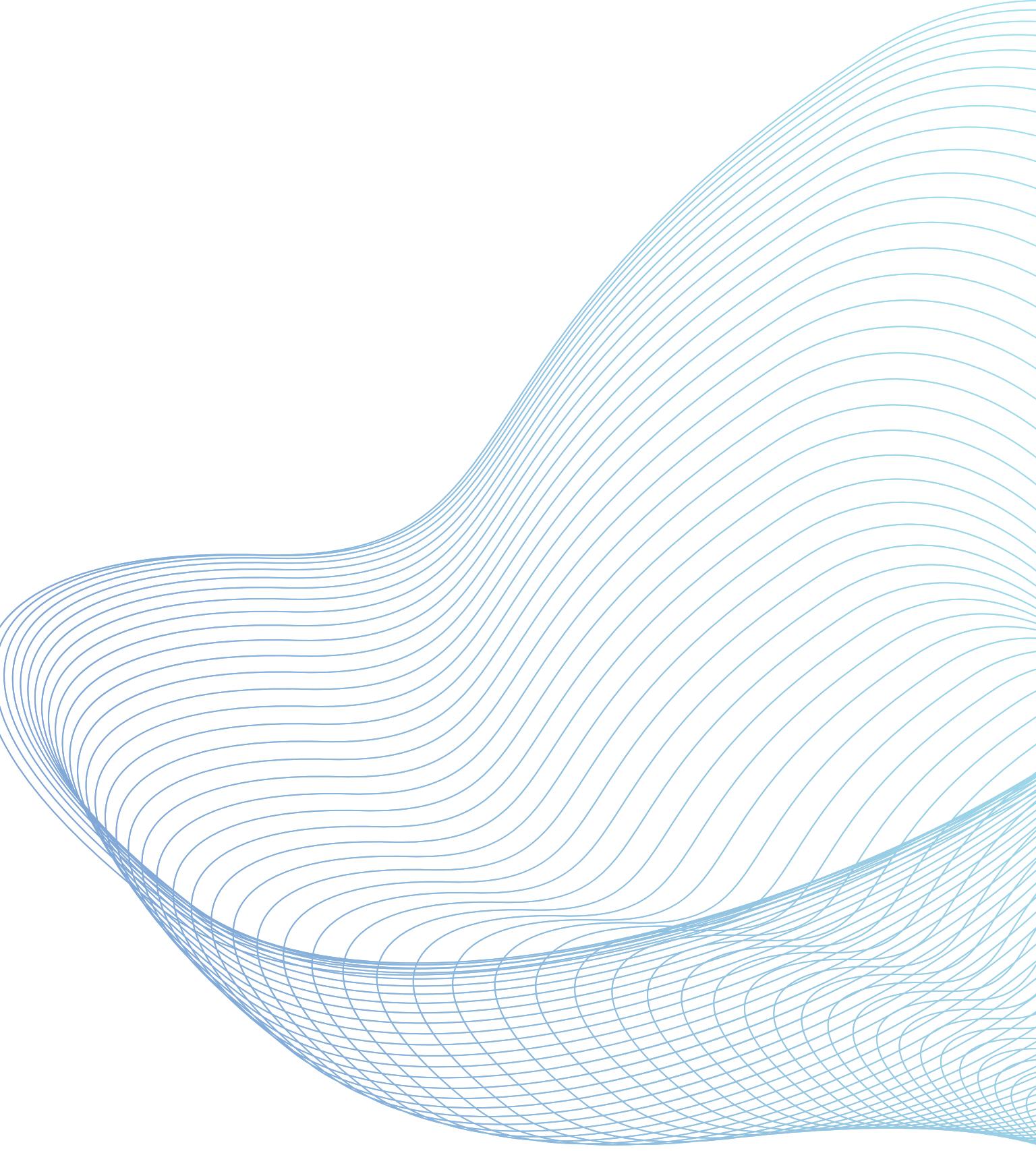




# **ROCKBUSTER STEALTH LLC**

## **COMPETITIVENESS ANALYSIS**

Greta Lawani



# AGENDA

Sustaining a competitive edge in the age of streaming services:  
Utilizing data-driven analysis for an online video rental service.

- About Company
- Key Questions
- Data Overview
- Analysis
- Recommendations
- Further Analysis



# ABOUT COMPANY

Rockbuster Stealth LLC, a global movie rental company, implemented stores worldwide.

Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team plans to use its existing movie licenses to launch an online video rental service to stay competitive.



# KEY QUESTIONS

To shape the company's strategy in 2020, we need to respond to the following questions with data-driven insights:



## KPI 01

Which movies contributed the most/least to revenue gain?

## KPI 02

What was the average rental duration for all videos?

