Rockbuster Stealth LLC.

Launch Strategy 2020 For The New Online Video Service

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Project Overview

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services.

IT IS PLANNED TO USE EXISTING FILM LICENSES TO LAUNCH AN ONLINE VIDEO RENTAL SERVICE TO REMAIN COMPETITIVE.

Key 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?

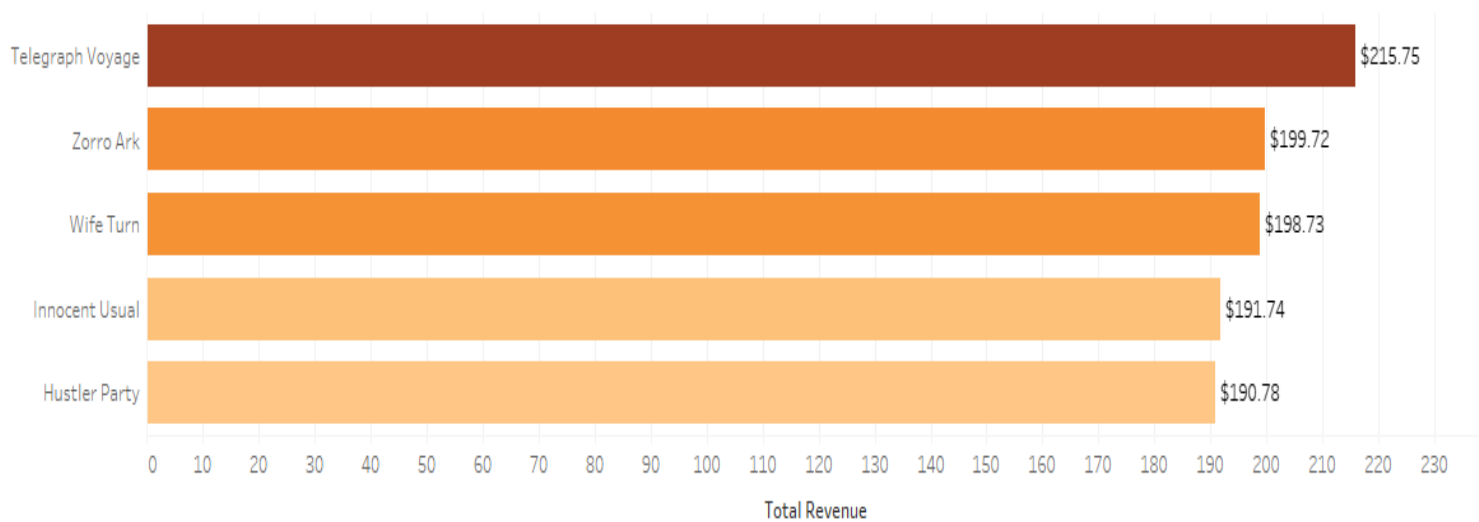# Rental Duration

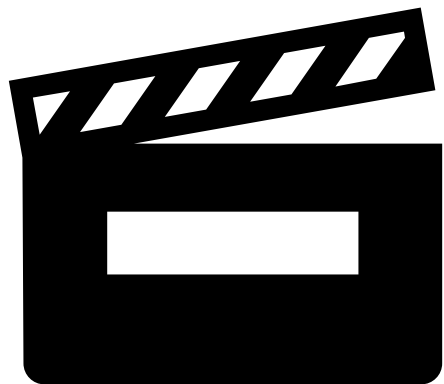MINIMAL RENTAL RATE: **3** DAYS

