

The background of the slide is a warm, golden-yellow image featuring several movie film reels. One reel in the upper right corner has a label that reads "PICTURE START". In the lower center, there is a yellow cup of popcorn with the word "POPCORN" printed on it in a stylized font. The overall aesthetic is cinematic and nostalgic.

2020 Launch strategy for an online video service

ROCKBUSTER STEALTH LLC

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Project overview

- **Motivation:**

In response to fierce competition from streaming giants like Netflix and Amazon Prime, Rockbuster Stealth is leveraging its extensive film licenses to launch a cutting-edge online video rental service.

- **Objective:**

Address business questions posed by the Rockbuster Stealth Management Board, guiding the 2020 company strategy. This includes customer demographics, highest revenue films, and sales figures.

- **Scope:**

The data-driven insights on customer behavior and sales trends are extracted from the current company database and will aid in shaping the 2020 launch strategy for an online service.

Database overview



FILMS

1000
English films

Most films are
PG-13 and NC-17

Films are
46 to 185 min long
(avg 115.3 min)

17 categories, where
most films are
Sports and Foreign



CUSTOMER

599 total customers
with 97.5% active
accounts

All customers in 2007
generated a total of:

€ 61.312,04 sales &
16.044 rentals

Customers are located
in 108 countries



Business questions

1. Which films contributed the most/least to sales?
2. What was the average rental duration for all films?
3. Which countries are Rockbuster customers based in?
4. Where are customers with a high lifetime value based?
5. Do sales figures vary between geographic regions?

1. Which films contributed the most/least to sales?



Top 10 films	Total sales
Telegraph Voyage	215.75 €
Zorro Ark	199.72 €
Wife Turn	198.73 €
Innocent Usual	191.74 €
Hustler Party	190.78 €
Saturday Lambs	190.74 €
Titans Jerk	186.73 €
Harry Idaho	177.73 €
Torque Bound	169.76 €
<u>Dogma Family</u>	<u>168.72 €</u>

Least 10 films	Total sales
Stallion Sundance	7.94 €
Lights Deer	7.93 €
Treatment Jekyll	6.94 €
Cruelty Unforgiven	6.94 €
Young Language	6.93 €
Rebel Airport	6.93 €
Freedom Cleopatra	5.95 €
Duffel Apocalypse	5.94 €
Oklahoma Jumanji	5.94 €
<u>Texas Watch</u>	<u>5.94 €</u>

