NEW
VIDEO SERVICES
ROCKBUSTER STEALTH

▶ Launch strategy data analysis

+

| CONTEXT

COMPANY

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

CHALLENGE

Facing stiff competition from streaming services, 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.

| QUESTIONS

01 MOVIE REVENUE

Which movies contribute most/least revenue gain?

02 RENTAL DURATION

What was the average rental duration for all videos?

03 COUNTRIES

Which countries are Rockbuster customers based in?

04 CUSTOMERS LTV

Where are customers with a high lifetime value based?

05 SALES REGIONS

Do sales figures vary between geographic regions?

The analysis was conducted on a sample of 3 months of data provided for this project.

| SAMPLE STATISTICS
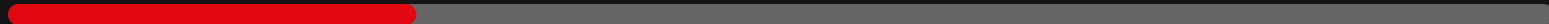
5 Days
Average rental duration

$65
Average revenue per movie

$6-$216
Revenue per movie title

$61K
Total sales in sample data of 3 months

| REGIONS WITH THE HIGHEST CUSTOMER AMOUNTS

NORTH
AMERICA

USA: 36
Mexico: 30

EAST | NORTH
ASIA

China: 53
Japan: 31
Russia: 28

SOUTH
AMERICA

Brazil: 28

SOUTH | WEST
ASIA

India: 60
Philippines: 20
Turkey: 15
Indonesia: 14

TOP 10 COUNTIES BY
NUMBER OF CUSTOMERS

| TOP 10 COUNTRIES BY AVERAGE CUSTOMER LTV

01 EAST EUROPE

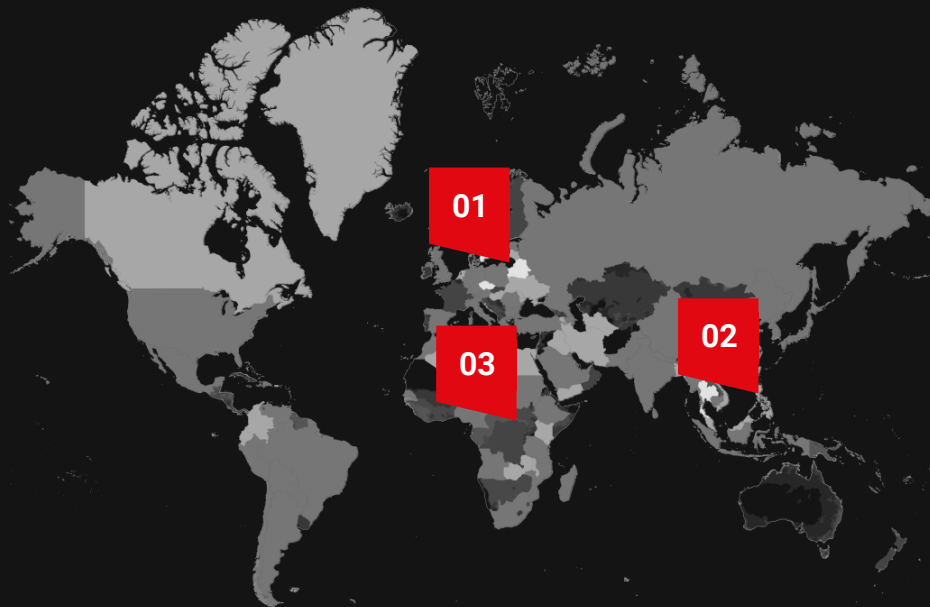Belarus, Czech Republic, Holy See, Latvia, Moldova, Sweden

02 SOUTH ASIA

Thailand, Turkmenistan
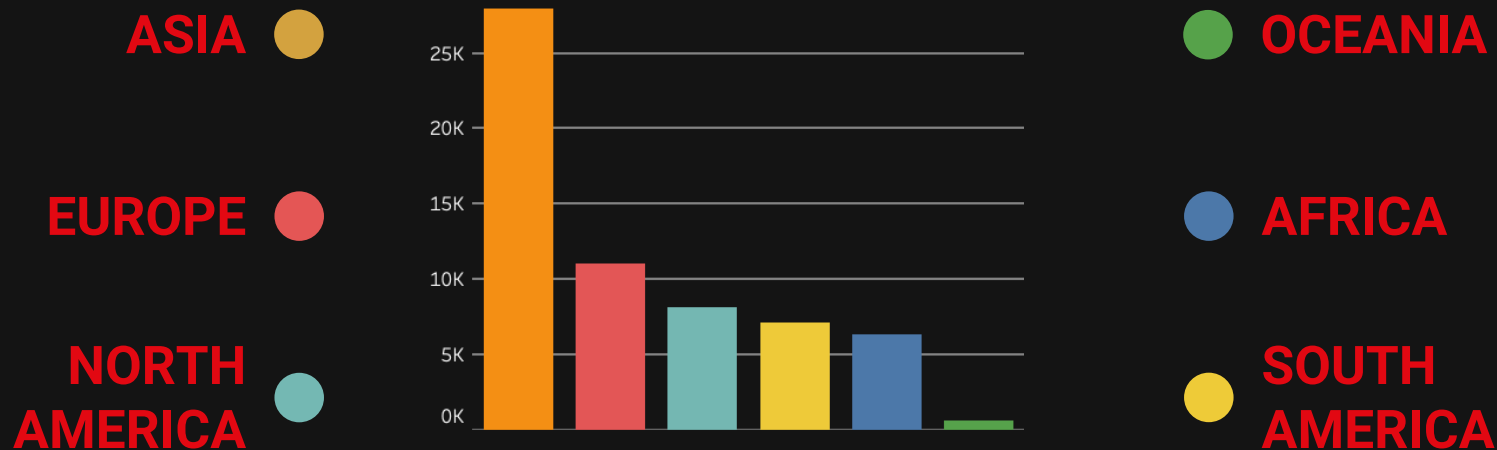
03 AFRICA + ACEANIA

