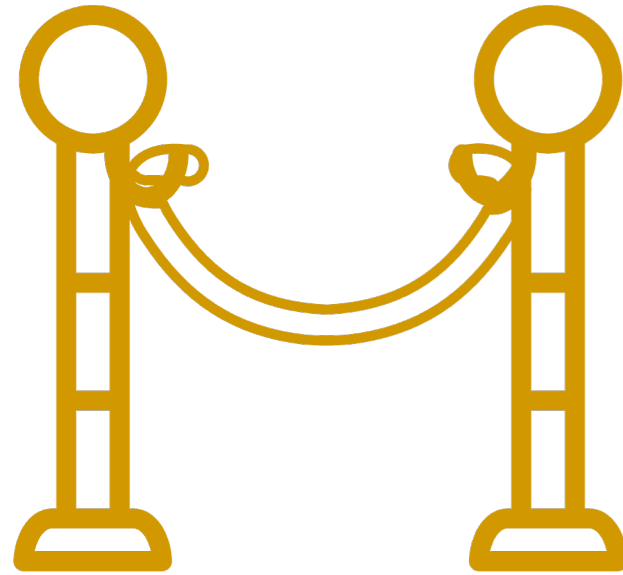


ROCKBUSTER

Launch Strategy Analysis



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OBJECTIVE

Rockbuster LLC wants to relaunch its video rental service as a streaming service, competing against companies like Netflix and Amazon Prime. They need a comprehensive launch strategy to ensure success.

KEY QUESTIONS



Which movies contributed the most/least to revenue gain?



What was the average rental duration for all videos?



Which countries are Rockbuster customers based in?



Where are customers with a high lifetime value based?



Do sales figures vary between geographic regions?

DATA OVERVIEW

Inventory	
Movie	Mode/Average
Release Year	2006
Language	English
Rating	PG-13
Length of Movie	115
Rating	PG-13
Genre	Sports
Payments	\$4.20
Rental Rate	\$2.98

