

Rockbuster Stealth's Strategic Launch Analysis

By Isaac Contreras



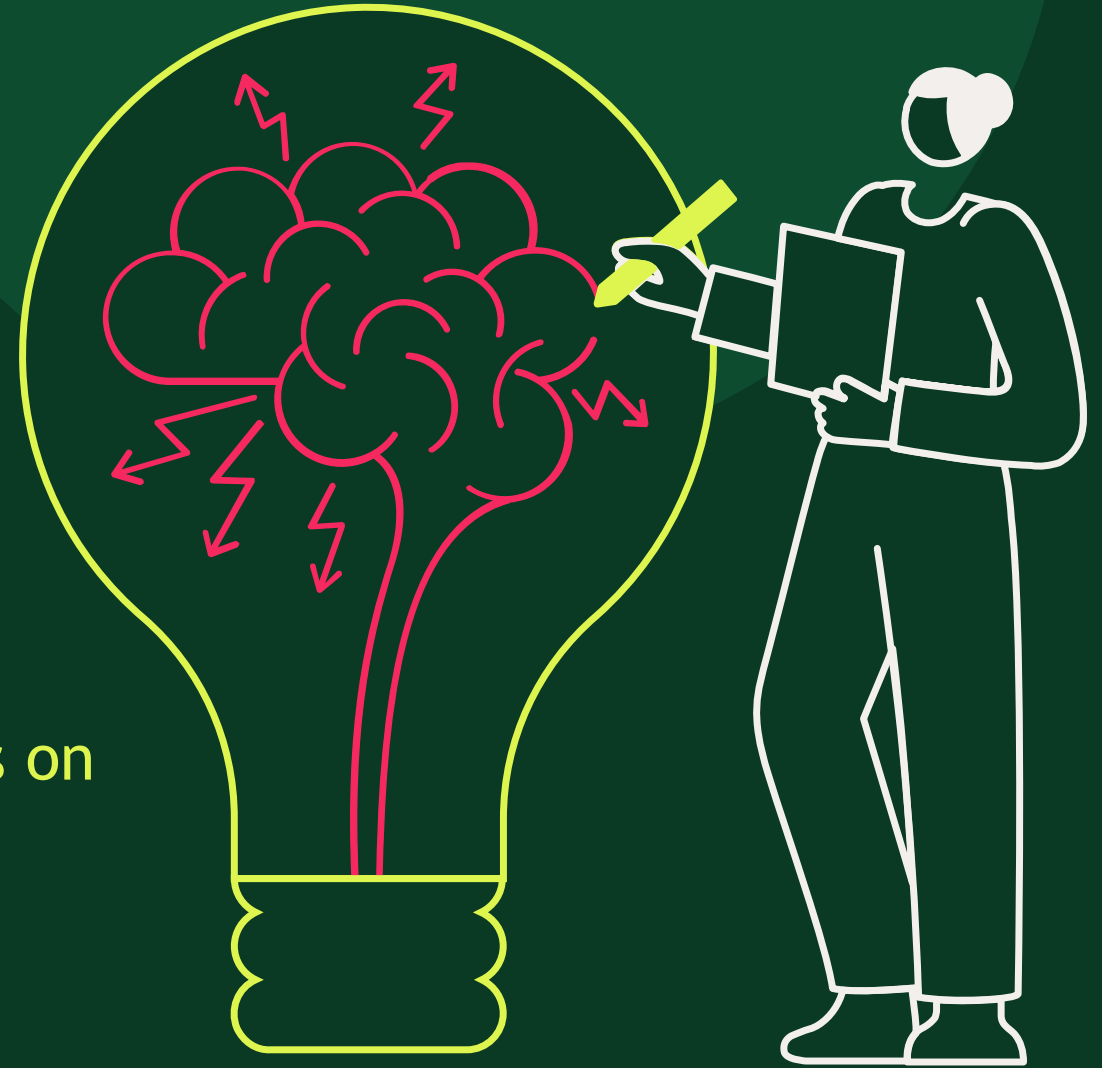
Agenda

- Introduction
- Goals
- Key questions
- Financial Snapshot
- Insights
- Recommendations



Introduction

To maintain our competitive edge against streaming services, we've examined our historical data to uncover strategic insights. This presentation will showcase key findings on revenue, customer demographics, and sales trends, and provide actionable recommendations for our 2020 strategy.



