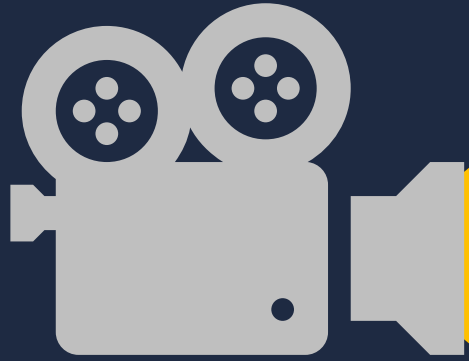




Rockbuster Stealth LLC

Online Video Rental Strategy

Presenter: Kyle Stanford
Last Updated: 22/04/2024



Project Overview

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

Using existing movie licenses, the Rockbuster Stealth management team plans to launch an online video rental service to stay competitive amongst competition from streaming giants such as Netflix and Amazon Prime.

Key Questions and Objectives



Movies



Locations



Customers

Which movies contributed most/least to revenue gain?

What was the average rental duration for all videos?

Which countries are Rockbuster customers based in?

Do sales figures vary between geographical regions?

Where are customers with a high lifetime value based?



Which movies contributed most & least to revenue gain?



Top 10
Movies by
Revenue



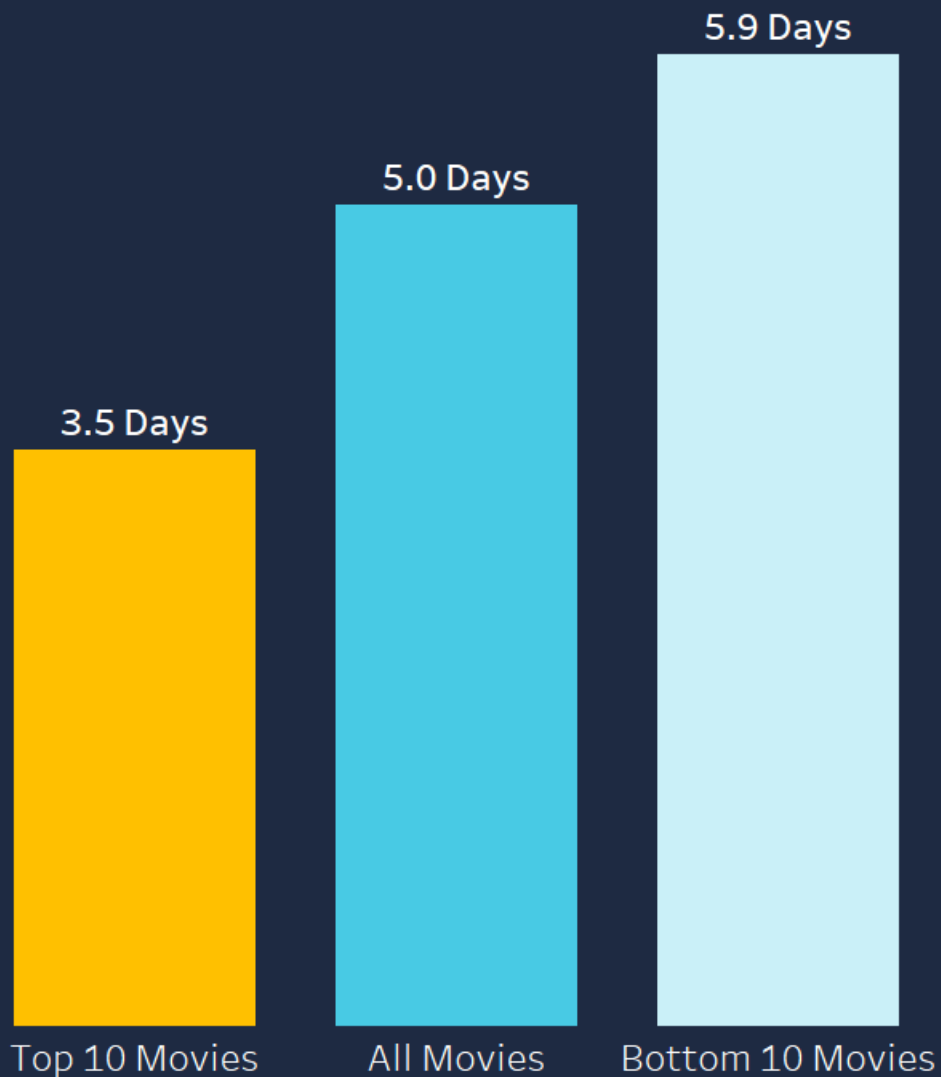
Bottom 10
Movies by
Revenue

42 movies
were not rented at all

Alice Fantasia
Apollo Teen
Argonauts Town
Ark Ridgemon
Arsenic Independence
Boondock Ballroom
Butch Panther
Catch Amistad
Chinatown Gladiator
Chocolate Duck
Commandments Express
Crossing Divorce
Crowds Telemark
Crystal Breaking



