



LAUNCH STRATEGY FOR ONLINE STREAMING SERVICE

Abdelrahman Moustafa

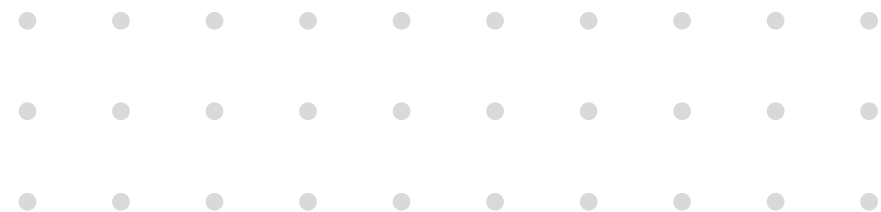


01. PROJECT OVERVIEW

02. ANALYSIS

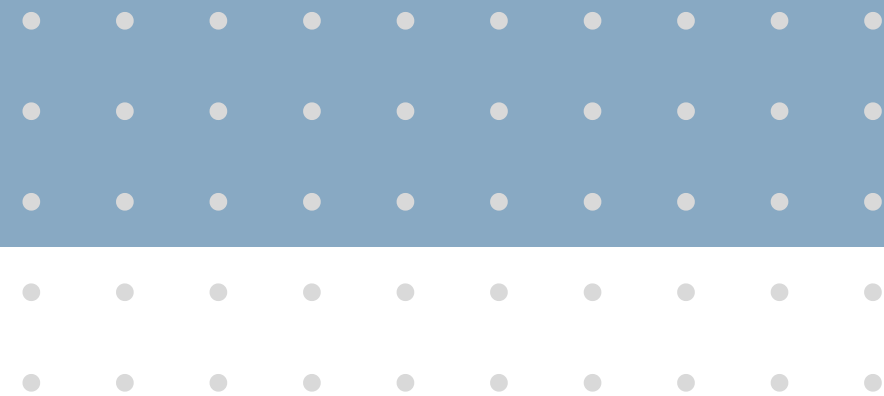
03. INSIGHTS

AGENDA



01.

PROJECT OVERVIEW



Project Scope

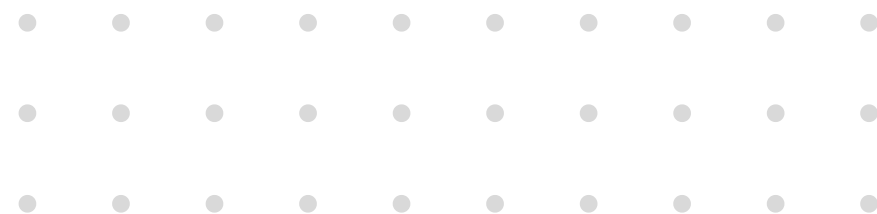
Rockbuster is a movie rental company that wants to launch an online video rental service, but facing stiff competition from streaming services such as Netflix & Amazon Prime

Our goal is to develop a data-driven launch strategy to have a competitive service in the market



Key Questions & Objectives

- Movies that contributed the most/least to revenue gain?
- Average rental duration for all videos?
- Where are Rockbuster customers based?
- Do sales figures vary between geographic regions



INITIAL DATA

Customer Data: Information on customer demographics and locations

Film Data: Details about movies

Rental & Payment Data: Transactions related to rentals and payments

Geographic Data: Customer locations - including countries and cities

APPROACH

Data Aggregation & Analysis: Use SQL queries to extract and combine information about revenue, rental periods, and customer locations

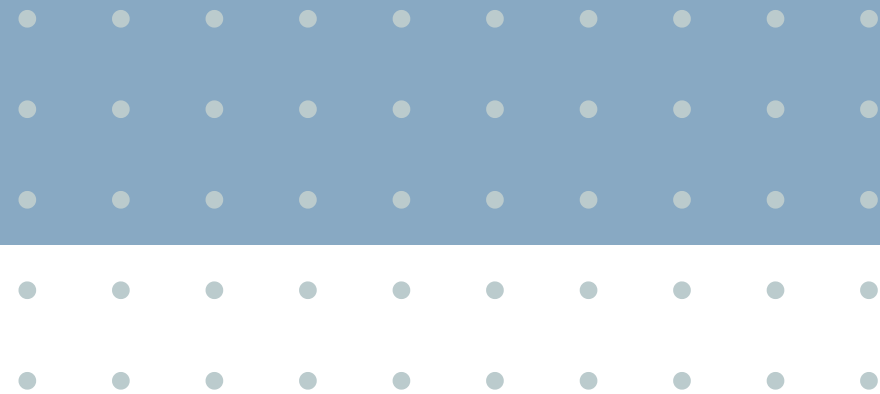
Statistical Analysis: Evaluate Data on rental periods and revenue to identify patterns and trends

