ROCKBUSTER STEALTH 2020 STRATEGY

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PROJECT GOAL

Rockbuster Stealth LLC aims to transition from a traditional DVD rental model to a modern online streaming service, leveraging its existing film licenses. In response to the growing dominance of platforms like Netflix and Amazon Prime, Rockbuster's Business Intelligence (BI) team is tasked with supporting this strategic pivot through data-driven analysis and insights.

KEY BUSINESS QUESTIONS

● 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?

● Which movies contributed the most and which contributed the least to revenue gain?

● Who are the top 5 customers from the top 10 countries who have paid the highest total amount to Rockbuster?

DESCRIPTIVE STATISTICS AT ROCKBUSTER

Average movie rental duration is 5 days.

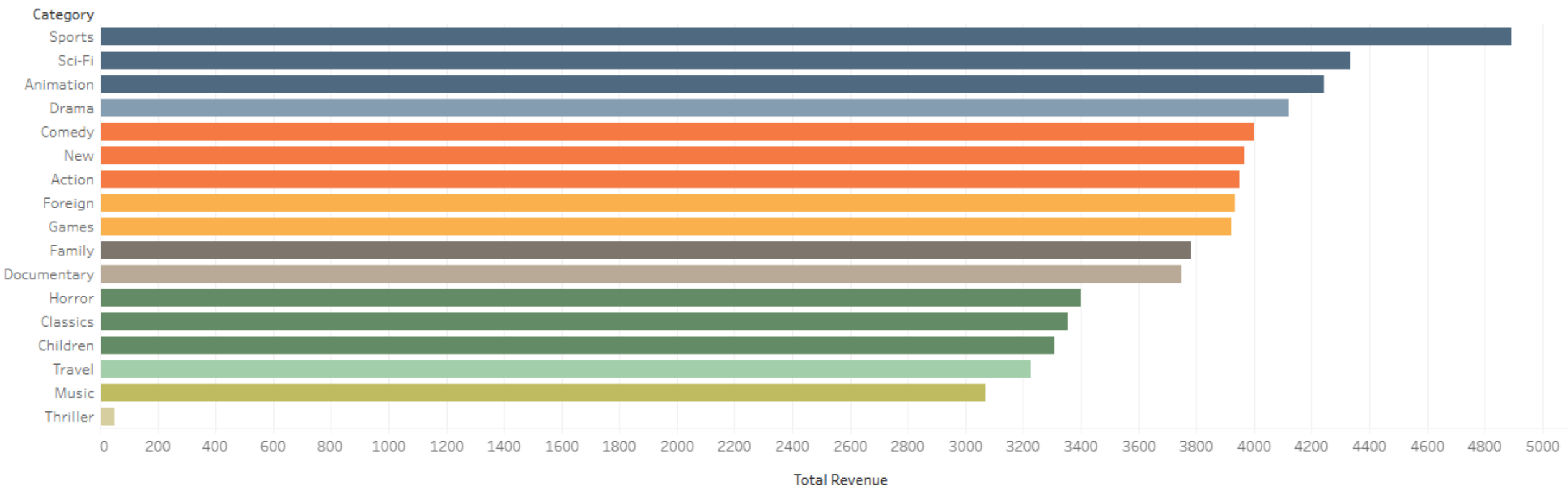Average movie rental rate is $2.9.