## KPI 03

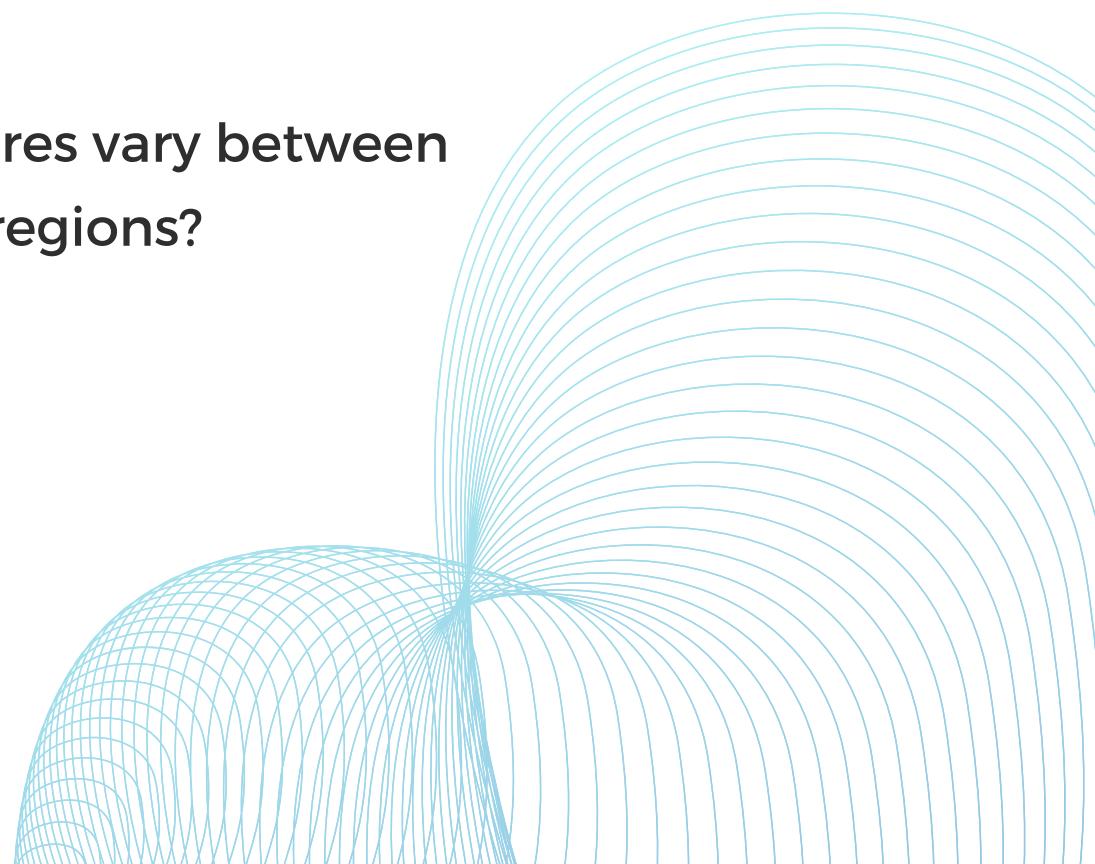
Which countries are Rockbuster customers based in?

## KPI 04

Where are customers with a high lifetime value based?

## KPI 05

Do sales figures vary between geographic regions?



