

# Rockbuster Stealth LLC.

**A Movie Rental Company**  
Launch Strategy with Data Analysis by Daniel



# Overview

## Rockbuster Stealth LLC:

A movie rental company that formerly had stores around the world. It plans on launching an online video rental service in order to stay competitive.

## The Challenge:

The company is facing stiff competition from streaming services such as, Netflix and Amazon Prime.

## Key Questions:

Which movies contributed the most/least to revenue gain?

What was the average rental duration for all videos?

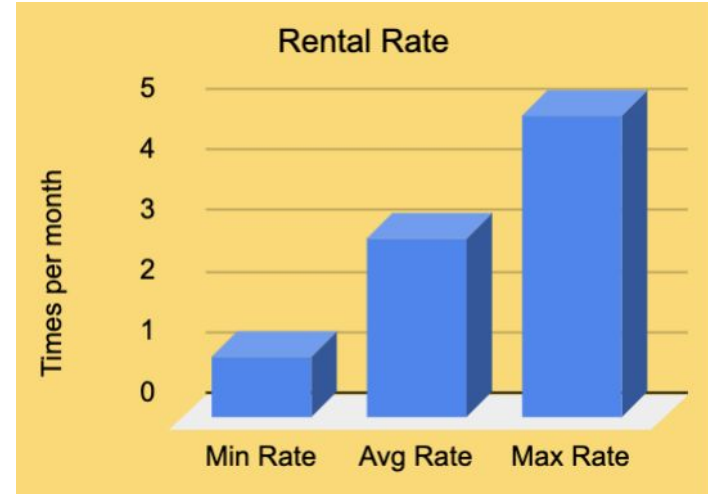
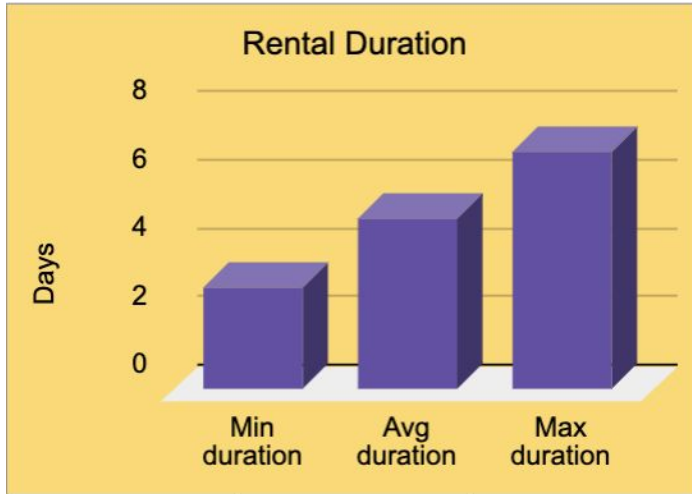
Which countries are Rockbuster customers based in?

Where are customers with a high lifetime value based?

Do sales figures vary between geographic regions?



# Overall Insights on Our Contemporary Situation



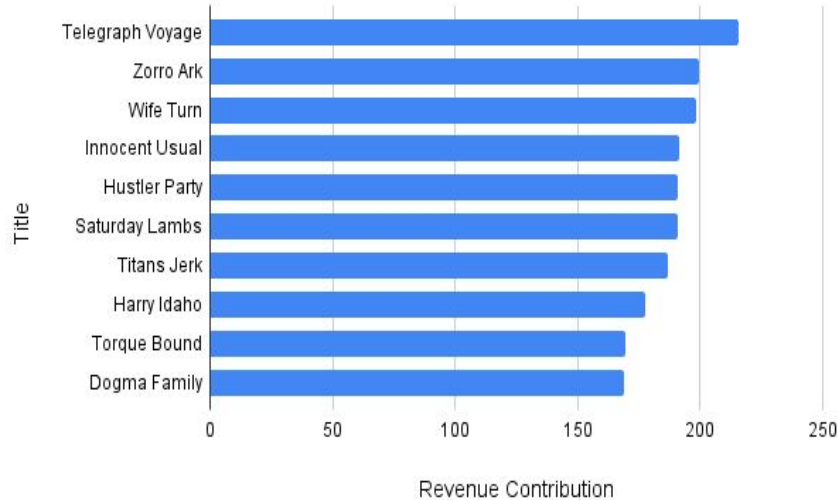
Speaking of the current context,  
the average rental duration period is **5 days** and the average rental rate is **3 times per month**.



