



# LAUNCH STRATEGY FOR ONLINE STREAMING SERVICE

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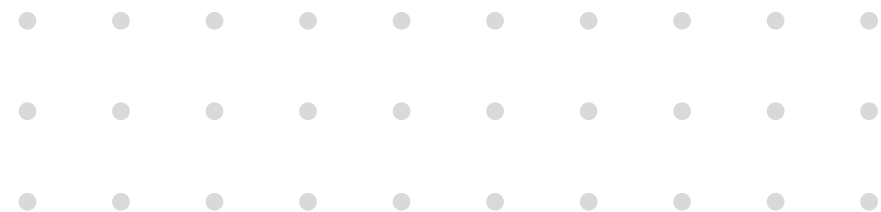


01. PROJECT OVERVIEW

02. ANALYSIS

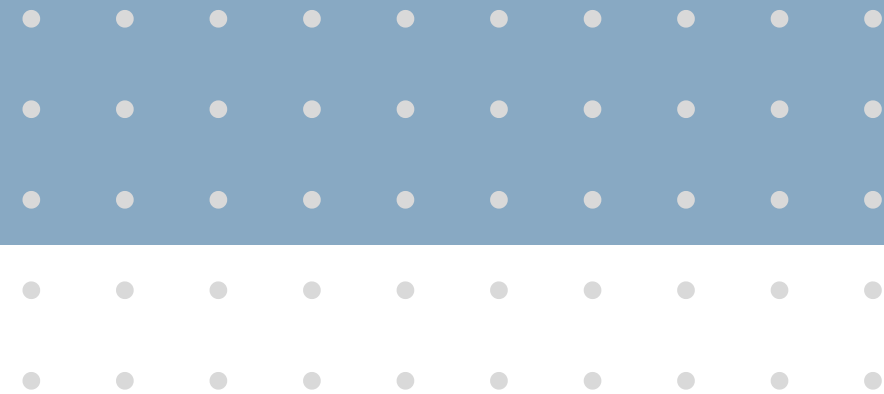
03. INSIGHTS

AGENDA



01.

# PROJECT OVERVIEW



# Project Scope

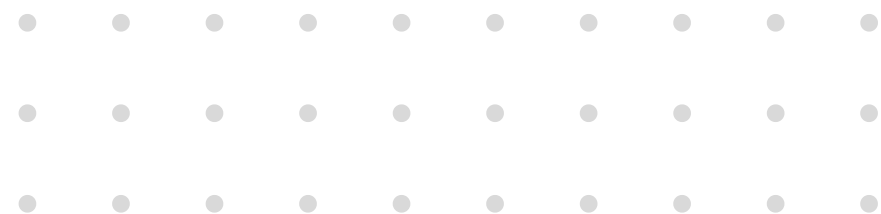
Rockbuster is a movie rental company that wants to launch an online video rental service, but facing stiff competition from streaming services such as Netflix & Amazon Prime

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

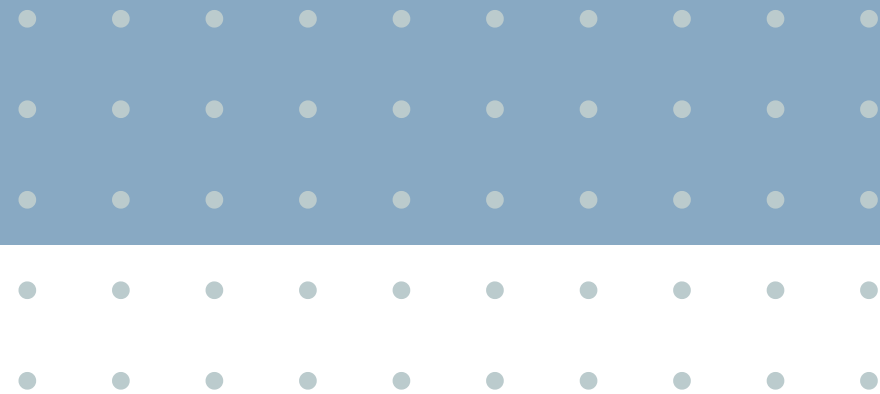
**Statistical Analysis:** Evaluate Data on rental periods and revenue to identify patterns and trends

