

Abstract geometric lines in black on a white background, forming various overlapping polygons and shapes, primarily concentrated on the left side of the page.

ROCKBUSTER STEALTH

LAUNCH STRATEGY FOR THE NEW ONLINE VIDEO SERVICE

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AGENDA

Introduction

Key Questions And Objectives

Data Overview

Analysis

Summary

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.

KEY QUESTIONS AND OBJECTIVES

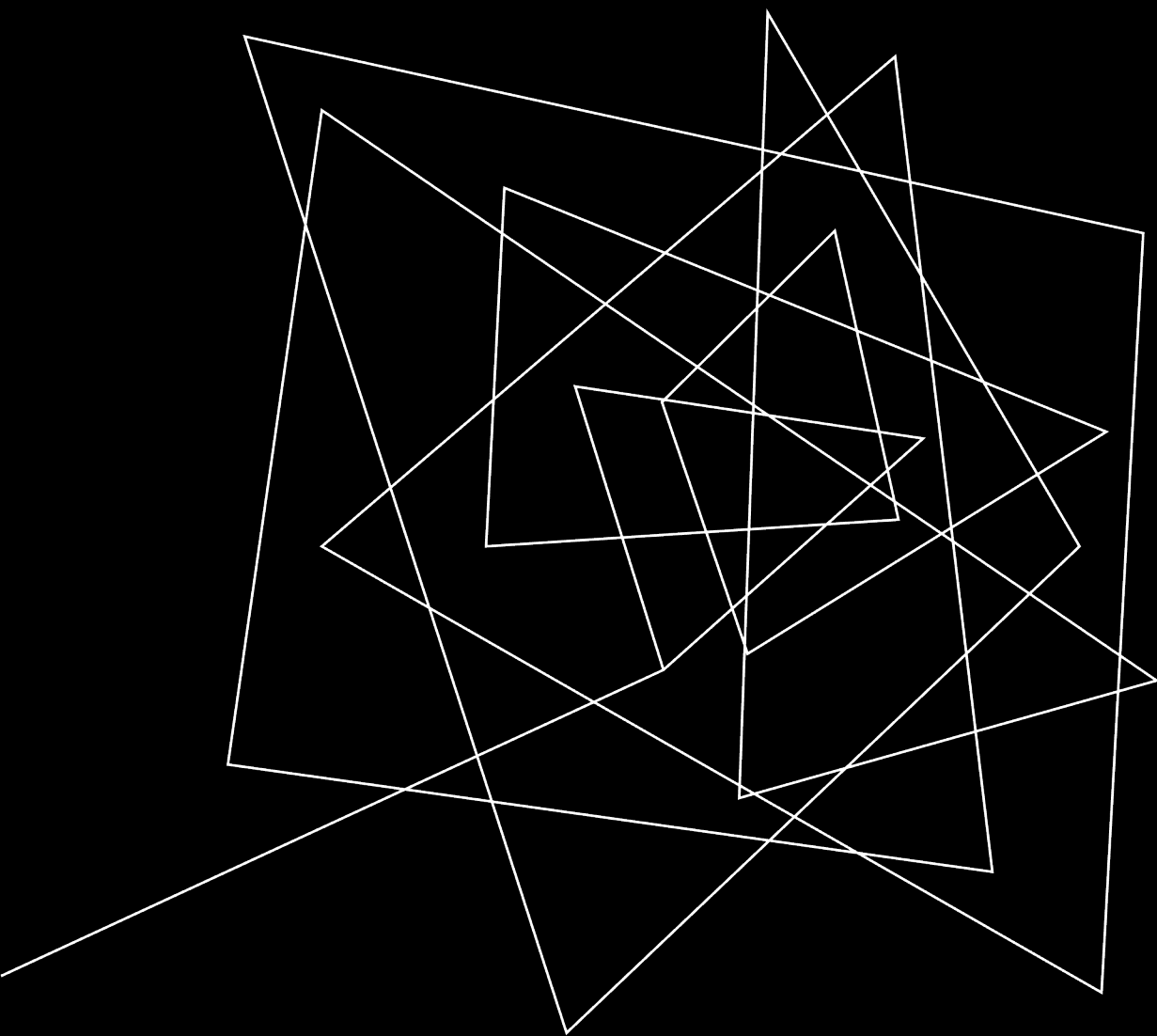
- Q1 — Which movies contributed the most/least to revenue gain?
- Q2 — What was the average rental duration for all videos?
- Q3 — Which countries are Rockbuster customers based in?
- Q4 — Where are customers with a high lifetime value based?
- Q5 — Do sales figures vary between geographic regions?

DATA OVERVIEW

Rockbuster Stealth LLC has a solid amount of data that was tracked in the past. Here are some of the tables we will refer to in this presentation:

CATEGORY	COUNTRY	LANGUAGE	PAYMENT*
20 different movie categories	Movies from 109 countries	Movies in 6 different languages	Total revenue in 2007 was 61312.04\$
FILM	STORE*	CUSTOMERS*	RENTAL*
Collection of 1000 movies	2 stores in 2006	599 customers	16044 rentals in 2005 year

*data limitation: most of the tables are tracking only one year period, 2005, or 2006, etc.



