

Launch Strategy

Rockbuster's Online Video Service

Rockbuster Stealth LLC

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Project Overview

Considerations

Rockbuster Stealth LLC plans to use its existing movie licenses to move into the online video rental space to boost business.

To maximize the success of this launch, it is critical to form a sound data-driven strategy.

Goals

Discover data insights that will drive Rockbuster's new strategy.

Uncover:

- What movies contribute to rentals and revenue
- Where our customers are located
- Any other helpful insights

Approach

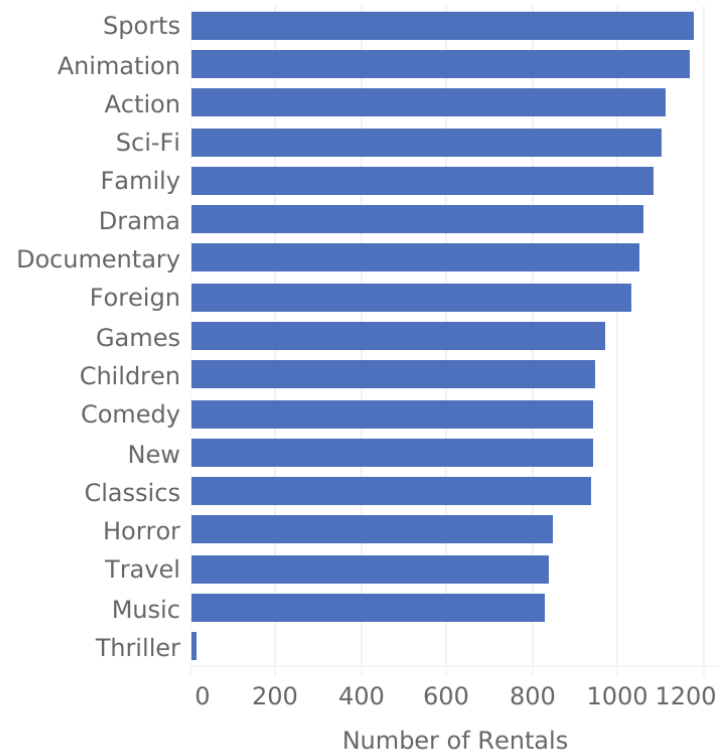
In this project, we set out to analyze historical Rockbuster data regarding the films, rental patterns, customers, geography, and revenue.

Through this analysis, we can make recommendations for a strategic launch of our online video rental services.

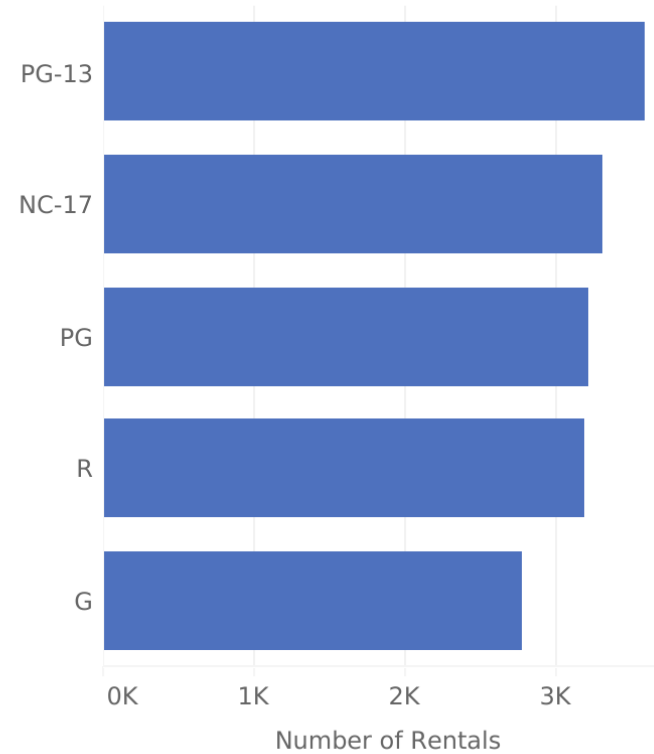
Strategic Focus: Movies Our Customers Prefer

