

Data Analysis Report

Migration to Streaming Service
Prepared for Business Intelligence

Prepared by Angela Gratreks



Introduction & Agenda

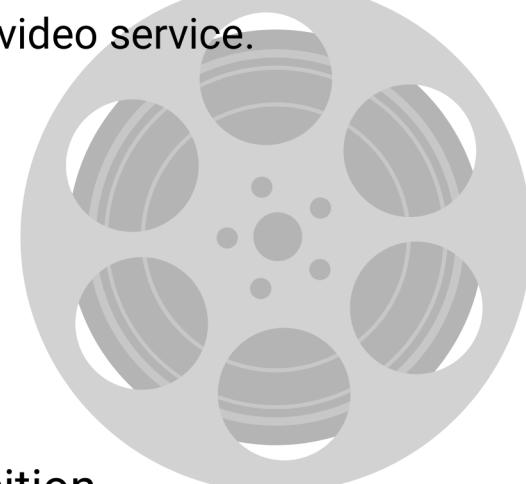
Overview & Goal

In order to stay competitive and maintain relevancy in today's movie rental market, Rockbuster Stealth management is in current plans to launch an online video rental service.

The analysis will provide crucial insights to help the Business Intelligence team formulate and execute a successful launch strategy for Rockbuster's new online video service.

Agenda

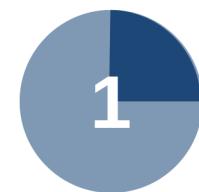
- Objectives
- Company High-level View
- Revenue Gains by film titles
- Product Snapshot
- Market Overview
- Customer Retention & Acquisition
- Growth Opportunities
- Conclusions & Recommendations



Strategic Objectives



Migration from DVD Rental
to Online Video Service



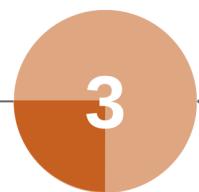
Increase Revenue

Which movies contribute the most/least to revenue gain?



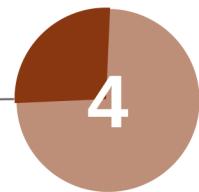
Provide Value

What is the average rental duration for all videos?



Expand Market

Which countries are Rockbuster customers based?



Retain Customers

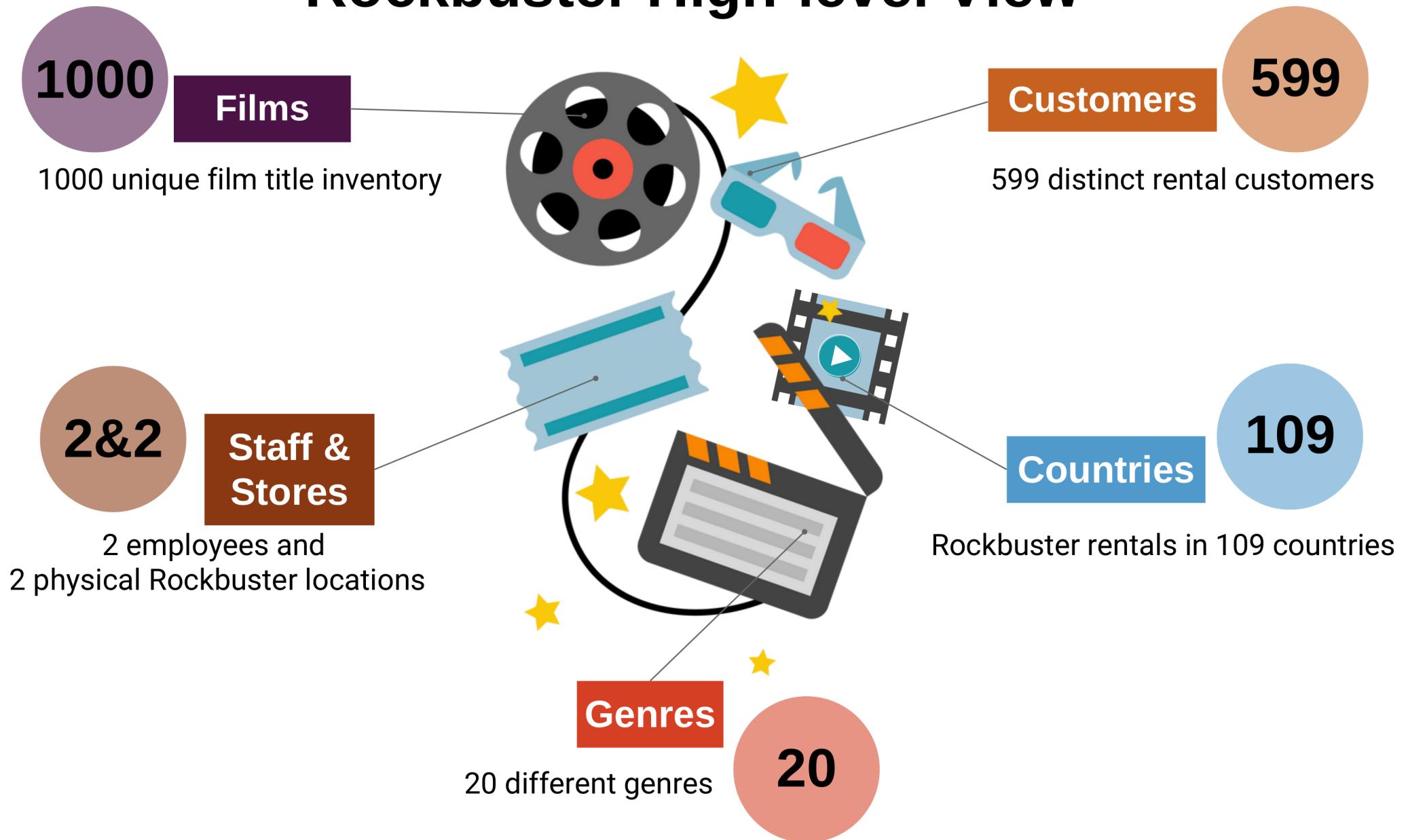
Where are customers with high lifetime value based?



