

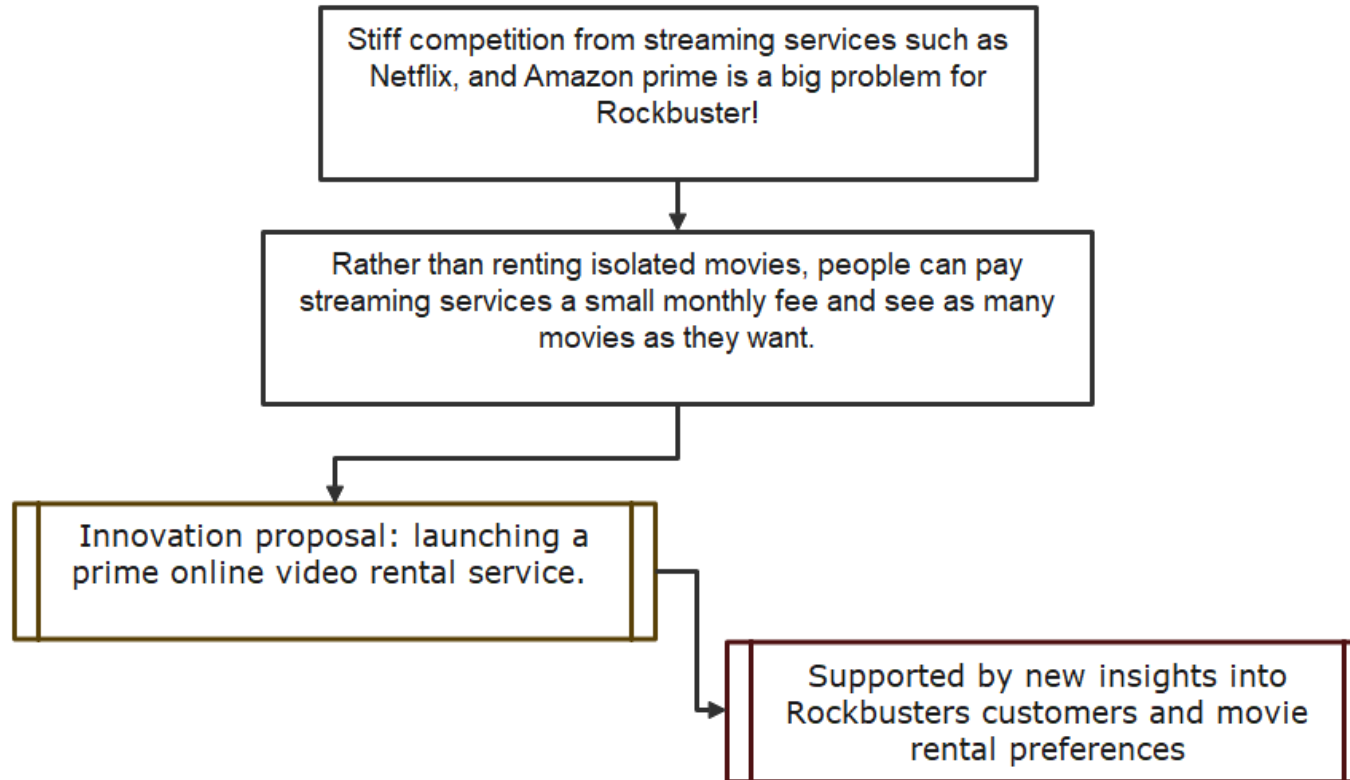
ROCKBUSTER
STEALTH LLC

INSIGHTS FOR NEW
ONLINE VIDEO
RENTAL SERVICE

Inês Campos



WHY LOOKING INTO ROCKBUSTER'S DATA?