Geographic insights: Mapping sales data to determine regions with the most valuable customer bases

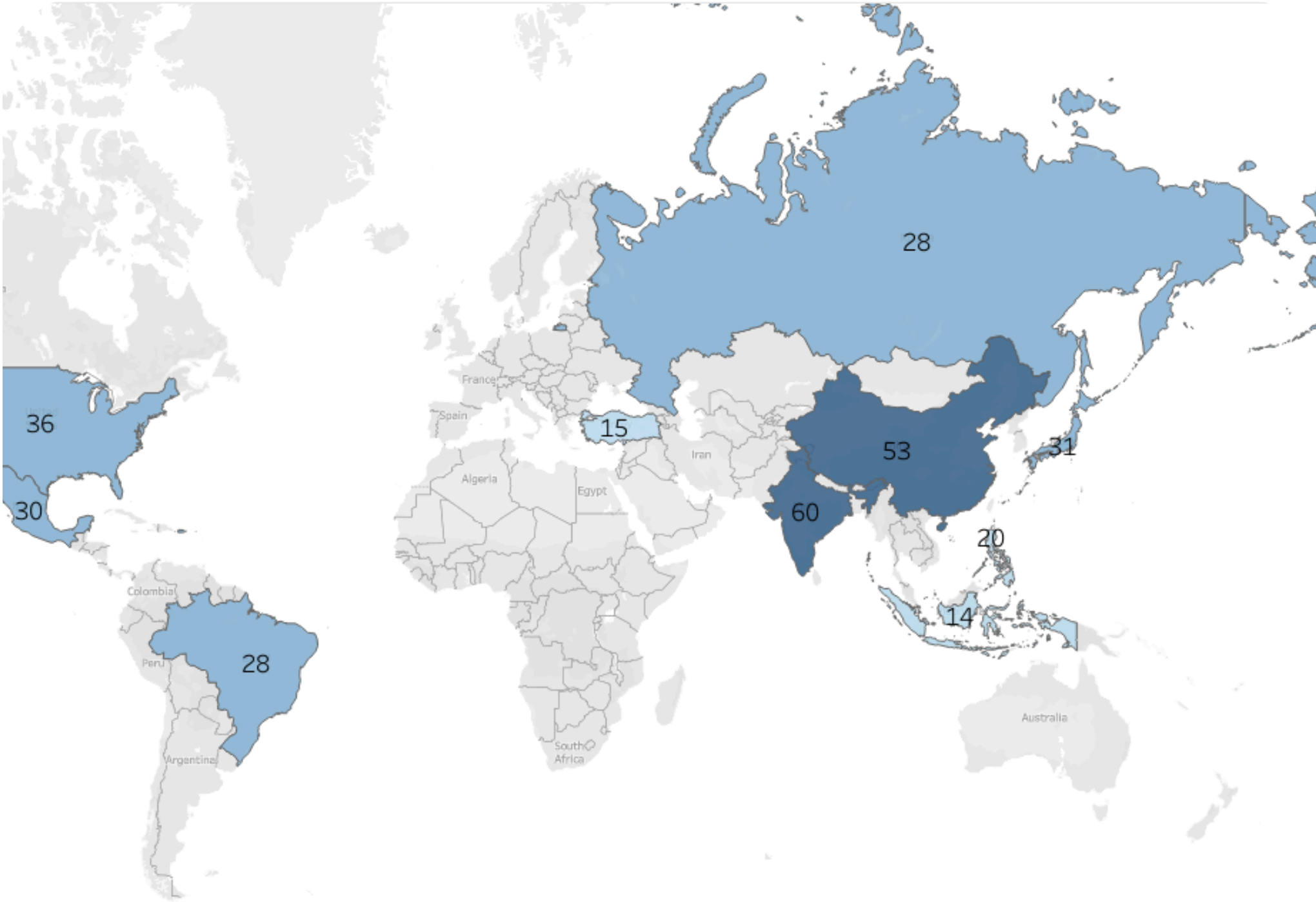
Data Visualization: Visual representations of insights using tools like Excel/Tableau to effectively communicate findings to stakeholders

02.