What movies do our customers prefer?*

Number of Rentals by Genre



Number of Rentals by Rating



*as measured by number of rentals

Most Popular Genres
Sports + Animation

Least Popular Genre
Thriller

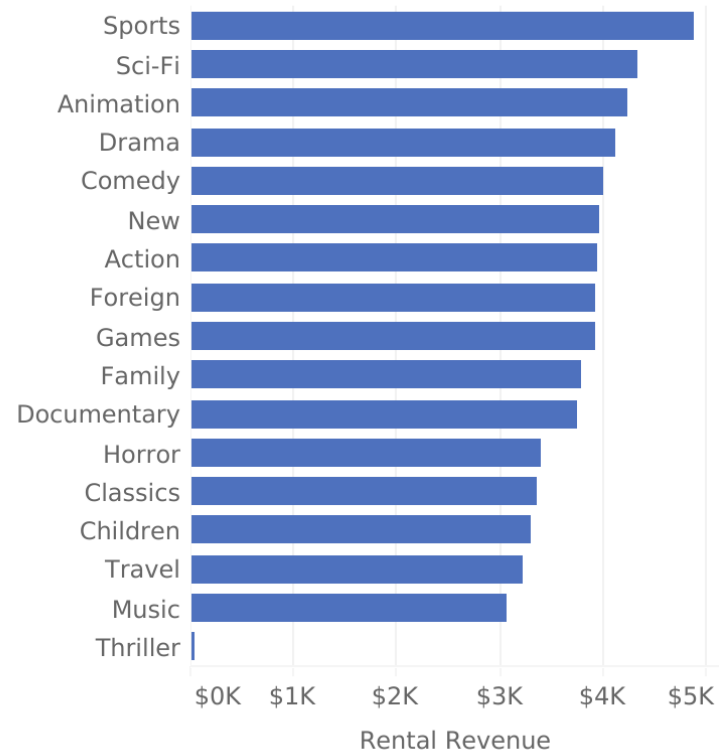
Most Rented Rating
PG-13

Least Rented Rating
G

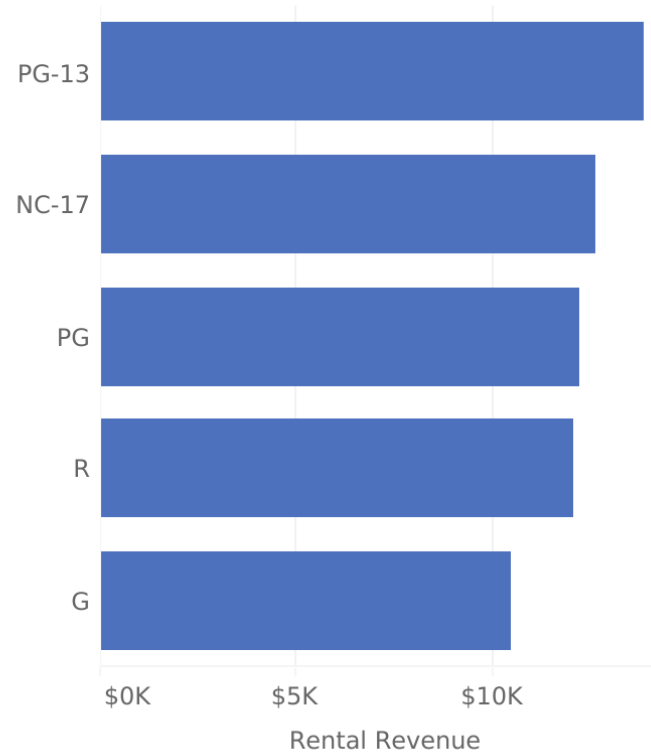
Strategic Focus: Movies Our Customers Prefer