To improve the revenue and customer satisfaction, we need to **improve** rental rate and find ways to **give discounts** to people with high rental duration.

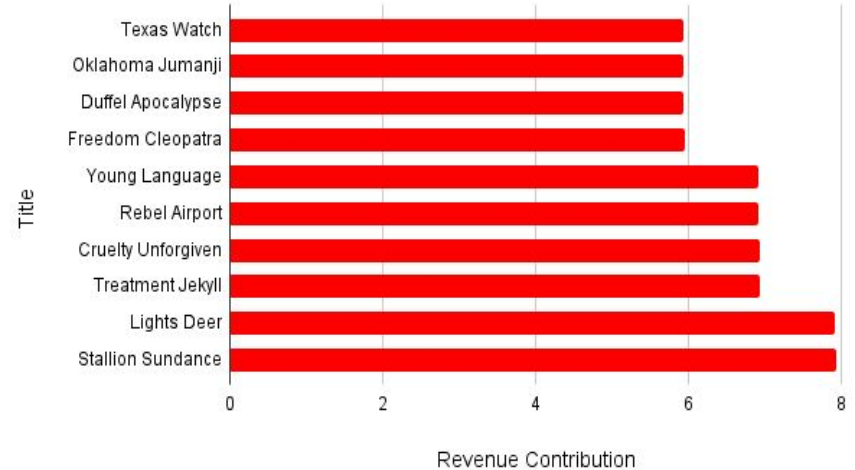
# Which movies contributed most/less revenue?

Top 10 Revenue Generating Movies



**Telegraph Voyage** contributed highest revenue of **\$215.75**

Bottom 10 Revenue Generating Movies



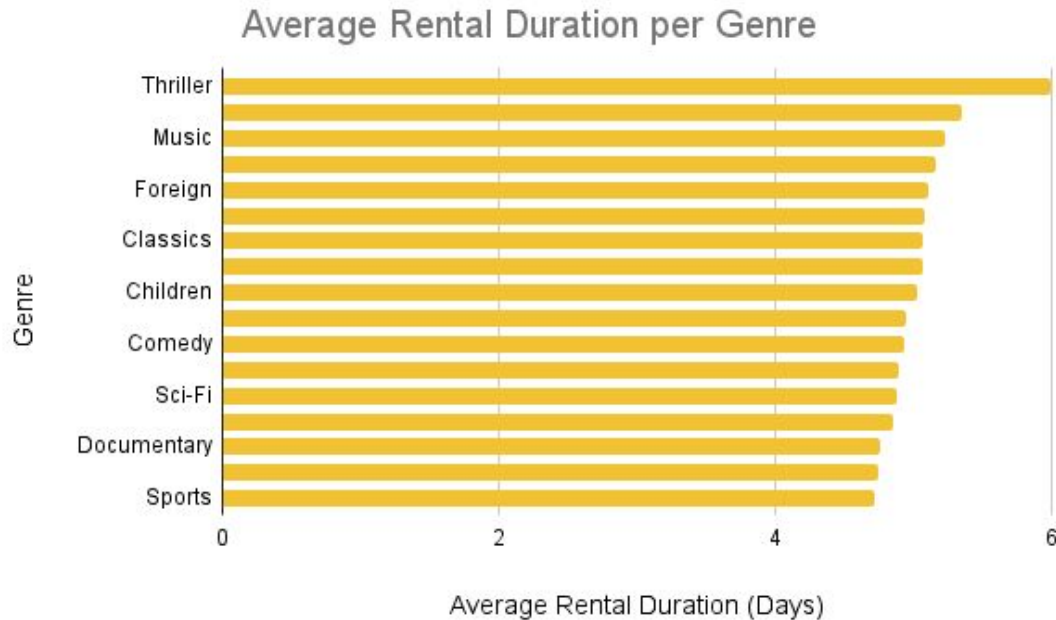
**Texas Watch** contributed lowest revenue of **\$5.94**



We can exploit the most popular movies in our marketing campaigns.



