

# Preparing for Rockbuster Stealth's Launch Strategy

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Rockbuster Stealth LLC is a movie rental company with stores around the world



Rating

Most Used: PG-13



Rental Duration

Minimum: 3  
Maximum: 7  
Average: 4.99



Rental Rate

Minimum: 0.99  
Maximum: 4.99  
Average: 2.98



Film Length

Minimum: 46  
Maximum: 185  
Average: 115



Replacement Cost

Minimum: 9.99  
Maximum: 29.99  
Average: 19.98

# What is the Ask?

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.

## Movies

- Which movies contribute the most/least to revenue gain?
- What is the average rental duration of all videos?

## Customers

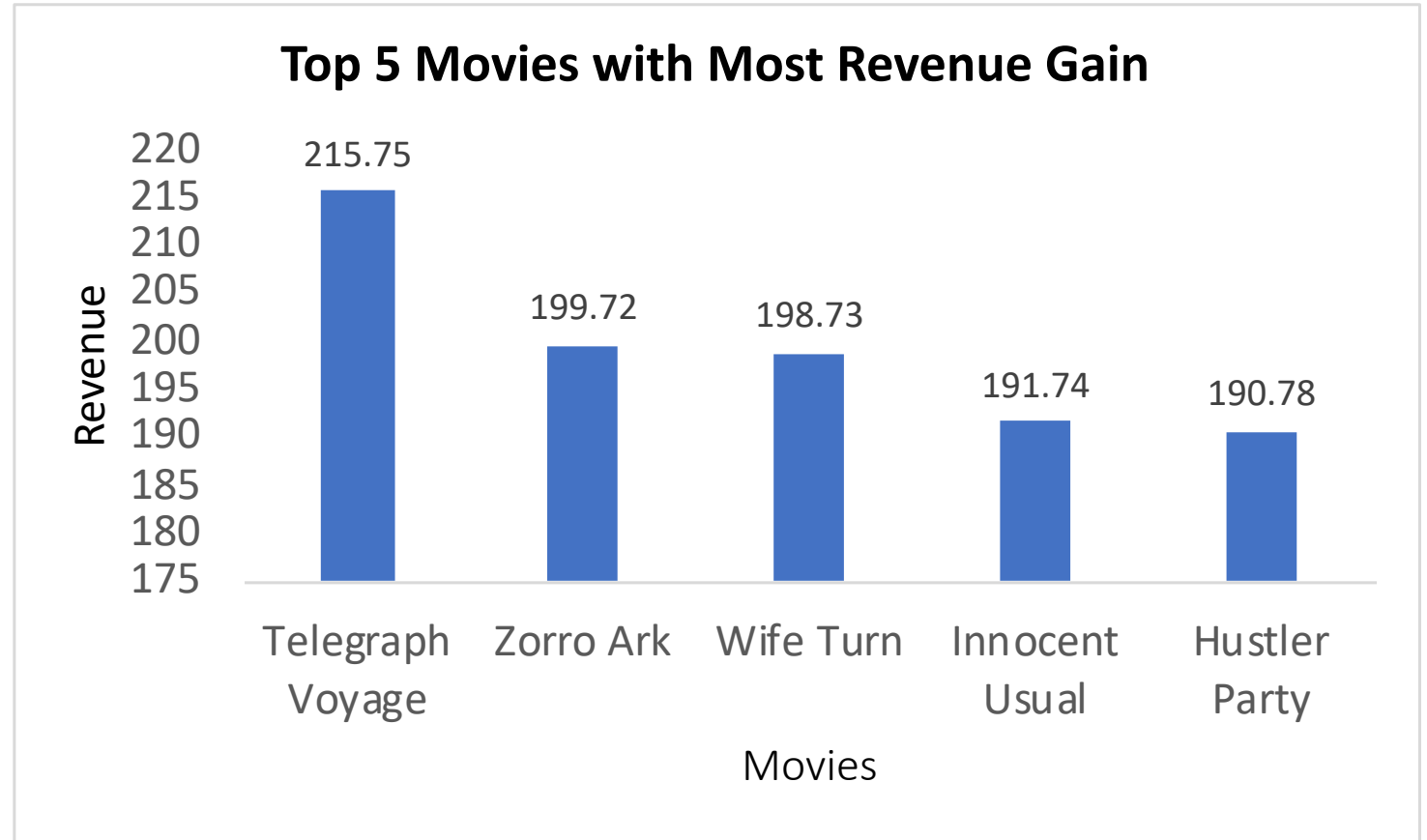
- Which countries are Rockbuster customers based in?
- Where are customers with high lifetime value based?

