

Rockbuster Stealth LLC

**Data-Driven Recommendations for a
Competitive Online Video Platform
Launch**



Introduction

Rockbuster Stealth LLC, a global leader in movie rentals, is adapting to the evolving entertainment landscape by planning to launch its own online video rental service to in order to stay competitive. This report has been compiled to guide the Rockbuster's management team to help with the launch strategy for this new online video service. The information was obtained from the database management system (RDBMS) using SQL.



Inventory



Rental Duration:

Highest: 7 days Lowest: 3 days Average: 5 days

Rental Rate:

Highest: \$4.99 Lowest: \$0.99 Average: \$2.98

Film Length:

Longest: 185 minutes Shortest: 46 minutes Average: 115 minutes

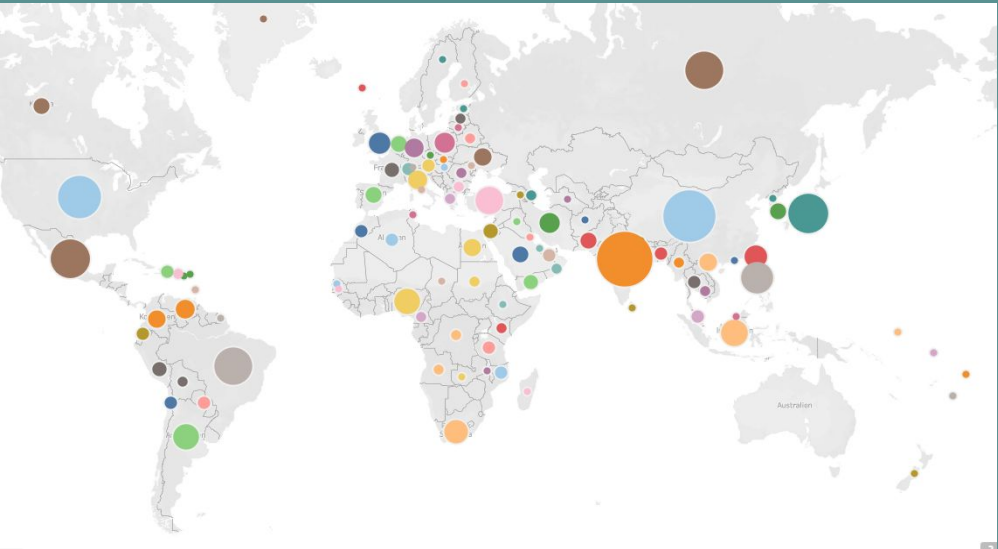
Replacement Cost:

Highest: \$29.99 Lowest: \$9.99 Average: \$19.98

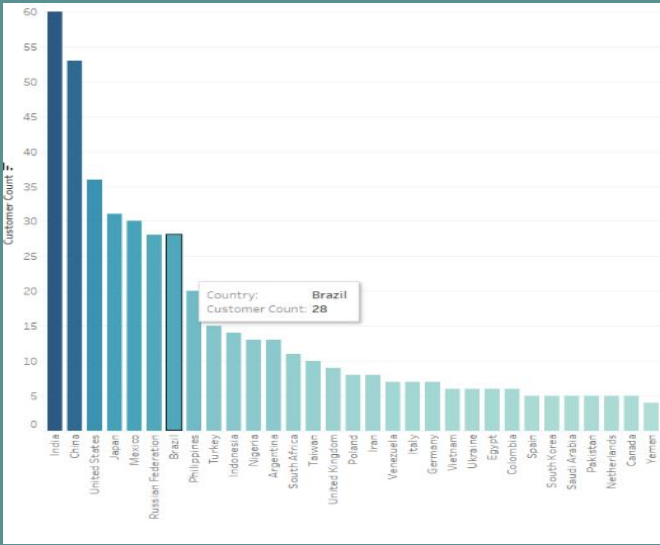
Rockbuster Stealth has a narrow inventory of 1,000 movies, all of which are in English and were released in the year 2006. The most frequently observed movie rating across the inventory was PG-13.