42 films generated 0 sales

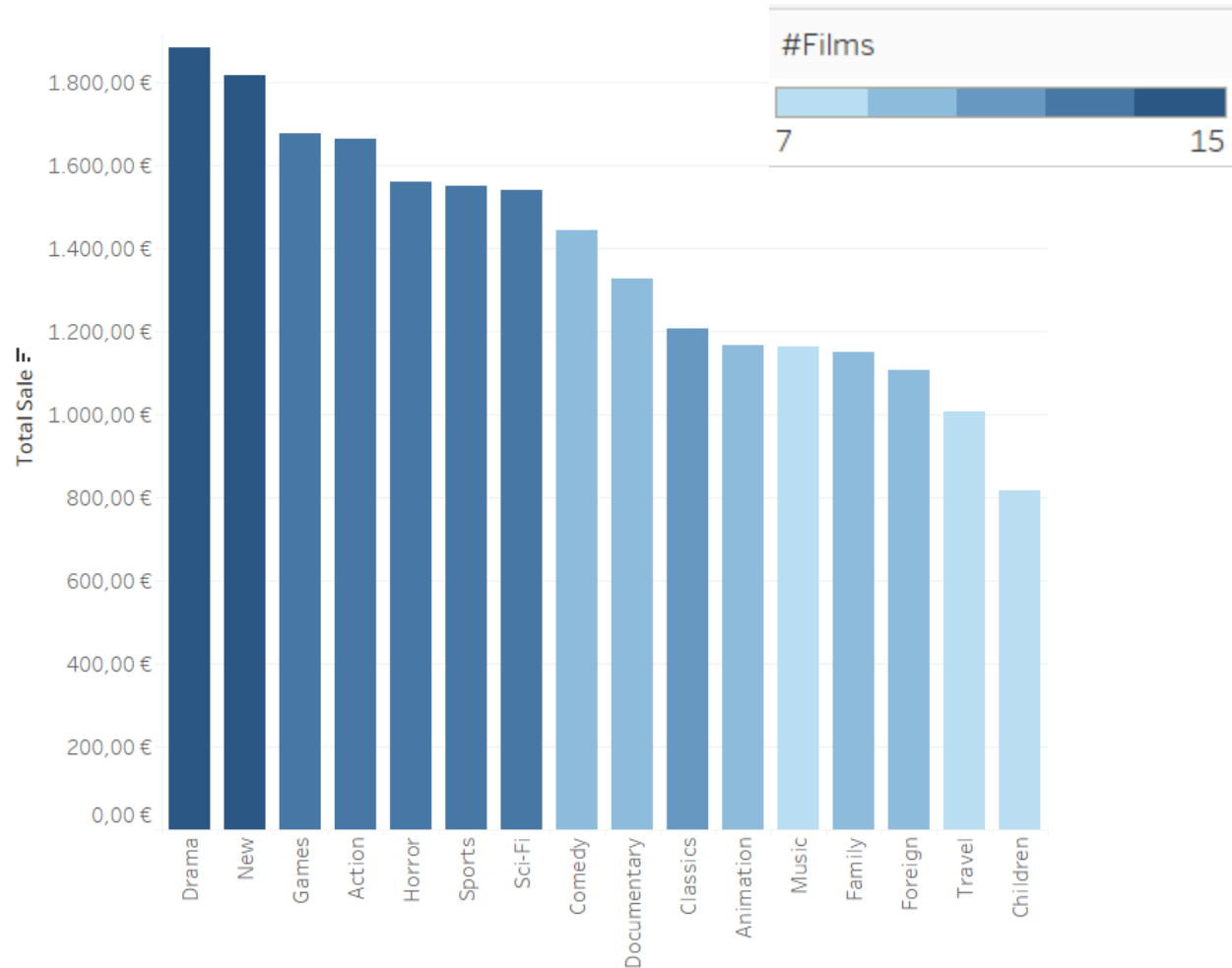
Renovate film licenses

Stop film licenses



High selling films (> 100 € in sales)

In which films to invest?



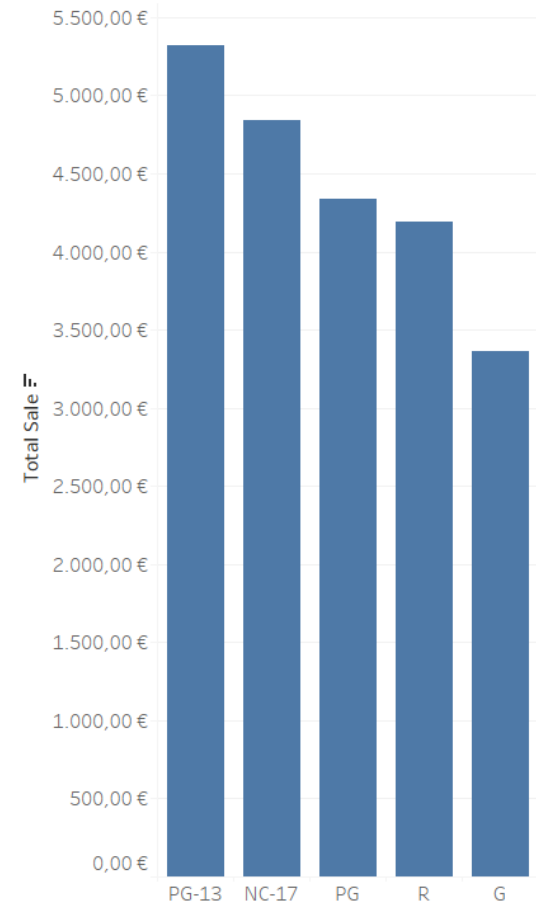
Top 3 film categories: Drama, New, and Games

High selling films (> 100 € in sales)

In which films to invest?



