



# LAUNCH STRATEGY FOR ONLINE VIDEO SERVICES

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ROCKBUSTER STEALTH

# AGENDA

Advance against competitive streaming giants like Netflix and Amazon Prime; Rockbuster Stealth LLC is planning to launch a new online video rental service. The data-driven insights will guide our company strategize effectively.

## KEY OBJECTIVES

- Identifying top-performing regions and customer groups.
- Understanding customer behavior and preferences.
- Recommending targeted strategies for growth and profitability.

# RESOURCES

We have gathered data sets that contains customer, film, rental and payment and geographic data. Professional software's like like SQL and Tableau were used for analysis and visualizations.



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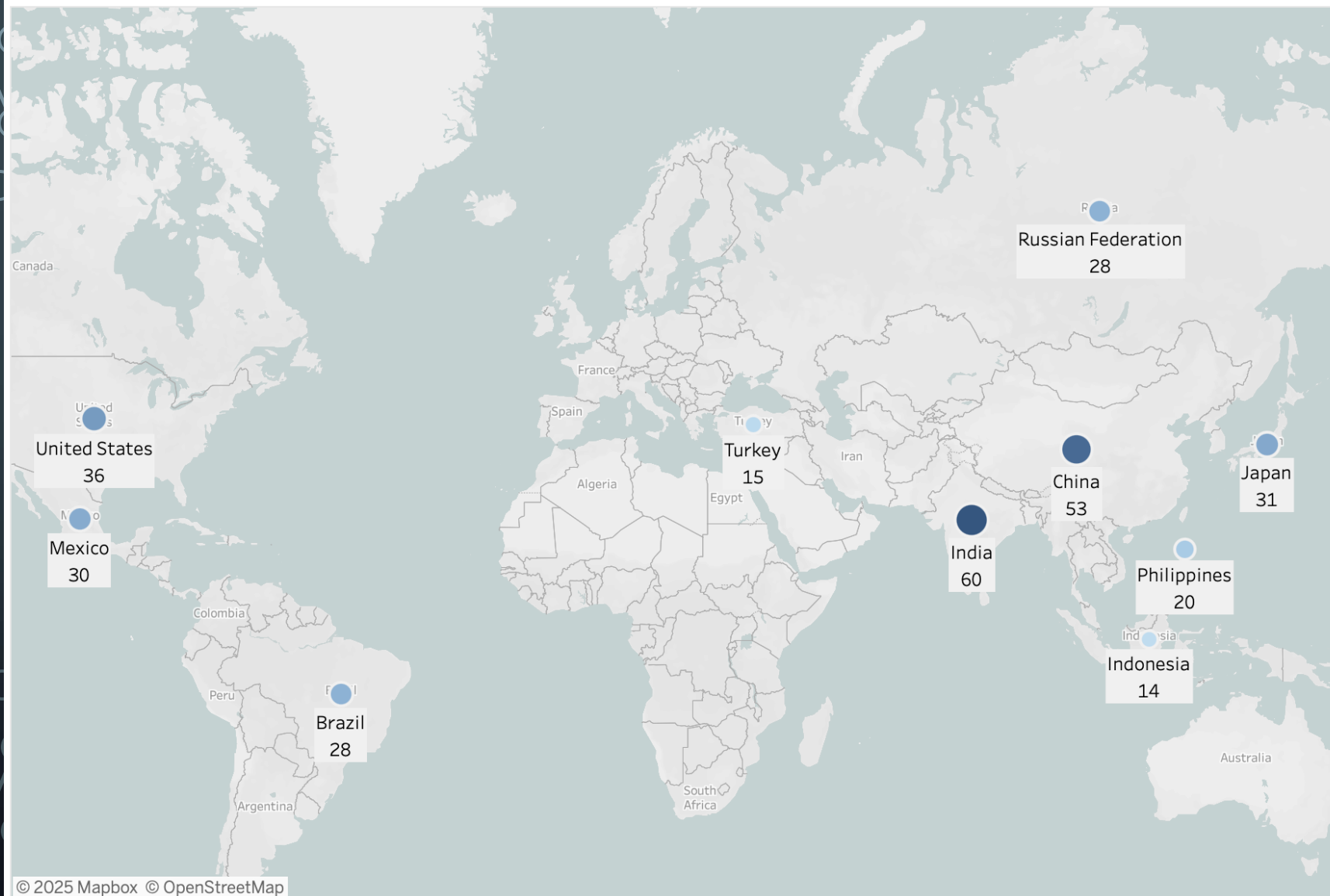


# ANALYSIS

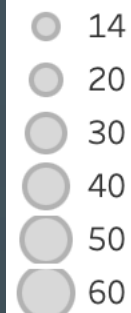
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## Countries with most customers



