Rockbuster Stealth

An Online Video Service Launch Strategy

INTRODUCTION

- Rockbuster Stealth LLC is a movie rental company that used to have stores around the world. Facing stiff competition from streaming services such as Netflix and Amazon Prime, the Rockbuster Stealth management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

BUSINESS OBJECTIVE

- To obtain data driven answers for 2020 company Strategy by answering 5 Key business questions…

KEY BUSINESS QUESTIONS

🔍 What was the average rental duration for all movies?

🔍 Which movies contributed the most/least to revenue gain?

🔍 Where are customers with a high lifetime value based?

🔍 Which countries are Rockbuster customers based in?

🔍 Do sales figures vary between geographic regions?

Key Question 1

**What was the average rental duration for all movies?**

Insights

Average rental duration = **5 days**
Maximum rental duration = **7 days**
Thriller (Genre) has the highest rental duration

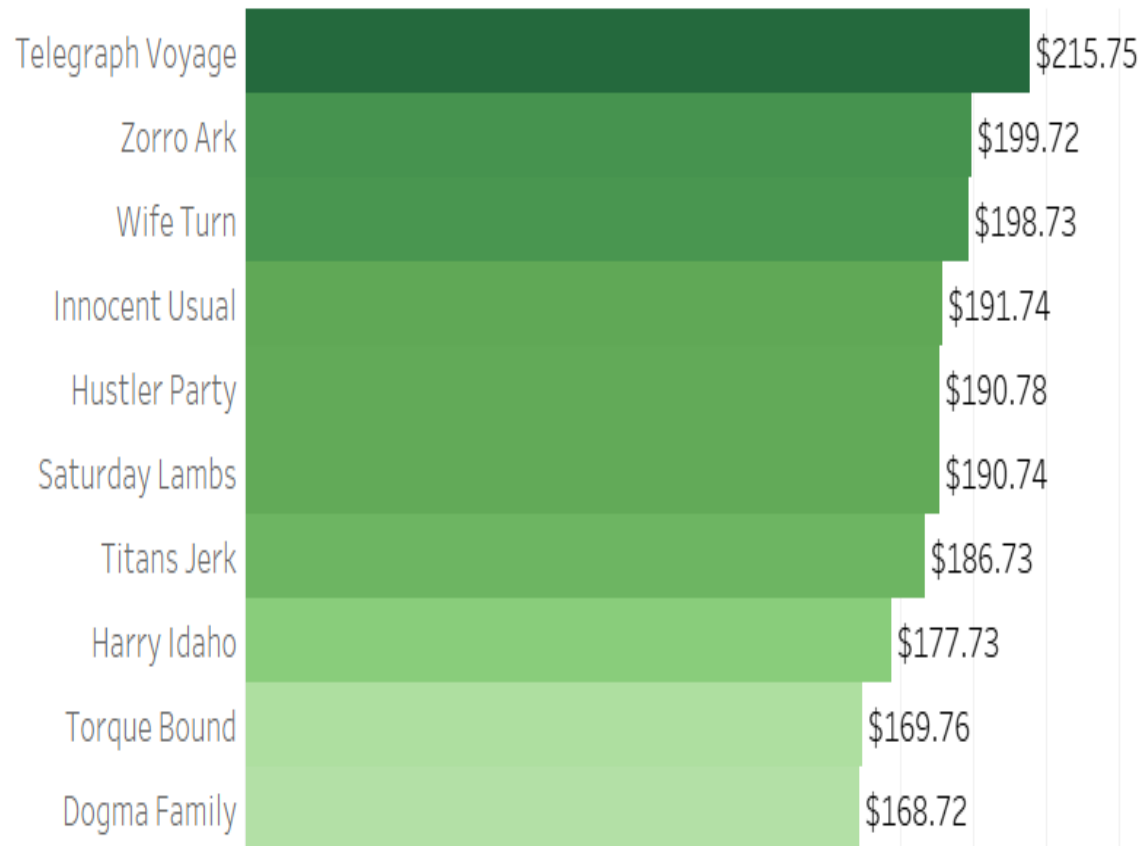| Genres	avg_rental_duration	minimum_rental_duration	maximum_rental_duration
Thriller	6.00	6	6
Travel	5.50	3	7
Music	5.20	3	7
Family	5.15	3	7
Foreign	5.12	3	7
Drama	5.05	3	7
Games	5.00	3	7
Children	4.99	3	7
Classics	4.92	3	7
Horror	4.90	3	7
Action	4.90	3	7
Comedy	4.82	3	7
Animation	4.78	3	7
Sci-Fi	4.76	3	7
Sports	4.70	3	7
Documentary	4.70	3	7
New	4.47	3	7

