



ROCKBUSTER STEALTH

**Management Questions
to Launch Strategy
for the new online video service**

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Introduction



Rockbuster Stealth LLC is a movie rental company that formally had stores around the world. Because of the stiff competition from streaming services such as Netflix and Amazon Prime, the management team is planning to use our existing movie licenses to launch an online video rental service to stay competitive. In order to come up with a plan, we need to answer key business strategy questions using insights from the current data we have.

Objective:

Develop insights to help with the launch strategy for the new online video service.

Tools:

SQL - to retrieve data from relational database management system (RDBMS) and analyze the data;

Excel – to analyze, find insights and prepare charts;

Tableau - to turn insights into interactive data visualization.

Business Strategy Questions

Current situation

What was the rental duration for all videos?

Product

Which movies contributed the most/least to revenue gain?

Sales

Do sales figures vary between geographic regions?

Customers

Where are customers with a high lifetime value based?

Market

Which countries are Rockbuster customers based in?

Current situation

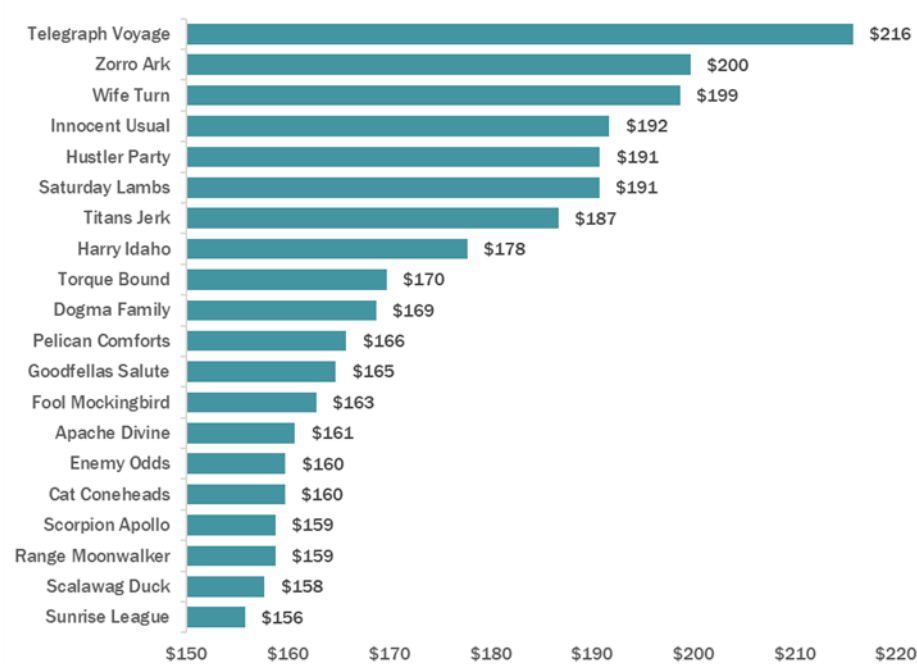
What was the rental duration for all videos?

	Number of movies	Release Year	Modal Language
Current inventory	1000	2006	English
	Min	Max	Average
Rental Duration (Days)	3	7	5
Rental Rate (\$)	0.99	4.99	2.98
Movie Length (Minutes)	46	185	115
Replacement Cost (\$)	9.99	29.99	19.99

