

Marvin Krenge

16 January 2024

Rockbuster Stealth

A Strategy to a successful
launch

Background & Objectives

Rockbuster Stealth LLC is a movie rental company that has store all around the world.

Because of tough competition like Netflix, Disney Plus or Amazon Prime, they need to expand to an online video rental service in order to stay competitive.

Slide Overview

- Data Overview
- Statistics of Film Rental
- Most Revenue by Genre
- Most Revenue by Rating
- Most & Least Revenue Movies
- Most Customers by Country
- Revenue by Geographical Regions
- Most & Least Revenue Countries
- Loyalty Reward for Top 5 Customer
- Recommendation

Data Overview

- Movies: 1000
- Customers: 599
- Countries: 109
- Movie Language: English
- Release Year: 2006
- Store Location: Australia and Canada

Statistics of Film Rental

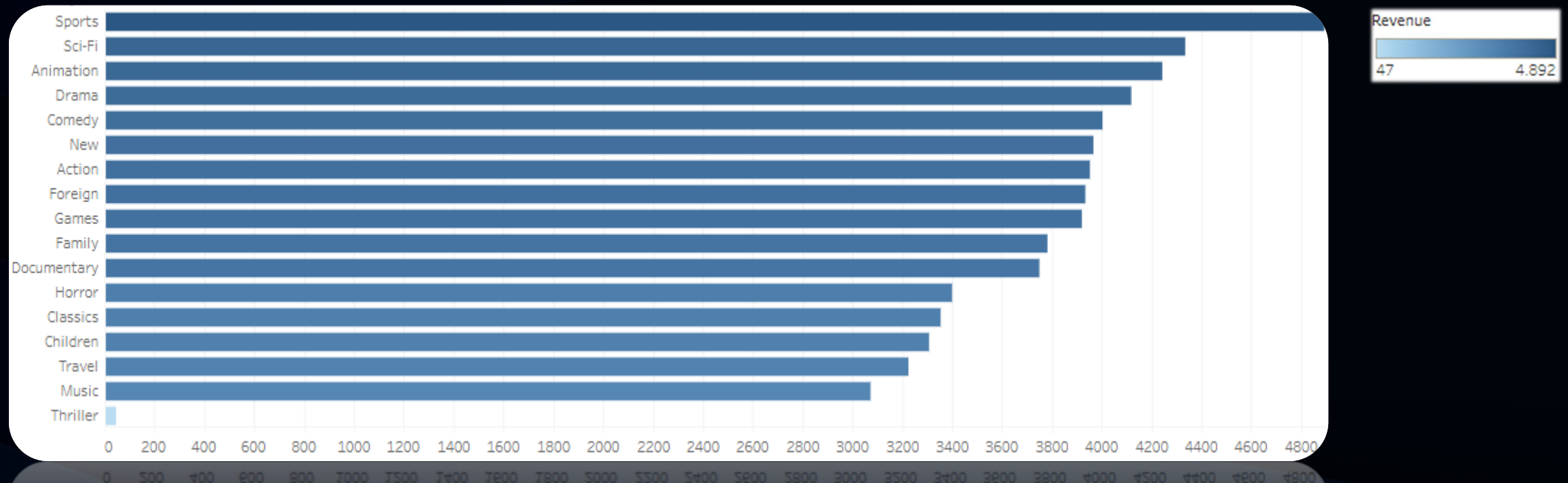
Rental Rate	
Minimum	0,99
Average	2,98
Maximum	4,99

