

LAUNCH STRATEGY

For a new online video rental service

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FILM



LAUNCH A NEW ONLINE VIDEO RENTAL SERVICE

Rockbuster Stealth used to have movie rental stores around the world. They are facing stiff competition from streaming services such as Netflix and Amazon Prime. Rockbuster Stealth's management team is planning to use their existing movie licenses to launch an online video rental service in order to stay competitive.

Key Questions



What was the average rental duration for all videos?



Which countries are Rockbuster customers based in?



Do sales figures vary between geographic regions?



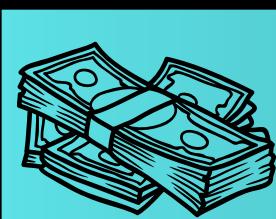
Where are customers with a high lifetime value based?



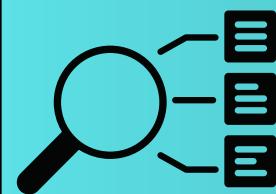
Which Movies contributed the most/least to revenue gain?



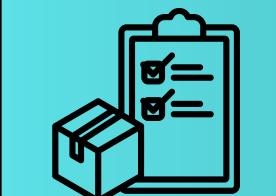
DATA OVERVIEW



Total Revenue: \$61,312



of Movie Genres: 17



Movies in inventory:
1,000



Total Customers: 599



Total Countries &
Territories: 109
(but customers in only 108 of them)



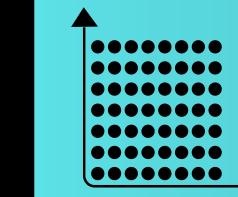
Average Rental Rate:
\$2.99



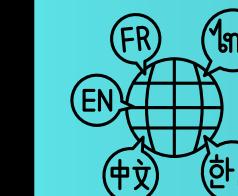
Average Rental
Duration: 5 Days



Average Replacement
Cost: \$19.99



Total # of Actors: 200



Number of Languages:
6
(but all films are in English)