Rating	
Rating	Count of Movies
G	178
PG	194
PG-13	223
R	195
NC-17	210

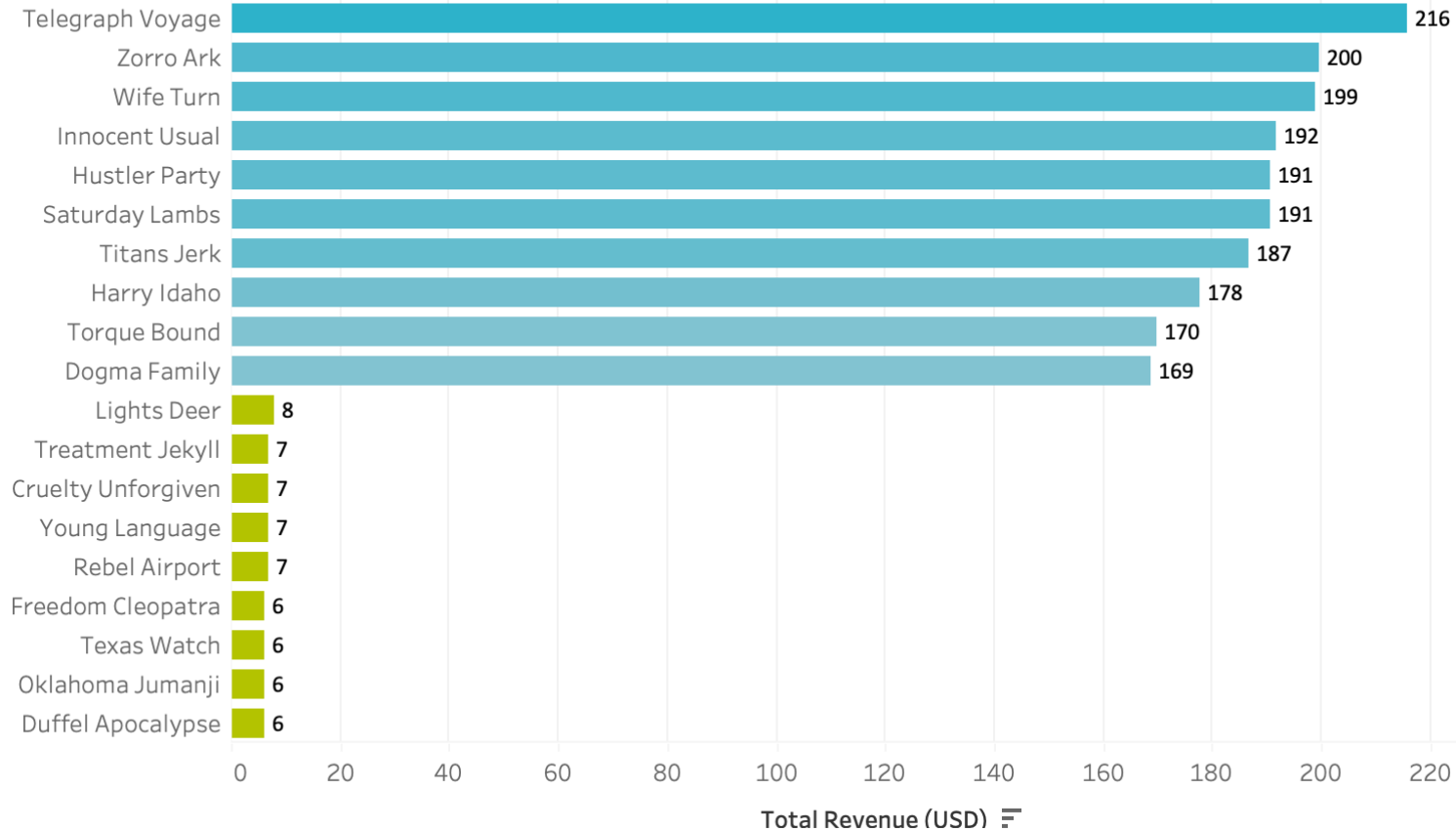
Payments		
Stats	Payments (USD)	Rental Rate (USD)
Minimum	0.00	0.99
Average	4.20	2.98
Maximum	11.99	4.99

Genres	
Genre	Count of Movies
Sports	74
Foreign	73
Family	68
Documentary	68
Animation	66
Action	64
New	63
Drama	62
Sci-Fi	61
Games	61
Children	60
Comedy	58
Travel	57
Classics	57
Horror	56
Music	51
Thriller	1



Which movies contributed the most/least to revenue gain?