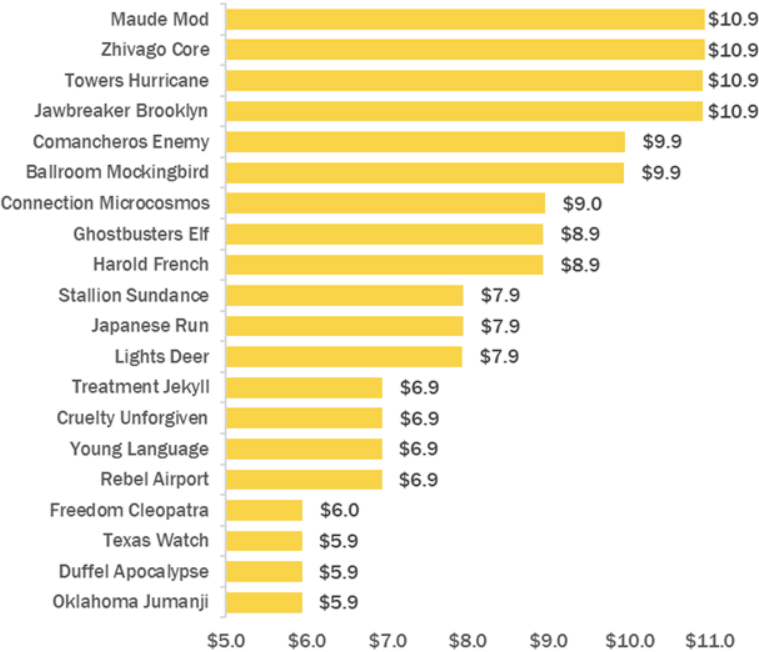
Product

Which movies contributed the most/least to revenue gain?

Top 20 revenue generating films



Bottom 20 revenue generating films



Top 20 movies account for 6% of total revenue and 2% number of movies.

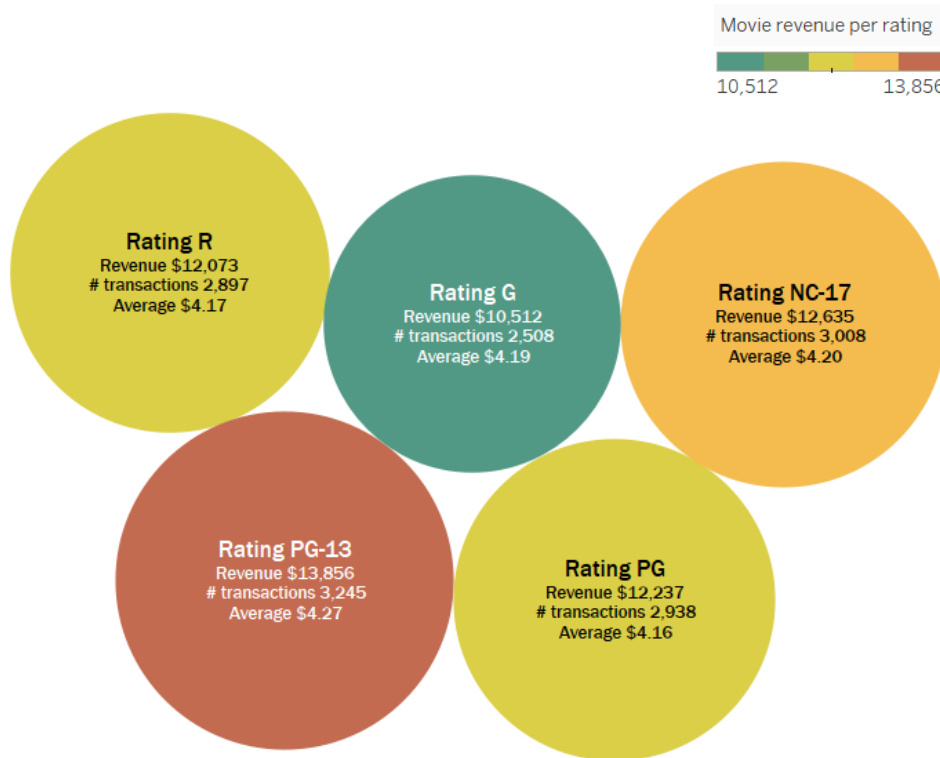
Bottom 20 movies account for 0.3% of total revenue and 2% number of movies

Movies	Revenue	% of revenue	% of number of movies
Top 20 movies	\$ 3,495	6%	2%
Other	\$ 57,651	94%	96%
Bottom 20 movies	\$ 166	0.3%	2%
Total	\$ 61,312	100%	100%

