

Rockbuster

# Online Rental Strategy

Presented by the BI Team



# Introduction

Context and goals for our presentation

# Goal

## **Launch a new branch: Online video rental service**

Using current movie licenses, service can be launched with minimal overhead cost

## **Current market trend**

Increasing demand for on-demand content, with competitor such as Netflix and Amazon Prime reflects a shift in customer preferences.

## **Data**

The analysis was conducted using data from the Rockbuster database. No third-party data was used, and there were no data privacy or security concerns.

# Initial questions

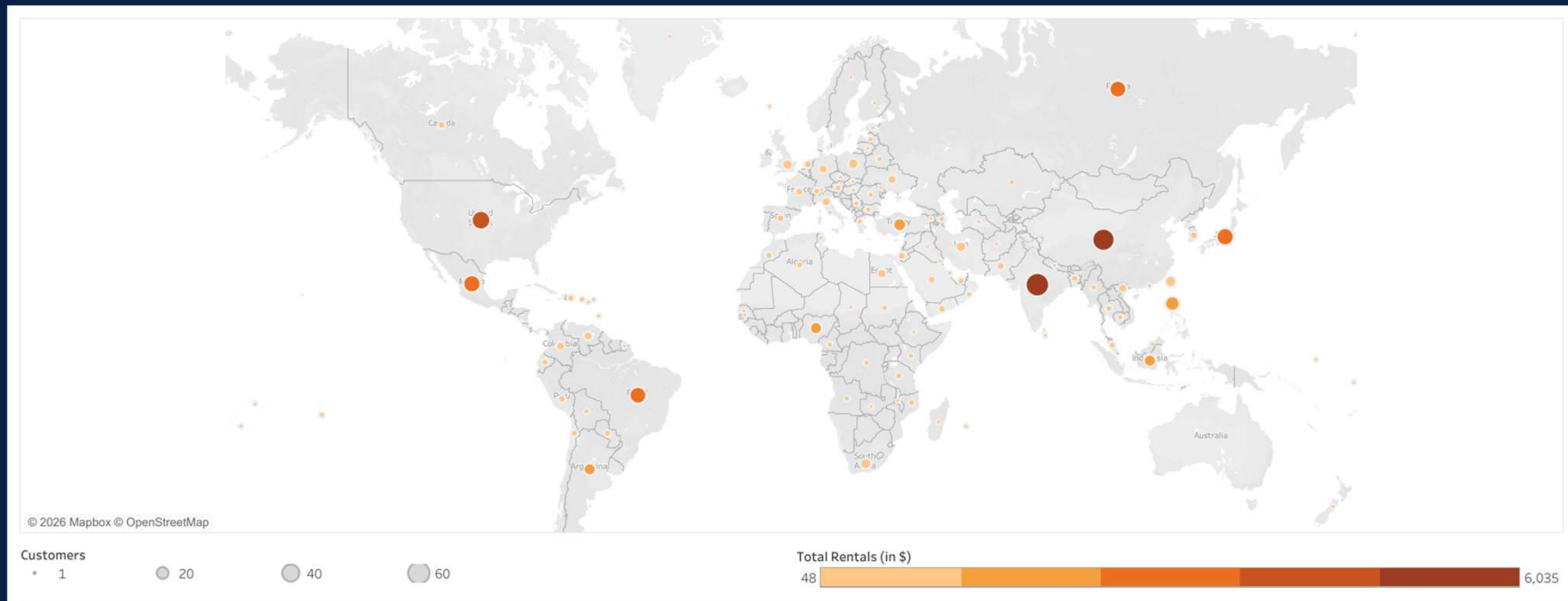
- Which movies contributed the most/least to revenue gain?
- What was the average rental duration for all videos?
- Which countries are Rockbuster's customers based in?
- Where are customers with high lifetime value based?
- Do sales figures vary between geographic regions?

# Data approach

- What was the average rental duration for all videos?
- Which countries are Rockbuster's customers based in?
- Where are customers with high lifetime value based?
- Do sales figures vary between geographic regions?

