



ROCKBUSTER STEALTH LLT ONLINE VIDEO LAUNCH STRATEGY

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Rockbuster Stealth LLC, which used to have movie rental stores worldwide, has decided to leverage its existing movie licenses to launch its own online video rental service. This move has been necessitated by the need to stay competitive in the age of streaming services like Netflix and Amazon Prime.



KEY QUESTIONS AND 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



Total Revenue **61,312 \$**



Films in Library **1000**



of film Genres **16**



Countries with Customers **109**

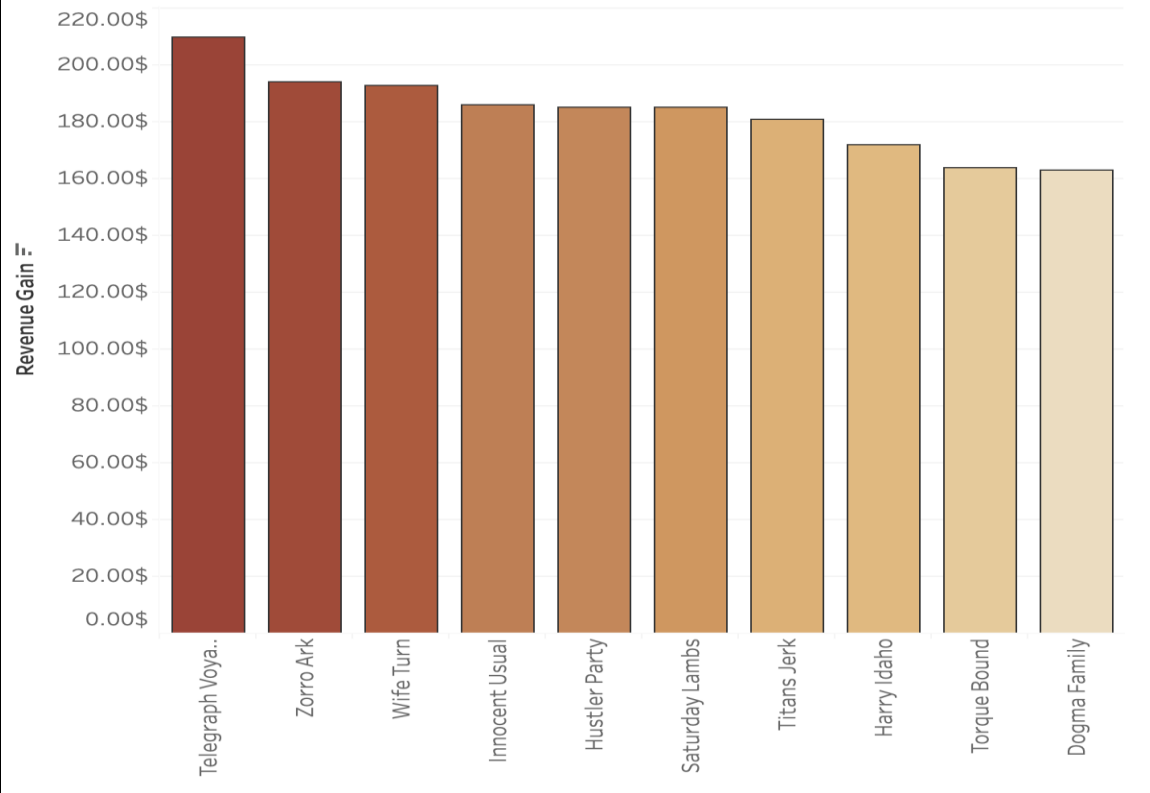


Cities with Customers **597**

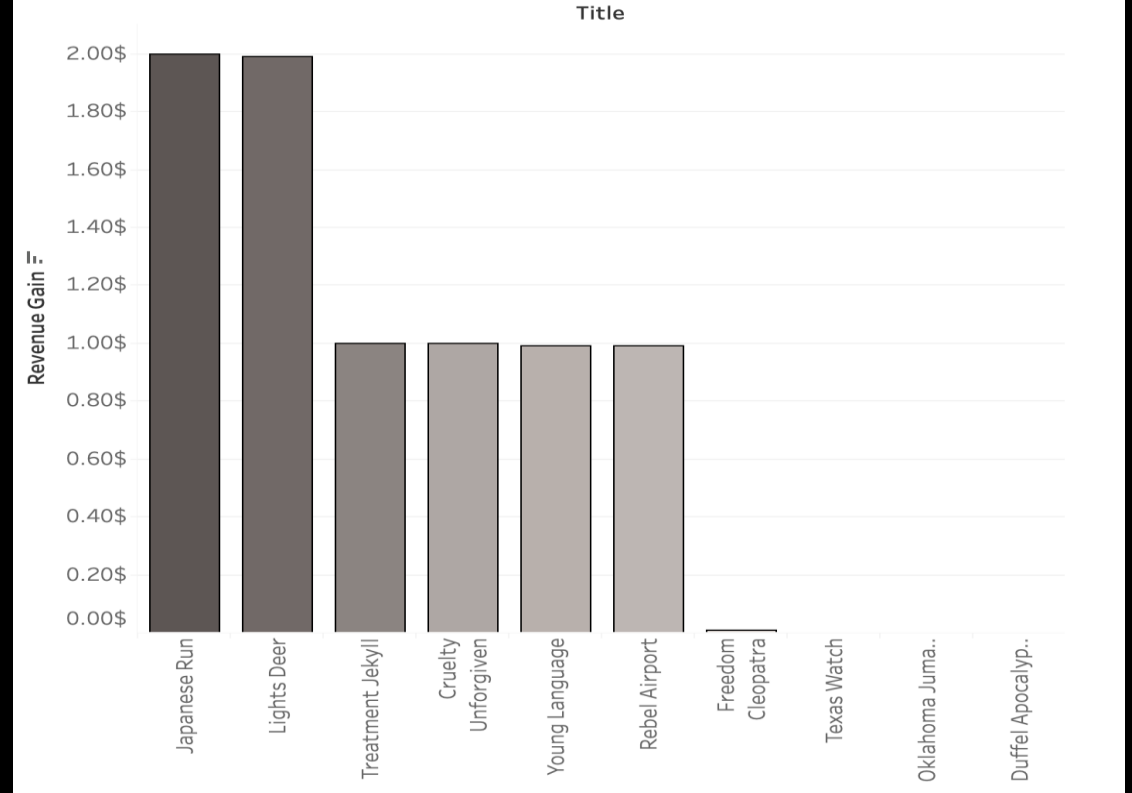


Total Customers **599**

