

# Rockbuster Stealth

Online Video Service Launch  
Strategy

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## Introduction

Rockbuster, once a renowned movie rental company with physical stores around the world, is now adapting to the evolving landscape of the entertainment industry. Faced with fierce competition from streaming giants like Netflix and Amazon Prime, Rockbuster has chosen to leverage its existing movie licenses to launch an online video rental service. We will dive deep into Rockbuster's extensive dataset, comprising information about film inventory, customer profiles, payments, and more.

# Business Objective

- ❖ Our main focus is to harness the power of data to make informed decisions that will drive the success of Rockbuster in the highly competitive video streaming industry.

# Key Questions

Which movies contributed the most/least to revenue gain?

What is the average rental duration for all videos?

Where are Rockbuster customers based, and which regions have customers with a high lifetime value?

Do sales figures vary between geographic regions?

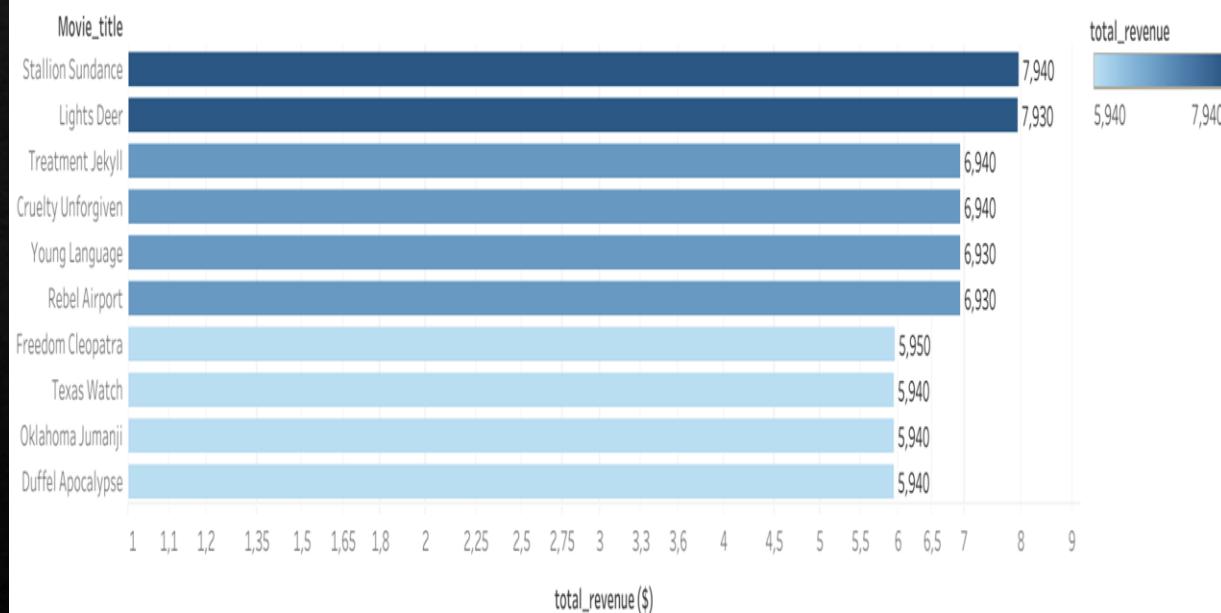
# Key Question 1

Which movies contributed the most/least to revenue gain?