Average Rental Duration (days) by Genres
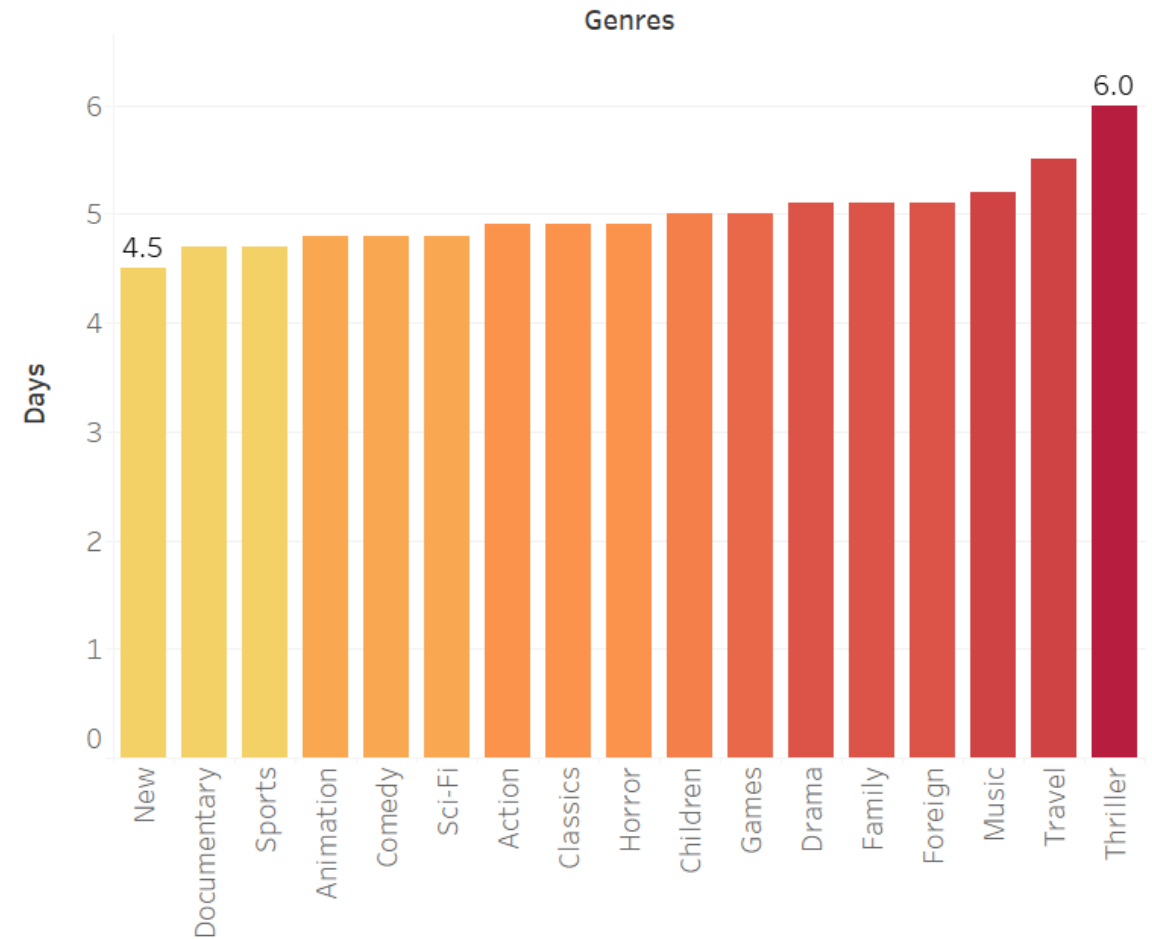
Key Question 2

