain ?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?
- What does these basic statistics tell us?



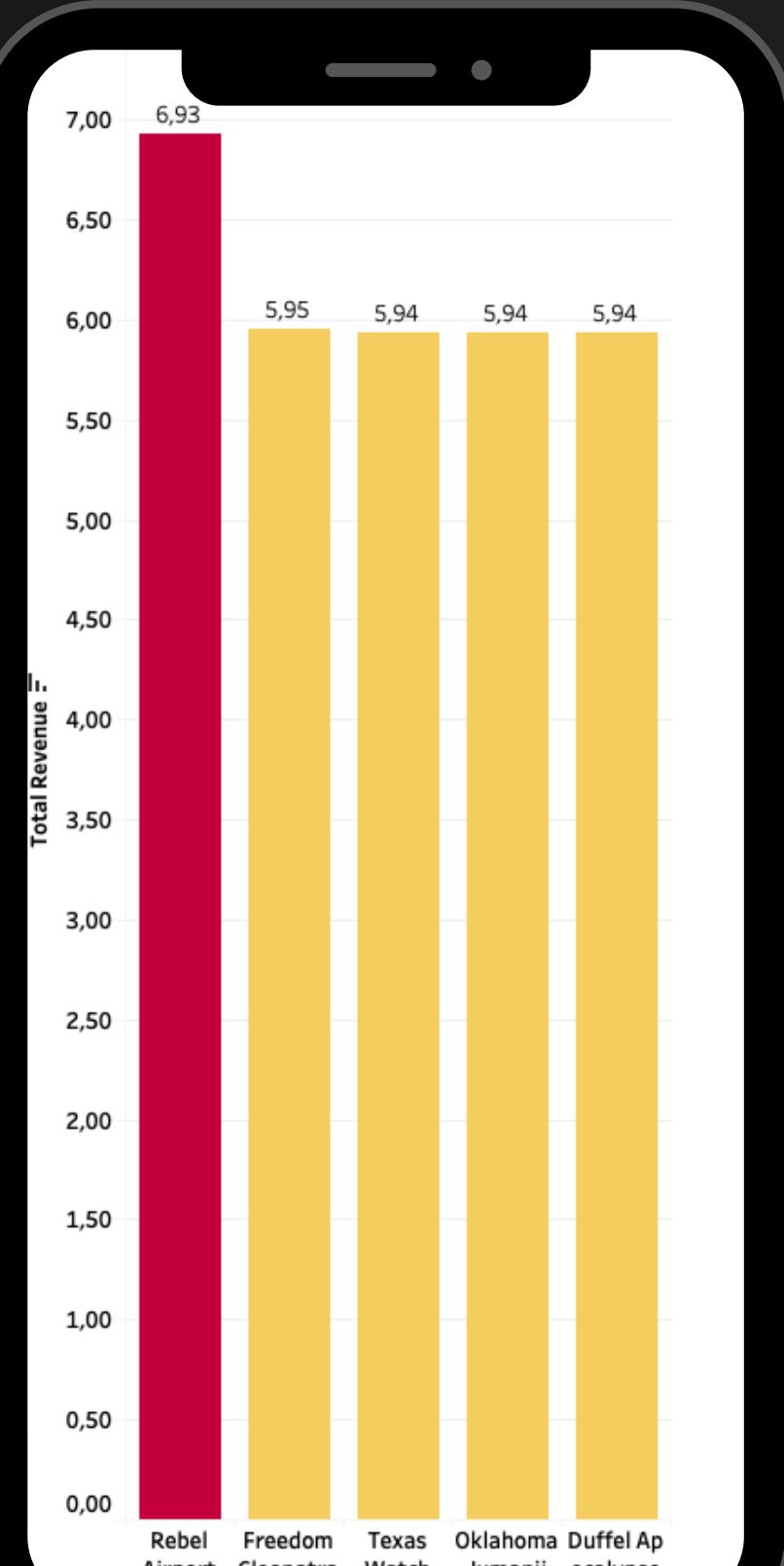


## Contribution to Revenue 2024

MOST

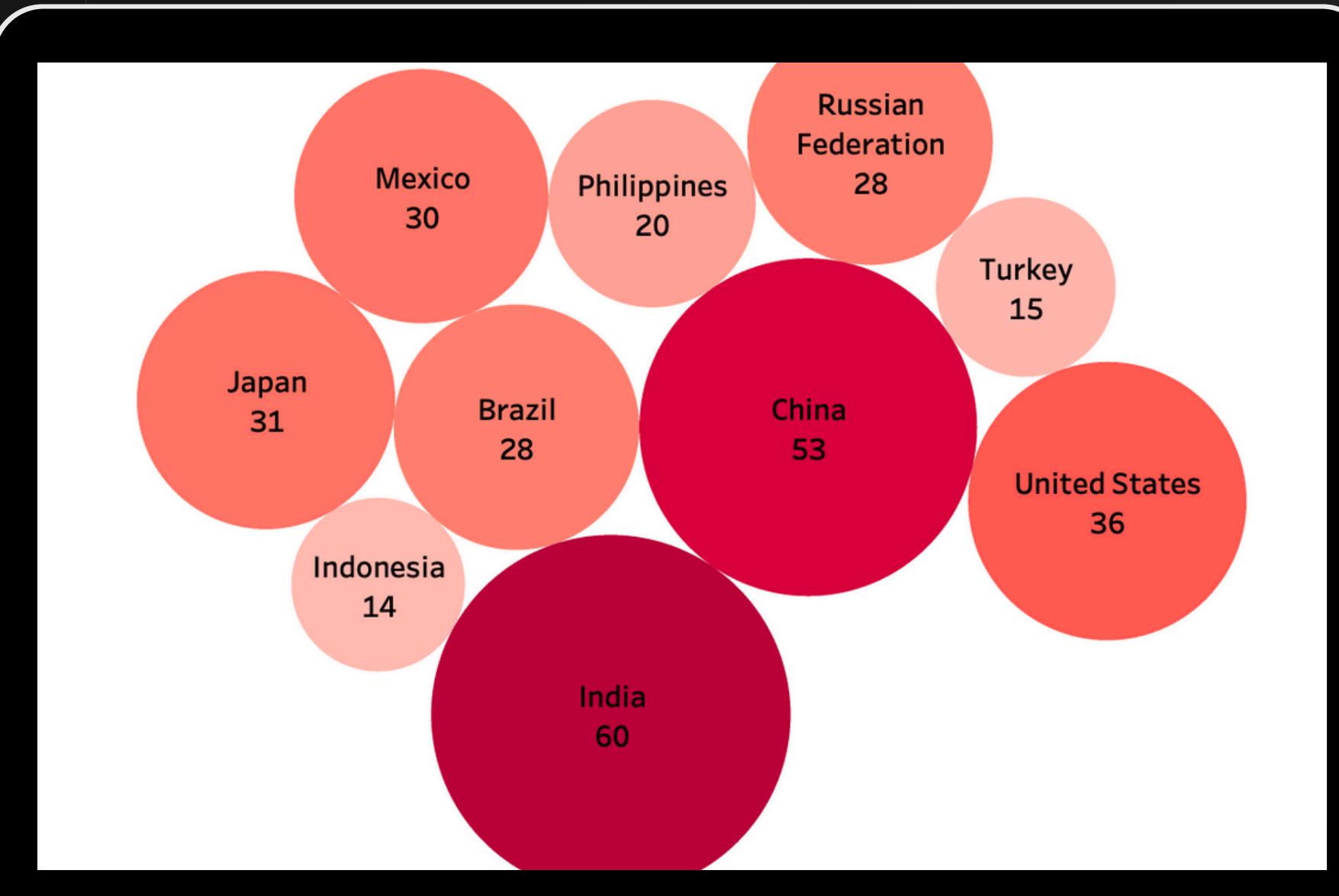


LEAST



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.