# Customer Analysis

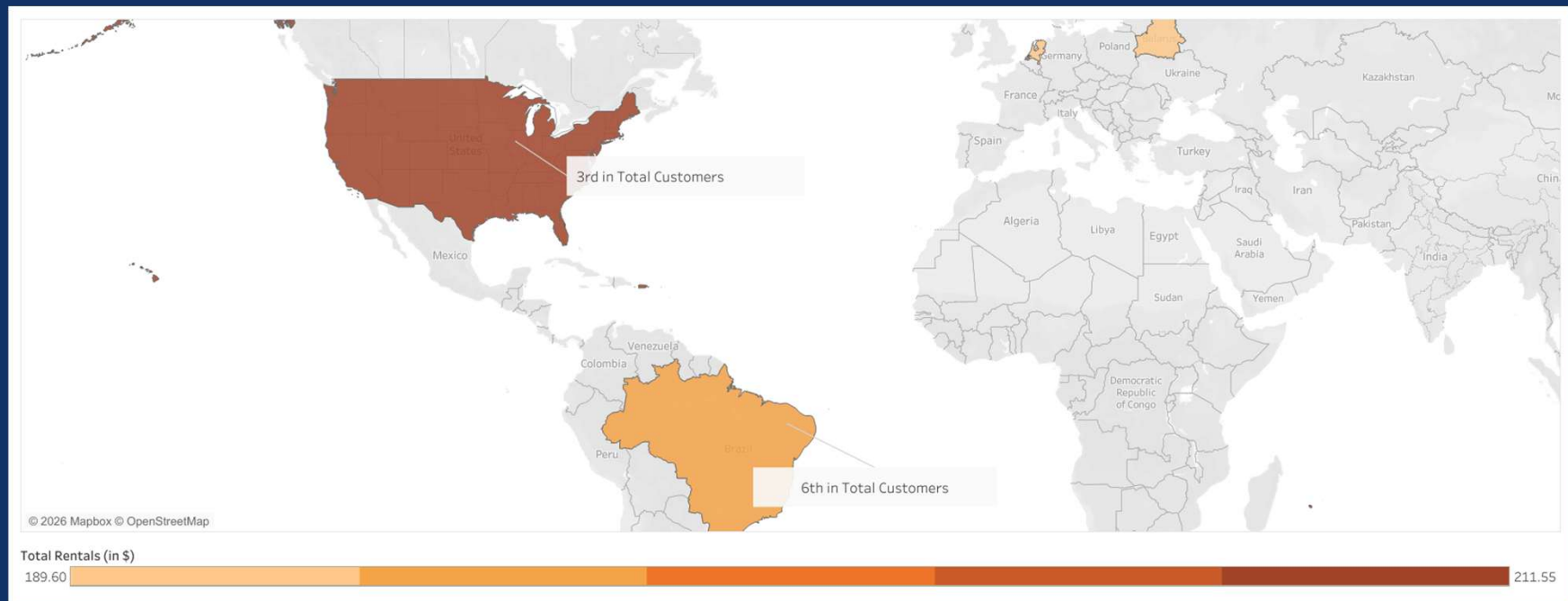
Where are our customers?



Total Customers
599

# Customer Analysis

Where are our biggest fans?

