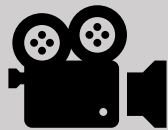


Rockbuster Stealth LLC



May 2024

**Launching the
strategy for the
new online video
service**

A data analysis from the BI department
By **Matthieu DA COL**



Context:

Using the existing movie licenses to launch an online video rental service in order to stay competitive

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?

Rockbuster Stealth

at a glance

599
customers

2
stores

5 days
Avg. rental
duration

3 \$
Avg. rental
rate

1000
films
all in English
from 2006

17
movie
genres
Mostly Sports,
Sci-Fi and
Animation

20 \$
Avg.
replacement
cost

115 min
Avg. film
duration



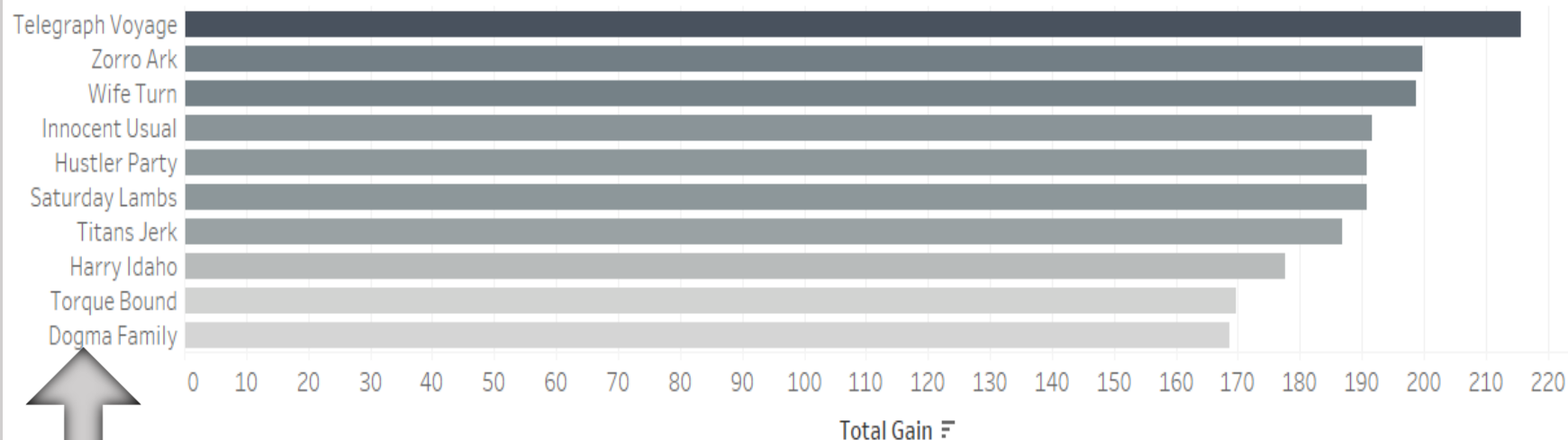
Which movies contributed the most/least to revenue gain?



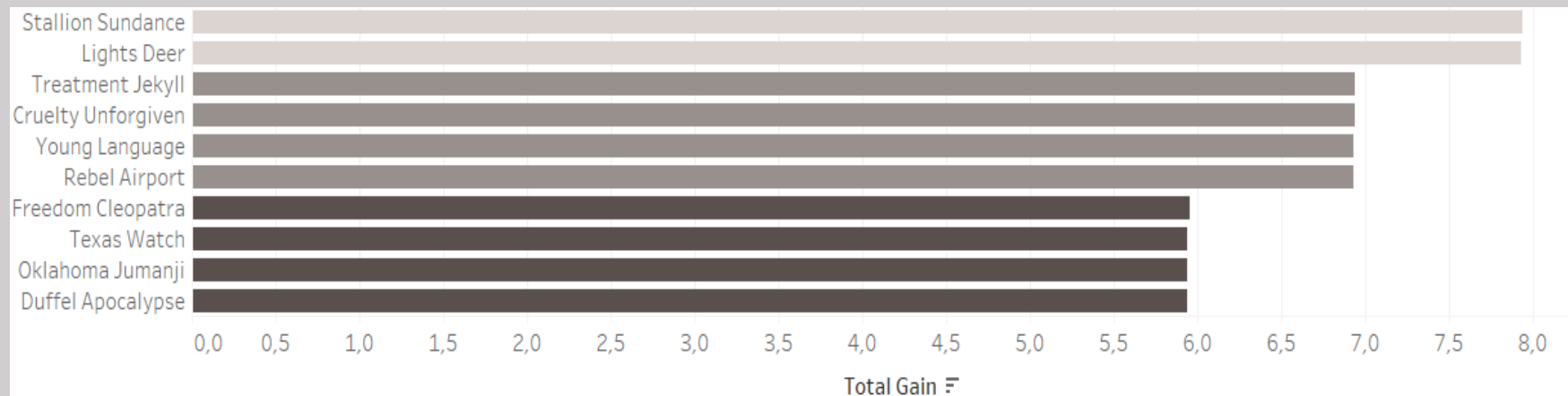
TOP 5 :

