

Streaming into the Future: a launch strategy

A Data Analysis for Rockbuster Stealth LLC
by Noortje Offreins





AGENDA

1. **Fast Forward in Competition**

Understanding the Landscape

2. **Pause to Play**

Understanding our Data

3. **Rolling, Action!**

Leveraging our Data



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1. **Fast Forward in Competition**

Understanding the Landscape

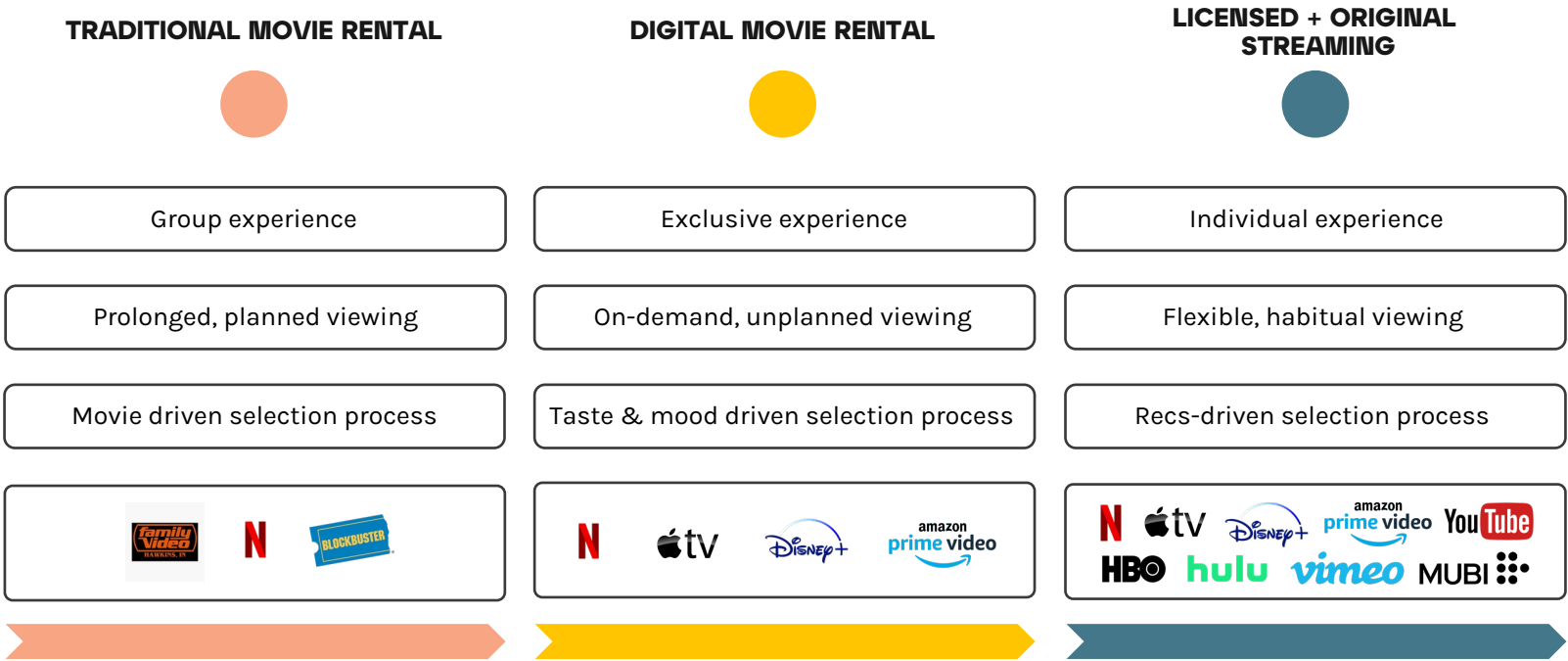
2. **Pause to Play**

Understanding our Data

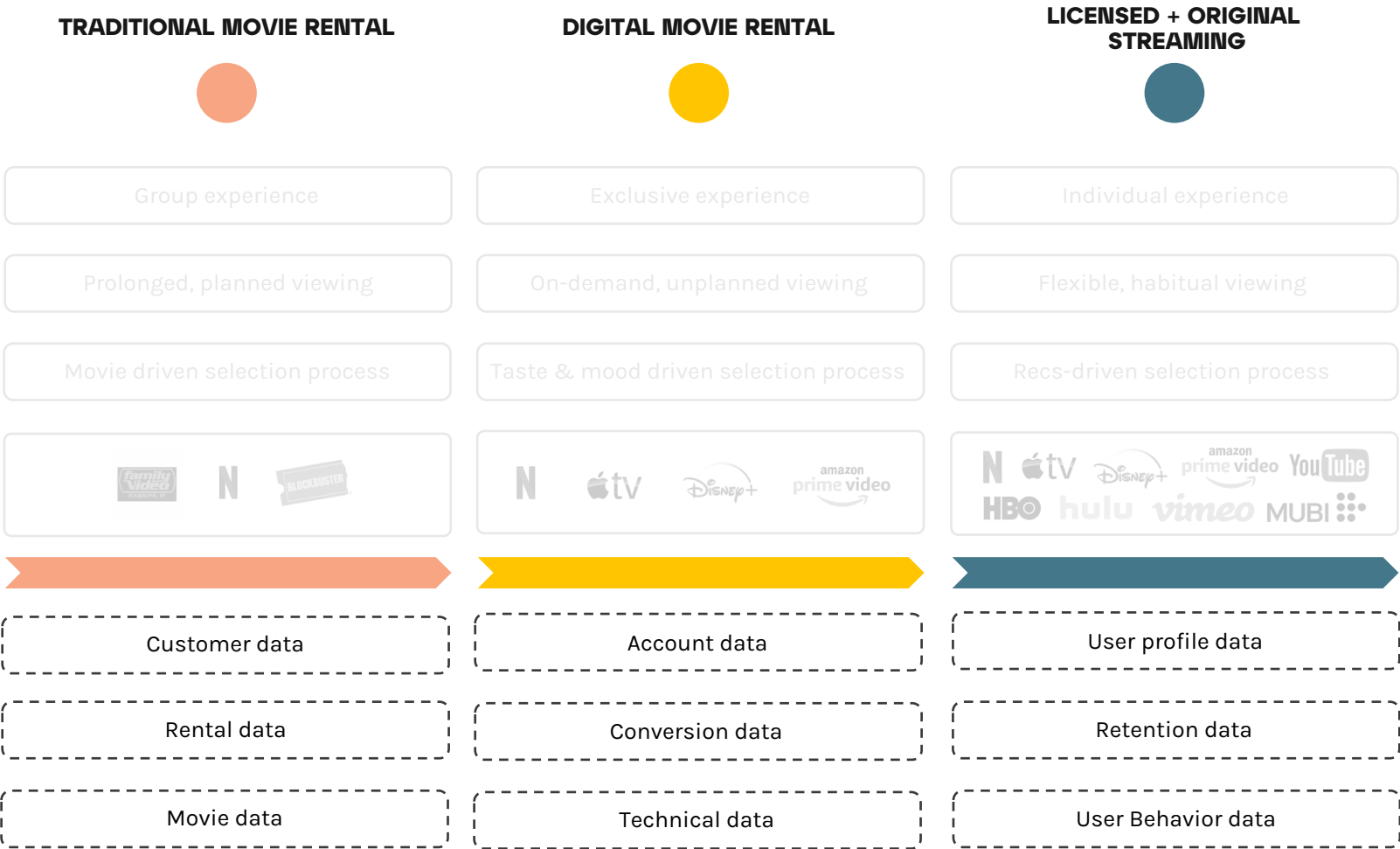
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Leveraging our Data

