

# ROCKBUSTER STEALTH

STREAMING LAUNCH STRATEGY

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# INTRODUCTION

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

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 to stay competitive.



# DATA OVERVIEW

Summary of Rockbuster's database and tables during the Exploratory Data Analysis process.

599

Total Customers

1,000

Number of Film Titles

17

Movie Genres

109

Countries

4,581

Inventory count of rentals

\$92,621.19

Total Film Inventory

3

Months of data

14,596

# of sales transactions

\$61,312.04

Total Revenue

	RENTAL DURATION	RENTAL RATE	REPLACEMENT COST
MINIMUM	3 DAYS	\$0.99	\$9.99
AVERAGE	5 DAYS	\$2.98	\$19.98
MAXIMUM	7 DAYS	\$4.99	\$29.99



# AGENDA

01

## KEY QUESTIONS & OBJECTIVES

Stakeholder questions  
& project objectives

02

## FILM

Stats & Revenue

03

## CUSTOMERS

Stats, Revenue, & High  
Valued Customers

04

## SUMMARY

Answers &  
Conclusions

05

## RECOMMENDATIONS

Streaming launch &  
pricing



# KEY QUESTIONS & OBJECTIVES



1

What was the average rental duration for all videos?



2

Which movies contributed the most and least to revenue?



3

Which countries and continents are Rockbuster customers based in?



4

Where are customers with a high lifetime value located?



5

Do sales figures vary between geographic regions?



## 02. FILM STATS

**PG-13**

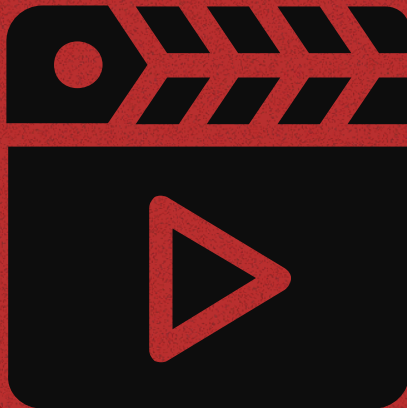
Most Popular Movie Rating

**SPORTS**

Most Popular Movie Genre

**5**

MPAA Ratings Categories



**G**

Least Popular Movie Rating

**THRILLER**

Least Popular Movie Genre

**17**

Movie Categories



# 02. FILM REVENUE

Although the Sports genre has the highest revenue, the other genres are just as popular.

MPAA Ratings are similar in revenue based on customer preference.

