

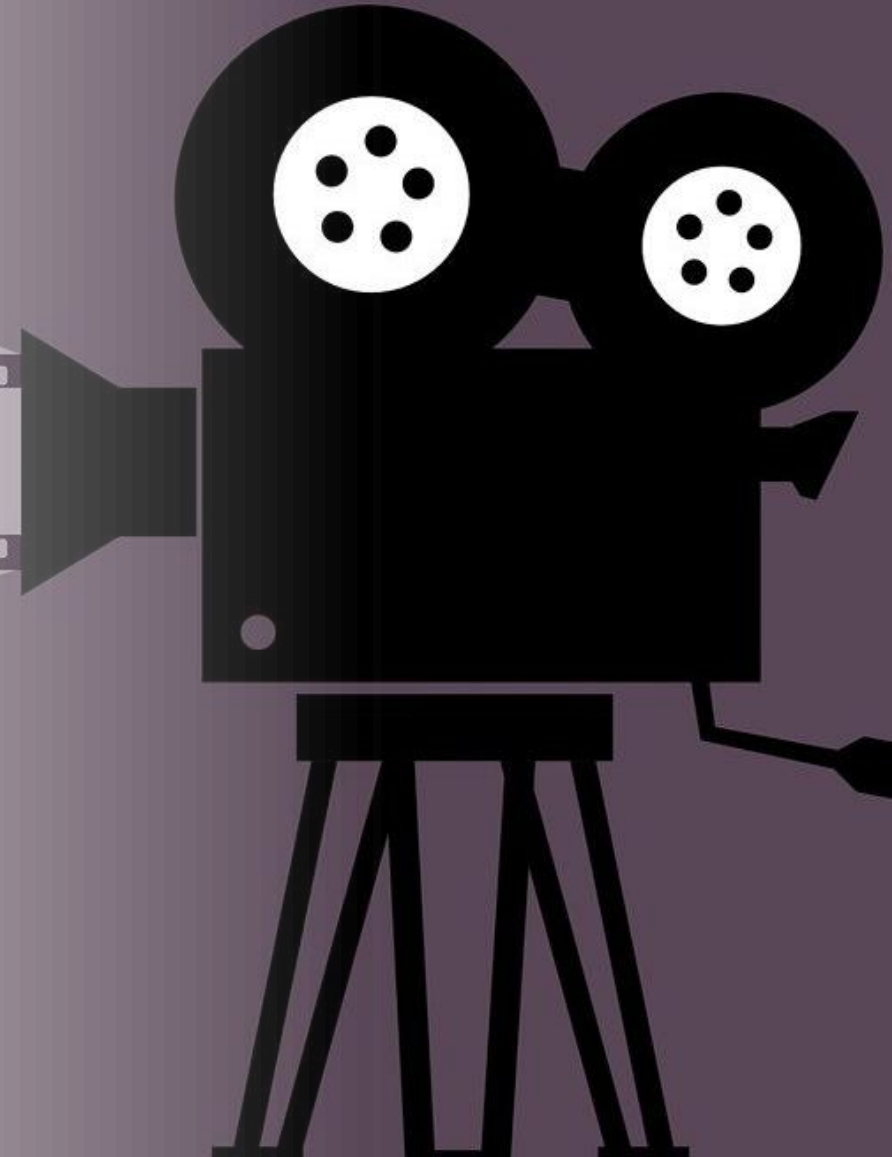


Rockbuster Stealth LLC

A launch strategy for the online
video rental service

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Background and Objectives

Rockbuster Stealth LLC is **a movie rental company** that used to have stores around the world.

Facing stiff competition from streaming services such as Netflix and Amazon Prime, the management team is planning to use its existing movie licenses to **launch an online video rental service** in order to **stay competitive**.

Key Questions

- Which movies contributed the most/least to revenue gain?
 - 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?
- ...