Average movie length is 115 min
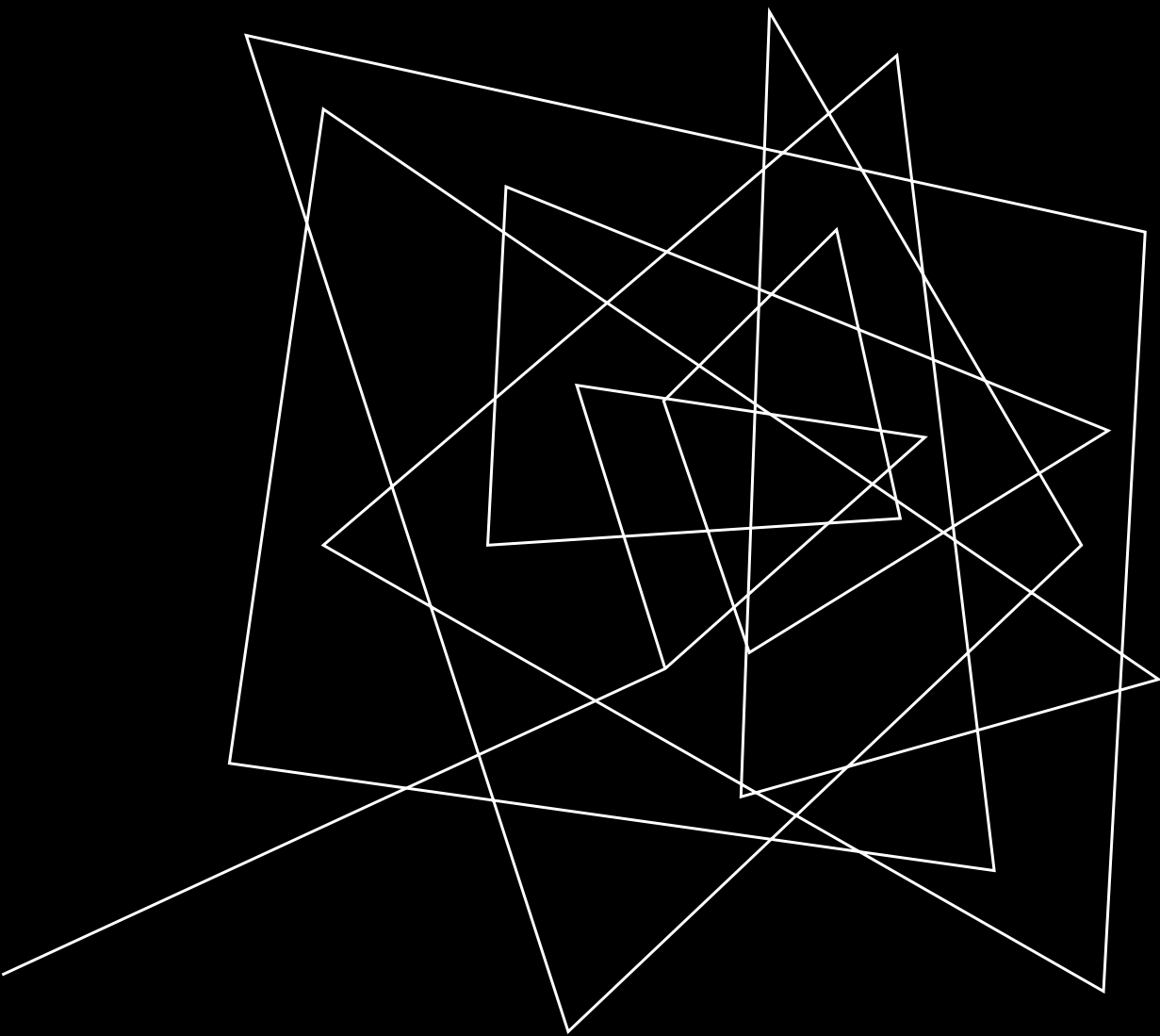