

# LAUNCH STRATEGY

## ONLINE VIDEO RENTAL SERVICE

Rockbuster Stealth LLC  
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# I. OVERVIEW

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In an era of entertainment defined by at-home streaming, Rockbuster management has decided to use its existing movie licenses to launch an **online video rental service** to stay competitive with services like Netflix and Amazon Prime



## II. KEY BUSINESS QUESTIONS

- ★ To drive 2020 strategy, Rockbuster management needs to better understand its user and film data. We will do so by answering the following questions:★
  - Which movies contributed the most/least to **revenue gain**?
  - What was the **average rental duration** for all videos?
  - Which **countries** are Rockbuster customers based in?★
  - Where are customers with a **high lifetime value** based?
  - Do sales figures vary between **geographic regions**?★



# III. DATA OVERVIEW

1,000



**Total Number  
of Films**

India

**Country** with most  
Customers (60)

115 minutes



**Average  
Length of Film**

\$2.98

**Average  
Rental Price**

182

**Number of  
Rentals in 2006**

\$61,312

**Total Rental  
Revenue**

20

**Number of  
Genres**

5 days

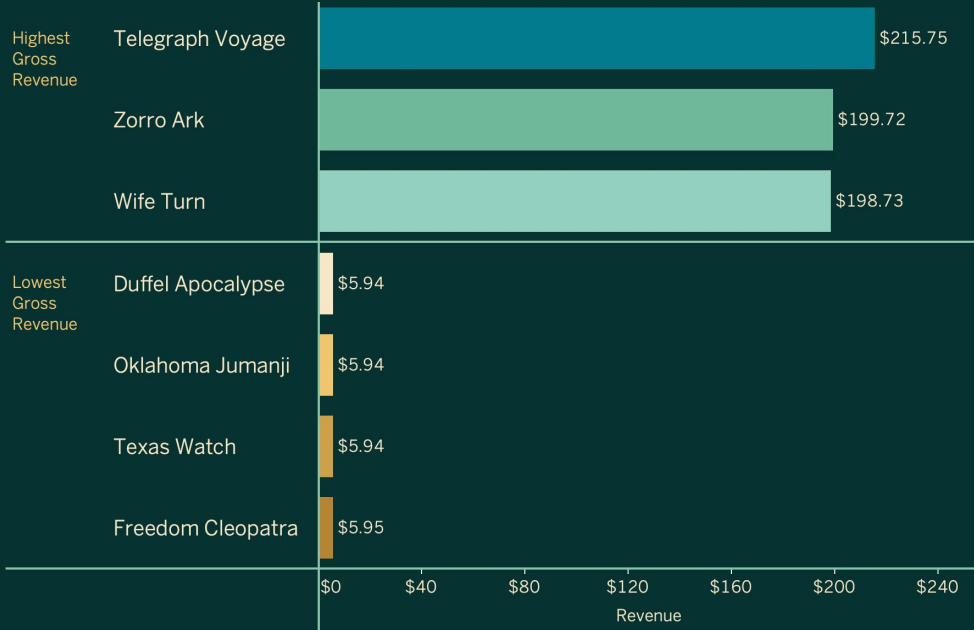
**Average Rental  
Duration**



# IV. ANALYSIS – FILM REVENUE

## Top Grossing Film Rental

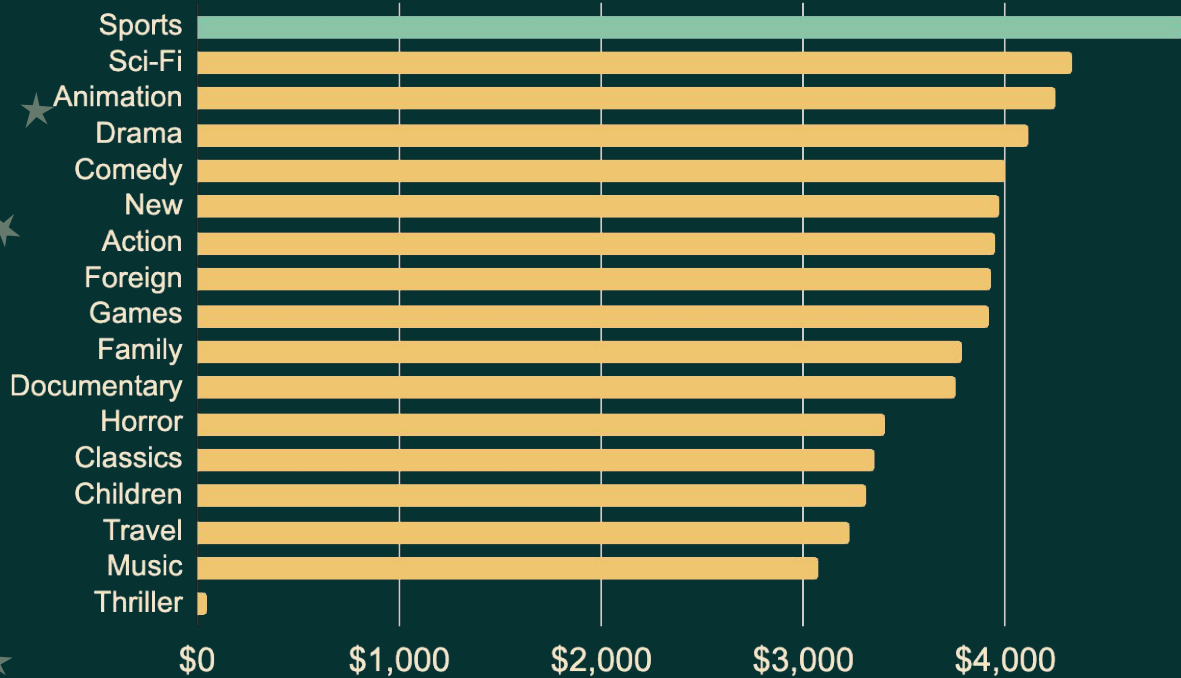
- Telegraph Voyage – **\$215**



## Lowest Grossing Film Rentals

- Telegraph Voyage – **\$5.94**
- Oklahoma Jumanji – **\$5.94**
- Texas Watch – **\$5.94**
