Strategic Launch Analysis for Rockbuster LLC's Online Rental Service

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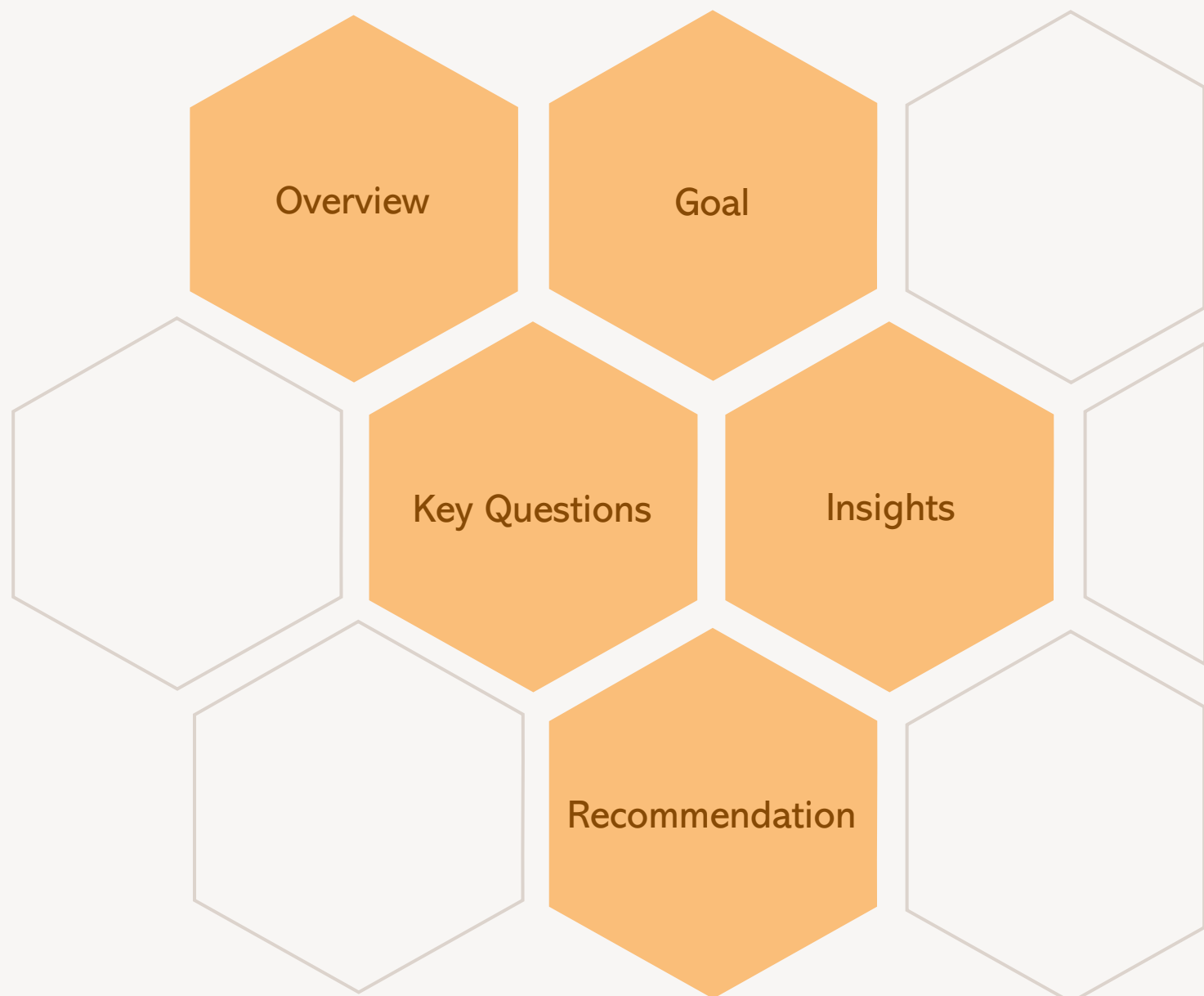
Hernandez

