

Rockbuster Stealth LLC

ONLINE VIDEO SERVICE LAUNCH STRATEGY

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Visualizations created using Tableau Public



Overview

In order to stay competitive with online streaming platforms such as Netflix and Amazon , **Rockbuster Stealth LLC** has decided to transition their existing movie licenses into the **launch of an online video rental service.**

The following questions were provided by the Rockbuster Stealth Management Board as key questions that would contribute towards the development of their 2020 company strategy and rental service launch Strategy.

- 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?
- Do sales figures vary between geographic regions?
- Where are customers with a high lifetime value based?

Data Overview

- Total of 599 Customers.
- 109 Countries serviced.
- 1000 Different Films Options.
- 17 Different Genres
- 1 Language Option, **English**

Key Statistics

<u>Rental Rate</u>		<u>Rental Duration</u>		<u>Film Length</u>		<u>Replacement Cost</u>	
Average	2.98	Average	4.985	Average	115.272	Average	19.984
Minumum	0.99	Minimum	3	Minimum	46	Minimum	9.99
Maximum	4.99	Maximum	7	Maximum	185	Maximum	29.99

Which movies contributed the most/least to revenue gain?

Highest Performing Titles

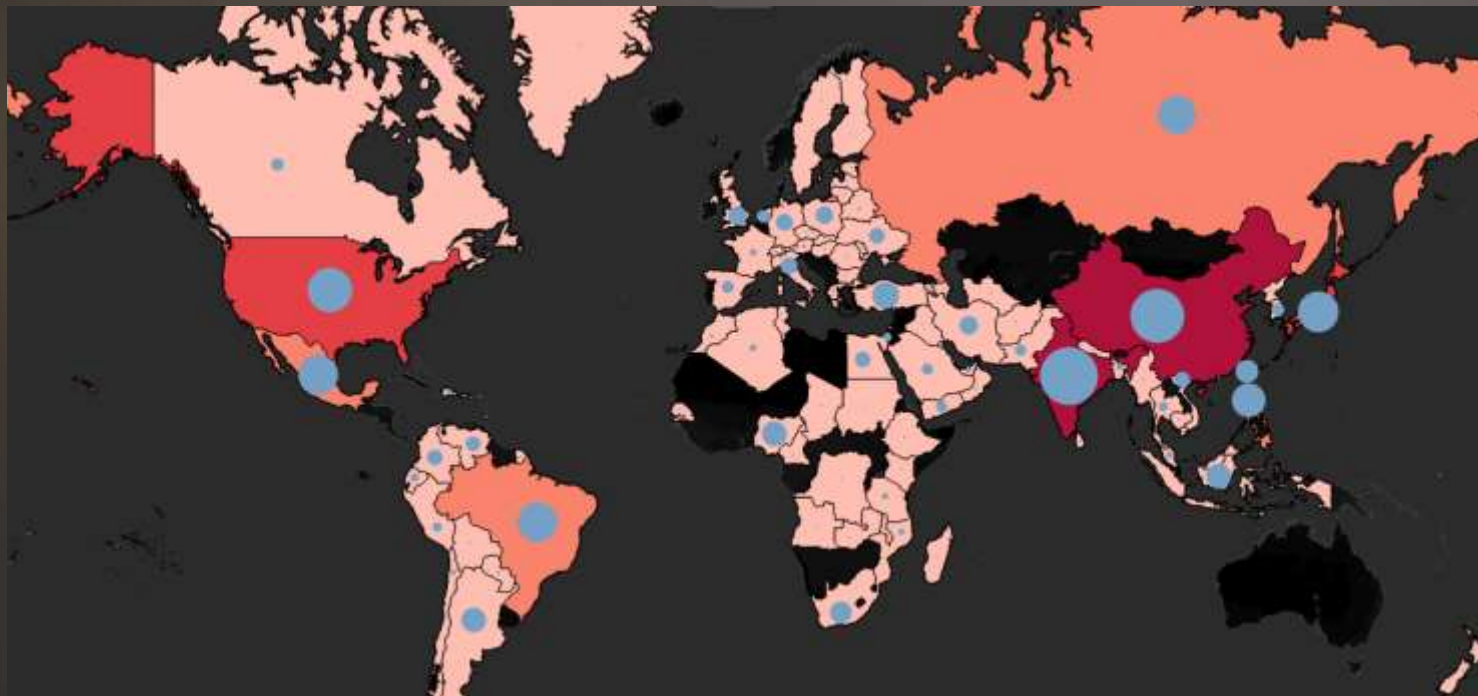
Ranking	Title	
1	Telegraph Voyage	215.75
2	Zorro Ark	199.72
3	Wife Turn	198.73
4	Innocent Usual	191.74
5	Hustler Party	190.78
6	Saturday Lambs	190.74
7	Titans Jerk	186.73
8	Harry Idaho	177.73
9	Torque Bound	169.76
10	Dogma Family	168.72

