

Rockbuster Stealth Launch Strategy

Kim Mizrahi, June 2024

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Project Overview

Motivation

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.

Objective

This project will support the business intelligence department with the launch strategy of the new online video service.

Data Overview

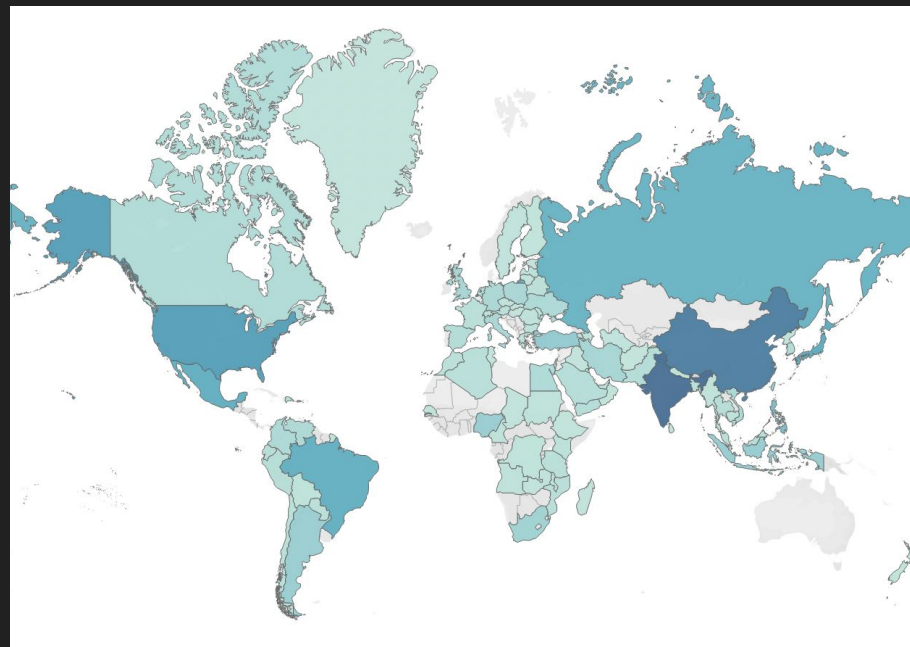
Total Revenue	Total Customers	Total Countries	Total Films
\$61,312	599	109	1000

	Average	Minimum	Maximum
Rental Rate (USD)	\$2.98	\$0.99	\$4.99
Replacement Cost (USD)	\$19.98	\$9.99	\$29.99
Rental Duration (Days)	5	3	7
Movie Length (Minutes)	115	46	185

Global Sales

India, China, US, Brazil, and Russia are Rockbuster's highest-grossing countries, accounting for **34% of revenue**.

Country	% of Revenue
India	9.8%
China	8.5%
US	6%
Brazil	4.7%
Russia	4.5%



SUM(Total Sales)



Customers

The countries with the **most customers** are the **same 5 countries** leading global sales.

Countries with Most Customers

India

China

US

Russia

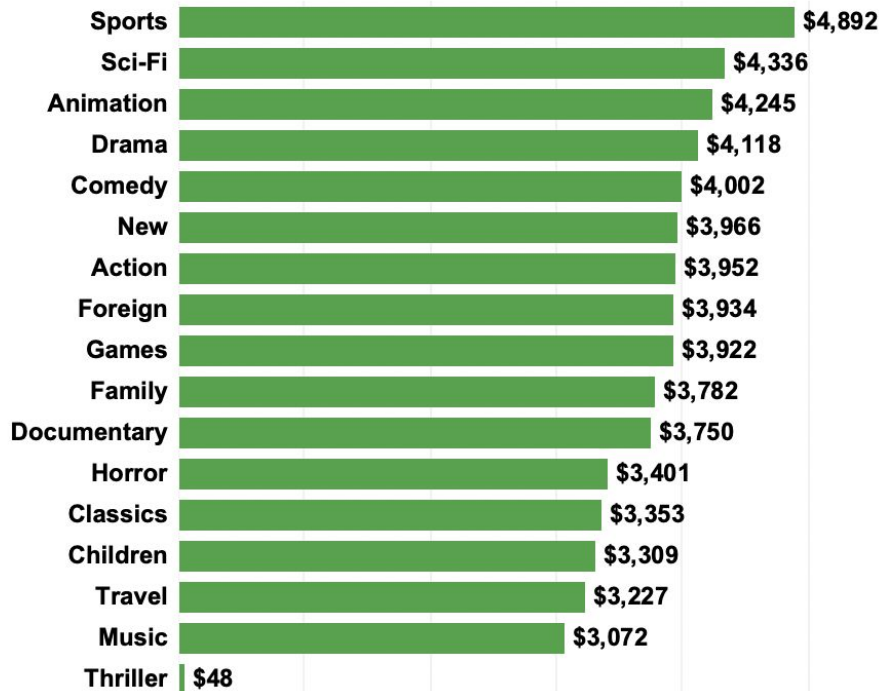
Brazil



Genres

The movie genres with the most revenue worldwide are; Sports, Sci-Fi, Animation, Drama, and Comedy.

The **Thriller** genre only accounts for **0.08% of revenue** worldwide.



Top Genres in Highest-Grossing Countries

The most popular genres in the highest-grossing countries are Sports, Animation, and Sci-Fi.



Sports movies make up **62% of sales** within the highest earning countries.

Animation movies make up **25%**

Sci-Fi movies make up **13%**

Genre

- Animation
- Sci-Fi
- Sports

Summary

- India, China, the US, Brazil, and Russia are Rockbuster's highest-grossing countries, accounting for 34% of revenue.
- Those countries also have the largest customer base.
- The movie genres with the most revenue worldwide are; Sports, Sci-Fi, Animation, Drama, and Comedy.
- The Thriller genre only accounts for 0.08% of revenue.
- The most popular genres in the highest-grossing countries are Sports, Animation, and Sci-Fi.
- Sports movies make up 62% of sales within the highest earning countries. Animation movies make up 25%, and Sci-Fi movies make up 13%.

Recommendations

- Prioritize India, China, US, Brazil, and Russia for marketing efforts, highlighting Sports, Sci-Fi, Animation, Drama, and Comedy genres in marketing campaigns.
- Reconsider investment in Thriller movies, which only contribute 0.08% to revenue.
- Expand movies in Sports, Animation, and Sci-Fi genres.