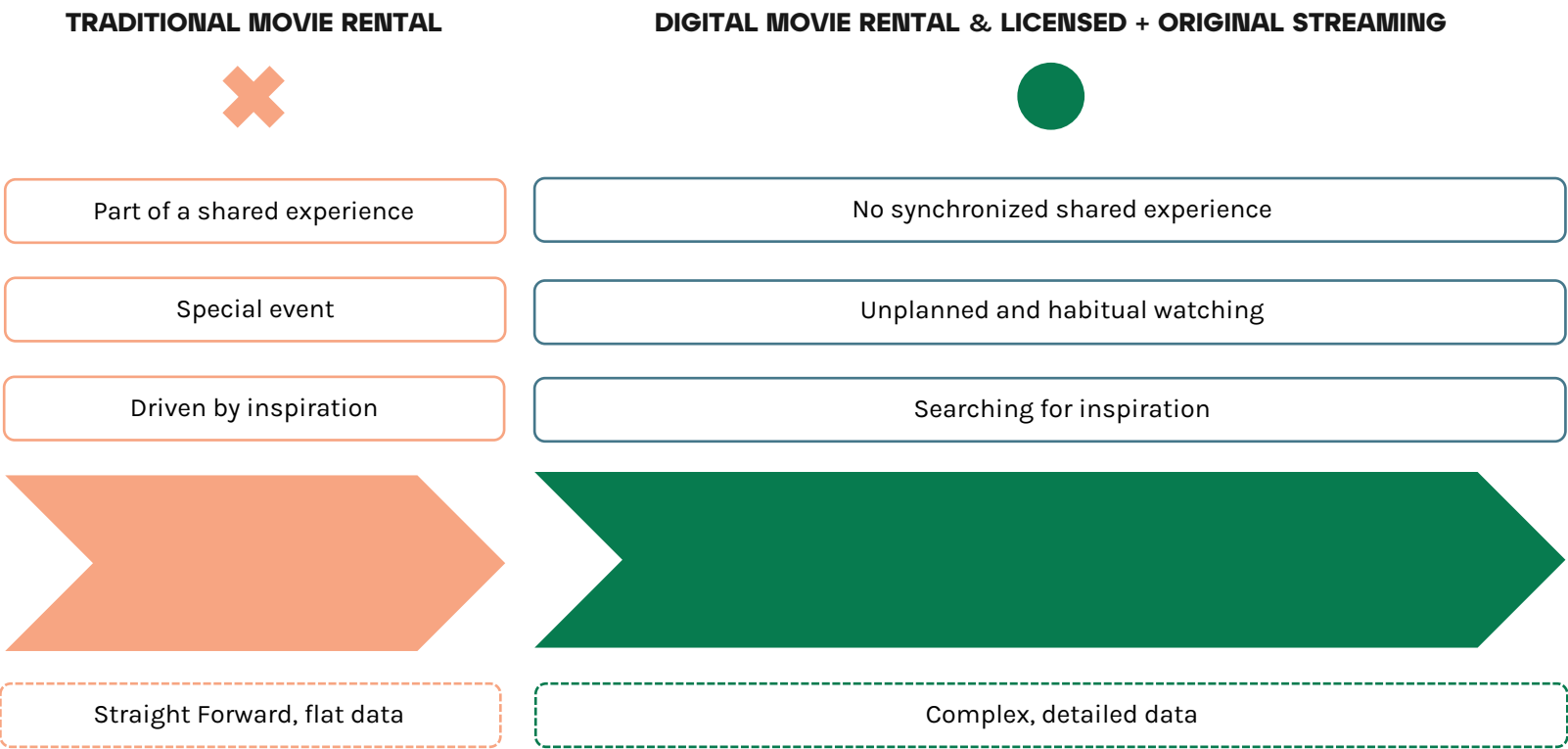
The Movie Rental Evolution: and How it Transformed User Behaviour



The Movie Rental Evolution: and How it Transformed Data Gathering



The Movie Rental Evolution: Identifying Authentic Opportunities





**How to Leverage Granular,
Analog Movie Rental Data
Against Streaming Platforms
with Vast Libraries and
Personalized Experiences?**

