

Rockbuster Stealth: Strategic Analysis and Insights

Evaluating Market Entry Strategies and Competitive Positioning

July 10, 2024

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Project Overview

Background:

Rockbuster Stealth LLC, previously known for its global network of rental stores, is evolving to meet the demands of a market dominated by streaming services like Netflix and Amazon Prime. To stay competitive, our management team is leveraging our existing movie licenses to launch an online video rental service.

Objective:

Answer key business questions that are critical to the successful launch of this new streaming platform.

Key Questions



What was the average rental duration for all videos?



Which movies contributed the most/least to revenue gain?



Do sales figures vary between geographic regions?



Which countries are Rockbuster customers based in?



Where are customers with a high lifetime value based?



What movie genres generate the most revenue?

Summary Stats

Average Rental
Duration:
5 days

Average Rental
Rate:
\$0.99

Total Number
of Films:
1,000

Films Never
Rented:
42

Average Film
Length:
115 minutes

Most Common
Movie Rating:
PG-13

Number of film
languages:
1

Which movies contributed the most/least to revenue gain?

Top 10 Movies by Total Revenue

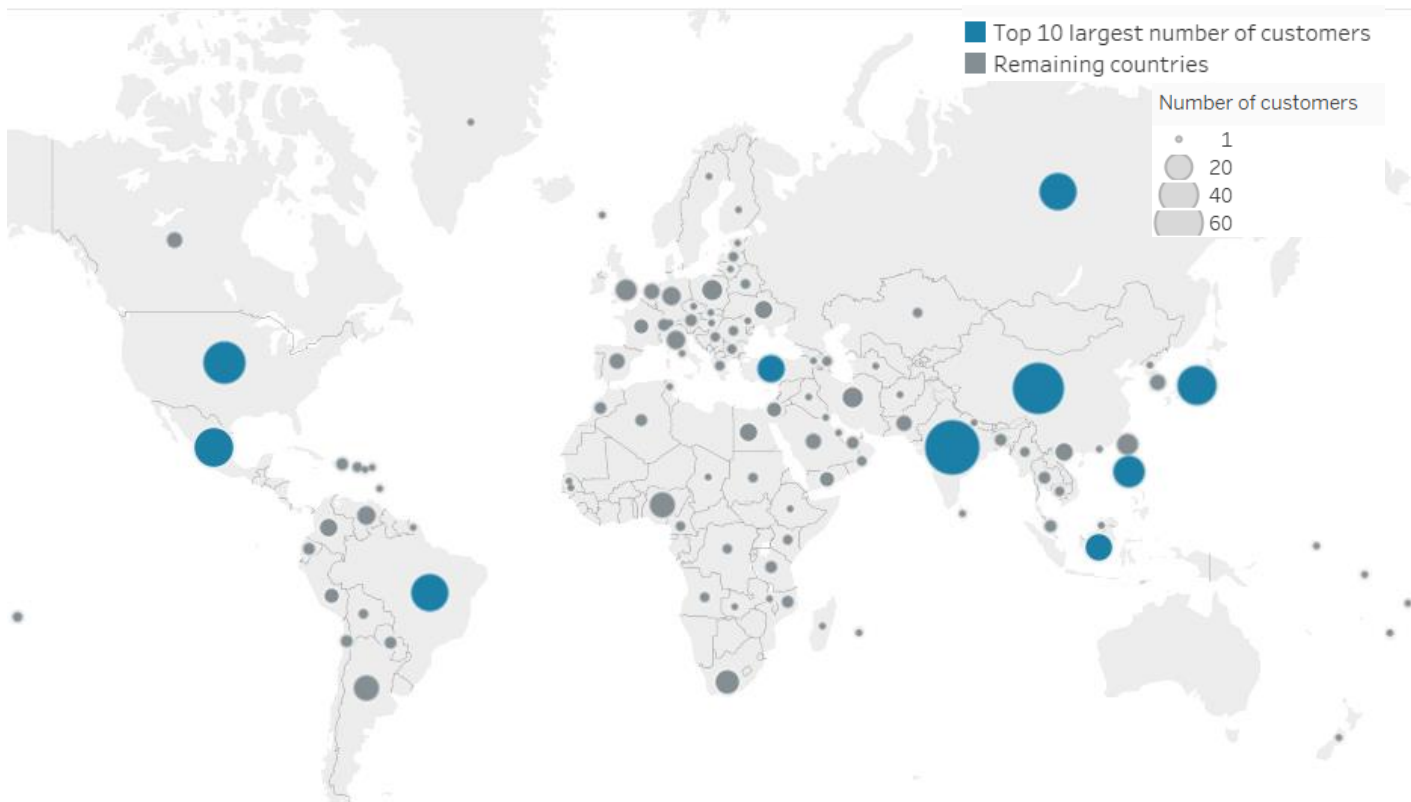


Bottom 10 Movies by Total Revenue



Movies Never Rented

Alice Fantasia	0
Apollo Teen	0
Argonauts Town	0
Ark Ridgemont	0
Arsenic Independence	0
Boondock Ballroom	0
Butch Panther	0
Catch Amistad	0
Chinatown Gladiator	0
Chocolate Duck	0
Commandments Express	0
Crossing Divorce	0
Crowds Telemark	0
Crystal Breaking	0
Dazed Punk	0
Deliverance Mulholland	0
Firehouse Vietnam	0
Floats Garden	0
Frankenstein Stranger	0
Gladiator Westward	0
Gump Date	0
Hate Handicap	0
Hocus Frida	0
Kentuckian Giant	0
Kill Brotherhood	0
Muppet Mile	0
Order Betrayed	0
Pearl Destiny	0
Perdition Fargo	0
Psycho Shrunk	0
Raiders Antitrust	0
Rainbow Shock	0
Roof Champion	0
Sister Freddy	0
Sky Miracle	0
Suicides Silence	0
Tadpole Park	0
Treasure Command	0
Villain Desperate	0
Volume House	0
Wake Jaws	0
Walls Artist	0



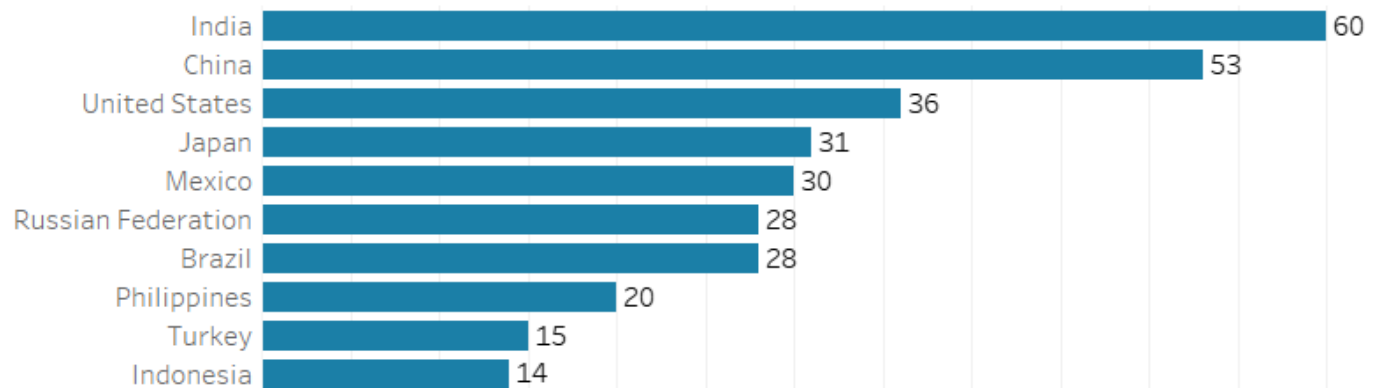
Which countries are customers based in?

Rockbuster has customers in 108 different countries.

The top ten countries with the most customers are:

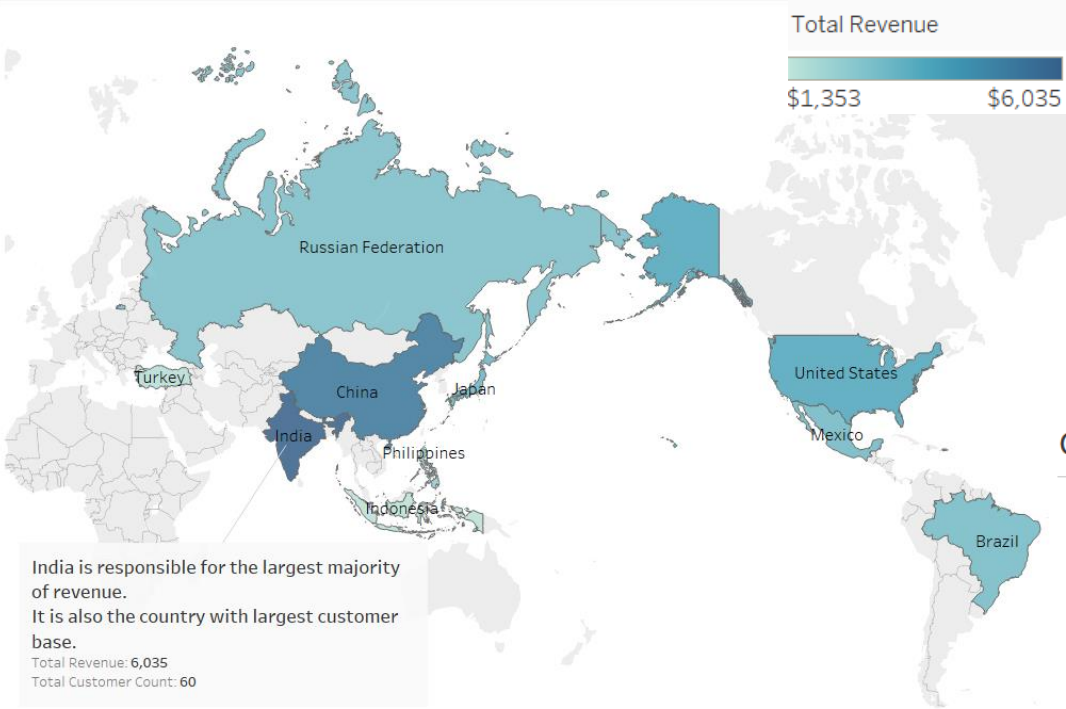
India, China, United States, Japan, Mexico, Russian Federation, Brazil, Philippines, Turkey, and Indonesia.