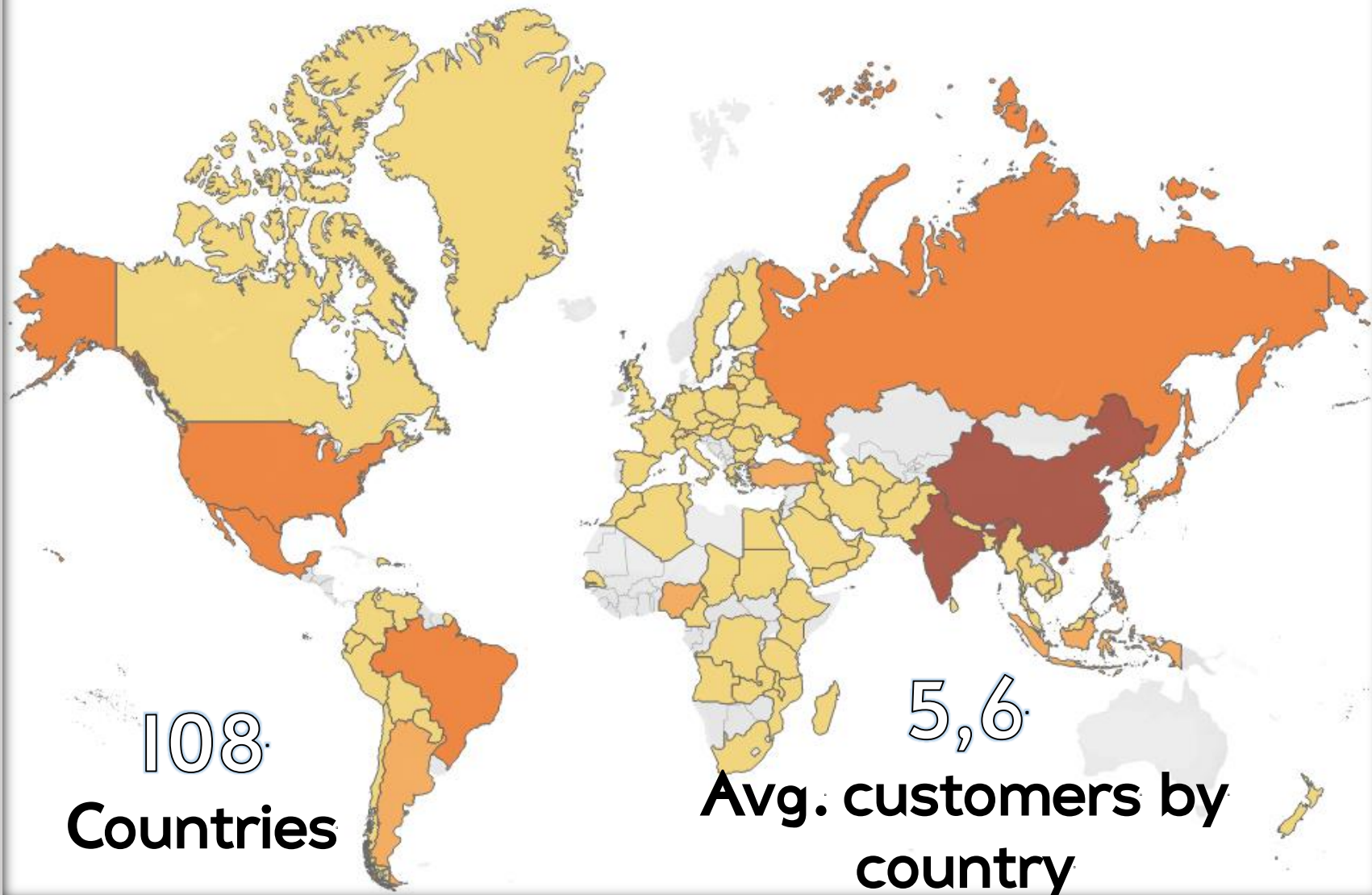
1. Telegraph Voyage
2. Zorro Ark
3. Wife Turn
4. Innocent Usual
5. Hustler party

