

ONLINE VIDEO RENTAL SERVICE

ROCKBUSTER STEALTH
AN ANALYSIS



OCTOBER 2022 | JODI KIM

About

Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

The management team is planning to use its existing movie licenses to launch an online video rental service in order to stay competitive.

Objective

To provide data driven insights to help launch strategy for the new online video rental service



Key Questions

What was the average rental duration for all videos?

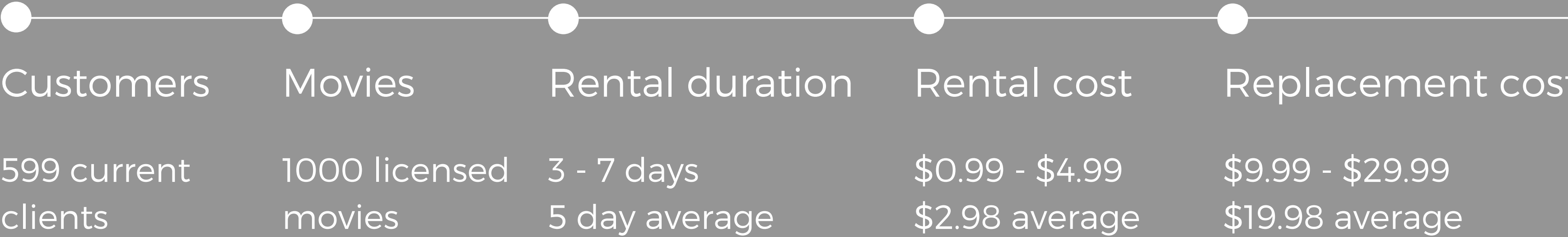
Which movies contributed the most/least to revenue gain?

Which countries are Rockbuster customers based in?

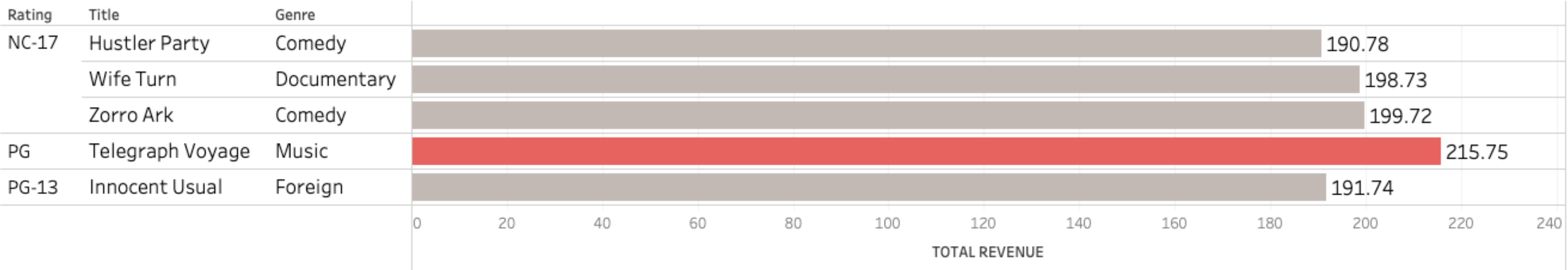
Where are customers with a high lifetime value based?

Do sales figures vary between geographical regions?

