

Rockbuster Stealth

Company Strategy 2020



Goce Panovski, September 2023

Goal: Launch an online video rental service

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services, the Rockbuster Stealth team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

Why is this important? - in order to stay competitive!

Key Questions

Which movies contributed the most/least to revenue gain?

Which countries are Rockbuster customers based in?

Do sales figures vary between geographic regions?

What was the average rental duration for all videos?

Where are customers with a high lifetime value based?

WHERE WE STAND?

DATA BASE
OVERVIEW

1000 Movies in
the data base

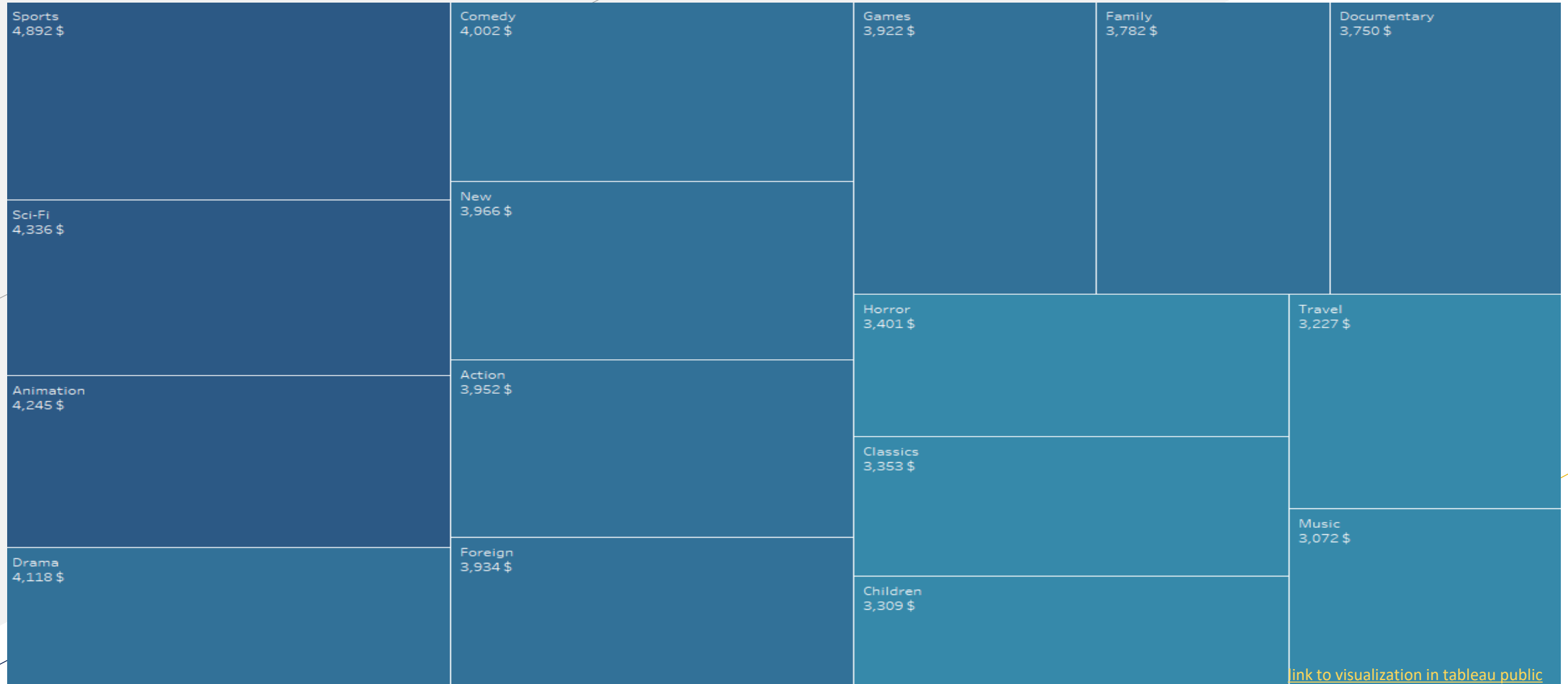
ACTION
Film category
occurring most
often