Data Overview

- Customer: 599 (584 active)
- Country: 109
- Film: 1000
- Film language: English
- Release year: 2006
- Store location: Australia (1) and Canada (1)

Statistics of Film Rental

Rental Rate:

| | |
|---------|------|
| Minimum | 0.99 |
| Maximum | 4.99 |
| Average | 2.98 |

Rental Duration:

| | |
|---------|------|
| Minimum | 3 |
| Maximum | 7 |
| Average | 4.99 |

Film Length:

| | |
|---------|--------|
| Minimum | 46 |
| Maximum | 185 |
| Average | 115.27 |

Replacement Cost:

| | |
|---------|-------|
| Minimum | 9.99 |
| Maximum | 29.99 |
| Average | 19.98 |

Which movies contributed the most/least to revenue gain (\$)?

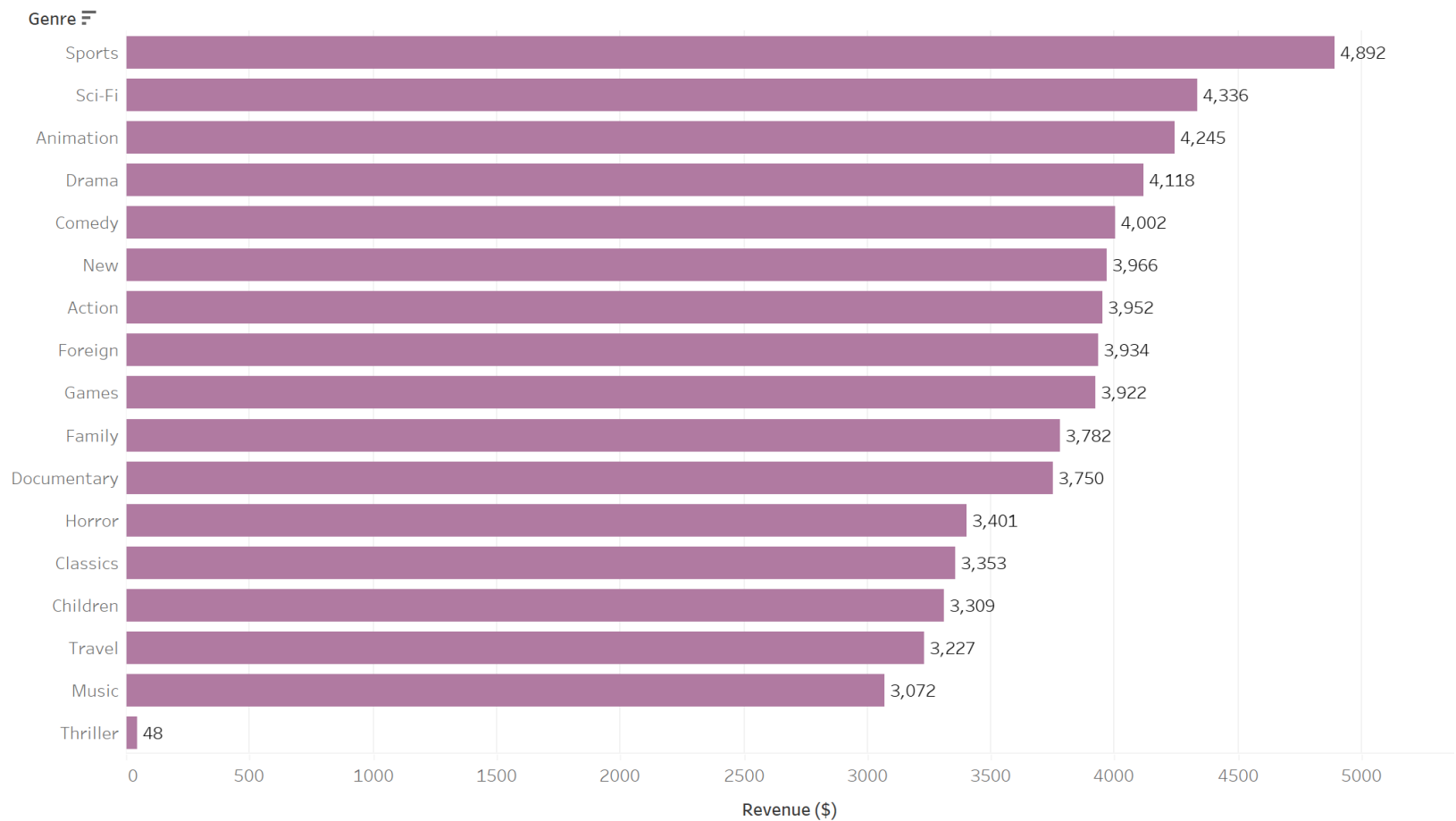
Top 10 Movies

| | |