Goal



Equip the Rockbuster Stealth management team with insights derived from data analysis to facilitate the strategic launch of their new streaming service.



Key Questions

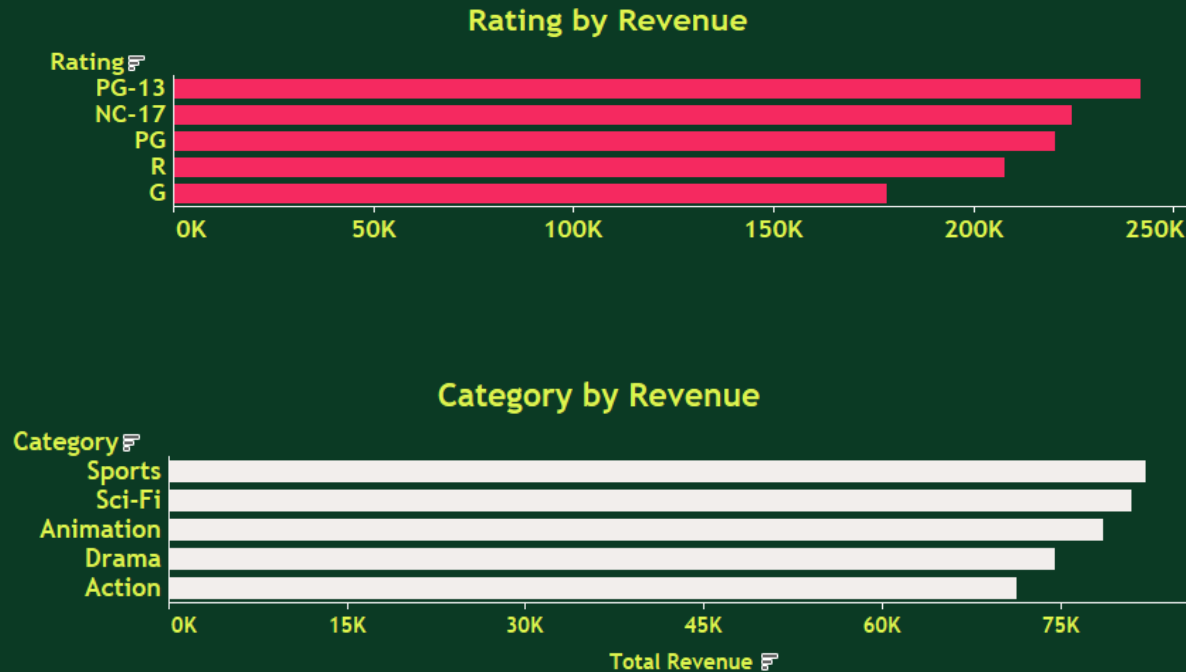
- Which countries are Rockbuster's leader in sales?
- Where are customers with a high lifetime value based?
- Purchasing power vs. Total revenue by region?
- Does revenue by category vary by location?

Financial Snapshot

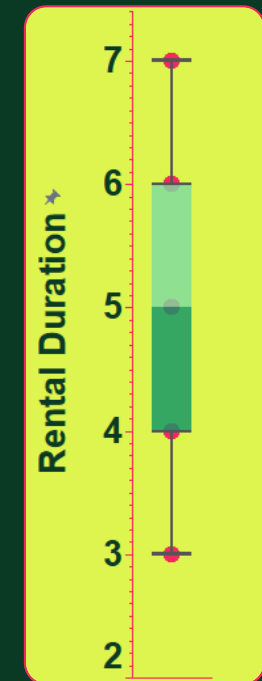
Summary

- Total revenue:
\$61,312
- Average rental rate:
\$2.98
- Average revenue per movie:
\$61
- Average rental duration:
5 days

