

Rockbuster Stealth

Data Analysis
2020 Company Launch Strategy

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Project Overview

Motivation

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

Objective

This analysis has been done to answer a series of business key questions and derive data-driven answers that they can use for their 2020 company launch strategy.

Key Questions



1

Movies Revenue

Which movies contributed to the most/least revenue

2

Rental Duration

What was the average rental duration for all videos

3

Location

Which countries are Rockbuster customers based in?

4

Customer Analysis

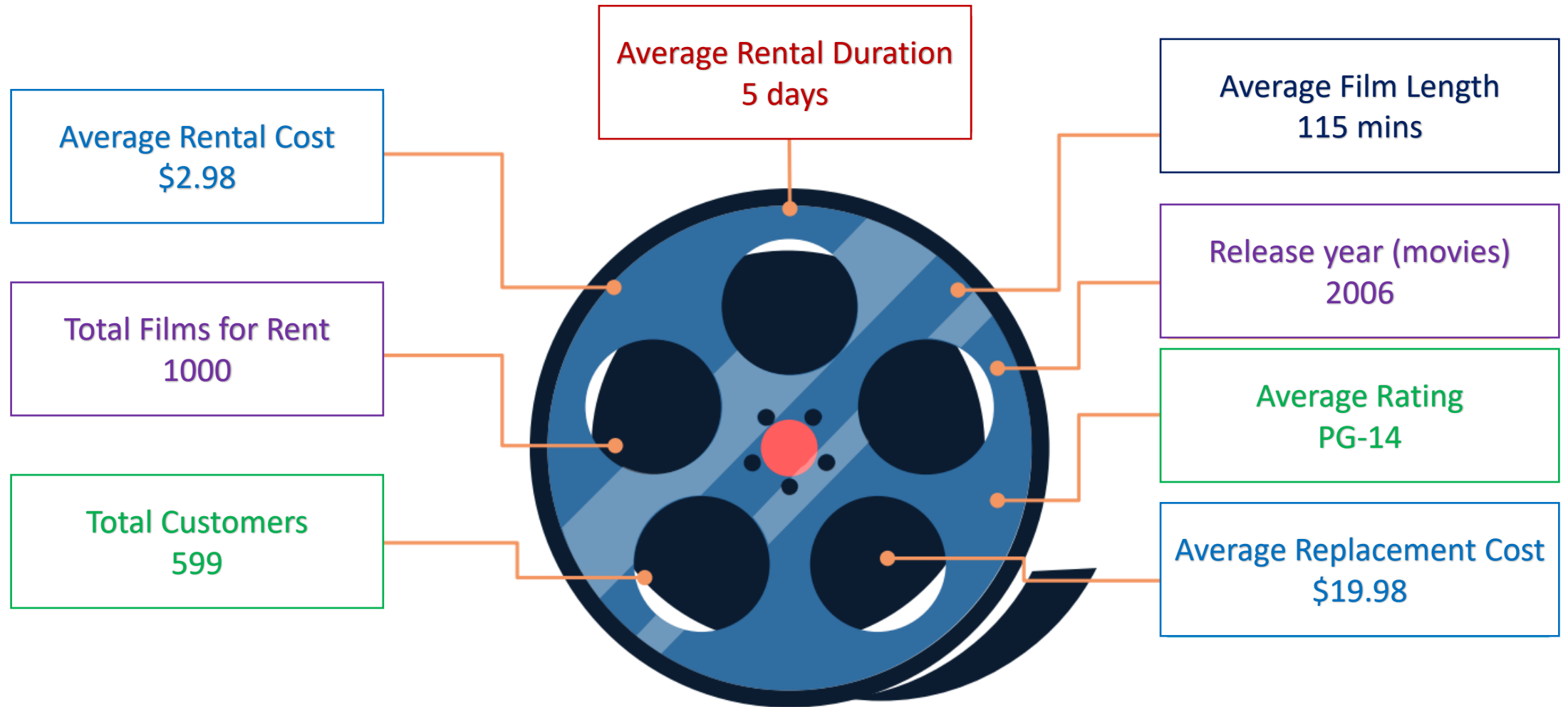
Where are customers with a high lifetime value based