Customer Count



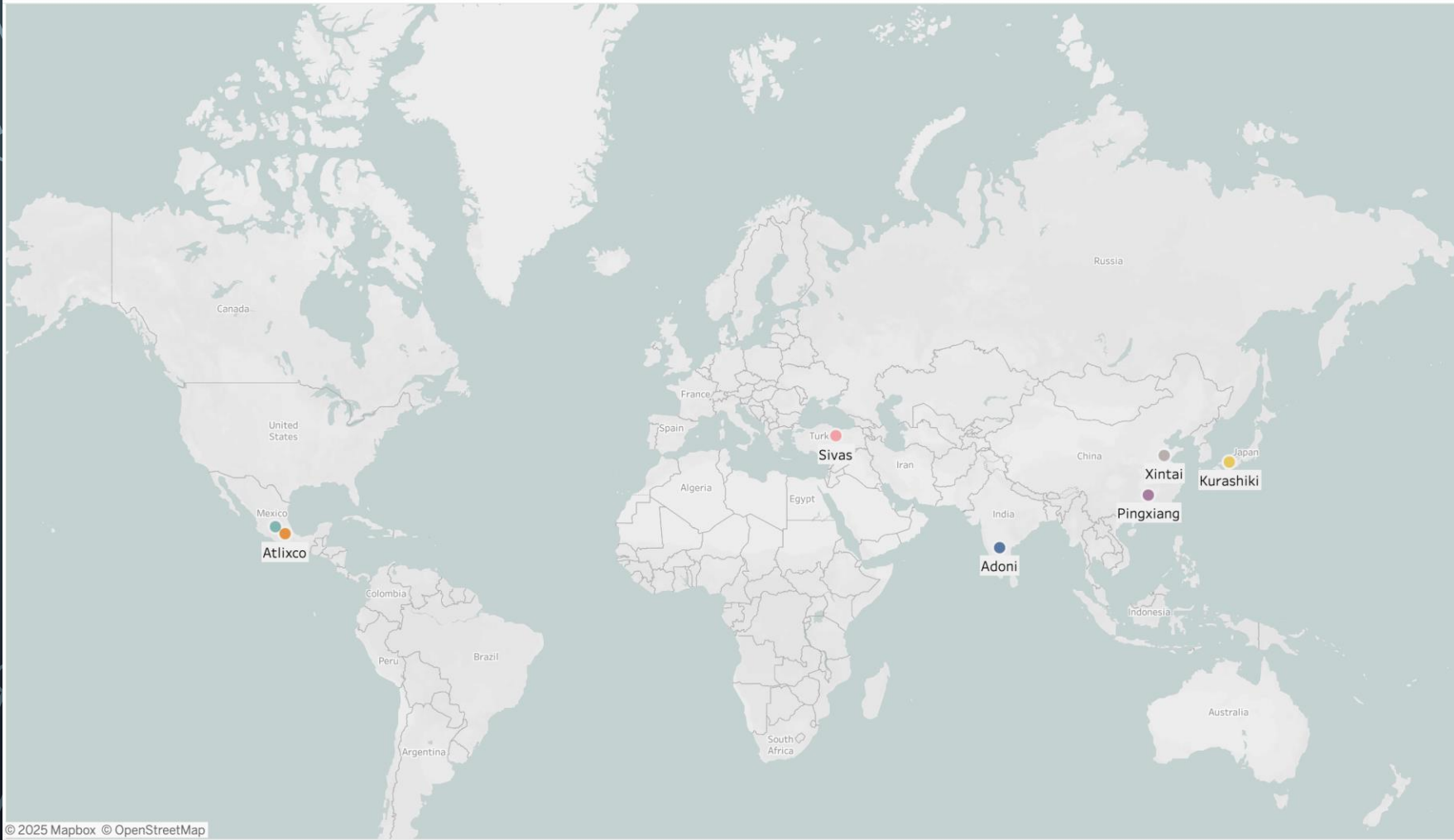
Customer Count



[Tableau Link](#)

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## Top 10 cities in the top countries



### City

- Adoni
- Atlixco
- Aurora
- Celaya
- Dhule (Dhulia)
- Kurashiki
- Pingxiang
- Sivas
- So Leopoldo
- Xintai

