

A DATA-DRIVEN STRATEGY FOR SUCCESS

# ROCKBUSTER STEALTH LLC

## UNLOCKING CUSTOMER INSIGHTS WITH DATA ANALYTICS

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## OVERVIEW & KEY QUESTIONS FOR SUCCESS

# THE CHALLENGE: BRICK-AND- MORTAR TO STREAMING

Rockbuster Stealth LLC, a former global movie rental chain, is adapting to the rise of streaming giants like Netflix and Amazon Prime. To remain competitive, our management team is leveraging our extensive movie licenses to launch an online video rental service. This presentation dives into our strategic plan for launching a new online video service.

## KEY QUESTIONS

**Customer Landscape & Global Reach:** In which countries are our customers located and what is the revenue variation?

**High-Value Customers & Location and Loyalty:** Where are our most valuable customers (high lifetime value) concentrated?

**Engagement Analysis & Average Viewing Habits:** What is the average rental duration for videos across our customer base?

**Content Performance & Revenue Drivers:** Which movies contribute the most to overall revenue?



958

film titles



599

customers



5

avg rental time



\$61,312

total revenue

## OBJECTIVES

Analyze Rockbuster Stealth's data to inform the launch strategy for the new online video service

Conduct an in-depth analysis and provide data-driven answers to key business questions.