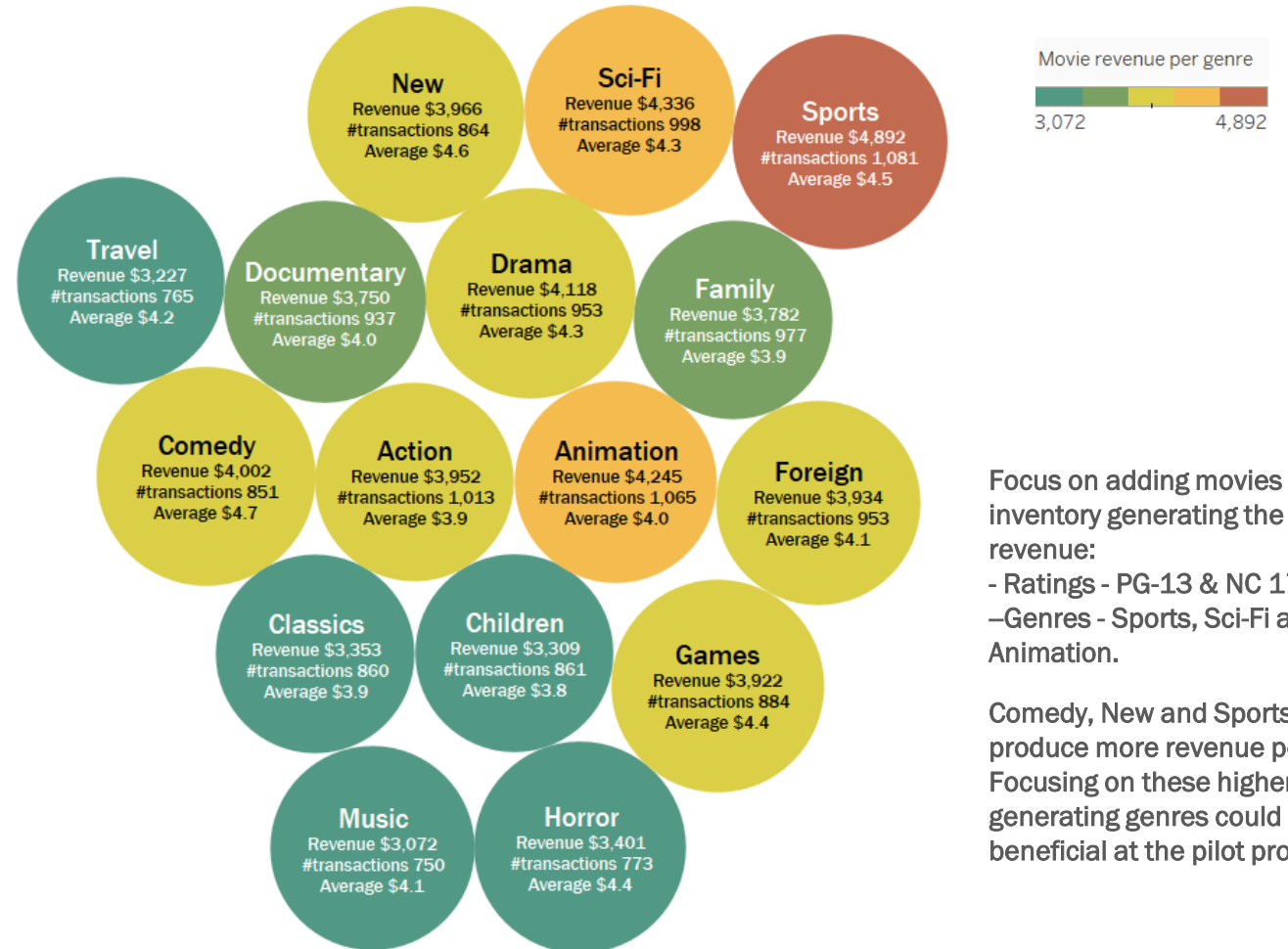
Product

Which movies contributed to revenue gain?

Movie rating per revenue, transaction numbers
and average revenue per transaction



Genre per revenue, number of transactions
and average revenue per transaction number



Focus on adding movies to
inventory generating the most
revenue:

- Ratings - PG-13 & NC 17;
- Genres - Sports, Sci-Fi and Animation.