# DATA OVERVIEW

# Customers: 599

# Countries: 109

Revenue: \$61,312

Most Popular Genre: Sports

Most Popular Rating: PG-13

# Movies: 1000

# Categories: 17

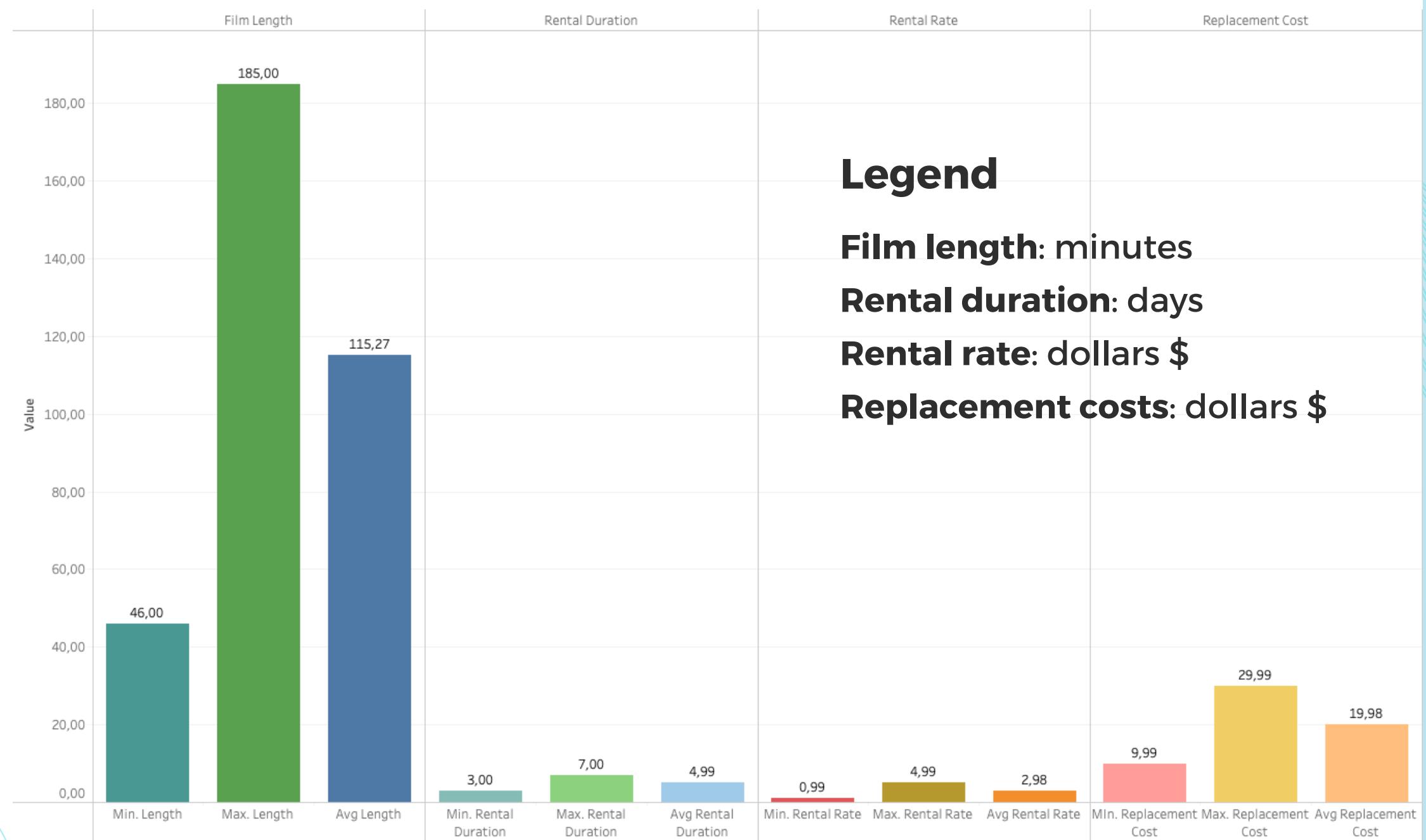
# Actors: 200

# Languages: 6

MPAA Ratings: G, PG, PG-13, R, NC-17