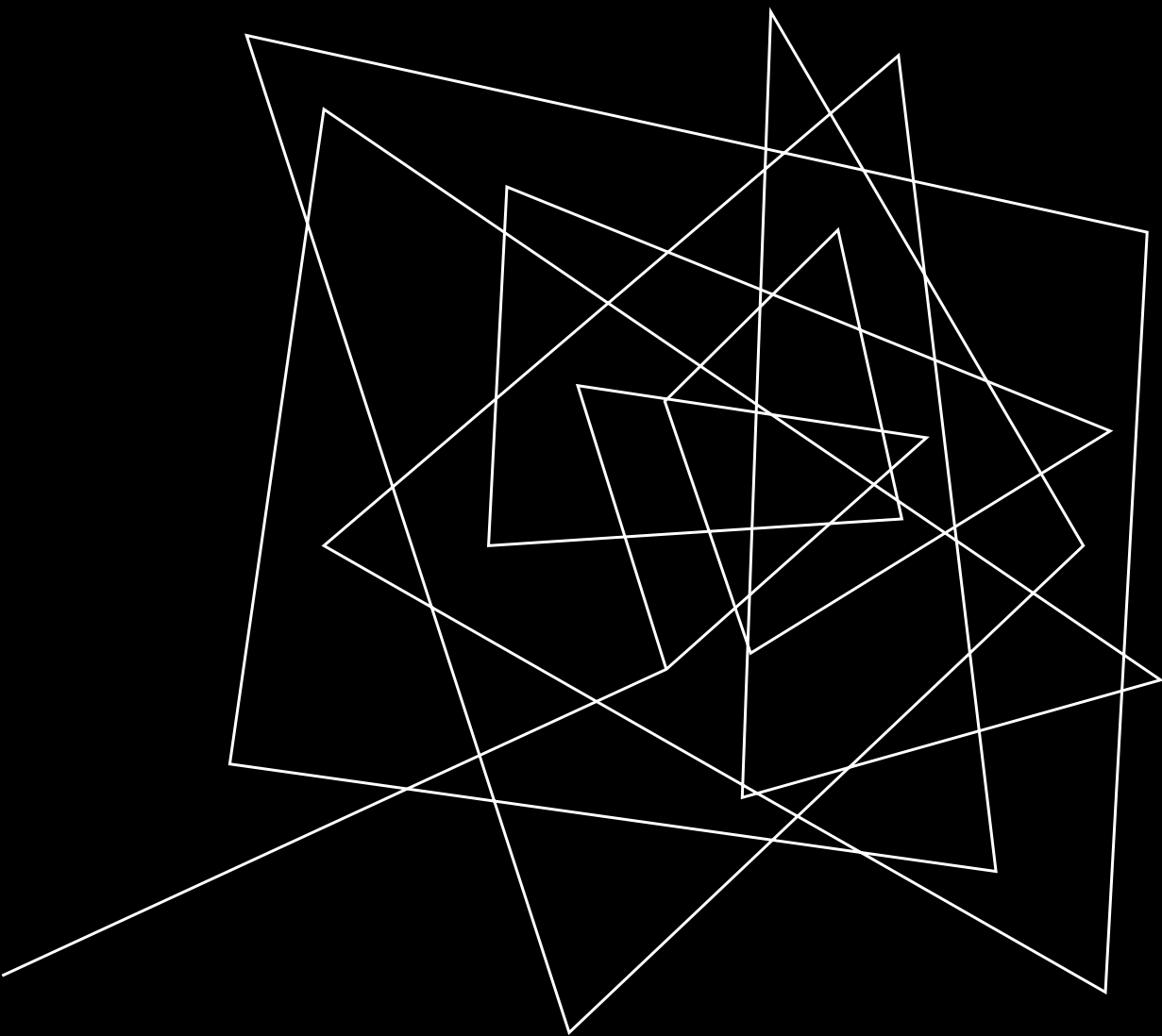
MOVIES AND REVENUE