ANALYSIS

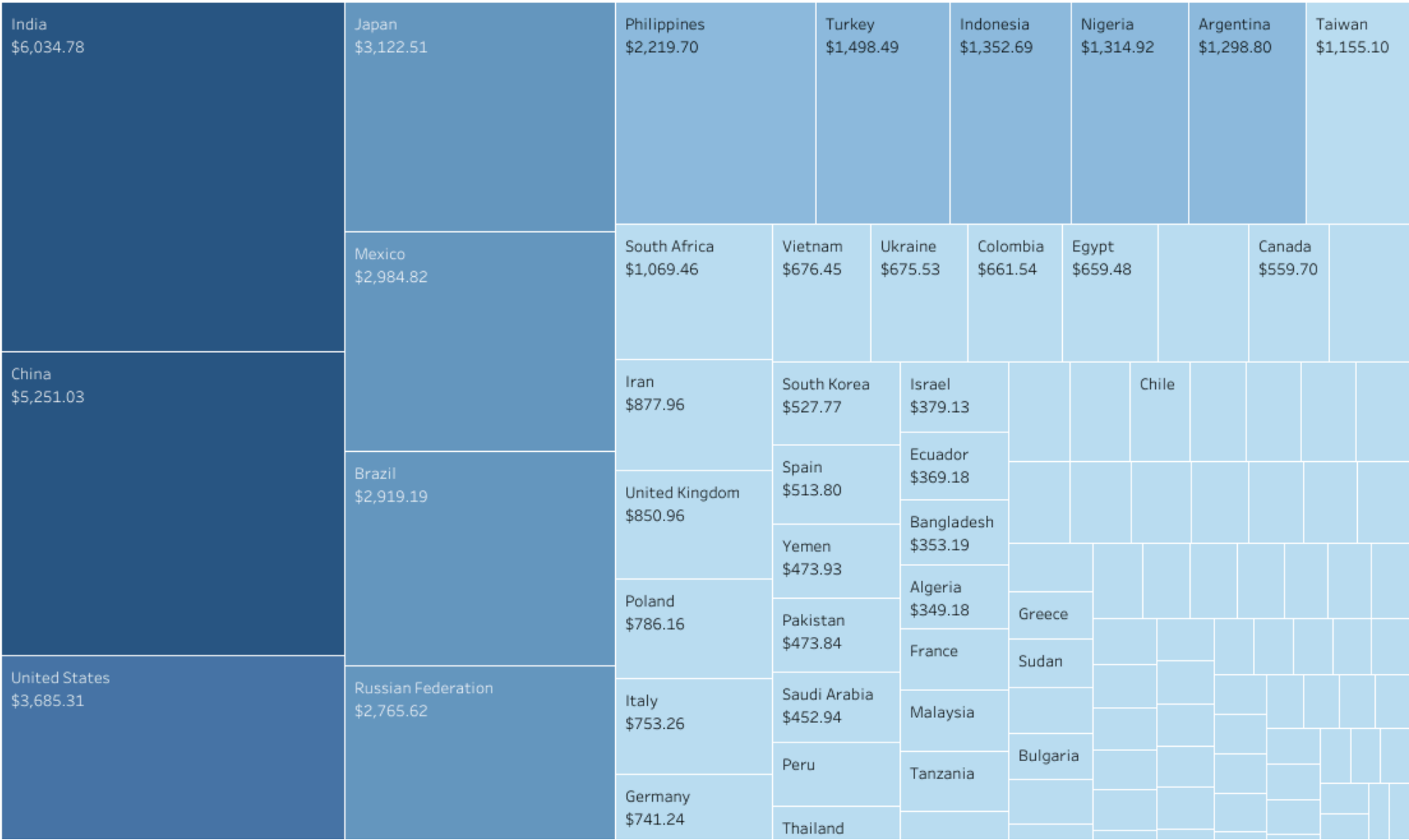


Where are customers in the top 10 countries based?