Top 10 movies



Worst 10 movies



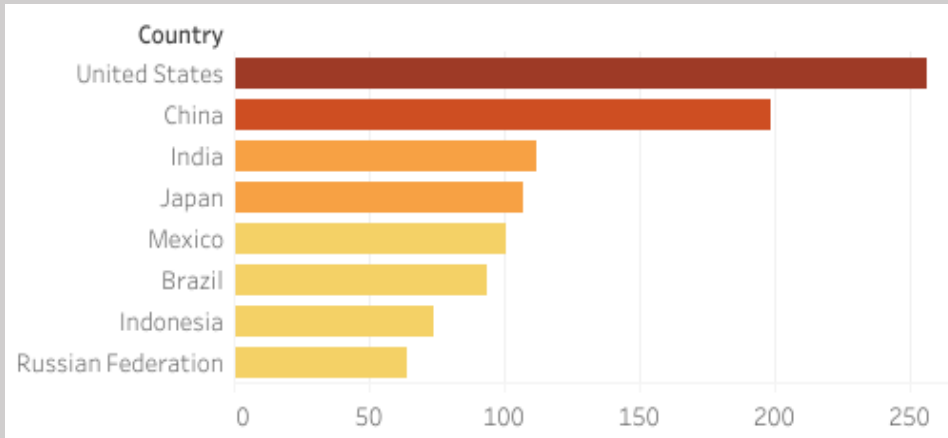


**Which countries
are customers
based in?**

TOP 5 :

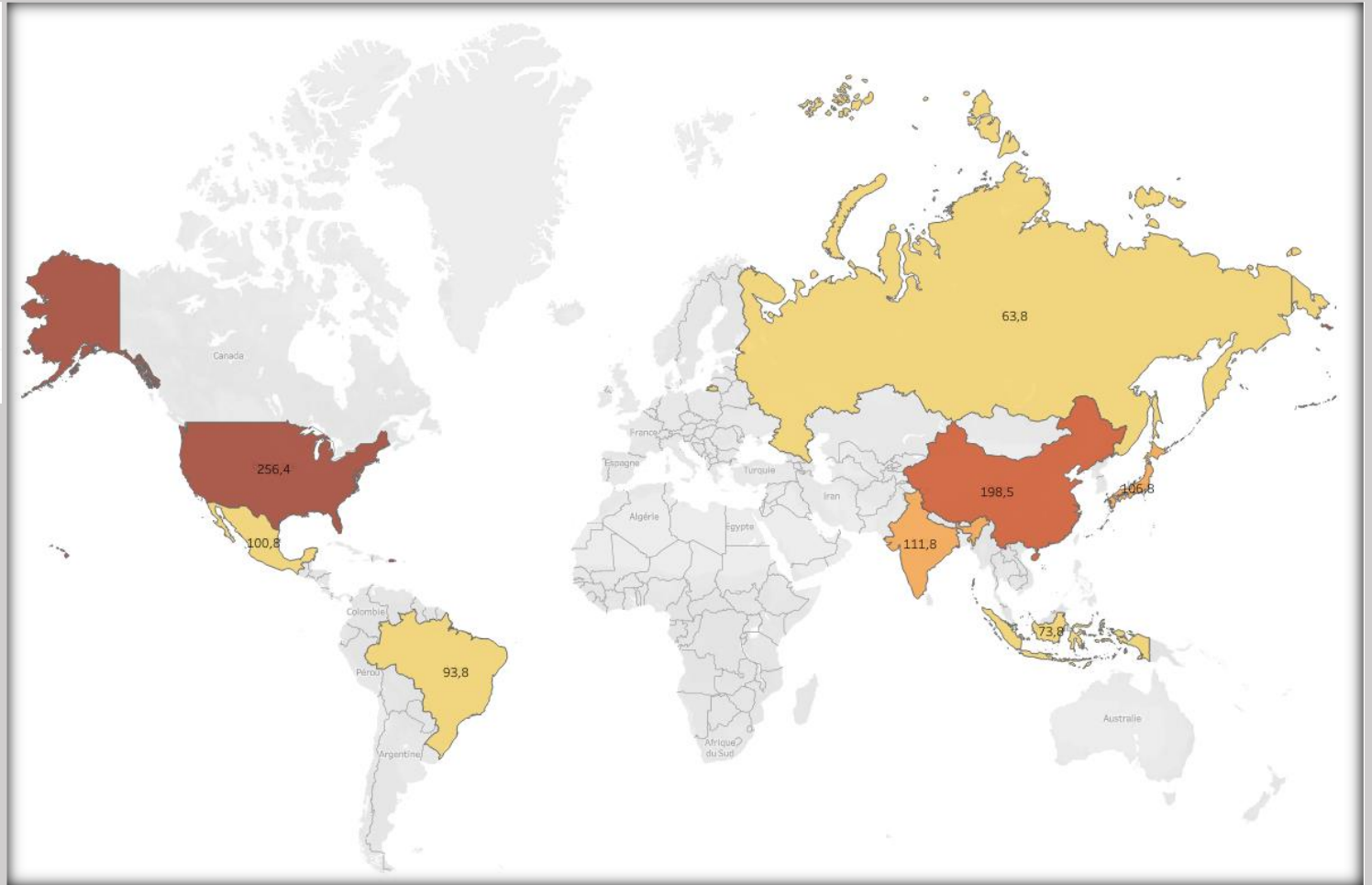
- | | | |
|----|--------|------|
| 1. | India | → 60 |
| 2. | China | → 53 |
| 3. | USA | → 36 |
| 4. | Japan | → 31 |
| 5. | Mexico | → 30 |