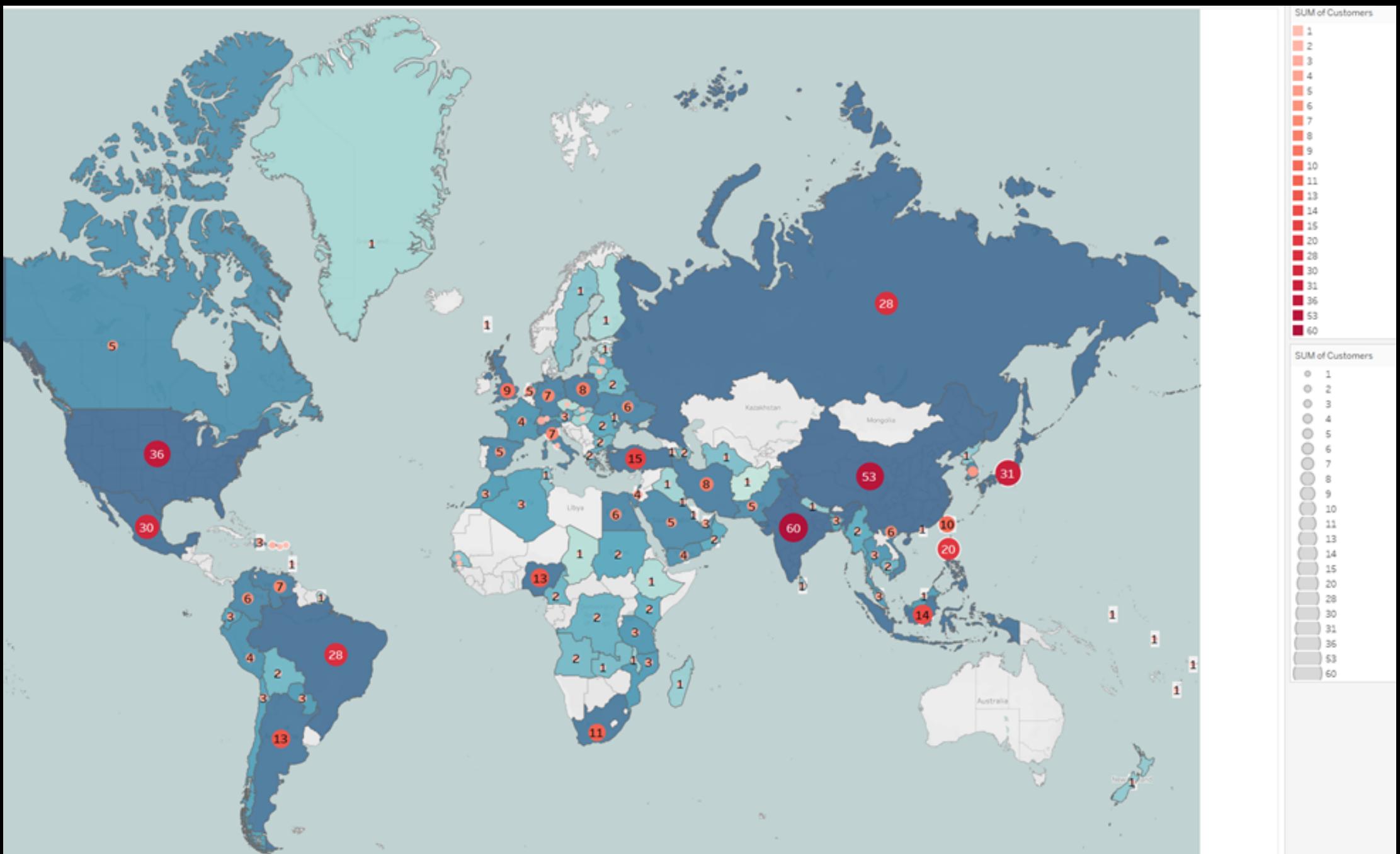
DESCRIPTIVE STATISTICS

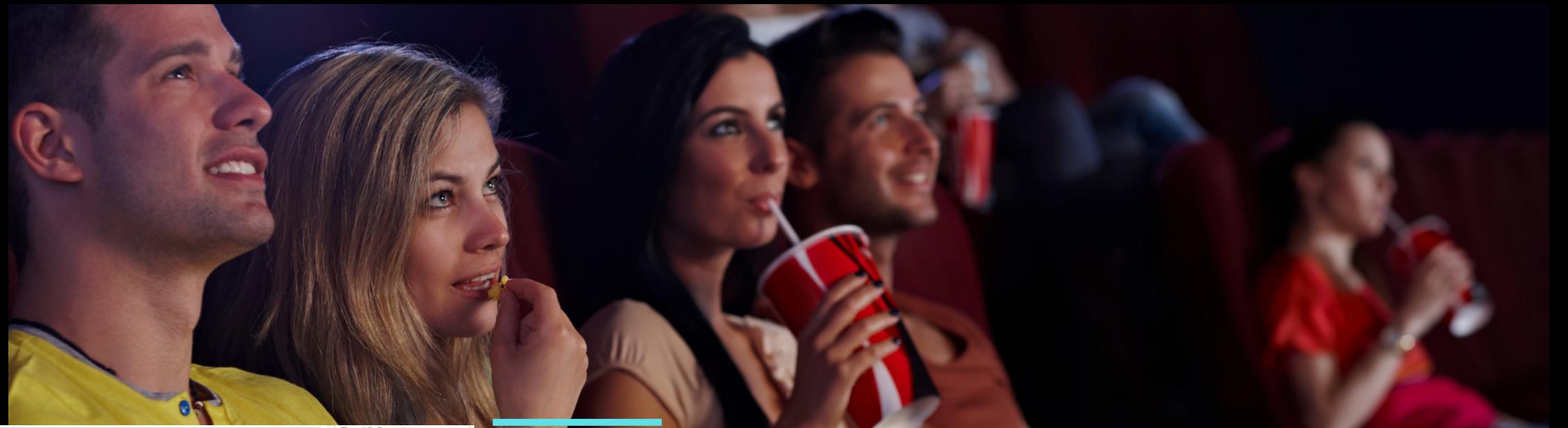


MINIMUM	MAXIMUM	AVERAGE	MODE
Rental Duration: 3 Days	Rental Duration: 7 Days	Rental Duration: 5 Days	Language: English <small>(All films are in English)</small>
Rental Rate: \$0.99	Rental Rate: \$4.99	Rental Rate: \$2.99	Rating: PG-13
Movie Length: 46 Minutes	Movie Length: 185 Minutes	Movie Length: 115 Minutes	Special Features: Trailers, Commentaries, & "Behind the Scenes"
Replacement Cost: \$9.99	Replacement Cost: \$29.99	Replacement Cost: \$19.99	Date Created: 02/14/2006 <small>(All films have the same creation date)</small>
Release Year: 2006 <small>(All films have the same release year)</small>	Release Year: 2006 <small>(All films have the same release year)</small>	Release Year: 2006 <small>(All films have the same release year)</small>	Date Updated 05/26/2013 <small>(All films have the same updated date)</small>