Other Highlights



Rental duration by day
Box Plot

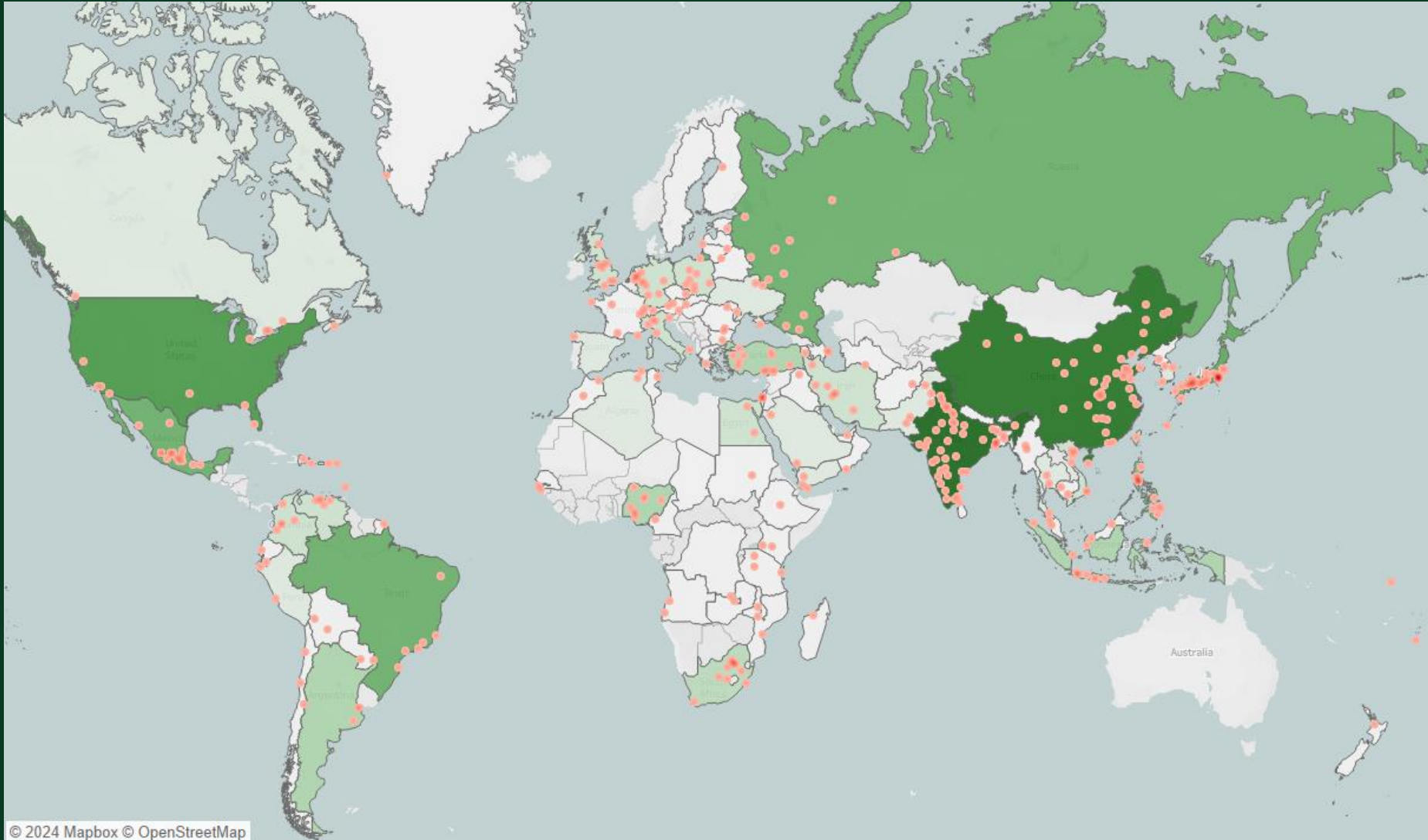


599 customers
in 108 countries

97% of customers
are active

48% of rentals are
returned on time

Which countries is Rockbuster's leader in sales?