5

Sales per Region

Do sales figures vary between geographic regions

Company Overview



Movies Review

Which movie contributed most/least to revenue

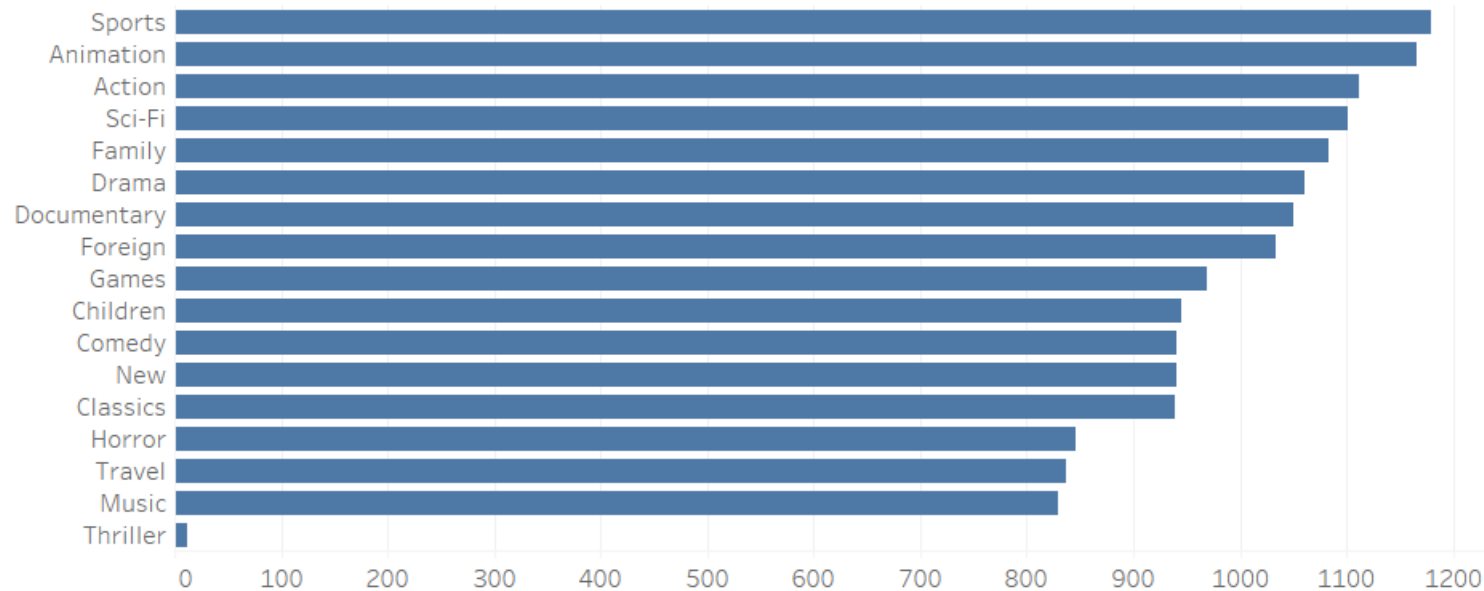
| Top 5 movies in terms of revenue | | | |
|----------------------------------|--------|-------------|--------------------|
| Title | Rating | Genre | Total Revenue (\$) |
| Telegraph Voyage | PG | Music | 215,75 |
| Zorro Ark | NC-17 | Comedy | 199,72 |
| Wife Turn | NC-17 | Documentary | 198,73 |
| Innocent Usual | PG-13 | Foreign | 191,74 |
| Hustler Party | NC-17 | Comedy | 190,78 |



| Worst 5 movies in terms of revenue | | | |
|------------------------------------|--------|-------------|--------------------|
| Title | Rating | Genre | Total Revenue (\$) |
| Texas Watch | NC-17 | Horror | 5,94 |
| Oklahoma Jumanji | PG | New | 5,94 |
| Duffel Apocalypse | G | Documentary | 5,94 |
| Freedom Cleopatra | PG-13 | Comedy | 5,95 |
| Rebel Airport | G | Music | 6,93 |

Rental count per genre

Rental Count per Genre



Sports, Sci-Fi, Animation, Drama and Comedy are the top performing genres in terms of total movies rented.