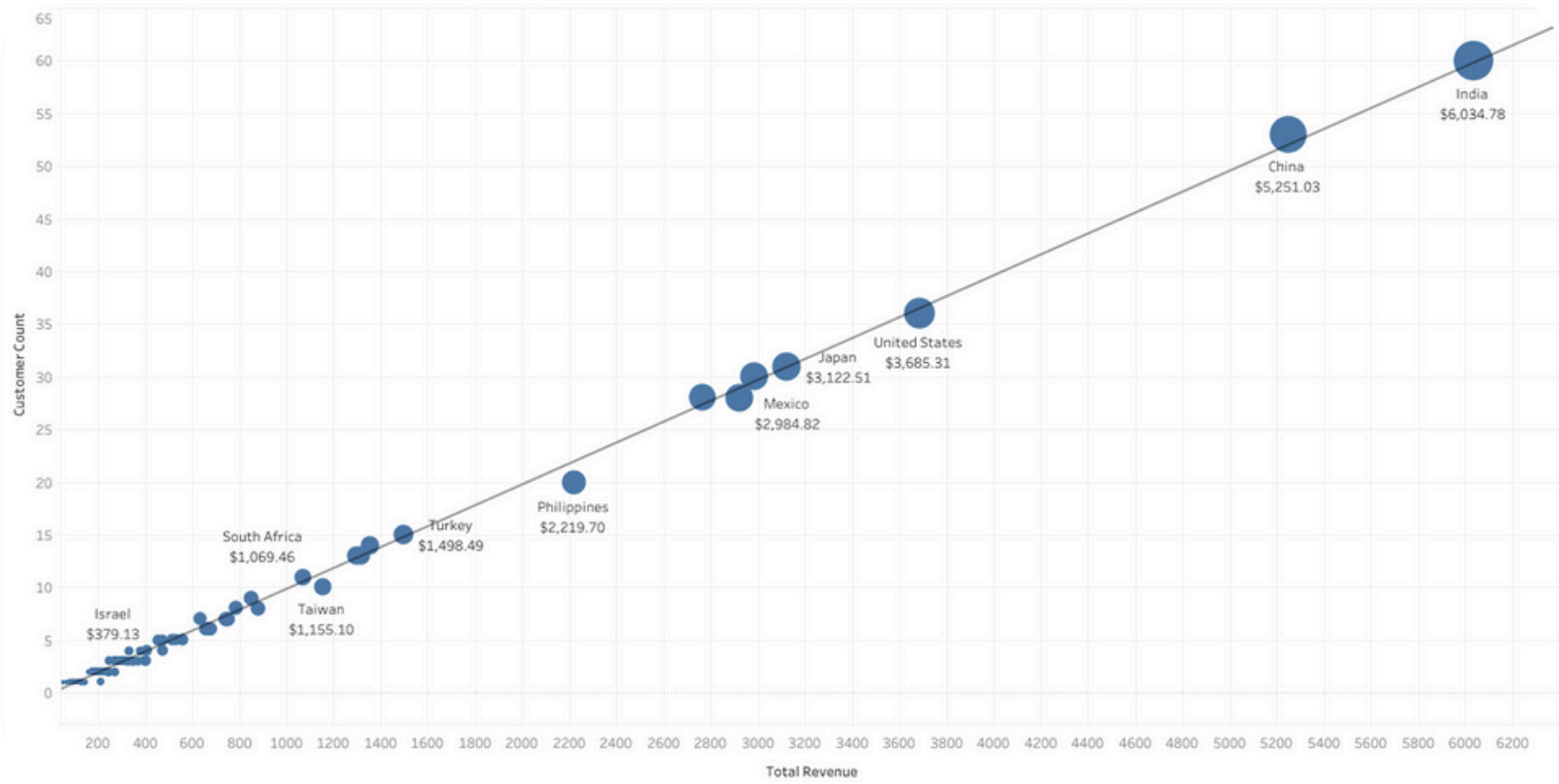


Customer count by country	
India	60
China	53
United States	36
Japan	31
Mexico	30
Russian Federation	28
Brazil	28
Philippines	20
Turkey	15
Indonesia	14

Countries with highest total spending?



Correlation between Total revenue vs customer count



Total Revenue
\$61,312

#1 India
9.8%
\$6,035

#2 China
8.5%
\$5,211

#3 United States
6.0%
\$3685

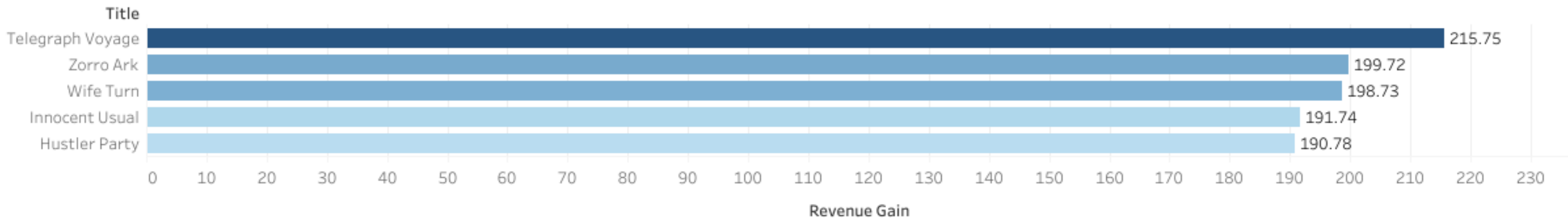
It is evident that countries with higher spending levels typically have a larger customer base.

