

# Strategic Launch Insights for Rockbuster Stealth's Online Video Service

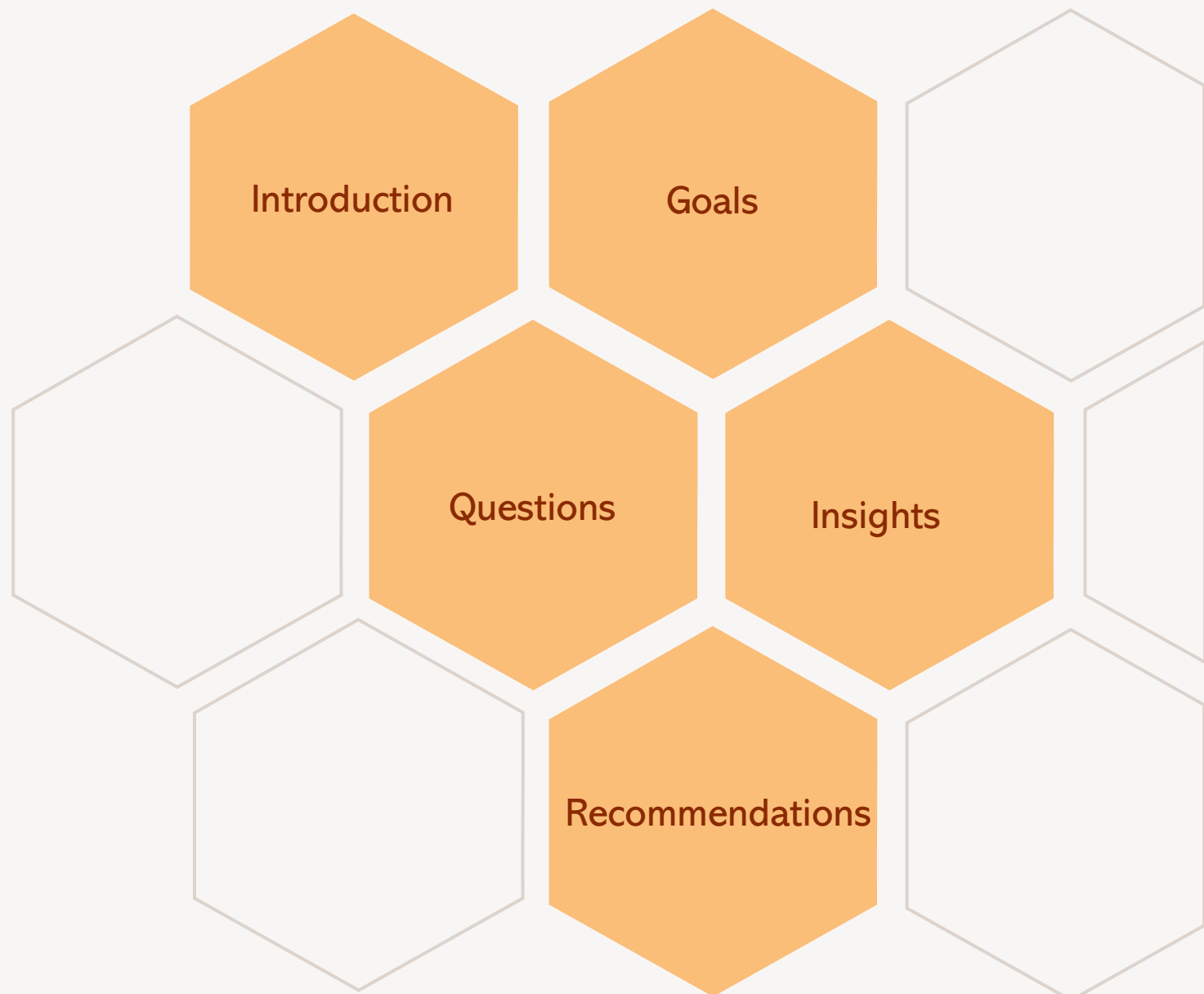
Marcia  
Hereida





# Agenda

Presentation Title





# Introduction

To stay competitive against streaming, we have analyzed our historical data to derive strategic insights. This presentation will highlight key findings on revenue, customer demographics, and sales patterns, providing actionable recommendations for our 2020 strategy.