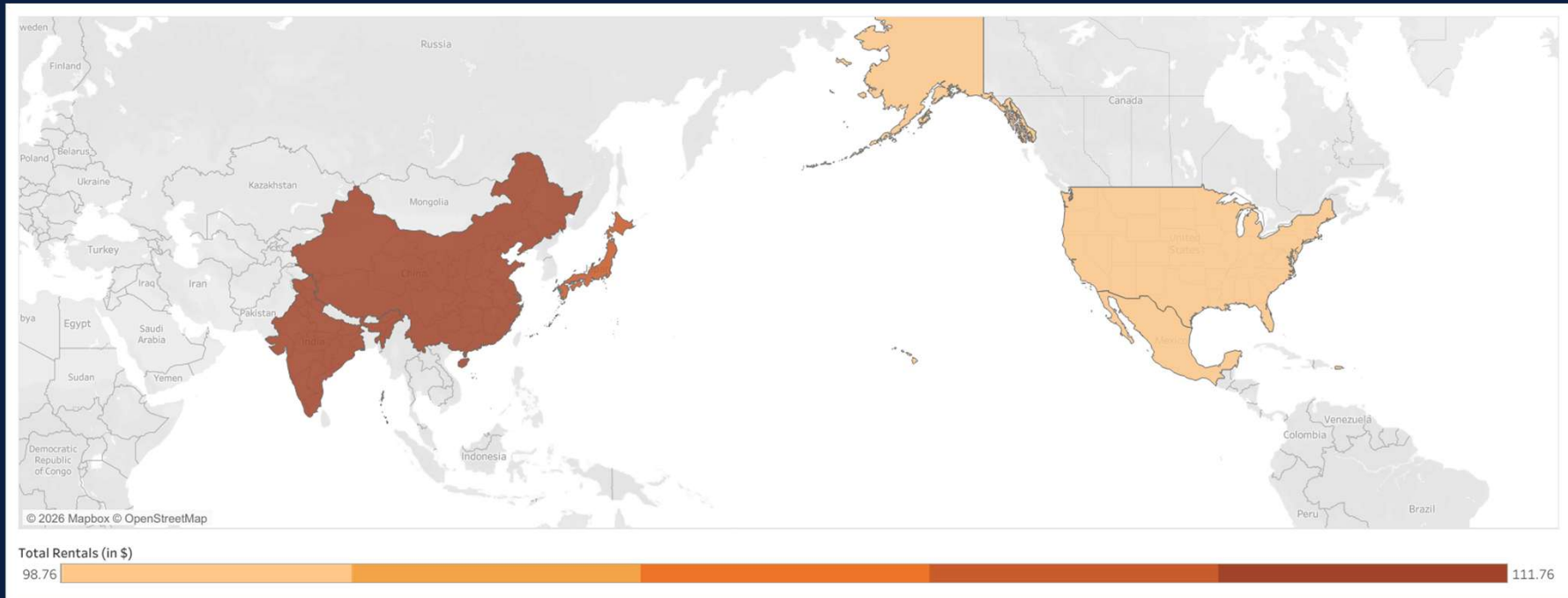


Top

5

# Customer Analysis

Where top spenders in top countries?

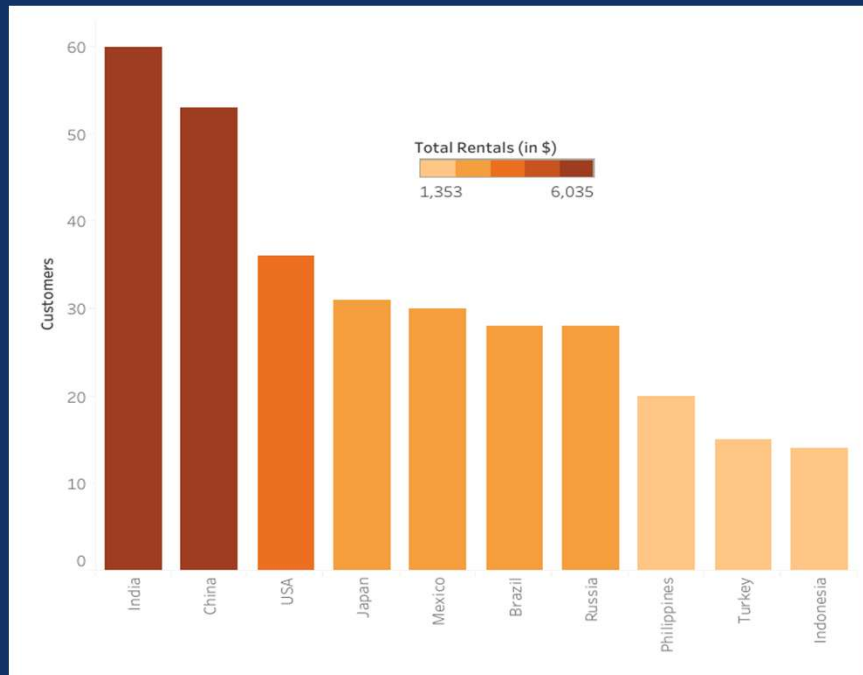


Average  
Spent

\$105,05

# Rental Analysis

Which are the top spending countries?