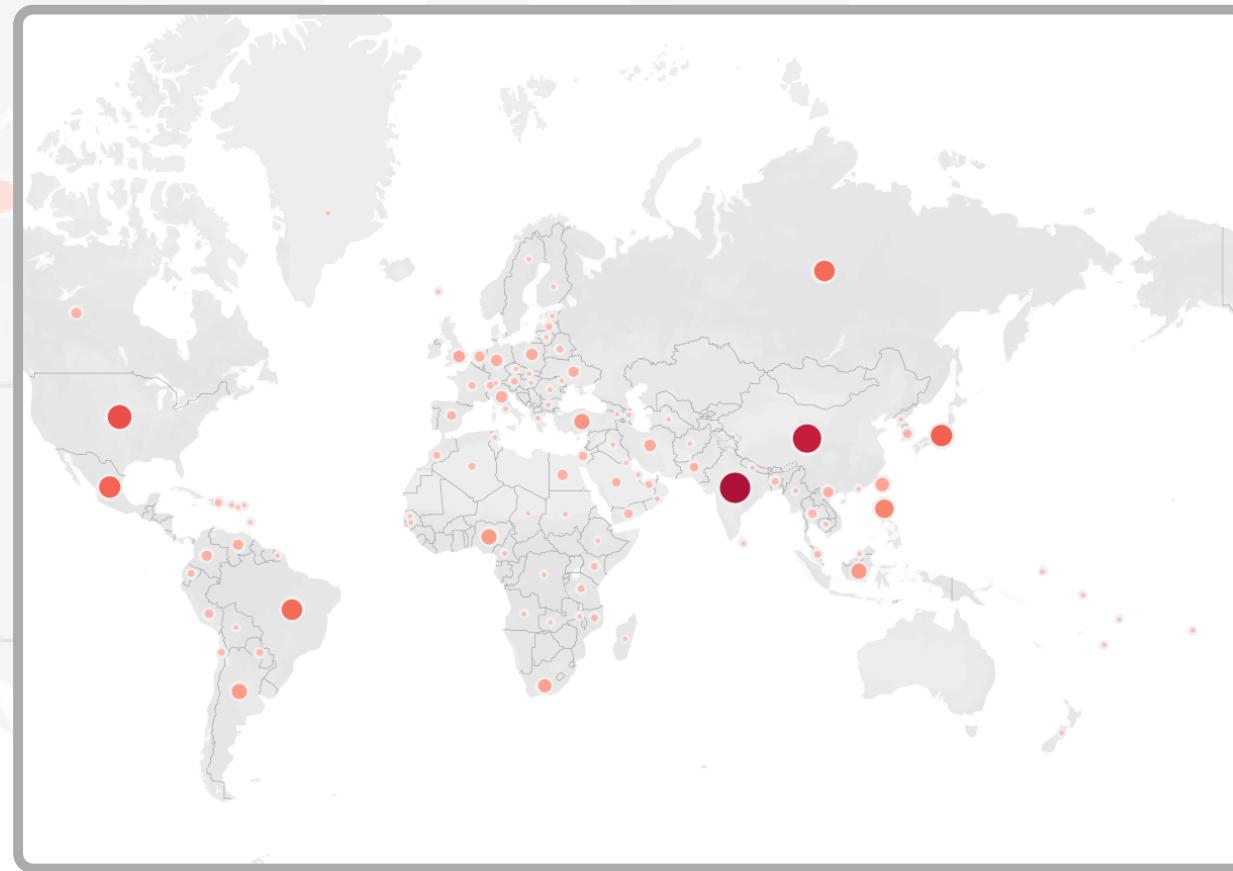


CUSTOMER LANDSCAPE & GEOGRAPHIC REACH

\$61,312

# TOP REVENUE MARKETS

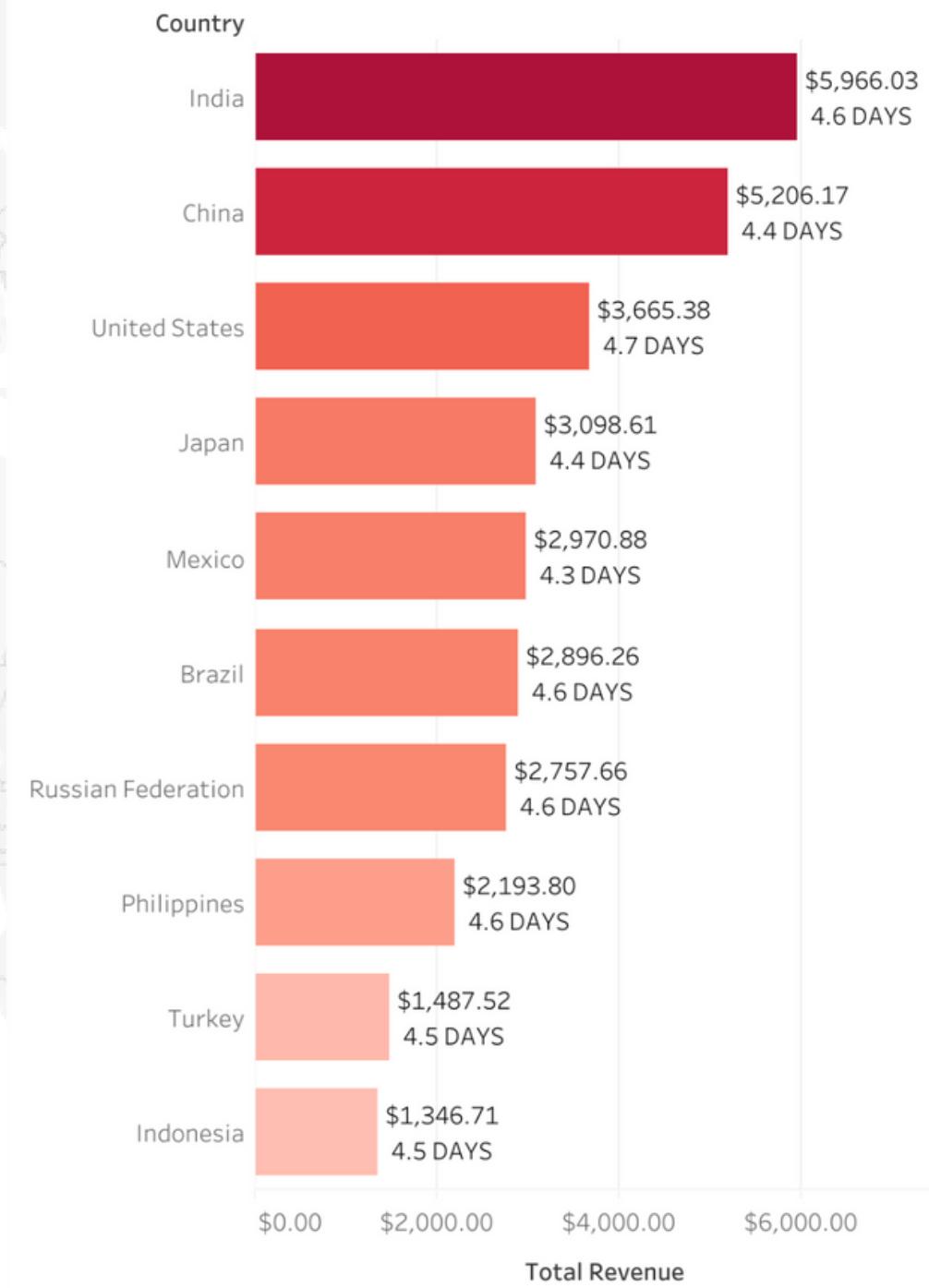
