

# ROCK BUSTER STEALTH

A launch strategy for the online video rental service

# Introduction

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. 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 in order to stay competitive.

## **TOP 5 BUSINESS 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?

## Summarizing Film Data

### Rental Rate

Min	0.99
Max	4.99
Avg	2.98

### Rental Duration

Min	3
Max	7
Avg	4.985

### Length

Min	46
Max	185
Avg	115.272

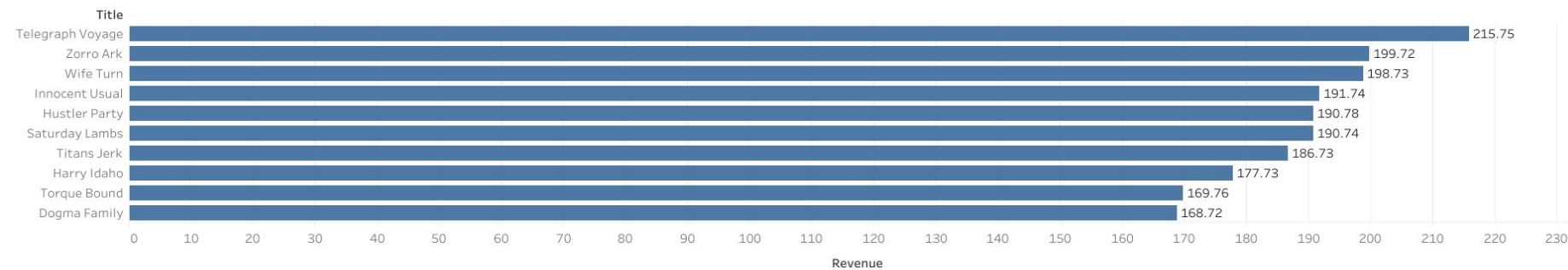
### Replacement Cost

Min	9.99
Max	29.99
Avg	19.984

# Which movies contributed the most/least to revenue gain?

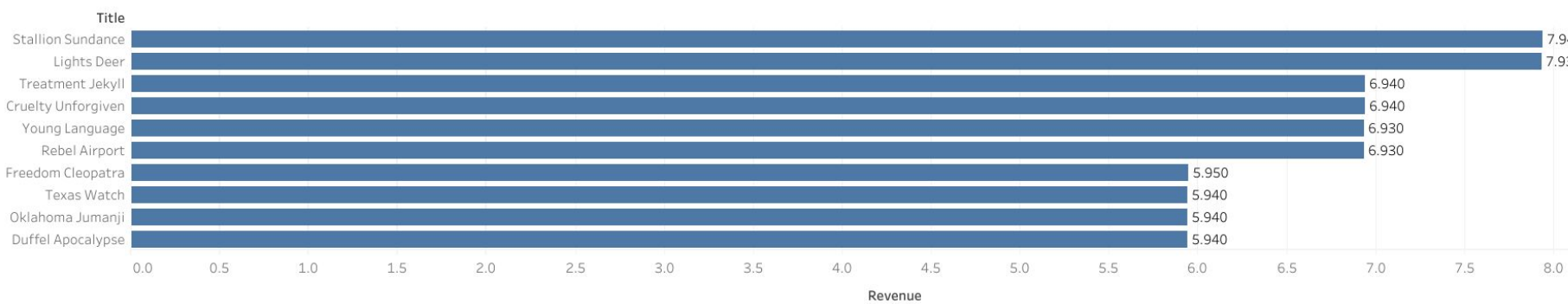
