

Rockbuster Stealth

Data Driven Insights for Online Streaming Strategy



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Rockbuster Stealth is at a critical turning point as it shifts from a traditional movie rental model to a modern online video rental platform. Leveraging its existing movie licenses and customer data, the company aims to remain competitive in an increasingly digital entertainment market.

This presentation provides data-driven insights to support Rockbuster Stealth's strategic transition from physical movie rentals to an online video rental service. behavior, and geographic trends.

Key Business Questions

01

What was the average rental duration for all videos?

02

Which movies contributed the most to revenue gain?

03

Which countries are Rockbuster customers based in?

04

Which are the most popular genres in terms of revenue and rentals ?

05

Do sales figures vary between geographic regions?

Rental Statistics

Rental Rate

- Minimum : \$ 0.99
- Maximum : \$ 4.99
- Average : \$ 2.99

\$

Rental Duration

- Minimum : 3 days
- Maximum : 7 days
- Average : 5 days



Film Length

- Minimum : 46 minutes
- Maximum : 185 minutes
- Average : 115 minutes

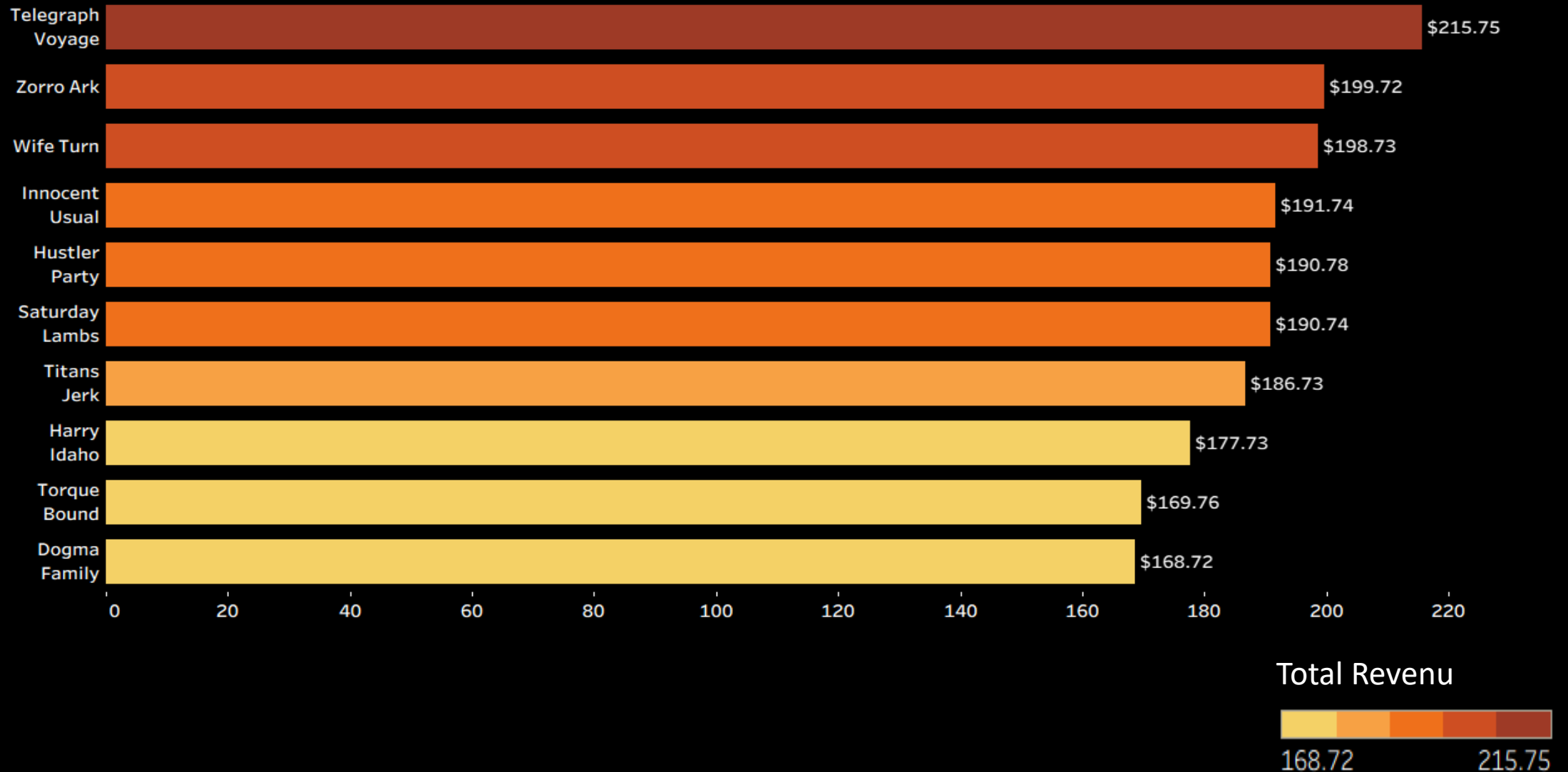


Replacement Cost

- Minimum : \$ 9.99
- Maximum : \$19.99
- Average : \$29.99

\$

Top 10 Revenue Generating Movies



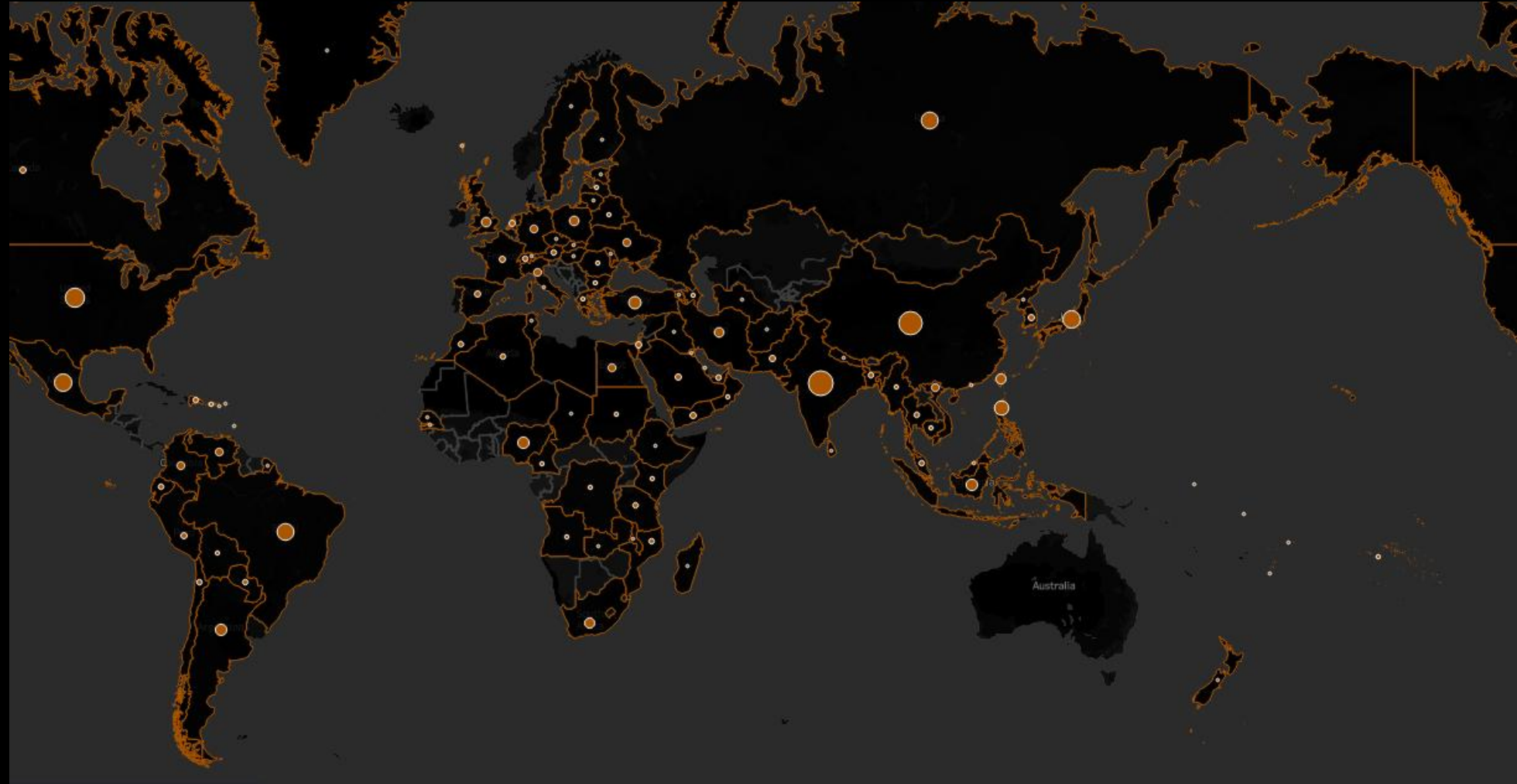
Geographical Distribution of Customers