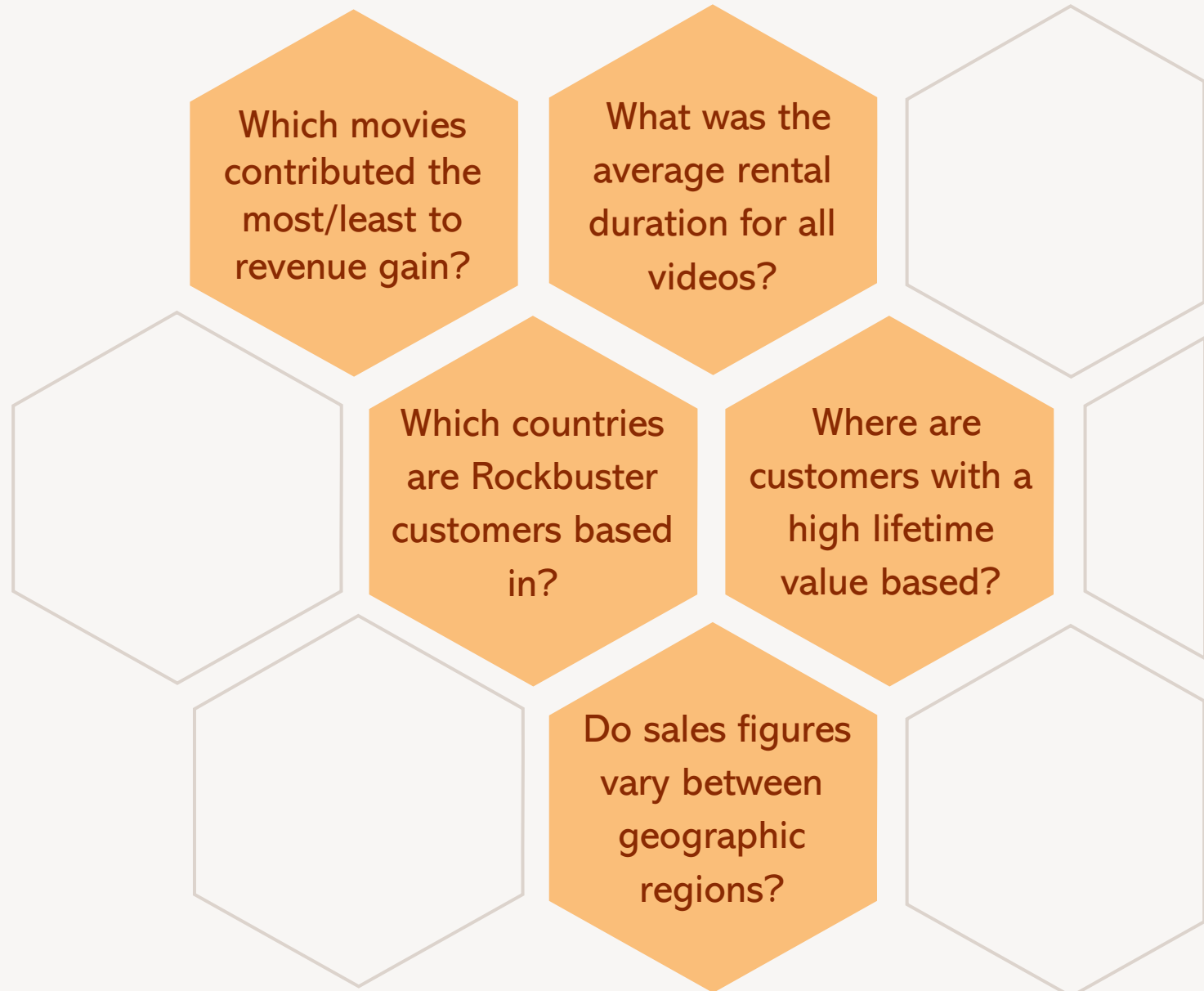


**GOAL**

Provide the Rockbuster Stealth LLC management team with data-driven insights that will aid in the strategic launch of new online video rental service.