Lowest Performing Titles

Ranking	Title	
722	Japanese Run	7.940
	Stallion Sundance	7.940
723	Lights Deer	7.930
724	Cruelty Unforgiven	6.940
	Treatment Jekyll	6.940
725	Rebel Airport	6.930
	Young Language	6.930
726	Freedom Cleopatra	5.950
727	Duffel Apocalypse	5.940
	Oklahoma Jumanji	5.940
	Texas Watch	5.940

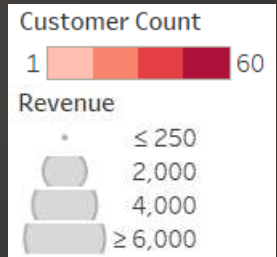
Which Countries are Rockbuster Stealth LLC Customers Based in?

- RockBuster LLC operates globally. It's largest customer bases can be found in Asia and North America.
- India & China make up 19% of the global customer base.
- RockBuster's highest revenue figures are also reported in Asia and North America.
- India & China similarly bring in 18.5% of Rockbuster's global revenue.



Revenue Rank	Country	
1	India	6,035
2	China	5,251
3	United States	3,685
4	Japan	3,123
5	Mexico	2,985

Customer Count Rank	Country	
1	India	60
2	China	53
3	United States	36
4	Japan	31
5	Mexico	30

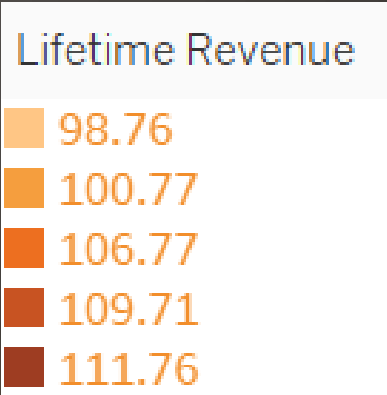


Most Loyal Customers within Top 10 Countries

- Using a Loyalty or Reward program to incentivize usage would be a great means of driving engagement for the new platform
- The current top 5 highest value clients in our top countries have been highlighted below.