KEY QUESTIONS:

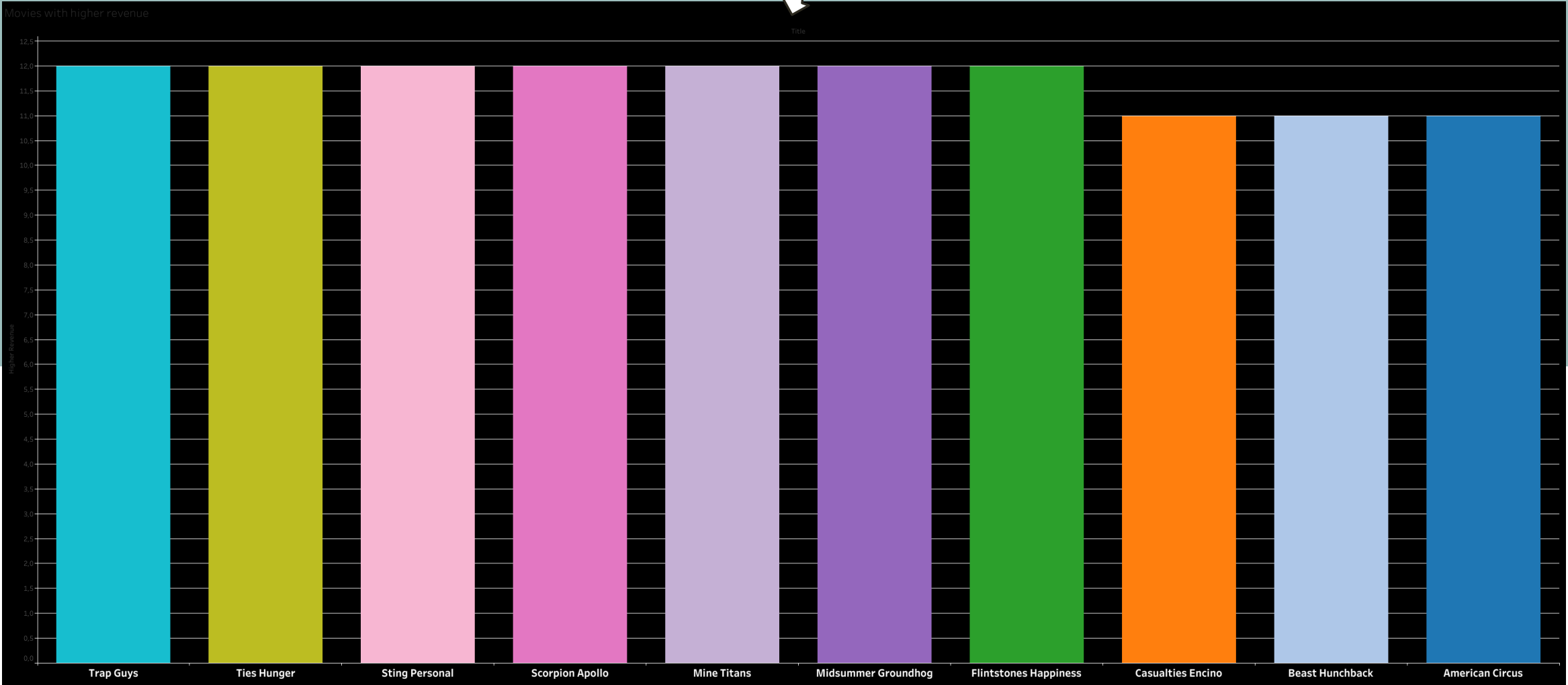
- Which movies contributed the most/least to revenue gains?
- What was the average rental duration for all videos?
- Which countries are Rockbuster's customers based in?
- Where are the customers with a high lifetime-based value?
- Do sales figures vary between geographic regions?

MOVIES THAT CONTRIBUTED THE MOST TO REVENUE GAIN

- Average rentals by rating type show that PG and PG-13 are the best rating for rentals!