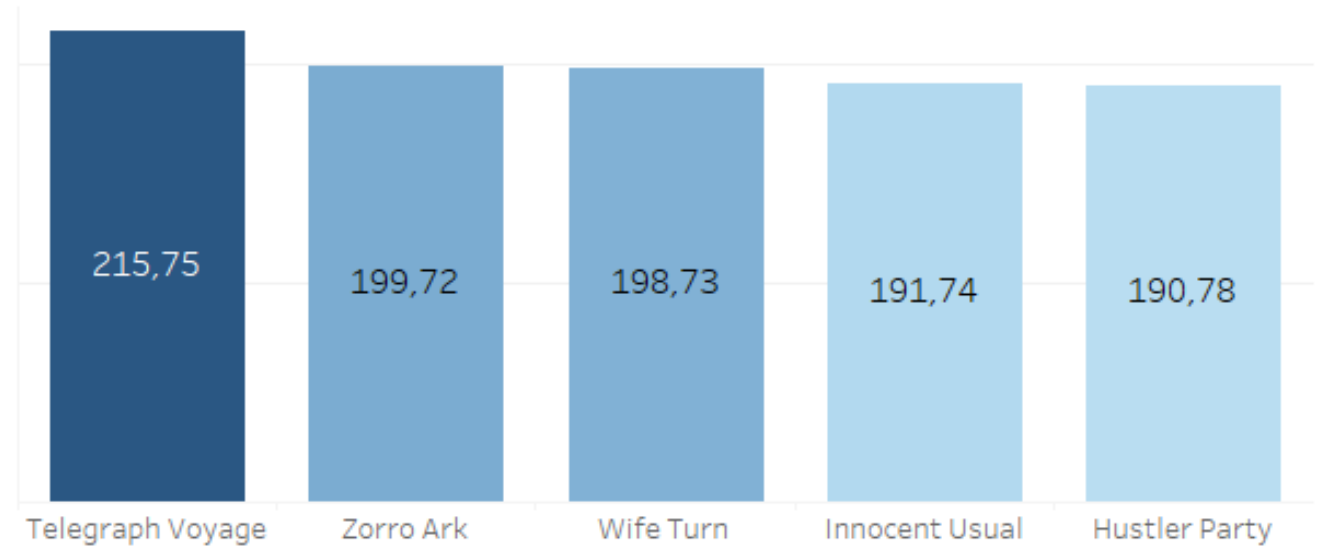
# Key Questions



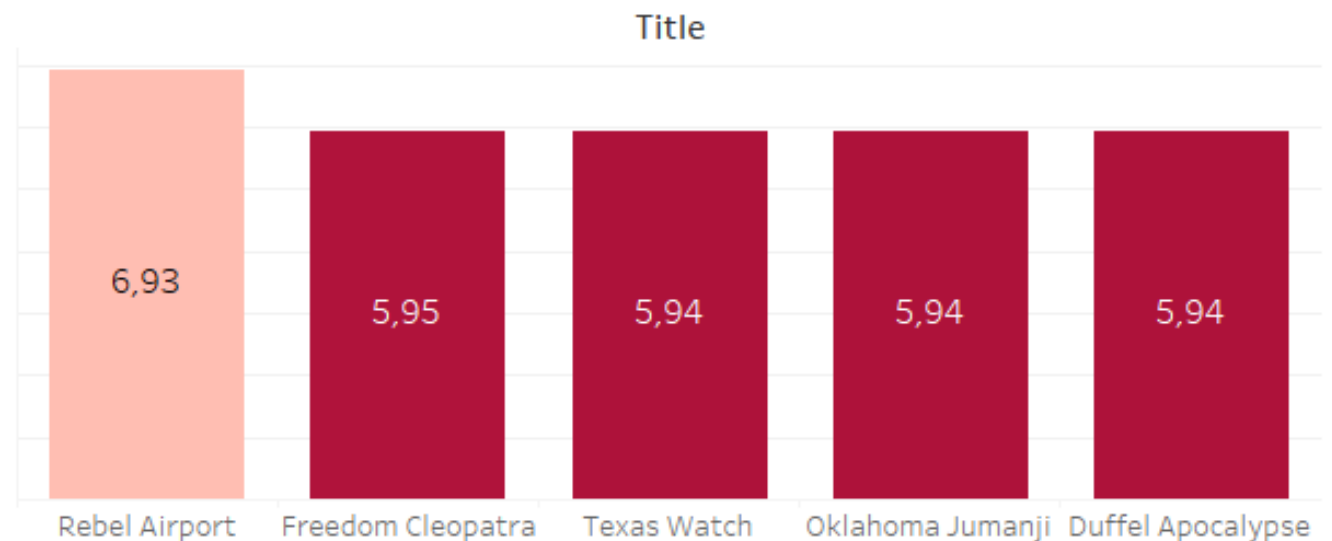
Which movies  
contributed the  
most/least to  
revenue gain?