What was the average rental duration for all videos?



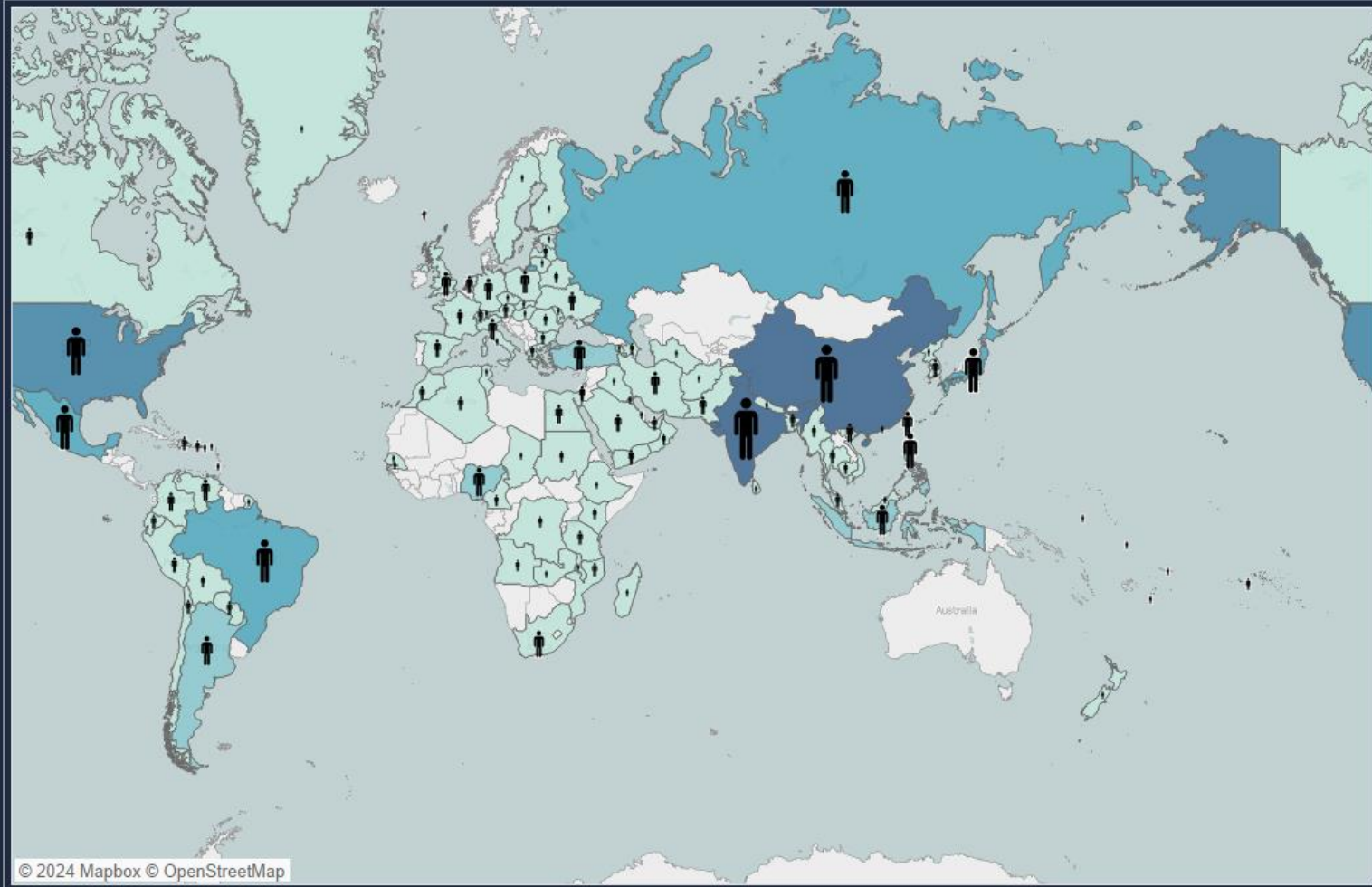
The rental duration of the highest revenue-generating movies is above the average, at **3.5 days**

The average rental duration of all movies is **5 days**

The rental duration of the lowest revenue generating movies is below the average, at **5.9 days**



Rockbuster Customer Base – World Map Overview



There are currently **599 Rockbuster customers** spread over **108 countries**.