Rental Duration	
Minimum	3
Average	4,99
Maximum	7

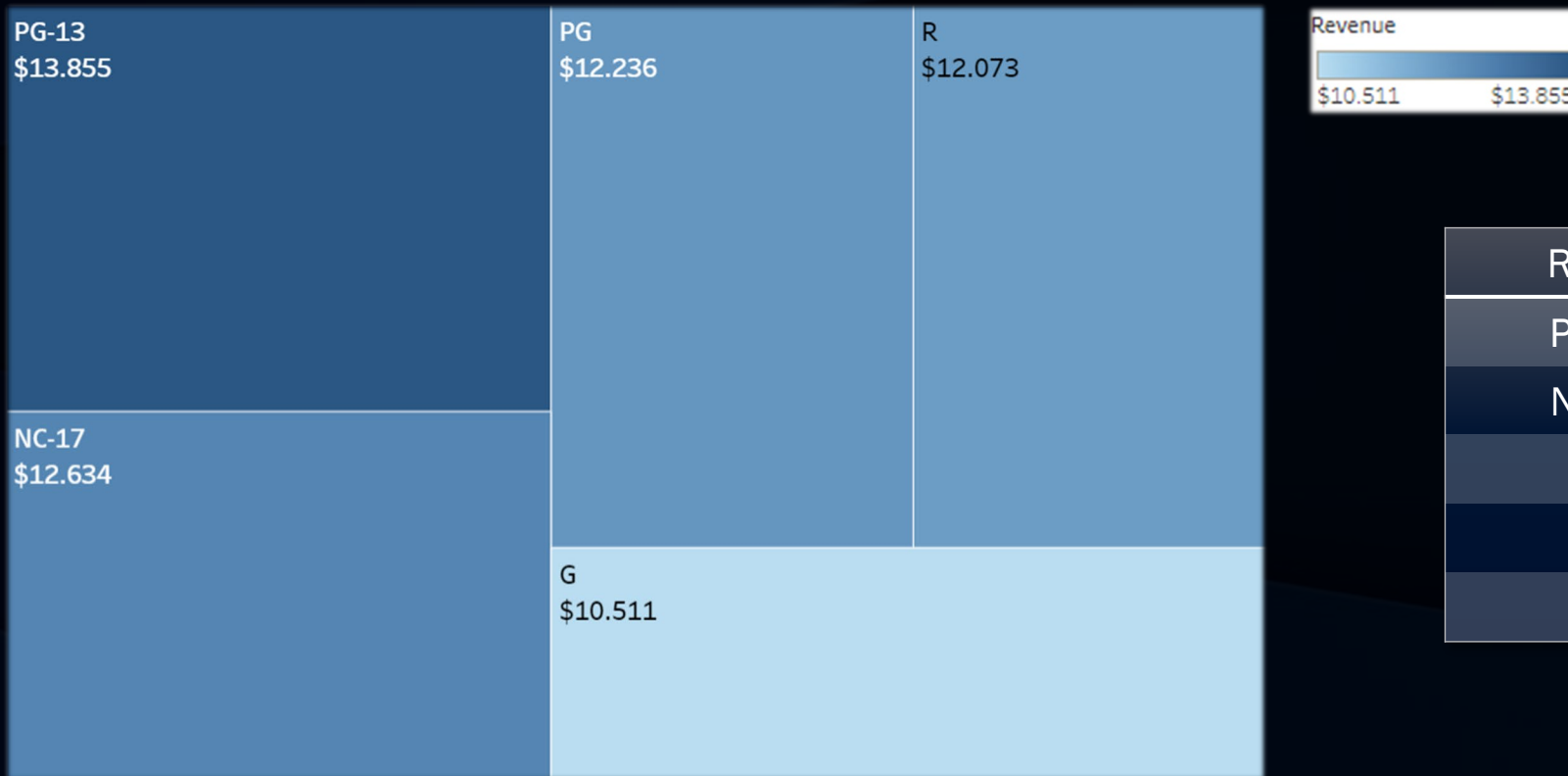
Rental Rate	
Minimum	46
Average	115,27
Maximum	185

