

# Rockbuster Stealth 2020 Streaming Strategy

By Will Preddy



## Objective - To launch a competitive online video rental service

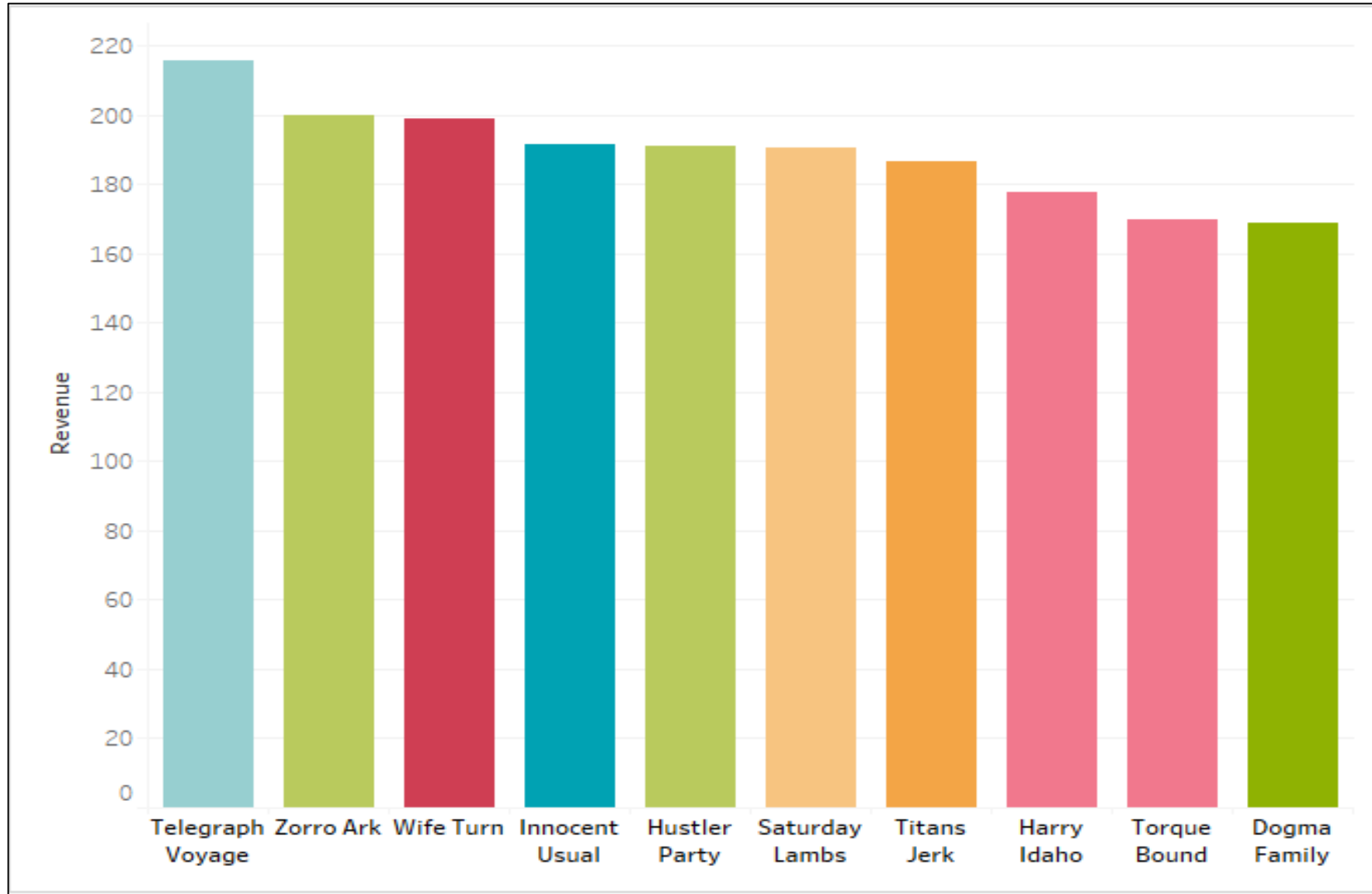
- ▶ Possible factors
  - ▶ Which movies contributed the most and least amount of revenue?
  - ▶ What is the average rental duration for all videos?
  - ▶ Which countries are Rockbuster customers based in?
  - ▶ Where are customers with high lifetime value based?
  - ▶ Do sales figures vary between geographic regions?

