



ONLINE VIDEO RENTAL SERVICE

ROCKBUSTER STEALTH LLC

DATABASE ANALYSIS AND LAUNCH STRATEGY

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INTRODUCTION

Status Quo

- Rockbuster has been facing **stiff competition** from streaming services such as Netflix and Amazon Prime.
- The management team is therefore planning to use its existing movie licenses to **launch an online video rental service** in order to stay competitive.
- The BI & Data team has been supporting the process by creating Rockbuster's RDBMS and analyzing the data at our disposal.

Objectives

- Provide Management with **data-backed insights** about Rockbuster's performance.
- Inform Management **before and during launch phase**.

FOCUS ON

In order to inform the launch strategy, we focused on answering the following core questions:

Inventory

- Which **film titles, genres and ratings** contributed the most/least to revenue gain?
- What was the **average rental duration** for all videos?

Geography

- Which **countries** are Rockbuster customers based in?
- Where are **customers with a high lifetime** value based?
- Do sales figures vary between **geographic regions**?

INITIAL DATA OVERVIEW

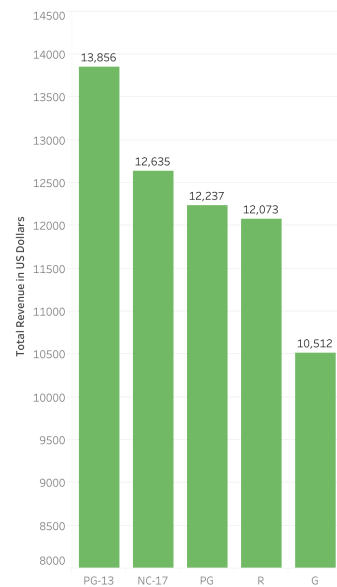
Total Inventory Films	Average Rental Duration	Average Revenue/Rental
1000	5 days	2.98 USD

Countries	Customers
109	599

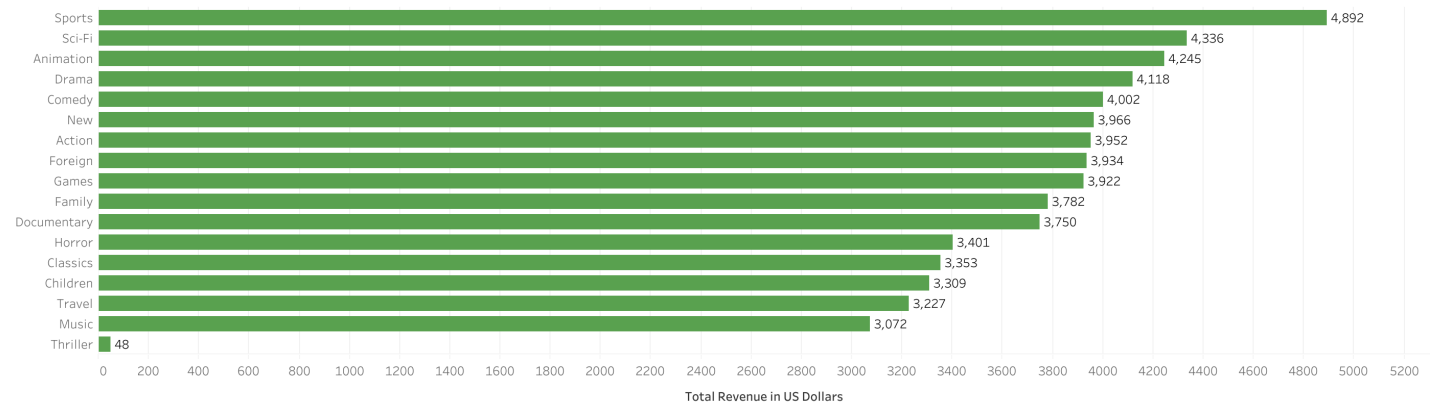
REVENUE BY RATING & GENRE

- PG-13 is the most rented rating and G is the least. The other ratings average at a very similar total revenue.
 - Sports outclasses all other genres. Thriller is at the very bottom with a value far below the average.
- * Please note that the Total Revenue axis of the Ratings graph starts at 8k to better visualize the difference in revenue.