ROCKBUSTER HAS CUSTOMERS IN 108 COUNTRIES/TERRITORIES





TOP 10 COUNTRIES/TERRITORIES BY CUSTOMER COUNT

1 - India -
60 Customers

6 - Brazil -
28 Customers

2 - China -
53 Customers

7 - Russian Federation -
28 Customers

3 - United States -
36 Customers

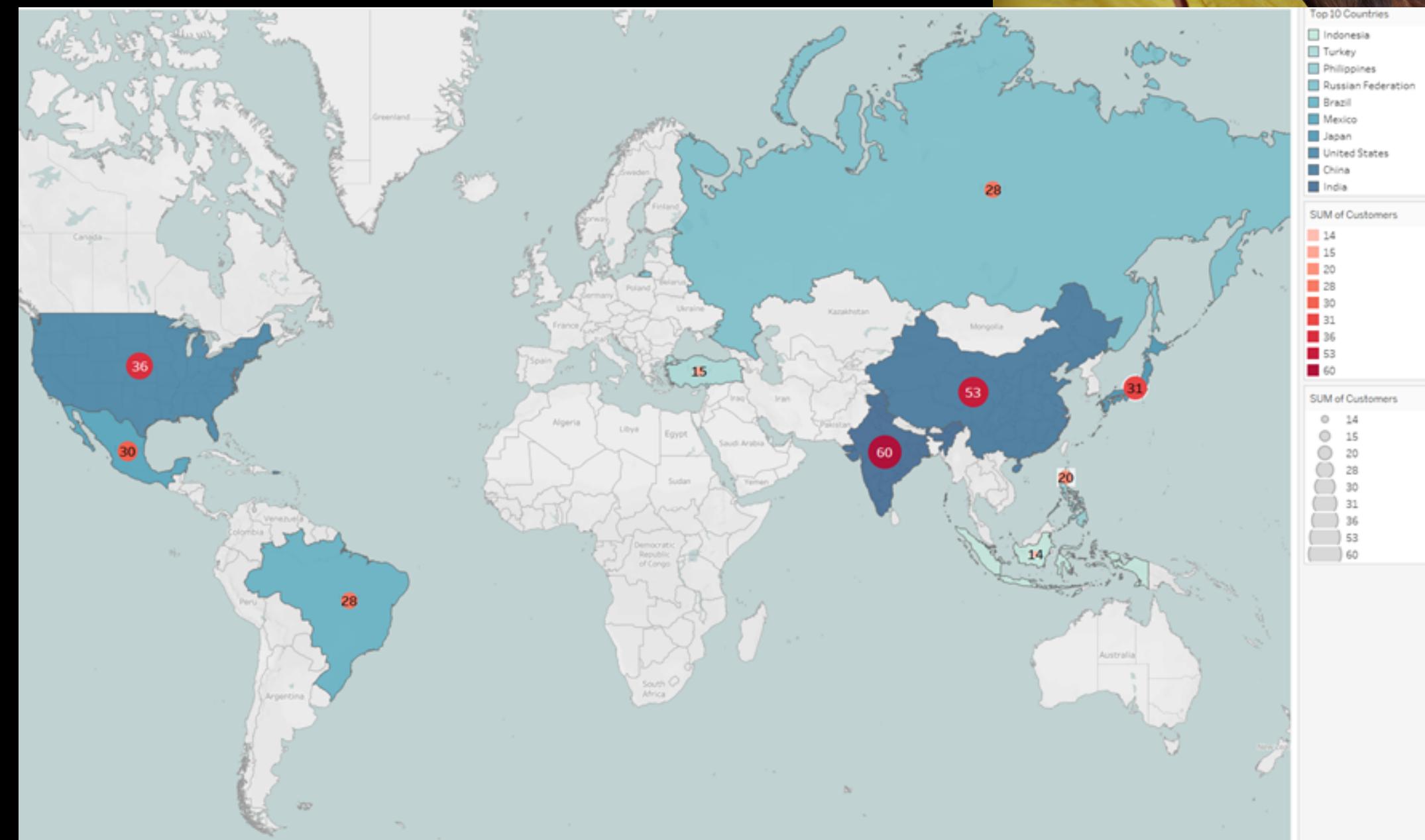
