



ROCKBUSTER STEALTH

ONLINE VIDEO SERVICE STRATEGIE

OVERVIEW

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



- ▶ To stay competitive, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service.



KEY QUESTIONS & OBJECTIVES

- ▶ Which movies contributed the most/least to revenue gain?
- ▶ Which countries are Rockbuster customers based in?
- ▶ What was the average rental duration for all the videos?
- ▶ Which countries (Top 10) have the most Rockbuster customers?
- ▶ Do sales figures vary between geografic locations?
- ▶ Who are the biggest customers (Top 5) of Rockbuster?
- ▶ Which is the biggest genre qua revenu?

DATA OVERVIEW

General numbers

Film Inventory	1000
Languages	6
Countries	108
Total Revenue	\$61312

Modal language	English
Modal Rating	PG-13
Total customers	599
Genres	17

Highest Revenue Film	Telegraph Voyage
Lowest Revenue Film	Texas watch
Modal Release Year	2016

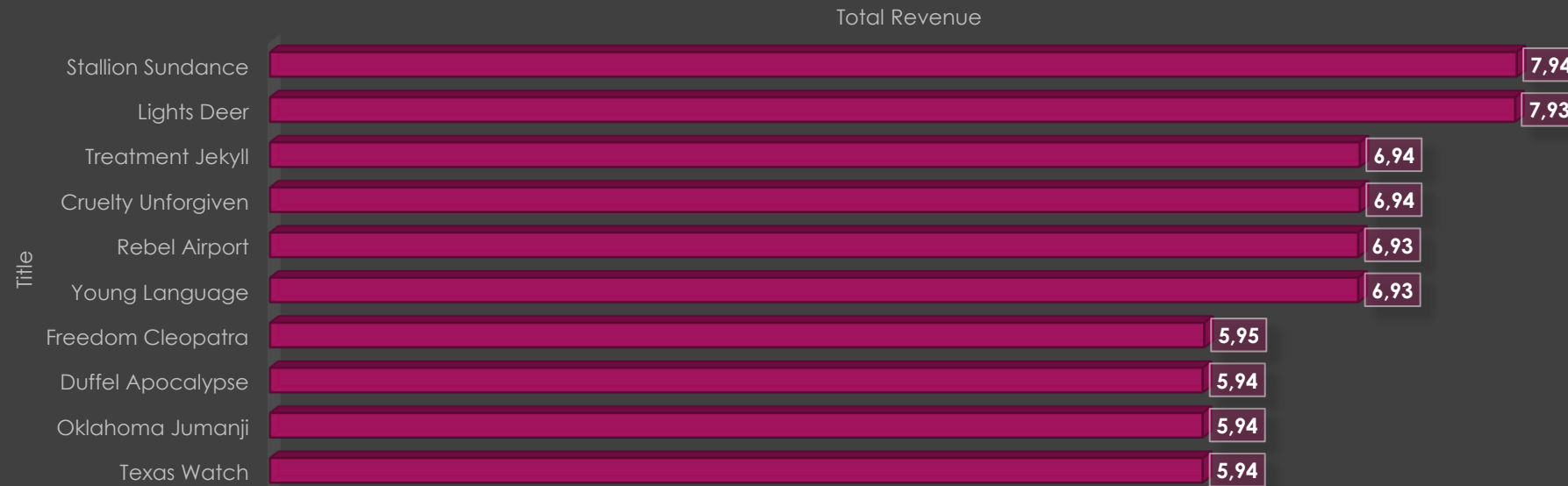
HIGHEST REVENUE GENERATING FILM RENTALS

TOP 10 MOVIES BY REVENUE

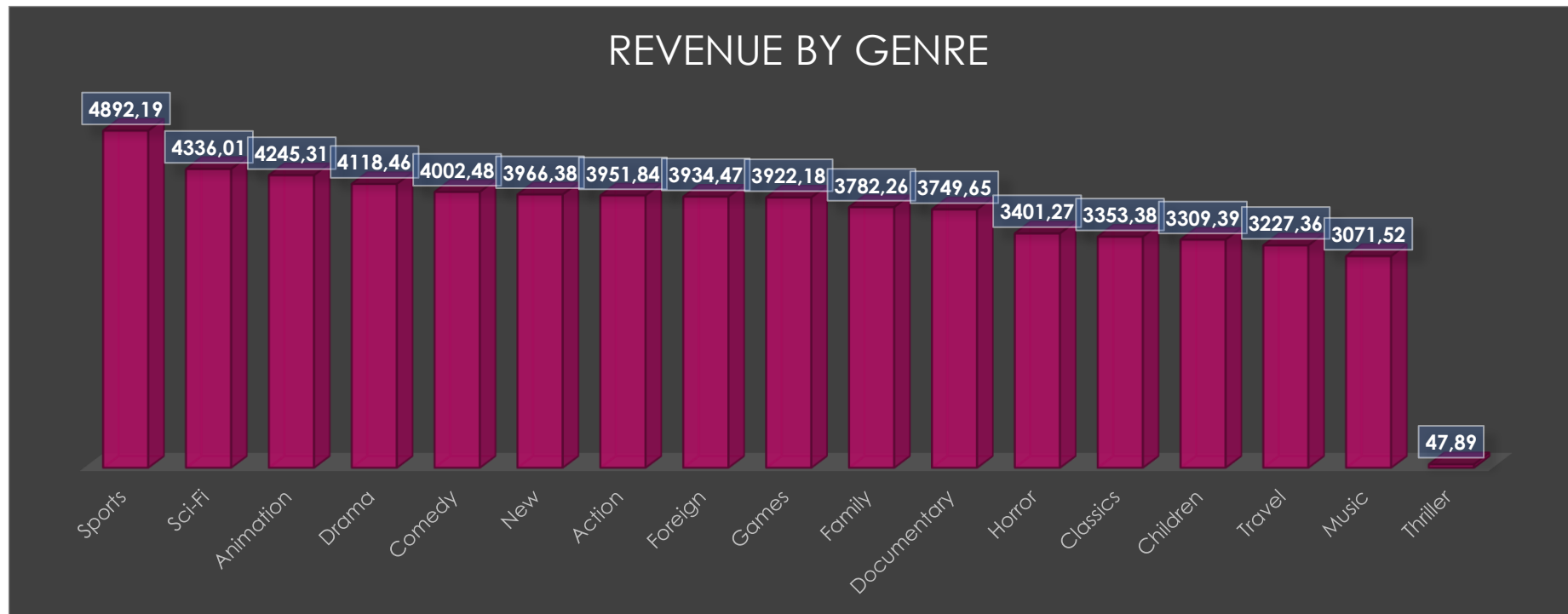


LOWEST REVENUE GENERATING FILM RENTALS

BOTTOM 10 MOVIES BY REVENUE

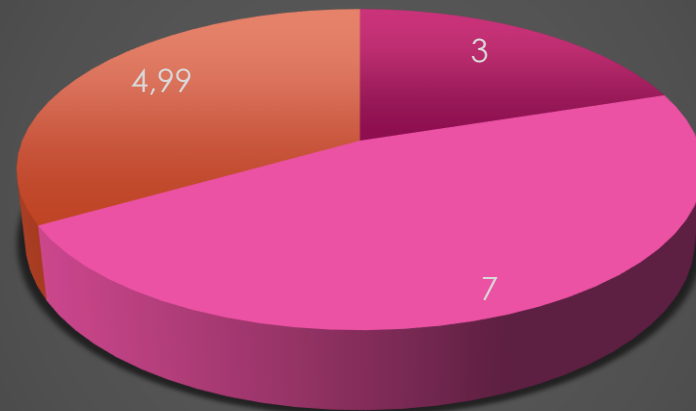


REVENUE BY GENRE



AVERAGE RENTAL DURATION

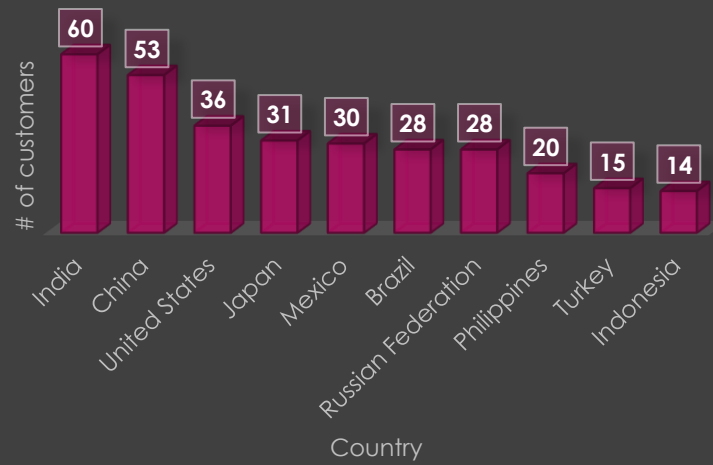
Average Rental Duration



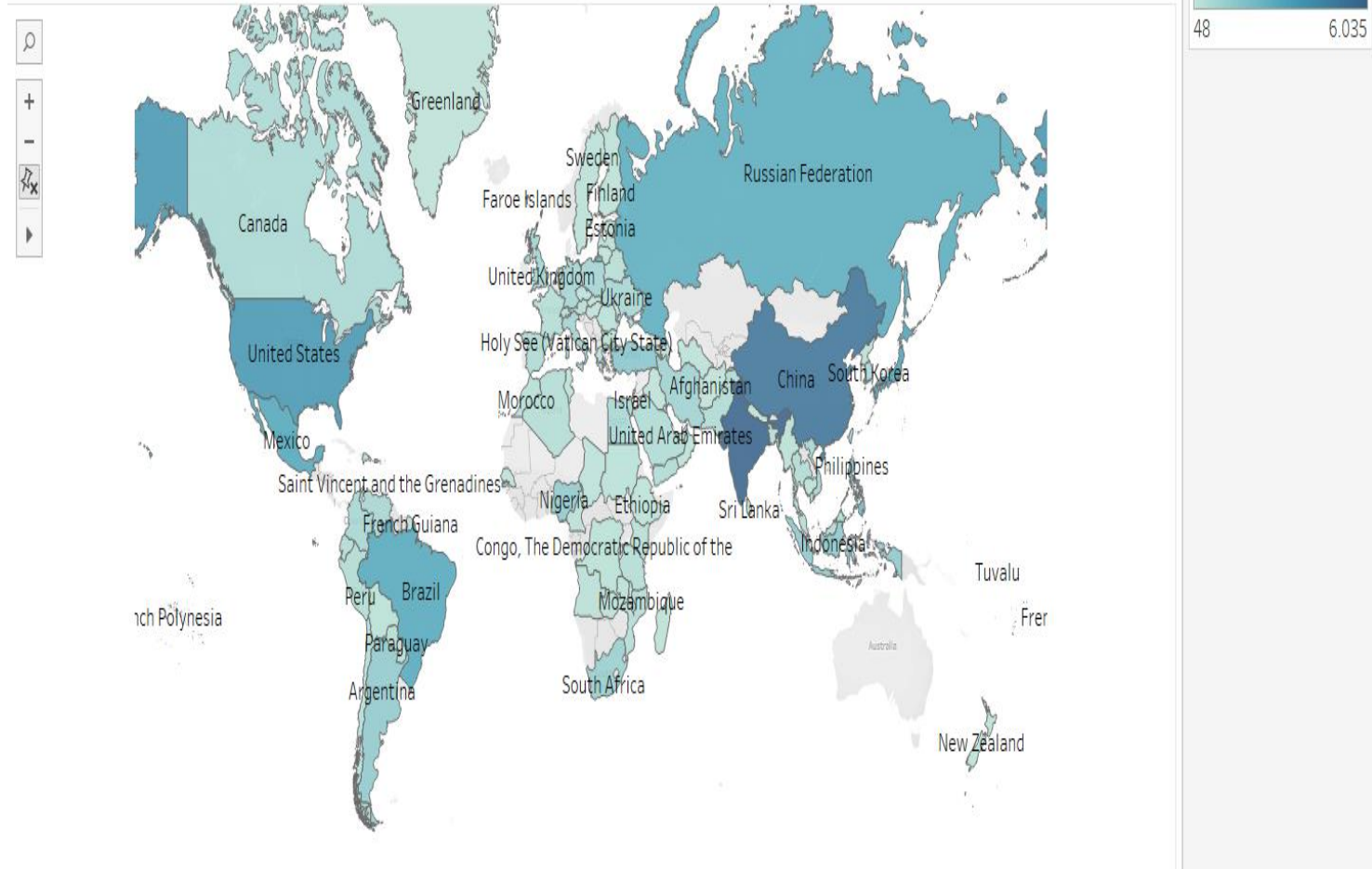
min max avg

LARGEST MARKETS

TOP 10 COUNTRIES

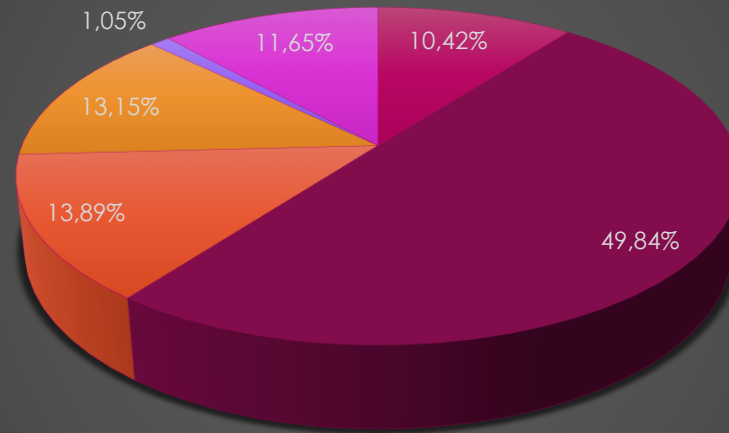


Revenue per country



REVENUE BY REGION

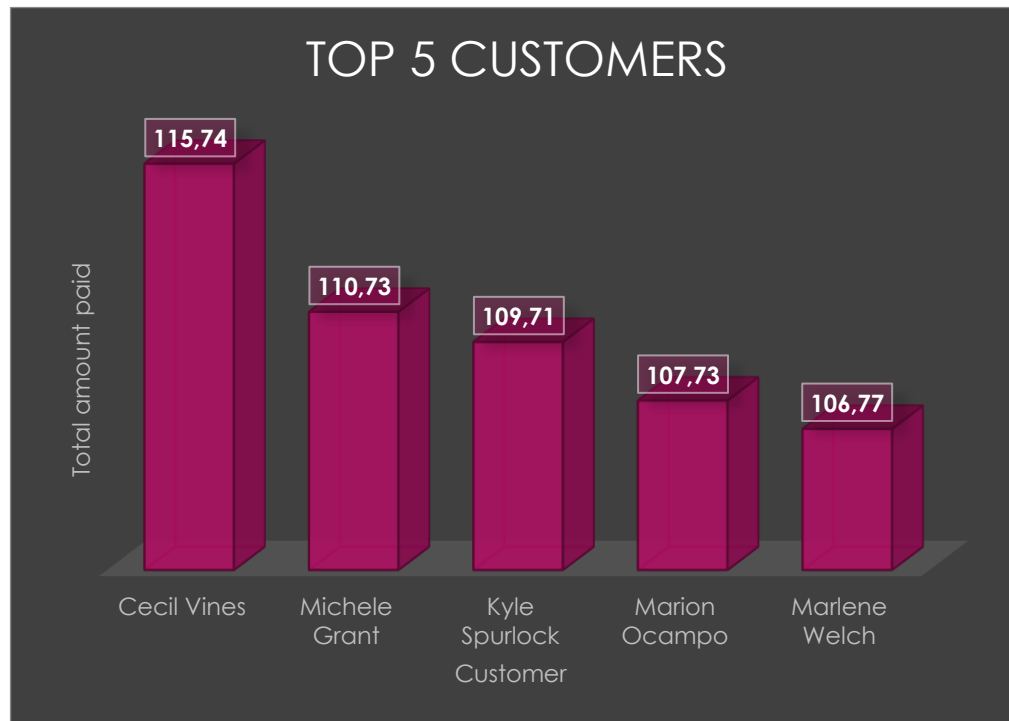