AVERAGE RENTAL RATE: **5** DAYS
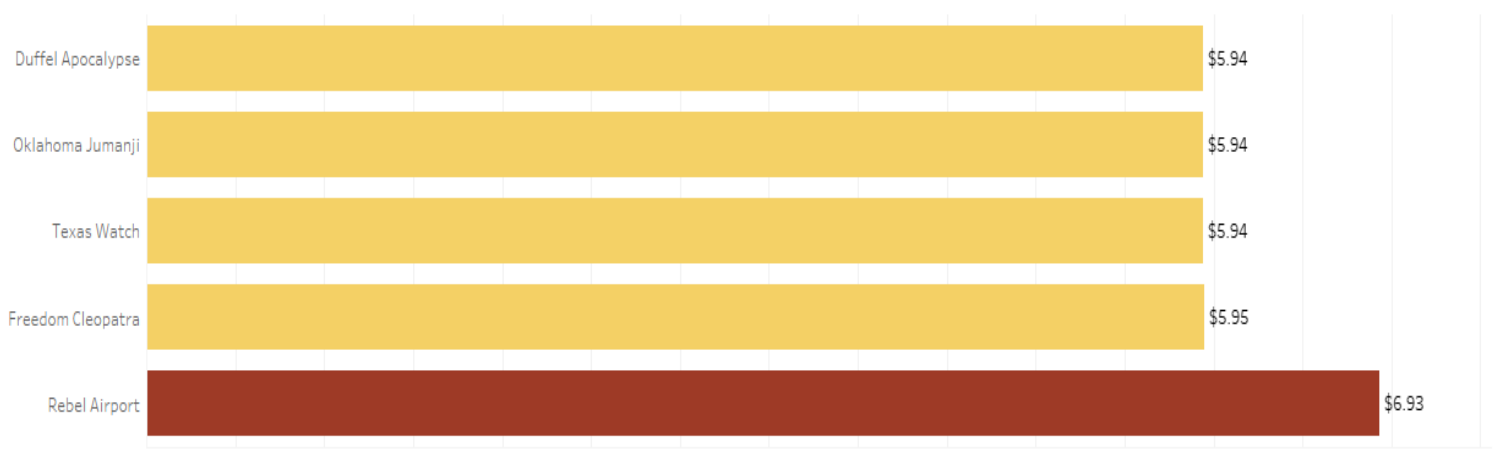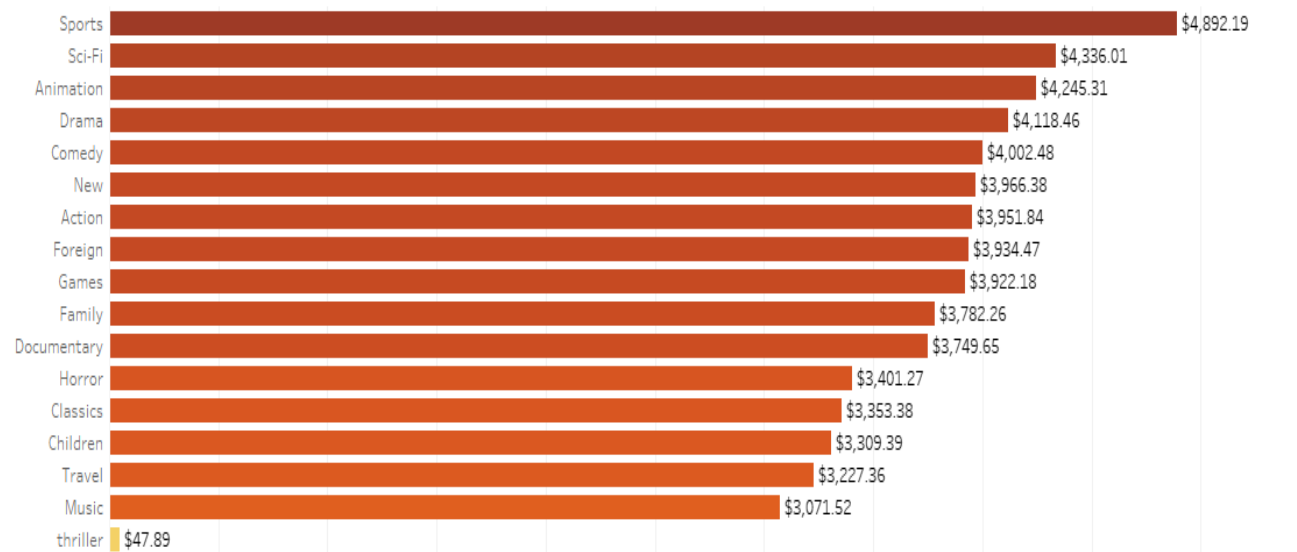
MAXIMUM RENTAL RATE: **7** DAYS
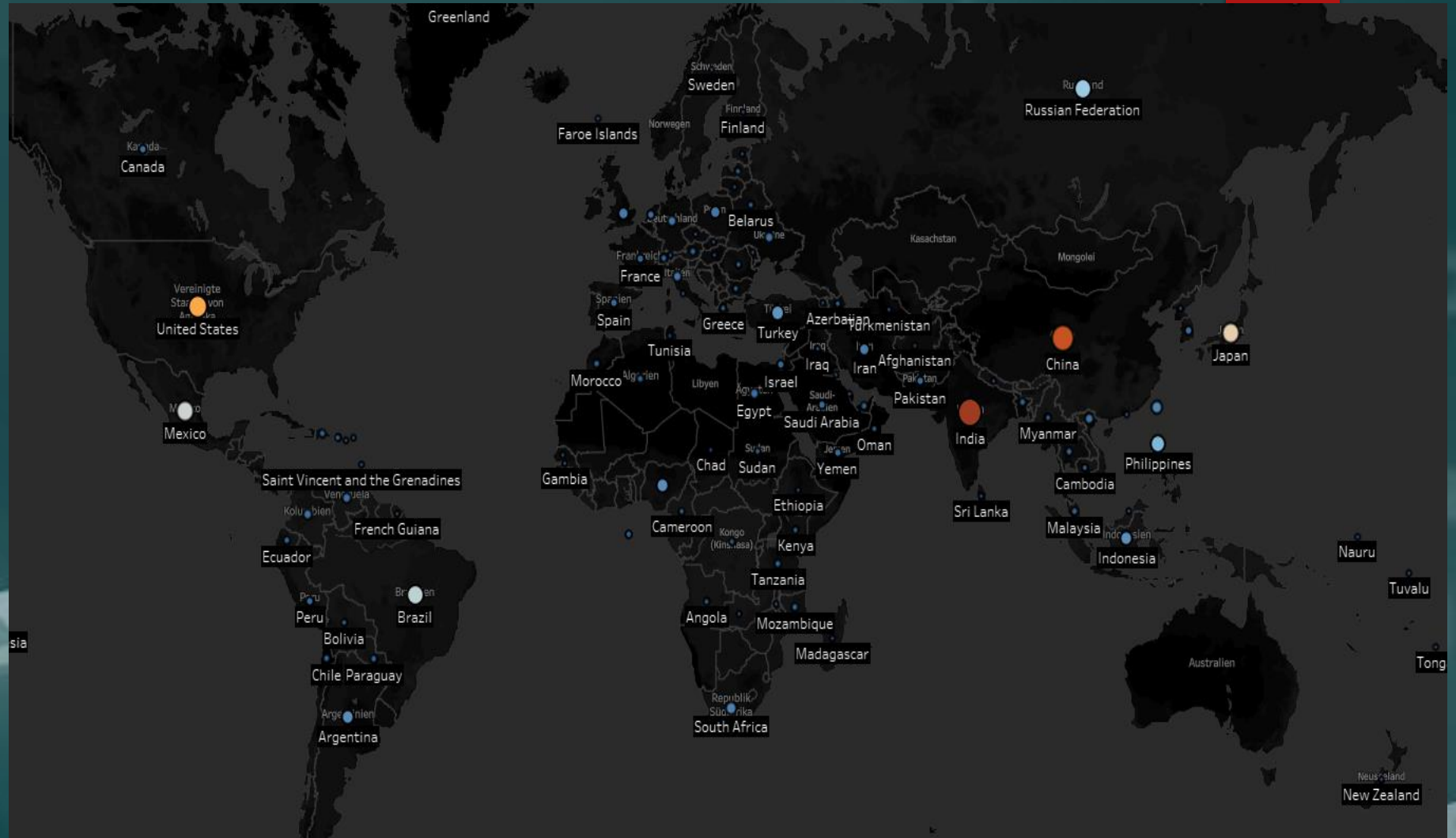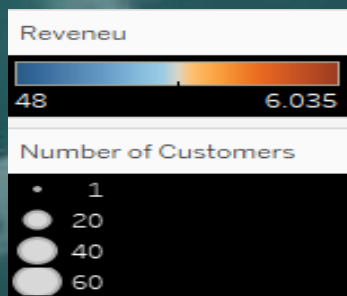
Top 5
Film
Revenue