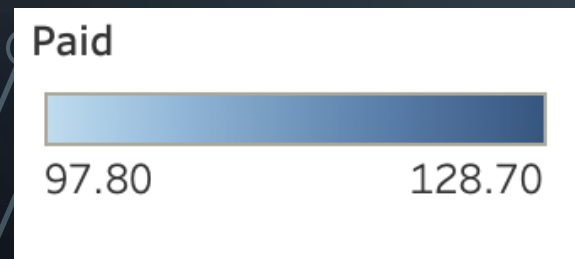
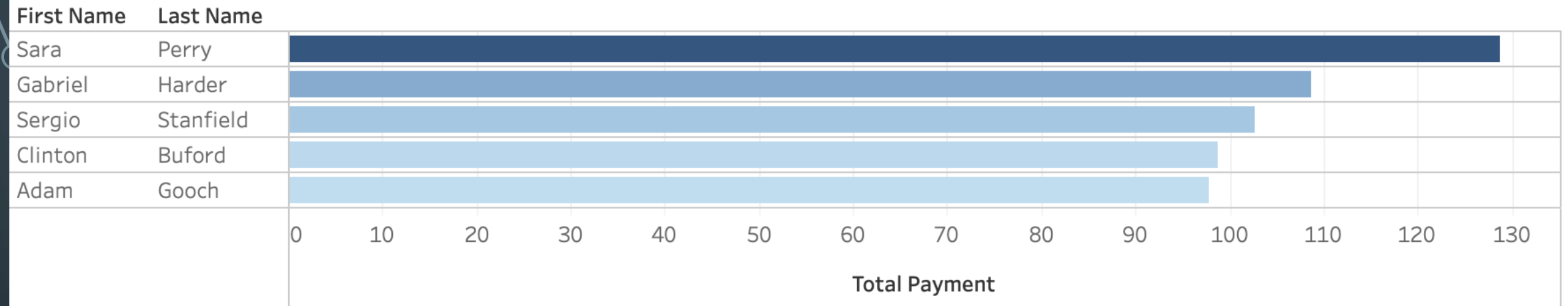
[Tableau Link](#)

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# KEY INSIGHTS

- From the geographical analysis, it is clear that the top countries with most customers are India, China, United States and Japan.
- The viewings patterns of customers from these countries could be used to promote similar services in neighboring cities to increase the overall revenue generation from the country.
- This will help understand residents of which country prefer what kind of content; whilst making sure their personal information stays anonymous to ensure confidentiality.

# Top 5 customer payments



[Tableau Link](#)

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# STRATEGIC RECOMMENDATIONS FOR MARKET EXPANSION

To strengthen Rockbuster's market position, we propose the following strategic initiatives focused on capitalizing on growth opportunities and enhancing customer loyalty:

## 1. Target High-Value Markets:

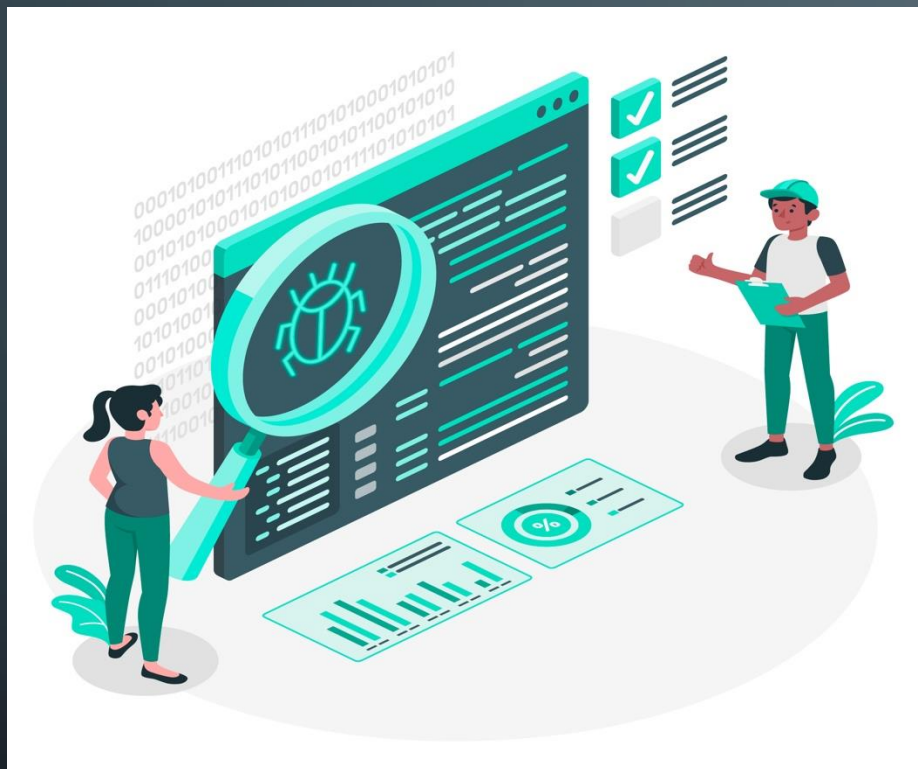
Our marketing efforts should be concentrated on key high-performing markets, specifically India, China, and the United States. Additionally, expanding our services in highly engaged cities will allow us to reinforce and expand our existing customer base.

## 2. Enhance Customer Engagement Through Direct Insights:

Establishing direct communication with our top customers through structured interviews will provide valuable insights into their preferences and expectations. This data-driven approach will enable us to refine our strategies, enhance customer satisfaction, and foster long-term brand loyalty.



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## Q&A SESSION

- Thank you for your attention.
- Please feel free to ask any questions or feedback regarding the presentation at this time.
- Alternate method of communication regarding the presentation: [samarjit.rockbuster@outlook.com](mailto:samarjit.rockbuster@outlook.com)

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