

Rockbuster Stealth Company Strategy

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CONTENT



Rockbuster Stealth LLC, is a former global chain of movie rental stores, the Rockbuster Stealth management team is planning to launch an **online video rental service** due to intense competition from streaming services such as Netflix and Amazon Prime, the management is planning to use existing movie licenses to stay competitive in the market.



OBJECTIVE



Analyze Rockbuster's data and answer important business inquiries regarding revenue, customer profile, and geographical sales to provide insights for their 2020 strategy plan.



KEY QUESTIONS



Which movies contributed the most/least to revenue gain?



Which countries are Rockbuster customers based in?



What was the average rental duration for all videos?



Do sales figures vary between geographic regions?



Where are customers with a high lifetime value based?



What Genre are popular by Revenue?



1

SUMMARY STATISTICS

Use SQL to calculate
descriptive statistics.

2

KEY QUESTIONS

Answering questions
inquired by the
Rockbuster Stealth
Management Board.

3

RECOMMENDATIONS

2020 company
strategy
recommendations.

Summary Statistics



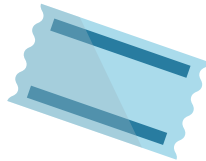
Total
Revenue
\$61,312

Average
movie
rental
days
5

Most
common
movie rate
PG-13

Average
replaceme
nt cost
\$19.98

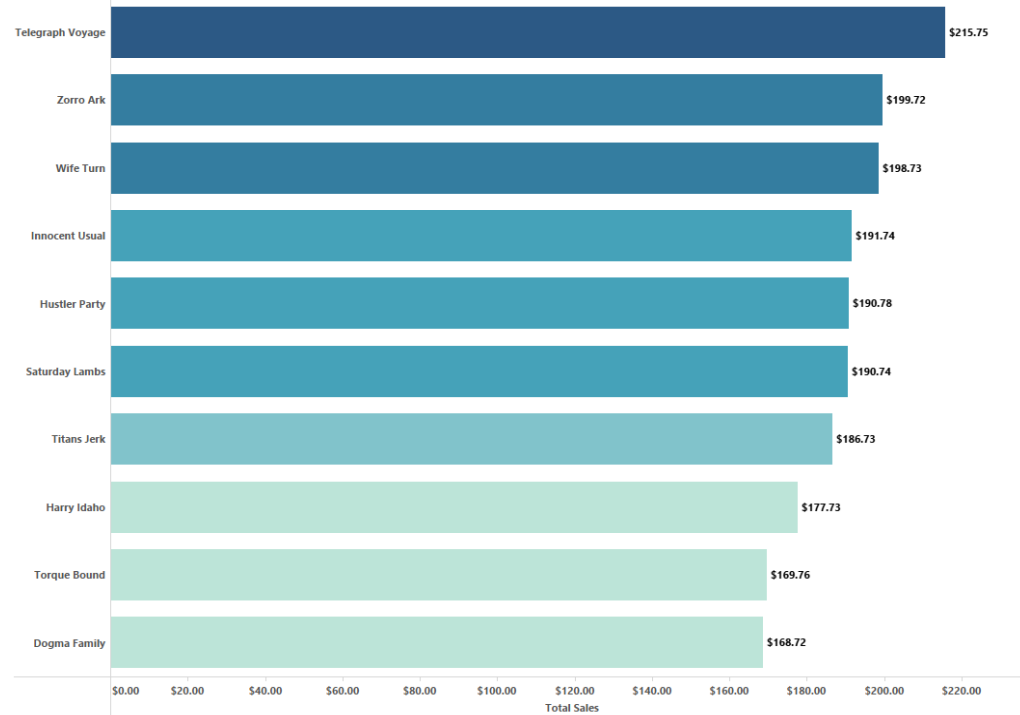
Total
active
customers
599



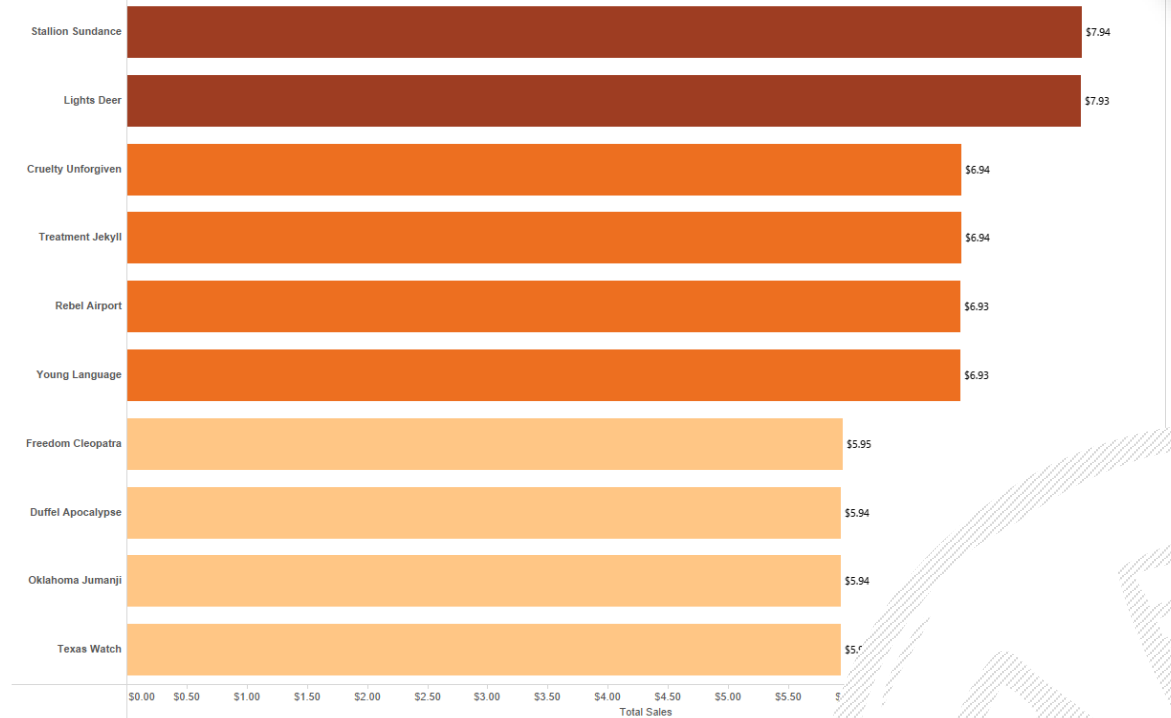
WHAT MOVIES CONTRIBUTED MOST/LEAST TO REVENUE GAIN?