The Launch Strategy: Embracing the Analog Experience, while Innovating the Tech



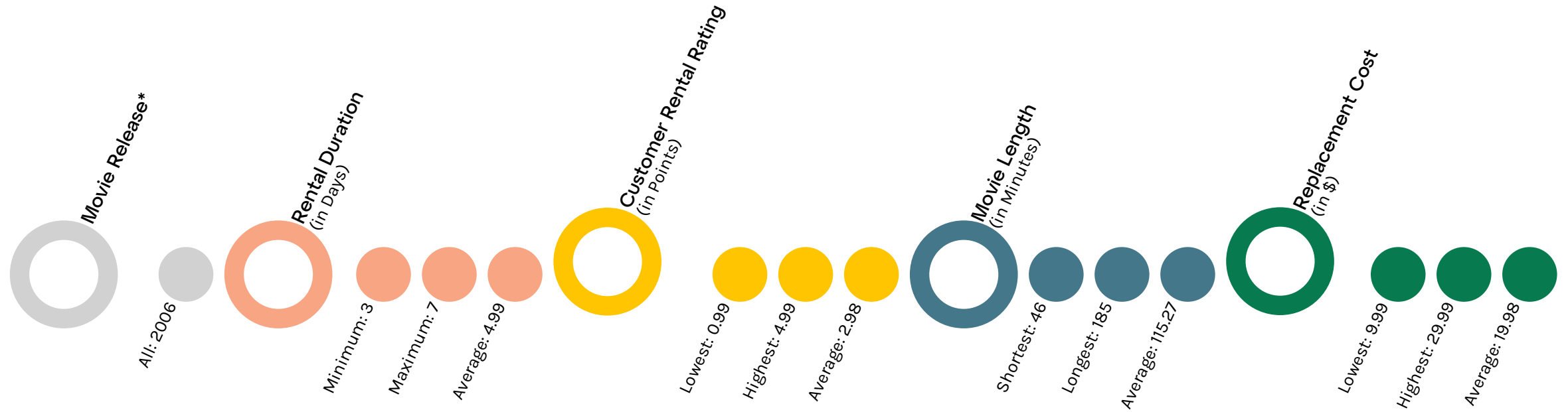
**Slow Streaming:
Experience the Nostalgia of
Vintage Viewing, on Demand**

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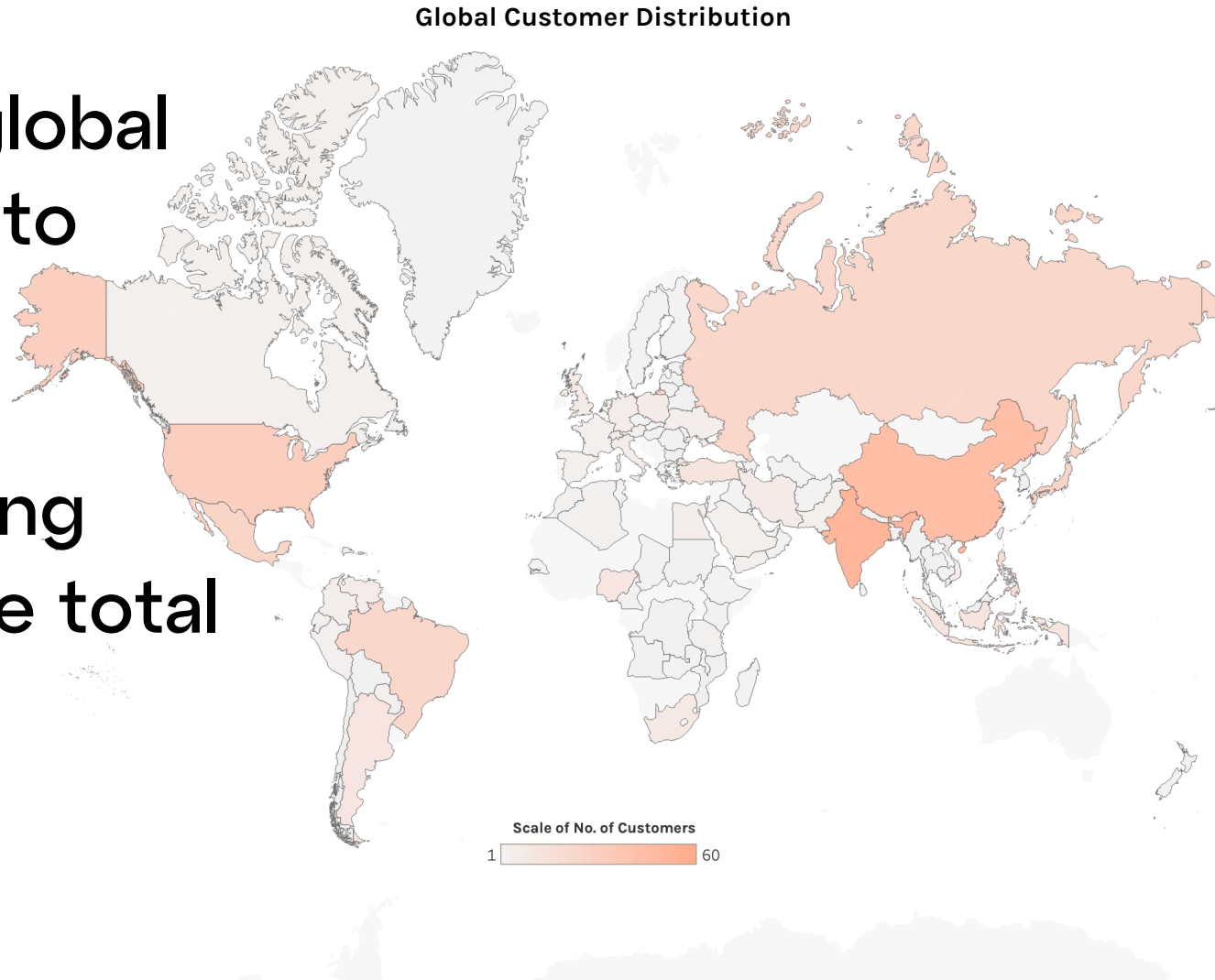
Understanding the Inventory: A Data Summery



**All movies in the database are dated 2006. It's advised to look further into this.*

Understanding our Customer Distribution: Global Customer Base

Rockbuster's global reach extends to 109 countries, with merely 10 countries holding over 50% of the total customers.

