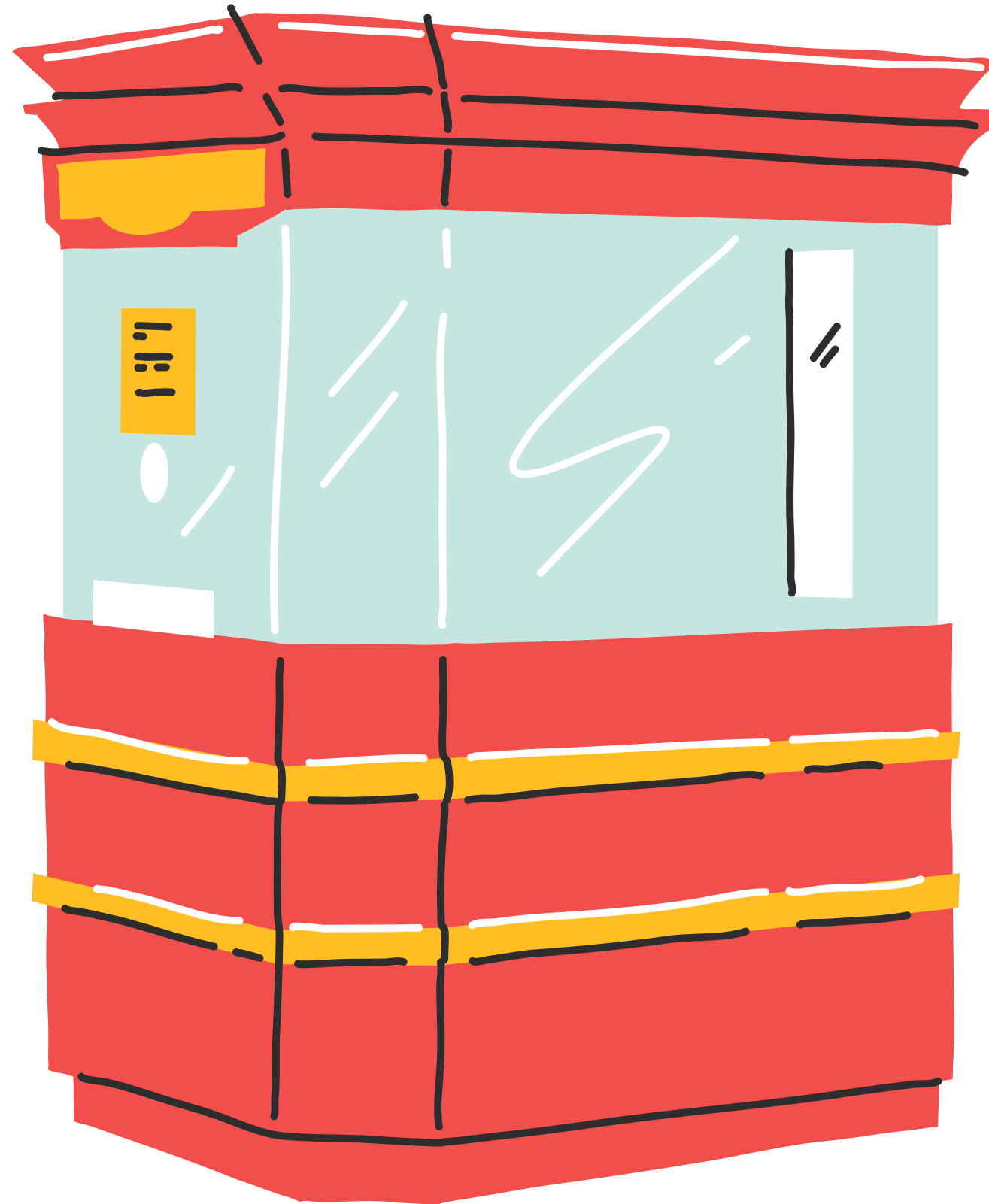


LAUNCH STRATEGY FOR ONLINE VIDEO SERVICE

ROCKBUSTER STEALTH LLC

SHEREZADE MAQUEDA





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OVERVIEW



Rockbuster Stealth LLC is a movie rental company that used to have stores around the world.

Facing stiff competition from streaming services, 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.

Rockbuster database contains information about its films (actor, category, etc), inventory, stores, rental, payments, customers and addresses.

[Download Rockbuster dataset](#)

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?