total revenue



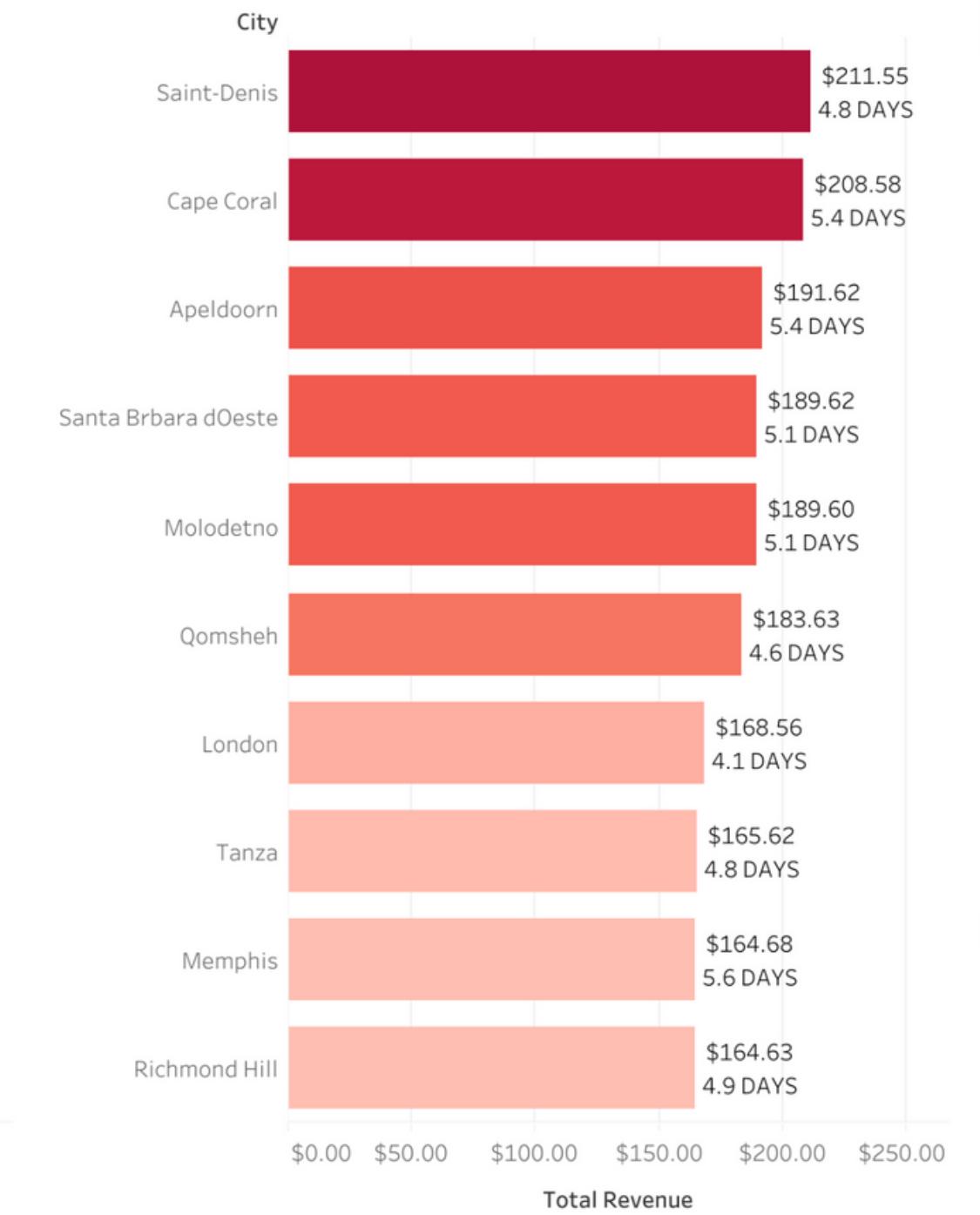
In which countries are our customers located, and do rental patterns differ geographically?