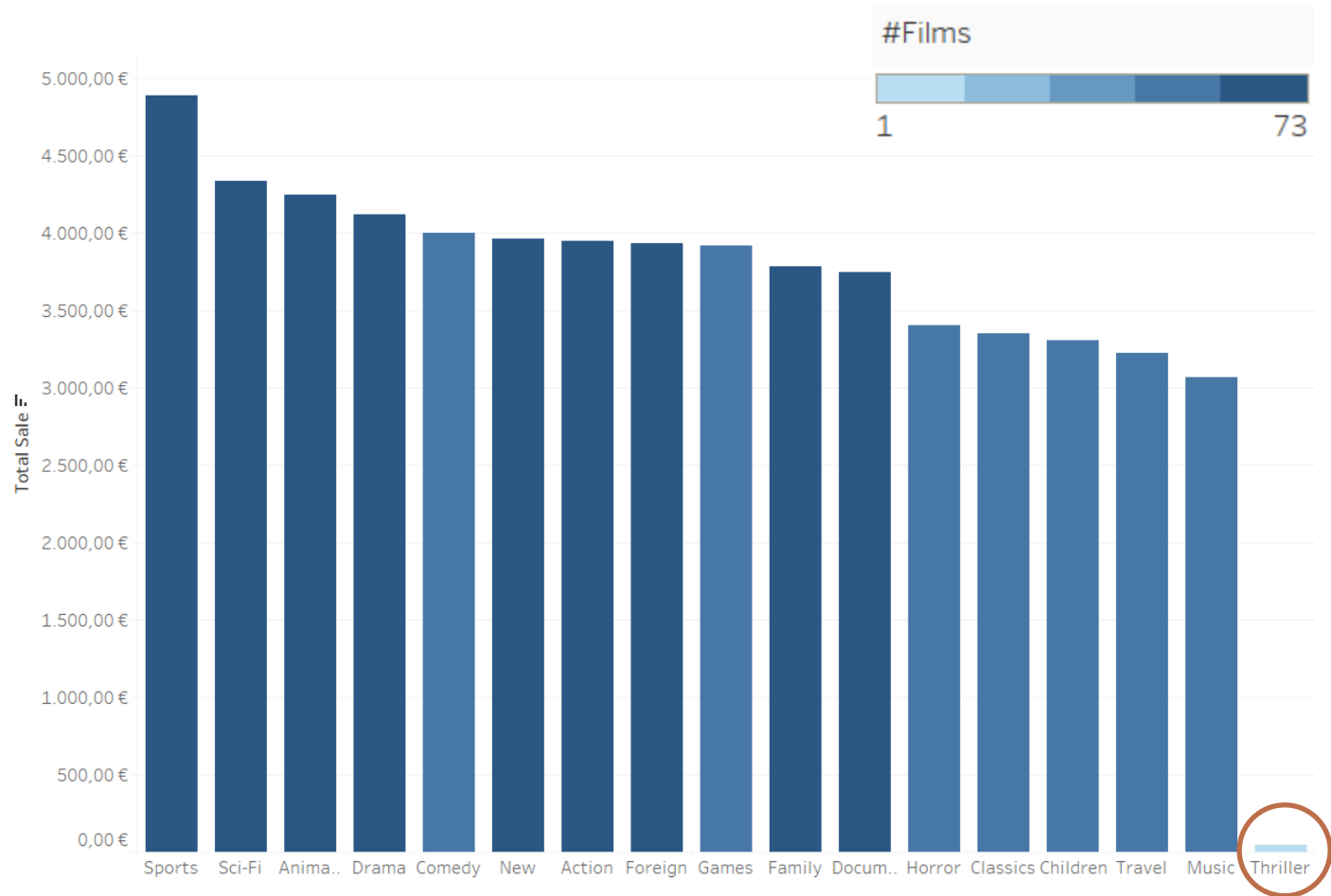
Top 10 actors	Total sales
Gina Degeneres	3129.17 €
Matthew Carrey	2543.78 €
Mary Keitel	2426.92 €
Scarlett Damon	2403.81 €
Walter Torn	2403.18 €
Henry Berry	2392.36 €
Christian Akroyd	2378.97 €
Angela Witherspoon	2357.11 €
Cameron Zellweger	2322.94 €
Woody Hoffman	2315.92 €



Beloved actors and film ratings

Sales and film categories

Do we offer a well-balanced mix of categories?