8 - Philippines -
20 Customers

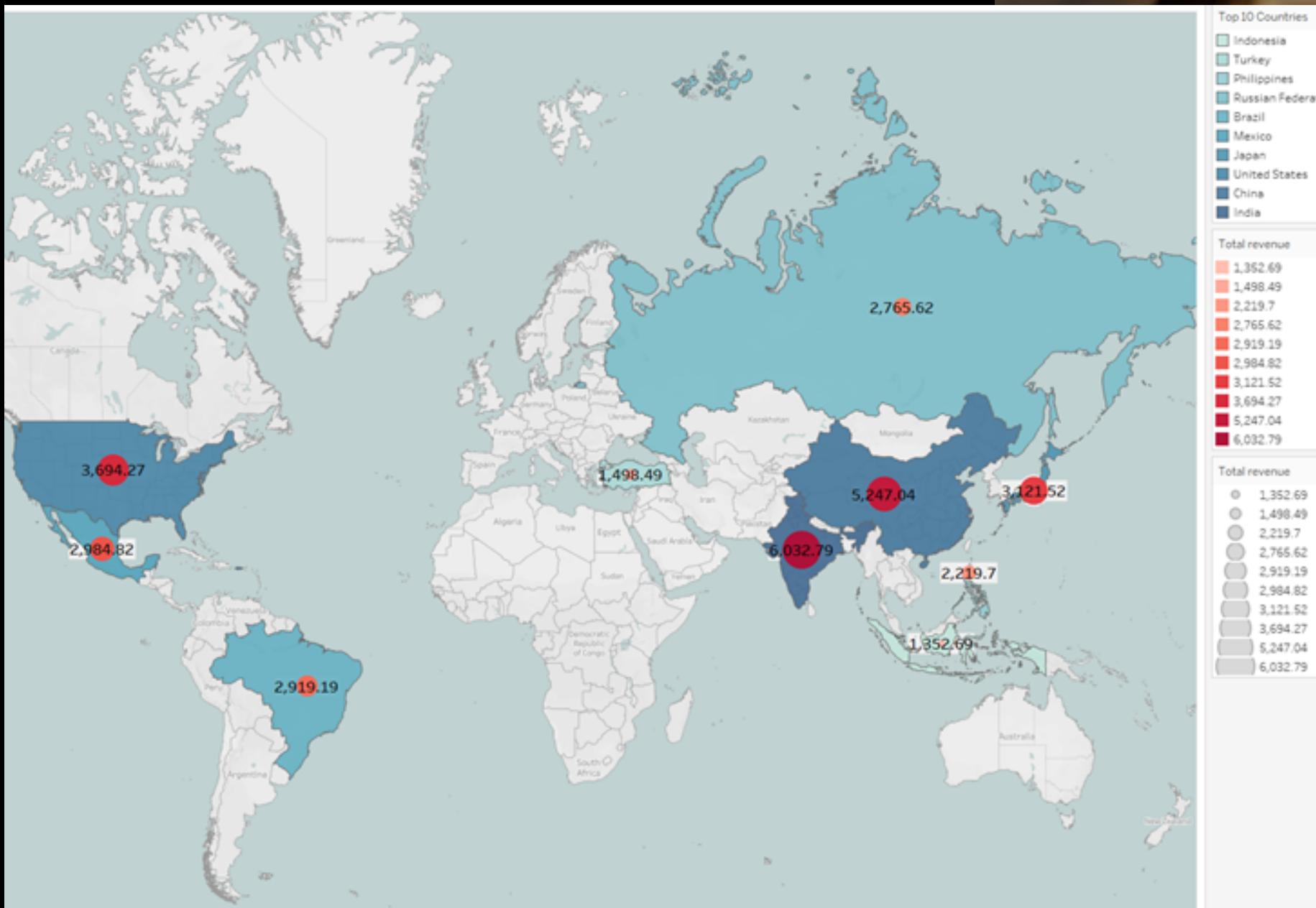
4 - Japan -
31 Customers

9 - Turkey -
15 Customers

5 - Mexico -
30 Customers

10 - Indonesia -
14 Customers





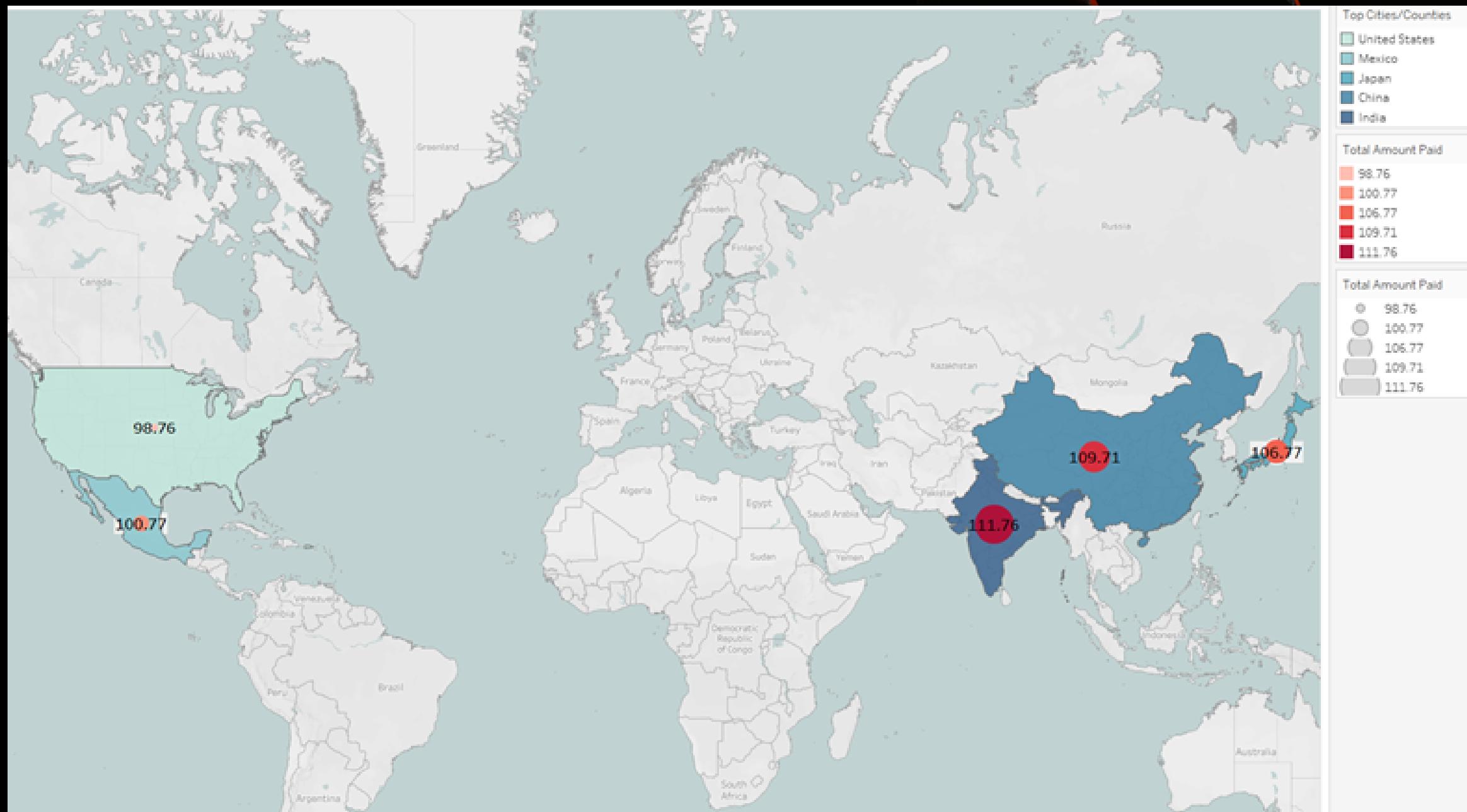
TOP 10 COUNTRIES/TERRITORIES BY CUSTOMERS LIFETIME VALUE