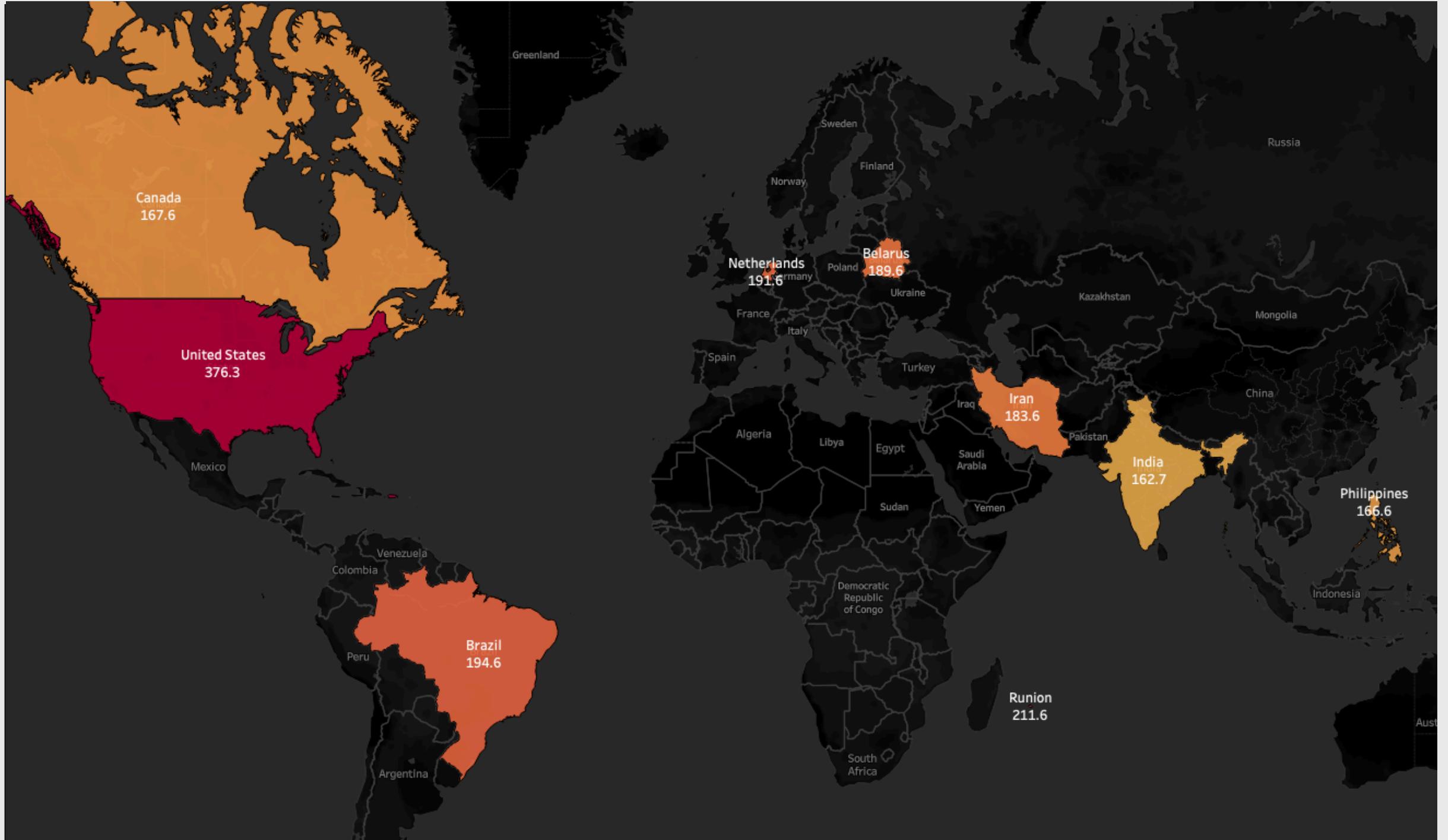
### Which countries are Rockbuster customers based in?

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.

