



Rockbuster Stealth

Data Driven Insights for Online Video
Rental Success

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Key Business Questions

2023 Digital video rentals was a \$4.3 billion dollar market value¹ in the United States alone. To stay relevant with market demands, Rockbuster Stealth will curate a number of its licensed movie titles for online digital rental. The following business questions will target which movies and geographical markets to approach first.

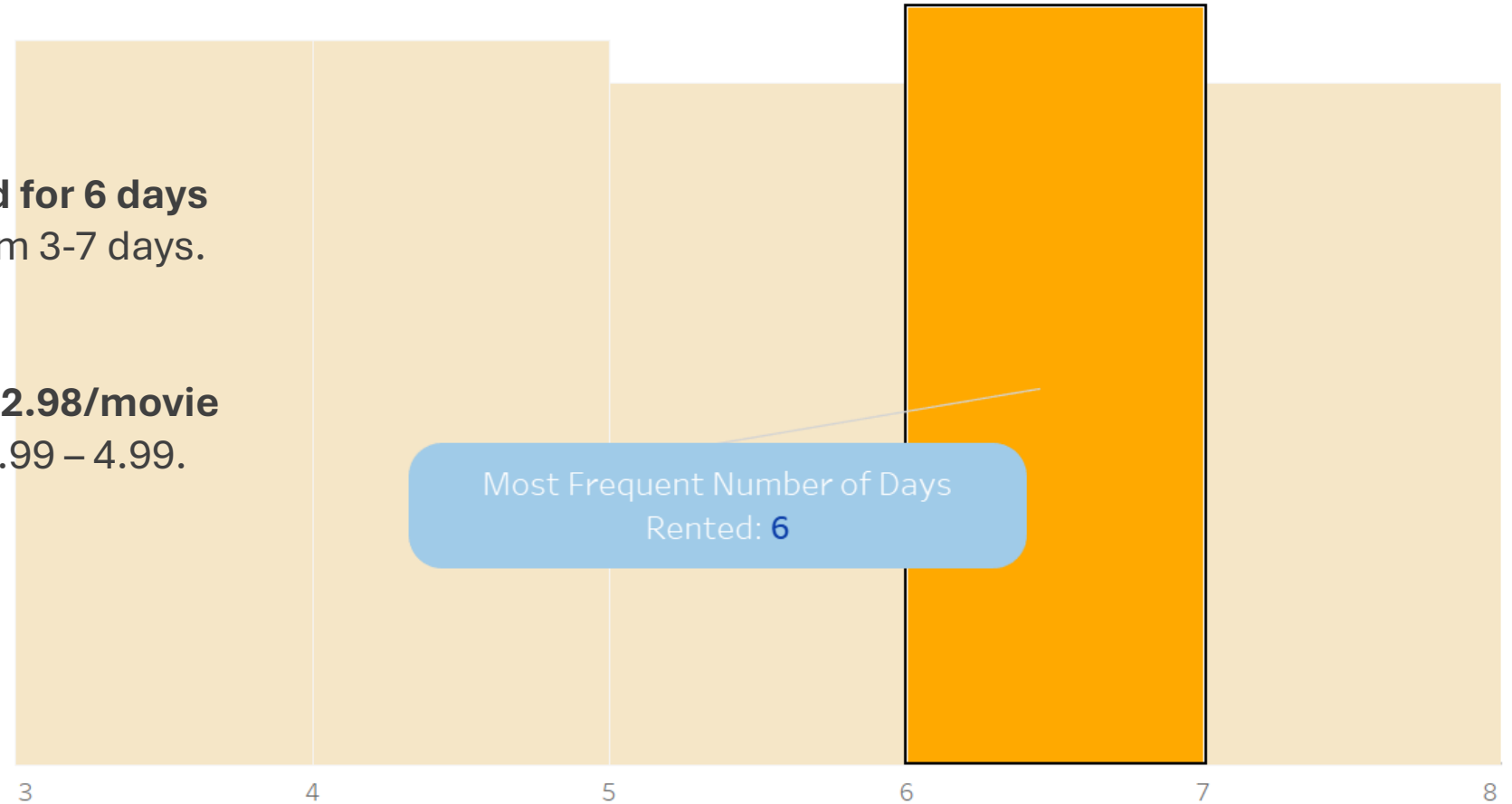
- **What was the average rental duration for all videos?**
- **Which movies contributed the most/least to revenue gain?**
- **Which countries are Rockbuster customers based in?**
- **Do sales figures vary between geographic regions?**
- **Where are customers with a high lifetime value based?**