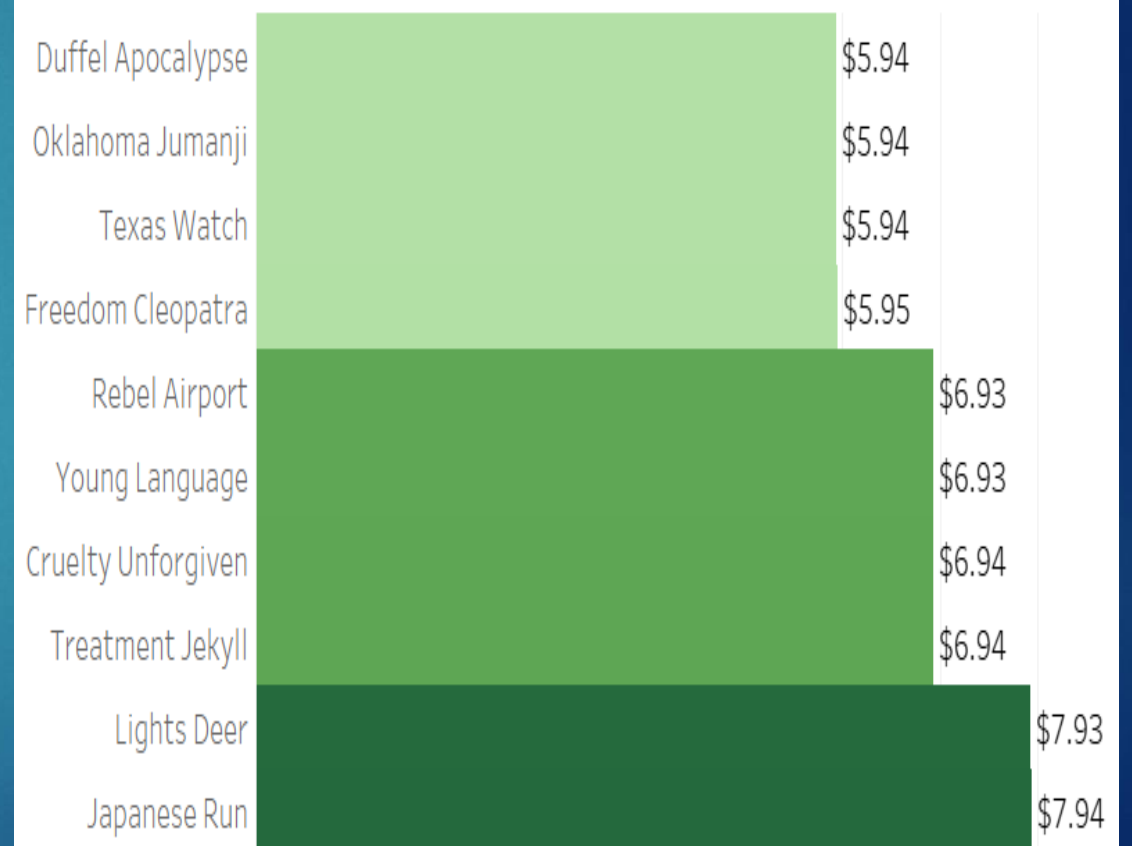**WHICH MOVIES CONTRIBUTED THE MOST/LEAST TO REVENUE GAIN?**