Our movie collection is organized into 16 unique categories, each playing a different role in driving overall revenue.

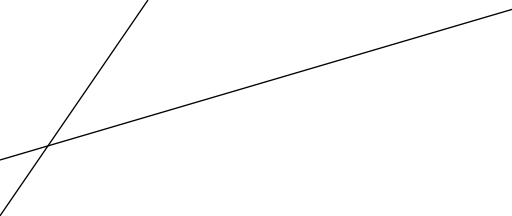# MOVIE CATEGORIES BRINGING IN MOST REVENUE

Our catalog data shows that the top-performing categories were **Sports** and **Sci-Fi,** each generating a significant share of revenue. Other strong performers included **Animation**, **Drama**, and **Comedy**.
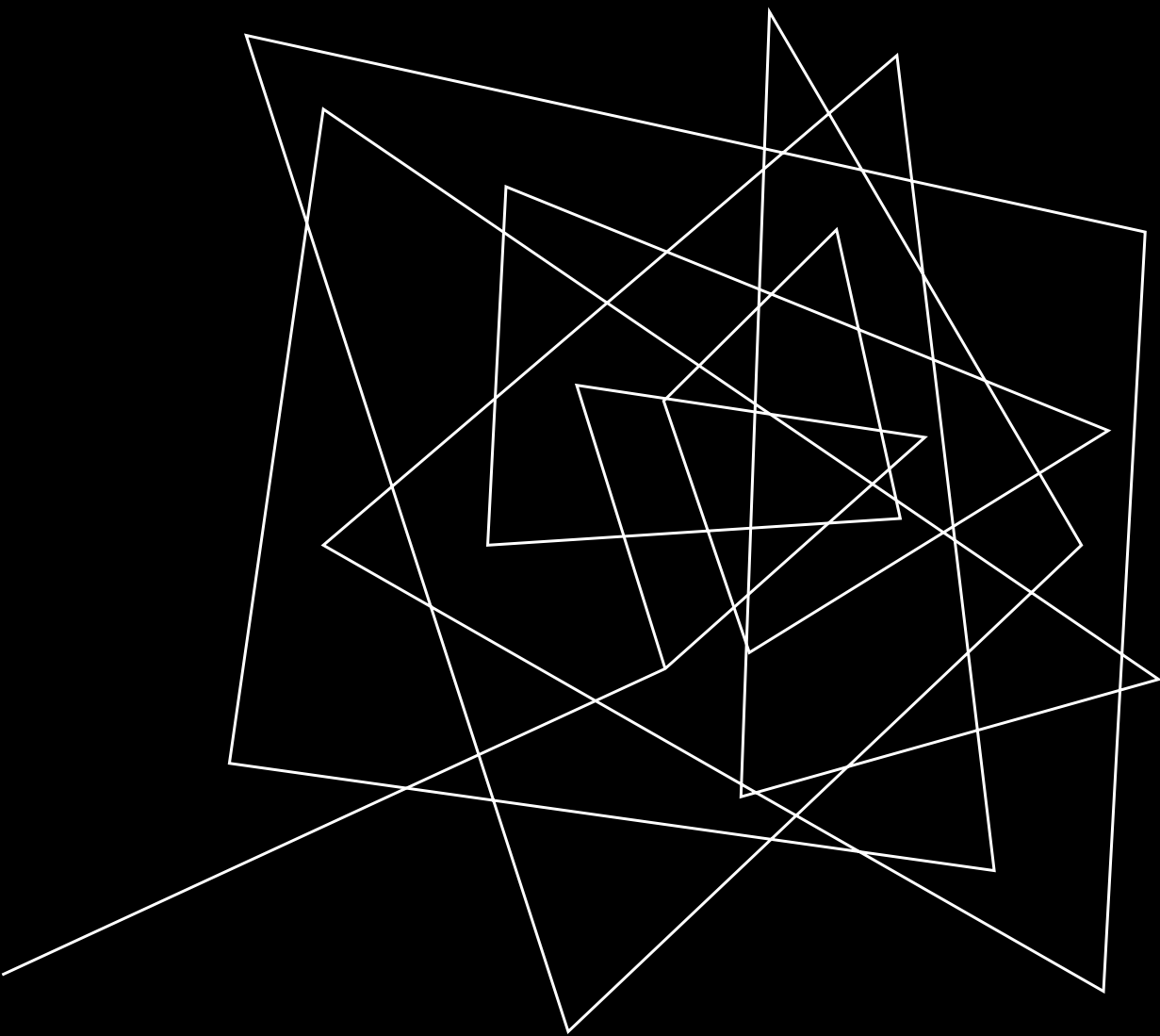
Analyzing revenue by category provides valuable insights into customer preferences and highlights which genres deliver the greatest impact.

GLOBAL
REVENUE

This map illustrates where Rockbuster's customers are located, and the **total revenue** generated by each country. The highest sales figures are seen in **India ($6,035)**, **China ($5,251)**, and the **United States ($3,685)**. Other key markets include **Japan, Mexico, and Brazil**, highlighting regions with strong performance and strategic importance for future growth.
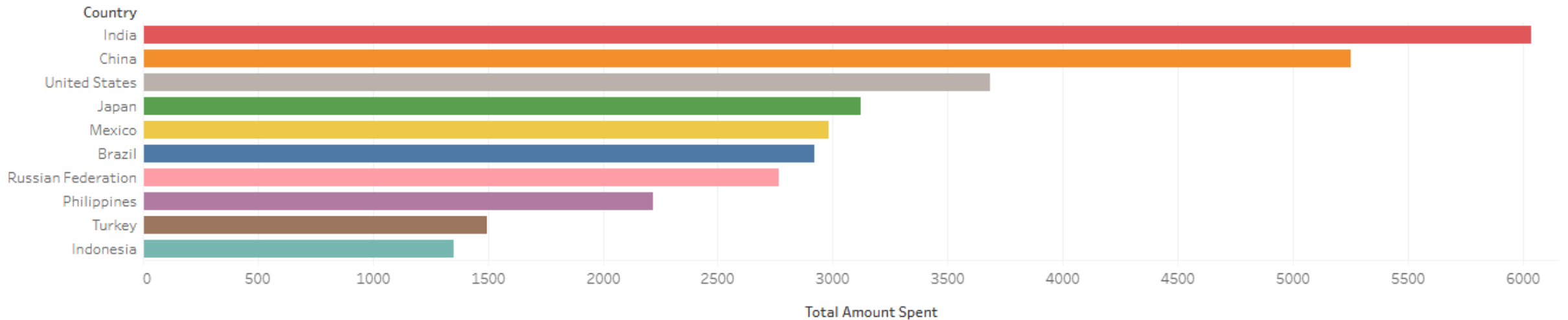
LIFETIME
VALUE
CUSTOMERS