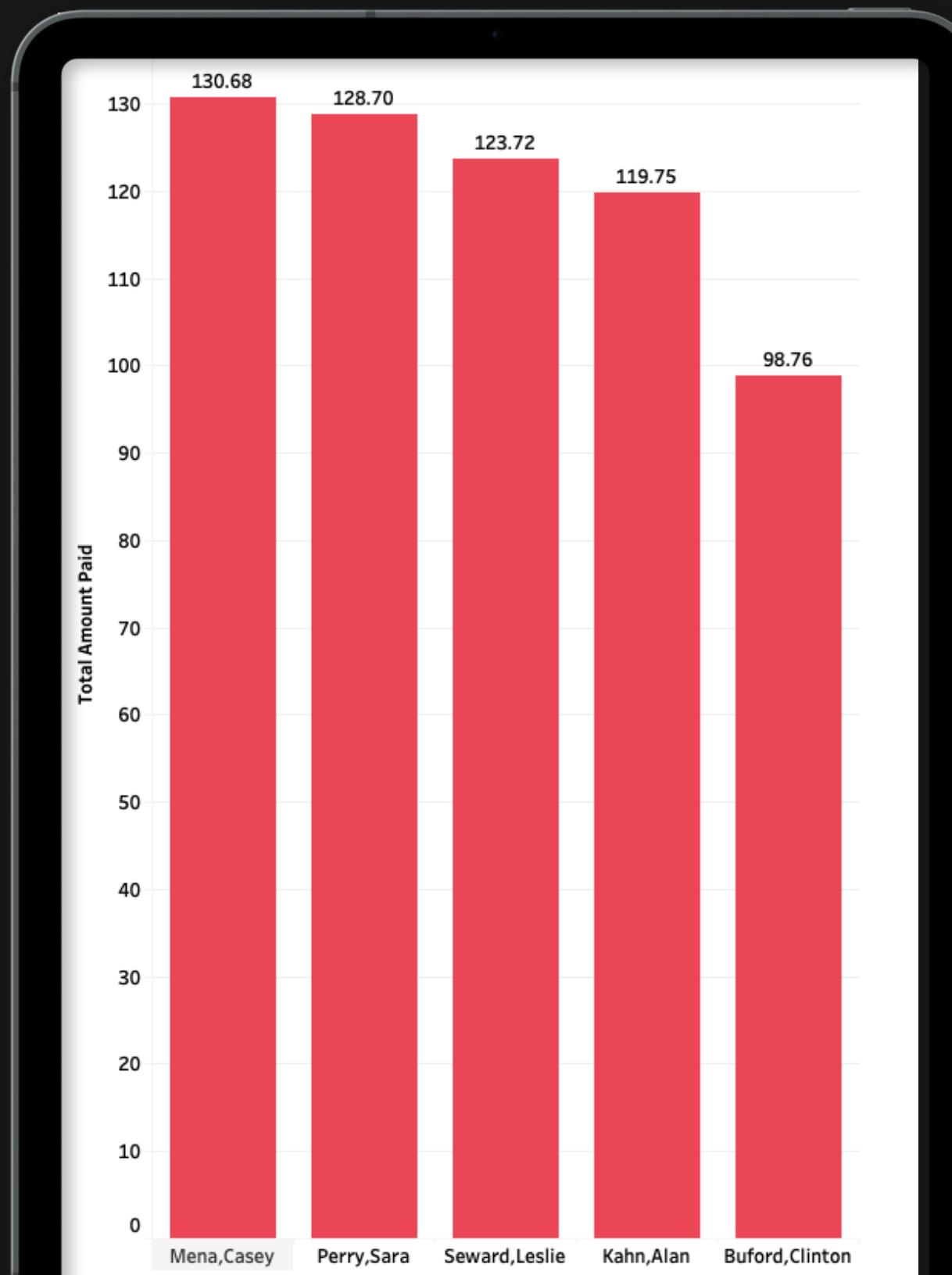
High lifetime customers are based across all continents, but especially in countries like the US, Reunion and Brazil.