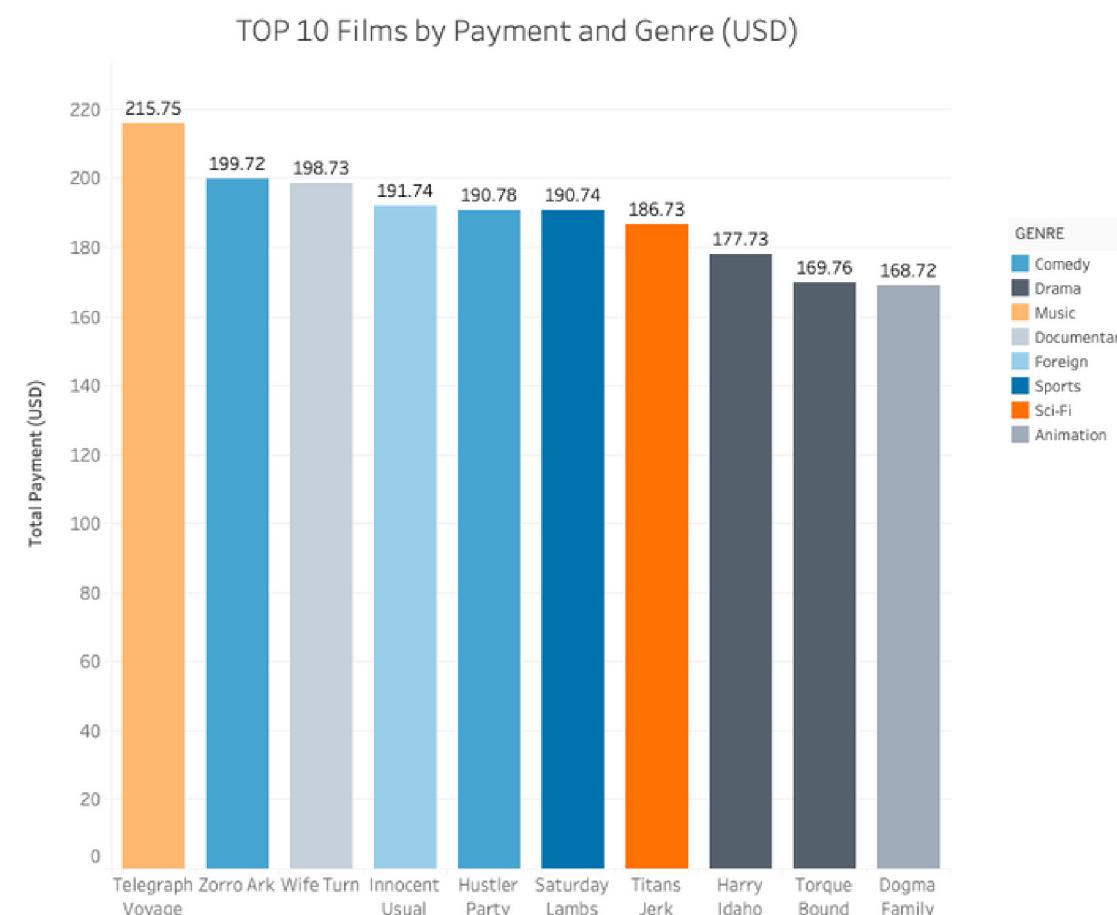
