

Rockbuster Stealth LLC

ANALYSIS FOR UPCOMING 2020 ONLINE
VIDEO STREAMING STRATEGY

BY JEFF JAQUES

Project Introduction

In response to the growing competition from online streaming services, the Rockbuster Stealth management team is planning to use their extensive library of movie licenses to launch an online video rental service as part of their 2020 company strategy.



Which movies contributed the most/least to revenue gain?



What was the average rental duration for all videos?



Which countries are Rockbuster customers based in?



Where are customers with a high lifetime value based?



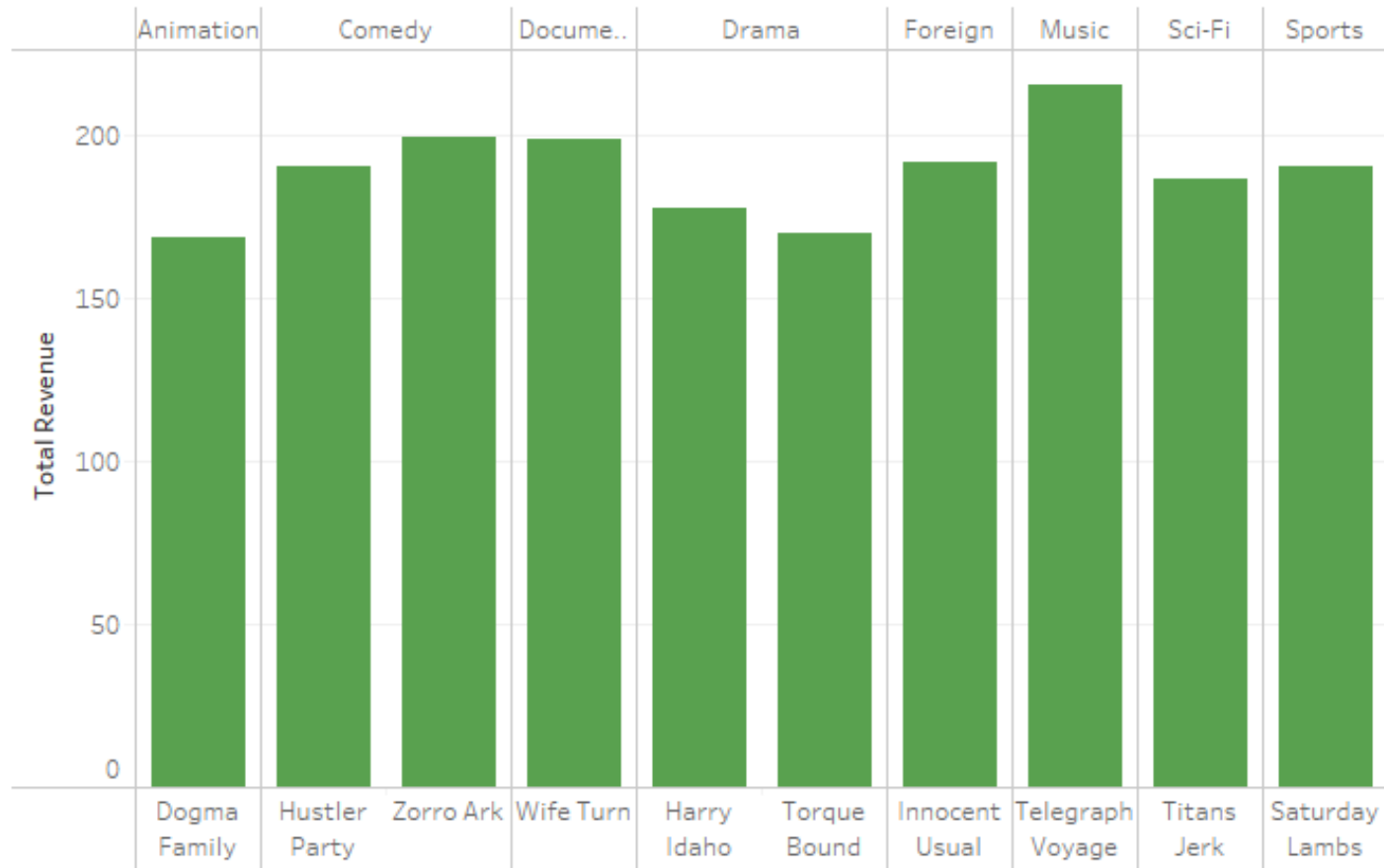
Do sales figures vary between geographic regions?