- # 1 - India -
60 Customers - \$6,032.79
- # 2 - China -
53 Customers - \$5,247.04
- # 3 - United States -
36 Customers - \$3,694.27
- # 4 - Japan -
31 Customers - \$3,121.52
- # 5 - Mexico -
30 Customers - \$2,984.82
- # 6 - Brazil -
28 Customers - \$2,919.19
- # 7 - Russian Federation -
28 Customers - \$2,765.62
- # 8 - Philippines -
20 Customers - \$2,219.70
- # 9 - Turkey -
15 Customers - \$1,498.49
- # 10 - Indonesia -
14 Customers - \$1,352.69



TOP 10 CITIES WITHIN THE TOP 10 COUNTRIES/TERRITORIES

- # 1 - Aurora, United States - 2 Customers
 - # 2 - Acua, Mexico - 1 Customer
 - # 3 - Citrus Heights, United States - 1 Customer
 - # 4 - Iwaki, Japan - 1 Customer
 - # 5 - Ambattur, India - 1 Customer
 - # 6 - Shanwei, China - 1 Customer
 - # 7 - So Leopoldo, Brazil - 1 Customer
 - # 8 - Teboksary, Russian Federation - 1 Customer
 - # 9 - Tianjin, China - 1 Customer
 - # 10 - Cianjur, Indonesia - 1 Customer



TOP 5 CUSTOMERS FROM THE TOP 10 CITIES BY TOTAL AMOUNT PAID

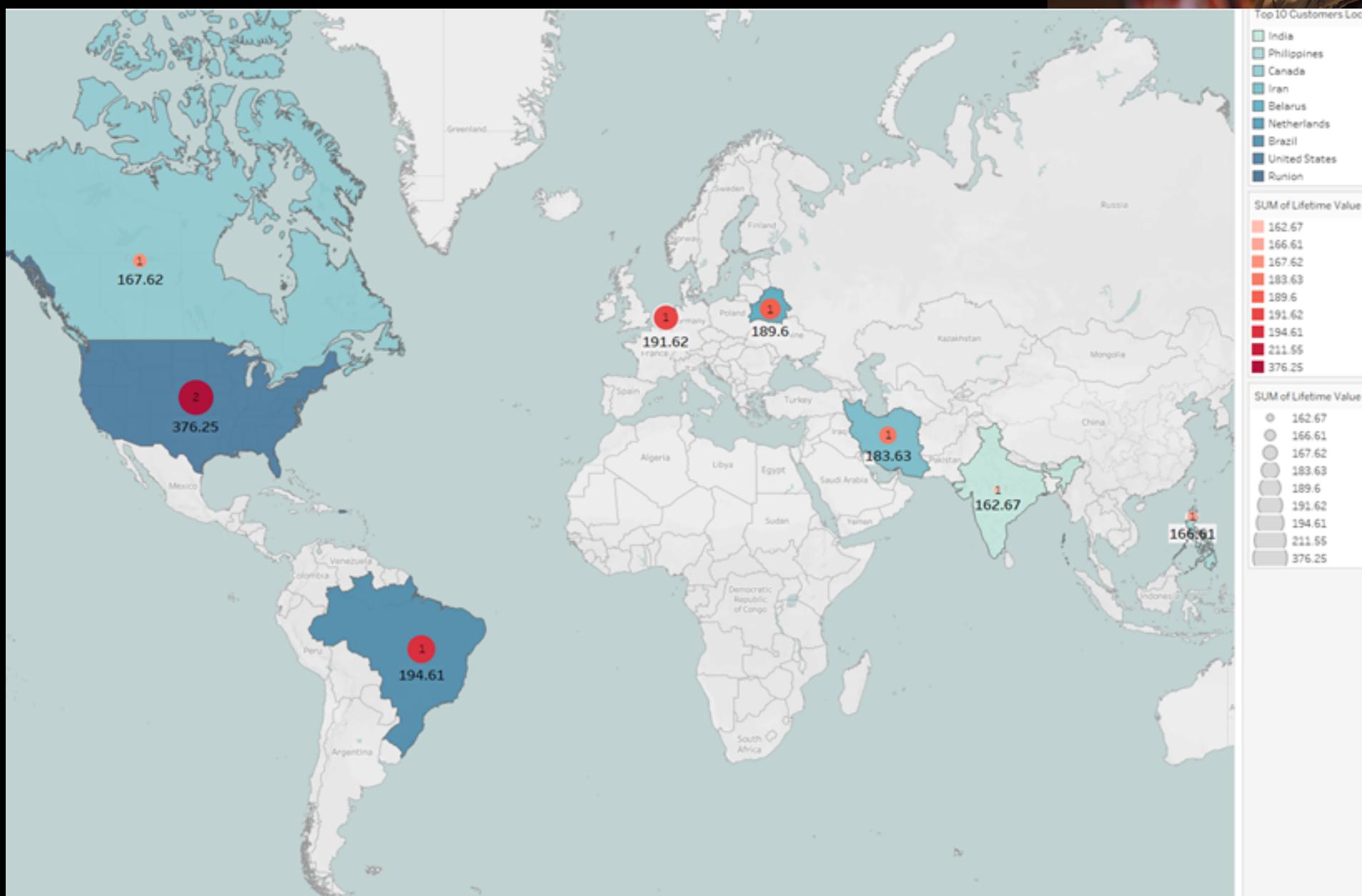
1 - Arlene Harvey
Ambattur, India - \$111.76