Insights

The difference between the Top 10 Revenue Earning Movies (Telegraph Voyage) and Bottom 10 Revenue Earning Movies is **$1823.02**.
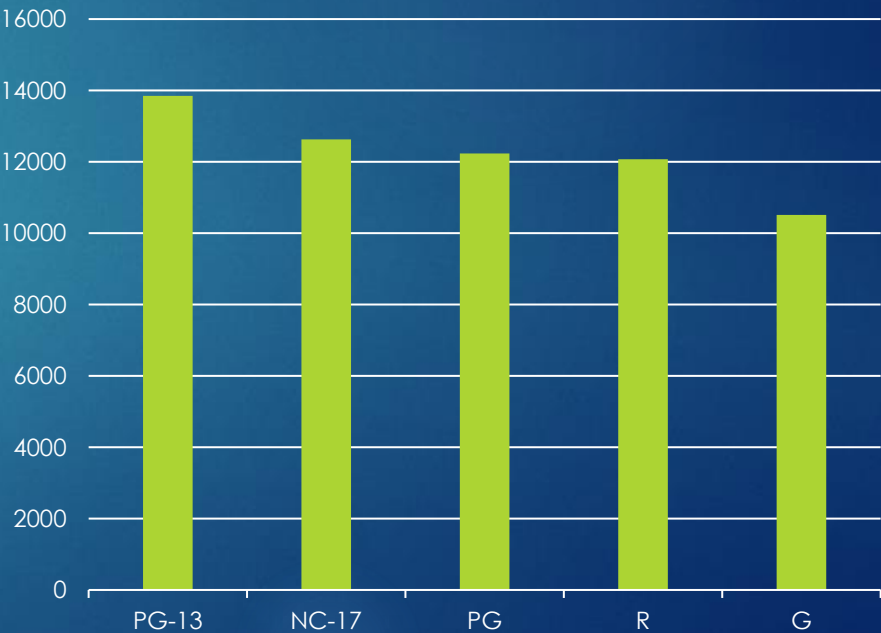

Top 10 Movies by Revenue ($)

Movie	Revenue
Telegraph Voyage	$215.75
Zorro Ark	$199.72
Wife Turn	$198.73
Innocent Usual	$191.74
Hustler Party	$190.78
Saturday Lambs	$190.74
Titans Jerk	$186.73
Harry Idaho	$177.73
Torque Bound	$169.76
Dogma Family	$168.72

Bottom 10 Movies by Revenue ($)

Movie	Revenue
Duffel Apocalypse	$5.94
Oklahoma Jumanji	$5.94
Texas Watch	$5.94
Freedom Cleopatra	$5.95
Rebel Airport	$6.93
Young Language	$6.93
Cruelty Unforgiven	$6.94
Treatment Jekyll	$6.94
Lights Deer	$7.93
Japanese Run	$7.94

Insights

Sports, Sci-Fi and Animation are the top 3 categories by revenue earnings

Category by Revenue

Category	Revenue
Sports	$4,892.19
Sci-Fi	$4,336.01
Animation	$4,245.31
Drama	$4,118.46
Comedy	$4,002.48
New	$3,966.38
Action	$3,951.84
Foreign	$3,934.47
Games	$3,922.18
Family	$3,782.26
Documentary	$3,749.65
Horror	$3,401.27
Classics	$3,353.38
Children	$3,309.39
Travel	$3,227.36
Music	$3,071.52

- PG-13 is the highest revenue earner across movie ratings.

Ratings By Revenue

Rating	Revenue (approx)
PG-13	~13800
NC-17	~12600
PG	~12200
R	~12000
G	~10500

Key Question 3

WHERE ARE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?

Rockbusters Top 10 High Lifetime Value Customers

First_name	Last_name	Country	Total Amount Paid
Eleanor	Hunt	Runion	$ 211.55
Karl	Seal	United States	$ 208.58
Marion	Snyder	Brazil	$ 194.61
Rhonda	Kennedy	Netherlands	$ 191.62
Clara	Shaw	Belarus	$ 189.60
Tommy	Collazo	Iran	$ 183.63
Ana	Bradley	United States	$ 167.67
Curtis	Irby	Canada	$ 167.62
Marcia	Dean	Philippines	$ 166.61
Mike	Way	India	$ 162.67