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Top 5 movies



Bottom 5 movies

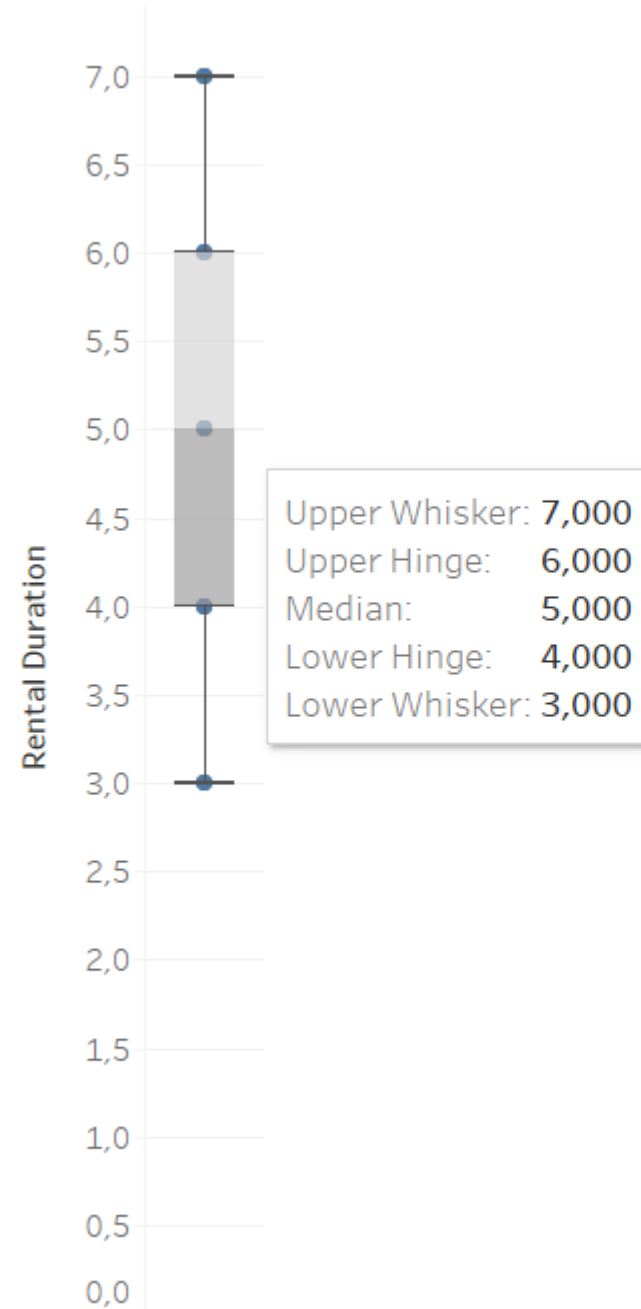


# What was the average rental duration for all videos?

The Average of Rental duration for all Videos is 5 days.