Rockbuster TOP 10 Titles in Revenue



Rockbuster 10 Least Titles in Revenue



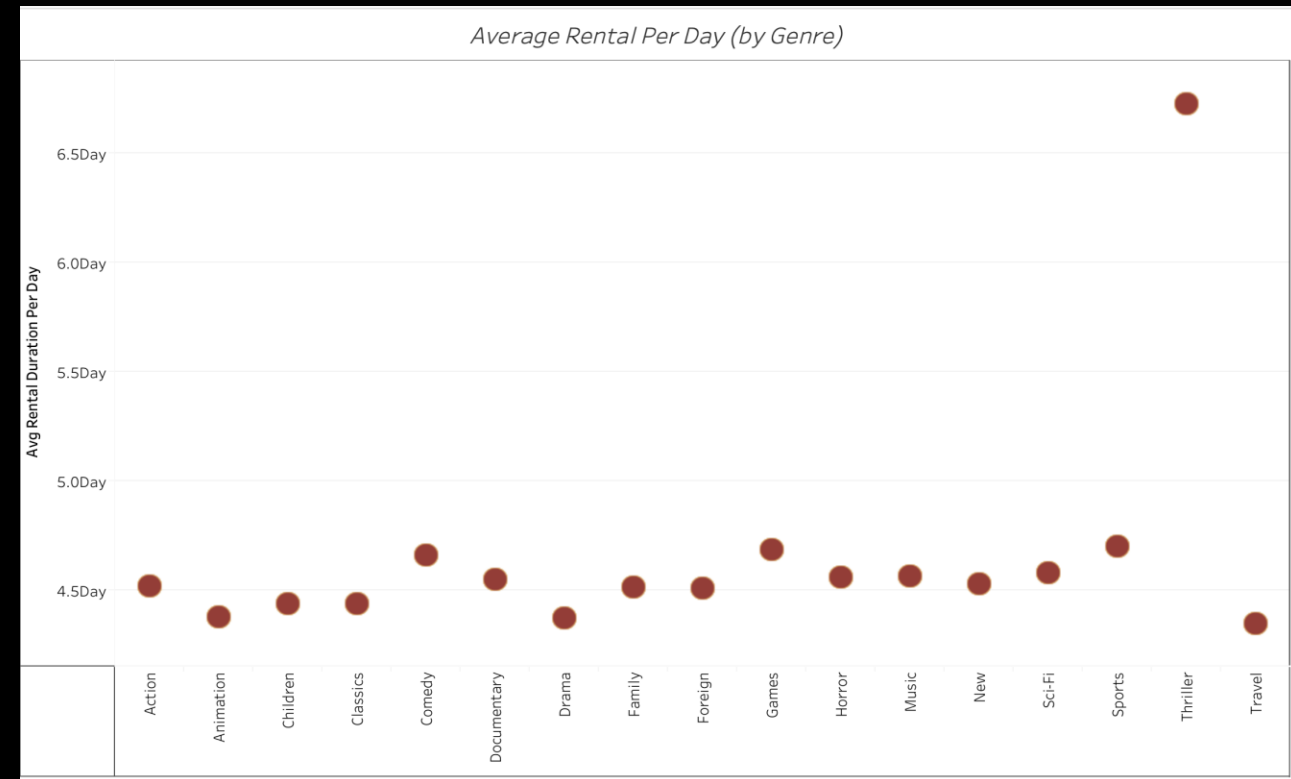
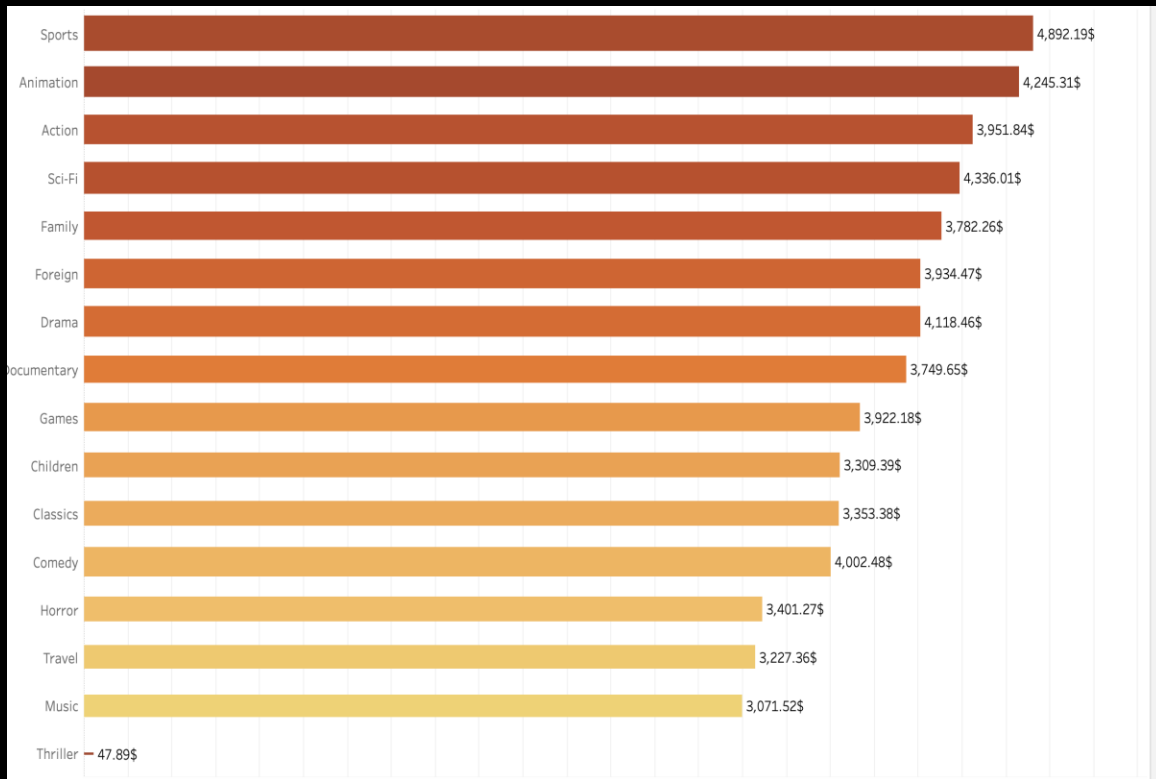
Which movies contributed the most/least to revenue?

Top 10 titles generated **\$1831** in revenue. The 10 most minor profitable titles contributed only **\$7.98**.

What was
the average
rental
duration for
all videos?