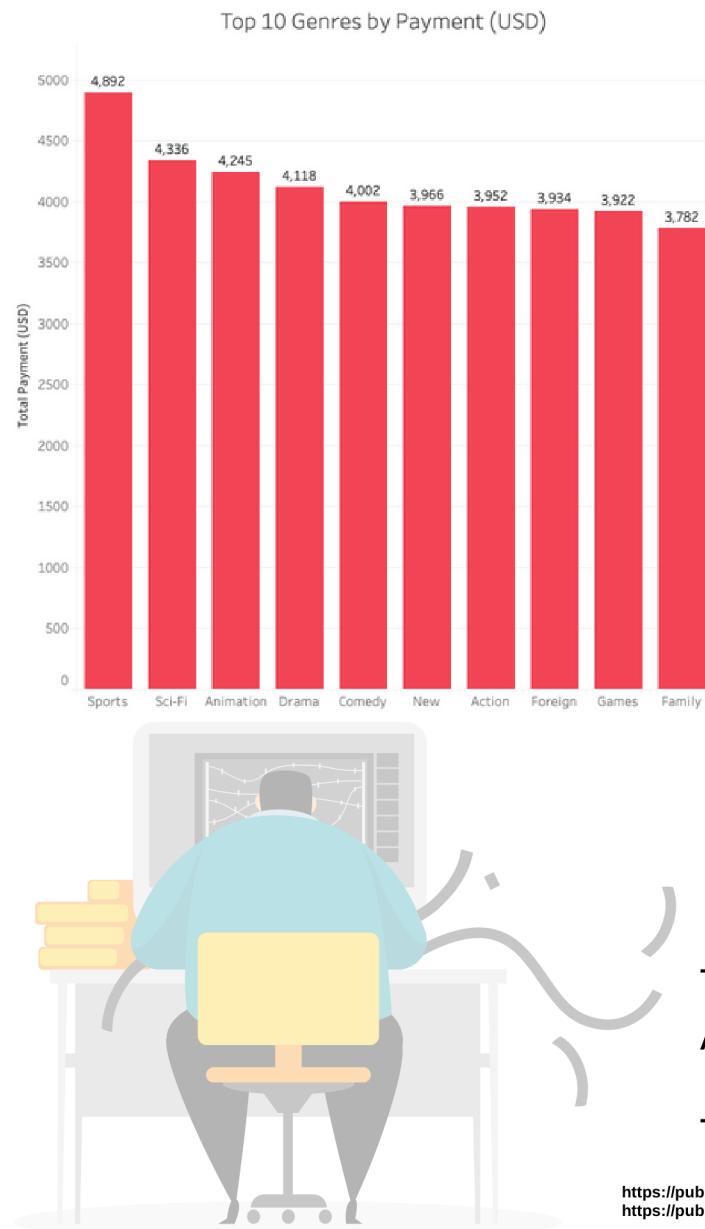
New Business