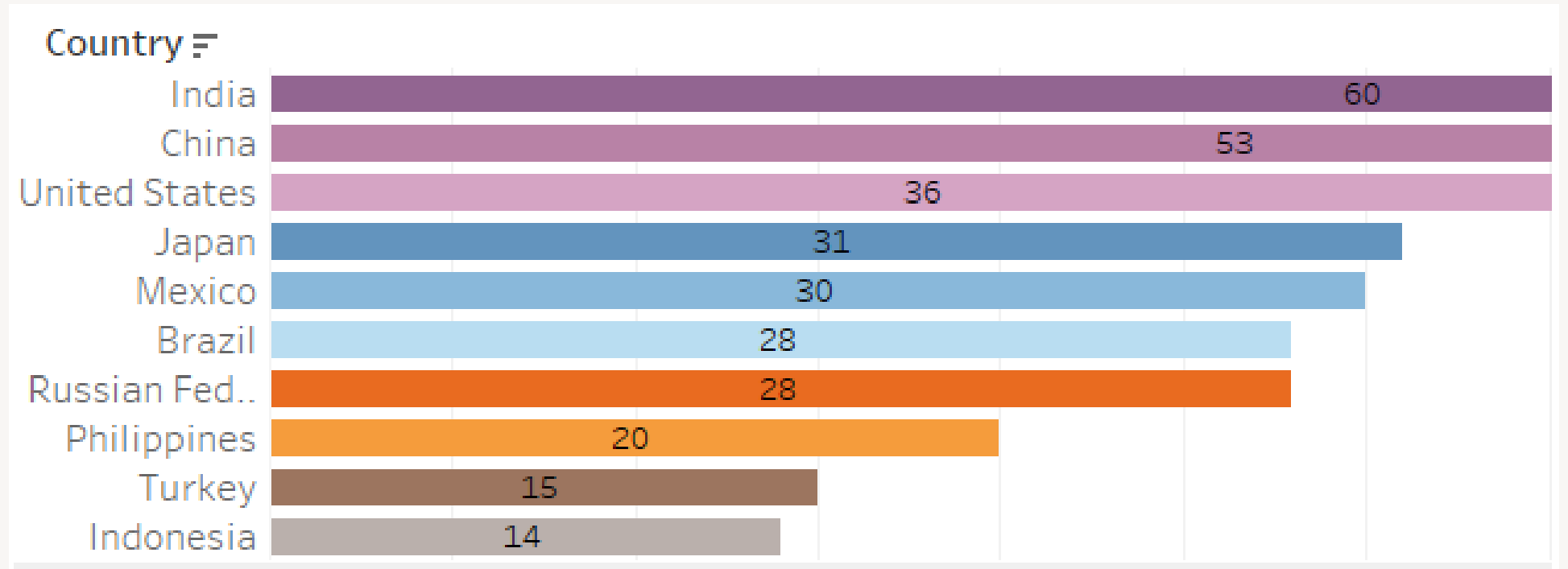
This information helps in understanding customer viewing behavior and can be used to tailor rental periods and pricing strategies.

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# Which countries are Rockbuster customers based in?



This highlights the geographical distribution of the customer base

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# Where are customers with a high lifetime value based?

Identifying customers with high lifetime value helps in focusing retention strategies on the most profitable markets.