	Average	Maximum	Minimum
Rental Duration	5	7	3
Rental Rate	2,94	4,99	0,99



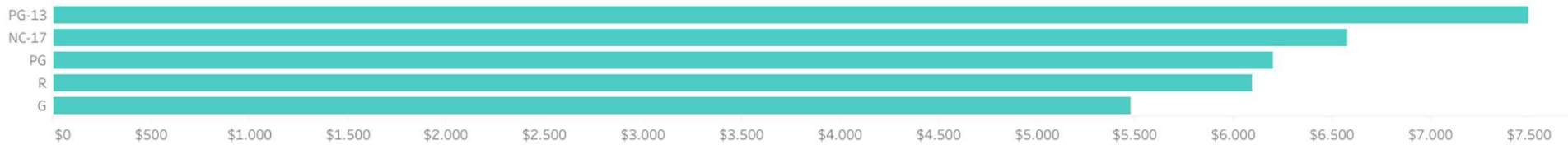
# Inventory Check

## Rating Analysis

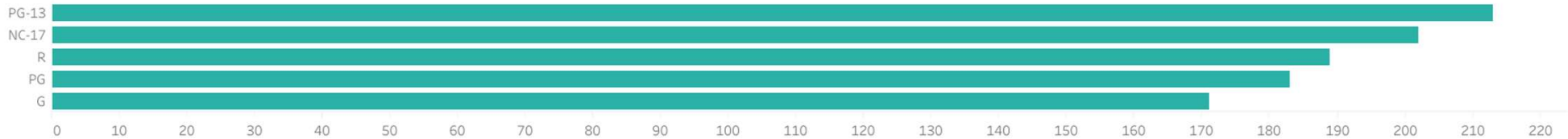
Total  
Licenses

1000

Top 10 Countries Revenue by Movie Rating



Licenses Count by Movie Rating



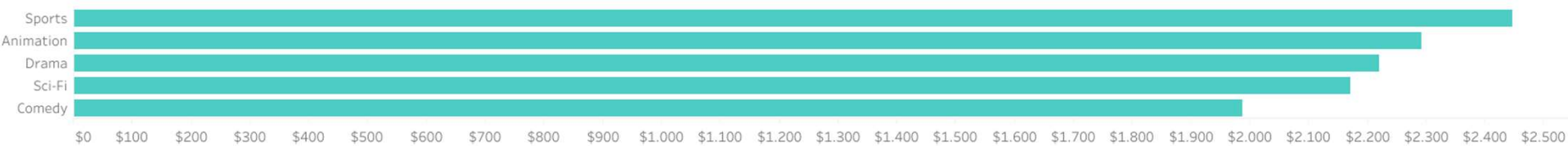
# Inventory Check

## Genre Analysis

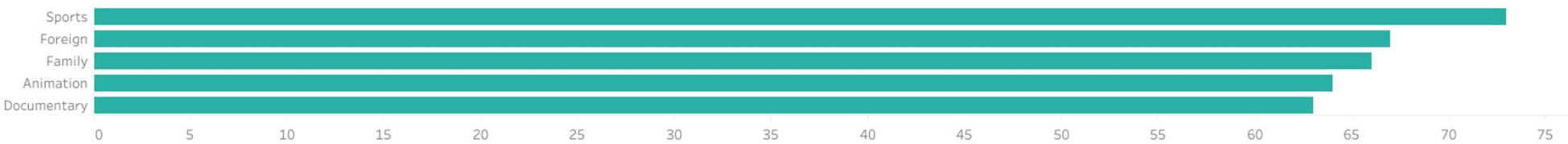
Total Licenses

1000

Top 10 Countries Revenue by Genre (Top 5)



Licenses Count by Genre (Top 5)



Sci-Fi: 59

Comedy: 56

# Key Insights

## Top Countries

India, China, USA, Japan, Mexico, Brazil, Russia, Philippines, Turkey, Indonesia

## Top Genres

Sports, Animation, Drama, Sci-Fi, Comedy

## Top Ratings

PG-13 and NC-17

52%

Of Rockbuster's Revenue comes from the top 10 countries

# Recommendations Inventory and Roll-out



## Geographic

Focus on the key 5-10  
Countries before expanding



## Ratings

Well distributed inventory.  
New acquisitions to focus on  
PG-13 and NC-17



## Genre

Invest in Sci-Fi and Comedy  
Titles

# Recommendations Marketing



## Customer Engagement

Focus on top clients in key countries for roll-out success



## Create Buzz

For loyal customers outside of key countries

# Thank You

We appreciate your attention and invite your questions regarding our strategy.

Tableau Customer Analysis:  
[https://public.tableau.com/app/profile/gabriela.cascione/viz/CustomerAnalysis-Rockbuster-3\\_10/D-WhereareourCustomers?publish=yes](https://public.tableau.com/app/profile/gabriela.cascione/viz/CustomerAnalysis-Rockbuster-3_10/D-WhereareourCustomers?publish=yes)

Tableau Inventory Analysis:  
[https://public.tableau.com/app/profile/gabriela.cascione/viz/InventoryAnalysis-Rockbuster-3\\_10/D-GenreAnalysis?publish=yes](https://public.tableau.com/app/profile/gabriela.cascione/viz/InventoryAnalysis-Rockbuster-3_10/D-GenreAnalysis?publish=yes)