What movies do our customers spend money on?*

Revenue by Genre



Revenue by Rating



Most Profitable Genre

Sports

Least Profitable Genre

Thriller

Most Profitable Rating

PG-13

Least Profitable Rating

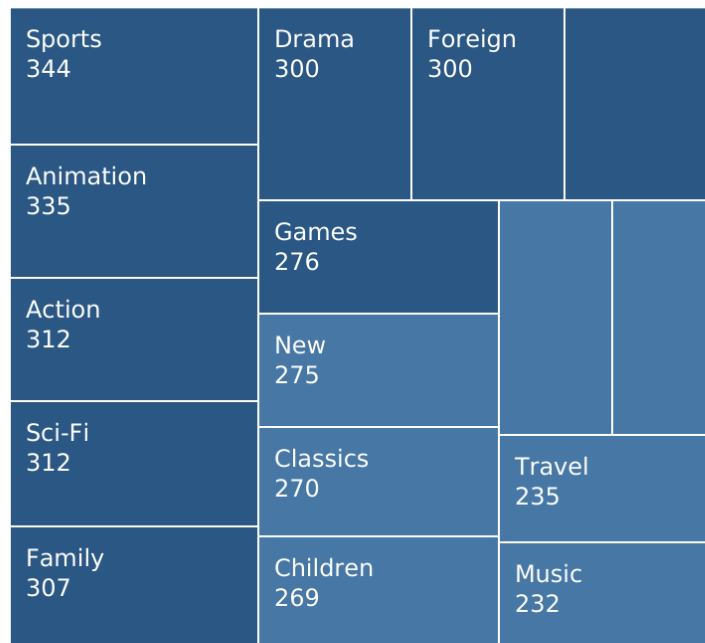
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*as measured by rental revenue

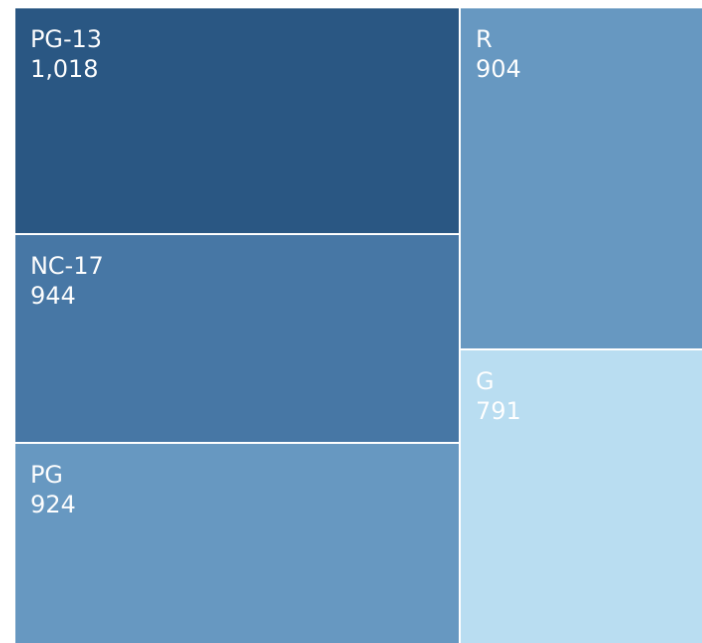
Strategic Focus: Movies Our Customers Prefer

What movies do we have in inventory?