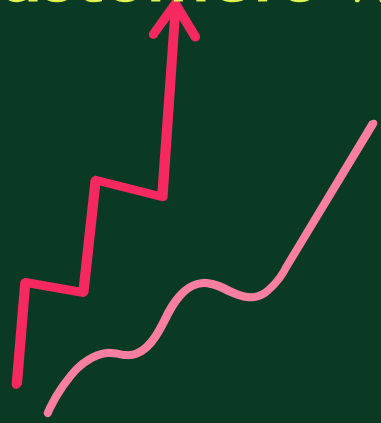
Top 5 countries:

○ India	\$106k
○ China	\$93k
○ US	\$64k
○ Japan	\$55k
○ Mexico	\$50K

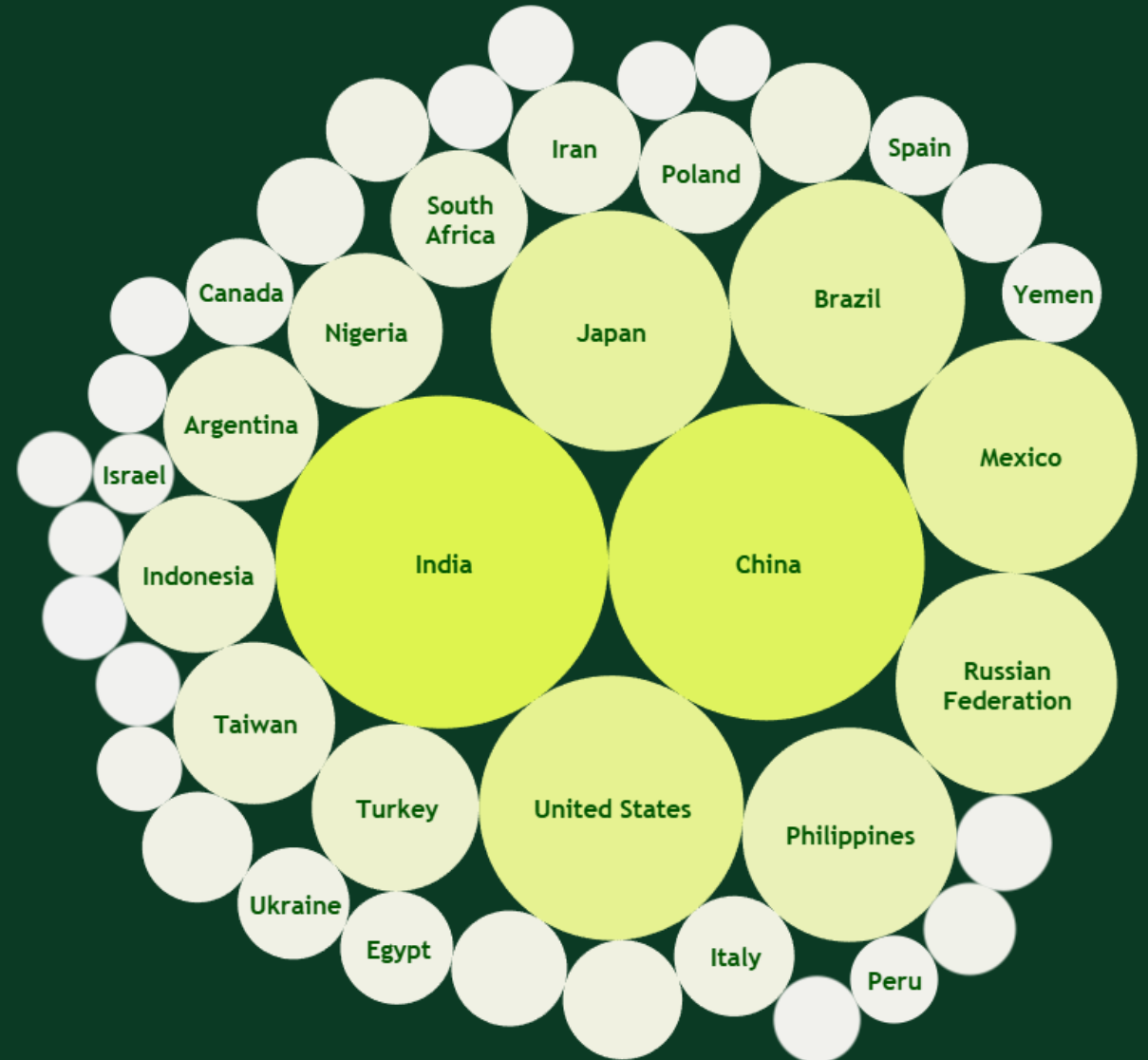
Top 5 cities:

○ London	\$3.6k
○ Saint-Denis	\$3.4k
○ St Brbara dOeste	\$3.3
○ Richmond Hill	\$3.3k
○ Cape Coral	\$3.3k

Where are customers with a high lifetime value based?