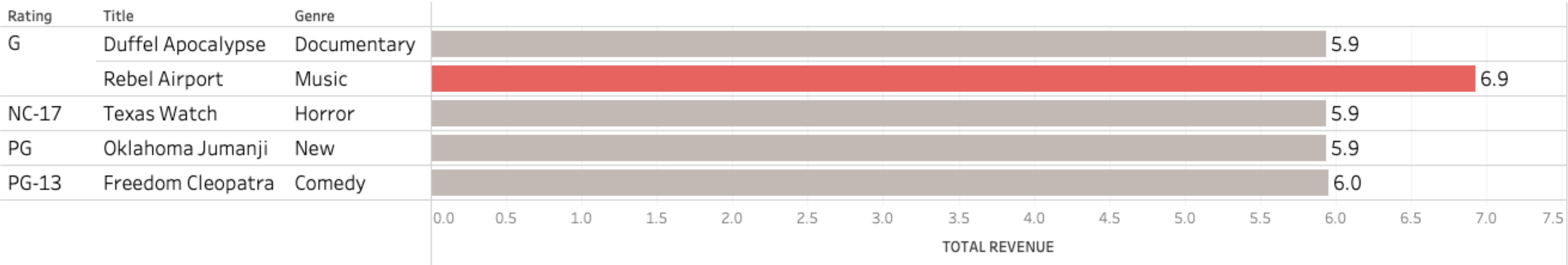
Rockbuster Overview



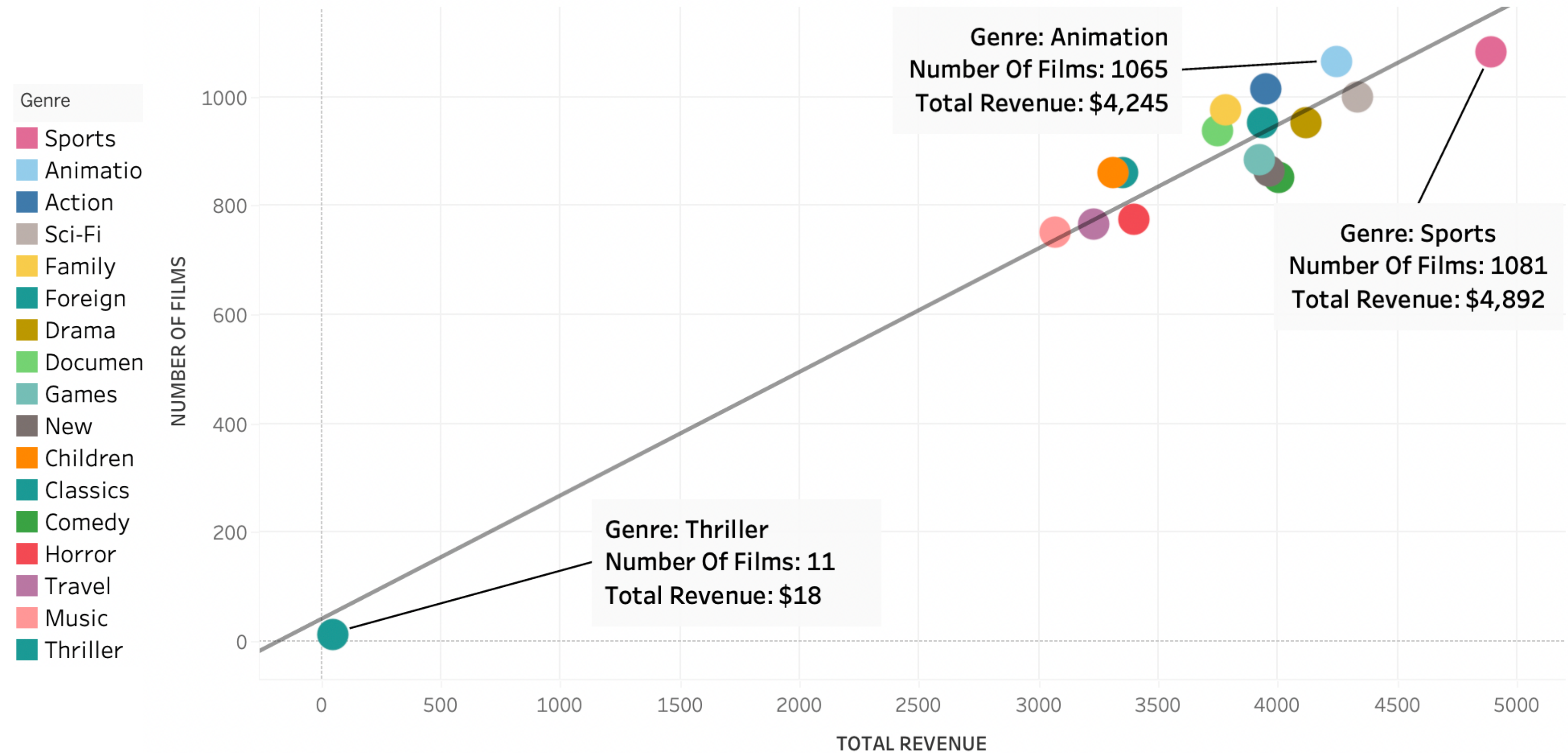