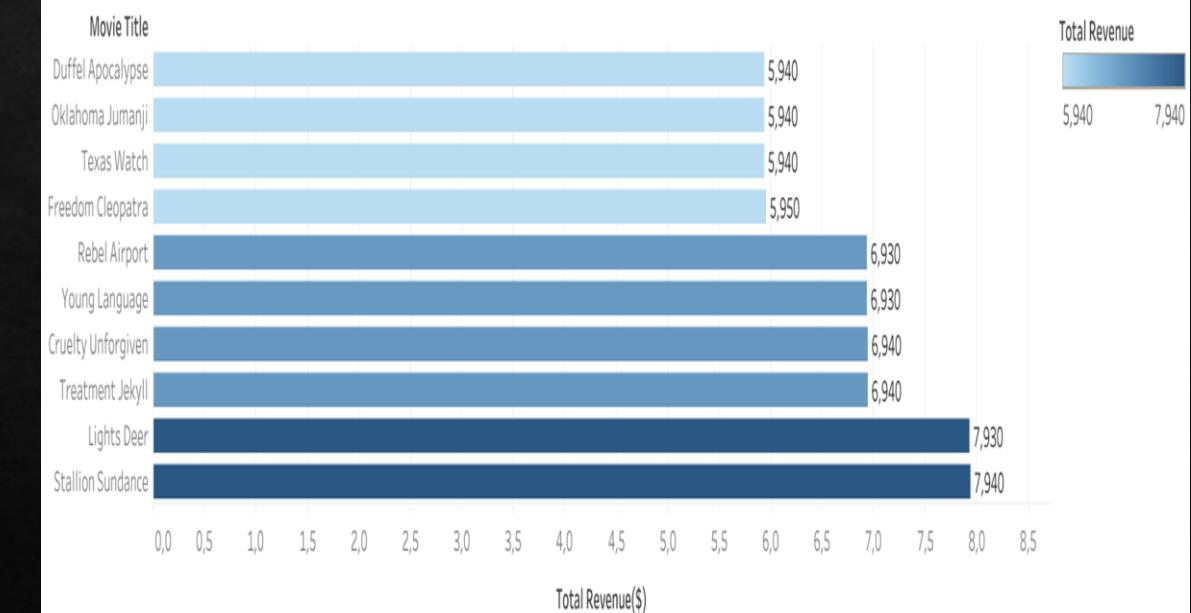
# Insights

The Most Revenue Earning Title is **Stallion Sundance** & Least Revenue Earning Value is **\$5,940**

Top 10 Movie Title contributed the most Revenue Gain



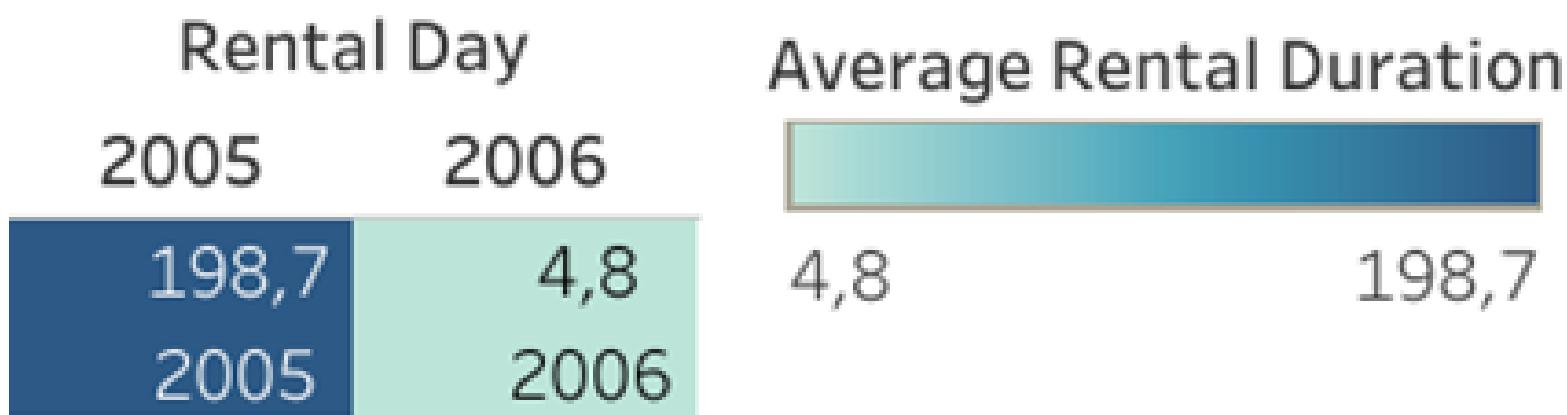
Top 10 Movie Title that contributed the Least Revenue Gain



# Key Question 2

What is the average rental duration for all videos?