Top 10 Highest & Lowest Revenue Earning Movies

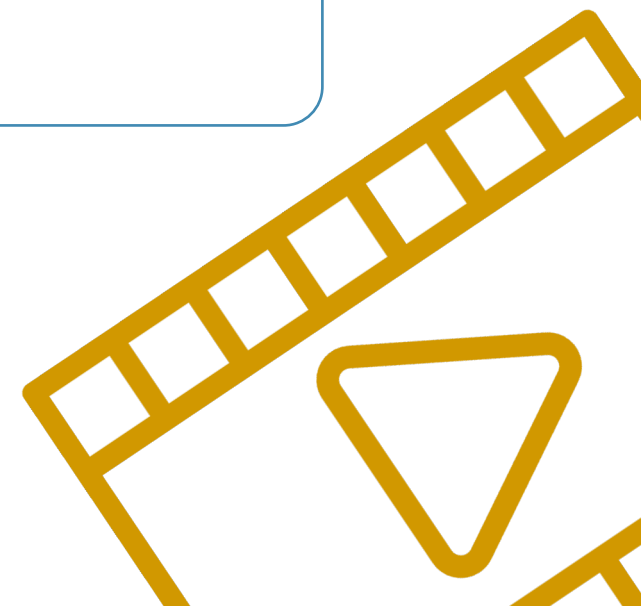
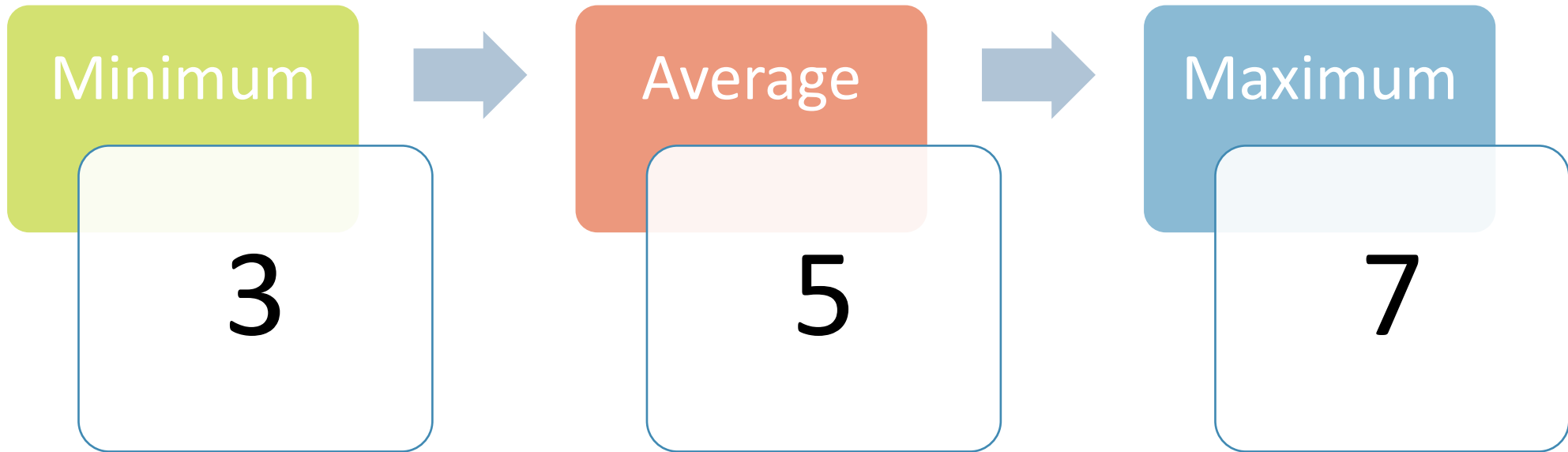


The highest earning movie was **Telegraph Voyage**.
The lowest earning movie was **Duffel Apocalypse**.