Top 5 Most Profitable Movies



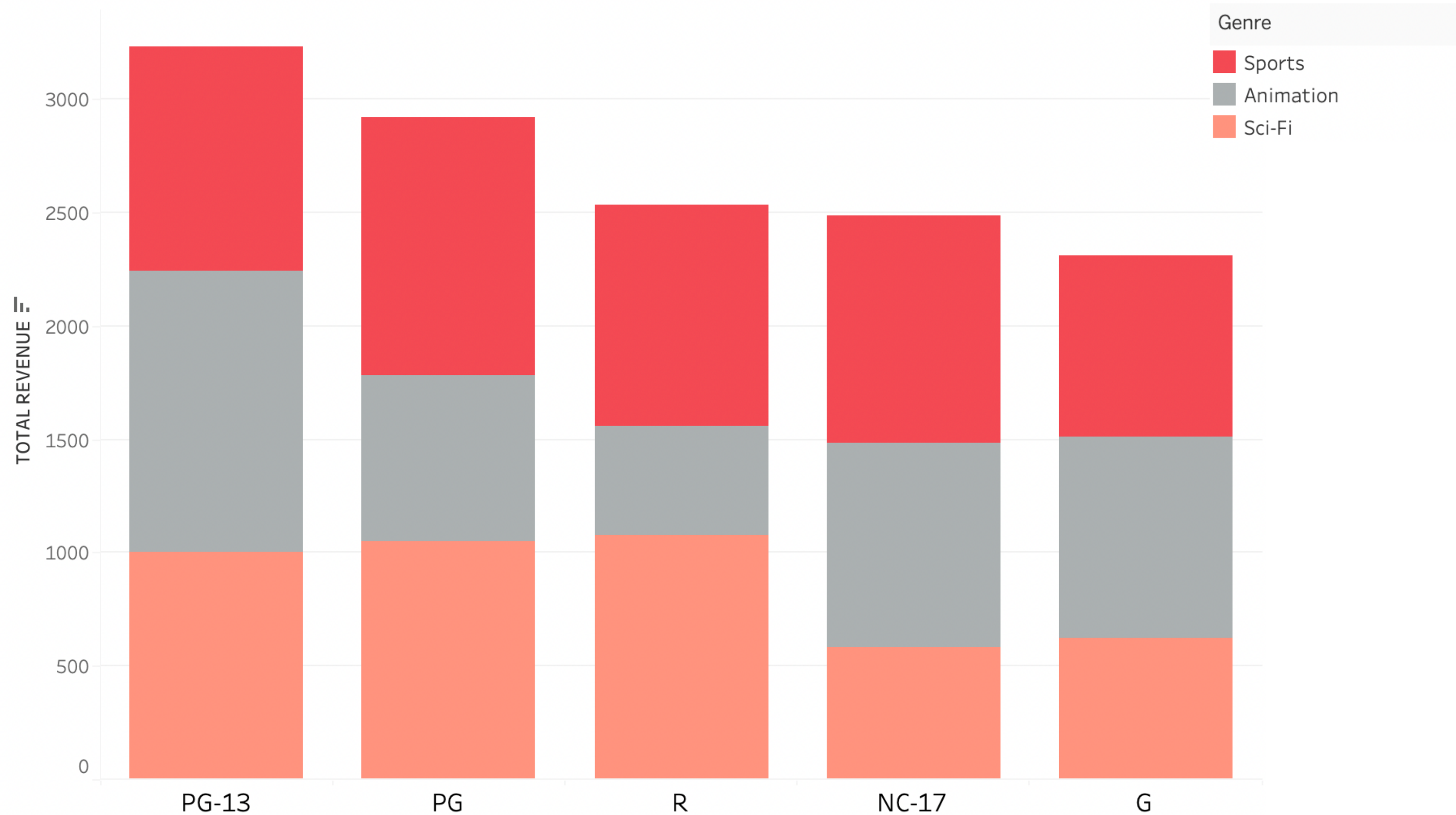
The 5 Least Profitable Movies



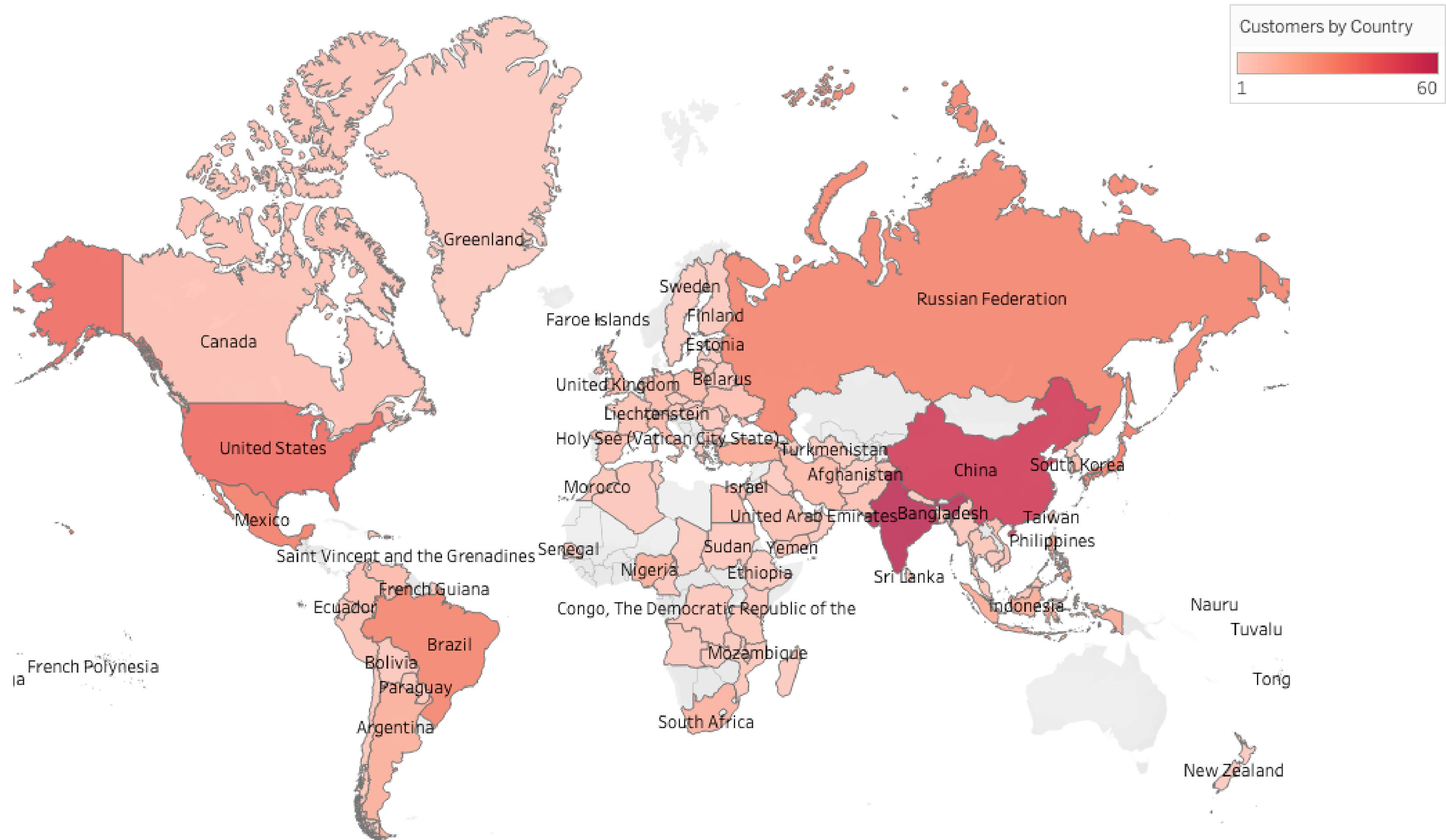
The **MORE** films available the **MORE REVENUE**.
Stock up on Sports, Animation, Action and Sci-Fi.