Agenda

Overview

Goal

Key Questions

Insights

Recommendation

Overview

To maintain competitiveness in the evolving landscape of streaming services, a thorough analysis of our historical data has been conducted to extract valuable strategic insights. The upcoming presentation will outline significant findings on revenue, customer demographics, and sales patterns. Providing actionable recommendations.
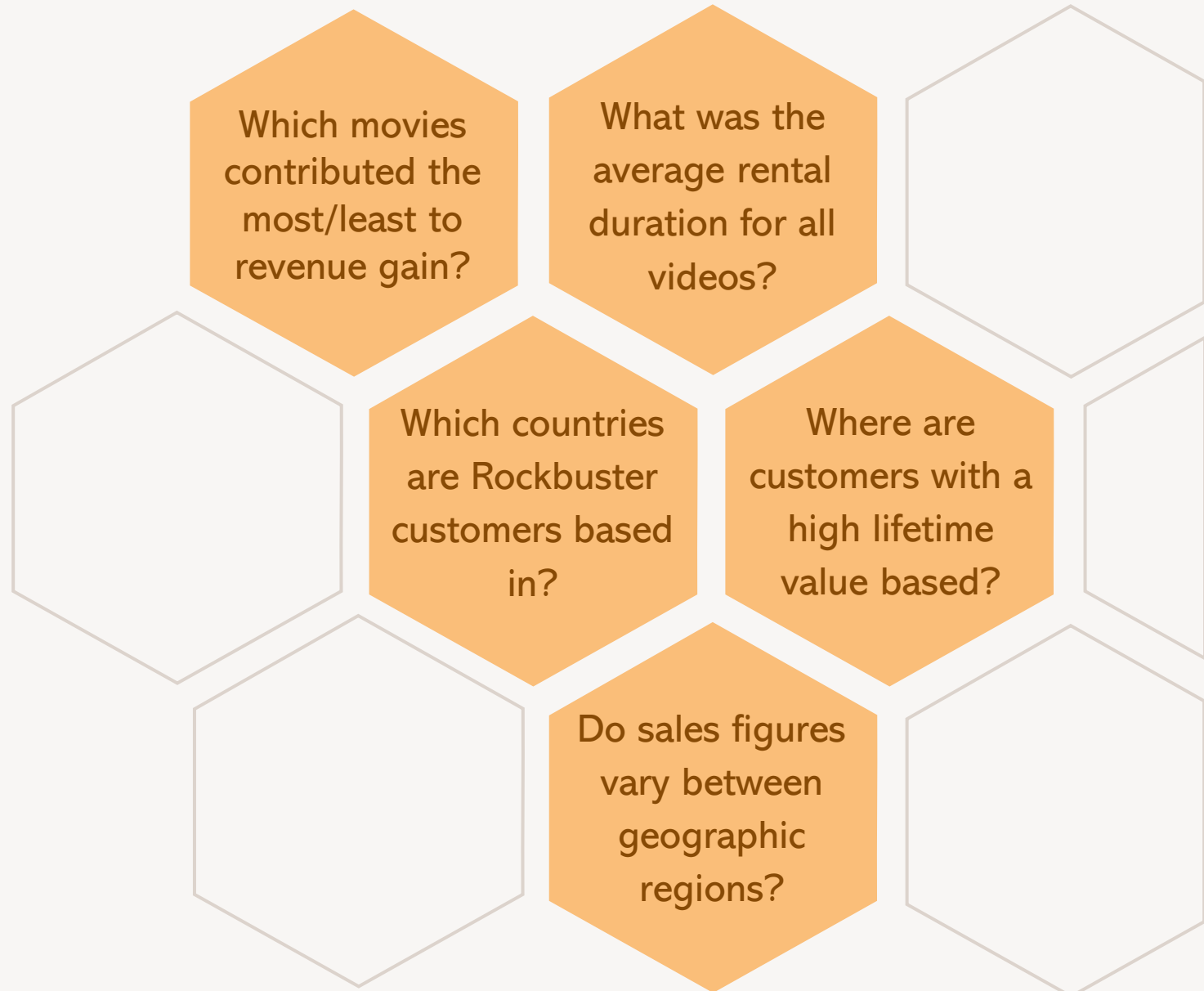
Goal