# Average rental duration for all videos?



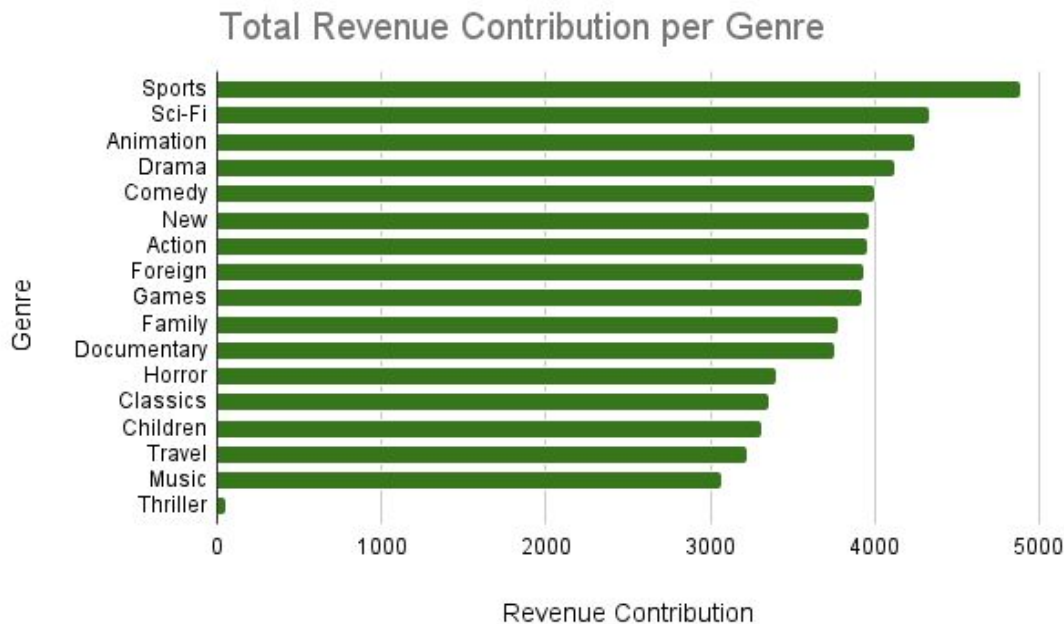
Rockbuster average rental duration for all the videos varies between 4 to 6 days. Thriller happens to be the Genre with the highest rental duration of 6 days.



Since the thrillers fan tends to rent high duration, we should provide special promotion programmes to thriller movies.



# Total Revenue Contribution by Genre



Sports has the highest contribution by Total Revenue Genre of about \$5,000 while Thriller has the least Total revenue contribution by Genre of less than \$50.



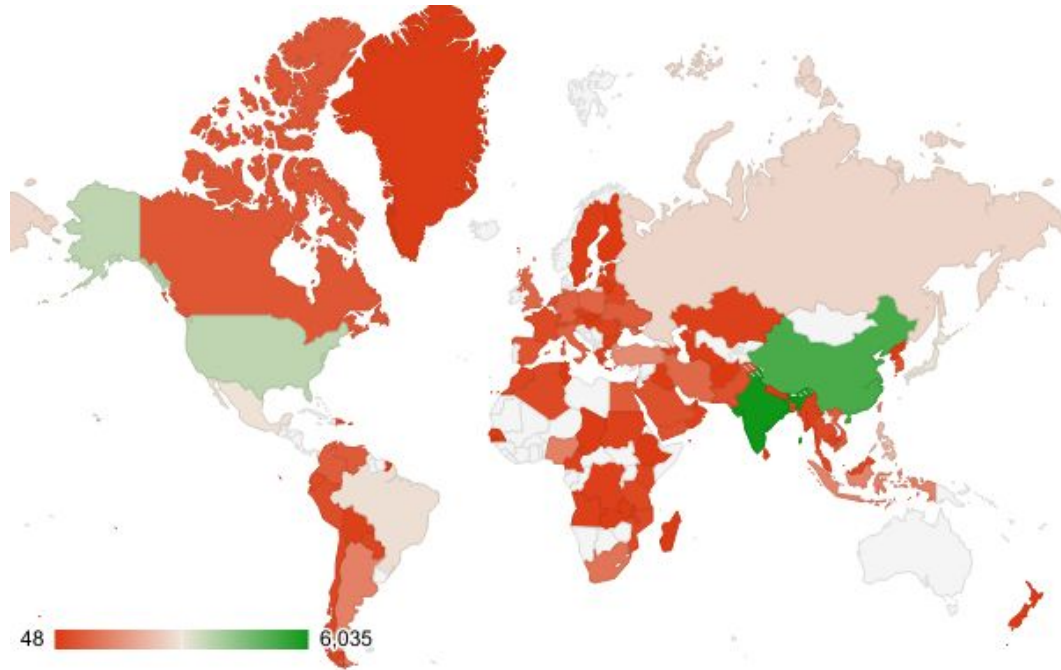
Sports, Sci-Fi, Animation and Drama are the main genres which bring substantial revenue to Rockbuster so our marketing campaigns should focus on those genres.