Key Questions and Objectives



Which movies contributed the most/least to revenue gain?

Top 10 Highest Performing Movie Titles By Genre

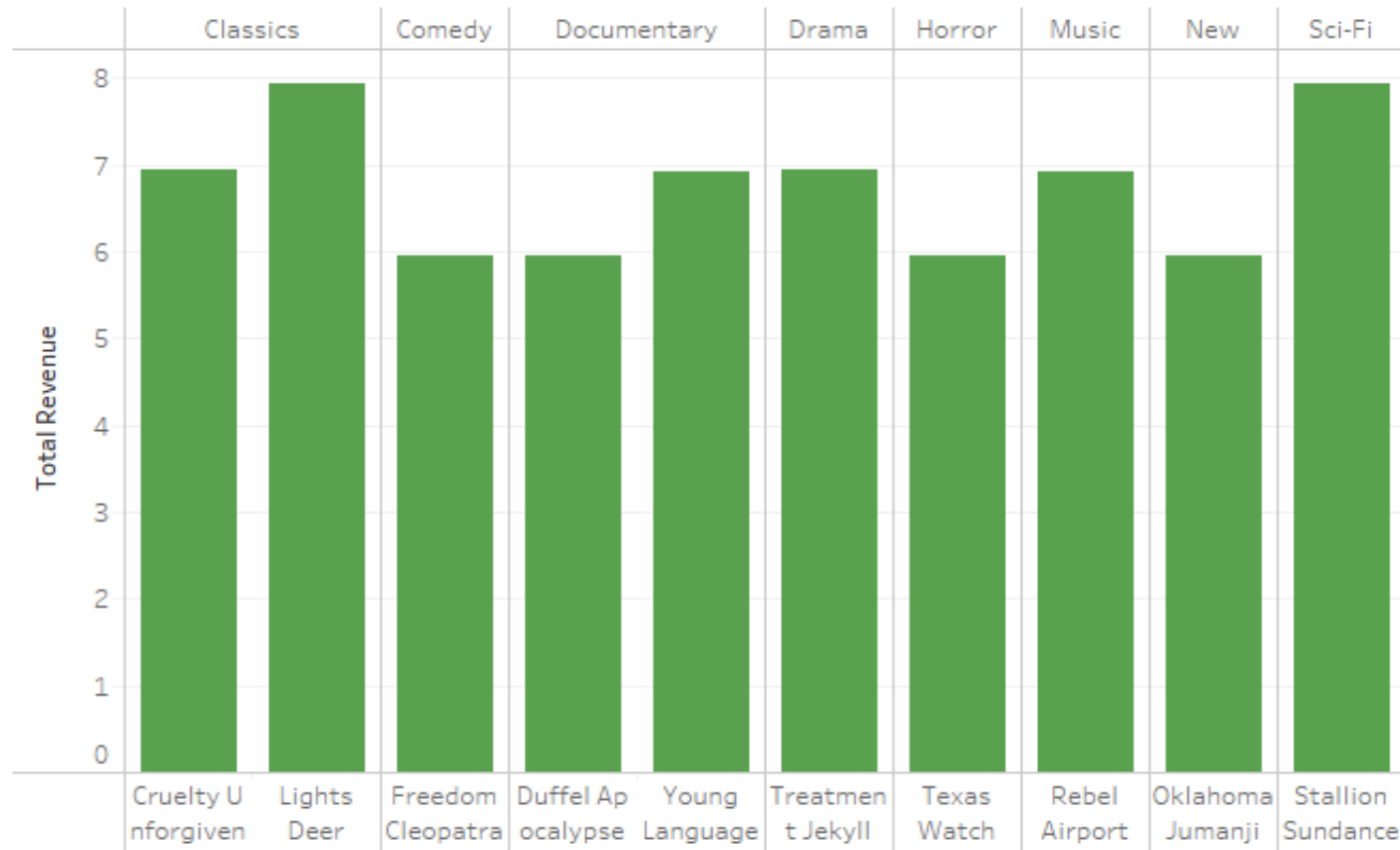


Highest Performing Movie Rentals



Which movies contributed the most/least to revenue gain?