Rating	
G	290%
NC-17	297%
PG	305%
PG-13	303%
R	294%

- Top movies with total higher revenues



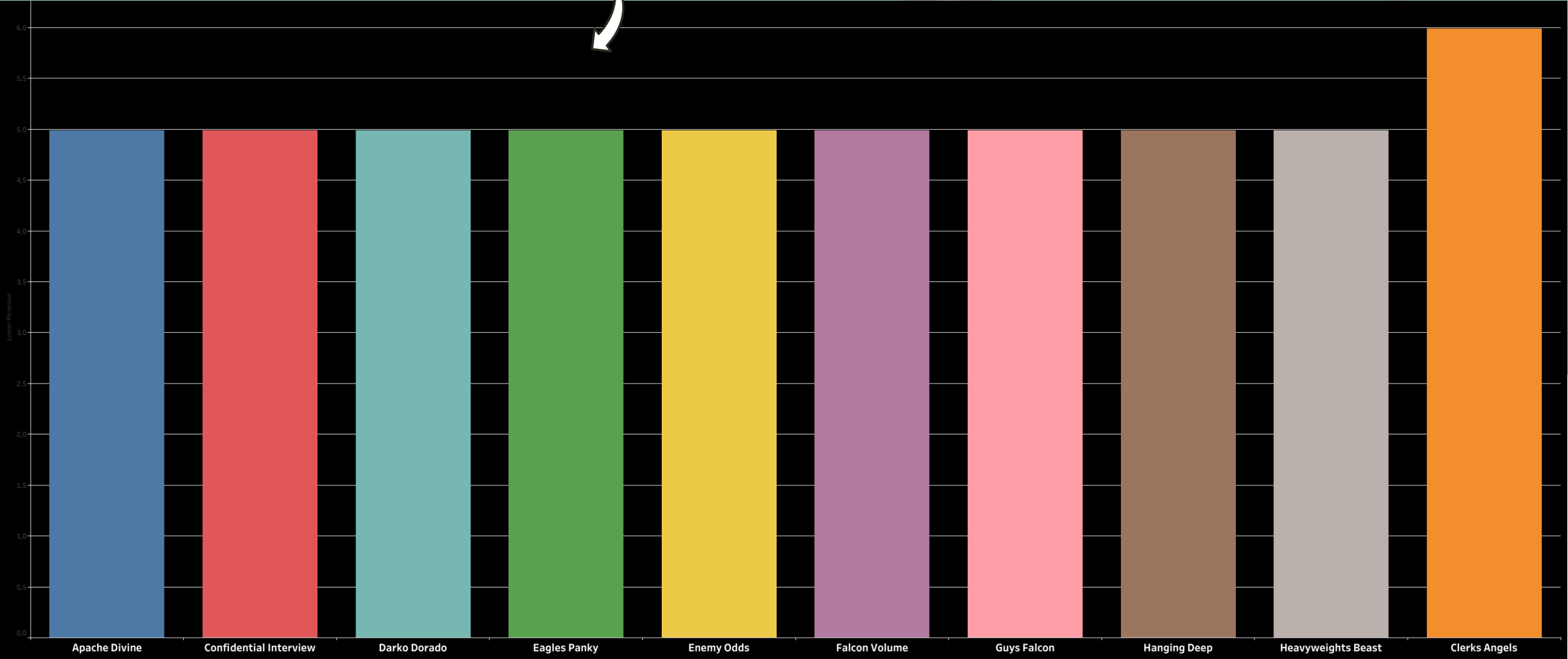
MOVIES WITH THE LOWER REVENUES

• Some movies had really low revenues



Minimum rental duration=3