However, **India** and **China** lead the way with the most customers and highest revenue of all countries

Country Revenue

48

6,035

Country Total Customers

• 1

20

40

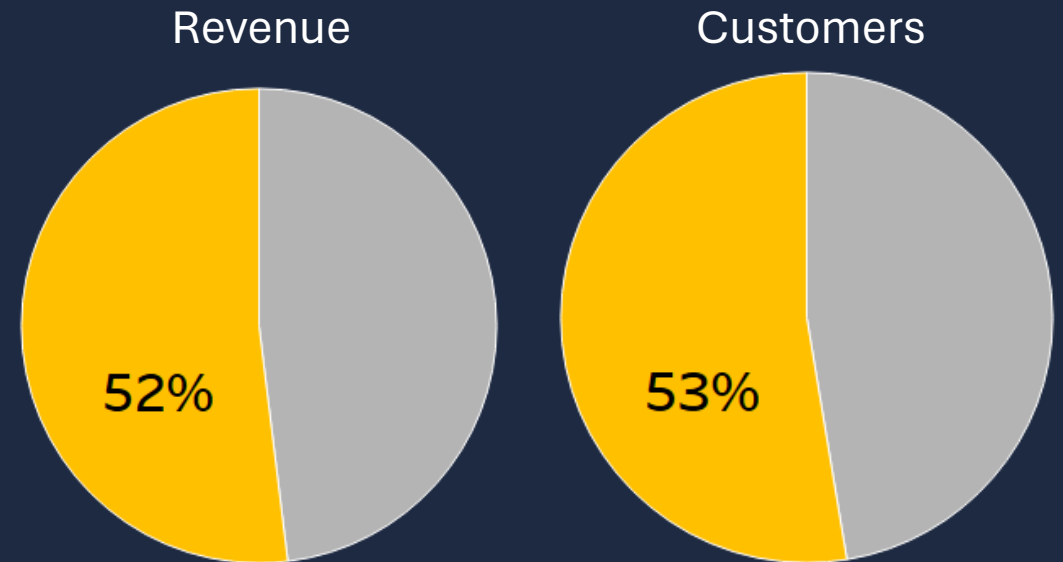
60



Rockbuster Customer Base – Top Ten Countries

Country	₹	Total Revenue ₹	Total Customers
India		\$ 6,035	60
China		\$ 5,251	53
United States		\$ 3,685	36
Japan		\$ 3,123	31
Mexico		\$ 2,985	30
Brazil		\$ 2,919	28
Russian Federation		\$ 2,766	28
Philippines		\$ 2,220	20
Turkey		\$ 1,498	15
Indonesia		\$ 1,353	14