Release date: 2006

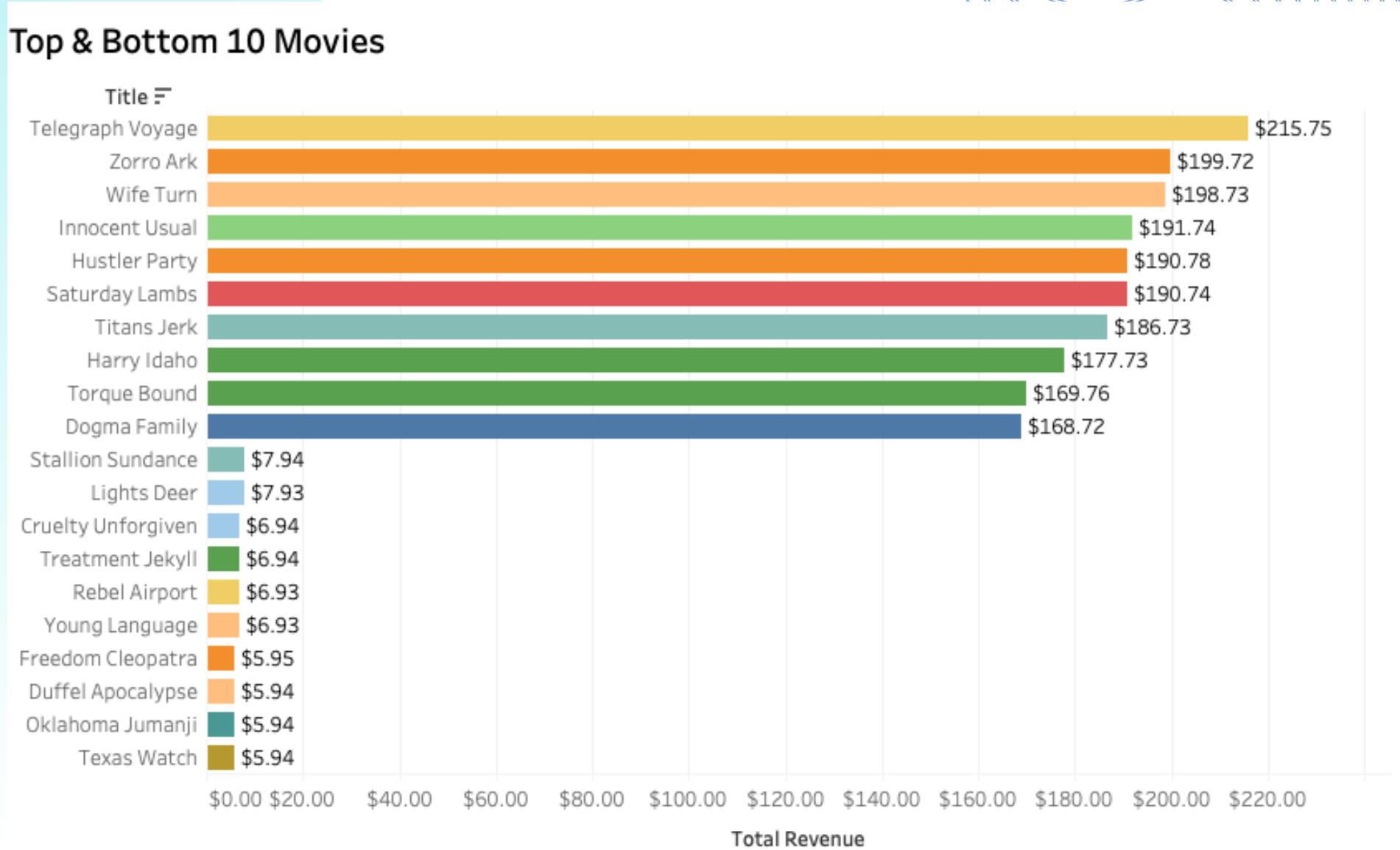
## EXPLORATORY DATA ANALYSIS



# WHICH MOVIES CONTRIBUTED THE MOST/LEAST TO REVENUE GAIN?

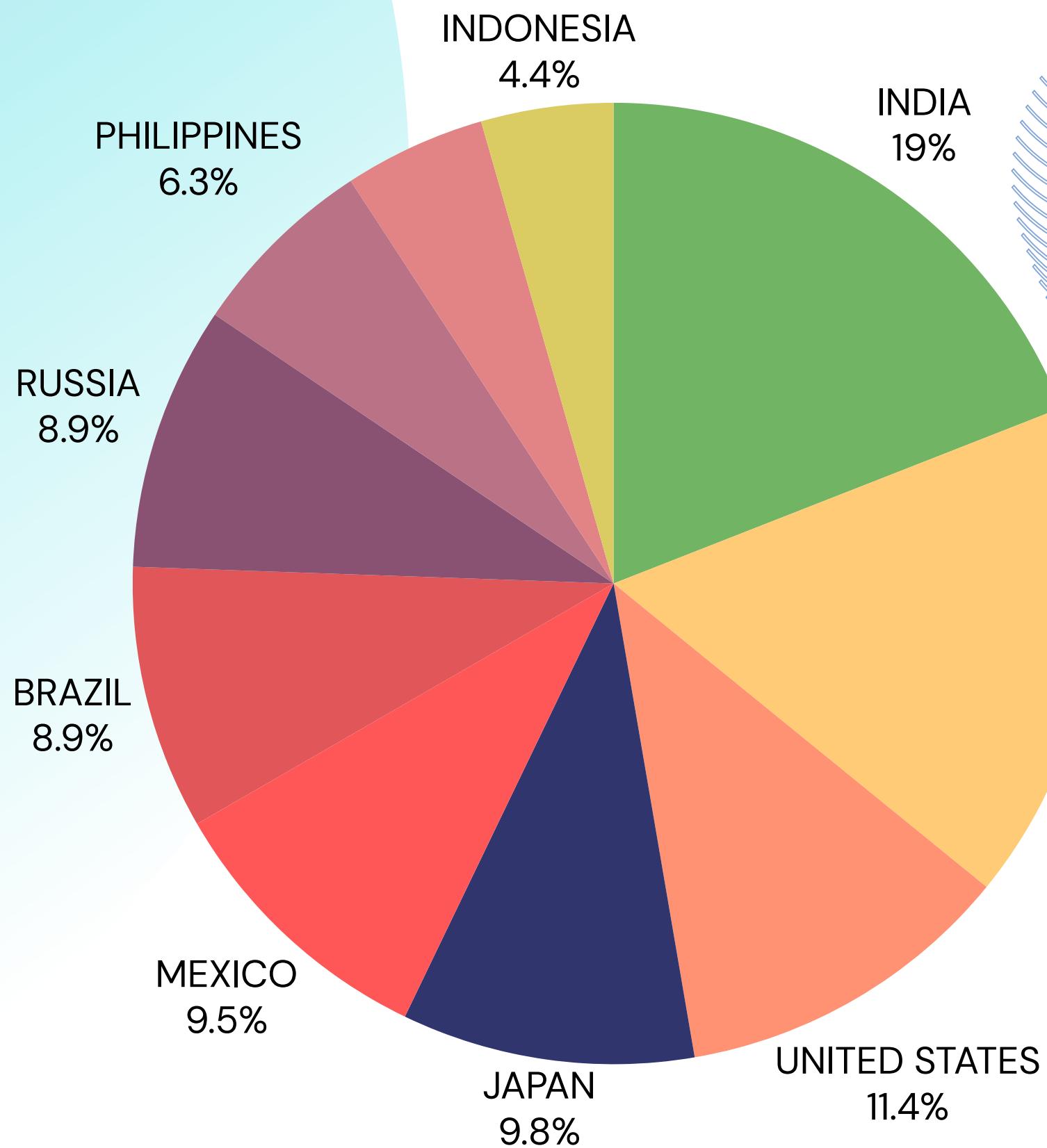
The most popular genre is Music with 'Telegraph Voyage', followed by Comedy.

