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# Rockbuster Stealth LLC Campaign Strategy

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## State of the Problem

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

Facing stiff competition with other streaming services, *Rockbuster Stealth LLC* need to use existing movie licenses to launch an online video rental service in order to stay competitive.

## Key questions:



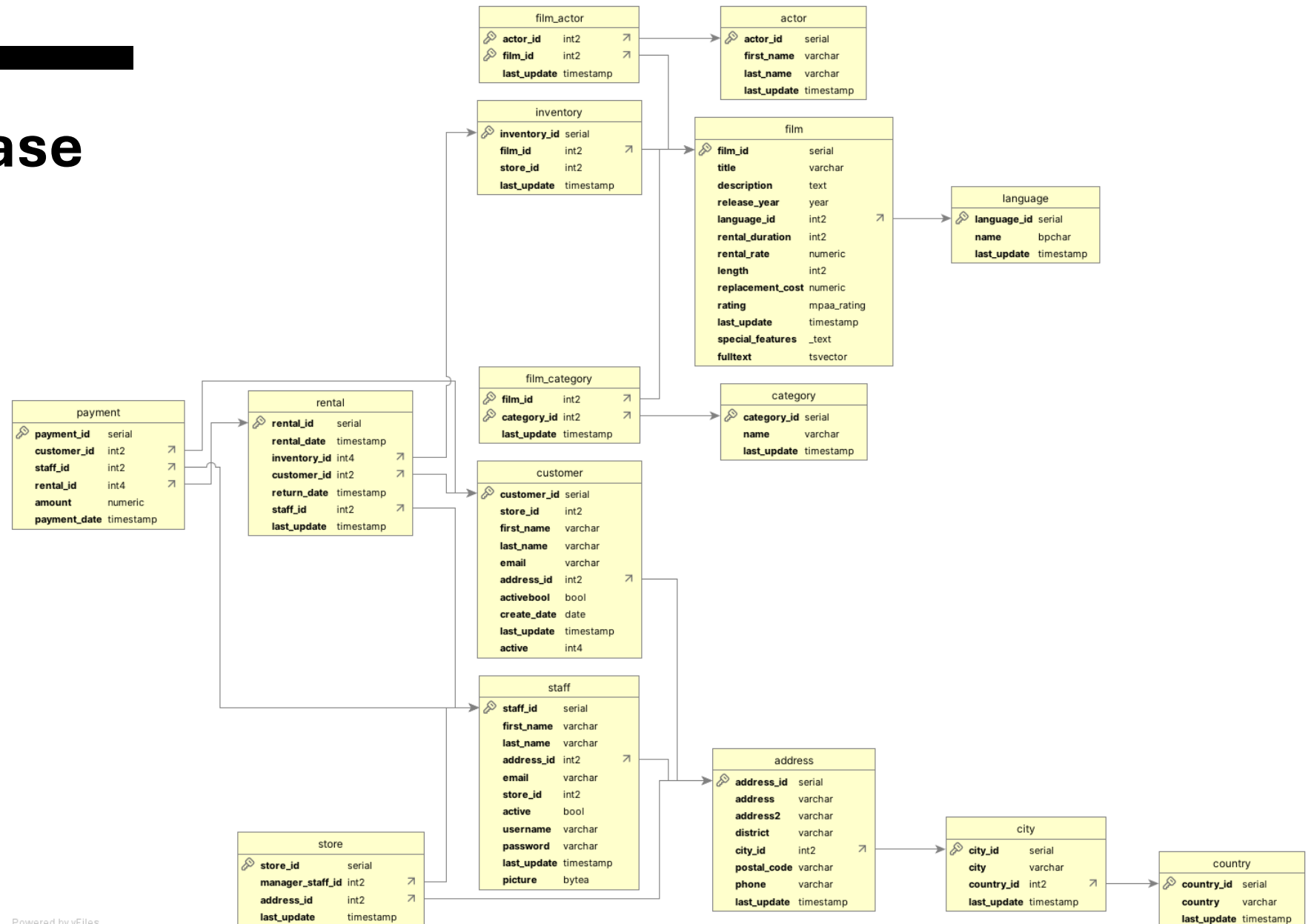
In which countries are Rockbuster customers based?