**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

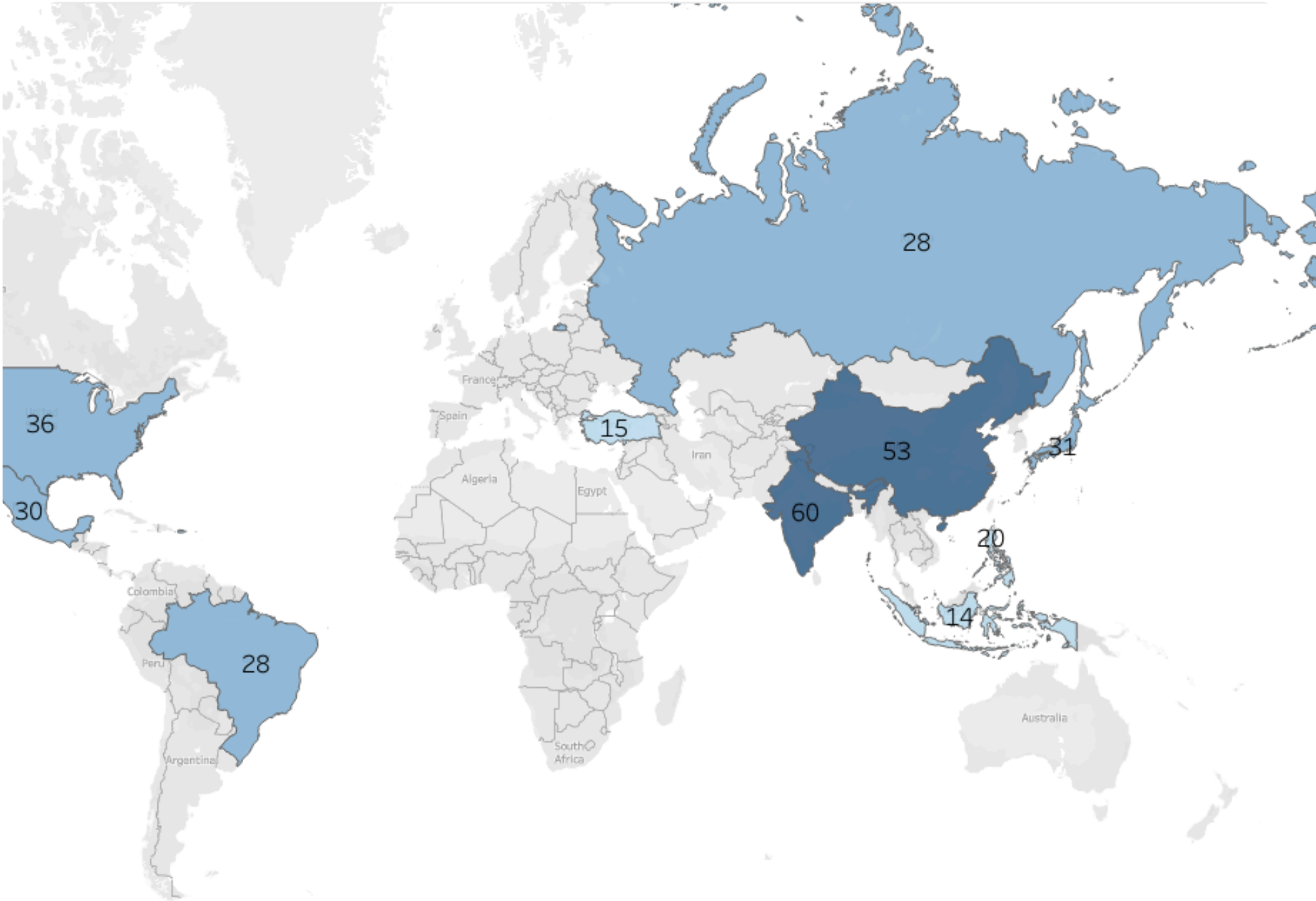
02.