Inventory by Genre



Inventory by Rating



Most Stocked Genre

Sports

Least Stocked Genre

Thriller

Most Stocked Rating

PG-13

Least Stocked Rating

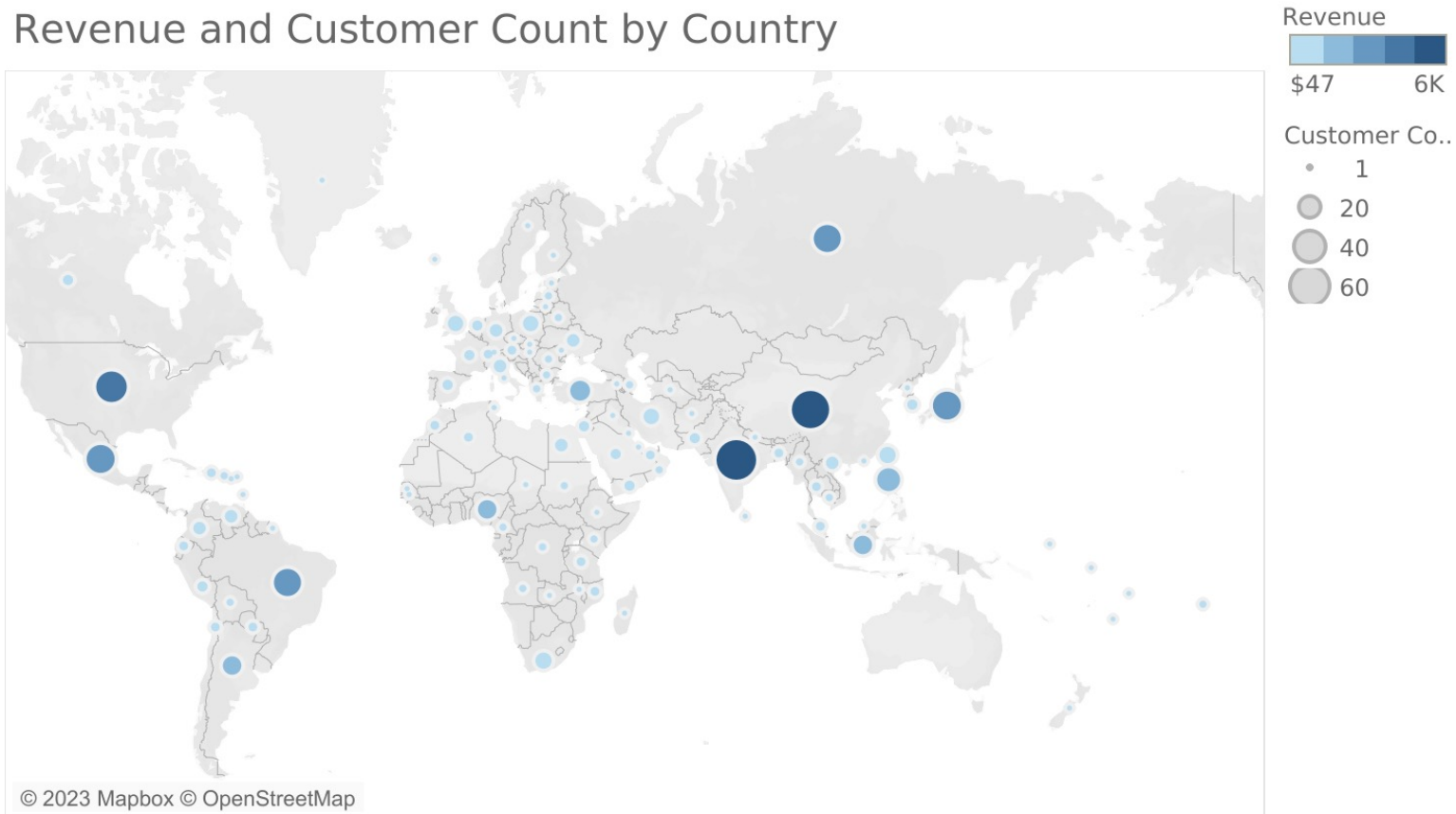
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*as measured by rental revenue

Strategic Focus: Where Our Customers Exist

Where do our customers already exist?

Revenue and Customer Count by Country



Average Spend
(Top 5 Customers*)