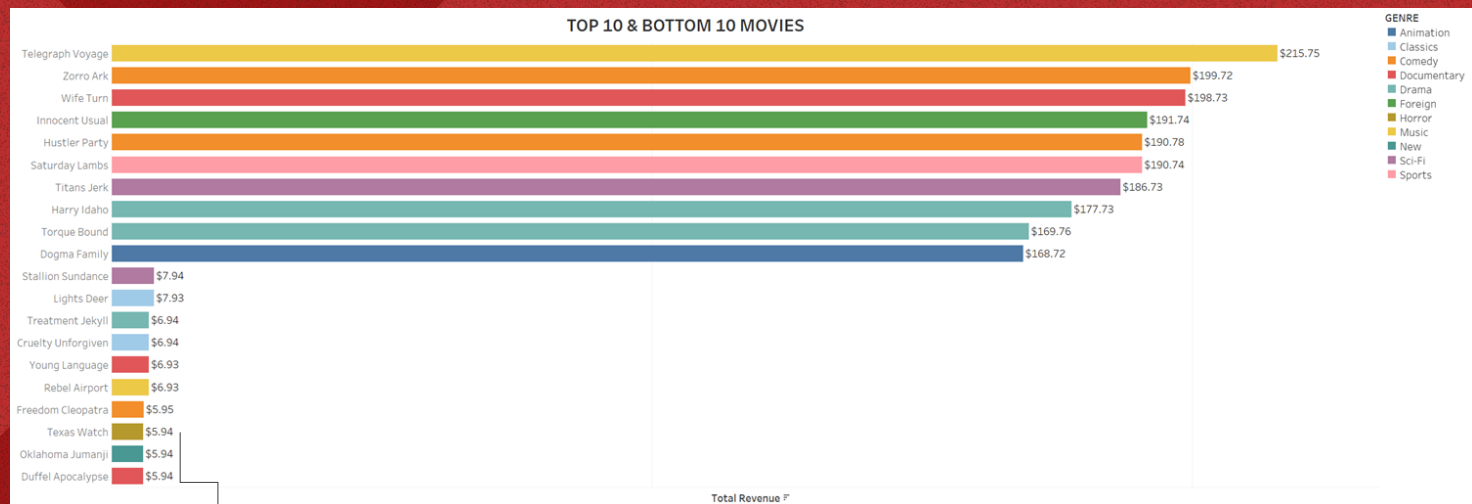
## GENRES

<b>Sports</b> Total Revenue: \$4,892.19   8% Rental Count: 1,081	<b>Drama</b> Total Revenue: \$4,118.46   7% Rental Count: 953	<b>Action</b> Total Revenue: \$3,951.84   6% Rental Count: 1,013	<b>Family</b> Total Revenue: \$3,782.26   6% Rental Count: 977	<b>Documentary</b> Total Revenue: \$3,749.65   6% Rental Count: 937	<b>Horror</b> Total Revenue: \$3,401.27   6% Rental Count: 773
<b>Sci-Fi</b> Total Revenue: \$4,336.01   7% Rental Count: 998	<b>Comedy</b> Total Revenue: \$4,002.48   7% Rental Count: 851	<b>Foreign</b> Total Revenue: \$3,934.47   6% Rental Count: 953	<b>Classics</b> Total Revenue: \$3,353.38   5% Rental Count: 860		<b>Travel</b> Total Revenue: \$3,227.36   5% Rental Count: 765
<b>Animation</b> Total Revenue: \$4,245.31   7% Rental Count: 1,065	<b>New</b> Total Revenue: \$3,966.38   6% Rental Count: 864	<b>Games</b> Total Revenue: \$3,922.18   6% Rental Count: 884	<b>Children</b> Total Revenue: \$3,309.39   5% Rental Count: 861		<b>Music</b> Total Revenue: \$3,071.52   5% Rental Count: 750

## MPAA RATINGS

<b>PG-13</b> Total Revenue: \$13,855.56   23% Rental Count: 3,245	<b>PG</b> Total Revenue: \$12,236.65   20% Rental Count: 2,938	<b>G</b> Total Revenue: \$10,511.88   17% Rental Count: 2,508
<b>NC-17</b> Total Revenue: \$12,634.92   21% Rental Count: 3,008	<b>R</b> Total Revenue: \$12,073.03   20% Rental Count: 2,897	

# 02. REVENUE BY MOVIE





# 03. CUSTOMER REVENUE STATS

**\$0.99**

Mode of Rental Rate

**\$2.98**

Avg of Rental Rate

**\$211.55**

Highest Customer Sales Total\*

**\$27,955.95**

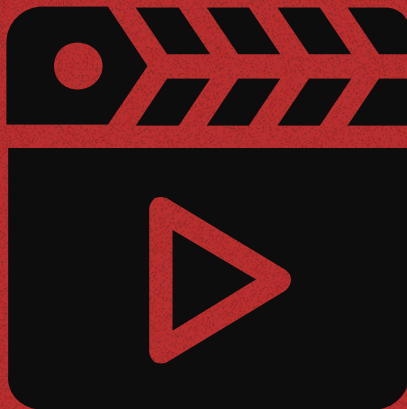
Highest Revenue in Asia

**\$102**

Avg. Revenue Per User\*

**\$4.20**

Avg. Transaction Value\*



\*based on sales for 3 months



# 03. CUSTOMER STATS

599

CUSTOMERS

Across all 6  
continents

108

COUNTRIES

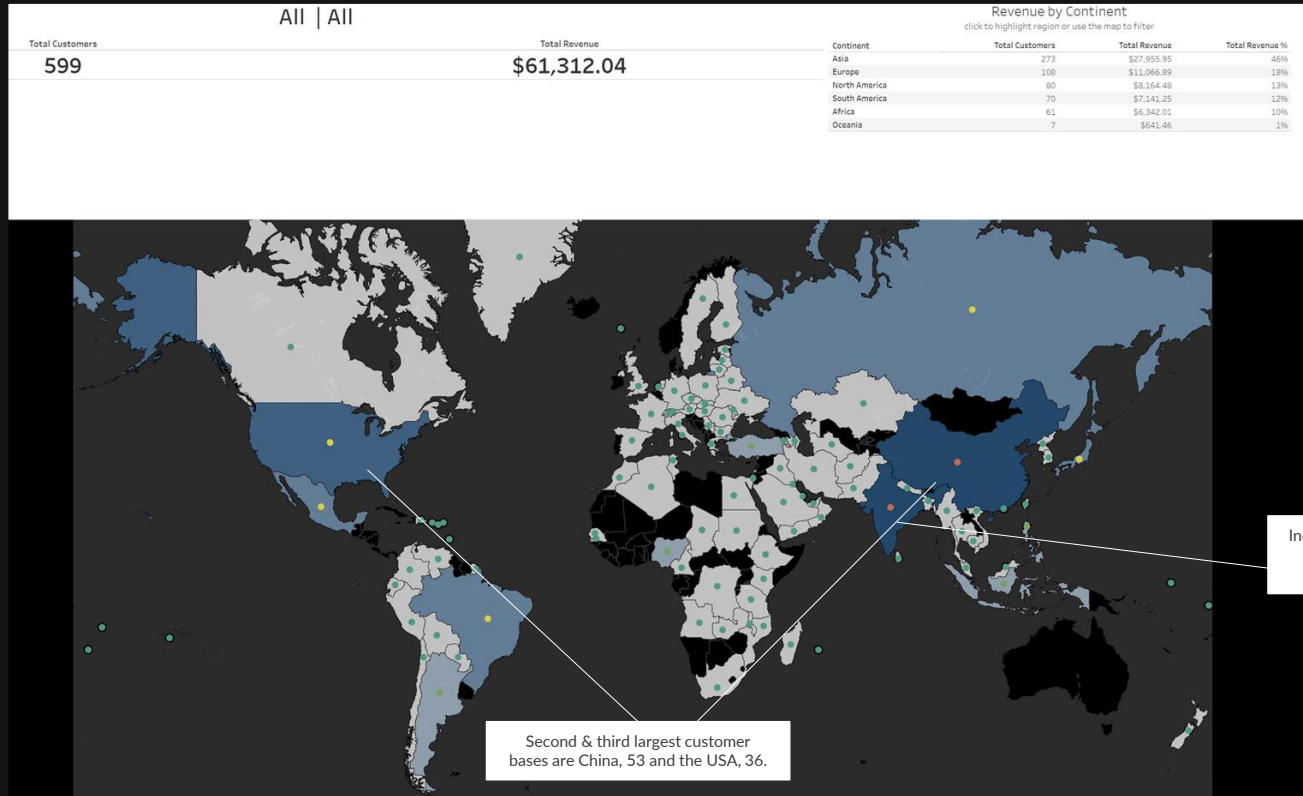
Asia generates  
the most  
revenue.