## Sales

- Do sales figures vary between geographic regions?

# Analysis

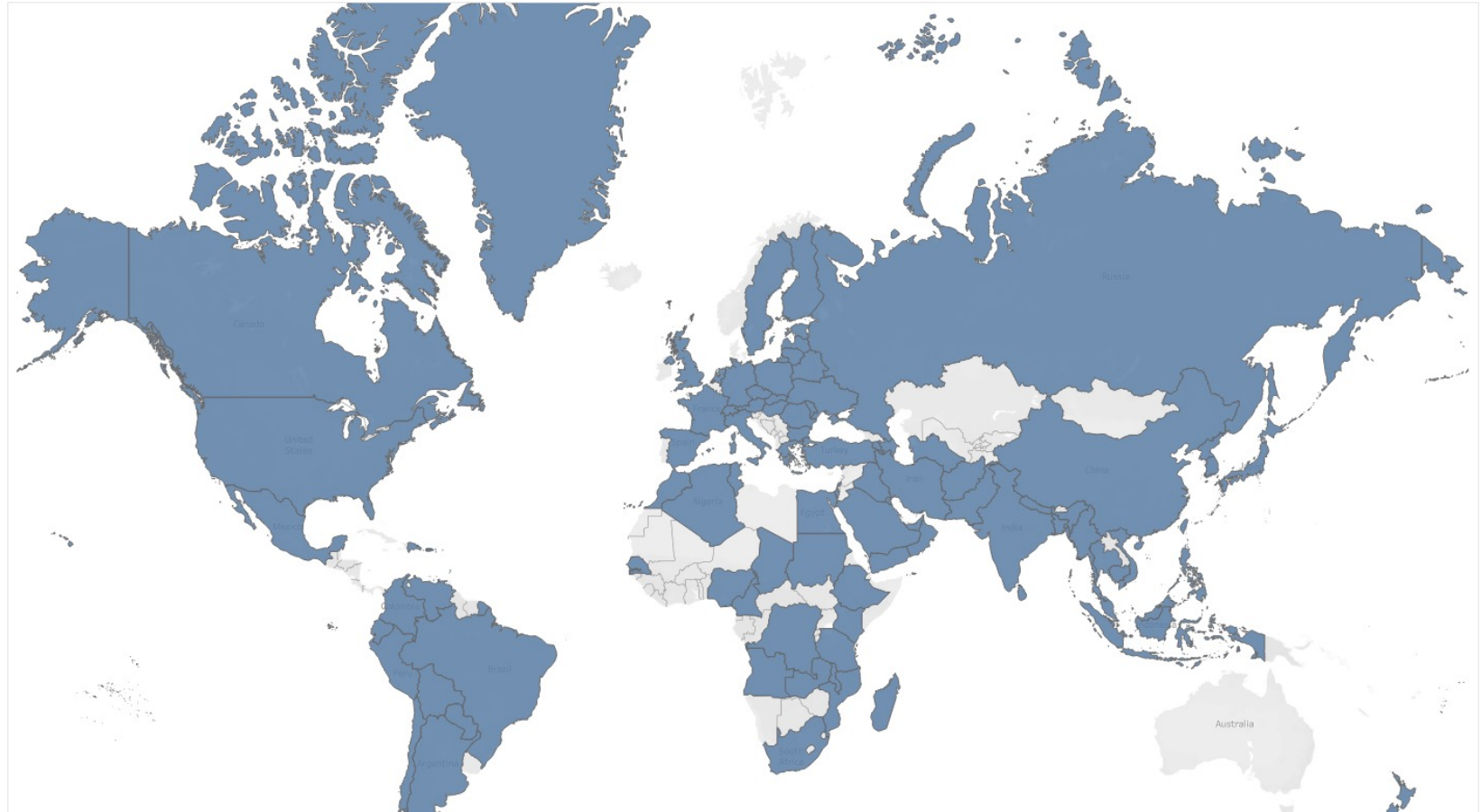
# Movies



- 42 movies had no contribution to revenue gain
- 4.985 is the average rental duration for all videos