By identifying the top ten countries and cities by revenue, we can reveal the geographic spread of Rockbuster's customers. This aids in giving recommendations for targeted marketing and platform features by the highest-value markets.

## Top 10 Revenue Countries



## Top 10 Revenue Cities





HIGH-VALUE CUSTOMERS & LOCATION AND LOYALTY

599

customers

# HIGH-VALUE CUSTOMER HOTSPOTS

## TOP FIVE CUSTOMERS

(WITHIN THE TOP 10 CITIES IN THE TOP 10 COUNTRIES)

Rosemary Schmidt, Usak, Turkey	\$134.69
Gabriel Harder, Sivas, Turkey	\$108.75
Marlene Welch, Iwaki, Japan	\$106.77
Bill Gavin, Rockford, United States	\$106.73
Clinton Buford, Aurora, United States	\$98.76

The data reveals that the customers with the highest lifetime value are concentrated in three key markets: Turkey, Japan, and the USA.

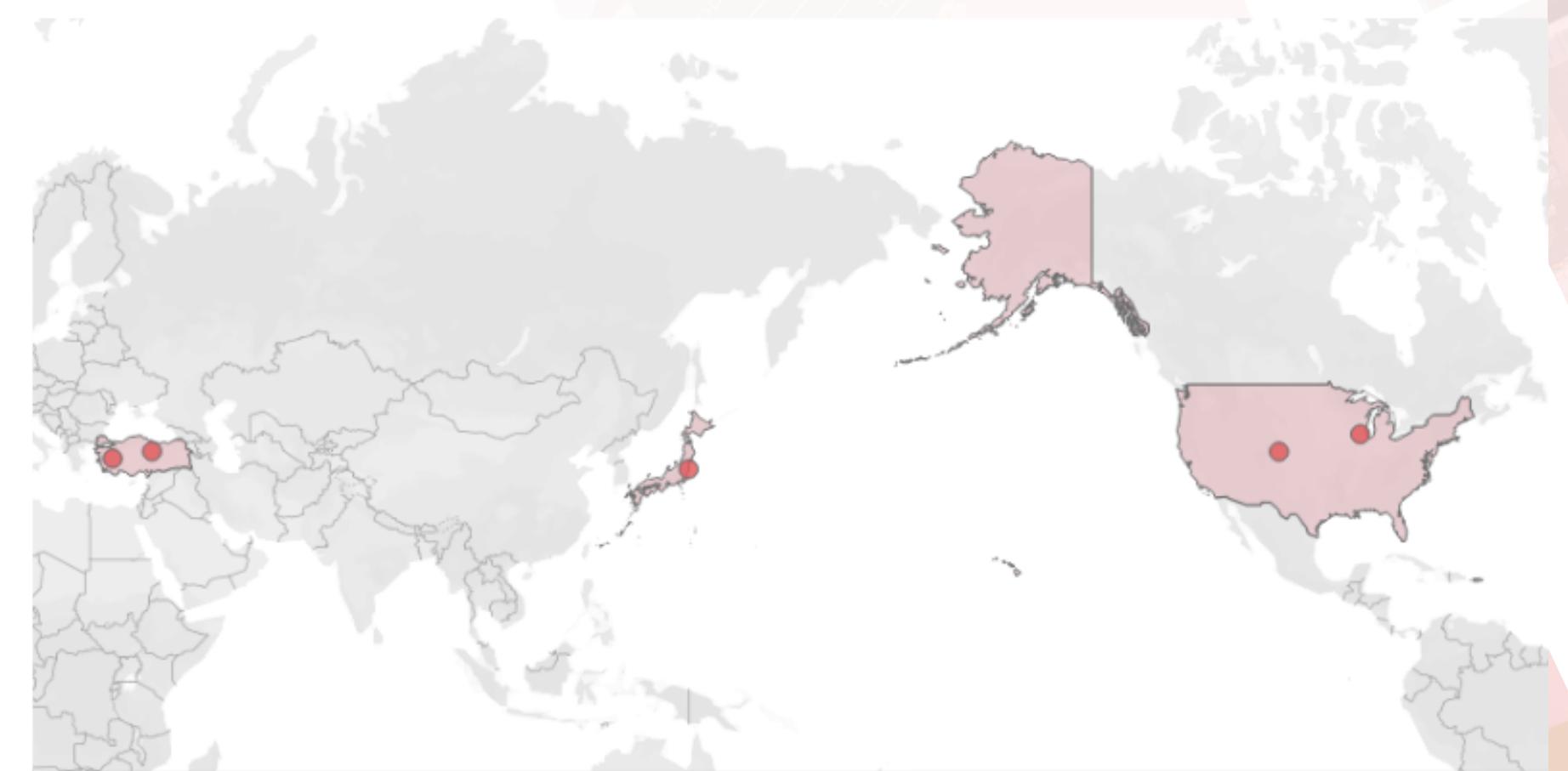
Understanding these geographic clusters will be crucial for tailoring our marketing efforts and platform features to resonate with these loyal customers.