2 - Kyle Spurlock
Shanwei, China - \$109.71

3 - Marlene Welch
Iwaki, Japan - \$106.77

4 - Glen Talbert
Acua, Mexico - \$100.77

5 - Clinton Buford
Aurora, United States - \$98.76



TOP 10 CUSTOMER LOCATIONS BY CUSTOMER LIFETIME VALUE

1 - Runion -
Eleanor Hunt - \$211.55

2 - United States -
Karl Seal - \$208.58

3 - Brazil -
Marion Snyder - \$194.61

4 - Netherlands -
Rhonda Kennedy - \$191.62

5 - Belarus -
Clara Shaw - \$189.60

6 - Iran -
Tommy Collazo - \$183.63

7 - United States -
Ana Bradley - \$167.67

8 - Canada -
Curtis Irby - \$167.62

9 - Philippines -
Marcia Dean - \$166.61

10 - India -
Mike Way - \$162.67



\$250

\$200

\$150

\$100

\$50

\$0



TOP 10 FILMS BY REVENUE

1 - Telegraph Voyage -

\$215.75

2 - Zorro Ark -

\$199.72

3 - Wife Turn -

\$198.73

4 - Innocent Usual -

\$191.74

5 - Hustler Party-

\$190.78

6 - Saturday Lambs-

\$190.74

7 - Titans Jerk-

\$186.73

8 - Harry Idaho -

\$177.73

9 - Torque Bound-

\$169.76

10 - Dogma Family-

\$168.72



\$8

\$6

\$4

\$2

\$0



BOTTOM 10 FILMS BY REVENUE

1 - Stallion Sundance -

\$7.94

2 - Lights Deer -

\$7.93

3 - Treatment Jekyll -

\$6.94

4 - Cruelty Unforgiven -

\$6.94

5 - Rebel Airport -

\$6.93

6 - Young Language -

\$6.93

7 - Freedom Cleopatra -

\$5.95

8 - Duffel Apocalypse -

\$5.94

9 - Oklahoma Jumanji -

\$5.94

10 - Texas Watch -

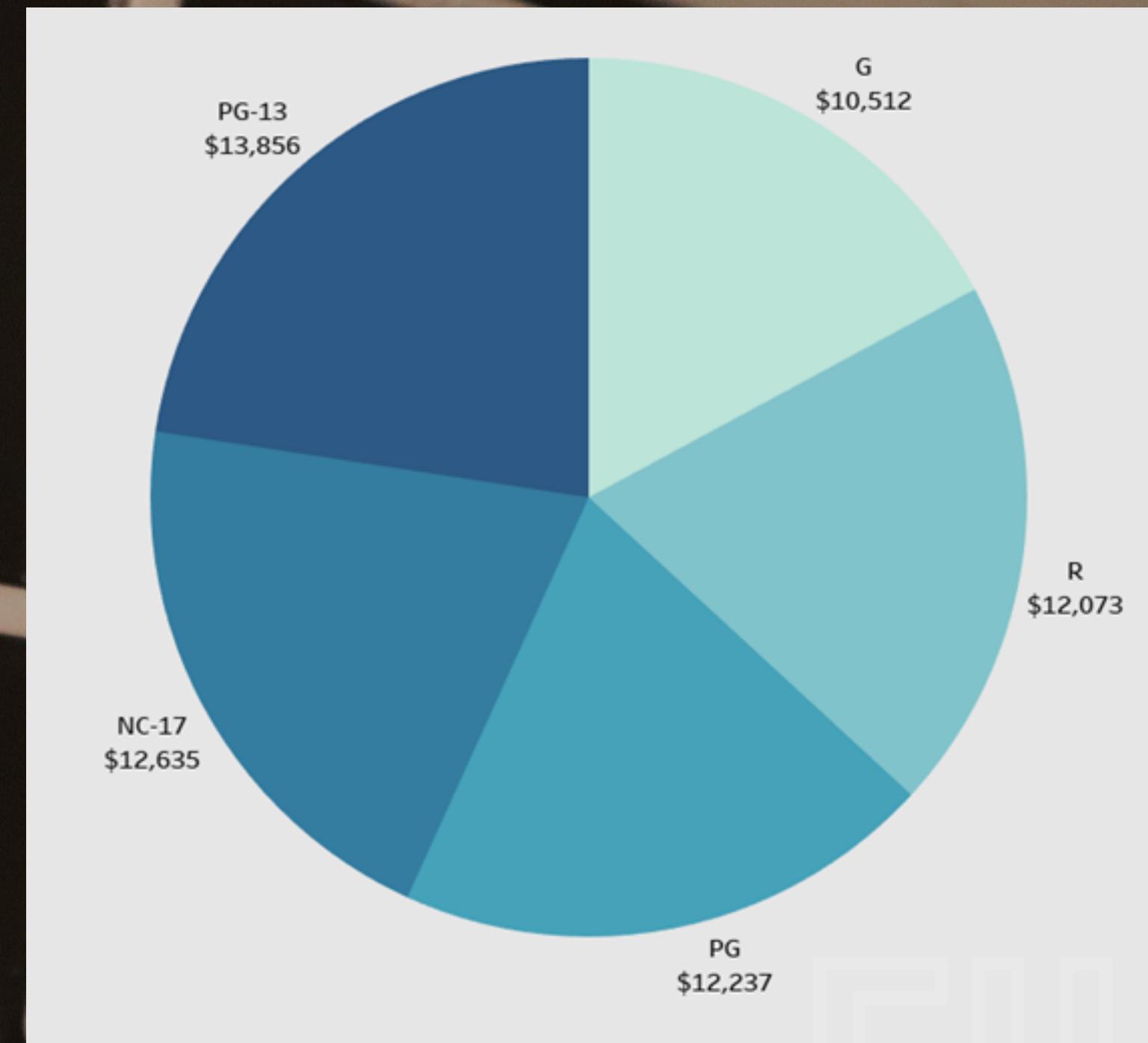
\$5.94



REVENUE BY RATING

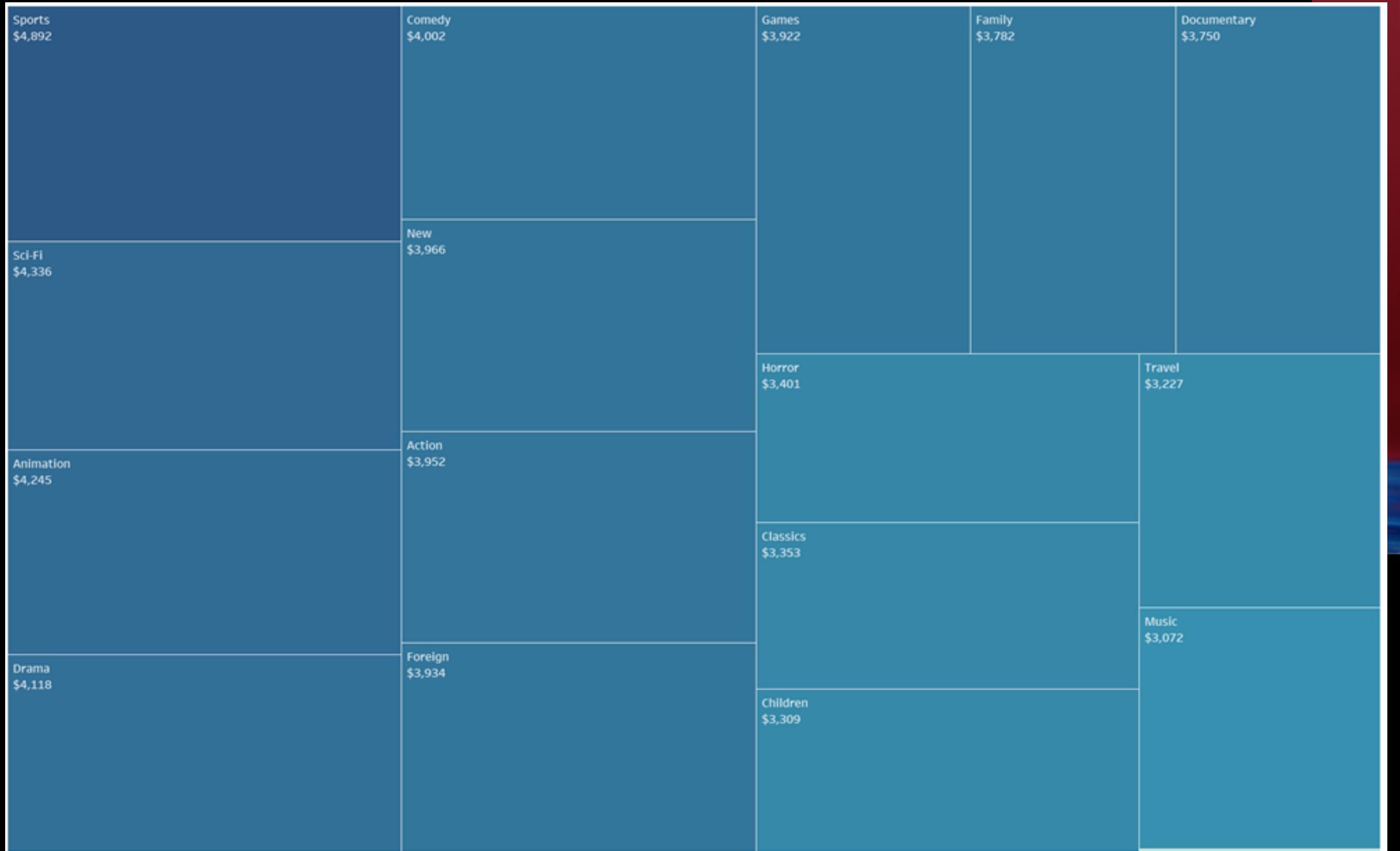
Rating	Revenue
G	\$10,512
R	\$12,073
PG	\$12,237
NC-17	\$12,635
PG-13	\$13,856