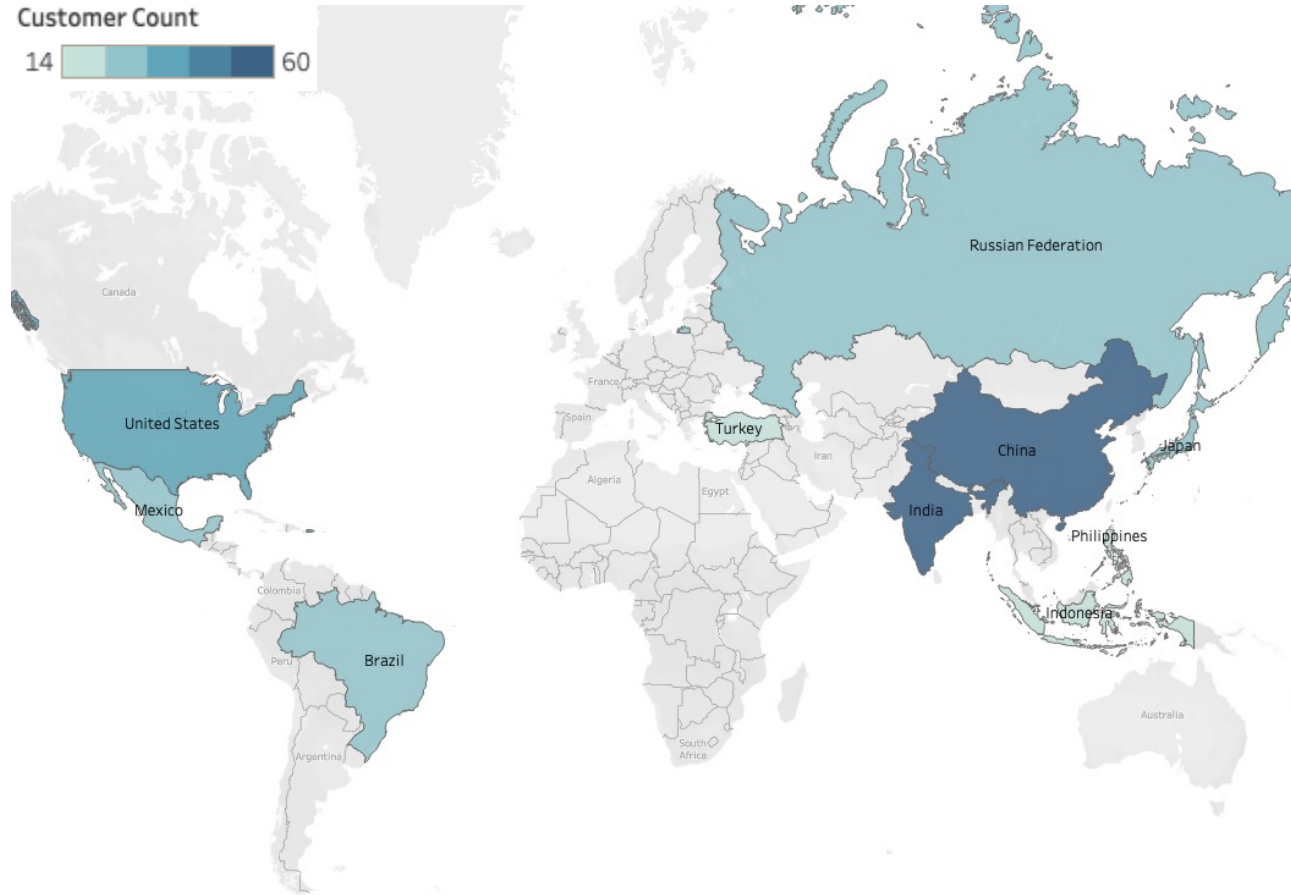


# Rockbuster Customers



Rockbuster Customers are located globally across