Provide Rockbuster Stealth LLC's management team with data-driven insights to support the strategic launch of a new online video rental service.
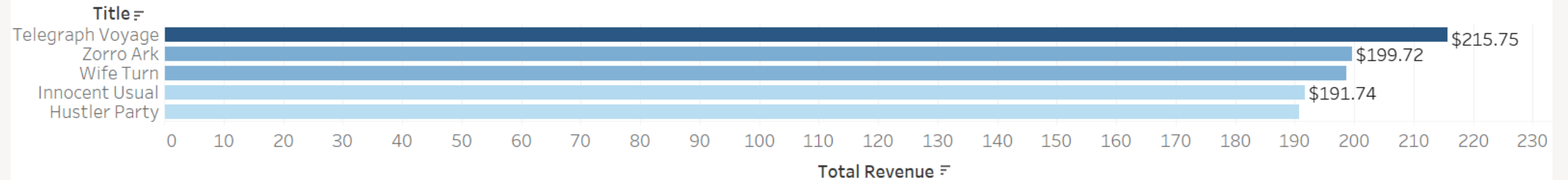
Key Questions

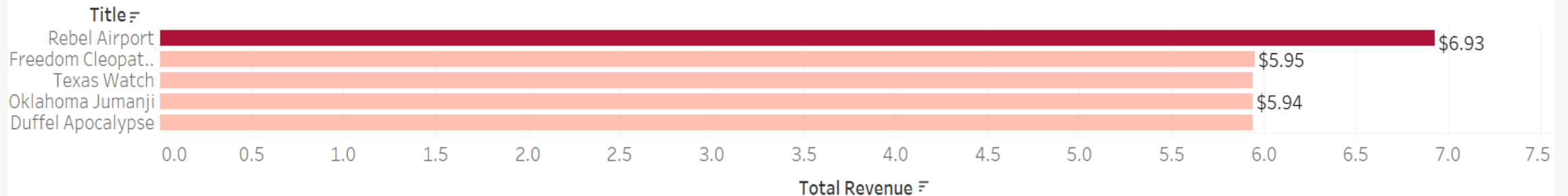Which movies contributed the most/least to revenue gain?

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?

Which movies contributed the most/least to revenue gain?

Top 5 movies

Title ⌑

Title	Total Revenue
Telegraph Voyage	$215.75
Zorro Ark	$199.72
Wife Turn	
Innocent Usual	$191.74
Hustler Party	