Key Question 4

WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?
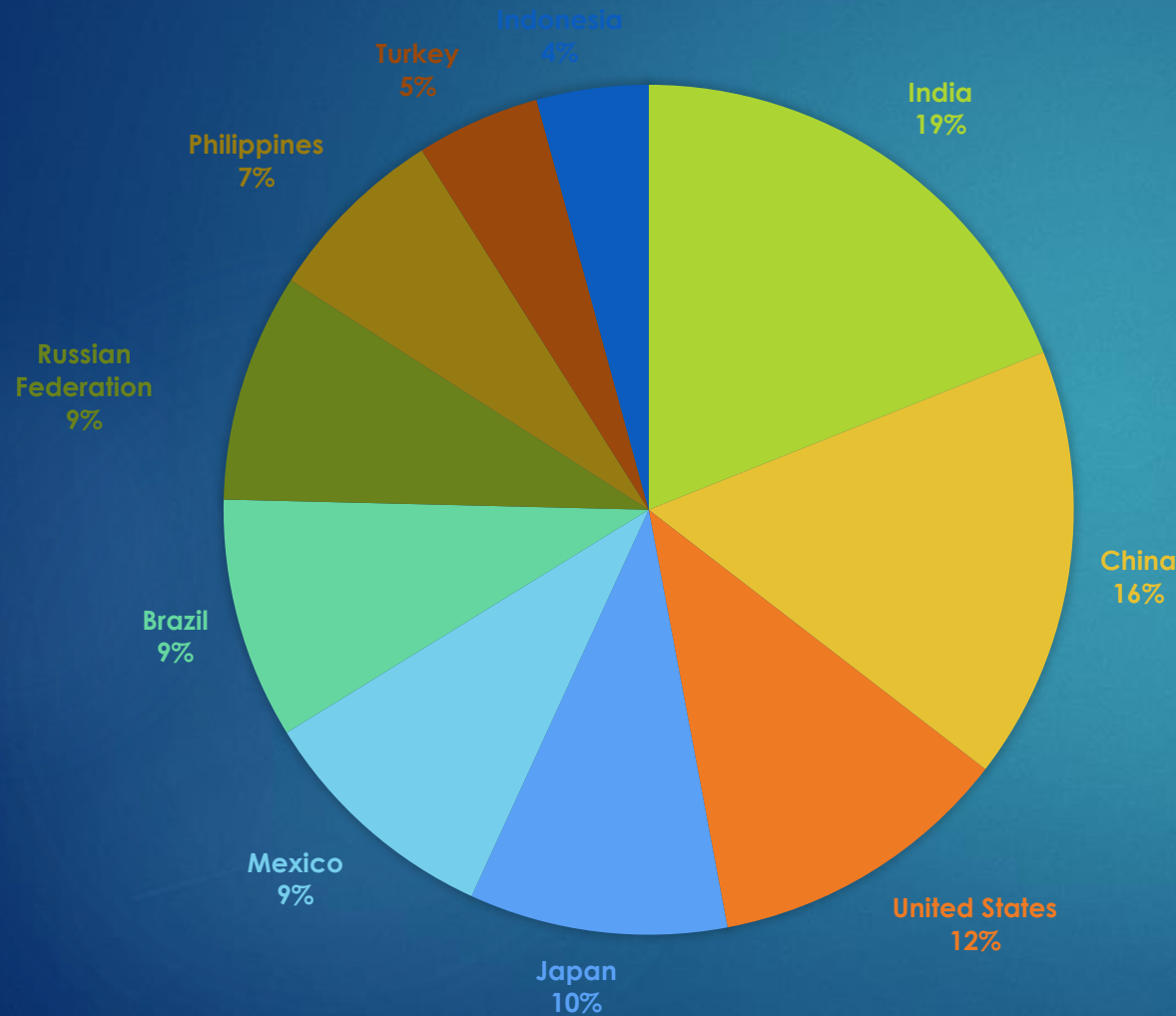
Countries By Revenue
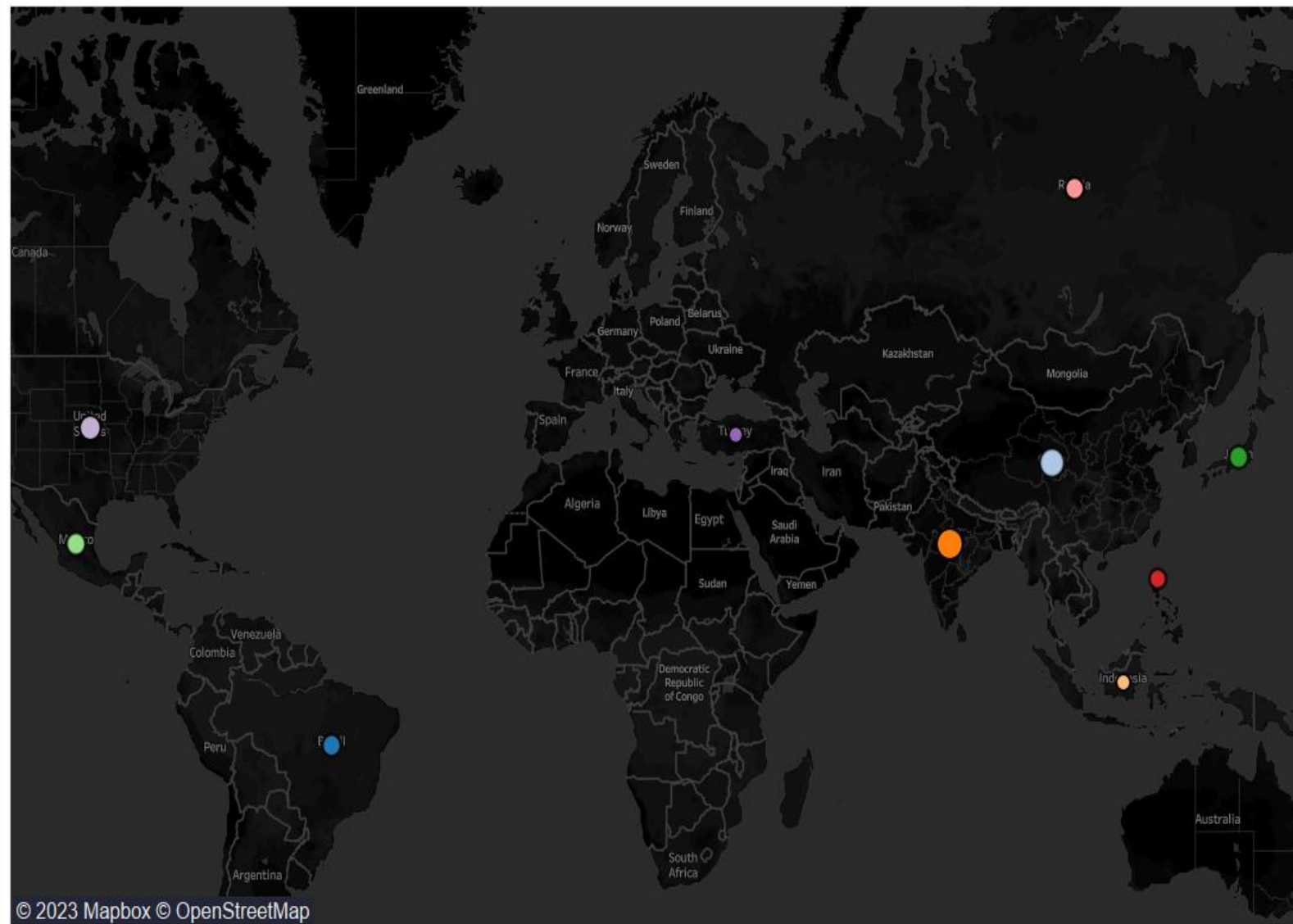
The bubble shows countries with high revenue earnings. The size of the bubble shows revenue earnings in comparison to other countries.