# ANALYSIS





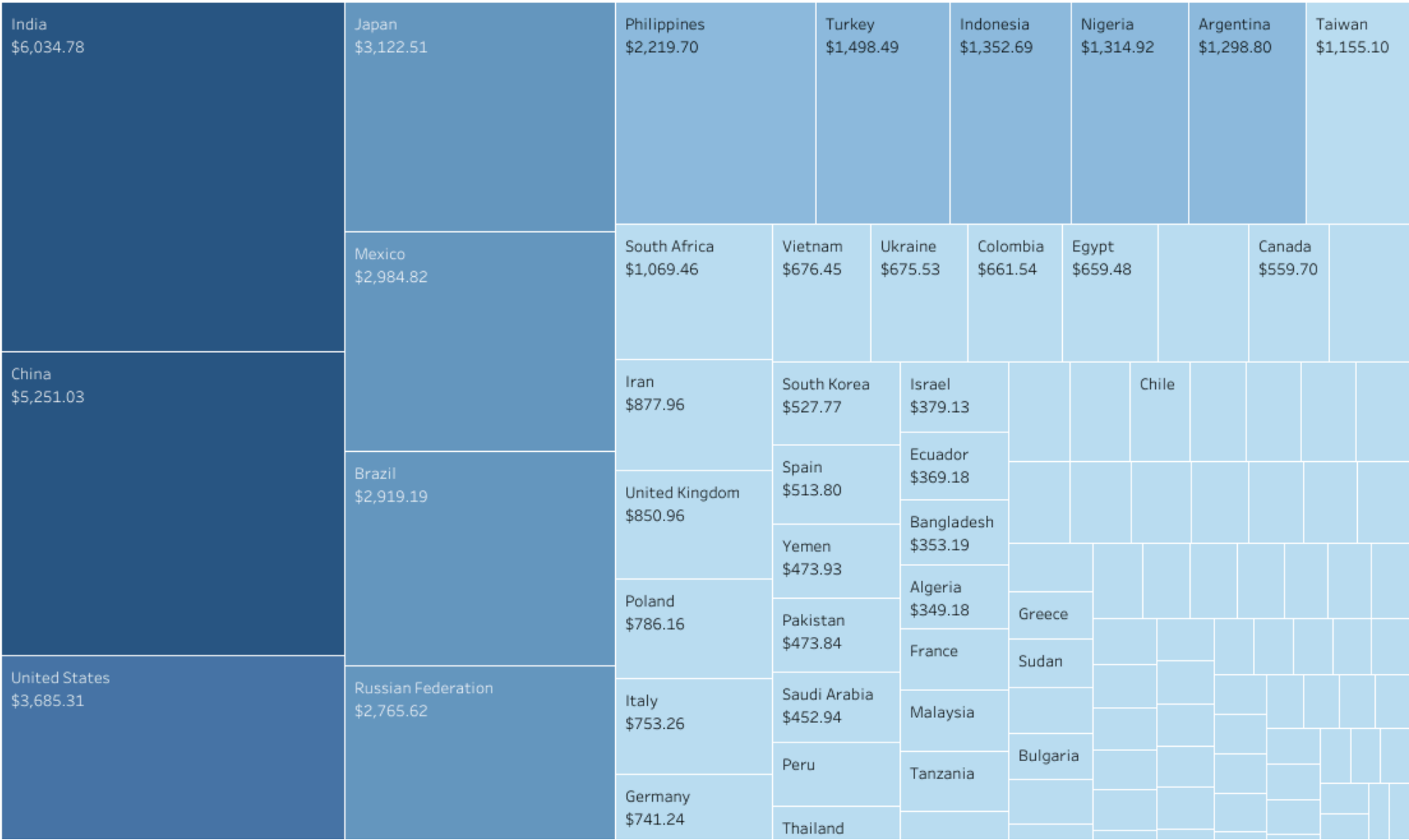
# Where are customers in the top 10 countries based?