No, thrillers are underrepresented with only 1 film offer

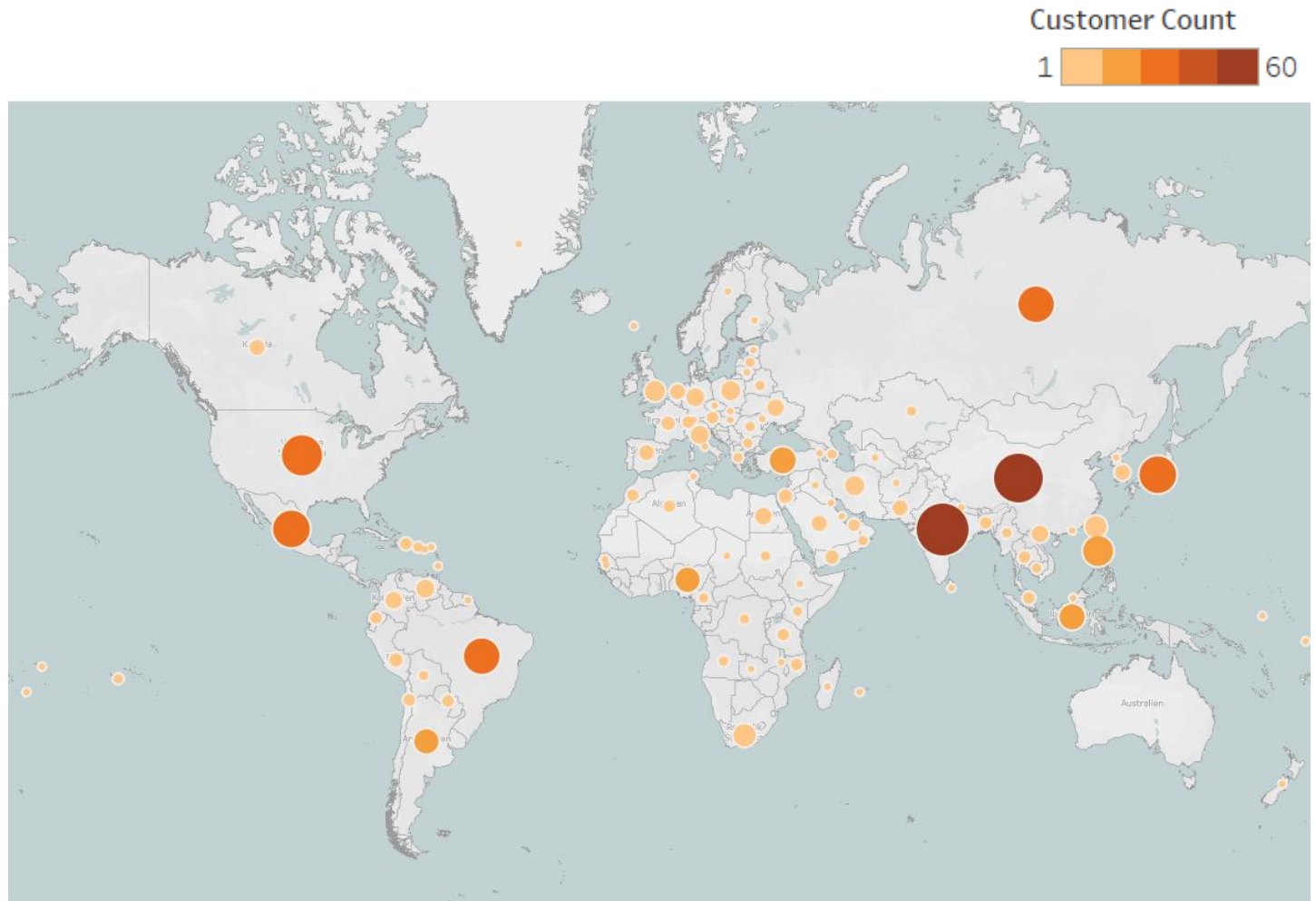


2. What was the average rental duration for all videos?

Rental duration	
