



ROCKBUSTER STEALTH LLC

Data driven Strategy 2020

MOTIVATION

- **Rockbuster** is launching a new online video rental service to compete with streaming services like **Netflix** and **Prime**
- A series of **key questions** can provide a clear direction for the company

KEY QUESTIONS



What was the average rental duration for all videos?



Which movies contributed the most/least to revenue gain?



Which countries are Rockbuster customers based in?



Do sales figures vary between geographic regions?



Where are customers with a high lifetime value based?

DATA OVERVIEW

- The existing licenses include **1000** films across **17** different genres
- Every film has been released in **2006**
- **Film data:**

	Minimum	Maximum	Average
Film Length	46 min	185 min	115.3 min
Replacement Cost	\$9.99	\$19.98	\$29.99
Rental Duration	3 days	7 days	5 days
Rental Rate	\$0.99	\$4.99	\$2.98

WHICH MOVIES CONTRIBUTED THE MOST/LEAST TO REVENUE?

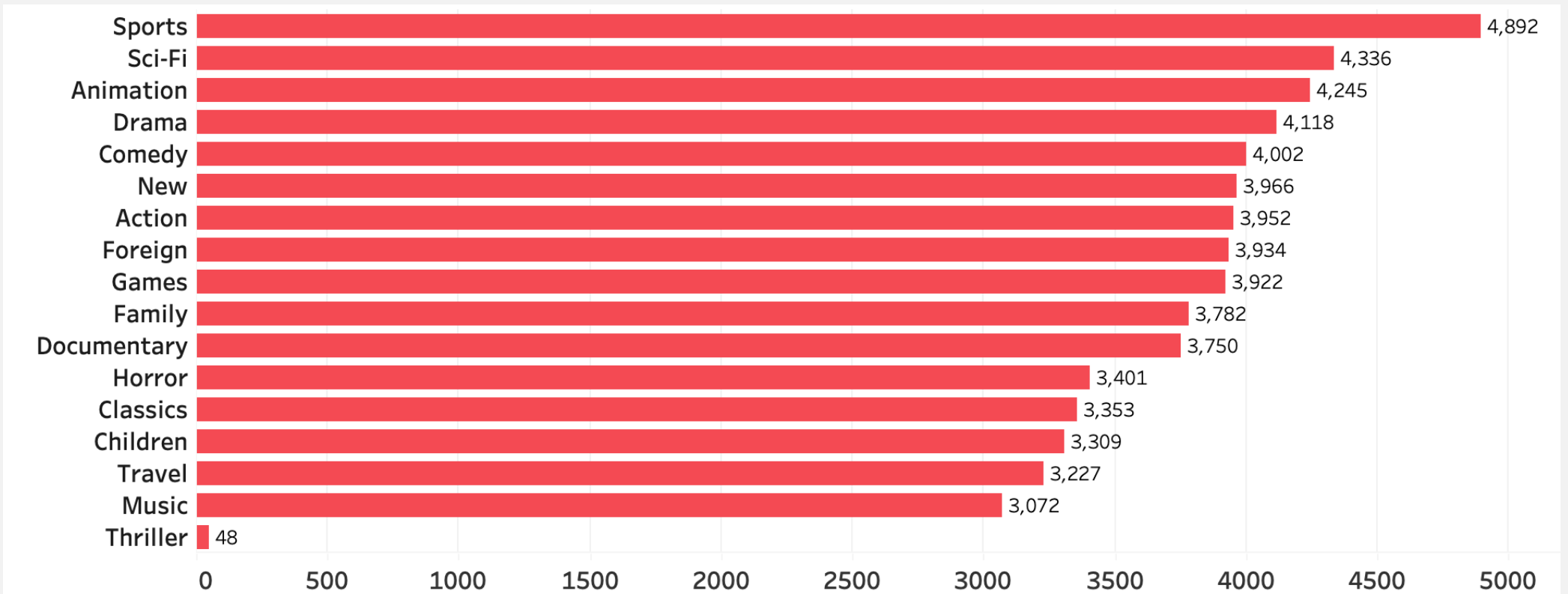
Top 10 Movies

Telegraph Voyage	\$215.75
Zorro Ark	\$199.72
Wife Turn	\$198.73
Innocent Usual	\$191.74
Hustler Party	\$190.78
Saturday Lambs	\$190.74
Titans Jerk	\$186.73
Harry Idaho	\$177.73
Torque Bound	\$169.76
Dogma Family	\$168.72