Where are customers with a high lifetime value based?

Which movies contributed the most /least to revenue gain?

How the sales figures vary between different geographic regions?

# Initial Database



Powered by yFiles

# Initial Statistics

Offering 1000 films (958 unique)  
Most frequent movie – “**Academy Dinosaur**”  
Mode release year – **2006**  
Mode ranking – **PG-13** (Parental Guidance 13)

## MIN

Rental Duration: 3 days  
Rental Rate: \$0.99  
Replacement Cost: \$9.99  
Film Length: 46 min

## AVERAGE

Rental Duration: **~5 days**  
Rental Rate: **\$2.98**  
Replacement Cost: **\$19.98**  
Film Length: **115.27 min (~2h)**

## MAX

Rental Duration: 7 days  
Rental Rate: \$4.99  
Replacement Cost: \$29.99  
Film Length: 185 min (~3h)

# In which countries are Rockbuster customers based?

Global Rockbuster Customer Distribution Map



Presence in  
**108 countries**  
(599 customers  
in total)

SUM(number\_of\_customers)

- 1
- 20
- 40
- 60

SUM(number\_of\_customers)

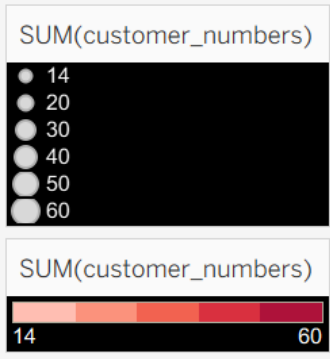


# Where are customers with a high lifetime value based?

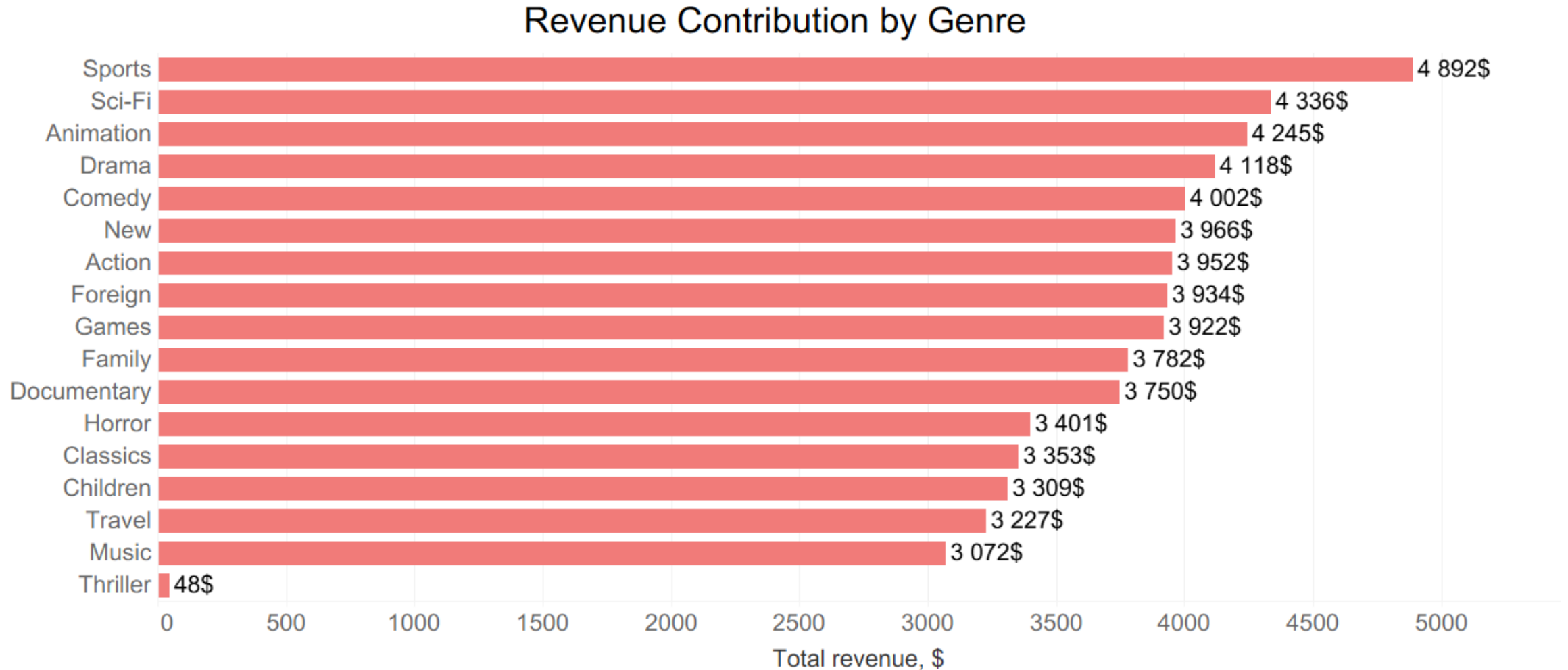
Where Rockbuster Customers Are: Top 10 Countries