Top 10 Worst Performing Movie Titles By Genre



Worst Performing Movie Rentals



What was the average rental duration for all videos?

	Rental Duration	Rental Rate
Maximum	7 Days	\$4.99
Minimum	3 Days	\$0.99
Average	4.99 Days	\$2.98

Duration of Movie Rentals with Rates

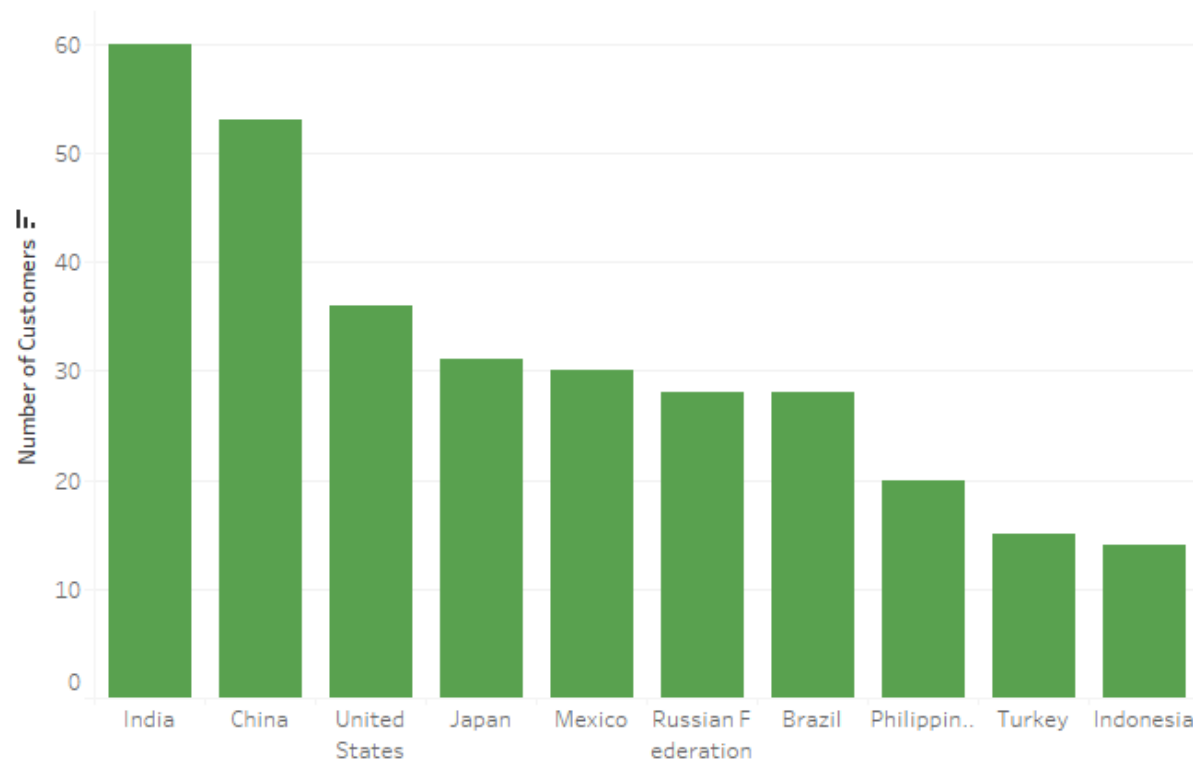


Which countries are Rockbuster customers based in?



Where are customers with a high lifetime value based?