ROCKBUSTER IN NUMBERS

1,000

Number of films
in Rockbuster
inventory

5 Days

Average rental
duration

PG-13


Most common
film rating

**\$0.99 &
\$4.99**

Minimum and
Maximum rental
rate

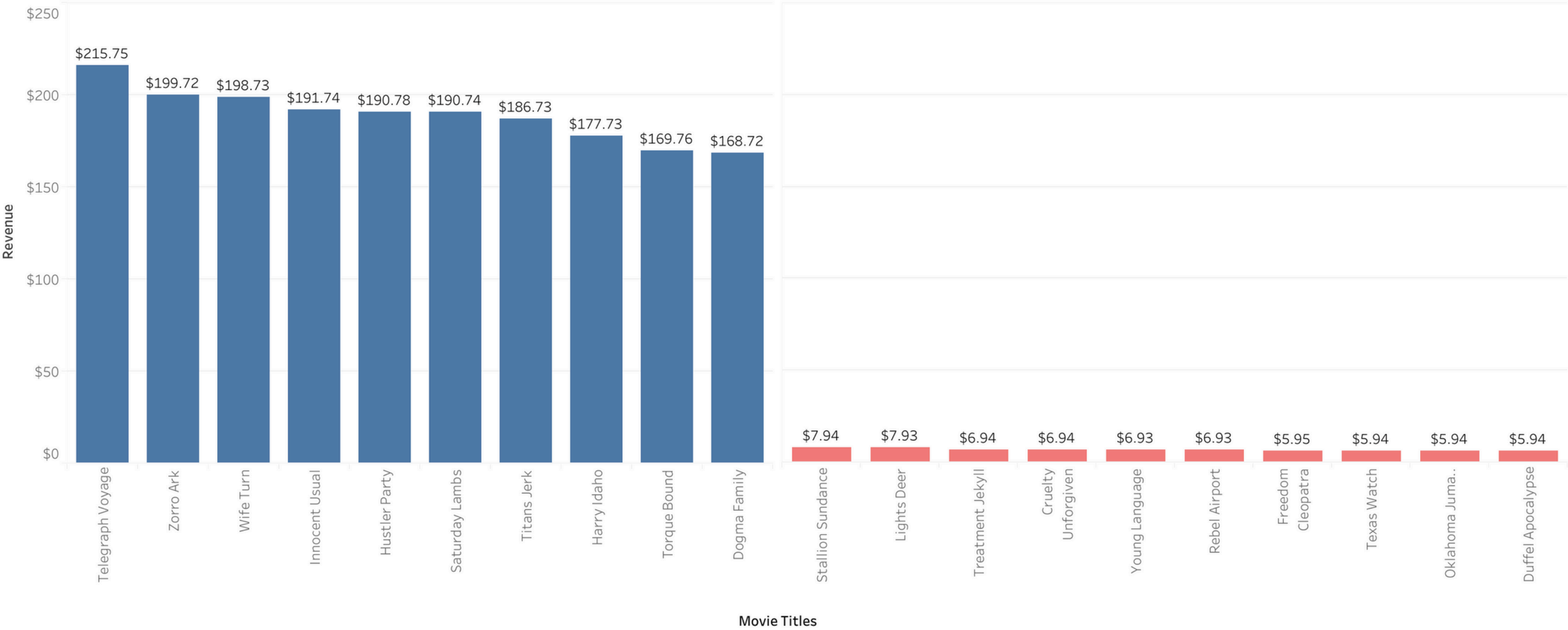
599

Number of
current
customers

- 
- All films were released in [2006](#)
 - Rental duration ranges from [3 to 7 days](#)
 - [22.30%](#) of films are rated PG-13 and bring [22.60%](#) of revenue.
 - The average replacement cost is [\\$19.98](#)
 - Rockbuster total revenue is [\\$61,312.04](#)

MOVIE REVENUE

Top 10 Movies with the Most and Least Generated Revenue



The top 10 movies all have a rental rate of \$4.99, and an average rental duration of 4 days.

