

# **ROCKBUSTER STEALTH- ONLINE VIDEO SERVICE STRATEGY PROJECT**

Ruth Kassaye  
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# OUTLINE

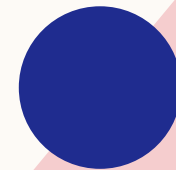
Introduction

Key questions

Analysis

Conclusion

Recommendation



# INTRODUCTION

- ❖ Facing stiff competition from streaming services, 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.
- ❖ The Management Board has developed a series of business questions and they expect data-driven answers that they can use for their 2020 company strategy.
- ❖ Hence, this analysis aims to answer the following questions that are proposed by the Board.

## KEY QUESTIONS

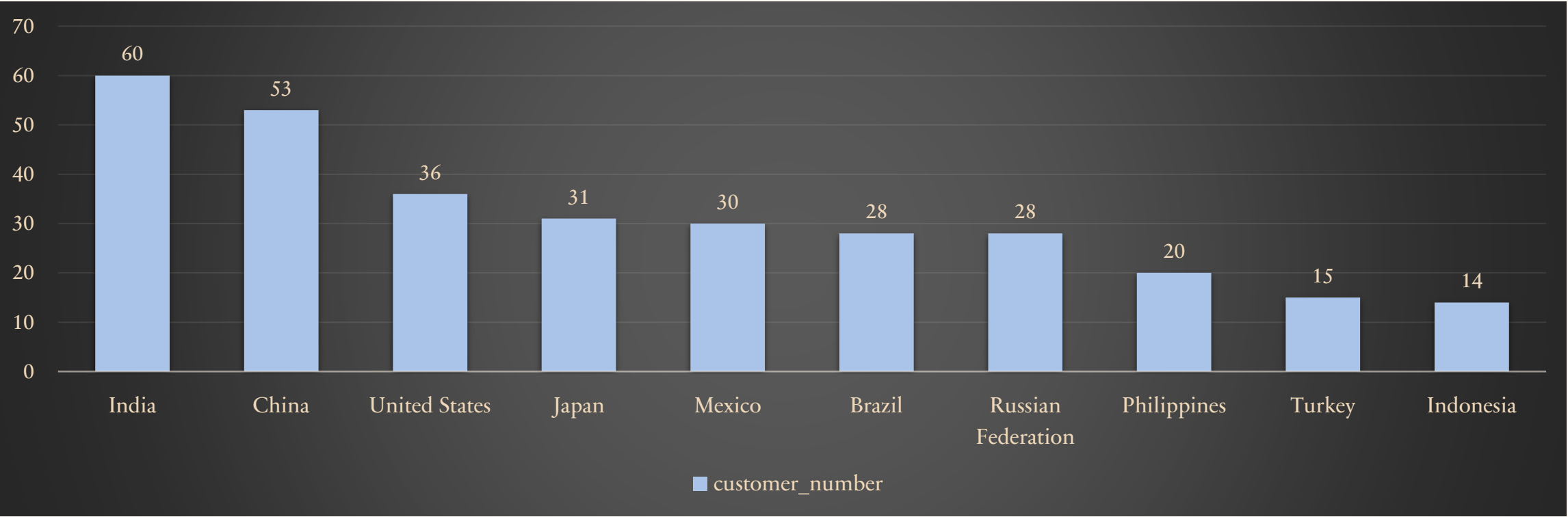
- ❖ Which countries are rockbuster customers based in?
- ❖ Where are customers with a high lifetime value based?
- ❖ Do sales figures vary between geographic regions?
- ❖ What was the average rental duration for all videos?
- ❖ Which movies contributed the most/least to revenue gain?

❖ Rockbuster Stealth customers lives across the globe

❖ Most customers live in India, China, and USA.