many countries

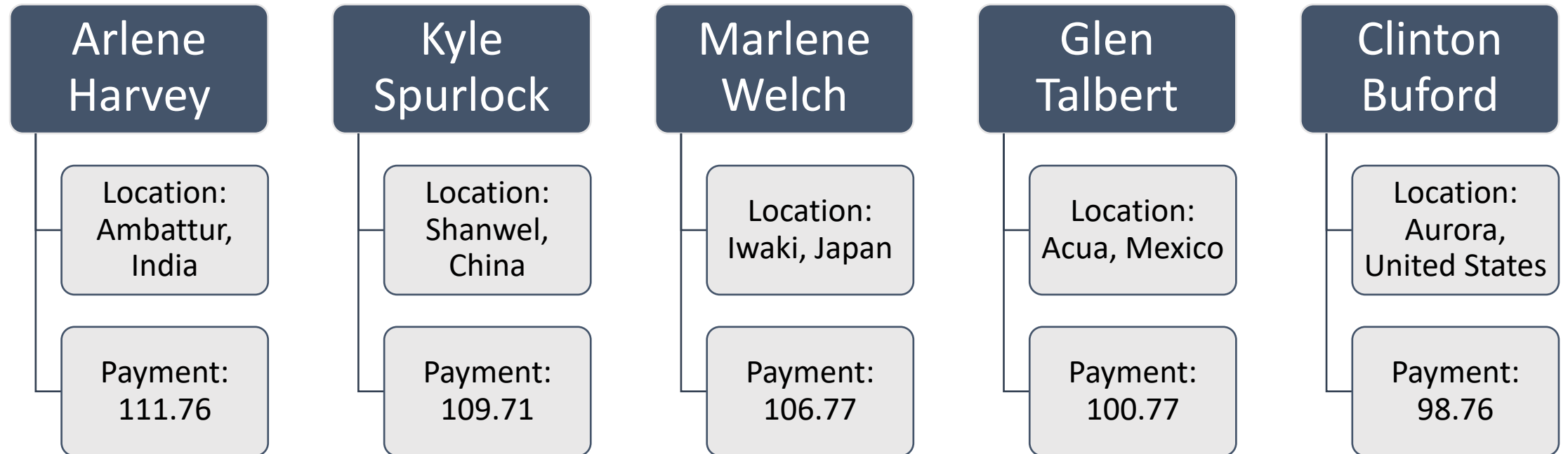
# Top 10 Countries & Cities With High Customer Count