Note:  
mentioned  
country,  
number of  
customers,  
average lifetime  
value



# Which movies contributed the most/least to revenue gain?



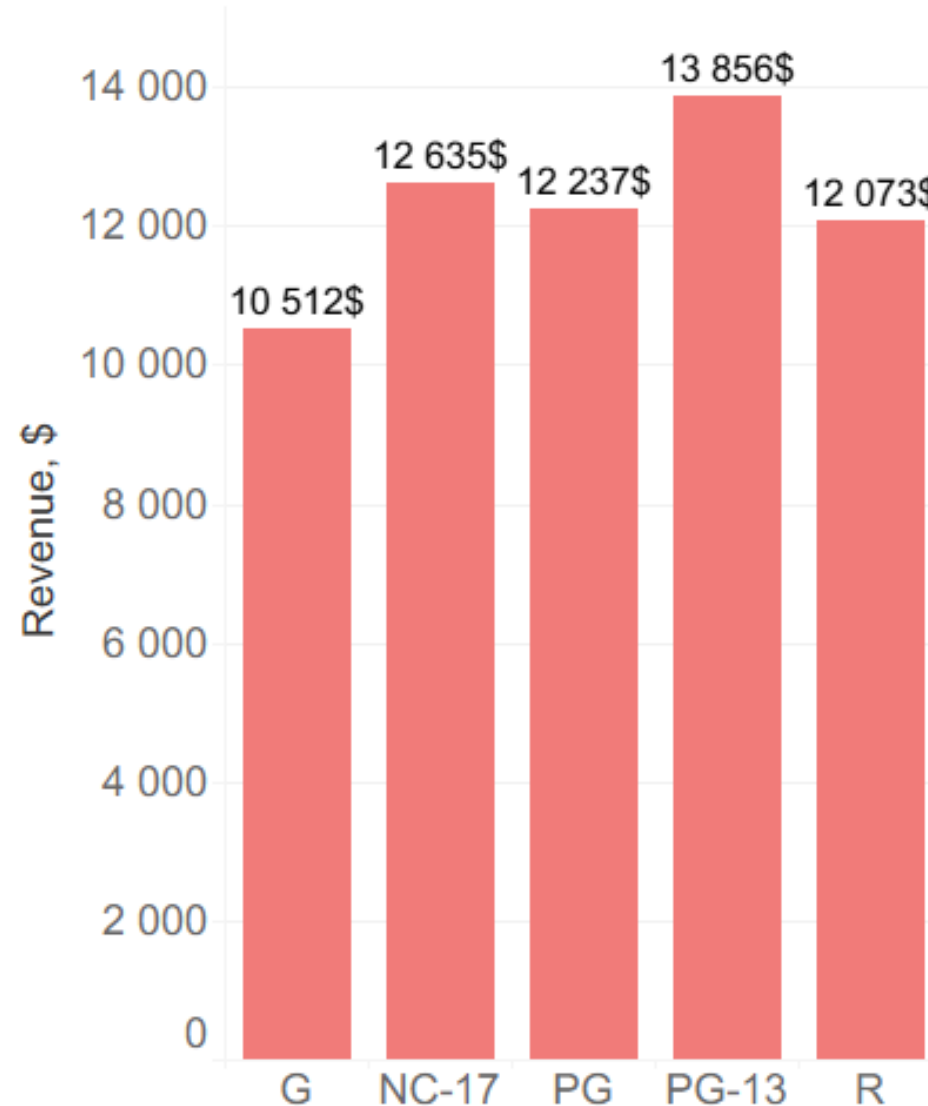
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**Which movies  
contributed the most  
/least to revenue  
gain?**