ANALYSIS

DESCRIPTIVE STATISTICS

SUMMARIZED DATA

source: Film table

Rental Rate

Minimum Rental Rate	\$0.99
Maximum Rental Rate	\$4.99
Average Rental Rate	\$2.98
Count Rental Rate	1000

Replacement Cost

Minimum Replace..	\$9.99
Maximum Replace..	\$29.99
Average Replacem..	\$19.98
Count Replacemen..	1000

Rental Duration

Minimum Rental Duration	3 days
Maximum Rental Duration	7 days
Average Rental Duration	5 days
Count Rental Duration	1000

Movie Length

Minimum Length	46 min
Maximum Length	185 min
Average Length	115 min
Count Length	1000

[TABLEAU LINK](#)

*data limitation: last update 2013.

ROCKBUSTER CUSTOMER BASE

INDIA

Country with biggest customer base – 60 customers!

AURORA, USA

City with biggest customer base – 2 customers!

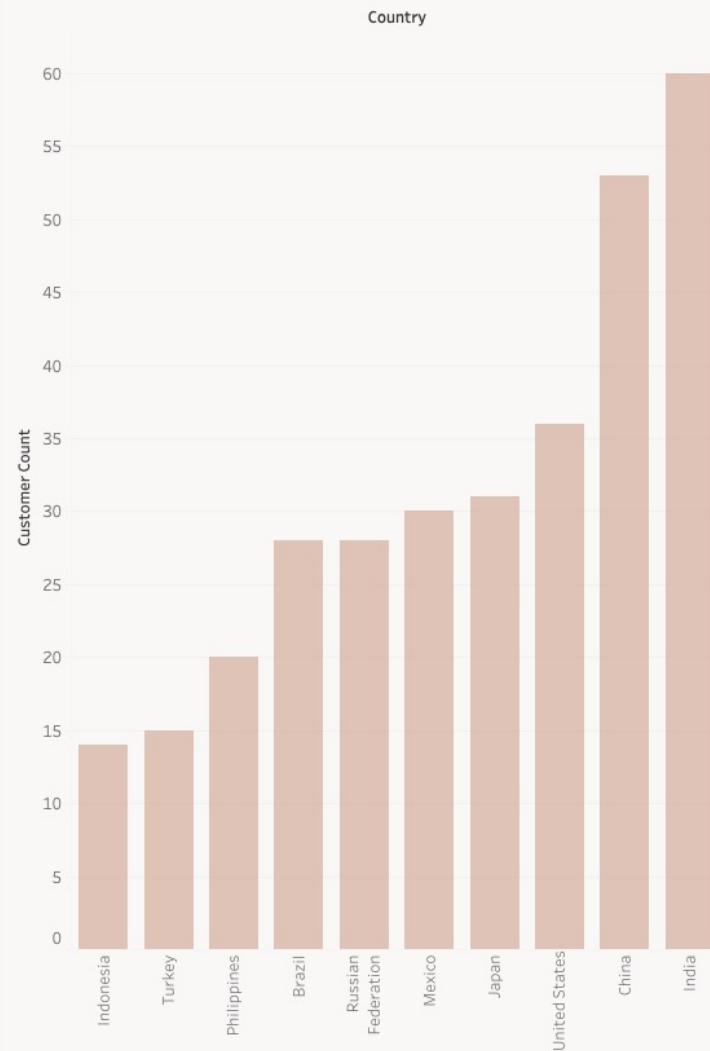
\$112

Highest amount spent by single customer – Arlene Havey

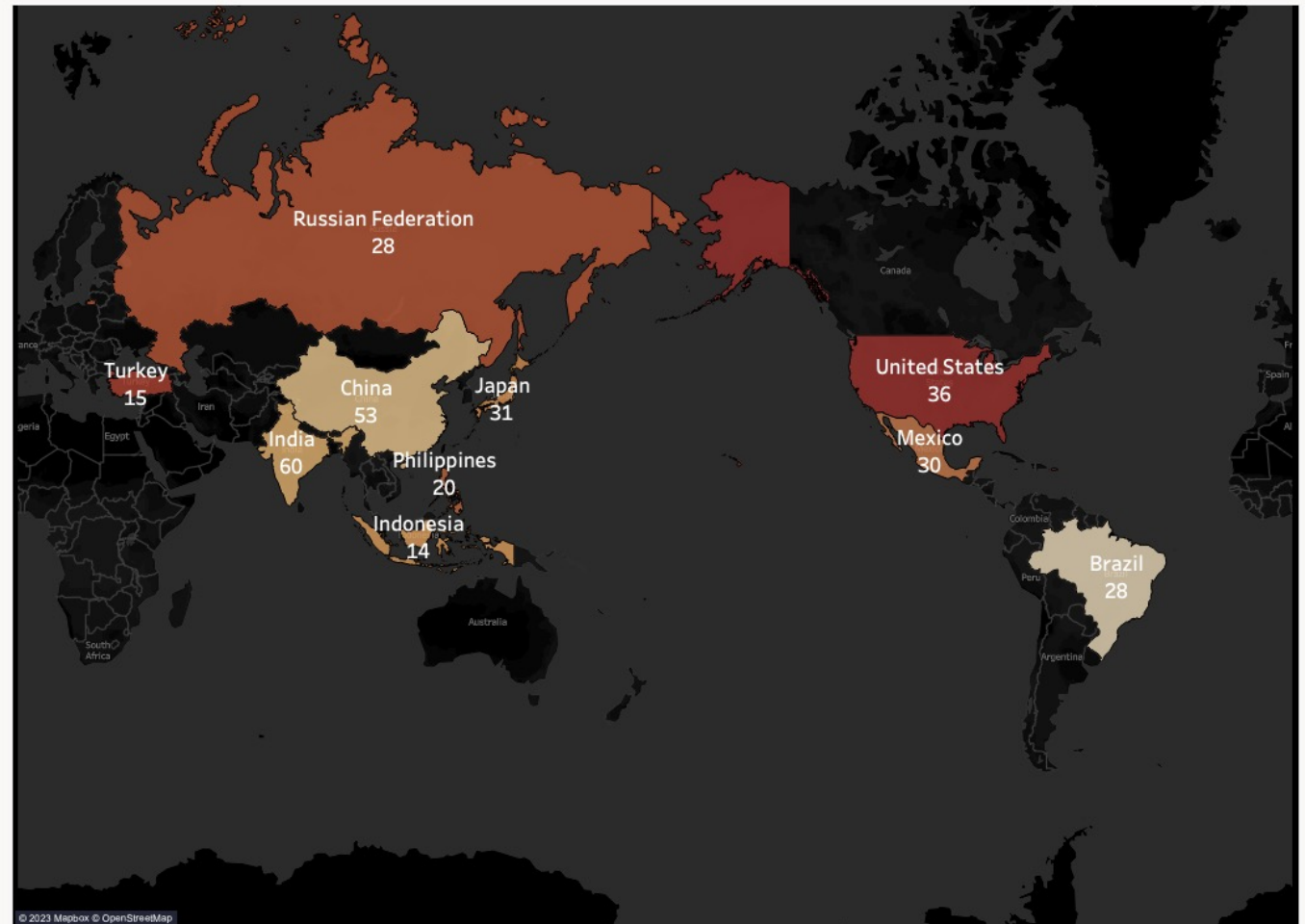
[TABLEAU LINK](#)