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



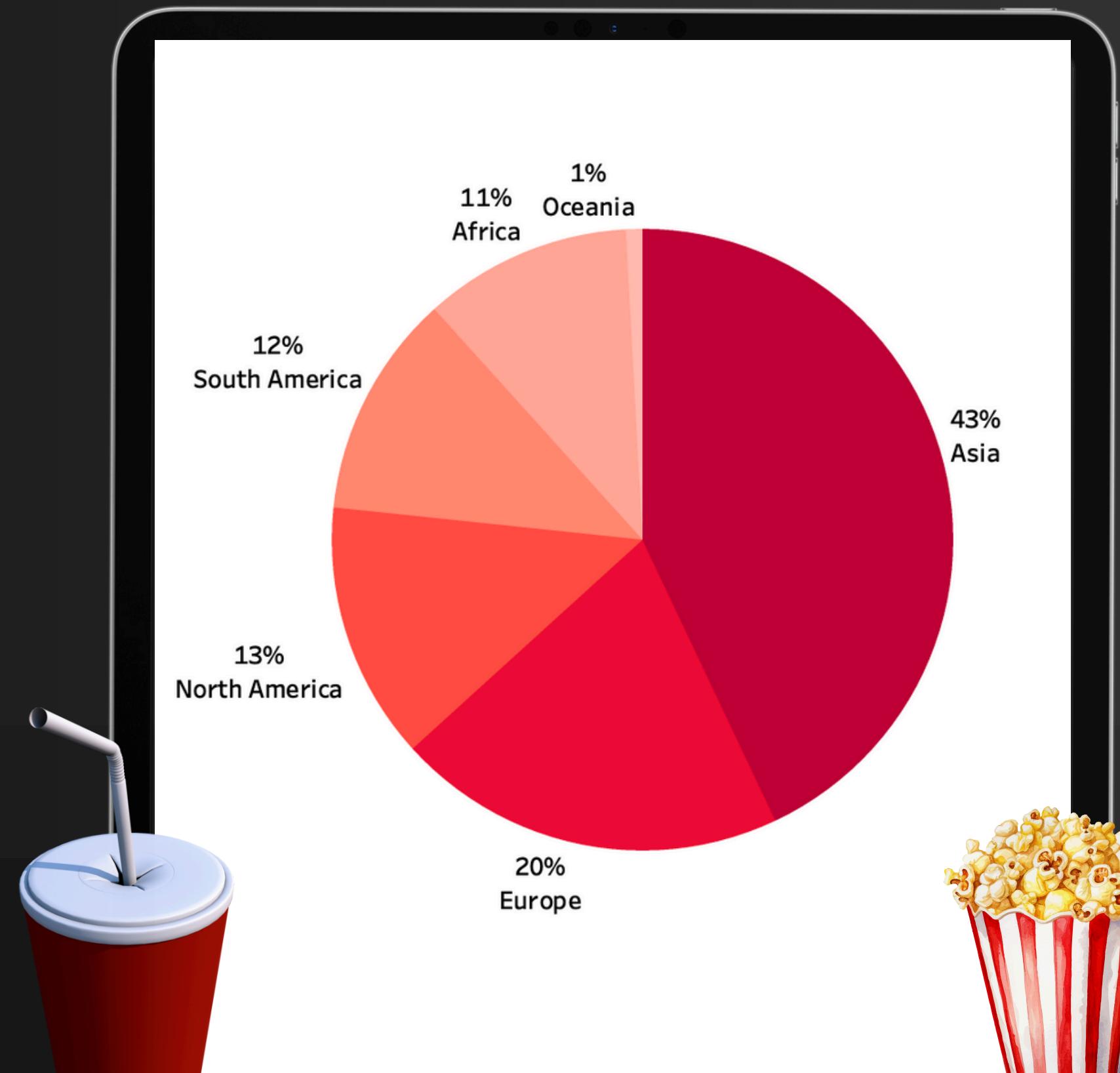
## Sales Figures

### Do sales figures vary between geographic regions?