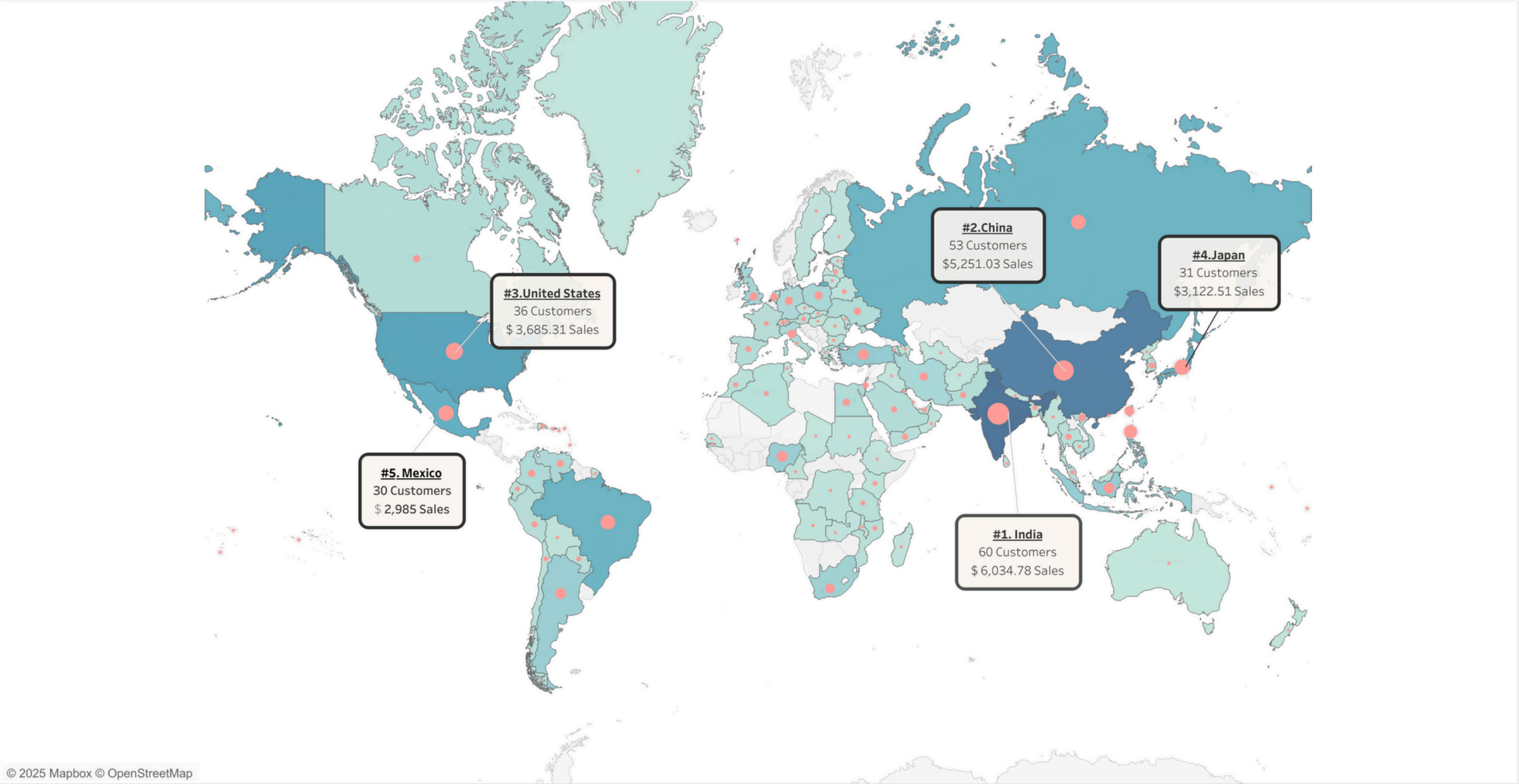
The bottom 10 movies all have a rental rate of \$0.99, and an average rental duration of 6 days.

[Link to interactive visualisations on Tableau Public](#)