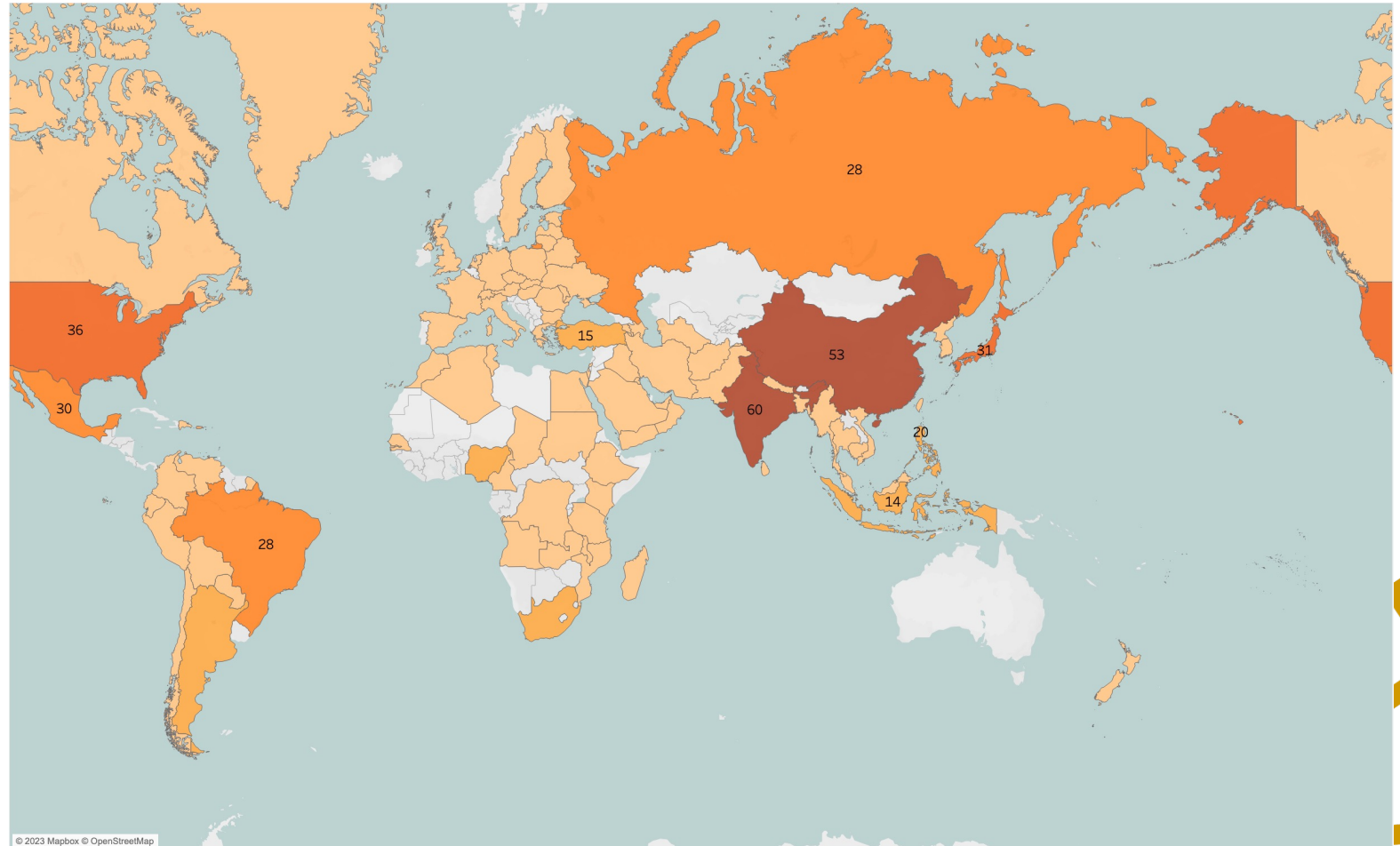
What was the average rental duration for all videos?





Which countries are Rockbuster customers based in?

Country	# of Customers	% of Customers	Total %
India	60	10.02%	10.02%
China	53	8.85%	18.86%
United States	36	6.01%	24.87%
Japan	31	5.18%	30.05%
Mexico	30	5.01%	35.06%
Russian Federation	28	4.67%	39.73%
Brazil	28	4.67%	44.41%
Philippines	20	3.34%	47.75%
Turkey	15	2.50%	50.25%
Indonesia	14	2.34%	52.59%