|------------------|--------|
| Telegraph Voyage | 215.75 |
| Zorro Ark | 199.72 |
| Wife Turn | 198.73 |
| Innocent Usual | 191.74 |
| Hustler Party | 190.78 |
| Saturday Lambs | 190.74 |
| Titans Jerk | 186.73 |
| Harry Idaho | 177.73 |
| Torque Bound | 169.76 |
| Dogma Family | 168.72 |

Bottom 10 Movies

| | |
|--------------------|------|
| Texas Watch | 5.94 |
| Oklahoma Jumanji | 5.94 |
| Duffel Apocalypse | 5.94 |
| Freedom Cleopatra | 5.95 |
| Young Language | 6.93 |
| Rebel Airport | 6.93 |
| Cruelty Unforgiven | 6.94 |
| Treatment Jekyll | 6.94 |
| Lights Deer | 7.93 |
| Stallion Sundance | 7.94 |

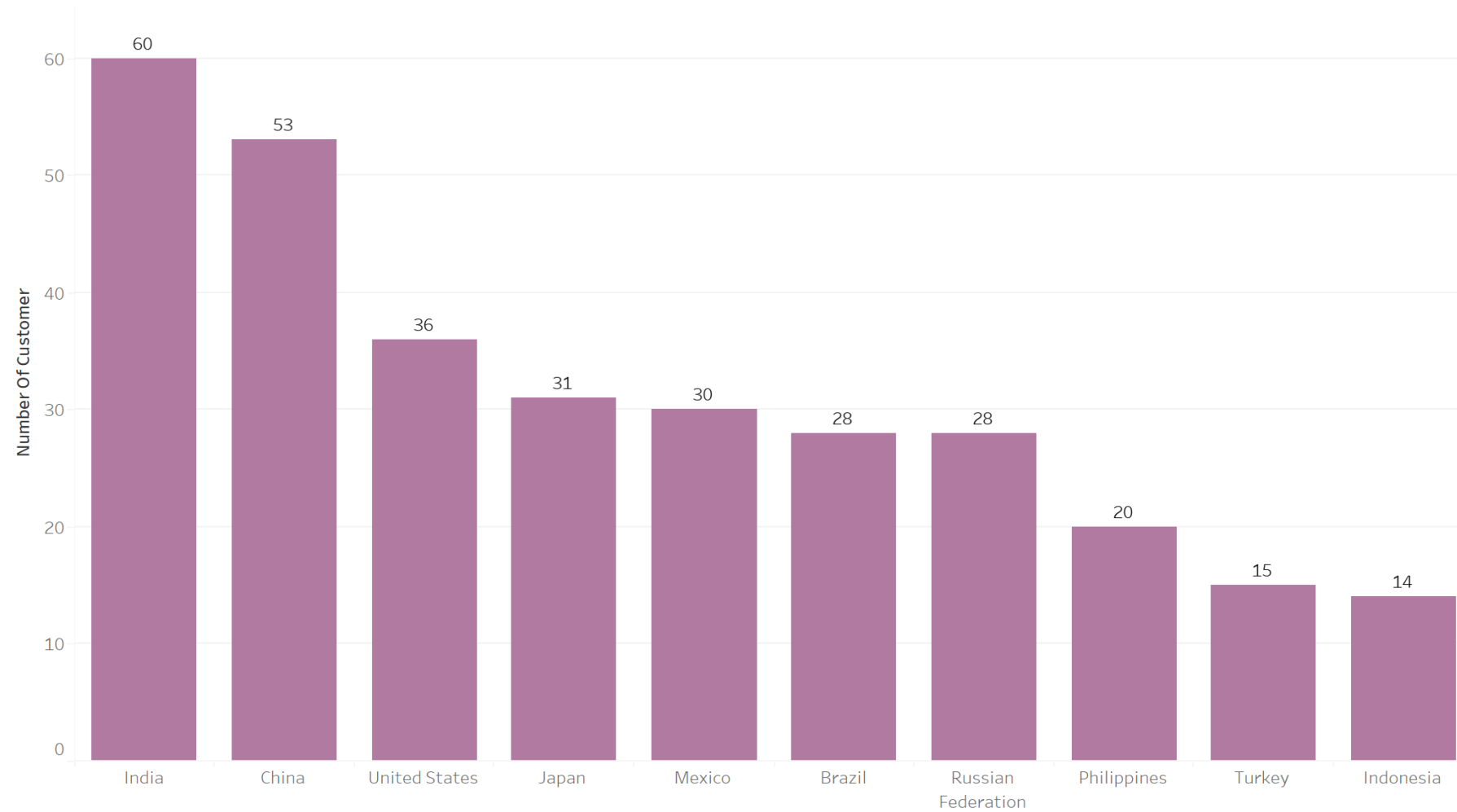
Which genres and ratings contributed the most to revenue gain?