5 Days average
rental duration

0.99\$ Min
4.99\$Max
2.98\$ Average
Rental rate

599 Numbers of
Customers

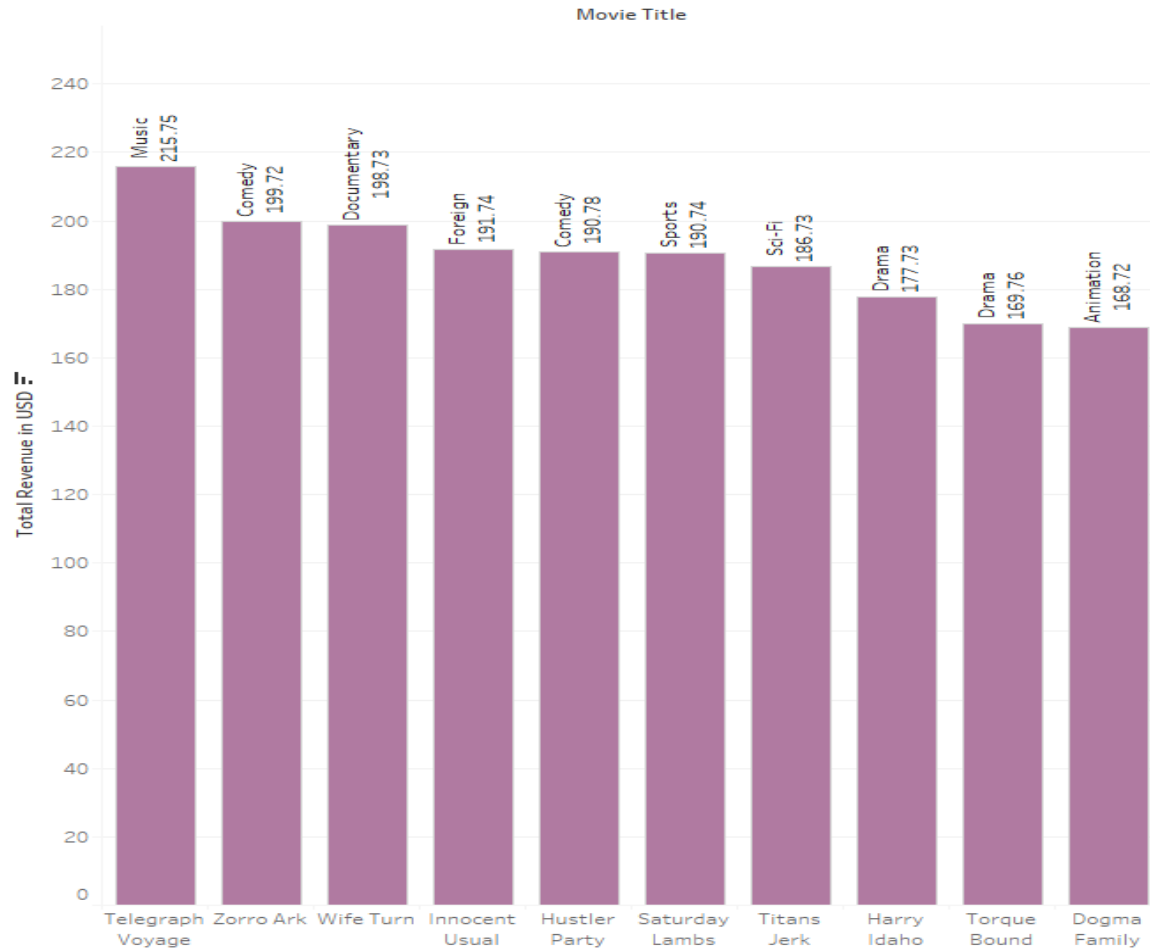
Which movie genres contributed the most/ least to revenue gain?