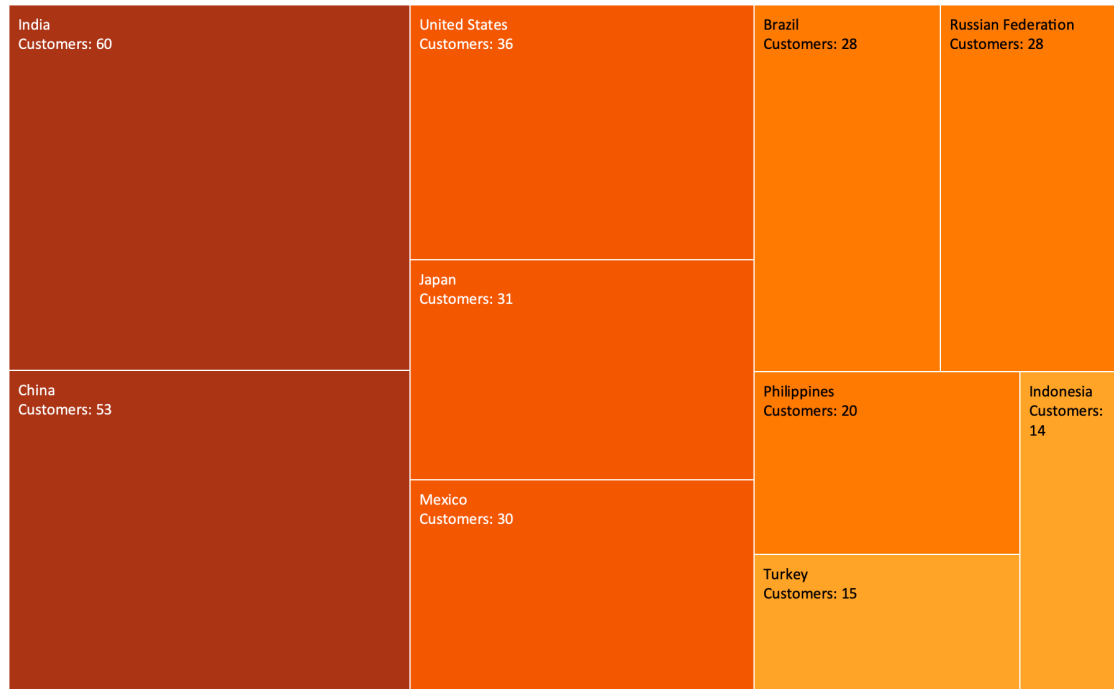


Customers are based all over the world. However, over 50% of customers are found in just 10 countries.

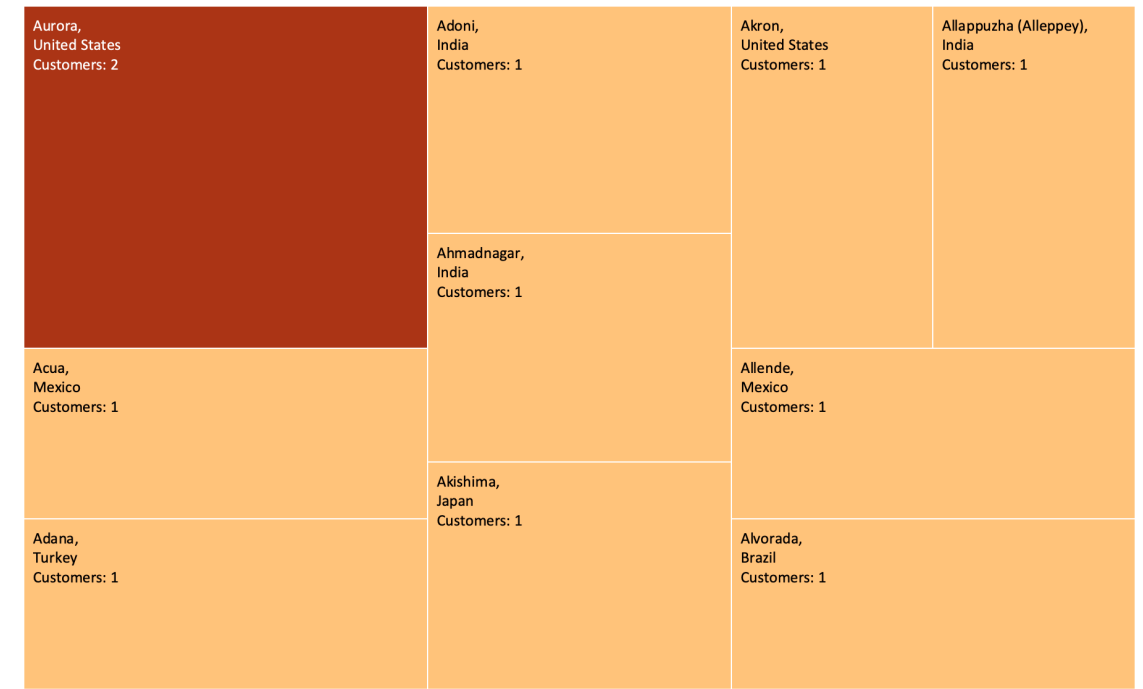


Where are customers with a high lifetime value based?