Top Revenue Movies Rental



Least Revenue Movies Rental



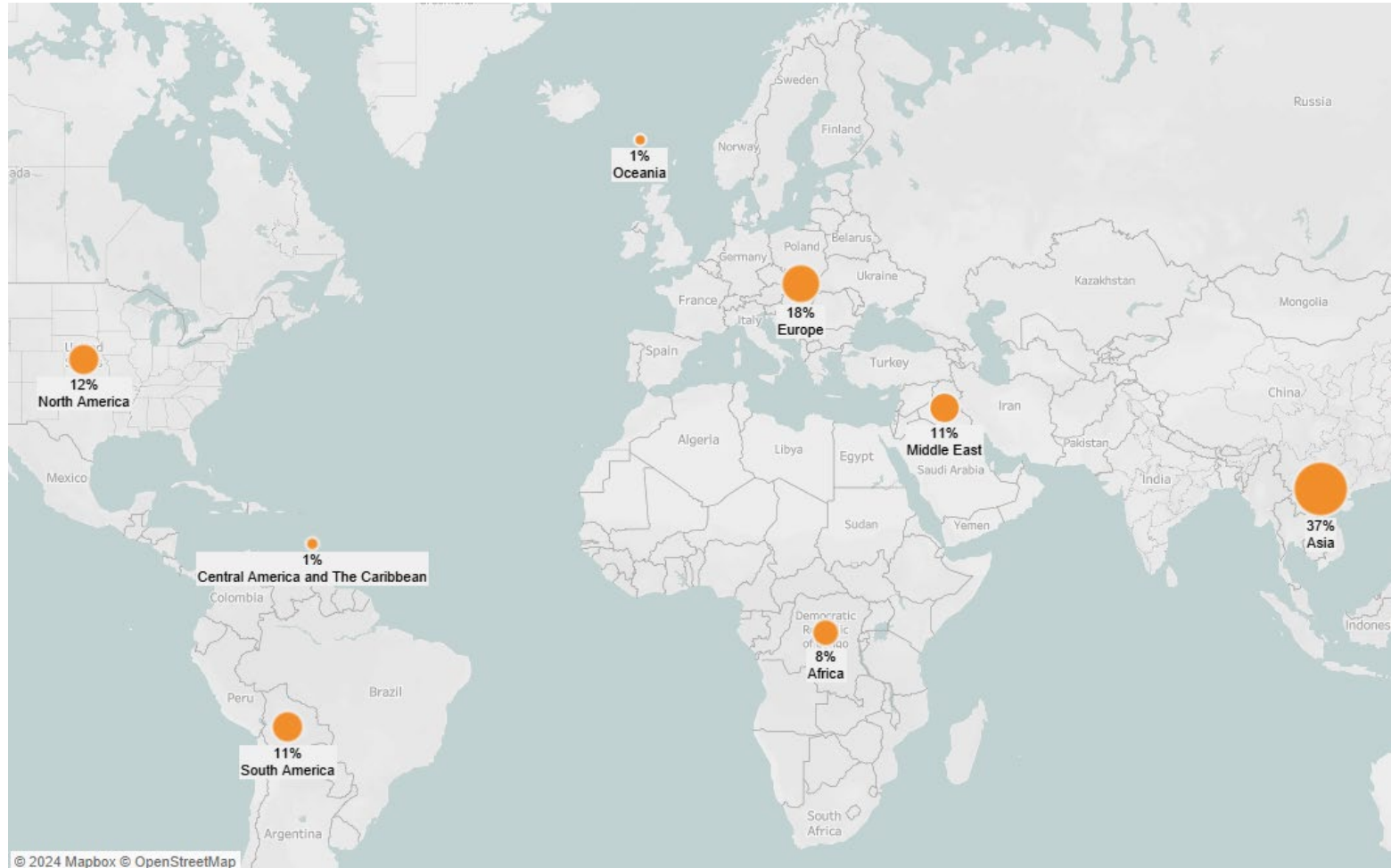
Which countries are Rockbuster customers based in?



Top 10 Countries in terms of customers

1	India	60
2	China	53
3	United States	36
4	Japan	31
5	Mexico	30
6	Brazil	28
7	Russian Federation	28
8	Philippines	20
9	Turkey	15
10	Indonesia	14

Do sales figures vary between geographic regions?



