ROCKBUSTER'S ONLINE MARKET ENTRY EVOLUTION DATA-DRIVEN LAUNCH STRATEGY FOR THE NEW 2020 ONLINE VIDEO SERVICE.
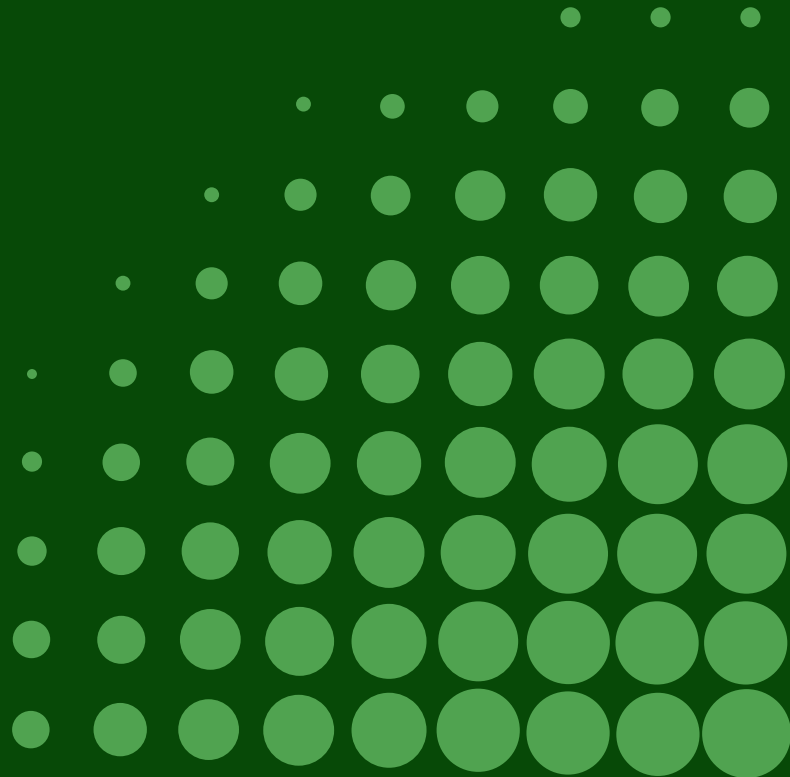
Nhial Mawien

Objectives

uRockbuster Stealth LLC has been a successful movie rental company worldwide to the date . Now facing stiff competition from streaming services such as Netflix and Amazon Prime, it becomes imperative to raise de bar and adapt to the new streaming tendencies.

The management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive. The business intelligence department (BI) has taken mission to help with the launch strategy for the new online video service and deep in the possibilities through the analysis of our available data

Descriptive Statistics at Rockbuster
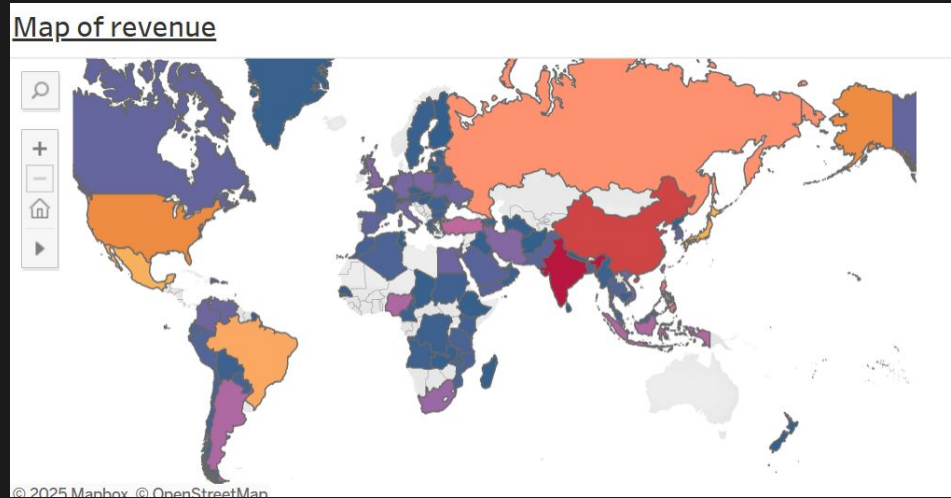
Avg movie rental duration - 4.9 days