Top 10 Countries with the Most Customers



Top 10 Cities with the Most Customers



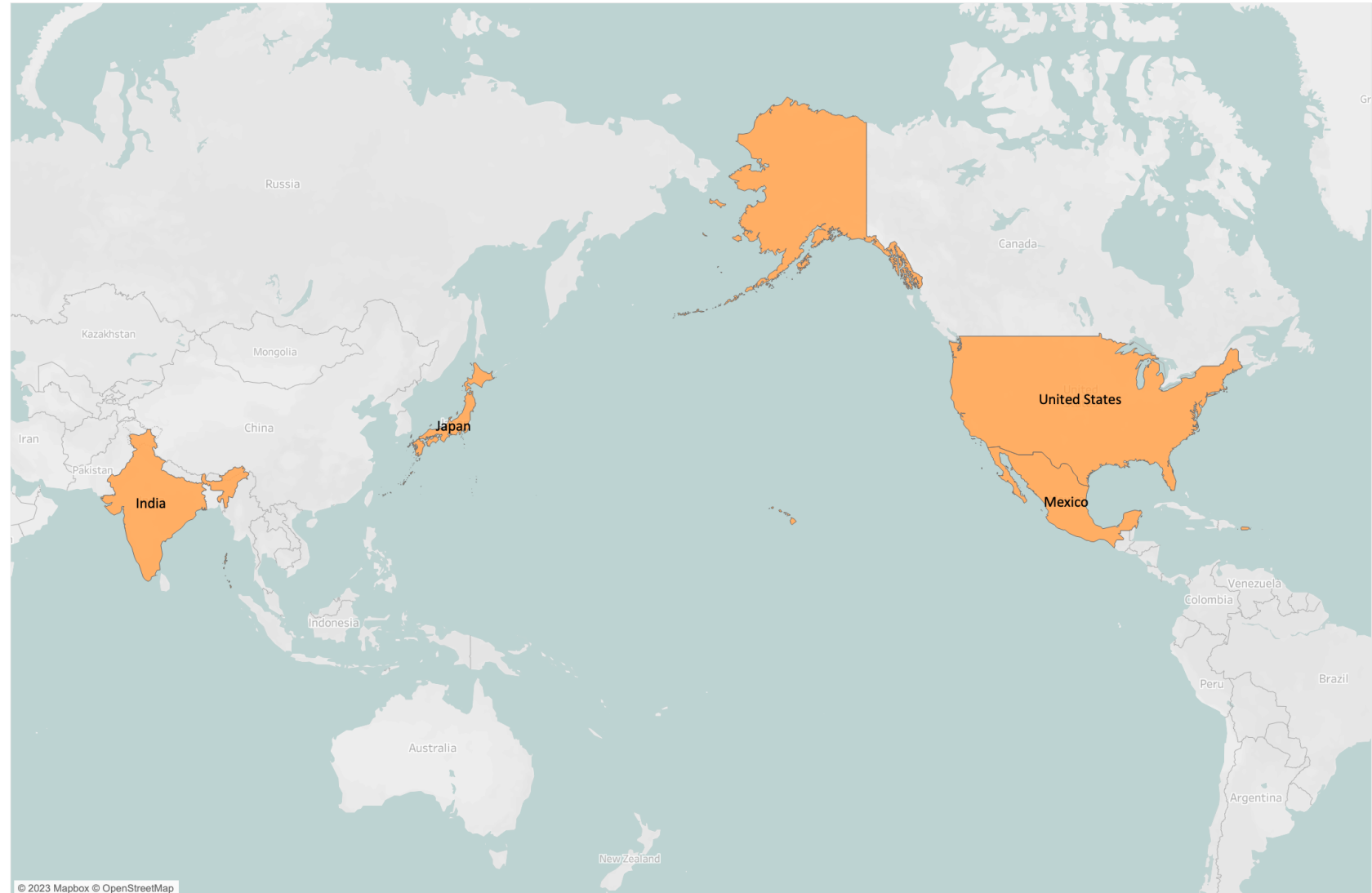
While you can see a concentration of customers by country, customers are spread out across all different cities in those countries. The only city with more than 1 customer is Aurora in the United States.