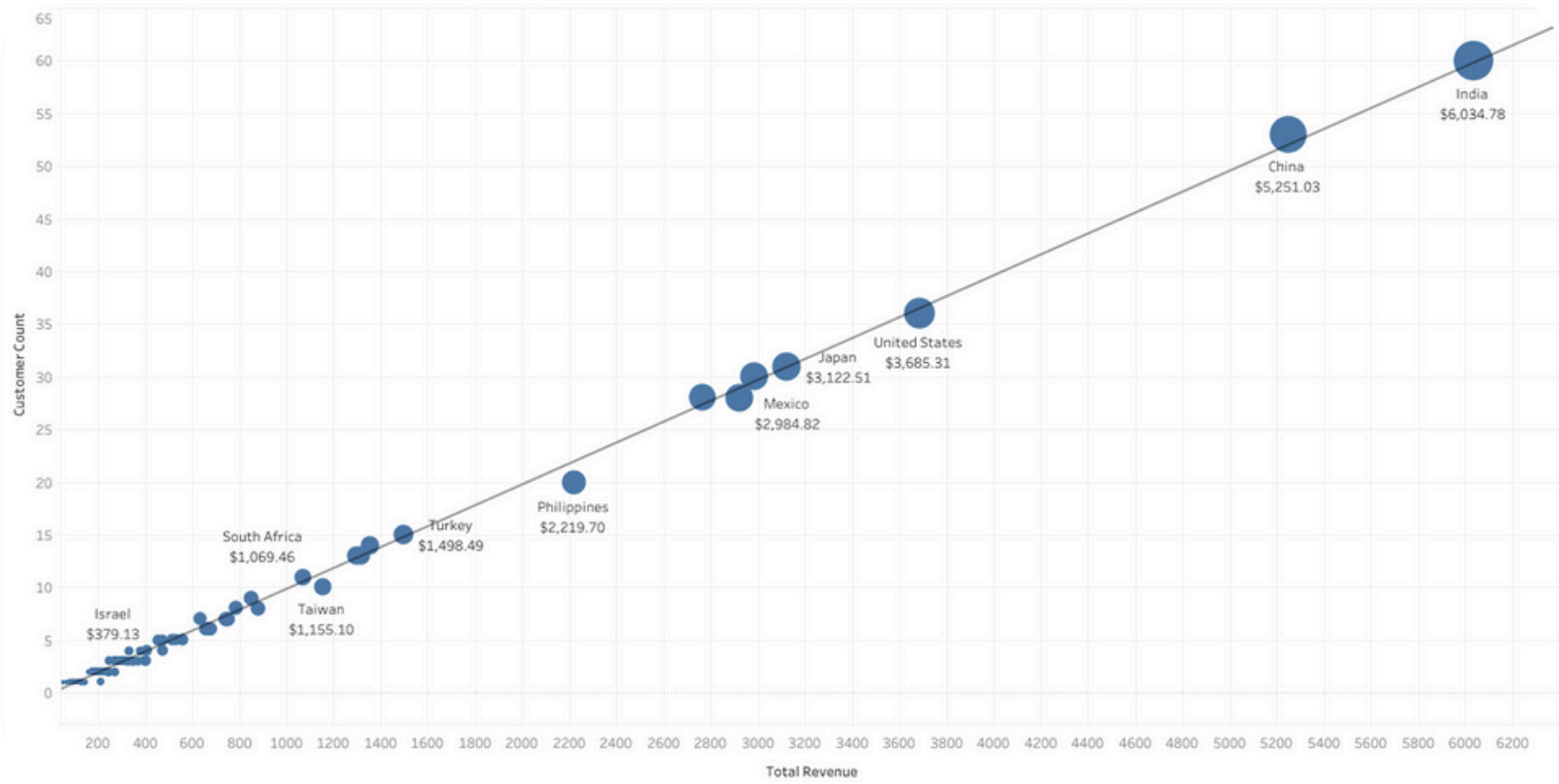
Customer count by country	
India	60
China	53
United States	36
Japan	31
Mexico	30
Russian Federation	28
Brazil	28
Philippines	20
Turkey	15
Indonesia	14