599 Customers

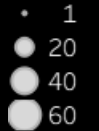


108 Countries

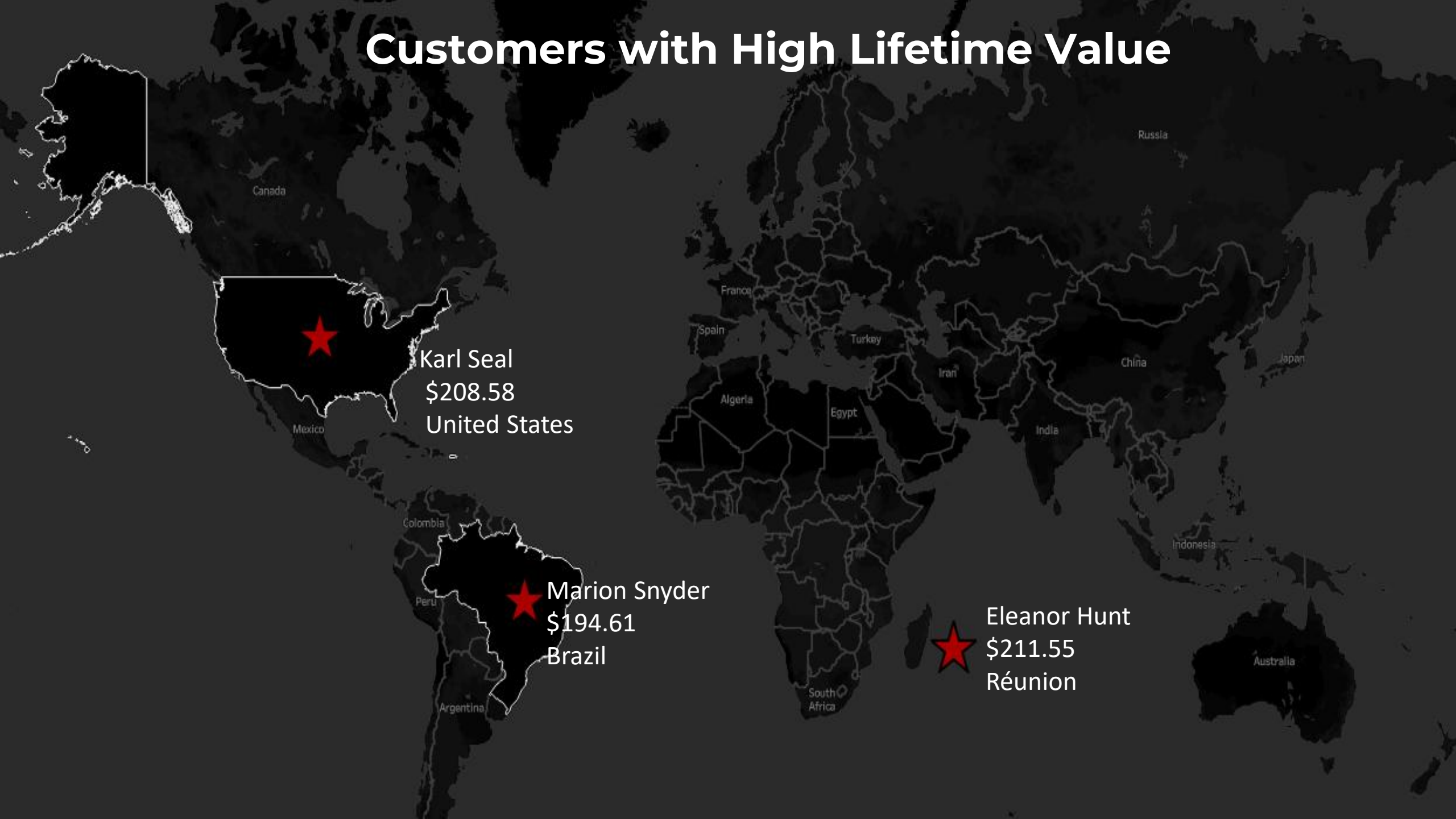


India, China, and the United States = ~40% of customers

Customer Count



Customers with High Lifetime Value



Karl Seal
\$208.58
United States

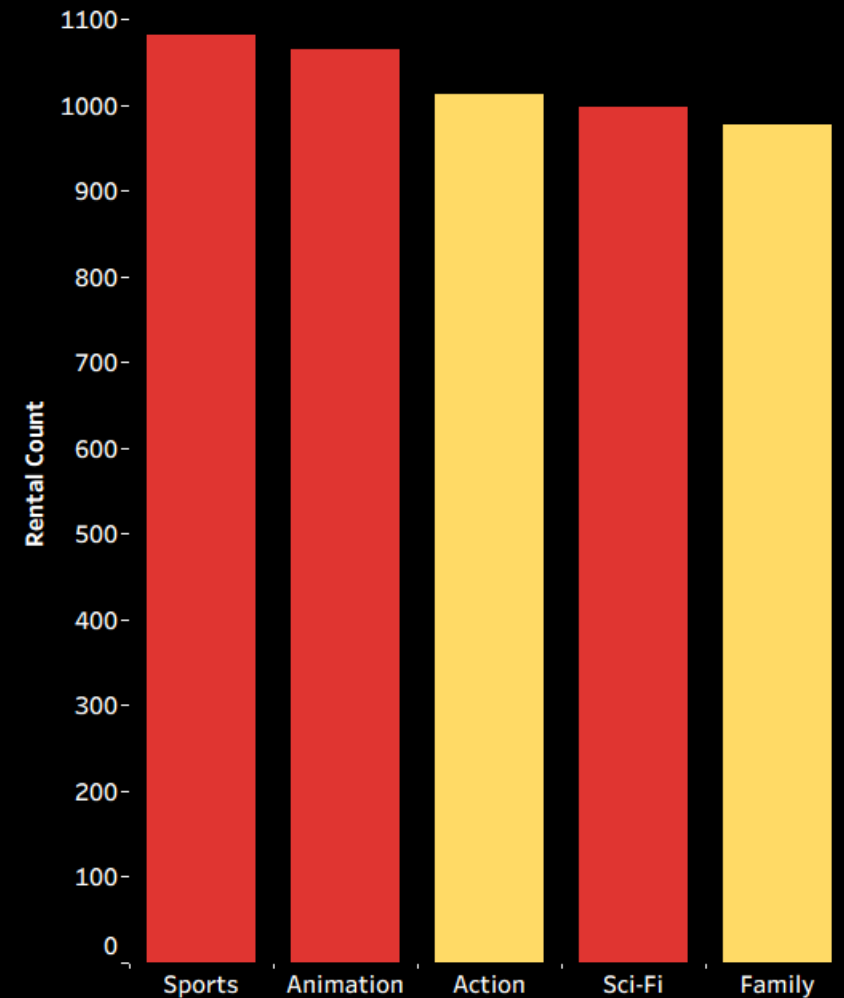
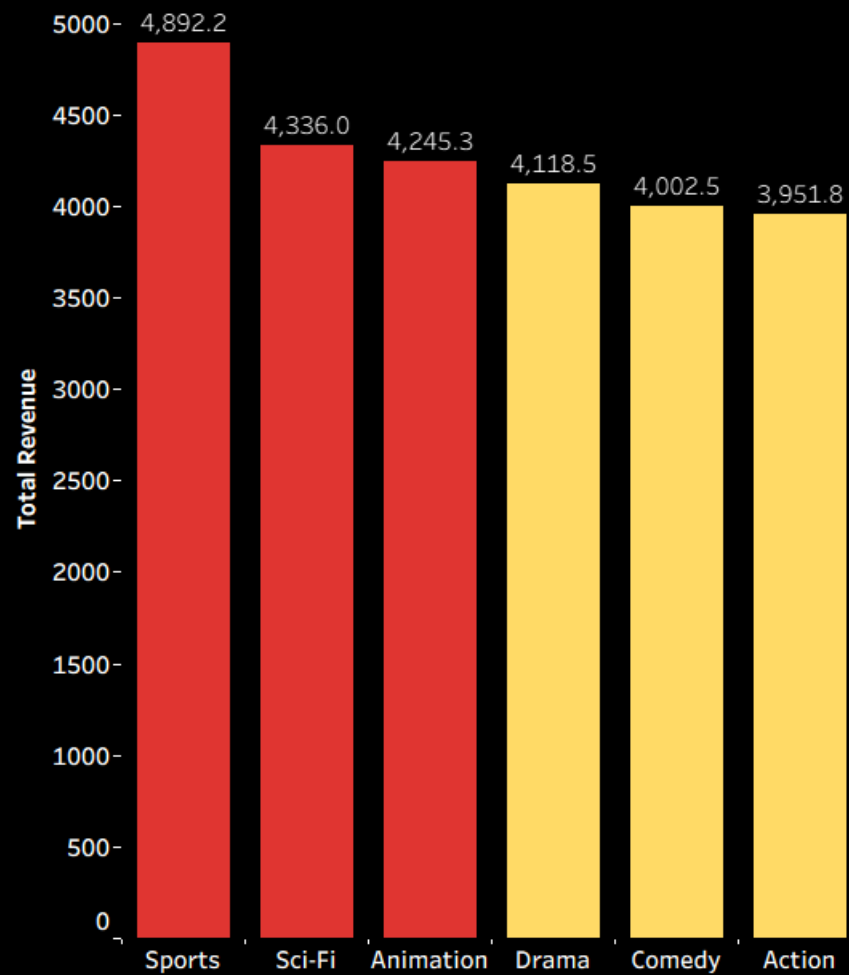