Avg movie rental rate – $ 2.9
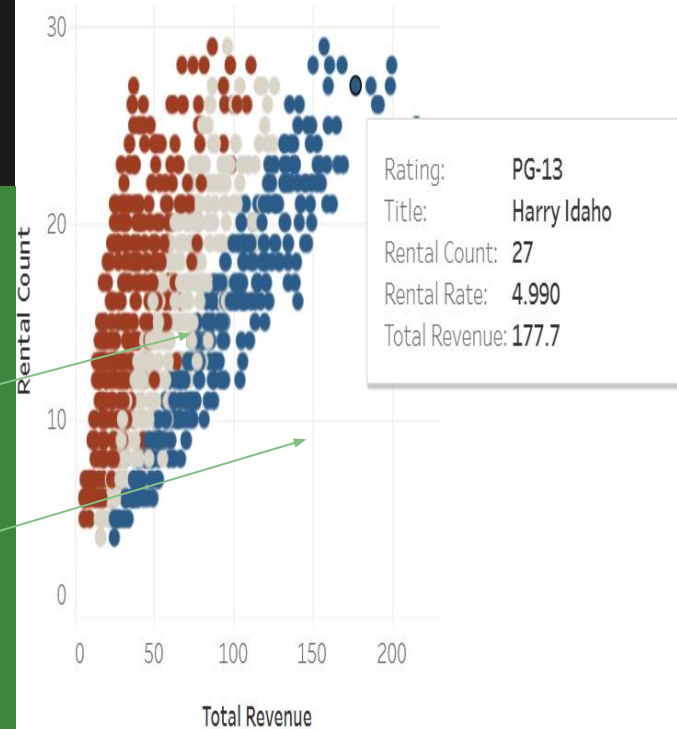
Avg length of film – 115 Mins

Map of revenue

Map of revenue

Rental count against Revenue

- Here's a scatter plot illustrating the correlation between movie rental count and their revenue generation.

- increasing the rental amounts for the red cluster relative to their current levels. These movies are evidently popular based on their high rental count. By increasing their rental prices, we can align their revenue with the trend of the blue cluster, which indicates that they are equally popular but are being undervalued for their popularity.

- •Maintaining the current rental amounts for the blue and orange clusters, I recommend focusing on the bottom cluster.

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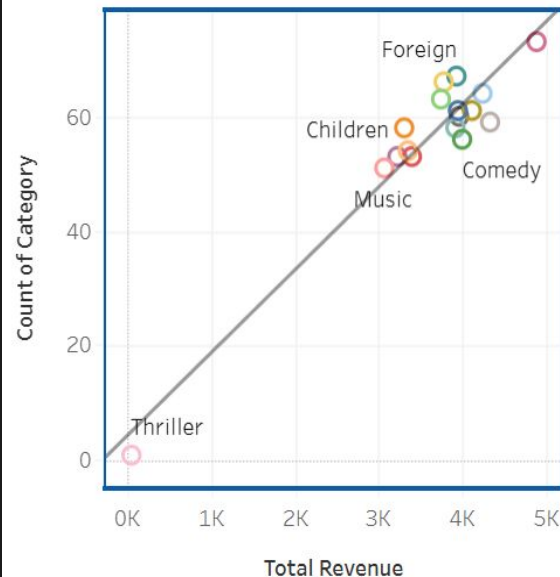

Rental Vs Revenue

Rating: PG-13
Title: Harry Idaho
Rental Count: 27
Rental Rate: 4.990
Total Revenue: 177.7

Rental Count

Total Revenue

Which Genre To invest In

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AVERAGE INCREASE IN CUSTOMER SPEND

Here's a breakdown of customer spending. I suggest we try to increase the median spending from $100 to $120, which is close to the 75th percentile of current spending. This is a significant goal, but we can achieve it by implementing a loyalty program. Customers will be enrolled in a rewards program once they spend more than $120 total lifetime at Rockbuster. For every five rentals they make, they'll receive promotions. This strategy will motivate our top customers to continue spending with us and incentivize our current customers to spend more to earn rewards.

Amount spent per customer

amount spent per customer

Total Amount Spent

Insight & recommendation

- The four visualization or slides focus on how data can best.
- Analyse markets to identify growth and market campaigns.
- .Identify movie we should invest in. increase individual spending of a customer.

RECOMMENDATIONS

● Adust rental count
Ireview and adjust rental amount for movie at the red zone to optimization revenue generation at popular films at Rockbuster

Invest in Popular movie
Select a popular movies by focusing on rating and genres to increase rental experience to attract more customers.