Horror is the lowest category with the movie 'Texas Watch'.



## WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?

1. India (19%)
2. China (17%)
3. United States (11%)
4. Japan (10%)
5. Mexico (10%)
6. Brazil (9%)
7. Russia (9%)
8. Philippines (6%)
9. Turkey (5%)
10. Indonesia (4%)



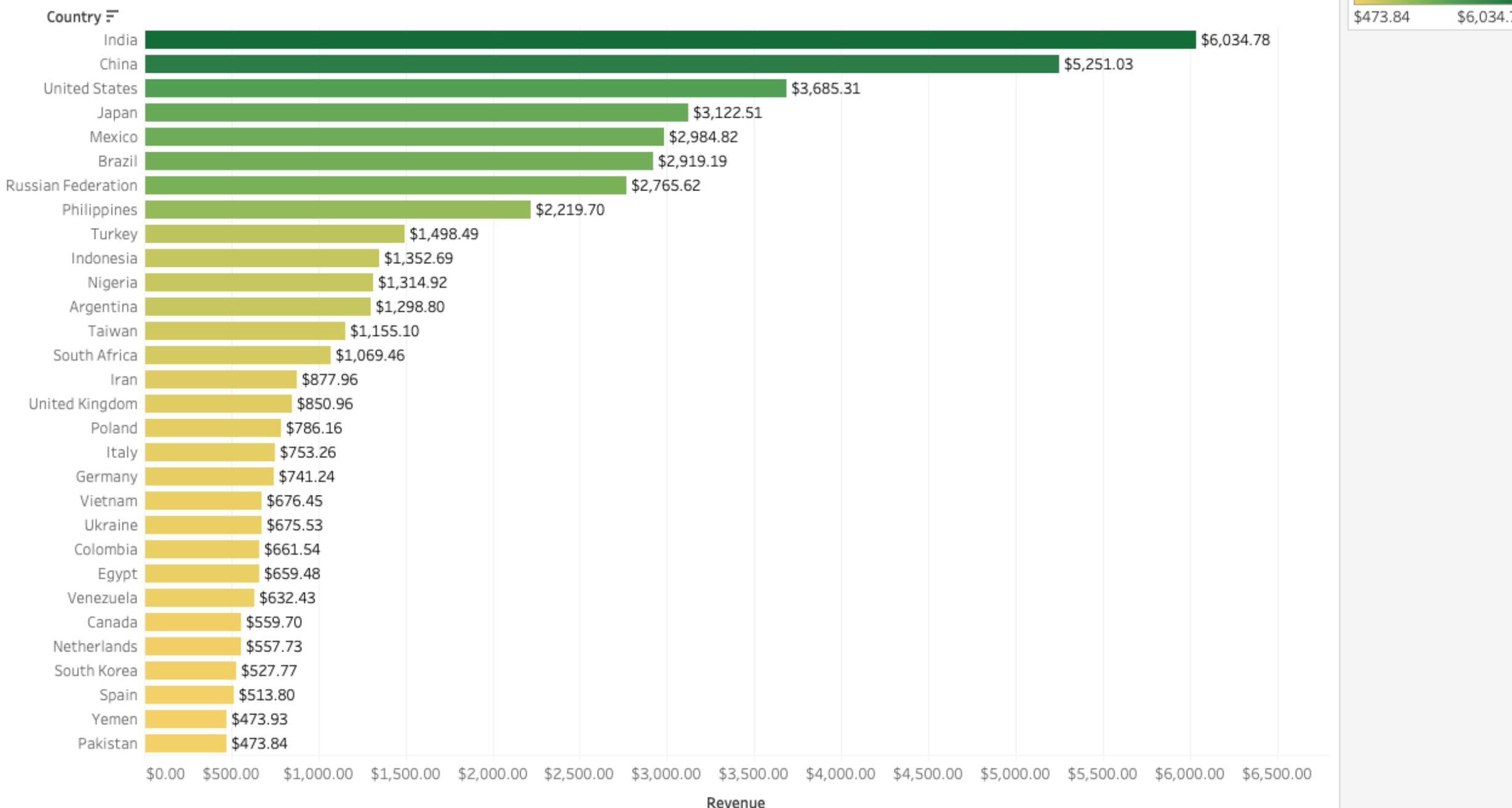
## WHAT WAS THE AVERAGE RENTAL DURATION FOR ALL VIDEOS?