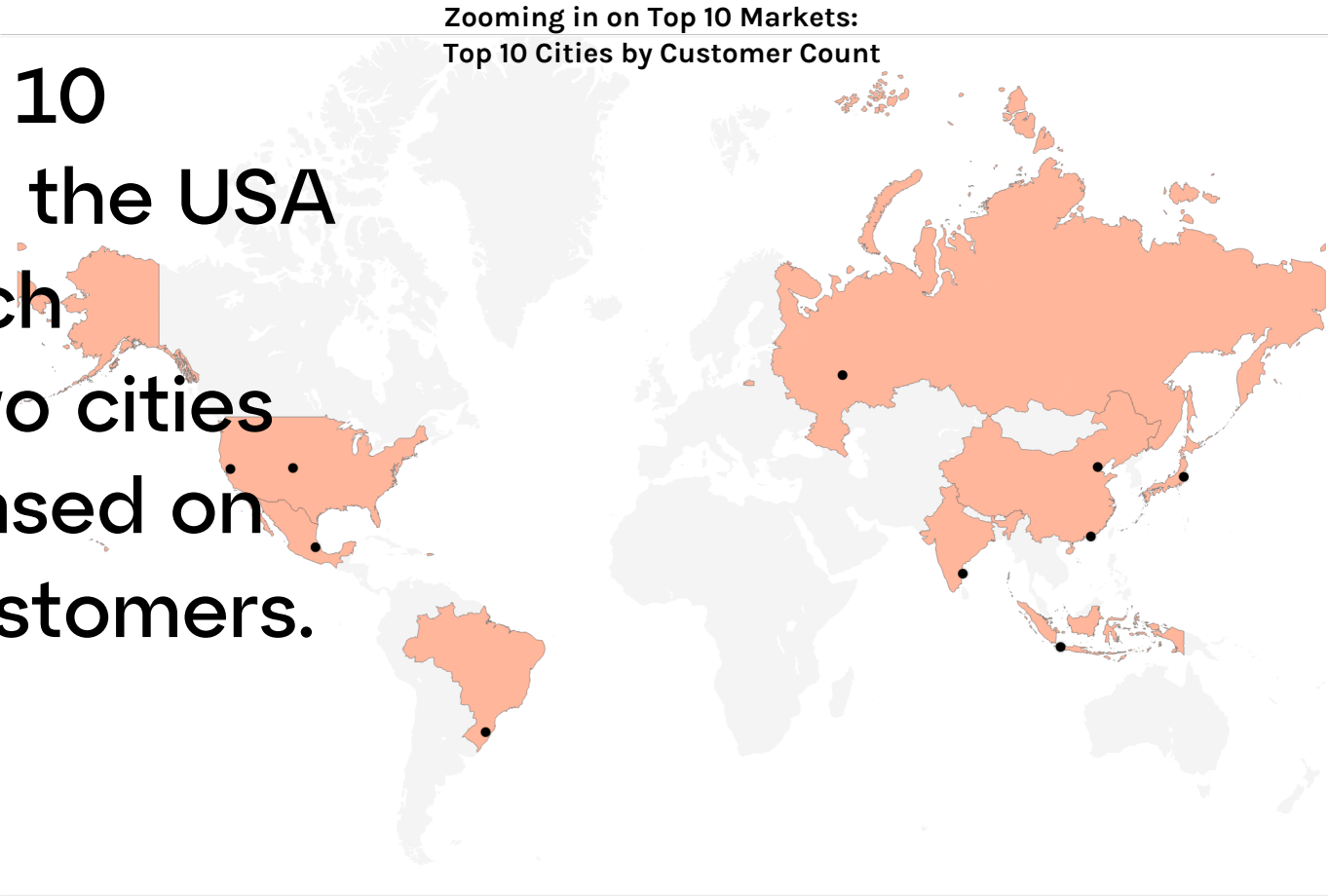


Top 10 Countries by Customer Count

India	60
China	53
United States	36
Japan	31
Mexico	30
Russian Federation	28
Brazil	28
Philippines	20
Turkey	15
Indonesia	14

Understanding our Customer Distribution: Key Market Customer Base

From the Top 10 Markets, both the USA and China each contribute two cities the Top 10 based on number of customers.



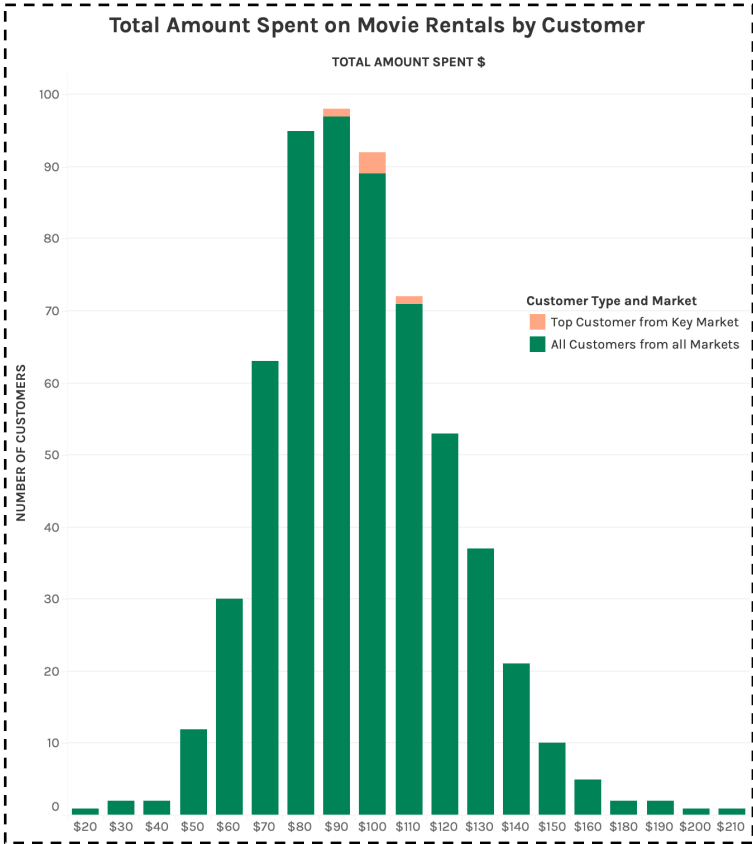
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Comparing Customer Value: Top Customers (Key Markets) vs. All Customers (Global Market)

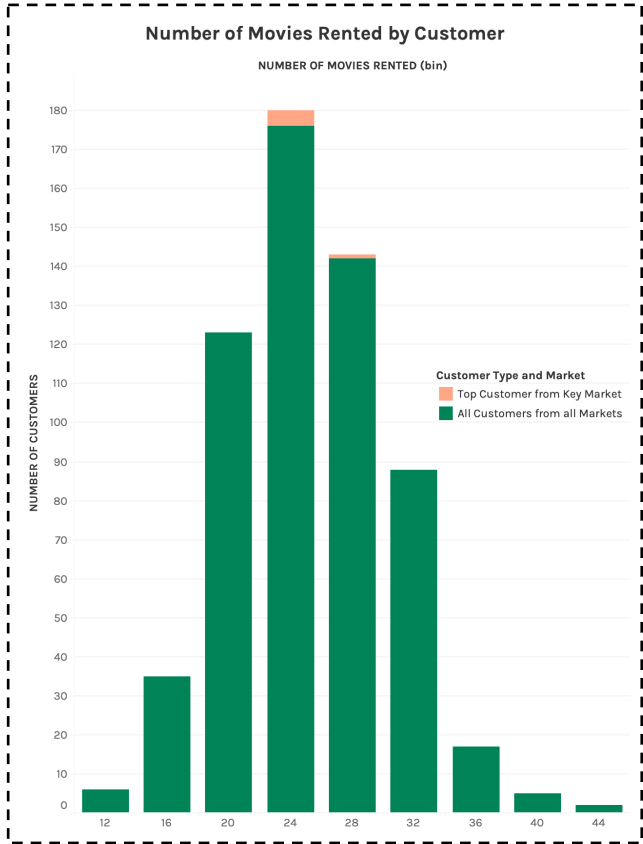
Top Customers Spend Similarly to Global Averages
Top Customers in Key Markets spent merely \$3.19 more on rentals than the Global Customer Base.