Where are customers with a high lifetime value based?

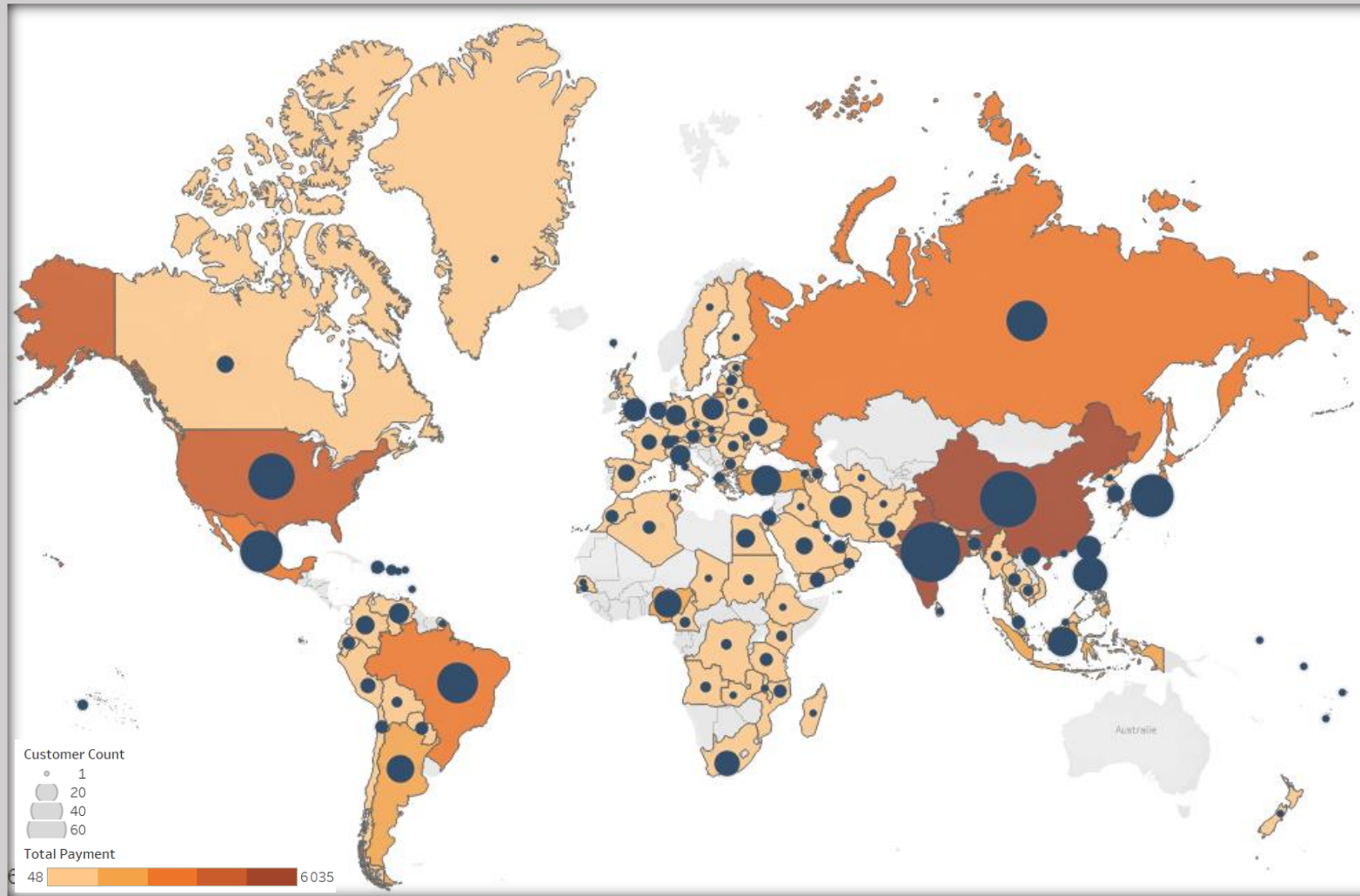


High value customers are based in :