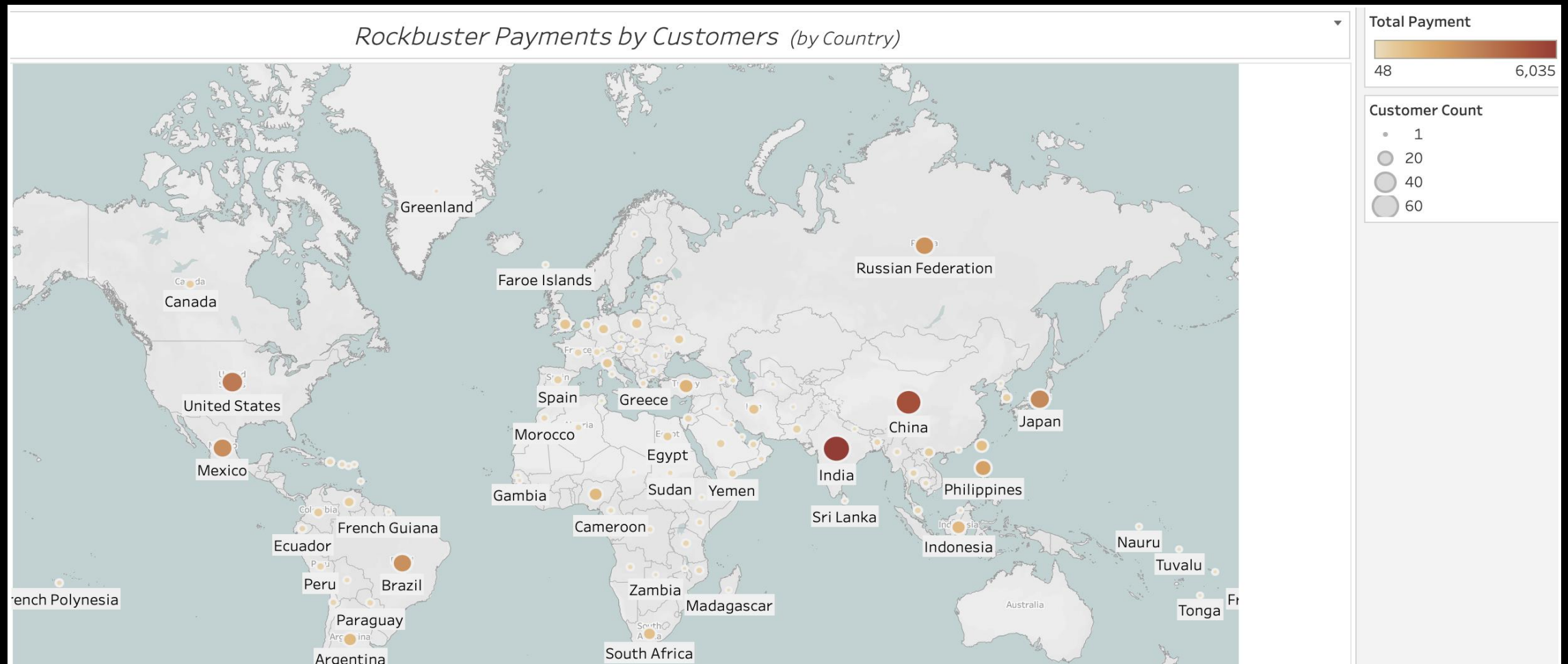
	<i>MIN</i>	<i>MAX</i>	<i>AVG</i>
Rental Rate	<i>\$ 0.99</i>	<i>\$4.99</i>	<i>\$2.98</i>
Rental Duration	<i>3 Days</i>	<i>7 Days</i>	<i>5 Days</i>
Replacement Cost	<i>\$9.99</i>	<i>\$29.99</i>	<i>\$19.98</i>
Movie Length	<i>46 Min</i>	<i>185 Min</i>	<i>115 Min</i>