# Basic Information On Rockbuster Stealth

- ▶ Rental duration
  - ▶ Min: 3 days
  - ▶ Max: 7 days
- ▶ Rental price
  - ▶ Min: \$ .99
  - ▶ Max: \$ 4.99
- ▶ Number of licensed movies: 1000
- ▶ Total number of customers: 599
- ▶ Average movie length: 115 minutes
- ▶ Average replacement cost: \$ 19.98

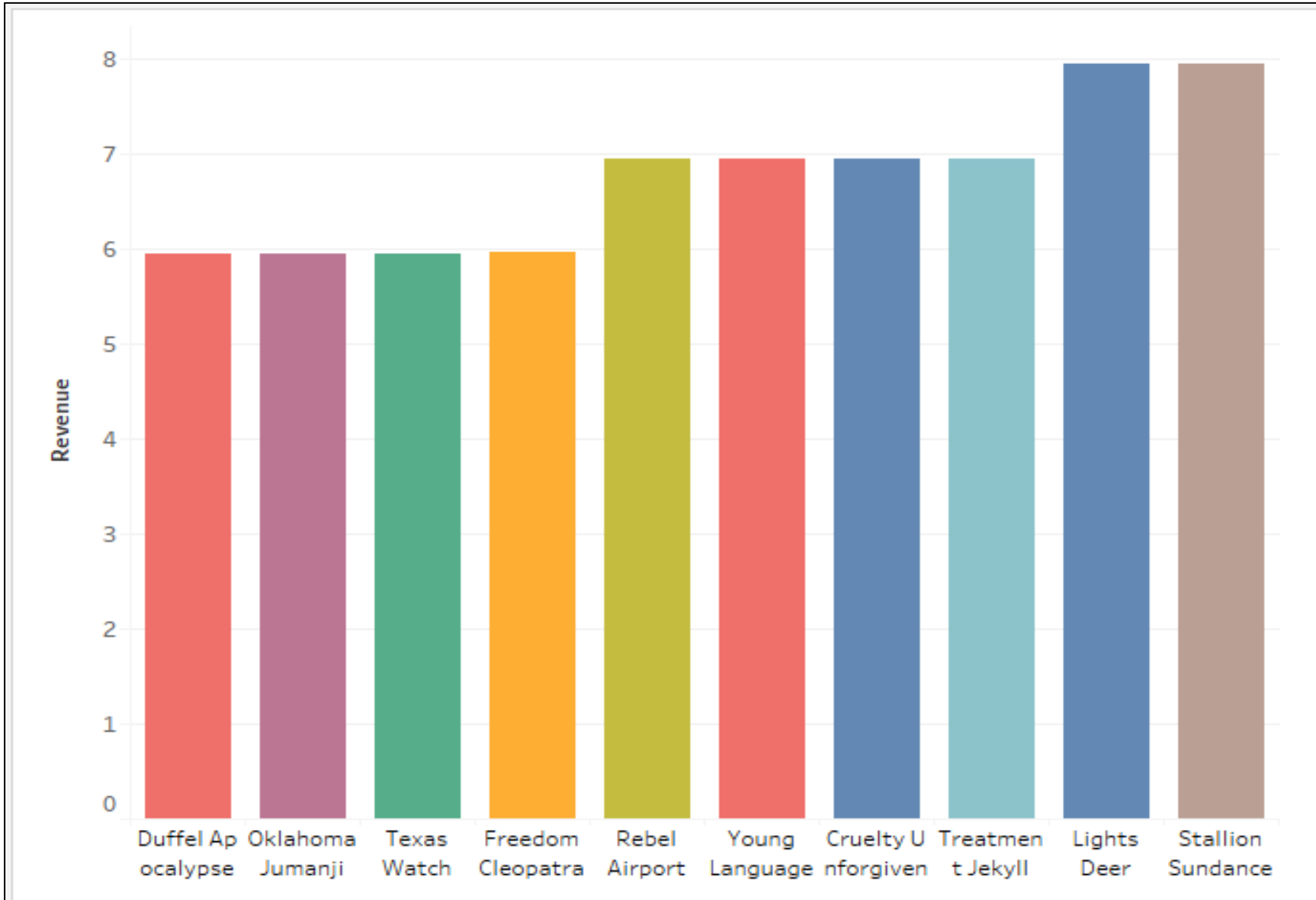