# TOP 10 COUNTRIES BY CUSTOMER NUMBERS



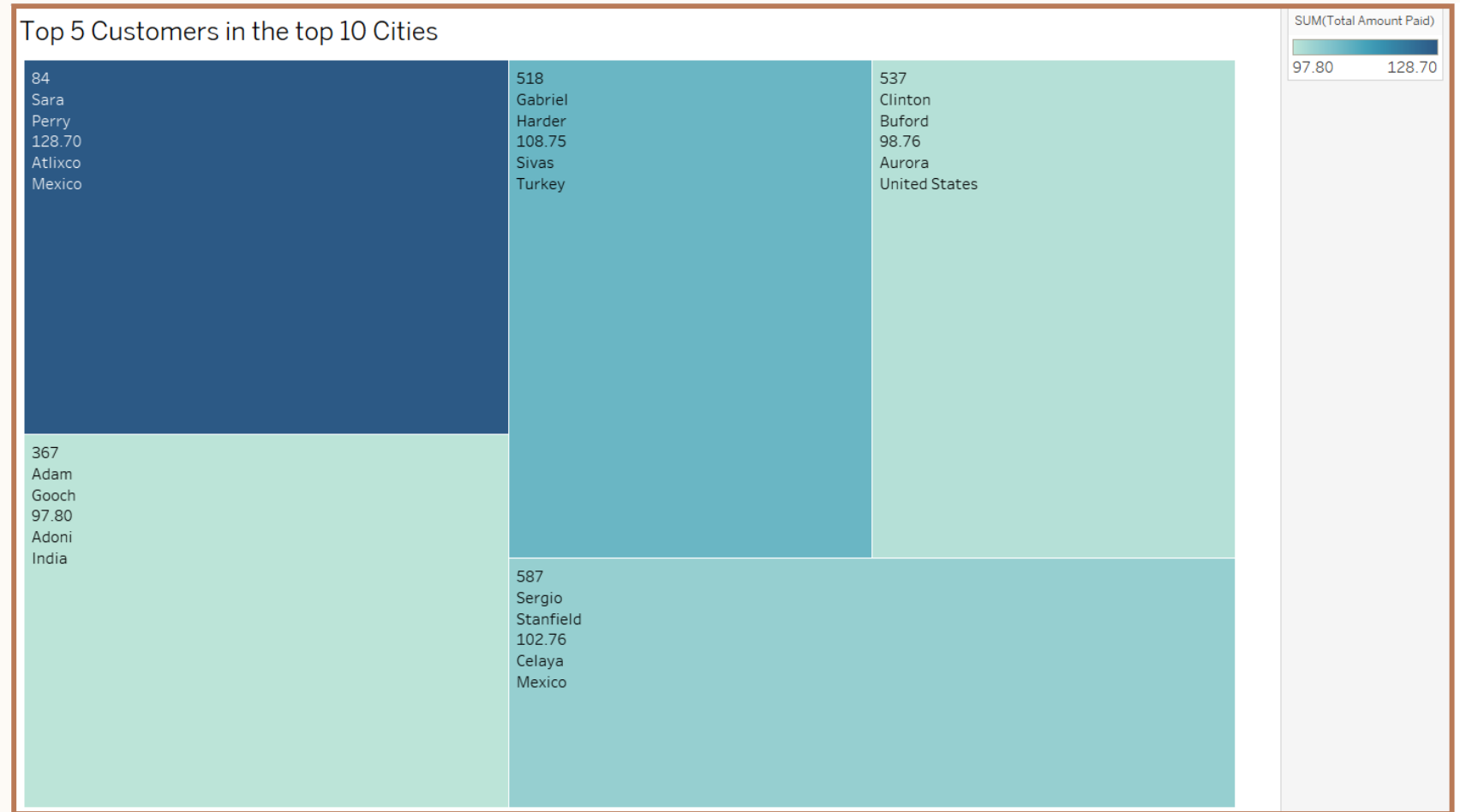
TOP 10 CITIES BY CUSTOMER NUMBERS

Countries	Cities	Customer Number
United States	Aurora	2
China	Pingxiang	1
Turkey	Sivas	1
India	Dhule (Dhulia)	1
Japan	Kurashiki	1
China	Xintai	1
India	Adoni	1
Mexico	Celaya	1
Mexico	Nezahualcyotl	1
Mexico	Atlixco	1