Total Revenue by Rating



Total Revenue by Genre

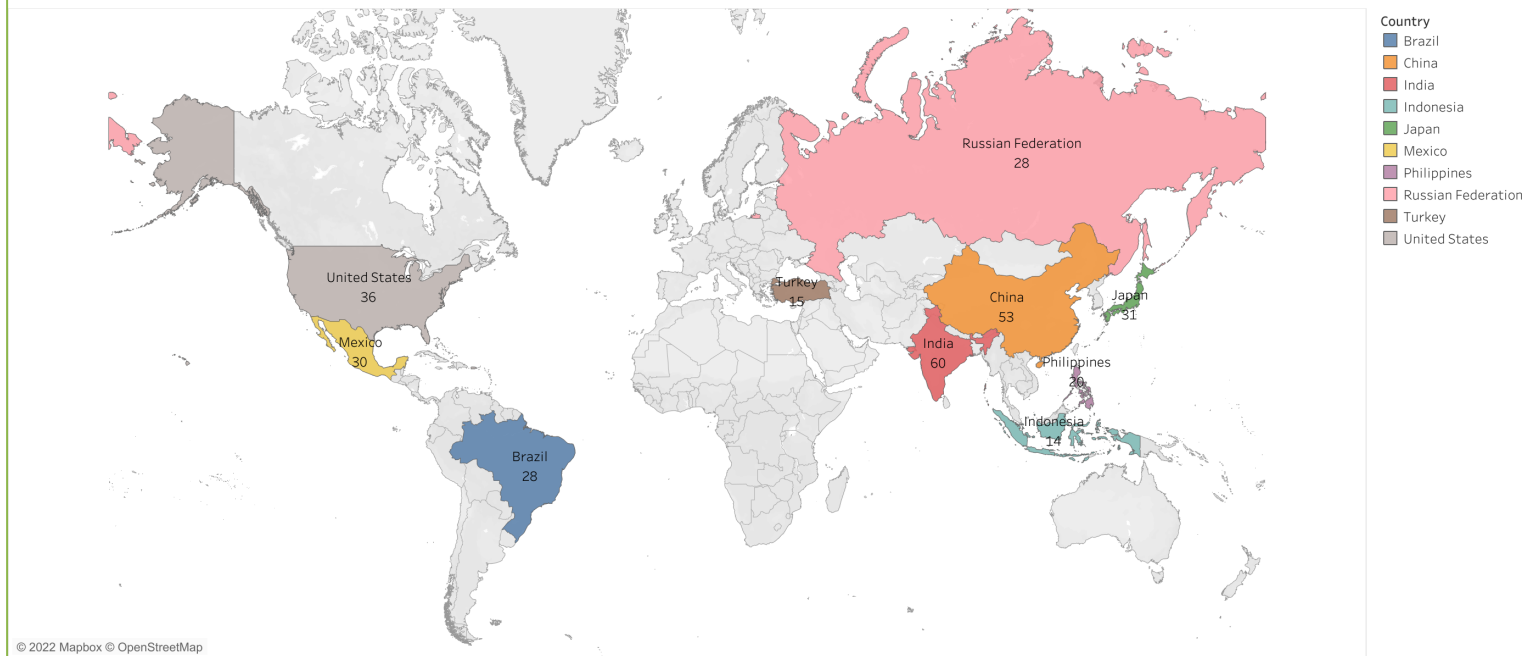


HIGHEST AND LOWEST GROSSING FILMS

Top 5 Films	Genre	Rating	Revenue
Telegraph Voyage	PG	Music	215.75 USD
Zorro Ark	NC-17	Comedy	199.72 USD
Wife Turn	NC-17	Documentary	198.73 USD
Innocent Usual	PG-13	Foreign	191.74 USD
Hustler Party	NC-17	Comedy	190.78 USD

Bottom 5 Films	Genre	Rating	Revenue
Oklahoma Jumanji	PG	New	5.94 USD
Duffel Apocalypse	G	Documentary	5.94 USD
Texas Watch	NC-17	Horror	5.94 USD
Freedom Cleopatra	PG-13	Comedy	5.95 USD
Rebel Airport	G	Music	6.93 USD