Identifying customers with high lifetime value helps focus retention strategies on the most profitable markets.





Who are our most loyal customers?



Zooming in on the highest lifetime value customers and their location we find out that customers with IDs:

- 512 and 252 located in London
- 170 located in Udaipur
- 537 and 330 located in Aurora
- 195 located in Siegen
- 109 located in Klerksdorp

Shows a relevant LTV that can be capitalized in customer loyalty marketing strategies.

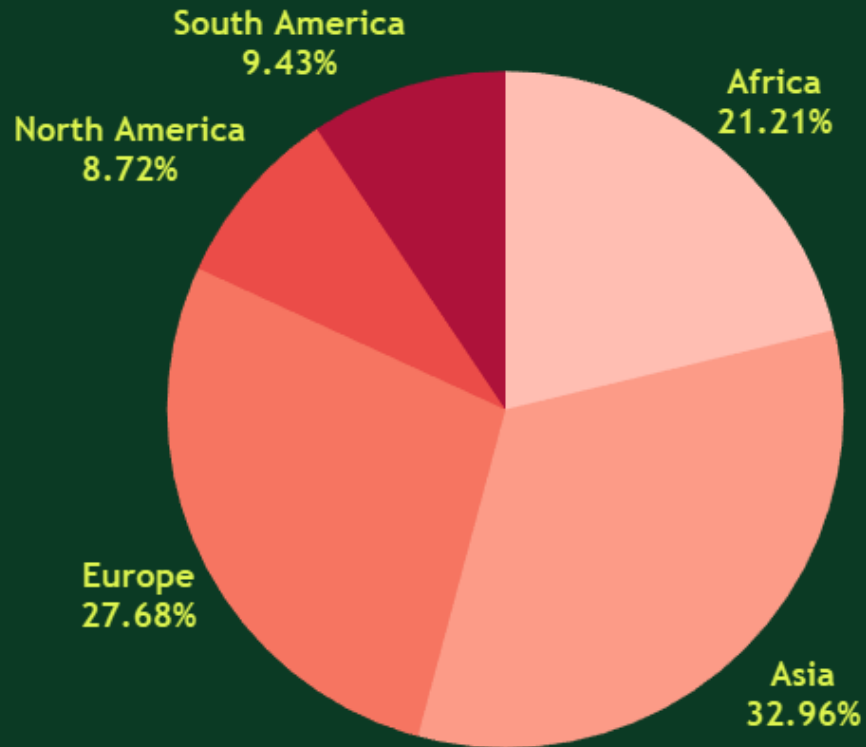


Highest Lifetime Value (LTV) customers by their payment frequency and the top 5 most active cities