Revenue by Region



■ Africa ■ Asia ■ Europe ■ North America ■ Oceania ■ South America

Asia is responsible for half of Rockbusters revenue.

TOP 5 CUSTOMERS IN REVENUE



customer_id	first_name	last_name	country	city	Column1	total_amount_paid
512	Cecil	Vines	United Kingdom	London	Cecil Vines	115,74
154	Michele	Grant	China	Yuncheng	Michele Grant	110,73
424	Kyle	Spurlock	China	Shanwei	Kyle Spurlock	109,71
588	Marion	Ocampo	China	Weifang	Marion Ocampo	107,73
240	Marlene	Welch	Japan	Iwaki	Marlene Welch	106,77

We can see that 3 of the Top 5 customers are coming from China.

RECOMMENDATIONS

Product Strategy

- ▶ Sustain inventory of top revenue-generating movie genres while planning to phase out the Thriller genre upon expiration of licensing agreements due to its significantly lower revenue potential compared to other genres, unless there are notable shifts in popularity trends for these genres.

Market Strategy

- ▶ Maintain niches in the top 10 countries to sustain revenue. Given that the rest of the world contributes to half of Rockbuster's revenue despite making up only 39% of our customer base, there's a significant opportunity to formulate market strategies aimed at expanding customer bases in these countries.

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Do you have any further
questions?

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THANK YOU!

TABLEAU :

https://public.tableau.com/app/profile/frederick.staelens/viz/Rockbuster_17122440815760/Revenuepercountry?publish=yes