Total Revenue ⌑

Click for more information

Bottom 5 movies

Title ⌑

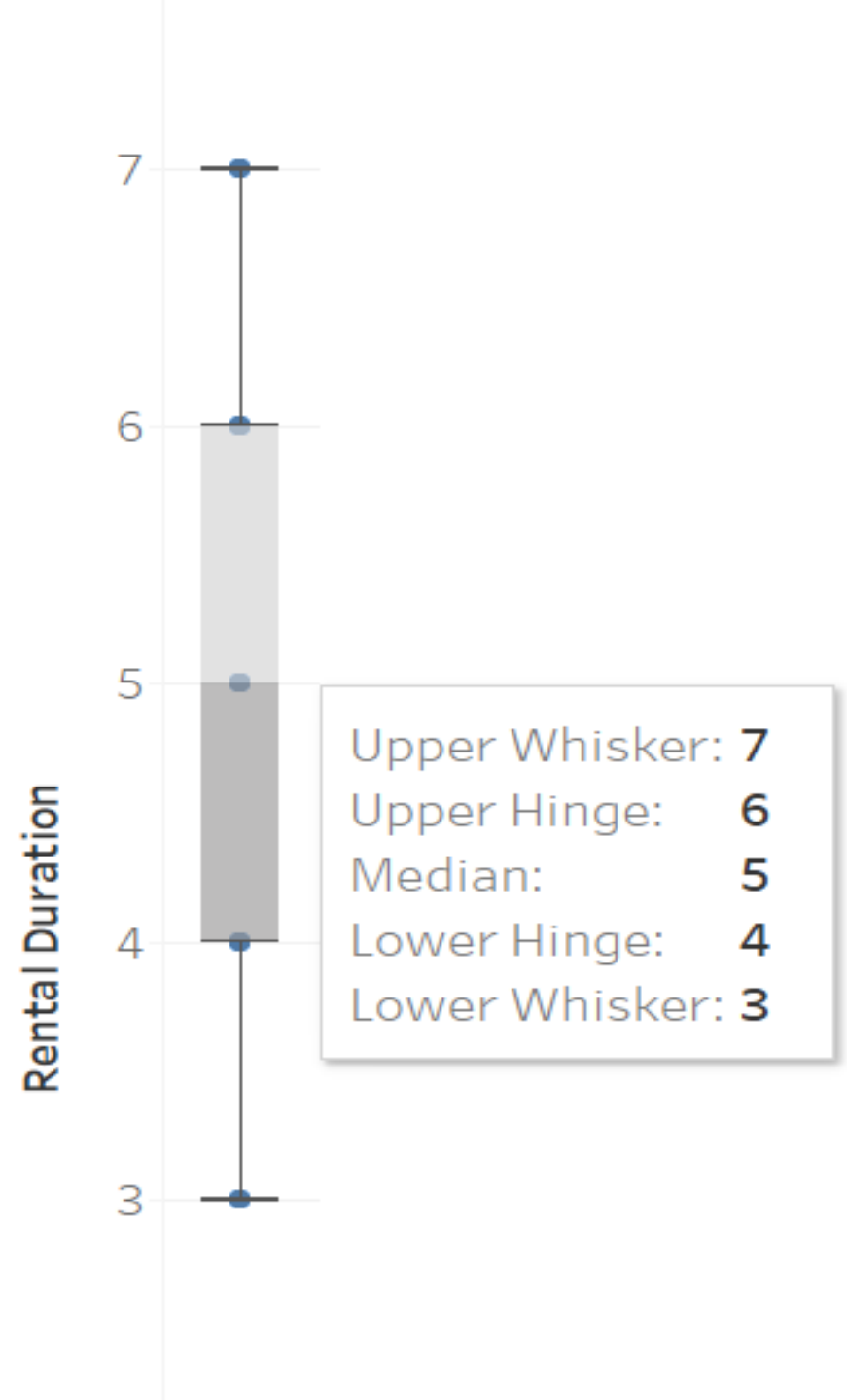| Title	Total Revenue
Rebel Airport	$6.93
Freedom Cleopat..	$5.95
Texas Watch	
Oklahoma Jumanji	$5.94
Duffel Apocalypse	

Total Revenue ⌑

Click for more information
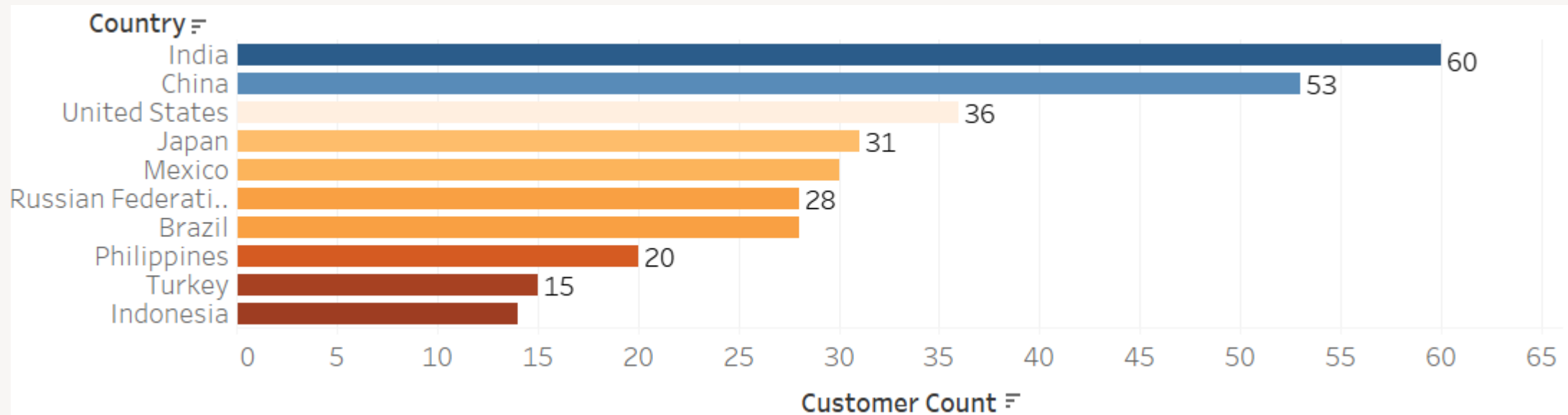
What was the average Rental Duration for all videos?

