

Rockbuster 2020 Strategy

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Agenda



Introduction

Rockbuster Stealth LLC faces stiff competition from streaming services such as Netflix and Amazon Prime as a movie rental company.

The management team plans to use its existing movie licenses to launch an online video rental service to stay competitive.



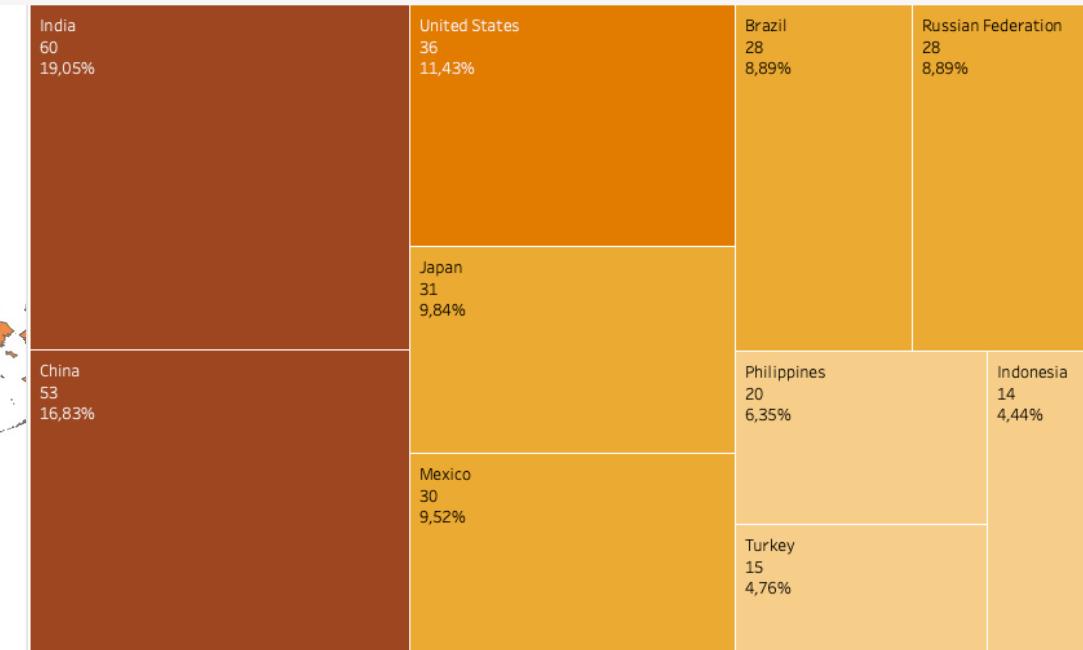
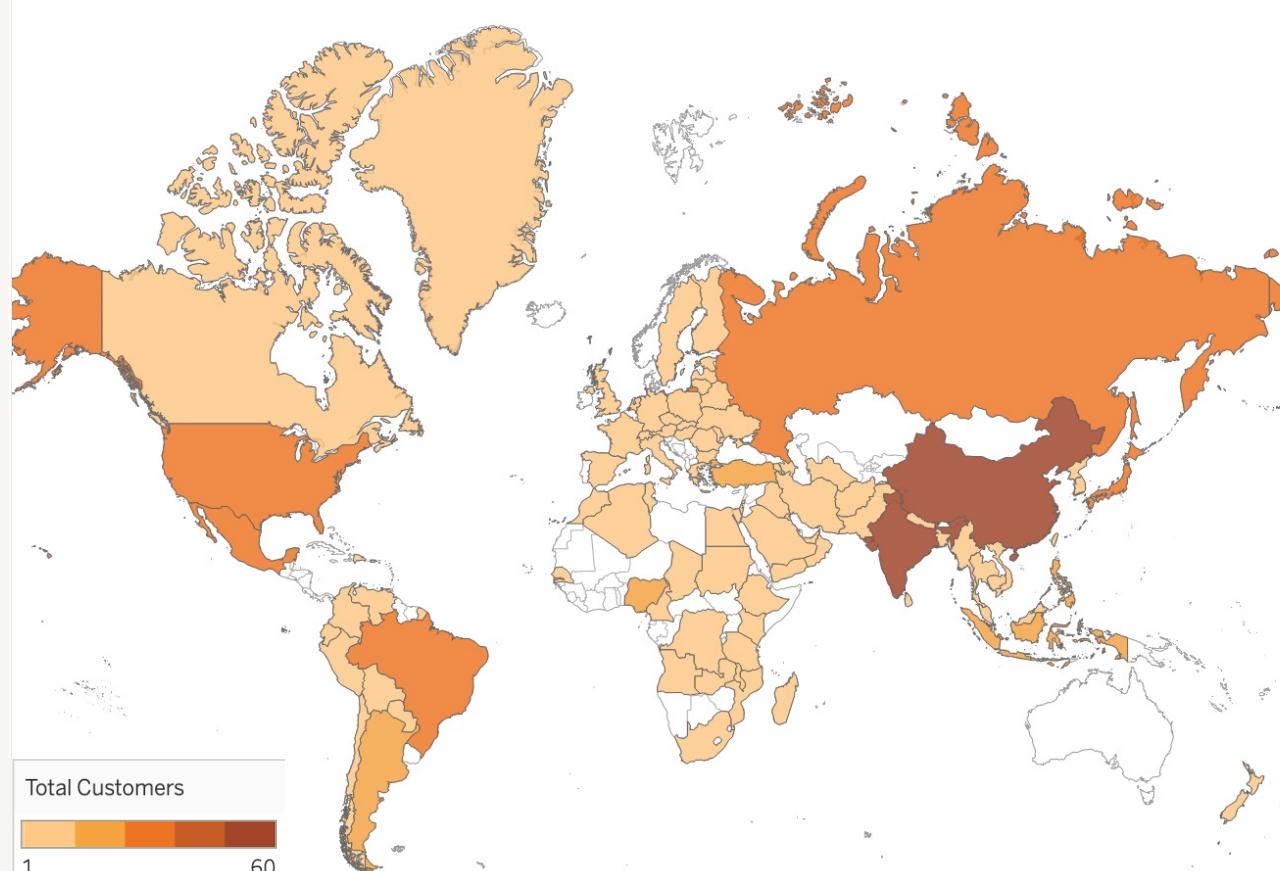
Key Questions and Objectives