Revenue by Movie Genre

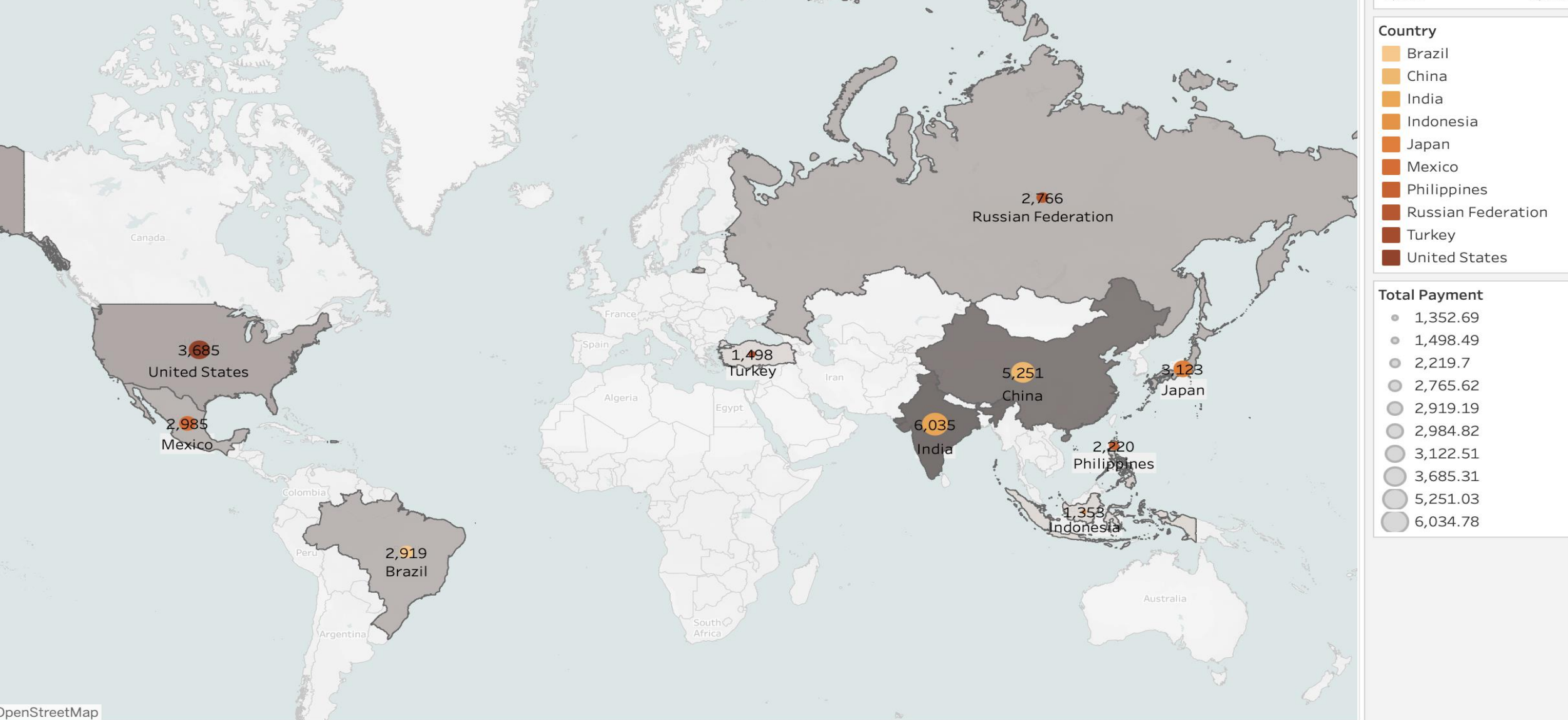


The sports category, on the other hand, generated the highest revenue of \$4,892.19.

The Thriller category generated the lowest rental income of \$47.89 compared to the other categories, despite having the longest average (7 days) rental period.



Which countries are Rockbuster customers based in?
Do sales figures vary between geographic regions?
Rocksbuster has a wide range of customers across **109** countries.



Where are customers with high lifetime value based??

Customers from Brazil, China, India, Indonesia, Japan, Mexico, the Philippines, Russia, Turkey, and the United States generated a total of 31844.14\$ in revenue.

Conclusion and Recommendations

- The number of Rockbuster customers varies significantly by country, with India having the highest number of customers 60
- We have customers in numerous countries worldwide, with over half of them residing in Asia and the Americas. The US, India, The Philippines, Brazil, Mexico, and Russia are the countries with customers having the highest lifetime value.
- The top five film genres by revenue are Sports, Sci-Fi, Animation, Drama, and Comedy, accounting for 35%. The bottom five genres, which include Horror, Classics, Children, Travel, and Music, account for only 26%.
- The average rental duration is 4.99 days. For the first 3 months after the launch I would offer a special discount or a free coupon if someone rents an online video for a minimum of 5 days.
- To launch the online video rental service, it is recommended to target the six best-performing countries, which are India, China, the the online video rental service, it is recommended to target the six best-performing countries, which are India, China, United States, Japan, Mexico, and Brazil. It's important to note that three of these countries have four out of the top ten customers with high lifetime value.



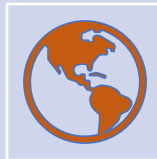
Questions?



Milica Kikovic



Data Analyses \ Data Immersion SQL



<https://public.tableau.com/app/profile/milica.kikovic/viz/ROCKBUSTERPRESENTATIONKikovic/Sheet9>