The piechart groups all countries in their continental areas.

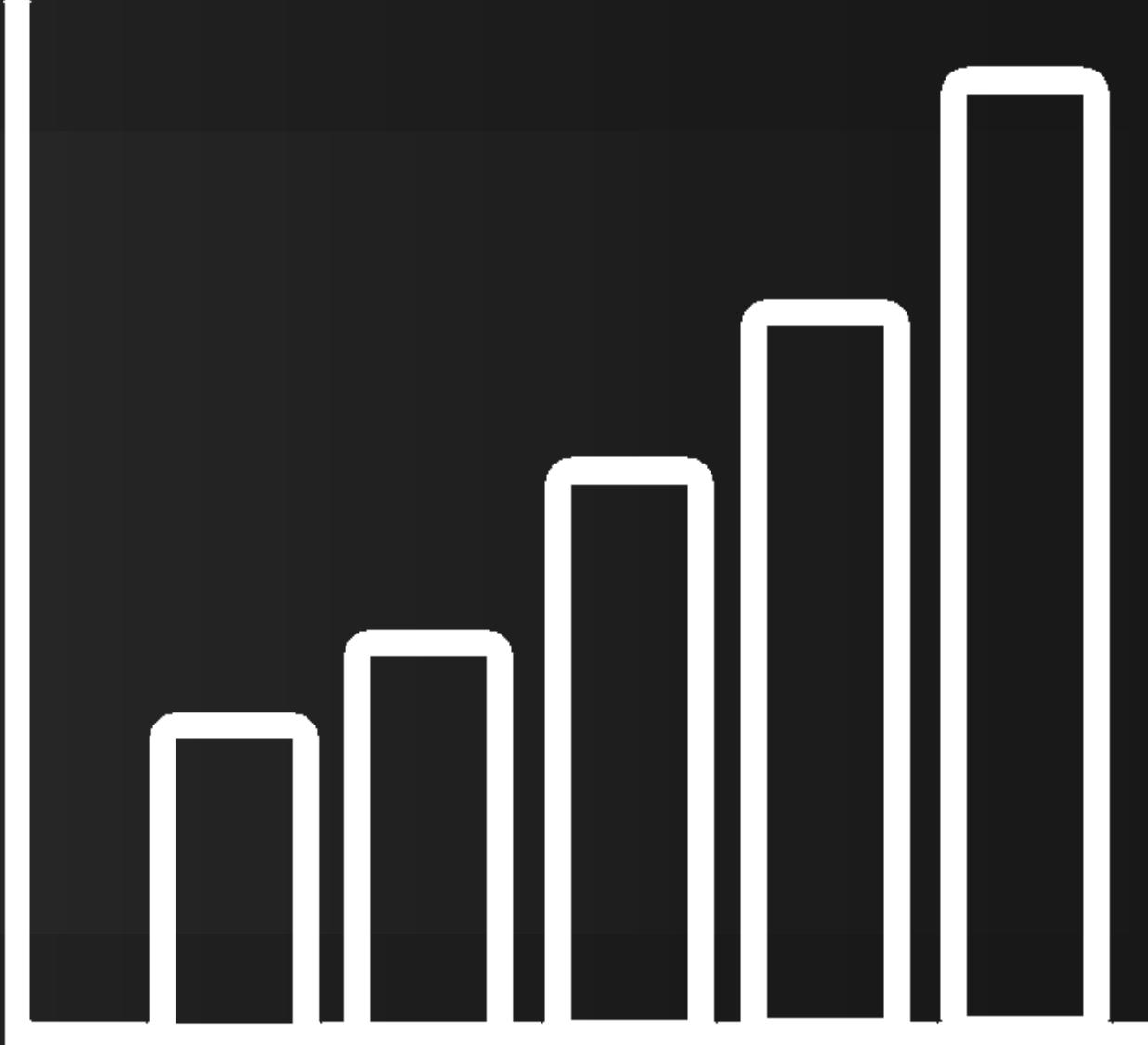
- Asia (43%)
- Europe (20%)
- North America (13%)
- South America (12%)
- Africa (11%)
- Oceania (1%)