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

Data Overview

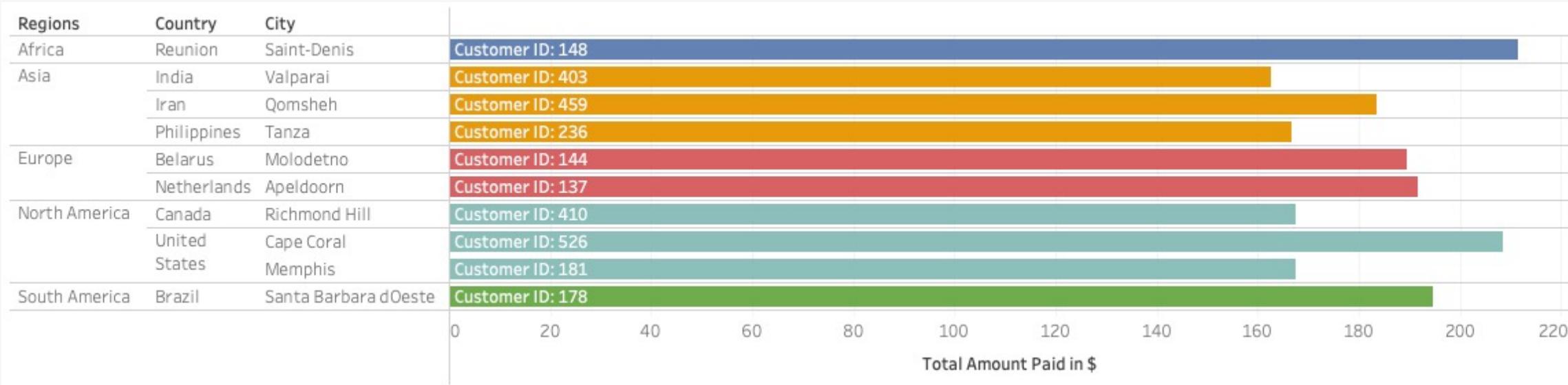
	Rental Duration	Rental Rate	Film Length	Replacement Cost
Minimum	3 days	0.99\$	46'	9.99\$
Maximum	7 days	4.99\$	185'	29.99\$
Average	5 days	2.98\$	115.27'	19.98\$
Film Count	Customer Count	Store Count	Modal Rating	Modal Language
1000	599	2	PG-13	English