## TOP 5 CUSTOMERS IN THE TOP 10 CITIES

The top 5 customers in the top 10 cities who have paid the highest total amounts to Rockbuster are:

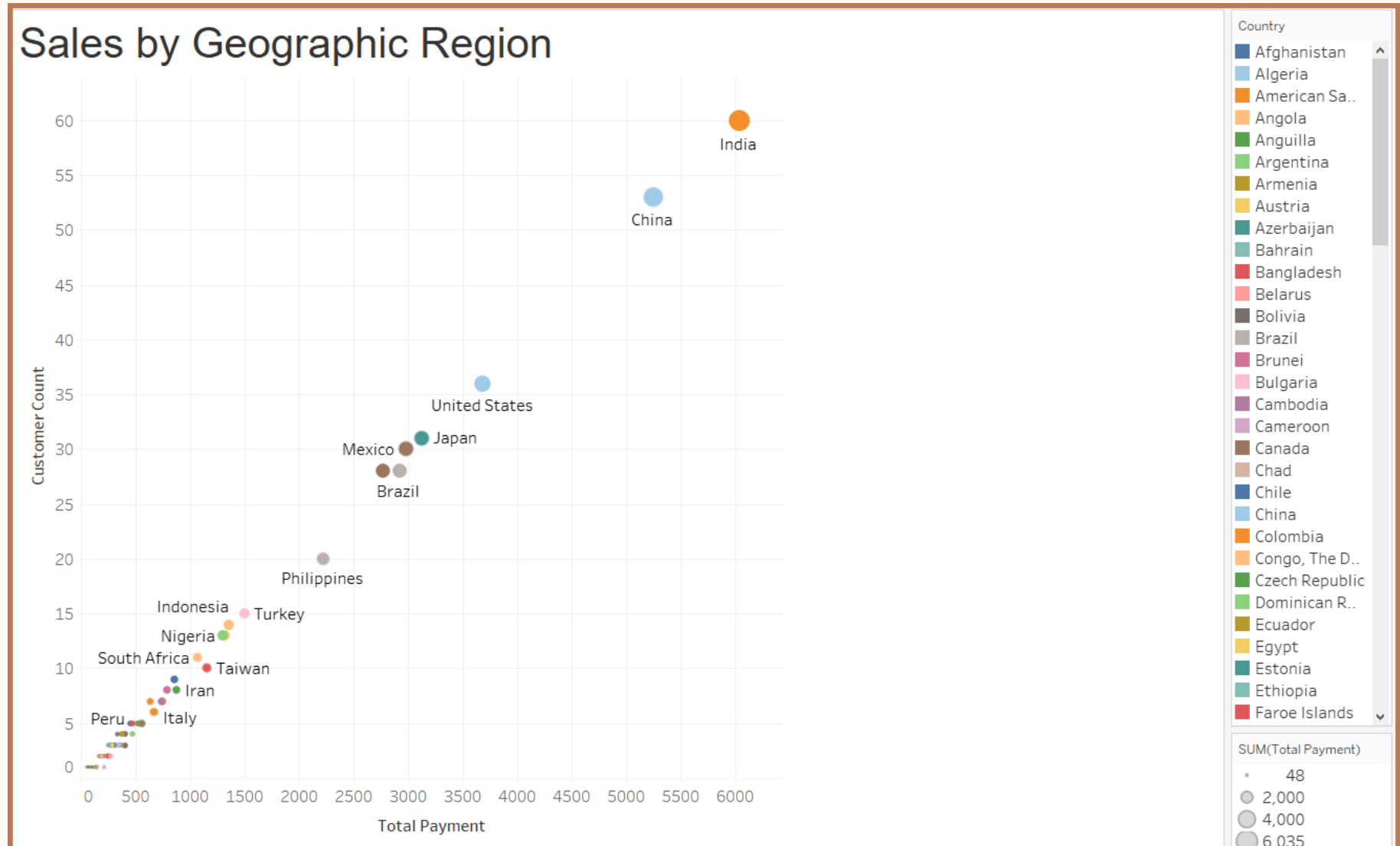
1. Sara Perry (Atlixco)
2. Gabriel Harder (Sivas)
3. Sergio Stanfield (Celaya)
4. Clinton Buford (Aurora)
5. Adam Gooch (Adoni)





❖ The largest sales was recorded in Asian countries followed by USA and South America.