# Movies With Highest Revenue Gain



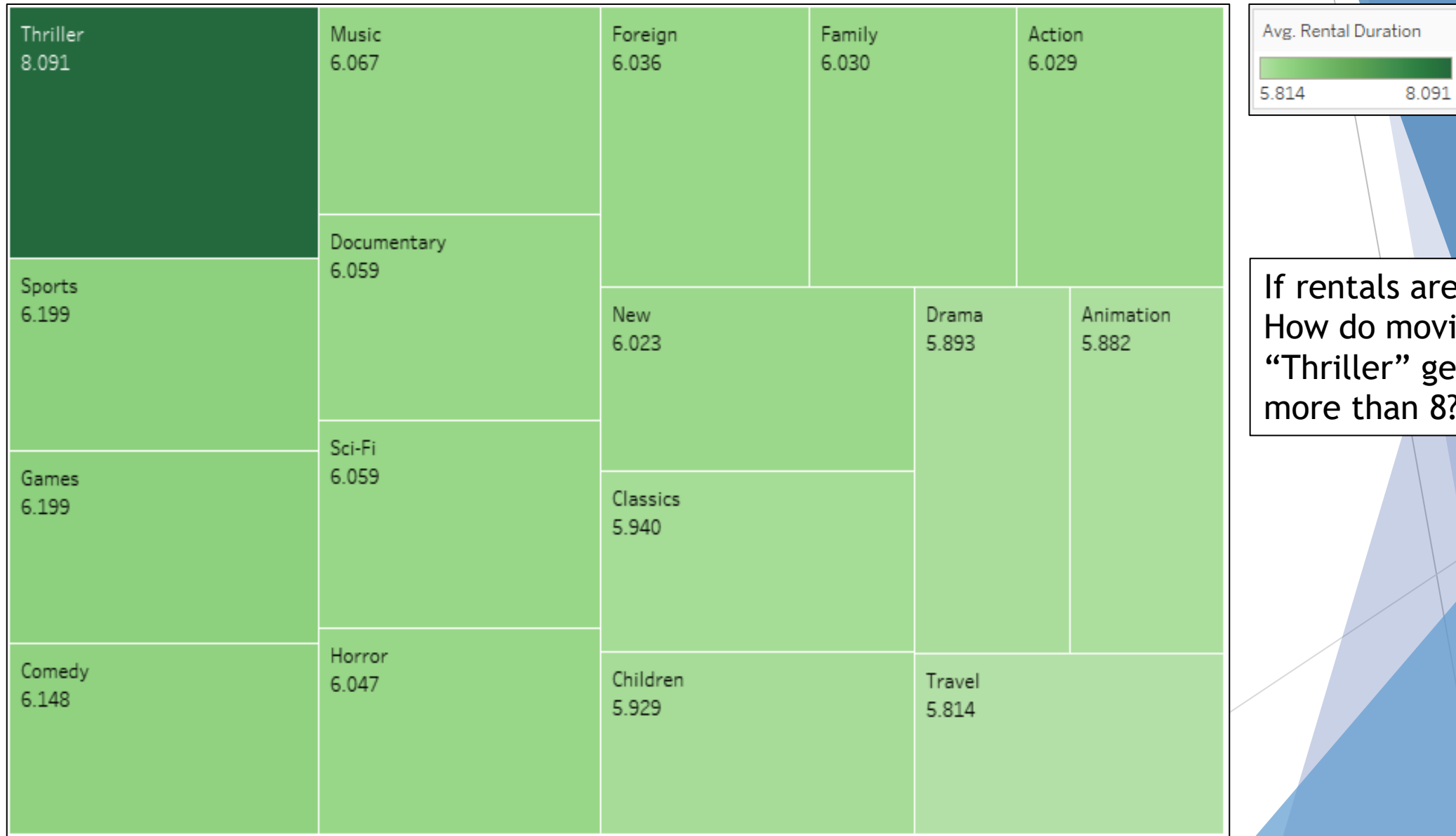
Top 10 movies do not seem to correlate with any genre...

# Movies With Lowest Revenue Gain



Bottom 10 movies do not seem to correlate with any genre...

# Average Rental Duration By Genre



If rentals are for 3-7 days...  
How do movies in the  
“Thriller” genre average  
more than 8?