Where are our most valuable customers concentrated?

TURKEY

JAPAN

UNITED STATES





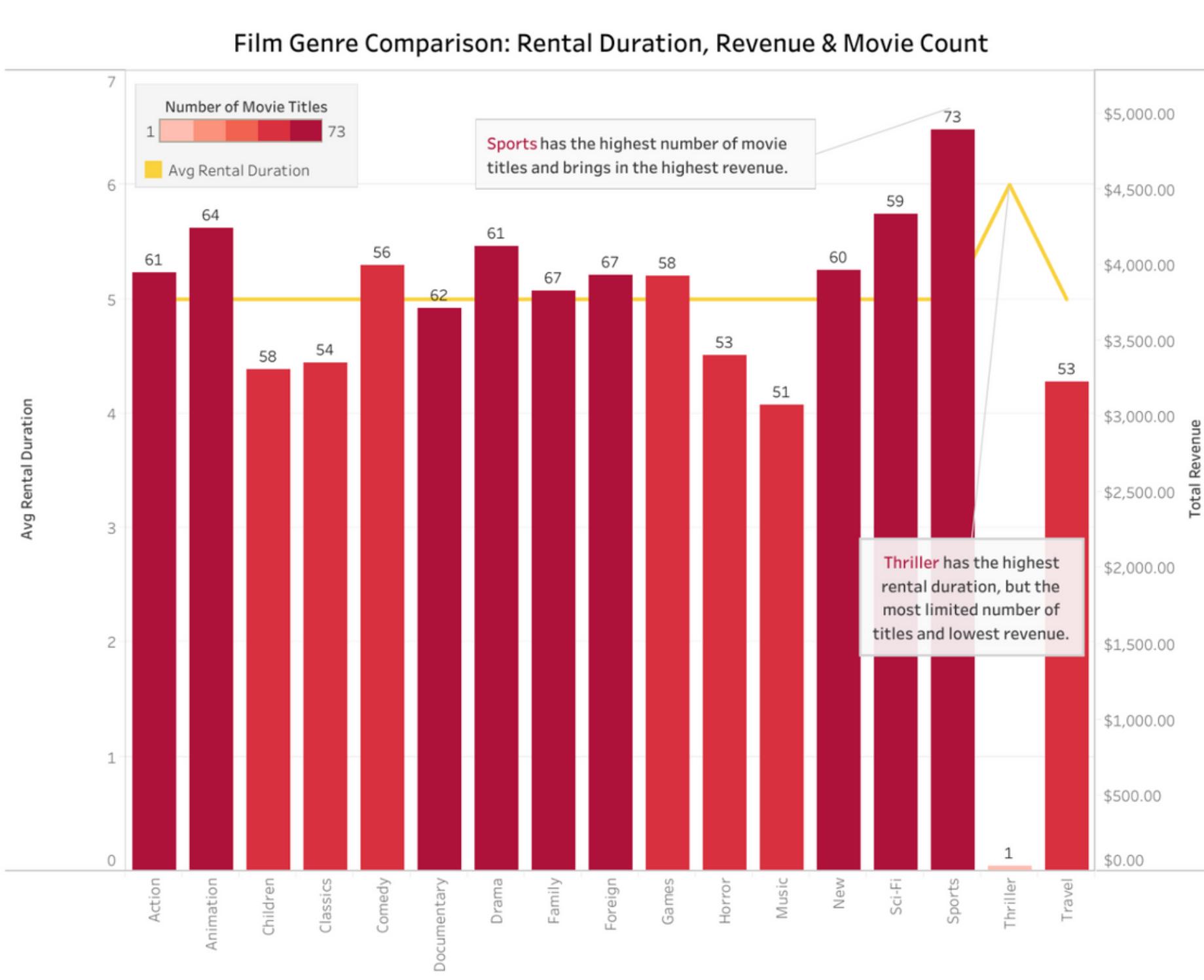
## ENGAGEMENT ANALYSIS & AVERAGE VIEWING HABITS

# REEL TIME REVELATIONS

5

avg rental time

What is the average rental duration for videos across our customer base?