Do sales figures vary between geographic regions?

Rockbuster High-level View



Film Performance



Top 3 highest earning films: Telegraph Voyage (music), Zorro Ark (comedy), and Wife Turn (documentary)

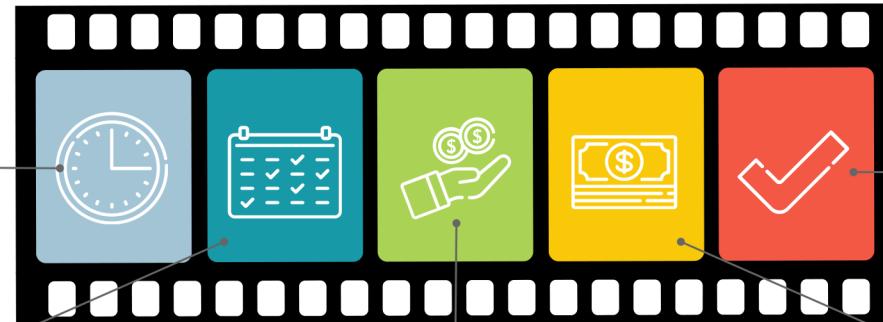
Top 3 highest earning genres: Sports, Sci-Fi, and Animation

Product Snapshot

RUNTIME

Average film length in minutes

115



RATING

Most frequent MPAA rating

PG-13

RENTAL