The average rental duration across all videos is 5 days

This can be seen by the median on the whisker plot provided
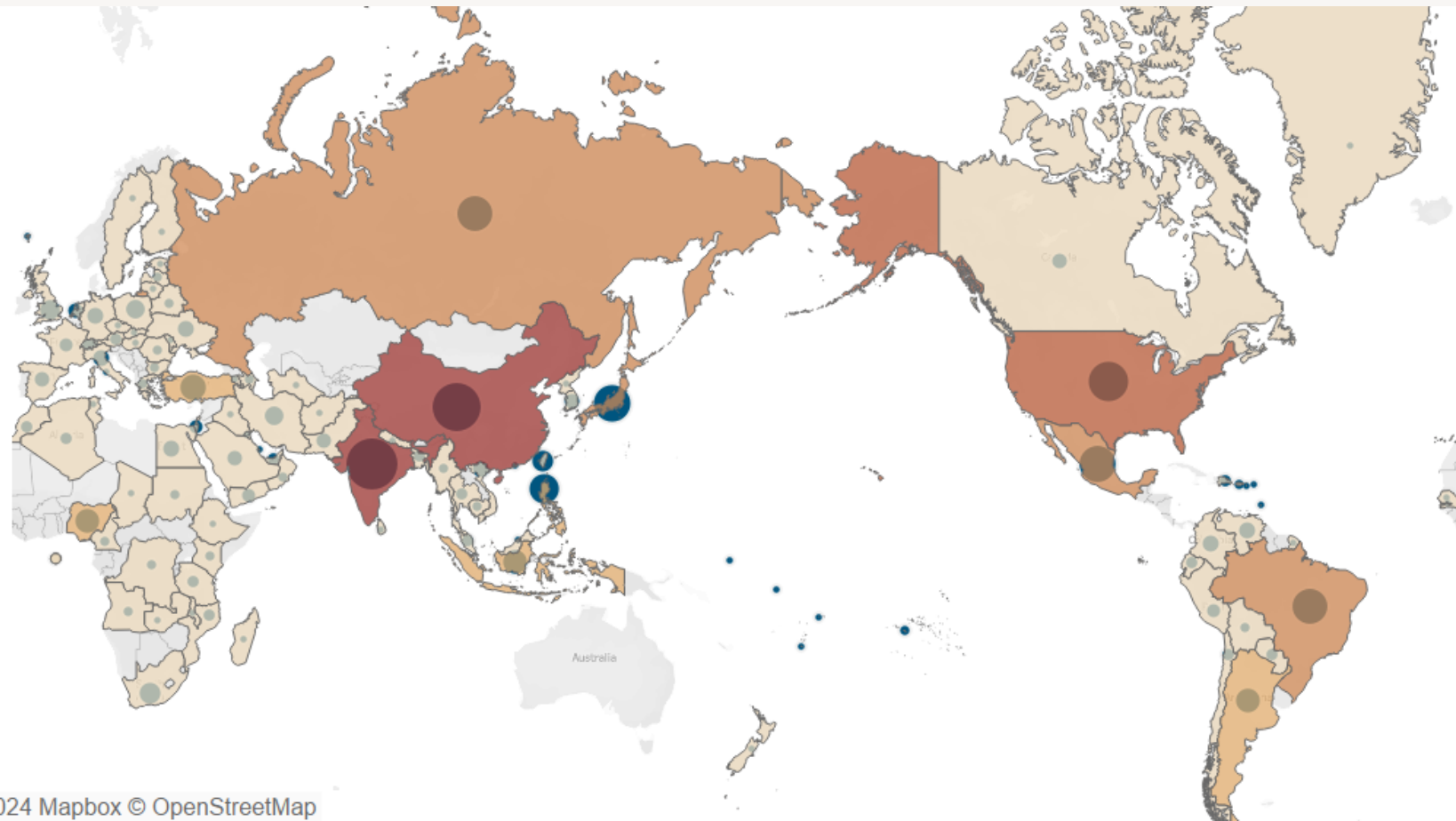
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Which countries are Rockbuster Customers based in?