Lowest 10 Movies

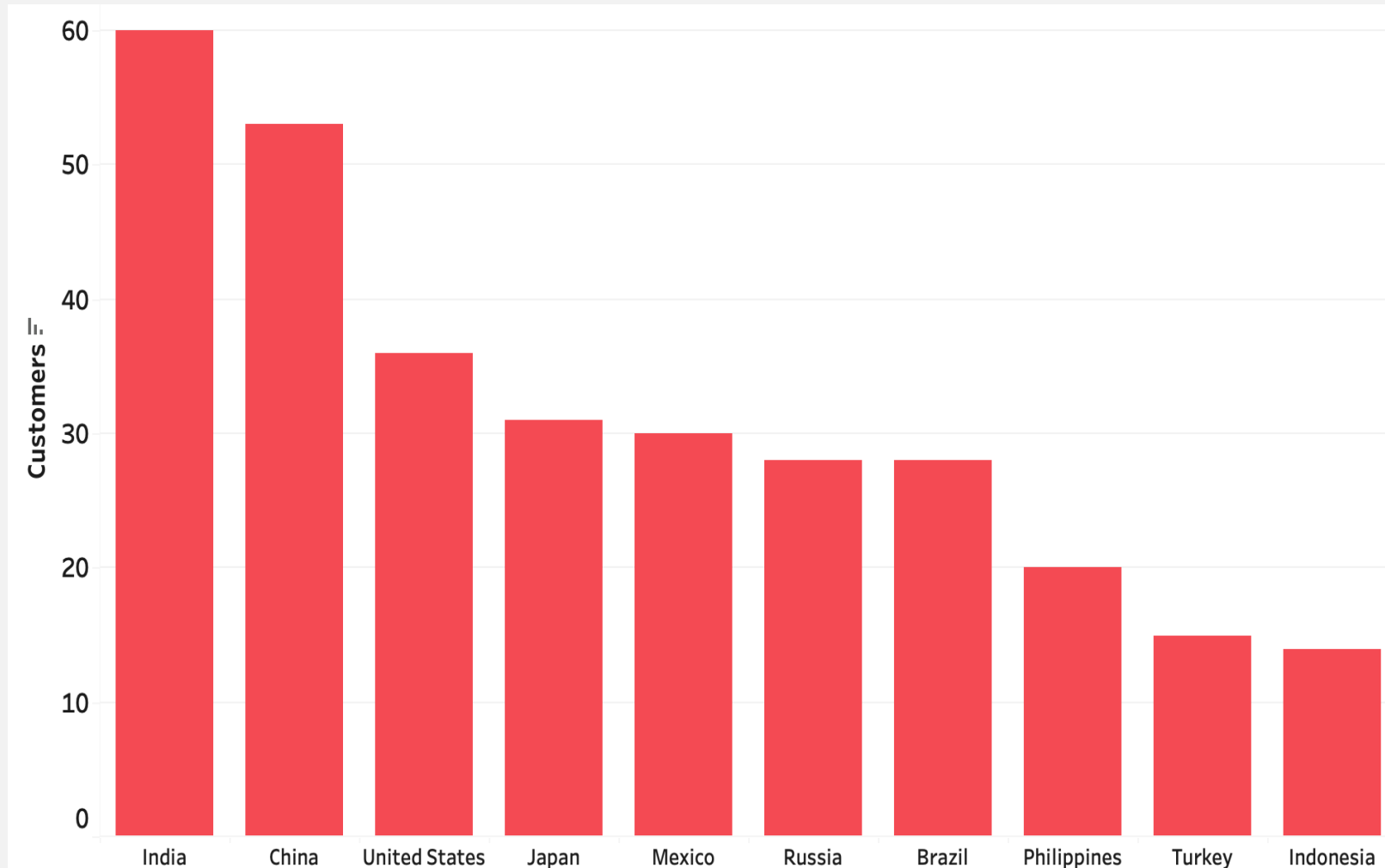
Texas Watch	\$5.94
Oklahoma Jumanji	\$5.94
Duffel Apocalypse	\$5.94
Freedom Cleopatra	\$5.95
Young Language	\$6.93
Rebel Airport	\$6.93
Cruelty Unforgiven	\$6.94
Treatment Jekyll	\$6.94
Lights Deer	\$7.93
Stallion Sundance	\$7.94