Top 10 countries for Rockbuster in terms of customer numbers

Total Customer Count-barchart



Total Customer Count-spatial view



Customer Count

14



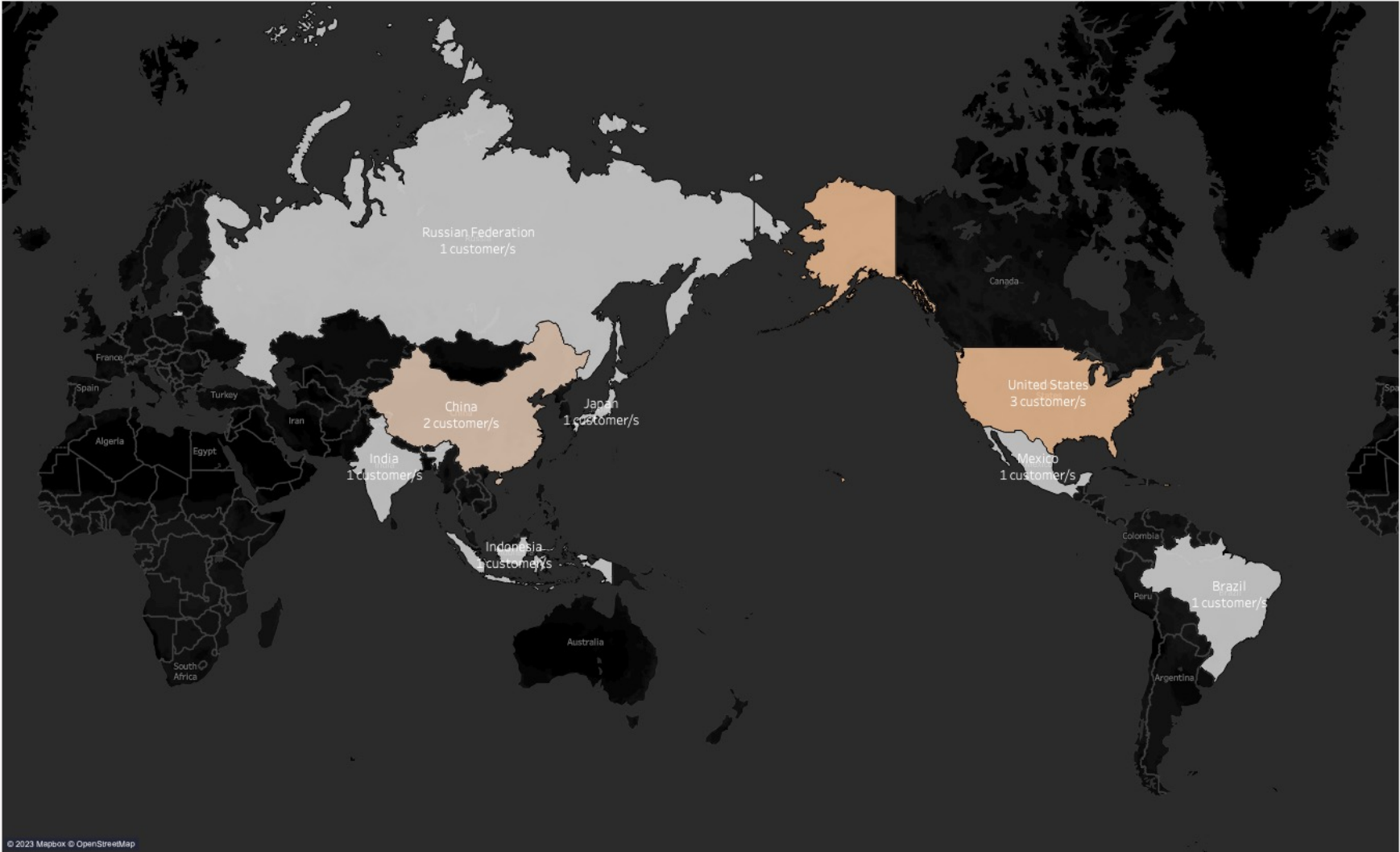
60

Top 10 cities that fall within the top 10 countries

Customer Count in Top 10 Cities

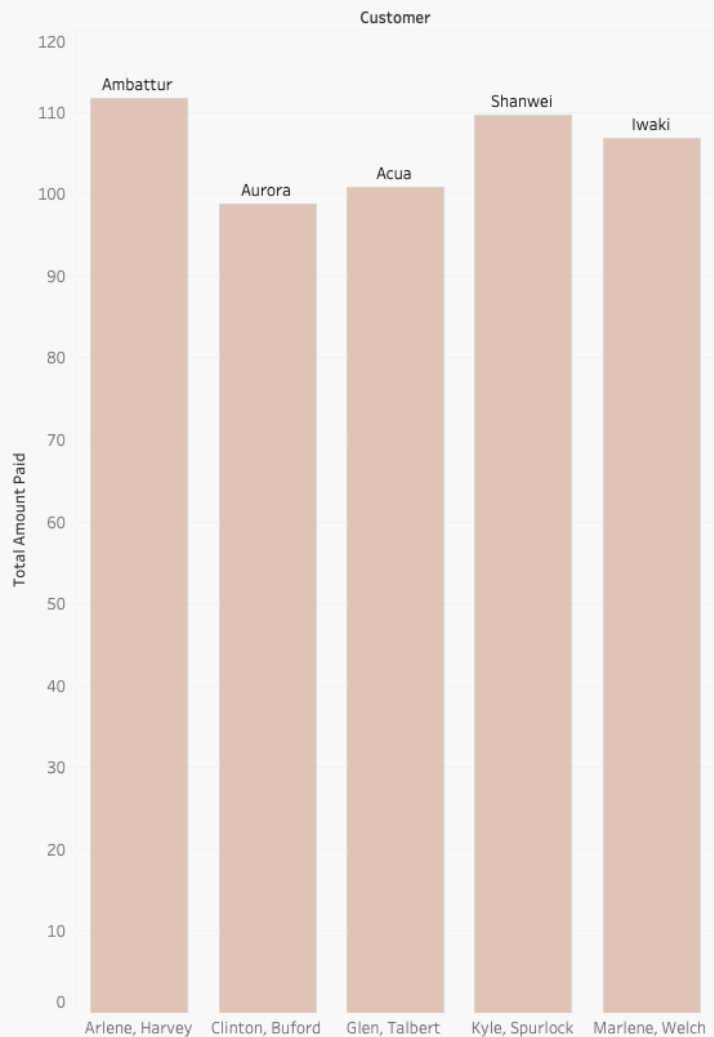
City	country (3-7-2 Cus..	
Acua	Mexico	1
Ambattur	India	1
Aurora	United States	2
Cianjur	Indonesia	1
Citrus Heights	United States	1
Iwaki	Japan	1
Shanwei	China	1
So Leopoldo	Brazil	1
Teboksary	Russian Federation	1
Tianjin	China	1

