

ROCKBUSTER STEALTH LLC: A DATA-DRIVEN LAUNCH STRATEGY

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INTRODUCTION

The scope of the analysis conducted under the auspices of the Rockbuster Business Intelligence Department was constrained and directed by the following five questions:

- Q1. Which movies contributed the most/least to revenue gain?
- Q2. What was the average rental duration for all videos?
- Q3. In which countries are Rockbuster customers based?
- Q4. Where are customers with a high lifetime value based?
- Q5. Do sale figures vary between geographic regions?

INTRODUCTION (CONTD.)

As a first step towards answering these questions, Rockbuster's data was loaded into a relational database management system (RBDMS). Then, SQL queries were used to analyze the data and gather results that have been compiled into a hopefully digestible format in the following slides for the Rockbuster management board. The structure of the presentation will be as follows:

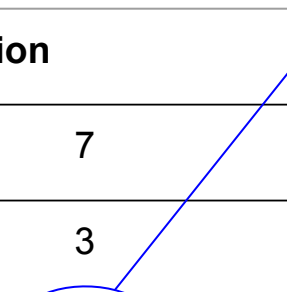
Part 1 - Data Overview

Part 2 - Recommendations

DATA OVERVIEW

FILM RENTAL STATISTICS (ANS. TO Q2)