TOP 10 COUNTRIES BY CUSTOMER LIFETIME VALUE

This chart highlights the countries where Rockbuster's most valuable customers are located, based on total amount spent.
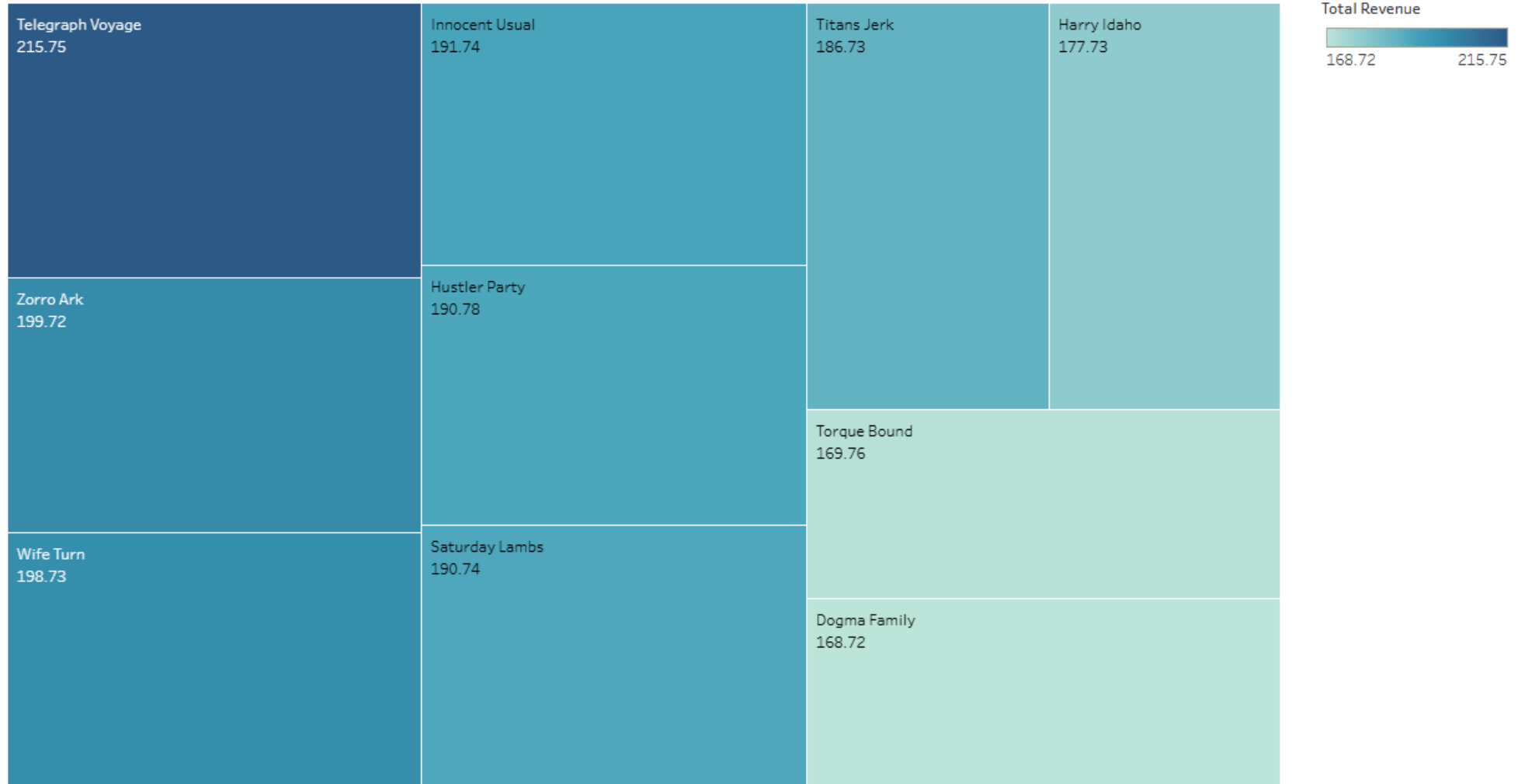