Below are the top 10 countries that Rockbuster customers are located in, highlighting the geographical distribution of the customer base

# Do Sales Figures Vary between Geographic Regions?

Sales figures vary across different geographic regions, with higher sales typically correlating to a larger customer base. In the visualization, darker colors represent higher revenue, while the size of the circles indicates a larger population. Specifically, India has the largest customer count and revenue generation, followed by China, the United States, Japan, and Mexico.

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Do Sales Figures Vary between Geographic Regions? - CONT

Again, another insight is that three out of the top five countries with the highest revenue per country are Asian countries, indicating that Asia contributes the most to revenue.
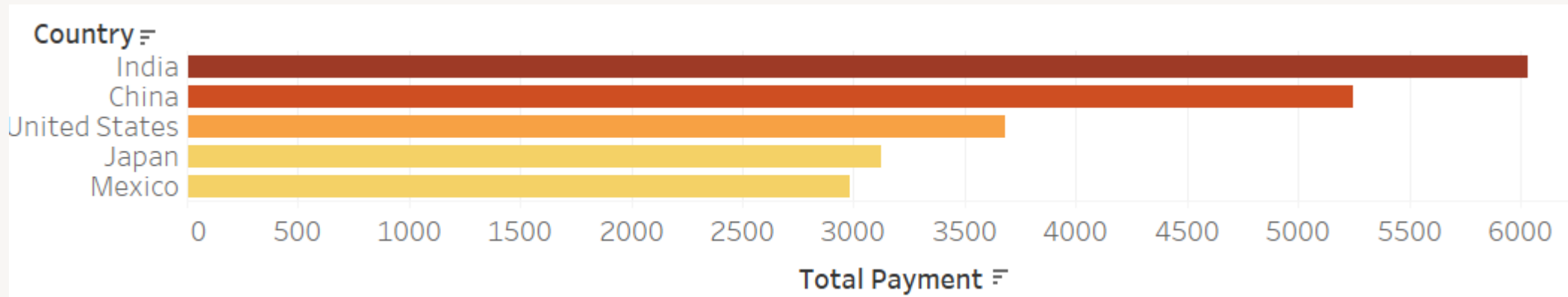
Click for more information
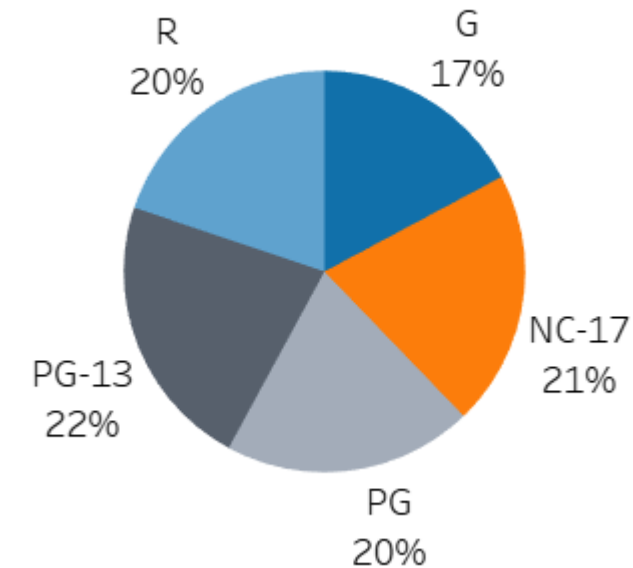
Where are customers with a high lifetime value based?