\$106

Location of Highest Value Customers

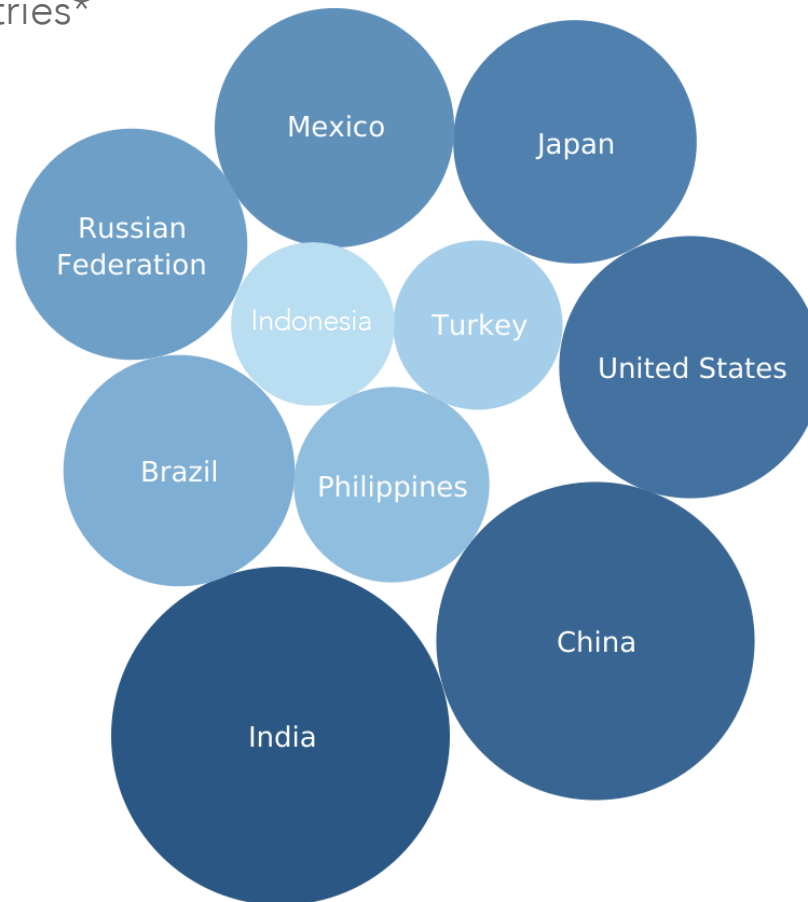
- Aurora (USA)
- Acua (Mexico)
- Iwaki (Japan)
- Ambattur (India)
- Shanwei (China)

*as measured by dollar value paid out by five highest paying customers in Top 10 cities of Top 10 countries (by # of customers)

Strategic Focus: Where Our Customers Exist

Where do our customers already exist?

Our Ten (10) Most Popular Countries*



Most Customers + Most Revenue

- India
- China
- USA

Average # Customers
(Top 10 Countries*)

32

Top 10 Cities* in Top 10 Countries

- Aurora (USA)
- Acua (Mexico)
- Citrus Heights (USA)
- Iwaki (Japan)
- Ambattur (India)
- Shanwei (China)
- So Leopoldo (Brazil)
- Teboksary (Russian Federation)
- Tianjin (China)
- Cianjur (Indonesia)

*as measured by number of customers

Conclusions

By rental count and revenue:

- Our most popular movie genre is sports
- Our most popular movie rating is PG-13

We have our most popular movie genres and ratings stocked appropriately.

The majority of our customer base exists in India, China, and the USA.

Recommendations

Focus marketing and service towards movies in our most popular genres and ratings.

Leverage current inventory (and licenses) – particularly in the favored genre and ratings – to transition.

Use current loyal customer base (top countries) for launch focus.

Next Steps

Define specific strategy with focus on...

- Most popular genres
- Most favored ratings
- Current customer geography

...to maximize success as Rockbuster moves into new online rental space.

Appendix

Movie Data by Genre

Genre	# of Rentals	Revenue	Inventory
Sports	1179	\$4,892	344
Animation	1166	\$4,245	335
Action	1112	\$3,952	312
Sci-Fi	1101	\$4,336	312
Family	1084	\$3,782	307
Drama	1060	\$4,118	300
Documentary	1050	\$3,750	294
Foreign	1033	\$3,934	300
Games	969	\$3,922	276
Children	945	\$3,309	269
Comedy	941	\$4,002	269
New	940	\$3,966	275
Classics	939	\$3,353	270
Horror	846	\$3,401	248
Travel	837	\$3,227	235
Music	830	\$3,072	232
Thriller	12	\$48	3

Movie Data by Rating

Rating	# of Rentals	Revenue	Inventory
PG-13	3585	\$13,856	1018
NC-17	3293	\$12,635	944
PG	3212	\$12,237	924
R	3181	\$12,073	904
G	2773	\$10,512	791

Miscellaneous Movie Data

	Minimum	Maximum	Average
Rental Duration	3 d	7 d	4.985 d
Rental Rate	\$0.99	\$4.99	\$2.98
Movie Length	46 m	185 m	115.272 m

Data Detail: analysis of 2006 Rockbuster data

Appendix

Top 10 Countries by Customer Count (and Revenue)

Country	# 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

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