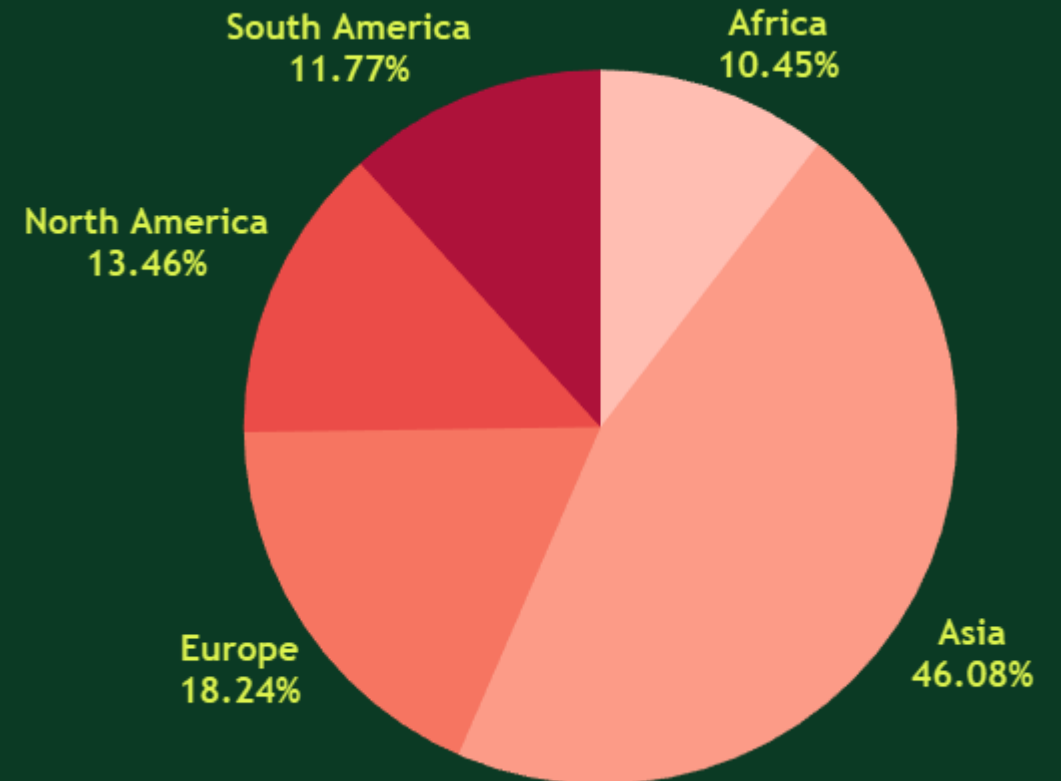
London \$174.54	Udaipur \$109.77	Siegen \$86.81
Aurora \$159.58	Klerksdorp \$79.81	

Purchasing power vs. Total revenue by region

Purchasing power:



Total revenue:

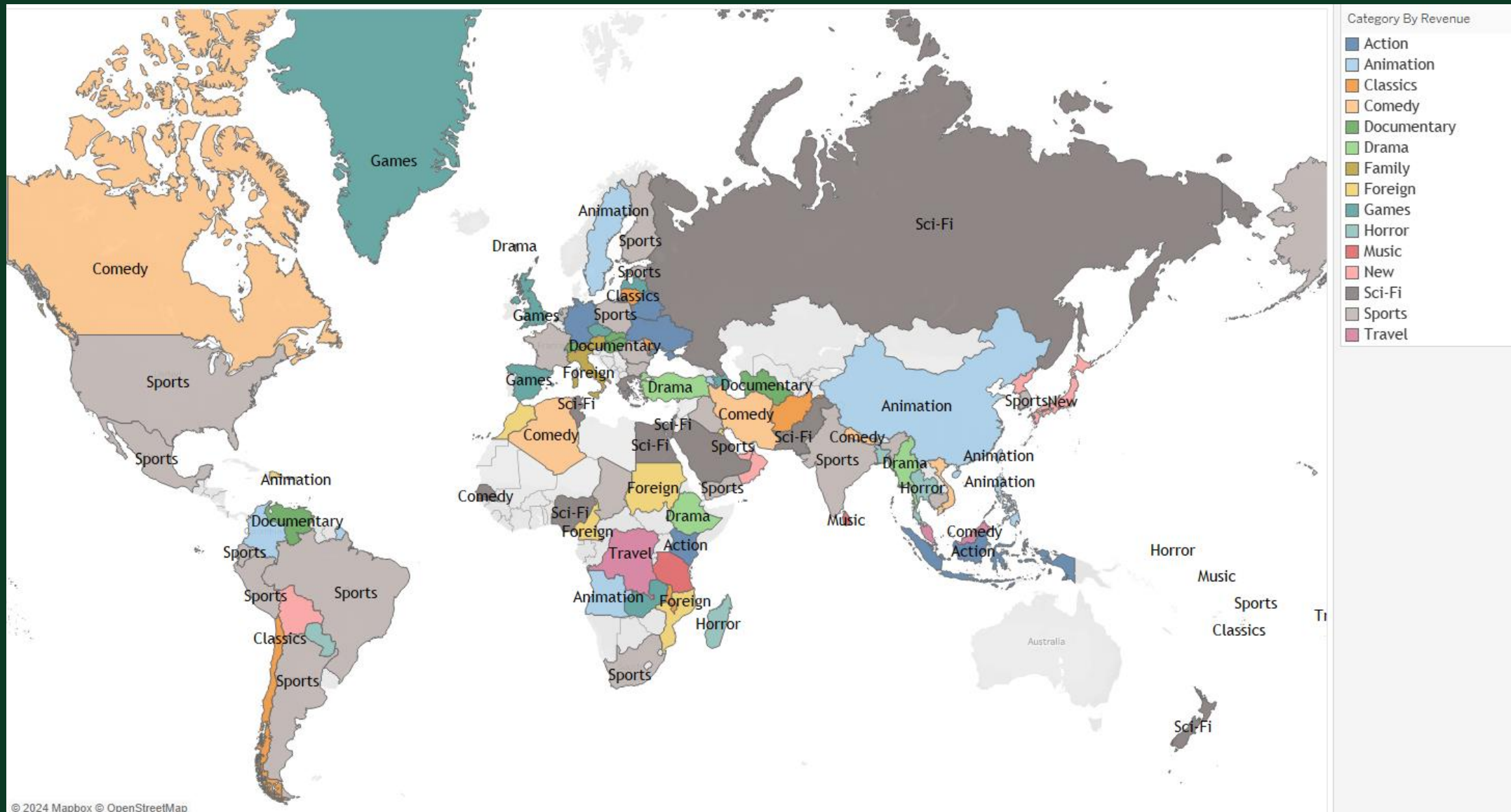


Although Asia leads in revenues, the European market shows a **51.7%** higher purchasing power, and the African market exhibits a **102.97%** higher purchasing power than the total revenues.

Revenue by Category and Country

Top 5 countries and their top category by revenue:

- India: Sports
- China: Animation
- US: Sports
- Japan: New
- Mexico: Sports



Insights & recommendations



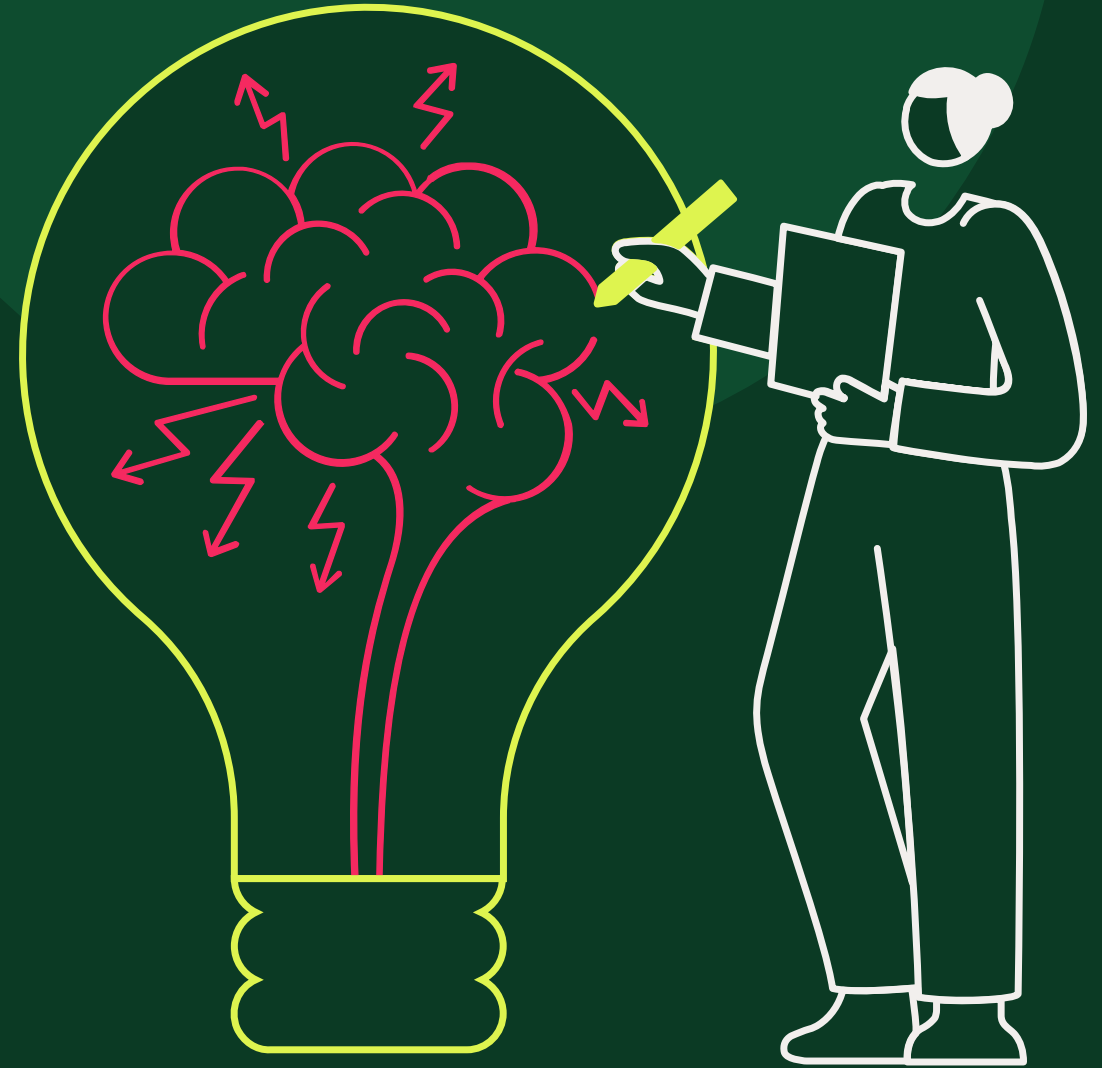
Insights:

- **Country & City-Level Sales Leadership:** India, China, and the US are leading in overall sales, indicating strong market presence in these regions. Cities like London, Saint-Denis, and St Barbara dOeste show concentrated high sales, suggesting urban centers as key revenue drivers.
- **High Lifetime Value (HLTV) Customer Locations:** High LTV customers are predominantly found in India, China, and the US, with specific cities like London, Udaipur, and Aurora standing out. This highlights the importance of focusing on retention and upsell strategies in these locations.
- **Purchasing Power vs. Total Revenue:** Despite Asia's dominance in revenue, Europe and Africa show significantly higher purchasing power than their generated revenue. This indicates untapped potential in these regions that could be harnessed with targeted campaigns.
- **Revenue by Category Variation:** The preference for categories like Sports in India, the US, and Mexico, and Animation in China, shows that content preferences vary significantly by location. This indicates that content strategy should be region-specific to maximize engagement.



Recommendations:

- **Targeted Marketing Strategies:** Focus marketing efforts on top-performing countries like India, China, and the US. Tailor campaigns to leverage popular content categories in these regions and cities with high LTV customers, such as London and Udaipur, to maximize returns.
- **Customized Loyalty Programs:** Develop personalized loyalty programs for high LTV customers, particularly in cities like London, Udaipur, and Aurora. These programs could include exclusive content, early access, or special offers to retain and increase their lifetime value.
- **Expand in High Purchasing Power Regions:** Given the high purchasing power in Europe and Africa, explore expanding services, localizing content, and launching region-specific promotions to better capitalize on this potential.
- **Content Acquisition Strategy:** Invest in acquiring and promoting content that aligns with the top categories in each region. For example, prioritize Sports-related content in India and the US, and Animation in China. Additionally, analyze successful content in these regions to guide future acquisitions and partnerships.
- **Optimize Pricing and Rental Periods:** Consider adjusting pricing and rental periods based on the average rental duration of 5 days to better align with customer behavior. This could involve offering discounts for longer rental periods or bundling content in a way that encourages extended engagement.



Thank you

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For more information:

[RockbusterStealths Dashboard 1](#)

[Dashboard 2](#)

[CategorybyRevenue](#)