Measure	Days
Maximum	7
Average	5
Minimum	3

Customers rented a film for 5 days in average

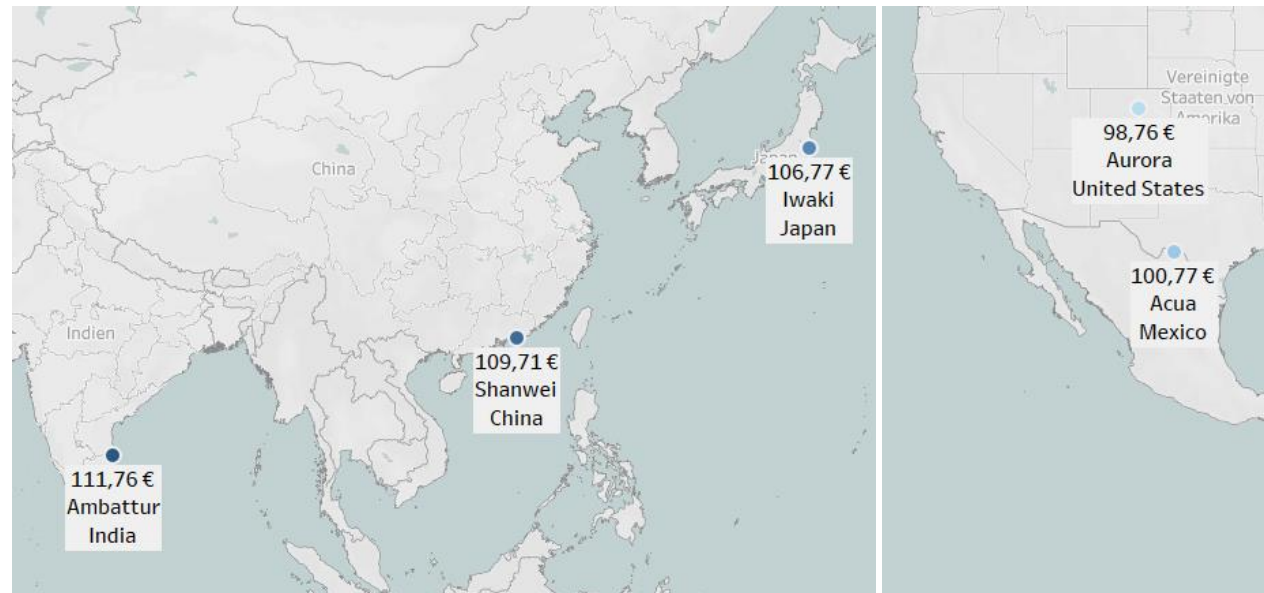
3. Which countries are Rockbuster customers based in?



