

# Rockbuster Stealth's move to Streaming Services

Gautam Radhakrishnan Ajit

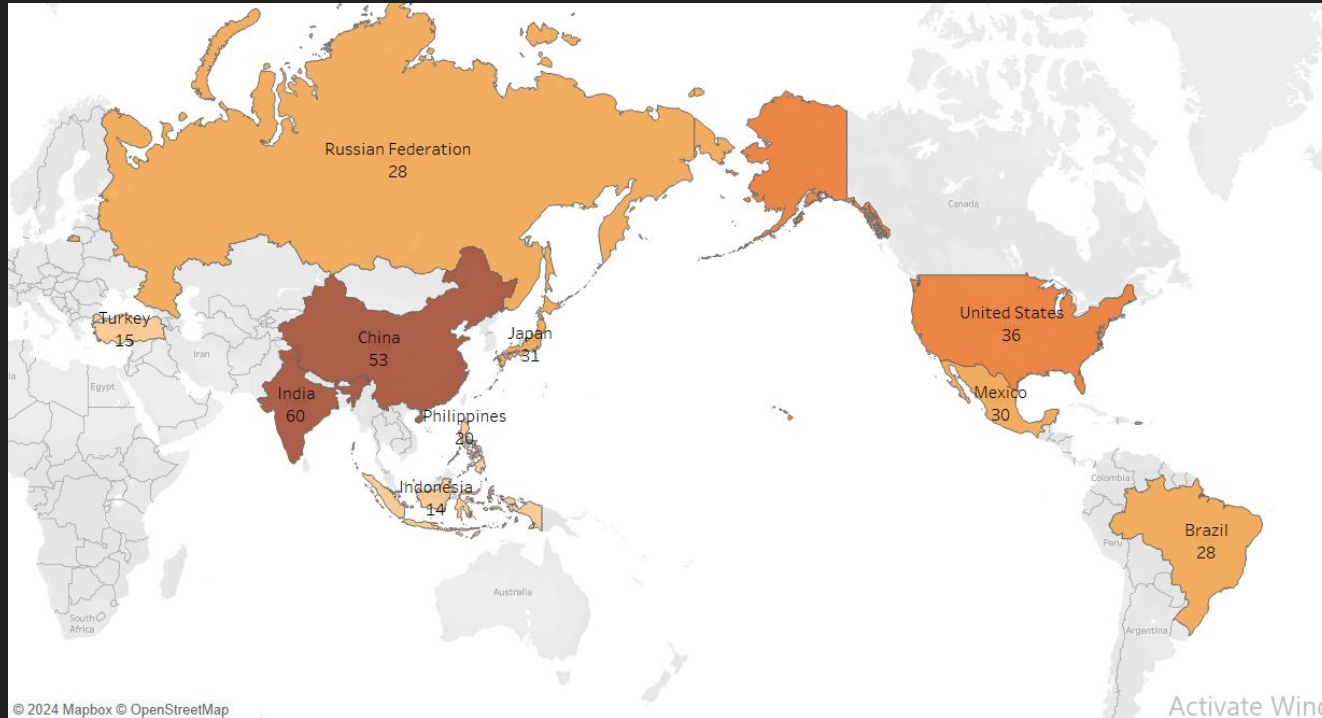
# Context

- There are 1000 films in the catalog, all of which (100%) were released in 2006
- PG-13 movies make up majority of the film collection (22.3%)
- Sports and Foreign Language are movies are the most popular, each making 7.4% of all films in the catalog
- Thriller movies are the least represented (0.1%)
- Films are rented, on average, for a period of 5 days.
- Rental rate starts at 1 dollar per day and it goes up to 5 dollars per day, with 3 dollars being the average
- The company charges 20 dollars, on average, per replacement

# Objective

- Identify the **top 10 countries/ cities** for Rockbuster in terms of **customer numbers** and **revenue generated**
- Find out the most popular **film genres** and **movie ratings**
- Work out a strategy to **retain high value customers**
- Expand the customer base of Rockbuster Stealth