¹ Statista; <https://www.statista.com/statistics/690368/movie-rental-revenue/>

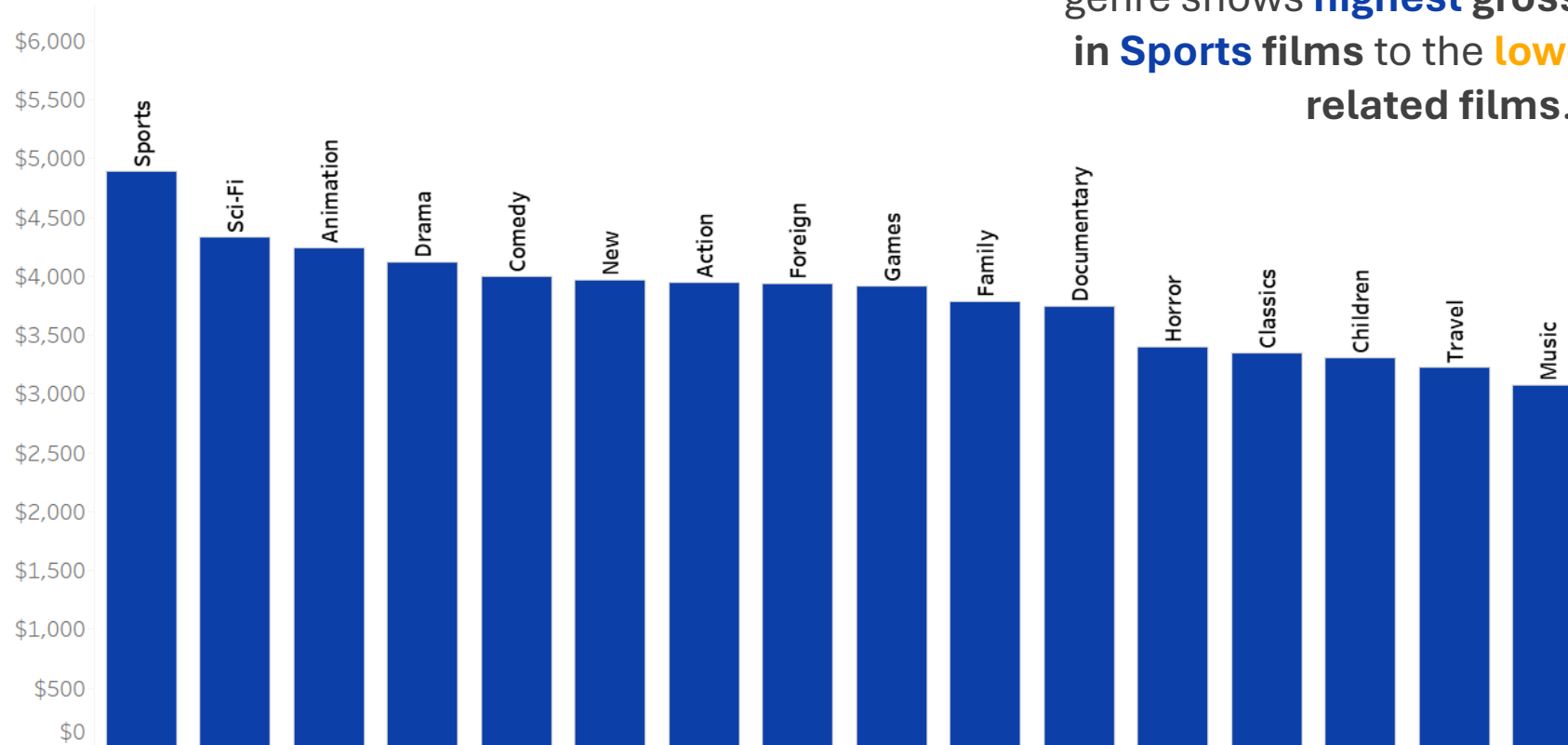
Initial Movie Rental Statistics

Movies are **typically rented for 6 days** at a time, but can range from 3-7 days.

The average rental price is **\$2.98/movie** but can range between \$0.99 – 4.99.