Global Customer Hotspots

Customer Distribution

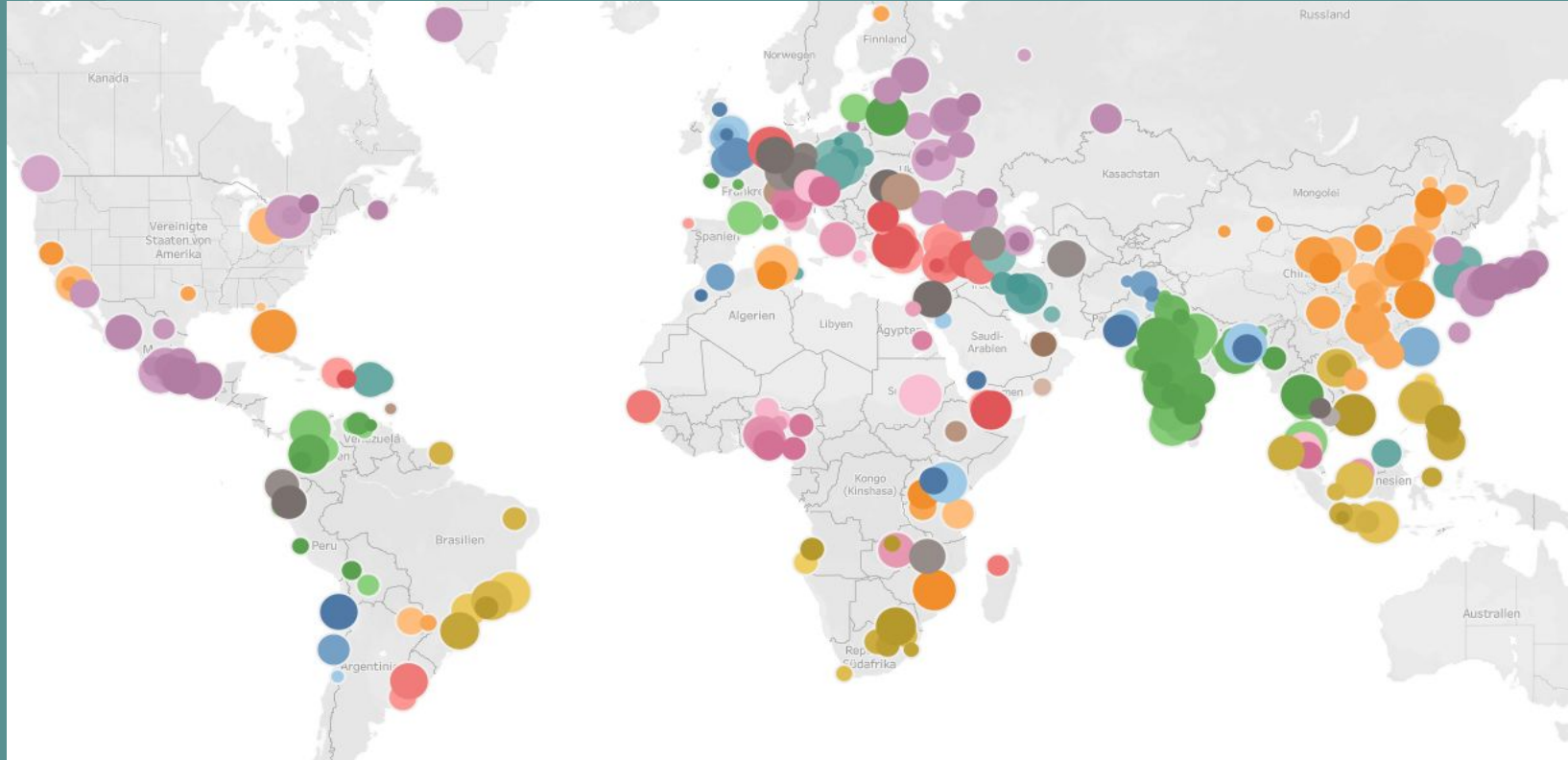


Customer Count by Country



Major markets, including India, China and the USA, account for 57% of total customers, indicating high-potential regions for focused marketing as part of launch of a new streaming platform. Secondary markets like Japan, Mexico, Russia, and Brazil also show promising demand and could benefit from tailored promotional efforts. The right slide presents a ranking of the top markets by customer count, reinforcing the importance of specific regions. High customer concentration in these markets suggests opportunities for regionalized promotions to further boost engagement.

High Value Customers by City



20 Top High Value Customers

	customer_id integer	first_name character varying (45)	last_name character varying (45)	country character varying (50)	city character varying (50)	total_amount_paid numeric
1	148	Eleanor	Hunt	Runion	Saint-Denis	211.55
2	526	Karl	Seal	United States	Cape Coral	208.58
3	178	Marion	Snyder	Brazil	Santa Brbara dOeste	194.61
4	137	Rhonda	Kennedy	Netherlands	Apeldoorn	191.62
5	144	Clara	Shaw	Belarus	Molodetno	189.60
6	459	Tommy	Collazo	Iran	Qomsheh	183.63
7	181	Ana	Bradley	United States	Memphis	167.67
8	410	Curtis	Irby	Canada	Richmond Hill	167.62
9	236	Marcia	Dean	Philippines	Tanza	166.61
10	403	Mike	Way	India	Valparai	162.67
11	522	Arnold	Havens	Philippines	Santa Rosa	161.68
12	469	Wesley	Bull	Spain	Ourense (Orense)	158.65
13	470	Gordon	Allard	Yemen	Hodeida	157.69
14	373	Louis	Leone	Philippines	Tanauan	156.66
15	259	Lena	Jensen	India	Halisahar	154.70
16	468	Tim	Cary	India	Bijapur	154.66
17	462	Warren	Sherrod	Russian Federation	Usolje-Sibirskoje	152.69
18	372	Steve	Mackenzie	Indonesia	Probolinggo	152.68
19	187	Brittany	Riley	Ukraine	Sumy	151.73
20	550	Guy	Brownlee	China	Zhoushan	151.69



Recommendations

Platform Development and Differentiation:

- **Primary Markets:** Concentrate launch efforts on India, China, and the USA, which have the largest customer bases. Tailor marketing and promotional offers to these high-demand regions to drive initial growth and retention. We recommend the digital platform be first launched in markets where Rockbuster already has a large customer base, namely India and China.
- **Secondary Markets:** For countries with fewer than 10 customers, investigate historical challenges in customer acquisition. Develop targeted strategies based on successful tactics from high-value regions to tap into these underperforming markets gradually. After establishing in primary markets, gradually expand to secondary markets using insights gained from the initial launch.
- **User Research:** Conduct market research and interviews with high-value customers to understand their expectations. Prioritize feedback from these customers in designing better and more engaging user experience (UX/UI) features.
- **Adaptive Strategy:** Regularly evaluate customer engagement and regional performance data to refine the platform's features, content library, and marketing efforts. (use the data visualized in slide 6 and focus on high value cities)
- **High-Value Customer Programs:** Develop loyalty programs and exclusive promotions for high-value customers to encourage sustained engagement. (as seen in slide 7)



Tableau Links

<https://public.tableau.com/app/profile/markus.teich/viz/108Countries/Sheet1>

https://public.tableau.com/app/profile/markus.teich/viz/Customerdistribution_17358240553520/Sheet1

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