Rockbuster Customers Around the World

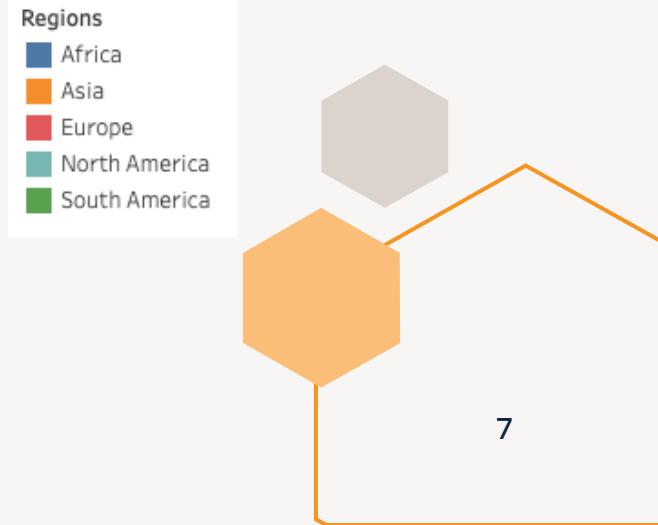


Rockbuster has 599 customers spread throughout 109 countries around the world. The bigger market is in Asia, especially thanks to the customers of India, China, Japan and Russia, followed by North America with the United States and Mexico as primary markets.