True Top Customers are in the Global Market
The top spender on movie rentals spent \$100 more than the Top Customers from Key Markets.

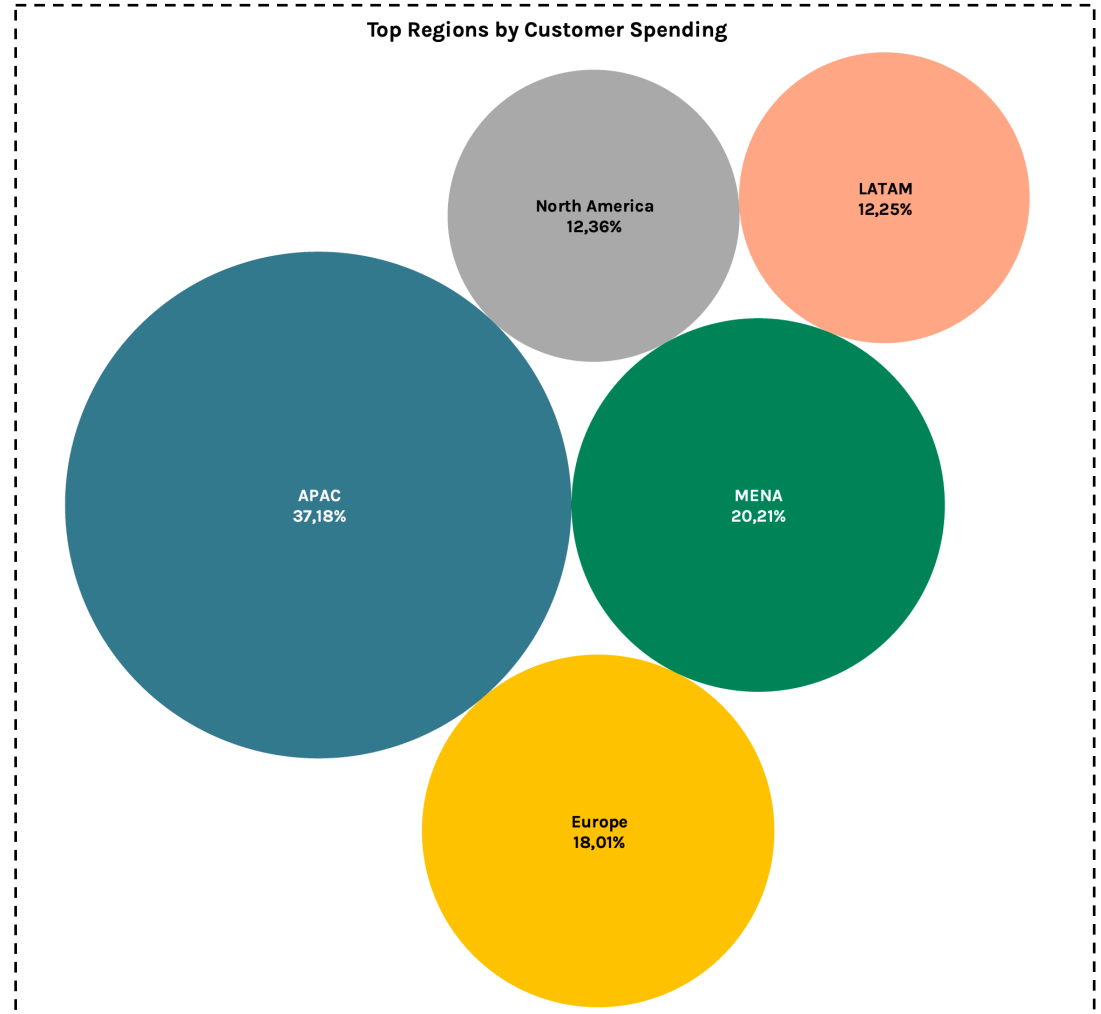


Top Customers are Average Customers
20% of Global Customers watched more movies (>32) than Top Customers in Key Markets (24-32).

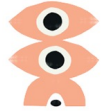


Understanding Customer Value: Customer Spending drive Regional Success

Our customers in the Asia-Pacific (APAC) region accounted for just over 37% of the total spending by all customers. The Americas (North America + LATAM) shared the fourth place in ranking.



Understanding Customers Behaviour: Key Stats from the Global Customer Base



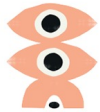
10 DENSITY COUNTRIES

The 10 countries with the customer:inhabitant density are **remote and touristic locations**.



11% CUSTOMERS

11% of our heavy users, who watch 30 movies or more, are based in **China**.