Customer Count of top 10 cities grouped by country



Top 5 customers in top 10 cities with highest total amounts paid to Rockbuster

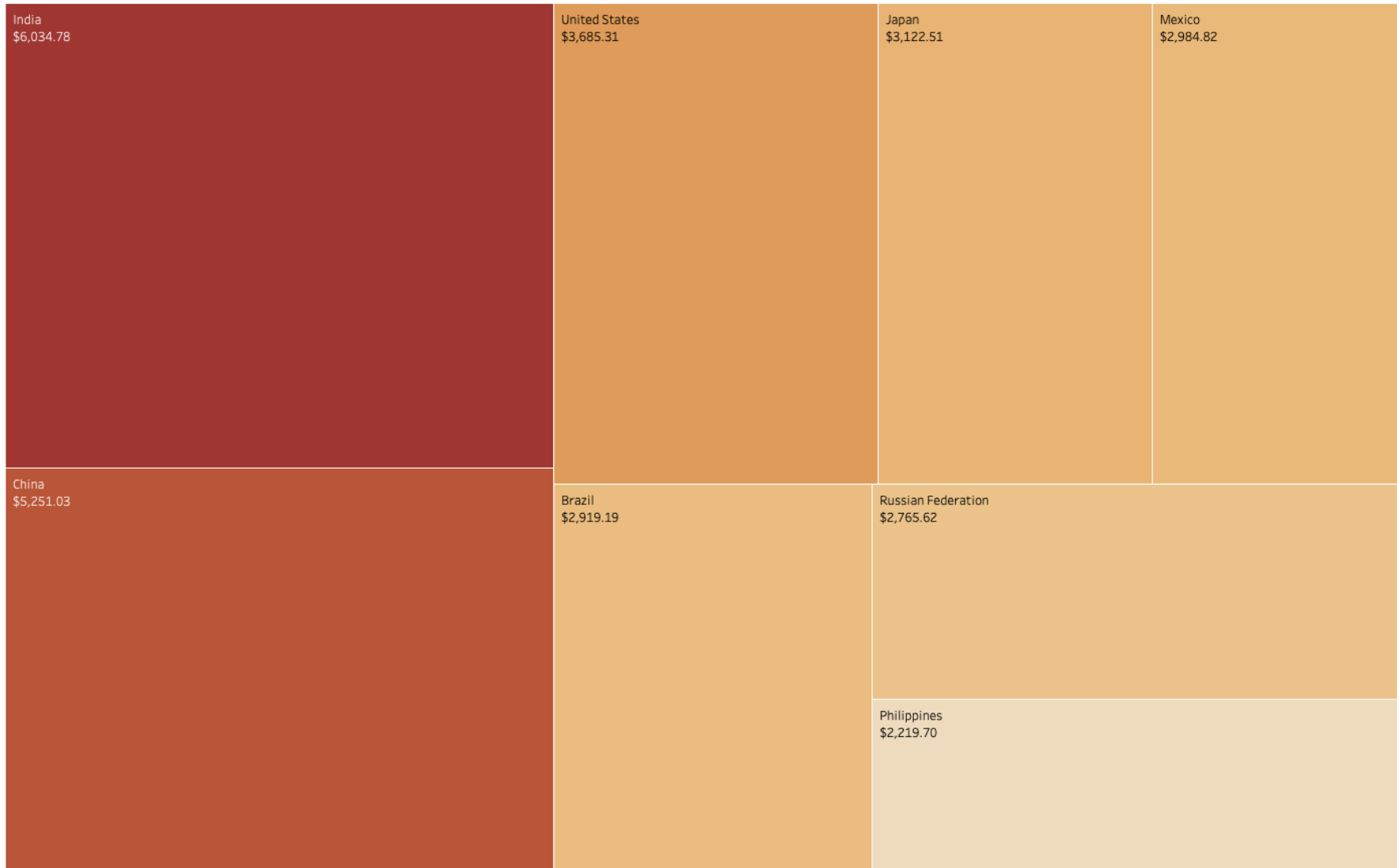
Top 5 customers from Top 5 cities



Top 5 customers by amount spent on renting the videos



Revenue per country



Total revenue:
61.250\$
India, China & USA
are highest
profiting markets

ROCKBUSTER MOVIE BASE

TELEGRAPH VOYAGE

Movie that brought highest profit
– 215 \$

SPORTS

Most popular category for our
customers

PG-13

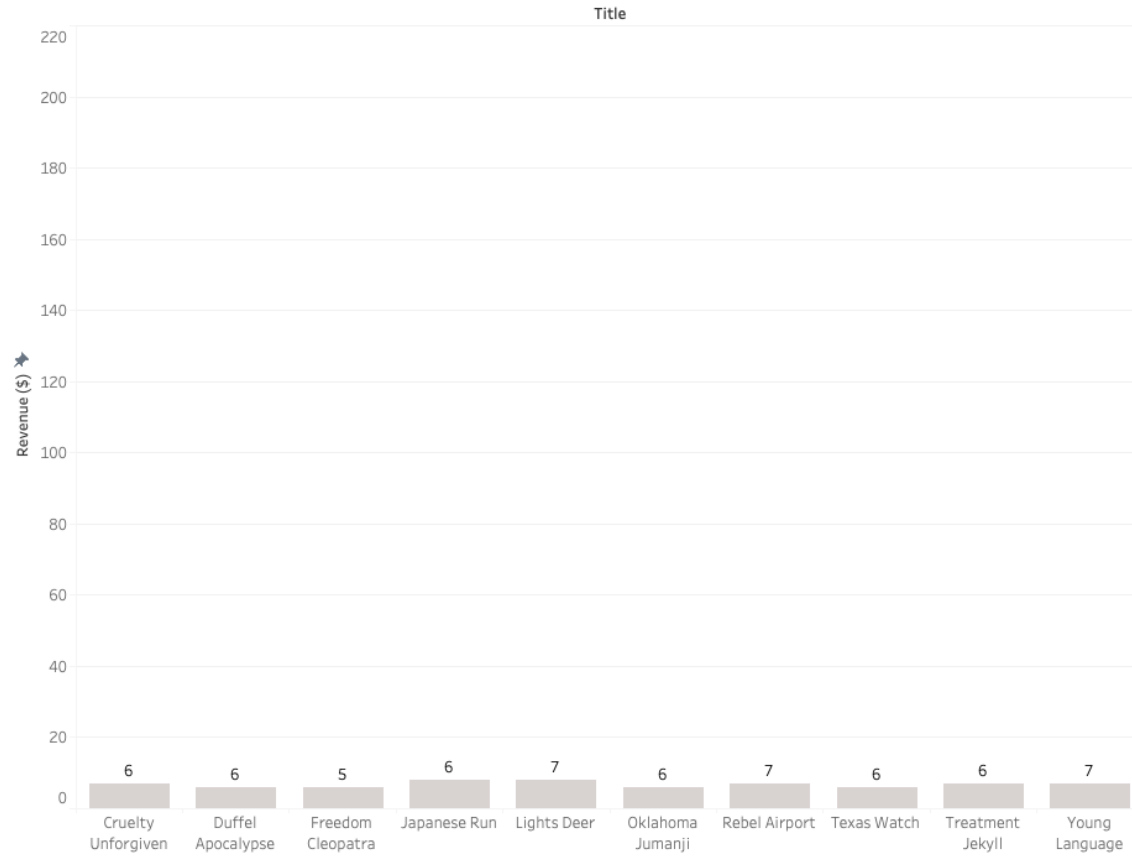
This is the most frequent movie
rating in our collection.