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

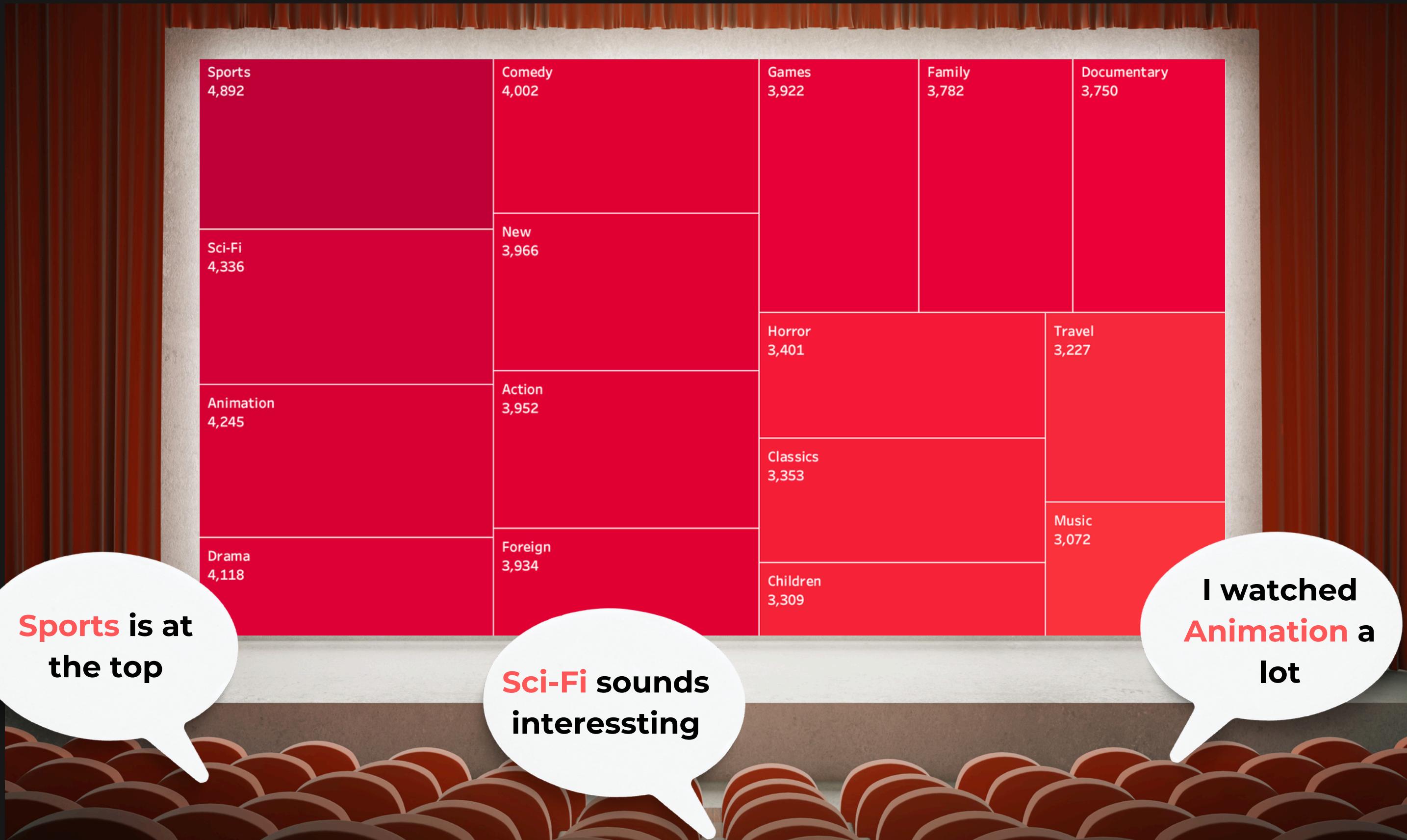
Maximum: 7 Days  
Minimum: 3 Days  
Average: 4.99 Days

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.