1572 MOVIES

India, our largest customer base, watched 1,572 movies in 2019, followed by China with 1,350 and the USA with 923

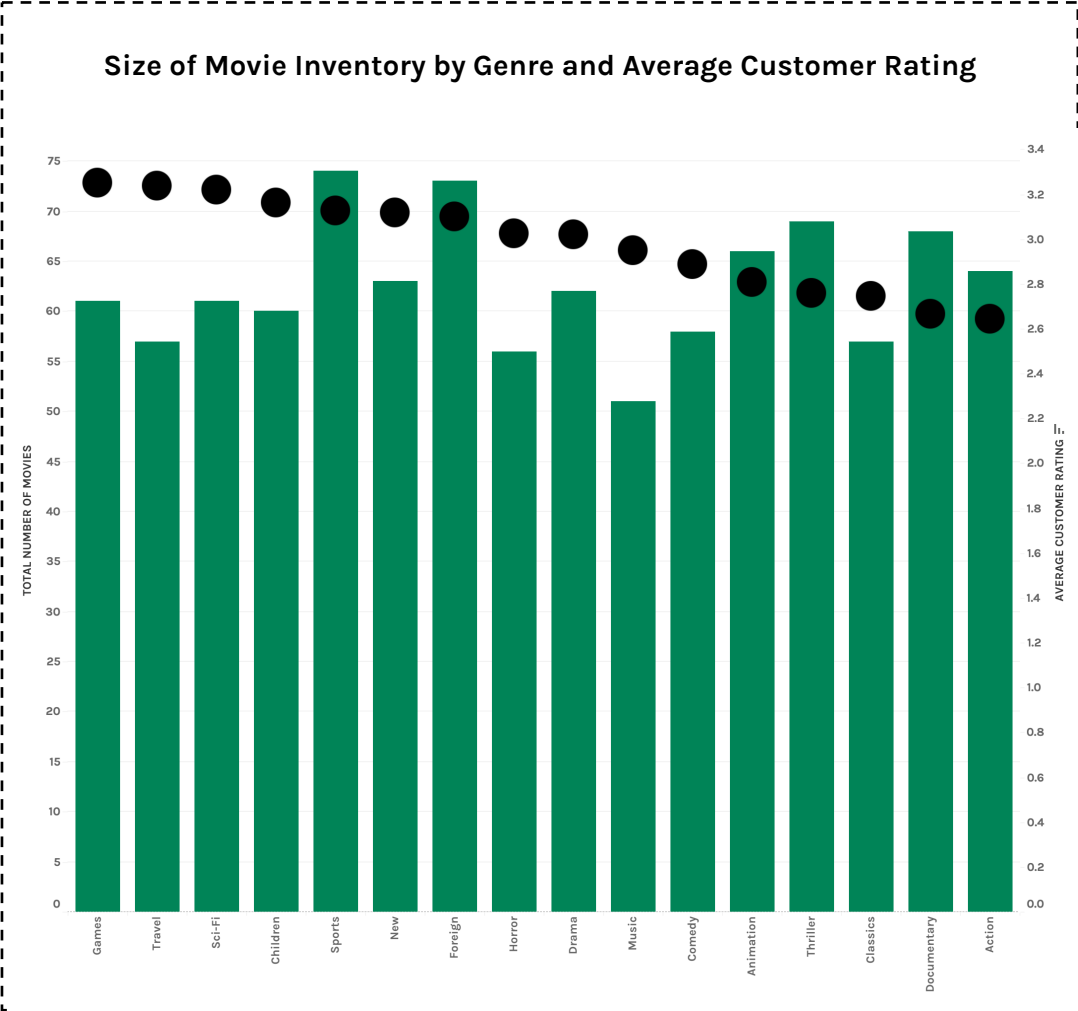


46 MOVIES

Our super user, from Réunion and watched 46 movies, that's **19 movies more than the average customer**.

Understanding the Success: The Movie Genre Escapism is Best Rated

Escapist genres like Sci-fi, Games, and Travel receive the highest average customer ratings, exceeding 3.2 points, yet comprise the lower half of our inventory volume.



Understanding the Inventory: Key Stats from Movie Rental Data



1 INVENTORY ALL-STAR

Bucket Brotherhood is the #1 Inventory All-Star, excelling in every category: most rented, highest rental rate, and longest rental duration.



~3 DAYS

PG and PG-13 rated movies, which require parental guidance, have the longest average rental duration.



<60 MINUTES

Six out of the **top 10 most-rented-movies** have a runtime of under an hour.



+180 MIN

Longer movies received on average **higher customer ratings**.



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Action Items: Implementation Opportunities to Improve Launch Success

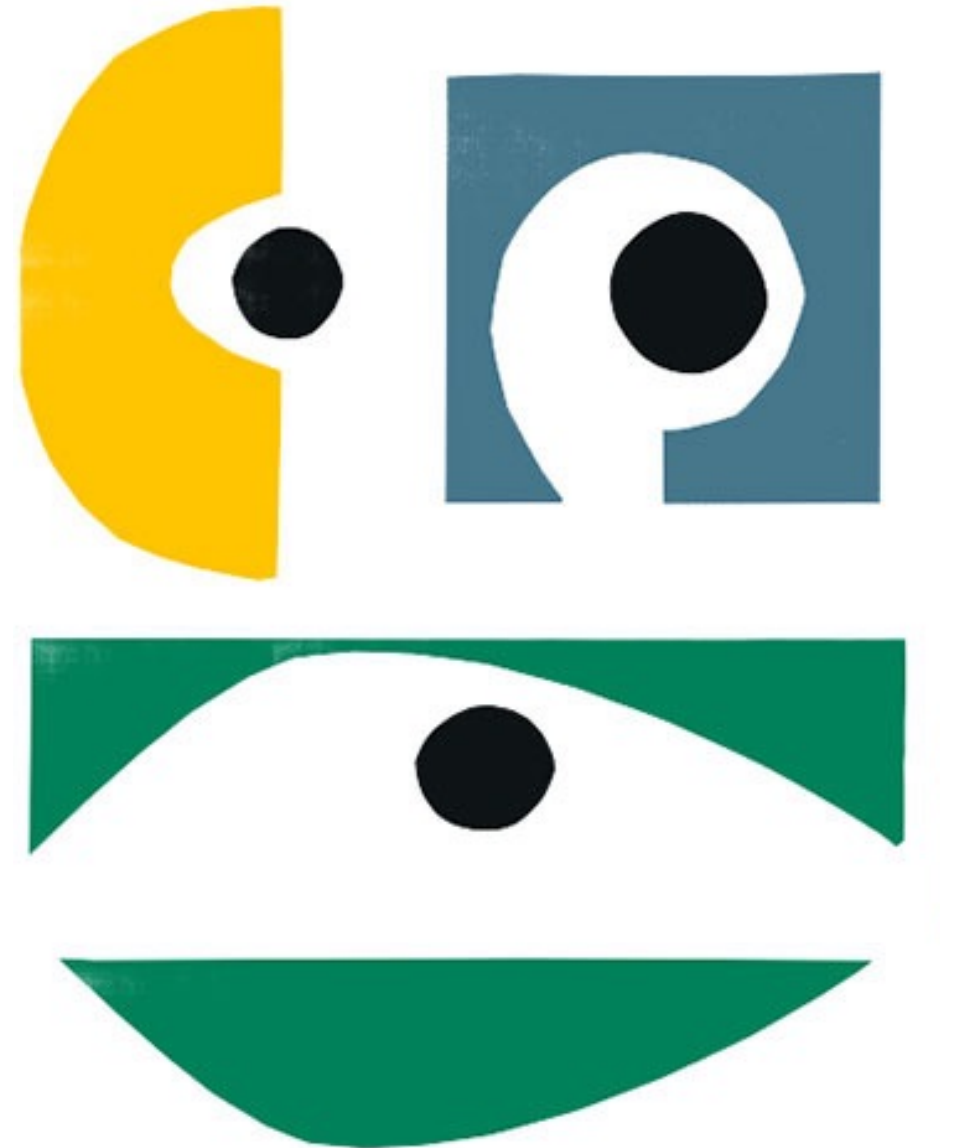
- **Expand High-Rated Inventory:** Expand the escapist inventory where customer ratings are highest, and stock is lowest.
- **Prioritize APAC Region:** With over a third of total turnover, make APAC your priority region.
- **Investigate The Americas:** Determine if there are common underlying factors that influence the regional success of both North America and LATAM.