The average duration is **4.99 days**.



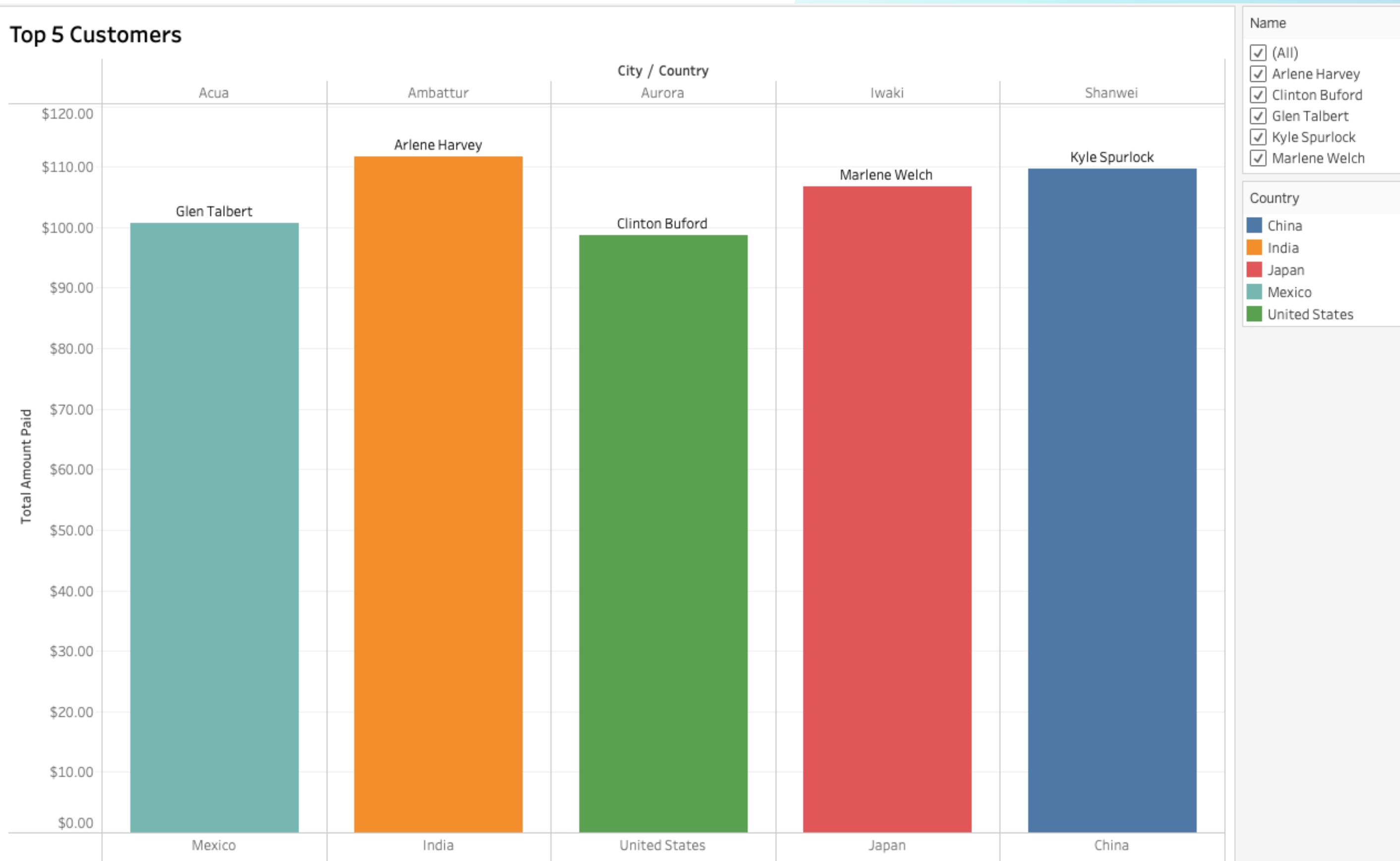
# DO SALES FIGURES VARY BETWEEN GEOGRAPHIC REGIONS?