India, China, and the United States lead the rankings, indicating strong long-term engagement and revenue potential in these markets. These insights can help guide targeted marketing strategies and service expansion plans.
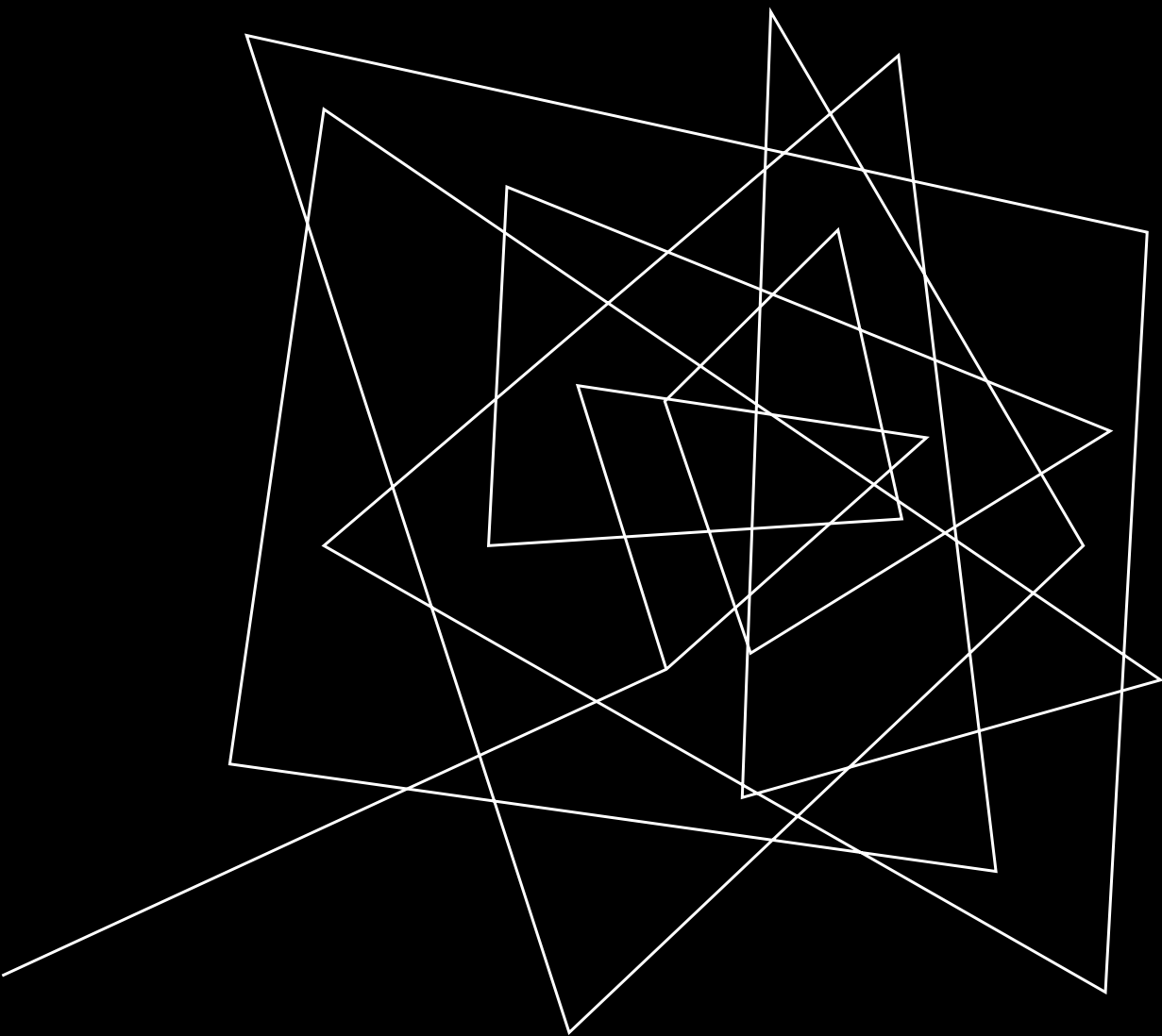
REVENUE
IMPACT