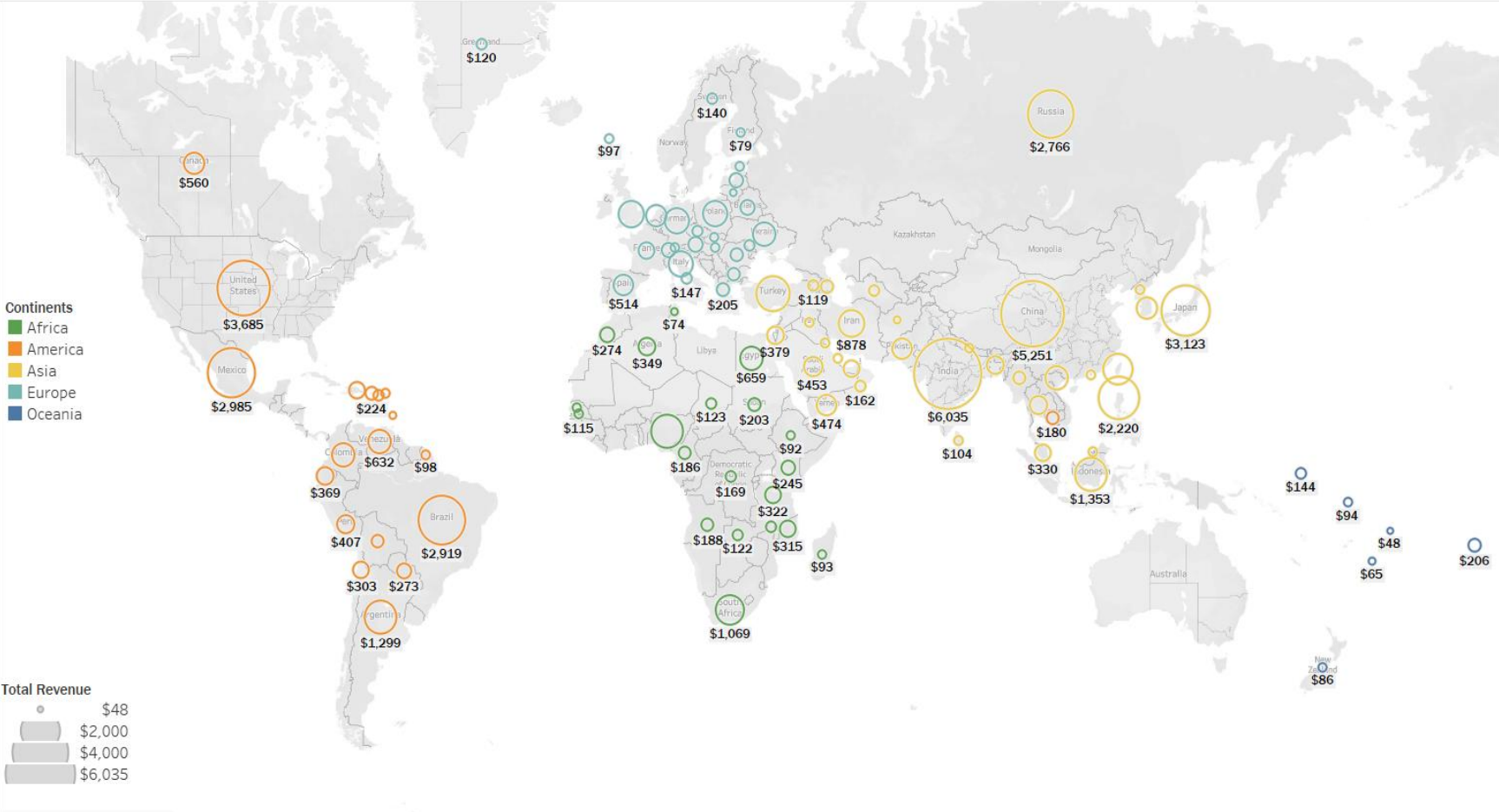
Comedy, New and Sports
produce more revenue per film.
Focusing on these higher
generating genres could be
beneficial at the pilot project.