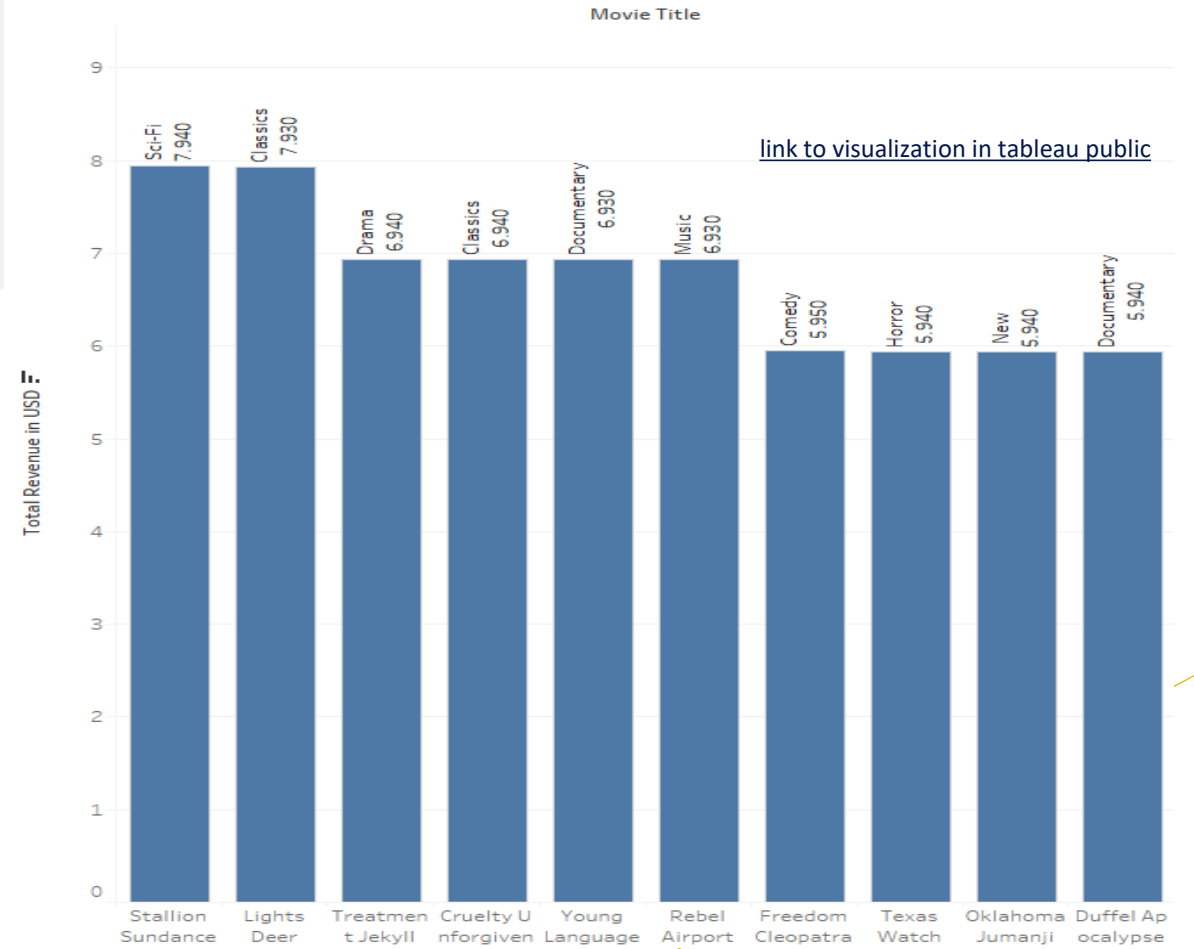
- Sports, Sci-Fi and Animation are the most popular movie genres contributing the most of the revenues.
- Music, Children and Travel are least popular genres.

Which movies contributed the most/ least to revenue gain?