# 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%**  
**\$6,035**

#3 United States  
**6.0%**  
**\$3685**

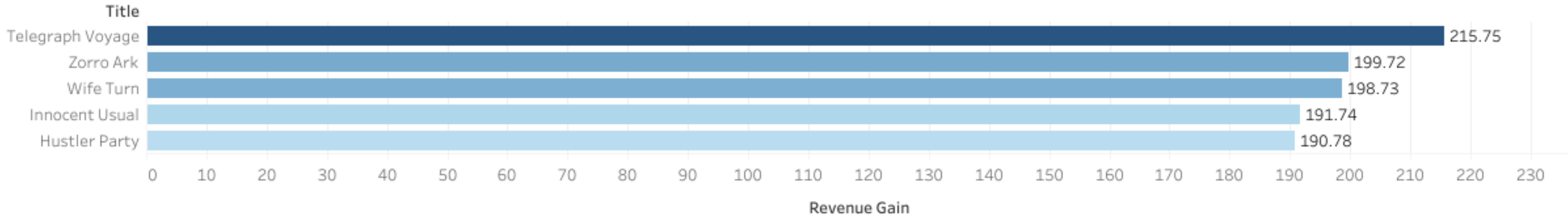
It is evident that countries with higher spending levels typically have a larger customer base.

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

Total Revenue  
\$61,312

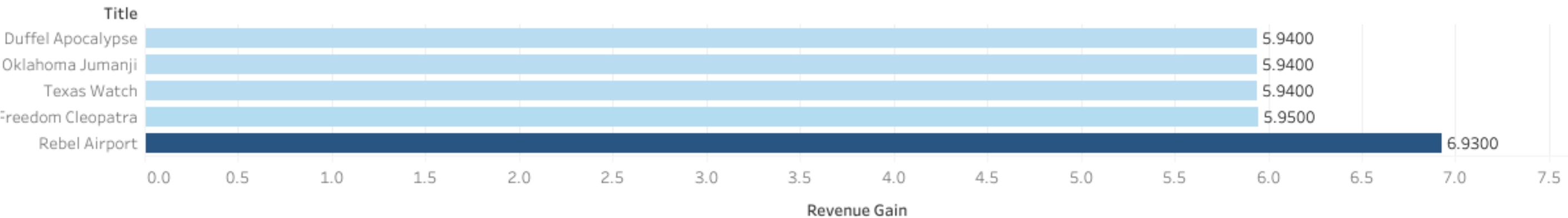
## Contribution to Total Revenue

### 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?

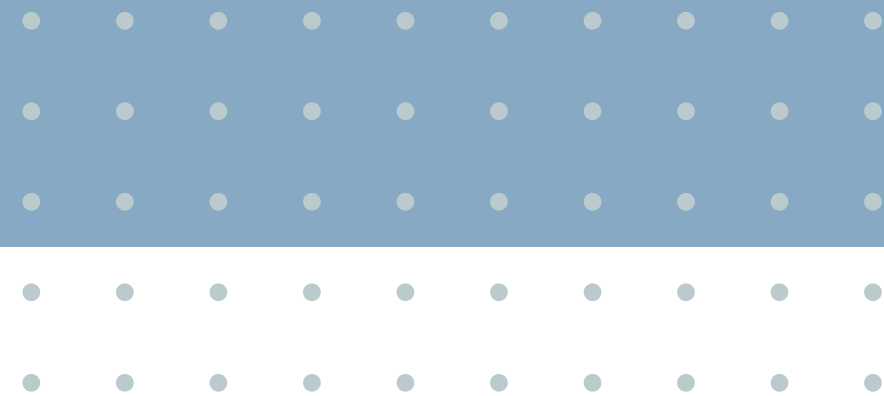
**5** days

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

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