❖ Afghanistan, Tonga, Saint Vincent and the Grenadines, Lithuania, and American Samoa had the lowest sale revenue.



# OVERVIEW OF EXISTING MOVIES

	MIN	MAX	AVG
Rental Movies	1	1000	500.5
Release Year	2006	2006	2006
Language	1	1	1
Rental Duration	3	7	4.985
Rental Rate	0.99	4.99	2.98
Length	46	185	115.27
Replacement Cost	9.99	29.99	19.98

	Mode
Title	Academy Dinosaur
Description	A Action-Packed Character Study of a Astronaut And a Explorer who must Reach a Monkey in A MySQL Convention
Rating	PG-13
Last Update	12:50:59 AM
Special Features	{Trailers,Commentaries,"Behind the Scenes"}
Fulltext	'baloon':19 'confront':14 'documentari':5 'feminist':8,11,16 'mile':2 'must':13 'spi':1 'thrill':4
Replacement Cost	9.99

## MOVIES CONTRIBUTED THE MOST/LEAST TO REVENUE GAIN

### Movies with Highest Revenue (11.99 USD)

- ❖ Rental Movies
- ❖ Flintstones Happiness
- ❖ Midsummer Groundhog
- ❖ Scorpion Apollo
- ❖ Trap Guys
- ❖ Mine Titans
- ❖ Scorpion Apollo
- ❖ Sting Personal
- ❖ Ties Hunger
- ❖ Flintstones Happiness

### Movies with Least Revenue (0.00 USD)

- |                     |                      |
|---------------------|----------------------|
| ❖ Princess Giant    | ❖ Movie Shakespeare  |
| ❖ Cyclone Family    | ❖ Minority Kiss      |
| ❖ Philadelphia Wife | ❖ Cleopatra Devil    |
| ❖ Women Dorado      | ❖ Sleepy Japanese    |
| ❖ Holes Brannigan   | ❖ Smoking Barbarella |
| ❖ Vanished Garden   | ❖ Trouble Date       |
| ❖ Deer Virginian    | ❖ Titanic Boondock   |
| ❖ Chamber Italian   | ❖ Chasing Fight      |
| ❖ Lawless Vision    | ❖ Curtain Videotape  |
| ❖ Motions Details   | ❖ River Outlaw       |
| ❖ Blade Polish      | ❖ State Wasteland    |
| ❖ Frida Slipper     |                      |
| ❖ Half Outfield     |                      |

# SUMMARY AND RECOMMENDATION

- ❖ Currently Rocabuster's has a total of 599 customers in 109 countries. Around 44.4% of its total customers are in India, China, USA, Japan, Mexico, Brazil, and Russian Federation.
- ❖ The largest sales was recorded in Asian countries followed by USA and South America.
  - Do we want to strengthen our market in those regions or rather we aim to explore new potential in other regions?
- ❖ While Rocabuster's consumers are distributed across the globe, Rocabuster could further expand to regions that have now less consumers presence. However, this needs further investigation considering consumers' demand, specific movie type preferences and other factors.

## REFERENCES

- ❖ Sales by Geographic Region: [Sales by Geographic Region | Tableau Public](#)
- ❖ Geographical distribution of customers: [Geographical Distribution of Customers | Tableau Public](#)
- ❖ Top 5 Customers in the top 10 cities: [Top 5 Customers in the top 10 Cities | Tableau Public](#)

## QUESTIONS?

Contact:

Ruth K.

Data Analyst

[ruth@rockbuster.com](mailto:ruth@rockbuster.com)

[www.rockbuster.com](http://www.rockbuster.com)

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**THANK YOU**