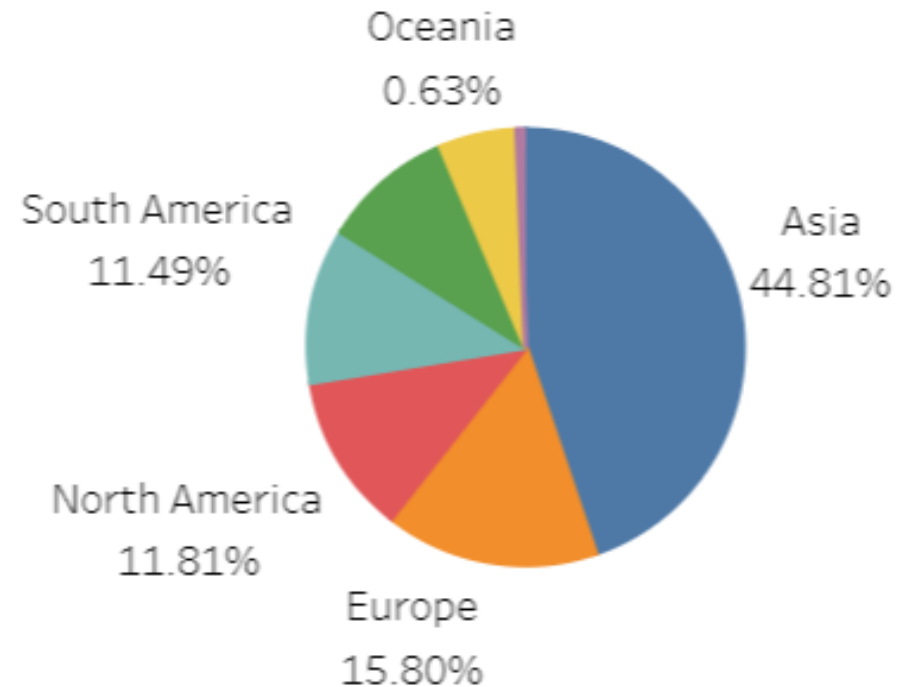


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# Do sales figures vary between geographic regions?

- The largest slice (blue) represents 44,81% of the total rental amount, indicating that Asia contributes the most to the revenue.
- The other slices represent smaller percentages, indicating their relative contributions

It shows the distribution of sales across different regions, indicating where the company should focus its marketing and expansion efforts.



# Insights

**Top Revenue-Generating Movies:** The top five movies (Telegraph Voyage, Zorro Ark, Wife Turn, Innocent Usual, and Hustler Party) significantly outperformed others, indicating strong customer preferences. This insight can guide content acquisition and promotional strategies to feature similar high-performing content.

**Average Rental Duration:** The average rental duration across all videos is 5 days. This insight can inform pricing strategies and rental period adjustments to better align with customer viewing habits, potentially increasing rental frequency and customer satisfaction.

**Customer Distribution by Country:** India, China, and the USA have the highest number of customers, with 60, 53, and 36 customers respectively. These countries represent the largest customer bases, making them priority targets for marketing efforts and localized service enhancements.

**High Lifetime Value Customers:** The highest lifetime value customers are predominantly from India (\$603,279), China (\$524,704), and the USA (\$369,427). Focusing on customer retention and personalized experiences in these markets can maximize profitability.

**Geographical Contribution to Revenue:** Asia contributes the most to revenue, accounting for 44.81% of total sales. This highlights Asia as a key market for Rockbuster Stealth, suggesting a need for focused marketing and content strategies in this region.

# Recommendations

Content Acquisition and Licensing	Optimize Rental Periods	Targeted Marketing in High-Value Markets	Expand Inventory and Services	Regional Expansion
<ul style="list-style-type: none"><li>• Invest in acquiring more content similar to the top-performing movies.</li><li>• Analysing genres, directors, and actors of these movies could guide content acquisition decisions (Future Analysis).</li><li>• Discontinue or reconsider the licensing of low-performing movies to optimize the content library.</li></ul>	<ul style="list-style-type: none"><li>• Given the average rental duration of 5 days, consider creating rental packages that cater to this behavior, such as 5-day specials or discounts for extended rentals.</li></ul>	<ul style="list-style-type: none"><li>• Invest in targeted marketing campaigns in India, China, and the USA to further boost customer acquisition and retention in these high-value markets.</li><li>• Develop loyalty programs and personalized recommendations for high-value customers in top-performing countries to enhance customer satisfaction and retention.</li></ul>	<ul style="list-style-type: none"><li>• Ensure a diverse and ample inventory of popular and new release movies, especially in top markets like India and China.</li></ul>	<ul style="list-style-type: none"><li>• With Asia contributing to nearly half of the total sales, prioritize expanding services and partnerships in this region.</li><li>• Explore opportunities in underrepresented regions like Oceania and Africa to increase market share.</li></ul>

**Thank you**