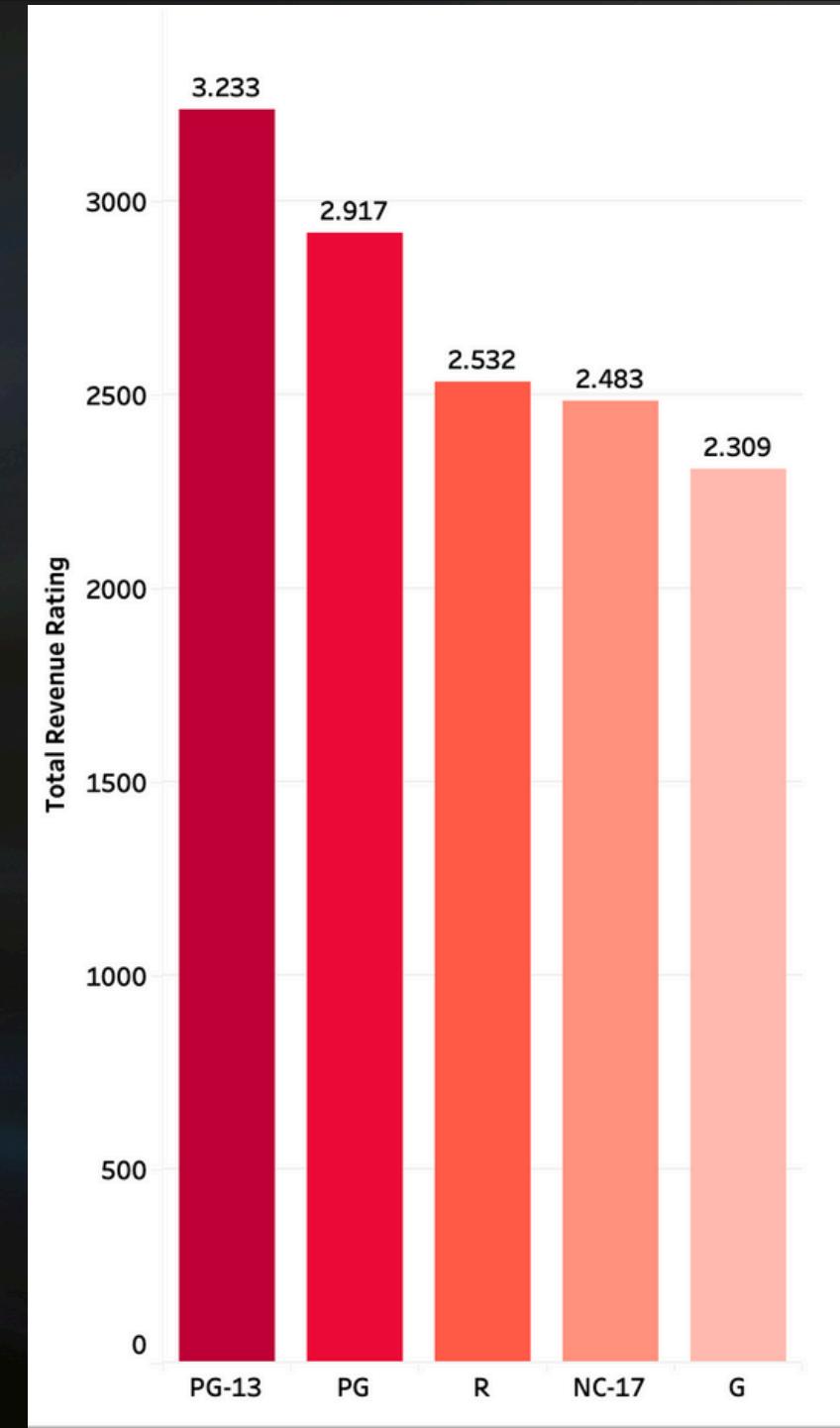
**PG-13:** Inappropriate for children under 13