Increase marketing & promotion strategies

Implement marketing promotions and campaigns in major markets based on current market spendings.

Loyalty programs

Develop a loyalty programs for customers who spent $ 120 at Rockbuster.

Q&A ?

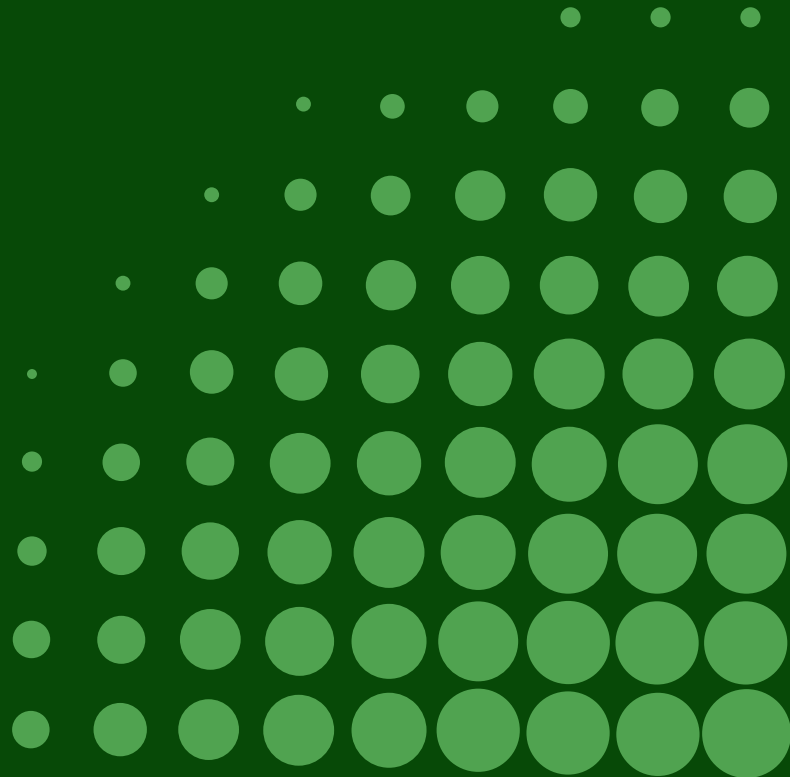# ROCKBUSTER'S ONLINE MARKET ENTRY EVOLUTI ON DATA-DRIVENLAUNCHSTRATEGYFORTHENEW2020ONLINEVIDEOSERVICE.