Top 30 Countries Revenue



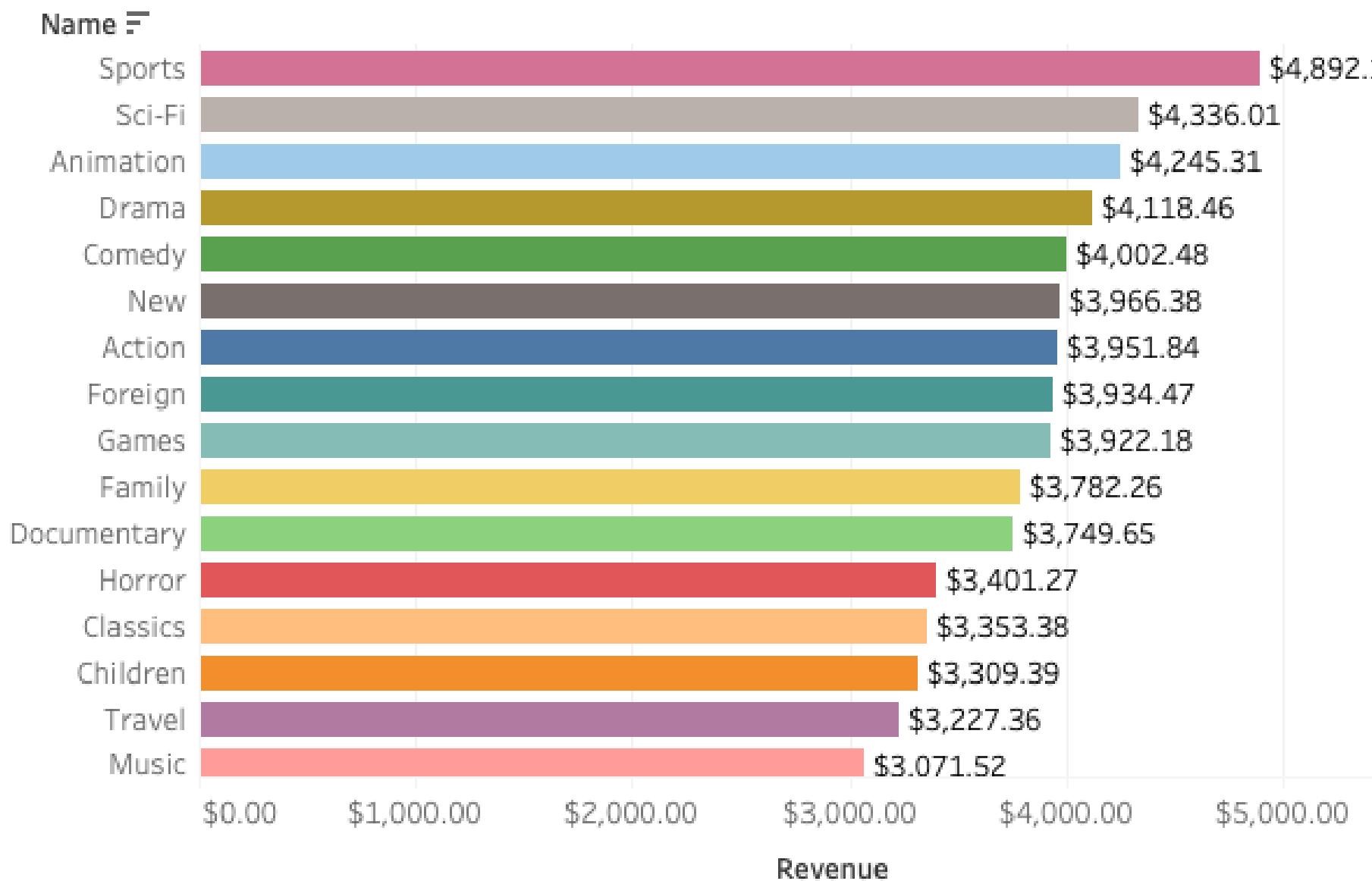
Significant regional variation following the counts in Rockbuster customers per country.