45.6 % of our 599 customers are located in Asia

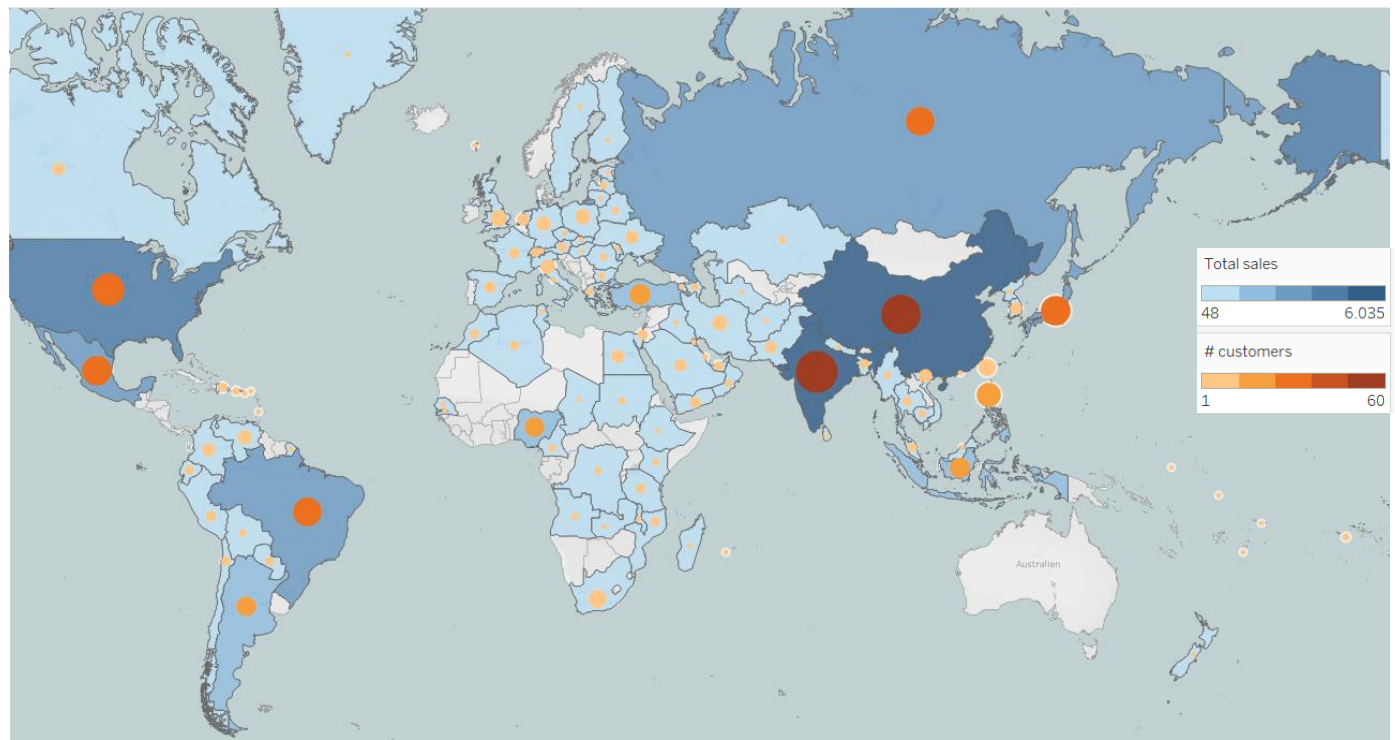
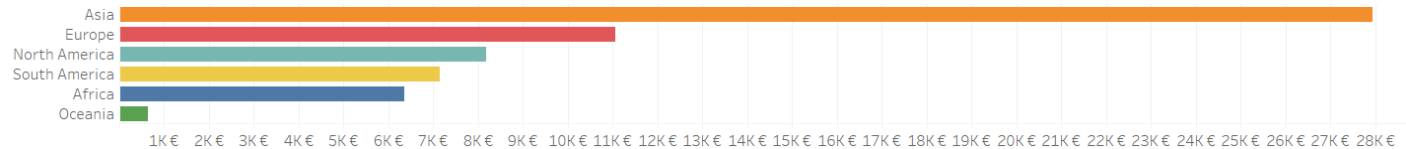
4. Where are customers with a high lifetime value based?

Sales from our top 10 cities in the top 10 countries, reflecting our top 5 high lifetime customers (country and city ranks based on the number of customers).