Re-activating existing customers and appealing new audiences by engaging them with their own movie memories.

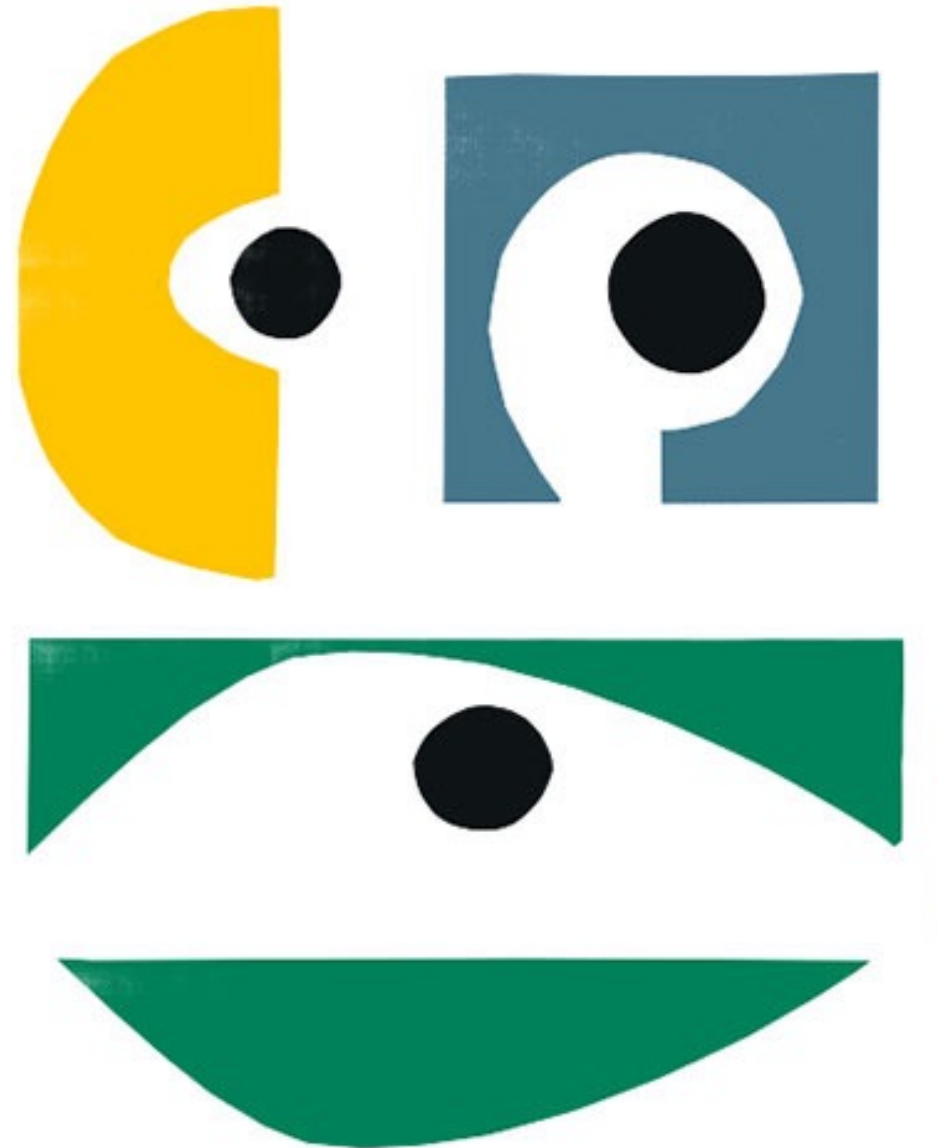
Our very first customer
is from **Japan**. Where
are you in the ranks?

VHS rolls into Streaming
Re-Watch Now on [Rockbuster.com](https://www.rockbuster.com)