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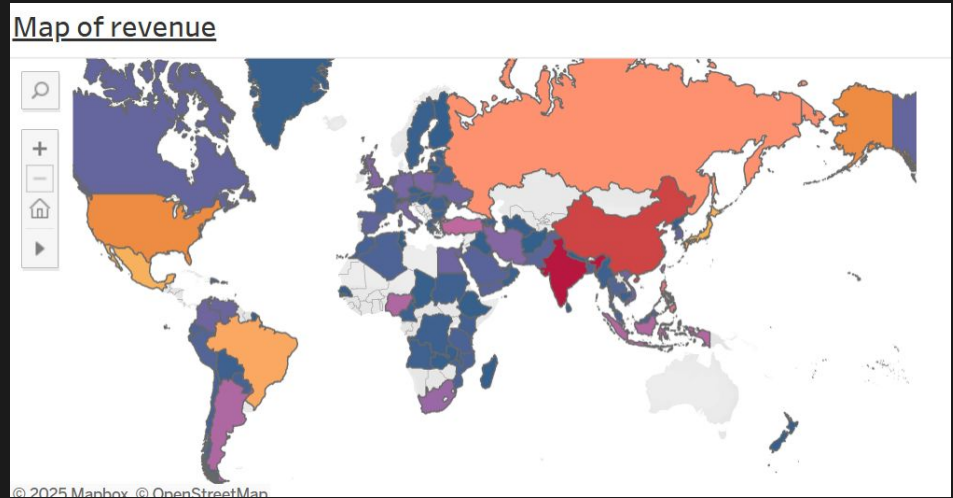
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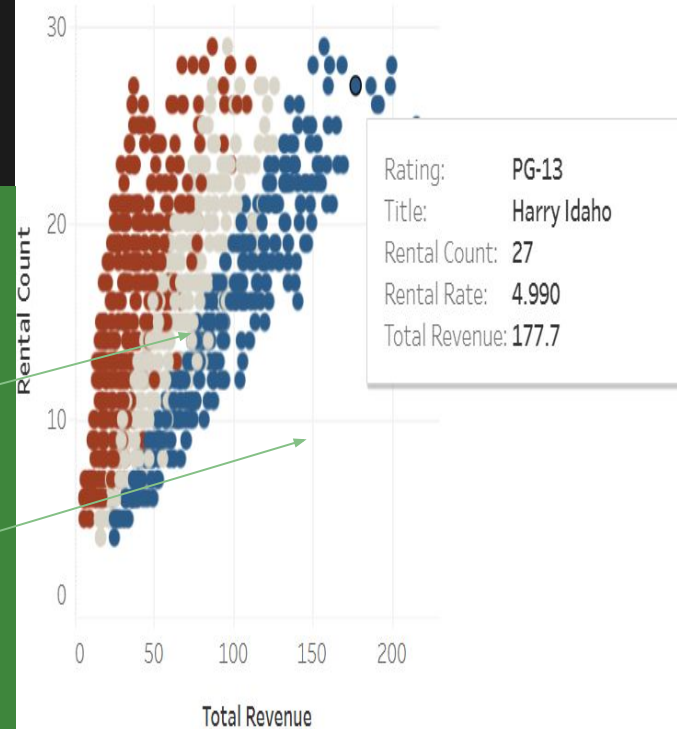
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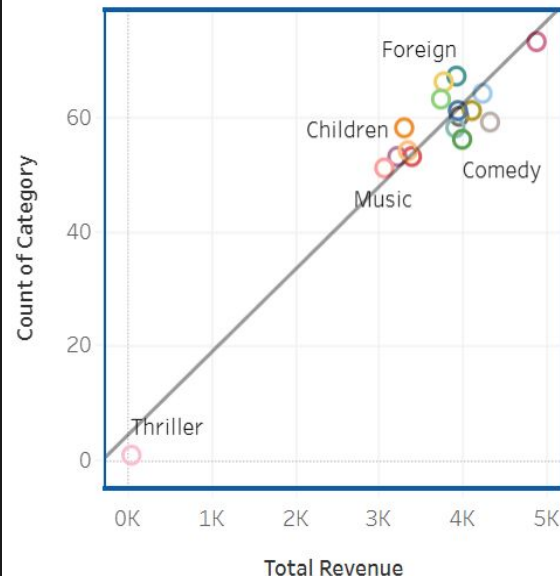

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Genre to invest in

Foreign
Children
Comedy
Music
Thriller

Count of Category
60
40
20
0

Total Revenue
0K   1K   2K   3K   4K   5K

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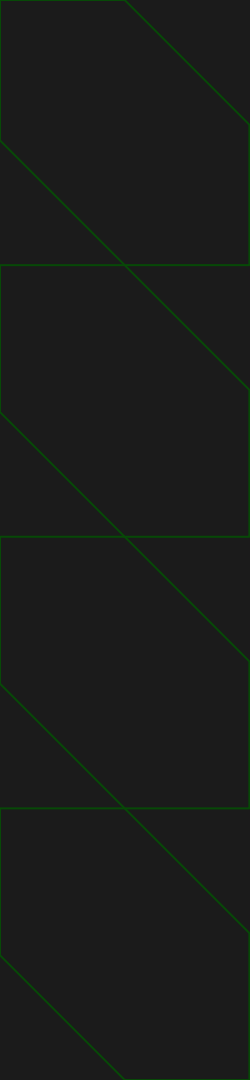
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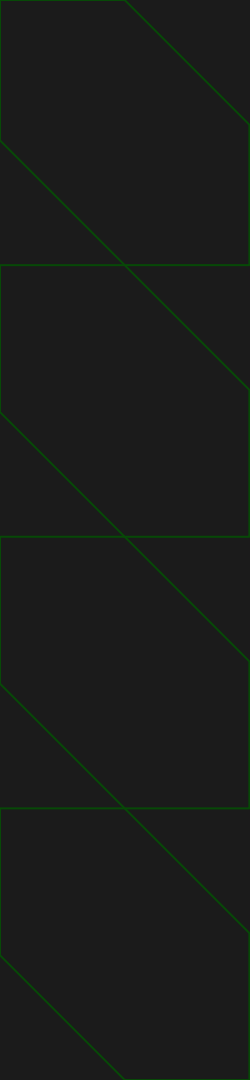
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Link:[Presentation | Tableau Public](#)

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