[TABLEAU LINK](#)

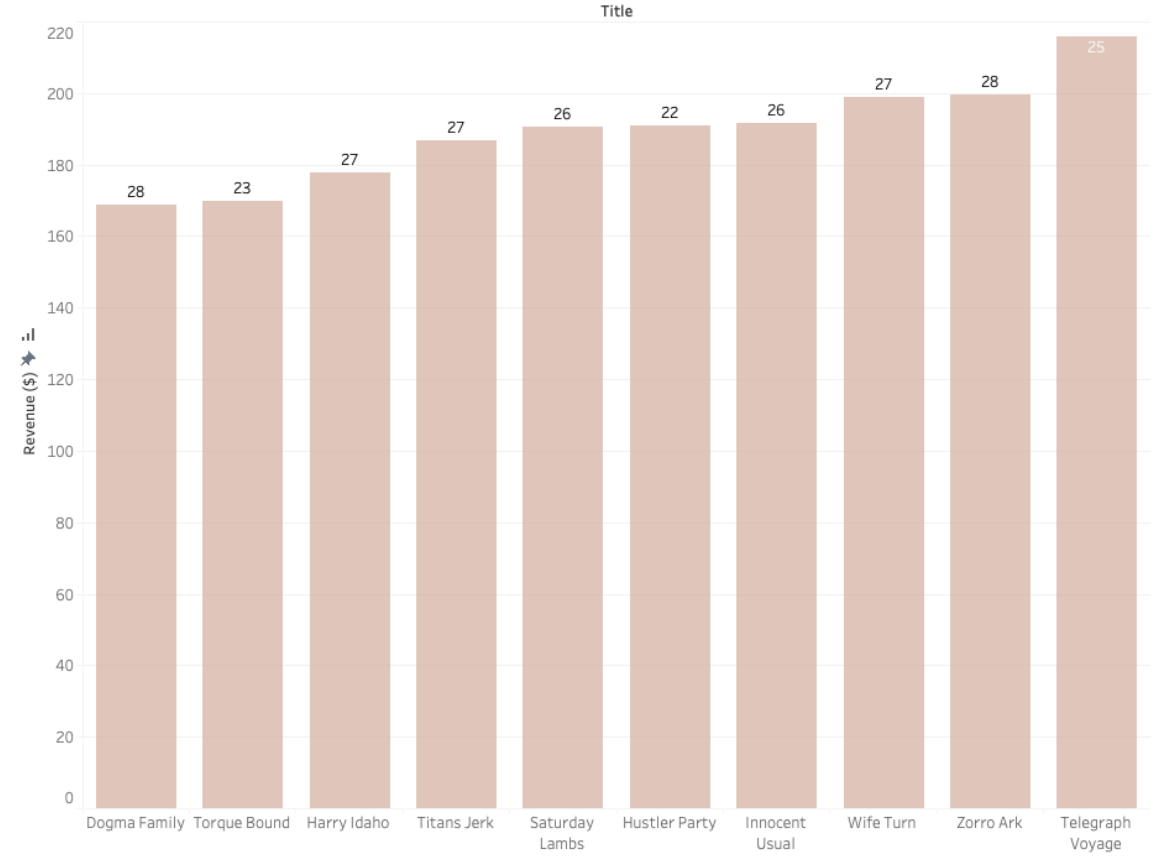
Movie popularity by revenue

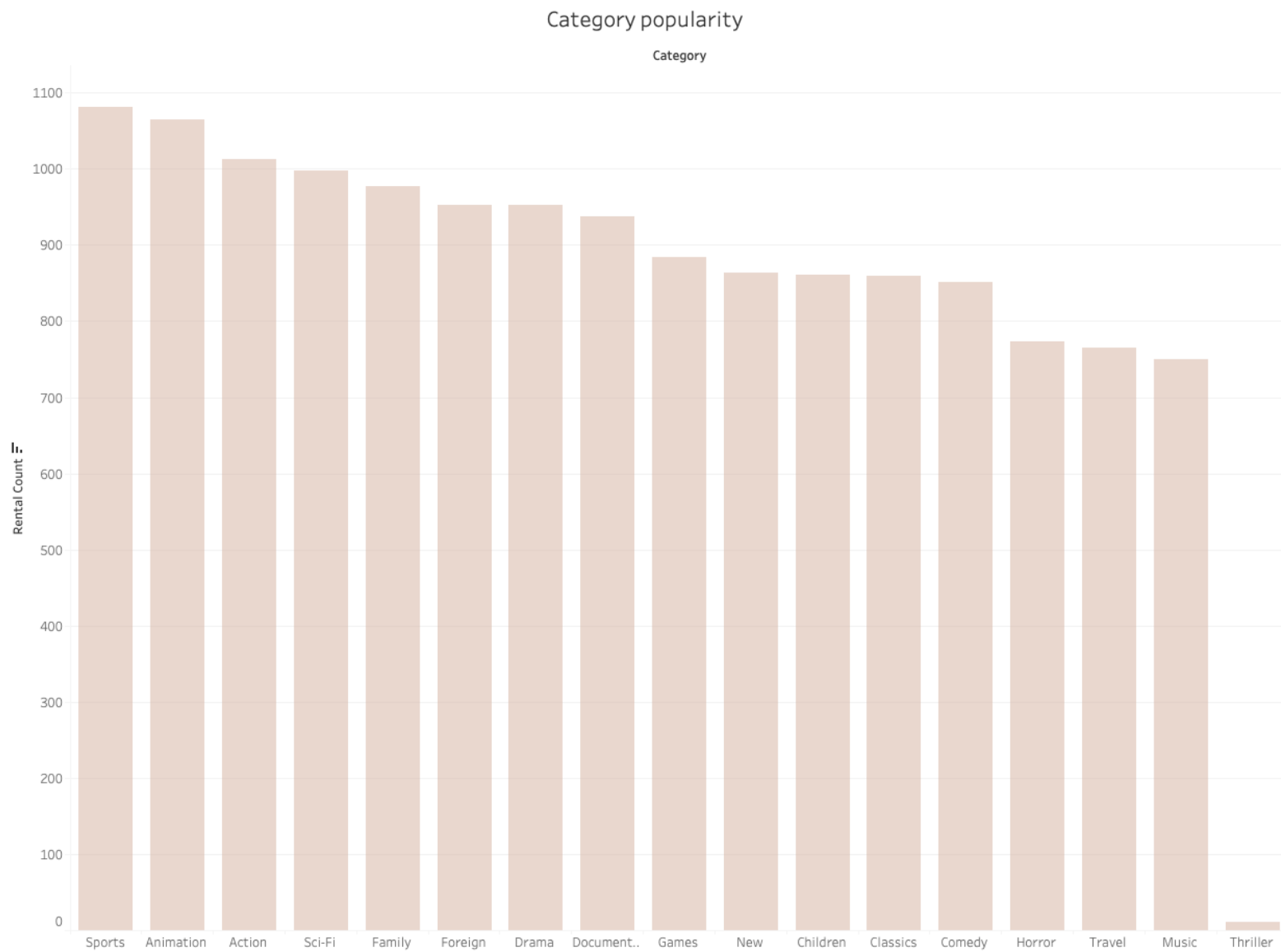
Next to the each bar there is a number of rents for each movie.