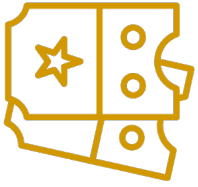


Where are customers with a high lifetime value based?

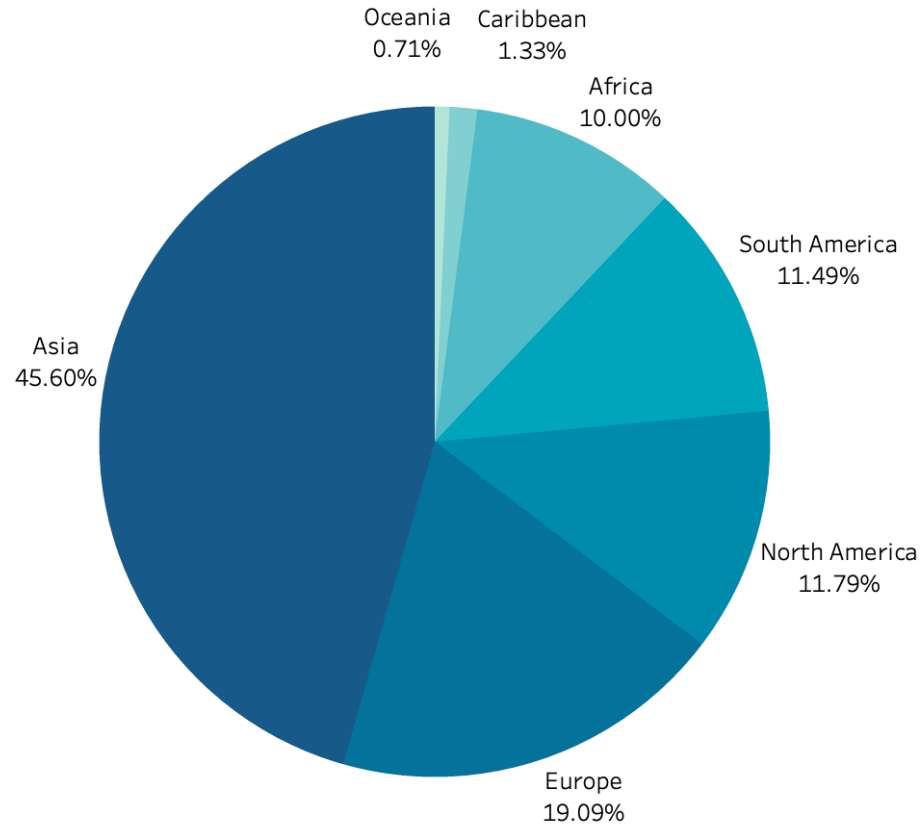
Top 5 Customers in the Top 5 Cities

First Name	Last Name	City	Country	Total Paid
Zachary	Hite	Akron	United States	134.71
Julian	Vest	Akishima	Japan	108.73
Glen	Talbert	Acua	Mexico	100.77
Sherri	Rhodes	Ahmadnagar	India	99.74
Annette	Olson	Allappuzha (Alleppey)	India	98.76





Do sales figures vary between geographic regions?



Geographic Region	Revenue
Asia	27955.95
Europe	11701.48
North America	7229.83
South America	7043.45
Africa	6130.46
Caribbean	814.93
Oceania	435.94
Grand Total	61312.04

Yes; as you can see, there is a large discrepancy between different geographic regions. Asia brings in the most revenue by far.

Conclusions



Which movies contributed the most/least to revenue gain?

The highest earning movie was Telegraph Voyage. The lowest earning movie was Duffel Apocalypse.



What was the average rental duration for all videos?

The average rental duration was 5 days.



Which countries are Rockbuster customers based in?

India, China, United States, Japan, Mexico, Russian Federation, Brazil, Philippines, Turkey, Indonesia



Where are customers with a high lifetime value based?

Akron, United States; Akishimi, Japan; Acua, Mexico; Ahmadnagar, India; Allappuzha (Alleppey), India



Do sales figures vary between geographic regions?