Average number of days for rentals

5

\$2.98

\$19.98

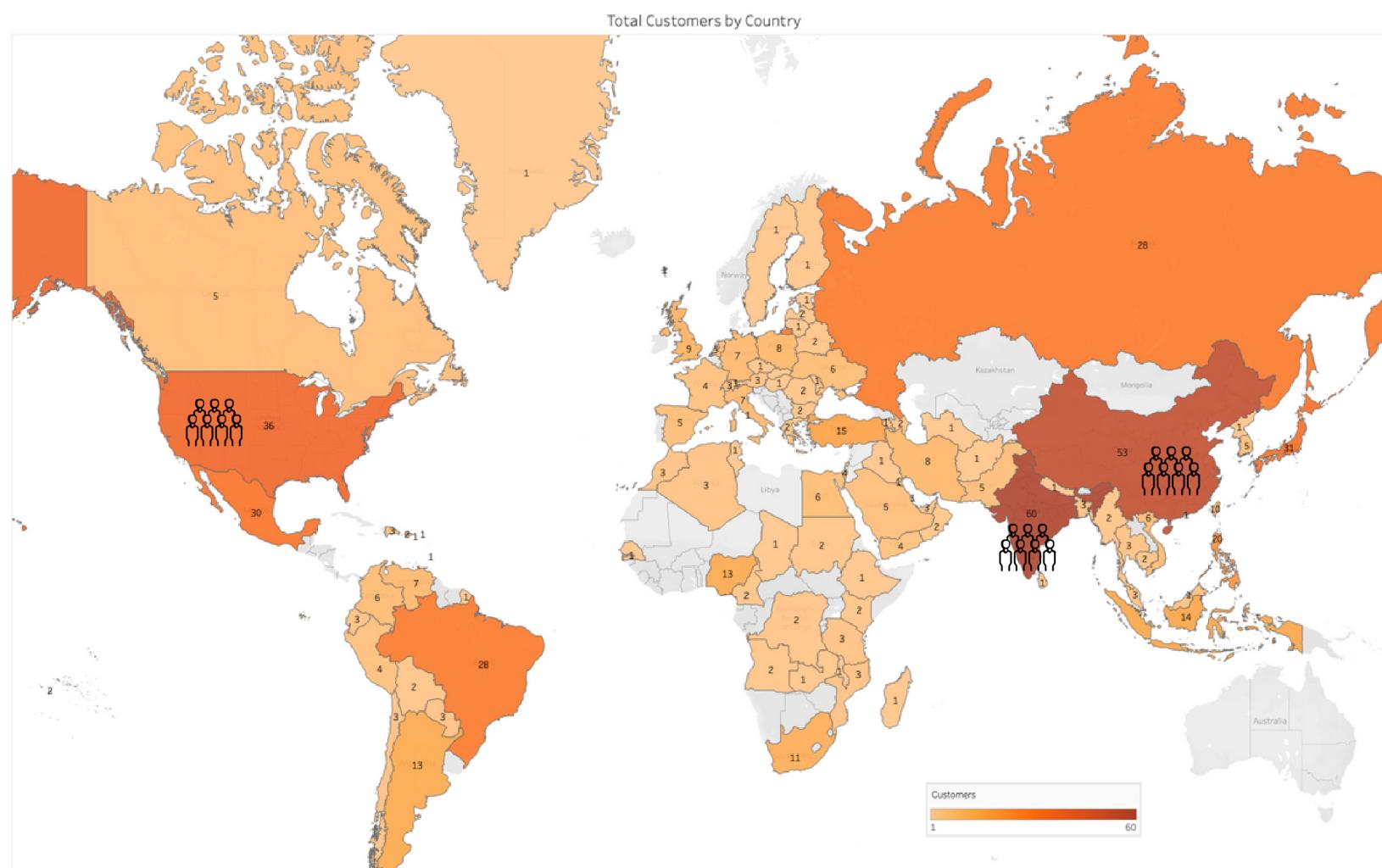
REVENUE

Average rental rate in USD

RESTOCK

Average cost in USD to replace a title

Market Overview



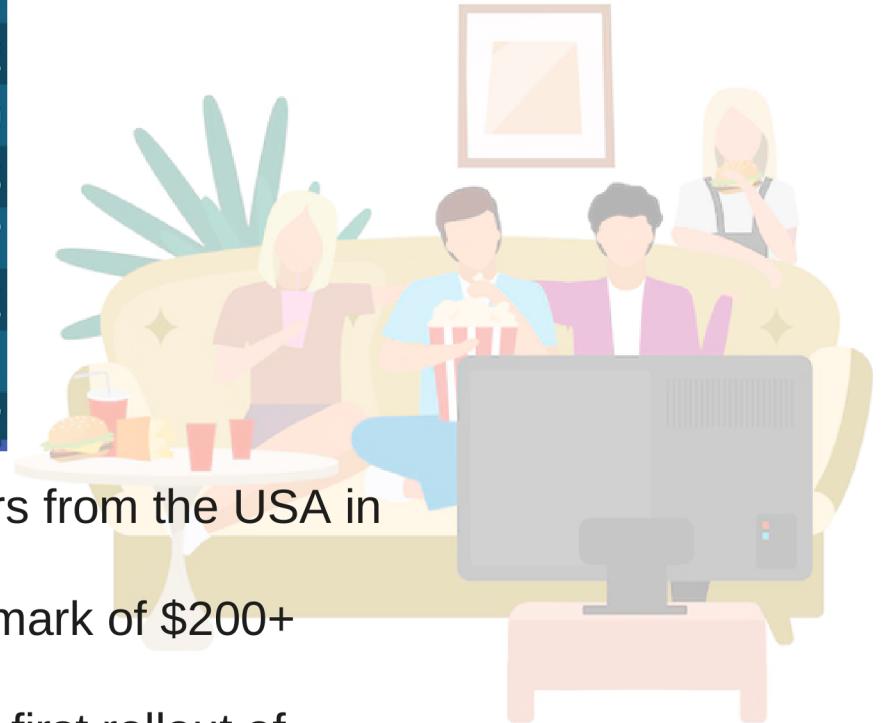
https://public.tableau.com/app/profile/angela.gratreaks/viz/3_10Charts/Custmap?publish=yes

Top 3 Countries with highest number of customers:
India, Peoples Republic of China, and the United States of America