# 03. CUSTOMER SALES REVENUE SUMMARY

[To view visualization in tableau public click here.](#)





# 03. VALUE CUSTOMERS

[To view visualization in tableau public click here.](#)

## TOP 5 HIGH VALUED CUSTOMERS - FROM TOP COUNTRIES & CITIES

Click to highlight on Map

Name Location

Cassy Mena Tokat, Turkey

\$130.68

Sara Perry Atlixco, Mexico

\$128.70

Leslie Seward Pontianak, Indonesia

\$123.72

Alan Kahn Emeishan, China

\$119.75

Clinton Buford Aurora, United States

\$98.76

## TOP 5 HIGH VALUED CUSTOMERS - BASED ON OVERALL SALES

Click to highlight on Map

Name Location

Eleanor Hunt Saint Denis, Reunion

\$211.55

Karl Seal Cape Coral, United States

\$208.58

Marion Snyder Santa Brbara dOeste, Brazil

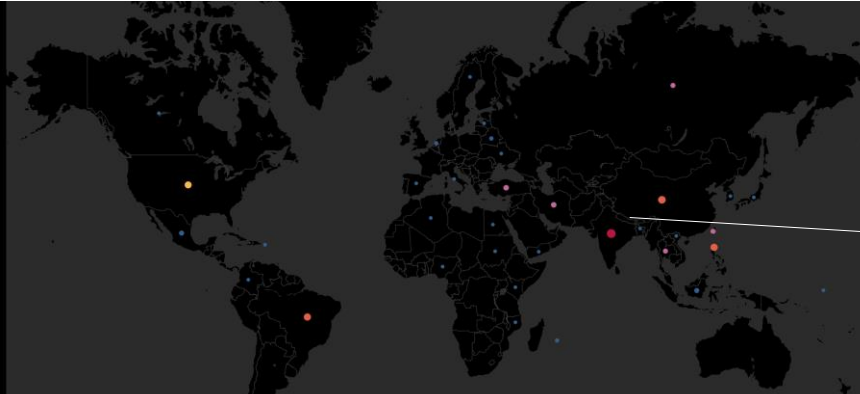
\$194.61

Rhonda Kennedy Apeldoorn, Netherlands

\$191.62

Clara Shaw Molodetno, Belarus

\$189.60



High Valued Customers based on overall sales have Top 50 on map including the dataset from top countries & cities.

Concentration of High Valued Customers are located in Asia.



# 04. SUMMARY ANSWERS TO KEY QUESTIONS

1

## AVG RENTAL DURATION

5 days

2

## MOST/LEAST MOVIE REVENUE

Telegraphic Voyage \$216  
Duffel Apocalypse \$6

3

## CUSTOMER LOCATION

In 108 countries across  
all 6 continents

4

## MOST VALUED CUSTOMERS

By country in India and  
regionally Asia

5

## HIGHEST REGIONAL SALES

Asia at 46%



# 04. CONCLUSIONS

- Customer preferences are spread fairly evenly across movie genres, with Sports, Sci-Fi, and Animation at the top.
- Movie ratings are also fairly even across MPAA Ratings categories, with PG-13, NC-17, and PG contributing 64% of sales revenue.
- Current customer base includes 599 customers in 108 countries, which spans across all 6 continents.
- India, China, and the US account for 25% of the customer base.
- Asia as a region contains 46% of customers and sales revenue.
- Movies that are \$0.99 are rented most frequently.



## 05. STREAMING LAUNCH & PRICING

Before launching the new service consider:

- A pricing structure, a fee per movie at a higher and one rate or a monthly membership fee.
- Consider subsidizing additional revenue by partnering with advertisers.
- Partner with studios and creators to enhance Rockbuster's content library.
- Market and advertise promotional pricing, giving discounts to high valued customers, new markets, or demographics.
- A soft launch in Asia or India and China to test the infrastructure, marketing, and branding.
- Conduct a survey with the soft launch participants for feedback on value, pricing, and offerings.
- Rollout to remaining regions in stages.







# THANKS!

Do you have any questions?  
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