Top 5 customers with high lifetime value

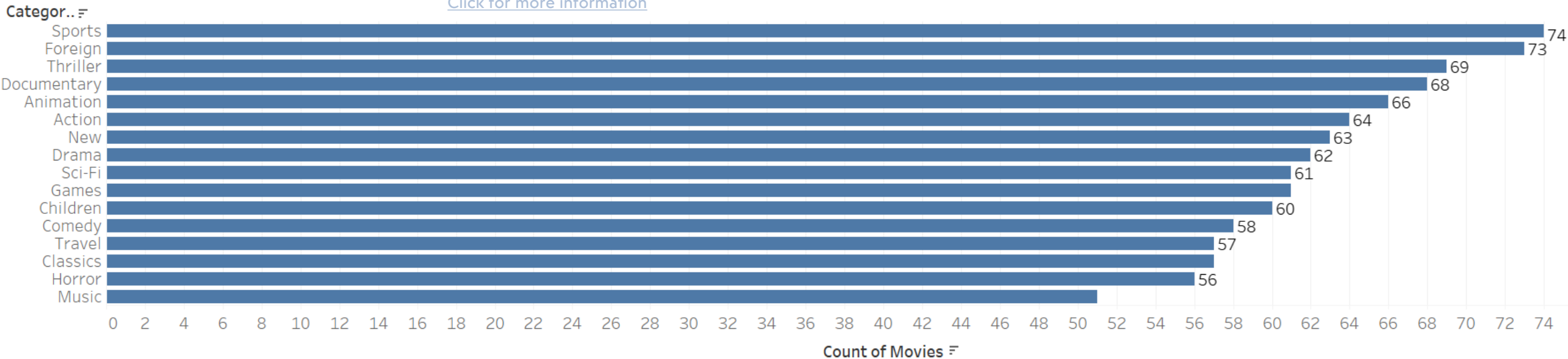|	Customer_id	First_name	Last_name	country	city	Total_amount_paid
1	566	Casey	Mena	Turkey	Tokat	130.68
2	84	Sara	Perry	Mexico	Atlixco	128.70
3	506	Leslie	Seward	Indonesia	Pontianak	123.72
4	537	Clinton	Buford	United States	Aurora	98.76
5	521	Roland	South	China	Yingkou	80.77

Most Common Categories

The most common category is sports, with a total of 74 movies. The most common rating is PG-13, accounting for 22% of the total.

Pie chart:
- R 20%
- G 17%
- NC-17 21%
- PG 20%
- PG-13 22%

Categor..

Category	Count of Movies
Sports	74
Foreign	73
Thriller	69
Documentary	68
Animation	66
Action	64
New	63
Drama	62
Sci-Fi	61
Games	
Children	60
Comedy	58
Travel	57
Classics	
Horror	56
Music	

Count of Movies

Most Popular Categories

The category that gains the most revenue is sports with $4,892.19

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Sports $4,892.19	**Comedy** $4,002.48	**Games** $3,922.18	**Thriller** $3,830.15	**Documentary** $3,749.65
Sci-Fi $4,336.01	**New** $3,966.38			
Animation $4,245.31	**Action** $3,951.84	**Horror** $3,401.27		**Travel** $3,227.36
		Classics $3,353.38		
Drama $4,118.46	**Foreign** $3,934.47	**Children** $3,309.39		**Music** $3,071.52

Recommendations

o Create customized marketing strategies and loyalty programs for high-value customers

o Given the average rental duration is 5 days, we should create rental packages tailored to this behavior, such as 5-day specials.

o Focusing marketing efforts on India, China, and the USA to target high-value markets

o Given that Asia majorly contributes to the total sales, prioritize expanding services and partnerships in this region to target the high-value market

o invest in obtaining additional content similar to the top-performing movies.

o Feature new movies

Thank You