

Rockbuster Stealth

Online video service launch strategy



Marisa Costa
January 2024

Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service to stay competitive.



OBJECTIVES

- 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?

Data Overview



1000

Films



16

Categories



599

Customers



109

Countries



4985

Total Rental
Duration
(min)



PG13

Modal Rating



2006

Modal
Release Year



61,312.04

Total Sales (USD)



01

What do we
know about
our films?

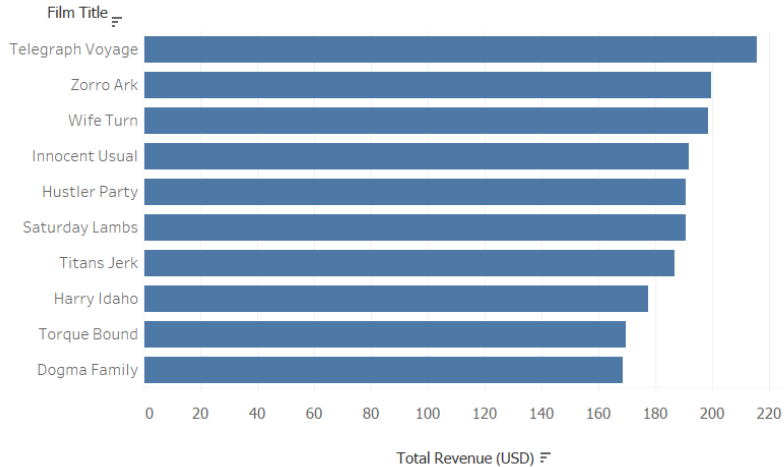
Descriptive Statistics

	Rental Rate (USD)	Rental Duration (days)	Replacement Cost (USD)	Film Length (minutes)
Average	2.98	4.985	19.984	115.27
Minimum	0.99	3	9.99	46
Maximum	4.99	7	29.99	185

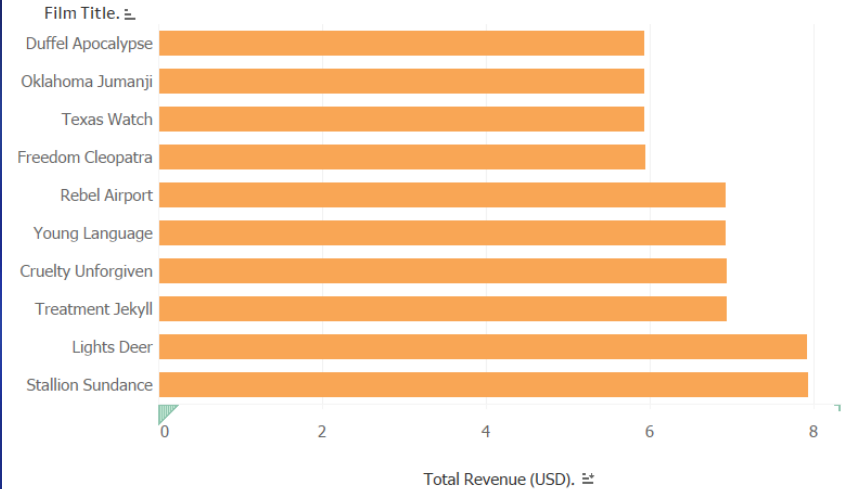
The average rental duration for all films is 4.985 days