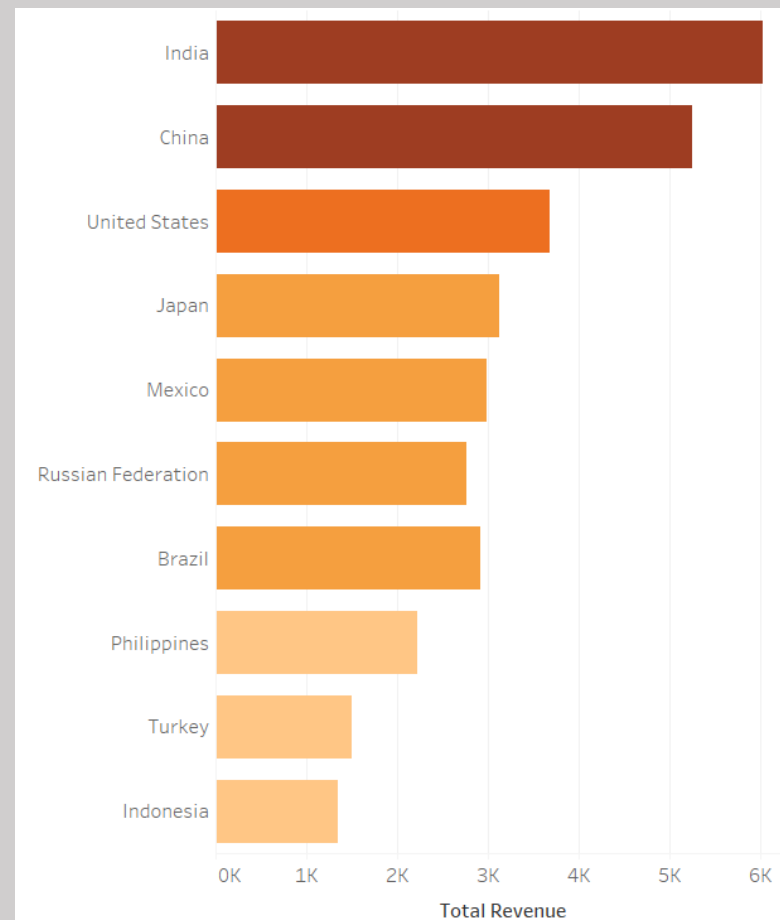
1. USA
2. China
3. India
4. Japan
5. Mexico



Do sales figures vary between geographic regions? (1)