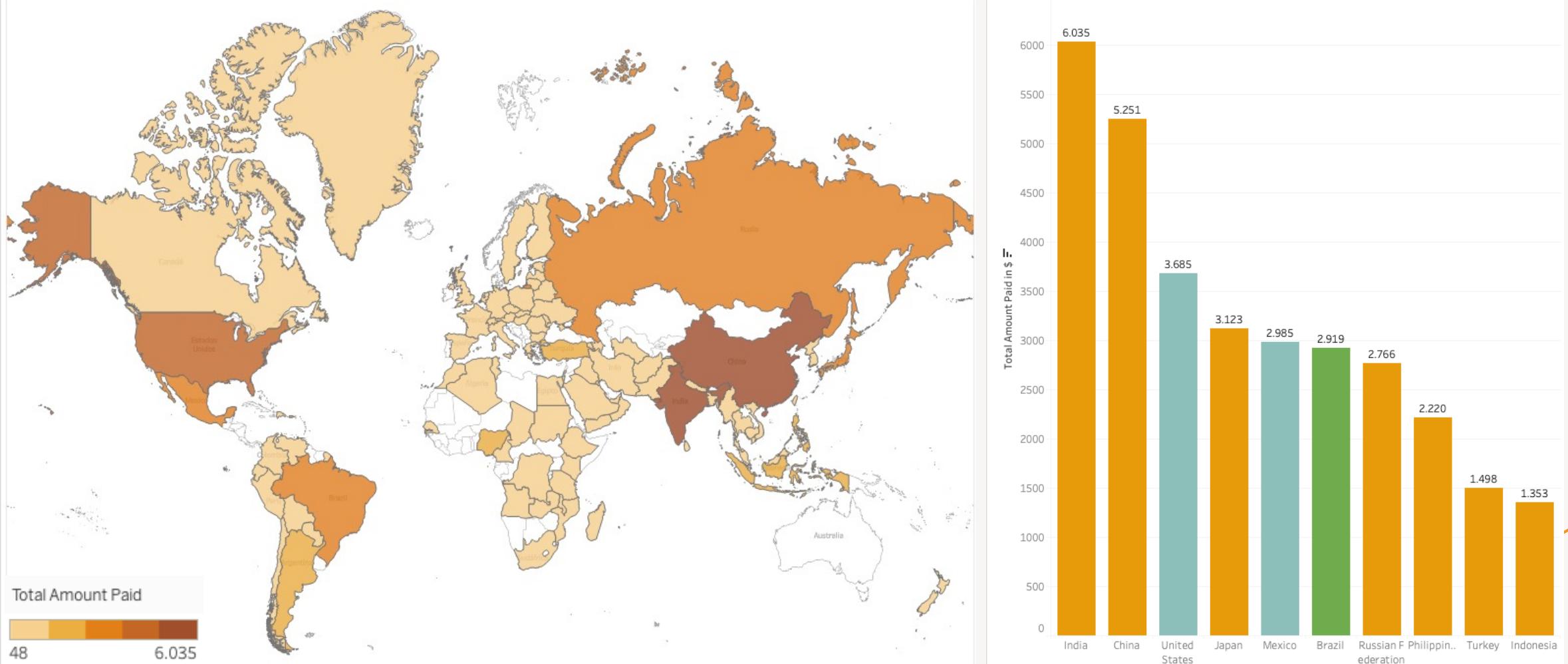
Top Loyal Customers



The spread of the top loyal customers varies significantly from the customer's geographical location: the customers with a higher lifetime value are mainly in Asia and North America too, but the countries are Iran, Philippines and India for the first case, and the United States and Canada for the second. Europe and Africa gain importance in this regard.