Top 10 Countries with the Most Customers

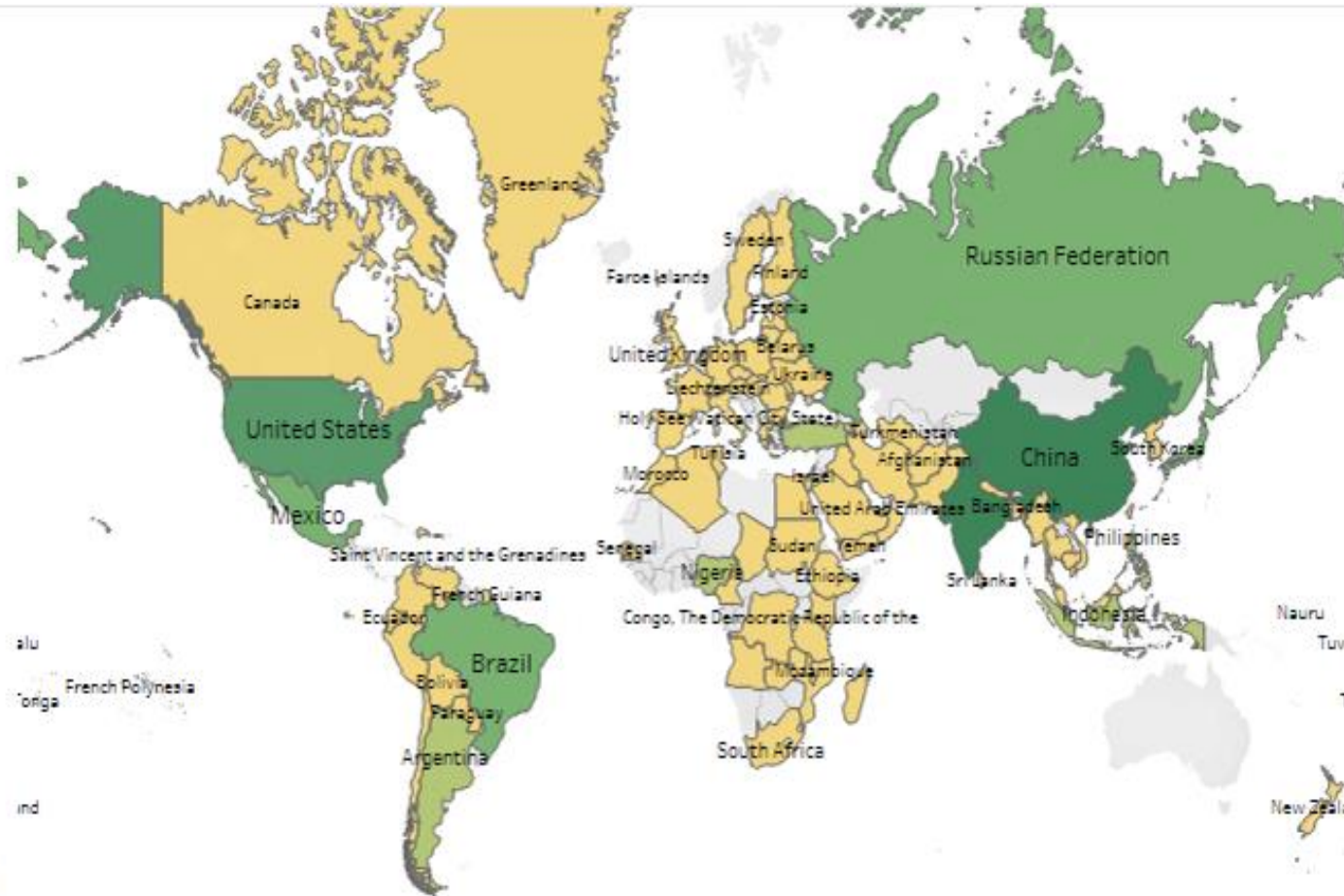


Top 10 Countries where High Lifetime Customers are Based

United States
Philippines
Russia
Brazil
Netherlands
Belarus
Iran
Canada
India
Spain



Do sales figures vary between geographic regions?



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Revenue Generated

48



6,035

Insights and Recommendations

Movie titles that generate the highest amount of rental revenue should be listed as top rentals on the new streaming service, while movies with the least amount of rental revenue should be considered to not be included.

Top 5 countries with the highest number of Rockbuster Stealth customers should be used as pilot locations for the upcoming streaming service. Then to be launched in other countries where we have strong customer numbers based on popularity of streaming service.

Consider a special program to incentive our high lifetime customers to switch to the streaming service once introduced in their region, such as 3 months free.

Any Questions?

Thank You

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