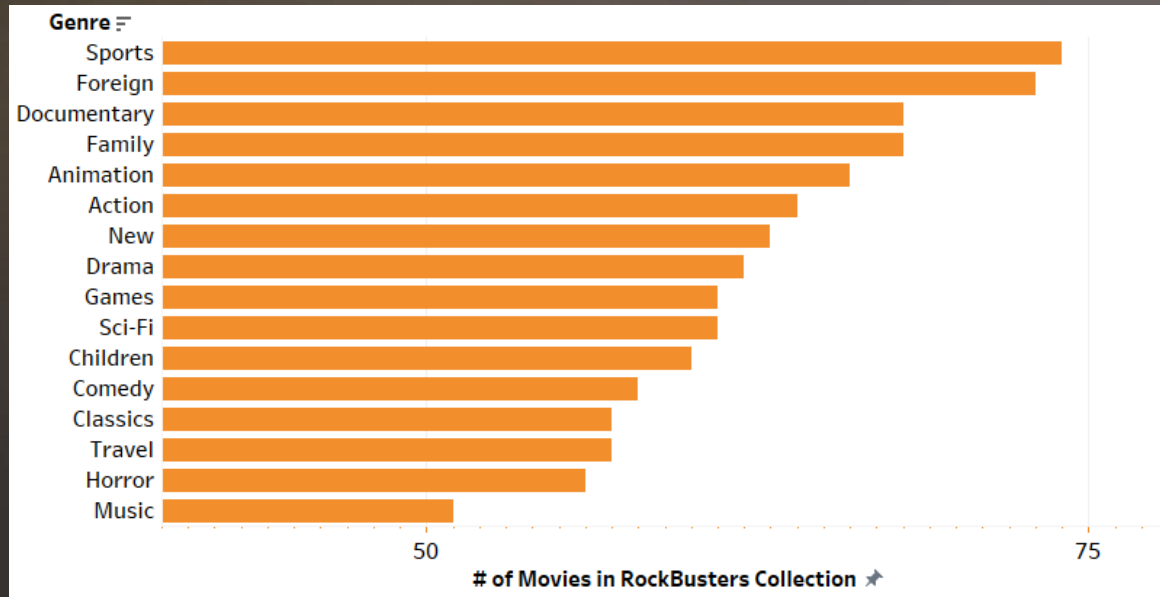


Name	City	Country
Arlene Harvey	Ambattur	India
Kyle Spurlock	Shanwei	China
Marlene Welch	Iwaki	Japan
Glen Talbert	Acua	Mexico
Clinton Buford	Aurora	United States



Genre Popularity

- Sports Movies are Rockbuster LLC's largest category in terms of available titles.
- Sports Movies also are joint first for the most frequently rented genre (7.3% of all rentals, or, 1 179 total rentals)
- Other Genres in high demand;
 - Animation
 - Action
 - Sci-Fi
 - Family
- Increasing the movie options in these categories could result in additional rentals.
- Foreign and Documentary have an abundance of titles, but are not rented as frequently in specific regions. Scaling back on some of the available options in this category could save Rockbuster some licensing overheads.
- Ensuring that Rockbuster's Movie Catalogues expand with local tastes in mind will be key to each regions' growth.



Rental Ranking	Genre	
1	Sports	7.3%
2	Animation	7.3%
3	Action	6.9%
4	Sci-Fi	6.9%
5	Family	6.8%
6	Drama	6.6%
7	Documentary	6.5%
8	Foreign	6.4%
9	Games	6.0%
10	Children	5.9%
11	Comedy	5.9%
12	New	5.9%
13	Classics	5.9%
14	Horror	5.3%
15	Travel	5.2%
16	Music	5.2%
17	Thriller	0.1%

COUNTRY	GENRE		
	#1	#2	#3
China	Animation	Family	Drama
India	Action	Sports	Documentary
Japan	Animation	Sci-Fi	Drama
Mexico	Sports	Drama	Sci-Fi
United States	Documentary	Sports	Drama

Findings and Recommendations

- Based on statistics for Rental rate and rental Duration, the average film rental brings in \$14.85 revenue.
- Rockbusters Largest client base is focused in Asia and in North America (specifically the United States & Mexico).
- Ensuring that clients in these regions are successfully migrated over to the new Rockbusters Rental platform is pivotal as they comprise some of the highest value customers.
- New Platform adoption can be boosted by the introduction of Loyalty Programs.
- Rockbuster Stealth has a wide customer base with varied genre preferences in each region. Rockbuster should cater marketing efforts in each region to demonstrate the



Thank you for your time!

If you have any questions, then please feel free to reach out to me using the contact details below.

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Links to tableau visualizations can be accessed here:

[Customer Loyalty Map](#)
[Temporal maps](#)
[Genre Charts](#)
[Revenue Tables](#)