Top 10 movies by total revenues



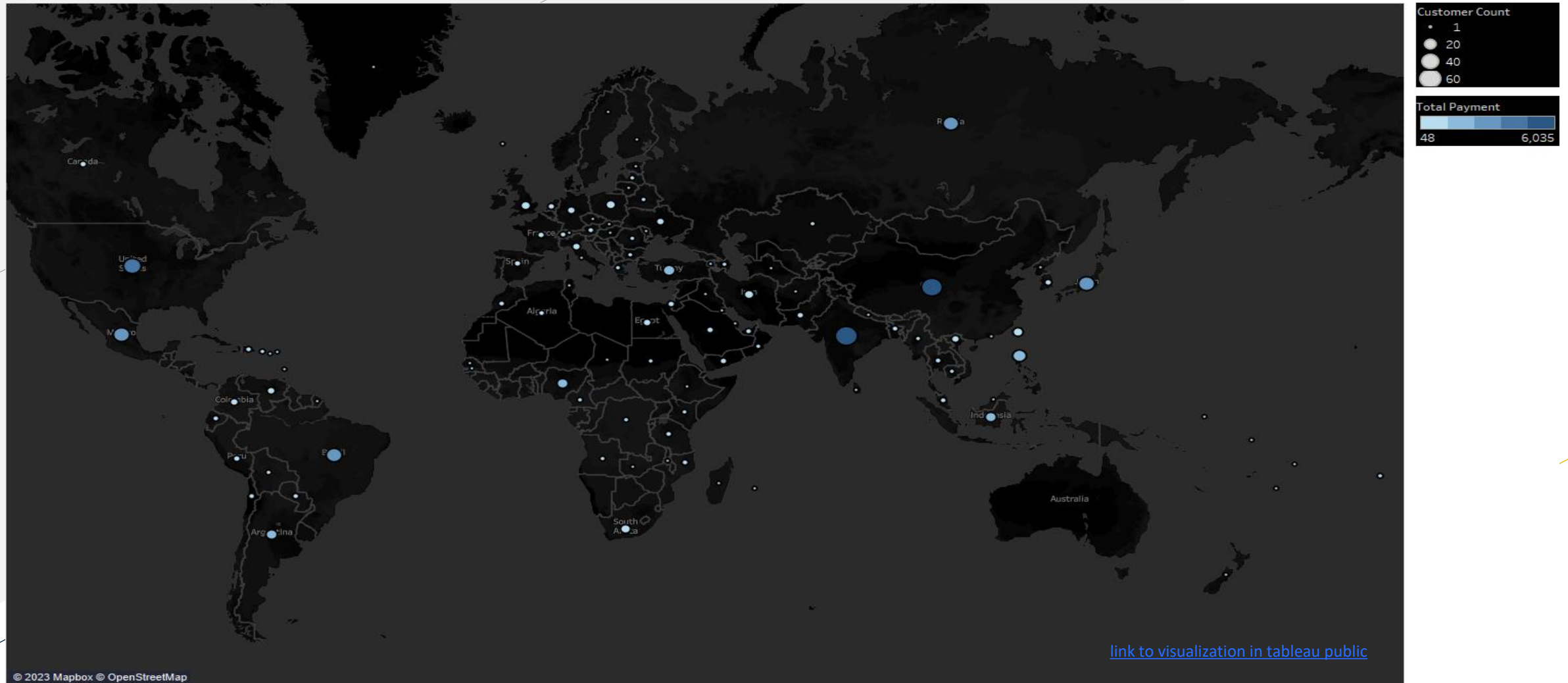
Bottom 10 movies by total revenues



[link to visualization in tableau public](#)

- Side to side comparison between the 10 most successful and the 10 least successful movies in terms of total revenues.
- Although music genre is least popular (shown on the previous slide), our top movie by revenues (Telegraph Voyage) belongs to this genre.

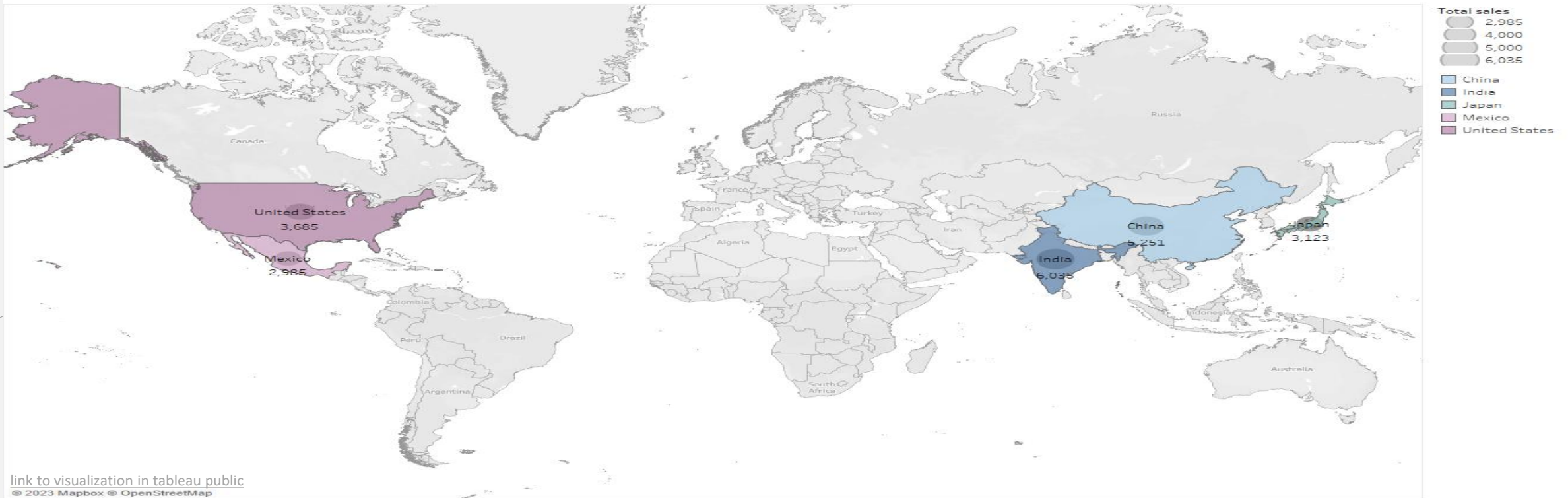
Which countries are Rockbuster customers based in?



