

# Rockbuster Stealth LLC

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## Objectives

Investigate the dataset to build data-driven insights that can be used for the 2020 company strategy.

## Key questions

- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster customers based in?
- Where are customers with a high lifetime value based?
- Do sales figures vary between geographic regions?

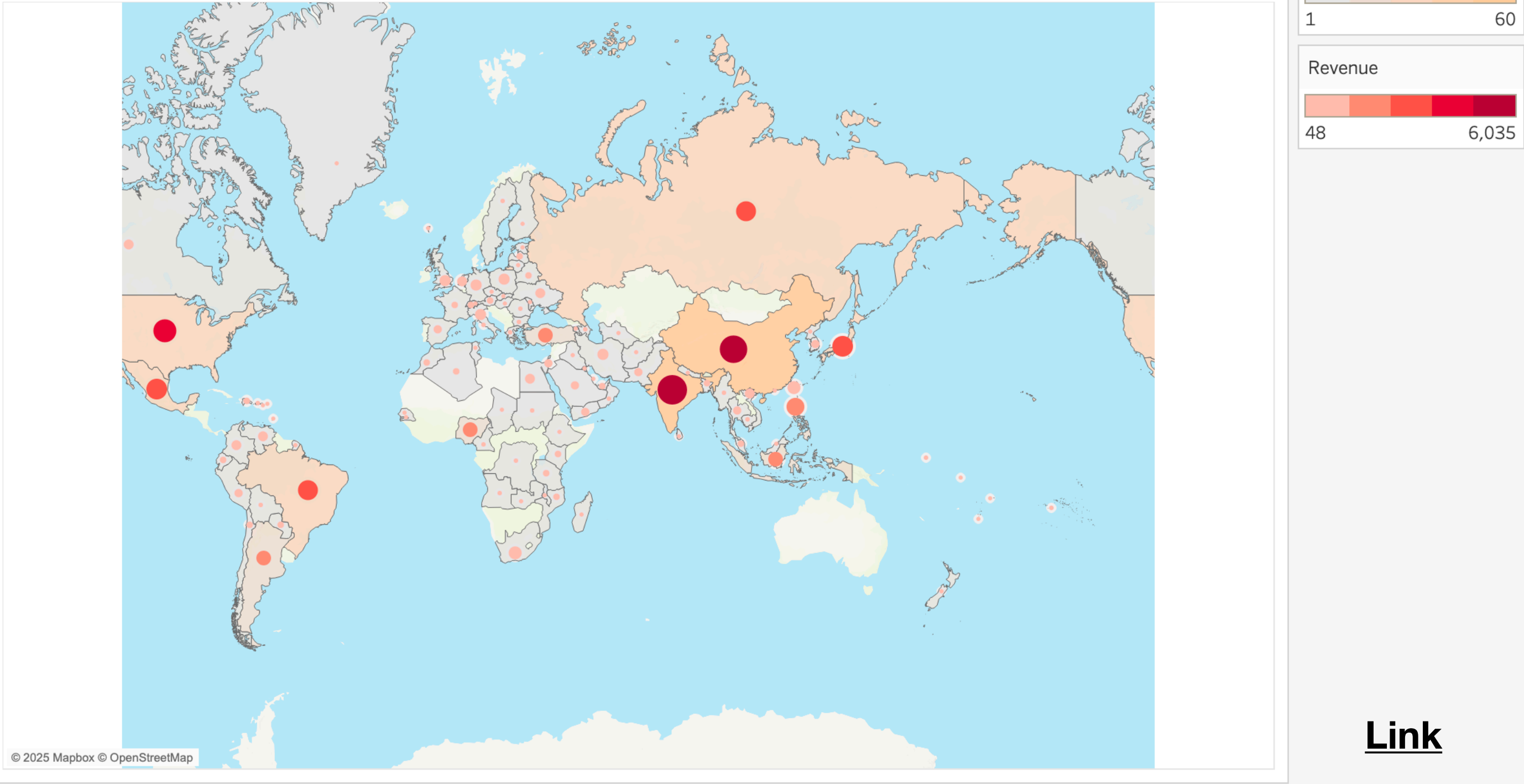
# Overview

Min Rental price	-	\$0.99	Min Rental duration	-	3 days	Number of customers	-	599
Max Rental price	-	\$4.99	Max Rental duration	-	7 days	Number of stores	-	2
AVG rental price	-	\$2.98	AVG rental duration	-	5 days	Number of countries	-	109
			Number of late returns	-	8121	AVG rentals /customer	-	26.78
Total inventory	-	4581	Unique titles	-	1000	Total rentals	-	16044