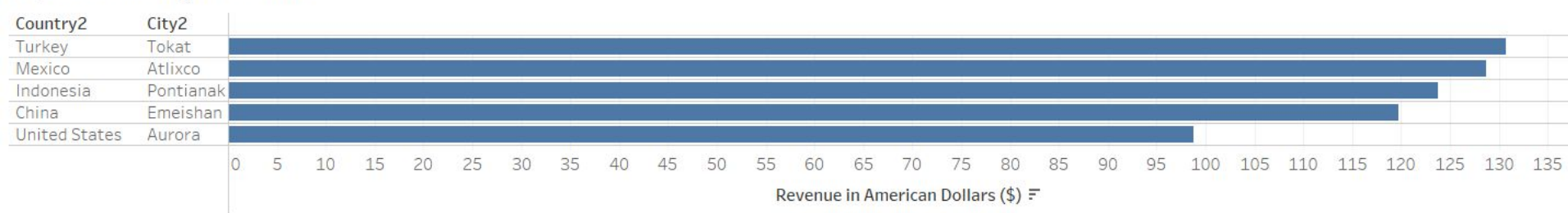
# Customer count by Country (Top 10)



Asian countries (particularly India & China) and North/South American countries (US, Mexico & Brazil) currently dominate the rental market share.

# Top 5 revenue generating cities

Top 5 Cities by Revenue



- Tokat, Atlixco, Pontianak, Emeishan and Aurora make up the top 5 cities by revenue. Increasing marketing expenditures around these cities might boost revenue

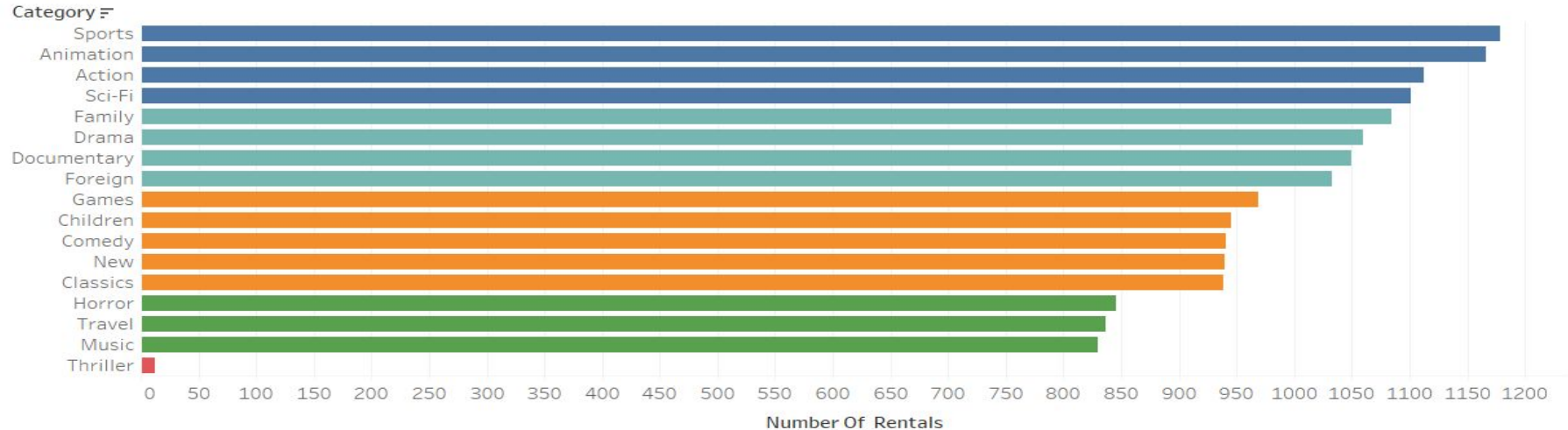
# Movie Rating distribution

Movie Rating	Percentage (%)
PG-13	22.34%
NC-17	20.52%
PG	20.02%
R	19.83%
G	17.28%

- All 5 movie ratings are more or less evenly spread, with PG-13 movies having a slight edge over the rest.