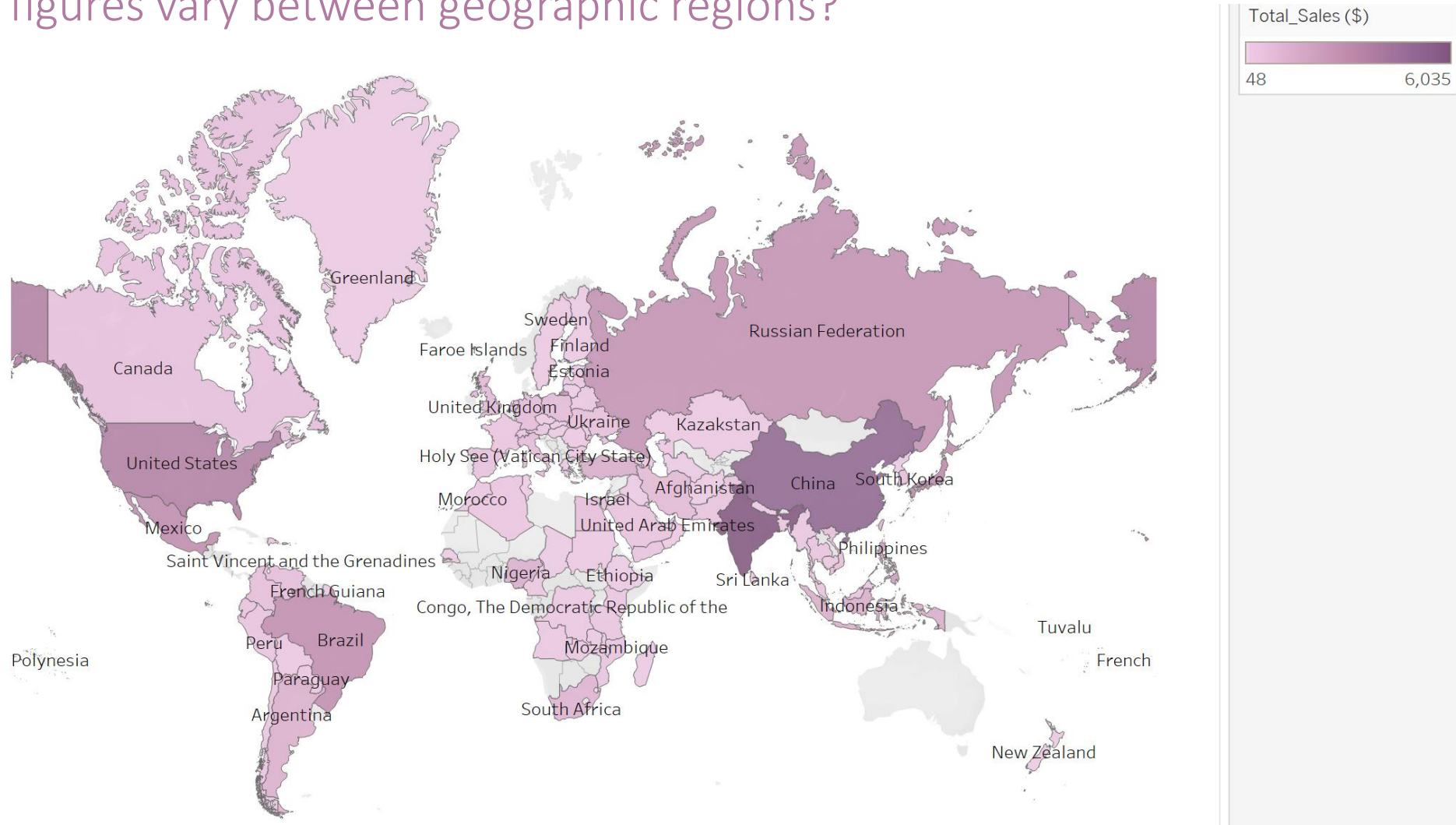
| Rating | Revenue (\$) |
|--------|--------------|
| PG-13 | 13856 |
| NC-17 | 12635 |
| PG | 12237 |
| R | 12073 |
| G | 10512 |