Rental Rate	
Minimum	9,99
Average	19,98
Maximum	29,99

Most Revenue by Genre



Most Revenue by Rating



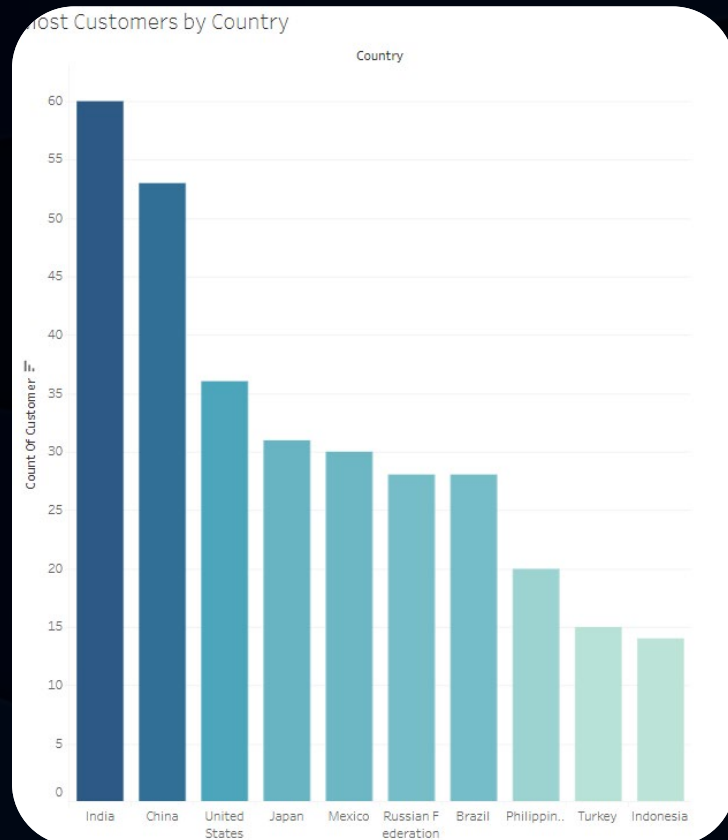
Rating	Revenue (\$)
PG-13	13856
NC-17	12635
PG	12237
R	12073
G	10512

Most & Least Revenue Movies

Top 10 Movies	
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
Dogma Family	168,72