Top 10 Countries by Customer Count



Do sales figures vary between geographic regions?

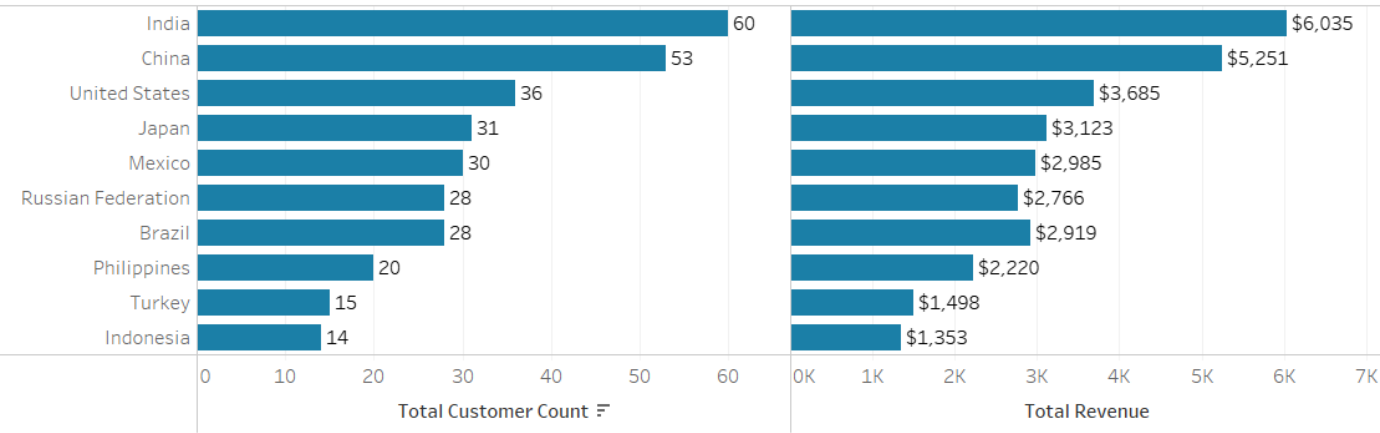
Total Revenue by Country



The countries with the highest revenue also have the largest customer bases, demonstrating a strong correlation between customer numbers and revenue.

However, there are notable differences in sales performance across different regions as shown in the bar charts below.

Customer Count and Total Revenue by Country



Where are
customers
with a high
lifetime value
based?

Top 5 Paying Customers

Country	City	First Name	Last Name	
India	Ambattur	Arlene	Harvey	\$111.76
China	Shanwei	Kyle	Spurlock	\$109.71
Japan	Iwaki	Marlene	Welch	\$106.77
Mexico	Acua	Glen	Talbert	\$100.77
United States	Aurora	Clinton	Buford	\$98.76

What movie genres generate the most revenue?

Sports Total Revenue: \$4,892	Drama Total Revenue: \$4,118	Foreign Total Revenue: \$3,934	Horror Total Revenue: \$3,401	Classics Total Revenue: \$3,353
	Comedy Total Revenue: \$4,002	Games Total Revenue: \$3,922		
Sci-Fi Total Revenue: \$4,336			Children Total Revenue: \$3,309	Travel Total Revenue: \$3,227
	New Total Revenue: \$3,966	Family Total Revenue: \$3,782		
Animation Total Revenue: \$4,245	Action Total Revenue: \$3,952	Documentary Total Revenue: \$3,750	Music Total Revenue: \$3,072	
				Thriller Total Revenue: \$48

Sports, Sci-Fi, Animation, Drama, and Comedy are the most popular movie genres generating ~35% of the total revenue.

Thriller films are the least popular only generating a revenue total of \$48.

Recommendations



Expand Multilingual Film Offerings: Leverage existing movie licenses to offer films in multiple languages, prioritizing those spoken in regions with the largest customer bases.



Adjust Rental Pricing: Optimize rental rates by increasing prices for top-performing films and reducing rates for lower-performing films.



Implement a Loyalty Program: Develop a loyalty program to reward top customers, enhancing customer retention and engagement.



Utilize AI for Personalized Recommendations: Deploy AI to monitor viewer preferences and suggest films tailored to individual viewing habits, enhancing the user experience.



Regional and Global Content Alignment: Align teams regionally to monitor and update movie selections based on local and globally popular content, ensuring relevance and appeal.

Thank You

[View Tableau Link](#)