This analysis dives into the average rental duration for videos across our entire customer base and the relation to genre and revenue. Understanding how long customers typically keep movies and which movie genres are most profitable will help us determine optimal rental periods for our online platform.

**Thriller Anomaly:** While Thriller exhibits the highest average rental time (6 days), its total revenue (\$33.79) is the lowest, likely due to a single movie skewing the metric.

**Genre Performance:** Genres with larger movie selections, like Sports (highest revenue: \$4,892.19), tend to generate higher overall revenue compared to those with fewer titles (e.g., Thriller). This suggests a potential opportunity to expand selections in under-represented genres based on customer demand.



## CONTENT PERFORMANCE & REVENUE DRIVERS

# BLOCKBUSTERS VS. SLEEPERS

The leading films are predominantly from genres such as **Music, Comedy, Documentary, Foreign, and Sports**. Notably, these top films feature relatively high rental rates and longer rental durations, which substantially contribute to the overall revenue.

## Which movies contribute the most to overall revenue?

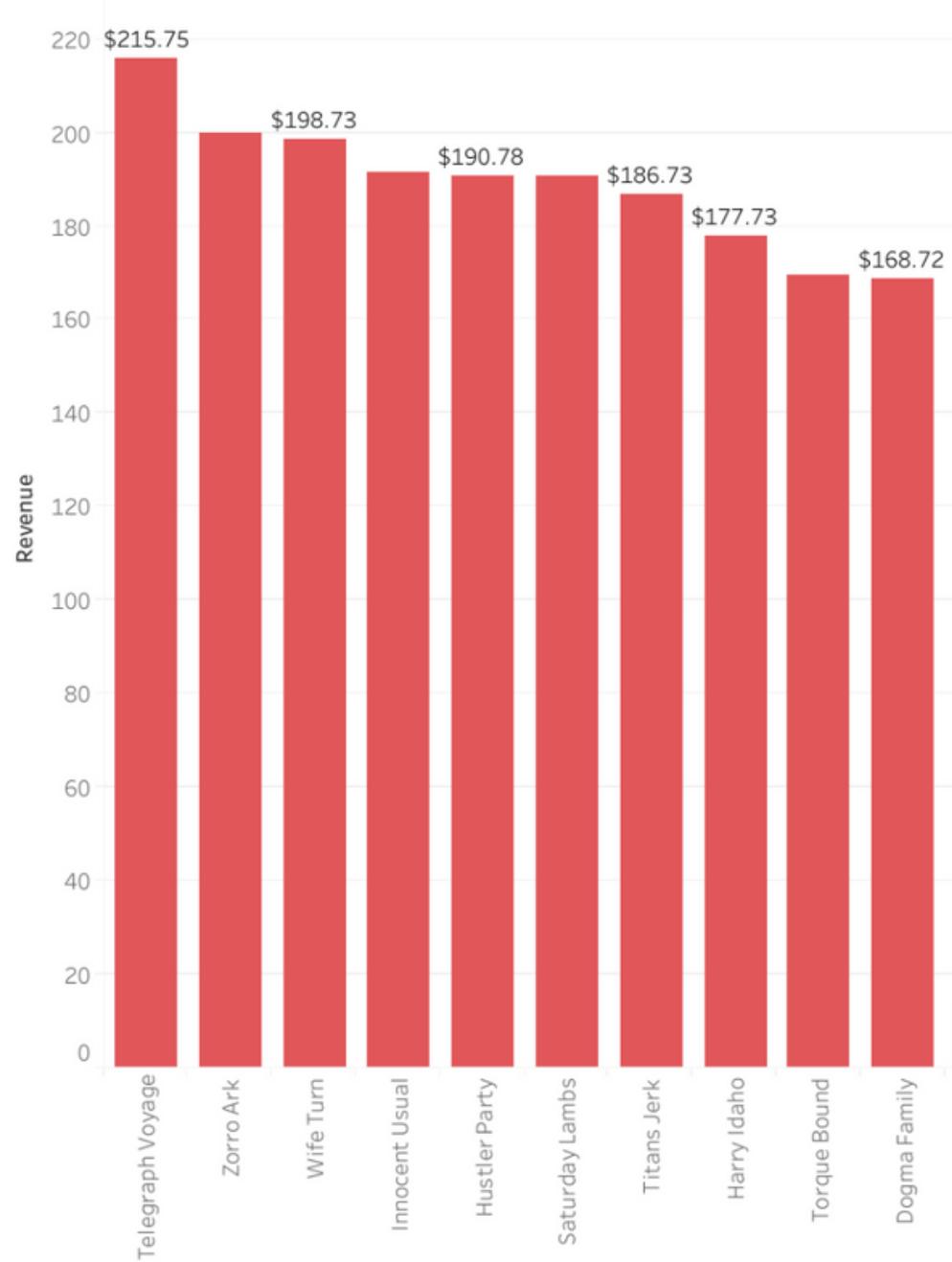
By examining the genres and characteristics of the top-performing movies, we can gain insights into the preferences and tastes of our audience. We can then concentrate on tailoring our content offerings and marketing efforts to better align with these preferences, thereby maximizing audience engagement and revenue generation.