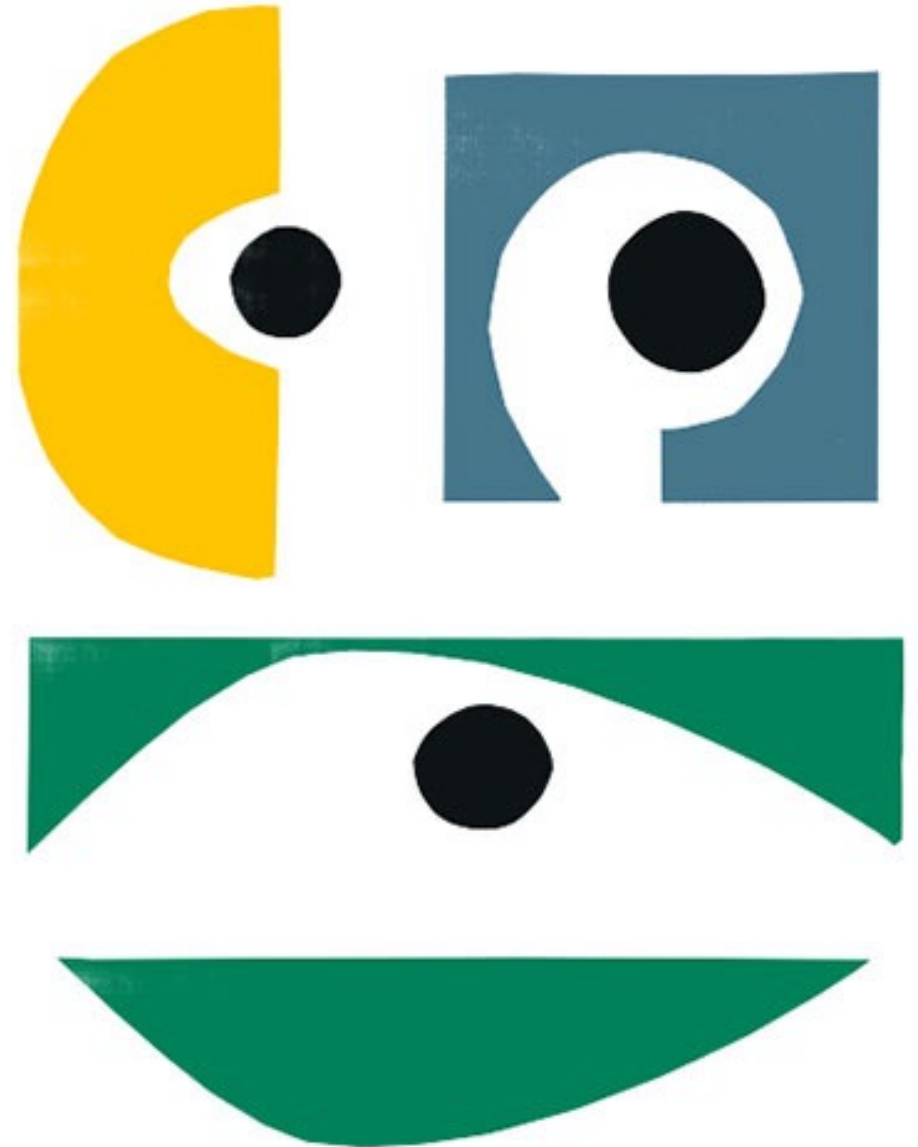
Enemy Odds is Chinas
highest-rated and most-
rented movie. How
would you rate it?

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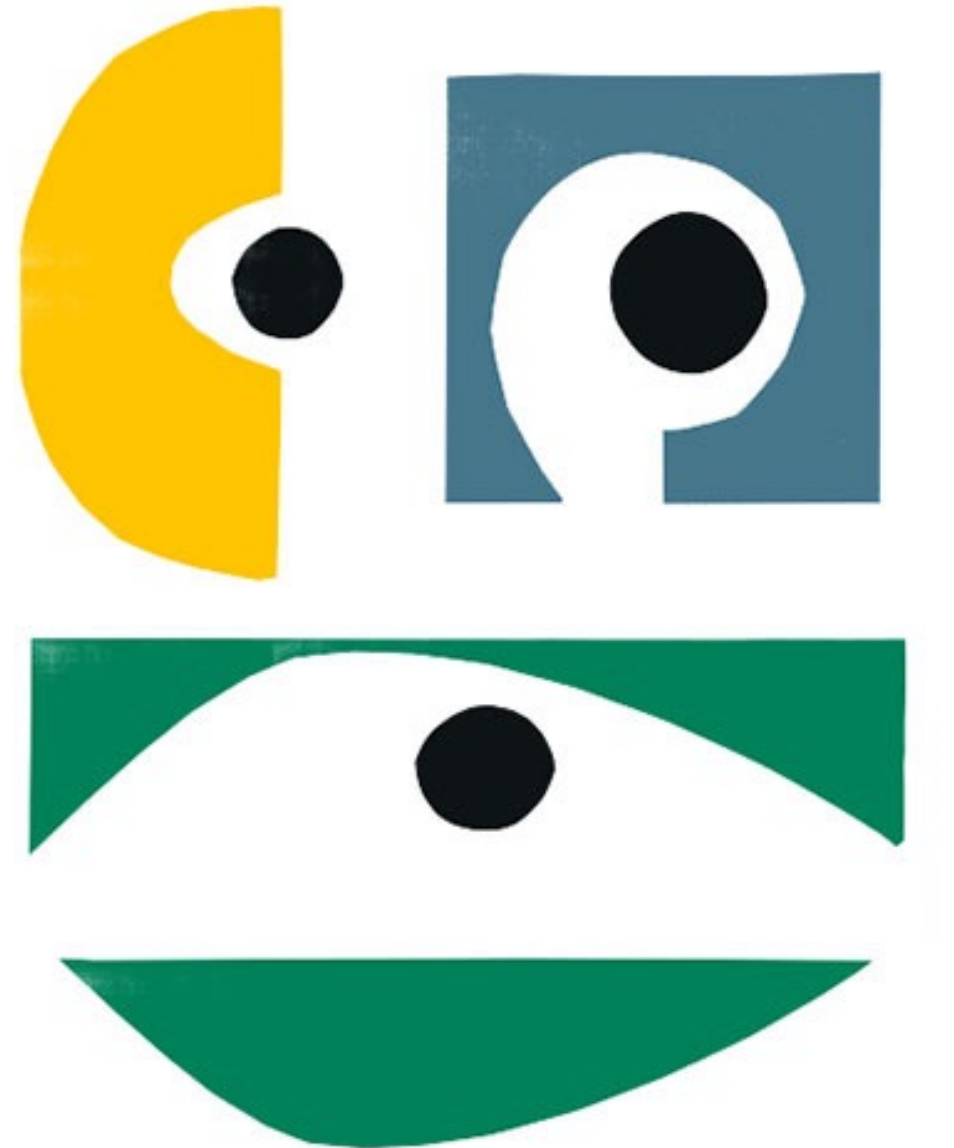
Moonwalker Fool is the most rented movie over 3 hours in Germany. Do you take your popcorn sweet or salty?

VHS rolls into Streaming
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Our most loyal customer
in The Netherlands
rented **39 movies** in one
year. Can you top that?

VHS rolls into Streaming
Re-Watch Now on [Rockbuster.com](https://www.rockbuster.com)



Thank you,

A Data Analysis for for Rockbuster Stealth LLC
by Noortje Offreins

Back up: Links to Technical Documentation

- [Rockbuster Customer Data Visualization on Tableau Public ↗](#)
- [Rockbuster Comparing Customer Success Visualization on Tableau Public ↗](#)
- [Rockbuster Inventory Data Visualization on Tableau Public ↗](#)
- [Rockbuster Data Dictionary on Google Docs ↗](#)