**Which Ratings Drive  
the Most Sales?**

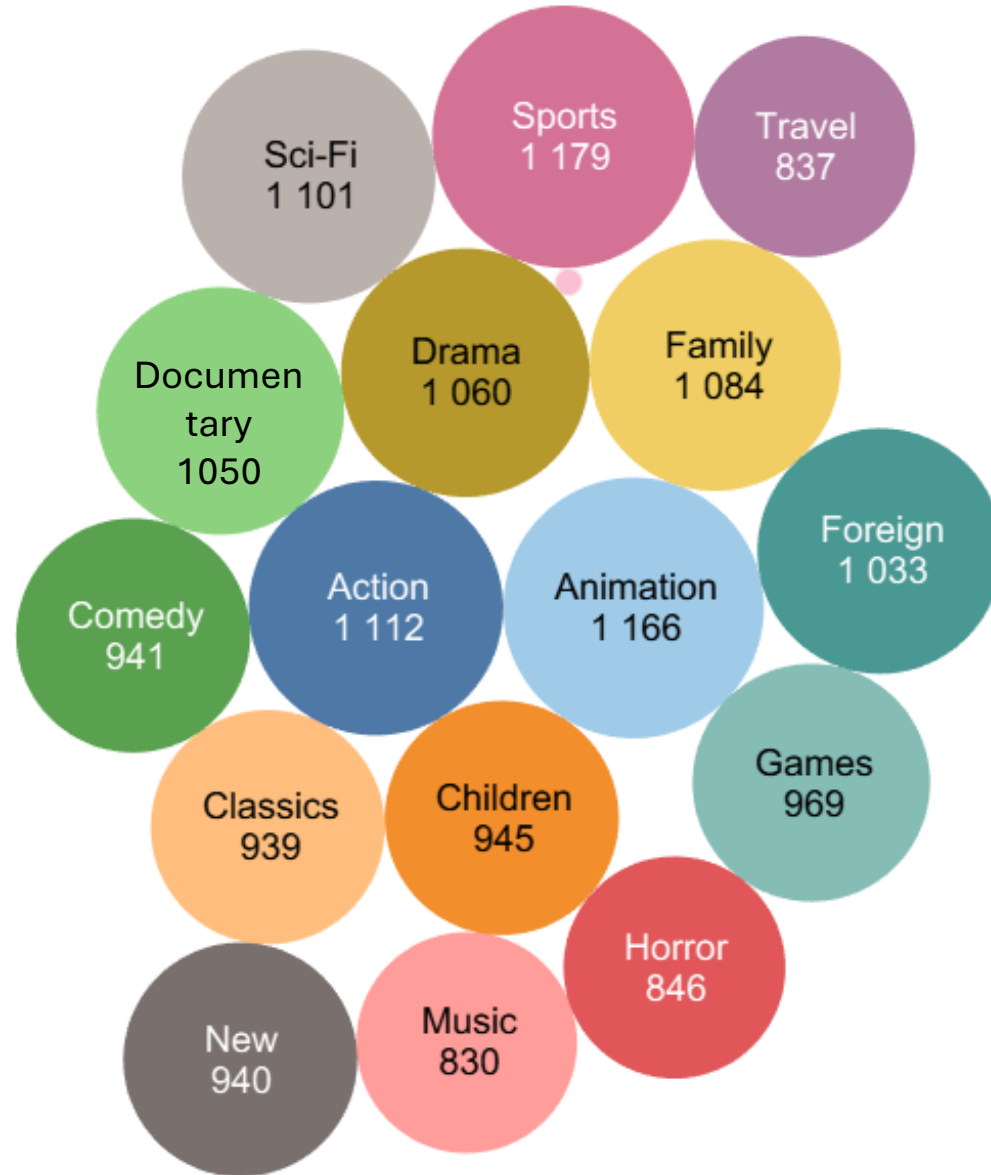
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Revenue Distribution Across Film Ratings