Total Revenue = \$61,312



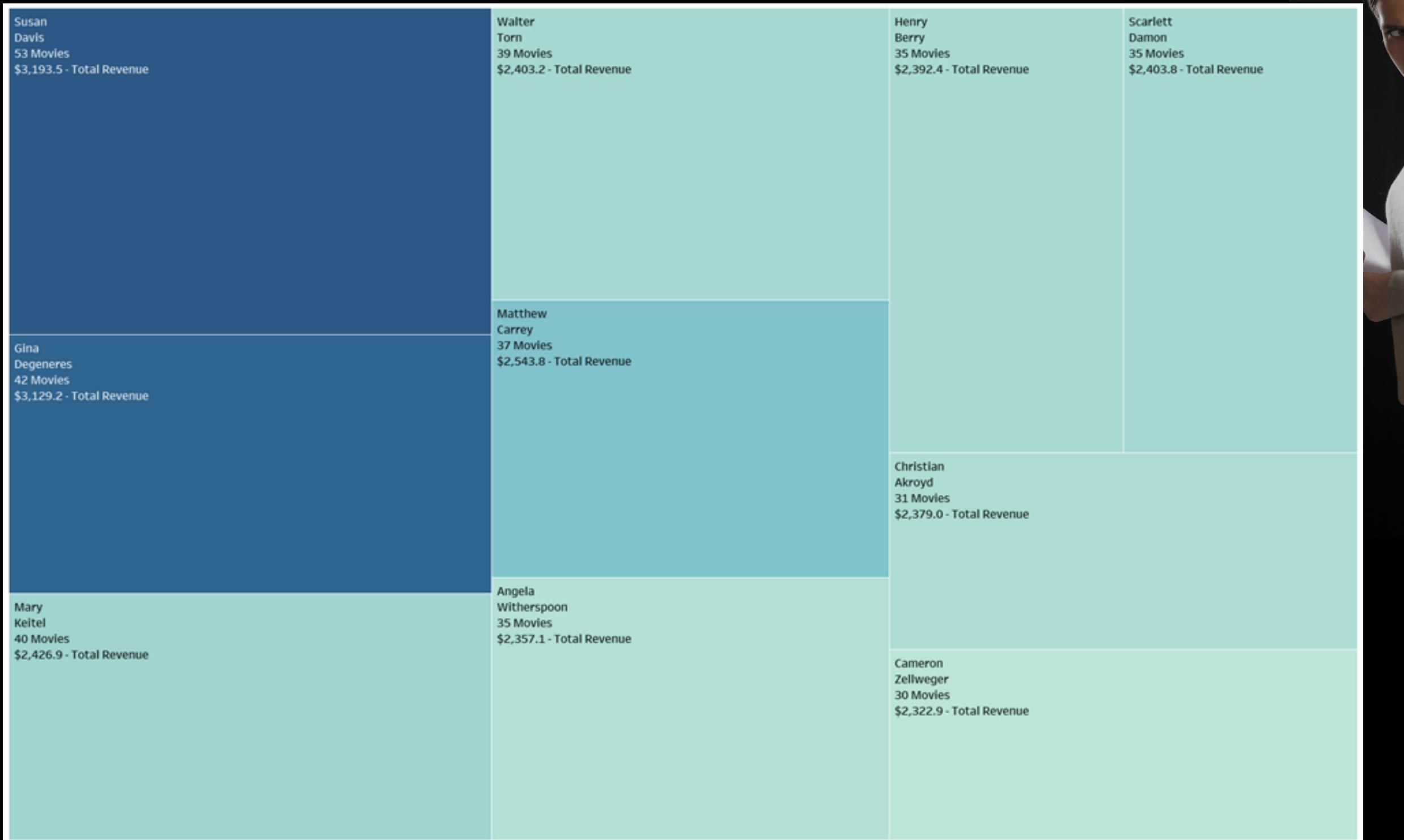


REVENUE BY GENRE





TOP 10 ACTORS BY REVENUE





AVERAGE RENTAL RATE AND RENTAL DURATION BY GENRE

Thriller 6 - Average Days Rented \$2.99 - Average Rental Rate	Animation 5 - Average Days Rented \$2.99 - Average Rental Rate	Drama 5 - Average Days Rented \$2.99 - Average Rental Rate	Family 5 - Average Days Rented \$2.99 - Average Rental Rate	Foreign 5 - Average Days Rented \$2.99 - Average Rental Rate	Games 5 - Average Days Rented \$2.99 - Average Rental Rate
Music 5.071428571 - Average Days Rented \$2.99 - Average Rental Rate	Children 5 - Average Days Rented \$2.99 - Average Rental Rate				
Sci-Fi 5.071428571 - Average Days Rented \$3.132857143 - Average Rental Rate	Classics 5 - Average Days Rented \$2.99 - Average Rental Rate	Horror 5 - Average Days Rented \$2.99 - Average Rental Rate	Travel 5 - Average Days Rented \$2.99 - Average Rental Rate	Documentary 4.857142857 - Average Days Rented \$2.847142857 - Average Rental Rate	
Action 5 - Average Days Rented \$2.99 - Average Rental Rate	Comedy 5 - Average Days Rented \$2.99 - Average Rental Rate	New 5 - Average Days Rented \$2.99 - Average Rental Rate		Sports 4.857142857 - Average Days Rented \$2.99 - Average Rental Rate	



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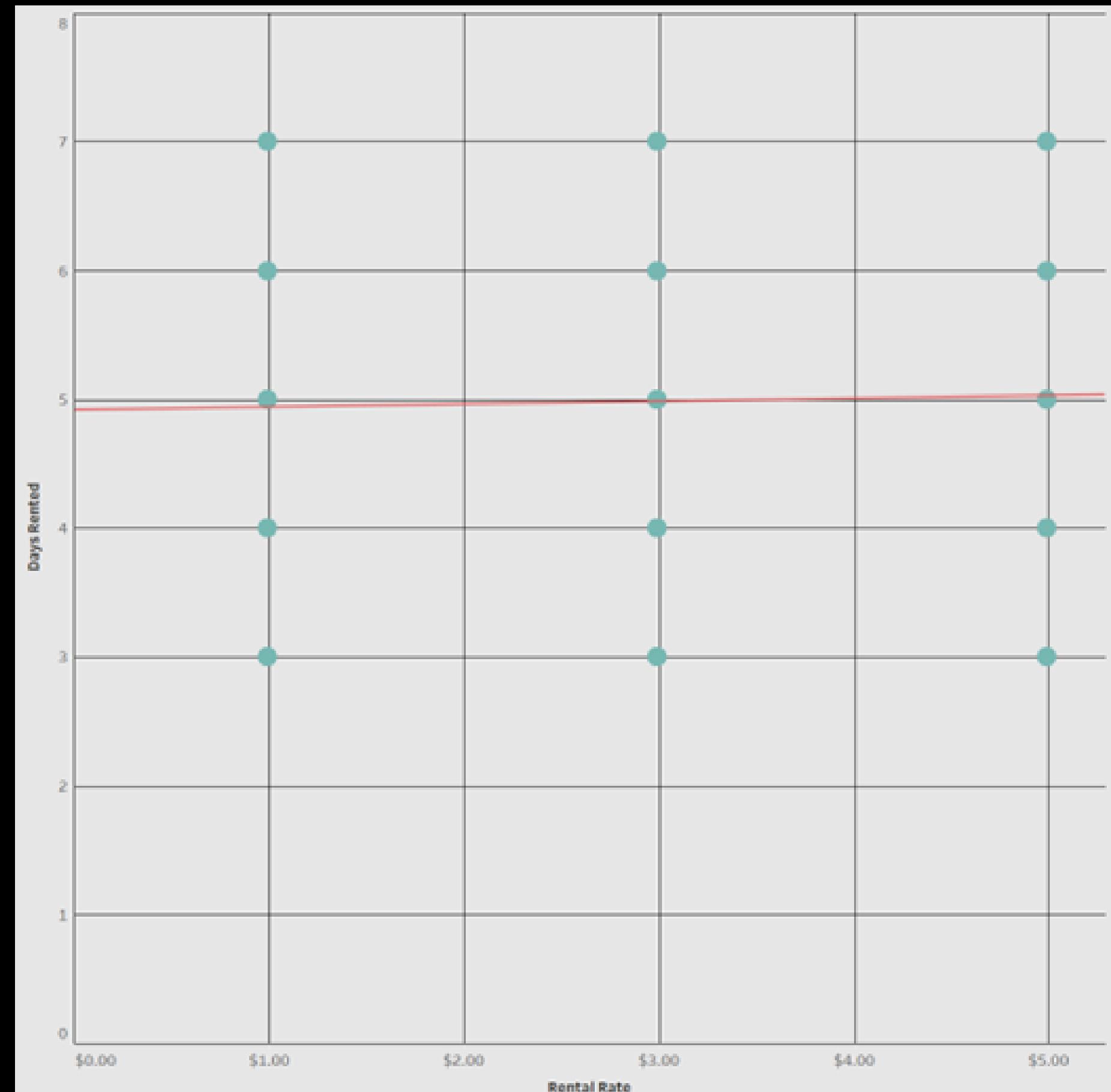


RENTAL RATE VS RENTAL DURATION

From the scatter plot, we can see that the rental rate price point does not impact the rental duration. All rental rate price points, \$0.99, \$2.99, and \$4.99 have been rented for 3, 4, 5, 6, and 7 days.