Customer Retention

Top 10 Customers by Country and Total Rental Payments

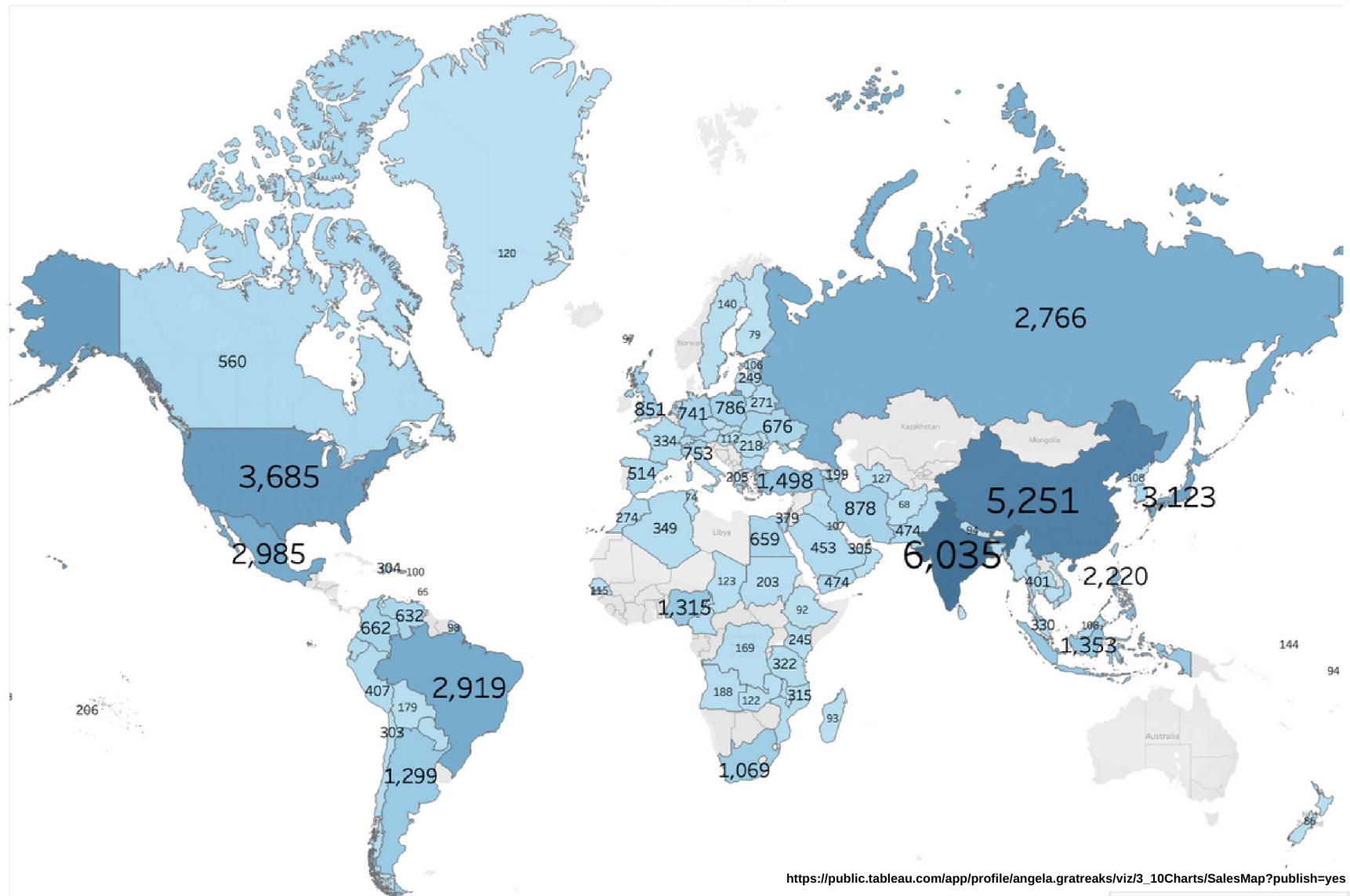
Customer		Country	Revenue
Eleanor	Hunt	Runion	\$211.55
Karl	Seal	United States	\$208.58
Marion	Snyder	Brazil	\$194.61
Rhonda	Kennedy	Netherlands	\$191.62
Clara	Shaw	Belarus	\$189.60
Tommy	Collazo	Iran	\$183.63
Ana	Bradley	United States	\$167.67
Curtis	Irby	Canada	\$167.62
Marcia	Dean	Philippines	\$166.61
Mike	Way	India	\$162.67



- 2 customers over \$200 and 2 high-value customers from the USA in the top 10.
- Focus on high-value customers reaching a benchmark of \$200+ payments.
- Target top countries for marketing campaigns and first rollout of rewards programs.

Growth Opportunities

Total Sales by Country (USD)



Top 3 Countries with highest total sales:

India, Peoples Republic of China, and the United States of America

Countries for Growth: Ireland, Norway, Australia, Denmark, Portugal

Conclusion & Recommendations

Strategic Planning Points

Marketing: Allocate marketing budget to leverage key regions India, China, and the USA with more substantial customer base and higher revenues. Concentrate on high performance titles and popular genres to increase rentals and maintain competitive. Future plan for growth in new markets Ireland, Norway, and Australia.

Customers: Implement loyalty programs and incentives to reward premium customers and encourage the mid-level customer base to level up. Develop personalized programs tailored to customer preferences to create a stronger relationship with Rockbuster and increase customer satisfaction.

Pricing: Create variable pricing models to accommodate demand fluctuations and rental periods to ensure flexibility to meet diverse customer needs.

Next Steps

- Apply AI machine learning algorithms to generate personalized viewing suggestions for customers and dynamic pricing plans based on realtime demand.
- Conduct customer and staff surveys to isolate areas of improvement and highlight favorable best practices. Request suggestions for ways that would directly increase loyalty and satisfaction.
- Analyze additional data sets to gain further insights to expand regional markets, customer acquisition, and impactful marketing campaigns.
- Roll out a rewards-based loyalty program and market it across social media platforms.



Thank you for your time.

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