# Average Rental Duration over Time



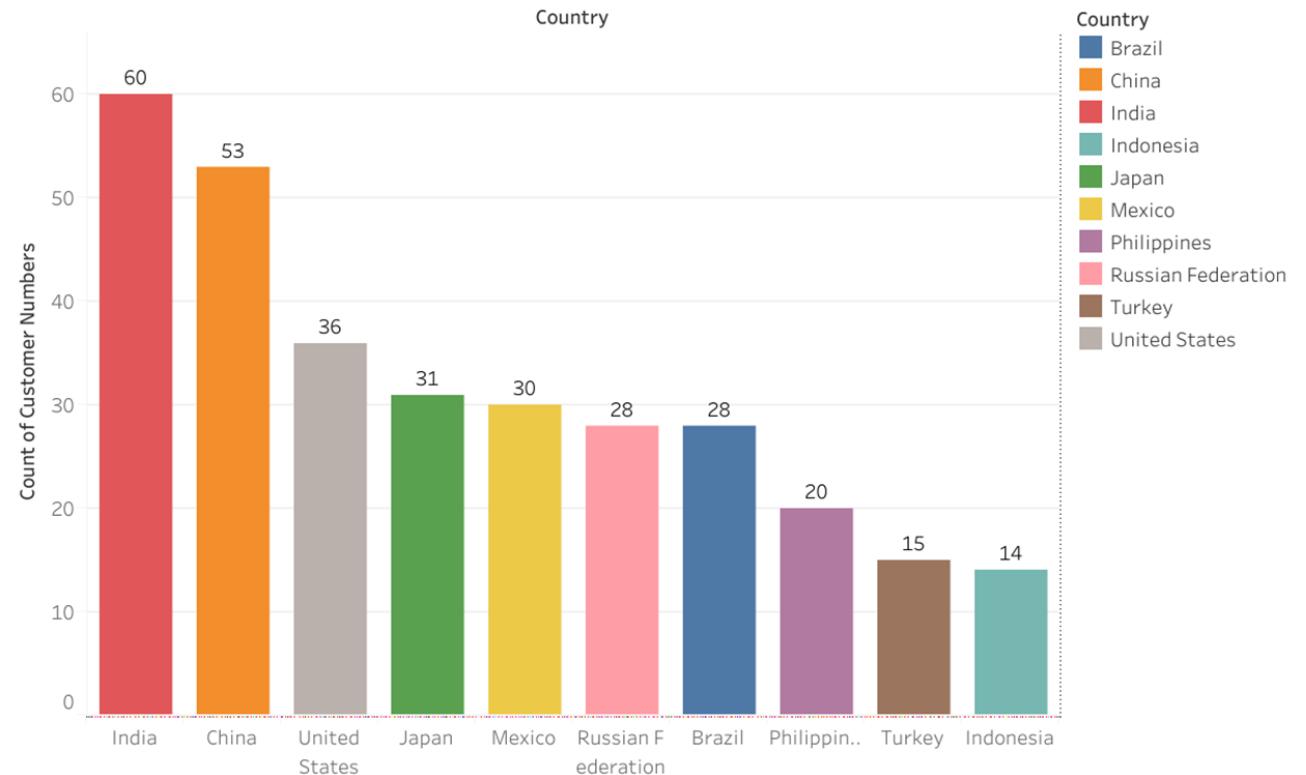
# Key Question 3

- ❖ Where are Rockbuster customers based, and which regions have customers with a high lifetime value?