Genre "Thriller" is an outlier with the total revenue \$48 that is less than 0.1% of total revenue. The outlier has been dropped due to incorrect data and no possibility to fix it.

Sales

Do sales figures vary between geographic regions?

Revenue by country



Key statistics top 10 countries

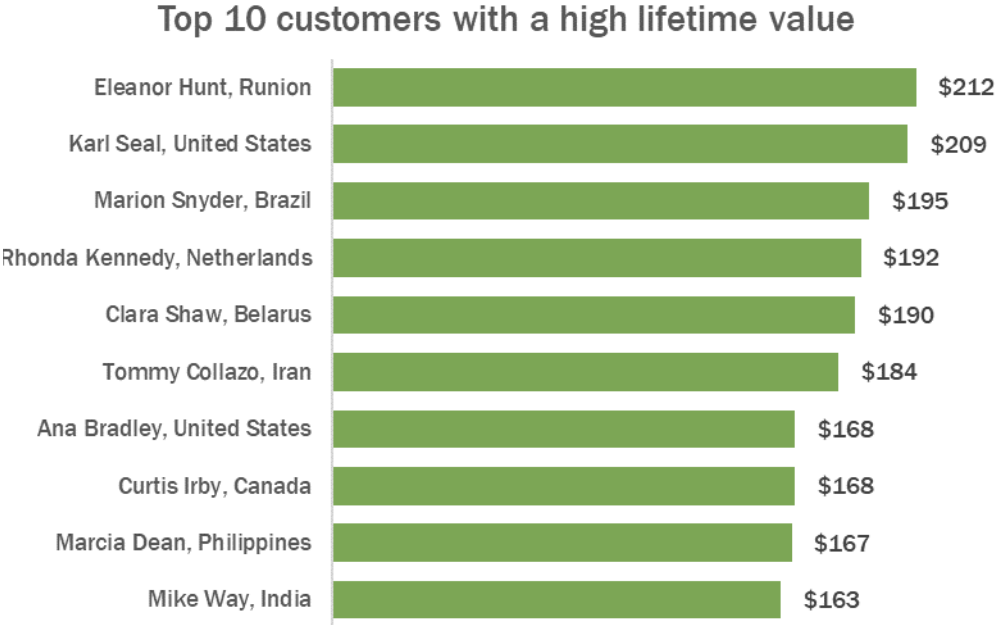
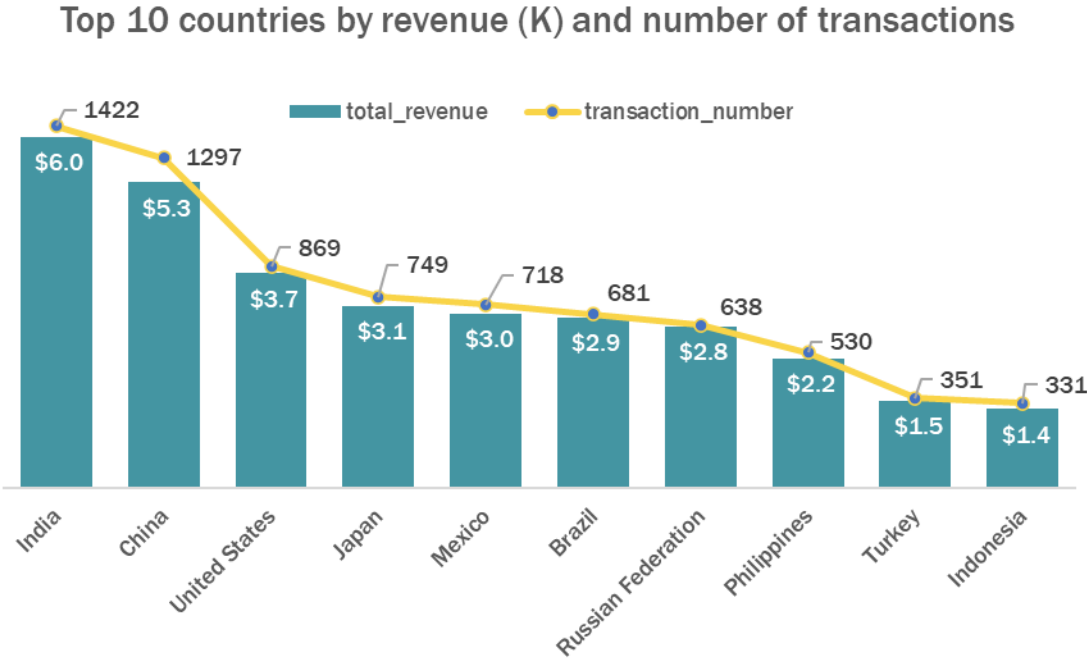
Rank	Country	% of transaction numbers	% of revenue
1	India	9.7%	9.8%
2	China	8.9%	8.6%
3	United States	6.0%	6.0%
4	Japan	5.1%	5.1%
5	Mexico	4.9%	4.9%
6	Brazil	4.7%	4.8%
7	Russian Federation	4.4%	4.5%
8	Philippines	3.6%	3.6%
9	Turkey	2.4%	2.4%
10	Indonesia	2.3%	2.2%
	Other	48.0%	48.1%
Total		100.0%	100.0%

