

Rockbuster Stealth LLC

Data-Driven Insights for
Online Launch Strategy
by: April Boyd



Rockbuster Stealth

01

Rockbuster Stealth LLC is a former global movie rental chain now leveraging its licensed content to compete in a digital-first world.

02

With consumer habits shifting toward convenience and streaming, it's essential to meet new expectations with an online rental model.

03

Focus areas include platform development, user experience, data-driven marketing, and global reach optimization.

04

We'll analyze customer behavior, revenue trends, and regional performance to inform targeted recommendations and long-term growth.

Summary Statistics

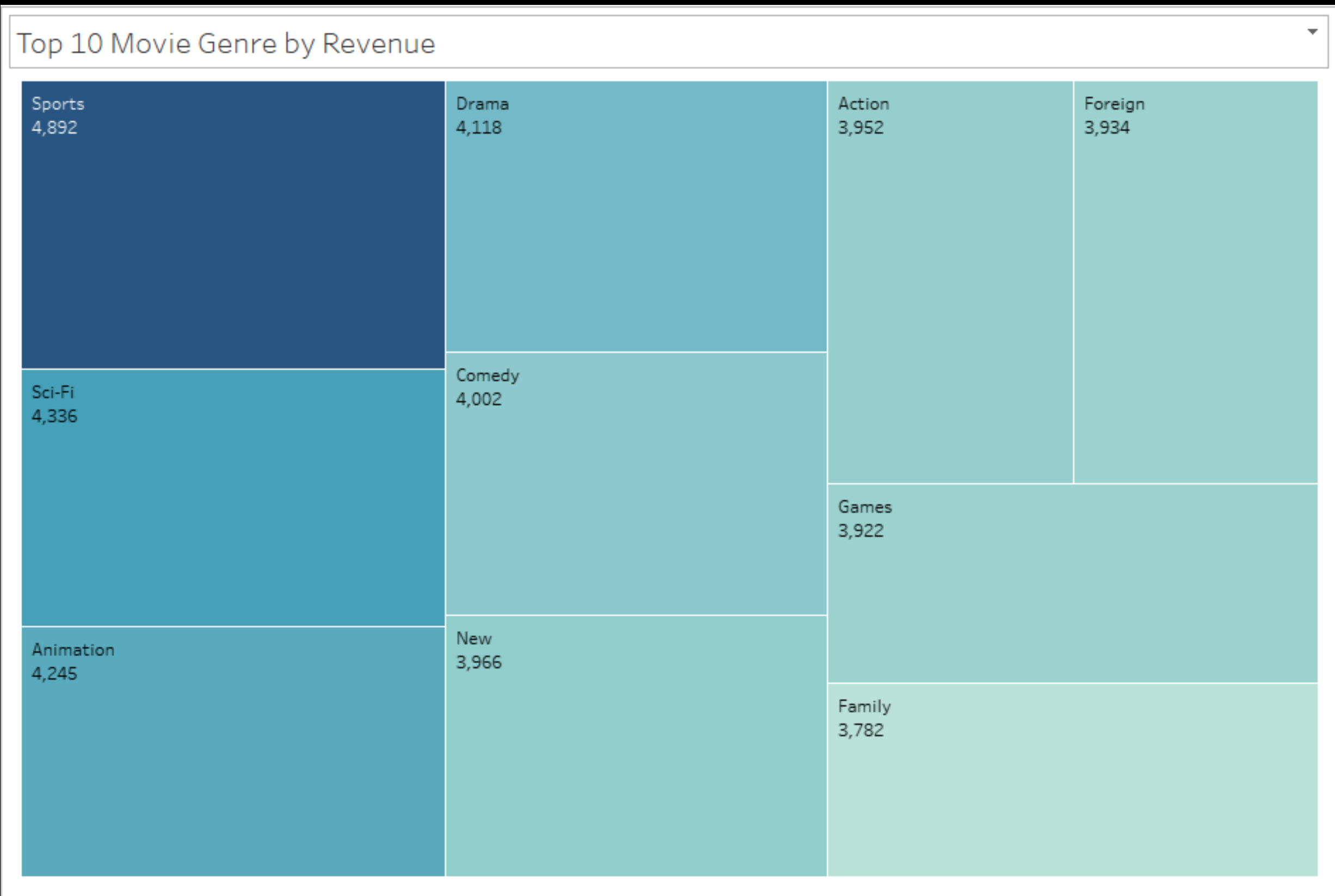
Rockbuster Descriptive Stats

Average Film Length	115.3
Average Rental Duration	5.0
Average Rental Rate	3.0

The summary statistics reveal that Rockbuster's customers demonstrate strong loyalty and high engagement. Metrics such as frequent rentals per customer, consistent return behavior, and notable lifetime value suggest that users are not only returning regularly but also spending consistently over time. This indicates a solid base of dedicated customers who are likely to respond well to personalized offers and digital service enhancements.