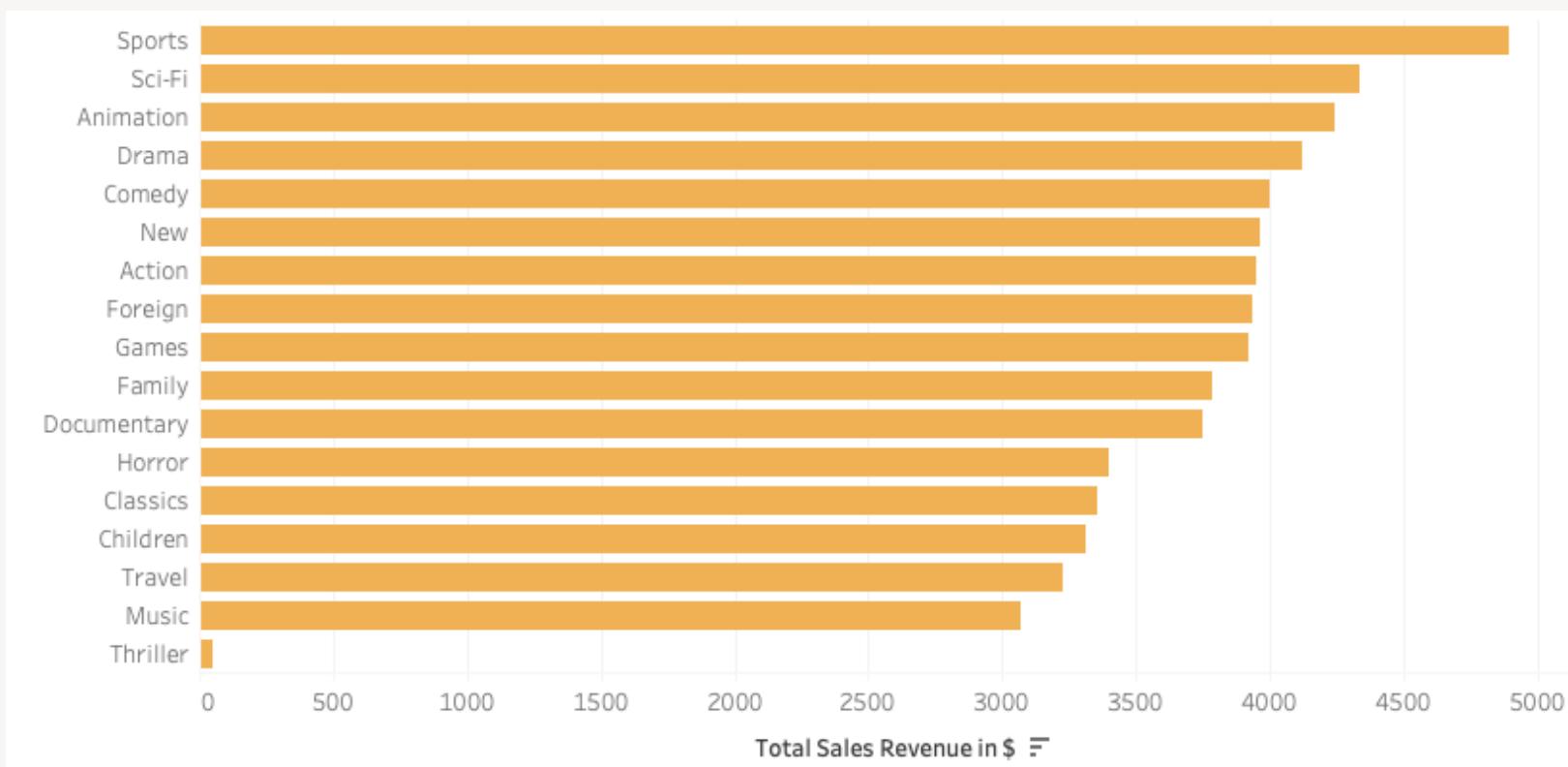
Rockbuster Sales around the World



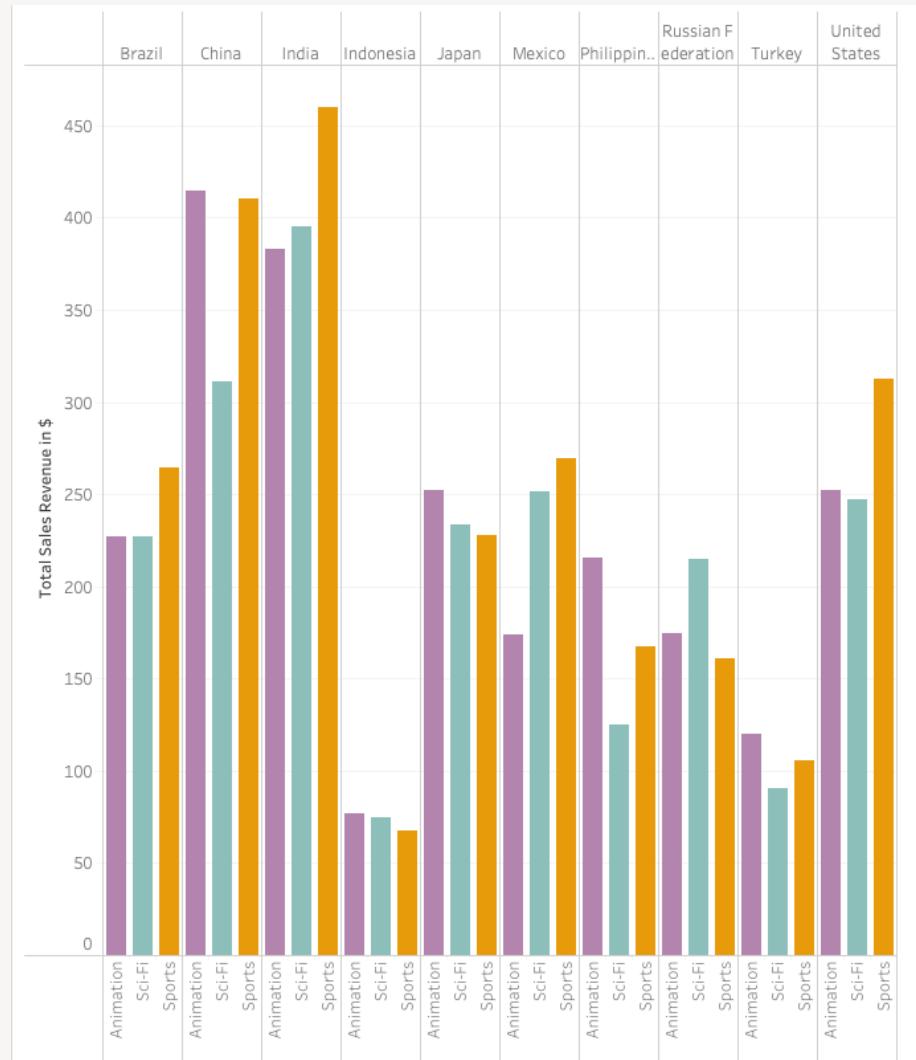
Rockbuster Movies

Top 10 Movies		Bottom 10 Movies	
Telegraph Voyage	215.75 \$	Japanese Run	7.94 \$
Zorro Ark	199.72 \$	Lights Deer	7.93 \$
Wife Turn	198.73 \$	Cruelty Unforgiven	6.94 \$
Innocent Usual	191.74 \$	Treatment Jekyll	6.94 \$
Hustler Party	190.78 \$	Young Language	6.93 \$
Saturday Lambs	190.74 \$	Rebel Airport	6.93 \$
Titans Jerk	186.73 \$	Freedom Cleopatra	5.95 \$
Harry Idaho	177.73 \$	Oklahoma Jumanji	5.94 \$
Torque Bound	169.76 \$	Texas Watch	5.94 \$
Dogma Family	168.72 \$	Duffel Apocalypse	5.94 \$