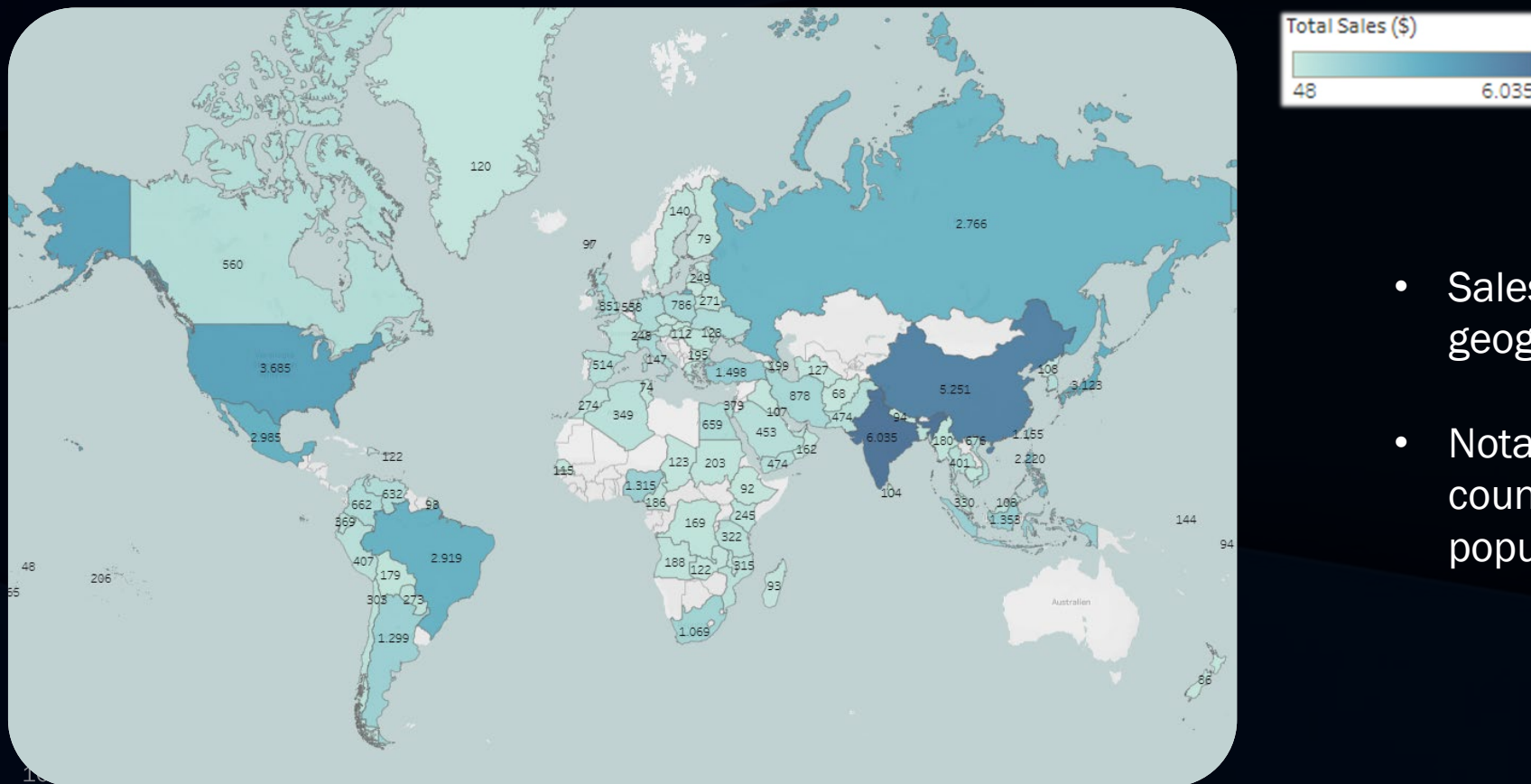
Bottom 10 Movies	
Texas Watch	5,94
Oklahoma Jumanji	5,94
Duffel Apocalypse	5,94
Freedom Cleopatra	5,95
Young Language	6,93
Rebel Airport	6,93
Cruelty Unforgiven	6,94
Treatment Jekyll	6,94
Lights Deer	7,93
Stallion Sundance	7,93