Rental Duration	
MAX	7
MIN	3
AVG	4.985



Rental Rate	
MAX	4.99
MIN	0.99
AVG	2.98

Replacement Cost	
MAX	29.99
MIN	9.99
AVG	19.984

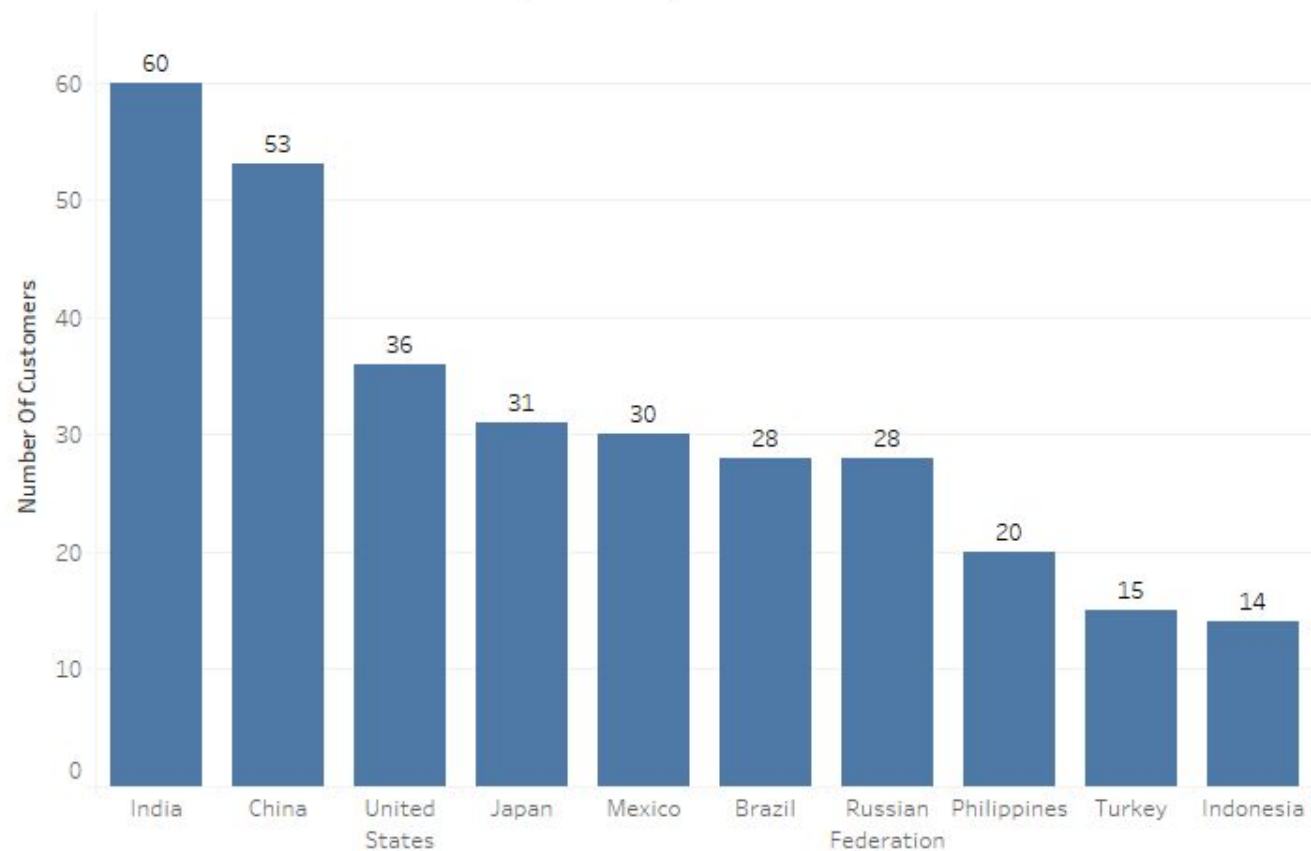
Length	
MAX	185
MIN	46
AVG	115.272

REVENUE GAINS - TOP & BOTTOM 10 MOVIES (ANS. TO Q1)

Most to Revenue Gain (Top 10)	
Telegraph Voyage	215.75
Zorro Ark	199.72
Wife Turn	198.73
Innocent Usual	191.74
Hustler Party	190.78
Saturday Lambs	190.74
Titans Jerk	186.73
Harry Idaho	177.73
Torque Bound	169.76
Dogma Family	168.72

Least to Revenue Gain (Bottom 10)	
Texas Watch	5.94
Oklahoma Jumanji	5.94
Duffel Apocalypse	5.94
Freedom Cleopatra	5.95
Young Language	6.93
Rebel Airport	6.93
Cruelty Unforgiven	6.94
Treatment Jekyll	6.94
Lights Deer	7.93
Stallion Sundance	7.94

ROCKBUSTER CUSTOMER BASE BY COUNTRY (ANS. TO Q3)



TOP 5 HIGHEST-PAYING CUSTOMERS IN TOP 10 CITIES (ANS. TO Q4) - PART 1

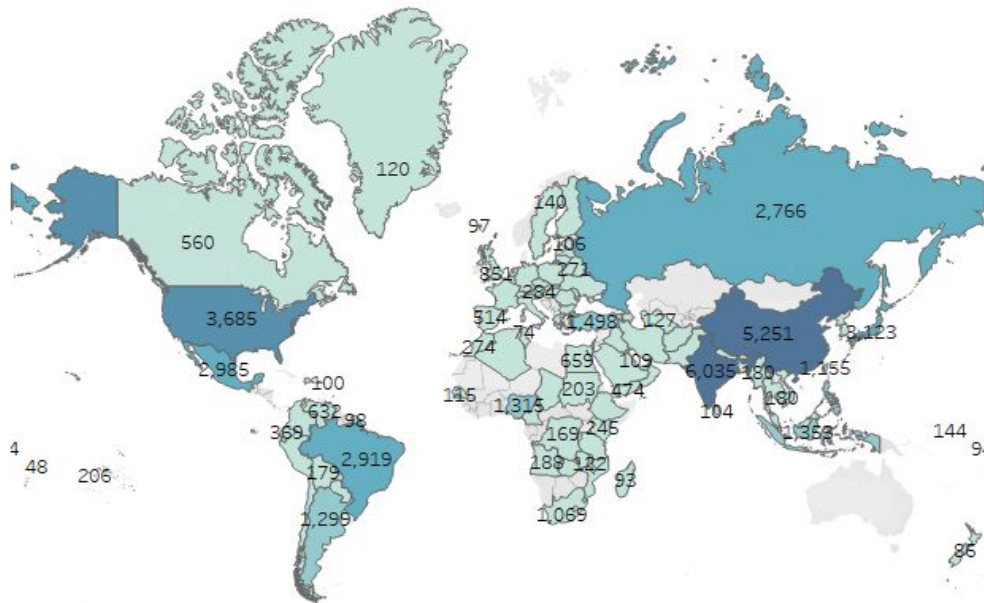


TOP 5 HIGHEST-PAYING CUSTOMERS IN TOP 10 CITIES (ANS. TO Q4) - PART 2

customer_id	first_name	last_name	city	country	total_amount_paid
225	Arlene	Harvey	Ambattur	India	\$111.76
424	Kyle	Spurlock	Shanwei	China	\$109.71
240	Marlene	Welch	Iwaki	Japan	\$106.77
486	Glen	Talbert	Acua	Mexico	\$100.77
537	Clinton	Buford	Aurora	United States	\$98.76