Runion, Nauru

* LTV – Lifetime value

$47,85 $211,55

| TOP REGIONS BY REVENUE

TOTAL SALES IN THE REGIONS

ASIA 🟠

EUROPE 🔴

NORTH AMERICA 🟢

🟢 **OCEANIA**

🔵 **AFRICA**

🟡 **SOUTH AMERICA**

Sampling data shows the overwhelming superiority of the number of sales in the Asian region

| REVENUE BY GENRES

Revenue shares by genre, normalized by the number of films in which that genre appears.

This metric is fairer to genres that are less represented and allows focus on films that could potentially be more profitable if the margin is the same for all films.
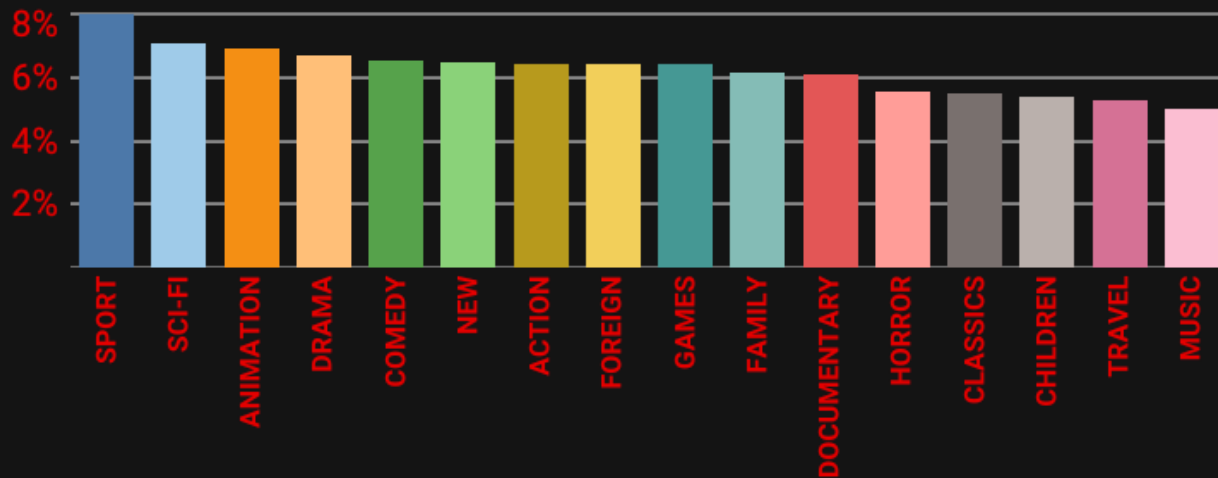
| PROJECT SUMMARY

REVENUE BY TITLE

Revenue by movie title varies greatly, with some movies contributing significantly more or less to revenue gain than others. This suggests that Rockbuster should focus on promoting and offering the most profitable movie titles to maximize revenue.

RENTAL DURATION

The average rental duration for all videos is 5 days, which can be used to inform pricing and rental period options for customers.

| PROJECT SUMMARY

CUSTOMERS

The majority of Rockbuster's customers are based in Asia, with the highest customer amounts in China and India. Therefore, marketing efforts should be targeted towards these regions.

LTV

Regions with high customer lifetime value are primarily located in Eastern Europe, South Asia, and Africa/Oceania. This suggests that Rockbuster should also consider targeting these regions with personalized marketing and promotions.

GENRES

Revenue by genre shows that sports, sci-fi, and animation films have the highest revenue shares, followed by drama and comedy. This information can be used to inform Rockbuster's selection of movie titles to offer on their new online video service.

* LTV − Lifetime value

CONCLUSIONS

The analysis shows that Rockbuster Stealth should focus on promoting profitable movie titles and target marketing efforts towards regions with the highest customer amounts and lifetime value, primarily Asia and Eastern Europe, with content oriented on sports, sci-fi, and animation films.

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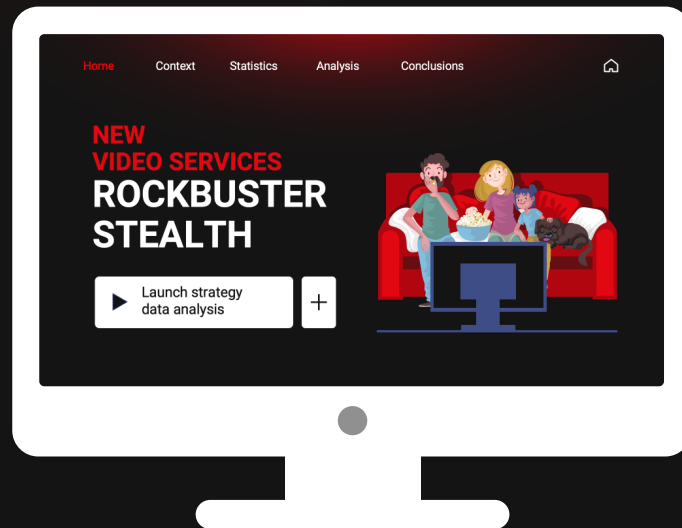
| THANKS!

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Do you have any questions?

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Click here to see Illustrations in Tableau