## Movies contributed Most Revenue

Top 10 movies revenue



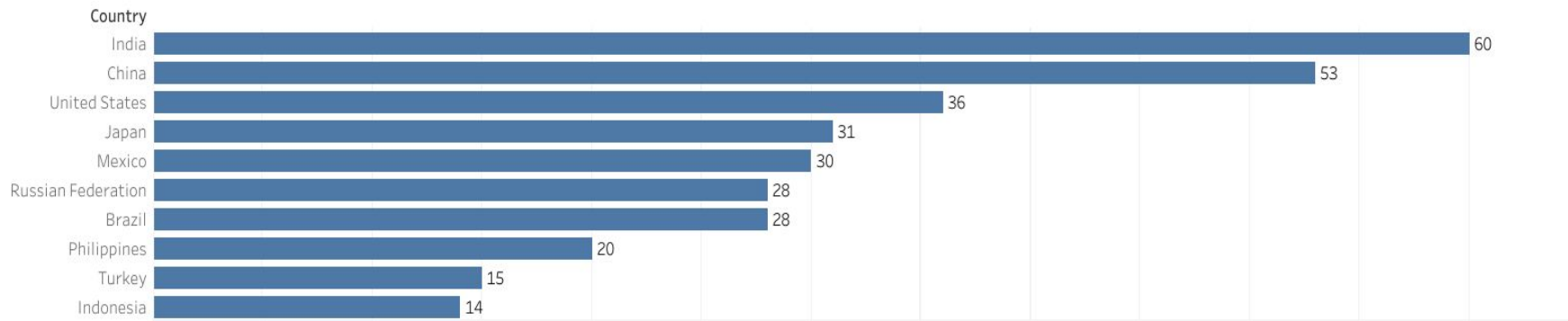
## Movies contributed Least Revenue

Last 10 movies revenue

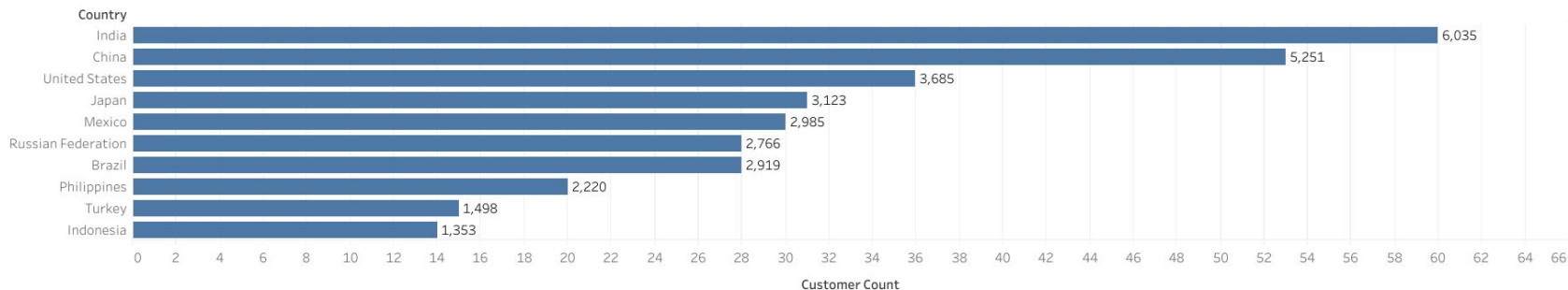


# Which countries are Rockbuster customers based in?

## Top 10 Countries by Customer Count



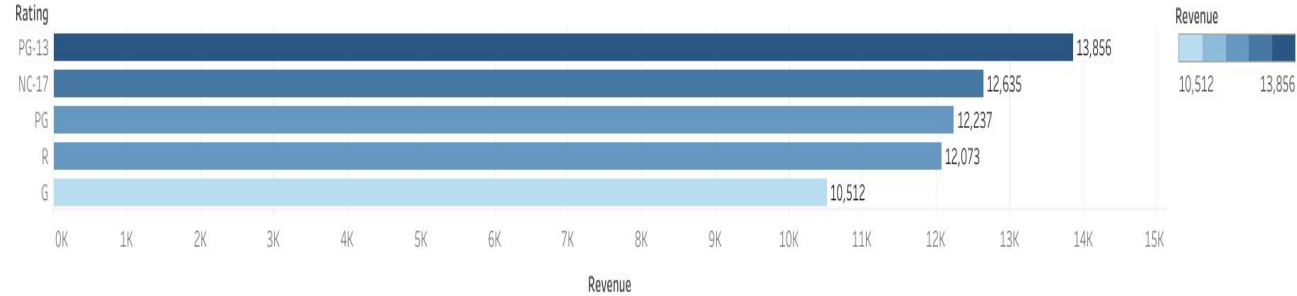
## Top 10 Countries Revenue



## Which Genre movies making more Revenue?

GENRE	REVENUE
Sports	\$4892.19
Sci-Fi	\$4336.01
Animation	\$4245.31
Drama	\$4118.46
Comedy	\$4002.48
New	\$3966.38
Action	\$3951.84
Foreign	\$3934.47
Games	\$3922.18
Family	\$3782.26