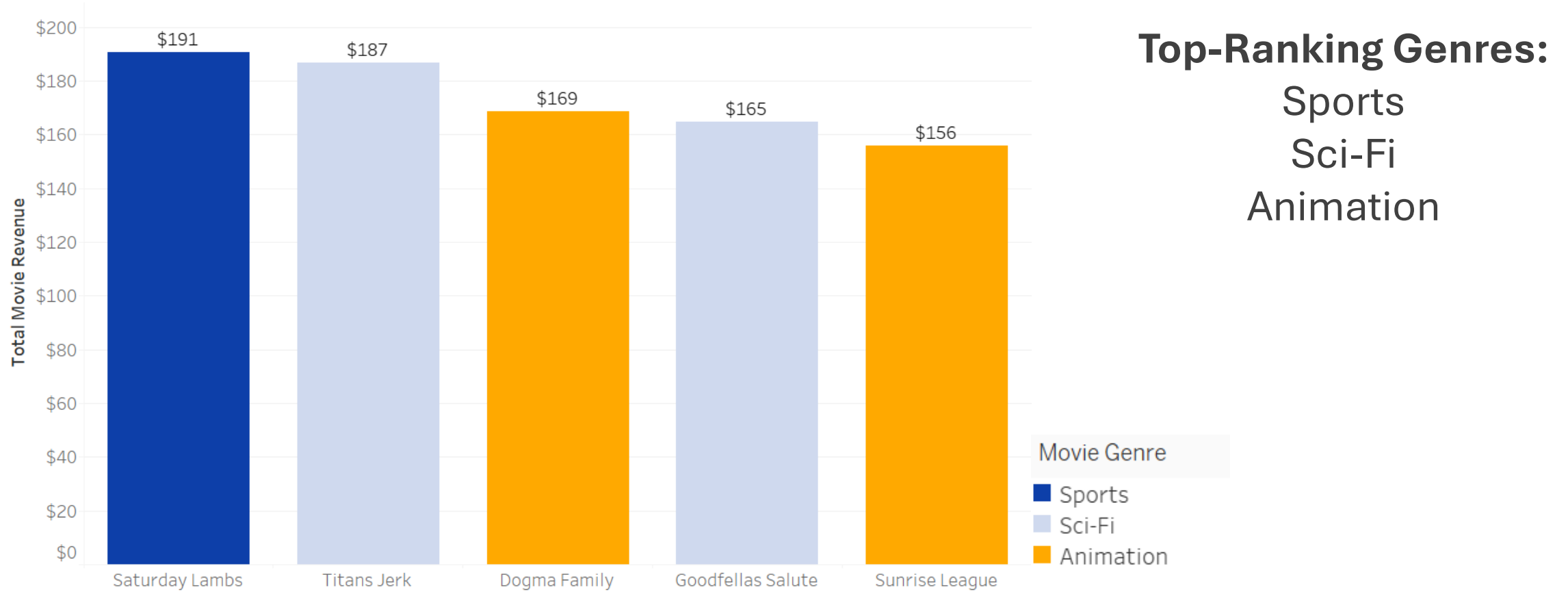


Movie Performance by Genre

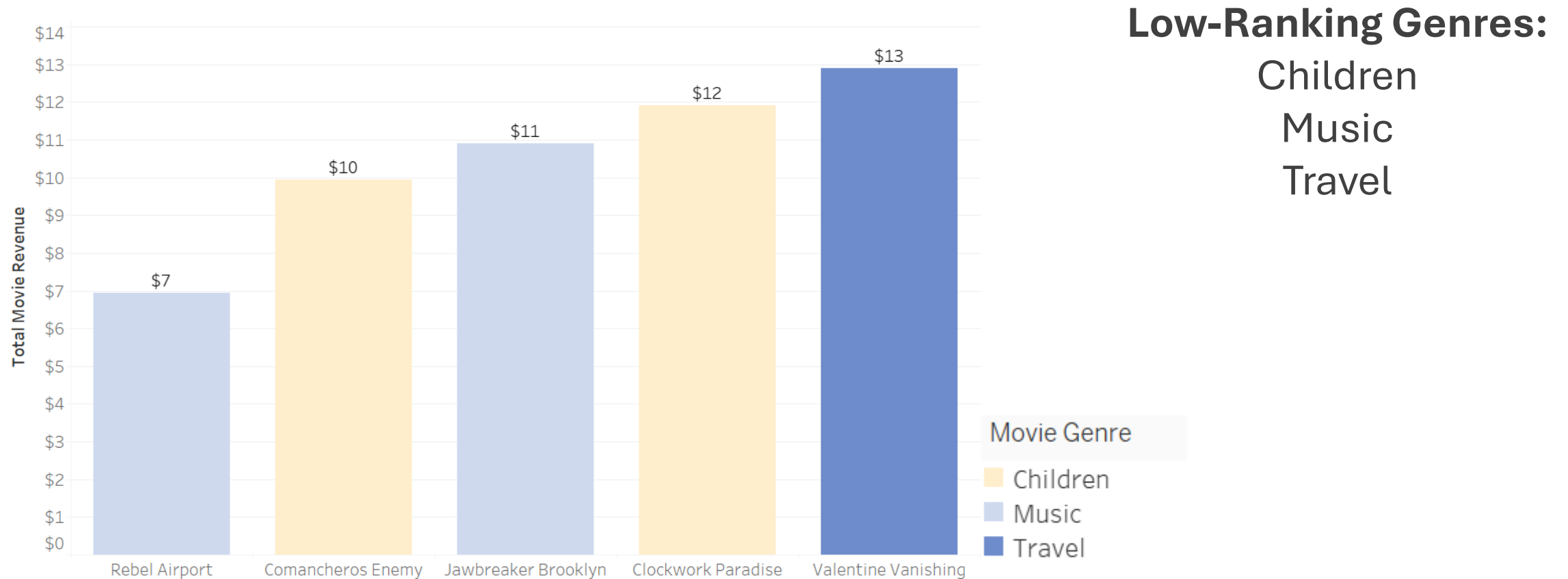


Rockbuster's performance by movie genre shows **highest** grossing revenue in **Sports** films to the **lowest** in **Music** related films.