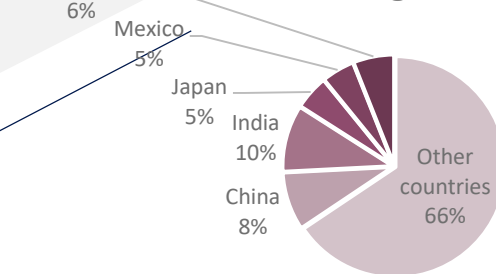
- Map showing that our customers are spread worldwide (109 countries).
- This spatial distribution can be well supported by our planned online service expansion.

Do sales figures vary between geographic regions?

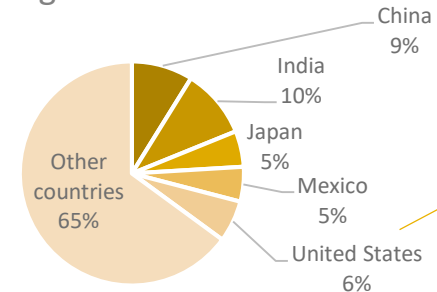
Top 5 countries by total sales



Percentage of total sales

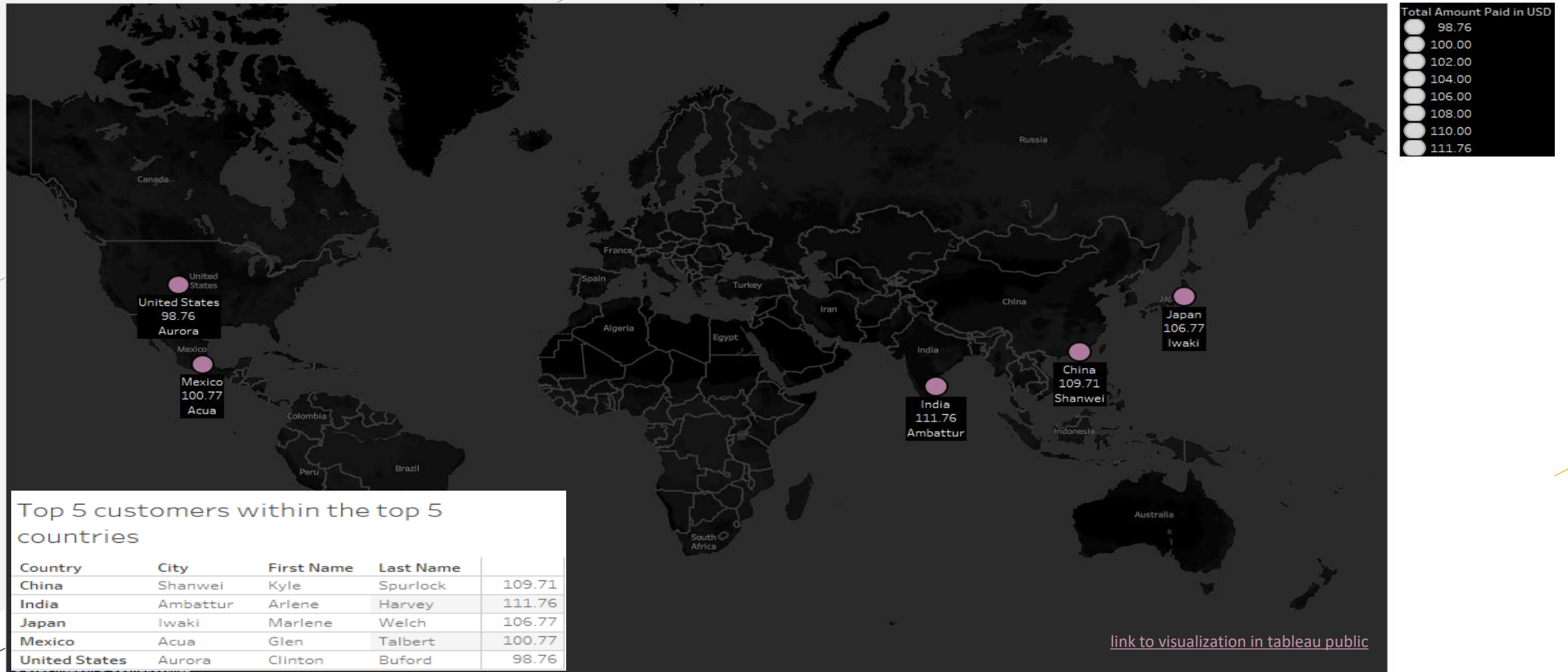


Percentage of total customers



- The map is showing that Asia and Americas are keeping the top 5 positions in total sales. Top 5 countries being India, China, Japan, United States and Mexico.
- Pie charts confirming that these 5 countries count for 34% in total sales and 35% in total customers.

Where are customers with a high lifetime value based?



- Map showing the cities where the Top 5 customers within the top 5 countries reside.
- Table contains the top 5 customers which can be considered for reward according to our planned loyalty program.

Summarizing Questions:

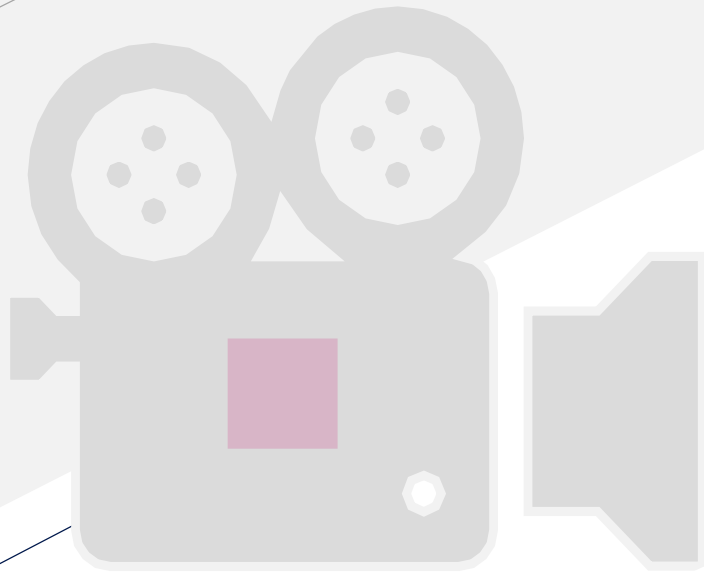


- Sports, Sci-Fi, Animation, Drama and Comedy are the **most popular movie genres**. However, most popular movie “Telegraph Voyage” is Music genre;
- Average **rental duration** for all videos is 5 days;
- Our customers are **all over the world** - 599 Customers in 109 countries;
- **Asia and Americas** are keeping the top 5 positions both, in number of customers and in total revenues. Top countries – India, China, Japan, United States and Mexico;
- Highlighted **customers** from the 5 top countries **with high lifetime value**.



Recommendations:

- Expand movie catalogue within most popular genres but attention to be drawn to top individual movies also and why are they popular (conduct customer surveys and gather feedback);
- Optimize rental duration offering rental packages to maximize customer satisfaction and revenue;
- The customers and revenues are spread around the world, which an online service would fit quite nicely; focus on providing multilingual support;
- Tailor advertising campaigns and content recommendations to fit customers in India, China, Japan, the United States, and Mexico;
- Implement a reward system, loyalty programs and exclusive content for customers with high lifetime value.



Thank You.



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