- **Genres:** Sports, Sci-Fi and Animation were top 3 contributors to the revenue gain.
- **Ratings:** PG-13 contributed the most to the revenue.

Which countries are Rockbuster customers based in?



Do sales figures vary between geographic regions?



- Sales shown variation across different geographic regions.
- Notably high figures observed in certain countries within Asia and the Americas.

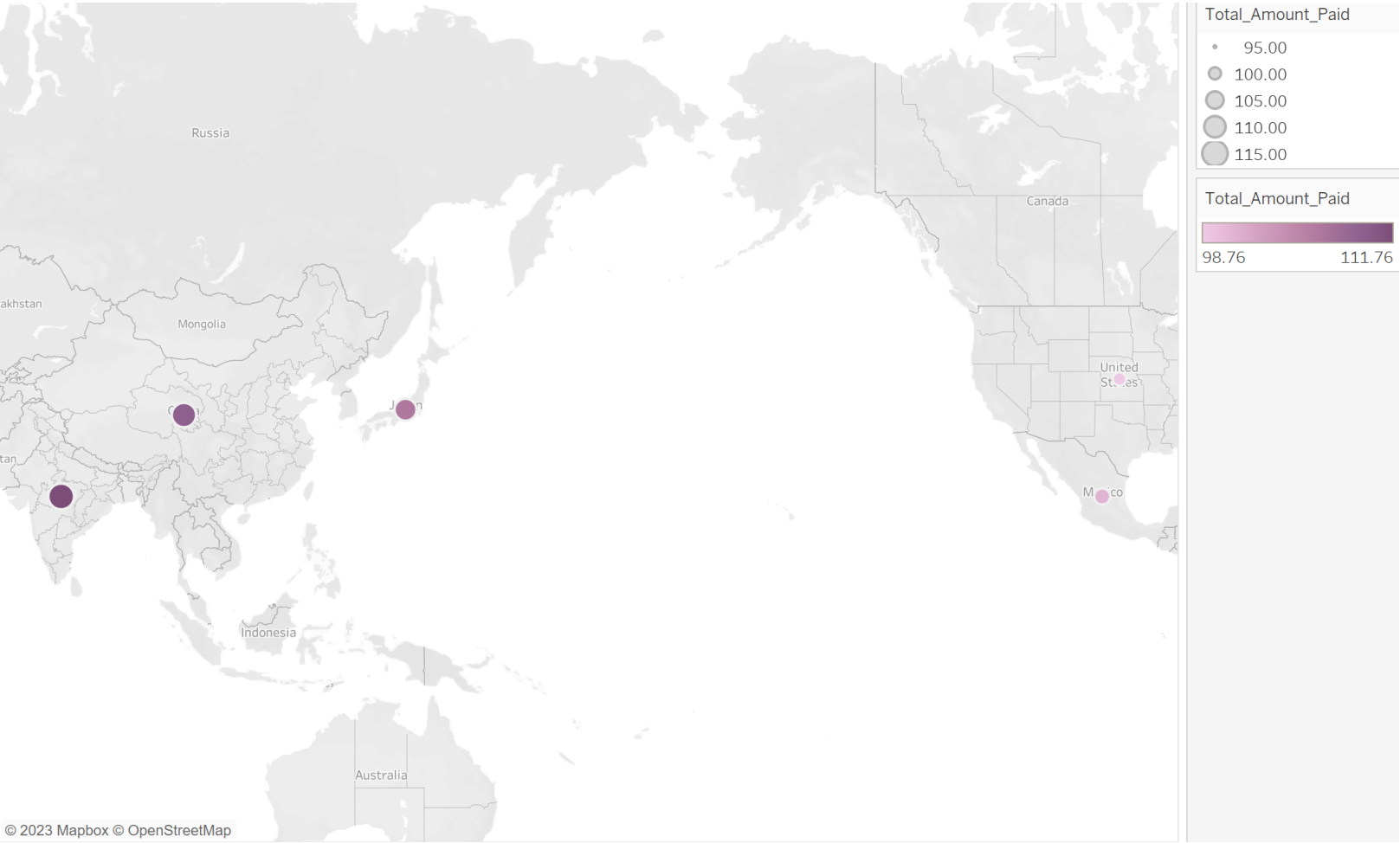
Do sales figures vary between geographic regions? – Cont.

| Top 10 Countries | |
|--------------------|------|
| India | 6035 |
| China | 5251 |
| United States | 3685 |
| Japan | 3123 |
| Mexico | 2985 |
| Brazil | 2919 |
| Russian Federation | 2766 |
| Philippines | 2220 |
| Turkey | 1498 |
| Indonesia | 1353 |

| Bottom 10 Countries | |
|----------------------------------|----|
| American Samoa | 48 |
| Lithuania | 64 |
| Saint Vincent and the Grenadines | 65 |
| Tonga | 65 |
| Afghanistan | 68 |
| Tunisia | 74 |
| Finland | 79 |
| Slovakia | 81 |
| New Zealand | 86 |
| Ethiopia | 92 |

Loyalty Reward:

Top 5 customers from the top 10 cities that paid the highest total amounts.



| Country | City | Amount (\$) |
|---------------|----------|-------------|
| India | Ambattur | 111.76 |
| China | Shanwei | 109.71 |
| Japan | Iwaki | 106.77 |
| Mexico | Acua | 100.77 |
| United States | Aurora | 98.76 |

Recommendation

- The top-selling genres were Sports, Sci-Fi, and Animation.
- PG-13 was the most popular film rating.

➡ These results suggest focusing film selection and marketing resources on these genres, along with the PG-13 rating, could yield significant benefits.

- A significant portion of our customer base was from Asia and the Americas.
- Notable contributions to sales and customer loyalty were from India and China.

➡ These results suggest that allocating more marketing resources to Asia (esp. India & China) and then Americas would be advisable.

THANK YOU!

Appendix

Find visualizations in Tableau:

[Presenting SQL Results](#)