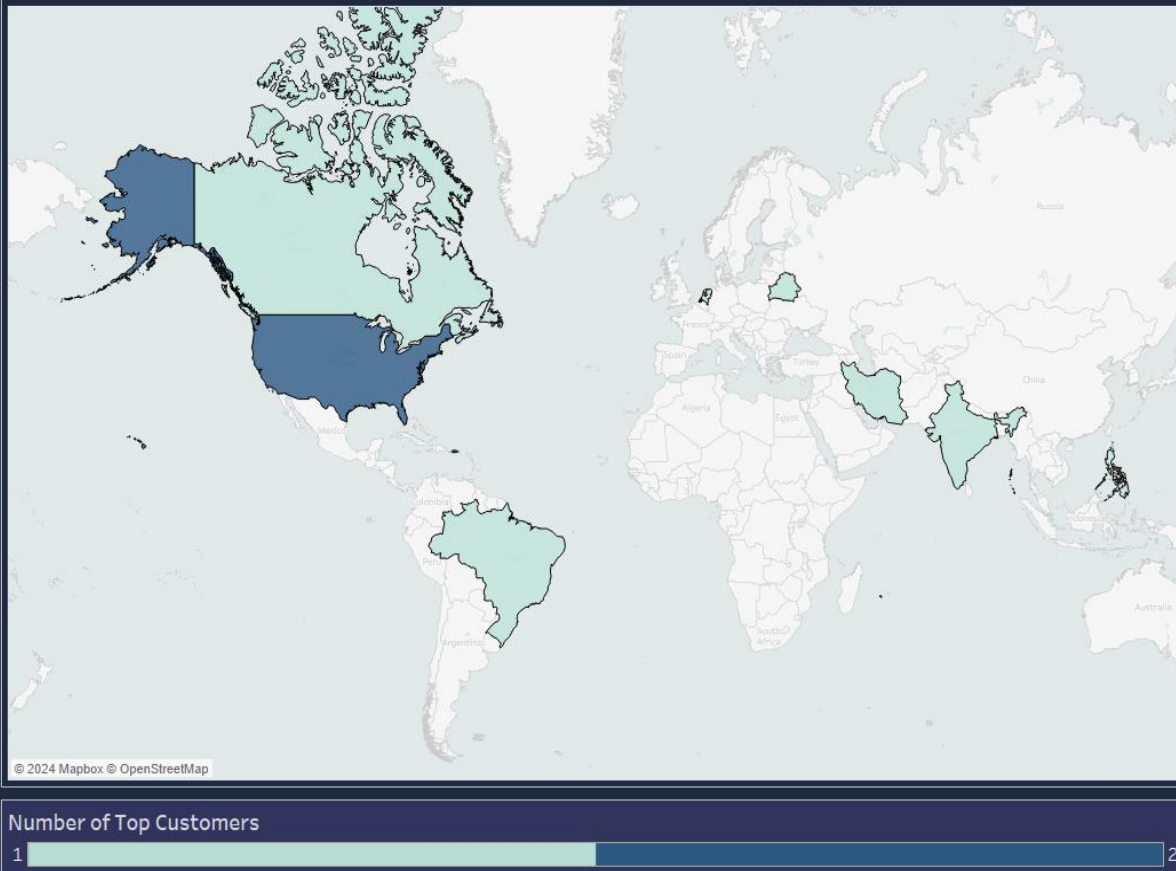
Top 10 Countries Proportion of Revenue and Customers



The top 10 countries represent **over 50%** of Rockbuster's customers and revenue



Where are customers with a high lifetime value based?



Distribution of Top 10 Customers

Customer #	Country	City	Revenue ₪
Customer 1	Runion	Saint-Denis	\$212
Customer 2	United States	Cape Coral	\$209
Customer 3	Brazil	Santa Brbara dOeste	\$195
Customer 4	Netherlands	Apeldoorn	\$192
Customer 5	Belarus	Molodetno	\$190
Customer 6	Iran	Qomsheh	\$184
Customer 7	United States	Memphis	\$168
Customer 8	Canada	Richmond Hill	\$168
Customer 9	Philippines	Tanza	\$167
Customer 10	India	Valparai	\$163

- Some top customers come from countries **outside of the top 10 countries**
- These customers come from **English and non-English speaking countries**

Rockbuster's Customers are Global – What About its Movies?

maximum_language_id	1
minimum_language_id	1
average_language_id	1
latest_release_year	2006
earliest_release_year	2006
average_release_year	2006

- Despite having customers in over 100 countries Rockbuster **only** has licenses for movies in **English**
- Also, every movie in Rockbuster's inventory was released **18 years ago**

Recommendations

Customer

- Use data from top 10 customers to develop **personalised recommendation systems** in online rental service to enhance user satisfaction and retention.
- Embed **user feedback systems** into the online rental service (like streaming services) to allow ongoing analysis of user experience.

Country

- Further investigate trends amongst movies watched in the top 10 countries and compare this with an analysis of the market in these countries.
- This investigation should shape **marketing strategies** in these countries.

Product

- Following further research into top customers and top countries, Rockbuster should diversify its catalogue of movies to include:
 - **New releases**
 - **Movies in other languages**
 - Possibly older classics
- Introduce **variable rental durations and pricing systems**
 - New or popular movies offered for shorter durations at higher prices
 - Older less popular movies offered for longer durations at lower prices

Thank You



Analyst: Kyle Stanford



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