Yes; There is a large discrepancy between the revenue earned in different countries. India and China earned the most money, followed by United States, Japan and Mexico.

Recommendations



Licensing Movies

The most popular genre of movie is sports, and the most popular rating is PG-13, so Rockbuster should plan on having many Sports movies and PG-13 rated movies.



Focus Countries

I would focus marketing on the top 10 countries that Rockbuster had the most customers in, as brand recognition would be integral to the relaunch.



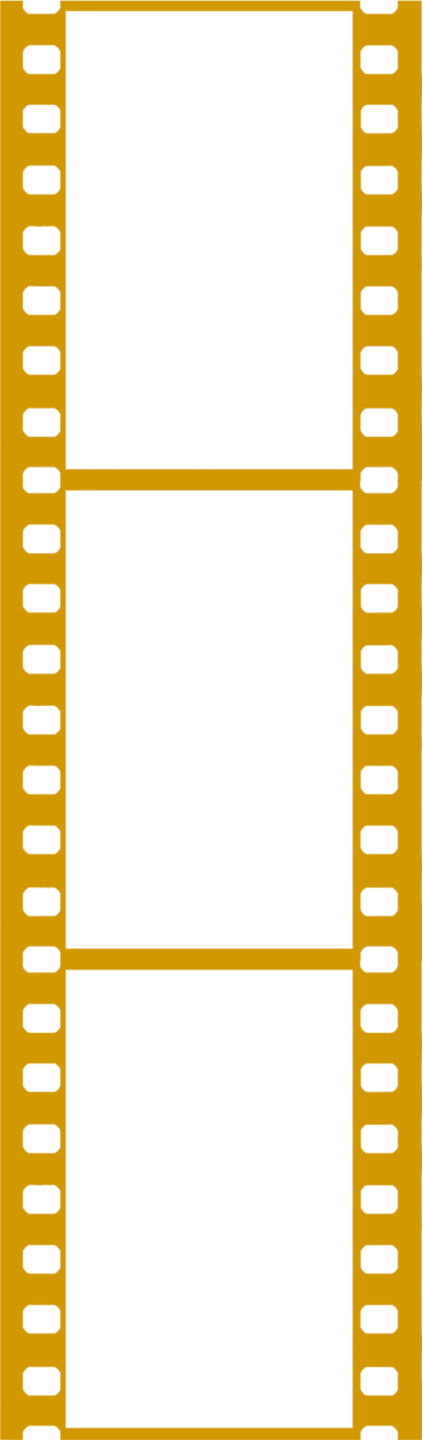
High Lifetime Value Customers

I recommend reaching out to the high lifetime value customers and offering them a special loyalty deal if they come back to Rockbuster and refer friends.

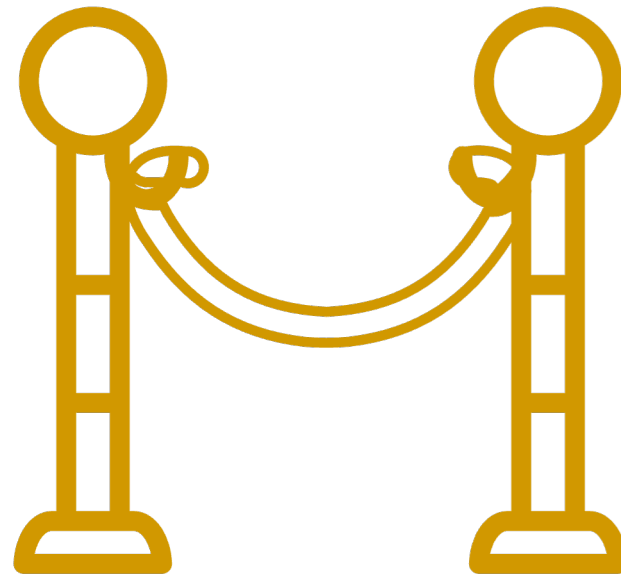


Focus Geographic Regions

Rockbuster should focus a large portion of marketing on Asia and include more Asian based shows, specifically Chinese and Indian shows.



Questions?



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[Tableau Link](#)

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