HIGHEST AND LOWEST
PERFORMING MOVIES

Top 10 movies contributed to **<u>most</u>** revenue gain

Telegraph Voyage 215.75	Innocent Usual 191.74	Titans Jerk 186.73	Harry Idaho 177.73

Total Revenue
168.72   215.75

Zorro Ark 199.72	Hustler Party 190.78	

		Torque Bound 169.76

Wife Turn 198.73	Saturday Lambs 190.74	

		Dogma Family 168.72

Top 10 movies contributed to **least** revenue gain
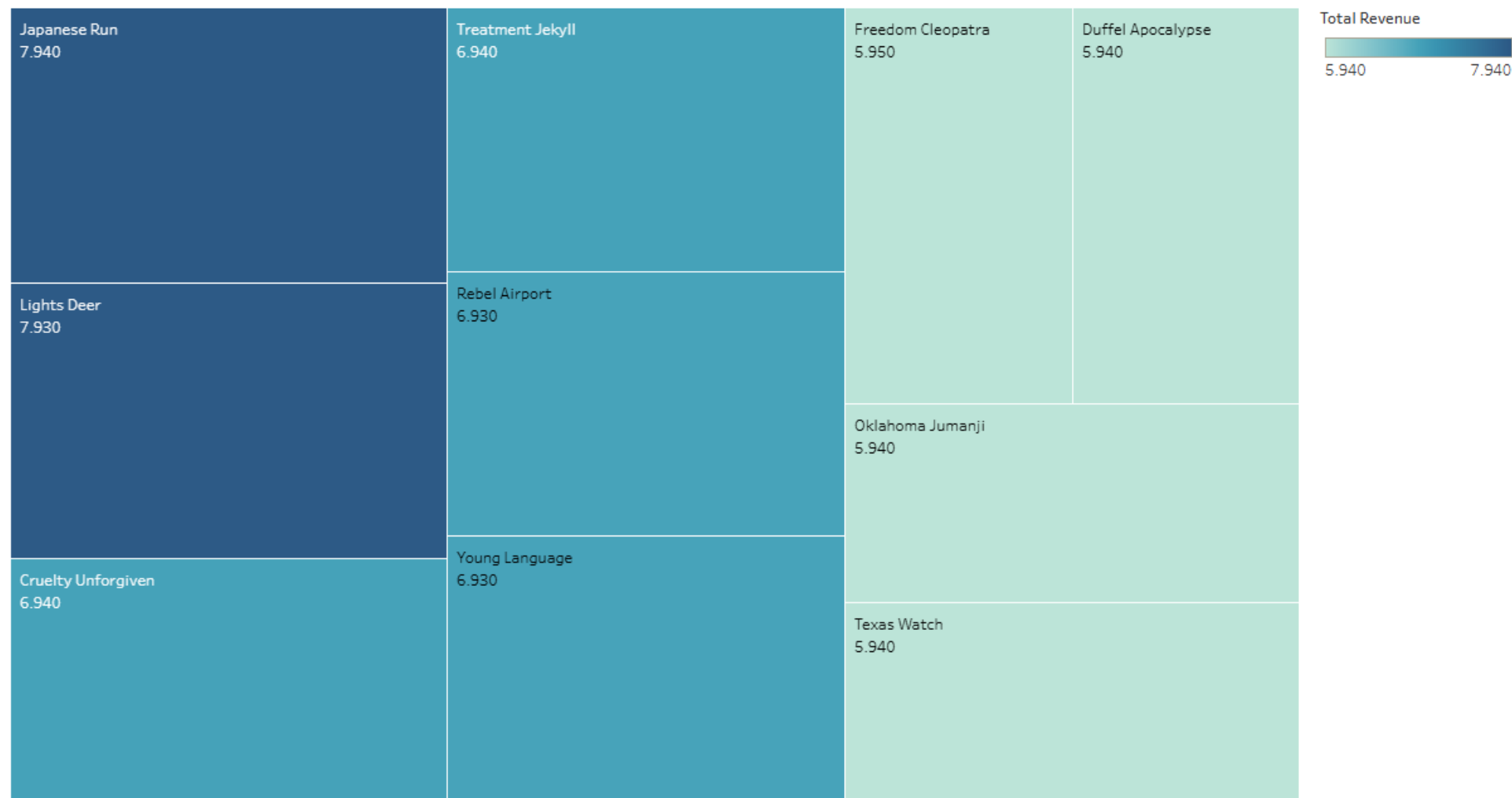
Japanese Run 7.940	Treatment Jekyll 6.940	Freedom Cleopatra 5.950	Duffel Apocalypse 5.940	