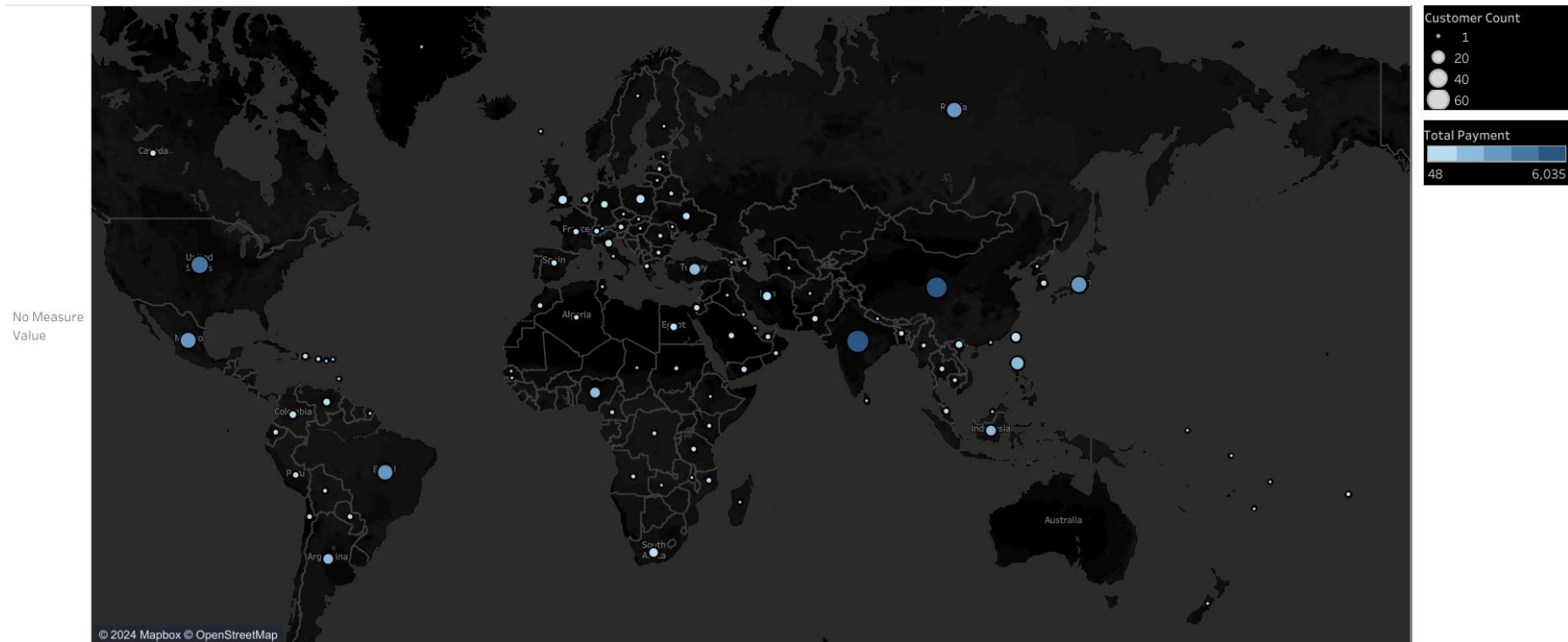
Ratings wise Revenue



- Sports , Sci-Fi , Animation , Animation , Drama, Comedy top 5 genre movies are contributing more revenue.
- Movies with rating PG-13, NC-17 contributing more revenue.

## Do sales figures vary between geographic regions?

Rockbuster Geographical Customer Distribution and Revenue



# Recommendations

- Selecting India ,China and America for the launch of our online video streaming service is a strategic move aimed at tapping into their large customer bases.
- Expanding our movie selection to include local languages(indian regional languages) in addition to English can broaden our customer base in these regions.
- Utilizing popular movies for marketing, especially those in Sports, Sci-Fi, Animation, and Action genres can effectively attract our existing customer base.
- To optimize costs, consider discontinuing movies with minimal rental history and regularly assess rental trends for strategic content library adjustments during license renewals.



[Tableau Link](#)

Thank You