## Top 10 Cities

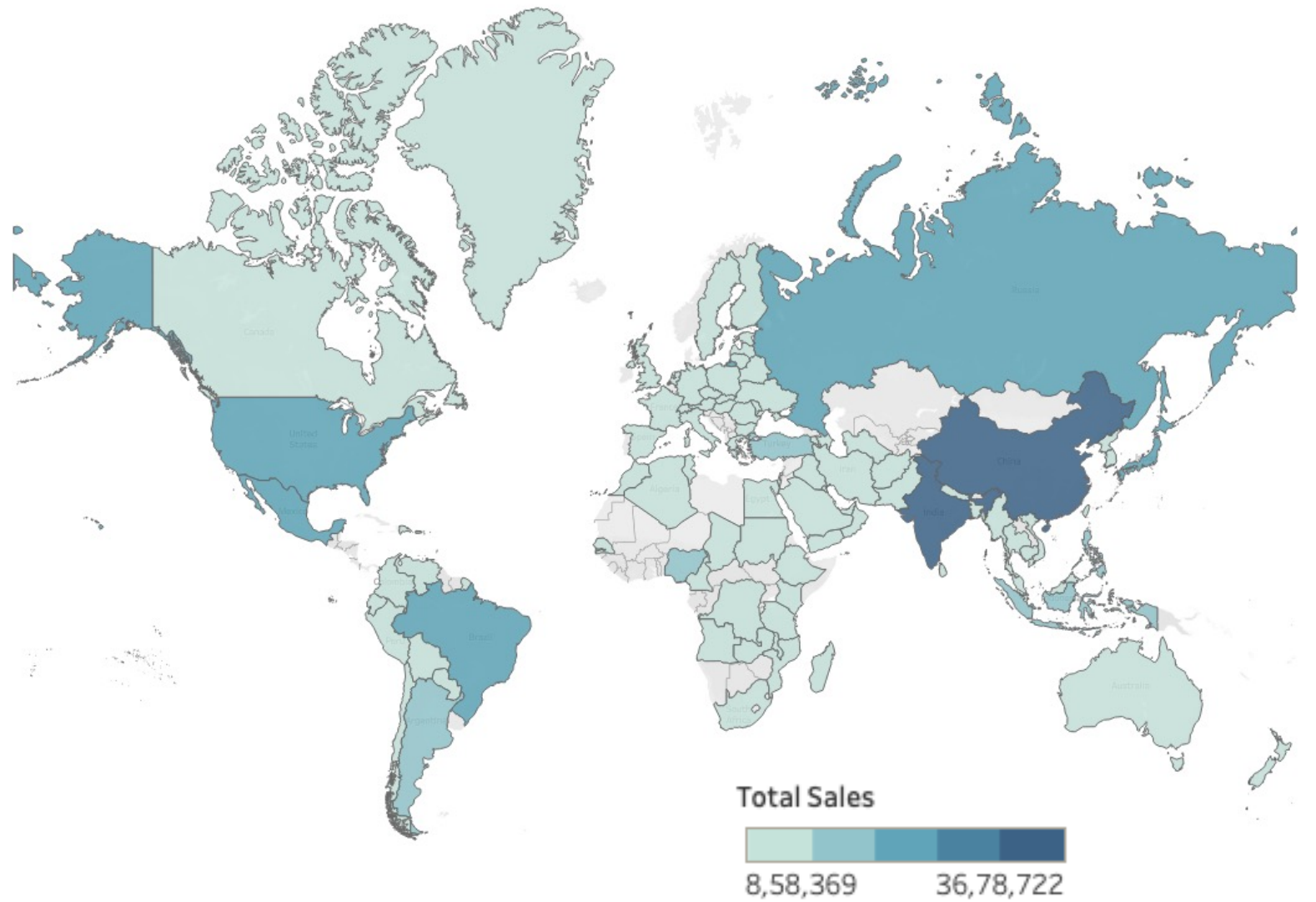
- Aurora
- Acua
- Citrus Heights
- Iwaki
- Ambattur
- Shanwei
- So Leopoldo
- Teboksary
- Tianjin
- Cianjur