Maximum=7

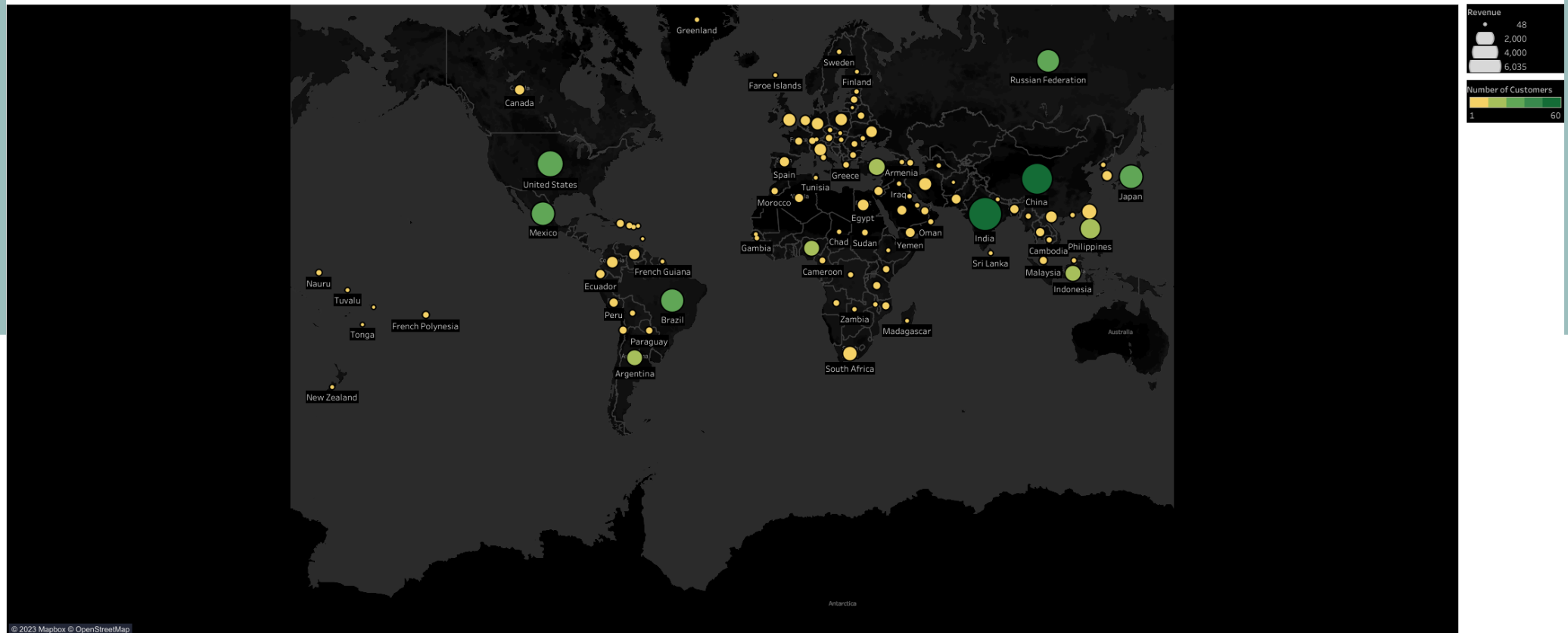
Average rental duration = 4.9
(i.e. 5 days)



ROCKBUSTER'S CUSTOMERS ARE SPREAD AROUND THE GLOBE!

- See here the countries where Rockbuster's customers are based in:

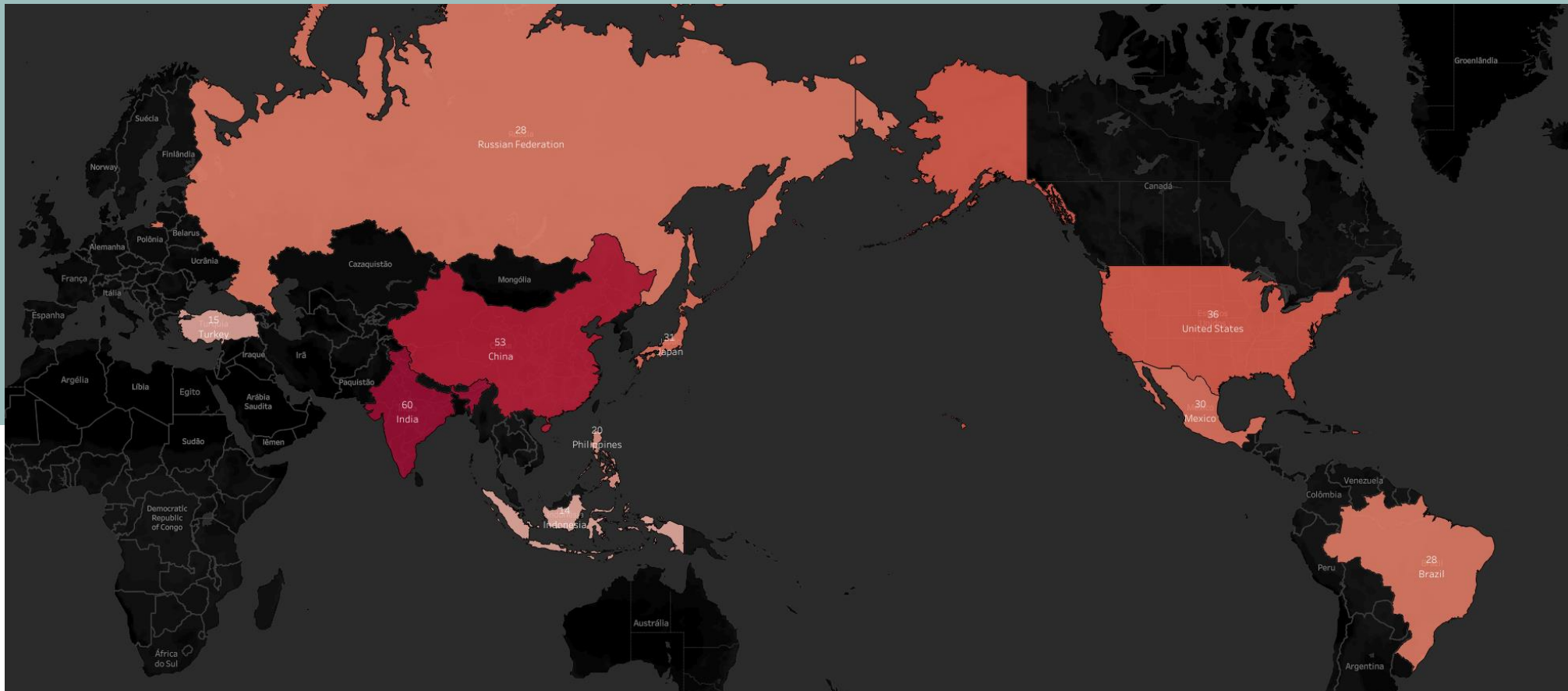
Top Countries for Rockbuster's Customers



Asian countries (e.g., India and China), followed by North American (e.g., United States of America) and South America (e.g., Mexico and Brazil) countries have the highest number of customers. The color shows the sum of Customers in each country. Size shows the sum of Total Payments made (i.e., revenue). The marks are labeled by Country.