# Countries Rockbuster Customers based in



With the online censorship in **China** and the popularity of movie culture in **India**, these two countries seem a lot of market share besides our mother market, **the USA**.

# Customers with a high lifetime value based in



The importance of the **China and India** market besides the **homeland** market is also evident in the lifetime value-based Geographical Information chart.



Since both China and India has soaring customers base with high lifetime value, our marketing campaigns should focus on these two countries to reap better benefits.



# Top 10 countries for Total Customer Base and Net Spending

	Country	Total Customers	Net Spending
1	India	60	6035
2	China	53	5251
3	United States	36	3685
4	Japan	31	3123
5	Mexico	30	2985
6	Brazil	28	2919
7	Russian Federation	28	2766
8	Philippines	20	2220
9	Turkey	15	1498
10	Indonesia	14	1353

As shown in Map, Rockbuster's total of 584 customers is based in 108 countries.

The total market concentration in the top 10 countries is made up of 314 customers (53.9%).

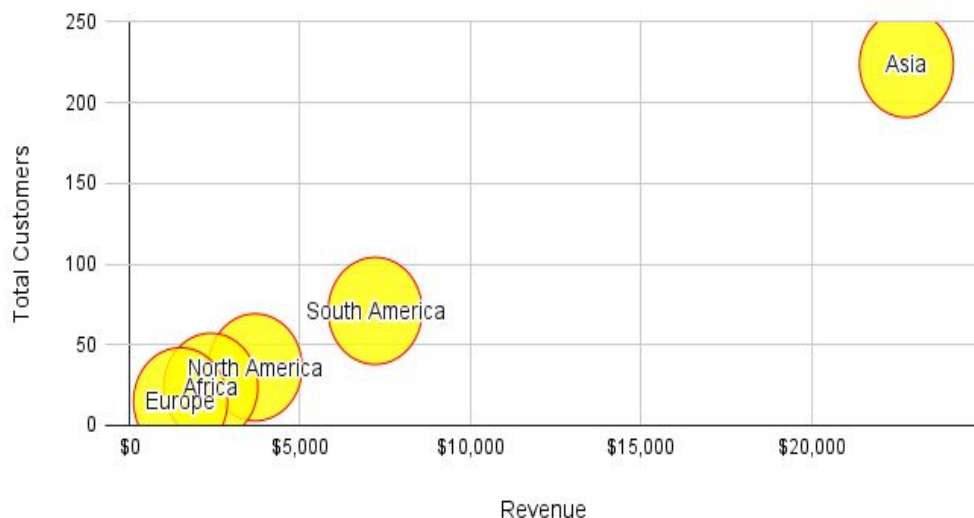


Since these top 10 countries made up for more than 50% of our total customer base and net spending, our resources should prioritize on these countries.



# Continent Performance based on Top 15 Revenue Generating Countries

Regional Performance based on Top 15 Revenue Generating Countries



As expected, there is a positive relation between the total number of customers and Revenue. What is surprising to see is Asia and South America regions provide superior revenue per customer compared to other continents.



In terms of continental marketing campaigns, Asia and South America are the first two continents we should focus on.

# Conclusions

- ❖ Highest Lucrative Regions: **Asia, South America, & North America**
- ❖ Top 3 Performing Countries: **India, China, & USA**
- ❖ Most Popular Genre: **Sports, Sci-Fi, & Animation**

# Recommendations

- ❑ Rockbuster should emphasize its tailored marketing efforts in promising markets such as India (60 Customers, \$6,035 Net Spending) and China (53 Customers, \$5,251 Net Spending).
- ❑ South America (71 Customers & \$7,200 Net Spending) is also an attractive potential region so if budget allows, they should put efforts there too.
- ❑ Finally, to achieve sustainability and retain customers, we should provide subscription services to high revenue genres such as Sports (\$4,892), Sci-Fi (\$4,336 ), Animation (\$4,245), and Drama (\$4,118).



# Thank You

For any questions, feel free to contact me at [\*dannybrooky@gmail.com\*](mailto:dannybrooky@gmail.com)