Most Customers by Country



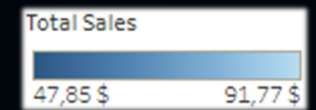
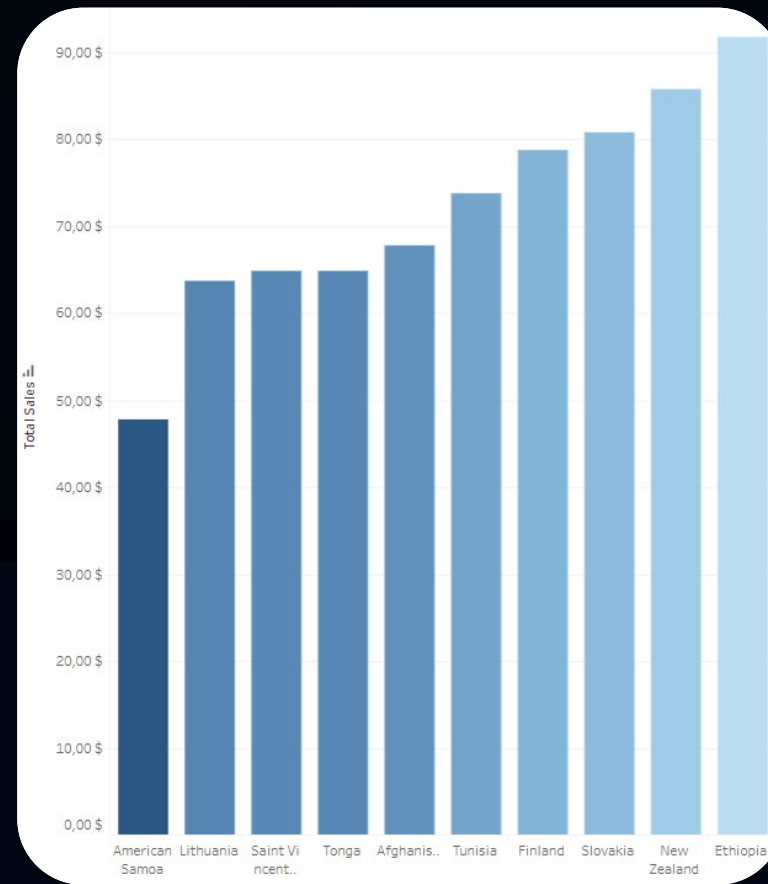
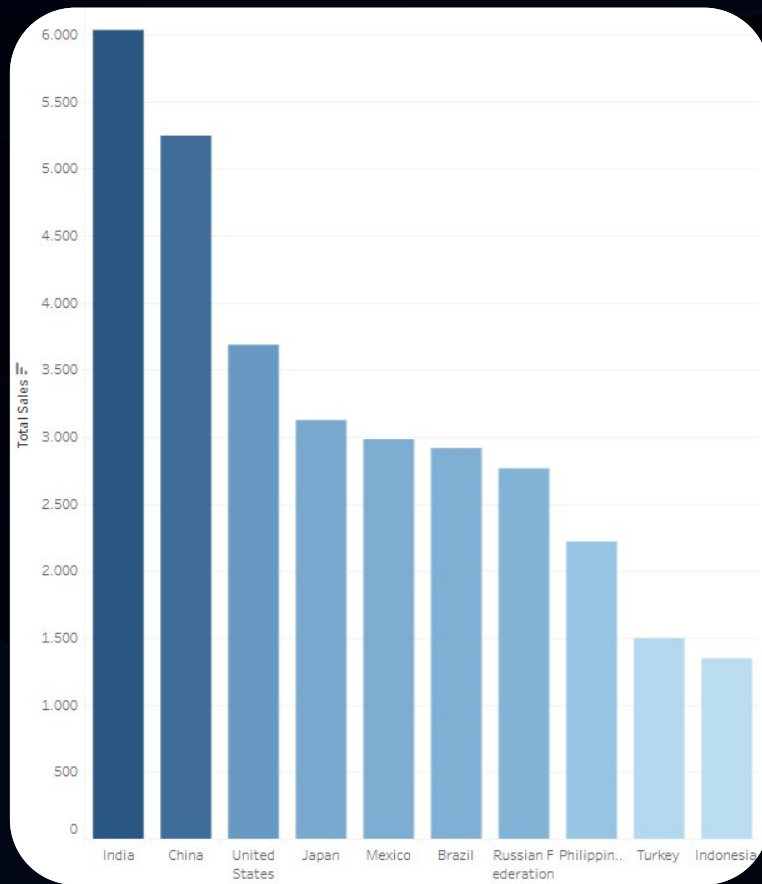
India	60
China	53
United States	36
Japan	31
Mexico	30
Russia	28
Brazil	28
Philippines	20
Turkey	15
Indonesia	14