# How Many Customers and Where?



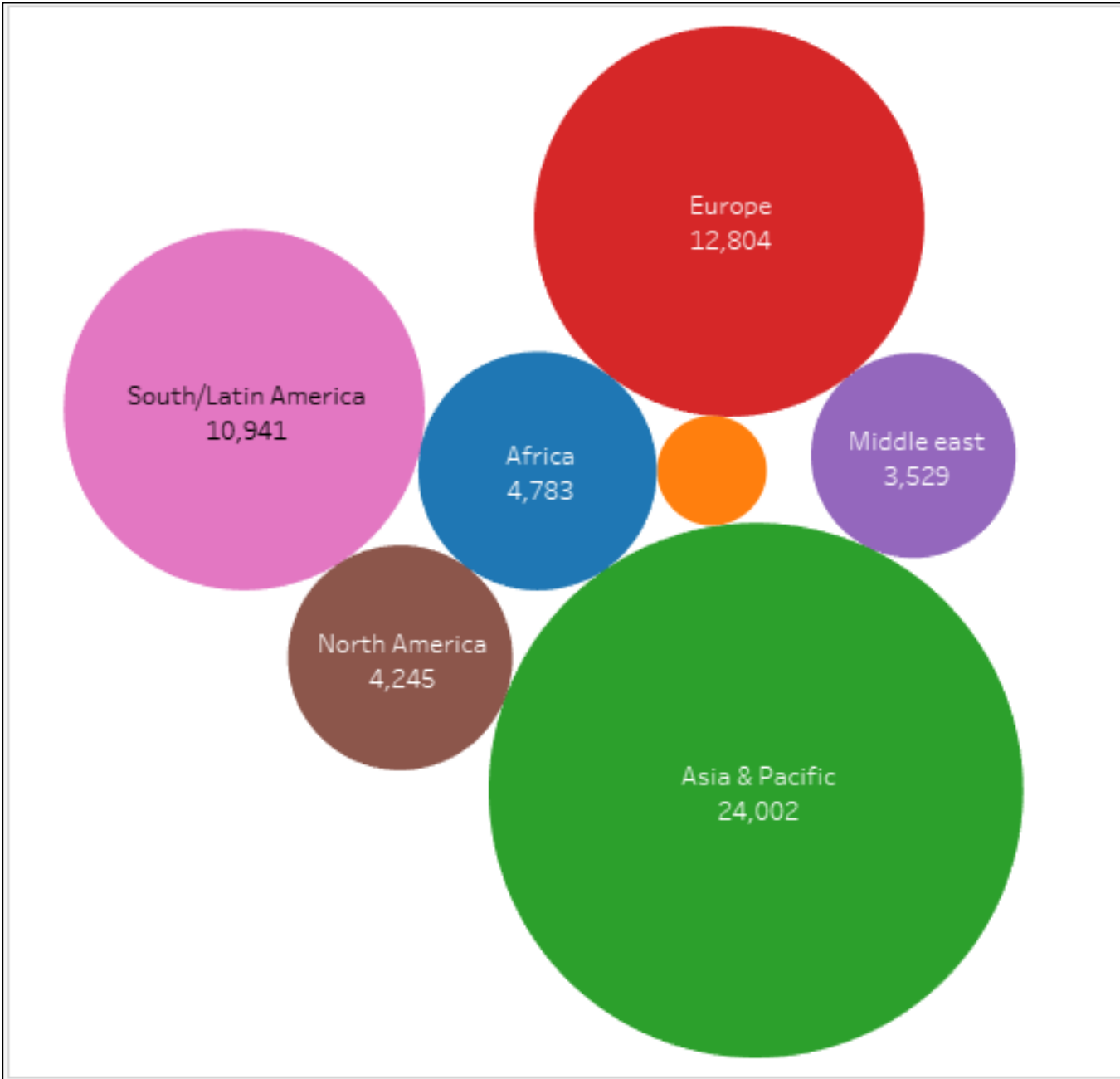
# Where Are The High Value Customers And How Many Rentals Have They Made

Country	City	First name	Last name	#
Belarus	Molodetno	Clara	Shaw	40
Brazil	Santa Brbara dOeste	Marion	Snyder	39
Canada	Richmond Hill	Curtis	Irby	38
Iran	Qomsheh	Tommy	Collazo	37
Netherlands	Apeldoorn	Rhonda	Kennedy	38
Philippines	Tanza	Marcia	Dean	39
Runion	Saint-Denis	Eleanor	Hunt	45
Taiwan	Changhwa	Tammy	Sanders	39
Turkey	Balikesir	Brandon	Huey	36
United States	Cape Coral	Karl	Seal	42

The top 10 customers do not correlate to any region...



# Where Is The Most Revenue Coming From?



Asia and the Pacific almost double any other region in revenue.



# Insights

- ▶ The top 10 and bottom 10 movies have no correlation to genre
- ▶ The average duration of a movie rental is 6 days
- ▶ Rockbuster has regionally diverse patrons
- ▶ The top customers reside through out the world
- ▶ Sales figures vary greatly between regions
  - ▶ Asia and the Pacific is the #1 contributing region to total revenue

# Recommendations

- ▶ Marketing should focus on top performing movies rather than genre
- ▶ Sales should incentivize shorter rental durations
  - ▶ The sooner the customer watches the movie, the sooner they purchase the next
- ▶ Because Rockbuster's customers are from all over the world, invest in translating/dubbing or subtitling the entire movie library
- ▶ Invest more marketing funds in the North American region

# Thank You And Have A Great Day!

[Rockbuster Stealth Visualizations | Tableau Public](#)

Any questions or comments email  
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