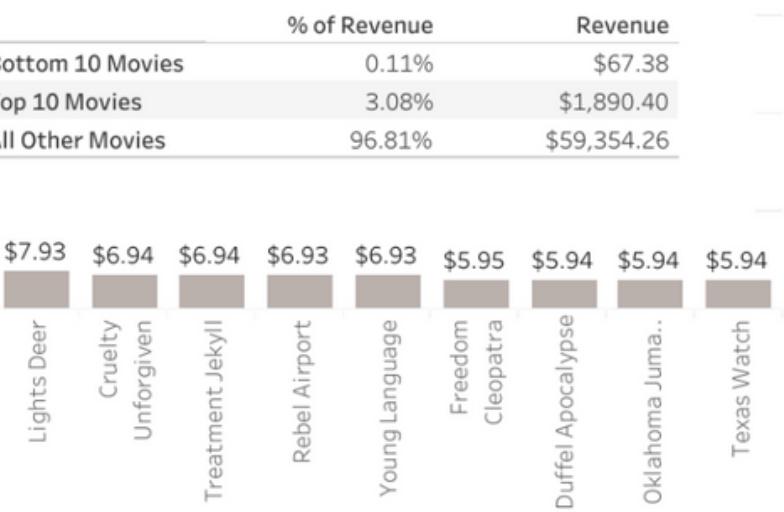
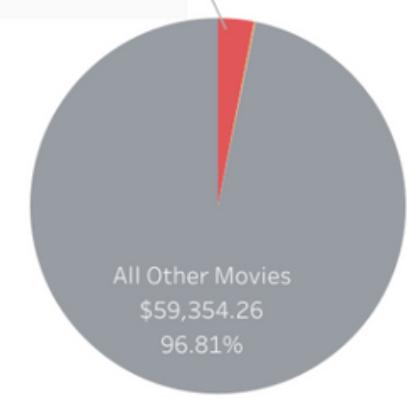
\$61,312

total revenue

## Top 10 & Bottom 10 Performing Movies



The Top 10 Movies are  
3.08% of the Total  
Revenue.





## STRATEGIC INSIGHTS AND RECOMMENDATIONS

# ROCK YOUR RENTALS

## RECOMMENDATIONS FOR FUTURE GROWTH

### Target Marketing & Localization:

- Focus on Top 10 Markets & High-Value Customer Hotspots.
- Implement localization features like subtitles for targeted regions.

### Personalized Experience:

- Leverage top 5 customer data to personalize platform and marketing efforts for high-value customers.
- Promotional Strategies: Design targeted promotions or loyalty programs based on popular genres.

### Content Expansion:

- Expand movie titles for underrepresented genres, particularly Thriller.
- Prioritize genres with larger selections for higher revenue potential.

### High-Value Customer Engagement:

- Pinpoint top cities with high lifetime value customers.
- Offer exclusive deals to retain loyalty and maximize platform success.



forward + future



# QUESTIONS?

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EXPLORE THE DATA VISUALIZATIONS