Revenue by Geographical Regions

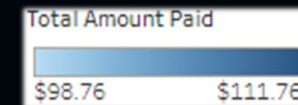
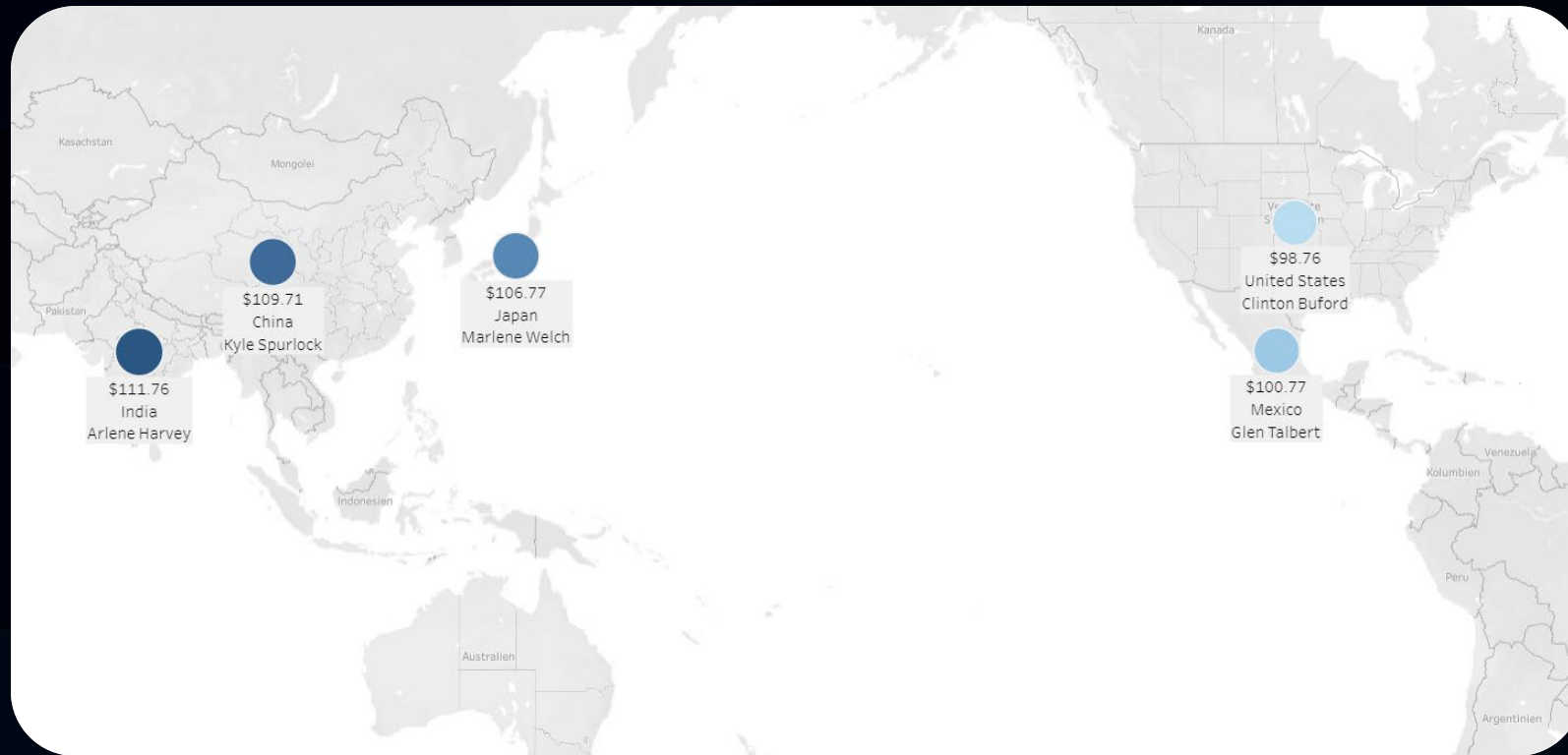


- Sales show variation across geographic regions
- Notably higher sales in countries with higher population

Most & Least Revenue Countries



Loyalty Reward for Top 5 Customer



Country	City	Amount (\$)
India	Ambattur	111,76
China	Shanwei	109,71
Japan	Iwaki	106,77
Mexico	Acua	100,77
U.S.	Aurora	98,76

Recommendation

- Most popular Film Rating: PG-13
- Most revenue genres: Sports, Sci-Fi and Animation

⇒ These results show that Rockbuster should focus on more likely on these genres and at best with a PG-13 film rating to get the best results for the launch.

- Most customers come from large population countries like India, China, U.S., Japan, Brazil,...
- The most loyal customer base comes also from India and China

⇒ These results suggest that Rockbuster should focus mainly on the big population countries and especially India and China, because of the high loyalty customer count.

Thank you!

Marvin Krenge

Find the Visualizations
Here:

Tableau

Appendix