TOP 10 countries by total revenue



Average rentals by customers and by country with at least 5 customers

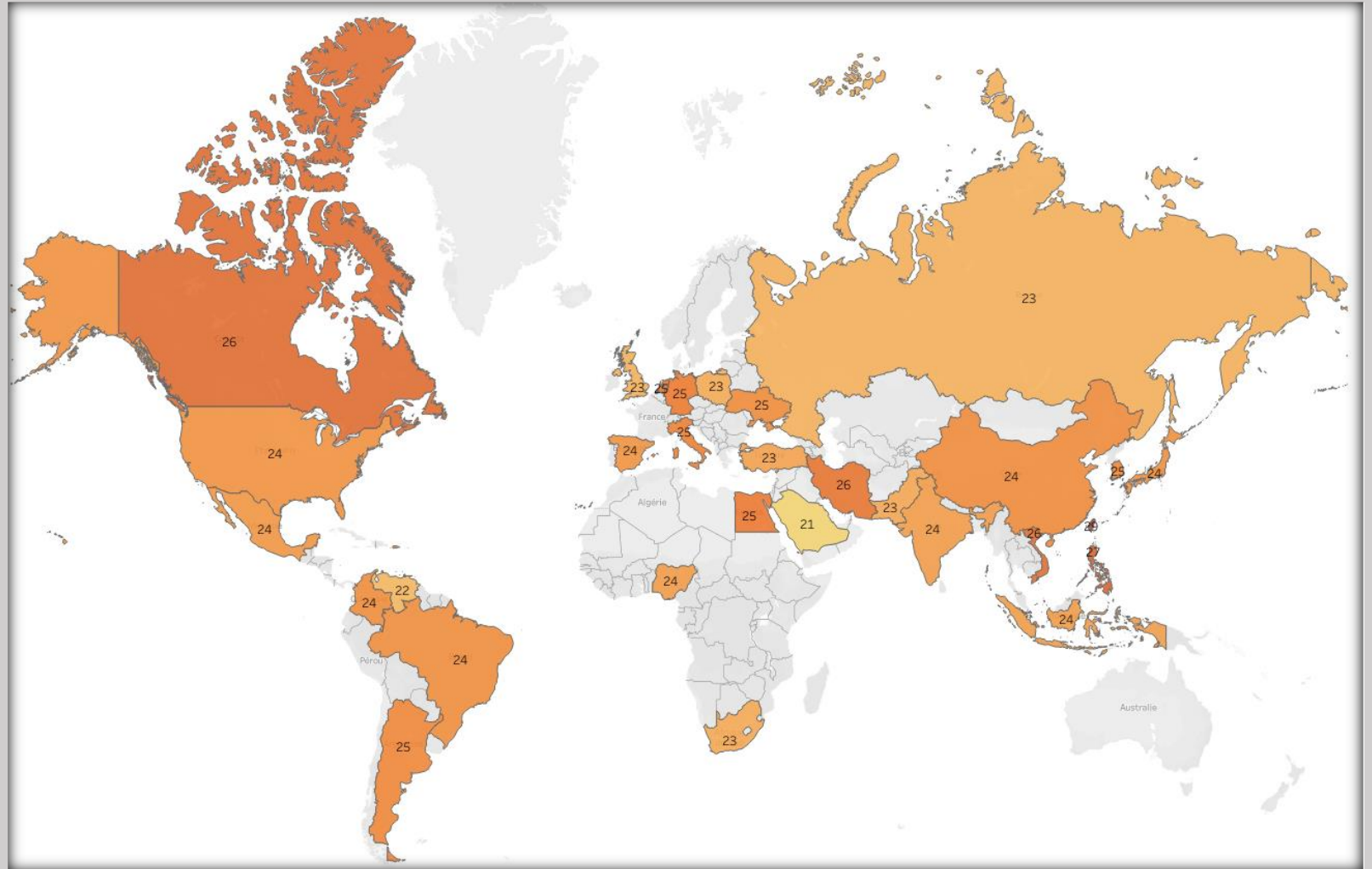
25

Films rented in
average by
customer

- 🎬 About 1 film per person rented
every other week
- 🎬 About 6\$ spent every month by
customers

Films rented in average by customer

- [illegible]

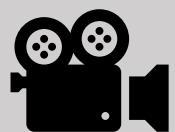


Key takeaways:

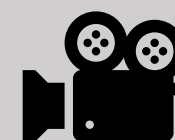
- 🎬 Customers are mostly in non-English speaking countries
- 🎬 Revenues are bond to geography and number of customers by country
- 🎬 Most customers with a high life time value are based in the countries generating the most revenue
- 🎬 The movie library is limited in terms of language, release year, and has a too wide range of contribution to revenue

Recommendations:

- 🎬 Expand the film library to include various languages and titles from different years and countries
- 🎬 Develop targeted marketing campaigns tailored to each region and cultural tastes
- 🎬 Lead a competition study in order to develop a marketing strategy : pricing by movie or by subscription
- 🎬 Develop a customer rewarding program in order to foster loyalty
- 🎬 Develop personalized recommendations with a machine learning algorithm and boost engagement



THANK YOU



Questions ? / Feedback ?

Visualizations available on Tableau Public :

[LINK to Tableau](#)

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