Marion Snyder
\$194.61
Brazil



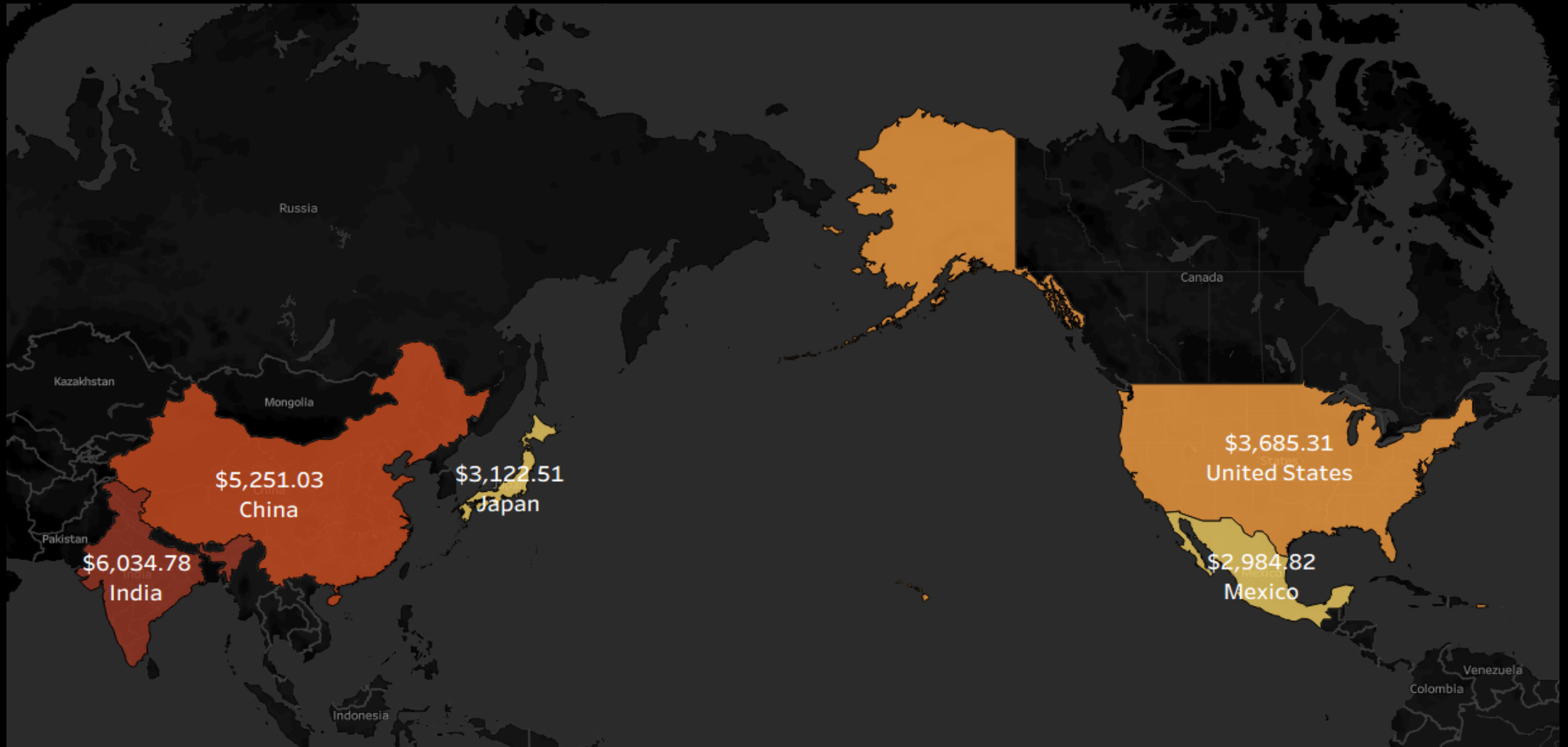
Eleanor Hunt
\$211.55
Réunion

Most Popular Genres



Sports, Animation and Sci-Fi consistently rank among top 5 genres across both metrics, highest revenue and highest rental count

Global Revenue Concentration : Top 5 countries



Total Revenue



Insights & Recommendations

Rockbuster has a global customer base but revenue is **geographically concentrated**, with a small number of countries accounting for a significant share of total sales, implying that focused regional strategies could deliver high returns.

Rockbuster Stealth should **prioritize high-performing regions** such as **India, China and United States** while exploring expansion and customer engagement initiatives in mid-performing markets.

Focusing the online launch around Rockbuster's most popular and revenue-driving genres especially **Sports, Animation, and Sci-Fi**—will help accelerate customer adoption, improve retention, and create a strong competitive position in the digital rental market.

Monitor mid-performing genres (**Drama, Comedy**) post-launch to identify opportunities for targeted promotions or regional preferences



Thank You....



Tableau Links

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