## Genre Popularity Based on Rental Count



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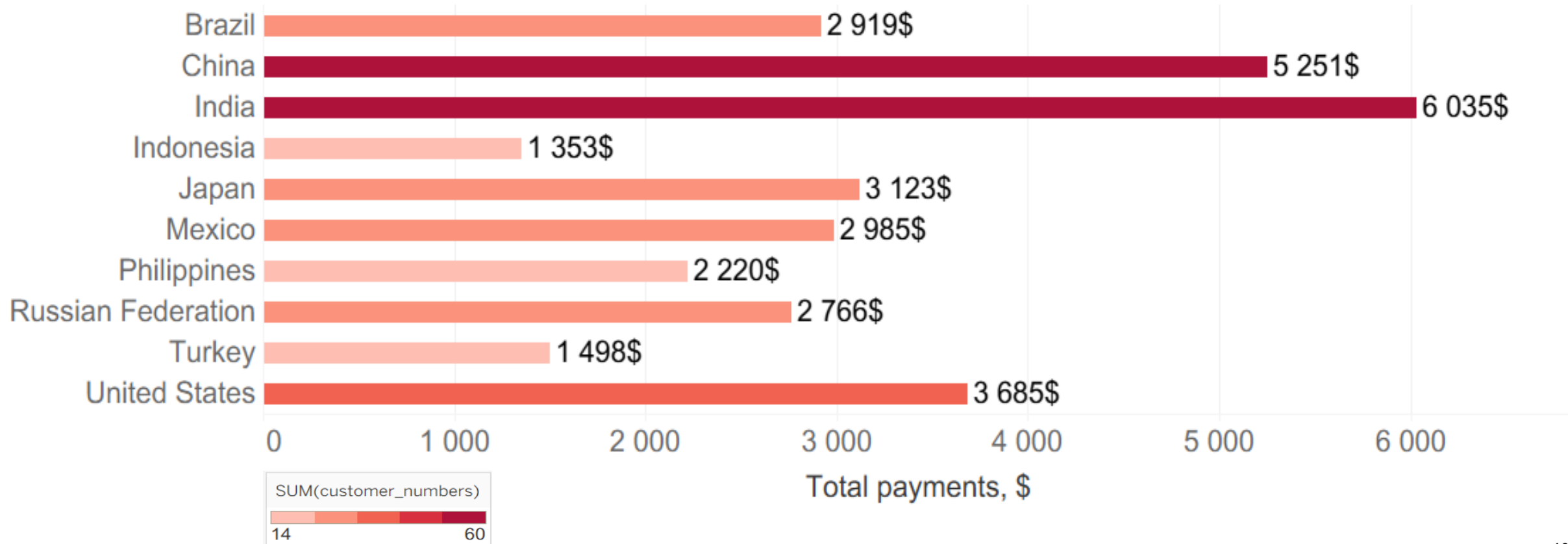
**Which movies  
contributed the most  
/least to revenue  
gain?**