Top 10 countries account for 50% of total revenue and number of transactions.

Top 3 countries account for 25% of total revenue and number of transactions

Customers

Where are customers with a high lifetime value based?



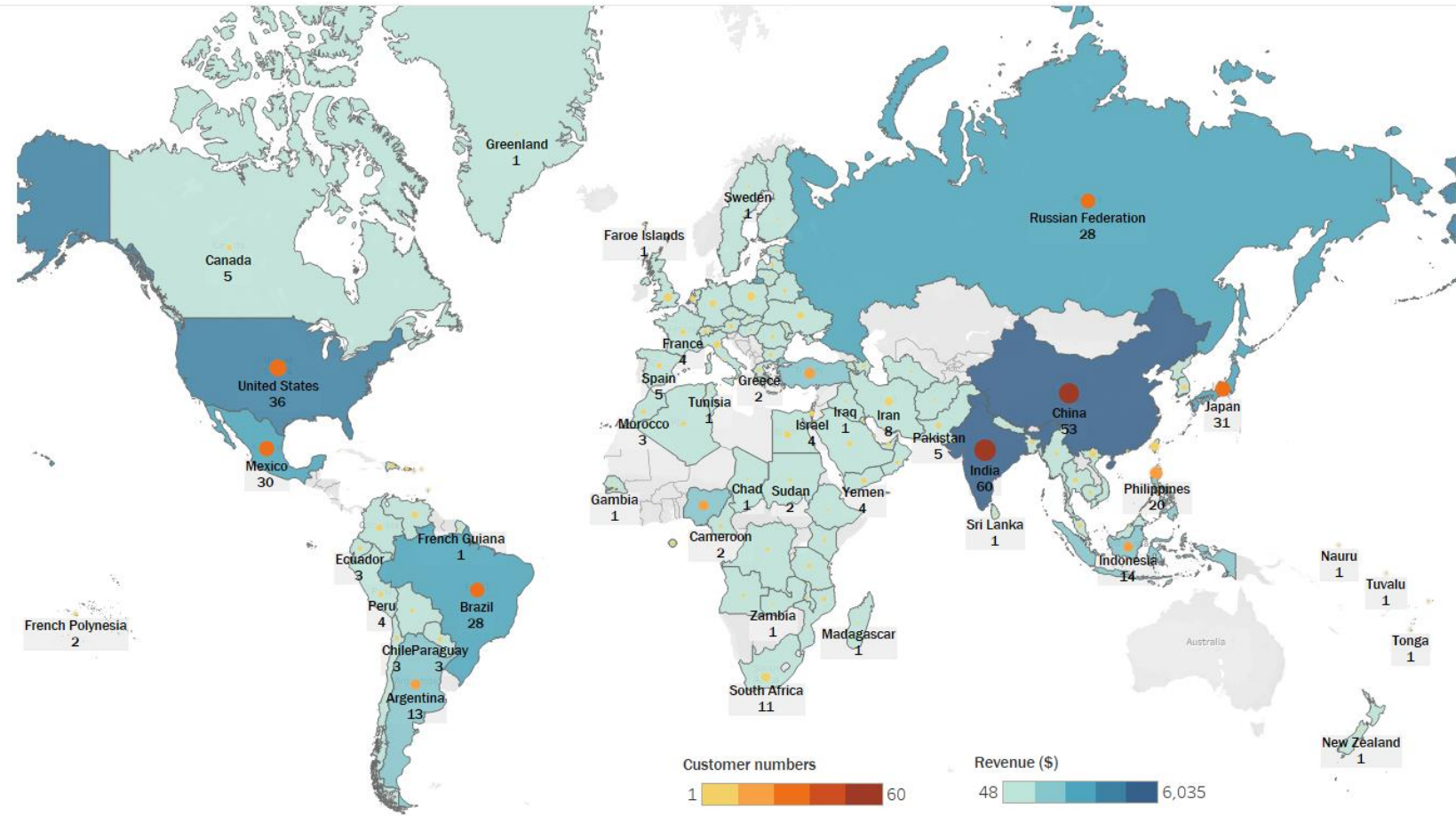
Top 10 customers are not concentrated in any specific geographic region.