Insights

ROCKBUSTER COUNTRIES BY REVENUE SIZE

- Rockbuster customers are based in 108 countries with a total of 599 customers.

- India and China have the largest proportion of Rockbuster customers with a corresponding revenue earnings.

- Customer base in India is almost double that of the 3rd largest country (US).

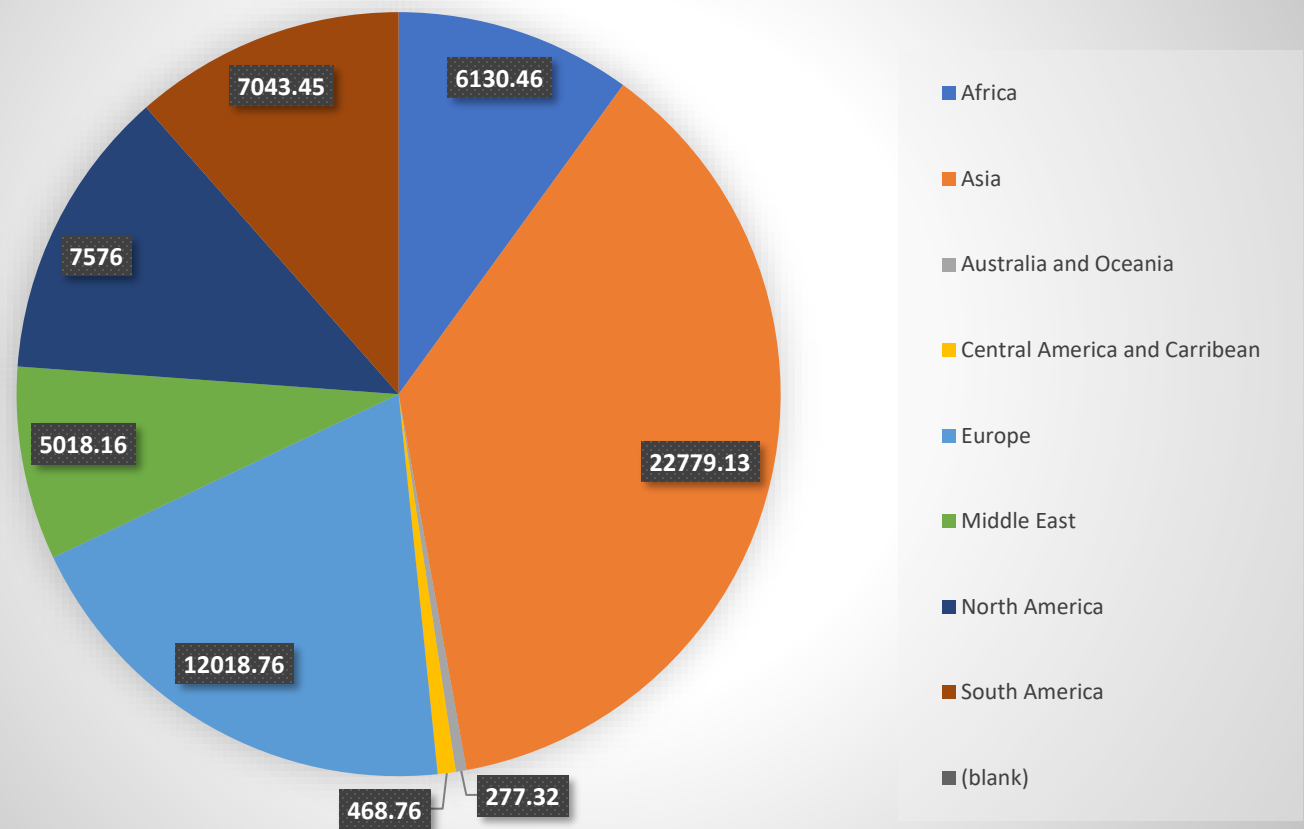| Country	number_of_customers	revenue
India	60	$ 6,035
China	53	$ 5,251
United States	36	$ 3,685
Japan	31	$ 3,123
Mexico	30	$ 2,985
Brazil	28	$ 2,919
Russian Federation	28	$ 2,766
Philippines	20	$ 2,220
Turkey	15	$ 1,498
Indonesia	14	$ 1,353

Key Question 5

DO SALES FIGURES VARY BETWEEN GEOGRAPHIC REGIONS?

Insights

Revenue ($) by Region

- Asia has the largest proportion of revenue = 37%, followed by Europe (16%)

- The Top 3 regions (Asia, Europe and North America make up almost 70% of Rockbusters revenue.

Regions	Sum of total amount paid	Percentage of total revenue
Africa	$ 6,130.46	10.00%
Asia	$ 22,779.13	37.15%
Australia and Oceania	$ 277.32	0.45%
Central America and Carribean	$ 468.76	0.76%
Europe	$ 12,018.76	19.60%
Middle East	$ 5,018.16	8.18%
North America	$ 7,576.00	12.36%
South America	$ 7,043.45	11.49%

Recommendations

Focus sales efforts in regions with high revenue and high customer numbers (Asia, Europe North America), Market research on new market creation in those regions.

Invest promotional efforts and marketing resources in the top 3 countries by revenue and customer base – India, China and the United States.

Consider loyalty programmes for high value customer.

Increase inventory for high earning categories films – Sports, Sci-Fi, Animation, Games across our Top 10 countries.

Assess lowest revenue performing countries, is there a market? is it profitable? Should we invest more resources?

Thank You!

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