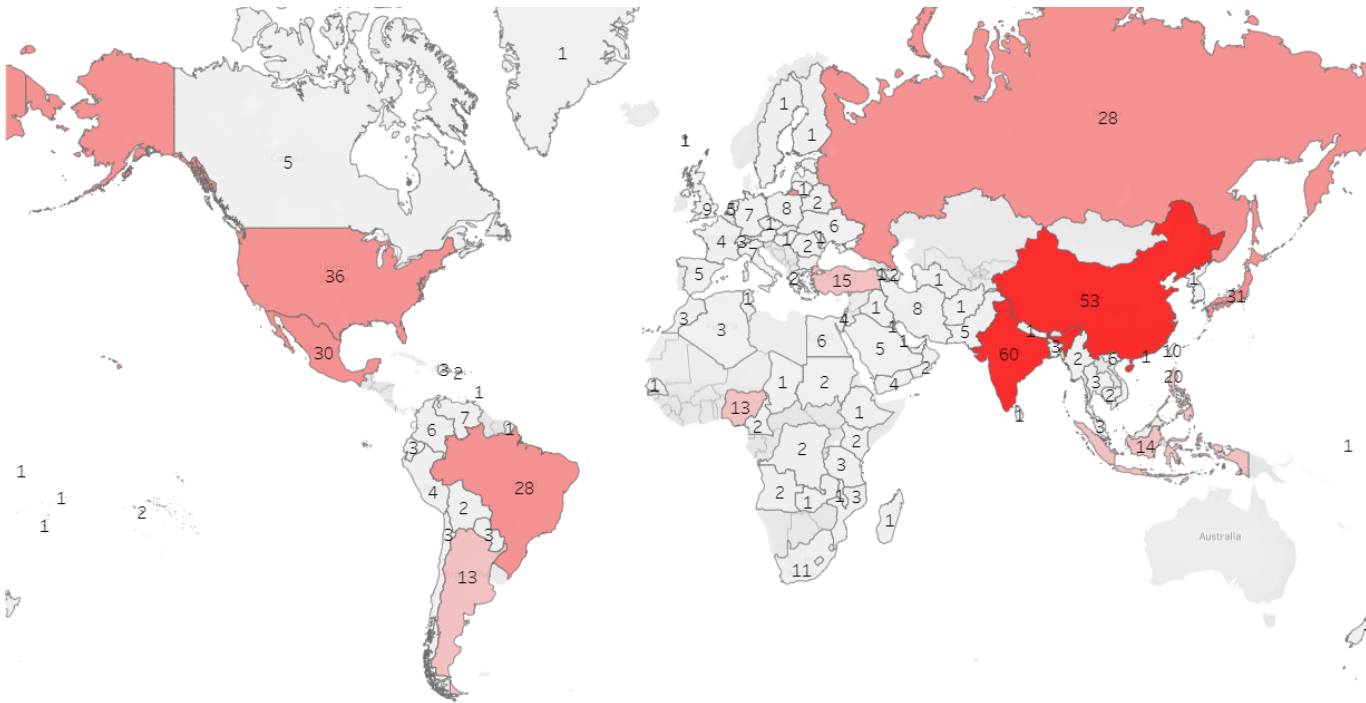
Location

Which countries are Rockbuster customers based

-Rockbuster has customers across the globe

-The following 5 countries rank the highest in terms of number of customers:

- India: 60
- China: 53
- United States: 36
- Japan: 31
- Mexico: 30



Customer Analysis

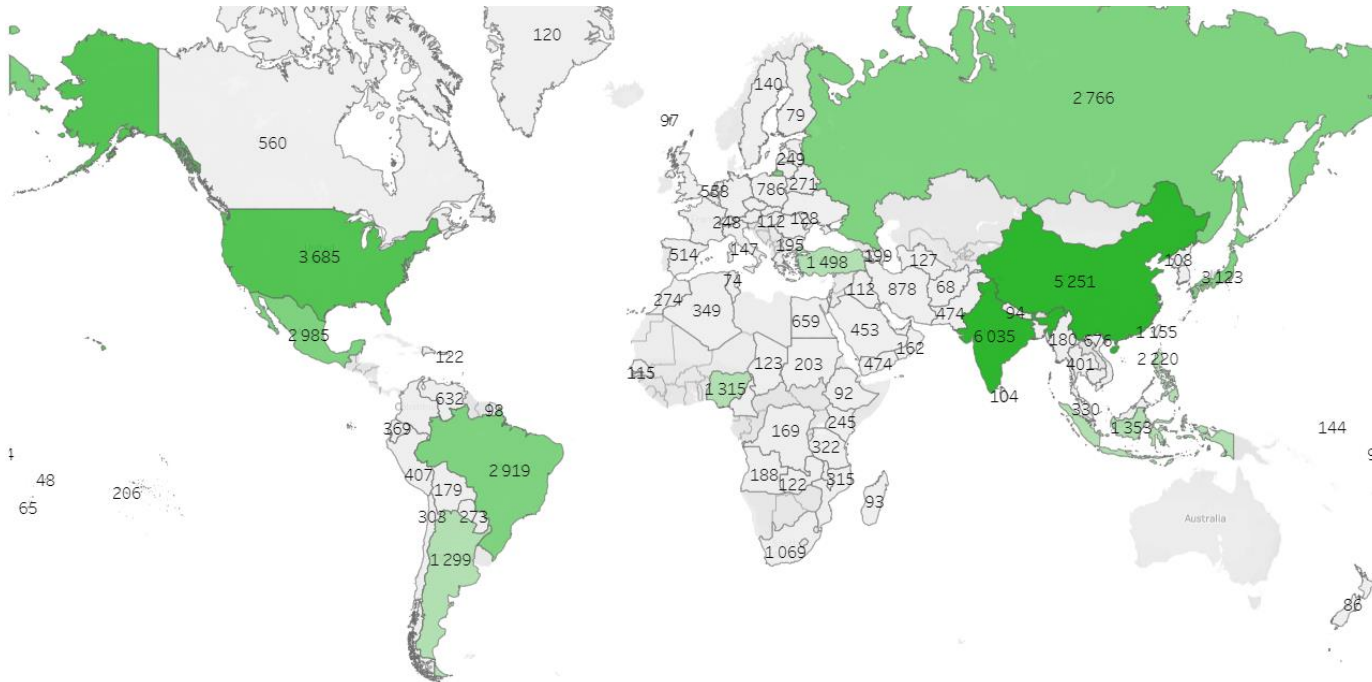
Which customers have the highest lifetime value

| First Name | Last Name | City | Country | Total Amount Paid |
|------------|-----------|-----------|-----------|-------------------|
| Casey | Mena | Tokat | Turkey | 130,68 |
| Sara | Perry | Atlixco | Mexico | 128,7 |
| Leslie | Seward | Pontianak | Indonesia | 123,72 |
| Alan | Kahn | Emeishan | China | 119,75 |
| Clinton | Buford | Aurora | USA | 98,76 |

- Only 2 of the top 5 customers is from a country where Rockbuster has the highest number of customers. (Mexico and United States)
 - The potential of introducing a referral program for Turkish and Indonesian markets can be explored.
- (More details under Recommendations)

Sales per Region

Do sales vary between geographic locations?



- Sales for the top 5 countries (in terms of customers). Revenue from each country follows the same pattern as number of customers in each country (see slide 7).

- Due to the high demand in these regions, a competitive pricing strategy can be implemented.

Recommendations

Product

- Leverage on existing brand value
- Train the team potential problems that can arise
- Focus on movies in popular genres
- Focus on renting movies in popular genres (such as Sports, Sci-Fi, Animation, Drama, Comedy etc.)

Place / Location

- Reduce costs of physical stores. Focus on developing / launching an online streaming portal or a website.
- Focus on markets with the highest customer count (e.g. India, China, US, Japan, Mexico etc.)
- Localize website content

Pricing

- Develop a competitive pricing strategy (for example, flat rate for 72 hours (3 days) and then additional charges for each extra day)

Promotion

- Introduce referral programs for loyal customers
- Explore countries such as Turkey or Indonesia where there are high paying customers but demand is low
- Offer 10% rental fee discount to existing customers - Leverage the power of social media by reaching out to their existing customer base (600 customers)

And that's a wrap! Thank you

[Link to Tableau](#)

Questions and Feedback:

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