Bottom 5 Film Revenue

Film	Revenue
Duffel Apocalypse	$5.94
Oklahoma Jumanji	$5.94
Texas Watch	$5.94
Freedom Cleopatra	$5.95
Rebel Airport	$6.93

Revenue by Genres.

Genre	Revenue
Sports	$4,892.19
Sci-Fi	$4,336.01
Animation	$4,245.31
Drama	$4,118.46
Comedy	$4,002.48
New	$3,966.38
Action	$3,951.84
Foreign	$3,934.47
Games	$3,922.18
Family	$3,782.26
Documentary	$3,749.65
Horror	$3,401.27
Classics	$3,353.38
Children	$3,309.39
Travel	$3,227.36
Music	$3,071.52
thriller	$47.89

Geographical Blockbuster customer count and total payment received in each country

Top 10 Cities From the Top 10 Countries
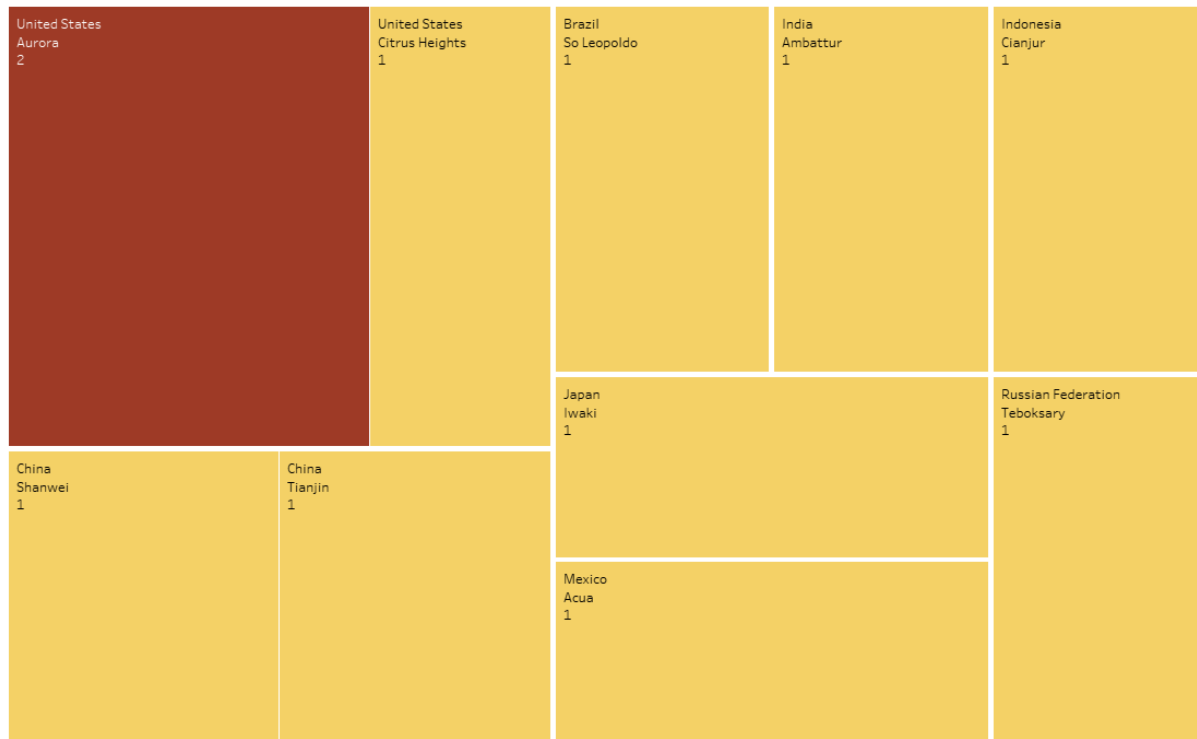
Top 5 customers

Customer id	First Name	Last Name	Country	City	Total Amount Paid
225	Arlene	Harvey	India	Ambattur	$ 111.76
424	Kyle	Spurlock	China	Shanwei	$ 109.71
240	Marlene	Welch	Japan	Iwaki	$ 106.77
486	Glen	Talbert	Mexico	Acua	$ 100.77
537	Clinton	Buford	United States	Aurora	$ 98.76

Insights & Recommendations

- Understand customers' preferences and habits to improve the selection of movies for the online video service. Consider using customer data to offer personalized recommendations and tailor marketing efforts.

- To maximize revenue, focus on licensing and promoting movies that have historically contributed the most to revenue gain. This could involve securing exclusive rights to popular titles or ensuring a diverse catalog that appeals to a wide audience.

- Analyze customer rental duration data to better plan pricing and subscription models. This could involve introducing different rental plans, such as short-term and long-term options, to cater to various customer needs.

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