Therefore, there is no correlation between the rental rate and the number of days rented.

The trend line is almost flat at 5 days rental duration.



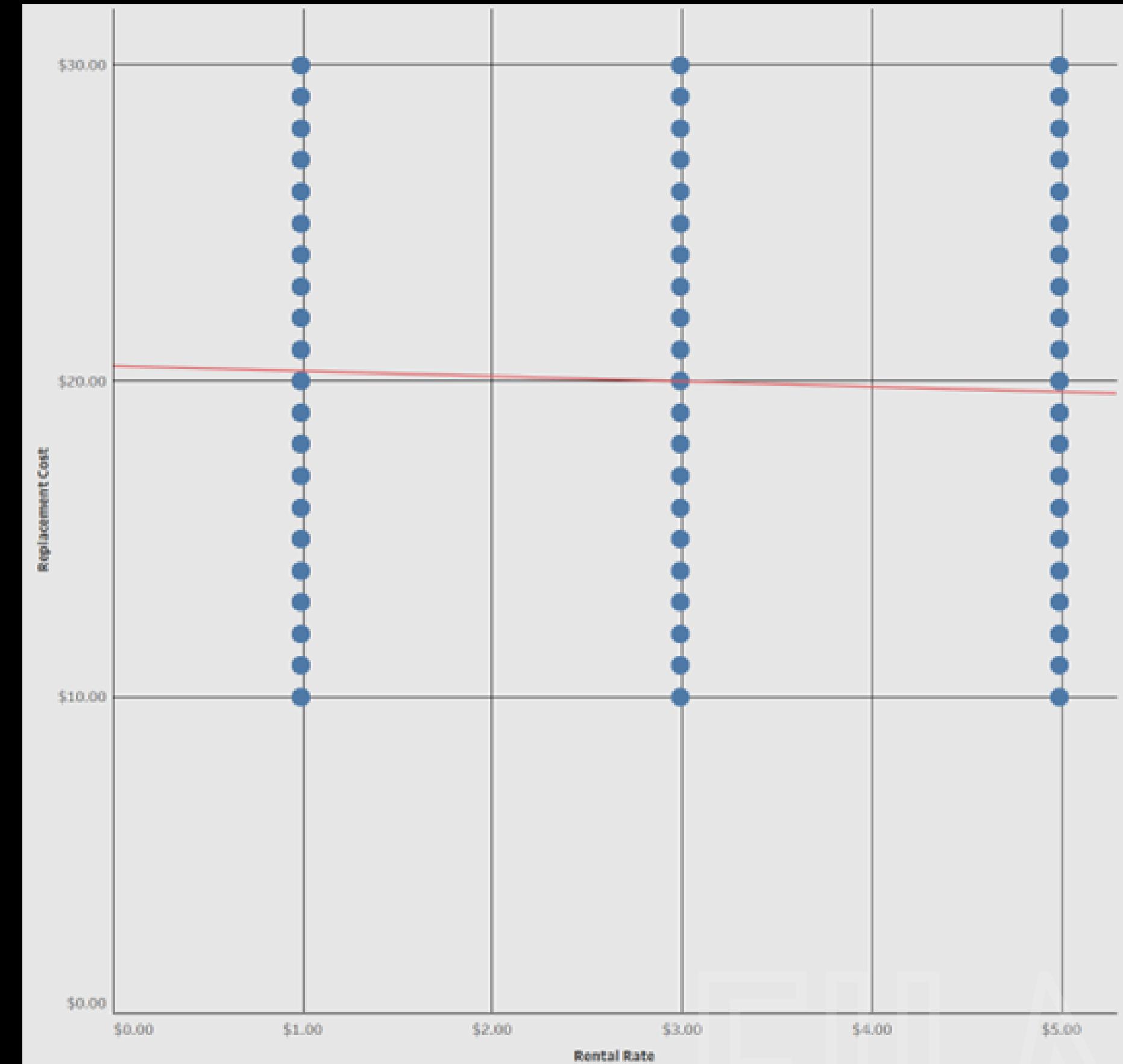


RENTAL RATE VS REPLACEMENT COST

From the scatter plot, we can see that the replacement cost has not been taken into account by the rental rate that the movies are renting for. All movie replacement costs of from \$9.99 - \$29.99 have various rental rates of \$0.99, \$2.99, and \$4.99.

Therefore, there is no correlation between the replacement cost and rental rate.

The trend line is almost flat at the \$20.00 replacement cost line.





INSIGHTS AND RECOMMENDATIONS

-  All movies records were created on 2/14/2006, all have a release year of 2006, and all were last updated on 5/26/2013. There is a strong possibility that the database is out-of-date and may contain inaccurate information. Recommend updating.
-  Increase marketing efforts in the top 10 countries/territories with high customer counts and lifetime values.
-  Utilize top earning films and top 10 actors by revenue in marketing efforts.
-  Standardize the movie rental duration to 5 days to streamline the online rental business.
-  Create a rewards system for high value customers. This may also help to increase sales from new and existing customers.



-  Adjust the movie rental rate to directly correlate to the replacement cost.
Movie Replacement Cost: $\$0.00 - \$9.99 = \$0.99$
Rental Rate
Movie Replacement Cost: $\$10.00 - \$19.99 = \$2.99$
Rental Rate
Movie Replacement Cost: $\$20.00 - \$29.99 = \$4.99$
Rental Rate
-  As business grows, add additional movies to the database, paying attention to top earning genres and movie ratings.

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THANK YOU

Questions?

Please contact Dawn Chism

Tableau Workbook

RockbusterStealth.com