Favorite Genres

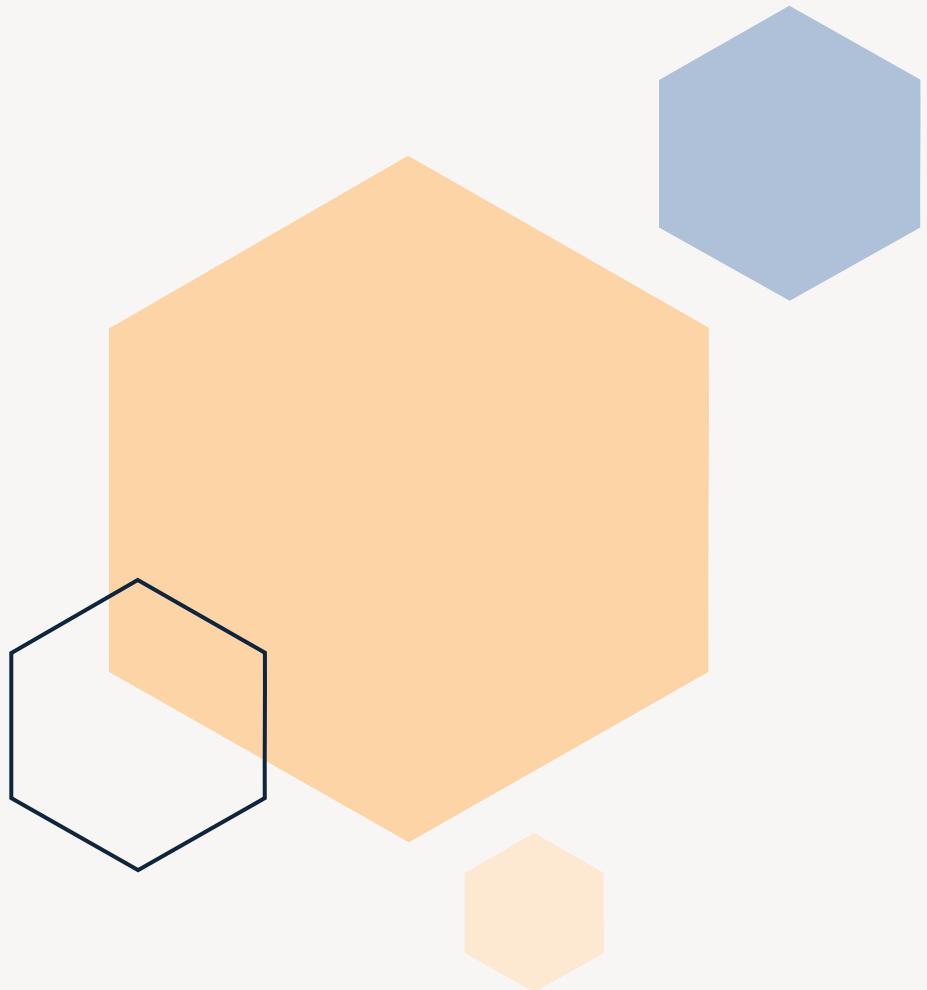


Genres by Top Countries



Recommendations

Rental	Market	Customers	Movies	Launch
The online rental video service should offer a duration of 5 days .	Focus on Asia and North America as main markets, especially India, China and the United States .	Loyalty program where customers get different benefits depending on their rank: Better rental rate for customers with higher lifetime value.	Sports, Sci-Fi and Animation as the strongest genres of the platform.	Trial Online Rental Video Service in India, China and the United States.



Questions or Feedback?

You can find the visualizations of this presentation in my [Tableau Profile](#).



Thank you

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