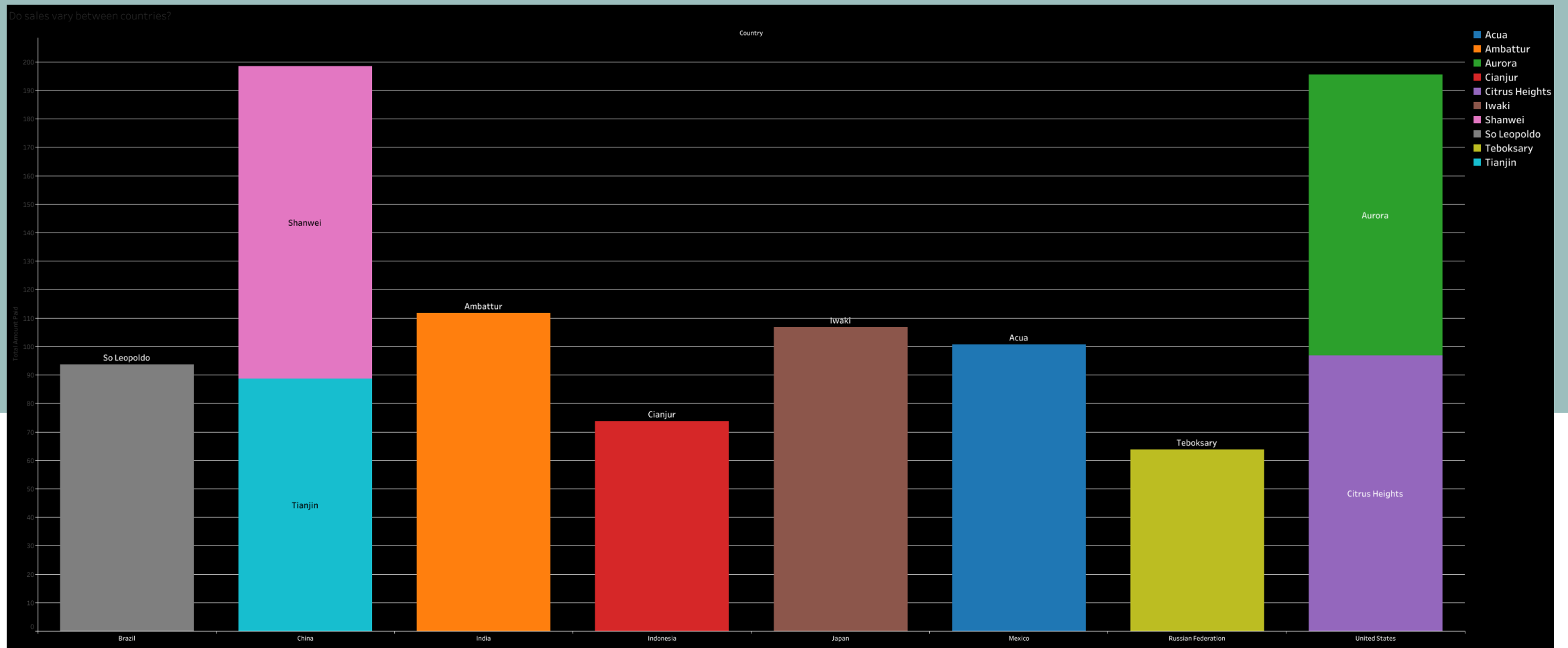
SOME COUNTRIES HAVE A HIGHER NUMBER OF HIGH-SPENDING CUSTOMERS

- Check out below the countries with more high-spending customers: Asian and American countries are at the top end!



SALES FIGURES VARY BETWEEN GEOGRAPHIC REGIONS

- ◇ North American, Latin American and South Asian regions are at the top of the list! See below the cities, from each top country, where total amount paid for rentals is the highest:





CONCLUSIONS AND KEY RECOMMENDATIONS

Customers seem to prefer happier movie titles, when choosing what movie to rental. Globally the average rental duration is 5 days and the best rating classification for rentals is PG, followed by PG-13.

Yet, more than rating, rental sales figures vary geographically. Countries from North America (e.g., US), South America (e.g., México, Brazil), South Asia (e.g., China, India, Japan), and West Asia (e.g., Russia) have a higher number of customers, who pay more for movie rentals. In light of this evidence, key recommendations for future research and for the development of the new online service, are:

- ❖ A successful streaming service should be tailored to top clients, based on future research into the “personas” that characterize top customers. For instance, investigate other aspects, such as gender and age of top customers, and adjust user experiences accordingly.
- ❖ Larger investments in marketing the new service should target the top cities, where total payments have been higher in the past.
- ❖ Ensure movies are subtitle and rental service is in the local country language for higher usability and accessibility.

THANK YOU

Any questions?

Feel free to drop me na email!

Inescampos@rockbuster.com