**How Does Rental  
Activity Vary Across  
Genres?**

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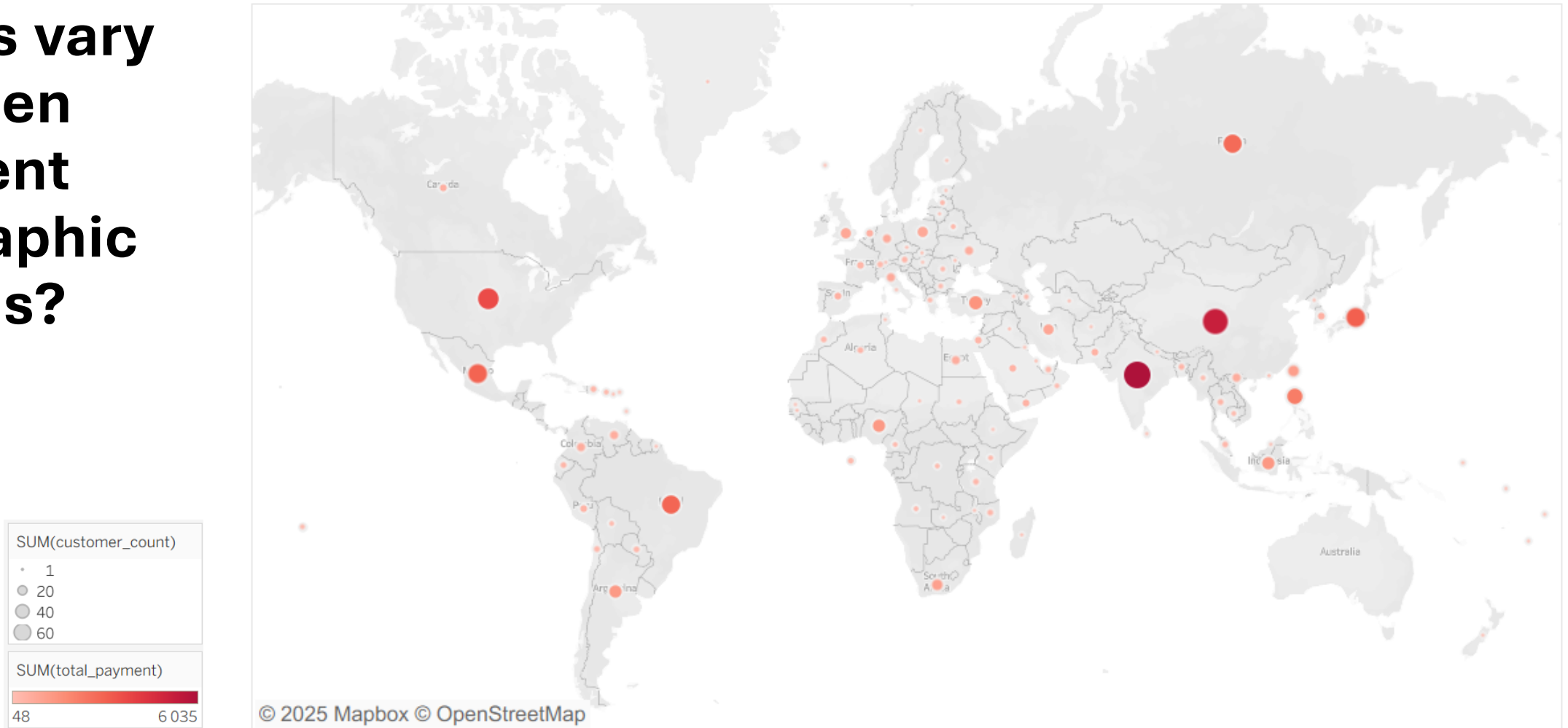
# How the sales figures vary between different geographic regions?

High-Value Markets: Total Payments by Country



**How the sales figures vary between different geographic regions?**

**Geographical distribution of customers and the revenue generated in each country**



# INSIGHTS



Among geographic regions, **India** contributes the most in total payments, followed by **China** and the **United States**.



Genres like **Sports**, **Sci-Fi**, and **Animation** generate the highest revenue. These genres are key drivers of profitability.



**Films rated PG-13 generate the highest revenue** across all rating categories suggesting that it strikes the best balance between broad audience appeal and profitability.



Genres like **Sports**, **Animation**, and **Action show high rental counts**, indicating a strong correlation between content availability and customer engagement.



Genres as **Thriller**, **Music**, and **Travel rank lower** in both revenue and rental activity, signaling lower customer demand and potential areas for content reevaluation or targeted marketing.

## Strategic Recommendations

Target  
High-Value  
Markets

Prioritize  
High-  
Performing  
Genres

Leverage  
PG-13  
Content

Reevaluate  
Low-  
Performing  
Segments

Align  
Inventory  
with  
Demand

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## Next Steps

Strengthen  
Market Focus in  
High-Payment  
Regions

Expand PG-13  
and Top-Rented  
Genres

Optimize  
Catalog by  
Phasing Out  
Low-Performing  
Genres



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**Thank you  
for  
attention!**

***Questions?***

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## Link to Tableau

[https://public.tableau.com/views/Geographicaldistributionofcustomersandtherevenue\\_Rockbuster/Mapgeographicaldistributionandtherevenue?:language=en-US&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/Geographicaldistributionofcustomersandtherevenue_Rockbuster/Mapgeographicaldistributionandtherevenue?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)

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