GLOBAL SALES

Total Sales and Customers Across the Globe

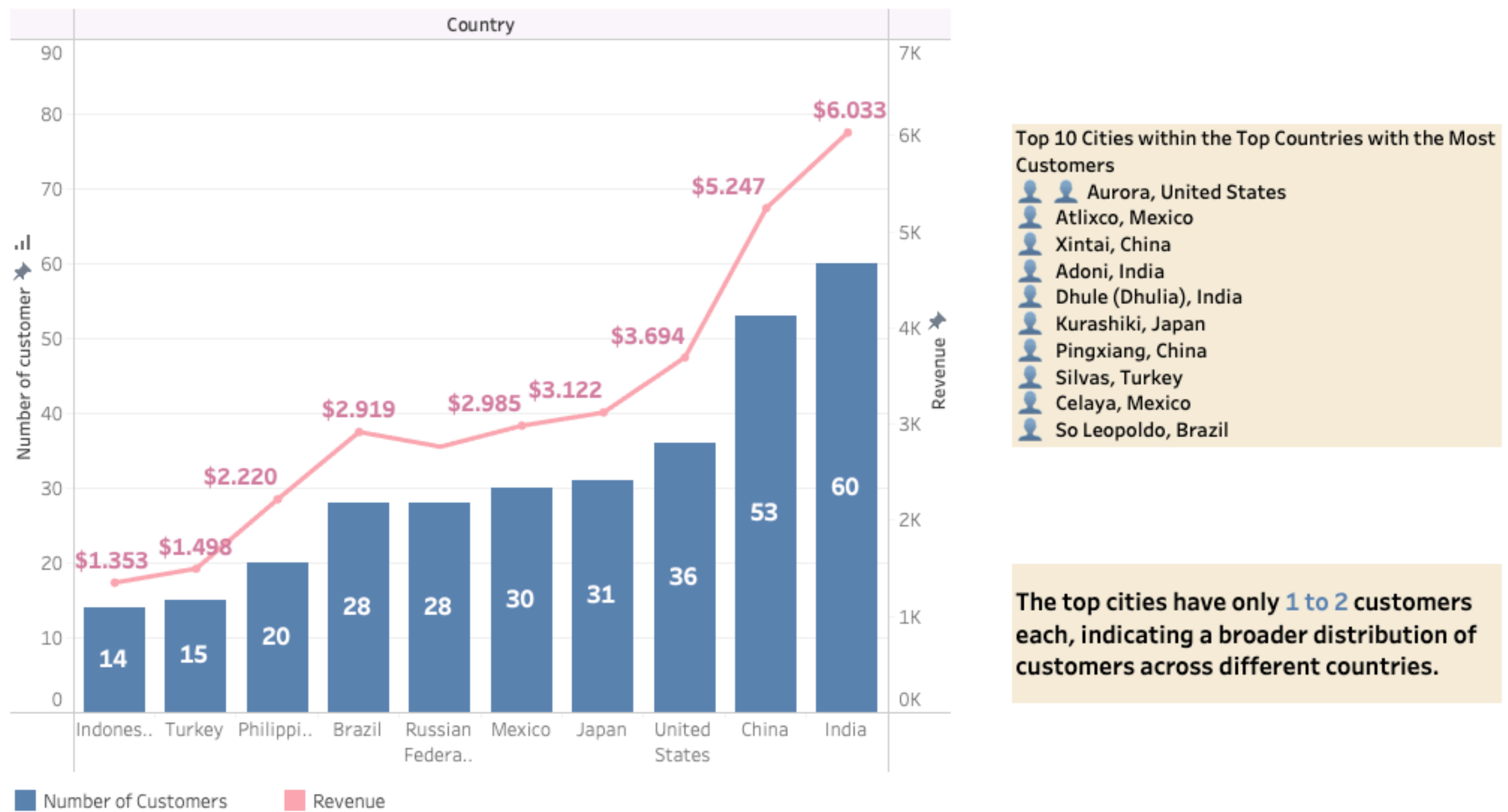
Regions with higher sales and customer counts include Asia, North America and South America



SALES ACROSS COUNTRIES

Top 10 Countries with Highest Customers and Sales

The countries with the most customers are also the countries that generated the most revenue.
These top 10 countries make up 52.59% of all total customers and 51.92% of total global revenue.



CUSTOMERS

Customers with Lifetime Value are All Across the World

Top 10 Revenue Generating Customers Globally

Customer Id	Name	City	Country	Total Revenue
137	Rhonda Kenn..	Apeldoorn	Netherlands	\$191.62
144	Clara Shaw	Molodetno	Belarus	\$189.60
148	Eleanor Hunt	Saint-Denis	Runion	\$211.55
178	Marion Snyder	Santa Brbara dO..	Brazil	\$194.61
181	Ana Bradley	Memphis	United States	\$167.67
236	Marcia Dean	Tanza	Philippines	\$166.61
403	Mike Way	Valparai	India	\$162.67
410	Curtis Irby	Richmond Hill	Canada	\$167.62
459	Tommy Collazo	Qomsheh	Iran	\$183.63
526	Karl Seal	Cape Coral	United States	\$208.58

Top 5 Customers from
Top 10 Cities with Higher Amount of Customers

Customer Id	Name	City	Country	Total Revenue
84	Sara Perry	Atlixco	Mexico	\$128.70
518	Gabriel Harder	Sivas	Turkey	\$108.75
587	Sergio Stanfield	Celaya	Mexico	\$102.76
537	Clinton Buford	Aurora	United States	\$98.76
367	Adam Gooch	Adoni	India	\$97.80

Customers in the top 5 cities generated less revenue than the top 10 global customers.

5 of the top 10 customers are from the top countries.

Focusing on marketing to countries and regions offers a more strategic approach than targeting individual cities.

Embracing market regionality can help companies tailor their strategies to the unique characteristics, preferences and behaviours of broader geographic areas.

RECOMMENDATIONS

Send surveys to lifetime customers ahead of online video launch to collect their input

Offer monthly subscriptions and one-time rentals to open the market to new and sporadic customer

Invest in high-quality digital products to minimize the costly replacement expenses associated with physical copies.



Focus on marketing to the top countries with more customers and sales

Expand catalog to multilingual films. Acquire newer titles that can be priced at a higher rate

Launch promotions or deals to increase rental time.

Implement ongoing data analysis to gain deeper insights into customer behaviour, market shifts, and variations in movie rentals. Use digital rental analytics to monitor specific markets, track store performance and identify trends for more informed decision-making.



THANK YOU