Bottom 10 movies

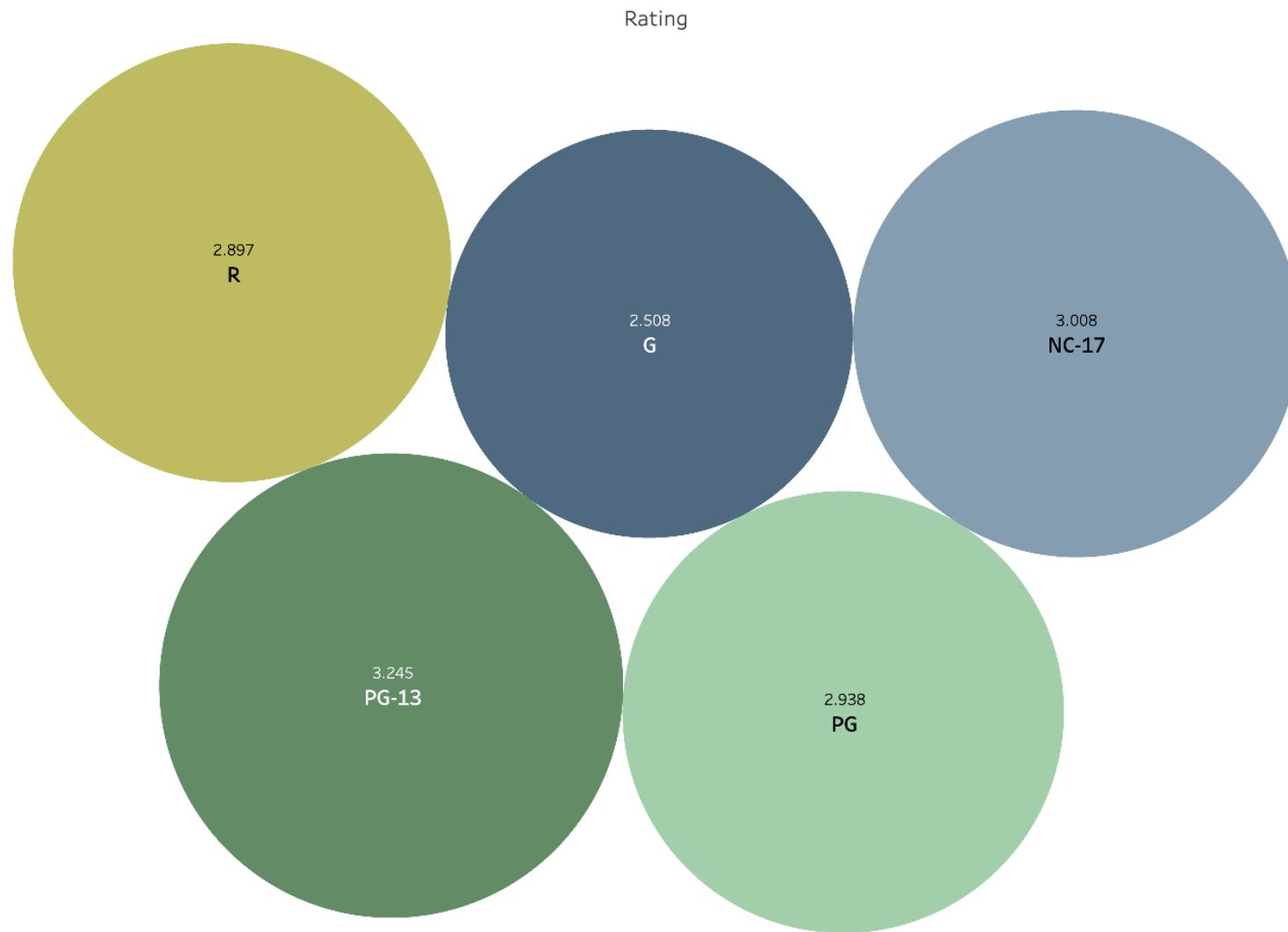


Top 10 movies

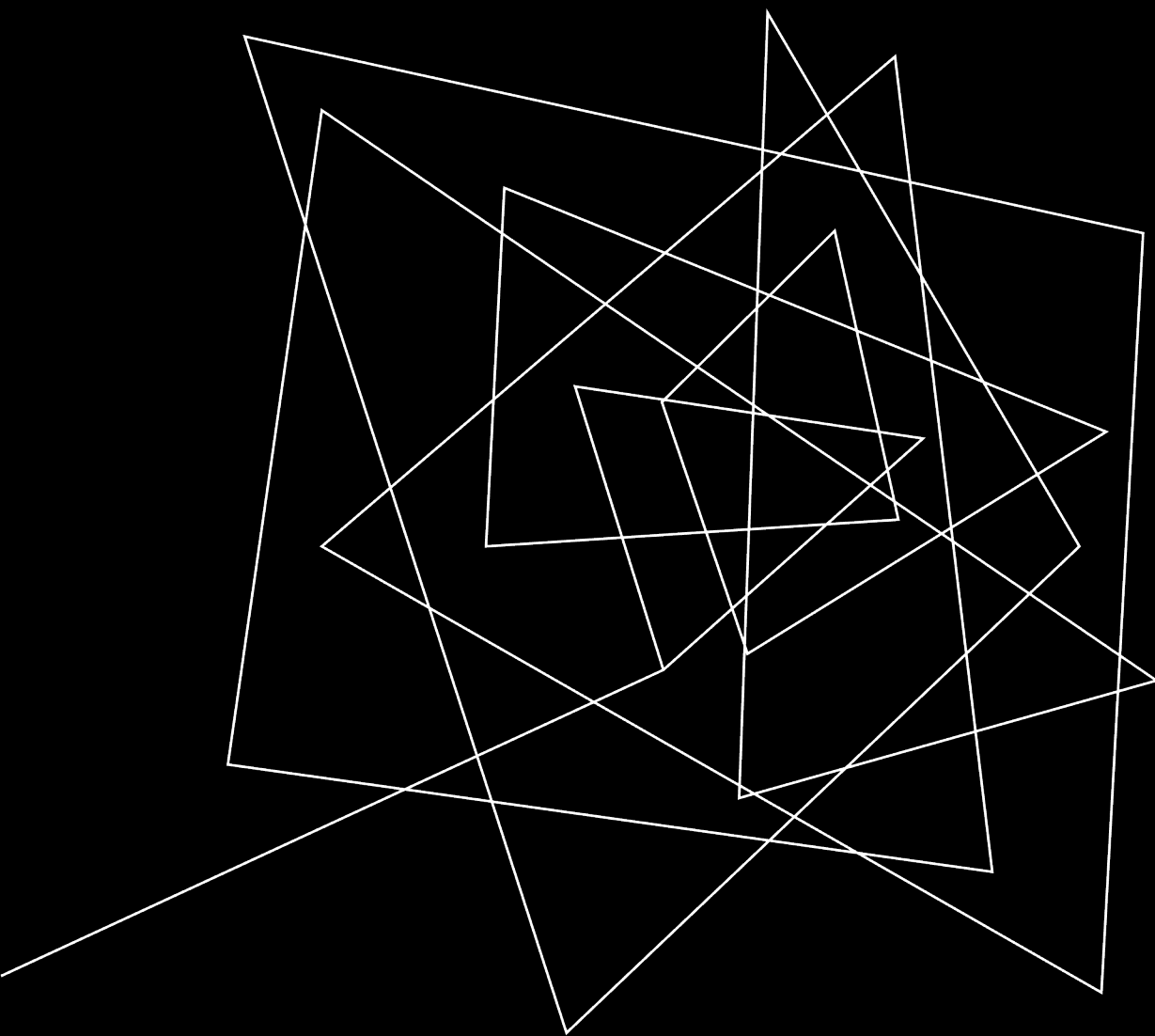




Sports, Animation & Action are categories that customers rented out the most.



All movie ratings are equally represented in our movie collection. There is no big difference in profit between these 5 ratings.



SUMMARY

CONCLUSIONS & RECOMMENDATIONS



CONCLUSIONS

MOVIE INSIGHTS

TOP CATEGORIES – Sports, Animation, Action

RATINGS – equally distributed among ratings R, G, NC-17, PG-13, PG and bring similar revenue

Most rented movies have average of 26 rents.

OPPORTUNITIES IN DIFFERENT REGIONS

Most of our customers are located in Asia (India and China are top countries with highest number of customers)

India, China and USA have highest income of all the countries.



RECOMMENDATIONS

GEOGRAPHICALLY

For the launch of the online store focus on regions that already have solid customer base – Asia.

MOVIES

Promote movies that we know have highest demand and bring biggest profit

RATINGS & CATEGORIES

To stay relevant, offer new movies to the customers from most popular ratings and categories for our customers



THANK YOU

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