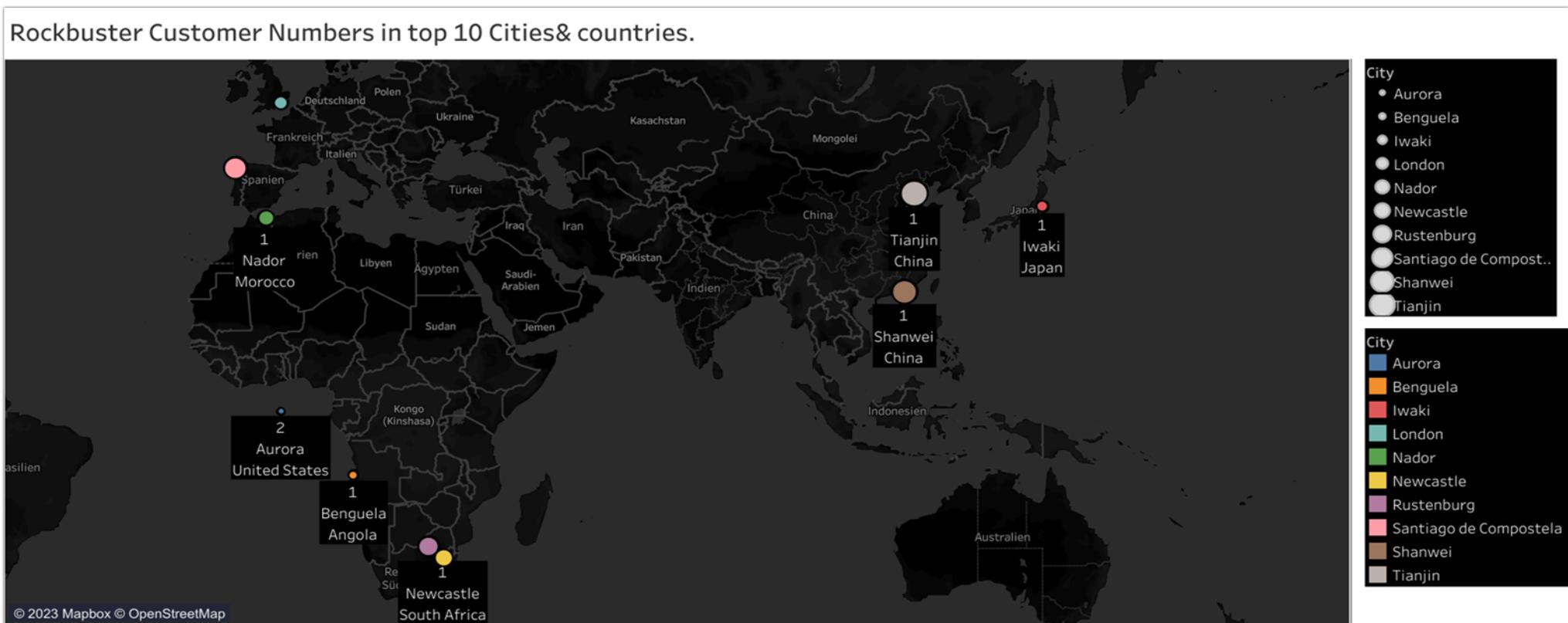


# Insights Rockbuster Customer By Countries

Top 10 Countries for Customer Numbers



# The concentration of Rockbuster Customer Numbers in Top 10 Cities



# Rockbuster Customers with a high lifetime value

## High Lifetime Value Customers

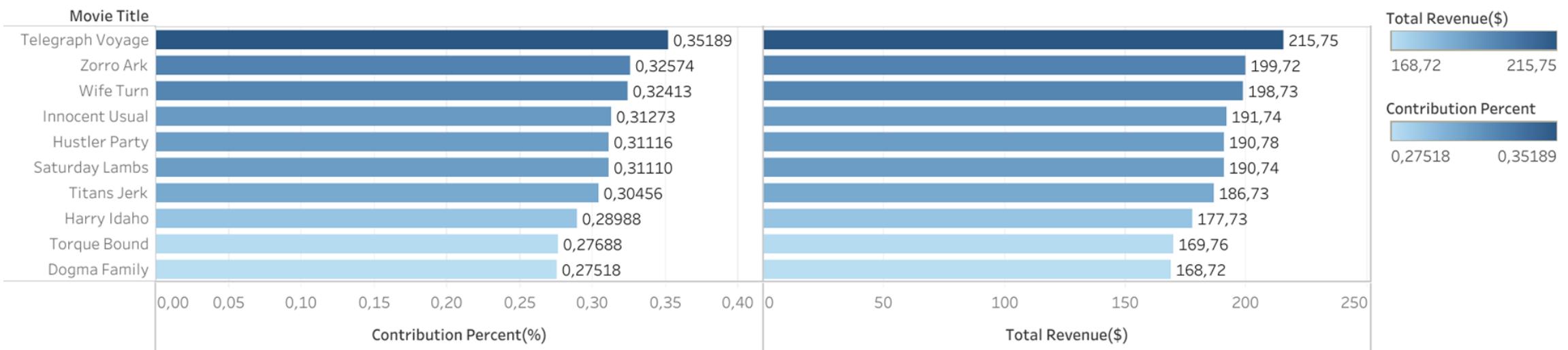
Country	City	Customer Id	First Name	Last Name	Total amount paid (\$)
China	Yuzhou	324	Gary	Coy	95,78
	Zhoushan	550	Guy	Brownlee	151,69
Kazakstan	Zhezqazghan	573	Byron	Box	117,72
Senegal	Ziguinchor	456	Ronnie	Ricketts	95,76
Tanzania	Zanzibar	220	Charlene	Alvarez	109,75

## Key Question 4

- ❖ Do sales figures vary between geographic regions?



## Movie Title, Revenue & Contribution Percent





# Sales across Geographical Region

# Summary

- ❖ To succeed in the online video service market, Rockbuster must focus on the following key strategies:
  1. High-Revenue Movies: Prioritize licensing and promoting high-revenue movies that have proven to be successful in generating revenue for the company.
  2. Optimized Rental Policies: Tailor rental durations to match customer preferences, offering flexible options to maximize customer satisfaction and revenue.
  3. Targeted Marketing: Concentrate marketing efforts in regions with high customer potential to attract new users and grow the customer base.
  4. Customer Retention: Implement personalized strategies to engage and retain high-value customers, enhancing their lifetime value to the company.





Thank you