Marketing the service to these customers would not be effective at this time. Further analysis is required to find insights for developing special marketing programs and keeping the customers loyal.

Market

Which countries are Rockbuster customers based in?

Global Distribution of Revenue and Customer Numbers



Key statistics top 10 countries per customer numbers

Rank	Country	Customer numbers	% of customer numbers
1	India	60	10.0%
2	China	53	8.8%
3	United States	36	6.0%
4	Japan	31	5.2%
5	Mexico	30	5.0%
6	Brazil	28	4.7%
7	Russian Federation	28	4.7%
8	Philippines	20	3.3%
9	Turkey	15	2.5%
10	Indonesia	14	2.3%
	Other	284	47.4%
Total		599	100.0%

Top 10 countries account for 50% of total customer base.

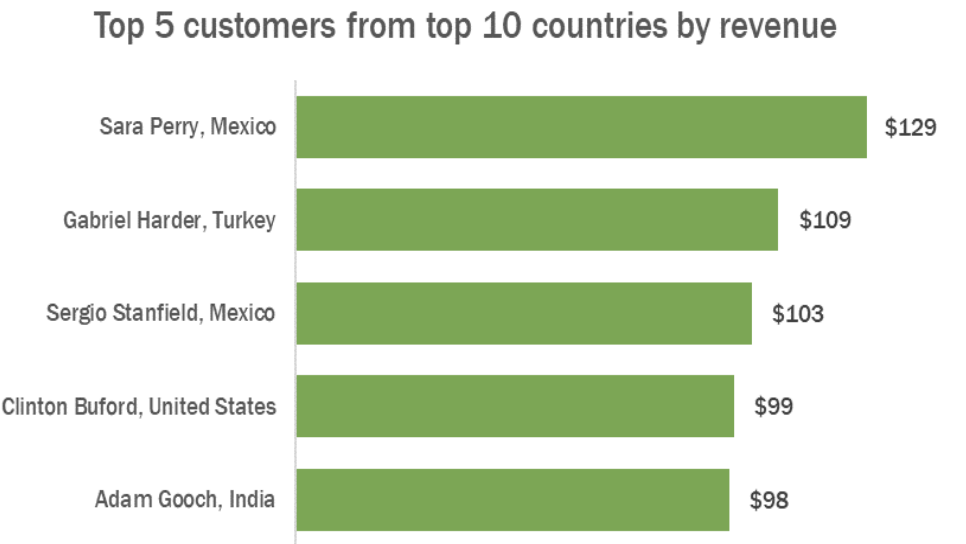
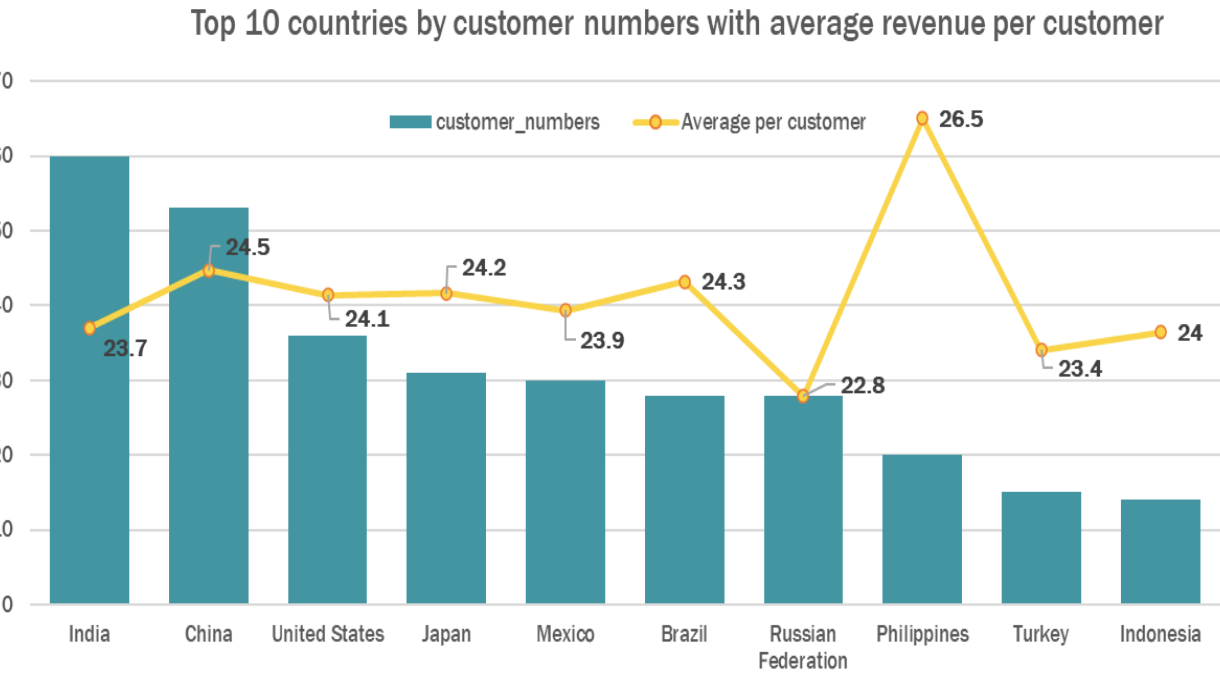
Top 3 countries account for 25% of total number of customers.

To view an interactive version of the charts, please, click the link:

[Interactive map in Tableau](#)

Market

Which countries are Rockbuster customers based in?



20 customers from Philippines has the highest average spending among top 10 countries by revenue.

Further analysis is required to find insights for developing special marketing programs and keeping the customers loyal.

Insights and Recommendations

Product

Focus on adding movies to inventory generating the most revenue:

- Ratings - PG-13 & NC 17;
- Genres - Sports, Sci-Fi and Animation.

Comedy, New and Sports produce more revenue per film. Focusing on these higher generating genres could be beneficial at the pilot project.

Market & Sales

Start the streaming service by piloting in top 3 countries – India, China and United States by total revenue and number of customers as they account for 25% of all revenue and customer base.

Customers

Top customers are not concentrated in any specific geographic region. Customers from Philippines has the highest average spending among top 10 countries by revenue.

Marketing the service to these customers would not be effective at this time. Further analysis is required to find insights for developing special marketing programs and keeping the customers loyal.

Online customers

Implement online acquiring customer loyalty program by launching a bonus system:

- first 3 online rentals with 20% off coupon;
- bring a friend promo.

The slide features several large, overlapping geometric shapes in teal, yellow, and green, primarily located in the top right and bottom left corners. The text "THANK YOU" is centered in the middle of the slide.

THANK YOU

Interactive analysis can be found at:

[Rockbuster Stealth Tableau Link](#)

Source materials and data dictionary available upon request from the business intelligence department