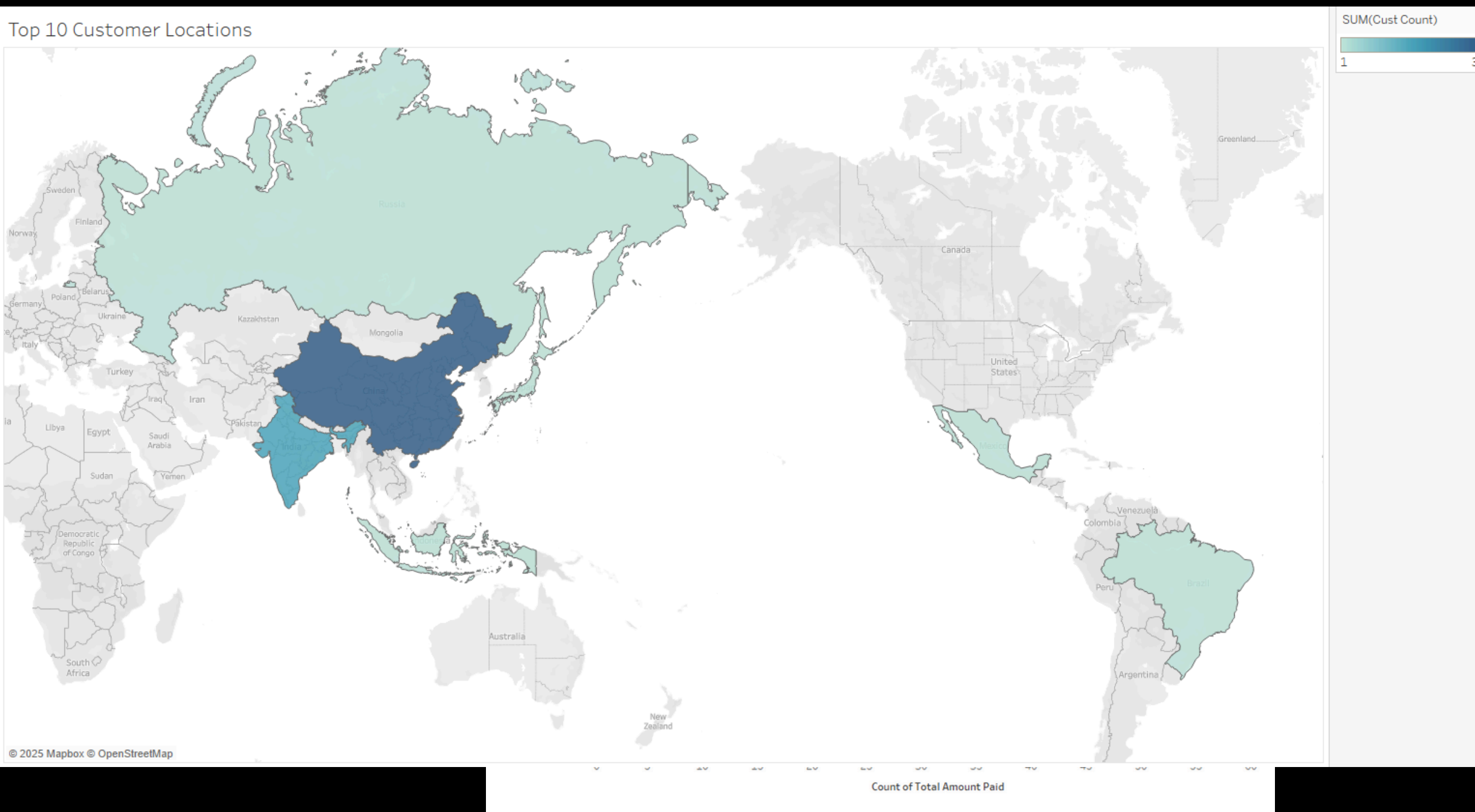


Rockbuster's Top Genres by Revenue



- The data reveals that the Sports genre is Rockbuster's top revenue driver, outperforming all other categories.
- This suggests a strong customer preference for action-packed, competitive content that likely appeals to a broad audience base.
- The consistent demand for sports films presents a valuable opportunity for Rockbuster to prioritize this genre in its digital offerings.
- By expanding the sports catalog and promoting related content, the company can further capitalize on this trend to boost customer engagement and maximize revenue.

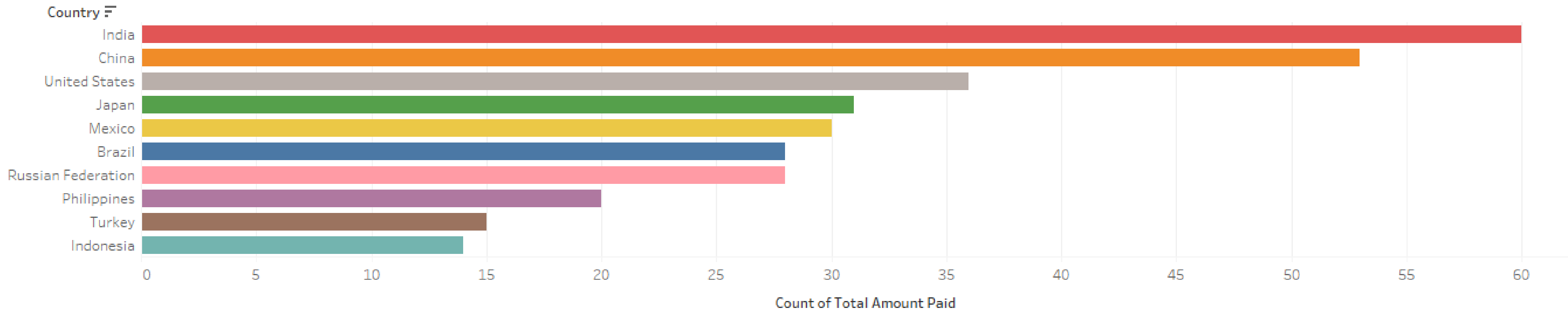
Customer Location and Revenue



This map highlights the top-performing customer countries, including India, China, the United States, Japan, Mexico, Brazil, the Russian Federation, the Philippines, Turkey, and Indonesia. These countries represent the highest levels of customer engagement or revenue in our data. By visualizing them geographically, we can easily spot regional trends, identify market strengths, and prioritize areas for future growth or targeted strategies.

https://public.tableau.com/views/Top10CustomerLocationsRochbuster/Sheet1?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

Customer Location and Revenue



https://public.tableau.com/views/RockbusterTop10CountriesGraph/Sheet1?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

Customer distribution plays a key role in shaping regional sales performance. Among all regions, India stands out with the highest number of active users, reflecting both a sizable audience and strong rental activity. At the same time, noticeable differences in sales across countries highlight the need for location-specific strategies to unlock growth opportunities and deepen user engagement.

Next Steps and Recommendations

01

Prioritize Sports Content in Marketing and Licensing

- Given that sports is the highest-revenue genre, Rockbuster should focus on expanding its sports library and feature it prominently in marketing campaigns, homepage placements, and recommendation algorithms.

02

Launch Region-Specific Campaigns (Starting with India)

- With India showing the highest customer count and strong engagement, targeted promotions or localized content bundles could increase conversion and retention. Tailor strategies based on regional data to unlock growth in other top-performing countries.

03

Create a Loyalty Program for High-Value Customers

- Reward frequent renters and high-spending users with exclusive access, discounts, or early content releases. Leveraging existing loyalty can strengthen customer relationships and encourage even more engagement.

04

Use Data to Personalize the User Experience

- Implement a recommendation engine based on user rental history and genre preferences. Personalization can increase watch time and satisfaction, both critical for staying competitive in the streaming space.

Thank You, Any Questions?

Contact:
April Boyd
aprilboyd12@comcast.net