# WHERE ARE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?

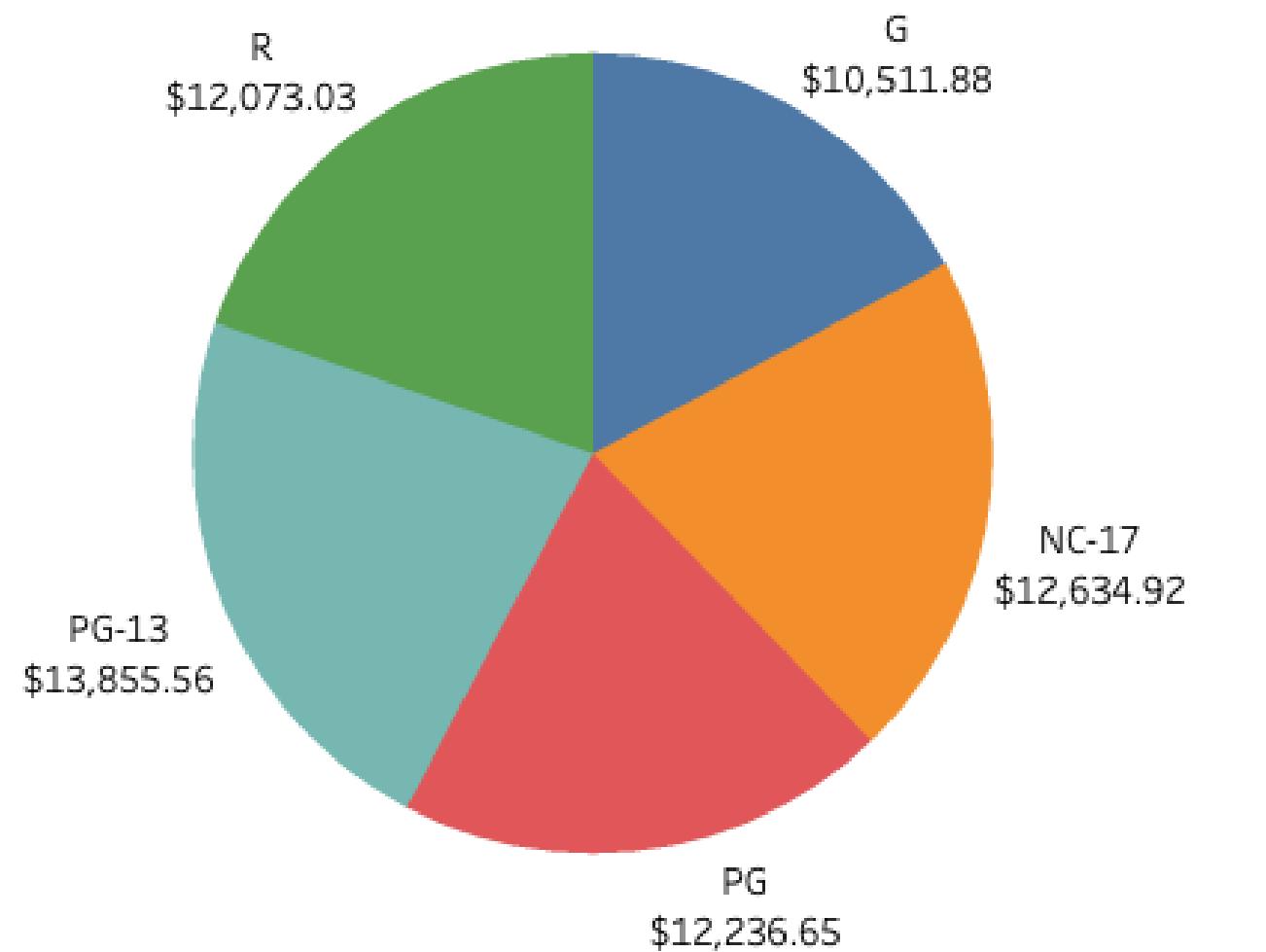


# OTHER KEY INSIGHTS

Revenue per Category



Revenue per Rating



# RECOMMENDATIONS

The **storyline** for the successful launch of an online video rental service is ready to win the audience!

## Countries

**India and China** as pilot countries\*: English offer, plus a language expansion to cater to a larger audience.

## Movies

Most popular top 5 genres, actors and ratings to be increased:  
**Sports, Sci-Fi, Animation, PG-13, etc.**

## Pricing

Implement new pricing strategies based on popularity rate, new releases.

## Licensing

Discontinue movie licenses with a negative lifetime value (LTV) revenue.

## Marketing

Social Media campaigns (Top 2 to 5 highest revenue movies)  
Marketing Strategy for the Top 10 countries/cities with the highest count and revenue.

\*Top 5 countries: India, China, U.S., Japan, Mexico

# FURTHER ANALYSIS



1

## BI Sales Dashboard

Historical data overview

Revenue per city, country: population, age, preferences (category, rating, etc.)

High paying customers

2

## Customer Satisfaction

Ongoing customer feedback collection: preferences, surveys, trends, dislikes, etc.

Analysis to adjust and improve service regularly

3

## Licenses Management

Evaluation of licenses for renewals or discontinuations for cost reduction

Content library implementation/monitoring based on trends

# THANK YOU!

Greta Lawani

Tableau Public URL: [here](#)