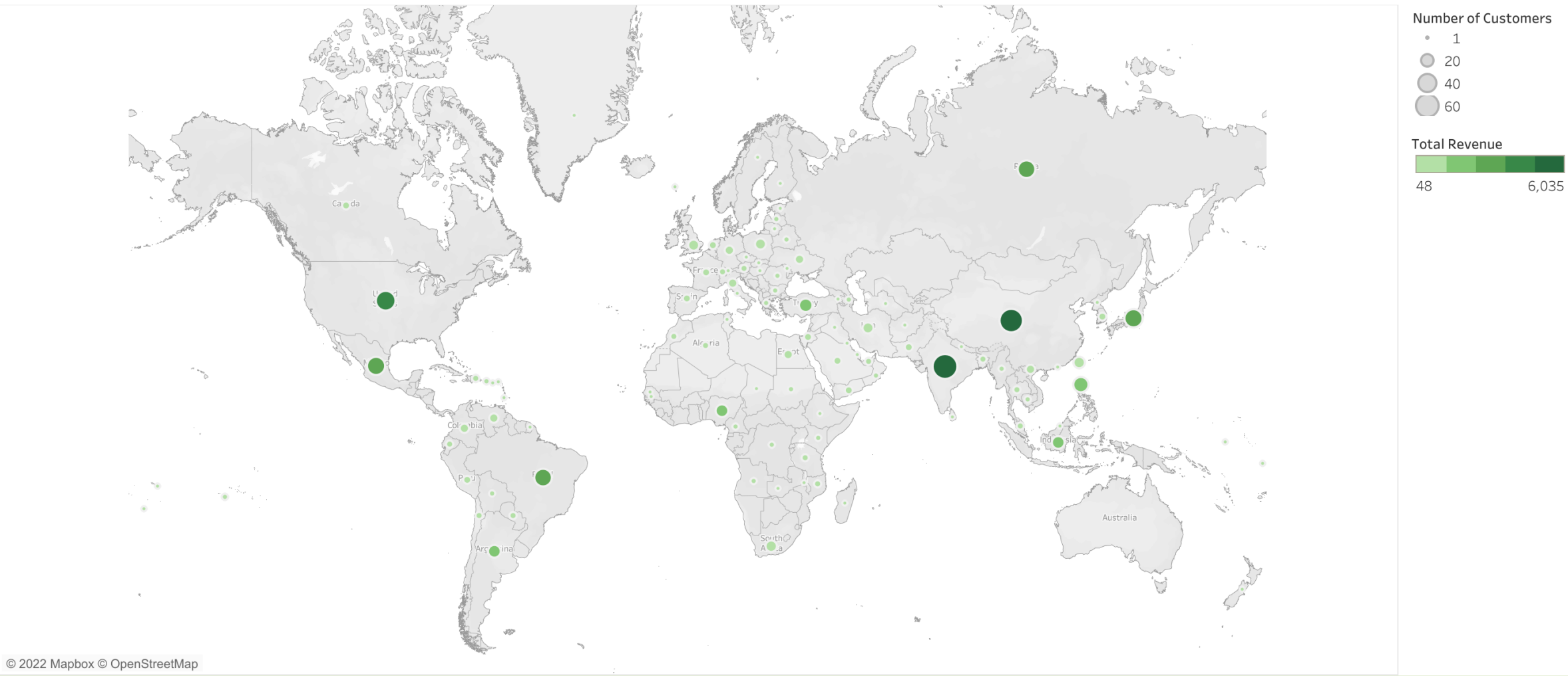
Top 10 Countries by Number of Customers



TOP 10
COUNTRIES BY
REVENUE (WITH
NUMBER OF
CUSTOMERS)

COUNTRIES BY REVENUE & CUSTOMER COUNT

Number of Customers and Total Revenue by Country



TOP 5 CUSTOMERS WORLDWIDE

Rank	Name	Location	Total Spend
1	Eleanor Hunt	Saint-Denis, Réunion	211.55 USD
2	Karl Seal	Cape Coral, US	208.58 USD
3	Marion Snyder	Santa Bárbara d'Oeste, Brazil	194.61 USD
4	Rhonda Kennedy	Apeldoorn, Netherlands	191.62 USD
5	Clara Shaw	Molodetno, Belarus	189.60 USD

CONCLUSIONS & RECOMMENDATIONS

- The **average rental duration is 5 days** with an **average revenue of 2.98 USD**. This piece of information should be the starting point to reflect upon the business model for the online rental service (e.g. pay-per-movie? Subscription? Etc.)
- The **top 10 markets** (slide 7) should be the **focus of the initial launch**, paying attention to both the number of customers and the total revenue (slide 8) to **develop a country-specific strategy**.
- The **top 3 genres are Sports, Sci-Fi and Animation** which, considered together with the **top rating (PG-13)** suggest a relatively young customer base (or parents renting for their children). The **second rating in terms of revenue is however NC-17** (slide 5). This is also reflected in the top 3 movies by revenue (slide 6) with one PG-13 film and two NC-17 films. Further analysis would be necessary at a country level before the launch in order to localize the strategy.
- We have identified our top 5 customers worldwide (slide 9) and suggest **starting a reward/ambassador program**. We also suggest drawing up such a list per country should the initial program be successful.

*Link to Tableau visualizations