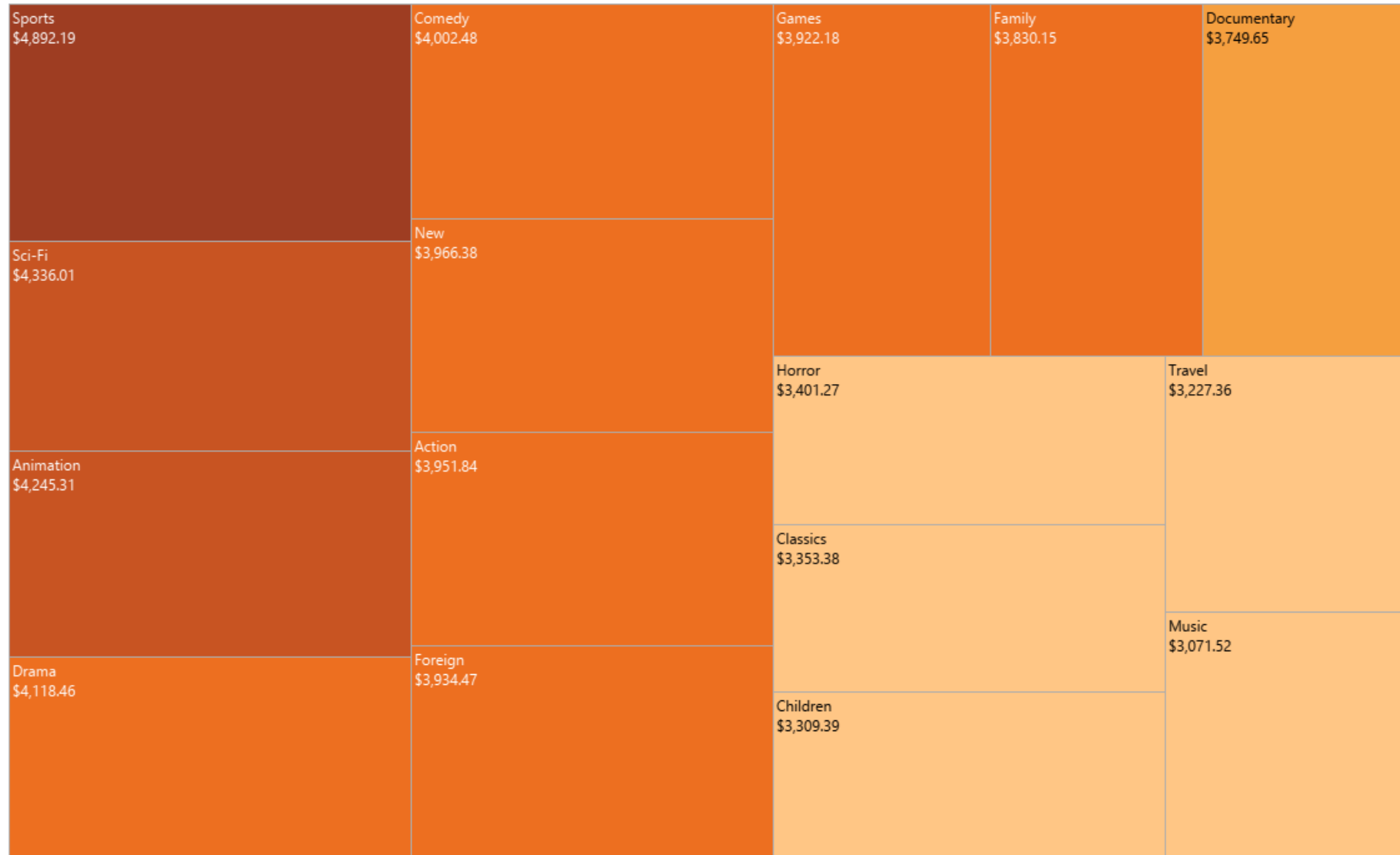
Asia contributes the most revenue in Sales While Oceania, Central America and The Caribbean are the least contributors.



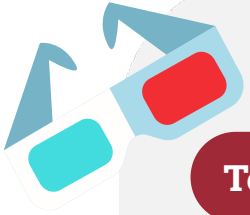
Where are customers with a high lifetime value based?



What Genre are popular by Revenue?



Recommendations



Top-Performing

Focus on the top genres and ratings, like PG_13 and Sports. Increase the variety and offer promotions and deals.

Customer Experience

Send surveys to lifetime customers to get their input on the new online video strategy. Offer annual membership with unlimited streaming to all customers. Launch promotions and deals to increase customers activity.

Update Inventory

Take the films out of the inventory that produced no revenue and replace them with licensing for new release movies.

Market Expansion

Asia: Since Asia contributes the most revenue in sales, focus investment on marketing and customer engagement in this region could bring substantial returns.

Underperforming Regions: Create strategies to boost revenues in regions like Oceania, Central America and The Caribbean, which currently have lower revenue contributions.



THANK YOU

https://public.tableau.com/app/profile/ivonne.aspilcueta/viz/RockBuster_FinalPresentation/Rockbuster?publish=yes