GENRES BY REVENUE



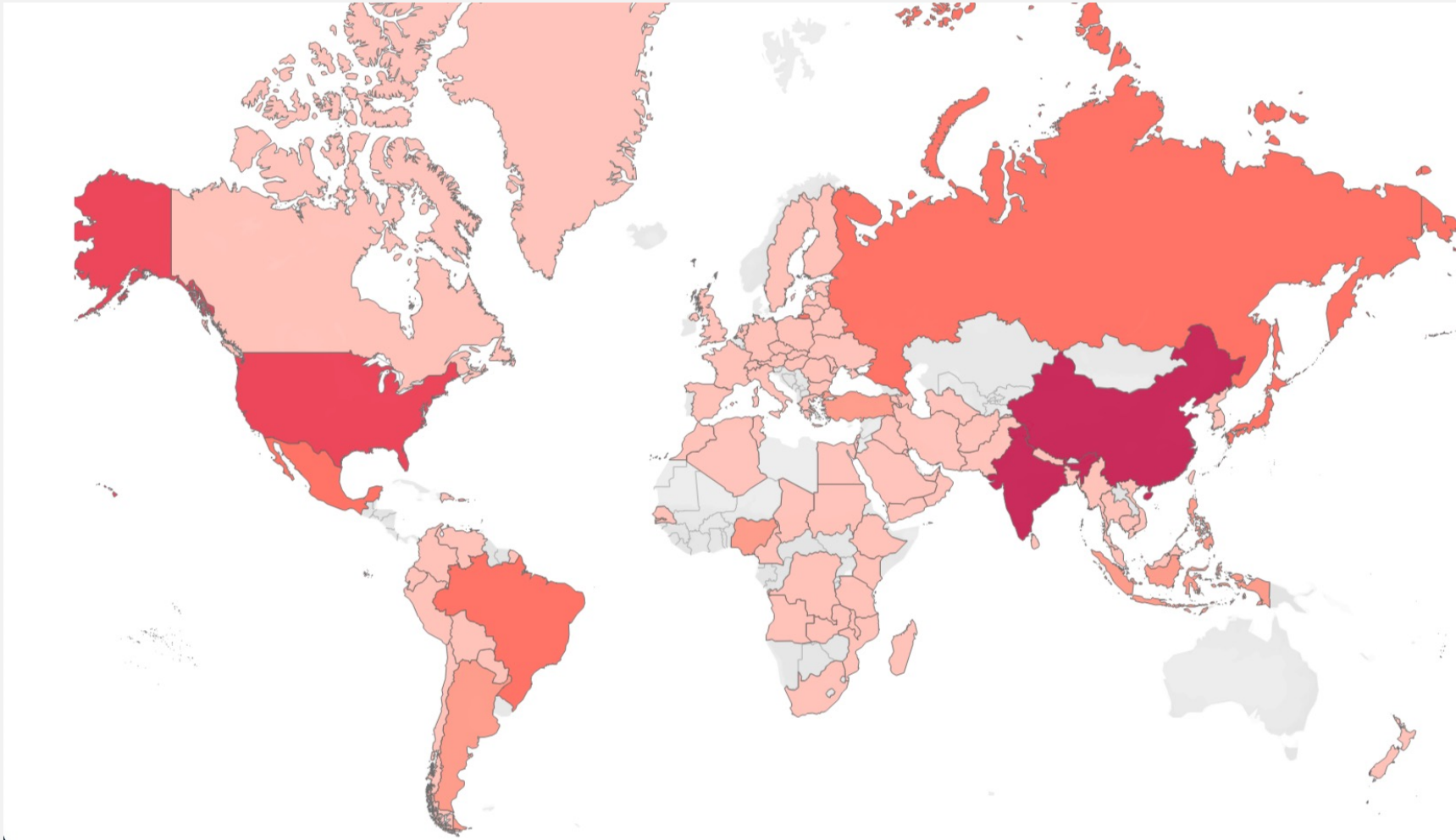
Revenue (in Dollar)

WHICH COUNTRIES ARE THE CUSTOMERS BASED IN?



- **599 customers** out of **109** countries
- More than **50 %** in **Asia**
- Customers are evenly distributed within the other continents (10-15%)
- Exception: **Oceania**
-> makes up only **1%**

COUNTRIES BY REVENUE



- Sales **vary strongly** by geographic Region
- **Asia** makes up the biggest market (50%)
- **India** and **China** are by far the biggest contributors

\$48

\$6,035

CUSTOMERS WITH HIGH LIFETIME VALUE

Top 10 cities in the top 10 countries

Country	City	Customer Count
United States	Aurora	2
Mexico	Acua	1
United States	Citrus Heights	1
Japan	Iwaki	1
India	Ambattur	1
China	Shanwei	1
Brazil	So Leopoldo	1
Russian Federation	Teboksary	1
China	Tianjin	1
Indonesia	Cianjur	1

Top 5 customers in those cities

Last Name	City	Country	Total Amount
Arlene Harvey	Ambattur	India	\$111.76
Kyle Spurlock	Shanwei	China	\$109.71
Marlene Welch	Iwaki	Japan	\$106.77
Glen Talbert	Acua	Mexico	\$100.77
Clinton Buford	Aurora	United States	\$98.76

INSIGHTS AND RECOMMENDATIONS

Key Insights:

- **Asian market** makes up **50%** of customers and revenue
- **India** and **China** are the biggest contributors
- **Sports**, **Sci-Fi**, and **Animation** are the most in demand genres

Recommendations:

- **Focus on Asian market**
- **Prioritize** in demand **genres**
- Switch completely to **streaming** and close the remaining physical stores
- **Reward** the most **loyal customers** with a discount to the new service

THANK YOU!

Check out the visualizations in Tableau:

[Rockbuster 2020 Strategy](#)