**PG:** Parents should provide supervision

**R:** Restricted to viewer over 18

**NC-17:** No one under 17

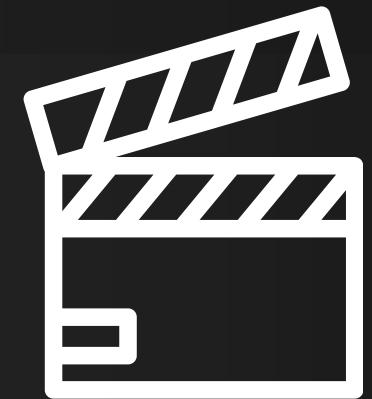
**G:** Suitable for all viewers





## Results

# Findings and Results



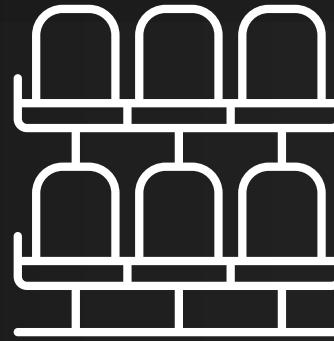
## Top Genres/Ratings

- 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 2019

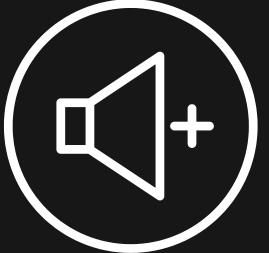


## Watch USA

- 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.

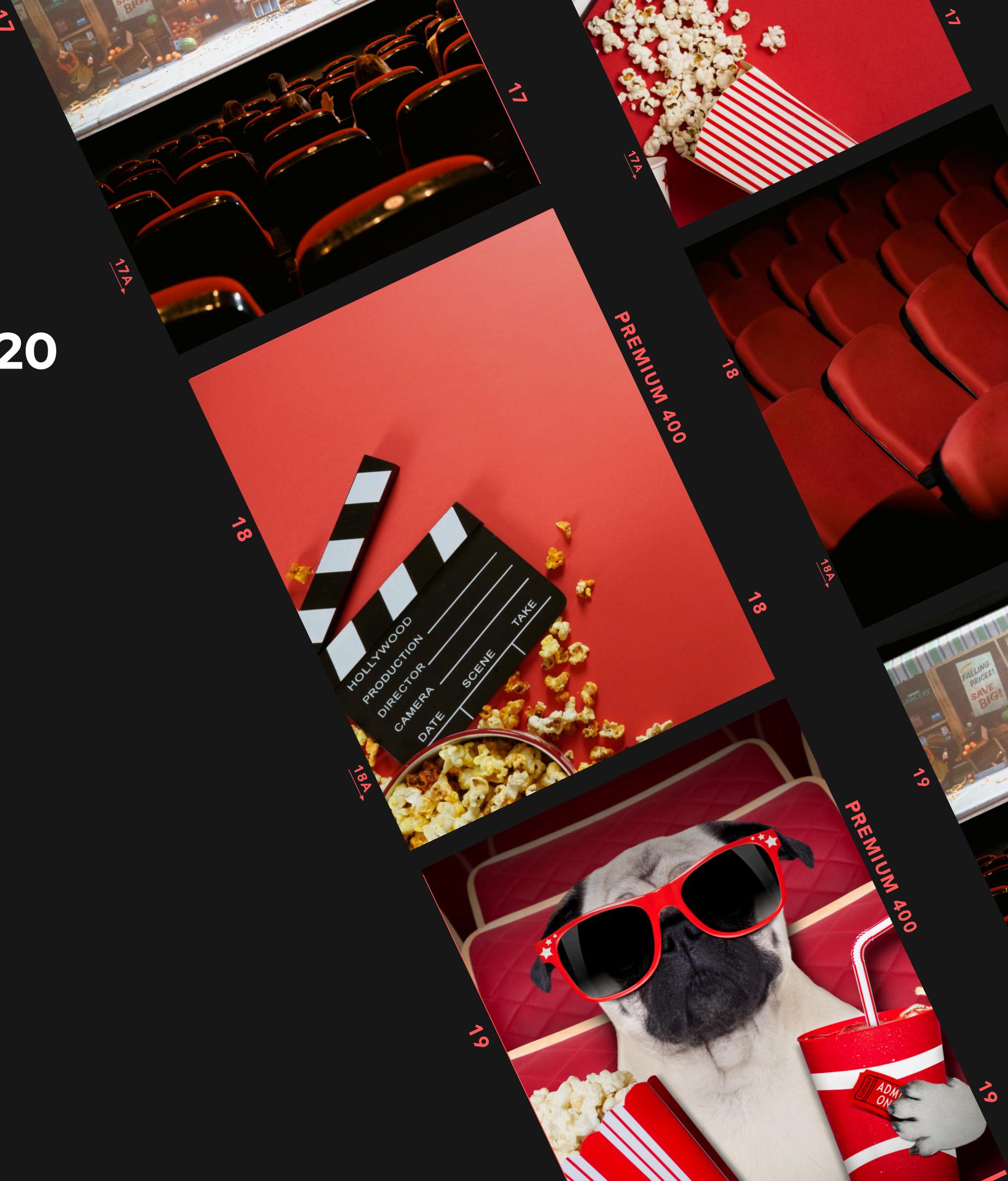


# Conclusion

# Online Movie Rental Service 2020

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