# Top 5 Customers in Top 10 Cities



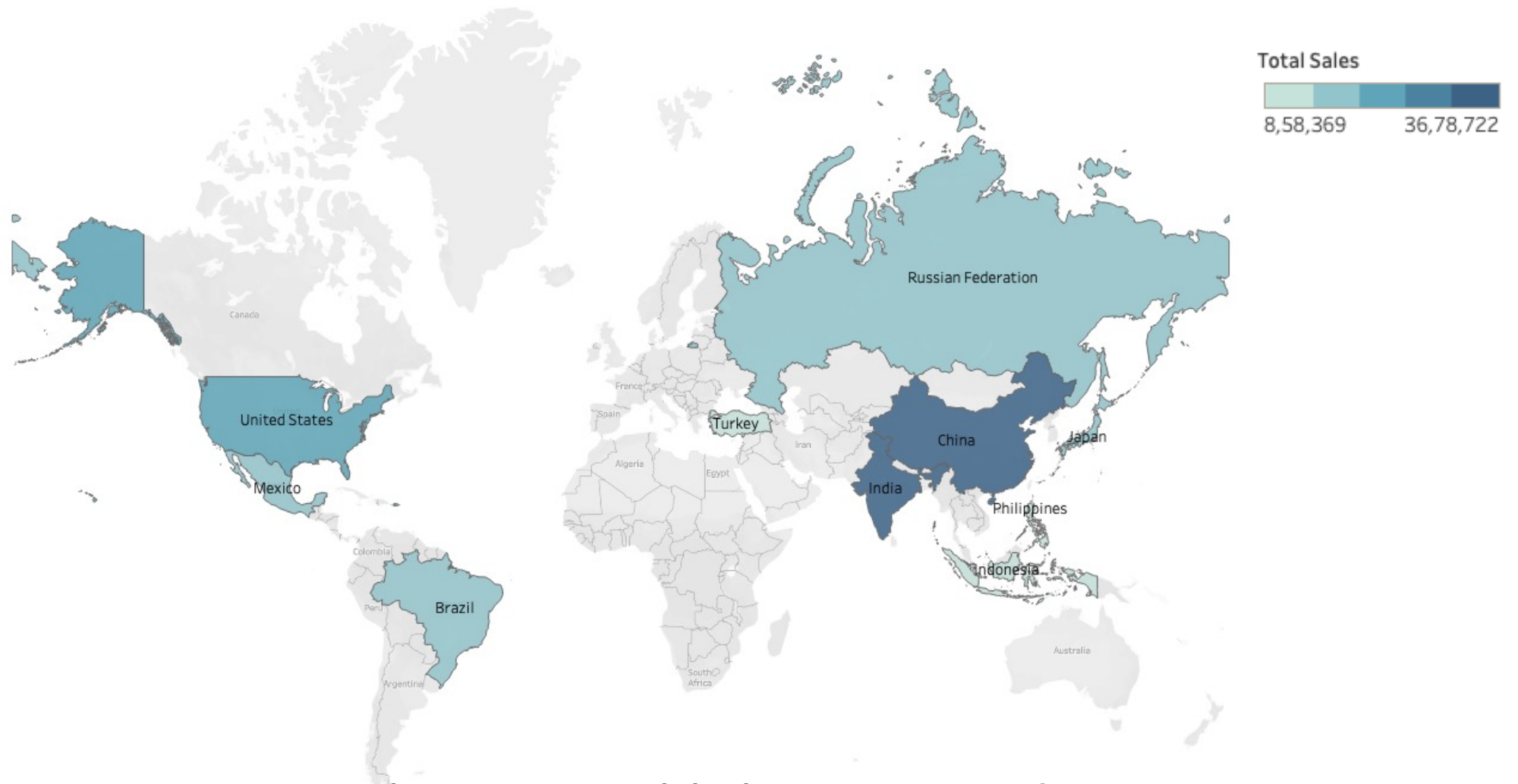


# Rockbuster Sales

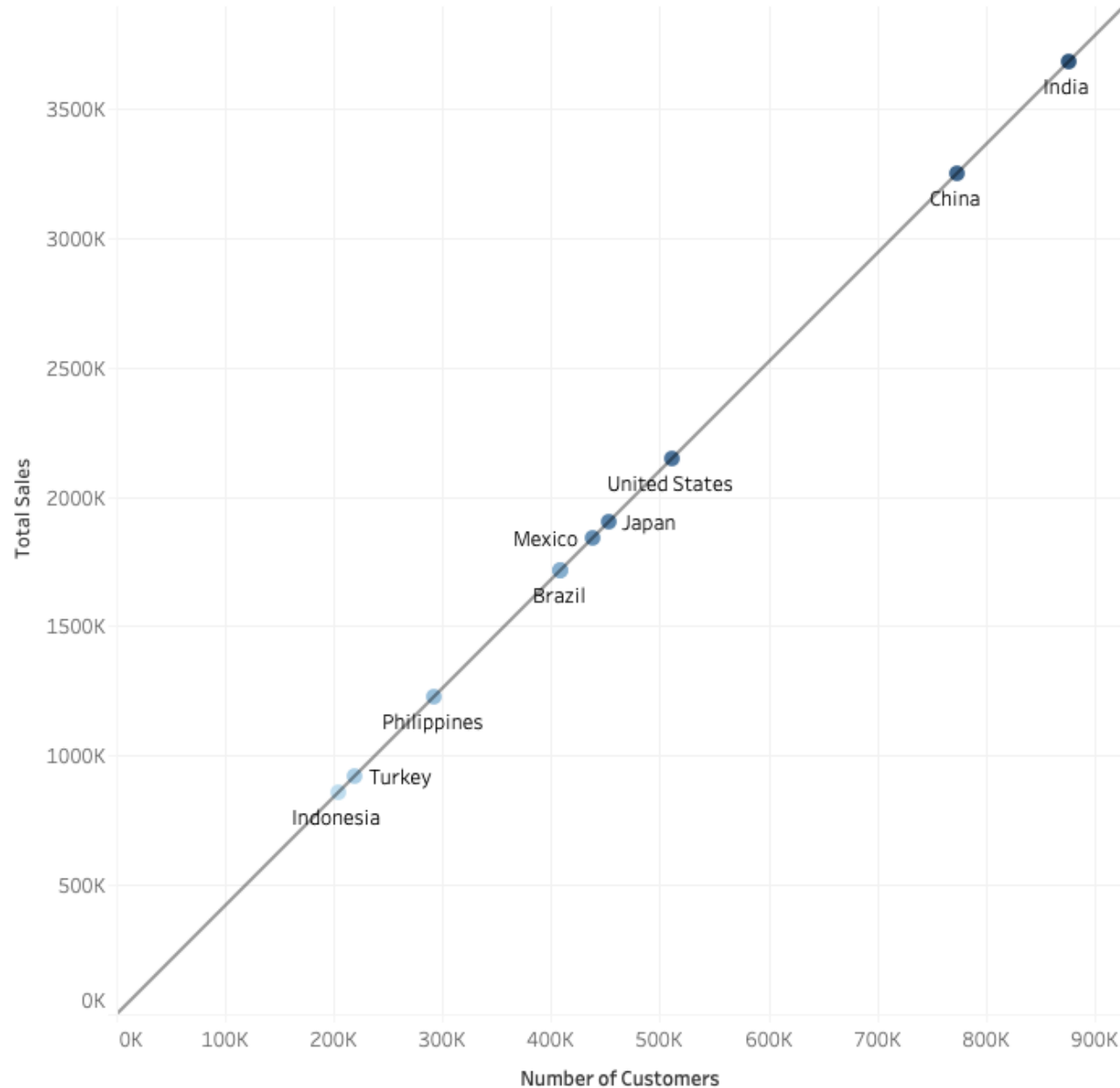


Rockbuster sales vary widely across geographic regions

# Top 10 Countries With High Customer Lifetime Value



**Is it same as the countries with high customer count?**



Is there any correlation between the number of customers and sales?

Yes! There is a positive correlation between the two.

As the number of customers increases, the total sales increase.

# Conclusions & Recommendations

# Conclusion

Telegraph Voyage, Zorro Ark, Wife Turn, Innocent Usual, Hustler Party are the top 5 movies with highest revenue gain to Rockbuster.

42 movies had no contribution to the revenue gain.

Though sales of Rockbuster Sales is globally spread, the majority of high number of customers and revenue has come from Asian countries.

# Recommendations

Further analysis should be done to collect data on what attributes made it to the top 5 list and add similar movies to the online video rental service.

Those 42 movies need to be removed to optimize the spend.

Increase marketing spend on Asian countries for the online video rental service since the brand recognition is high already.

# Questions?

For any further questions or comments, please contact Dheepika at [dheepikac@protonmail.com](mailto:dheepikac@protonmail.com).

Tableau Link: [Rockbuster Launch Project](#)

Thank you!