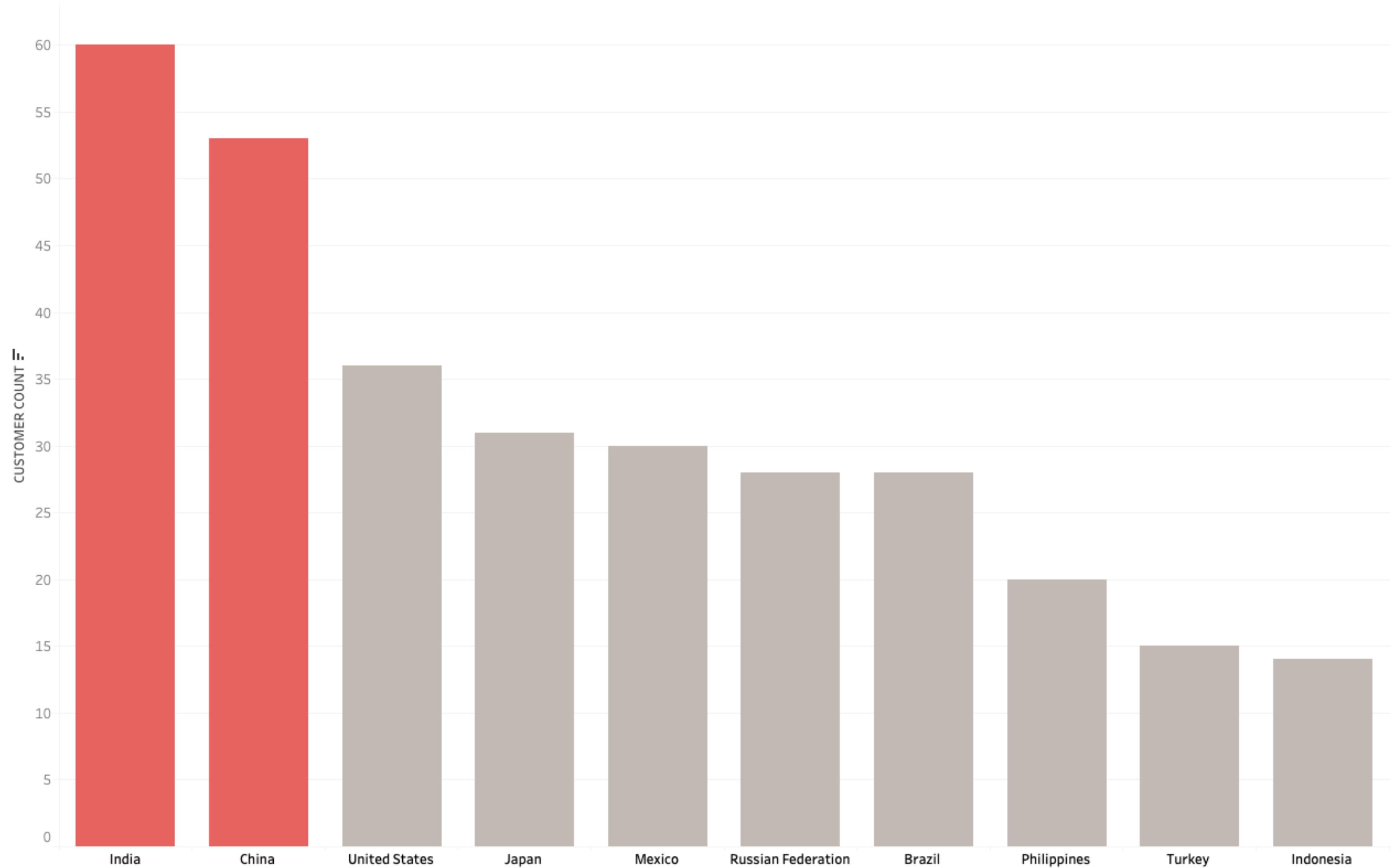
PG-13 the MOST Popular Rating + Top 3 Genres