Globally Top Performing Genres & Movies



Globally Least Performing Genres & Movies

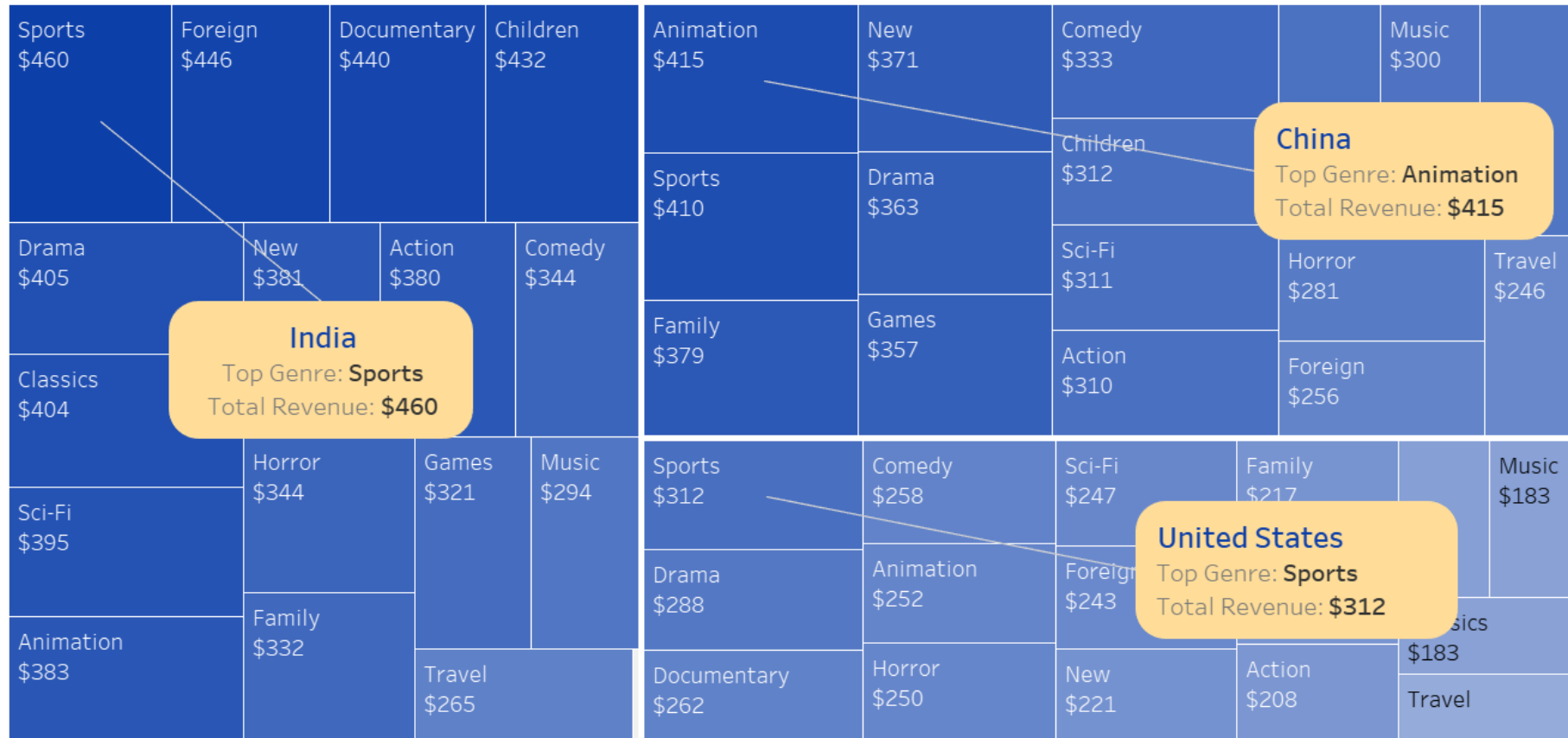


Target Countries & Region Performance



India, China, and the **United States** represent the countries with the most customers and highest gross payments.

Movie Genre Performance in Top 3 Countries



Genre preferences fluctuate by country. **Sports** is a winner for **India & the United States**, but **Animation** takes the lead for **China**.

High Lifetime Value Customer by Location

These customers represent the **Ideal Demographic** as they are the top paying customers within the top performing cities & countries.



Arlene Harvey
\$112
Ambattur, India



Kyle Spurlock
\$110
Shanwei, China



Marlene Welch
\$107
Iwaki, Japan



Glen Talbert
\$101
Acua, Mexico



Clinton Buford
\$99
Aurora, United States

Conclusions & Recommendations

Research leading competitor digital sales in **Sports, Sci-fi, & Animation** genres & determine Rockbuster movie's competitive advantage in these areas.



Prioritize licensed film digital conversion with special **focus on top performing genres by Country.**



Conduct **informational interviews with top customers** to gain qualitative insights of movie preferences.



Questions?

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