- With an average of 26.78 rentals per customer, Rockbuster customers are highly active and loyal.
- Despite having just 2 stores, Rockbuster operates in 109 countries, indicating a strong foundation for a scalable online service.
- The platform hosts 1,000 unique titles and over 4,500 inventory items, offering rich content variety for digital streaming.
- Rental prices span from \$0.99 to \$4.99, allowing dynamic pricing strategies for different markets and content types.
- With 8,121 late returns, there’s an opportunity to improve rental policies or monetize delays through late fees or auto-renewals.
- A total of 16,044 rentals demonstrates high platform usage and potential for revenue scaling with an online rollout.

# Spatial analysis

Countries by revenue and number of customers



[Link](#)

Country	AVG LTV
Runion	\$211.55
Holy See (Vatican City State)	\$146.68
Nauru	\$143.70
Sweden	\$139.67
Belarus	\$135.68
Thailand	\$133.69
Czech Republic	\$132.72
Moldova	\$127.66
Turkmenistan	\$126.74
Latvia	\$124.72

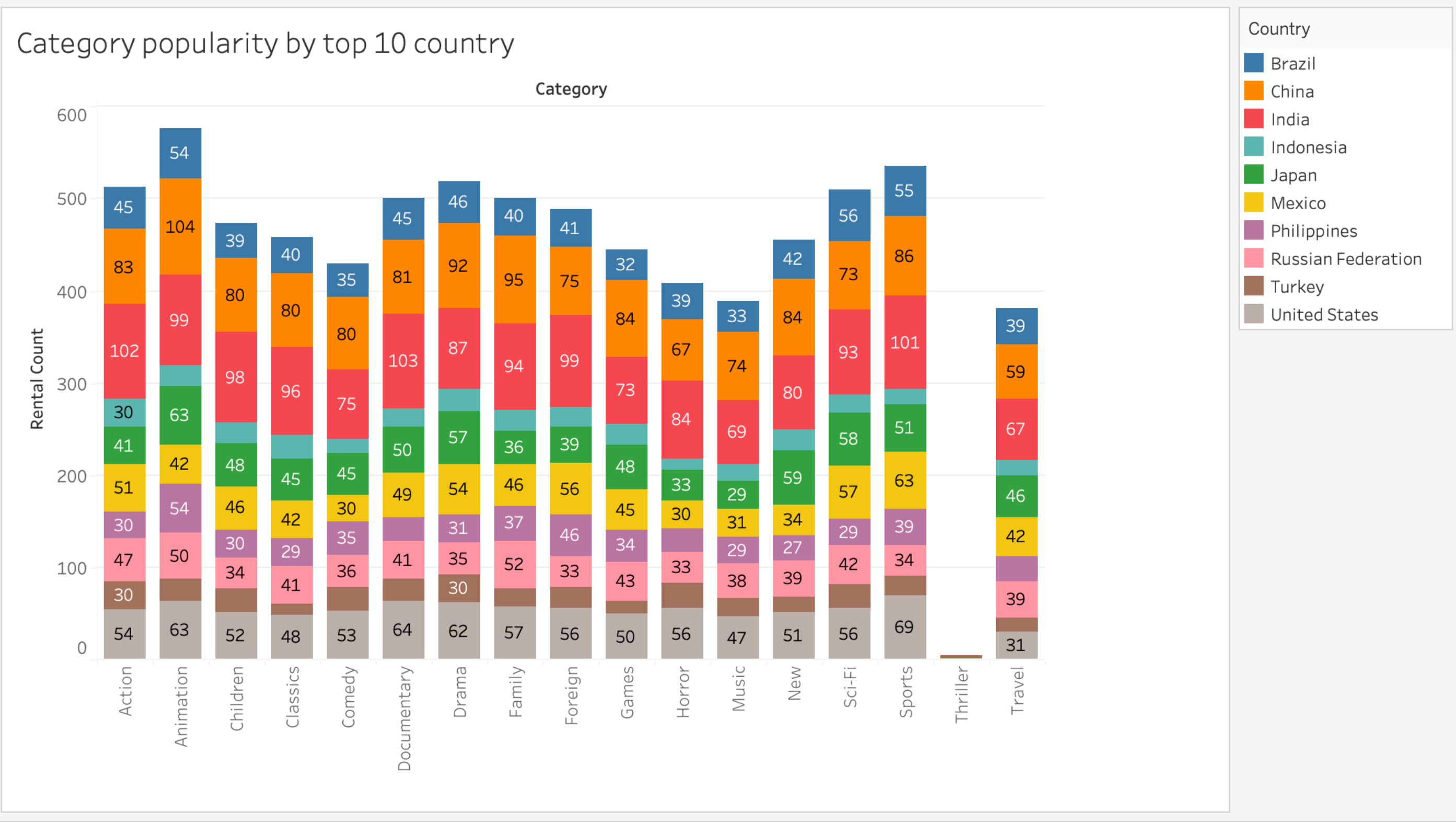
📈 A dual strategy is needed:

- **Expand reach** in high-volume countries
- **Maximize value in smaller, high-spending regions**

Segmenting markets by customer value rather than just volume can unlock better long-term profitability.

- **India, China, and the US** lead in both customer count and total revenue, making them essential markets for scale.
- **Runion, Vatican City**, and **Nauru** have the highest Average Lifetime Value (LTV), despite small customer bases.
- **High-LTV countries** represent valuable opportunities for **personalized marketing, premium pricing, or exclusive offers**.

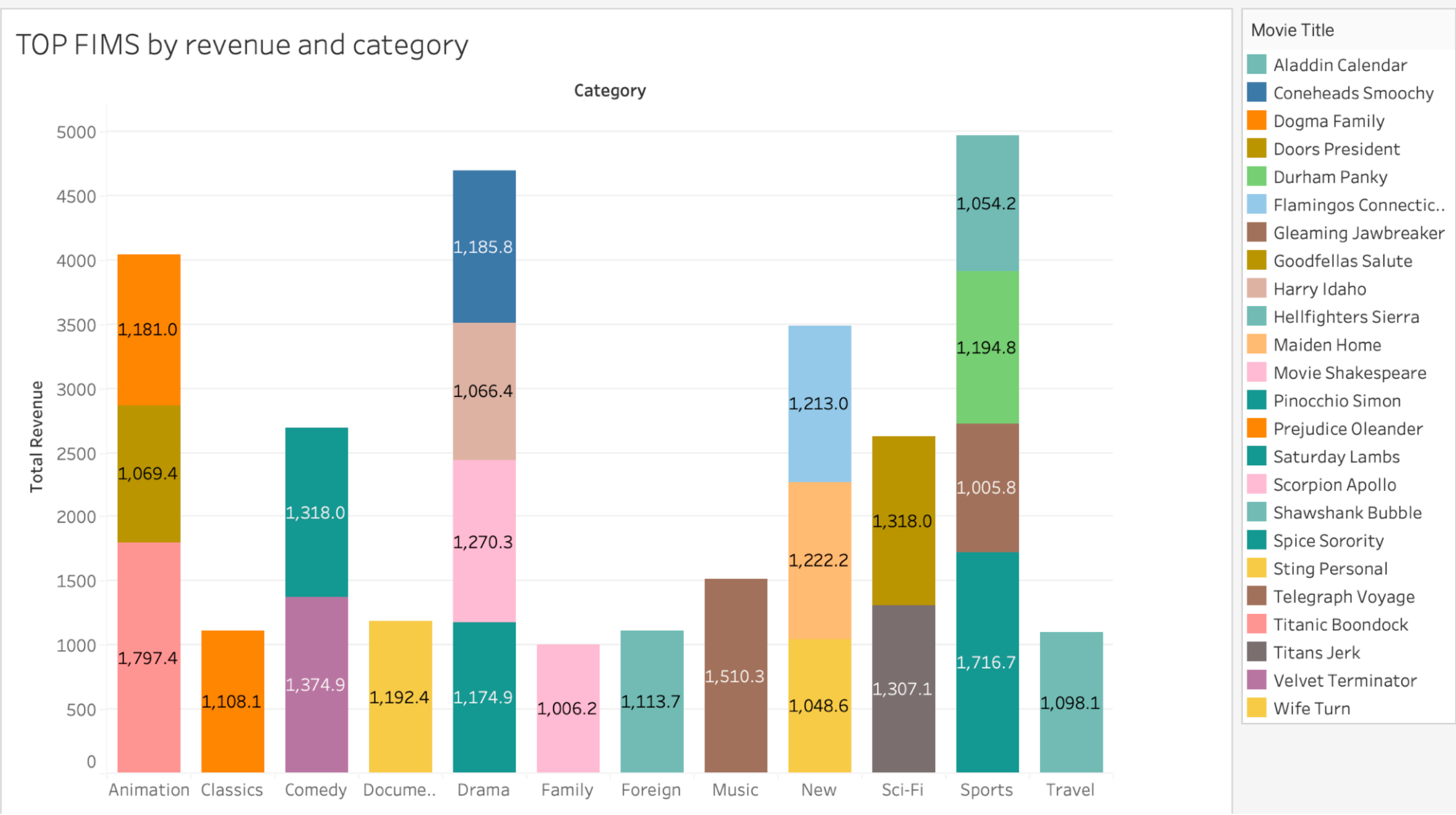
# Regional Preferences Reveal Genre Engagement Patterns