Total Revenue
5.940 — 7.940

Japanese Run
7.940

Lights Deer
7.930

Cruelty Unforgiven
6.940

Treatment Jekyll
6.940

Rebel Airport
6.930

Young Language
6.930

Freedom Cleopatra
5.950

Duffel Apocalypse
5.940

Oklahoma Jumanji
5.940

Texas Watch
5.940

VALUABLE CUSTOMERS

TOP 5 CUSTOMERS BY SPEND — ACROSS ALL REGIONS
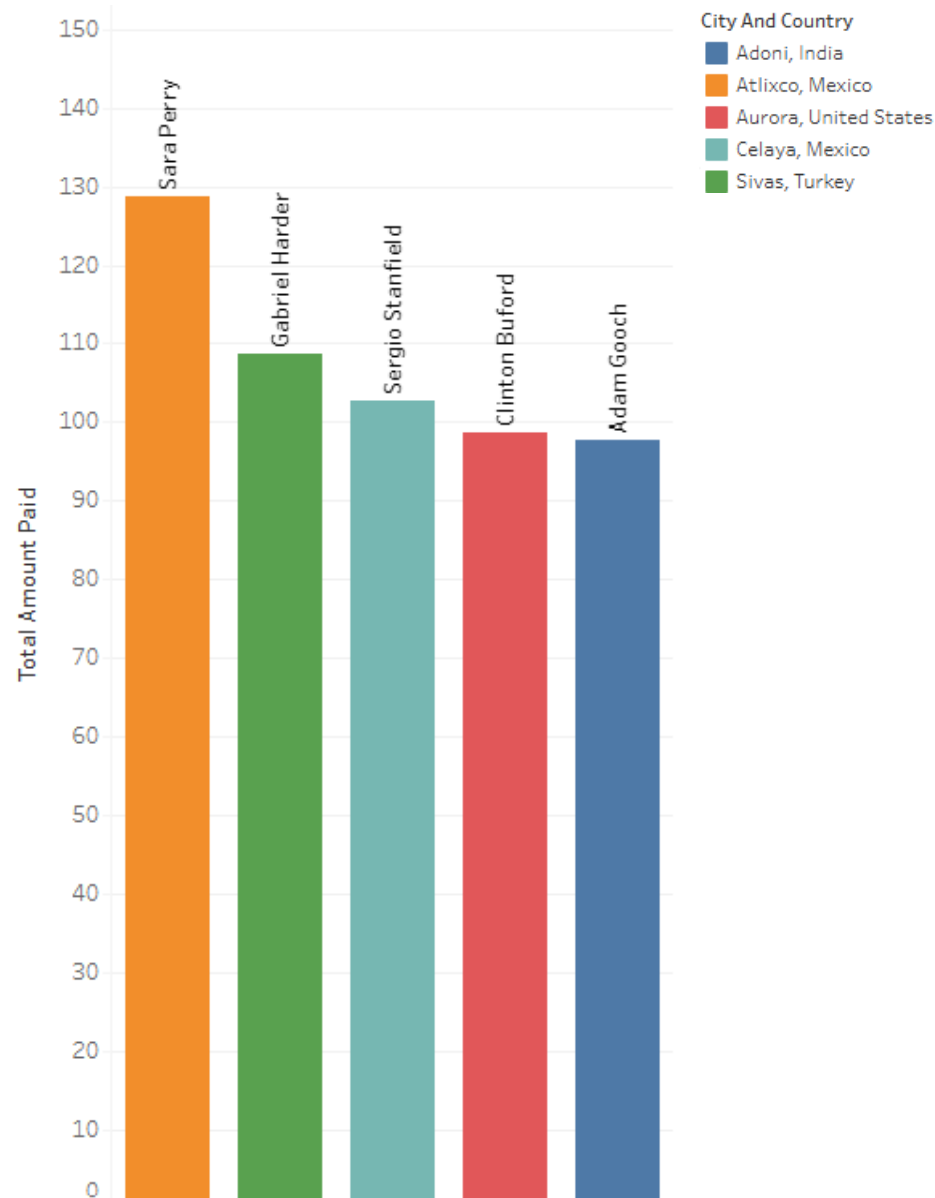
These five customers have contributed the highest total payments to Rockbuster, reflecting strong engagement and long-term value. The customer success team is considering loyalty rewards as part of a broader strategy to enhance retention and build stronger relationships with our most valuable users.

CONCLUSION

KEY INSIGHTS FOR ROCKBUSTER'S STRATEGIC SHIFT

- **Revenue Concentration:** Sports, Sci-Fi, and Animation are the most profitable categories, suggesting strong viewer preference toward action-oriented and imaginative content.

- **Top Markets:** India, China, and the U.S. lead in customer spending, highlighting them as high-value regions for initial streaming roll-out.

- **Customer Loyalty:** The top 5 highest-spending customers, identified across various locations, reflect opportunities for retention-focused campaigns or loyalty rewards.

- **Movie Profitability:** Certain titles significantly drive revenue, while others underperform—this differentiation is critical for future content curation and pricing.

- **Lifetime Value Distribution:** High-value customers are concentrated in a few key countries, reinforcing the importance of regional targeting.

RECOMMENDATIONS & NEXT STEPS

STRATEGIC ACTIONS TO SUPPORT THE STREAMING LAUNCH

- **Target high-performing markets** (India, China, U.S.) for the initial online rollout.

- **Prioritize licensing or promoting genres** with the best performance (Sports, Sci-Fi, Animation).

- **Implement a loyalty initiative** for top-paying customers to enhance retention and reward long-term engagement.

- **Phase out low-performing titles** and focus marketing around high-revenue contributors.

- **Continue monitoring customer behavior** and regional trends to refine pricing models and personalize user experience.

- **Pilot launch in top-revenue cities**, followed by expansion based on customer density and revenue growth potential.

THANK YOU

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Tableau

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