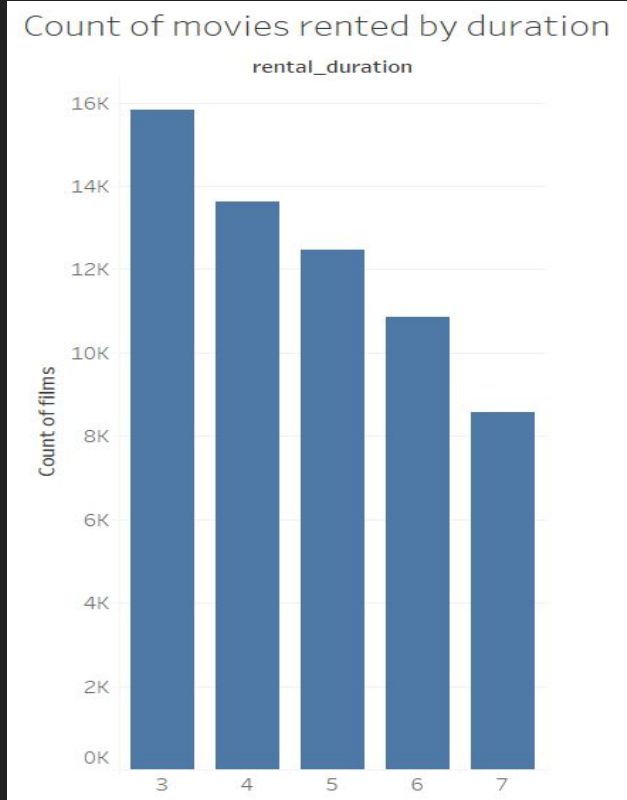
# Rentals by Genre

Rentals by Genre



- Not unlike Movie Rating, no one genre dominates the others. People enjoy Sports and show relatively less interest in Music & Travel

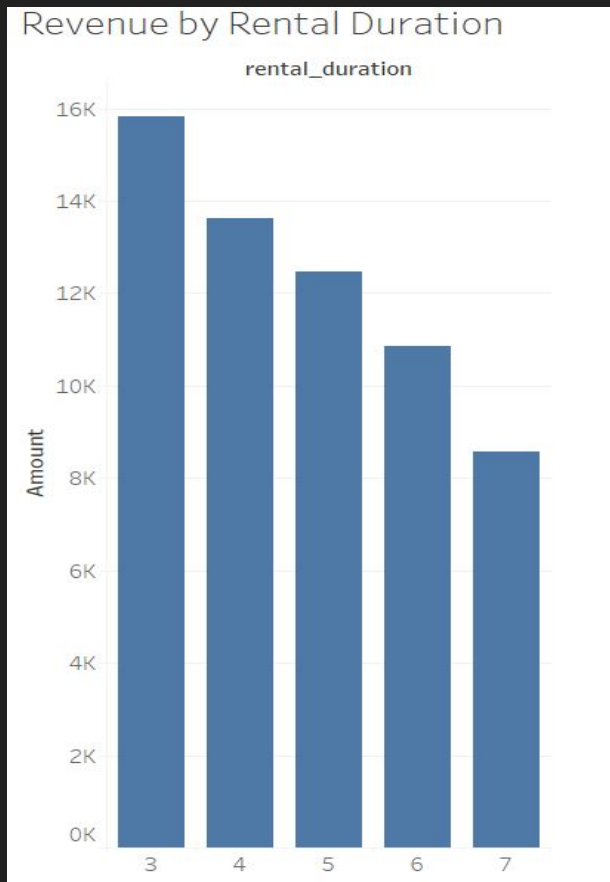
# Count of movies rented by Duration (in days)



- Most movies are rented for shorter duration - 3,4 or 5 days.
- Long term rentals ( > 5 days) are less popular



# Revenue by Rental Duration



- Much like the popularity of rentals for shorter duration, more revenue is generated from short-term rentals

# Insights and Suggestions

- Asian and American countries dominate the rentals (approx. 62% of the world market). Focusing on these markets could be wise.
- Short term rentals ( $\leq 5$  days) are more popular. Before switching to streaming services, Rockbuster could invest in short-term subscription plans, especially in the initial stages
- Investing in popular genres like Sports & Animation could boost the popularity of the platform
- PG-13 movies (22%) are better represented than G rated movies (17%). The company needs to tap & delve deep into an underperforming segment - children.

THANK YOU