Films Customers liked most & least

10 Highest Revenue Generating Films



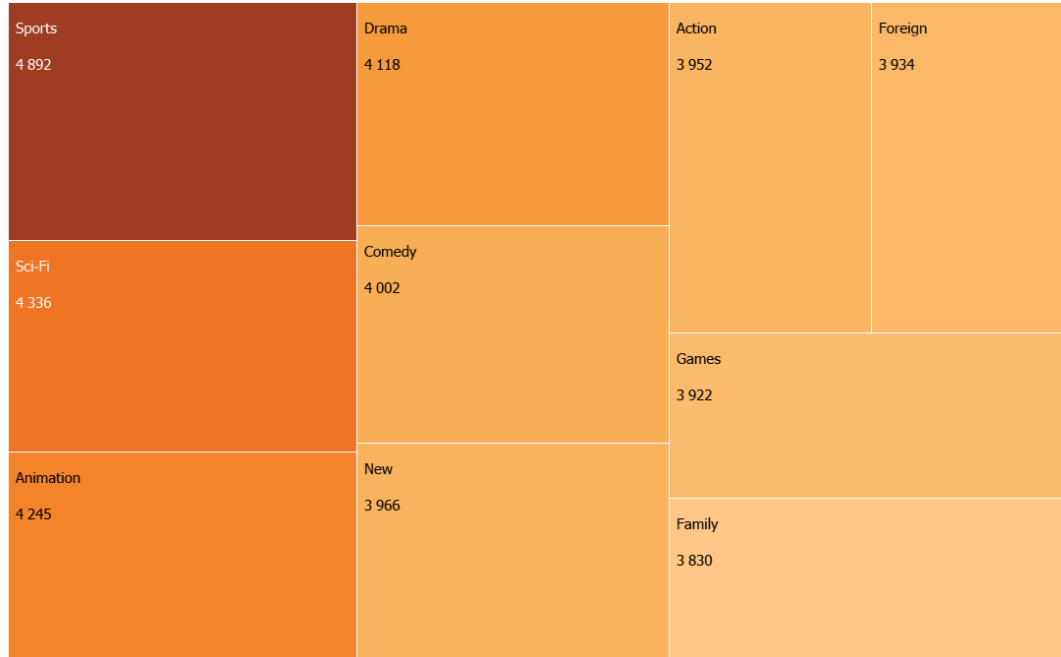
10 Lowest Revenue Generating Films



In order to stay competitive within the online space, a possible audit of the current films should be done to replace the bottom 10 films with new films.

Popular Categories

Popular Categories based on Revenue (USD)



Selection of new films could be based on popular categories.

The top three are:
Sports
Sci-Fi
Animation

Individualised recommendations on the online platform could rely on categorical grouping.

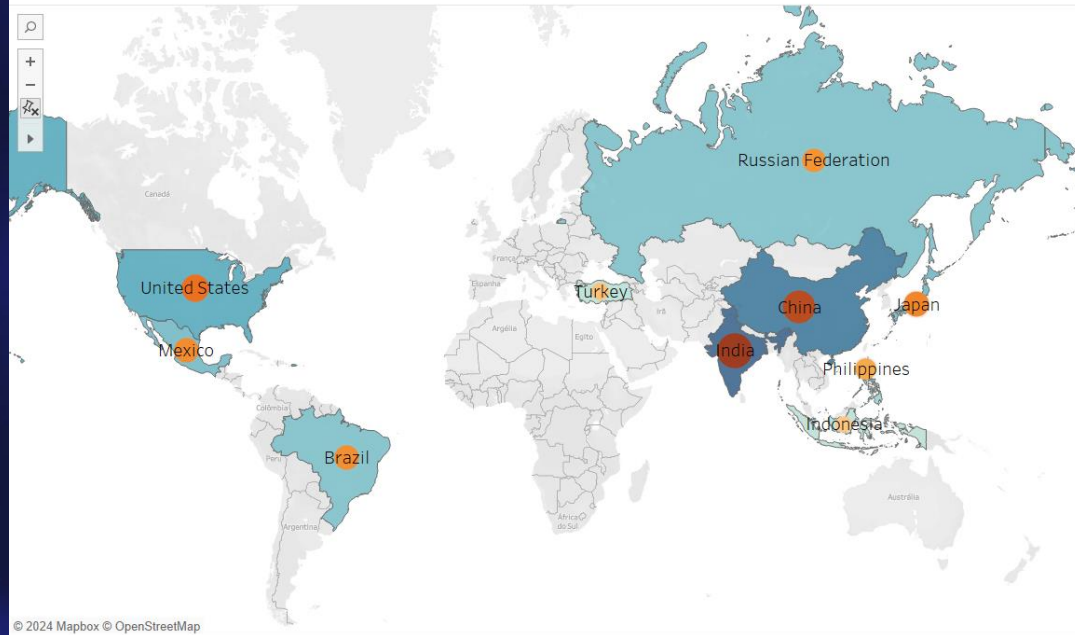
02

What do we
know about
our
customers?



Where are our Customers?

Geographic Distribution of Top 10 Customers and Revenue



© 2024 Mapbox © OpenStreetMap

Customer Count

India = 60

China = 53

United States = 36

Revenue (USD)

India = 6035

China = 5251

United States = 3685

TOP 5 CUSTOMERS



Kyle Spurlock

CHINA, SHANWEI



Arlene Harvey

INDIA, AMBATTUR



Marlene Welch

JAPAN, IWAKI



Glen Talbert

MEXICO, ACUA



Clinton Buford

UNITED STATES, AURORA

-Stars represent customer rating where 5 stars is the top of the top 5.
-Selection based on total expenditure.

Recommendations

Consider first rollout of online services within India, China & United States

Offer early access to the top 5 customers to test the online platform and request feedback



Offer pricing based on length of rental. Include a two tier pricing 3 day and 7 day.

Develop a platform that monitors customer behaviour to provide individualised rental recommendation

Regular film audits to keep the film range fresh and appealing

THANKS!

DO YOU HAVE ANY
QUESTIONS?

Marisa Costa

CREDITS: This presentation template was created
by **Slidesgo**, including icons by **Flaticon**, and
infographics & images by **Freepik**

[Tableau Link](#)