Rockbuster Customers Live **All** Over the World



The **MOST CUSTOMERS** live in India & China



40% of your MOST Loyal Customers live in ASIA

* from left to right the most frequent customer by number of rentals



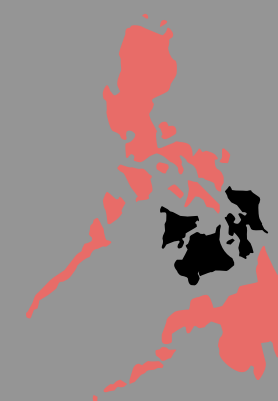
Eleanor Hunt
Réunion Island



Karl Seal
United States



Clara Shaw
Belarus



Marcia Dean
Philippines



Tammy Sanders
Taiwan



Sue Peters
China



Wesley Bull
Spain



Marian Snyder
Brazil



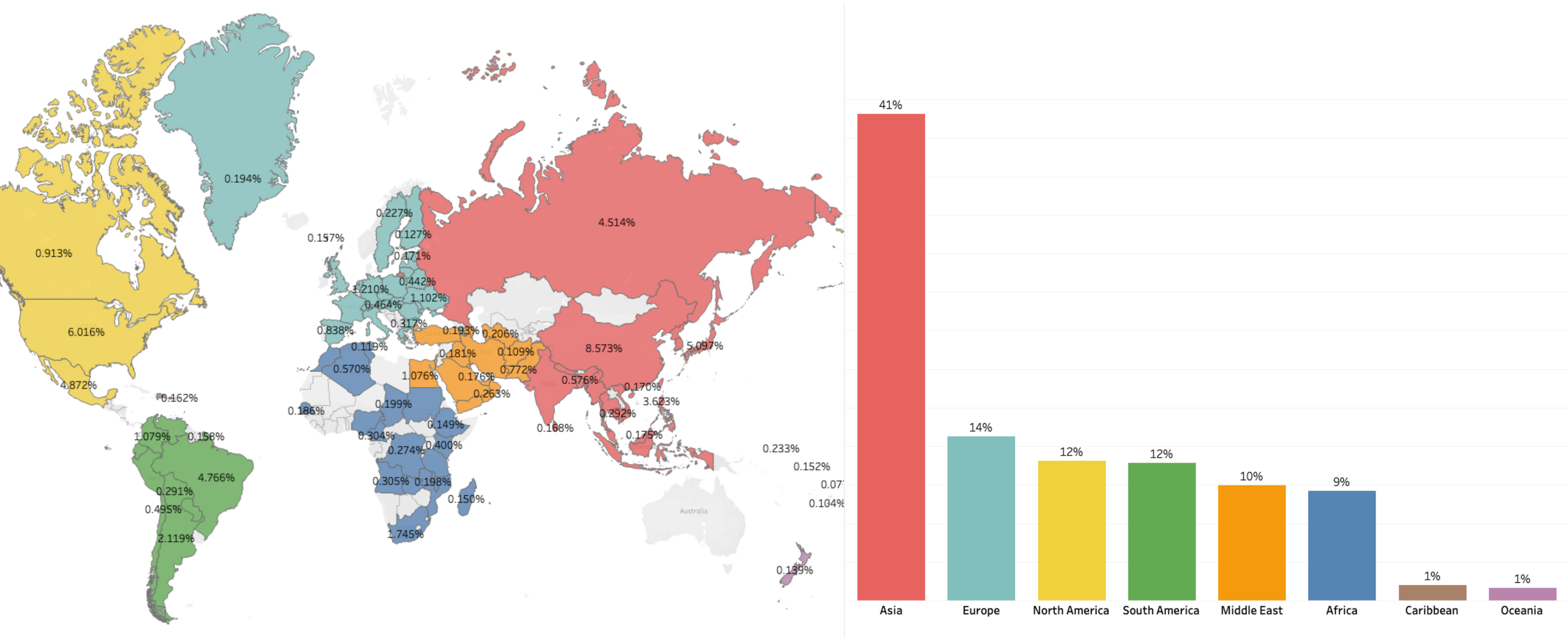
Rhonda Kennedy
Netherlands



Tim Cary
India

Asia, & Europe the MOST profitable regions

% of total global revenue



Insights



VIDEOS

PG-13 & PG are the most popular kinds of videos.

Sports, Animation & Action are the most popular and profitable genres.

A strong relationship between number of films per genre and higher profit margins. The Sports genre has the most films and the highest revenue with 5k in sales.



CUSTOMERS

Rockbuster has customers in about 108 countries.

Most customers live in India, China and USA.

40% of the top 10 most valued customers live in Asia: Philippines, Taiwan, China, and India.



SALES

Asia video sales are 41% of the global market.

Asia & Europe are the best performing markets across all regions, followed by North & South America.

Recommendations



VIDEOS

To stay competitive build up your library of movies to offer a wide range of genres. The volume of movies relates to higher sales. Prioritize Sports, Animation, Sci-Fi and Action movies as these are your best sellers. Increase your volume of PG-13 & PG rated movies as they perform best, followed by R, NC-17 and G.



CUSTOMERS

Start a customer loyalty rewards & referral program to engage, retain and increase customers. This would be for your top 10 customers, specifically in Asia: Philippines, Taiwan, China and India.

Have the customer loyalty program be beta testers for the new online service and offer incentives for participating. Include survey questions to get feedback on video rental habits and about the new online service.



SALES

Start a targeted marketing campaign announcing the new online service in Asia, Europe, North & South America, prioritizing India & China.

Next Steps + Follow up Questions



SURVEY

Survey Rockbuster customers with the following questions:

Do they plan on using Rockbuster's new online service?

What would make them sign up for the new service?

Are they using an online video streaming service now? If so, which one and why?

What is the most important feature when choosing an online video service? Price, content, speed, stability, other features?



RESEARCH

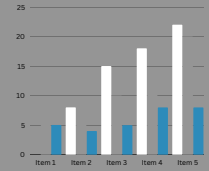
Are customers willing to pay more or sign up for specific content? For example, a new show only offered on one platform.

Episodic shows are very popular and a large part of the content offered on other online platforms.

How much revenue comes from shows vs movies? Will Rockbuster offer shows as well?

How much revenue comes from customers buying content vs streaming? Will Rockbuster offer customers the ability to purchase content?

Conclusion



Visuals here: <https://public.tableau.com/app/profile/jodi.kim>



Thank you



Questions



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