- Freedom Cleopatra – **\$5.94**

## IV. ANALYSIS – REVENUE BY CATEGORY



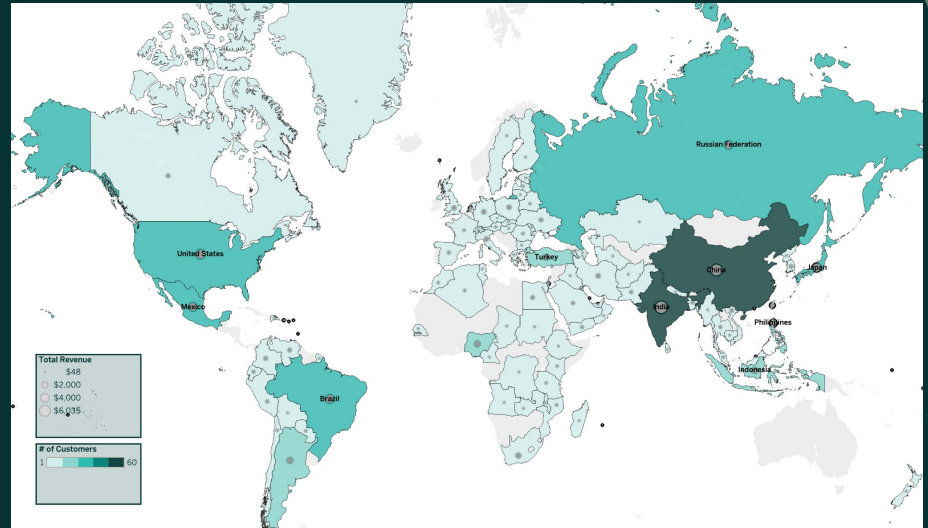
Films in the **Sports** category have driven the most revenue at **\$4,892** while **Thriller** has driven the least **\$48**.

The **average revenue** driven across all films categories is **\$3,607**.

# IV. ANALYSIS – GEO BREAKDOWN

## TOP 5 COUNTRIES BY REVENUE

COUNTRY	CUSTOMERS	SALES	REVENUE
India	60	1,422	\$6,035
China	53	1,297	\$5,251
United States	36	869	\$3,685
Japan	31	749	\$3,123
Mexico	30	718	\$2,985





## IV. ANALYSIS – HIGHEST LTV CUSTOMERS

CUSTOMER ID	NAME	COUNTRY	REVENUE
148	Eleanor Hunt	Reunion	\$212
526	Karl Seal	United States	\$209
178	Marion Snyder	Brazil	\$195
137	Rhonda Kennedy	Netherlands	\$192
144	Clara Shaw	Belarus	\$190
459	Tommy Collazo	Iran	\$184

# V. INSIGHTS & CONCLUSION



1. \_\_\_\_\_

Focus marketing and investment into top revenue-driving films and categories like **Sports**, **Sci-Fi** and **Animation**.

2. \_\_\_\_\_

Cater to countries with largest customer concentrations by licensing more films with most **popular languages & categories** in those regions.

3. \_\_\_\_\_

Build loyalty by **rewarding customers** with high LTV or high sales with **perks** like free rentals and no late fees.

4. \_\_\_\_\_

Deploy incentivized surveys to solicit customer feedback on rental price, duration and customer experience. Use results to test and iterate on business strategy.



# THANK YOU!

Questions? Feel free to contact us at  
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