TOTAL SALES BY GEOGRAPHIC REGION (ANS. TO Q5) - PART 1

Variation in Sales Figures by Geographic Region



TOTAL SALES BY GEOGRAPHIC REGION (ANS. TO Q5) - PART 2

Highest Sales (Top 10)	
Country	Total Sales
India	\$6,034.78
China	\$5,251.03
United States	\$3,685.31
Japan	\$3,122.51
Mexico	\$2,984.82
Brazil	\$2,919.19
Russian Federation	\$2,765.62
Philippines	\$2,219.70
Turkey	\$1,498.49
Indonesia	\$1,352.69

Lowest Sales (Bottom 10)	
Country	Total Sales
American Samoa	\$47.85
Lithuania	\$63.78
Saint Vincent and the Grenadines	\$64.82
Tonga	\$64.84
Afghanistan	\$67.82
Tunisia	\$73.78
Finland	\$78.79
Slovakia	\$80.77
New Zealand	\$85.77
Ethiopia	\$91.77

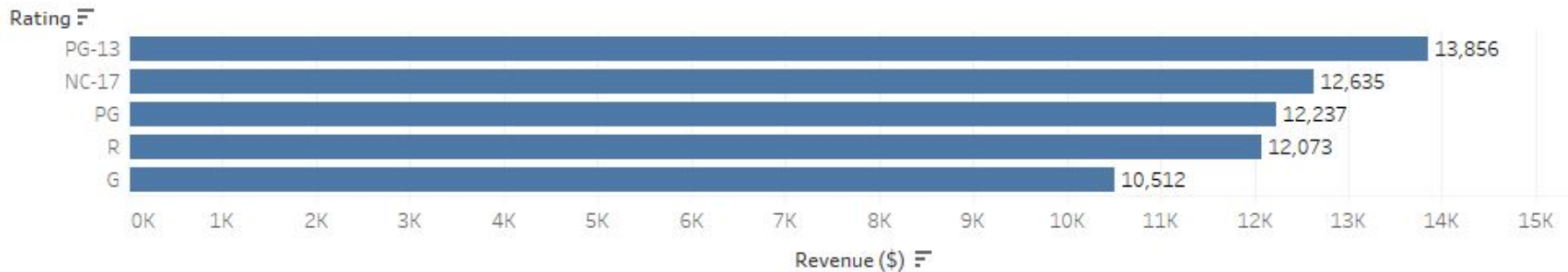
ADDITIONAL CONSIDERATION - GENRE & RATINGS TO REVENUE GAINS (PART 1)



- Top 3 Genres: Sports, Sci-Fi, & Animation

ADDITIONAL CONSIDERATION - GENRE & RATINGS TO REVENUE GAINS (PART 2)

Film Ratings that Contributed Most to Revenue Gain



- Top 3 Ratings: PG-13, NC-17 and PG

RECOMMENDATIONS

- Based on the data just surveyed, the RB Management Board should at least consider including the following elements in the 2020 launch strategy:
 - > A concerted effort to direct film selection and marketing resources towards the top-performing movies in the categories of genre and rating. To re-cap, the specifics for each of the two aforementioned categories are as follows:
 - Genres: **Sports** (Top earner), Sci-Fi & Animation
 - Ratings: **PG-13** (Top earner), NC-17 & PG

RECOMMENDATIONS (CONTD.)

>The geographic distribution of the RB customer base seems to suggest that the strategic increase and allocation of marketing resources to the following areas could potentially contribute to an increase in company revenue:

- **India** (Top earner)
- China
- United States

>Reconsider company presence in the lowest-performing countries. The three lowest performers were **American Samoa** (Lowest performer), Lithuania & Saint Vincent and the Grenadines.

QUESTIONS?

**If they arise later, feel free to reach out to me at
the following address: cemelumba89@gmail.com**

APPENDIX

Please visit Tableau Public page for more detailed view of the data analysis covered in this presentation: [Task 3.10 - Completed | Tableau Public](#)