What are the movies that contributed the most/least to revenue gain?

Total Revenue
\$61,312

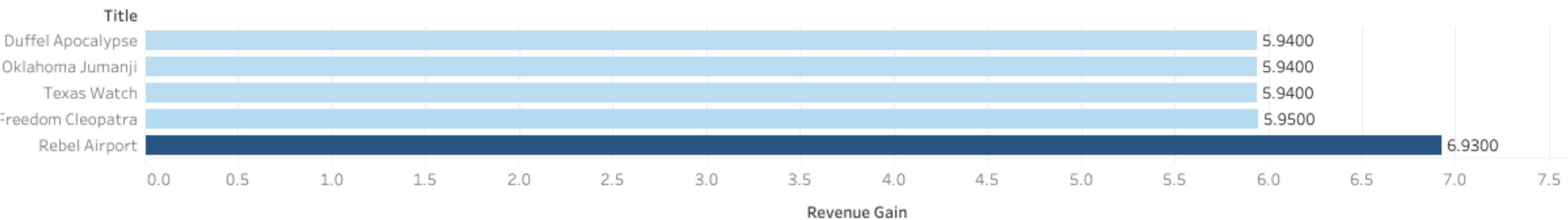
Contribution to Total Revenue

Top 5 Movies in Revenue



1.6%
\$992

Bottom 5 Movies in Revenue



0.05%
\$31

The top 5 and bottom 5 movies appear to have minimal impact on the overall revenue, suggesting that other factors, such as a broader customer base, may play a more significant role in driving total revenue than the popularity of individual films.

What was the average rental duration for all videos?

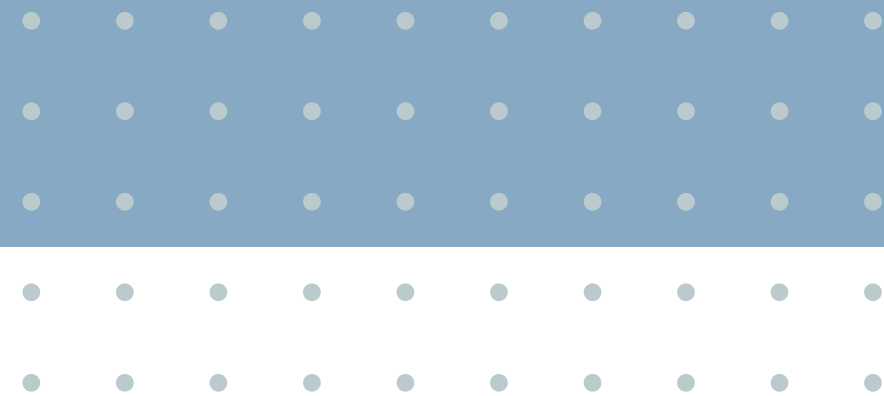
5 days

The average rental duration for all videos was 5 days, with the minimum being 3 days, and the maximum a total of 7 days.

Reducing rental periods can boost movie turnover, increasing rentals within the same timeframe. However, this strategy is more applicable to physical rentals and may not be as relevant for digital streaming services.

03.

INSIGHTS



Key **Insights** & Strategic Recommendations

Target high revenue markets

- Focus on India, China, US (combined 24.3% of total revenue.
- Develop tailored campaigns in these regions to maximize profits.

Adapt Rental Policies

- Shorter rental periods could work for physical models.
- However for streaming, test features like flexible plans or limited free access.



Boost Popular Titles

- Highlight the top 5 videos in promotional campaigns to maximize profitability.
- Reassess underperforming titles by removing them or re-marketing.

Expand Customer Base

- Build on strong correlations between customer size and revenue.
- Launch referral programs or loyalty rewards.



THANK YOU

Get in touch for feedback & questions

Abdelrahman Moustafa
aahamoustafa@gmail.com