- India and China drive high rentals across genres like Action, Comedy, and Family, while Brazil and the Philippines show strong interest in Animation and Children’s content.
- Action and Drama are consistently popular across most markets, highlighting key genres for global appeal and regional targeting.

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# Genre Profitability Breakdown: Revenue vs. Efficiency



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Category	avg revenue /film
Sci-Fi	73.49
Comedy	71.47
Games	67.62
Drama	67.52
Sports	67.02
Animation	66.33
New	66.11
Action	64.78
Horror	64.17
Classics	62.10
Travel	60.89
Music	60.23
Documentary	59.52
Foreign	58.72
Family	57.31
Children	57.06
Thriller	47.89

- **Sci-Fi, Comedy, and Games** generate the highest **average revenue per film**, making them the most efficient and profitable genres.
- **Drama** and **Sports** contribute strong overall revenue but show **lower efficiency per title**, suggesting wide appeal but diluted monetization.
- **Sci-Fi and Comedy** are top candidates for **content investment and promotion** based on both volume and efficiency.
- **Thriller, Children, and Family** genres show **lowest average revenue per film**, indicating **lower monetization potential**, even if rental volume is decent.
- Strategic content planning should balance **high-efficiency genres** with **broad-reach genres** to optimize both profit and engagement.



# Recommendations for Rockbuster's Online Video Strategy

## 1. Prioritize Content Investment in High-Performing Genres:

**Sci-Fi, Comedy, and Games:** These genres consistently generate the highest average revenue per film and exhibit robust rental activity in major markets.

**Action and Drama:** Their widespread popularity ensures broad appeal and makes them essential for a broad audience.

## 2. Target High-Value Regions for Launch and Marketing:

**India, China, and the United States:** These regions consistently rank at the top in terms of total revenue and rental activity.

**Customers in Low-Volume Markets:** Such as Reunion, Sweden, and Vatican City, exhibit exceptionally high average lifetime value despite lower volume. These markets are ideal for premium offerings and early adopters.

**Initial Launch and Region-Specific Marketing:** Focus on these countries, tailoring offerings based on genre preferences.

## 3. Optimize Rental Duration and Late Return Policies:

**Average Rental Period: 5 days,** with a significant volume of **late returns** (8,121).

**Flexible Return Models:** Implement auto-renewal with a fee to address late returns.

**Clear Due Dates and Notifications:** Enhance communication regarding due dates to minimize late returns.

**Grace Period or Dynamic Late Fee Model:** Consider introducing a grace period or a dynamic late fee model to retain goodwill while monetizing late returns.

## 4. Leverage Regional Viewing Trends:

**Genre Popularity Variation:** Genre preferences differ by region: **India** and **China** favor Action, Family, and Comedy; **Brazil** and the **Philippines** prefer Animation and Children's content.

**Utilize Regional Trends:** Develop local content bundles or curated collections based on these trends to enhance user experience and conversion rates.

**Thank you**