Our top 5 high lifetime customers are located in Asia and North America

5. Do sales figures vary between geographic regions?

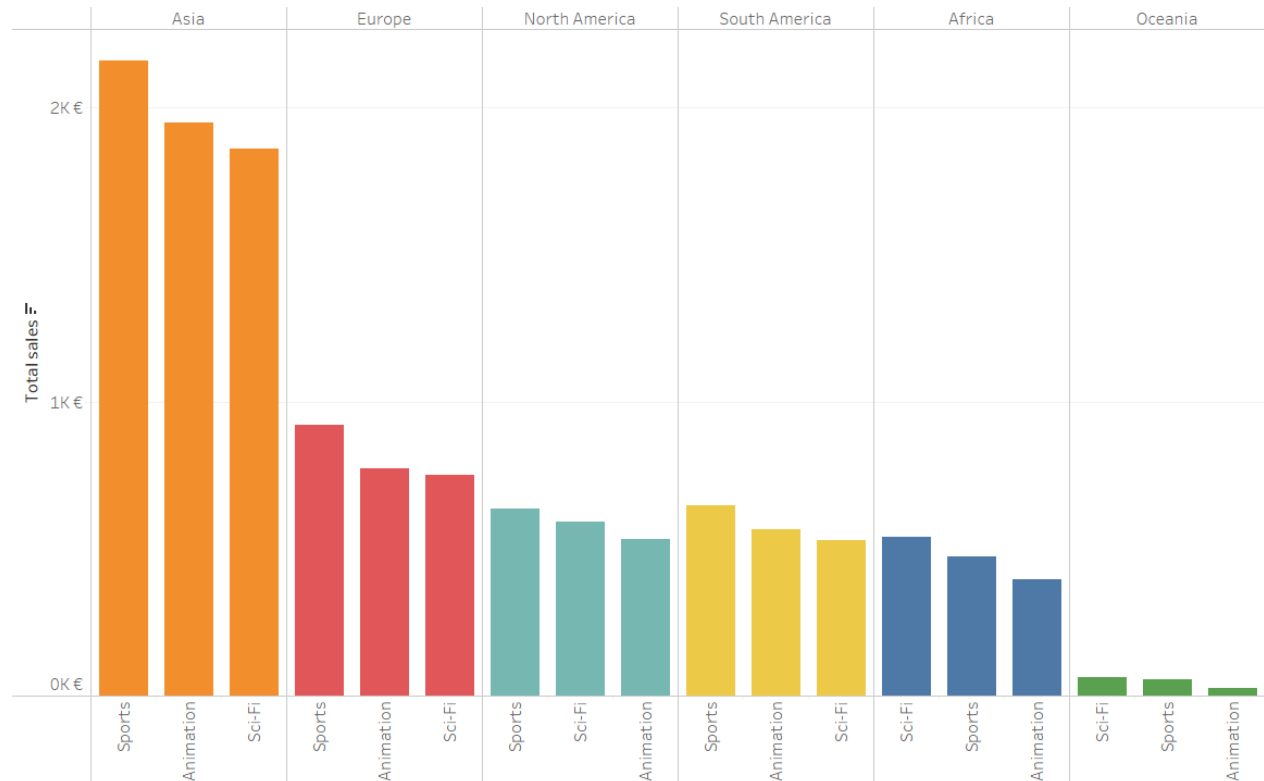


Yes, Asia is the leading market, contributing to 45.6% of total sales (~28K €)



Sales per geographic region

Which film categories lead sales in each region?



Top 3 categories leading sales in each continent



2020 Launch strategy recommendations

- Stop film licenses for films with none and low sales and instead invest in:
 - High-selling films:
 - Top 3 categories: Drama, New, Games
 - Top rating: PG-13
 - Top 3 actors: Gina Degeneres, Matthew Carrey, and Mary Kaitel
 - Consider including more thrillers to offer a well-balanced mix of categories.
- The Asia market has high customer engagement and sales, making it a prime candidate for a pilot online video rental service launch.
- Analyze customer film views at the country/customer level to satisfy their preferences.
- Explore how the popularity of certain types of content (categories, ratings, actors, etc.) changes over time after our launch strategy to align our film content acquisition strategy accordingly.
- Analyze the strategies and content offerings of competitors in the online video rental space to identify potential tactics that attract new customers.

[Link to Tableau data analyses](#)



**Thank you
for your attention...**

...enjoy your movie!